

HELPFUL PLACES

Jacqueline Lu
CEO + Co-Founder



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Culture
+
Trust

From Rainforests to Cities

Barro Colorado Island, Panama



Source: Smithsonian Tropical Research Institute

New York City, USA



Source: George Steinmetz, National Geographic Image Collection

Starry Sky Beetle Arrives in NYC

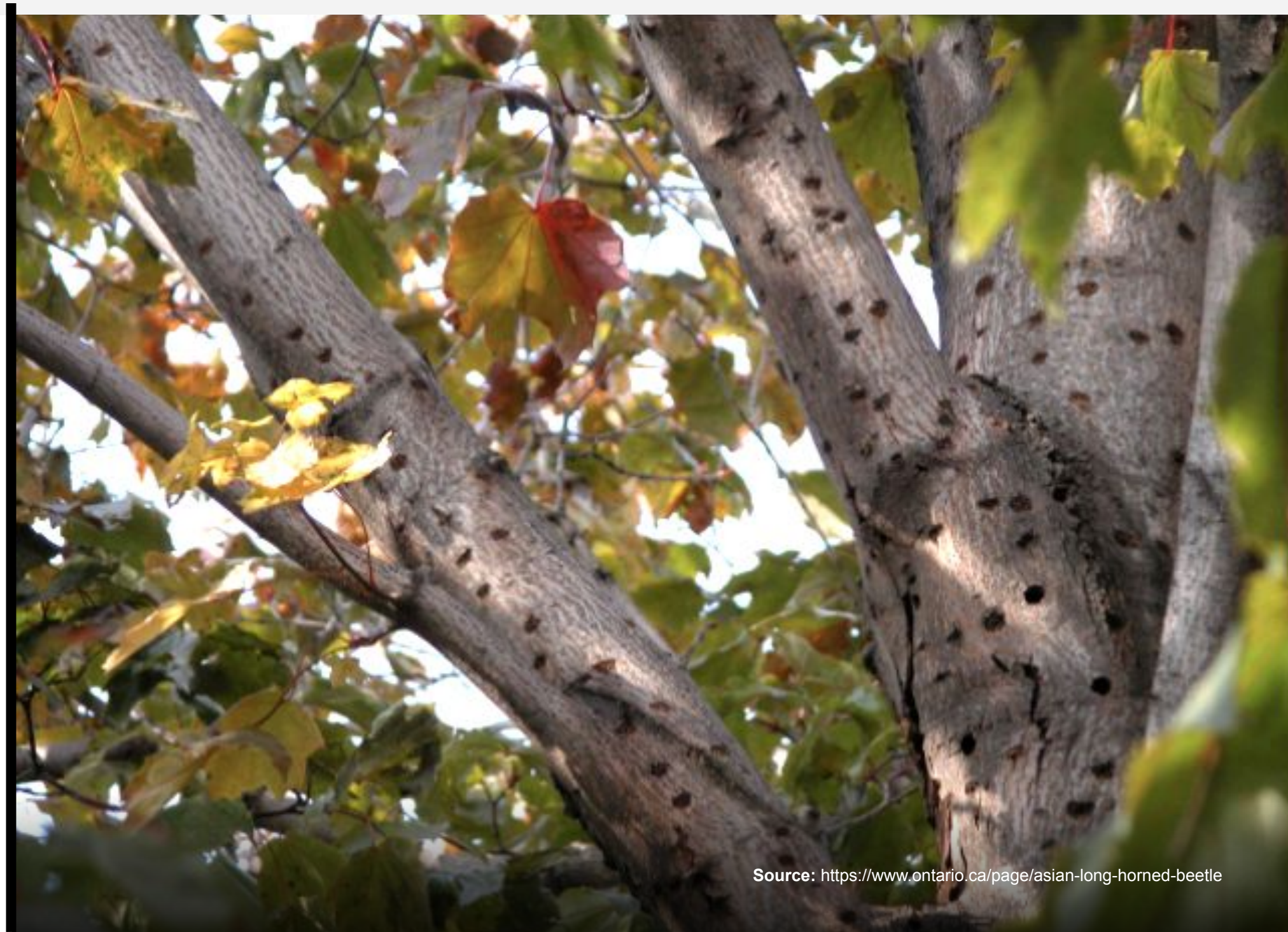
Asian Longhorned Beetle

Damaged Maple Tree



Anoplophora glabripennis

<https://www.ontario.ca/page/asian-long-horned-beetle>



Source: <https://www.ontario.ca/page/asian-long-horned-beetle>

Data as Culture

Data as Nervous System for Operations



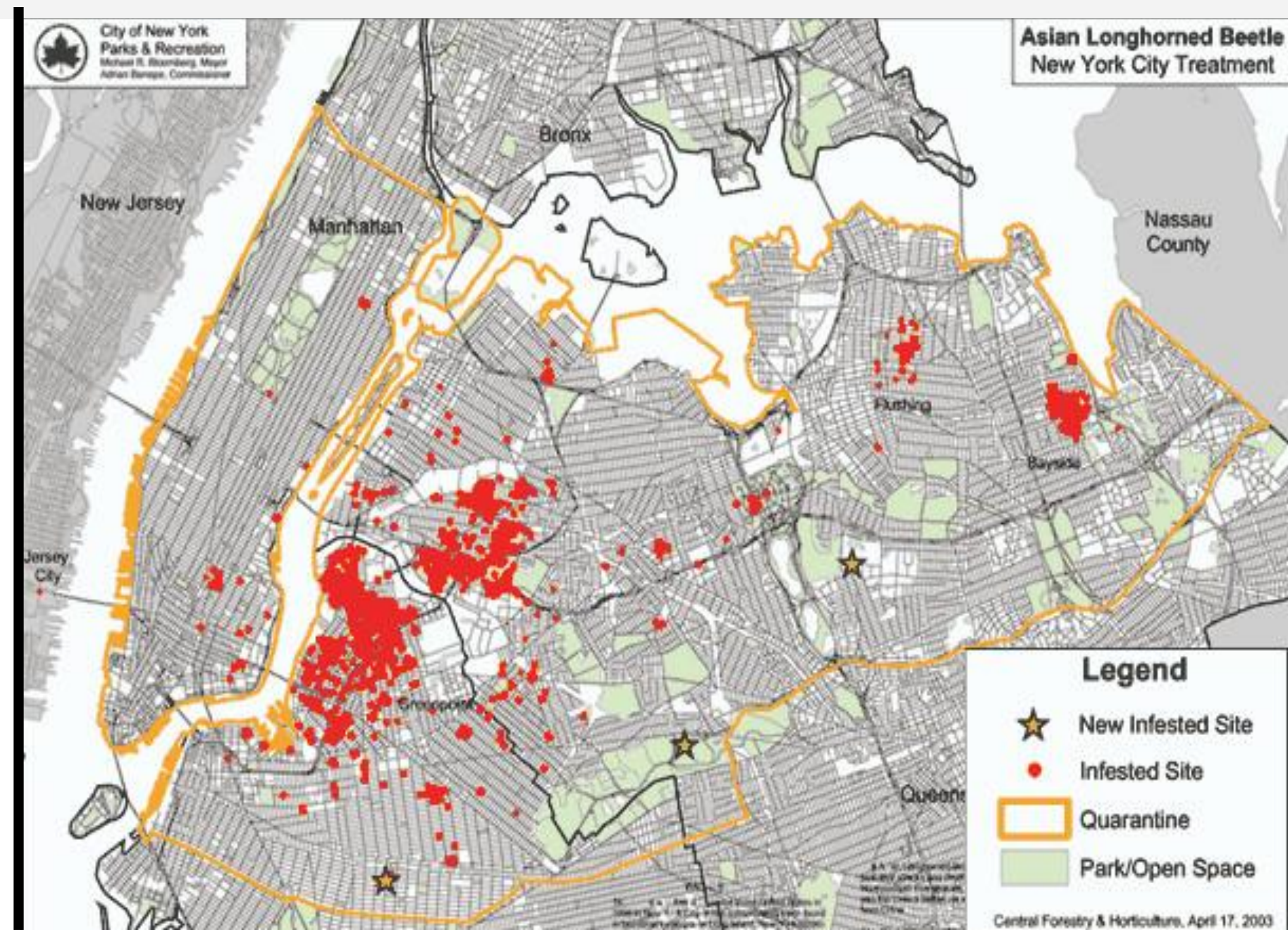
THE NEW YORKER

ANNALS OF TECHNOLOGY

CROWDSOURCING PEST CONTROL IN NEW YORK

By Paul Glader April 2, 2014

As far as Joseph Gittleman, the head of New York's Asian-long-horned-beetle eradication program, can tell, the creature first appeared on American soil in 1996, in the yard of a Brooklyn resident named Ingram Carner. When mysterious holes first appeared in twenty of his Norway maples, Carner assumed that teenagers had drilled them as a prank. One day, he noticed a large, black beetle with white spots clambering out of one of the cavities, waving its horn-like antennas. Carner called the New York City Department of Parks and



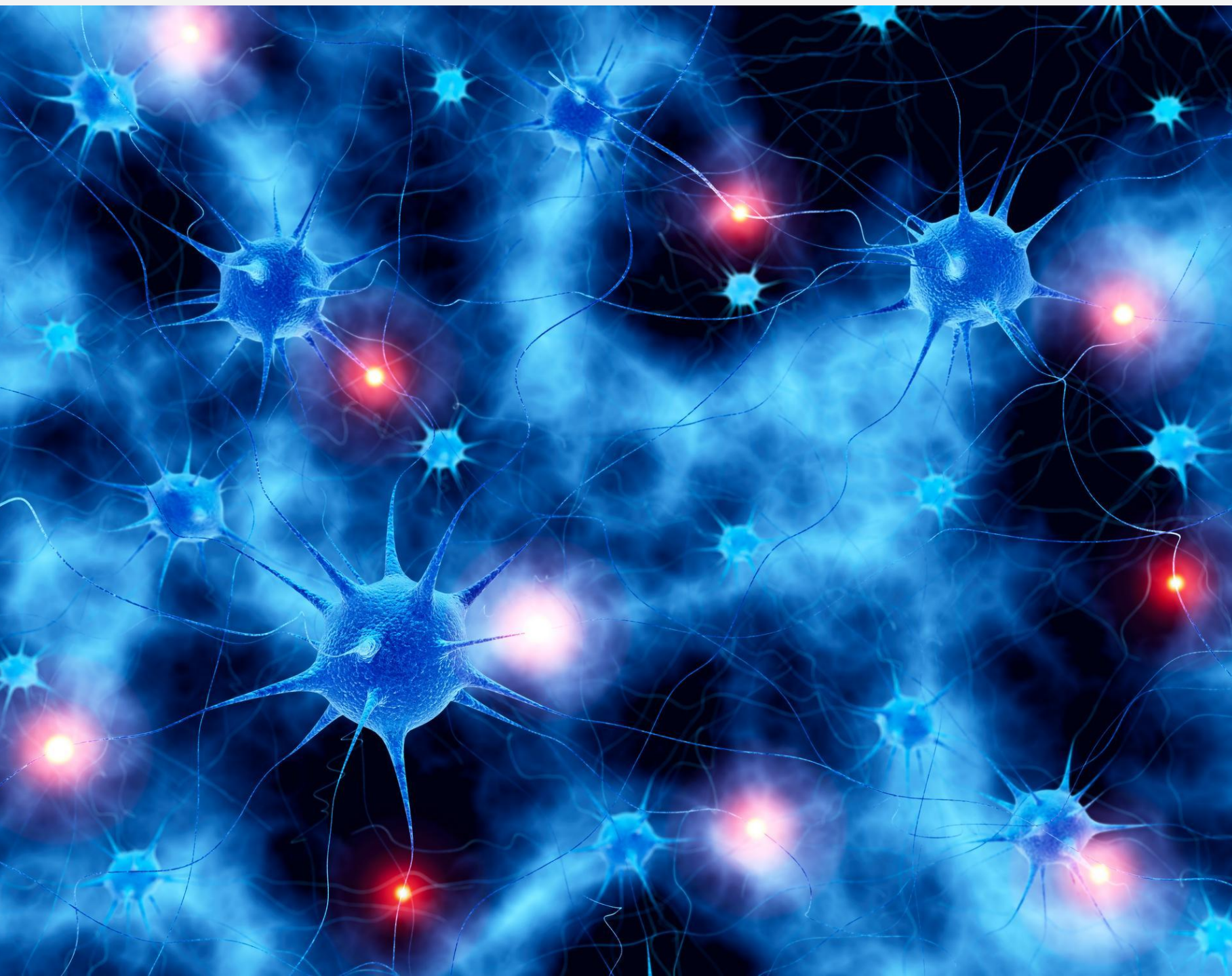
The Problem Begins with the Fact There Is No Address for a Street Tree





Cities as **Organisms**

Nervous Systems



Map of New York



Fourth Urban **Revolution**



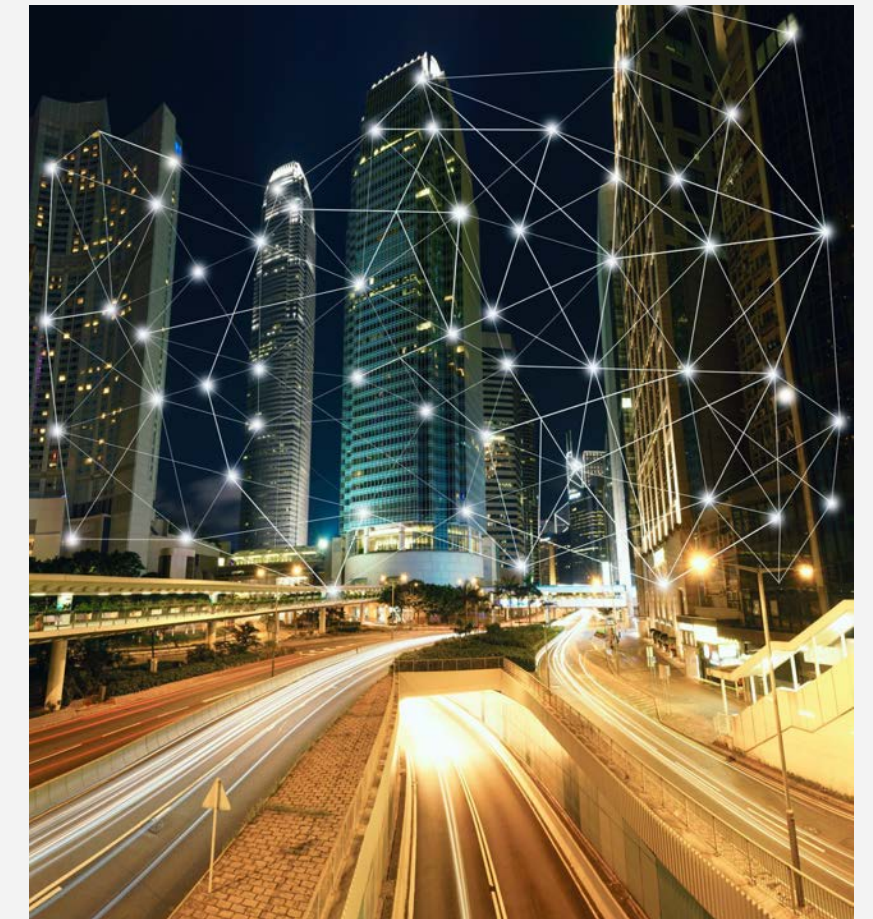
Steam Engine



Electric Grid



Automobile



Digital + AI

Ubiquitous Connectivity
Algorithms and Machine Learning
Computing Power
Low-cost Sensors



**NYC
311**

HOW CAN WE HELP YOU?

I want to...



Sign In

Sign Up

Report Problems

Look Up Service Requests

Make Payments



Multiple studies show that 311 data is heavily biased, and largely reflects the needs of whiter, wealthier residents

NYC is getting new park benches that charge your phone

Written by [Rebecca Fontana](#) Tuesday May 24 2016

TimeOut

The benches can also count how many people visit the park by tracking your Wi-Fi usage, which totally isn't creepy or anything. The [NYC Parks](#) department is hoping to use the data to craft optimal cleaning and event schedules for the parks.

 gothamist

Why Are These Massive Charging Stations IN OUR BENCHES?

BY [JEN CARLSON](#)

PUBLISHED MAY 24, 2016 | MODIFIED MAY 24, 2016 |  107 COMMENTS

NYC Parks Department Installing Phone-Tracking Smart Benches for Pilot Program in Highbridge Park

 by [Matt Coneybeare](#)
on [Aug. 17, 2017 at 2:30 PM](#)

 VIEWING NYC

PCWorld

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

The New York Times

Opinion | [THE PRIVACY PROJECT](#)

In Stores, Secret Surveillance Tracks Your Every Move

As you shop, "beacons" are watching you, using hidden technology in your phone.

By [Michael Kwet](#)
Graphics by Tala Schlossberg
Illustrations by Max Guther



The San Diego Union-Tribune

Mayor orders San Diego's Smart Streetlights turned off until surveillance ordinance in place

Police used them to solve violent crimes, but activists raised civil liberties concerns

BY [TERI FIGUEROA](#)
SEPT. 9, 2020 7:49 PM PT

QUARTZ

TECH & INNOVATION

Researchers found that Strava's heatmap feature could lead stalkers to users' homes

Setting your account to private mode does not mean your Strava data is private

By [Faustine Ngila](#) Published June 13, 2023

Businessweek | Technology

Scooter Rides Have Turned Into a Data Privacy Issue for Cities

The legacy of ride-hailing services has led to infighting at a consortium that tracks mobility data. Austin was the first to drop out of the effort.

By [Laura Bliss](#)
November 10, 2021 at 4:00 AM EST

Bloomberg

**Potential to trust technology
comes from awareness of
and ability to consider
the **benefits** versus the **risks** of
adoption**

Seattle Department of Construction and Inspections is reviewing

A New X-Story Type of Building

Project:

303XXXX-LU

What is it?

- Units:
- Parking:
- Includes: Use (if relevant)
- Demo of existing (if relevant)
- No more than 5 bullets

Submit comments to:

- Online: seattle.gov/project/comment
- Mail: Public Comments, P.O. Box 34019
Seattle, WA 98124-4019

Include the project number and address.

(The comment period may be extended by written request prior to the date below. The comment period for shoreline applications cannot be extended.)

Submit comments by _____.

All comments are posted on our website in their entirety.

Required approvals:

- Environmental Review
- Design Review
- Conditional Use

More information:

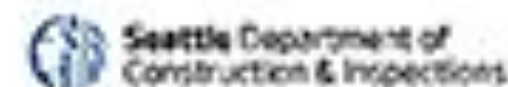
- Online: enter project address at maps.seattle.gov/shapingseattle/buildings
Send us a question at seattle.gov/sdci/questions
- Phone: (206) 684-8467 (message line)

Project Address Here

Place location map here.

Place proposed project photo here.

Representation only; approved project may vary.



Closed Circuit Television (CCTV) cameras are used in public areas throughout Sydney Olympic Park

Scan the QR code above to learn more and provide your feedback.



Safety & Security



Sydney Olympic Park



go.dtp.guide/sop-cctv-1



Identifiable Video

SydneyOlympicPark

Stay connected with free WiFi

Join the “_OlympicParkFreeWifi_” network on your device to access the internet.



Connectivity



oOh!media



go.dtp.guide/sop-wifi

This sign uses the Digital Trust for Places and Routines communication standard available at go.dtp.guide/github. The Icons and Taxonomy are licensed under Creative Commons Attribution 4.0 International (CC BY 4.0).

Did you know that tech helps keep these plants healthy?

Scan the QR code below to learn more.



Water Efficiency



Western Sydney University



go.dtp.guide/si



Ecology

SydneyOlympicPark

Keeping You Safe During Big Events

We're testing new technology that measures the mood of the crowd. No personal information is being used or stored.

Scan the QR code below to learn more and provide feedback.



Safety & Security



Facial Characterisation

Scan here to learn more:



go.dtp.guide/dcm-1

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SydneyOlympicPark



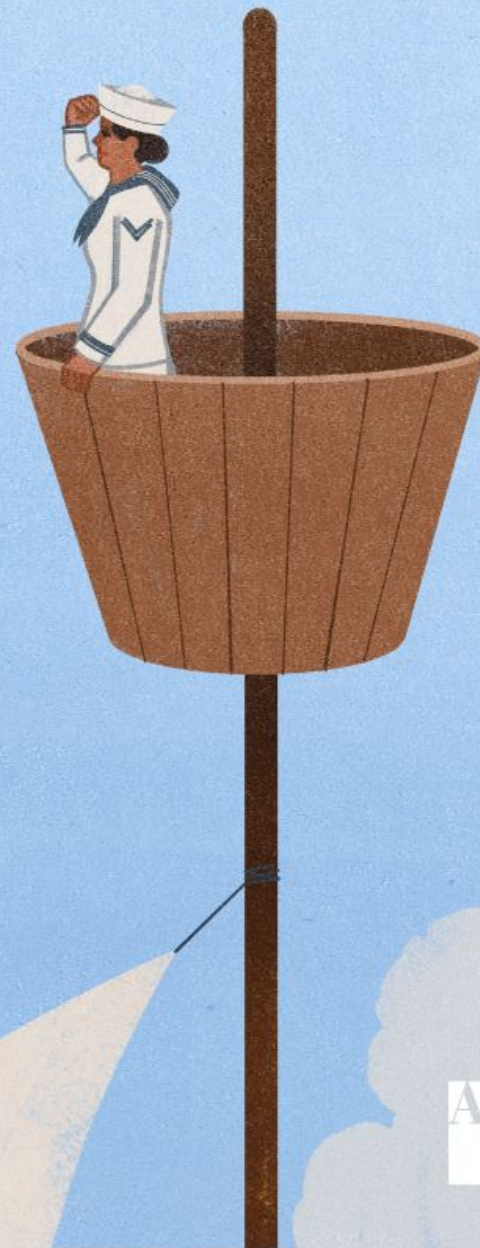
APA

2023

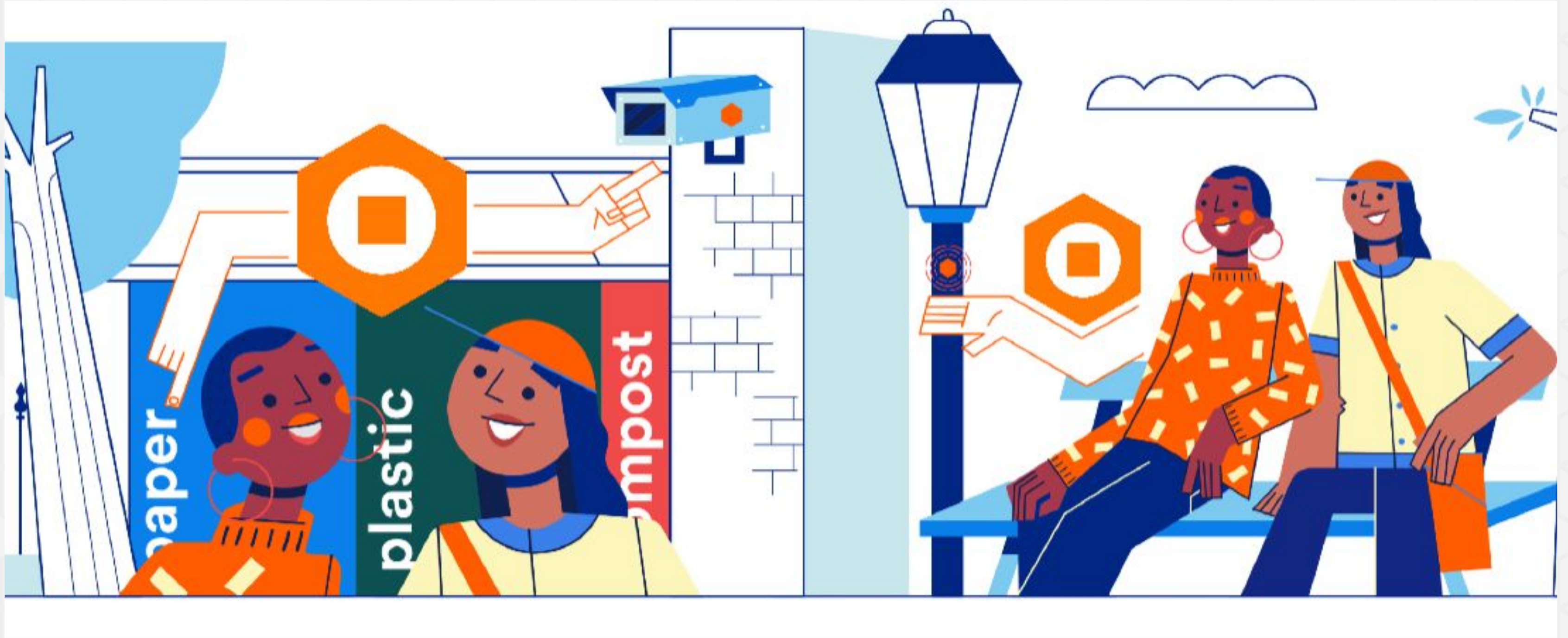
APA FORESIGHT

Trend Report for Planners

Use the future to create great communities for all and stay a step ahead of the issues impacting planners' work—and our communities. Brought to you by the American Planning Association and the Lincoln Institute of Land Policy.



“Digital trust and designing public spaces in the digital age will go hand in hand”



Learn more!

<https://www.helpfulplaces.com>