infrastructure that can be reused for future projects.

In North America, smart streetlights are one favorite on-ramp. If you install a communications module at the same time you swap in the light-emitting diode lightbulb, when you are done, you will have a canopy network throughout the city, one that can be used for hundreds of other applications. Likewise, a streetlight’s vertical real estate is immensely valuable for such things as video surveillance, traffic control, environmental sensors, small cell telecommunications, and much more.

Other popular starting places include

- open data portals, which save the city money on Freedom of Information Act requests while giving internal and external stakeholders data they can use to build new apps for the city
- smart parking, which raises parking revenue and retail sales tax revenue (less time circling means more time shopping)
- smart buildings, which routinely save 10–30% on energy costs
- digital city services, which are far less costly to deliver (versus phone or in-person) while also increasing citizen satisfaction
- smart grids and smart water networks.

**Implement in Phases**

Now that you have pulled together the team, vision, and action plan, you are ready to deploy in stages. If you are smart, your action plan will already include regularly scheduled progress reports. The Montreal plan cited earlier is one good example of a phased plan. You can also learn from Vancouver’s Greenest City Action Plan and many others.

Previously, you leaned on your advisory board members to help you spot problems and synergies and set priorities. Now you will be asking them to suggest course corrections and help you with community outreach so that citizens will understand the benefits of the new programs and so you will know how to influence future efforts.

In my speeches and personal appearances, I always remind the audience that the smart city movement is more than a trend; it is a race—a race with all those other cities that are competing for jobs and talent. The four steps outlined above can give you a competitive advantage.

**Biography**

Jesse Berst (jesse.berst@smartcitiescouncil.com) is the founder and chairman of the Smart Cities Council, an industry coalition with chapters in North America, Europe, India, and Australia/New Zealand.

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**Newsfeed (continued from page 106)**

**Announcing the Joint AIAA/IEEE Electric Aircraft Technologies Symposium**

The Aerospace Industry has set ambitious goals for the next three generations of commercial transport aircrafts. To accommodate rapid growth in emerging markets and ensure the sustainability of air travel, the industry has explored nontraditional aircraft propulsion using electric, turboelectric, or hybrid-electric powertrains.

Recent workshops by the IEEE and the American Institute of Aeronautics and Astronautics (AIAA) have identified the need to bring electrical engineers and aerospace experts together as the industry seeks more electric propulsion technologies for future aircrafts. In 2018, to address these issues, the AIAA Aircraft Electric Propulsion and Power Working Group and the IEEE Transportation Electrification Community are collaborating to organize the new, two-day Electric Aircraft Technologies Symposium. The event will be held 12–13 July 2018 at the Duke Energy Convention Center, in Cincinnati, Ohio, following the AIAA Propulsion and Energy Forum.

The symposium will focus on electric aircraft technology across three programmatic tracks: 1) electric-power-enabled aircraft configurations and system requirements, 2) enabling technologies for electric aircraft propulsion, and 3) electric aircraft system integration and controls.

Along with the contributed technical papers, the symposium will feature keynote speeches and panel sessions by leaders in industry, government, and academia. Registration will open 3 April 2018, and details can be found at https://propulsionenergy.aiaa.org/EATS/.