

## Overview

- ▶ Mayor: Buddy Dyer
- ▶ Lead staff on innovation: Matthew Broffman
- ▶ Population of municipality: 280,257 (2017)
- ▶ Innovation/open data website: <https://data.cityoforlando.net/>

## Vision and approach to innovation capacity

### The city's innovation strategy

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

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

Big picture re-thinking

Digital service delivery

### Approaches to innovation capacity

Similar to 24% of cities surveyed, Orlando approaches innovation capacity from a **holistic/macro level**.

The **top priority policy area** for the city's innovation work:

Digital governance

### Most common innovation activities

Orlando's most common innovation activity is **engaging residents in new ways**. Its innovation activities also include **developing new solutions based on digital technologies; human-centred design; and rethinking the city's approach to financing and partnerships**.



## Funding for innovation capacity

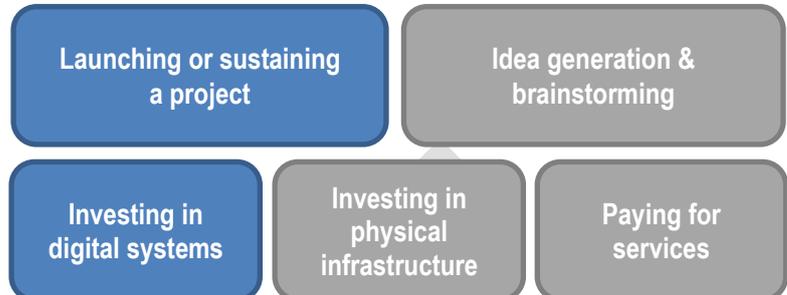
### Funding to support innovation capacity

Like 77% of cities surveyed, Orlando has dedicated funding to support innovation capacity, which originates from the following sources:

- ✓ **Municipal budget**  
(city council approved funds/operating budget)

### Types of activities being funded

Orlando's funding for innovation capacity is generally directed towards **launching or sustaining a project** which is one of two most commonly funded activities among all cities surveyed. Orlando also **invests in digital systems**.



## Organisational structure & staffing



Situated in the IT department, Orlando's innovation work is led by the Director of Innovation.

Staff skills and profiles include:

- ✓ **Director of innovation**
- ✓ **Product manager**
- ✓ **Service designer**

## Partnerships for innovation & data



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

To improve data use, the city has also developed **data partnerships with the private sector and other cities** to collect and analyse data.

## Measuring outcomes

Policy areas that **benefit from sufficient data**, or **lack sufficient data**, to support innovation capacity in the city:



*NB: No response provided by the city for the policy areas in grey.*

Innovation is **helping the city** to:

**Data non-available.**

The most **critical success factors** in supporting the city's innovation work:

**Data non-available.**