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Using Open Data to Inform and Improve Public Services CalFresh Forum 2015



An aerial photograph of a city skyline, likely San Francisco, with a dense urban area in the foreground and a prominent skyscraper cluster in the mid-ground. The background features rolling mountains under a vast sky with wispy clouds. The sky transitions from a pale yellow near the horizon to a deep blue at the top. The text "#1 DIGITAL CITY" is overlaid in white, bold, sans-serif font on the left side of the image.

#1 DIGITAL CITY

An aerial night photograph of a city, showing a dense grid of lights from buildings and streets. The lights are scattered across the dark landscape, creating a starry pattern. The text is overlaid on the left side of the image.

#1 OPEN DATA CITY



PLATINUM CERTIFICATION
WORLD COUNCIL OF CITY DATA

WHAT IS OPEN DATA?

Open data is data that can be freely used, re-used and redistributed by anyone - subject only, at most, to the requirement to attribute and share alike.

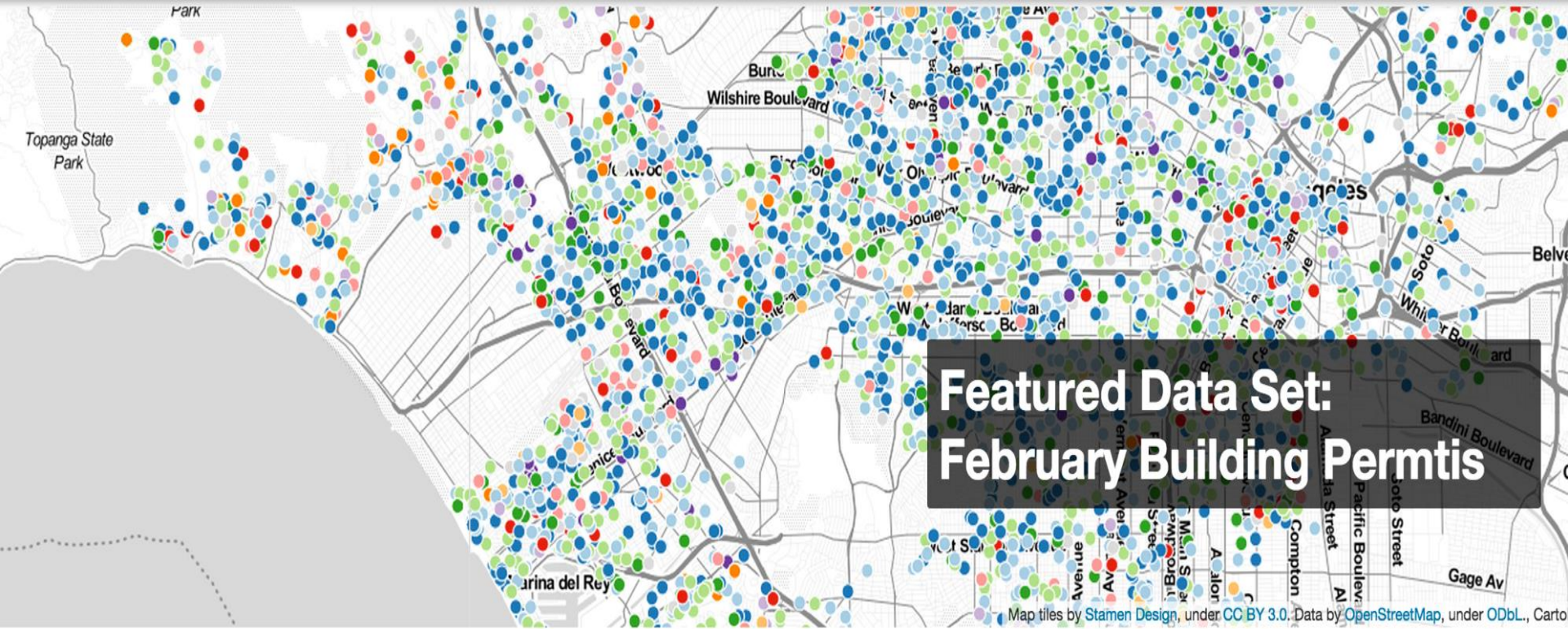
*Key is: **Interoperability**; the ability of diverse systems and organizations to work together (inter-operate). In this case, it is the ability to interoperate - or intermix - different datasets.*

PUTTING DATA TO WORK

1) ORGANIZE

2) MEASURE

3) SHARE



LOS ANGELES OPEN DATA

Information, Insights, and Analysis from the City of Los Angeles

data.lacity.org

The Daily W

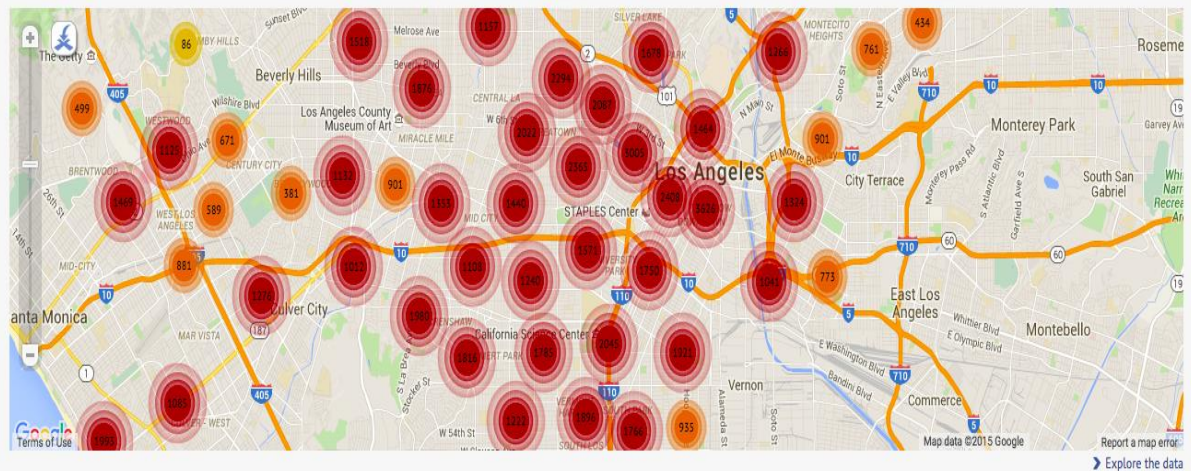
Sunday, July 22, 2015

Crime Down 1%



Crime and Collision Map - LAPD

The following map displays all crimes and collisions within the past month. Click on any segment for greater detail regarding the type and location of incidents.



Waze, L.A. to share data on traffic, hit-and-runs, kidnappings

Q SEARCH

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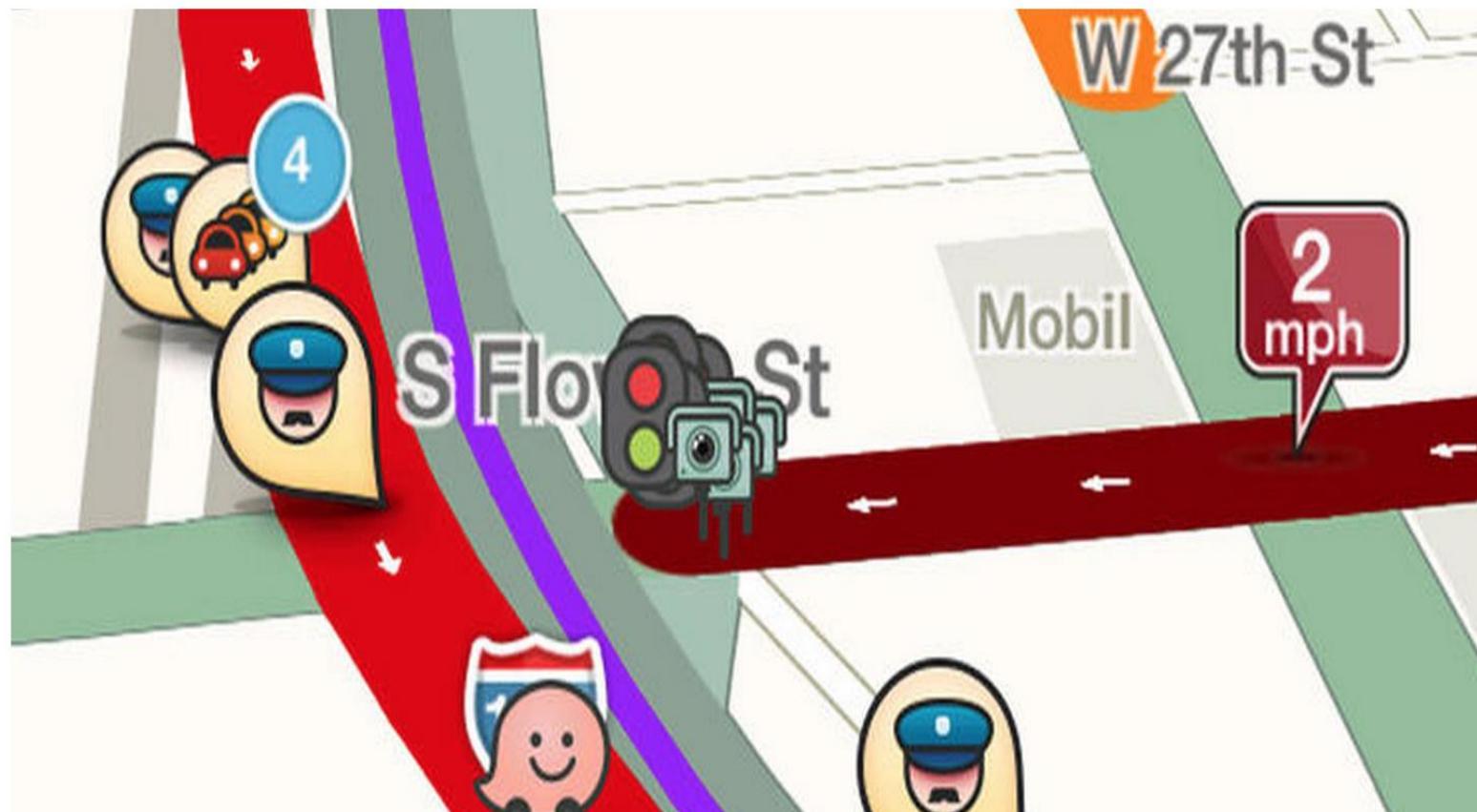
PLACE AN AD

LOCAL >

CALIFORNIA >

SPORTS >

ENTERTAINMENT >



IMPLICATIONS FOR PUBLIC SERVICES

1. Assess and Collect data
Inventory of systems and data

2. Organize and Analyze data
What does that data say about our clients/constituents? Services?
Needs/trends?

3. Share data
How do you leverage
2-way data sharing to learn more,
collaborate, or connect with your
audience



Client Centered Design

Does how/where you deliver your service result
in the outcomes you desire?
What does the data say?

Mobile Technology Profile:



- 90% of American adults own a cell phone
- Nearly 2/3rds of Americans are smartphone owners. For many these devices are a key entry point to the online world.
 - Especially true for young adults (18-29) and low-income households (income under \$30,000)

GOING DIGITAL

- In-person → online, where appropriate to save time and improve effectiveness
- Partnering with online brands that are established and used by clients to increase outreach potential
- Investing in website that design that is client-centered (UX) and not process focused to increase enrollment success





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By Harnessing Data and Technology
We Have The Opportunity
To Serve Californians and Improve Well-being