

## Public/Private Partnership Creates 21<sup>st</sup> Century Urban Work Environment

City of Meridian Supports Smart Work Center Model Powered by Cisco and VengaWorks.

### EXECUTIVE SUMMARY

#### CITY OF MERIDIAN IN PARTNERSHIP WITH VENGAWORKS VENTURE CENTERS

- State and Local Government
- Meridian, Idaho, USA
- 75,290 (2008)

#### BUSINESS CHALLENGE

- Position city as regional leader in terms of sustainability and technology and business efficiencies
- Stimulate economic development, and strengthen city's regional brand as a smart, connected community
- Improve on potential success for young and growing Meridian companies

#### NETWORK SOLUTION

- Leverage public/private partnership for the best technologies, ideas, and solutions
- Cisco unified communications platform and dynamic, scalable space and services
- Reliable foundation for engagement, access, and execution of high-speed Internet connectivity and wireless, physical security, and digital media systems

#### EXPECTED BUSINESS RESULTS

- Establish city as one of most technology- and business-minded cities in region
- Attract young and growing companies to city's core
- Enable easier commutes, fewer gas emissions, more efficient use of resources, reduced real-estate expenses, and lower building energy consumption

### Business Challenge

The City of Meridian is the second-largest city in Ada County, Idaho and the third-largest city in the state with approximately 75,290 residents. Considered one of the fastest growing cities in Idaho, there has been an 81.5 percent population increase since 2000. Much of this growth is attributed to the city's unwavering mission of establishing an economically vibrant community that is a premier place to live, work, and raise a family. Under the leadership of Mayor Tammy de Weerd since January 2004, the City of Meridian has taken aggressive steps in diversifying the local economy, training the workforce, and helping ensure lifelong learning and growth opportunities for all residents.

"Our focus for the past several years as a community has been to transform Meridian into a 21<sup>st</sup> century city," says Mayor De Weerd. "We want to illustrate Meridian's commitment to sustainable economic development for our residents and the citizens of Idaho."

The City created the Meridian Development Corporation (MDC) as an independent urban renewal agency with a Board of Commissioners. MDC is

committed to the economic stimulation and expansion of downtown Meridian through a strategic use of resources to create successful projects that will attract and serve the people of Meridian. Mayor De Weerd recognized that, for Meridian to prosper as a community, it must work with both public and private partners to connect to the greater business community throughout Idaho and beyond. MDC contracted with VengaWorks to design, deploy, and manage a SmartWork Center facility in downtown Meridian. The project, "The Ground Floor: Powered by VengaWorks," is fully capitalized by the MDC to meet VengaWorks' SmartWork Center specifications.

### Network Solution

VengaWorks has created a transformative platform that turns the traditional model of office space on its head. VengaWorks develops connected space for dynamic business. The concept embodies a progressive workspace and infrastructure model for young and established businesses that

delivers flexible, healthy environments to keep teams connected to each other productively and to their customers professionally. The Smart Business Ecosystem (SBE), a charter group founded by local visionary entrepreneurs and city planning officials (now including the City of Meridian, VengaWorks, Cisco, Herman Miller, BSU, Modus Architecture, and Erstad Architects), connects smart, sustainable businesses and communities, such as Meridian, via public and private partner projects.

The most recent outcome of the SBE initiative is “The Ground Floor: Powered by VengaWorks,” a 3000-square-foot Smart Work Center located in downtown Meridian. The Ground Floor adds an additional location to the VengaWorks’ network of smart, connected workspaces and will serve to draw Idaho entrepreneurs and business professionals to Meridian’s business core. Residents and workers can use the space as needed for a monthly fee. Members enjoy access to enterprise-class IT infrastructure, high-performance workspaces including private and collaborative work areas, meeting rooms equipped with high-definition video systems, and digital-media-equipped training and seminar spaces.

“The real estate industry is out of sync with new workforce trends and the technology required to conduct business today; alternative solutions are needed,” says Mark Gilbreath, chief executive officer, VengaWorks. “In addition, entrepreneurs need access to healthy work environments that support a broad range of tasks, from head-down focused work to group collaboration and professional meetings, and they need the economic flexibility for space and services to grow or shrink with the needs of their business. Companies recognize the imperative to seek new sustainable models for their real estate operations.”

According to the U.S. Green Building Council, approximately 62.5 percent of U.S. electricity production is consumed by commercial real estate. Yet, the actual utilization of conventional office space is often less than 40 percent, given the increasingly collaborative and mobile workforce. “VengaWorks represents a third-generation solution for workspace, which not only improves worker productivity but delivers dramatically higher utilization of space.” VengaWorks is serving a broad array of users, startup entrepreneurs, small businesses, regional corporate offices, and public sector organizations.

Designed with an integrated Cisco-powered unified communications platform and dynamic, scalable space and services, the VengaWorks Smart Work Center has laid a reliable and sustainable foundation for engagement, access, and execution of high-speed Internet connectivity and wireless, physical security, and digital media systems throughout the city’s 26.7 square miles.

“A 21<sup>st</sup> century global economy is based on access to high-speed information and collaboration across network infrastructure that removes the barriers of time and distance,” says Mayor De Weerd. “The VengaWorks Smart Work Center bridges the gap between the home office and a central office, giving Meridian residents and business owners the tools and services they need to work more productively and collaboratively in a downtown location that’s convenient to where they live.”

## Business Results

With the deployment of the VengaWorks Smart Work Center, the City of Meridian has strengthened its position as one of the most technology- and business-minded cities in its region, attracting both young and growing companies to the city’s core. Currently, more than 30 businesses ranging from

startups to large multi-national corporations utilize the VengaWorks platform.

The Center provides public and private sector employees relevant work processes and interactive

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— Tammy de Weerd, Mayor, City of Meridian

capabilities with their peer work groups by means of innovative IT solutions. Additionally, users are provided easier commutes, more efficient use of resources, and reduced real-estate expenses, while also lowering building energy consumption and their company’s overall carbon footprint. “The Ground Floor project stands as an illustration of a public/private partnership focused on expanding the deployment of Smart Work Center solutions,” says Gilbreath. “This model can be readily applied on a broader basis within the region and beyond to communities where municipal leadership carries a mandate to foster economic development and promote sustainable models.”

The City of Meridian, the Meridian Development Corporation, VengaWorks, Herman Miller, and Cisco have worked together to design a blueprint that is transforming the city and forged an innovative and connected urban work environment, thus spurring job creation and business growth.

“The Ground Floor provides the City of Meridian with a healthy and sustainable work environment for residents and business owners, saving them time and money by building upon new workforce

methodologies, while providing them with the resources they need to be successful in today’s global economy.

This was done through a public-private partnership that is critical for general public awareness and successful business implementation,” says Mayor De Weerd.

### PRODUCT LIST

#### Routing and Switching

- Cisco Catalyst 3560
- Cisco Catalyst 2960
- Cisco Catalyst 2821

#### Wireless

- Cisco 1240 AG Series

#### Voice and IP Communications

- Cisco Unified Communications
- Cisco Unified 7965 and 7975 IP Phones including Presence and Business Assist features
- Cisco 2821 Integrated Services Router

### Next Steps

The City of Meridian acknowledges that establishing the appropriate technology infrastructure today is vital to implementation long-term smart growth strategies, which affect future economic development, environmental measures, and community initiatives. The Smart Work Center concept will serve as a Center of

Excellence for providing best-in-practice solutions to meet 21<sup>st</sup> century business needs, and will be a launching pad for programs that tie to the city’s strategies. These programs include, but are not limited to, the formation of an ‘Innovation Corridor’ in downtown that spurs entrepreneurial growth, as well as a nationally recognized Health Sciences and Technology Corridor (known as “The CORE”).

“VengaWorks will continue to add Cisco value to its technology platform. We are evaluating next-generation UC features as well as digital signage applications throughout the sites to facilitate smart workflow and product messaging. Further, we are exploring data and physical security components of Cisco product lines. Along with the value that VengaWorks is bringing to life in the Ground Floor project, we see bringing further Cisco value in bridging legacy, analog, and building

operations into measureable and controllable use cases with products such as Cisco® Mediator,” says Gilbreath.



### For More Information

To find out more about VengaWorks, go to: <http://www.vengaworks.com/>

To find out more about the Cisco Smart Works Center solution, go to:  
<http://www.cisco.com/go/government>



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