Do Small-to-Midsize Communities Have a Future?

Intelligent Community Forum
www.intelligentcommunity.org
Agenda

1. “Intelligent Community?” What’s that?
2. The digital revolution and its impacts
3. Do small-to-midsize communities have a future?
4. What it takes to survive and thrive
5. Discussion
Network

Of more than 180 cities, metro areas and counties, with populations from 10,000 to 12 million, pursuing economic, social and cultural growth together.

Advisers

Bringing ICF Method for economic, social and cultural growth to communities facing the immense disruptions of the digital age.

Robert Bell
Co-Founder
Smart or Intelligent?

Water management
Smart mobility
Remote health monitoring

Gains in govt. efficiency and productivity
Better information for govt. decision-making
Lower cost, higher quality services

Business & resident portal
Data-driven policing
Environmental monitoring

GOVT VEND-ORS

Smart City
Smart or Intelligent?

Creating economic, social and cultural growth in an economy changing at warp speed

Giving a future to the place called home

Accessing high-quality connectivity
Creating skilled workers & high-quality jobs
Cultivating innovation in business & govt.

Bridging the digital divide
Engaging the community in positive change
Creating a great quality of life

Intelligent Town

GOVT
BUSINESS
ORG
CITIZENS
WHY do communities today need to be INTELLIGENT?
The Digital Revolution

1980

- No personal computers
- No mobile phones
- No internet – but fax machines were hot!
The Digital Revolution

2015

- 260m computers shipped
- iPhone and Android super-computers in your pocket
- Billion-dollar e-commerce and social media companies overrun retail, news & publishing
- Video streaming overturns broadcasting
“Facebook, the world’s most popular media owner, creates no content.

“Uber, the world’s largest taxi company, owns no vehicles.

“Airbnb, the world’s largest accommodation provider, owns no real estate.”

“Alibaba, the most valuable retailer, has no inventory.”

Symptoms of Disruption

• Shifting categories of employment: loss and gain
• Migration to opportunity
• Rising economic inequality as new winners arise
• Political and social unrest
Employment disruption

1990
GM, Ford & Chrylser
• +1 million employees

2015
• Apple, Facebook & Google
• +US$1 trillion in sales
• 137,000 employees
Made worse by growing demand for skills...

50% of long-term unemployed are young people who left school at minimum legal age.

OECD, August 2009
…in an economy of the educated

Weekly Earnings by Education 2017

- Professional degree: $1,836
- Doctoral degree: $1,743
- Master's degree: $1,401
- Bachelor's degree: $1,173
- Associate degree: $836
- High school: $712
- Less than high school: $520

Share of Aggregate US Wealth

- Upper Income: 79%
- Middle Income: 32%
- Lower Income: 7%


Bloomberg
The urban-rural divide

2% of America’s population live in 53 large metro areas, each home to +1 million people.

From 2008 to 2018, they accounted for 75% of job growth.

Strategies for Left-Behind Places
Brookings Institution, 2018
The urban-rural divide

2% of America’s population live in 53 large metro areas, each home to +1 million people

From 2008 to 2018, they accounted for 75% of job growth.

From 2010 to 2018, America’s +200,000 small rural towns experienced negative economic growth.
Does this have a future?
The experts say...

No
No way
Nope
Not a chance
No!

It just happens not to be true.
Intelligent Communities
Mitchell
South Dakota, USA
Population: 15,000
Rural coop telcos joined forces to connect anchor institutions, bringing digital services to the city.

1997 proposal to have city fund fiber-to-the-premise network defeated due to cost and risk.
- Alarmed by proposal, cableco & telco boosted investment.
- Mitchell Tech Institute built Tech Center and NOC to serve CLECs in region.
  - CLEC won Federal grant to build FTTP network.

Govt-educational-business partnerships building new economy supplementing agriculture.
Stratford
Ontario, Canada
Population: 31,000
Stratford
Ontario, Canada

City-owned utility built fiber network with Wi-Fi overlay, services sold by commercial carriers

Deal with University of Waterloo brought satellite campus focusing on digital media

Developed Stratford Accelerator to turn students into entrepreneurs

Became tech test bed for Cisco, Toshiba, Inter-Op

City lost low-skilled jobs in last downturn while gaining digital ones, building advanced manufacturing base
If you know how to build it, the future is bright.
Intelligent Community Forum

Helping communities achieve economic, social and cultural growth in the digital age.

Contact Us

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