



City Innovation Snapshot MANTECA, California, USA

Overview

- ▶ **Mayor:** Benjamin Cantu
- ▶ **Term:** 2019-2023
- ▶ **Innovation Lead:** Randy Saffold
- ▶ **Population size:** 85 000 (2019)
- ▶ **Innovation / open data website:**
www.ihubsj.org/

What is the organisational structure?

Situated in the City Manager's office, Manteca's innovation work is led by **one dedicated innovation staff member** who also works with the Information Technology Manager on city-wide initiatives such as fibre and broadband communication, performance and data analytics, and technical capacity building for small business.

Staff skills and profiles include:

- Community Engagement



Spotlight

Since the start of Mayor Benjamin Cantu's first term in 2019, Manteca's administration has focused on breaking down departmental silos, increasing efficiency, and sharpening civic engagement. The city's priorities for innovation include increasing its data analytics capacity and creating a fibre optic ring around the city that will serve as the foundation for smart city planning.

What is the city's innovation vision?

Like 50% of cities surveyed, Manteca has **no formal innovation strategy**.

The city most closely associates innovation capacity with:

- **Data analytics**
- **Technological innovation**
- **Small business capacity building**
- **Establishing better city-wide broadband infrastructure**

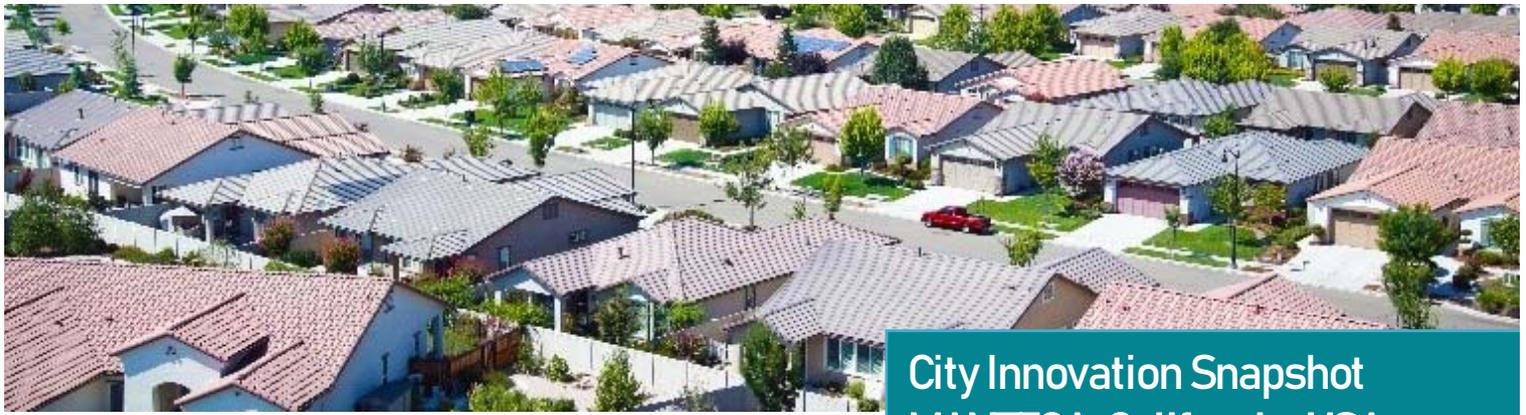
What is the city's innovation approach?

Innovation work is new to Manteca and has become a priority/vision of the new City Council.

The city is starting its innovation journey, which focuses on building capacity, upgrading infrastructure, and gathering data on performance to help inform policy decisions.

What innovation partnerships exist?

Manteca has developed partnerships to **promote innovation capacity** with other public agencies as well as private firms and industry. The City has partnered with the San Joaquin County Innovation Hub (iHub) and the County's Regional Innovation for Sustained Excellence (RISE) Task Force.



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What funding is available?

Like 19% of cities surveyed, Manteca has **no dedicated funding** to support innovation capacity.



How is innovation helping the city?

- ✓ **Improving service delivery** (by improving city-wide cellular coverage and laying the ground for future 5G placement on city assets)
- ✓ **Generating new sources of revenue or resources for the city** (by leasing future innovation such as fibre conduit)
- ✓ **Simplifying administrative procedures for firms and residents** (through developing an application allowing businesses and developers to estimate city fees for new projects as well as through developing online permitting processes)

The most critical success factors in supporting the city's innovation work are **dedicated funding, a focus on metrics, a dedicated innovation team, and leadership from the Mayor.**



How is data used?

At the moment, data plays **no major/substantive role** in the decision-making and innovation efforts in Manteca.



How are outcomes measured?

Manteca is **in the process of developing evaluation methods and specific outcomes** to determine the effectiveness of its nascent innovation efforts.