

Guadalajara

Already a Bloomberg Philanthropies collaborator for more than six years, Guadalajara leveraged the City Data Alliance to create data infrastructure in city government and bring its data-related efforts to scale.

Highlights

Hired its first-ever Chief Data Officer and established a Data Governance Committee

Collaborated with nearby city of Zapopan on platform that allows residents to request services like graffiti removal, trash collection, and public lighting via WhatsApp

Published data on government services and launched a diagnostic tool to evaluate and enhance the data capabilities of the city's workforce

Background

Guadalajara is renowned for its rich cultural history and established data practices. The city has collaborated with Bloomberg Philanthropies for more than six years on endeavors including the Partnership for Healthy Cities, the Initiative for Global Road Safety, and Visor Urbano, a digital platform to tackle corruption.

With the City Data Alliance, Guadalajara embarked on a transformative journey to improve its governance through data. Mayor Lemus charged his team:

“To advance the use of data in the city through a workforce strategy that helps create more direct channels and mechanisms for residents to propose and help improve the local government.”

While Guadalajara had some advanced data practices in place, these operations were not properly documented, preventing successful scaling across the city. The data skills of city employees were also unknown, preventing appropriate onboarding or training.

To support the scaling of data practices in the city, the senior team prioritized the following key goals:

- Define and launch a Data Governance Committee.
- Designate a Chief Data Officer to lead the Committee and implement the Citywide Data Strategy.
- Diagnose gaps in data skills to support development of a Data Workforce Plan.

During CDA engagement, the Guadalajara team also began working toward What Works Cities Certification and officials hope to be endorsed in 2023.

Impact

A critical starting point in this endeavor was the promotion of Rodrigo Medina from Director of Analysis to Chief Data Officer (CDO). Medina's transition was supported by insightful sessions with CDA coaches who helped outline his onboarding process and immediate priorities.

Under Medina and senior team leadership, the city organized its inaugural Data Governance Committee meeting, attended by 15 coordinators from various municipal departments. The committee set clear, strategic objectives ranging from implementing capacity-building plans to establishing a data publication protocol. They defined immediate goals, with an emphasis on finalizing data standards and progressing toward What Works Cities certification.

Guadalajara's intent to foster collaboration was evident in discussions between Mayor Lemus and Mayor Treviño of Zapopan. The two leaders wanted to make public services more efficient by leveraging the strengths of both municipalities. Guadalajara is now using data from the [GuaZap platform](#), which allows residents of both cities to request municipal services via the WhatsApp application, to prioritize graffiti removal, enhance trash collection, and improve public lighting.

The city has also published current data on government services as part of its [transparency efforts](#) and launched an internal diagnostic tool to evaluate and enhance the data capabilities of Guadalajara's workforce.

