

Tech 1,2,3

Neighborhood Leadership Academy
Week Three: January 28, 2020

Tonight's Itinerary

- **Office of Performance & Data Analytics** – Nicollette Staton, Chief Performance Officer
- **Cagis**– Raj Chundur, CAGIS Director

BREAK

- **City's Website, Fix it Cincy, & Social Media**- Casey Welden, Director, City Communications
- **City's parking App**- Dan Fortinberry, Parking Division Manager

BREAK

- **City's Residential & Business Portals**– Lindsey Mithoefer, Communications Manager B&I

PANEL DISCUSSION

Cincinnati's Performance, Data & Innovation

Office of Performance & Data Analytics

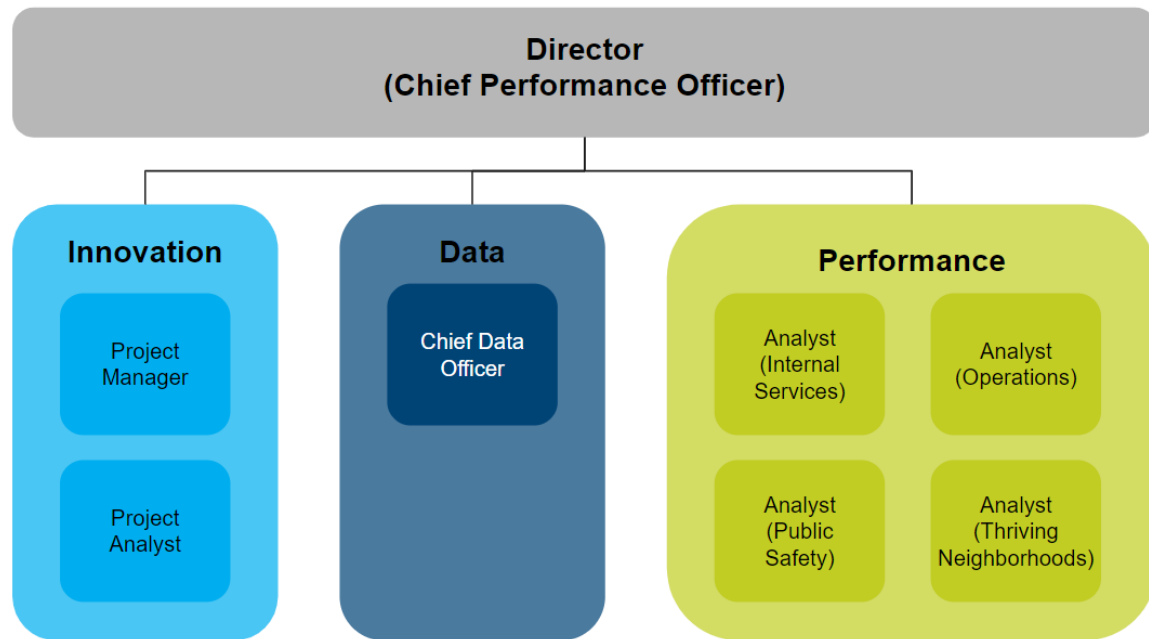
<https://data.cincinnati-oh.gov/>

city of
CINCINNATI

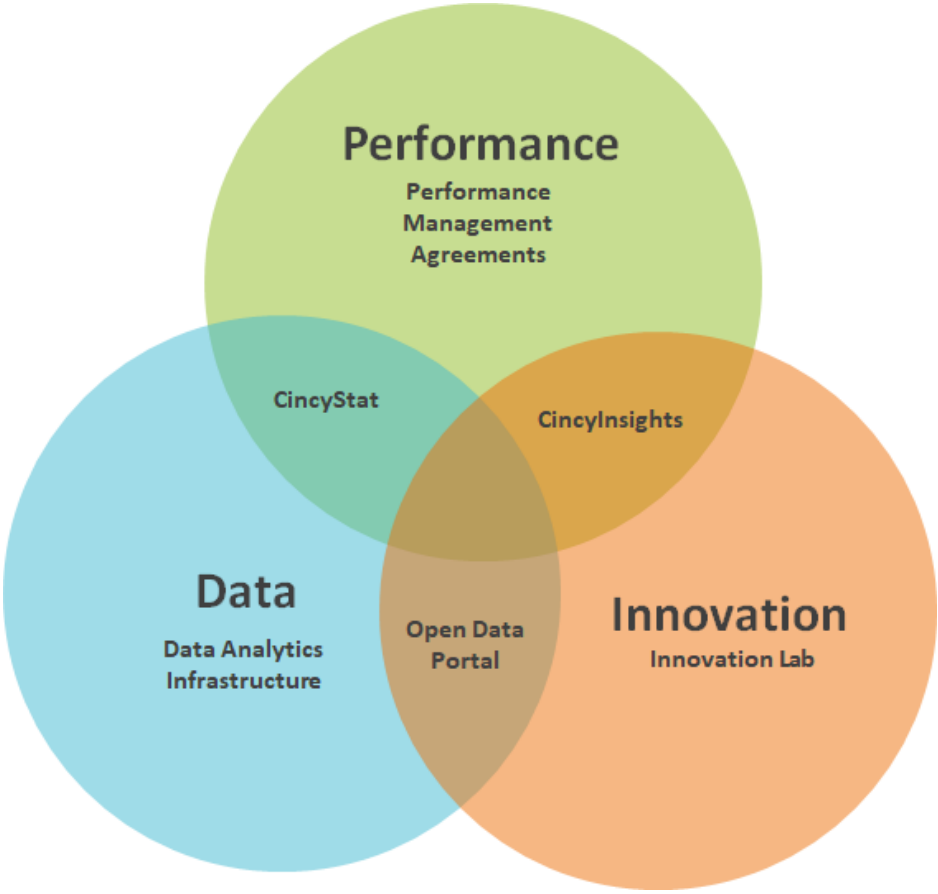
Background

- **Council Approved funds for creation of the office in October 2014**
- **Launched May 27, 2015**
- **Mission: Deliver better, faster, and smarter services**
 - **Generate insight & business intelligence**
 - **Make strategic, data-driven decisions**
 - **Creatively solve problems**
 - **Monitor performance**

Functions



Initiatives



**Performance
Agreements
CincyStat**

Performance

CincyStat Tenets

- **Accurate and timely intelligence shared by all**
- **Effective tactics and strategies**
- **Rapid deployment of resources**
- **Relentless follow-up and assessment**



CincyStat - Thriving Neighborhoods

CINCYSTAT

CINCYSTAT TENETS

Accurate & Timely Intelligence Shared by All
Effective Tactics and Strategies
Rapid Deployment of Resources
Relentless Follow-up and Assessment

CincyStat Meetings

Performance Management Agreements

- **Annual agreements between the City Manager and Department Heads establishing priorities, goals, and measures to track and evaluate performance**
- **Evaluated Quarterly through CincyStat**
- **Integrated with Fiscal Year Budget Process**

FY 2020 Performance Management Agreement

Office of Budget and Evaluation

Department Director: Chris Bigham

Department Mission: The Office of Budget and Evaluation is responsible for strategic deployment of resources through the budget development process, budget monitoring, policy research, assisting in performance management, and the general oversight of Federally funded programs and budgets..

Performance Management & CincyStat Tenets

The purpose of this agreement with the City Manager is to set expectations for the Department's strategic priorities for Fiscal Year 2020. The content of this agreement is intended to establish the priorities of the Department, and enable the department head to communicate priorities throughout the organization.

The department director agrees to manage the department to work toward achieving the goals and objectives set forth in this agreement. To this end, the department director also agrees to the following:

1. **Accurate & Timely Intelligence Shared by All.** Department director agrees to work with OPDA, providing access to all department data sources pertinent to the goals and objectives outlined herein.
2. **Deploy Effective Tactics & Strategies** in furtherance of relevant performance goals.
3. **Utilize data to rapidly deploy resources** to meet the tenets of this performance agreement.
4. **Relentlessly follow-up & routinely assess** relevant data metrics to ensure strategic priorities are met.

Chris Bigham, Office of Budget and Evaluation

Date

City Manager

Date

Performance Agreements



Strategic Priorities

Fiscal Sustainability & Strategic Investment



Growing Economy



Innovative Government



Safer Streets



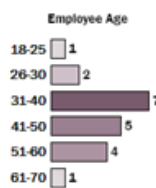
Thriving & Healthy Neighborhoods



Employee Profile

Salary

Employee Age



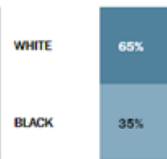
Number of Employees

Sex



Employee Roles

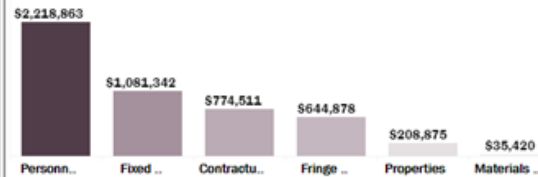
Race



- Administrative Specialist
- Asst To The City Manager
- Senior Administrative Specialist
- Dir of Perform & Data Analytic
- Assistant City Manager
- Division Manager
- City Manager
- Dep Dir Perf & Data Analytics
- Administrative Technician
- Director of Communications
- Video Production Spec

Spending by Spending Category

Fiscal Year: 2019 | Month of Fiscal Year: (All) | Spend/Fund Category Change: Spending Category



Spend Categories



Performance Agreement Dashboards



Innovation Lab

Innovation

Innovation Lab

- **Collaborative space and process designed to provide the time and resources to identify, discuss, & re-imagine city processes**
- **Mission: Creative problem solving & solution dev**



innovation**LAB**



Office of Performance & Data Analytics



Select a Year

Cumulative

Select an Initiative

iLab Events

Cumulative Impact

Total Number of CincyStat Meetings **417**

Total Number of Innovation Lab Events **65**

Total Number of CincyInsights **88**

Total Number of Open Data Sets **147**

Cumulative iLab Events

Event

Collaborative Refresh Work Plan

Created a work plan for implementing the recommendations from the Refresh of the Collaborative Agreement.

Lead Grant Administration

Merged two department programs to create a singular collaborative process for administering HUD grant funds for lead abatement.

Coordinated Site Plan Review Permit Process

Created a centralized and collaborative process for reviewing Site Plans.

Special Events Permit Process

...

Revocable Street Privilege Permit

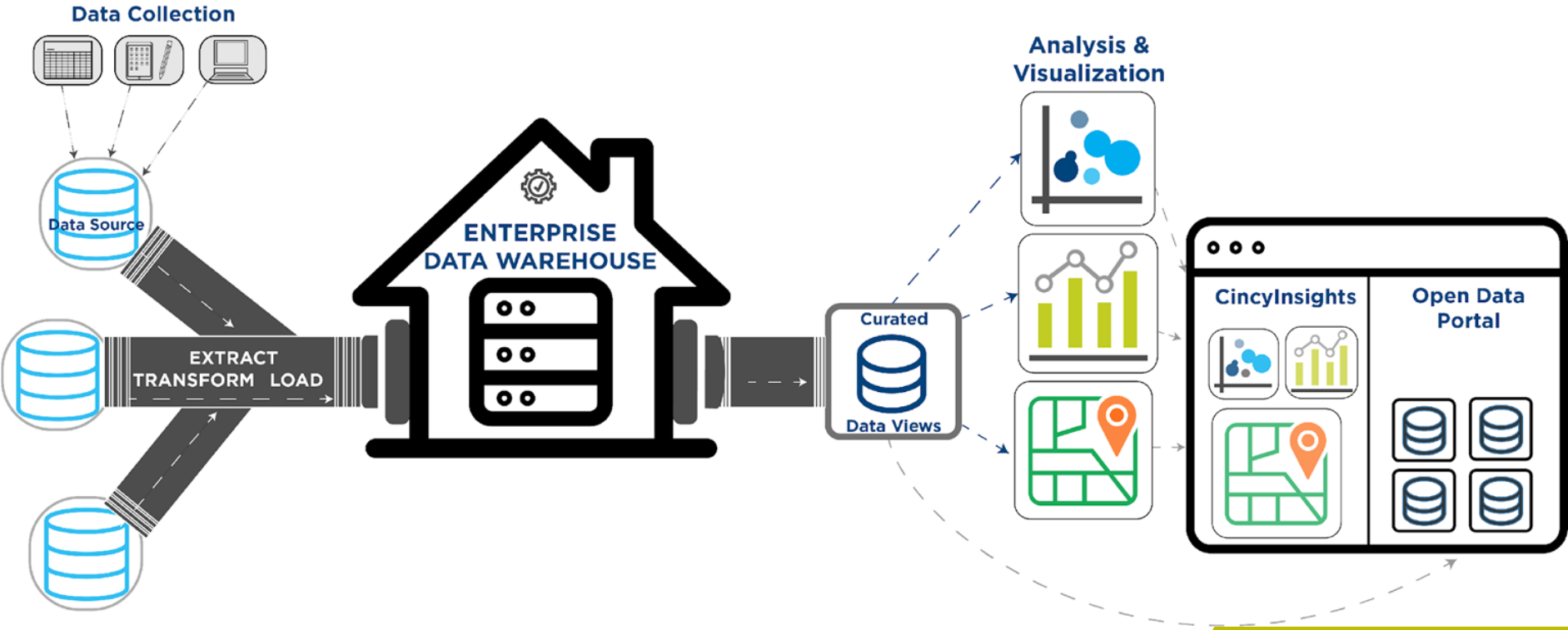
Reviewed the Revocable Street Privilege Permit process to ensure

OPDA Impact



Data Infrastructure Analytics

Data



Data Analytics Infrastructure

Buildings & Inspections All Permits

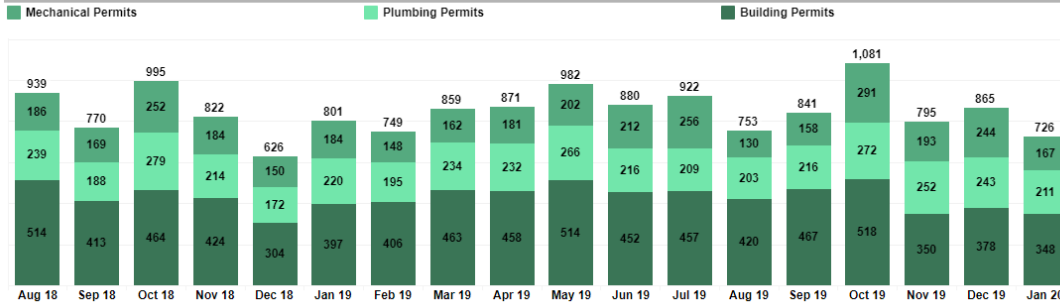
Applied by Month



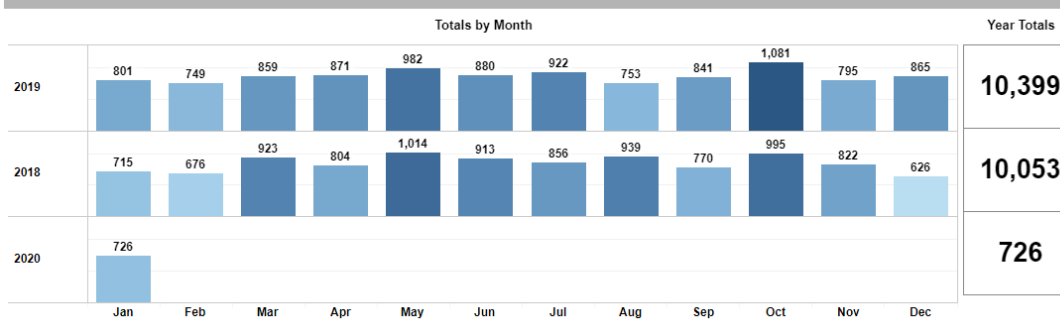
Count by month of all permits applied through B&I. Use the filters below to see a specific date range, code book or comp type.

Applied Date:
 Code Book:
 Permit Types:
 Comp Type:

All Permits Applied



All Permits by Year



Monitoring Dashboards



**Open Data
CincyInsights**

**Government
Transparency**

Open Data Portal

- **Mission: Provide access to government data while encouraging development of creative tools to engage**
- **Currently over 140 datasets**
- **Emphasis on automation & data quality**

Welcome to Open Data Cincinnati

We invite you to explore all of the data in the following categories that reflect the priority goals we've established to facilitate the delivery of efficient, effective and improved customer services.



Safety



Growing Economic Opportunities



Thriving Neighborhoods



Efficient Service Delivery



Fiscal Sustainability



Browse All Data

Open Data Portal

CincyInsights

- **Mission: To make public City data useable and approachable for all users, especially those with no prior data experience**
- **Builds upon Open Data Portal**
- **Launched December 7, 2016**



CINCY INSIGHTS

CincyInsights

Welcome to [CincyInsights](#), the City of Cincinnati's official visual open data portal.

Our goal is to make government data **simple to use, easy to understand, and effortless to access. No data or tech knowledge is required!**

Want to see what's happening where you live, work, and play? Click any icon below to start exploring [CincyInsights!](#)

How the City Collects, Uses and Presents Data

Office of Performance & Data Analytics

-
- 1. Start with a Problem**
 - 2. Assess the Landscape**
 - 3. Design for the User**
 - 4. Build for the Future**

**Approach to
Data Analysis**

**Start with a real, tangible
problem**

—

174 Heroin Overdoses in Six Days in Cincinnati

Officials say they face a public-health emergency, and believe a batch of the opioid may be tainted with an elephant tranquilizer.



MATT VASILOGAMBROS

Hamilton Co. officials: Heroin mixed elephant tranquilizers causing spike in medical emergencies

'Narcan may not save you from this one'

The Washington Post
Democracy Dies in Darkness

Morning Mix

'This is unprecedented': 174 heroin overdoses in 6 days in Cincinnati

Warning: Opioid for elephants hitting Ohio streets

Opioid used to sedate large animals is cutting heroin



(Photo: Enquirer file)

CONNECT TWEET LINKEDIN COMMENT EMAIL MORE

Beware of a new deadly drug, an analgesic used for elephants, which has been spotted in Greater Cincinnati:

The Hamilton County Heroin Coalition warned Friday of the powerful opioid carfentanil, which has been identified in local supplies of heroin.

The synthetic opioid is 100 times stronger than fentanyl, the analgesic blamed for increasing overdose deaths and 10,000 times stronger than morphine on the streets.

Carfentanil, like fentanyl, is a synthetic opiate, but this drug is used by veterinarians who care for large wildlife animals including elephants. It's being blamed for a recent spate of overdoses in Akron and Columbus.

On Thursday, the Greater Cincinnati Fusion Center issued a warning that carfentanil was present in street drugs in Hamilton County as well as in the Akron and Columbus regions.

Akron police reported 25 overdoses, four of which were fatal, in a recent three-day period, and Columbus reported 10 overdoses in a nine-hour period, two of which were fatal.

**Assess the current landscape
of what is already available to
you**

—

Local government does a lot....

MEDICAL



Emergency Services

BUDGET



Spending

GREENSPACE



Maintenance

TRASH



Collection

SNOWPLOW



Tracker

POLICE



Calls for Service

INCENTIVES



Economic Development

POTHOLES



Customer Service Requests

FIRE



Fire & Rescue

REQUESTS



Citizen
Service

PLAP



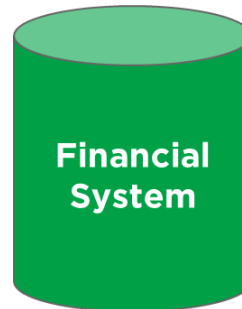
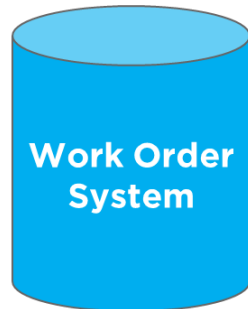
Private Lot Abatement

Buildings



PROJECT PERMITS

...and therefore collects a lot of data



Examples



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



Financial Data
(both budget & spend data)



Survey Data
(makes reporting non-standard or qualitative performance data easy, standardized, & less work for agencies)



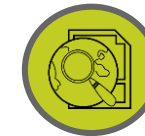
Emergency Medical Services (EMS) dispatch data
(fed by computer aided dispatch: this populates the Heroin Tracker)



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: data pulled in from the cloud)



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

**Police &
Fire
Departments**

```
graph LR; A[Police & Fire Departments] --> B[(CAD (computer-aided dispatch) data)]; B -.-> C[Heroin Overdose Response Tracker]; B -.-> D[Fire & Rescue Incident Dashboard]; B -.-> E[Police Calls for Service Dashboard];
```

CAD
**(computer-aided
dispatch)
data**

**Heroin Overdose
Response Tracker**

**Fire & Rescue
Incident Dashboard**

**Police Calls for
Service Dashboard**

Fleet

```
graph LR; Fleet[Fleet] --> GPS[(GPS  
(asset tracking & monitoring)  
data)]; GPS --> SnowPlow[Snow Plow Tracker]; GPS --> TrashCollection[Trash Collection Tracker]; GPS --> StreetSweeping[Street Sweeping Tracker];
```

GPS
(asset
tracking &
monitoring)
data

**Snow Plow
Tracker**

**Trash Collection
Tracker**

**Street Sweeping
Tracker**

311



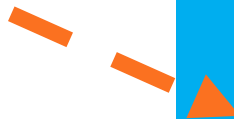
**Work
Order
Data**



Pothole Tracker



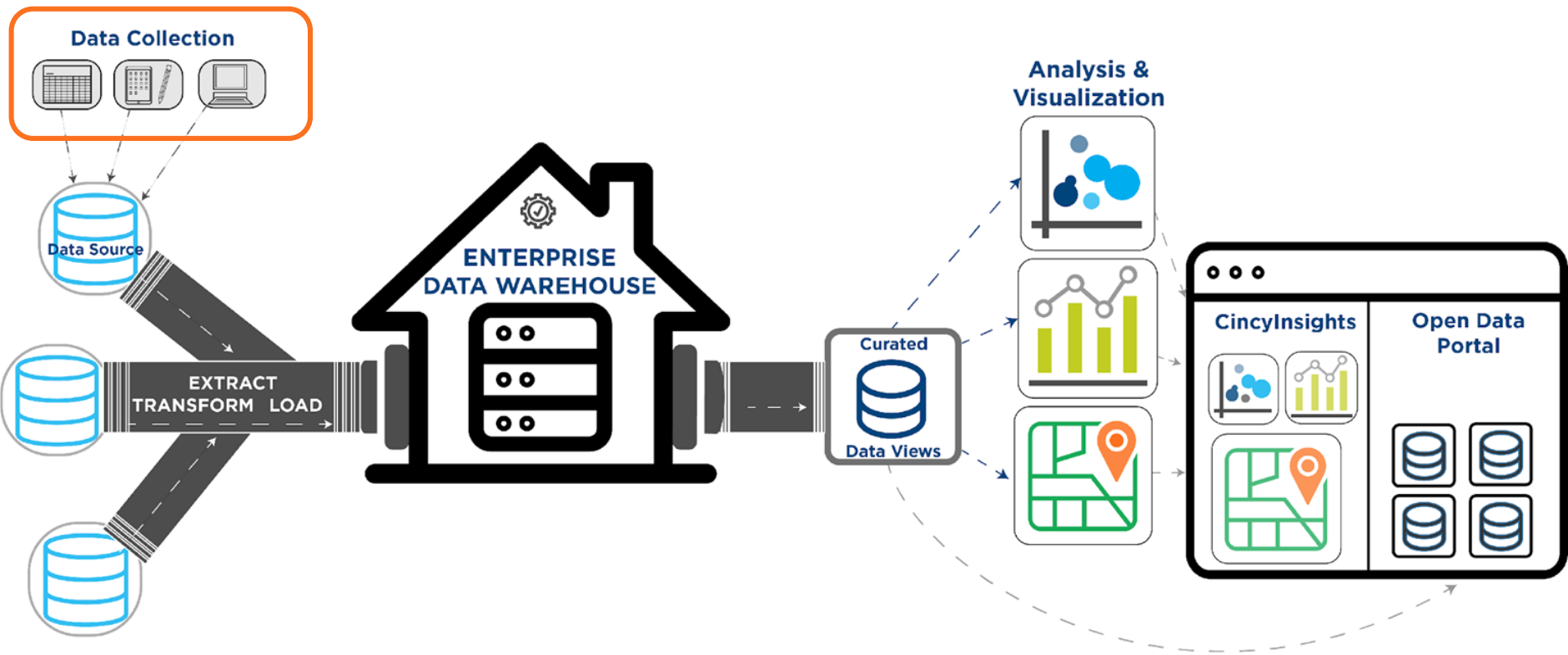
**Blight & Cleaning
Dashboard**



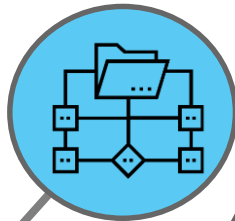
**Customer Service
Dashboard**

Understand how it is created

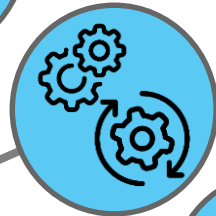
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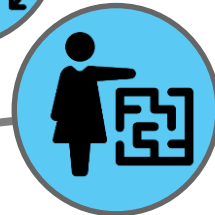
What do we
already
know about
this data?



How are the data
ORGANIZED?



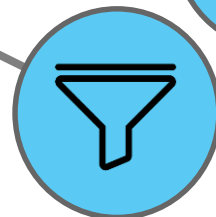
What **BUSINESS
PROCESS** does the
data represent?



WHO currently
uses this data?
WHY?



Is this dataset
COMPLETE?
Is it **ACCURATE?**

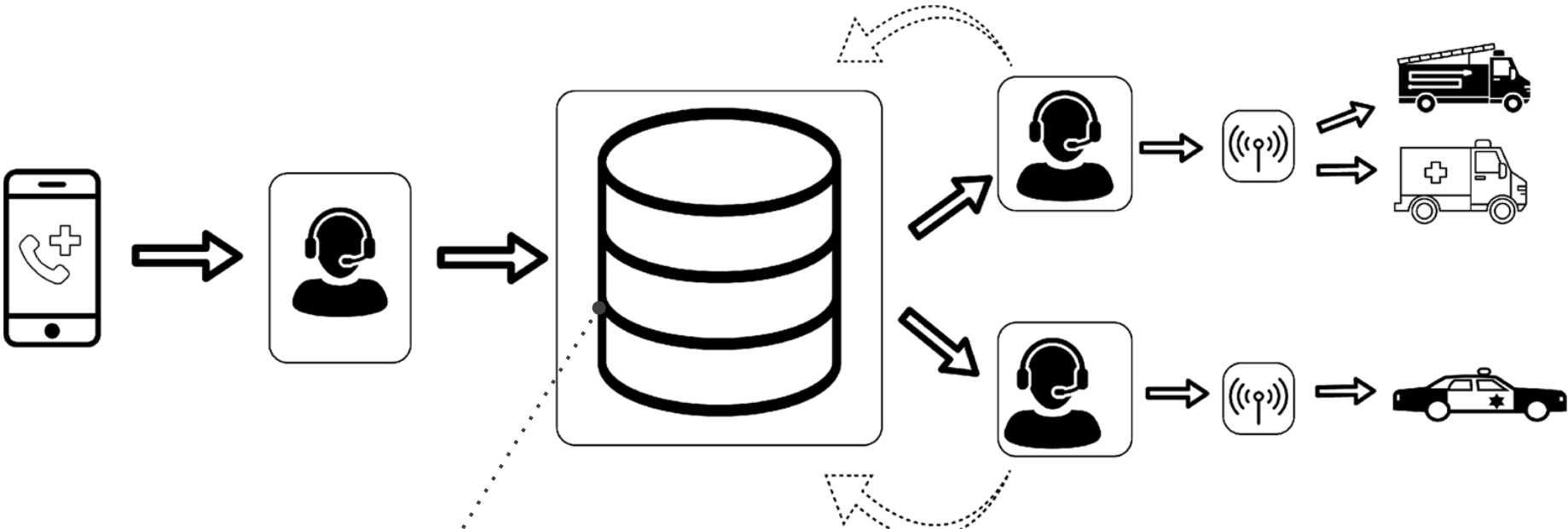


What do all these
FIELDS MEAN?



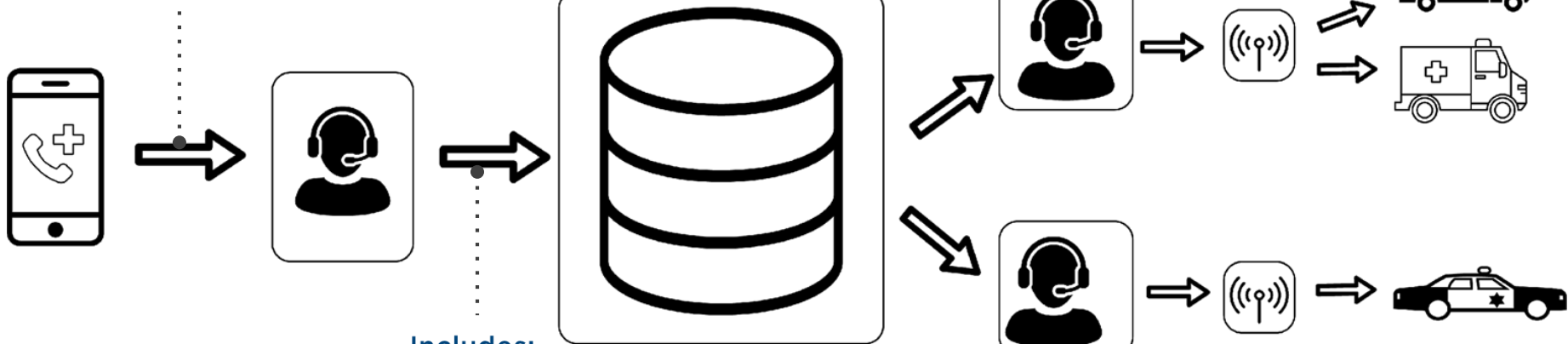
Who **INPUTS** this data?

How is this data created



Source: Computer Aided Dispatch (CAD)

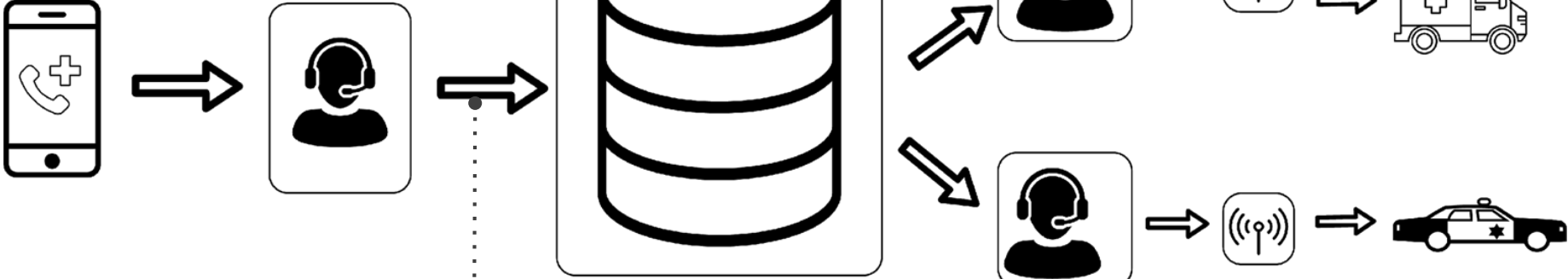
911 call comes in to call taker, who starts entering important information into CAD:



Includes:

- Names
- Location
- Event (what happened)
- Type of emergency
- Severity

Incident is transferred to a dispatcher for Police or Fire (depending on the incident)



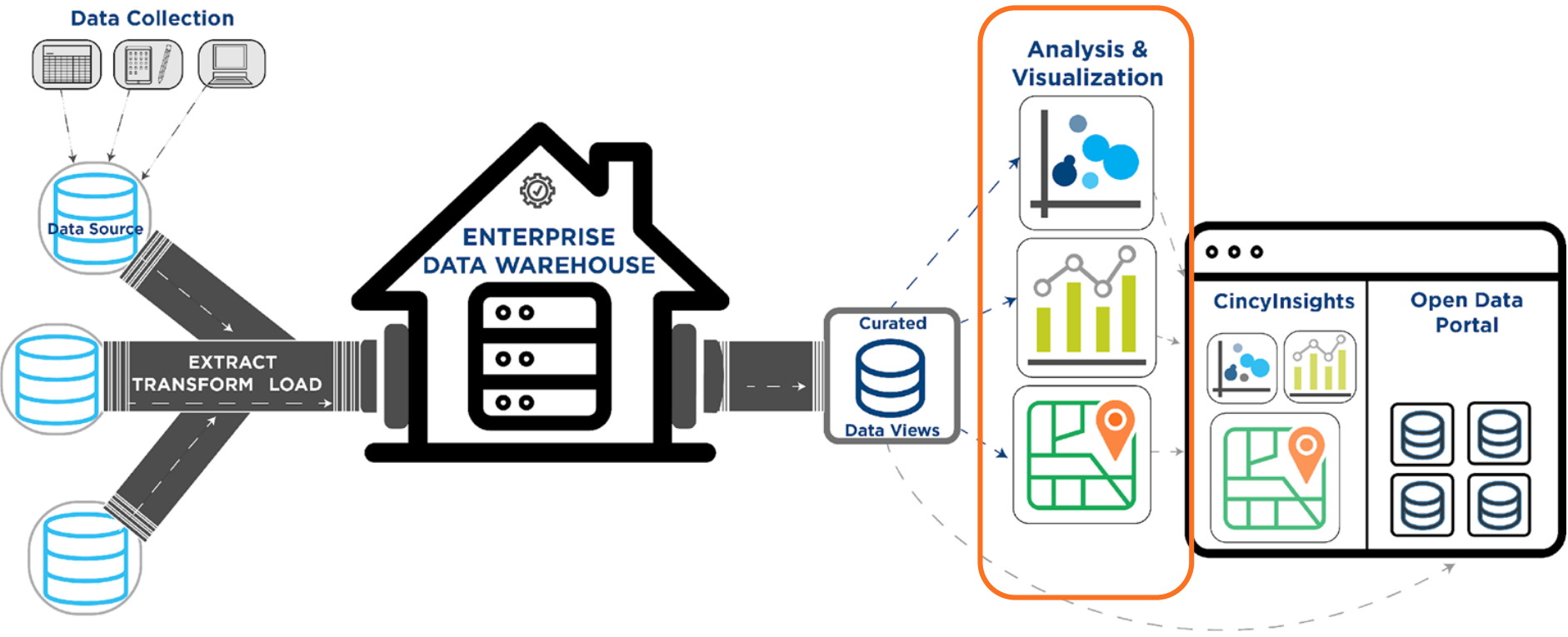
Additional information is input back into CAD:

- Time of dispatch + arrival
- Location updates
- Responding unit(s)
- Outcome/Disposition

Resources are dispatched based on geography, need/nature of emergency, and closest responding unit

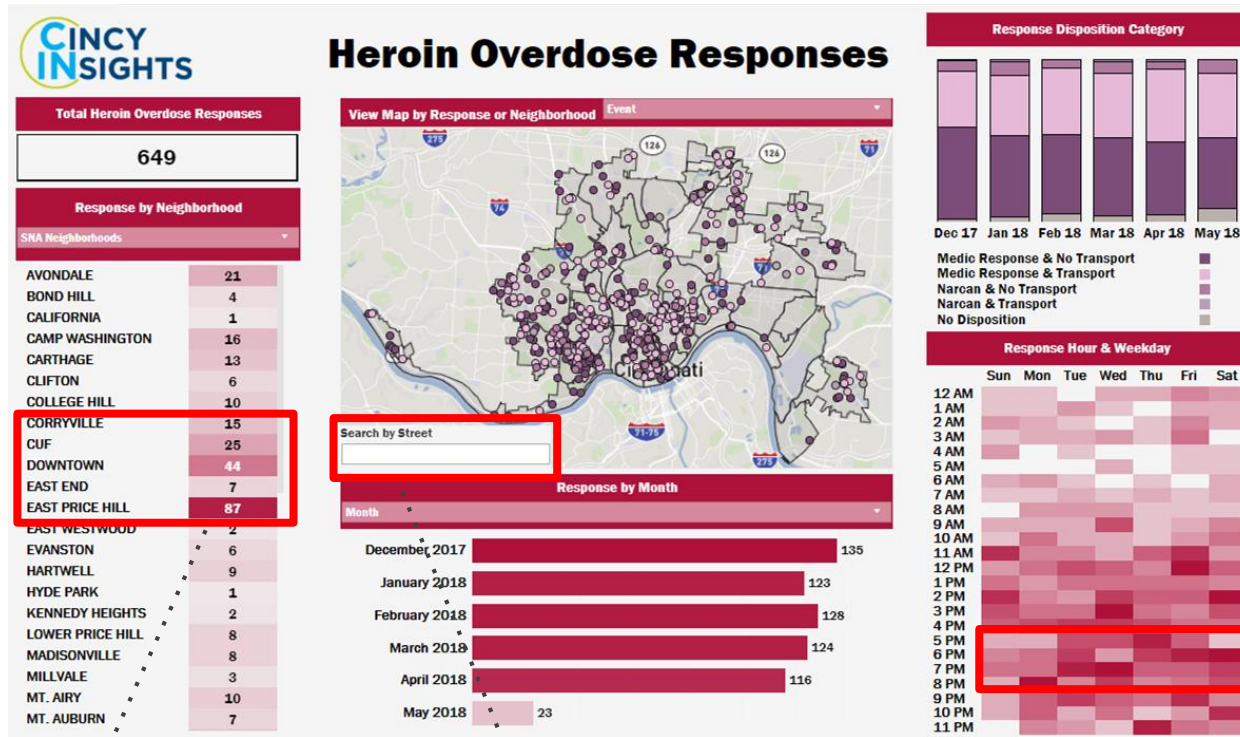
Design for your user

—



WHO is going to be using this data?

...and what does your user WANT TO KNOW?

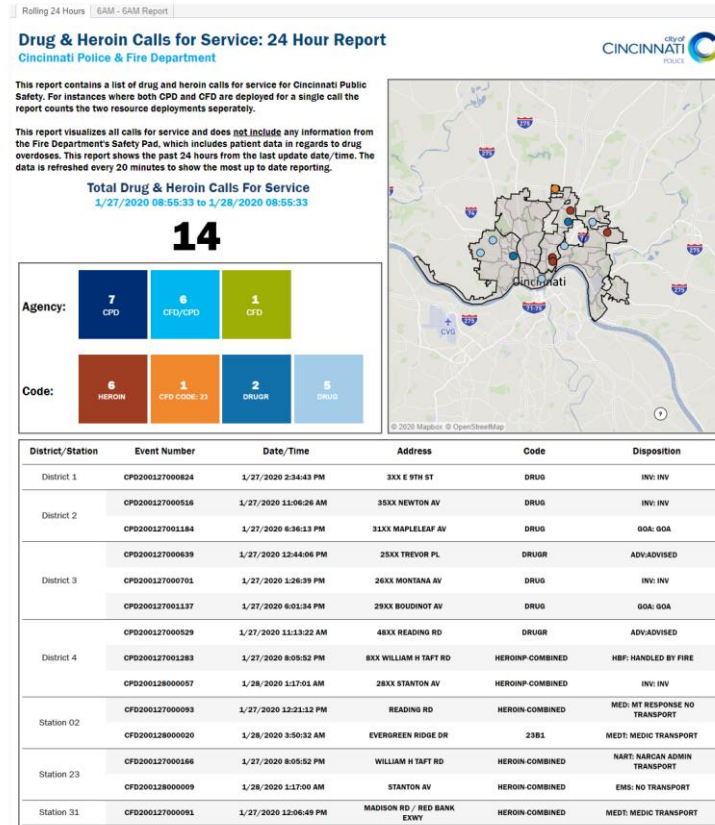


“Why are some weekdays + hours of the day more frequent than others?”

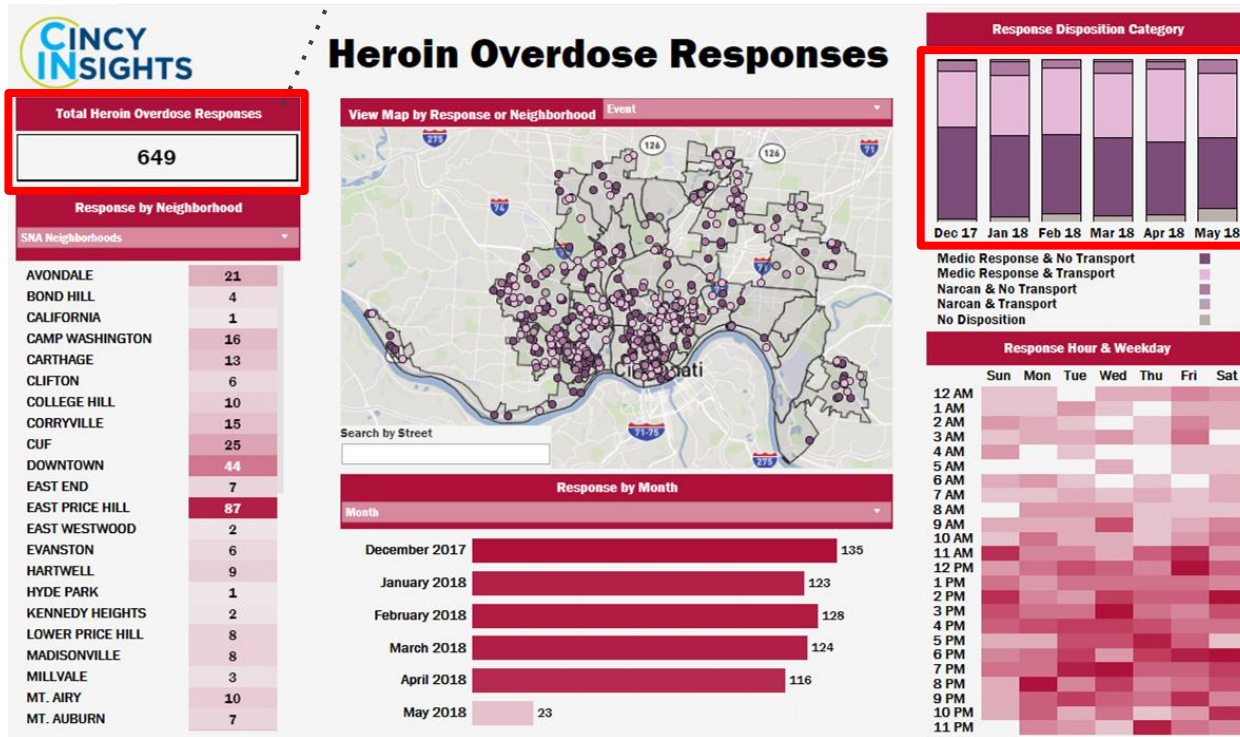
“What about my neighborhood?”

“What’s happening where I live/work?”

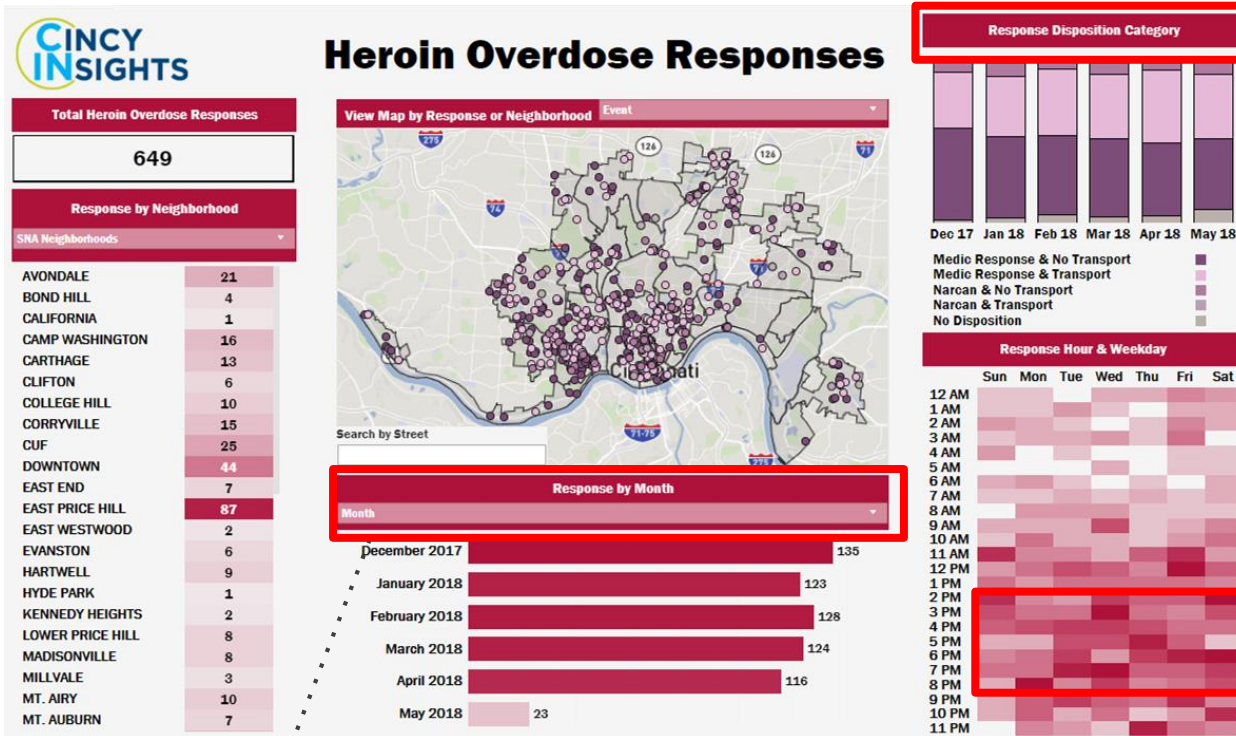
WHO is going to be using this data? ...and what does your user WANT TO KNOW?



How often does this number change?



Do we care more about measuring **VOLUME** or **PERCENTAGE** of **TOTAL**?



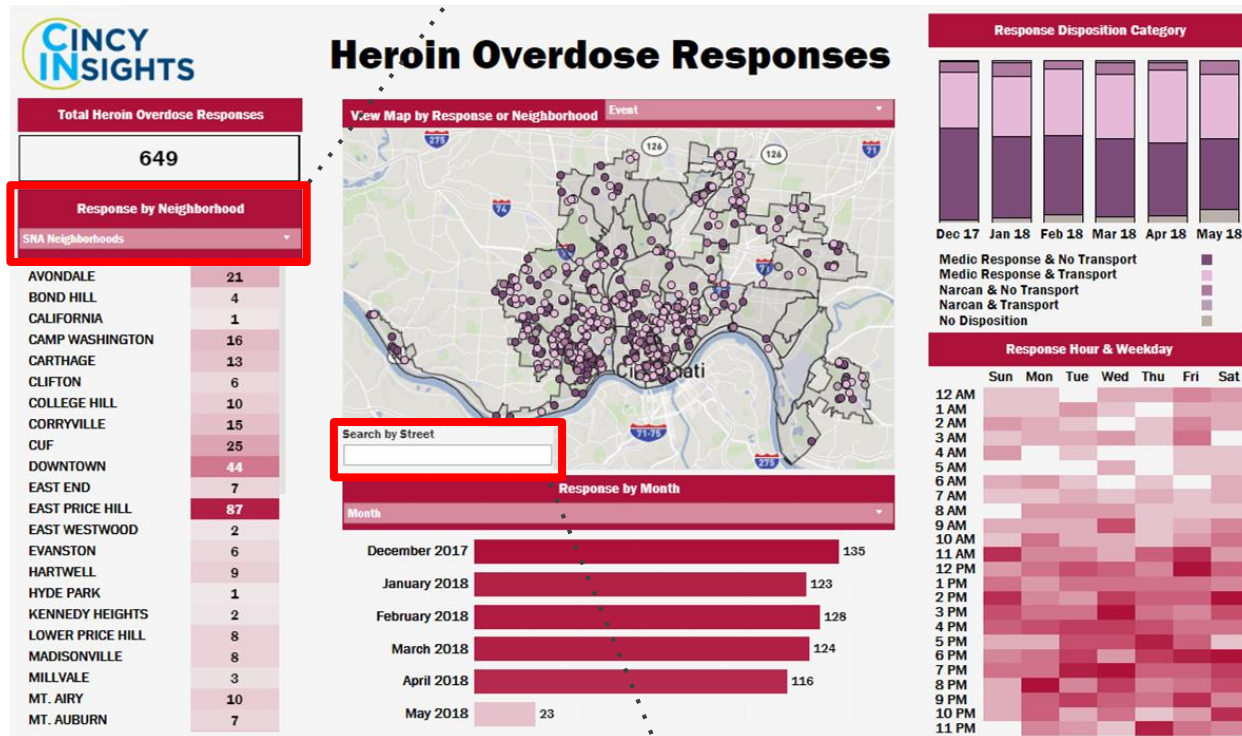
Does this data have a TIME STAMP? Multiple time stamps?

What does each time stamp actually MEAN?

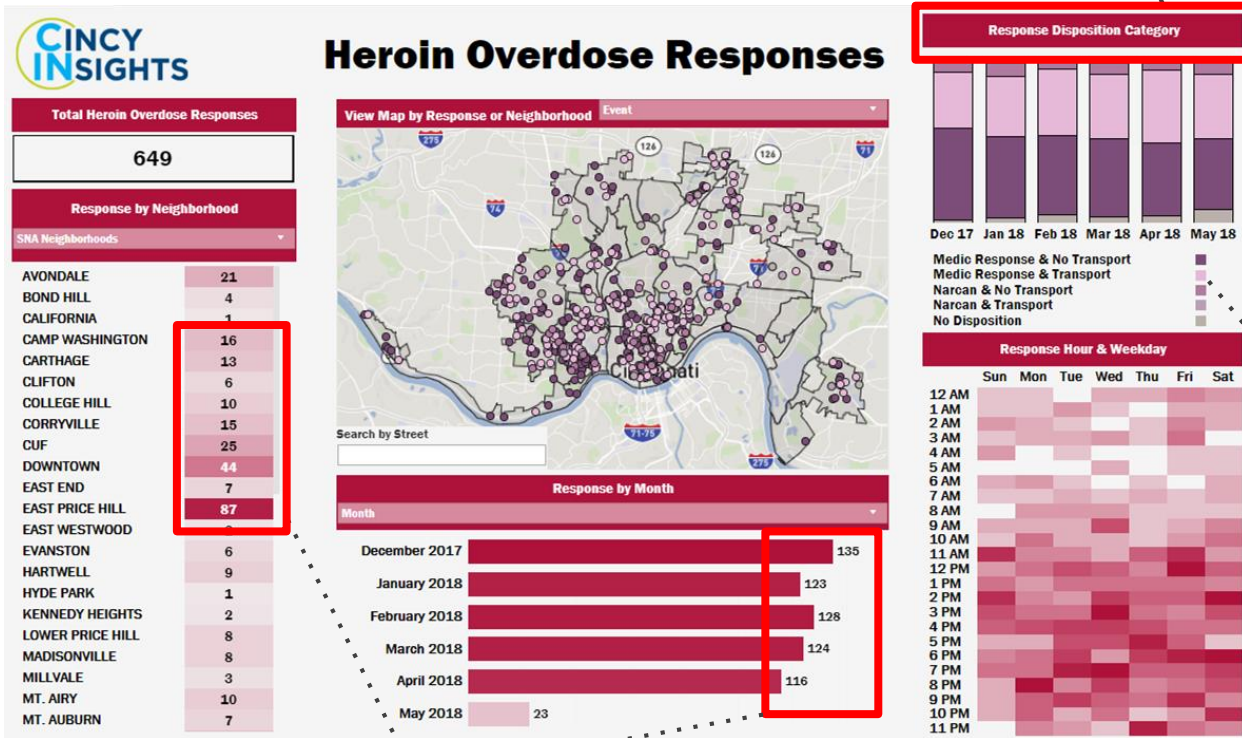
Am I measuring TIME or DURATION?

• How much does this data change over time? Does it change every day? Every week? Every month?

What level of geography is important?
Neighborhood?
Zip code?



Is search by street an important user feature for this data?



Which fields in this data are categories?

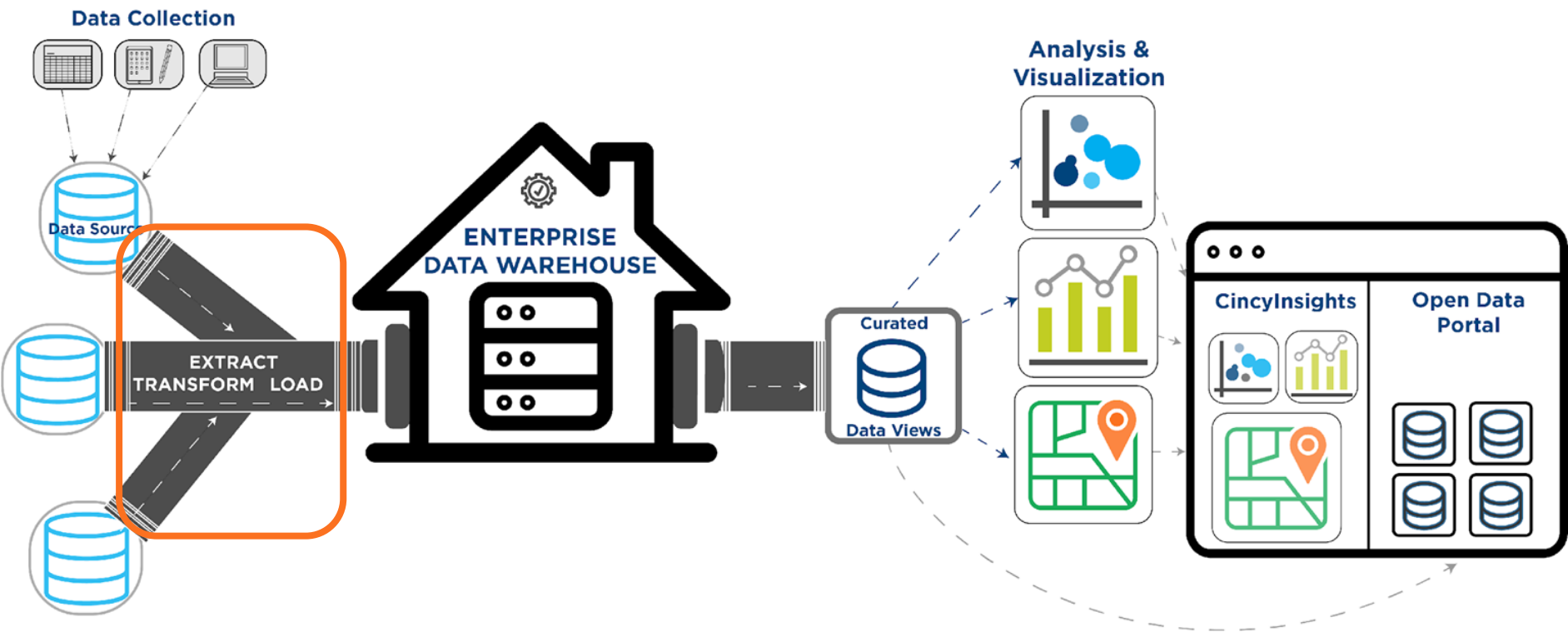
Do these categories matter? Are they narrow or broad?

Any sub-categories?

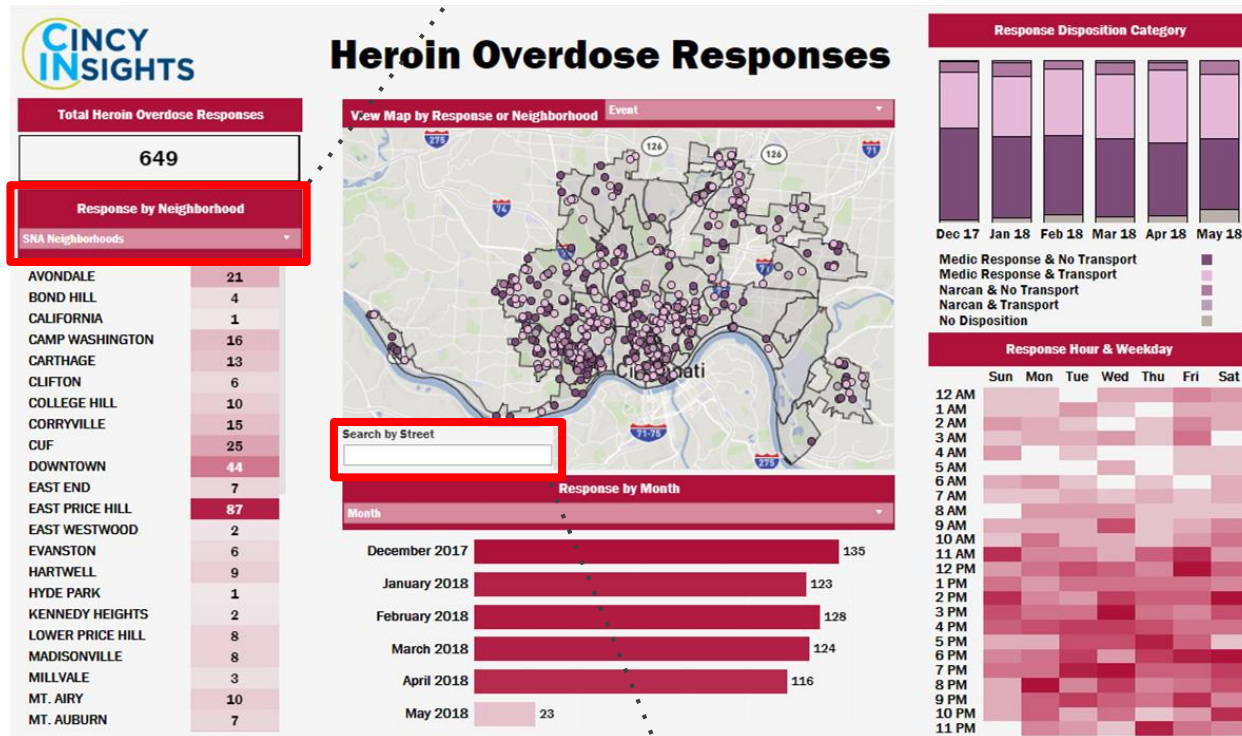
Is comparison between regions, events, months, etc. important for understanding this data? Why?

**Answers are often not found
in a single source**

—



What level of geography is important?
Neighborhood?
Zip code?



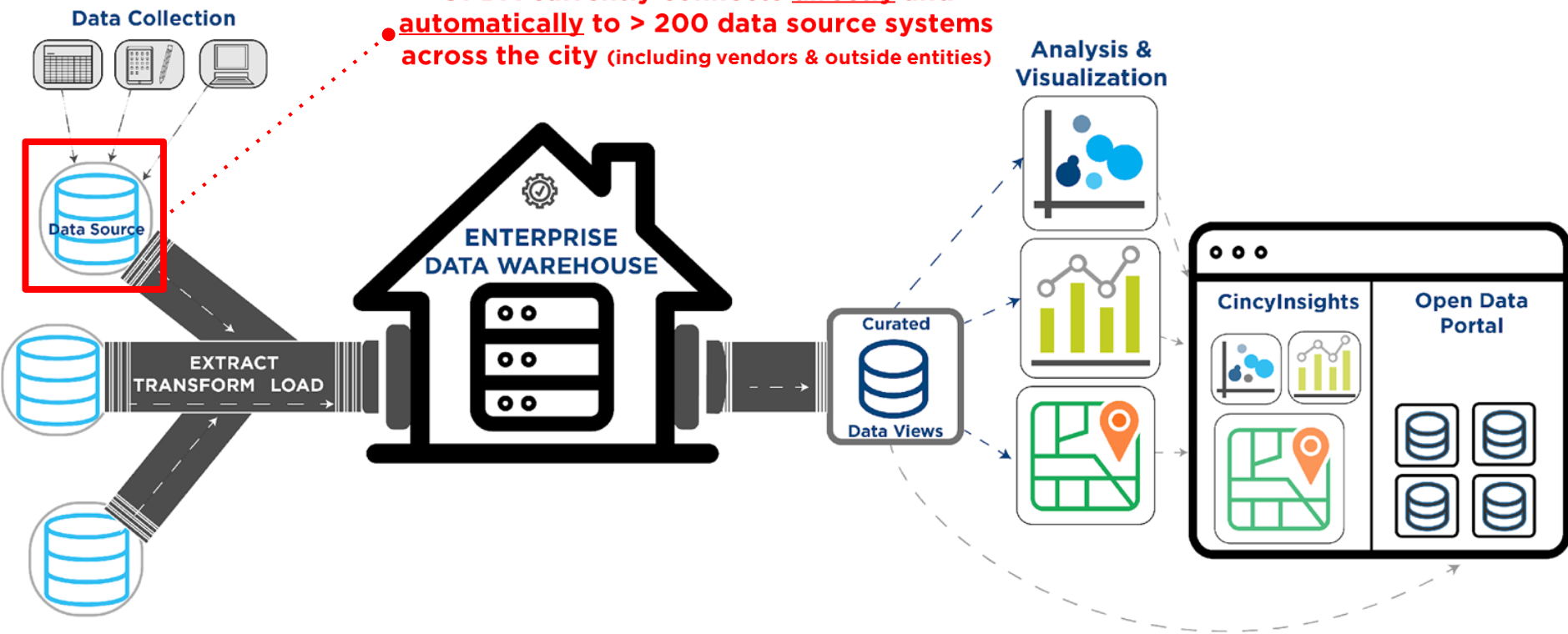
Is search by street an important user feature for this data?

Build for a sustainable future

—

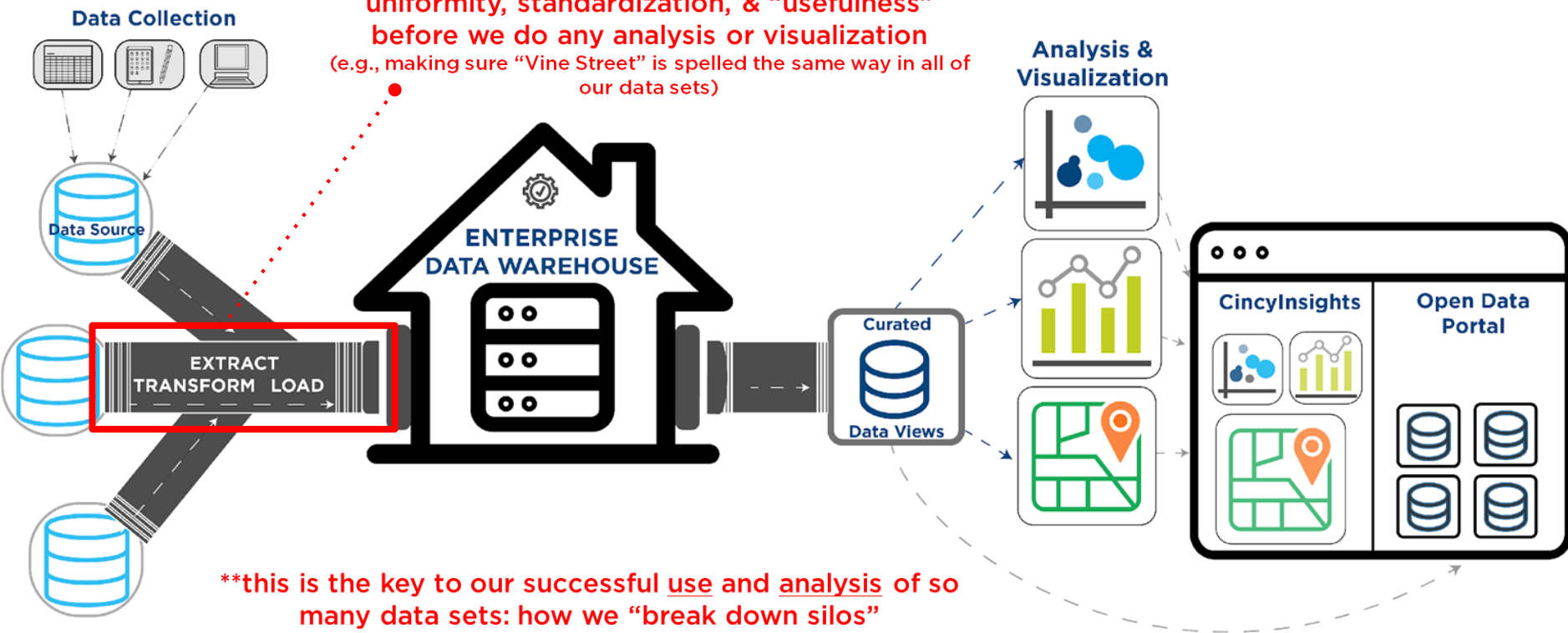
Step 1: Connecting to data sources

OPDA currently connects directly and automatically to > 200 data source systems across the city (including vendors & outside entities)



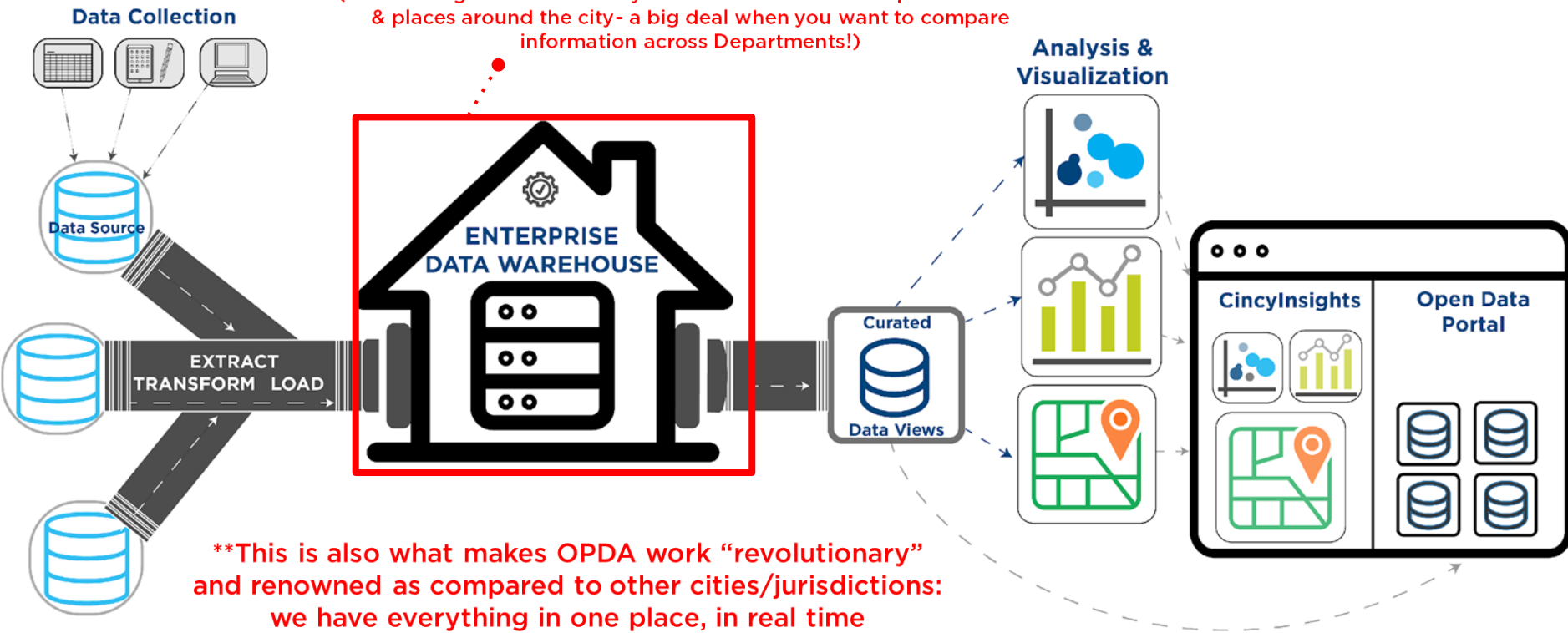
Step 2: Processing Data

Data is “cleaned” processed to ensure uniformity, standardization, & “usefulness” before we do any analysis or visualization (e.g., making sure “Vine Street” is spelled the same way in all of our data sets)



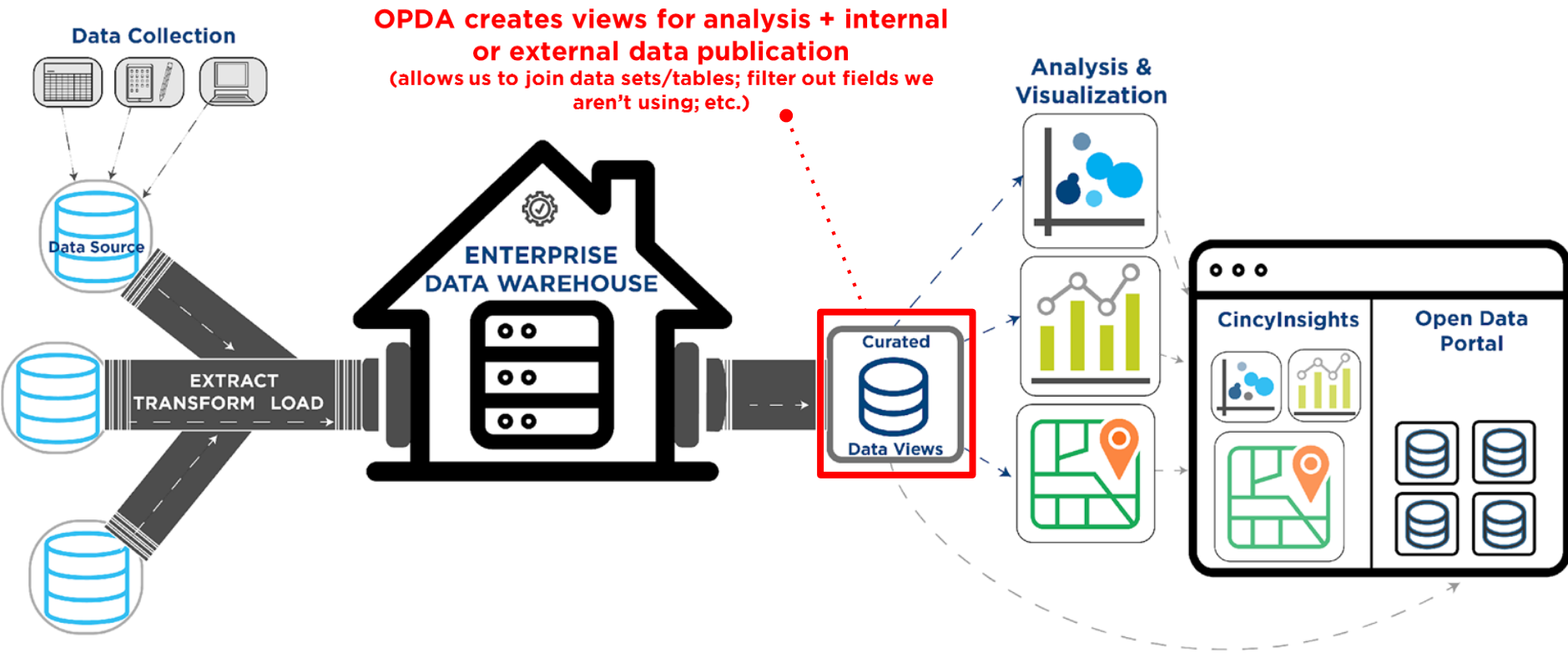
Step 3: Put the data somewhere

OPDA's Data Warehouse is our central repository for clean, quality, complete data from across the City (allows integration of formerly siloed data sets from disparate sources & places around the city- a big deal when you want to compare information across Departments!)



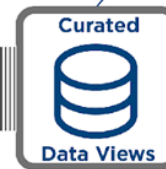
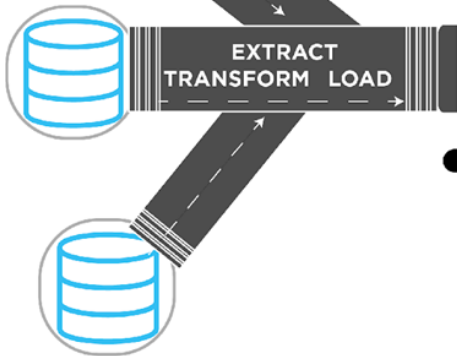
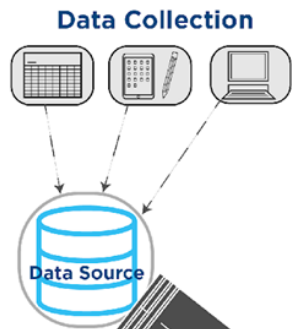
****This is also what makes OPDA work “revolutionary” and renowned as compared to other cities/jurisdictions: we have everything in one place, in real time**

Step 4: Use the data for analysis



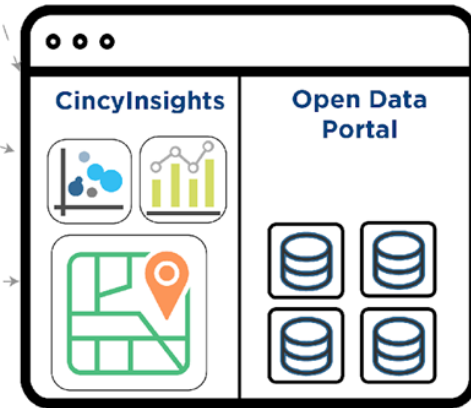
Step 5: Use data to answer questions

We **ANALYZE** and **VISUALIZE** this data to help who/what/where/when/why/how questions:
This **INSIGHT** is helpful for all kinds of **DECISION MAKING**



Audiences and "Users:"

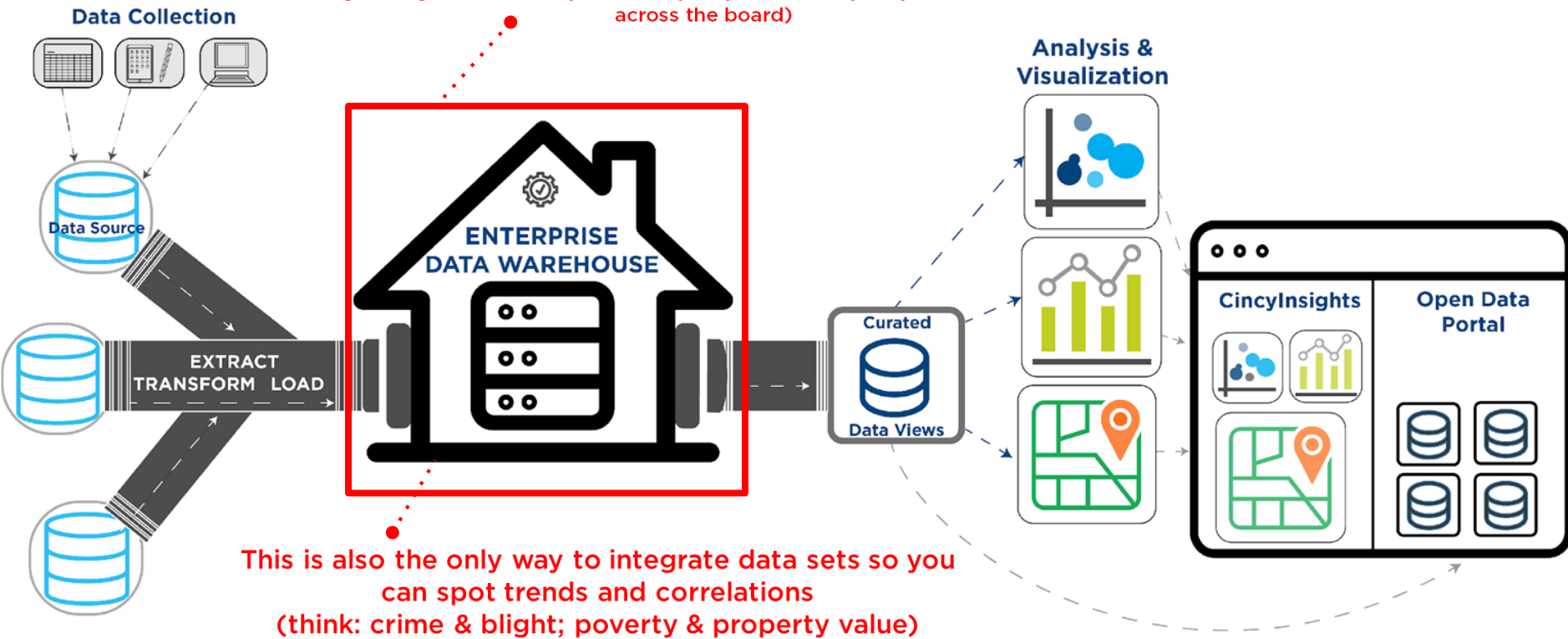
- Departments
- Administration
- Public/Constituents



Centralization

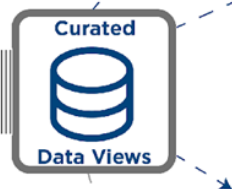
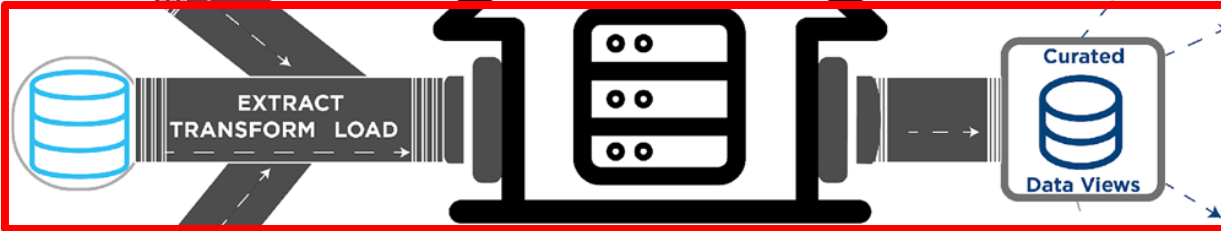
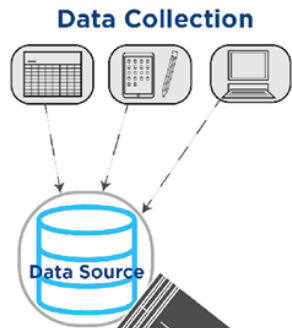
Accessing data from one, central place forces standardized, uniform internal data organization

(organizing data internally is the only way to ensure quality + standardization across the board)



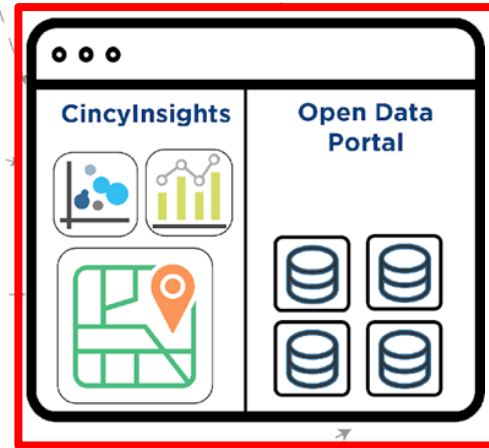
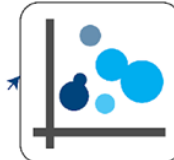
Automation: it has to run without you

(the only way to get + keep fresh, “real-time” data)



If we want to have updated information
HERE:

Analysis &
Visualization



.....then data MUST CONTINUOUSLY move +
process the same way HERE

-
- 1. Start with a Problem**
 - 2. Assess the Landscape**
 - 3. Design for the User**
 - 4. Build for the Future**

**Approach to
Data Analysis**

Questions?

CAGIS

<https://cagis.hamilton-co.org/cagisonline/>

Cincinnati Open Code Enforcement Cases

<http://cagismaps.hamilton-co.org/PropertyActivity/PropertyMaintenance>

Property Activity Report

<http://cagismaps.hamilton-co.org/PropertyActivity/cagisreport>

The Cincinnati Area Geographic Information System (CAGIS) is a division of Enterprise Technology Solutions, and provides local government management solutions, integrated with land and infrastructure information, to its consortium members.

CAGIS supports mission critical day-to-day operations by providing comprehensive, coordinated services and solutions related to permitting, licensing, inspections, code enforcement, planning, zoning, and land and infrastructure asset management.

BREAK

Up next:

PIO Casey Welden, covering the City's Fix it Ciny App, City Website,
and Social Media Platforms

Parking Division Manager Dan Fortinberry, covering the City's Parking
App

Another BREAK then

B&I Communications Manager Lindsey Mithoefer, covering the City's
residential and business portals

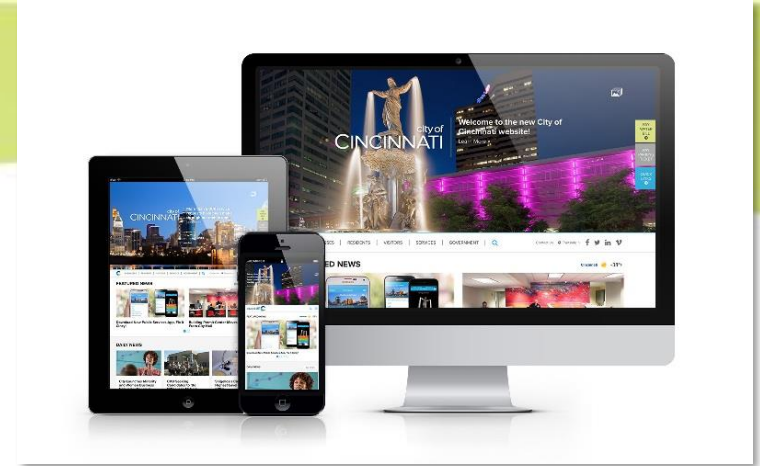
Fix It Cincy App



- Fix it Cincy replaced City Hall app which was more of a mobile City of Cincinnati website
- Goal: Provide residents with immediate access to various City departments
- Service requests go directly into the City's Customer Service Request (CSR) system
- Other unique features include:
 - Modern, streamlined user interface – making it easier to submit customer service requests
 - Improved GPS mapping, including map-based selection of service location
 - Easily upload a photo along with service requests
- Available on Apple and Android devices

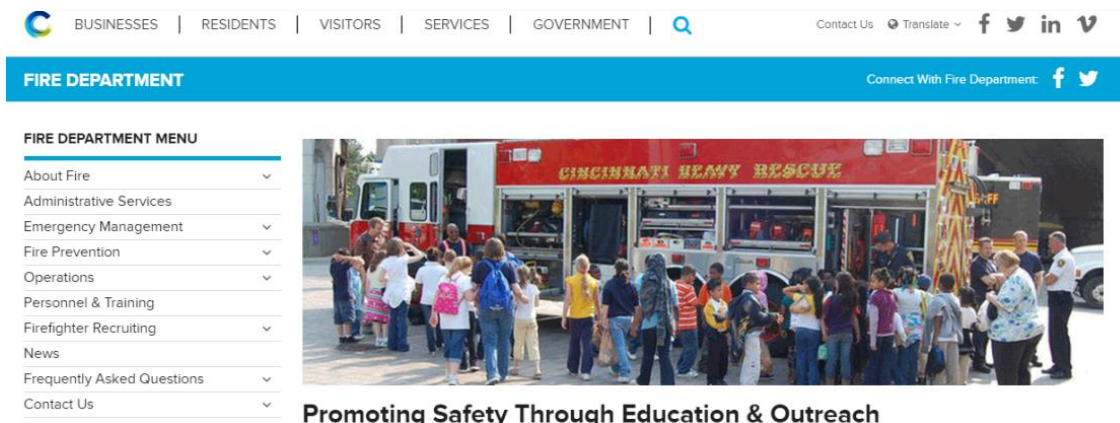
City of Cincinnati Website

- Redesigned in 2016 with user experience in mind
- Placed an emphasis on news sharing
- Made it a platform for (almost) all City of Cincinnati departments/offices
- First 'responsive' design for a City of Cincinnati website
- Give more users access to the website
- Responsive to nontraditional web platforms (tablets, cellphones)



Website Enhancements

- Four years is a LONG time for a website
- The bones of the website are still good but looking to make enhancements to adapt to modern needs of departments
- Current website is a little rigid in its design for departments. New design better allow them to express their mission.



We Need You

- Need your input
- Go to Cincinnati-oh.gov/feedback and tell us what your thoughts are on the current website, what enhancements you'd like to see.
- Open to the public but we are specifically inviting NLA class members to participate.



Social Media


- Dozens of specialty social media accounts to help with various news regarding the City
- Recently created new social accounts for the 2020 Census and took over the Cincinnati Bell Connector
- Facebook, Twitter, Instagram, LinkedIn, Vimeo and YouTube
- All on [Cincinnati-oh.gov/social](https://cincinnati-oh.gov/social)
- Links to each Department's accounts available at top of the navigation
- Don't forget Nextdoor!



Other Tech Enhancements

- New Transit app for Cincinnati Bell Connector (buy tickets, track streetcar, interface with other public transportation for trip planning)
- New public alerting system – Cincy Alert – for all sorts important City news (**coming soon!**)
- CitiCable currently available on web (Cincinnati-oh.gov/CitiCable). But looking to expand CitiCable and Community Media channel offerings (Roku, Amazon, etc.) and possibly an app to enhance access





Parking Management Solutions

Nearly 1,000 Clients Worldwide



\$1.5B

Mobility transactions processed

15M+

Feet of curb space managed (distance from LA to NYC)

#1 Mobility Provider

Deloitte Tech Fast 500
Inc. 500

Backed by...

Bain Capital Ventures,
Grotech Ventures, MK
Capital, Relevance Capital

People First: Growing Team, Strong Culture



The Charlotte Observer
charlotteobserver.com





Payments Expertise: Security & Compliance



Registered Service Provider



Certified Merchant
Gateway Provider



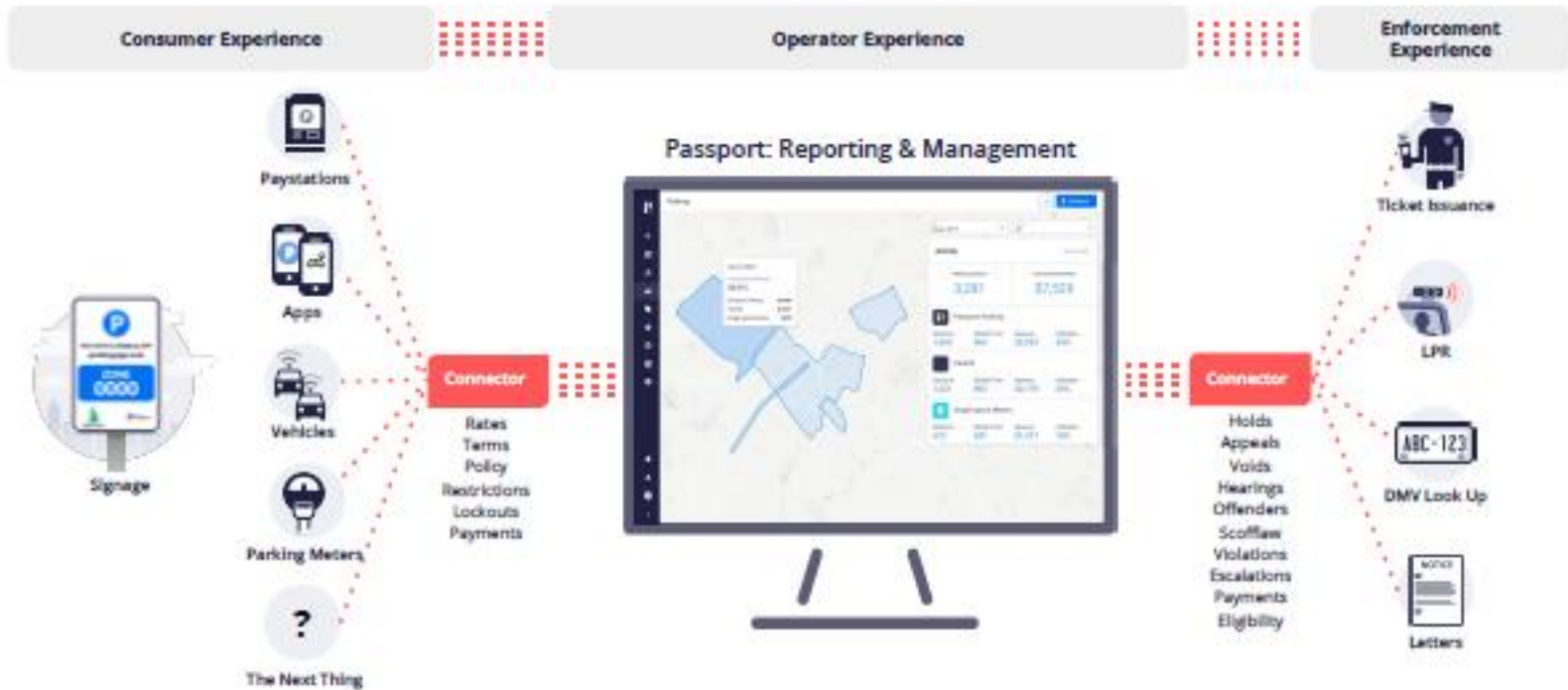
PCI DSS Level 1
Certified



SSAE18 Type I and II
Compliance Audits



Centralized Management through Passport





Mobile Payments for Parking



Parking Mobile Payments

#1 mobile payments for parking provider in North America

MANAGE BETTER. OPERATE SMARTER.

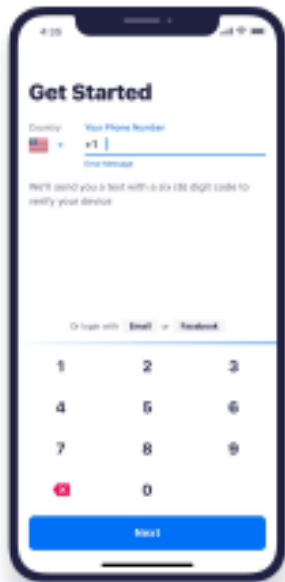
- Improve payment compliance
- Reduce hardware spend
- Increase access to operational data
- Seamlessly integrated with Passport permits, enforcement and LPR



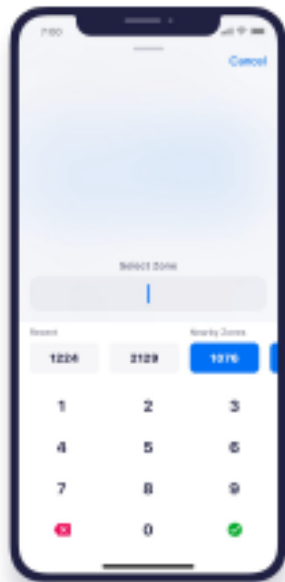
- ✓ Mobile app & mobile web
- ✓ Passport Parking or white label app
- ✓ Back office system



Parking Mobile Payments



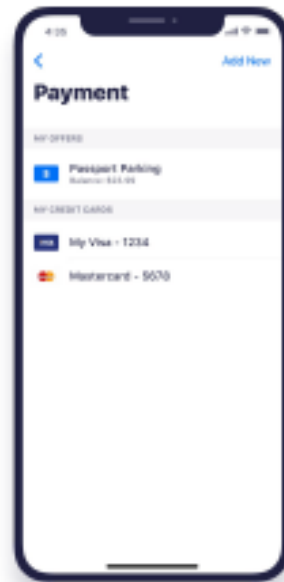
Easy account creation & quick log in



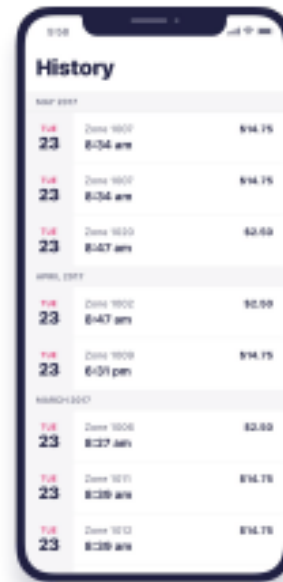
LPN & space-based environments supported



Powerful rate engine to manage rates, rules & regulations



Credit card, wallet & unbanked payment options



Account management, easy session extensions & e-receipts



Passport Wallet

WHY USE A WALLET?

- Direct available funding
- Build loyal customers
- Decrease merchant costs

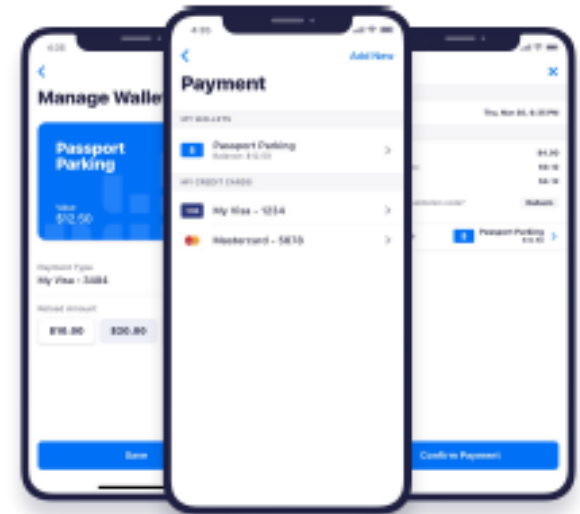
TYPES OF WALLETS

- *White label wallet* functions like a campus easy pass
- *Passport wallet* can be used across any participating Passport university or municipality

A parker purchases (10) \$1.00 sessions:

	OPTION 1: CREDIT CARD	OPTION 2: PRE-FUNDED WALLET
NUMBER OF CHARGES	10	1
MERCHANT PROCESSING FEES	$(\$1.00 \times 0.025) + \$0.30 = \$0.33$	$(\$10.00 \times 0.025) + \$0.30 = \$0.59$
TOTAL TRANSACTION FEES	$\$3.33 \times 10 \text{ transactions} = \3.30	$\$0.59 \times 1 \text{ transaction} = \0.59

$\$3.30 - \$0.59 = \$2.71$ | With our Prepaid Wallet, that's a
 $\$2.71 \div 10 = \mathbf{\$0.27}$ | saving of **\$0.27** per transaction!

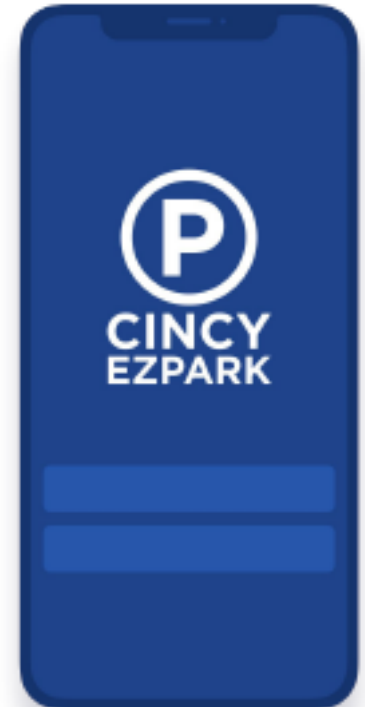
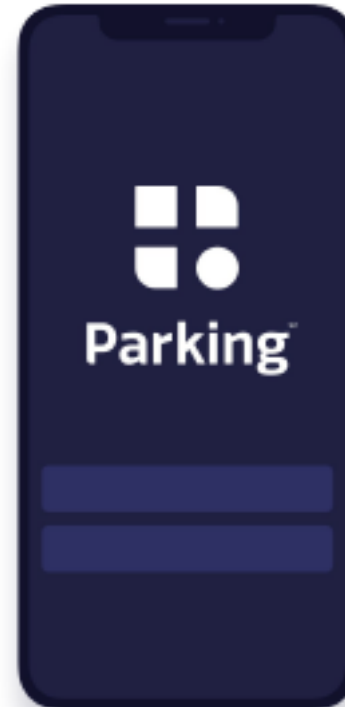




White Label App Solutions

OUR PROVEN TECHNOLOGY.
YOUR UNIQUE VISION.

- Promote your brand
- Integrate special features and custom links
- Access Passport's network of millions of users

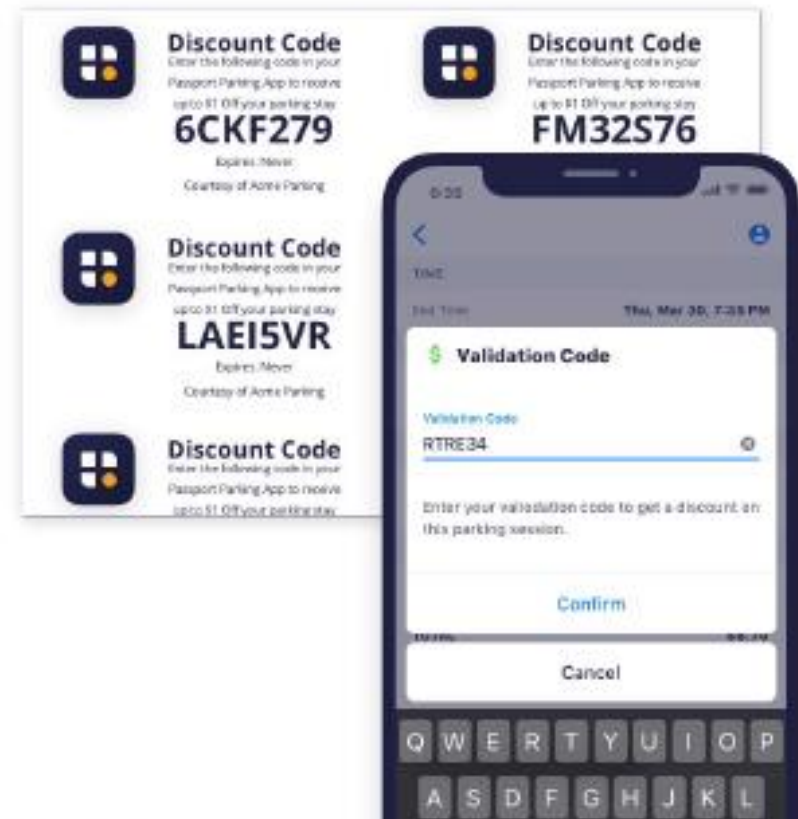




Validation Codes

HOW IT WORKS

- Merchants load balance on validation account management site
- Merchants create codes for predetermined amount
- Customer enters the code to receive discount on parking session
- Validation amount is deducted from merchant balance & transferred to you



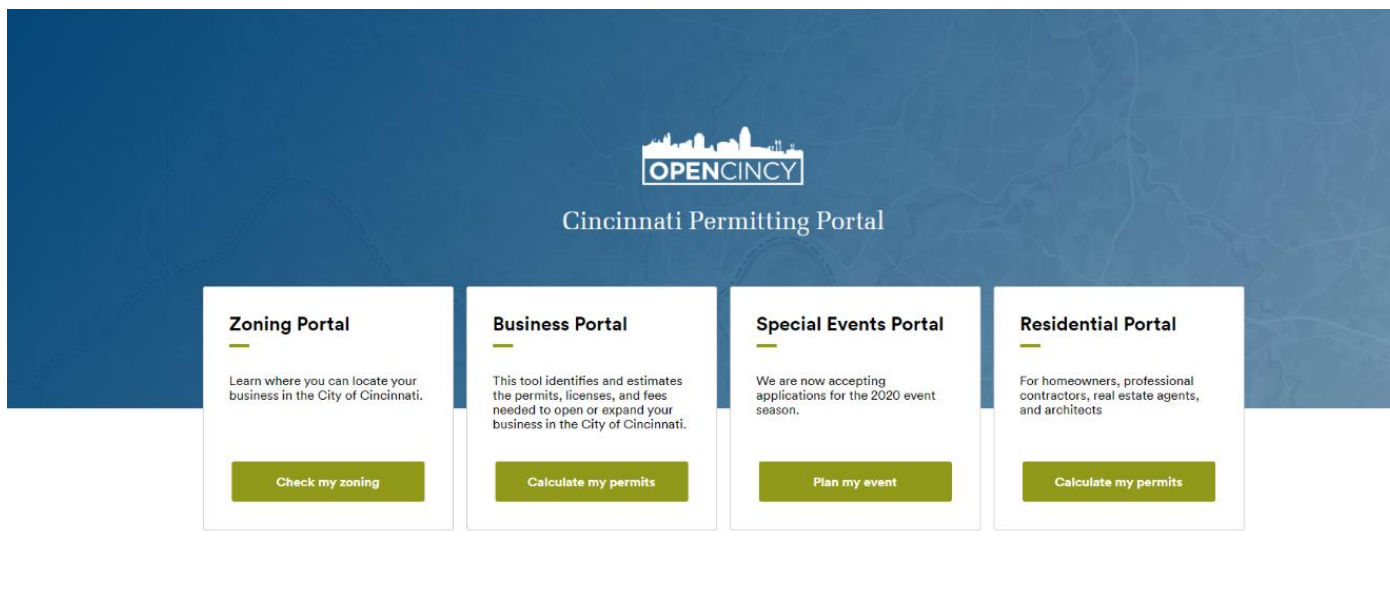
BREAK

Up next:

B&I Communications Manager Lindsey Mithoefer, covering the City's residential and business portals

Permitting Portals

OpenCincy: <https://opencounter.cincinnati-oh.gov/>



City of Cincinnati
805 Central Ave, Suite 500
Cincinnati, OH 45202
513-352-3271
<https://www.cincinnati-oh.gov/buildings>

Terms of Service
Privacy Policy

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Panel Discussion.