



Atlas of Urban Tech

Emergence & Dynamics in West Hollywood Smart City Projects

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West Hollywood's Networks

Hard Systems

Smart infrastructure and a digital master plan aligned with the city's SMART values, ensuring public transparency and accountability

Soft Systems

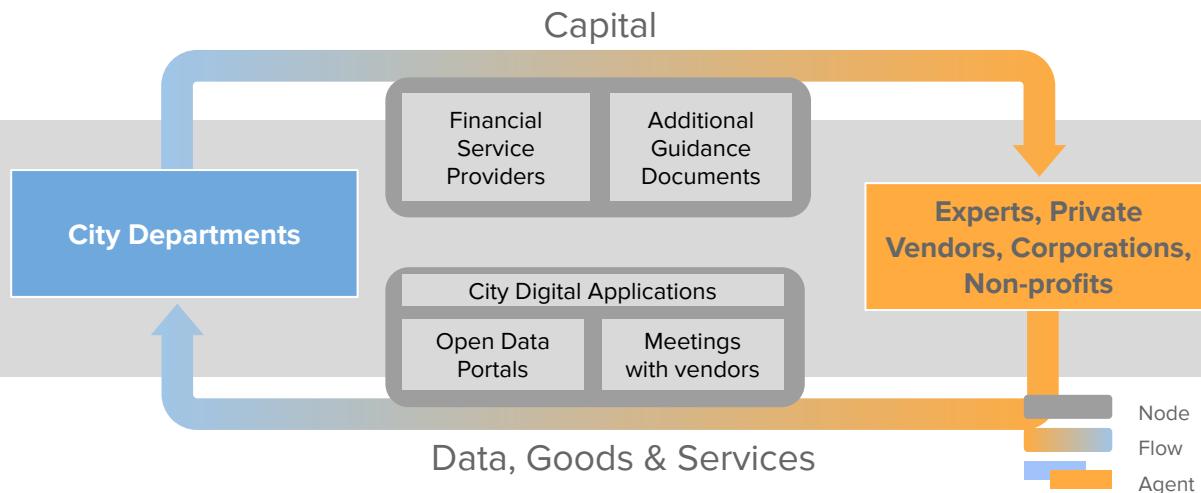
The city as a business, engaging vendors, securing deals/contracts, and delivering services to its citizens

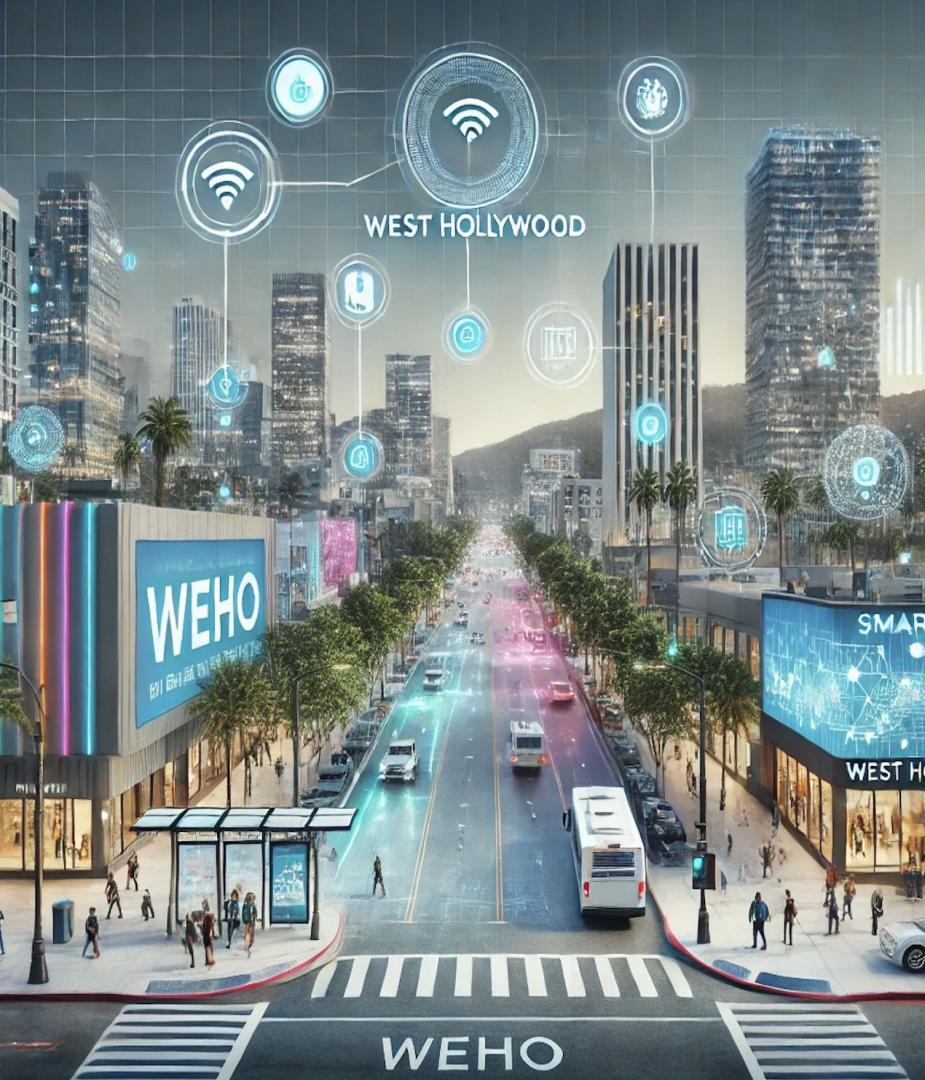
Smart City Strategic Plan

Smart Bus Shelters

Smart Lights

Digital Governance



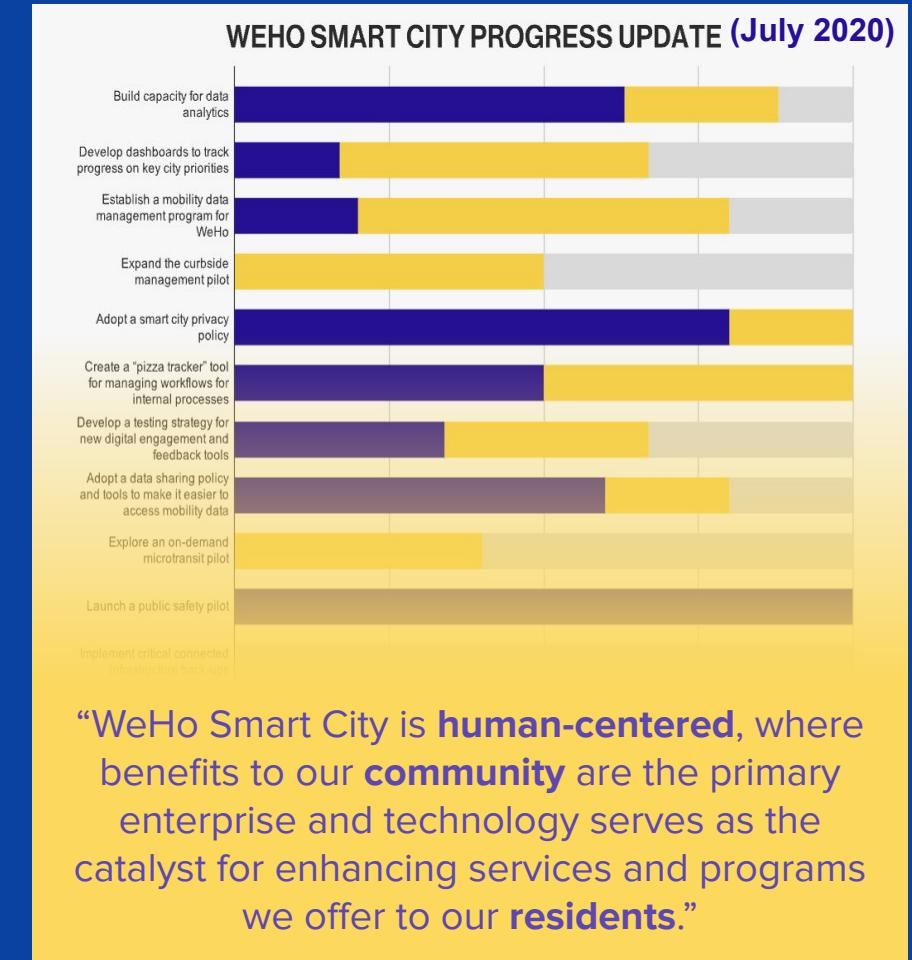


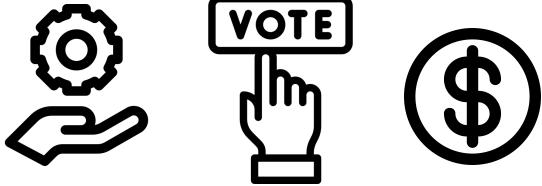
Where is the Smart Strategic Plan now?

1. Impact of COVID-19 Pandemic
 - a. Adopting digital strategies early-on prepared WeHo
 - b. Shifted priorities away from physical infrastructures (Smart.Node and Smart Bus Shelters) to digital tools
2. Political Leadership Changes
 - a. Mayor John D'Amico (2014-15, 2019-20) championed smart city initiatives
 - b. Project may be stalled due to this
3. CityFi contract expired July 2024

Critique of Smart Strategic Plan

1. Lack of public engagement in planning process
2. Lack of coordination and collaboration with neighboring LA counties
3. Lack of clear purpose for tech solutions in addressing the needs of constituents



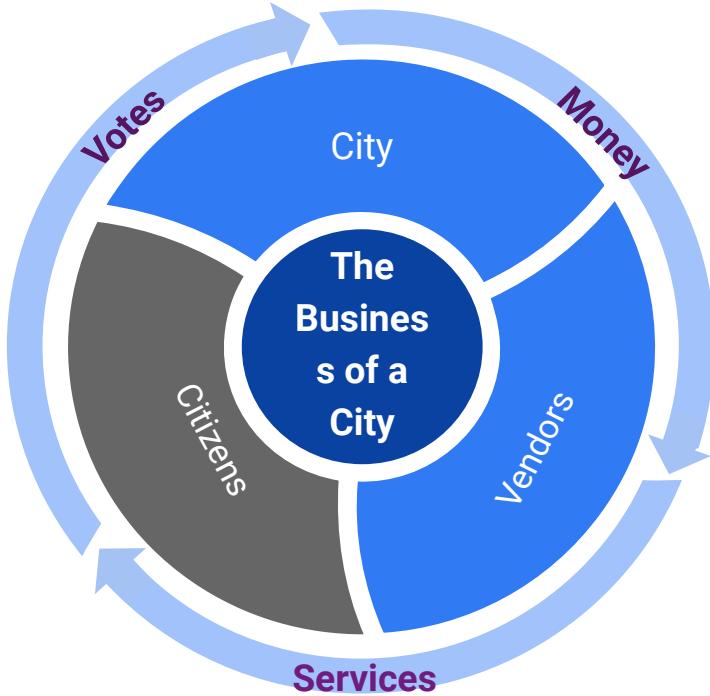


The Power Dynamics

In most cases, the city is not a maker of amenities, services or goods. Hence, vendors come into play.

The community votes, choosing their representatives based on the services given by the government.

Are there other outlets for civic engagement in this process?



Emergence of a new system?

West Hollywood as a Business

Through the prism of the city as a business, we delve deeper into WeHo's costs.

While our research showed the Smart City Initiative project cost the city \$75K, we also examined a \$185K contract awarded to media artist Nancy Baker Cahill.



Body Politic Project

When? 10 minutes on the top of every hour, till February 2025

Where? 14 different billboards across sunset boulevard

What? Reproductive justice, data sovereignty interactive digital media exhibition, using both animated computer generated imagery (CGI) and participatory XR

BODY POLITIC

PREMIERES OCTOBER 1, 2024

FROM ARTIST **NANCY BAKER CAHILL**
COMES A **NEW FILM**
AND **AUGMENTED REALITY**
EXPERIENCE

SEE IT LIVE. TOP OF EVERY HOUR
8743 **SUNSET**
8775
9157 **BOULEVARD**



City of West Hollywood
California 1984

@WEHO CITY

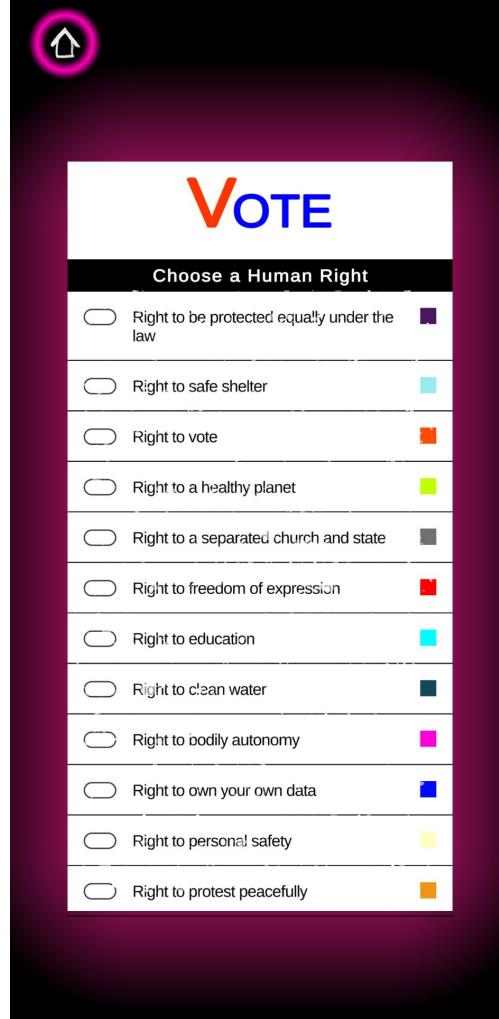
@WEHOARTS

GO.WEHO.ORG/BODYPOLITIC

Civic Engagement

A major component of the project is it being votes based, promoting civic engagement in the form of participatory AR.

The citizens can now read more about the human rights they care most about, and help in the real world.



thank you for
voting and
exercising your
constitutional right!

to take direct
action, tap here





Procurement Process (RFQ)

- Nancy was picked by a curator working for the city
- Asked to register to a bulk of service providers for WeHo

WeHo was clear that they wanted Augmented reality (AR) and digital art add a cultural layer to the city, reflecting its spirit and values

Public Resistance

- Use of taxpayer money for a non-economic initiative.
- Loss of advertising revenue from high-value real estate
- More than the needed 1% budget allocation for public art
- Censorship pushback: Themes of reproductive justice and data sovereignty sparked debate.



Government Support

Despite resistance, WeHo gov strongly backed the project

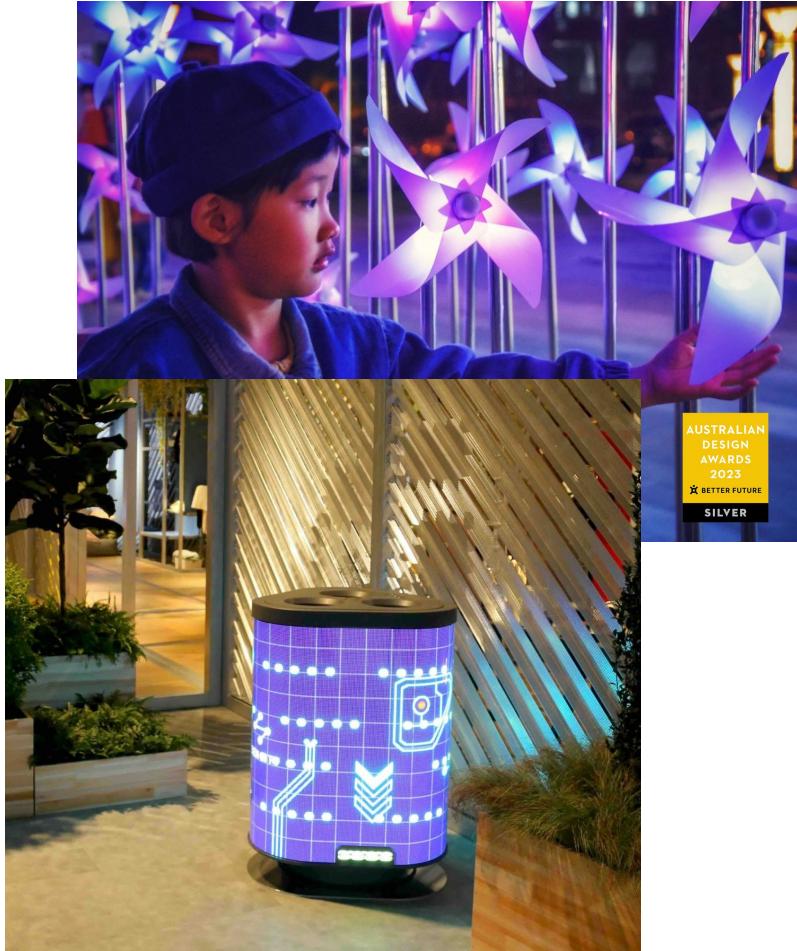
- Defended Nancy's artistic themes and messages.
- Cited alignment with the city's **cultural identity** and **progressive values**.



Is this a one-off project or a paradigm shift toward hybrid urban spaces blending physical and digital?

Sencity

- **Interactive Urban Furniture:** Street furniture like interactive waste bins (TetraBIN) and urban objects that respond to human interaction.
- **SencityOS Platform:**
 - Enables real-time management of interactive content in public spaces.
 - Enhances user engagement and improves city dynamics.
- **Immersive Experiences:**
 - Encourages citizens to actively engage with their environment.
 - Makes urban spaces more vibrant and socially inclusive.



inCitu – Augmented Reality for Urban Planning

- Immersive Experience:
 - Overlays 3D models of proposed buildings and infrastructure onto existing urban environments.
- Community Collaboration:
 - Partners with organizations like Central Ohio Transit Authority.
 - Helps cities engage residents in transit planning through AR visualizations.
- Urban Development Transparency:
 - Makes it easier for the public to understand the impact of development projects.
 - Promotes transparency in urban development.



Screenless Cities – Rethinking Urban Interactions

Key Objectives:

- **Physicalizing Data:** Integrate data and AI into urban infrastructure (e.g., benches, streetlights) to communicate real-time information.
- **Multisensory Engagement:** Use tactile, auditory, and environmental cues instead of screens to provide information and feedback.

Approach:

- Encourages interactive, screen-free experiences in public spaces.
- Uses natural elements (light, sound, motion) to engage citizens and convey data without digital screens.

The communal science lab

Bret Victor and Luke Iannini
Dynamicland Foundation

Shawn Douglas
UCSF Dept. of Cellular and Molecular Pharmacology

Art by Joanne Cheung

Despite the prevalence of computational technology in every aspect of the scientific process, today's computers are barriers to in-depth in-person collaborative work, preventing scientists from building and exploring computational models side-by-side with collaborators, learning from and extending their tools, and seeing systems and data in their entirety.

In our vision of *communal science*, computation is integrated into the physical world, and scientists see and discuss ideas by constructing immersive environments of dynamic models, in which invisible concepts are made visible and tangible. Long-term, we see communal science as opening the door to universal scientific literacy.



The Emergence of New Dynamics in WeHo

Digital Civic Engagement & The Attention Economy



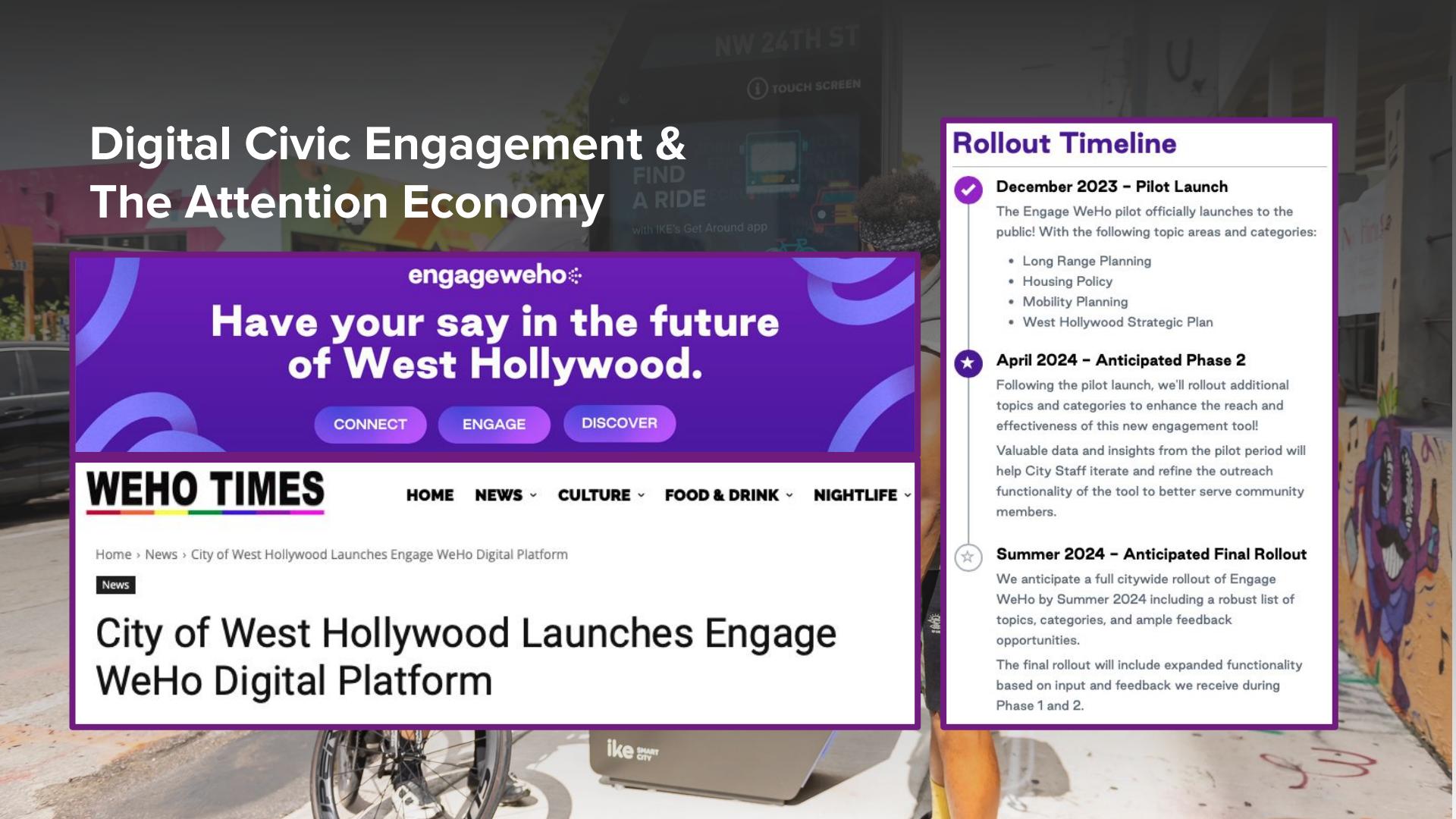
City as a Brand:
Social Media,
Politics, and
Expression



Hybrid Urban Environments Remaking A Sense of Place



Digital Civic Engagement & The Attention Economy



The image shows a digital kiosk in West Hollywood displaying the Engage WeHo platform. The screen features a purple header with the text "engagewebo" and a large white text overlay that reads "Have your say in the future of West Hollywood." Below this are three buttons: "CONNECT", "ENGAGE", and "DISCOVER". The kiosk is located on a sidewalk with a bicycle wheel visible in the foreground. In the background, there's a building with a mural and a sign for "NW 24TH ST".

WEHO TIMES

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News

City of West Hollywood Launches Engage WeHo Digital Platform

Rollout Timeline

✓ December 2023 – Pilot Launch

The Engage WeHo pilot officially launches to the public! With the following topic areas and categories:

- Long Range Planning
- Housing Policy
- Mobility Planning
- West Hollywood Strategic Plan

★ April 2024 – Anticipated Phase 2

Following the pilot launch, we'll rollout additional topics and categories to enhance the reach and effectiveness of this new engagement tool!

Valuable data and insights from the pilot period will help City Staff iterate and refine the outreach functionality of the tool to better serve community members.

★ Summer 2024 – Anticipated Final Rollout

We anticipate a full citywide rollout of Engage WeHo by Summer 2024 including a robust list of topics, categories, and ample feedback opportunities.

The final rollout will include expanded functionality based on input and feedback we receive during Phase 1 and 2.

City as a Brand: Social Media, Politics, and Expression

The screenshot shows the official website of the City of West Hollywood. The top navigation bar includes links for Services, Community, Business, and City Government. A search bar is located at the top right. On the left, a sidebar lists various city services and programs such as 40 Years of Cityhood, West Hollywood Day, WeHo Pride (which is highlighted in blue), Coronavirus (COVID-19), Arts and Culture, West Hollywood Travel + Tourism Board, West Hollywood Library, Special Events, Code Compliance, Cooling Centers, Local Community Services, National Night Out, Neighborhood Watch, and LGBTQ Community.

Community »

WEHO PRIDE

Print Share & Bookmark Font Size: + -

WEHO PRIDE

WEHO PRIDE 2025

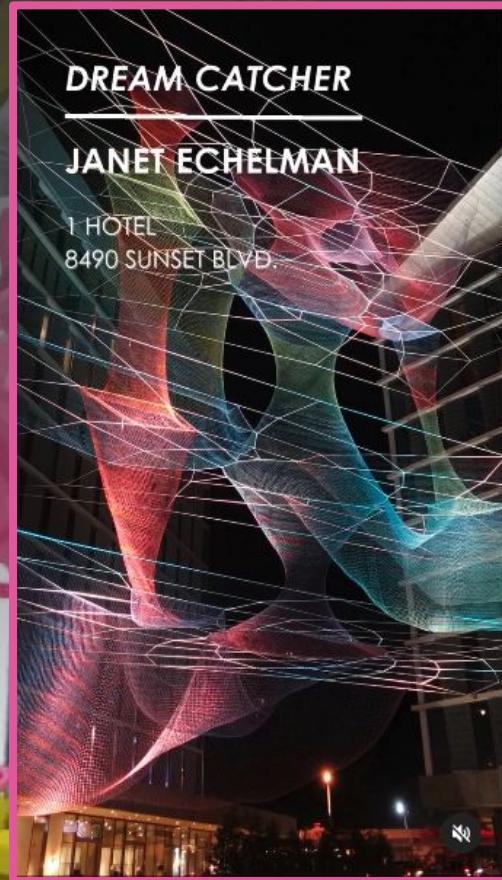
Save The Date: WeHo Pride Weekend 2025 in the City of West Hollywood will Take Place Friday, May 30; Saturday, May 31, and Sunday, June 1

The screenshot shows a mobile view of the City of West Hollywood's social media feed, likely from the Twitter account @wehocity. The feed is a collage of various promotional and informational posts. Some visible content includes:

- A small business certification and procurement workshop.
- A post about the Municipal Equality Index.
- A Toy Drive campaign.
- A post for International Day for the Elimination of Violence Against Women.
- A notice that City Hall is closed on Thanksgiving.
- A post about why clean energy is the future.
- A Native American Heritage Month announcement.
- A post about challenges for LGBTQ+ people in the former Soviet Union.

The interface includes standard social media controls for back, forward, search, and more.

Hybrid Urban Environments Remaking A Sense of Place



wehoarts • Follow
Original audio

...

wehoarts The City of West Hollywood's Urban Art Collection is a unique collection of 75 permanent public art works that can be found throughout the city on both public and private property.

In our walkable city you can visit many urban artworks in a matter of minutes. Visit the Urban Art Collection map at the link in our bio.

49w



dicrodaivis These are great
22w Reply



thestyleguyde ❤️ 🎨KK 111 😊



66 likes

December 20, 2023

Log in to like or comment.

