



LONG BEACH
INNOVATION TEAM

LONG BEACH
TECHNOLOGY & INNOVATION DEPARTMENT



City of Long Beach Data Committee

Citywide Data Challenge 2019

August 2019

Long Beach Citywide Data Challenge

Goals

- I. **Ensure City staff may use data for decision-making and nurture a data-driven culture**
- II. Promote data sharing and data governance within the City
- III. Promote data sharing and transparency external to the City

Long Beach Citywide Data Challenge

What is it?

- Think of it like a hackathon! Working together, teams will use data analysis tools to solve City problems.

How does the Challenge work?

- Anyone can pitch a question that can be solved with data. As you pitch ideas to the group, you'll vote on your favorites, form teams, and work with each other to solve your questions using data.

What are some example challenges?

- "Does our City bikeshare allow users to access parks and recreation programs?" or "why is turnover so high among small businesses in Long Beach?" or "Can we predict where we might get heavy volumes of calls to remove graffiti?"

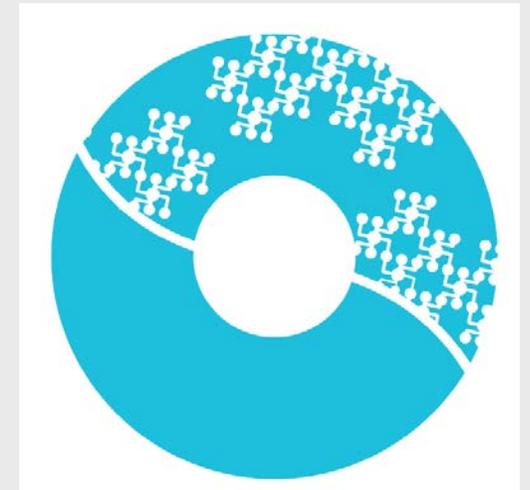
Who is eligible to join the challenge?

- The Challenge is open to all City staff! Don't have data analysis skills? No worries! Teams will be comprised of visionaries, subject matter experts, and data analysts.

Long Beach Citywide Data Challenge

Purpose

- The Data Challenge is a platform for staff interested in understanding the City's accomplishments, characteristics, issues, and challenges by using existing data that City has.
- It is also a platform where one can use data to build something for fun or help identify, extract, and organize data that could be useful for some future purpose.
- There is no one specific way to participate in the Data Challenge. It is for everyone at every level to come and collaborate on something data-related. We will learn from each other and above all we will have fun doing it!



Long Beach Citywide Data Challenge

Timeline

- **March:** Data & Donuts Pitch Session
- **May:** Teams presented progress updates at May Data Committee meeting
- **August:** Data & Donuts closing celebration:
 - a. Certificates awarded
 - b. Teams will present final projects and accomplishments
 - c. Lessons learned and next steps

Long Beach Citywide Data Challenge

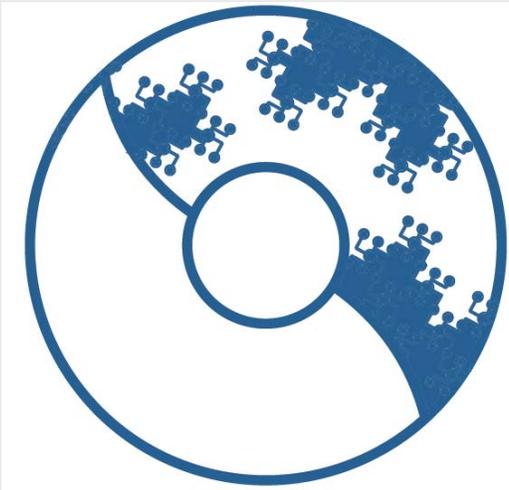
Recap - March Pitch Session

- 1. Disaster Preparedness for CAAP** – This team will (1) identify locations where the City can rely upon on CERT-trained residents and (2) identify POD distribution locations in case of an emergency
- 2. Micromobility** – This team will explore how to manage micromobility provider data (for example, from scooter companies) to ensure data accuracy, equitable distribution of resources, and enforcement strategies
- 3. Business License Workflow** – This team will delve into City business license data to explore the development an early warning system for City staff that alerts them when entrepreneurs are stuck at certain steps in the approval process
- 4. PD Stop Data** – This team will explore the PD's stop data and investigate the effects of new requirements to collect stop data



Long Beach Citywide Data Challenge

Recap - Resources Available



- Bi-weekly office hours
- An inventory of all available data analysis tools, including Excel, GIS, and Power BI, along with training videos and examples
 - Ex: Power BI dashboard
- Shared online workspace for your team on SharePoint

Long Beach Citywide Data Challenge

Recap - 4 entered, 2 remain

- 1. Disaster Preparedness for CAAP** – This team will (1) identify locations where the City can rely upon on CERT-trained residents and (2) identify POD distribution locations in case of an emergency
- 2. Micromobility** – This team will explore how to manage micromobility provider data (for example, from scooter companies) to ensure data accuracy, equitable distribution of resources, and enforcement strategies
- 3. Business License Workflow** – This team will delve into City business license data to explore the development an early warning system for City staff that alerts them when entrepreneurs are stuck at certain steps in the approval process
- 4. PD Stop Data** – This team will explore the PD's stop data and investigate the effects of new requirements to collect stop data

Obstacles -

Capacity, data, team lead selected outside vendor for data analysis

Capacity, no established project manager with buy-in

Long Beach Citywide Data Challenge

Final Presentations

- 1. Disaster Preparedness for CAAP** – Using tools like ArcGIS Online, Power BI, and Python, this team (1) identified locations in the City with CERT-trained residents, (2) identified POD distribution locations in case of an emergency, and (3) began to create an online dashboard for CAAP reporting.
- 4. PD Stop Data** – Using Power BI, this team explored PD stop data (required to be collected by law) and investigated the effects of new requirements to collect stop data.



Long Beach Citywide Data Challenge

I. Successes

- Challenge shed light on obstacles (i.e. capacity, empowerment, software) to make and sustain a culture of data-informed decisions
- A great way of capitalizing on staff's passion for data analysis, using data to tell stories
- Awesome collaborations across Departments!
- Actual problems solved!
- First steps in forming Data Analysts Learning Community

Long Beach Citywide Data Challenge

II. Challenges

- Capacity -
 - Staff that actively participated in Data Challenge went above and beyond regularly assigned duties. This is easier for some staff than others.
- Leadership -
 - Challenge teams need a project manager with buy-in to lead the project and organize teams.
- Software -
 - Power BI is a robust and popular tool for data analysis, but City does not have certain license permissions or established process for granting licenses.
 - SharePoint is challenging to set-up and effectively use as a file sharing platform .

Long Beach Citywide Data Challenge

III. Recommendations

1. Establish a formal procedure for staff to request licenses for Power BI, ArcGIS Online, and other data analysis tools
2. Refine data governance and management structure to make City data available both internally and externally
3. Provide a 'Data 101' Training on Power BI, ArcGIS Online, and creating dashboards
4. Provide services to City staff to understand and evaluate available data analysis tools
5. Transform the bi-weekly Office Hours into a Data Analysts Learning Community
6. Launch Data Challenge 2020 incorporating lessons learned