Presentation Outline

- Review of Work to Date
- Recommendations
  - Vision
  - Cyber Strategy
    - Introduction
    - Initiatives
- Action Plan
- Discussion & Next Steps
Briefing Book

Cyber Vapor
Cyber Industry Clusters
Cyber Infrastructure & Markets
Cyber Access & Applications
Cyber Profile

- Network Infrastructure
- Access Utilization
  -- Workforce
  -- Business
  -- Government
  -- Transportation
  -- Built Environment
“You can be wired to the hilt, but without determination and a clear plan for its use, it is of little consequence….Integrated business applications and supportive government that understands, encourages and applies technology to manage their cities are key elements to making a city [successful].”

John G. Jung, Presentation at Teleport London: Cities and the Wireless Economy
“If e-business is understood as the commercialization of the Internet by dot.com firms, this would be an interesting, innovative, and sometimes profitable business, but rather limited in its overall impact. If...the new economy is based on unprecedented potential for productivity as a result of the uses of the Internet by all kinds of businesses in all kinds of operations, then we are entering a new business world.”

Vision

• Vision as Metaphor
• Vision as Image
• Vision as Goal
• Vision as Metaphor
  -- innovative, adaptable, modern, flexible, smart, fast, multi-use, integrated, self sustaining, affordable
• Vision as Metaphor

• Vision as Image
  -- for residents
  -- for local businesses
  -- for developers
  -- for technology companies
  -- for employers
  -- for visitors
• Vision as Metaphor
• Vision as Image
• Vision as Goal
  -- networked neighborhoods
  -- highly desirable environment
  -- agile and adaptable firms
  -- integrated service delivery
  -- global reach
  -- streets closer to their highest and best use
Three Initiatives

- Network Neighborhood Initiative
- Cyber Coordination
- Network Enterprise Initiative
Cyber Strategy Coordination Initiative

• Coordinate
  -- 12 municipalities
  -- State of New Jersey
  -- New York City
  -- private and non-profit agencies

• Educate decision makers

• Monitor conditions in digital network markets
  -- identify technology opportunities
  -- recruit technology partners

• Monitor community needs

• Amend Master Plan
Network Neighborhood Initiative

The State plan advocates smart growth including:
• a mix of uses,
• transit orientation and
• density to support these efforts
Network Neighborhood Initiative

Hudson County faces a number of challenges:

• Improving the skills of a predominantly multi-ethnic, multi-lingual workforce
• Reducing street and parking congestion
• Coordinating a fragmented system of service delivery
• Providing necessary services and education close to those that need it most
• Facilitating the modernization or conversion of obsolete industrial uses
Network Neighborhood Initiative

Cyber Strategy can address these issues by creating functional integration through:
• Kiosk / ATM
• Audio Video Conferencing, Internet Access
• Network Station
Network Neighborhood Initiative

Scenario 1: Office Concentration
Scenario 2: Traditional Neighborhood
Scenario 3: Mixed Use Center
Network Neighborhood Initiative

Multiple Functions Through Networks
Network Neighborhood Initiative
Network Neighborhood Initiative
Centers Plan
Existing neighborhood centers
Centers Plan
Existing auto-oriented retail centers
Centers Plan
Combined existing commercial cores and transportation
Centers Plan
Potential Pilot Facilities
Centers Plan
Potential Pilot Facilities
Centers Plan
Potential Pilot Facilities
Mixed Use Public Facilities
Mixed Use Public Facilities Pilot Project
Long Term Objectives

Add bricks and mortar development to reinforce retrofitted centers

Images from the New Jersey State Development and Redevelopment Plan, 2001
Neighborhood Transportation Zones

90 Spaces

180 Spaces

215 Spaces + infill development

Review

Cyber Strategy

Action Plan

Neighborhood Electric Vehicles
Network Enterprise Initiative
Network Enterprise Initiative
Projects:

• e-Government

• County-Wide Micro-Business Incubator

• Regional Telework

• Micro-Business Web Assistance

• Electronic Meetings
Action Plan

Phase 1: January – June, 2003

• Revise County Web Page
• Convene City Web Masters
• Encourage Audio Conferencing
• Begin Image Campaign
• Develop Cyber Strategy Coordinating Committee
Action Plan

Cyber Strategy Coordinating Committee

Next 3 Meetings

• formalize the three-year work plan,
• assess resources and possible additional sources,
• discuss recruiting absent members,
• share cyber initiatives within each institution,
• monitor progress with the first four tasks, and
• identify approaches for attracting private sector support
Action Plan

Phase 2: July, 2003 – June, 2005

• Centers Pilot Project (Project 2)

• Mixed Use Public Facilities -- Rail Stations (Project 3)

• The Centers Plan (Project 1)

• E-Government Project (Project 7)

• Micro Business Web Assistance (Project 10)
“Promote the development and availability of advanced telecommunication technology to enhance the delivery of public services, to access government information and to support an advanced telecommunications and information infrastructure.”

Economic Objectives, The Hudson County Master Plan, 2001

“Twenty-four-hour access to information and ideas through enhanced telecommunication services provides a viable alternative to physical transportation…..”

Vision Statement - Public Facilities and Services, New Jersey State Development and Redevelopment Plan, 2001
Proposed and Potential Industrial Growth Areas
Hudson County Cyberdistrict Study
Hudson County Office of Strategic Revitalization

Image

Infrastructure Overlaps

Review | Cyber Strategy | Action Plan