

## Spotlight on Peoria | Help Shape West Main

### Overview

- ▶ Mayor: Jim Ardis
- ▶ Lead staff on innovation: Anthony Corso
- ▶ Population of municipality: 112,883 (2017)
- ▶ Innovation/open data website: [www.peoriagov.org/innovation/](http://www.peoriagov.org/innovation/)

Peoria has developed a community engagement effort focused on building the innovation capacity of residents and other community stakeholders towards **fostering the economic vitality of a neighbourhood corridor**. The effort, known as **Help Shape West Main**, began in the fall of 2017 and was based on the premise that the City did not always have the resources or purview to tackle community challenges alone, but **did have the power to convene residents and stakeholders**. The effort focused on "convening around doing" through the **facilitation of new partnerships and testing of new, incremental ideas** through those partnerships.

## Vision and approach to innovation capacity

### The city's innovation strategy

Along with 44% of cities surveyed, Peoria has an **explicit innovation strategy**.

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

Big picture re-thinking

Experimentation

### Approaches to innovation capacity

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

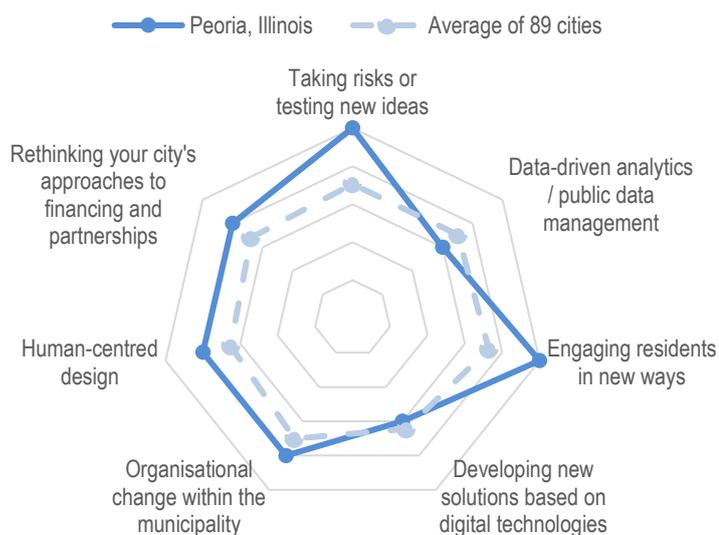
The **top two priority policy areas** for the city's innovation work include:

Built environment

Economic development

### Most common innovation activities

Peoria's most common innovation activities are **taking risks and testing new ideas** and **engaging residents in new ways**. Its innovation activities also include **facilitating organisational change within the municipal administration**; **human-centred design**; and **rethinking the city's approach to financing and partnerships**.



## Funding for innovation capacity

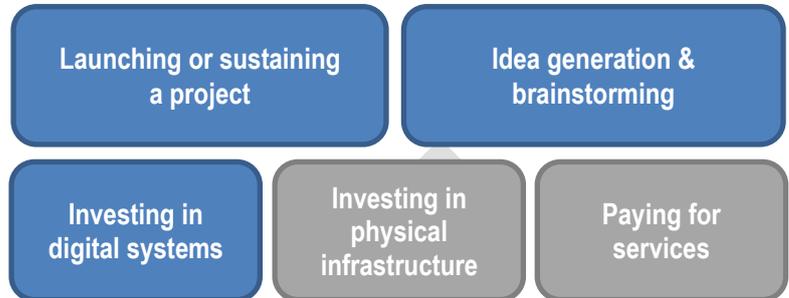
### Funding to support innovation capacity

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

- ✓ **Municipal budget**  
(operating budget)
- ✓ **Extra funding**  
(philanthropy/non-profit)

### Types of activities being funded

Peoria's funding for innovation capacity is generally directed towards **launching or sustaining a project**, and **generating ideas & brainstorming**. These are the two most commonly funded activities among all cities surveyed. Peoria also **invests in digital systems**.



## Organisational structure & staffing



Situated in the City Manager's office, Peoria's dedicated team for innovation is led by the Chief Innovation Officer (i-team Director) and consists of **3 staff members** and **2 part-time interns**.

Staff skills and profiles include:

- ✓ **Project manager**
- ✓ **Designer**
- ✓ **Community engagement staff**

## Partnerships for innovation & data



Peoria 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, academia, and think tanks** 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:

- ✓ **Engage with residents and other stakeholders**
- ✓ **Generate new sources of revenue**
- ✓ **Improve internal government operations**

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

- ✓ **Dedicated funding**
- ✓ **Focus on measurement**
- ✓ **Dedicated innovation team**
- ✓ **Human resource support**
- ✓ **Leadership from Mayor**
- ✓ **Culture of innovation in city**
- ✓ **Engagement with partners**
- ✓ **Support from outside city administration**