



WHITE PAPER

The Proactive Playbook for Public Infrastructure Projects

Strategies for Architecture, Engineering, and Construction (AEC) Firms



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A Guide to AEC Business Development: Pre-positioning for Future Projects

In the competitive landscape of Architecture, Engineering, and Construction (AEC), securing Public Infrastructure projects is crucial for growth and sustainability.

Early-Stage Sales Intelligence is transforming how AEC firms approach business development, enabling a shift from reactive bidding to proactive pre-positioning.

Sales Intelligence, especially in its Early-Stage, involves gathering and analyzing data to enhance the effectiveness of sales efforts. Now, Public Infrastructure Early-Stage Sales Intelligence enables business development teams to track opportunities well before they reach the RFP stage. Insights are gathered from a massive network of over 40,000 public entities, including cities, municipalities, counties, and utilities, as well as billions of public documents, such as meeting minutes, agendas, budgets, capital improvement plans, and more. This Intelligence reveals crucial data points which signal future infrastructure projects in several industries, including water, transportation, broadband, or power.

BEYOND TRADITIONAL METHODS

While long-standing relationships, attendance at trade shows, and direct client visits remain vital, they are additional measures to identify and track the vast array of Early-Stage opportunities emerging daily. The sheer volume of data generated by public entities means that no single business development professional, no matter how skilled, can be everywhere at once. This is where a data-driven approach becomes indispensable, allowing your insights to be pervasive where you cannot.

	PRE-POSITIONED FOR THE RFP	LATE TO RFP
Stakeholder Relationships	Known, trusted partner	Unknown or lesser-known vendor
Project Influence	Ability to shape scope, budget, and delivery model	Accepting the pre-defined project scope
Proposal Quality	Aligned to real needs with tailored language	Generic or reactive proposal response
Win Rate	Significantly higher	Low Chances of Winning
Pricing Power	Compete on value differentiation	Discounting to stay competitive; Pressure on Margins
Team Preparation	Months to prepare for RFP	Days to scramble together documents & response
Client Perception	Thought leader, proactive partner	Just another bidder



The Tangible Advantages of Early Engagement

Consider the fundamental differences between being pre-positioned and reacting to a late-stage RFP. The benefits of early engagement are profound and measurable:



Enhanced Client Relationships:

You transition from an unknown bidder to a trusted, known partner, having established rapport and credibility over time.



Significant Project Influence:

Early involvement provides the ability to shape the project's scope, budget, and even the delivery model, aligning it more closely with your firm's strengths and innovative solutions.



Superior Proposal Quality:

With ample lead time, your proposals can be meticulously aligned with the client's specific needs and nuanced requirements, moving beyond generic, reactive responses.



Substantially Higher Win Rates:

Firms consistently report dramatically improved win rates, often exceeding 25-30% for pre-positioned opportunities, compared to single-digit percentages (e.g., less than 3-4%) for reactive RFP submissions.



Stronger Pricing Power:

Pre-positioning allows you to compete on value differentiation and secure better margins, mitigating the intense discount pressures often associated with late-stage competitive bids.



Optimized Team and Delivery Preparation:

Months of lead time enable thorough preparation for the RFP and subsequent project delivery, preventing the frantic scrambling common in reactive scenarios.

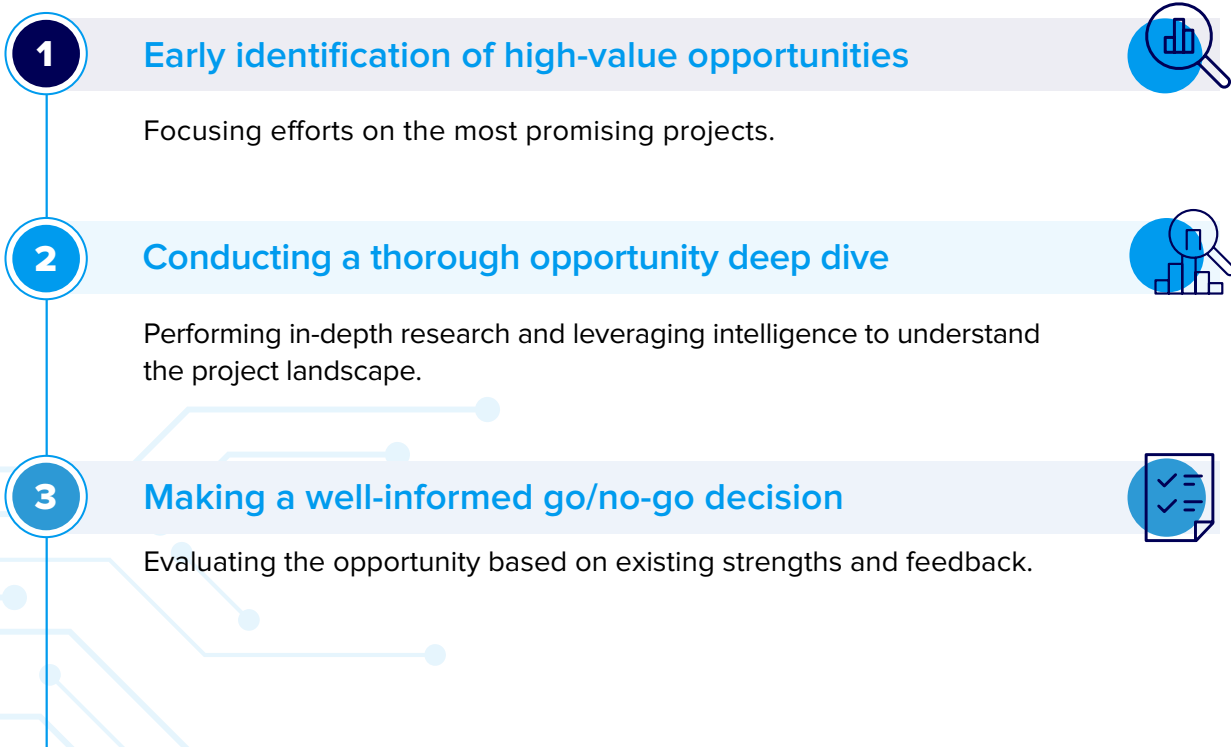


Elevated Customer Perception:

You are perceived as a proactive thought leader and a valuable partner, rather than just another vendor submitting a bid.



Understanding the Process of Pre-Positioning and Pursuing Public Infrastructure Projects





4

Integrate the Opportunity into your CRM

Actively pursue the opportunity and connect with key decision makers.



5

Strategically Pre-Positioning to Win

Deepening Relationships and Tracking the Project Closely.



6

Leveraging your prime position to secure the bid

Highlighting your advantages when the RFP is released.



Companies can enhance their chances of successfully pursuing and winning Public Infrastructure projects by following these steps and understanding Early-Stage Sales Intelligence.

Data-Driven Opportunity Identification

Traditional methods alone are insufficient to uncover early-stage opportunities across thousands of public entities. The solution lies in systematically harnessing the vast amount of public data generated daily.

Where to Find Early Intelligence

Over 40,000 public entities across North America (municipalities, counties, city councils, utility districts, Metropolitan Planning Organizations (MPOs), Regional Planning Organizations (RPOs), ports, authorities, transit agencies, and Departments of Transportation (DOTs)) continuously generate public data. This data is housed in a multitude of document types:

- Agendas and Meeting Minutes:** These documents often reveal discussions about emerging needs, planned studies, funding requests, and preliminary project ideas.
- Budgets and Capital Improvement Plans (CIPs):** CIPs are invaluable, detailing planned projects and their associated budgets, often spanning 5-10 years into the future. Each line item can represent a distinct opportunity.
- Comprehensive Plans:** Long-term vision documents that outline growth strategies, infrastructure needs, and policy directions.



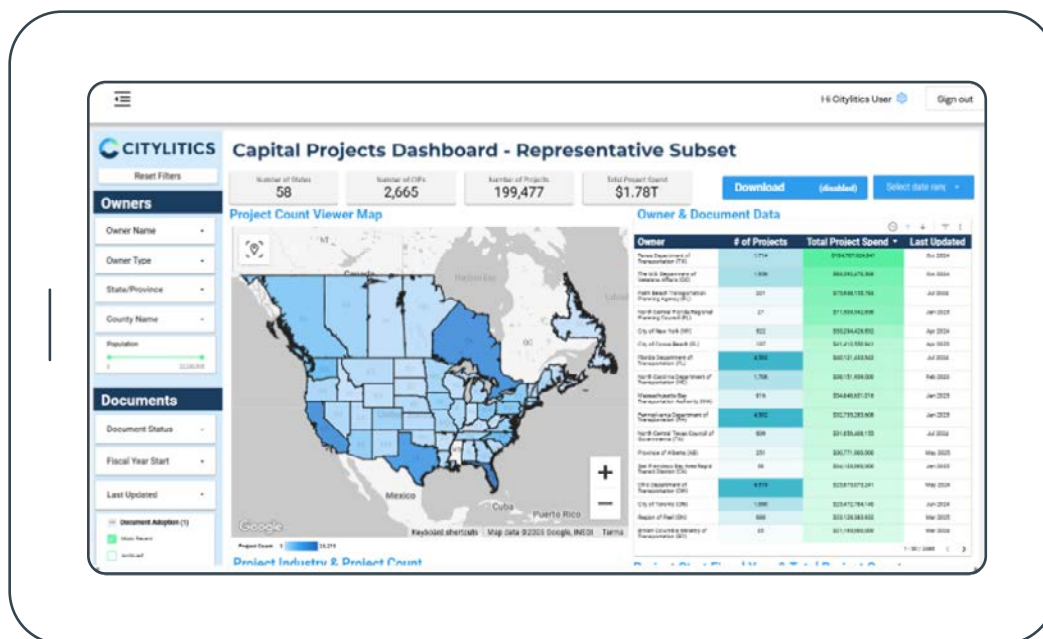
Master Plans and Work Plans: Detailed plans for specific sectors (e.g., water master plan, transportation work plan) that lay out future projects and initiatives.

Statewide and Regional Transportation Improvement Plans (STIPs/RTIPs): Documents outlining transportation projects funded at the state or regional level.

Water Quality Reports: Can indicate compliance issues or planned upgrades to water infrastructure.

Within these documents, mountains of valuable intelligence are buried, often in varying formats (web pages, Excel, PDF, PowerPoint).

Data Snapshot: ~200K Future Infrastructure Projects from CIPs



Source: Citylitics Capital Projects Dashboard, Filtered by Project Start Year of 2025 and onwards

Your Ideal Projects Exist. We'll Find Them.

Stop waiting for RFPs. Let's pinpoint your next win with Early-Stage Sales Intelligence. Define your ideal sales criteria and see the results for yourself.

[CHALLENGE US](#)

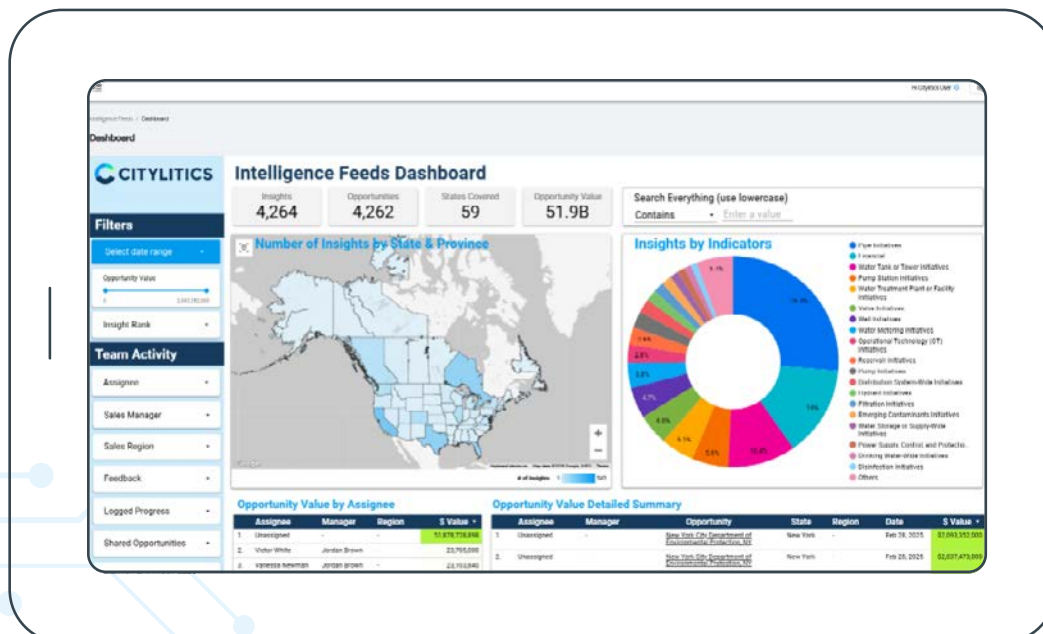


Extracting Actionable Triggers and Insights

The key is identifying “triggers” – specific mentions or allocations that signal an upcoming project or need. Look for:

- Budget Allocations for Future Studies:** Mentions of funds dedicated to master plans, feasibility studies, or preliminary engineering analyses that are slated to begin 1 to 5 years in the future.
- Future Project Starts:** Indications of infrastructure projects where the design or construction phase is explicitly mentioned as starting a year or more in the future.
- Problem Statements:** Descriptions of issues the client is trying to solve (e.g., “aging wastewater pipes,” “traffic congestion on Corridor X,” “need for broadband expansion”).
- Incumbent or Teaming Partner Mentions:** Identification of other firms (e.g., design engineers) already involved, which can signal potential teaming opportunities for construction firms or areas where an incumbent relationship might make market entry more challenging.

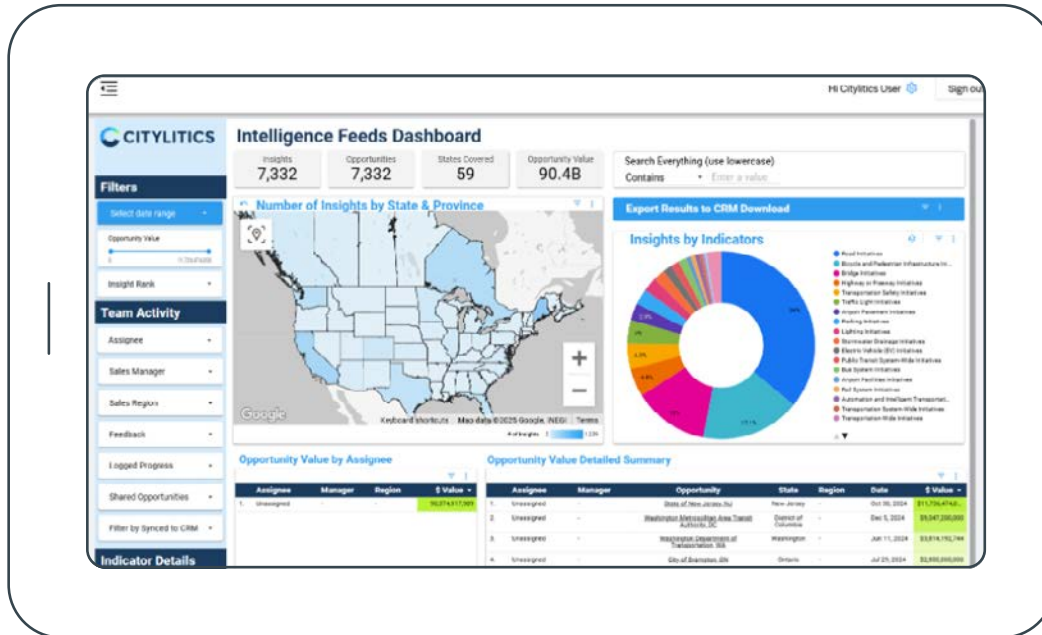
Data Snapshot: ~\$50B+ in Drinking Water Project Opportunities



Source: Citylitics Intelligence Dashboard Filtered for Top 20 Drinking Water Indicators Over Last 6 Months



Data Snapshot: ~\$90B+ in Transportation & Transit Project Opportunities



Source: Citylitics Intelligence Dashboard Filtered for Top 20 Transportation & Public Transit Indicators Over Last 6 Months

Type of Data You Can Track To Pre-Position For Future Projects

The ideal data to track varies based on your firm's core services. Keywords alone do not help dial down to the key insights you need

TARGET OPPORTUNITY	IDEAL EARLY STAGE INTELLIGENCE TO TRACK
Planning & Studies	<ul style="list-style-type: none">• Mentions of budgets allocated or funding requests for studies to be started 1 to 5 years in the future.• Filter based on types of master plans, feasibility studies, or assessments that your firm specializes in• Filter based on geographic focus areas of your firm• Filter based on your firm's target or priority clients
Design Engineering	<ul style="list-style-type: none">• Mentions of upcoming infrastructure project where the design phase is not starting until at least 1 year out.• Filter out mentions where an incumbent or on-call engineer is already involved in the design engineering• Filter based on geographic focus areas of your firm• Filter based on your firm's target or priority clients
Construction Management	<ul style="list-style-type: none">• Mentions of upcoming infrastructure projects where construction phase is not starting until at least 1 year out• Prioritize mentions where a friendly teaming partner is involved• Filter based on geographic focus areas of your firm• Filter based on your firm's target clients



Leveraging Technology for Market Intelligence

Manually sifting through millions of documents is impractical. Modern AEC firms leverage advanced data and AI platforms to:

- Automate Data Ingestion:** Systematically collect data from thousands of public entity websites.
- Extract Key Intelligence:** Use Artificial Intelligence (AI) and natural language processing (NLP) to identify and extract relevant “triggers” from unstructured text within documents.
- Provide Actionable Feeds:** Deliver personalized data feeds to users, highlighting new opportunities and insights relevant to their specific services, geographies, and target clients.
- Maintain Data Quality:** Combine AI with human data analysts to ensure the intelligence is accurate, relevant, and actionable.

Strategic Pursuit Management: Maximizing Win Rates and Resource Allocation

Not every identified opportunity is worth pursuing. Strategic AEC firms employ rigorous go/no-go decisions and prioritization frameworks to ensure resources are allocated to the highest-potential projects.

The Go/No-Go Evaluation Framework

CRITERIA	GO IF...	NO GO IF...
Timing	1 to 5 years out, the influence window is open	The project is fully scoped and imminent without our involvement
Stakeholder Access	Relationships exist or can be built early	No access. Decision-makers are unknown
Strategic Fit	<ul style="list-style-type: none">Aligned with the firm’s core strengths, market & geographic focus.Pre-qualified or have time to pre-qualify.	Misaligned with capabilities or priorities
Teaming Potential	Strong teaming options are known early	No clear partners or weak positioning
Relationship History	Past positive working relationships and project history	Challenging history; Strong incumbents

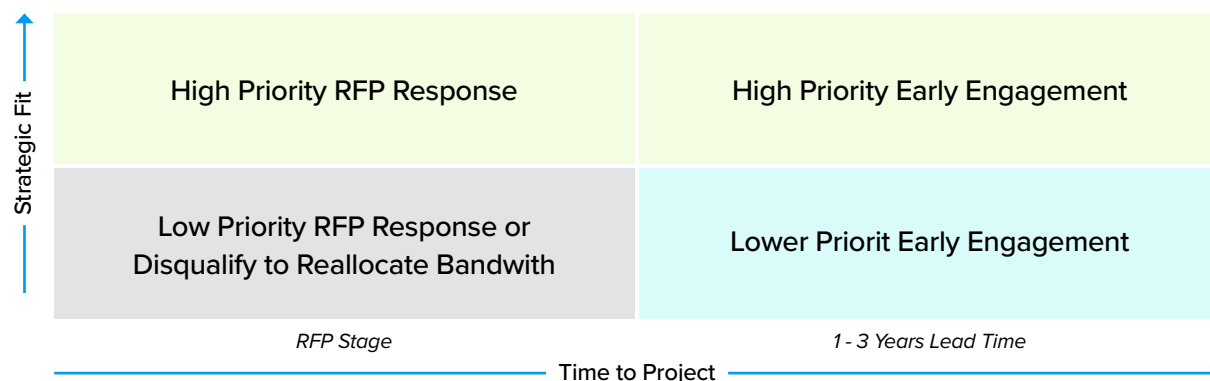


Before committing significant resources to a pursuit, evaluate it against key criteria:

- Window of Time to Influence:** Is there sufficient lead time (e.g., 1 to 5 years) to actively influence the project, or is it fully scoped and imminent with no prior involvement from your firm?
- Stakeholder Access:** Do you already have relationships with key decision-makers, or can you realistically build them within the available timeframe? A lack of access to decision-makers significantly reduces your probability of success.
- Strategic Fit:** Does this project align with your firm's core strengths, expertise, geographic focus, and overall business strategy? Are you already pre-qualified, or can you become pre-qualified in time? Avoid misaligned opportunities that stretch your capabilities or dilute your brand.
- Teaming Potential:** Complex infrastructure projects often require multiple organizations. Are there known, strong teaming partners available early in the process? The absence of clear partnership opportunities can be a red flag.
- Relationship History:** Do you have a positive working relationship or project history with the client? A strong past performance can prioritize an opportunity. Conversely, a challenging history or the presence of deeply entrenched incumbents might indicate a lower probability of success.

The Seller-Doer's Prioritization Matrix: Optimizing Bandwidth

A common challenge for AEC professionals, who often balance project delivery with business development, is time prioritization. A 2x2 matrix can help optimize effort:



This matrix provides a powerful framework for making data-driven go/no-go decisions. The bold conclusion: reducing the number of low-win-rate, low-strategic-fit RFP responses frees up invaluable business development bandwidth, which can then be redirected to high-potential proactive work, ultimately leading to greater success and efficiency. This often requires a significant cultural shift within an organization, but the mathematical return on investment is clear.



Challenges, Solutions, and Benefits

AEC firms aiming for strategic growth must confront key challenges in their business development approach.

Outlined below are seven critical areas where focused attention and the application of Early-Stage Sales Intelligence can drive significant improvements. These areas offer a roadmap for a more proactive and effective business development strategy.

1

Strategic Client Focus

THE CHALLENGE: AEC firms often spread their business development efforts too thin, attempting to pursue every potential project. This dilutes resources and reduces the effectiveness of relationship building.

THE SOLUTION: Pinpoint the core and key clients who will drive most of your present and future business. Then, direct your Early-Stage Sales Intelligence Platform to prioritize these key clients.

THE BENEFIT: Focusing on priority clients yields a higher concentration of relevant insights, allowing for deeper relationship development and more targeted pre-positioning efforts.

2

Integrate with Client Account Planning

THE CHALLENGE: Client account planning is often conducted without the benefit of forward-looking project intelligence, limiting the ability to proactively align services with client needs.

THE SOLUTION: Incorporate Early-Stage Sales Intelligence into your client account planning process. Use the platform to uncover potential future projects, capital improvement plans, and the evolving needs of your key clients.

THE BENEFIT: This integration enables informed strategic planning, allowing you to tailor your services and position your firm as a valuable partner in addressing clients' long-term infrastructure goals.



3

Proactive Opportunity Identification

THE CHALLENGE: Many AEC firms primarily focus on projects nearing the RFP stage, missing out on opportunities to influence project scope and develop early relationships.

THE SOLUTION: Actively use Early-Stage Sales Intelligence to identify projects in the early planning phases (e.g., study, assessment, preliminary design) or even opportunities with long lead times of 2+ years from RFP.

THE BENEFIT: Early identification provides a significant window to pre-sell your firm's capabilities, build relationships with key stakeholders, and influence the project's direction before the RFP is released.

4

Enhance Client Engagement

THE CHALLENGE: Client interactions can be generic and fail to address specific project needs, limiting their effectiveness in building strong relationships.

THE SOLUTION: Leverage Early-Stage Sales Intelligence to gather detailed information on upcoming projects, including project names, scopes, specific equipment/technology of interest and timelines. Use this information to prepare specific, insightful questions for client meetings.

THE BENEFIT: Demonstrating a deep understanding of the client's needs and future plans through targeted questions fosters credibility, strengthens relationships, and leads to more productive conversations.

5

Expand Service Offerings

THE CHALLENGE: AEC firms may overlook opportunities to expand their services within existing client relationships.

THE SOLUTION: Utilize Early-Stage Sales Intelligence to identify adjacent projects that are geographically or thematically related to your current work with a client.

THE BENEFIT: This approach can reveal natural opportunities for organic growth and expansion of services, strengthening client relationships, and increasing revenue.



6

Optimize Project Lifecycle Engagement

THE CHALLENGE: AEC firms may not always engage at the optimal time in a project's lifecycle, potentially missing opportunities to provide specific services.

THE SOLUTION: Utilize the detailed project information within Early-Stage Sales Intelligence to identify key phases in the project's lifecycle (such as preliminary design, final design and construction) and their estimated timelines.

THE BENEFIT: This understanding allows you to strategically align your business development efforts, engaging at the most appropriate time for different service lines (e.g., early engagement for design, later engagement for construction management).

7

Facilitate Internal Collaboration

THE CHALLENGE: Disseminating project intelligence effectively within an AEC firm can be challenging, and ineffective management of this intelligence can lead to hindered internal alignment and strategic planning.

THE SOLUTION: Utilize the export and sharing features of your Early-Stage Sales Intelligence platform to distribute relevant project information to your business development, design, and management teams.

THE BENEFIT: Improved information sharing enhances internal collaboration, facilitates strategic planning, and ensures that all teams are aligned in pursuing key opportunities.

A 100 Year Old Construction Company Unlocks \$72M In Total Opportunities, Transforming Its Project Acquisition Strategy with Citylitics

Learn how to adapt to the ever evolving Public Infrastructure market.

[READ CASE STUDY ▶](#)



Is Early-Stage Sales Intelligence Right For Your Company?

Having the right sales intelligence can be the difference between winning big and missing out in most industries, especially in Public Infrastructure. There are many existing sales intelligence tools which promise to be the key to unlocking your next big opportunity, but which one is the right fit for your company's unique needs?

Early-Stage Sales Intelligence empowers AEC firms to transform their business development approach. By focusing on strategic client relationships, proactively identifying opportunities, and leveraging project insights to drive informed engagement, firms can effectively pre-position themselves for success in the competitive Public Infrastructure market. The substantial and growing AEC market in North America, driven by significant Public Infrastructure spending, underscores the importance of adopting these proactive strategies to capitalize on these abundant, available opportunities.

UNDERSTANDING YOUR NEEDS

Before we dig into the specifics, it's crucial to identify what you're looking for in a sales intelligence partner:



Proactive vs. Reactive - Influencing RFP Early:

Are you seeking to influence and educate future projects or simply respond to existing RFPs?



Resource Availability:

How much time and manpower can you dedicate to analyzing data?



Efficient Lead Generation:

Would leveraging insights to quickly pinpoint the most promising opportunities be helpful?



Incumbent Information:

Do you track existing vendors and contracts or future Infrastructure projects?



Pinpointing Your Ideal Sales Criteria

Citylitics has developed a sophisticated system to deliver both broad and highly-specific insights, enabling AECs to laser-focus their sales efforts on the opportunities that matter most. Here's how Citylitics equips our customers to define and target their ideal customers:

ESTABLISHING BROAD IDEAL SALES CRITERIA:

Citylitics provides a multi-layered approach to identify opportunities that fit your overarching business objectives. This foundational level of criteria populates the “All Feeds” within the Citylitics Intelligence Platform, giving you a comprehensive view of relevant market activity. We categorize the vast Public Infrastructure landscape across several key dimensions:



Infrastructure Sectors: Citylitics segments projects by fundamental sectors such as Drinking Water, Wastewater, Stormwater, Transportation, Bridges, Highways, Public Transit, EV Infrastructure, and Municipal Broadband. This allows our customers to broadly target their efforts towards the areas where their solutions are most relevant. For example, a company specializing in water treatment solutions will see all relevant projects within the Drinking Water and Wastewater sectors in our “All Feeds.”



Project Categories: Within each sector, we identify key project categories. For instance, within Transportation, this could include bicycle and pedestrian infrastructure Initiatives or Roadway Infrastructure Projects. This level of categorization allows for a more refined focus, enabling you to target specific types of projects within your broader sector of interest.



Initiative Types: We classify projects based on the type of work taking place, such as “New Build,” “Replacement,” “Feasibility Study,” “Master Planning,” or “Rehabilitation.” This fundamental distinction helps you identify opportunities that align with your product lifecycle and target specific needs within the market. For example, a company offering new construction materials would prioritize “New Build” initiatives.

By leveraging these broad categorizations, Citylitics’ “All Feeds” provides a wide-net approach to identify all relevant opportunities within your areas of expertise. This ensures you don’t miss potential customers operating within the infrastructure segments where you offer value.



DEFINING VERY NARROW IDEAL SALES CRITERIA:

Citylitics goes beyond broad categories to enable the creation of incredibly specific Ideal Sales Criteria. This precision drives the intelligence within your “Priority Feeds” in the Citylitics Intelligence Platform, allowing you to focus on the most promising leads. This granular focus is achieved through the detailed tagging of individual project insights:



Problem Types: Citylitics identifies the specific problems or challenges that a project aims to address. For instance, a Nutrient Initiative might be tagged with “Ammonia,” “Phosphorus,” “Maximum Contaminant Level (MCL)” or “Reported Violation.” You can configure your “Priority Feeds” to surface only projects addressing the problem types your solutions directly solve.



Granular Specifications: We also capture specific details related to project requirements, such as Pipe Diameters (<12”, 30”-60”, etc) for bridge specifications (modular, pedestrian, moveable/complex). Your “Priority Feeds” can be tailored to surface projects with these precise specifications, ensuring alignment with your specific product capabilities.

By combining these granular tags, you can create incredibly narrow Ideal Sales Criteria that populate your targeted “Priority Feeds.” For example, you could target “Public Transit” projects specifically requiring “Rail System Initiatives” and “Tunneling.” This level of precision ensures that your sales team focuses only on the most promising leads, maximizing efficiency and conversion rates.



EMPOWERING YOUR SALES STRATEGY:

Citylitics' ability to deliver both broad insights in your "All Feeds" and highly targeted intelligence in your "Priority Feeds" translates into tangible benefits for your sales efforts:



Hyper-Targeted Prospecting: Identify and prioritize leads with unparalleled accuracy by focusing on the curated opportunities within your "Priority Feeds."



Personalized Communication: Tailor your messaging to address the specific needs, technologies, and challenges identified within each project.



Increased Sales Efficiency: Reduce wasted effort by focusing on opportunities that are a strong fit for your offerings.



Deeper Market Understanding: Gain granular insights into the evolving needs and demands within specific segments of the Public Infrastructure market through the detailed information from both your "All Feeds" and "Priority Feeds."

Citylitics provides the intelligence you need to move beyond generic market data and precisely define your Ideal Sales Criteria. Whether you're looking for a comprehensive view of relevant projects in your "All Feeds" or highly specific leads in your "Priority Feeds", our platform empowers you to target the right customers, at the right time, with the right solutions.



Top 5 Tips Engaging Cities & Utilities pre-RFP

1

Find the Right Contact

Identify who is responsible for the upcoming project and who would be the best person to speak to. This can take several months of navigating a city or utility.

2

Speak to Their Needs, Plans, and Challenges

The city or utility may not be familiar with your specific solution, expertise, or firm. Differentiate yourself by highlighting your understanding of their needs.

3

Communicate your Unique Value Proposition

Cities & utilities are inundated with generic outreach. Show them how your solution best fits their needs so they are more likely to engage with you.

4

Reference Past Case Studies

Pick a case study that best aligns with your target cities' needs. The more they can relate to the case study, the more likely they will be interested in your solution or service.

5

Clear Call To Action

Have a clear call to action that is easy for your target city or utility to accept. For example: a webinar, a lunch & learn, a site visit, an onsite presentation.



About Citylitics

Gain Critical Sales Intelligence on Future Infrastructure Projects

TRACK UPCOMING PROJECT OPPORTUNITIES ACROSS NORTH AMERICA

We help power your business with a data-driven competitive advantage by:



Generating Early-Stage Sales Intelligence:

Identify project opportunities within the earliest stages, including infrastructure issues, planning, pre-design, and early design.



Forming Deeper Prospect Relationships:

Engage in meaningful conversations with prospects with a full understanding of pain points and context ahead of time.



Optimizing Sales Priorities:

Monitor existing opportunities and reengage with prospects at the optimum time based on new insights.



Uncovering and Develop High Value Leads:

Execute strategic marketing campaigns with a shortlist of best fit public entities to support market growth and entry initiatives.

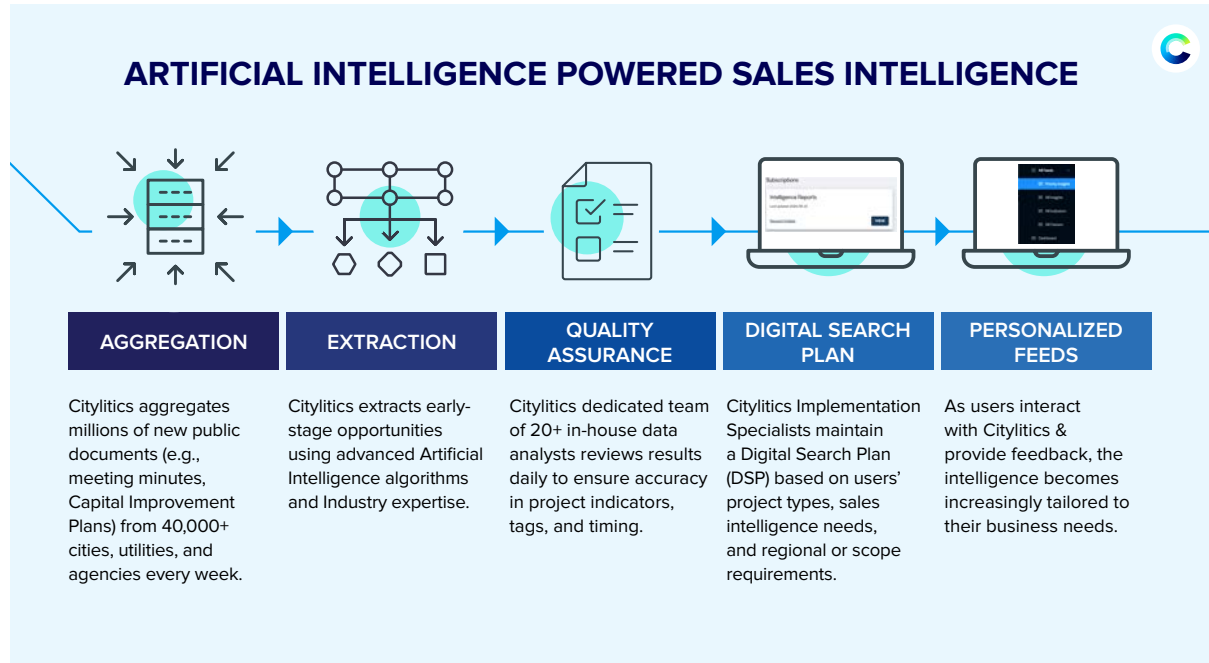
Uncovering \$3.3 Million Opportunity For A Leading Construction Service Provider

Learn how Early-Stage Sales Intelligence helps identify relevant project opportunities & boosts your sales efficiency.

[READ CASE STUDY](#) ▶



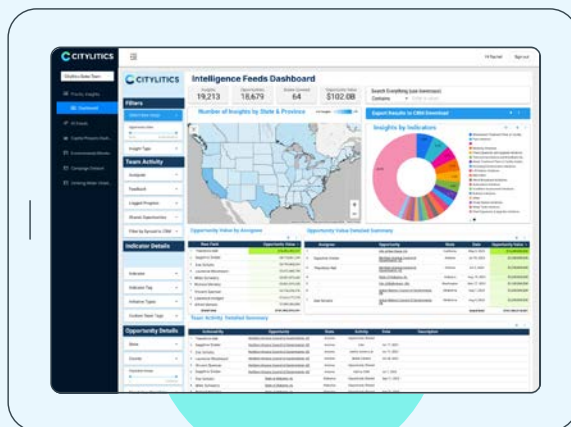
By using sophisticated data aggregation and predictive indicators, we take millions of public documents from 40,000+ U.S. and Canadian cities to generate precise market intelligence that matches your specific business needs. Our Platform gathers intelligence from sources such as council meeting minutes, budgets, capital improvement plans, permits, infrastructure plans, and more.





Enhance Market Intelligence and Sales Activity With the Right Data

FIND THE RIGHT DOCUMENTS AND ISOLATE THE KEY INFORMATION THAT YOU NEED



Intelligence Feeds
Track intelligence on cities, public agencies, and utilities at the earliest stage of an opportunity.

[TAKE A PRODUCT TOUR ►](#)



Business Need

- Uncover highly targeted, early-stage sales opportunities 1 to 5 years before RFP
- Influence cities & utilities before a project is defined
- Proactive rather than reactive sales process



Key Functionality

- **Priority Insights:** Prioritizing insights to review and action based on your sales targeting criteria
- **Personalize Your Feeds:** Our Artificial Intelligence technology zeroes in on your interests with every like, dislike, and bulls-eye, delivering the most relevant insights
- **Direct CRM Integration:** Seamlessly adopt into your existing sales workflow



- **Document Extracts:** We pull the most relevant extracts from lengthy documents that are hundreds of pages long saving you immeasurable research time
- **Contact Information:** Vetted contacts to increase speed to sales action
- **Dashboard:** Powerful filters and analytics to visualize opportunities
- **All Insights View:** All early-stage insights within your markets
- **Log Progress:** One-click flag for insights that progressed to an opportunity



Value Proposition

- Increase win rate by pre-positioning consistently
- Increase speed to market for strategic growth initiatives
- Increase market visibility
- Grow sales pipeline



TYPES OF ENTITIES WE TRACK AND GATHER DATA ON:

- Municipalities
- Counties, Cities, Towns, Villages and Boroughs
- Water/Sewer Districts and Authorities
- Water and Wastewater Facilities
- Utilities
- Metropolitan Planning Organizations (MPOs)
- Rural Planning Organizations (RPOs)
- Port Authorities
- Airport Authorities, Boards and Commissions
- Transit Agencies and Transportation Authorities
- Departments of Transportation (DOTs)
- Electric Co-ops



TYPES OF DOCUMENTS FROM WHICH WE EXTRACT PROJECT DATA:

- Agendas and Meeting Minutes
- Budgets
- Comprehensive Plans
- Master Plans
- Capital Improvement Plans (CIPs)
- Water Quality Reports
- Transportation Improvement Plans (TIPs)
- Metropolitan Transportation Plans (MTPs)
- Transportation Planning Work Programs (TPWPs)
- Airport Capital Improvement Programs (ACIPs)
- Statewide Transportation Improvement Programs
- Funding/Grant Applications & Awards
- Feasibility Studies
- Condition Assessments
- Economic Impact Studies
- Monitoring and Evaluation Reports (M&Es)

SAMPLE CUSTOMER EXPERIENCE ROI





THE SALES INTELLIGENCE INVESTMENT THAT PAYS FOR ITSELF




Citylitics provides Public Infrastructure market intelligence that empowers sales leaders to identify and target upcoming projects well in advance of the RFP. Gain a competitive edge by understanding the issues, planning, pre-design, and financing phases of these critical projects.


For each market, we deliver comprehensive Early-Stage Sales Intelligence, spanning issues, planning, pre-design, and financing phases, providing invaluable insights 1 to 5 years ahead of an RFP.

 MUNICIPAL BROADBAND	
MARKET	DESCRIPTION
Broadband - Infrastructure	Physical infrastructure to deliver broadband services, including towers, equipment, cables, and buildings.
Broadband - Access & Affordability	Initiatives involving increasing access and affordability to broadband services. For example, initiatives to bridge the digital gap to rural areas or Tribal lands.
Broadband - Funding & Studies	Funding and studies for general broadband initiatives, triggering larger broadband infrastructure projects.
Broadband - Innovation	Initiatives such as Smart Cities and Internet of Things that require new broadband infrastructure or capacity.


 TRANSPORTATION	
MARKET	DESCRIPTION
Airports and Aviation	Airport and aviation infrastructure, including runways, terminals, air traffic control systems, and safety measures.
Ports and Harbors	Ports, harbors, and marine terminal initiatives, including structural infrastructure, port automation, software and master planning.
Transportation - Electrical	Electrical systems and equipment in the transportation industry, such as red light cameras, traffic signals, toll systems, or parking meters.
Transportation - Software	Software systems in the transportation industry, such as intelligent transportation systems, automatic vehicle detection, smart camera systems, variable message signage, and other emerging technologies.
Electric Vehicle Infrastructure	Electric vehicle initiatives such as charging stations, fleet conversions and electric grid initiatives.
Structural Transportation	Structural transportation initiatives, including roads, sidewalks, highways, and bridges.
Public Transit & Rail	Public transit and rail systems, including rail tracks, transit/rail stations, transit electrification, subway systems and ferry systems.
Transportation - Operations	Operation and management of transportation systems, including initiatives involving transportation personnel, efficiency, and asset management needs.





 STORMWATER	
MARKET	DESCRIPTION
Stormwater - Green Infrastructure	Treatment and storage of stormwater, including stormwater treatment facilities, detention tanks, monitoring systems and flooding/CSO initiatives.
Stormwater - Conveyance System	Pipes, channels, and structures designed to collect and transport stormwater runoff, including storm sewers, culverts, catch basins and permeable pavements.
Stormwater - Electrical	Electrical systems within stormwater facilities, such as motor control centers, variable frequency drives and power supply components.
Stormwater - Software	Software initiatives within the stormwater systems including SCADA and automation, digital twins, technology innovation and smart technology initiatives.
Stormwater - Operations	Operation and management of stormwater systems, including initiatives involving personnel, efficiency, and asset management needs.

 MUNICIPAL WASTEWATER	
MARKET	DESCRIPTION
Wastewater Treatment - Infrastructure	Wastewater treatment plants/facilities and treatment infrastructure initiatives, including sewage treatment plants, effluent treatment plants, clarifiers, screening and membranes.
Wastewater Treatment - Effluent Quality	Treatment and remediation processes and services to address effluent quality challenges, including microbial and nutrient contamination, as well as PFAS and other emerging contaminants.
Wastewater - Planning & Issues	Planning, conservation, and asset management related to wastewater infrastructure, including water loss issues and project management outsourcing.
Sludge & Biosolids	Management and treatment of the solid byproducts generated from wastewater treatment processes, including sludge dewatering, chemical treatment and disposal.
Wastewater - Electrical	Electrical systems within wastewater such as motor control centers, variable frequency drives and power supply components.
Wastewater - Software	Software initiatives within the wastewater systems including SCADA and automation, digital twins, technology innovation and smart technology initiatives.
Wastewater - Operations	Operation and management of wastewater systems, including initiatives involving personnel, efficiency, and asset management needs.



 DRINKING WATER	
MARKET	DESCRIPTION
Water Treatment - Infrastructure	Drinking water treatment plants/facilities and treatment infrastructure, including reverse osmosis and demineralization treatment plants, structural improvements, screening and filtration.
Water Treatment - Water Quality	Treatment projects and services to address specific water quality challenges, including PFAS, Disinfection-By-Products, heavy metals and other emerging contaminants.
Water - Planning & Issues	Planning, conservation, and asset management related to water infrastructure, including water loss issues and project management outsourcing.
Water - Supply & Storage	Infrastructure and facilities for water supply and storage of clean water, including reservoirs, water tank, water towers, and aquifers.
Water - Electrical	Electrical systems within the water facilities, such as motor control centers, variable frequency drives and power supply components.
Water - Software	Software initiatives within the water systems including SCADA and automation, digital twins, technology innovation and smart technology initiatives.
Water - Operations	Operation and management of water systems, including initiatives involving personnel, efficiency, and asset management needs.

 UNDERGROUND INFRASTRUCTURE	
MARKET	DESCRIPTION
Water - Pipes	Water distribution system pipe infrastructure, including material identification, pipe relining, tunneling and leak detection.
Water - Pumps	Pumps, pump stations, and fire hydrants within drinking water infrastructure.
Water - Valves	Valves utilized within water infrastructure, including globe, butterfly, stop, check, and pressure-reducing valves (PRVs).
Wastewater - Pipes	Wastewater collection infrastructure, including pipes, pipe rehabilitation, and leak detection.
Wastewater - Pumps	Pumps and lift stations within wastewater infrastructure, including submersible pumps, wet wells and lift station automation.
Wastewater - Valves	Valves utilized within wastewater infrastructure, including globe, butterfly, stop, check, and pressure-reducing valves (PRVs).

 METERING	
MARKET	DESCRIPTION
Metering - Smart	Smart metering infrastructure, equipment, services, and challenges including advanced metering infrastructure and automated meter reading technology.
Metering - Manual	Infrastructure, equipment, services, and challenges related to manual read and mechanical meters.
Metering - Planning & Studies	Planning and studies concerning metering and the distribution system.



SAFETY		
	MARKET	DESCRIPTION
	Fire Protection	Facilities, programs, and services to prevent, detect, and suppress fires, including fire stations and fire protection tanks.
	Public Safety	Public safety infrastructure such as emergency response systems, police stations, emergency communication networks, and disaster management centers.

POWER & ELECTRICITY		
	MARKET	DESCRIPTION
	Distributed Energy	Initiatives related to the distribution of electricity across a grid, including transmission and distribution substations, power lines and associated infrastructure.
	Microgrids & Energy Storage	Initiatives associated with local electrical grids and energy storage owned by public entities to provide increased energy resiliency to the community.
	Renewable Energy	Initiatives associated with energy generation through the use of solar, wind, hydroelectric or biofuel sources.
	Electric Capacity	Issues or initiatives associated with sub-optimal electric capacity for a region, including power outages and grid resiliency initiatives.

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