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01 AUDIENCE

106K

unique monthly visitors

70%

of subscribers are manager-level or above

99

of the 100 largest cities in the United States read Smart Cities Dive

SMARTCITIESDIVE

52,100

SUBSCRIBERS

You'll find Smart Cities Dive's news and insights in the inbox of notable subscribers, like:

- Director of Environmental and Transportation Planning, City of Cambridge (MA)
- Chief of Recycling, Composting & Garbage, City of Beaverton (OR)
- CIO, City of Avondale (AZ)
- State Senator, Indiana
- President & CEO, Adams County Economic Development (PA)
- Director of Public Works, Emmet County (MI)
- Chief, Office of Strategy and Performance for The Department of Public Works, City of Baltimore (MD)
- COO, Los Angeles Dept of Tourism & Convention Development (CA)
- Head of Transit Operations, City of Los Angeles Department of Transportation (CA)
- Executive Director, Chester County Solid Waste Authority (PA)
- CIO, County of Summit & City of Akron (OH)

02 TOP-PERFORMING CONTENT

Still recuperating from lost tax revenue and an uptick in homeless populations as a result of the COVID-19 pandemic, city leaders now face a breadth of new challenges as an economic downturn looms. But it's not all doom and gloom, as concerns surrounding decreased venture capital funding are countered by additional federal funding. From affordable housing to the newest transportation technology, let's take a look at what our readers have been focused on.

Top 5 topics

1. Transportation
2. Climate & resilience
3. Affordable housing
4. Governance
5. Tech & data

Top 10 Smart Cities Dive stories

High-speed rail line from LA to Las Vegas could begin construction in 2023

Portland, Oregon, passed a controversial homelessness mitigation plan. Here's why and what comes next

How Houston's homeless strategy became a model for other US cities

\$16B Hudson tunnel project for Amtrak set to begin construction in late 2024

Houston's housing-first model is reducing homelessness. Here's how it works and the obstacles it faces

13 predictions about the trends that will shape smart cities in 2023

3 technologies that could make EVs go farther

The 10 most future-ready cities in North America: report

Hyperloop momentum has stalled. Here are the challenges facing the high-speed tech

Amtrak avoids Thanksgiving shutdown, as rail unions delay strike

Keywords resonating right now

- sustainable materials
- environmentally friendly companies
- benefits of public transportation
- vertical city
- Amtrak strike
- walkable city
- urban density
- urban slums

03 TRENDS

Homelessness crisis

- Affordable housing
- City-sanctioned camping
- Micromobility infrastructure

Tech

- Digital twins
- Electric vehicles and alternative power sources
- High-speed rails

Government and the private sector

- Bipartisan infrastructure law
- Partnerships between cities and contractors
- Federal funding

Recurring challenges

- Climate change and pollution
- Public health
- Traffic congestion

Our readers spent nearly 2x as long on these stories than the average story:

- [Successful micromobility programs require long-term partnerships, panelists say](#)
- [Tampa tries sidewalk solar panels as backup power for traffic lights](#)

Infrastructure and federal funding

Although the effects of the pandemic negatively impacted cities' revenue, the recent integration of federal funding allows state and local governments to invest in new projects and better tackle ongoing challenges.

Cities are focused on reducing carbon emissions from building materials and construction, building up electric vehicle charging infrastructure, and creating long-term relationships with private service providers for public transportation. City leaders are forging ahead with infrastructure aspirations like solar sidewalks, hyperloops, and high-speed rail lines.

The rise of new technology

With the rollout of a national EV charging network, the introduction of tax credits outlined in the Inflation Reduction Act, and new technologies to improve the range of EVs, the adoption of electric vehicles will only continue to accelerate. And cities are primed to handle the increased demand.

Alongside EVs, tech like AI-enabled autonomous vehicles are gaining steam. And digital planning technologies using data analytics and machine learning are propelling city planning projects by increasing efficiency and decreasing the workload on human employees.

Prioritizing affordable housing

The decades-long problem of homelessness across the country was only exacerbated by the events of the pandemic. Some cities are worse off than others, but mitigating homelessness is top of mind for every city leader. Using cities that have successfully decreased the homeless population and increased their quality of life as a model, dozens of cities are setting homelessness as a budget priority in 2023.

Across cities, officials are working together to develop collaborative affordable-housing systems. Using data to drive decision-making, federal, state, and county governments are allocating resources wisely to invest in the programs that see the greatest rate of return.

04 MARKETING INSIGHTS

Supercharge your audience strategy by reflecting the content preferences of over 52,100 Smart Cities Dive subscribers:

Content Characteristics

- Future-ready
- Timely
- Digestible
- Solutions-based
- Comparative

Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

Think future-forward

City leaders know they must invest more in digital and physical infrastructure to become more durable, livable, and environmentally friendly. Help them envision and work toward a more advanced future for their cities by keeping them apprised of the latest technological developments and how they'll help them achieve goals across sustainability, inclusivity, efficiency, and beyond.

Power their planning with best-in-class cities

Unlike many cut-throat industries, the business of smart cities is highly collaborative. City leaders across the country want to see others thrive, and fold those achievements into their own cities. Use cities that have found success in implementing new programs — from affordable housing to solar sidewalks — as a model for others.

Be aspirational, yet actionable

Leaders want to envision how their efforts can contribute not only to their own career goals, but also to creating a more sustainable society. Help them aspire to a better tomorrow by providing clear-cut steps and measures for how they can get there. Content formatted as "guides" resonates particularly well, as these leaders are all about action.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us

