

# Cities 4.0 ensure that citizens are engaged and digitally connected

**Cities 4.0 understand that their sustainability and smart city programs will fail without the backing of citizens.**

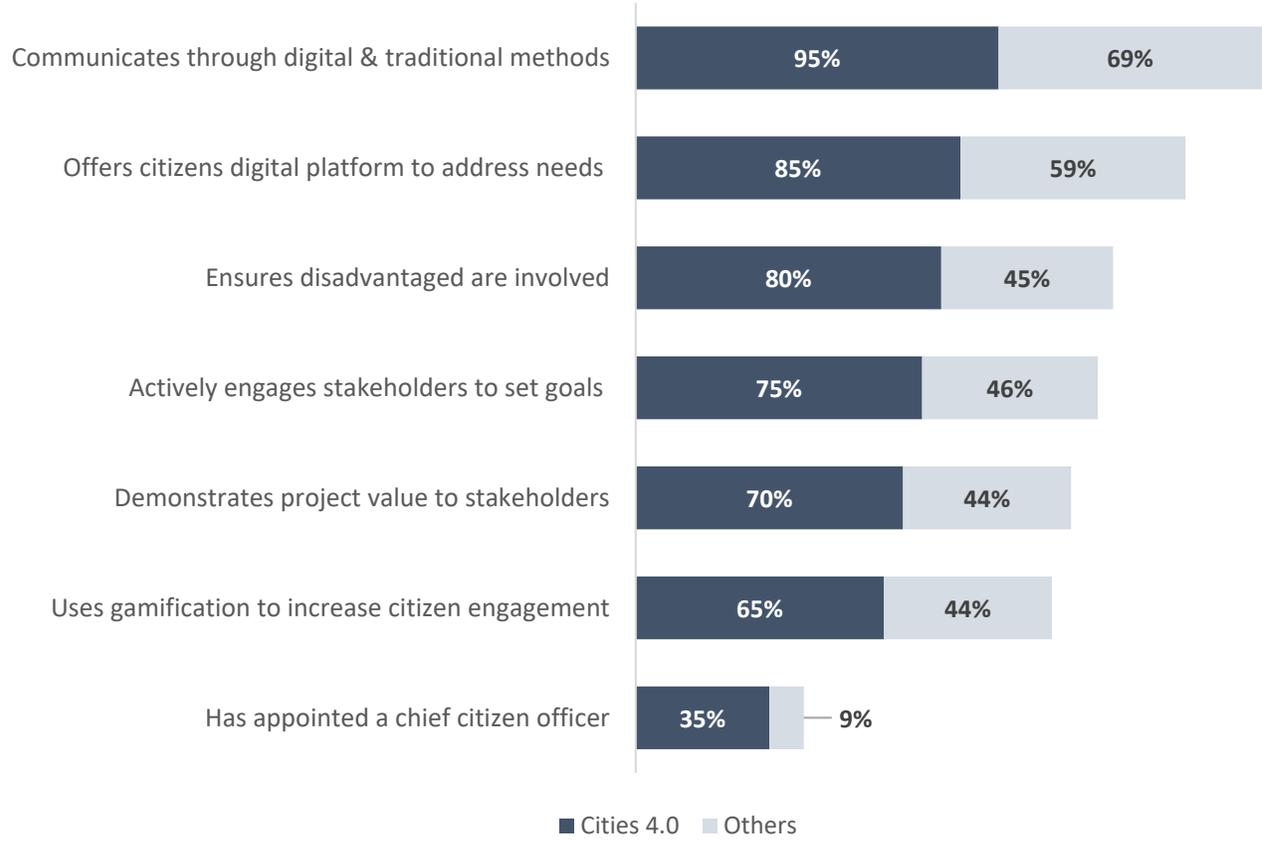
Cities 4.0 are highly sensitive to the needs of their citizens and use a combination of digital and traditional methods to communicate with them. They actively engage citizens, communities, and other stakeholders when setting goals, demonstrate the value of projects, and ensure that disadvantaged populations, including the poor and handicapped, are involved in the decision-making process.

Stealing a page from private businesses, more than a third of Cities 4.0 have appointed a Chief Citizen Experience Officer to stay connected to citizens. The CCXO is responsible for the end-to-end experience of citizens, ensuring that city websites, call centers, and mobile apps are designed with citizens’ needs and ease of use in mind.

“We’re making a big investment in addressing the digital divide. One area is supplying a hot spot and tablet checkout program. We have 19 neighborhood and community centers where residents can access high-speed broadband internet and pick up a tablet, which connects them with services in the community and supports them with financial literacy.”

**Chris Castro, Director of Sustainability and Resilience, Orlando**

## How cities foster citizen engagement



Q29: Which steps does your city take to foster citizen engagement?