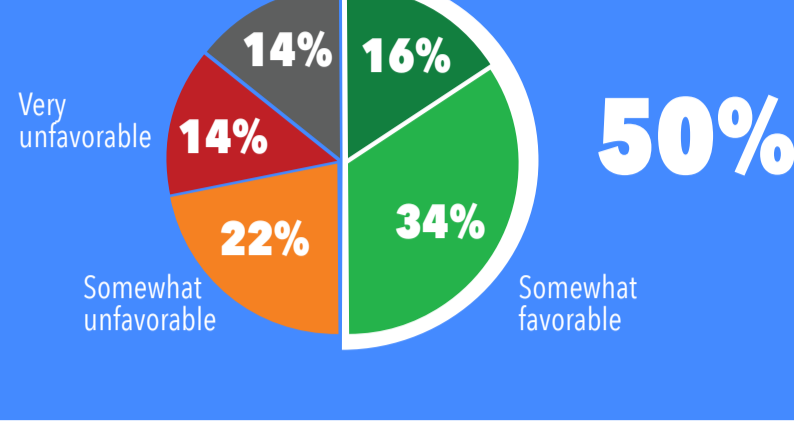
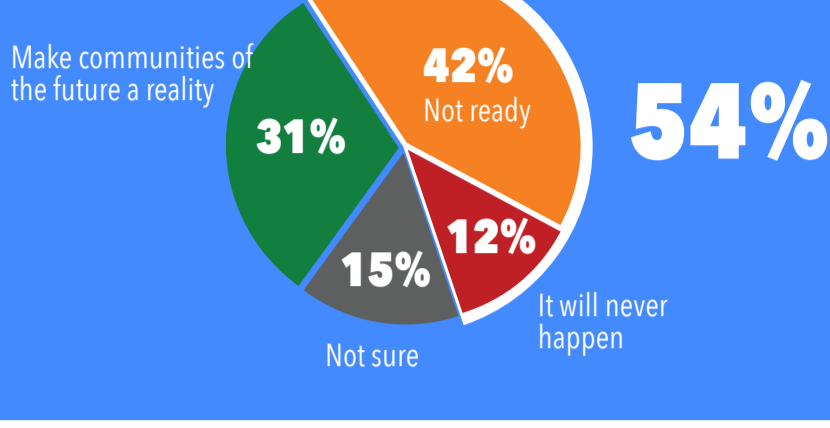


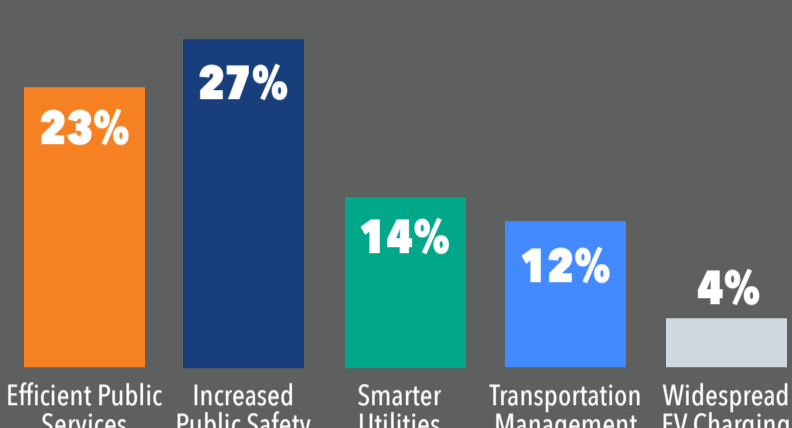


SMART CITIES & UTILITIES:
 Before we can create **CONNECTED COMMUNITIES**
 we must **CONNECT** with our **COMMUNITIES**

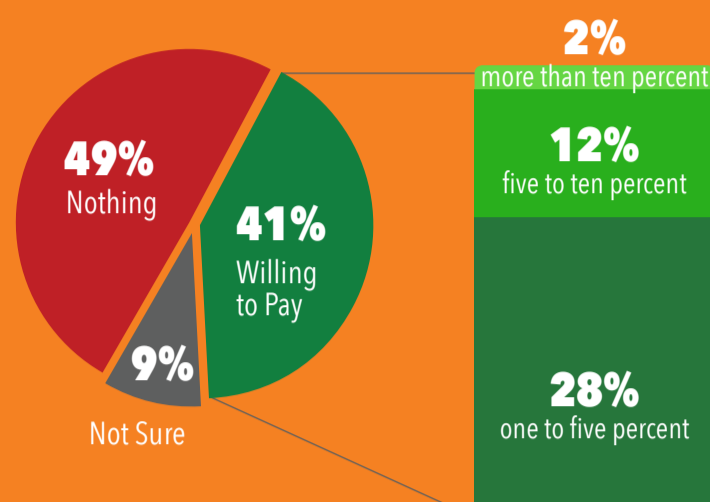
A majority of U.S. residents remain skeptical that their area is ready to make communities of the future a reality, while also holding a favorable impression of the concept of smart cities.



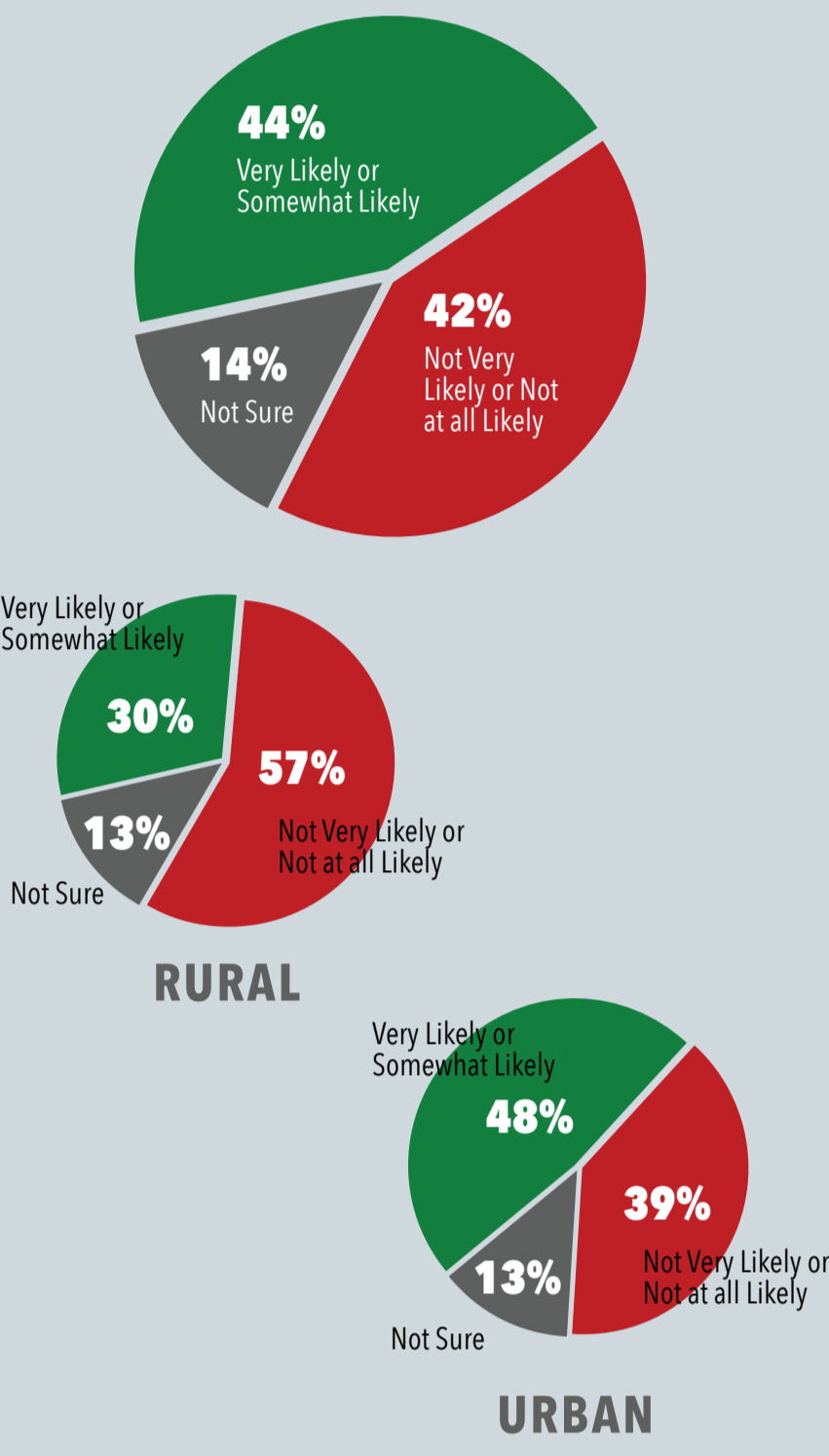
More efficient public services, including increased public safety, dominate potential benefits of connected communities.



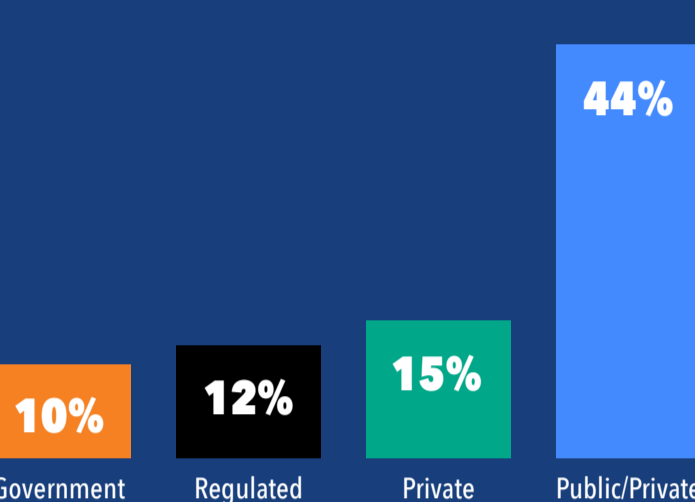
41% are willing to pay one percent to more than ten percent to make a connected community possible.



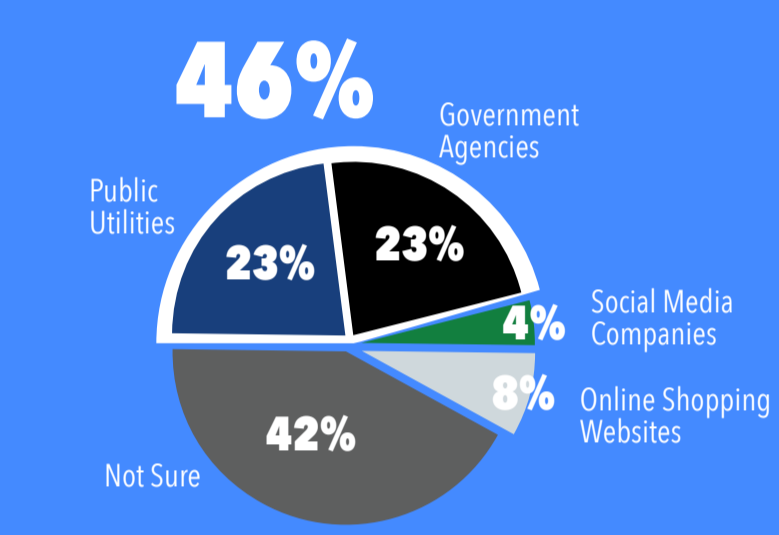
Connected communities are more supported by urban residents than by rural residents.



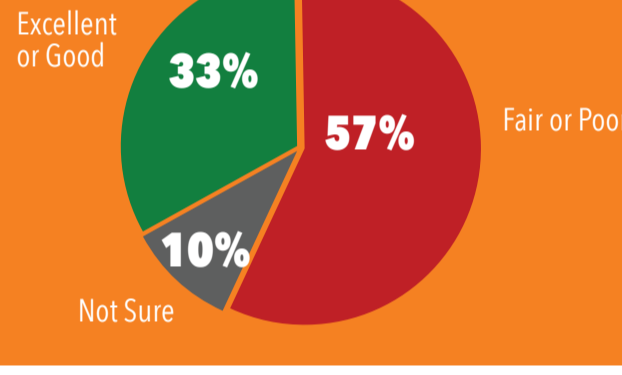
A public/private partnership is favored to do the best job operating the connected community infrastructure.



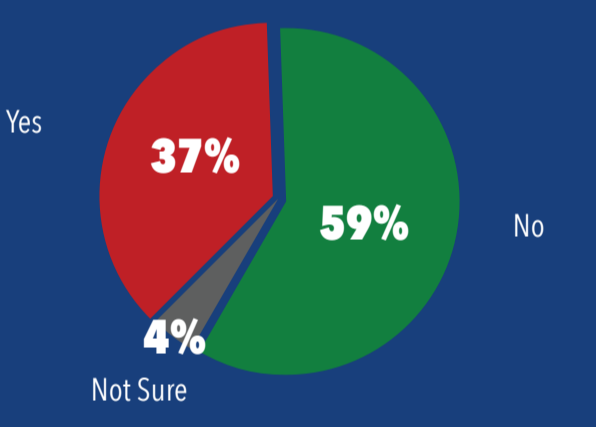
Utilities and government agencies are more trusted than social media and online shopping companies.



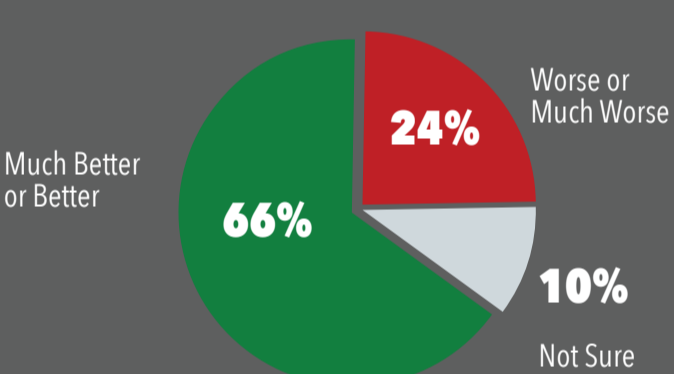
Government earns low grades for using modern technology to better serve the public.



More than one-third tested own a smart assistant.



Two-thirds feel that smart assistants, smart phones, cloud computing, e-commerce and steaming services have made life better.



Davies National Public Opinion Study on Connected Communities, nationwide survey completed August 20-21, 2019 with 1,000 adults >18 years old. Sampling error is +/- 3% at 95% confidence.

CONCLUSIONS

- The public is favorable to connected communities or smart cities, however a majority do not believe this is the time nor are they ready to pay more for them.
- A partnership between utilities and government is both favored to operate a connected community and are trusted most with personal information than private online or social media companies.
- The public has not yet grasped the visionary potential of connected communities, instead look at the concept to deliver typical public services.
- About one-third are likely to be early adaptors or advocates for connected communities or smart cities.
- Urban and younger residents are most likely to support connected communities those over 65 and rural residents the least likely.
- Privacy and data breaches are perceived downsides and those concerns are shared across demographics and geographic.

LESSONS LEARNED

1 No hype. Go slow to go fast.



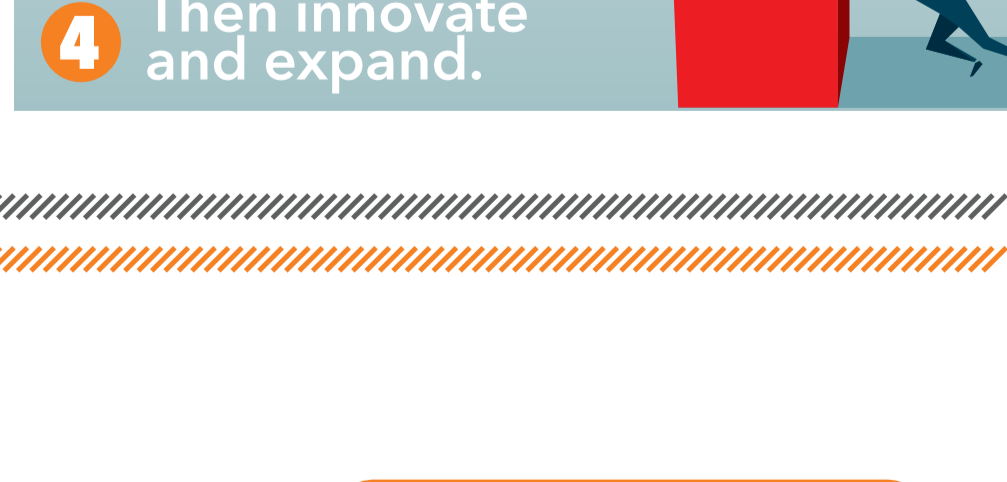
2 Find and motivate your advocates first.



3 Make it easy to like.



4 Then innovate and expand.



ABOUT DAVIES

Davies' work on the front lines of energy issues in Maryland and across the U.S. provides us with a unique ability to motivate communities to reshape the debate and win support for utilities who need to win high stakes, defining issues.

Davies' tested communications approach uses modern psychology and research-driven messaging to turn complex information into motivational, values-driven communications that overcome fear and move energy supporters from the sidelines to become active and vocal advocates.

Since 1983, Davies has consistently ranked among the top strategic communications firms nationally, and has received hundreds of industry awards for executing complex external and internal communications programs for Fortune 500 companies and numerous other high-profile clients in the energy and natural resources sectors.

Davies

CONTACT
 To learn more about how we can help, you can find us online at DaviesPublicAffairs.com or give us a call (805-963-5929) and ask for Ric Basso.