MEETING NO. 2

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

Wednesday, July 19, 2017
10:00 a.m. – 12:00 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.

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

SCAG, in accordance with the Americans with Disabilities Act (ADA), will accommodate persons who require a modification of accommodation in order to participate in this meeting. SCAG is also committed to helping people with limited proficiency in the English language access the agency's essential public information and services. You can request such assistance by calling (213) 236-1908. We request at least 72 hours notice to provide reasonable accommodations and will make every effort to arrange for assistance as soon as possible.

This Page Intentionally Left Blank

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

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. Rex Richardson, City of Long Beach
9. Hon. Richard Montgomery, City of Manhattan Beach
10. Marlon Boarnet, USC
11. Jack Ciulla, City of Santa Ana
12. Lea Deesing, City of Riverside
13. Crystal Dorn, Esri
14. Mark Greninger, Los Angeles County
15. Dr. Do Kim, Cal Poly Pomona
16. Scott Larson, Microsoft
17. Juan Matute, UCLA
18. Mojgan Sami, UC Irvine
19. Frank Ury, City of Mission Viejo

This Page Intentionally Left Blank

OPEN DATA/BIG DATA – SMART AND CONNECTED SCAG REGION COMMITTEE
AGENDA – MEETING NO. 2
WEDNESDAY, JULY 19, 2017
10:00 AM – 12:00 PM

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.

FUTURE AGENDA ITEM/S

ANNOUNCEMENT/S

ADJOURNMENT

SCAG

This Page Intentionally Left Blank

SOUTHERN CALIFORNIA ASSOCIATION OF GOVERNMENTS
MEETING NO. 1
OPEN DATA/BIG DATA – SMART AND CONNECTED SCAG REGION COMMITTEE
SUMMARY MINUTES OF THE MEETING
TUESDAY, JUNE 13 2017

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. 7TH STREET, 12TH FLOOR, LOS ANGELES, CA 90017.

Members Present

Hon. Michele Martinez, Chair	*Santa Ana*
Hon. Margaret E. Finlay	*Duarte*
Hon. Cheryl Viegas-Walker	*El Centro*
Hon. Margaret Clark	*Rosemead*
Hon. Jeffrey Giba	*Moreno Valley*
Hon. Richard Montgomery	*Manhattan Beach*
Mojgan Sami	*UC Irvine*
Scott Larson	*Microsoft*
Juan Matute	*UCLA*
Crystal Dorn	*Esri*
Lea Deesing	*Riverside*
Mark Greninger	*County of Los Angeles*
Marlon Boarnet	*USC*
Jack Ciulla	*Santa Ana*
Frank Ury	*Mission Viejo*

Members Not Present

Hon. Curt Hagman	*San Bernardino County*
Hon. Pam O'Connor	*Santa Monica*
Hon. Rex Richardson	*Long Beach*

CALL TO ORDER

President Michele Martinez called the meeting to order at 9:05 a.m.

PUBLIC COMMENT PERIOD

There were no public comments.

DISCUSSION ITEMS

1. Welcome

    Hon. Michelle Martinez, Committee Chair, and Hon. Margaret Finlay, SCAG Board President, welcomed and thanked the members of the Open Data/Big Data – Smart and Connected SCAG Region Committee (ODBDC), consisting of elected officials, academic representatives, and private sector interests, for their participation. Hon. Margaret Finlay stated that the ODBDC is well timed to correspond with SCAG's Strategic Planning Initiative. Staff has prepared a new vision and mission statement that will encourage the types of innovation and creativity needed for SCAG to be a resource and leader moving forward.

2. Introductions

    Members of the Committee introduced themselves.

3. Review Committee Goals

    Hon. Michele Martinez gave an overview of SCAG, noting that it is the largest metropolitan planning organization (MPO) in the nation and comprising 192 member cities. She highlighted the ODBDC's role in preparing the agency to provide regional leadership in open/big data and the integration of new technology with traditional government services. She stressed that the agency and the committee need to ensure outcomes that are beneficial for both businesses and residents, especially those in most disadvantaged communities. Goals of the committee include:

    • Reviewing SCAG's current data initiatives and tools within the context of big and open data,
    • Determination of the appropriate role for SCAG in addressing the challenges and opportunities that big data, open data and smart cities provide,
    • Developing strategic recommendations for the agency to implement in concert with the new strategic plan that can add value and accelerate the adoption of innovative policies and programs across the region.

    Staff's findings and recommendations will be included in a report to the Regional Council that will detail further actions and considerations that the agency should pursue.

4. Review Committee Outlook

    Rye Baerg, SCAG Staff, gave a preview of the suggest topics of meetings to come which are included in the committee outlook.

    Hon. Michelle Martinez suggested that smart infrastructure be discussed as a future topic, especially with regard to fiber optics. Hon. Cheryl Viegas-Walker stated another factor to address

at a future meeting is the role of big/open data at the international and state border crossings. She mentioned that data is needed for regions outside the SCAG boundaries for planning, specifically related to cargo and goods movement.

5.   Defining Open Data, Big Data, and Smart Cities

Given the complexity of ODBD, there are a number of experts in this field on the Committee who will help define some of the terms.

Open Data Defined

Lea Deesing, Riverside, stated that Open Data is the idea that some data should be freely available to everyone to use and republish as they wish, without restrictions from copyright, patent or other mechanisms of control and should generally be free of charge. In current practice, most government agencies open the most requested data sets to the public first.

Jack Ciulla, Santa Ana, suggested that SCAG create standards that cities can follow in terms of which data sets should be made available and what attributes should be included to ensure consistency. The development of tools for aggregating data from local cities is another suggested area for SCAG to explore.

Big Data Defined

Mark Greninger, Los Angeles County, stated that Big Data is defined by the"three Vs": velocity, volume, and variety; and can typically only be analyzed by machines. Examples of each include: velocity as in sensor-based information, variety in the form of social media, and volume evidenced by raster analytics used for solar power analysis.

Marlon Boarnet, USC, stated with regards to record retention, archiving data, and purging, that USC's Viberti School of Engineering has developed a data tool, 'Archive Data Management System'. Mr. Boarnet encouraged SCAG to partner with USC and other universities within the region that have incentives to want archive data.

Internet of Things (IOT)/Analytics

Scott Larson, Microsoft, stated that the definition of analytics is the discovery and communication of meaningful patterns in data. The Internet of Things (IOT) is the network of physical objects that contain embedded technology to communicate and interact with their internal states or the external environment. IOT has been around for a very long time but the technology now a lot more accessible.

Smart Communities

Crystal Dorn, Esri, stated there was not a standard definition of a Smart Community but common characteristics included be: sustainability, livability, efficiency, resiliency, and safety. A Smart

Community is constantly innovating and trying to improve service delivery as technology and communities evolve.

SCAG Benchmarking

Mike Jones, SCAG Staff, stated SCAG wanted to benchmark itself with other organizations to see where the agency could improve. It turns out SCAG is ahead of the curve in relation to other MPOs. Staff looked into the State-of-the-Practice which was largely defined by static maps and reports, GIS shapefiles, interactive maps and datasets. With State-of-the-Art data, staff wants to develop and Open-Data portal, enterprise data systems, and bi-directional flow of information.

6.   Preview Regional Data Survey

Kimberly Clark, SCAG Staff, presented on a Regional Data Survey to identify current data needs, foster initiatives that support data-driven decision making in regional and local planning. The survey content includes in data needs, analytics capabilities, data resources, and SCAG's role and future opportunities.

Hon. Michele Martinez, stated that expertise and capacity are extremely important. She stated that policymakers are interested in this field but often don't have the resources or understanding to support successful initiatives. Policymakers need to know how many resources/staff to invest in these types of projects.

Hon. Cheryl Viegas-Walker, stated that one of the things that she would be interested in knowing is what kind of Information Technology (IT) is available within SCAG's jurisdictions. For example, City of Riverside has dedicated IT staff while the City of Imperial, has a part-time firefighter that assists with IT. A city or county's ability to respond with meaningful data will be determined based on resource availability.

Mojgan Sami, UC Irvine, pointed out the challenges are just not technological. The survey needs to include questions about process. She suggested that the survey, be expanded beyond City Managers, given that staff often know more about data needs in their local jurisdiction. She also requested that there be components in the survey that addressed community needs. Ms. Sami suggested that a standardized app for the region would be helpful for all the cities.

Crystal Dorn suggest to include in the survey the question "What is the most frequently asked for data in your jurisdiction?" The survey should also include questions that look for new insights on how to improve the community over all.

Mojgan Sami added that the survey needs to ask the right questions. Do not burden the jurisdiction by asking what all the data sets you need; rather, what are the questions that are emerging from your city council, agencies, partners, and communities that SCAG can work on collecting.

Frank Ury, Mission Viejo, stated that one of the areas SCAG could help with data collection is create a standard baseline for cities to look at. Standardization will help drive data needs and bring the cost down.

7.   Future Meeting Schedule

Third (3rd) Wednesday of every month from 9:00-11:00 AM was proposed as the next meeting time. The next meeting would be July 19, 2017.

FUTURE AGENDA ITEM/S

None.

ADJOURNMENT

There being no further business, President Martinez adjourned the ODBD Committee meeting at 10:51 a.m. The next meeting of the ODBD Committee will be Wednesday, July 19, 2017, 9:00-11:00 a.m., at the SCAG office in downtown Los Angeles.

//

This Page Intentionally Left Blank

SB 272

Enterprise System Catalog

SB 272 Background

- Introduced by Senator Robert Hertzberg of San Fernando Valley
- Proposed to add a section to California Public Records Act.
- Intended to improve transparency in local government
- Requires the creation of a catalog of Enterprise Systems.
- Approved October 11, 2015, took effect July 1, 2016

What is an Enterprise System?

▶ SB 272 Defines an Enterprise system as a software application or a computer system that collects, stores and analyzes information that the agency uses that is BOTH of the following:

    ▶ 1) A Multi-departmental system or a system that contains information collected about the public

    ▶ 2) A system that serves as an original source of data within an agency.

What's not included in an Enterprise System?

▶ IT Security systems, including firewalls and other cyber security systems.

▶ Physical access control systems, Employee ID systems, video monitoring an other physical control systems.

▶ Infrastructure and mechanical control systems, including those that control or manage street lights, electrical, natural gas, water or sewer functions.

▶ Systems related to 911 dispatch and operations of emergency services. Systems restricted from disclosure by section 6254.19 (Any information that would increase the potential for an attack on a public agency IT system)

▶ The specific RECORDS that the IT system collects, stores, exchanges, or analyzes

What does SB 272 require Agencies to do?

- Create a catalog containing:
  - Current system vendor
  - Current System product
  - System's purpose
  - A description of categories or types of data
  - The department that is the prime custodian of the data
  - The frequency that the system data is collected
  - The frequency that system is updated

  Make the catalog publically available upon request

  Post the catalog in a prominent location on the agency's website

What is MISAC and how did they get involved?

- The Municipal Information Systems Association of California is comprised of public agency Information Technology professionals throughout California
- MISAC promotes the understanding and strategic use of information technology within local government agencies through sharing of best practices
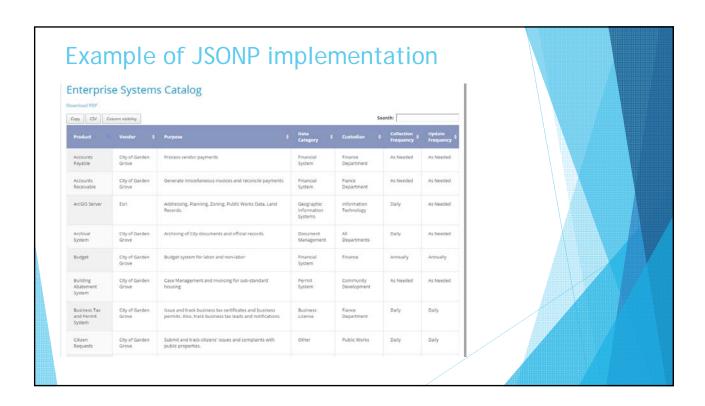- MISAC focuses on Relationships, Member Resources, Education and Professional Development, and Advocacy

A SB 272 solution fit perfectly with MISAC's mission.

Garden Grove's involvement

▶ Garden Grove had previously volunteered to help create a shared inventory system for all MISAC agencies.

▶ A solution for SB 272 could also meet that need (2 birds, one stone)

▶ Garden Grove is an advocate for the use of Open Standards, Open Systems and the use of Open Source software.

▶ The system created utilized Open Source systems such as Linux, PostgreSQL, Apache and was written using Ruby on Rails.

▶ Each MISAC agency entered their information on a web app and had three options to display it on their own website.

Three ways to export data to website

▶ Static PDF (easiest to implement, offers the fewest features to public)

▶ CSV (Allows IT staff to manipulate data and put it up on their website)

▶ JSONP (recommended solution as it is dynamic and offers more options to public)

Example of JSONP implementation

SCAG future involvement

▶ Like MISAC SCAG looks at broader issues facing all agencies

▶ MISAC focuses only on IT related issues

▶ When those issues intersect, we should be working together.

▶ There needs to be a SCAG liaison to MISAC and perhaps visa versa

▶ Garden Grove is always interested in software development collaboration

This Page Intentionally Left Blank

**The Los Angeles County
Social Change Data Commons**

data for advocacy, advocacy for data

From CCF's strategic plan to SCDC

We believe that data is not an inert lifeless resource but contains within it the power of change.

Lead positive, systemic change to strengthen Los Angeles

Define, measure, and communicate the most significant needs of LA communities through the creation of a social change data platform.

2

The Social Change Data Commons

- Establishes Los Angeles County's first comprehensive public library of open data
- Uses data to advocate for the unmet and underserved needs of L.A. County

Provides data journalists and researchers with **data and stories.**

Reveals L.A.'s pressing needs to **increase philanthropic giving.**

Informs public policy to **increase** L.A.'s equitable share of **public sector funding.**

3

California **COMMUNITY** Foundation

Using data to advocate for resources

Identify + Organize Data

- Collect data from publishers
- Provide access to data via a public library

Translate data into stories

- Connect data researchers and users
- Curate and publish data-related stories

Deliver stories to stakeholders

- Funders
- Data journalists
- Policy makers

4

California **COMMUNITY** Foundation

Content partnerships

MEASUREOFAMERICA
of the Social Science Research Council.

SCAG
INNOVATING FOR A BETTER TOMORROW

PERE
USC Program for Environmental
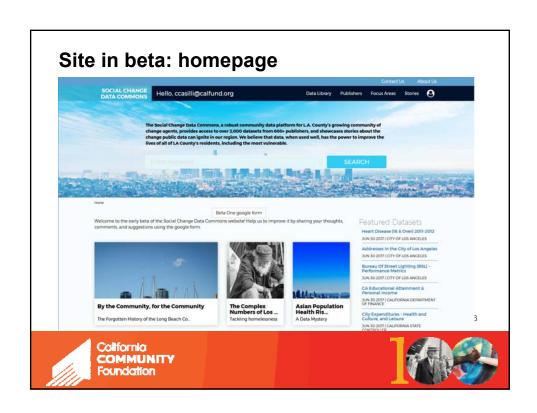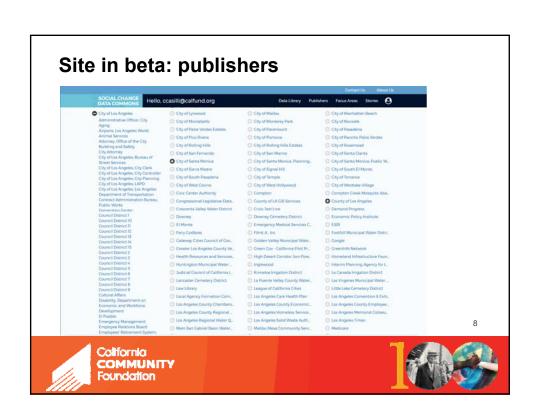& Regional Equity

- Licensing agreement to host and publish MoA's L.A. County Human Development Index and the first *Portrait of LA*
- Developing relationships
  - Southern California Association of Governments
  - PERE-USC Program for Environmental & Regional Equity
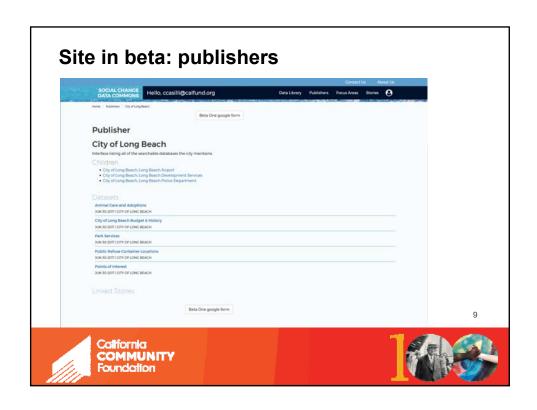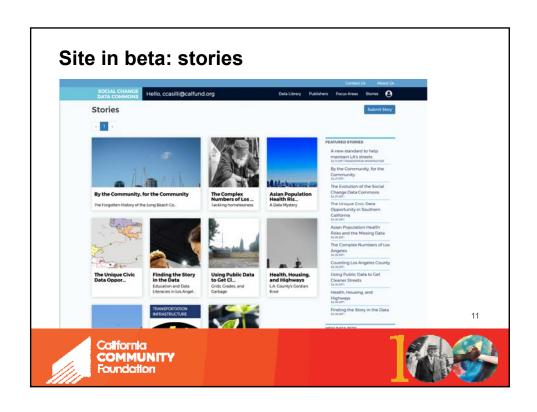 - California Data Collaborative

5

California
COMMUNITY
Foundation

Site in beta: homepage

California
COMMUNITY
Foundation

Site in beta: publishers

7

Site in beta: publishers

8

Site in beta: publishers

9

Site in beta: data library

10

Site in beta: stories

Site in beta: stories

Site in beta: stories

13

SCDC site construction

Bitwise Industries, Shift3

- Built on open source software
- 2,000+ catalogued datasets, searchable by a powerful search tool
- Interactive functionalities for users – comments, saving datasets, etc.
- Community platform for stories about data and its impact on social change

14

Naming + branding + business model exploration

KBDA

- Defining and establishing the site's messaging, naming and branding.

SidePorch

- Identifying sustainable business models for open data platforms.

15

California COMMUNITY Foundation

SCDC timeline

Beta
Summer 2017

Launch
Fall 2017

Growth
2018

- Get site feedback from users
- Implement branding and naming solutions
- Explore business models

- Release site live
- Publish MoA's Portrait of LA
- Develop Partnerships
- Exploit social media

- Implement sustainable business model
- Develop community engagement

16

California COMMUNITY Foundation

2017 Local Profiles

Project Overview

Open Data/Big Data Committee

July 19, 2017

Mike Gainor
Senior Regional Planner
Local Profiles Project Manager

SCAG
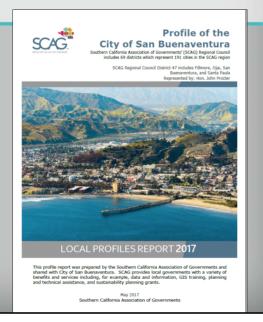INNOVATING FOR A BETTER TOMORROW

2017 Local Profiles

- **Prepared biennially for each member city, county, & unincorporated area in the SCAG region**

- **Contains current demographic, socio-economic, housing, transportation, & education data within historical context**

- **Helps identify current & evolving demographic trends in local jurisdictions**

- **Provided as a service to our member jurisdictions**

- **The 2017 Local Profiles are posted on the SCAG website: www.scag.ca.gov/resources/profiles.htm**

2

2017 Local Profiles

2017 Local Profiles

Local Profiles Data Categories

- **Population:** Total, Age, Ethnicity
- **Households:** Total, Average Size, Income, Owner/Renter
- **Housing:** Production by Type, Permits Issued, Sales Price, Age
- **Transportation:** Mode Choice, Travel Time, Top Destinations
- **Employment:** Jobs by Sector, Average Salary
- **Retail Sales:** Total Sales, Sales per Person
- **Education:** Enrollment by Grade Level, Educational Attainment

2017 Local Profiles

New Data Categories

- **Active Transportation:** Bike Lane Mileage by Class (by County)
- **Public Health:** Rates for Obesity, Physical Activity, Asthma, Diabetes, & Heart Disease

New Data Items

- **Population Density**
- **Housing Cost Share:** Renters & Homeowners
- **Travel Time to Work: Range of Minutes**
- **Household Vehicle Ownership**

4

Thank You!

For More Information:

Mike Gainor
localprofiles@scag.ca.gov

www.scag.ca.gov/resources/profiles.htm

Regional Data Survey

Survey for Local Jurisdictions

SCAG
INNOVATING FOR A BETTER TOMORROW

Local Data Needs

- Identify current data needs and opportunities from <u>local jurisdictions</u>

- Foster initiatives that support data-driven decision making in regional and local planning

- Meet data related opportunities and challenges of the next decade

Revised Survey Using Committee Input

- Additional Information
- Clarification of Questions
  - Capacity
  - Types of GIS Services
- Increased Answer Selections
- More Options for Open-Ended Comments

Survey Launch

- Survey Deployment
  - Timing
  - Method
- Responses
  - Deadline
  - Analysis
- Report to Committee
- Next Steps

Background

SCAG is launching a new Open Data/Big Data—Smart and Connected SCAG Region Committee to help the region meet the data related opportunities and challenges of the next decade. The committee will be tasked with identifying initiatives that increase the use of data and analytics in regional and local planning.

To ensure that the process is productive and engaging, SCAG is conducting outreach to stakeholders across our region to identify current data needs and opportunities. Please take a few minutes to answer our short survey.

* 1. First Name

* 2. Last Name

* 3. Email

4. What is the name of your organization?

5. What is your role in your organization?

◯ Elected official

◯ City Manager

◯ City Staff

◯ Consultant

◯ SCAG Employee

◯ Member of the Public

◯ Student

◯ Other (please specify)

[   ]

6. Who would be the best person within your organization to contact about being a part of regional conversations on big data and open data?

First Name   [   ]

Last Name   [   ]

Email   [   ]

Local Data Needs

7. In what areas of local policy making do you have the greatest challenge in securing local or regional data to make informed decisions? (Check all that apply)

	Challenging to Secure	Can Secure Some Data	Easy to Secure
Land Use	○	○	○
Transportation	○	○	○
Water	○	○	○
Energy	○	○	○
Health	○	○	○
Demographic Changes	○	○	○
Economic Development	○	○	○
Climate Adaptation	○	○	○
Education	○	○	○
Open Space	○	○	○
Housing	○	○	○
Environmental Justice	○	○	○
Public Safety/Law Enforcement	○	○	○
Other	○	○	○

Please Specify Other or Add Additional Comments

8. In what areas of local policymaking do you have sufficient amounts of data to make informed decisions? (Check all that apply)

	Need Additional Data	Have Some Data for Basic Analysis	Have Enough Data for Standard Analysis	Have Robust Data for Nuanced Analysis
Land Use	○	○	○	○
Transportation	○	○	○	○
Water	○	○	○	○
Energy	○	○	○	○
Health	○	○	○	○
Demographic Changes	○	○	○	○
Economic Development	○	○	○	○
Climate Adaptation	○	○	○	○
Education	○	○	○	○
Open Space	○	○	○	○
Housing	○	○	○	○
Environmental Justice	○	○	○	○
Public Safety/Law Enforcement	○	○	○	○
Other	○	○	○	○

Please Specify Other or Add Additional Comments

9. How much capacity in the following categories does your agency have to capture and use data to inform decision-making?

	None	Less Than Optimal	Sufficient	Optimal
Labor/Staff Time	○	○	○	○
Hardware	○	○	○	○
Software	○	○	○	○
Expertise	○	○	○	○
Data Rights/Licensing Fees	○	○	○	○
Financial	○	○	○	○
Data Security	○	○	○	○
Dashboards/Open Data	○	○	○	○
Public Engagement Tool Development	○	○	○	○

Please provide any additional information about needs related to data that your jurisdiction might have.

10. What data do you collect and report that might be helpful in understanding larger regional trends in housing, transportation, land-use, environment, etc.? (Check all that apply)

☐ Land Use

☐ Transportation

☐ Water

☐ Energy

☐ Health

☐ Demographic Changes

☐ Economic Development

☐ Climate Adaptation

☐ Education

☐ Law Enforcement

☐ Open Space

☐ Housing

☐ Environmental Justice

☐ Sensor Data

☐ Emergency Response

☐ Active Transportation

☐ Internal Data (not shared externally)

☐ Other

Please Specify Other or Add Additional Comments

```
[                                                                    ]
```

11. Does your agency have a GIS department or other avenue for mapping data to better understand local policy issues?

○ Internal GIS Department

○ External GIS Service (e.g., consultant)

○ No GIS Service

12. How does your organization share information across departments?

☐ Internal Shared Data Platforms (i.e. entetprise software or dashboards)

☐ Direct Communication (e.g. email, phone calls, face to face meetings, etc.)

☐ Intranet Website

☐ Internal Mapping or Data Applications (read only)

☐ Open Data Portal

☐ Other (please specify)

```
[                                                  ]
```

13. Would your organization be willing/interested in sharing data and/or resources with SCAG?

○ Yes

○ No

Regional Data Support

14. What role should SCAG play in the realm of big/open data and smart cities?

	No Role	Minor Role	Major Role	No Opinion
Convene Data Users	○	○	○	○
Develop Data Tools	○	○	○	○
Standardize Data	○	○	○	○
Coordinate Data Collection	○	○	○	○
Host Regionally Significant Data Sets	○	○	○	○
Develop New Data Sets	○	○	○	○
Model/Sample RFPs or Templates	○	○	○	○
Promote Best Practices	○	○	○	○
Partner with Universities	○	○	○	○
Other	○	○	○	○

Please Specify Other

15. How often do you use SCAG data sources for your day-to-day work?

○ Daily

○ Weekly

○ Monthly

○ Rarely

○ Never

16. What types of data could SCAG provide that would be most beneficial to you? (Check all that apply)

☐ GIS Datasets

☐ City Level Data

☐ Census Data

☐ Parcel Data

☐ General Plan Data

☐ Transportation Data

☐ Housing Data

☐ Economic Data

☐ Health Data

☐ Public Safety/Law Enforcement Data

☐ Other

Please Specify Other or Add Additional Comments

17. How could SCAG best promote existing data sets?

	I Don't Like This Idea	This is an Ok Idea	This is a Great Idea
Host Hackathons	○	○	○
Conduct In Person Trainings	○	○	○
Host Webinars	○	○	○
Develop Regional Initiatives	○	○	○
Provide Online Resources	○	○	○

Other Ideas? (please specify)

Follow Up

18. Are you aware of other regional data collaboratives or partnerships that SCAG should engage through this effort?

Name

Contact

Email