## City Innovation Snapshot
## LITTLE ROCK, Arkansas, USA

## Overview
- ► **Mayor:** Frank Scott
- ► **Term:** 2019-2022
- ► **Innovation Lead:** Melissa Bridges
- ► **Population size:** 198 606 (2017)
- ► **Innovation / open data website:**
www.littlerock.gov/city-administration/city-managers-office/divisions/performance-innovation/

## What is the organisational structure?
Situated within the Mayor's office, the Performance and Innovation Coordinator is the **only full-time position** dedicated to innovation. The Coordinator helps train city employees from other departments in various areas.

Staff skills and profiles include:
- Project Manager
- Strategic Communications / Marketing
- Designer
- Community Engagement

## Spotlight | Citizen Connect
Little Rock has moved toward improving city service delivery and transparency by using Citizen Connect, a website that creates interactive maps based on city data. Designed in consultation with local residents, the mapping application provides details on 311 quality of life indicators, such as police incidents, planning permits, land bank properties, and business licenses. The data is also available for download so that researchers, residents, and city departments can access and analyse it for significant trends. The Little Rock Police Department uses the data to glean a holistic view of developments around the city.

## What is the city's innovation vision?
Like 50% of cities surveyed, Little Rock has no **formal innovation strategy.**

The city most closely associates innovation capacity with:
- **Human-centred design**
- **Hierarchy-busting**

## What is the city's innovation approach?
Similar to more than half of cities surveyed, Little Rock approaches innovation capacity **both from a holistic / macro level and in specific policy areas.**

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

| Education | Policing and Law Enforcement |
|---|---|

## What innovation partnerships exist?
Little Rock has developed partnerships to **promote 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 academia and think tanks to collect and analyse data.

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### What funding is available?

Like 19% of cities surveyed, Little Rock has **no dedicated funding** to support innovation capacity.

### How is innovation helping the city?

- ✓ Improving internal government operations
- ✓ Simplifying administrative procedures for firms and residents
- ✓ Improving service delivery

The most critical success factors in supporting the city's innovation work are **dedicated funding, a focus on metrics, a dedicated innovation team, a culture of innovation within the municipal administration,** and **leadership from the Mayor**.

### How is data used?

Little Rock currently does not use data to align its budget process with its strategic priorities. Challenges preventing the use of data to support innovation goals include **insufficient staff capacity to collect and analyse data** and that **data collection and analysis is not an institutional priority**.

Little Rock **publishes open data to a central, public online location**.

### How are outcomes measured?

Policy areas with sufficient data or without sufficient data to support innovation capacity in the city.

| | | | | |
|---|---|---|---|---|
| Transport / Mobility | Economic Development | Housing | Policing and Law Enforcement | Health |
| Government Finance | Waste and Sewage | Labour Market and Skills | Environment and Climate Change | Education |
| Culture | Social Inclusion, Equity | Public Works | Tourism | Digital Governance |

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