

## Overview

- ▶ Mayor: David Holt
- ▶ Lead staff on innovation: Steve Hill
- ▶ Population of municipality: 643,648 (2017)
- ▶ Innovation/open data website: <https://data.ok.gov/>

## Spotlight on Oklahoma City | The Health Innovative Arm

Oklahoma City has good experience with health/wellness programmes, considered among the best and most innovative in the country. **The Wellness Score is a data-driven effort by the Oklahoma City-County Health Department to measure health outcomes in the poorest performing zip codes.** This success led to a Mayor's Challenge effort to apply some of the same methods to the criminal justice reform. The city has also been following with great interest the field of behavioural insights, open data opportunities, best practices in engagement, and prototyping/testing methods. Although the city has done a lot, there is room and willingness for improvement as innovation has come from proactive "freelancing" by staff operating outside the normal structure.

## Vision and approach to innovation capacity

### The city's innovation strategy

Along with 56% of cities surveyed, Oklahoma City does not have an **explicit innovation strategy**.

The city most closely associates innovation capacity with the following terms:

Resident engagement

Data analytics

### Approaches to innovation capacity

Similar to 40% of cities surveyed, Oklahoma City approaches innovation capacity **both** from a **holistic/macro level**, as well as in **specific policy areas**.

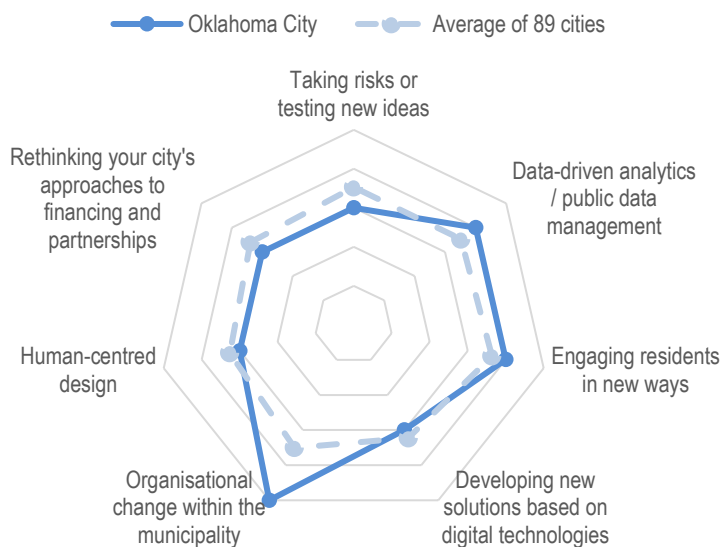
The **top two priority policy areas** for the city's innovation work include:

Transport / mobility



Health

### Most common innovation activities

Oklahoma City's most common innovation activity is **facilitating organisational change within the municipality**. Its innovation activities also include **engaging residents in new ways** and **promoting data-driven analytics**.



Funding for innovation capacity	
<p><b>Funding to support innovation capacity</b></p> <p>Like 23% of cities surveyed, Oklahoma City does not have dedicated funding to support innovation capacity.</p>	<p><b>Types of activities being funded</b></p> <p>Among all cities surveyed, <b>launching or sustaining a project</b>, and <b>generating ideas &amp; brainstorming</b> are the two most commonly funded activities.</p> <div style="display: flex; flex-wrap: wrap; justify-content: space-around; margin-top: 20px;"> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 10px; width: 45%; text-align: center; background-color: #f0f0f0;"> <p>Launching or sustaining a project</p> </div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 10px; width: 45%; text-align: center; background-color: #f0f0f0;"> <p>Idea generation &amp; brainstorming</p> </div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 10px; width: 30%; text-align: center; background-color: #f0f0f0;"> <p>Investing in digital systems</p> </div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 10px; width: 30%; text-align: center; background-color: #f0f0f0;"> <p>Investing in physical infrastructure</p> </div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 10px; width: 30%; text-align: center; background-color: #f0f0f0;"> <p>Paying for services</p> </div> </div>

Organisational structure & staffing	Partnerships for innovation & data
 <p>Oklahoma City does not have designated staff or a team exclusively dedicated to the city's innovation work.</p>	 <p><b>Oklahoma City</b> has developed partnerships to promote its innovation capacity with <b>other public agencies, private firms, not-for-profit organisations, and city residents/resident associations.</b></p> <p>The city has not yet developed <b>partnerships to collect and analyse data</b>, to improve data use.</p>

Measuring outcomes	
<p>Policy areas that <b>benefit from sufficient data</b>, or <b>lack sufficient data</b>, to support innovation capacity in the city:</p> <div style="display: grid; grid-template-columns: repeat(5, 1fr); gap: 10px; margin-top: 10px;"> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #90c090;">Transport / mobility</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #90c090;">Economic development</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #90c090;">Housing &amp; built environment</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #90c090;">Policing &amp; law enforcement</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #90c090;">Health</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #90c090;">Water</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #90c090;">Waste and sewage</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #cccccc;">Labour markets &amp; skills</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #c06060;">Environment &amp; climate change</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #c06060;">Education</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #c06060;">Culture</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #c06060;">Social inclusion, equity</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #cccccc;">Public works</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #cccccc;">Tourism</div> <div style="border: 1px solid #ccc; border-radius: 10px; padding: 5px; background-color: #90c090;">Digital governance</div> </div> <p><i>NB: No response provided by the city for the policy areas in grey.</i></p>	<p>Innovation is <b>helping the city</b> to:</p> <ul style="list-style-type: none"> <li>✓ <b>Save costs and gain efficiency within the public sector</b></li> <li>✓ <b>Improve service delivery</b></li> <li>✓ <b>Improve resident outcomes</b></li> </ul> <p>The most <b>critical success factors</b> in supporting the city's innovation work:</p> <ul style="list-style-type: none"> <li>✓ <b>Dedicated funding</b></li> <li>✓ <b>Focus on measurement</b></li> <li>✓ <b>Dedicated innovation team</b></li> <li>✓ <b>Leadership from Mayor</b></li> <li>✓ <b>Culture of innovation in city</b></li> </ul>