



DATE: October 3, 2017
TO: Mayor and City Council
FROM: City Manager
SUBJECT Status Update for Bloomberg What Works Cities Initiative

RECOMMENDATION

That the Council reviews this report. No Council action is necessary.

BACKGROUND

What Works Cities (WWC) is an initiative created by Bloomberg Philanthropies in 2015 to help 100 mid-sized cities develop methods and systems to better utilize data and evidence in policy and programmatic decision making. Through this initiative, What Works Cities selects city partners and pairs them with practitioners to provide support and guidance throughout the engagement.

The goal at the end of the engagement is for the City partner to meet the “What Works Cities Standard”¹ which serves as the foundation for future data and evidence based decision making. The standard contains four parts:

1. Commit- Make powerful, public commitments to getting better results for their residents by using data and evidence;
2. Measure- Use the data and tools at their disposal to measure progress and engage residents along the way;
3. Take Stock- Consistently review and reflect to measure progress, learn, and make corrections and improvements; and
4. Act- use data and evidence to inform major decisions and take action.

In the fall of 2016, staff applied to be considered as a What Works City. Following an onsite visit and full day work session in early 2017, WWC selected the City to be included in the initiative.

¹ Information retrieved from <https://whatworkscities.bloomberg.org/about/>

Other What Works Cities in California include Corona, Downey, Modesto, Rancho Cucamonga, Riverside, Salinas, San Francisco, San Jose, and Victorville.

The City's partner is the Johns Hopkins University Center for Governmental Excellence (GovEx). GovEx helps governments use data to make informed, effective decisions and improve people's quality of life.²

DISCUSSION

Hayward's WWC initiative focuses on Data Management with the goal of improving the City's ability to treat data as a strategic asset, leveraging it more effectively for reliable insights and more efficient service provisions, and laying the foundation for advanced data practices. Specifically, the initiative will look at illegal dumping.

The outcome of this initiative is that the City will invest in its data management practices to bring data and evidence into the decision-making process around illegal dumping and improve the safety and quality of life of residents and businesses in the City. To accomplish this, the City will establish a data governance structure, begin an inventory of illegal dumping data, and draft data-related policies to ensure that this work is sustainable in the City and replicable in other departments.

The project manager will be Laurel James, Management Analyst in the Office of the City Manager. The target start date for this project is November 15, 2017 and will conclude approximately 90 days thereafter. Staff will present the outcomes of this work to the Council at a future date.

STRATEGIC INITIATIVES

This item is a general administrative item and not directly related to the three Council Strategic Initiatives. However, learning how to better use data will assist City staff in measuring progress towards accomplishing the strategic initiatives.

FISCAL IMPACT

All assistance from WWC and GovEx will be provided at no cost to the City.

NEXT STEPS

Following completion of the initiative, staff will return to Council in a work session to present results and findings.

² Information retrieved from <https://govex.jhu.edu/about-govex/>

Prepared and Recommended by: John Stefanski, Management Analyst II

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', written in a cursive style.

Kelly McAdoo, City Manager