Overview

► **Mayor:** Miguel Treviño de Hoyos
► **Term:** 2018-2021
► **Innovation Lead:** Dinorah Cantú-Pedraza; David Ramos
► **Population size:** 123 156 (2015)
► **Innovation / open data website:**
http://datosabiertos.sanpedro.gob.mx

What is the organisational structure?

As part of the Secretariat of Innovation and Public Engagement, San Pedro Garza Garcia's Direction of Innovation consists of 6 staff.

Staff skills and profiles include:

- Project Manager
- Data Scientist
- Strategic Communications / Marketing
- Engineer
- Community Engagement

Spotlight

San Pedro Garza Garcia created the Chief Innovation Officer position and the Department of Innovation and Public Engagement in 2019. The department collaborates on data strategy with a specialised unit that fights domestic violence, consults with the City Manager on data governance policy, and leads the effort to make city services available online. The department has also launched a City Innovation Fellowship in partnership with local university Tecnologico de Monterrey (ITESM). All innovation pilots use a data-based methodology to measure outcomes and adjust accordingly.

What is the city's innovation vision?

Like 50% of cities surveyed, San Pedro Garza Garcia has a **formal innovation strategy**.

The city most closely associates innovation capacity with:

- **Experimentation, pilots and prototyping**
- **Data analytics**

What is the city's innovation approach?

Similar to more than half of cities surveyed, San Pedro Garza Garcia approaches innovation capacity **both from a holistic / macro level and in specific policy areas**.

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

Policing / law enforcement	Digital Governance

What innovation partnerships exist?

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

OECD — BETTER POLICIES FOR BETTER LIVES

OECD CHAMPION MAYORS for Inclusive Growth

Bloomberg Philanthropies

City Innovation Snapshot
SAN PEDRO GARZA GARCIA, Mexico

What funding is available?

Like 81% of cities surveyed, San Pedro Garza Garcia has dedicated funding to support innovation capacity, which comes from the following sources:

- **International/multilateral institution budget**
- **Municipal budget** (city council approved funds / operating budget / participatory budgeting)

San Pedro Garza Garcia's funding for innovation capacity is generally directed towards **training staff and building capacity, generating ideas and brainstorming, investing in digital systems** and **paying for third-party services.**

How is innovation helping the city?

- ✓ **Improving internal government operations**
- ✓ **Improving service delivery**
- ✓ **Simplifying administrative procedures for firms and residents**

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?

San Pedro Garza Garcia does not currently use data to align its budget process with its strategic priorities. Challenges preventing the use of data to support innovation goals include a **lack of technical infrastructure, insufficient staff capacity to collect and analyse data** as well as **limited compatibility of data across policy areas.** The city also reports that **data are seldom shared among agencies**

San Pedro Garza Garcia **publishes open data to a central, public online location.**

How are outcomes measured?

Policy areas with sufficient data or without sufficient data to support innovation capacity in the city.

Transport / Mobility	Economic Development	Housing	Policing and Law Enforcement	Health
Government Finance	Waste and Sewage	Labour Market and Skills	Environment and Climate Change	Education
Culture	Social Inclusion, Equity	Public Works	Tourism	Digital Governance

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