

A photograph of a road winding through a dense forest. Sunlight filters through the trees, creating a bright path on the road. The text is overlaid on the image.

# Data Strategy Kick Off

Digital Services and  
Open Government  
Team



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# Agenda

- How the City uses data today
- What's possible with data
- Data strategy mission and timeline
- Next Steps
- Discussion



# In service of Together San Rafael

## OUR CHALLENGE



**Trust** in government has reached all-time lows nationwide



**85%** of the public expects the same digital services from government as from the private sector



**8%** drop in San Rafael resident satisfaction with City services since 2015



**71%** of local city workers in the US are unhappy or disengaged with their jobs

"My goals for a new kind of government [...] focusing on the how and why (not just the what), finding something to say “yes” to, focusing on innovation and creativity, leveraging technology, designing around our community’s needs, being okay to fail and learn from our mistakes, and **opening our data.**"



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- Jim Schutz

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# Our Data Mission

To make high quality, useful, and documented data available and accessible to internal and external stakeholders for a broad range of positive outcomes, including...

- Helping the city achieve its strategic goals
- Improving government services
- Increasing public trust
- Enabling partnerships with researchers and nonprofits
- Evaluating the impact of policies and programs



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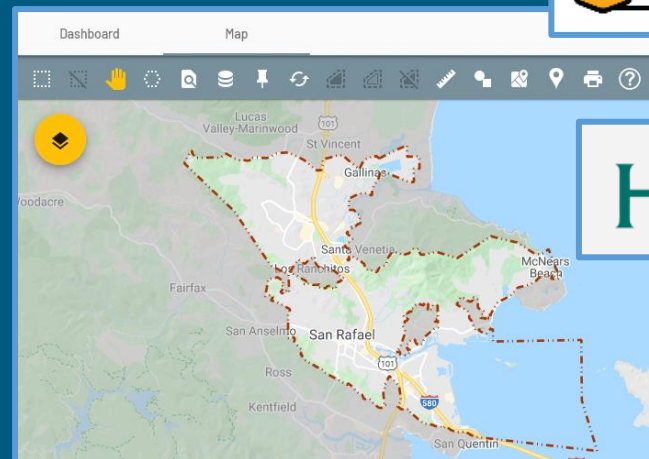
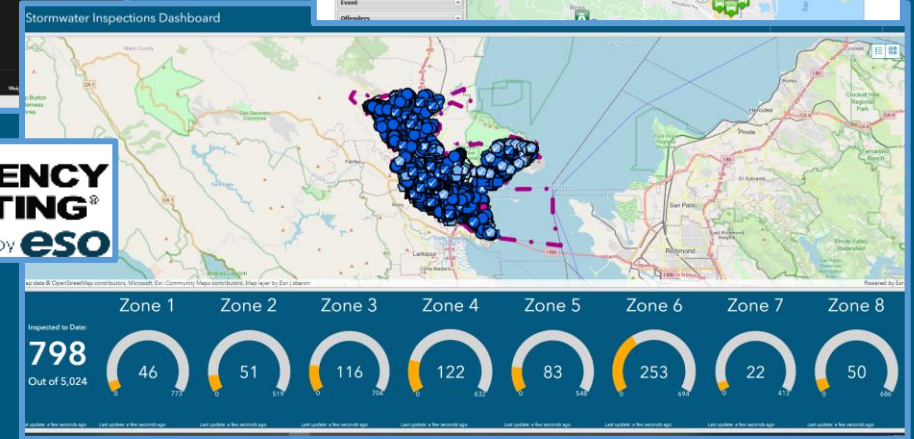
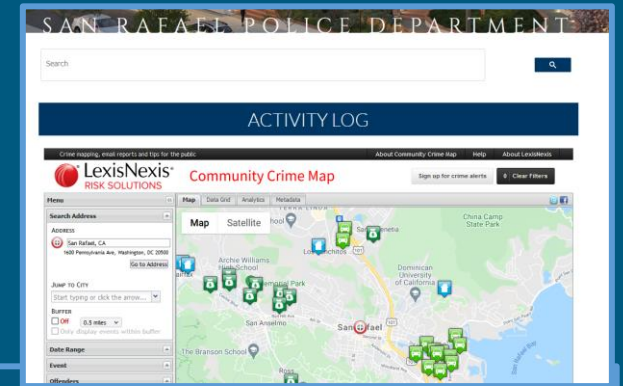
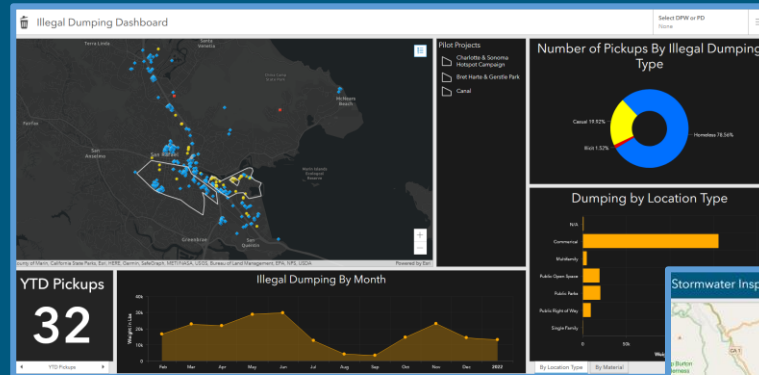
# What is a Data Strategy?

Bridging the gap between our Mission and our future



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# The City is already collecting, analyzing, and sharing a lot of data!



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# Staff have many other data aspirations

“Would like to have a weekly dashboard for the leadership team... an automated thing that comes out every Monday and allows staff to be more nimble..”

“If we could implement a process for staff to see data, that would be a huge win.”

“I want to show residents our calls for service and response rate, to highlight our service first philosophy.”

“A lot of inquiries [from the public] are about where things are and when they are happening – things that would be represented well visually”

“We have a lot of different data streams – I would love to have them all in one place to see correlations.”



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# Other cities show us what is possible

Welcome to the Chattanooga Open Data Portal

This portal contains data collected from the City of Chattanooga as well as the community. The goal of the Chattanooga Open Data Portal is to be the primary location for all open data to be utilized by its citizens.

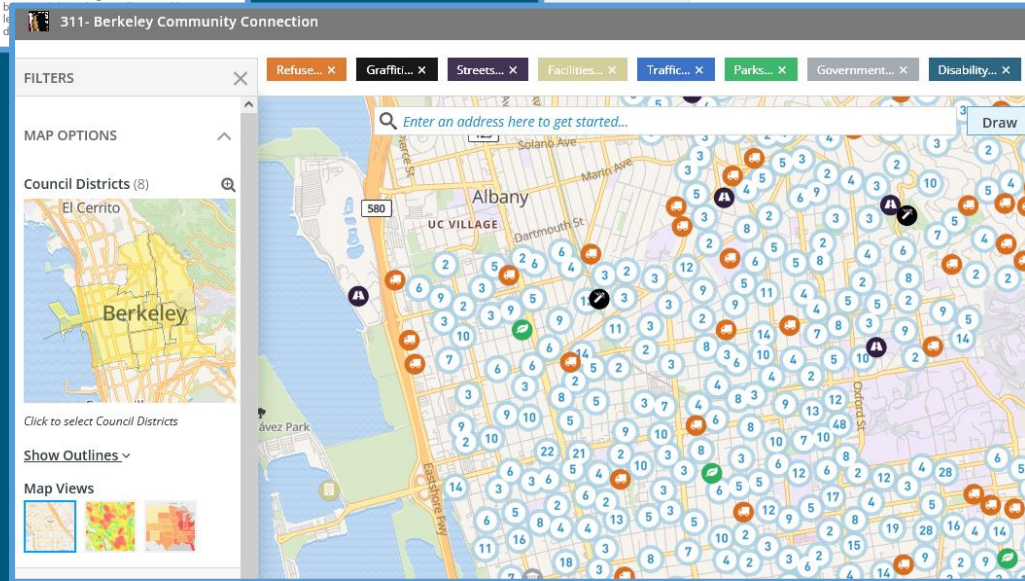
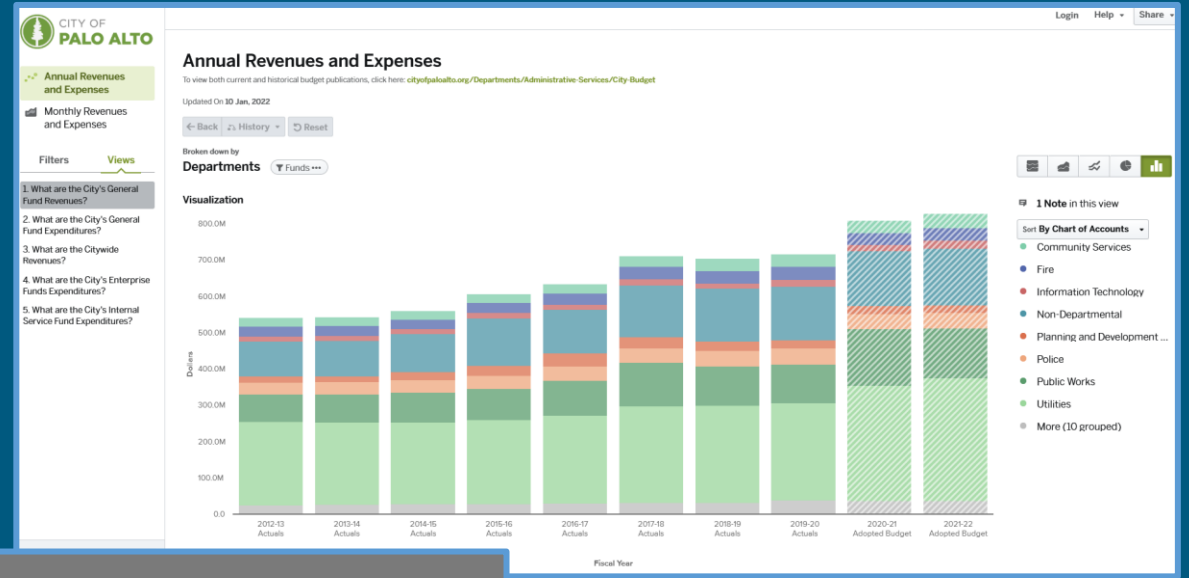
- Performance
- Budget
- City Insider
- Catalog

**First 100 Day Tracker**  
View results of the Kelly administration's first 100 days.

**FY 2022 Budget Public Input Participants**  
View participant data for the FY 2022 BFO public input process.

**Police Incident Data**  
Want to know where crime is occurring in the city? Explore, analyze, and learn from the Police Incident Dataset.

**Policing and Racial Equity**  
See how Chattanooga Police data can

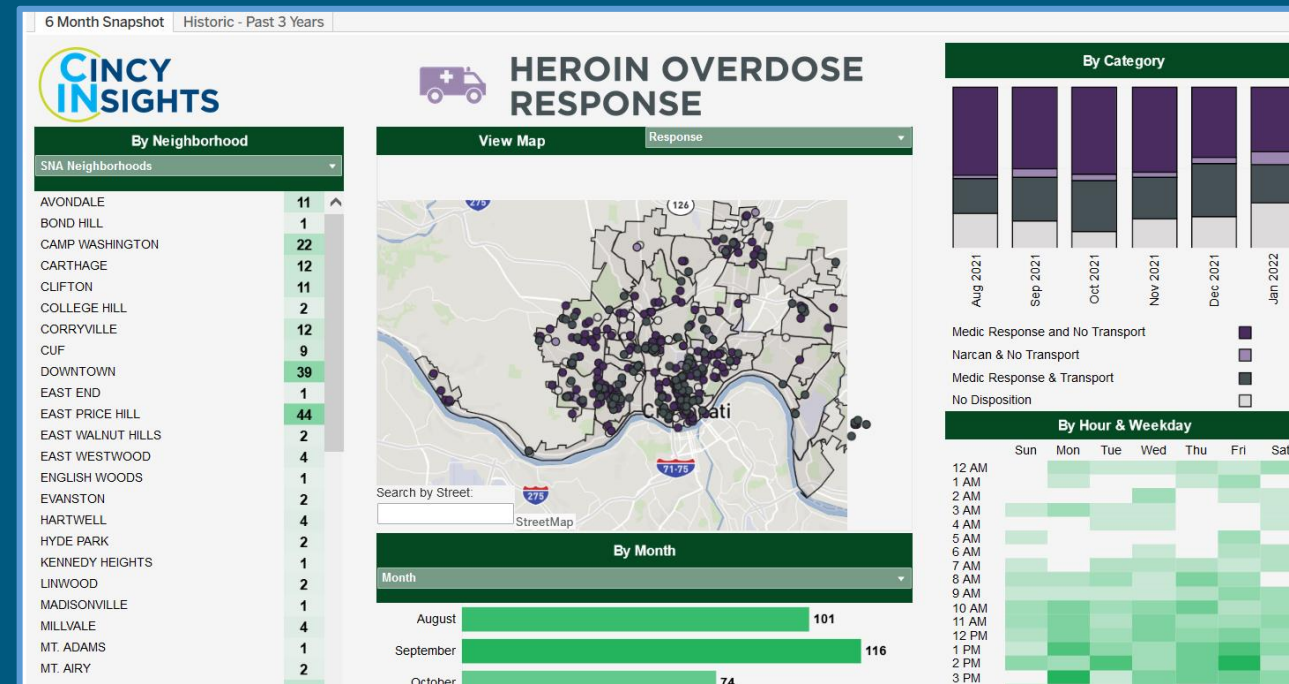


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# Cincinnati is reducing opioid overdoses

- **Problem:** Cincinnati's emergency responders were getting overwhelmed with calls about opioid overdoses
- **Solution:** The problem is too complicated for one solution. But the city helped with data analysis and public reports
- **Outcomes:**
  - Medical staff and volunteers use the dashboard to understand call patterns and preemptively deploy medical teams
  - Non-profits and support groups use the data to better target assistance



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# You are best positioned to find impactful data Projects!

I'm here to support at every stage of the following types of projects:

## Situation/Operational Awareness Projects

- Dashboards or reports about current services, usage, response time, etc.

## Open Data Projects

- Proactively answer questions you receive from the public

## Analytics Projects

- Prioritizing work for impact
- Early warning tools
- Better, quicker decisions
- Optimizing resource allocation
- Experimenting for what works



# Our data pain points

Not all data needed is collected

Data is siloed by department and tool

Creating reports is manual and time consuming  
Current reporting tools are not fit for the purpose



No documentation on available data  
No training on data software

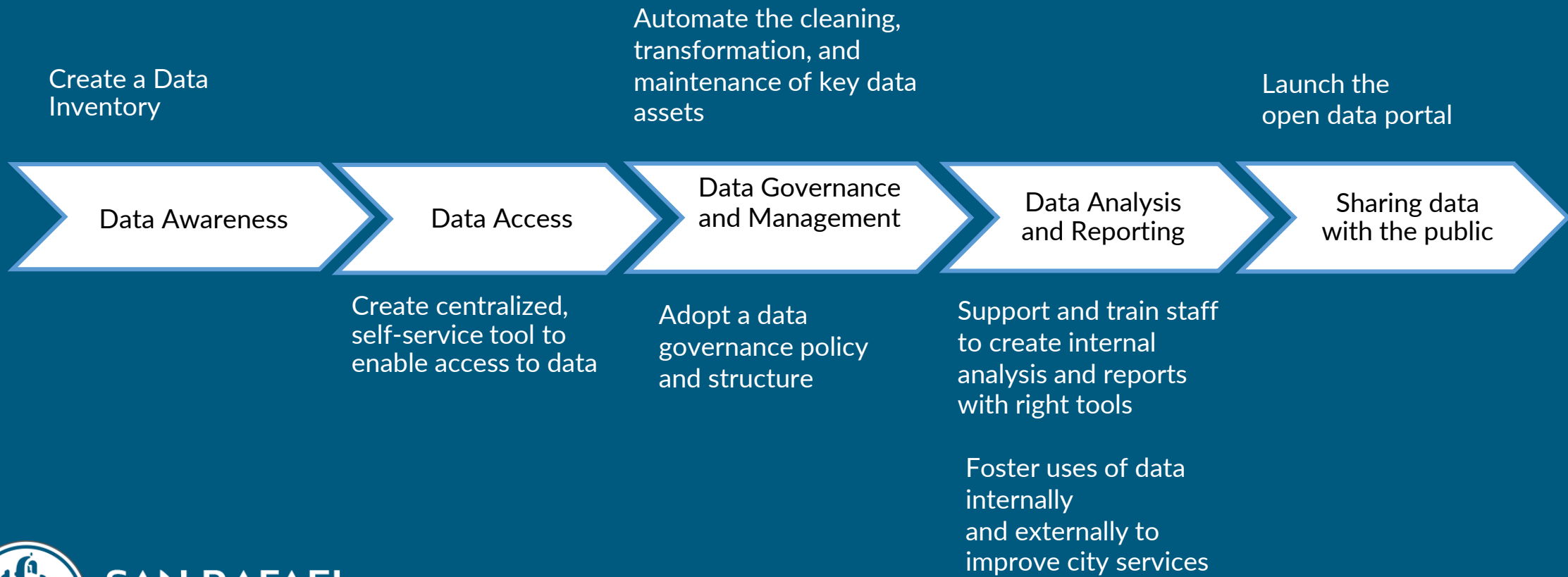
Data stored is not always maintained or up to date

No city standards for sharing data  
Difficult to keep public facing data up to date





# Year 1 Objectives



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# Getting Started



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# You are a data leader!

- The role
  - Manage your department's data inventory
  - Participate in the governance board
  - Identify useful data and analytics projects and lead in implementation
  - Be the subject matter expert in your department's data
- Opportunities
  - An easier day to day!
  - Cross-departmental community of practice
  - Trainings and learning opportunities
  - Pioneer innovations on behalf of the City





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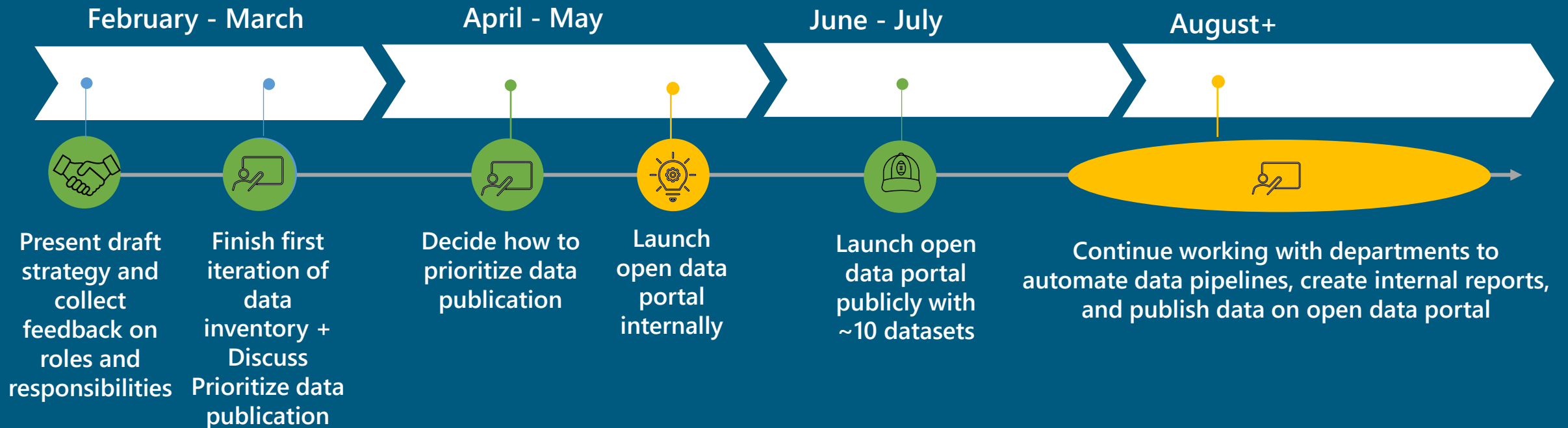
# Help us build a City Data Inventory

## By March 15

1. Go to [this document](#)
2. In your department's tab, fill in at least 5 important datasets the department regularly uses
  - Check and edit information already in the inventory
  - Try to include datasets that can be used to answer the questions included in the ReadMe
3. Upload an export of 1-2 datasets into a SharePoint folder



# Timeline for launching Open Data



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- Digital Services and individual departments
- All Data coordinators
- Publication Milestones

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# Next Steps: Feb-March Summary

- In the next month:
  - Add 5 datasets that are important to your department's day to day work to the data inventory in the next month
  - Put a snapshot of 1-2 datasets on SharePoint
- Meet again in a month: Establish data publishing processes
- Office Hours





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# Discussion



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