

# Fostering Data Driven Culture in the City of Rochester

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City of Rochester, NY  
*Lovely A. Warren, Mayor*

HENRY FITTS, DIRECTOR OF INNOVATION  
CITY OF ROCHESTER



# Mayor's Office of Innovation

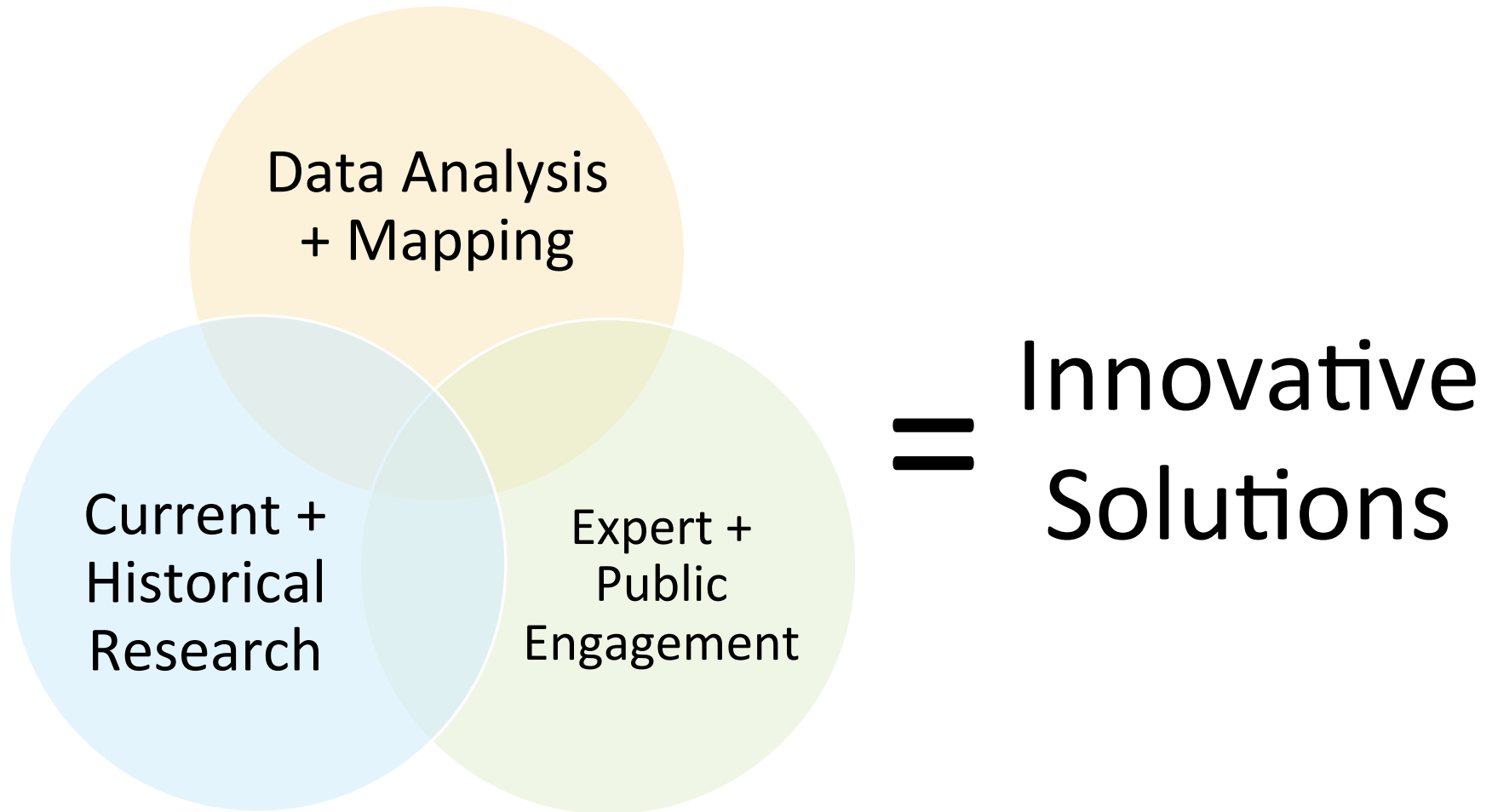
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- Est. by Mayor Lovely Warren in 2015
- Office of Innovation: City Hall Consultants
- Internal & External Projects
- **Initial Focus: Anti-Poverty Strategies**
- Driving data, metrics, and evaluation



# Innovation = Problem Solving Approach

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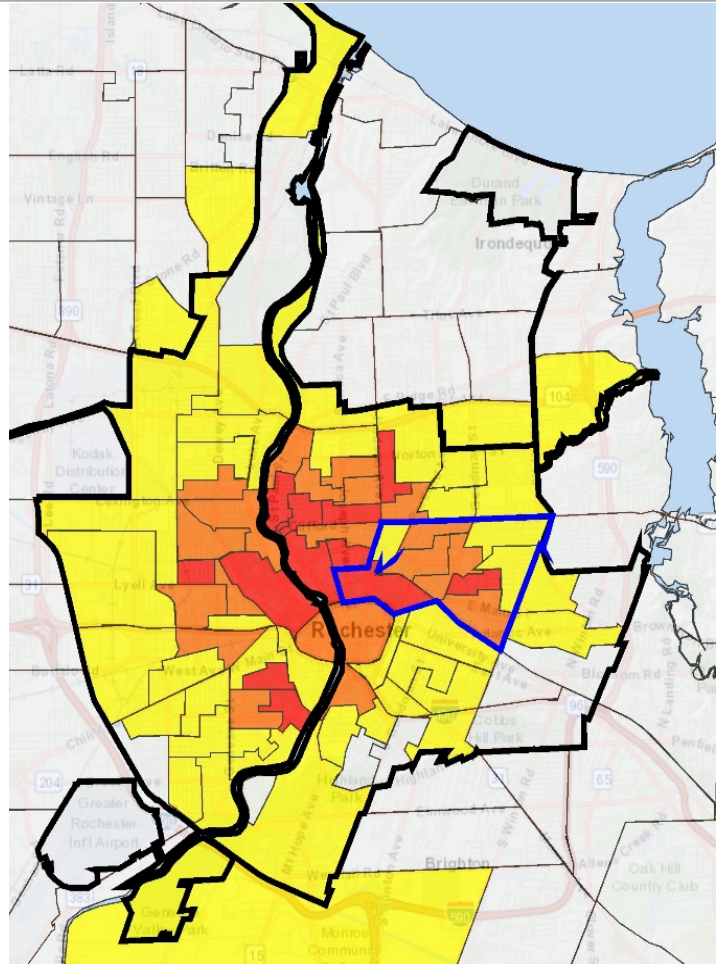
# Current Focus: Poverty

## Scale

- Now #4 of all US cities (33.5%)
- #1 pov. rate of midsize cities
- #1 for child poverty (51.6%)
- #1 for extreme poverty (17%)

## Geography

- Concentrated/Segregated
- Disinvested/Deteriorated
- Jobs Dislocated



City of Rochester

50% + of Households In Poverty

40%-50% of Households In Poverty

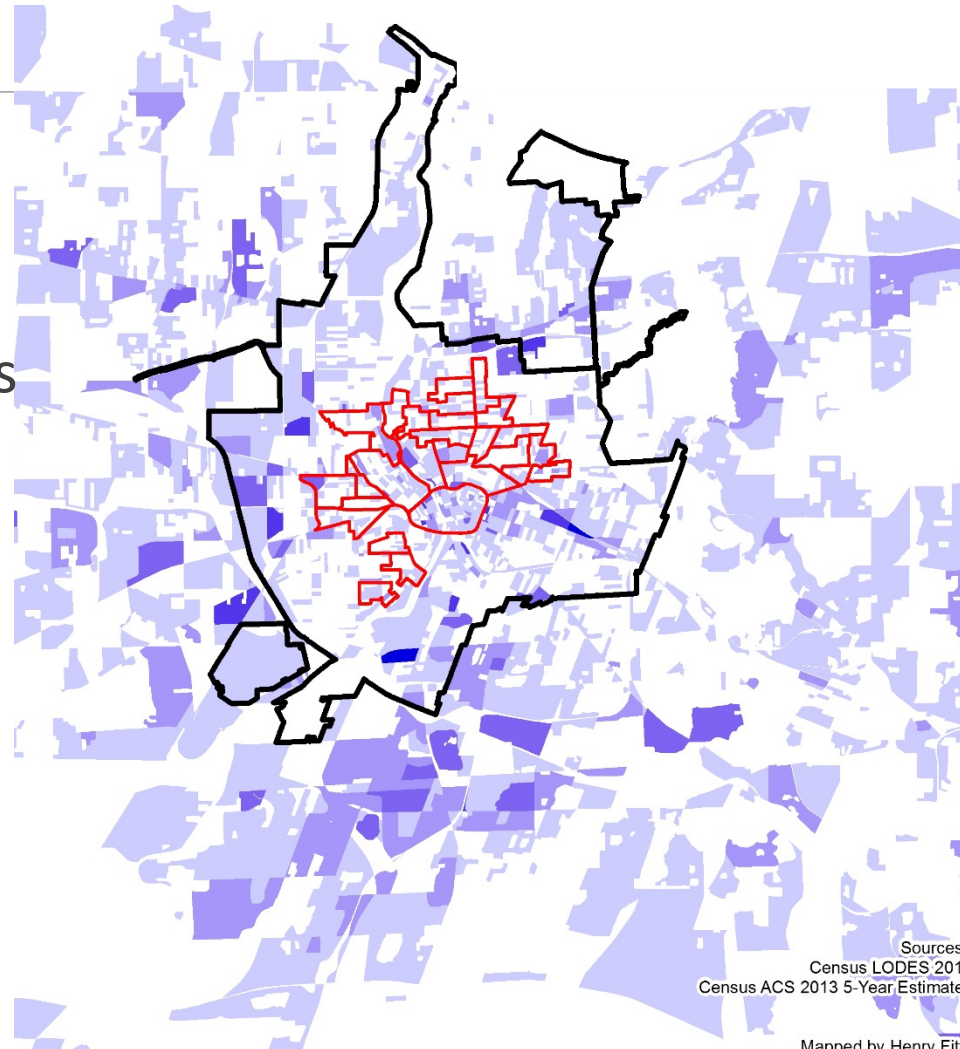
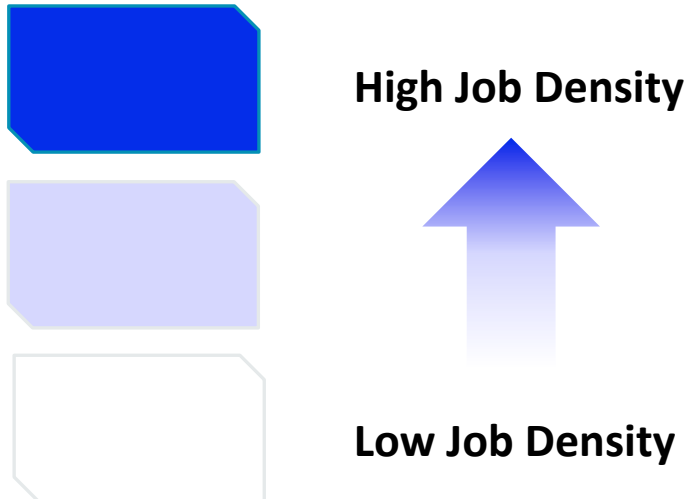
15%-40% of Households In Poverty

RMAPI Target Neighborhoods



# Transportation Barriers & Job Dislocation

- Census LODES LEHD
- Data: Work and Home
- Low wage, high pov. residents
- 50%+ work in suburbs



Sources:  
Census LODES 2011  
Census ACS 2013 5-Year Estimate

Mapped by Henry Fit



# Community Partnership: Anti-Poverty Initiative

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## **RMAPI Partnership, Research Support**

- Data analysis: help understand needs, scale
- GIS mapping: help understand trends, target efforts
- Program Design and Evaluation Support

## **Collective Impact not Just Collaboration:**

- Shared Goals/Metrics, Mutually Reinforcing Activities
- Same Target Neighborhoods

## **Bi-Weekly Partnership Meetings**

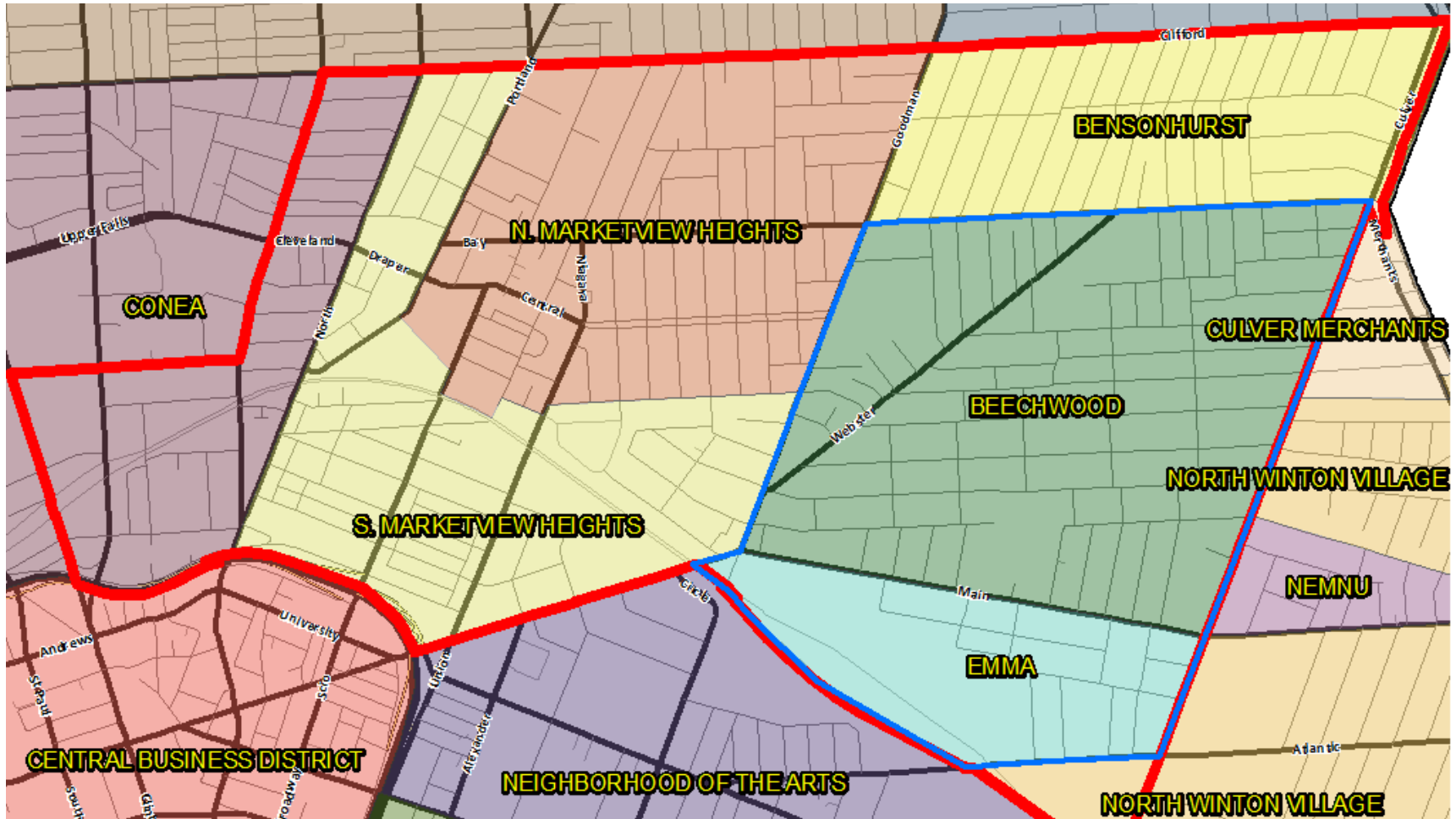


# Pilot Methodology



Connected Communities

RMAPI/City Pilot District



# Office of Innovation Projects

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## **External, RMAPI Partnership:**

- Commuter Vanpool Service
- Bikeshare Program
- Kiva MicroLoan Program
- Incubating Worker Cooperatives (MDCC)
- Bridges to Success- Randomized Control Trial
- Local Wage Disparities Report

## **Internal:**

- Mayor's Dashboard- Realtime KPI's
- Process Improvement, Dashboarding





# Driving Urban Data

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# Huge Potential of Urban Data

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## **City Operations/Decision Making**

- Understand complex issues, find efficiencies, track performance

## **Citizens and Community Partners**

- Inform & empower, increase transparency

## **Open Innovation**

- Allow external partners help develop cheap tools and deliver new perspectives



# Barriers for Urban Data

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- Ancient City data systems, deferred investment
- Understaffed IT department

**We need to help make data sexy!**

- Systematic data cataloging needed
- Internal Data Governance Policy needed
- Open Data Policy needed
- Data Sharing platform needed

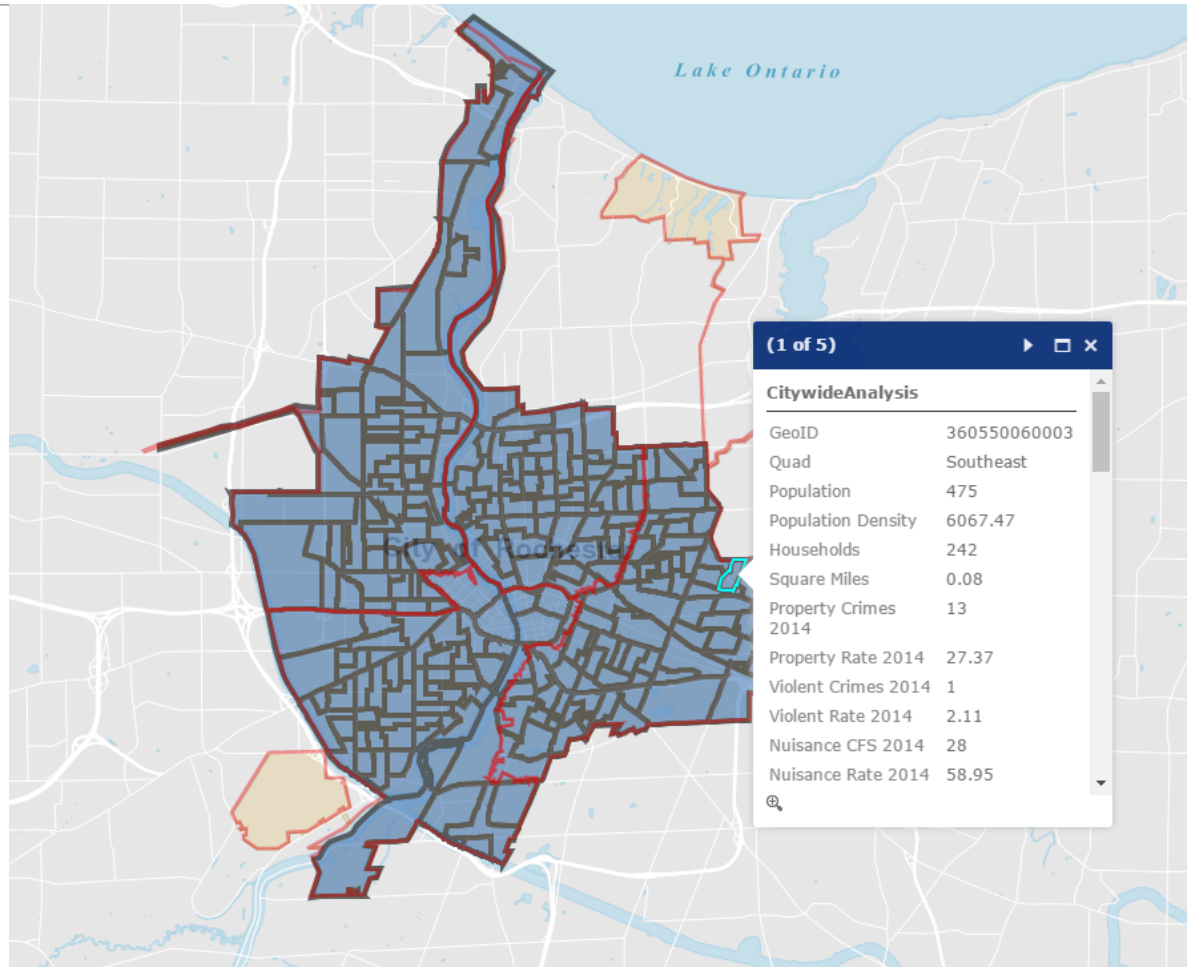
**We would love help in these areas!**



# Neighborhood Data Map

Interactive map

- Launched in 2013
- Block group level
- Census + City data
- 54 variables  
(22 city sourced)



# Mayor's Dashboard Project

## Goals:

- Real time display of Key Performance Indicators
- Mayor and SMT focus

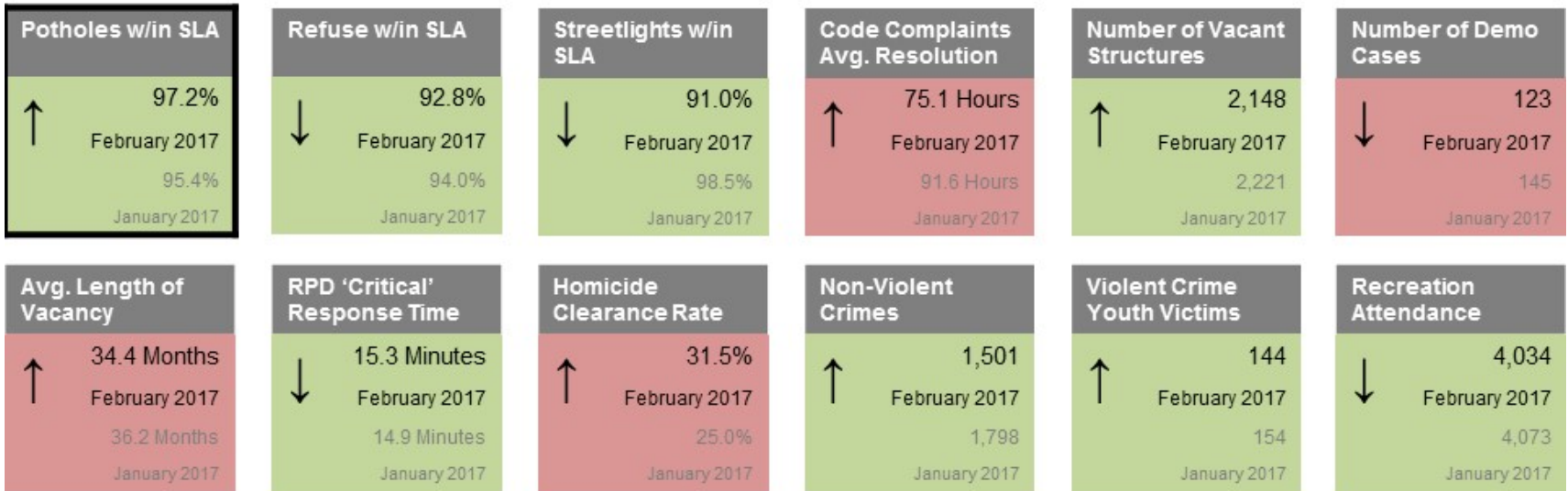
## Barriers:

- Siloed data systems, varying types
- Data governance

## Example: Boston



# City of Rochester Mayor's Dashboard February 21, 2017



## Potholes w/in SLA by Month



## Potholes w/in SLA by Location



# Academic Partnerships- Urban Data Analytics

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## Data sharing established with:

- Rochester Institute of Technology
- University of Rochester
- Agreements outlines research purpose and collaborative project definition process

## Example Projects Completed:

- RIT- City owned vacant lot optimal reuse
- UofR- Fire prevention, predictive analytics
- UofR- Impact of vacant lots on property value (\$8k)



# Use Case, Research Ideas

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- Educational outcomes, health outcomes correlated with environmental factors
- Littering- environmental solutions
- More responsive poverty 'lead indicators'
- NYS Data warehouse- research/program evaluation
- Quantify impact of things on property values





# Questions?!

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