



City Innovation Snapshot WEST HOLLYWOOD, California, USA

Overview

- ▶ **Mayor:** Lindsey Horvath
- ▶ **Term:** 2020-2021
- ▶ **Innovation Lead:** Francisco J. Contreras
- ▶ **Population size:** 36 000 (2018)
- ▶ **Innovation / open data website:**
www.wehosmartcity.org

What is the organisational structure?

As an independent department, West Hollywood's dedicated innovation team consists of **2 staff**.

Staff skills and profiles include:

- Project Manager
- Strategic Communications / Marketing



Spotlight | WeHoX

West Hollywood's Innovation Division spearheads a variety of programmes and projects that leverage civic engagement and smart city concepts to improve service delivery, transparency, and quality of life. The WeHoX Innovation programme has led a series of salons that bring together community organisations and citizens to identify creative, efficient solutions to common challenges. Notable outcomes include public WiFi, an open data visualisation portal, the installation of electric car charging stations, and tech training classes for seniors. By clarifying its innovation strategy and designating staff to innovation, West Hollywood has built a culture of change and improvement.

What is the city's innovation vision?

Like 50% of cities surveyed, West Hollywood has a **formal innovation strategy**.

The city most closely associates innovation capacity with:

- **Big picture re-thinking**
- **Experimentation**

What is the city's innovation approach?

Similar to more than half of cities surveyed, West Hollywood 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:

Digital
Governance

Resiliency

What innovation partnerships exist?

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



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What funding is available?

Like 81% of cities surveyed, West Hollywood has dedicated funding to support innovation capacity, which comes from the following source:

- **Municipal budget** (operating budget)

West Hollywood’s funding for innovation capacity is generally directed towards **training staff and building capacity, generating ideas and brainstorming, investing in digital systems and physical infrastructures.**



How is innovation helping the city?

- ✓ Improving internal government operations
- ✓ Simplifying administrative procedures for firms and residents
- ✓ Generating new sources of revenue or resources for the city

The most critical success factors in supporting the city’s innovation work are **a dedicated innovation team, a culture of innovation within the municipal administration, engagement with partners and leadership from the Mayor.**



How is data used?

West Hollywood **currently uses data to align its budget process with its strategic priorities.** Challenges preventing the use of data to support innovation goals include **lack of technical infrastructure, insufficient staff capacity to collect and analyse data, as well as limited compability of data across policy areas.** West Hollywood also reports that **data are seldom shared among agencies.**

West Hollywood **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