



# City of Salinas 2020 Open Data Annual Report

City of Salinas Open Data Committee 6/9/2021
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## Background

On January 24, 2017 the City of Salinas joined the What Works Cities program to help the City use and share data. The City has prioritized its efforts in improving housing, public safety, public infrastructure and supporting economic development. To do this, the City has focused on improving collaboration and data-sharing across departments, deploying strategic planning and implementing priority-based budgeting processes to drive better outcomes for its neighborhoods. The City's Open Data Program was established in June of 2018 to facilitate transparency and accountability and in 2019 the first annual report was released that documented the accomplishments of the City of Salinas Open Data Program for 2018 calendar year.

This document summarizes the status and accomplishments of the Open Data Program for the 2020 calendar year.

## Open Data Program Priorities

Through various Open Data Committee meetings, What Works Cities training events, and direction from the City Manager, a list of goals has been compiled. The Open Data Committee intention was to prioritize these goals at its Q2 2020 meeting and begin work. COVID-19 delayed this work. The proposed goals are as follows:

- Create an internal and external messaging/outreach plan-***In Progress***
- Work on compiling use cases for projects that used the Open Data Portal-***Not started***
- Continue building the data inventory-***In Progress***
- Using a “storytelling” philosophy, create a communication plan - ***Not started***
- As identified in the What Works Cities training sessions, provide communication templates for the City Manager and/or Mayor to engage with City staff about the importance of data driven decision making. – ***In Progress***
- In coordination with the City Attorney, continue providing training events to staff regarding data privacy. -***In Progress***
- Create guidelines to improve data quality & audit data quality-***Completed***
- Develop strategies to embed, deepen and/or spread the strategic use of data within and across the organization- ***In Progress***
- Map data to City priorities or programs- ***Completed***
- Engage with the City's various Commissions and oversight committees -***Completed***
- Publish Performance Management Program KPI- ***In Progress***

Over the year, the Committee worked to raise awareness of the Open Data Program so the public, City staff, partner agencies, community partners, and Salinas businesses can realize the benefits of open data and transparent government.

## **Purpose**

The purpose of this document is to provide an annual update for the City of Salinas Open Data Program. The aforementioned policy applies to all staff and third-party Agents of the City as well as any other City affiliate who is authorized to publish City Data. This report describes the work done, to date, in the Open Data Program.

## **Summary of Accomplishments**

This work in open data lays the groundwork for the City to incorporate data and evidence in all aspects of its decision-making. During the engagement, WWC and the City of Salinas worked together to accomplish the following:

- Continued with staff outreach and training for Data Privacy
- Continued to capture and centralize key information from across the City by updating the open data inventory
- The Open Data Committee adopted a Data Quality Guide
- The Open Data Committee adopted a Data Inventory Guide
- The Open Data Committee adopted a Quasi Experiments Guide
- Updated the Open Data Portal's functionality for Spanish translation
- Integrated new Census data pages and dashboards in preparation for Census 2020 data releases

## **Data Inventory**

A data inventory is a list of all of the datasets maintained by a given entity that contains a regular set of details about each listed dataset. Data inventories can be conducted by a program, a department, or an entire organization and the details collected for each dataset typically include its name, location, update frequency or most recent update, and data steward/owner contact information. Data inventories can also include information useful for data prioritization, including dataset sensitivity, data quality concerns, and evidence of internal or external interest in the dataset. Updates to the inventory are done continuously throughout the year. A recent version was completed in December 2020 and referenced in this report. (Appendix B).

## **Governance**

Data governance is the exercise of authority and control (including planning, monitoring, and enforcement) over the management of data assets. Data governance can be conducted in a variety

of ways, ranging from a data governance committee with rotating membership to a single point of authority, such as a CIO. Data governance needs a purpose to be successful and sustainable. The City has narrowed data governance efforts to specific areas that will require some extra thought, policies, and procedures changes. The following are the areas of data governance from GovEx's survey of data practices. Thru the GovEx coursework, the Salinas staff identified each area it intends to focus on for data governance. These areas and descriptions are listed below.

## Data prioritization/review

Data prioritization and review processes help the City determine which data to improve, share, or publish, and which datasets or elements are inappropriate for sharing or publishing. The City limited resources to maximize the use of all of its data at once, so prioritization and a review processes will help it decide how to best use their resources. Prioritization and review processes can incorporate qualitative comments or quantitative scoring to rank individual datasets. Some of the considerations used to drive data prioritization include business needs, stakeholder interests, data quality (and the anticipated cost of improvement), and privacy, confidentiality, and sensitivity issues. The Open Data Committee created and approved Data Priority Guidelines for current and future use (Appendix C). **Completed in 2018.**

## Open data publication

Open data, as defined by the Open Knowledge Foundation, is “data that can be freely used, shared and built-on by anyone, anywhere, for any purpose.” Governments publish open data to increase transparency and give external parties easier access to their data. The act of publishing data to a website without seeking payment or putting conditions on users is sometimes called “opening data.” The City launched its Open Data Portal on July 31<sup>st</sup>, 2018 with 50 initial datasets of both English and Spanish versions. **Completed in 2018.**

## Internal data sharing

Internal or targeted data sharing refers to the act of sharing requested datasets with identified and trusted partners, such as analysts from other departments, data intermediaries, or researchers from academic institutions. This approach to sharing information is controlled enough that it can allow governments to share private or sensitive information with appropriate safeguards. Internal sharing might be governed informally, if the information is not legally restricted, or more formally through the signing of memorandums of understanding or service-level agreements. The City has implemented the Open Data Portal, but continues to define an outreach strategy to better engage with staff and provide tools for analysis and visualization. **In Process.**

## Auditing data quality

When an organization conducts a data quality audit it is looking to uncover regular data quality problems across the organization or within a defined programmatic area. Data quality audits use a combination of software and human review to identify issues. Some of the data quality issues that an audit could reveal include problems with accuracy, timeliness, consistency, duplication, formatting, insufficient granularity, missing data elements, and other things that affect the overall utility of the audited datasets. The City has adopted a policy and guidelines for improving data quality as part of its Data Governance efforts. Using the new guidelines the City will conduct data quality audits for new datasets scheduled for publication. Datasets that have already been published will go thru the audit process. **Continuous.**

## Improving data quality

Improving data quality involves identifying the aspects of the City's data collection or maintenance process that caused the quality issues and then implementing process changes to correct those conditions. Data governance is important for data quality improvement since improvement is generally a departmental or organizational effort and to sustain improvements the organization must be able to create and implement new data management rules. Improving data quality includes correcting problems with accuracy, timeliness, consistency, duplication, formatting, insufficient granularity, missing data elements, and other things that affect the overall utility of the organization's datasets. The City has adopted a policy and guidelines for improving data quality as part of its Data Governance efforts. **Completed 2020.**

## Privacy/confidentiality

Private or confidential datasets or data elements contain personally identifying information about people and have strong legal restrictions limiting their dissemination. While privacy and confidentiality are not the only reasons that the City might strictly limit release of data (other reasons include restrictions on releasing proprietary data or data protected by contract, and sensitivity of data which is not legally restricted but which might nonetheless cause problems), protecting private and confidential data is a primary focus of organizational data management. The Open Data Committee created and approved Data Classification Guidelines for privacy protection. **Completed in 2018.**

## Security risk management

Security risk management involves assessing, mitigating, and recovering from risks to organizational data that include unauthorized breach, corruption, destruction or hijacking. Protecting government data from harm is critical and governments must be consistently attentive to evolving risk, whether it's from natural disaster or human attack. With appropriate processes and policies in place, you'll be able to ensure that data will be available when it is needed, for the purposes it was intended, and free from undesired interference.

The City adopted a Data Breach Admin Policy. The City's IT Department has taking the lead and is coordinating with the Open Data Committee to develop additional policies and guidelines for Security Risk Management. **Completed in 2019.**

## Adopting civic data standards

Civic data standards are a set of specifications for how certain datasets about public services should be made publicly available. Data standards are the rules by which data are described and recorded with standardized formats and meanings. Generally, individual civic data standards describe data about a particular subject, for example service requests (Open311) or building permits (BLDS). Civic data standards are a means of ensuring the City's data sharing and data communication is easy to do with external organizations, including for the purpose of re-using software built to ingest the standard. In 2019, the City reviewed and adopted the following civic data standards: the GTFS Civic Standard, the UCR Crime Data Standard, the FGDC Metadata Standard, the NPDES Storm Water Reporting Data Standard, the City Zoning Data, and the Integrated Traffic Records System. The City is currently reviewing the NIBRS Crime Data Standard, the Open 311 Data Standard and the Road Closure Data Standard. **Continuous.**

## Adopting internal data standards

Internal data standards are rules that the City organization makes for describing and recording data for frequently used fields such as addresses, dates, and names. Data governance is important for the successful adoption of internal data standards since it requires everyone in the organization or department to follow the same rules. Internal data standards often provide rules for inputting dates, times, addresses, numeric values, word capitalization, and permitted forms of measurement. The City is still working on policy and guidelines for internal data standards as part of its Data Governance efforts. **In Process.**

## Open Data Portal Metrics

Portal metrics have been tracked since the Open Data Portal went live on July 2018. Crime, Building Footprints and the City Boudary datasets are the most popular for download and queries (Figure 1). From January 2020 to Dec 2020, there were approximately 2300 users, with each user having an average of 72 services requests (Figure 2). These metrics show a decrease in users and a reduction in requests per user from 2019. (Figure 3) This could be attributed to a lack of public outreach in the past 12 months.

The distribution of topics based on usage is provided in a Theme Distribution chart (Figure 4). Police information was the most popular dataset viewed and queried. The remaining topics are fairly even in popularity.

The Open Data Portal allows the public to connect via an Application Protocol Interface (API) to bring data directly into their system, app or software, rather than downloading data multiple

times to stay current. In total there have been over half million html API requests. From January 2020 to December 2020 the Total actions through the API connections has been consistent. All requests are divided among three types: Analysis, Search and Mapping (Figure 5) and show no particular trend. This indicates that most API connections are utilized for data exploration.

Top 5 Datasets			
Most Downloads		Most API Calls	
Anonymized Crime Data	104	Waze Data-Traffic	116k
Building Footprints BETA	56	Waze Data-Alerts	114k
Salinas Boundary	53	Anonymized Crime Data	105k
Roadway Centerlines	52	School Sites	31k
Collisions	45	Bikeways	20k

Figure 1: Top 5 Datasets on the Open Data Portal

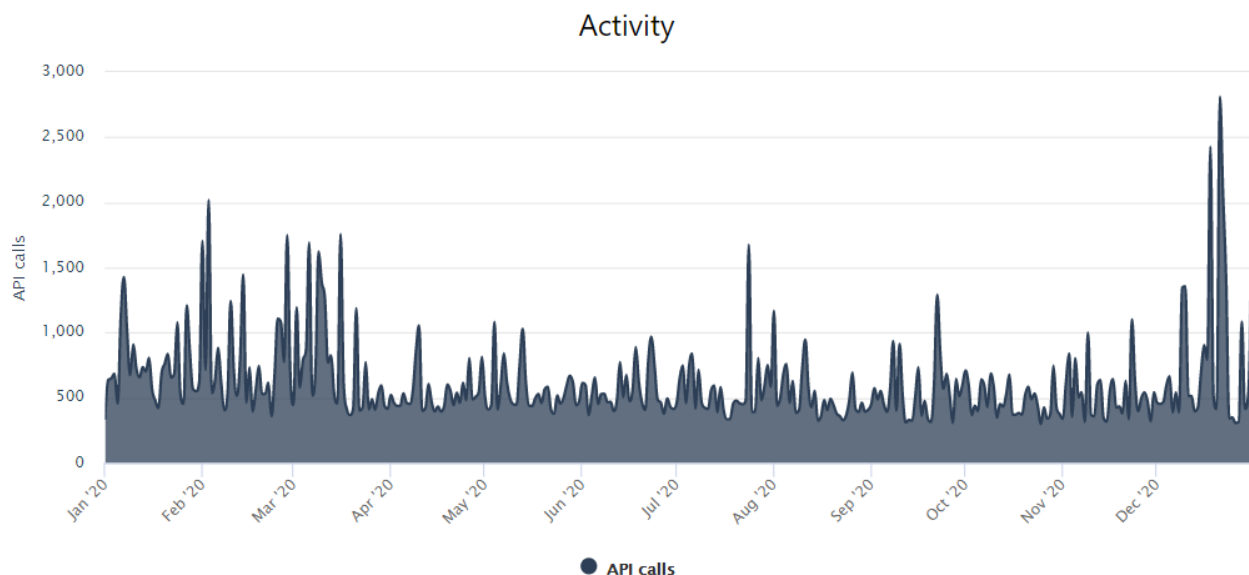


Figure 2: User Statistics Jan 2020 to Dec 2020



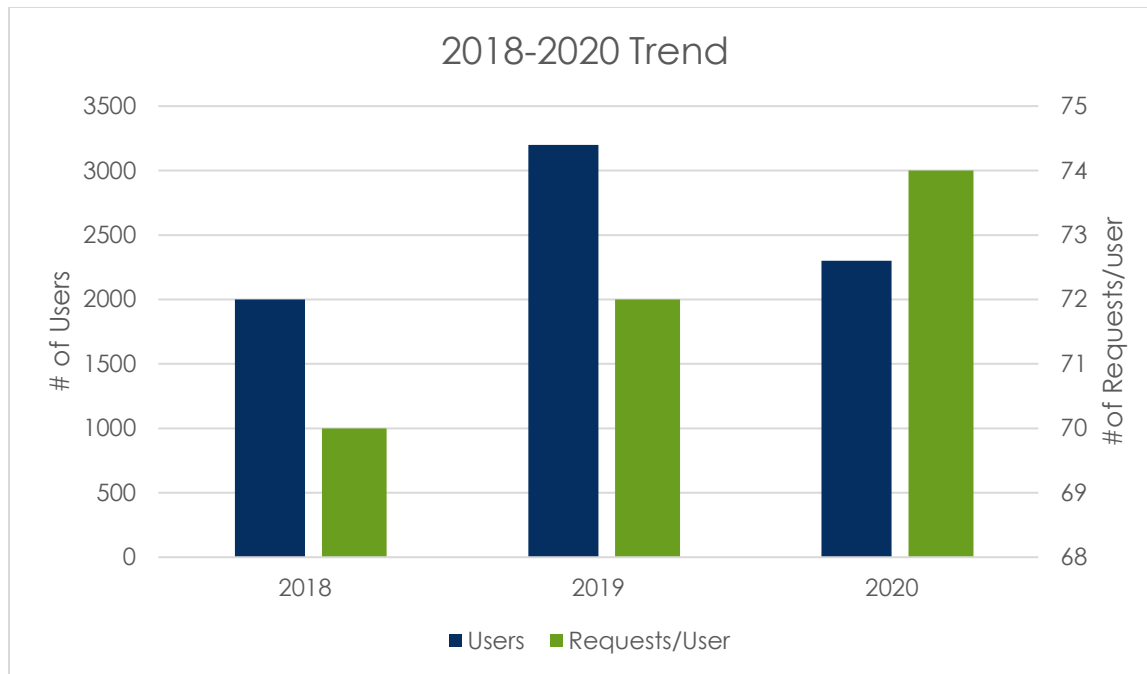


Figure 3: Top 5 Datasets on the Open Data Portal

## Theme Distribution

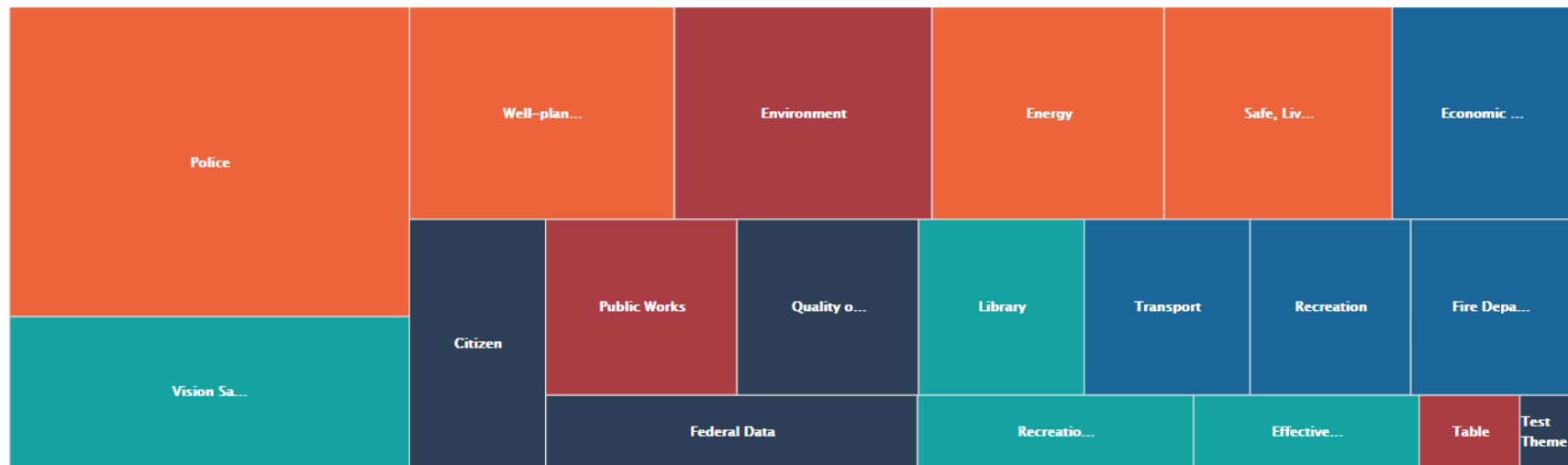


Figure 4: Usage Analytics –Theme Distribution

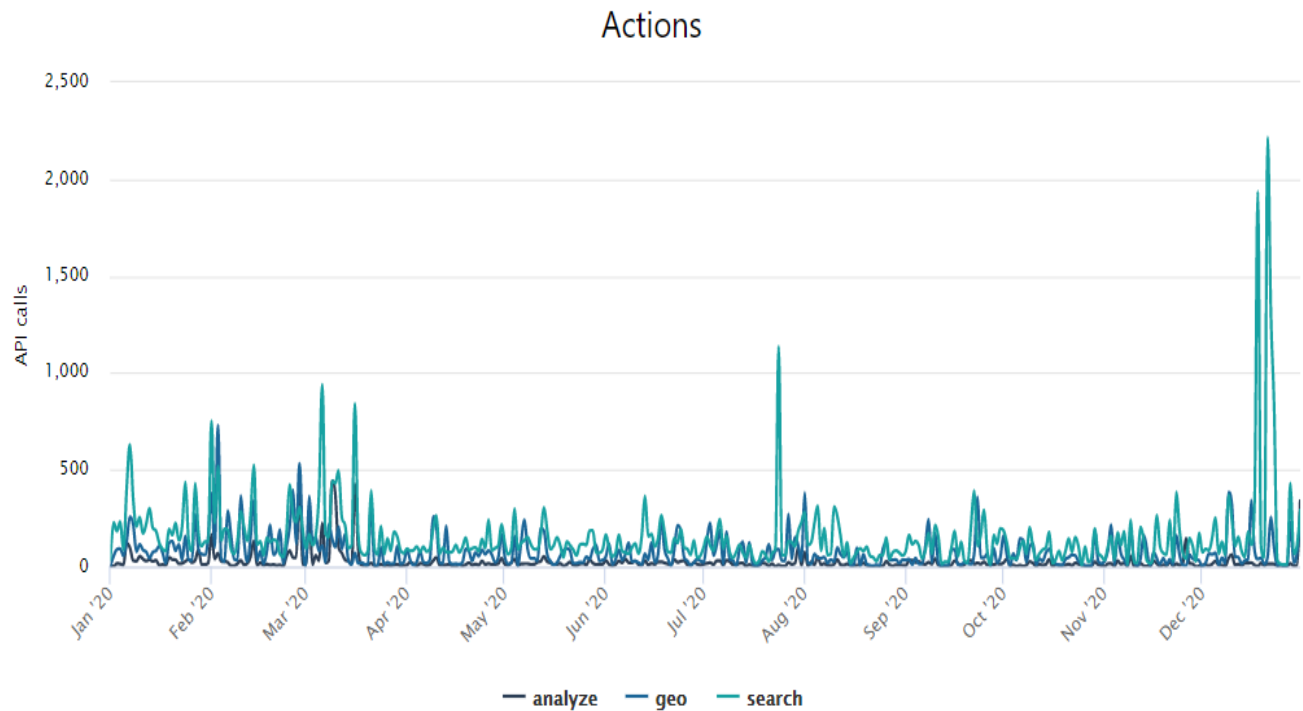


Figure 5: API Data Connections by Type

## Prioritized Datasets for Release

Currently, the Open Data Committee is still reviewing the datasets for publishing prioritization. The datasets that have already been prioritized for quality assessment and publishing are the final Key Performance Indicators (KPI) for the City of Salinas Performance Management Program. The Performance Management Program Evaluation report has identified 136 measures of which a subset will be selected for tracking and publication. These final measures should be identified by the end of Q4 2021 and will have priority for publication. Other items for publication may focus on the needs of the users accessing the Open Data Portal. Parcels, collisions, and sidewalk are text searches with no result. These three datasets may indicate interest and are available for review and publication, if the Committee decides to publish these datasets. The Top 5 datasets based on the prioritization process are: **Zoning, Opportunity Zones, Anonymized Crime Data Heatmap Polygons, Traffic Counts at Signalized Intersections, and Aerials (digital)**

## **Next Steps**

Through various Open Data Committee meetings, What Works Cities training events, and direction from the City Manager a list of goals has been compiled. The Open Data Committee intends to prioritize these goals at its Q2 2021 meeting and begin work. The list may change or grow depending on available resources.

Over the next year, the Committee hopes to raise awareness of the Open Data Program so the public, City staff, partner agencies, community partners, and Salinas businesses can realize the benefits of open data and transparent government.

## Appendix A - Predefined Types of Restricted Information

The City Attorney's Office and Open Data Committee have defined several types of restricted data based on state and federal regulatory requirements. They're defined as follows:

1.	IT Network Authentication Verifier
2.	Health Insurance Portability and Accountability Act ("HIPAA") Data
3.	Federal Tax Information ("FTI")
4.	Credit Card Payment Information
5.	Personally Identifiable Information (PII)
6.	Protected Health Information ("PHI")
7.	Controlled Technical Information ("CTI") defined by DFARS 252.204-7012

## Appendix B – City of Salinas Data Inventory (as of 12/15/20)

Department	DATASET
Airport	Airport Overlay District
Airport	Distrito con superposición de aeropuertos
Airport	Runway Protection Zones
Airport	Zonas de protección de pistas
City Clerk	Council Districts
City Clerk	Distritos del consejo
Community Development-Advanced Planning	General Plan Land Use Designations - Original Adopted
Community Development-Advanced Planning	Recent Community Engagement Events
Community Development-Advanced Planning/Current Planning	General Plan Land Use Designations - Current
Community Development-Code Enforcement	Code Enforcement Violations
Community Development-Current Planning	Active Planned Unit Developments (PUDs)
Community Development-Current Planning	Zoning
Community Development-Housing	Área con plano del barrio chino
Community Development-Housing	Chinatown Plan Area
Community Development-Housing	City-tracked Income-restricted housing units (partial list)
Community Development-Housing	HOMELESSNESS IN CHINATOWN:2017 COUNT, SURVEY AND FINDINGS
Community Development-Housing	HUD Grant Allocation/Spending
Community Development-Housing	Meals provided to homeless
Community Development-Housing	Salinas Homeless Resources
Community Development-Housing	SB 2 Sites
Community Development-Housing	Sites with potential for farmworker housing
Community Development-Permit Services	Building permits
Community Development-PPI	Alisal Plan Area
Community Development-PPI	Área con plano de Alisal
Community Development-PPI	EDE Potential Economic Opportunity Areas

Community Services	Neighborhood Associations
External Agency	Building Footprints BETA
External Agency	Bureau of Labor Statistics - California Non-Farm Employment Data 2000-2017
External Agency	Bureau of Labor Statistics - Salinas Non-Farm Employment Data 2000-2017
External Agency	Chart waze - default/null value
External Agency	FEMA - Federal Emergency Management Agency
External Agency	FEMA Flood Plains
External Agency	FEMA: Agencia Federal de Gestión de Emergencias
External Agency	HISTORIC - Waze data alerts
External Agency	HISTORIC - Waze Data Traffic
External Agency	Ingresos mensuales privados, Salinas
External Agency	Monthly Private Wages, Salinas
External Agency	Oficina de Estadísticas Laborales: datos de empleo en sectores no agrícolas de California del 2000 al 2017
External Agency	Oficina de Estadísticas Laborales: datos de empleo en sectores no agrícolas de Salinas del 2000 al 2017
External Agency	Public Employee Salaries 2017
External Agency	Salarios de empleados públicos del 2017
External Agency	Sphere of Influence
External Agency	Waze Data - Alerts
External Agency	Waze Data - Irregularities
External Agency	Waze Data - Traffic
Finance	Business Licenses
Finance	City Budget - Expenses by Department
Finance	Presupuesto municipal: gastos por departamento
Fire	Districtos de bomberos
Fire	Estaciones de bomberos
Fire	Fire Districts
Fire	Fire Runs
Fire	Fire Stations
Fire	Respuestas ante incendios

Geographic Information Systems	2018 Innovation Summit Presentations
Geographic Information Systems	Aerials (analog)
Geographic Information Systems	Aerials (digital)
Geographic Information Systems	Alumbrado público
Geographic Information Systems	Anonymized Crime Data Heatmap Polygons
Geographic Information Systems	Antenas y postes de banda ancha
Geographic Information Systems	BETA de huella del edificio
Geographic Information Systems	Broadband Antennas and Poles
Geographic Information Systems	Broadband Fiber
Geographic Information Systems	Carr Lake
Geographic Information Systems	Collisions Heatmap Polygons
Geographic Information Systems	Ejes centrales de acceso
Geographic Information Systems	Eventos de alcance de Salinas
Geographic Information Systems	Family resource and Community Centers
Geographic Information Systems	Fibra de banda ancha
Geographic Information Systems	Lago Carr
Geographic Information Systems	Límites de Salinas
Geographic Information Systems	NPDES Construction Monitoring
Geographic Information Systems	Opportunity Zones
Geographic Information Systems	Recintos escolares
Geographic Information Systems	Recursos para familias y centros comunitarios
Geographic Information Systems	Roadway Centerlines
Geographic Information Systems	Salinas Boundary
Geographic Information Systems	Salinas Outreach Events
Geographic Information Systems	Salinas Public Libraries (Points)
Geographic Information Systems	School Sites
Geographic Information Systems	Street Lights
Geographic Information Systems	Transitabilidad: parques
Geographic Information Systems	Walkability - Parks
Geographic Information Systems	Zonas de oportunidad
Information Technology	311 alertas (QScend)



Information Technology	311 Alerts (QScend)
Library	ArtWalk Places
Library	Bibliotecas
Library	Departamento de Servicios Comunitarios y Recreación: participantes registrados para deportes
Library	Edad para el programa de la biblioteca
Library	Edad/Asistencia al programa de la biblioteca
Library	Libraries
Library	Library Circulation
Library	Library Computer Usage
Library	Library Program Attendance by Age Group
Library	Library Program by Age Group
Library	Library Visitors
Library	Uso de la computadora en la biblioteca
Library	Visitante de la biblioteca
External Agency	Monterey County 2017 Homless Census & Survey Comprehensive Report
External Agency	Monterey County 2017 Homless Census & Survey Executive Summary
Police	Anonymized Crime Data
Police	Datos anónimos de delito
Police	Estadísticas criminales del FBI (a nivel nacional)
Police	FBI Crime Data (National)
Pubic Works-NPDES	Áreas/Cuencas de detención
Pubic Works-NPDES	Cauces
Pubic Works-NPDES	Cuencas subterráneas
Pubic Works-NPDES	Detention Basins/Areas
Pubic Works-NPDES	Subwatersheds
Pubic Works-NPDES	Waterways
Public Works-Engineering	Marcadores de sondeo
Public Works-Engineering	Survey Markers
Public Works-Engineering	Two-foot Contours
Public Works-Traffic	Bikeways

Public Works-Traffic	Colisiones
Public Works-Traffic	Collisions
Public Works-Traffic	Descongestión del tránsito
Public Works-Traffic	Recuentos de tráfico en intersecciones señalizadas
Public Works-Traffic	Sendas para bicicletas
Public Works-Traffic	Traffic Calming
Public Works-Traffic	Traffic Counts at Signalized Intersections
Recreation	Departamento de Servicios Comunitarios y Recreación: almuerzo de verano
Recreation	Departamento de Servicios Comunitarios y Recreación: asistencia en las instalaciones
Recreation	Master Plan-Recreation Center-Age Group
Recreation	Master Plan-Recreation Center-Geographic Location (Zipcode based)
Recreation	Master Plan-Recreation Center-Kids at Home
Recreation	Parks and Recreation
Recreation	Parques y Recreación
Recreation	Plan maestro-centro recreativo-grupo de edad
Recreation	Plan maestro-centro recreativo-niños en el hogar
Recreation	Plan maestro-centro recreativo-ubicación geográfica (basada en código postal)
Recreation	Recreation & Community Services Department- Attendance at Facilities
Recreation	Recreation & Community Services Department- Summer Lunch
Recreation	Recreation & Community Services Department-Registered Participants-Sports