



SOUTHERN CALIFORNIA  
ASSOCIATION OF GOVERNMENTS  
818 West 7th Street, 12th Floor  
Los Angeles, CA 90017

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## MEETING No. 4

# OPEN DATA/BIG DATA – SMART AND CONNECTED SCAG REGION COMMITTEE

### REGIONAL COUNCIL OFFICERS

President  
Margaret E. Finlay, Duarte

First Vice President  
Alan D. Wapner, Ontario

Second Vice President  
Bill Jahn, Big Bear Lake

Immediate Past President  
Michele Martinez, Santa Ana

### COMMITTEE CHAIRS

Executive/Administration  
Margaret E. Finlay, Duarte

Community, Economic &  
Human Development  
Rex Richardson, Long Beach

Energy & Environment  
Carmen Ramirez, Oxnard

Transportation  
Curt Hagman, San Bernardino County

***Tuesday, October 10, 2017***  
***10:00 a.m. – 12:30 p.m.***

**SCAG Main Office**  
**818 W. 7th Street, 12th Floor**  
**Policy Committee Room A**  
**Los Angeles, CA 90017**  
**(213) 236-1800**

If members of the public wish to review the attachments or have any questions on any of the agenda items, please contact Tess Rey-Chaput at (213) 236-1908 or via email at [REY@scag.ca.gov](mailto:REY@scag.ca.gov).

Agendas for the Open Data / Big Data – Smart and Connected SCAG Region Committee are also available at:

<http://www.scag.ca.gov/committees/Pages/default.aspx>

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## Open Data / Big Data – Smart and Connected SCAG Region Committee Members

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1. Hon. Michele Martinez, City of Santa Ana (**Committee Chair**)
2. Hon. Margaret Finlay, City of Duarte
3. Supervisor Curt Hagman, San Bernardino County
4. Hon. Cheryl Viegas-Walker, City of El Centro
5. Hon. Jeffrey Giba, City of Moreno Valley
6. Hon. Pam O'Connor, City of Santa Monica
7. Hon. Margaret Clark, City of Rosemead
8. Hon. Richard Montgomery, City of Manhattan Beach
9. Marlon Boarnet, USC
10. Jack Ciulla, City of Santa Ana
11. Lea Deesing, City of Riverside
12. Crystal Dorn, Esri
13. Mark Greninger, Los Angeles County
14. Dr. Do Kim, Cal Poly Pomona
15. Scott Larson, Microsoft
16. Juan Matute, UCLA
17. Mojgan Sami, UC Irvine
18. Frank Ury, City of Mission Viejo

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**OPEN DATA/BIG DATA – SMART AND CONNECTED SCAG REGION  
COMMITTEE  
AGENDA – MEETING NO. 4  
TUESDAY, OCTOBER 10, 2017  
10:00 AM – 12:00 PM**

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**CALL TO ORDER**

*(The Honorable Michele Martinez, Chair)*

**PUBLIC COMMENT PERIOD** – Members of the public desiring to speak on items on the agenda, or items not on the agenda, but within the purview of the Committee, must fill out and present a speaker’s card to the Assistant prior to speaking. Comments will be limited to three (3) minutes. The Chair may limit the total time for all comments to twenty (20) minutes.

**ACTION ITEM**

**Page No.**

1. Minutes of the August 16, 2017 Meeting  
*(Hon. Michele Martinez, Chair)*

**Attachment**

**1**

**DISCUSSION ITEMS**

2. Regional Data Survey Results  
*(Mike Jones, SCAG Staff)*

**Presentation**

**6**

3. Smart Region Framework  
*(Kimberly Clark, SCAG Staff)*

**Attachment /  
Presentation**

**12**

**FUTURE AGENDA ITEM/S**

**ANNOUNCEMENT/S**

4. Final Meeting - LACoMotion  
*(Rye Baerg, SCAG Staff)*

**Discussion**

**ADJOURNMENT**



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**SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS  
 MEETING NO. 3  
 OPEN DATA/BIG DATA – SMART AND CONNECTED SCAG REGION COMMITTEE  
 SUMMARY MINUTES OF THE MEETING  
 AUGUST 16, 2017**

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**THE FOLLOWING MINUTES ARE A SUMMARY OF DISCUSSION/ACTIONS TAKEN BY THE ODBD COMMITTEE. AN AUDIO RECORDING OF THE ACTUAL MEETING IS AVAILABLE ON AT SCAG, 818 W. 7<sup>TH</sup> STREET, 12<sup>TH</sup> FLOOR, LOS ANGELES, CA 90017.**

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**Members Present**

Hon. Michele Martinez, Chair	<i>Santa Ana</i>
Hon. Margaret E. Finlay	<i>Duarte</i>
Hon. Jeffrey Giba	<i>Moreno Valley</i>
Hon. Margaret Clark	<i>Rosemead</i>
Hon. Curt Hagman	<i>San Bernardino County</i>
Hon. Cheryl Viegas-Walker	<i>El Centro</i>
Frank Ury	<i>Mission Viejo</i>
Crystal Dorn	<i>Esri</i>
Mojgan Sami	<i>UC Irvine</i>
Scott Larson	<i>Microsoft</i>
Juan Matute	<i>UCLA</i>
Lea Deesing	<i>Riverside</i>
Mark Greninger	<i>County of Los Angeles</i>

**Members Not Present**

Hon. Pam O’Connor	<i>Santa Monica</i>
Hon. Rex Richardson	<i>Long Beach</i>
Hon. Richard Montgomery	<i>Manhattan Beach</i>
Marlon Boarnet	<i>USC</i>
Jack Ciulla	<i>Santa Ana</i>

**CALL TO ORDER**

Hon. Margaret Finlay, Duarte, called the meeting to order at 10:10 a.m.

**PUBLIC COMMENT PERIOD**

There were no public comments.



## **REVIEW AND PRIORITIZE AGENDA ITEMS**

Item 7 to precede Item 6.

## **RECEIVE AND FILE**

1. Minutes of the August 16, 2017 Meeting

## **DISCUSSION ITEMS**

2. Technology Issues for Local Government

Supervisor Curt Hagman, County of San Bernardino, provided an overview of current technology legislation, including SB 649. SB 649 relates to telecommunications and would affect the rights of local governments to control small cell deployment in their jurisdictions. Additionally, Supervisor Hagman pointed out why Smart Cities initiatives matter to jurisdictions in the region and what SCAG can do to help its members with regards to standardization, developing best practices, avoiding duplication effort, and addressing possible liability issues. SCAG could also help with security, privacy, transparency, data sharing, and coordination of regional applications between members and other entities.

Hon. Cheryl Viegas-Walker stated that the Imperial County Office of Education (ICOE) was selected as the lead agency K12 High-Speed Internet Program. The ICOE website contains additional information on how the California Department of Education is driving the initiative. Hon. Viegas-Walker recommended that staff prepare an update on what the goals and initiatives are to present to committee.

Mojgan Sami, UC Irvine, suggested that SCAG consider in its policy making solutions for dealing with disasters that might affect telecommunication and power systems in the region.

3. Data Loss Prevention and Cybersecurity

George Khalil, City of Riverside, Information Security Officer, provided an overview of the types of threats governments face related to data security and how local governments can better respond. Mr. Khalil described current threats to public sector data and the types of data that are often targeted by a variety of criminals. He also outlined the possible consequences for local governments such as ransoming of data and disruption of vital services.

Supervisor Curt Hagman commented that SCAG could take a strong role in developing standards of cybersecurity maintenance, upkeep, and alerts.



Mojgan Sami suggested that property information and values be included in cybersecurity policy because it is a lot of private information that cities have access to. Additionally, she suggested that there needs to be discussion by the committee of what policies can be implemented to protect health data which often cost the most when breaches occur. She recommended that it would be nice to have a hospital network to make a presentation on the ways in which they protect against data breaches.

Hon. Margaret Finlay suggested that cybersecurity be included as a session in SCAG's ODBD conference in February 2018.

Hon. Jeffrey Giba, Moreno Valley, asked how an earthquake would affect the amount of time telecommunications would be down and how would this affect data breaches. He wondered if there are other countries that know the region is at risk because of the San Andreas Fault, do they plan on taking advantage of that opportunity?

Hon. Margaret Clark, Rosemead suggested that local legislators be invited to SCAG's February ODBD conference to make them better informed.

#### 4. South Bay Net Fiber Backbone Network

Aaron Baum, South Bay Cities Council of Governments (SBCCOG), Mobility and Technology Analyst, provided a presentation on a new planning effort by SBCCOG to insure their cities are competitive for future business placement and to retain existing businesses. He stated that Commerce in the digital economy routes over fiber optics. The demand for network services is growing, cloud storage continues to grow and applications continue to be developed and expanded. With an inadequate infrastructure, a city has the inability to grow and attract modern businesses. SBCCOG sees fiber optic network infrastructure as a strategic asset for its cities to take advantage of moving forward.

Frank Ury, City of Mission Viejo, stated that a lot of cities have franchise agreements with their carriers and part of the agreement is to support businesses and local individuals so there are no gaps. Mr. Ury suggested that SBCCOG research to better understand if this type of service is part of the franchise agreement between SBCCOG's cities and their carriers.

Hon. Cheryl Viegas-Walker recommended that the area of franchise agreements with service providers be on SCAG's checklist of best practices. She suggested that City Managers go back and review their franchise agreements and make that service is available. She suggested that SCAG couple provide models to be included.

Chair Michele Martinez suggested that it would be beneficial if SCAG could produce a fiber optic map of the region that would demonstrate fiber optic gaps, and to outline what carrier owns the networks. Cities can then focus on looking at their franchises and additionally look at other tools and partnerships to help move a city forward.

Lea Deesing, City of Riverside, commented that producing a fiber network map may create cyber security risks. If someone has access to the map of the fiber in each city that would be a very desirable terrorist map.

Dr. Do Kim, Cal Poly Pomona, pointed out that with regard to terrorism, creating the data and sharing the data are two different topics.

Juan Matute, UCLA, made the comment that it makes a lot of sense to lay fiber optics during regional transportation right-a-way projects like Metrolink rail expansion especially when it is in between counties. If there was a regional fiber network analysis it would make it easier to do this.

5. Transitioning to a Clean Energy Future

Eric Takayesu, Southern California Edison (SCE), Director of Electric System Planning, provided a presentation on how the ‘Internet of Things’ can transform energy use to a clean energy future and how it can be supported by governments. The presentation included what the technology changes are, what the drivers are behind them, and some of the challenges and opportunities associated with using the data.

6. SCAG Strategic Plan Update

Item was postponed in the interest of time.

7. Green Region Initiative Sustainability Indicators Map

Catherine Saint, Adrienne Garcia, and Monica Dorsey, SCAG CivicSpark Fellows, provided a presentation on the work that the CivicSpark Fellows have done to track policy implementation across the region. The project was created with the intent to address the lack of a comprehensive understanding of sustainability efforts being made throughout the SCAG region. SCAG’s Fellows have created a database that tracks the efforts in both policy and performance measures. The data set is then used to create a visual interactive tool for users to view and compare progress being made in the region. It also provides a platform for local jurisdictions to collaborate and share best practices on a variety of topics.

8. SCAG Data Tools – Open Data Portal

Item postponed in the interest of time.

**FUTURE AGENDA ITEM/S**

A meeting amongst the ODBD members, without presentations, to discuss how the committee will categorize to establish priorities, costs, best practices, and next steps.

Staff has been conducting internal meetings with each department to determine opportunities for engagement with the ODBD Committee and to develop recommendations for the final report.

### **ANNOUNCEMENTS**

Chair Michele Martinez informed the committee that the Regional Data Survey has been released. If anyone would like to support SCAG in getting responses back let staff know. There will be a summary update at the next meeting.

### **ADJOURNMENT**

There being no further business, Chai Michele Martinez adjourned the ODBD Committee meeting at 12:26 p.m. The next meeting of the ODBD Committee is to be determined.

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# Regional Data Survey

October 10, 2017

Mike Jones  
Goods Movement and Transportation  
Finance

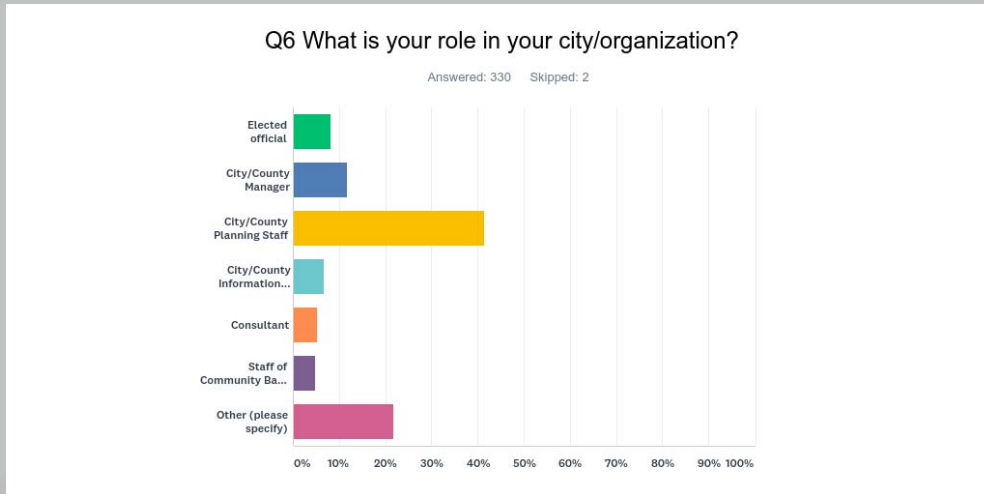


## Survey Overview

- 21 questions (8 Contact Questions)
- Survey sent to 1,581 contacts
  - Elected officials, City Managers, Agency Staff, Stakeholders
- 233 Complete Responses (15%)
  - Majority were city/county staff



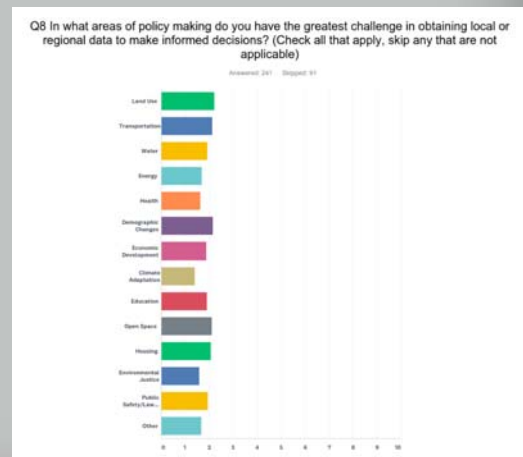
# Who Responded?



Other (72): Engineer, Epidemiologist, Private Employer, Non-Profit, etc.

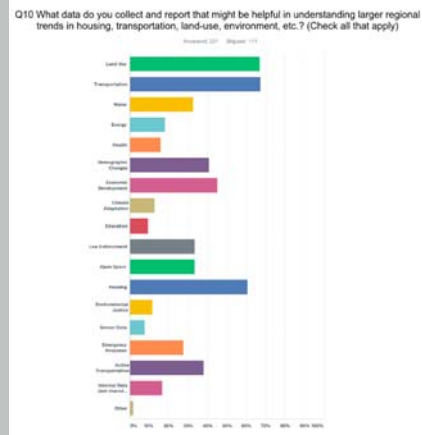
# Available and Unavailable Data

- Challenging to Obtain
  - Climate Adaptation
  - Environmental Data
  - Energy and Health
- Have Sufficient Data
  - Land Use and Transportation
  - Demographics
  - Open Space
  - Housing



# What is being collected?

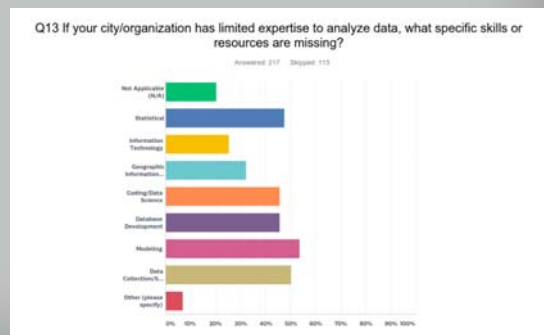
- Most collected
  - Land Use & Transportation
  - Housing
  - Demographics
  - Economic Development
- Least Collected
  - Energy and Health
  - Climate Adaptation
  - Education
  - Environmental Justice
  - Sensor Data



93% said they would share data with SCAG.

# Capacity

- 69-72% have limited or minimal staff resources to analyze data
- What skills are missing?
  - Modeling
  - Data Collection
  - Statistical
  - Database Development
  - Coding/Data Science



# Technology/Software

- Need financial resources (56%)
- Need support developing Public Engagement Tools (50%)
- No In-house GIS Services (43%)
- Share Data through direct communications (84%)

# SCAG's Role

- SCAG should have a Major Role:
  - Host regionally significant data sets (78%)
  - Promote best practices (62%)
  - Standardize data (60%)

What role should SCAG play in the realm of big/open data and smart cities?		
	Minor Role	Major Role
Convene Data Users	24.17%	53.55%
Develop Data Tools	25.84%	55.02%
Standardize Data	23.94%	60.09%
Coordinate Data Collection	29.11%	58.22%
Host Regionally Significant Data Sets	12.80%	78.20%
Develop New Data Sets	30.00%	52.86%
Model/Sample RFPs or Templates	29.61%	45.15%
Promote Best Practices	23.47%	61.97%
Partner with Universities	30.99%	50.70%
Other	5.56%	33.33%

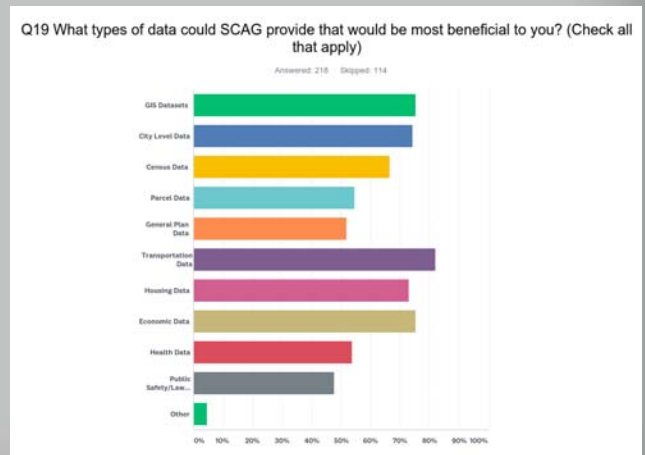


# Use and Promotion

- 31% of respondents use SCAG data once a month or more frequently
- SCAG should do the following to promote existing Data:
  - Provide online resources (74%)
  - Host webinars (58%)
  - Conduct an annual forum (57%)

# Wanted SCAG Data

- Types:
  - Transportation
  - Housing
  - Economic
- Formats
  - GIS
  - City Level



# Thank You!

[jones@scag.ca.gov](mailto:jones@scag.ca.gov)



# Smart Region Framework – Policies and Strategies

Discussion Draft: October 10<sup>th</sup>, 2017

## Proposed Policies

- Promote data driven decision making, government transparency, and data as a public engagement tool to accelerate progress toward achieving regional planning goals.
- Increase the availability of civic data and information to reduce costs and increase efficiency of public services.
- Facilitate regional collaboration to ensure regional and local public data governance structures are in place to protect our data systems and people.
- Champion fairness and social equity in the deployment of new technologies within the region, including using data and data tools to increase every day opportunities for the public to inform local and regional policy.
- Stimulate a wider conversation among public agencies in our region and among planners across the world on the future of cities.
- Model best practices within SCAG by committing to be a data-driven agency and upgrading administrative and business practices to increase operational efficiencies.

## Proposed Strategies

**Provide Guidance:** Conduct studies and develop strategies for local cities that outline the steps needed to become smart communities.

- Provide guidance on the most commonly requested types of public data for open data portals.
- Provide guidance on how to address liability issues related to releasing data through open data portals.
- Analyze the possible benefits of open data and digital transformations related to reduced costs and improved efficiency.
- Provide guidance on best practices related to data security and provide information on the costs of inaction related to threats.
- Provide analysis guidance on needed technology and hardware necessary to support smart communities.

**Support Coordination and Standardization:** Develop a process for identifying data sets that could benefit from regional standardization and create processes for coordination data collection.

- Conduct research into transportation and land use data sets commonly collected by cities, and develop strategies for standardization of common fields and metadata to allow innovations to span across agency boundaries.
- Conduct research in to common platform development and applications for data collection, visualization, and analysis to reduce burdens on local cities and reduce duplication of efforts.

**Expand Partnerships:** Explore opportunities for engagement with supportive initiatives and build partnerships that magnify impact.

- Develop a formal process for engaging with universities to support research needs related to local and regional policy issues.
- Develop opportunities for regional data scientist and planning staff to network and share best practices.
- Coordinate by regional agencies around key policy issues (e.g. as safety, water, health) to identify the necessary technology and data tools needed to improve service provision and analysis.

**Provide Resources:** Pursue resources for planning and implementation of open data, big data, and new technology initiatives.

- Provide common purchasing agreements for private data sets to reduce contracting burden on local cities and leverage cost savings.
- Support local agency access to technology platforms (e.g. GIS), training, and expertise needed to conduct local planning analysis.
- Provide resources to local jurisdictions through grants and partnerships that enable smart communities planning related to open data, technology, and smart infrastructure.
- Serve as a regional data warehouse of regionally significant data sets to support planning by local agencies and stakeholders

# Smart Region Framework for Southern California

October 10, 2017

Kimberly Clark  
Research and Analysis



## Smart Region Framework

Open Data Big  
Data Committee



Smart Region  
Framework



### **Policy Recommendations**

High level policies to guide future SCAG work (Why?)

### **Strategies**

Overview of relevant strategies and framework of key opportunities (How?)

### **Future Communities Initiative**

Detail of initial efforts would be included in Framework as work plan (What?)

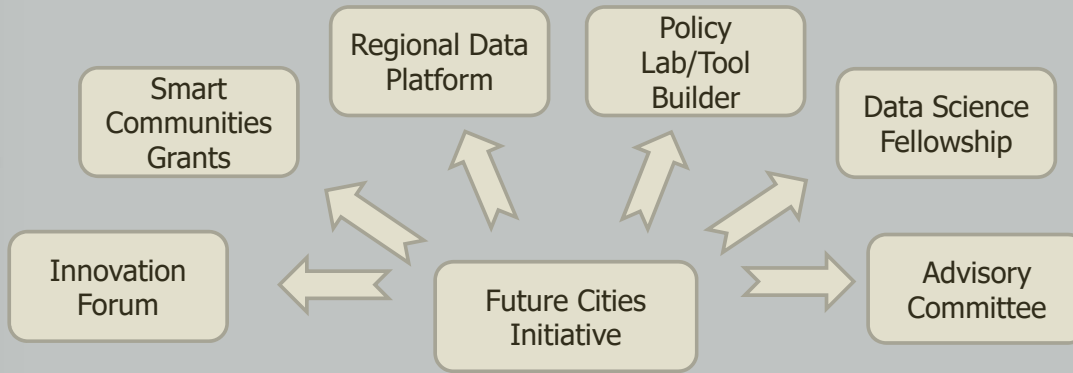
# Proposed Policies

- Promote data driven decision making, government transparency, and data as a public engagement tool to **accelerate progress toward achieving regional planning goals.**
- Increase the availability of civic data and information to **reduce costs and increase efficiency of public services.**
- Facilitate regional collaboration to ensure regional and local public data governance structures are in place to **protect our data systems and people.**
- **Champion fairness and social equity** in the deployment of new technologies within the region, including using data and data tools to increase every day opportunities for the public to inform local and regional policy.
- **Stimulate a wider conversation** among public agencies in our region and among planners across the world on the future of cities.
- **Model best practices within SCAG** by committing to be a data-driven agency and upgrading administrative and business practices to increase operational efficiencies.

# Proposed Strategies

- **Provide Guidance:** Conduct studies and develop strategies for local cities that outline the steps needed to become smart communities.
- **Support Coordination and Standardization:** Develop a process for identifying data sets that could benefit from regional standardization and create processes for coordination data collection.
- **Expand Partnerships:** Explore opportunities for engagement with supportive initiatives and build partnerships that magnify impact.
- **Provide Resources:** Pursue resources for planning and implementation of open data, big data, and new technology initiatives.

# Future Communities Initiative



## Partnership Framework

- SCAG will launch 3-year, \$10m initiative to advance priority projects
- The initiative will leverage public/private funds, including \$4.5 M in SCAG resources
- Projects will be administered by SCAG leveraging existing relationships and programs with cities/counties

# Future Communities Initiative

## Regional Data Platform

- Clearinghouse of public sector demographic, land-use, transportation, and public opinion data updated on a transactional basis through bridging applications, data standardization, and local-use applications.
- “Open” cloud-based, GIS portal populated primarily through local input and county transportation commission data.

## Policy Lab/ Tool Builder

- Fosters research opportunities with universities and international partners on common issues
- Provides information services to local and county agencies that contribute data to the regional portal Ex. Maps (General Plan Tool), dashboards, research for planning, policy, advocacy.
- Produces information services to support regional planning/dialogue—*Ex. Relations between transit ridership trends and housing cost.*

# Existing Examples

## SCAG Data



<b>Legal/Administrative/Statistical Area</b> <ul style="list-style-type: none"> <li>County boundary</li> <li>Subregion boundary</li> <li>Sphere of Influence</li> <li>City boundary</li> <li>Census Tract boundary</li> </ul>	<b>Growth Estimates/Projections</b> <ul style="list-style-type: none"> <li>Number of people</li> <li>Number of households</li> <li>Number of jobs</li> </ul>	<b>Planning/Analysis Unit</b> <ul style="list-style-type: none"> <li>Transportation Analysis Zone (TAZ) boundary</li> <li>Scenario Planning Zone (SPZ) boundary</li> <li>Parcel boundary</li> </ul>
<b>Land Use/Environment</b> <ul style="list-style-type: none"> <li>Existing land use</li> <li>General Plan land use</li> <li>Zoning</li> <li>Entitlement</li> <li>Sea level rise</li> </ul>	<b>Resource Areas/Farmland</b> <ul style="list-style-type: none"> <li>Endangered species and plants</li> <li>Flood areas</li> <li>Natural habitat</li> <li>Open space and parks</li> <li>Farmland</li> </ul>	<b>Transportation</b> <ul style="list-style-type: none"> <li>High Quality Transit Areas</li> <li>High Quality Transit Corridors</li> <li>Major Stops</li> <li>Transit Priority Areas</li> <li>Bike lanes</li> </ul>

## Tools



# Existing Examples

## External Data Platforms



## Tools





# Future Communities Initiative

## Data Science Fellowship

- Provide fellows to regional and local agencies to initiate open data programs; turn data into information (maps, dashboards, policy briefs)
- Accelerate the adoption of new technologies

## Smart Communities Grants

- Small-scale deployment of new and smart technologies to reduce transportation demand
- Testing of AI, robotics, predictive analytics to increase efficiency of city services
- Data collection, analysis of pilots to inform regional plans and policies

# Future Communities Initiative

## Innovation Forum

- Ongoing data sharing with international and regional partners to understand trends
- Annual event to showcase research, data tools, lessons learned
- Invitees include elected officials, local government leaders, private sector representatives, and SCAG's international research partners
- Inaugural event to be held in conjunction with SCAG's General Assembly

## Advisory Committee

- Consist of elected officials and technical/policy experts on the topic to provide ongoing input to Future Cities Initiative activities
- Meets on a quarterly or Ad Hoc basis

# SCAG Digital Transformation

- Enables "Innovation for All"
- Improve internal efficiency through by expanding data access and literacy
- Expand staff capacity to conduct more data-driven work

## Enterprise Systems

- Explore platforms to determine suitability to meet specific planning needs
- Expand/improve existing platforms to improve workflow/efficiency

## Brown Bag Series

- Encourage information sharing across SCAG
- Facilitate cross-departmental cooperation

## REACH Program

- Expand internal research and analysis capacity through mentorship
- Connect to external policy lab to provide additional resources to cities

## Data Mashup

- Provides a monthly opportunity for staff to showcase and launch new interactive tools, dashboards, etc. in the SCAG Update and Spotlight Reports

# Building Towards...

Future Communities Initiative



Policy Institute/Data Analytics Center

- Policy Institute/Data Analytics Center
  - Broader Geography (International)
  - Wider Scope (Water, Energy, Poverty, etc.)
  - Big Data and Real Time Analytics
  - Formalized Private Sector and International Partnerships
  - Formalized Research Structure
- Next Step – Conduct Market Analysis to determine scope and focus