

DATA IS THE NEW OIL

Mining local government's largest untapped resource

Background: City of Cincinnati's Office of Performance & Data Analytics

Official Launch: May 27, 2015

Goal: Use data analytics to deliver better, faster, and smarter services, including:

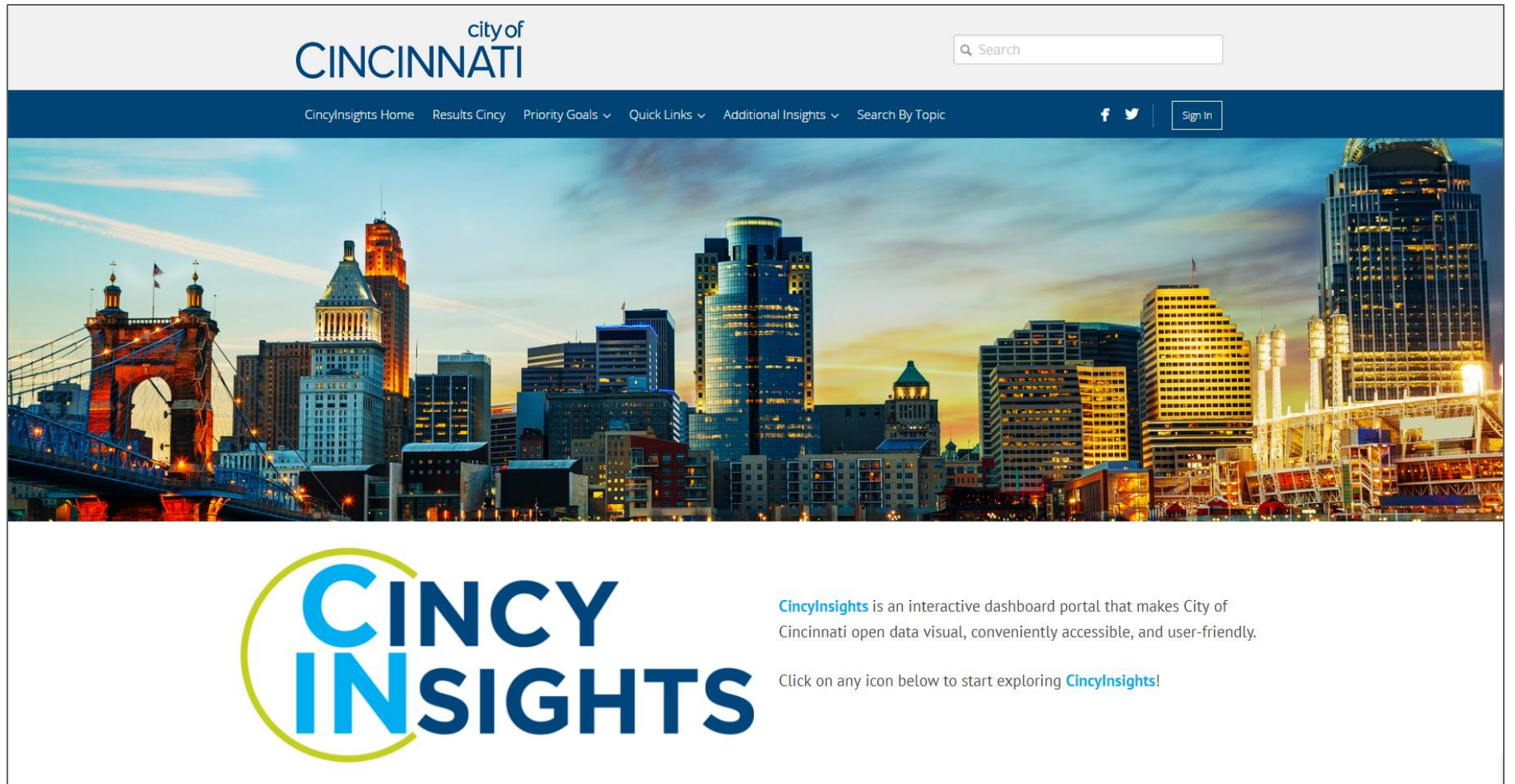
- ✔ Generate insight & business intelligence
- ✔ Make strategic, data-driven decisions
- ✔ Creatively solve problems
- ✔ Monitor performance
- ✔ Improve processes
- ✔ Save time & money

CincyInsights

- ✔ Launched December 7, 2016
- ✔ **Builds on Open Data Portal Initiative:** CincyInsights is a first-of-its-kind, public-facing, interactive dashboard portal
- ✔ **Makes public City data useable & approachable** for all users, even those with no relevant or prior data experience

CincyInsights

<https://insights.cincinnati-oh.gov>



The screenshot shows the top portion of the CincyInsights website. At the top left is the "city of CINCINNATI" logo. To its right is a search bar with a magnifying glass icon and the text "Search". Below the logo and search bar is a dark blue navigation bar containing the following links: "CincyInsights Home", "Results Cincy", "Priority Goals" (with a dropdown arrow), "Quick Links" (with a dropdown arrow), "Additional Insights" (with a dropdown arrow), and "Search By Topic". On the right side of this navigation bar are social media icons for Facebook and Twitter, and a "Sign In" button. Below the navigation bar is a wide banner image of the Cincinnati skyline at dusk, featuring the Roebling Suspension Bridge and various skyscrapers. Below the banner is the "CINCY INSIGHTS" logo, where "CINCY" is in blue and "INSIGHTS" is in a larger, bold blue font, with a green circular graphic element behind the text. To the right of the logo is a paragraph of text: "CincyInsights is an interactive dashboard portal that makes City of Cincinnati open data visual, conveniently accessible, and user-friendly." Below this paragraph is another line of text: "Click on any icon below to start exploring CincyInsights!".

city of
CINCINNATI

Search

CincyInsights Home Results Cincy Priority Goals ▾ Quick Links ▾ Additional Insights ▾ Search By Topic

f | | Sign In

**CINCY
INSIGHTS**

CincyInsights is an interactive dashboard portal that makes City of Cincinnati open data visual, conveniently accessible, and user-friendly.

Click on any icon below to start exploring CincyInsights!

How is Data like Oil?

Data is a valuable resource

**Data can be hard to see at
surface level**

**Data isn't useful in its raw
form**

**Data isn't valuable in and of
itself**

**HOW DO WE TAP THIS
RESOURCE?**

Four key steps:

1. Start with a real problem
2. Dig in & figure out what you already have
3. Extract, refine, & process for use
4. Ensure sustainability

Start with a real problem
(this is your “use case”)

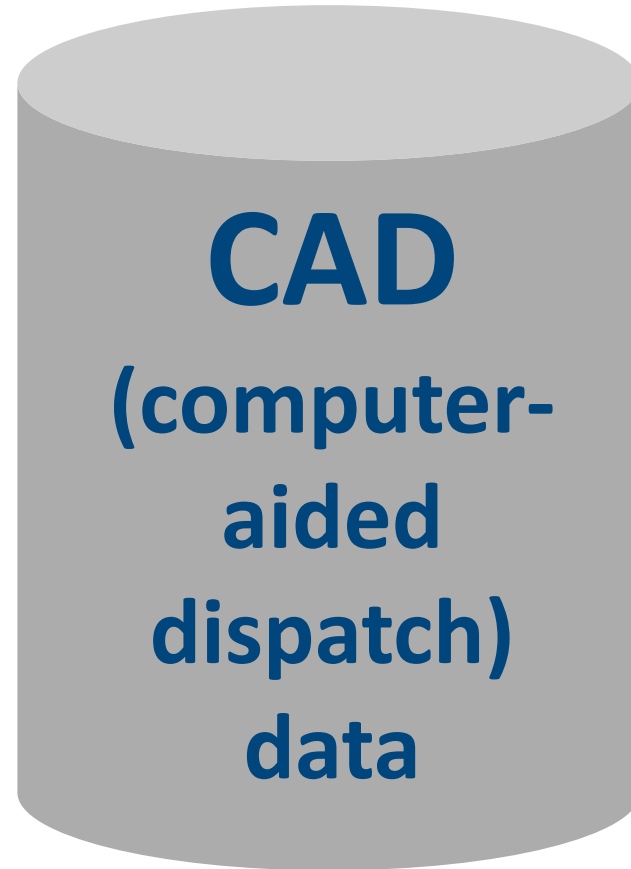
**Dig in & figure out what you
already have**

(hint: it's a lot more than you realize)

If you have:

**Police & Fire
Departments**

**....then you also
have:**



**which means you
can build:**

**Heroin Overdose
Response Tracker**

**Police Calls for Service
dashboard**

**Fire & Rescue Incident
Dashboard**

If you have:

Fleet

(police cars; trash trucks; snow plows)

....then you also have:



which means you can build:

Snow Plow Tracker

Trash Route/Collection dashboard

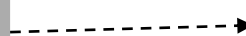
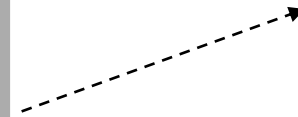
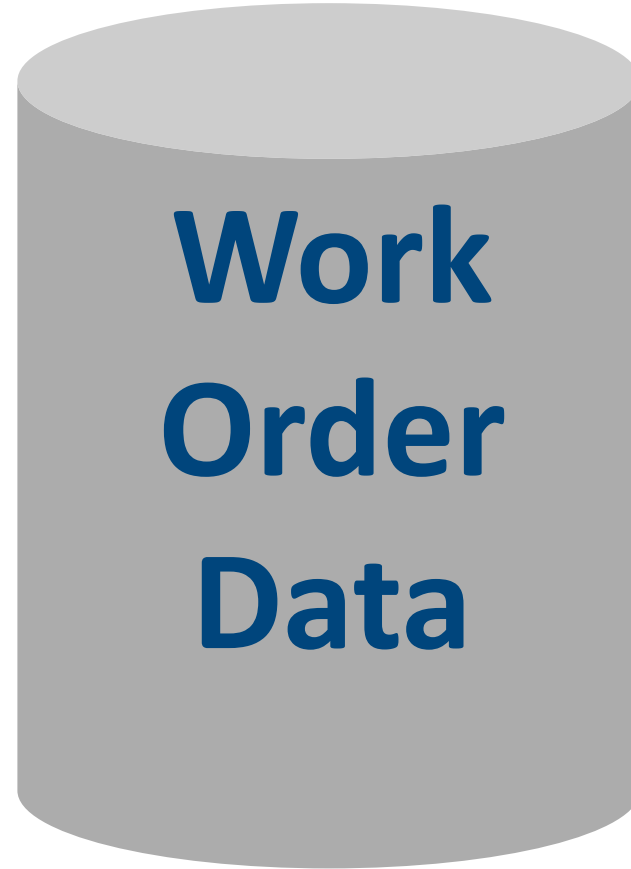
Street Sweeping Dashboard

If you have:

**311 or
Customer
Service
Requests**



**....then you also
have:**



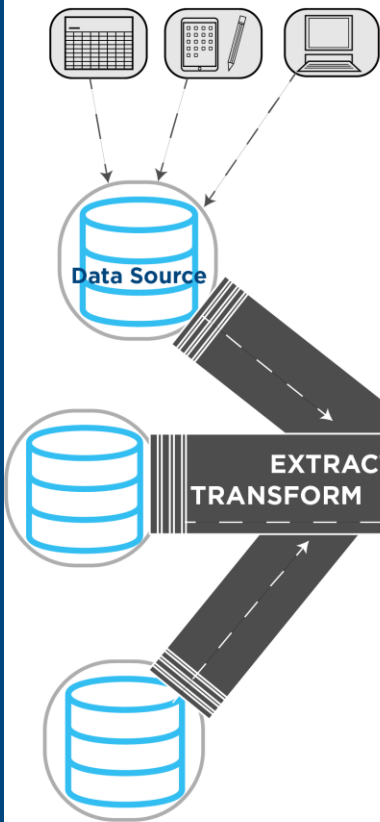
**which means you
can build:**

Pothole Tracker

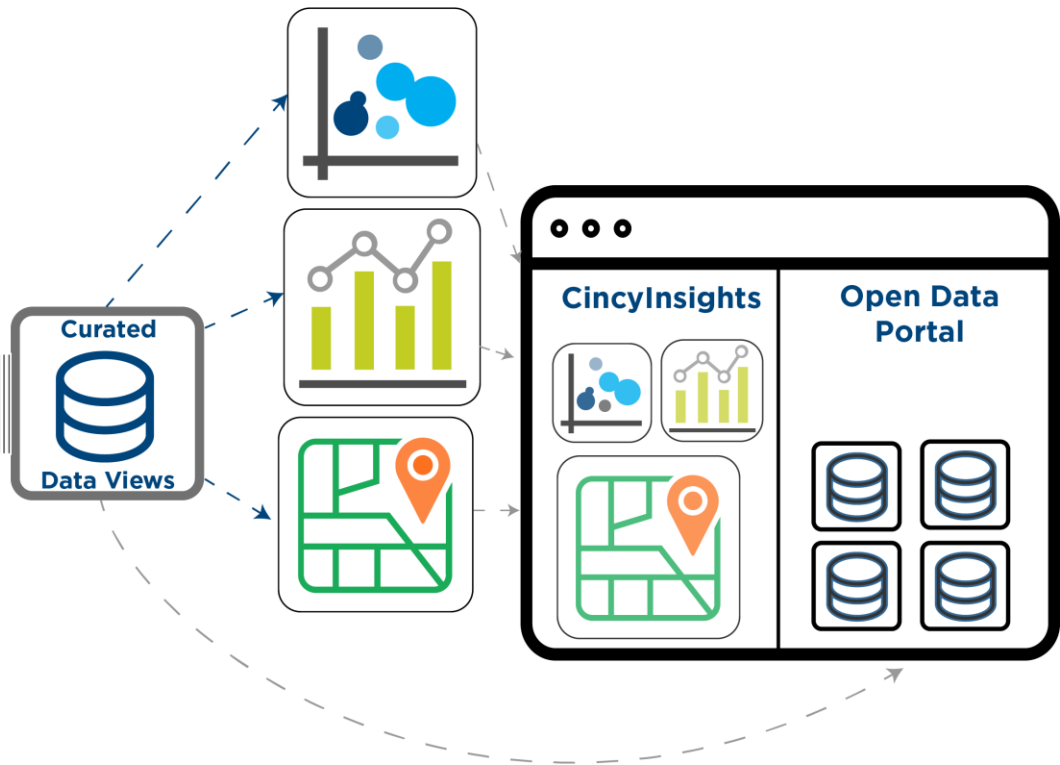
**Open Customer Service
Request Dashboard**

**Extract, refine, & process
your data to make it usable**

Data Collection



Analysis & Visualization



Data Infrastructure

Examples: Data Processed



GPS data from City vehicles
(this is how the snow plow tracker works!)



Financial Data
(both budget & spend data)



Survey Data
(makes reporting performance data easy, standardized, & less work for agencies)



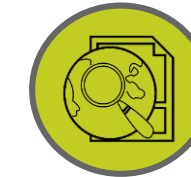
Emergency Medical Services (EMS) data
(fed by computer aided dispatch: this populates the Heroin Tracker)



Police data
(dispatch data; personnel; traffic stops/citations; arrest data; RMS [case management system])



Health Clinic Data
(anonymized – data is geocoded to allow for more granular location review & identify factors correlating with health issues)



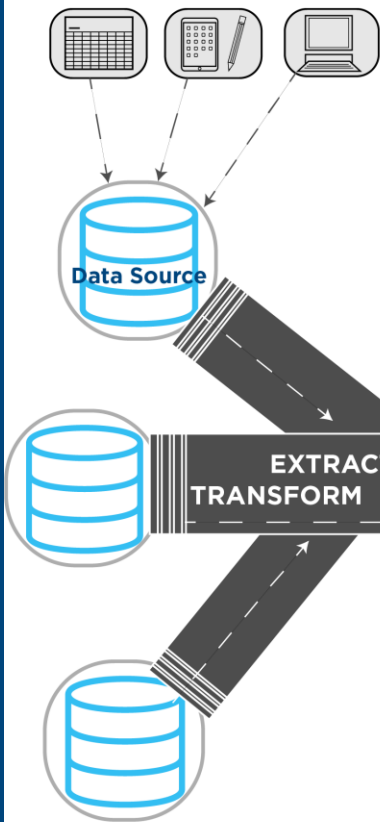
Economic Development data
(fed by Salesforce)



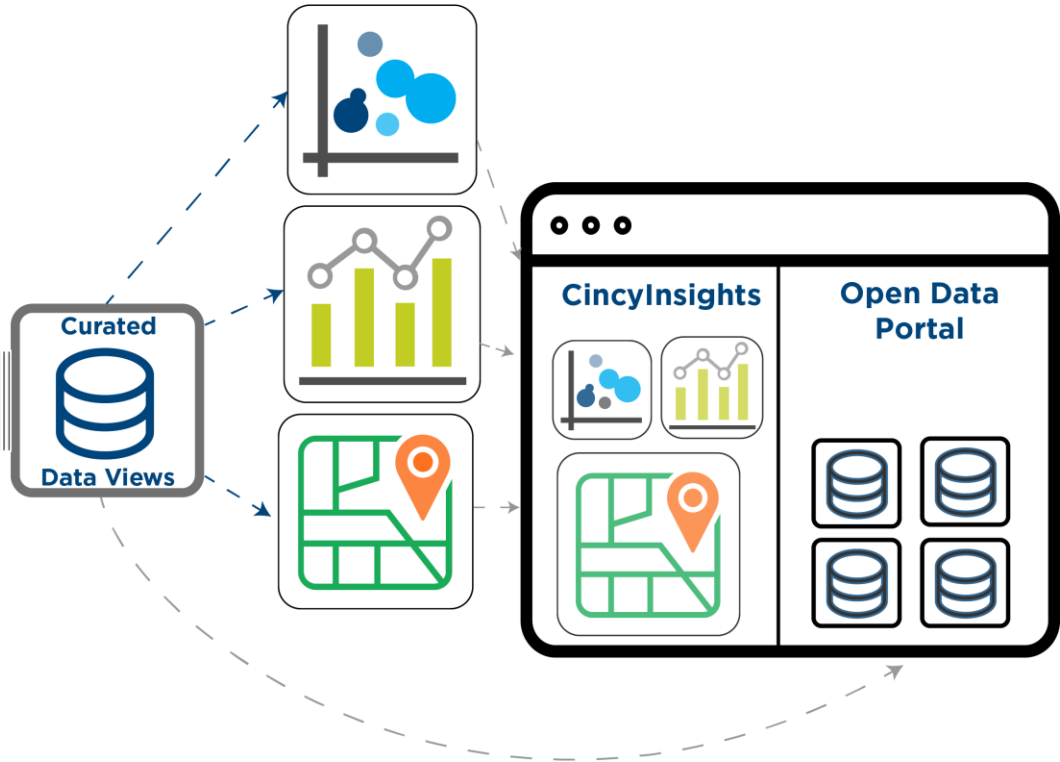
Recycling data
(address-level granularity: feeds recycling participation dashboard)

Ensure sustainability
(make sure you can keep using your resource)

Data Collection



Analysis & Visualization



Data Infrastructure

QUESTIONS?