

# City Innovation Snapshot | Saltillo, Mexico

## Overview

- ▶ Mayor: Manolo Jiménez Salinas
- ▶ Lead staff on innovation: Javier Cesar Cardenas & Ariel Dominguez
- ▶ Population of municipality: 709,671 (2010)

## Spotlight on Saltillo | Leveraging Social Media

Saltillo recently has been implementing new ways to reach out to the population including **social media**. Through social media efforts, the municipality is able to identify the timely needs of citizens more feasibly. The identified demands from citizens are shared across the municipality and with the Mayor to solve any problematic issues.

## Vision and approach to innovation capacity

### The city's innovation strategy

Along with 56% of cities surveyed, Saltillo does not have an **explicit innovation strategy**.

The city most closely associates innovation capacity with the following terms:

Human-centred design

Big picture re-thinking

### Approaches to innovation capacity

Similar to over one-third of cities surveyed, Saltillo approaches innovation capacity in **specific policy areas**.

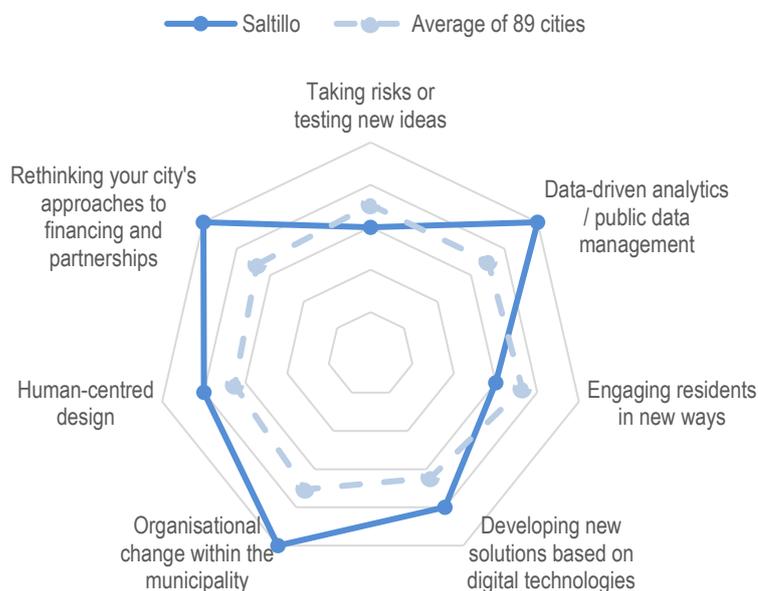
The **top two priority policy areas** for the city's innovation work include:

Economic development

Transport / mobility

### Most common innovation activities

Saltillo's most common innovation activities are **promoting data-driven analytics; facilitating organisational change within the municipal administration; and rethinking the city's approach to financing and partnerships**. Its innovation activities also include **developing new solutions based on digital technologies; and promoting human-centred design**.



## Funding for innovation capacity

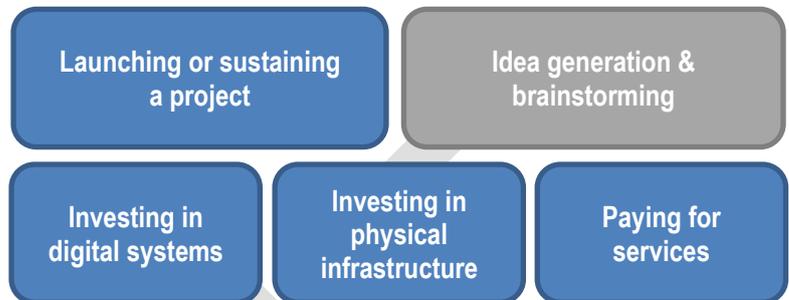
### Funding to support innovation capacity

Like 77% of cities surveyed, Saltillo has dedicated funding to support innovation capacity, which originates from the following sources:

- ✓ **Higher levels of government** (national and provincial budgets)
- ✓ **Municipal budget** (city council approved funds/participatory budgeting)

### Types of activities being funded

Saltillo's funding for innovation capacity is generally directed towards **launching or sustaining a project** which is one of the two most commonly funded activities among all cities surveyed. Saltillo also **invests in digital systems and physical infrastructure** as well as **paying for services to a third party**.



## Organisational structure & staffing



Saltillo's innovation work is sprinkled throughout the municipality and mainly led by **the Chief Innovation Officer and 4 staff members**. There is also another relevant team called IMPLAN dedicated to the planning of the city.

Staff skills and profiles include:

- ✓ **Project manager**
- ✓ **Designer**
- ✓ **Communication officer**

## Partnerships for innovation & data



Saltillo has developed partnerships to promote its innovation capacity with **other public agencies, private firms, not-for-profit organisations, and city residents/resident associations**.

## Measuring outcomes

Policy areas that **benefit from sufficient data**, or **lack sufficient data**, to support innovation capacity in the city:



NB: No response provided by the city for the policy areas in grey.

Innovation is **helping the city** to:

- ✓ **Improve internal government operations**
- ✓ **Save costs and improve efficiency within the public sector**
- ✓ **Simplify administrative procedures for firms and residents**

The most **critical success factors** in supporting the city's innovation work:

- ✓ **Focus on measurement**
- ✓ **Dedicated innovation team**
- ✓ **Human Resource support**
- ✓ **Leadership from Mayor**
- ✓ **Culture of innovation in city**
- ✓ **Engagement with partners**
- ✓ **Support from outside city administration**