A Strategic Plan for Smart Cities: Going Beyond Technology

With Kate Mayerson, Innovation Analyst with the City of West Hollywood, CA

What is a smart city? A smart city optimizes systems by using technology and data to improve service delivery and customer satisfaction while creating opportunities for engagement and problem-solving for better outcomes.

Why did West Hollywood develop a smart city strategic plan?
The city had a number of innovative technology projects occurring across departments and wanted a unifying strategy.

The goal was to weave technology into the city and achieve West Hollywood's SMART Core Values of:
Sustainability
Mobility
Accessibility
Resiliency
Transparency

West Hollywood's Success Strategies
1. Advertised smart city without saying "smart city"
2. Started project with focus on solving city staff problems
3. Embraced human-centered communication like a graphic novel about the city of the future!
4. Unified branding for diverse projects - IT's public space Wi-Fi, Public Works' streetlights, Mobility's dock-less bikes
5. Developed timeline, but since tech changes so fast, also remain nimble!

Continue the discussion in your city!
What is your city's mantra?
How do citizens engage with your strategic plan?
What role does technology play in your life and your citizens lives?

West Hollywood's Focus Areas:

Smart City Hall   **Smart Streetscape (+ Buildings)**   **Smart Mobility**

Session Q and A

West Hollywood had a number of smart-city related plans in silos. Do you think it is smart to jump into a city-wide plan if you're starting from scratch?

- Since 2014, West Hollywood has been working on an innovation plan so the city was ready for it. Innovation group is an in-house consulting group. It might not be a good idea to create from scratch, but is good to convene different groups working on these types of projects. The foundation is managing data and understand what to do with it (performance management). Smart city technologies feed TONS of data, so it's key that you have the foundation for analytics or money to pay a firm to do it.

How many dedicated team members work on the implementation plan?

- Two Innovation Department staff involved in all projects. 1o-12 person working group to develop plan and continue to meet to implement plan.

With the attention to details in your plans, did you have strategies or templates to build out the implementation actions? Where did you pull information from?

- The consultants came up with the strategies based on interviews and staff planning workshops. For implementation actions, the Innovation group and teams in charge of those strategies identified how to get them done. They didn't have a template, they really had the opposite of a template!

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