



City Innovation Snapshot WINNIPEG, Canada

Overview

- ▶ **Mayor:** Brian Bowman
- ▶ **Term:** 2018–2022
- ▶ **Innovation Lead:** Glen Cottick
- ▶ **Population size:** 753 700 (2018)
- ▶ **Innovation / open data website:**
<https://data.winnipeg.ca/>

What is the organisational structure?

As a separate division within the Innovation, Transformation and Technology Department, Winnipeg's dedicated innovation team consists of **9 staff** (both full-time and part-time) and **1 external consultant**.

Staff skills and profiles include:

- Project Manager
- Data Scientist
- Strategic Communications / Marketing



Spotlight | Street parking enforcement

The City of Winnipeg has transformed street parking enforcement by having officers interact with their supervisors via technology in real time, in order to assist with explaining potential enforcement issues. Through the initiative, the City hopes to reduce the issue of warning tickets and the rate of appeal. Initial prototyping based on a 15-week rollout shows a reduction in warning tickets by 41% and a significant return on investment related to decreased appeals. To determine the effectiveness of this innovative method, Winnipeg measures the success rate of these appeals as well as the number of warning tickets versus violation tickets.

What is the city's innovation vision?

Like 50% of cities surveyed, Winnipeg has a **formal innovation strategy**.

The city most closely associates innovation capacity with:

- **Big picture re-thinking**
- **Experimentation**

What is the city's innovation approach?

Similar to more than half of cities surveyed, Winnipeg 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:

Return on
Investment

Resident Impact

What innovation partnerships exist?

Winnipeg has developed partnerships to **promote innovation capacity** with city elected officials, 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 private philanthropy, academia and think tanks, to collect and analyse data, as well as with other cities.



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What funding is available?

Like 81% of cities surveyed, Winnipeg has dedicated funding to support innovation capacity, which comes from the following sources:

- **Municipal budget** (city council approved funds / operating budget)
- **Non-financial: other in-kind contributions from local vendors and organisations**
- **Other: return on investment (ROI) from innovation activity**

Winnipeg's funding for innovation capacity is generally directed towards **training staff and building capacity, generating ideas and brainstorming, investing in digital systems and physical infrastructure and paying for third-party services.**



How is innovation helping the city?

- ✓ **Gaining efficiency within the public sector**
- ✓ **Improving service delivery**
- ✓ **Improving resident outcomes**

The most critical success factors in supporting the city's innovation work are **dedicated funding, a focus on metrics, Human Resource involvement, a dedicated innovation team, a culture of innovation within the municipal administration, engagement with partners, support from the broader community, support from a dedicated committee of elected officials, and leadership from the Mayor.**



How is data used?

Winnipeg currently **uses data to align its budget process with its strategic priorities.** One of the challenges preventing the use of data to support innovation goals is **limited compatibility of data across policy areas.** However, in 2020, the city plans to roll out an enterprise content management system to tackle this challenge.

Winnipeg **publishes open data to a central, public online location and provides clear how-to guidance to help residents access and use city data.**



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.