Opt In: Why Cities Should Care About Digital Rights

City of Long Beach Technology & Innovation Department
Ryan Kurtzman
September 21, 2023

Smart City LB

Vision:

Advance solutions to civic challenges by engaging the community, staff, and private sector to explore and implement emerging technology.

DESIGN FOR EQUITY

Reducing historic inequities and disparities by ensuring technology advancements are accessible to all and improve quality of life for communities that have been underserved.

EARN PUBLIC TRUST

Building public confidence through excellence in data privacy, data transparency, and community engagement.

CULTIVATE LOCAL EXPERTISE

Promoting place-based growth by supporting Long Beach entrepreneurs and businesses, improving workforce job-readiness, and building partnership networks.

BUILD CIVIC RESILIENCE

Improving capacity to respond efficiently and effectively to the most-pressing civic challenges using data-informed decision-making.

Digital Tech is Everywhere

MODERNIZATION

Redefining 'smart cities' while preparing for the Olympics

GO LONGBEACH

The future of traffic lights

AI can help time traffic lights to improve emergency response, congestion, and public transit.

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Digital Tech is Everywhere

Privacy concerns

- Tech can be daunting
- Increasingly reflected in news and on social media
- People often don't realize that local governments deploy devices and software that collect personally identifiable information

The Mercury News | Crime and Public Safety | Amid rash of traffic deaths in San Jose,...

Amid rash of traffic deaths in San Jose, dangerous intersection gets cameras

As Bay Area's biggest city scrambles to reduce traffic deaths, privacy advocates raise concerns over cameras

How 'free' Wi-Fi hotspots can track your location even when you aren't connected

Simple steps can protect your privacy and location data.

By Dieter Holger
Staff Writer, PCWorld | NOV 1, 2018 3:00 AM PDT

Tessa Kohl (tessajade@mastodon.... @TessaJade... · Sep 28, 2021 ...

Automated license plate readers (ALPR) may not be a "flashy" as **facial recognition**, but they're a critical issue, which **Long Beach** immigrant rights groups have raised serious concerns about for so **long**... it's time @LongBeachCity took their concerns seriously.

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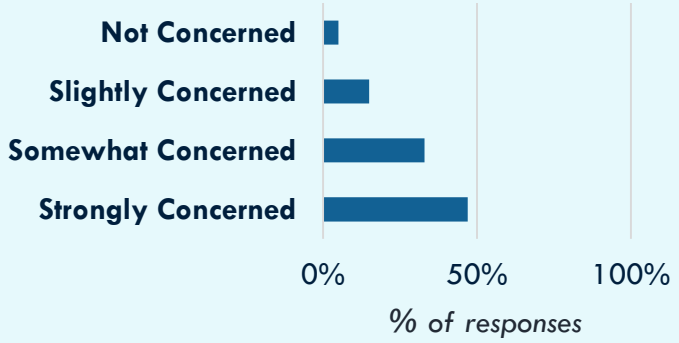
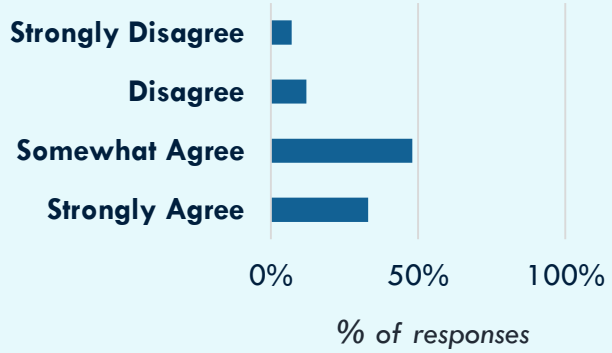
Digital Tech is Everywhere

Tension between digital technology and privacy

How concerned are you that the use of smart city technologies could mean less privacy for Long Beach residents?



"Smart" tools and features are essential to the future of cities, including Long Beach.



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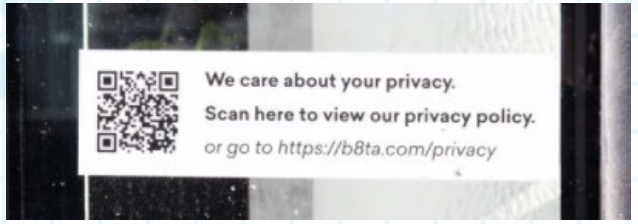
Digital Tech is Everywhere

Cities have a technology legibility problem

- Lack of **transparency** that prevents public from understanding the role of digital tech in cities.
- Lack of **accountability,** so the public cannot meaningfully engage in dialogue about the role of technology to improve quality of life.
- Cities are missing necessary tools to increase legibility of tech.



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Solution: Digital Rights Platform

- **Signage** component: Signs deployed with tech to promote transparency and build trust, with a scannable code to easily link to online platform
- **Online** component: Displays additional information and a feedback channel

Nutrition Facts

8 servings per container

Serving size 2/3 cup (55g)

Amount per 2/3 cup	
Calories	**230**
% DV*	
12%	**Total Fat** 8g
5%	**Saturated Fat** 1g
	***Trans* Fat** 0g
0%	**Cholesterol** 0mg
7%	**Sodium** 160mg
12%	**Total Carbs** 37g
14%	**Dietary Fiber** 4g
	Sugars 1g
	Added Sugars 0g
	Protein 3g
10%	**Vitamin D** 2mcg
20%	**Calcium** 260mg
45%	**Iron** 8mg
5%	**Potassium** 235mg

* Footnote on Daily Values (DV) and calories reference to be inserted here.

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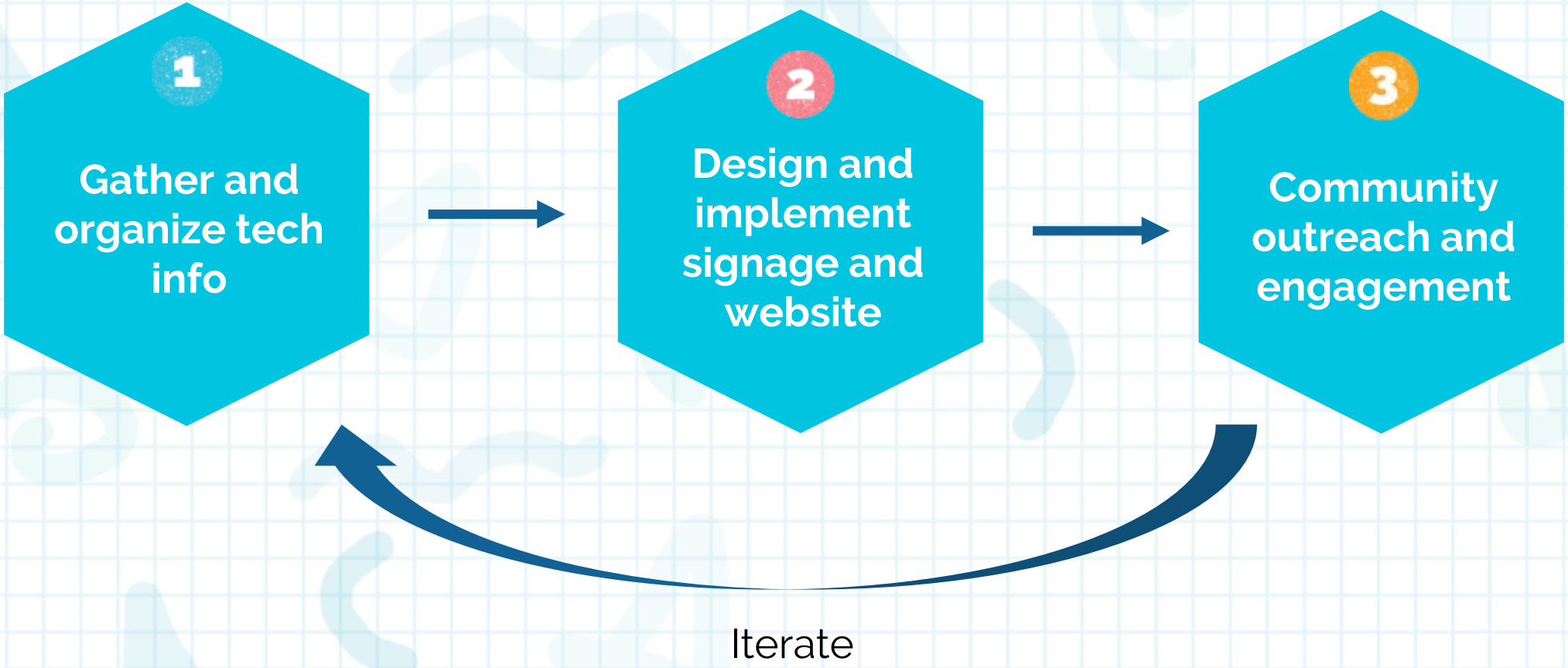
Solution: Digital Rights Platform



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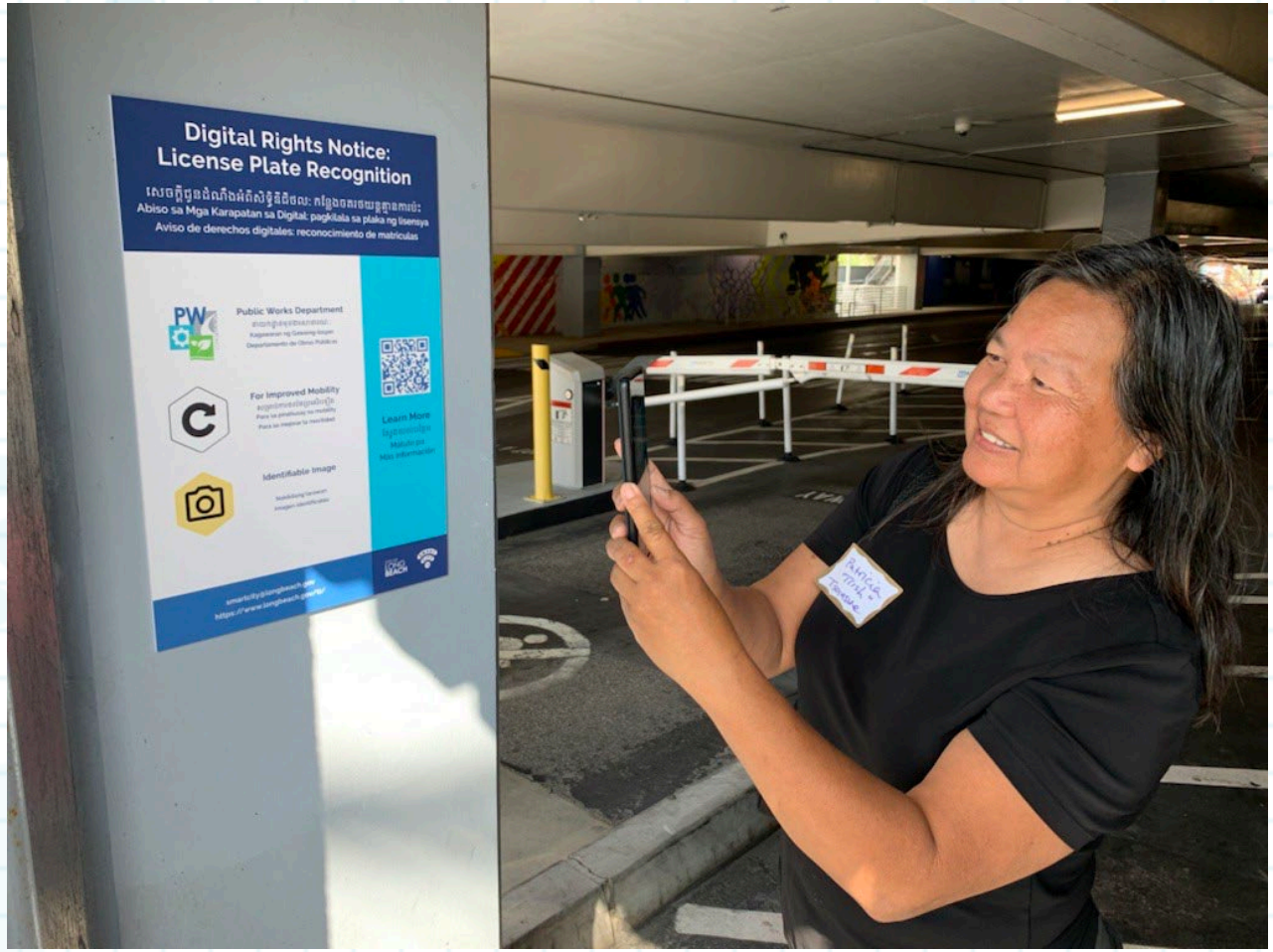
Solution: Digital Rights Platform

- User research in Fall 2022
  - 115 survey responses
  - 10 interviews
  - 40 beta testers
  - 6 signs deployed for two City technologies
  - Digital Trust in Places and Routines (DTPR) taxonomy and icons
- **Context**, not just technology
- **Visuals**



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Solution: Digital Rights Platform

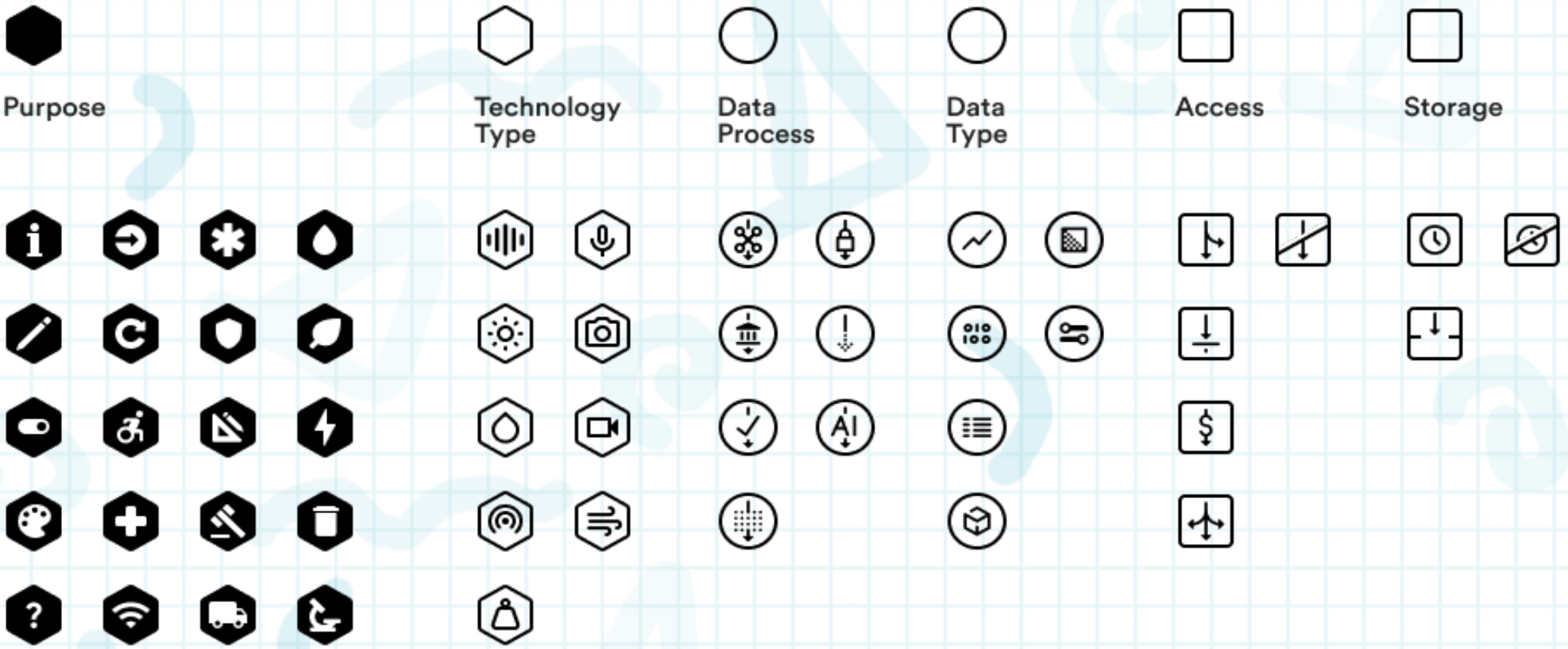
Visual language can help democratize complex concepts

Nutrition labels help demystify the content of the foods we consume

Universal symbols help us effectively navigate through the world

Traffic signs ensure safety and efficiency for drivers and passengers

Solution: Digital Rights Platform



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Cyclists Today
Cyclists this Year
Pedestrians Today
Pedestrians this Year
CITY OF LONG BEACH
TRUCK CROSSING
11
BIKE LANE
BIKE LANE

Digital Rights Notice: Eco Totem

សេចក្តីជូនដំណឹងអំពីសិទ្ធិឌីជីថល: អេកូ Totem

Abiso sa Mga Karapatan sa Digital: Eco Totem

Aviso de derechos digitales: Eco Totem

Public Works Department
នាយកដ្ឋានមុខងារសាធារណៈ
Kagawaran ng Gawaing-bayan
Departamento de Obras Públicas

For Improved Mobility
សម្រាប់ការចល័តប្រសើរឡើង
Para sa pinahusay na mobility
Para sa mejorar la movilidad

Loop Inductor
អាំងឌុចទ័ររង្វិលជុំ
Loop inductor
Inductor de bucle

Learn More
ស្វែងយល់បន្ថែម
Matuto pa
Más información

smartcity@longbeach.gov
https://www.longbeach.gov/ti/

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SMART CITY

Solution: Digital Rights Platform

Solution: Digital Rights Platform

Who Can Access This Data

Department of Public Works

Eco-Counter

Publicly Accessible

Specializing in pedestrian and bicycle counting solutions, Eco-Counter offers a complete range of products from sensors to data analysis software.

Tell Us How You Feel About This System

Let us know what you think about this system and the data it collects. Your thoughts will help city officials improve this experience and better meet your needs

Click Here to Submit Feedback	Responda la entrevista en español aquí
ធ្វើការស្ទង់មតិជាភាសាខ្មែរនៅទីនេះ	Sagutan ang survey sa Wikang Tagalog dito

Digital Rights Platform

Welcome to the Digital Rights Platform!
This site will inform you about current technologies we use and the data these technologies collect.

Long Beach is increasingly using technology and data to support city programs and services. In order to make our efforts more transparent and inclusive, we created the Digital Rights Platform to inform you of our technology usage practices and invite you to share feedback with us. This platform is an early version created by the Long Beach Smart City Initiative team. One of our top priorities for the next version is to offer this platform in Khmer, Tagalog, and Spanish.

Learn more about the different technologies below.

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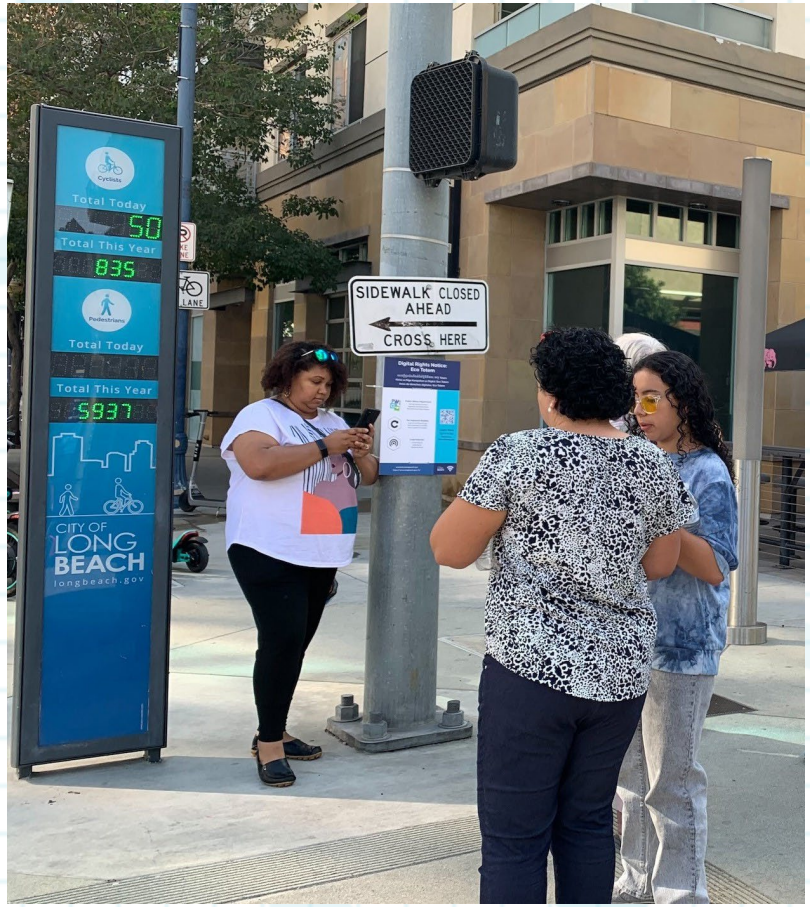
Solution: Digital Rights Platform



Technology:

This makes me feel...

Good Bad

DEPARTAMENTO DE INOVACIÓN Y TECNOLOGÍA DE LA CIUDAD DE LONG BEACH

CAMINATAS DE DATOS LONG BEACH

¡Acompáñenos a una caminata por el Centro de Long Beach para aprender más sobre nuestras tecnologías emergentes, normas de privacidad de datos y una nueva Plataforma de Derechos Digitales!

• • •

JUEVES, 6 DE OCTUBRE, A LAS 6PM
VIERNES, 7 DE OCTUBRE, A LAS 10AM
SABADO,8 DE OCTUBRE, A LAS 10AM & 12PM

UBICACIÓN
: BILLIE JEAN KING MAIN LIBRARY
200 W BROADWAY LONG BEACH, CA 90802

¡Visite el ENLACE EVENTBRITE para registrarse a una caminata ya mismo!

Todos los participantes recibirán una tarjeta de regalo con un valor de $25. Servicios de interpretación estarán disponibles bajo solicitud.

Solution: Digital Rights Platform

Platform increases tech literacy and advances learning

Reduces fear and skepticism of technology

Promotes deeper resident engagement

"We should focus on the [tech] that has the most relevant, salient impact in an individual's life."

"I think it is good that the City wants to tell you they are using your data. Builds trust within the community."

"It's not just a question of trust, it's a question of transparency, and it is only fair that the City let people know that it is happening."

What's Next

- **Build internal buy-in**: City tech 'owners' and 'communicators' to complete inventory.
- **Expand** digital rights platform to 3 more neighborhoods and 14 more technologies.
- Pursue alignment with other CA communities.
- Explore "opt out"
- **Shift the smart city paradigm** away from corporate-driven tech deployments to resident-driven.

Thank You!

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