(d)2. EQUITY THROUGH DATA INITIATIVES

Smart Cities and Service Improvements Committee – December 1, 2022

Presented by:

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2022-2023 City Initiatives Roadmap

Enterprise Priority	Initiatives								
COVID-19 Pandemic Community and Economic Recovery	Housing Stabilization	Re-Employment + Workforce Development	Small Business Recovery + Resilience	COVID-19 Recovery Task Force					
Resilient and Sustainable City Infrastructure and Emergency Preparedness	Disaster Ready + Climate Smart	Reliable Infrastructure Resilience	Clean Energy Resilience	Water Supply Resilience	Natural Environment Restoration	Soft-Story Building Earthquake Retrofit			
Ending Homelessness	Emergency Housing System Expansion	Encampment Services, Outreach, Assistance, + Resources	Encampment Management + Safe Relocation	Emergency Housing Financial Sustainability	Safety Net Services County Coordination				
Safer San José	Police Reforms	Vision Zero Traffic Safety	City Services Continuity of Operations						
Clean, Vibrant, and Inclusive Neighborhoods and Public Life	Children + Youth Services Master Plan	Education, Digital Equity, + Digital Literacy	BeautifySJ Encampment Services	BeautifySJ Vehicle Blight	Child Care Siting Update				
Building the San José of Tomorrow with a Downtown for Everyone	Align Zoning with General Plan	Development Services Process Improvements	Google Downtown West Development	BART Silicon Valley Extension	Airport Connector + Diridon Station	North San José	High-Speed Rail	Wage Theft Prevention Policy + Responsible Contractor Ordinance	Affordable Housing on Assembly Use Sites (YIGBY)

Enterprise Priority Foundational	Initiatives				
Strategic Fiscal Positioning and Resource Deployment	Emergency Fiscal Recovery + Planning	Outcomes, Equity Indicators, + Performance Management	Disparity Study	Advancing Equity through Culture + Practice	Procurement Improvement
Powered by People	Workforce Diversity + Talent Pipeline	Citywide Hiring	Employee Wellbeing, Growth, + Retention	Digital Workforce	Customer Service Vision + Standards

Equity through Data and Privacy (EDP) Program to Support City's Racial Equity efforts

Equity Principles

- Desired Outcome
- Leverage Data
- Community Engagement
- Accountability

How EDP Program Supports

- Invest in data capacity, tools, and training
- Measure impacts and progress toward desired outcome through Equity Indicators and Performance Measures
- Engage residents and design solutions with empathy
- Accountability to public service using algorithms

Invest in Data Capacity

Data Equity Fellows

- Stanford Haas Center for Public Service
- Recent graduates, full time, 10 months
- Backgrounds in data science & tech policy

Leila
BA/MA Public Policy, Minor in Computer Science

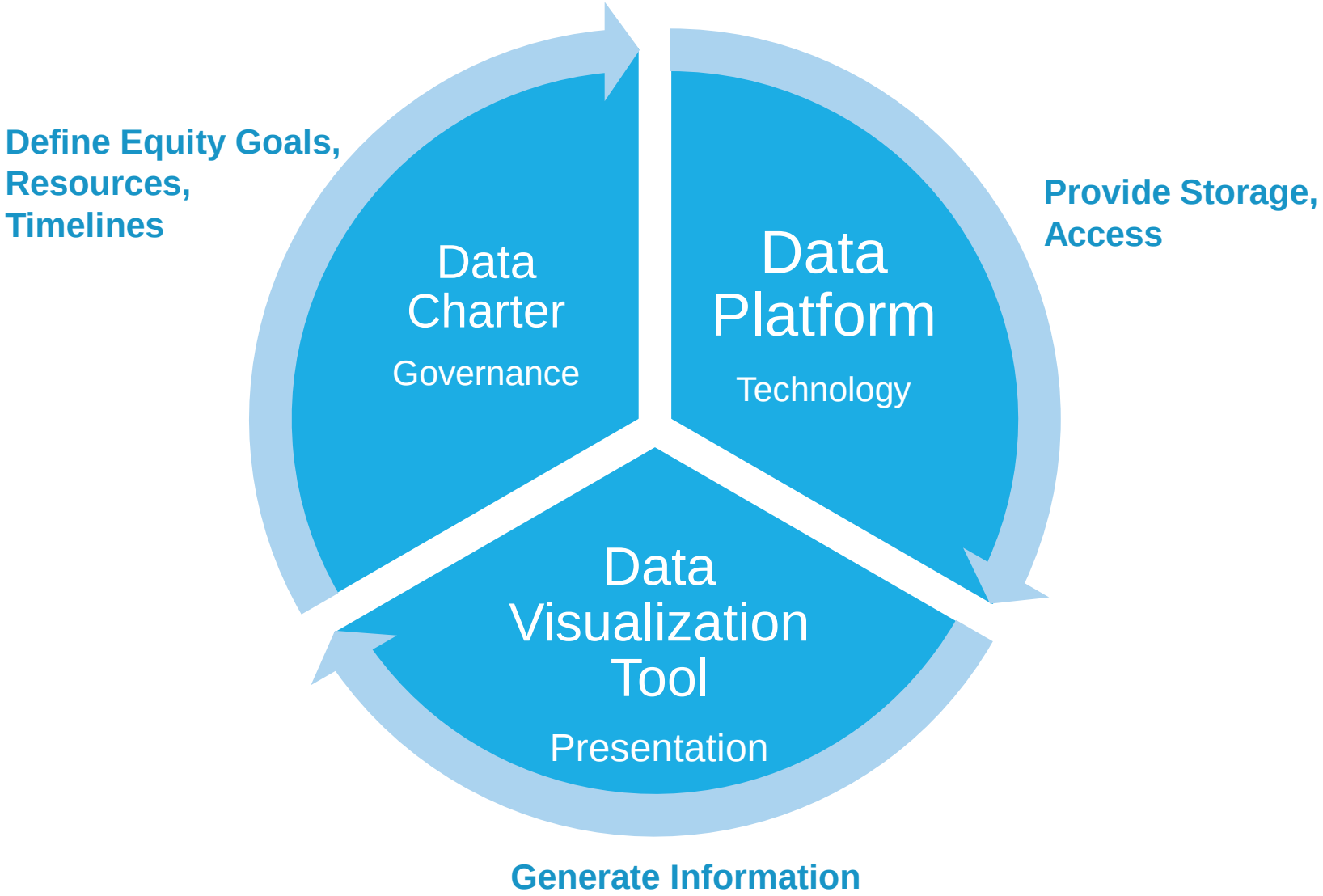
Jennifer
BS Math & Computer Science, Minor in Education

Data Upskilling

- Subject matter experts → data tool kit
- Partnering with SJSU
- Planning pilot cohort in 2023/24

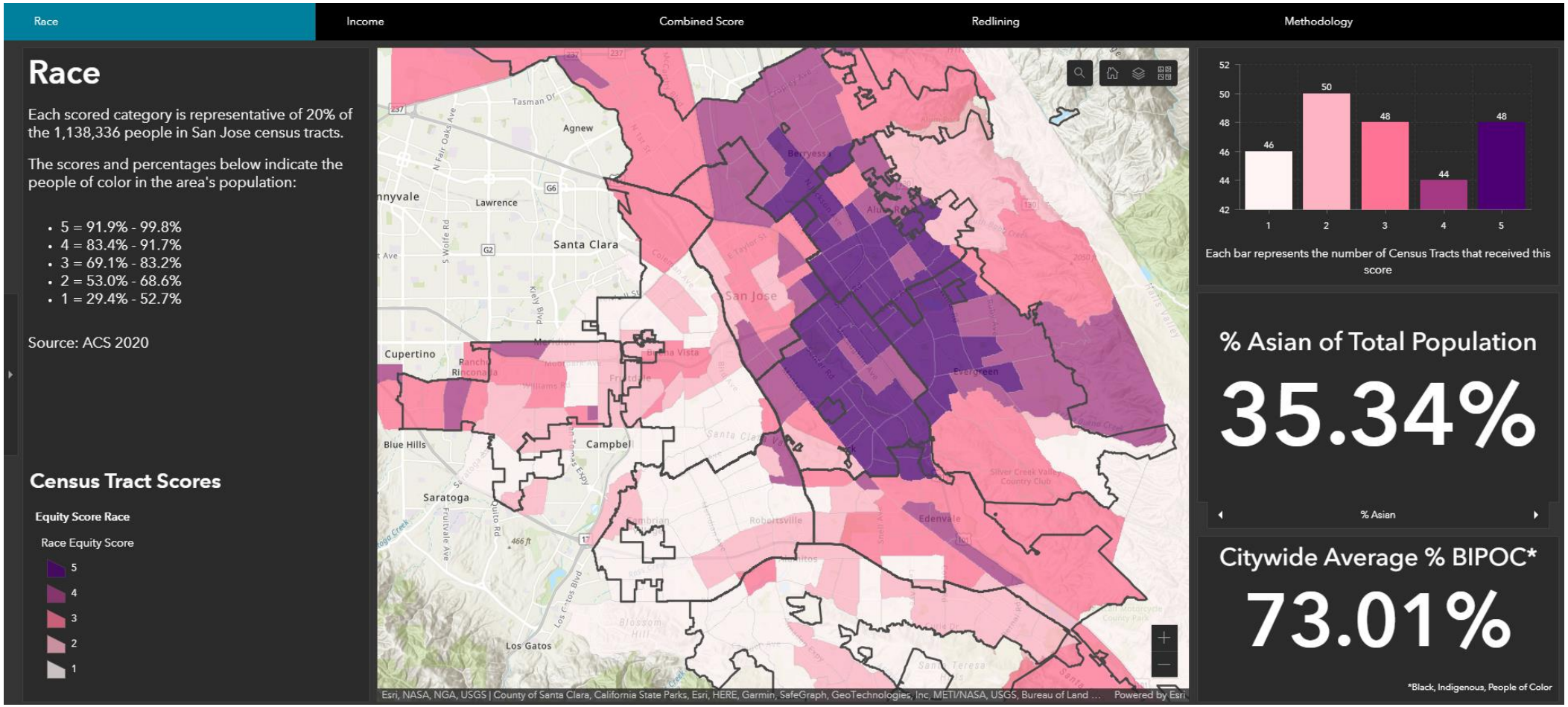
SJSU SAN JOSÉ STATE UNIVERSITY

Tools to Leverage Data



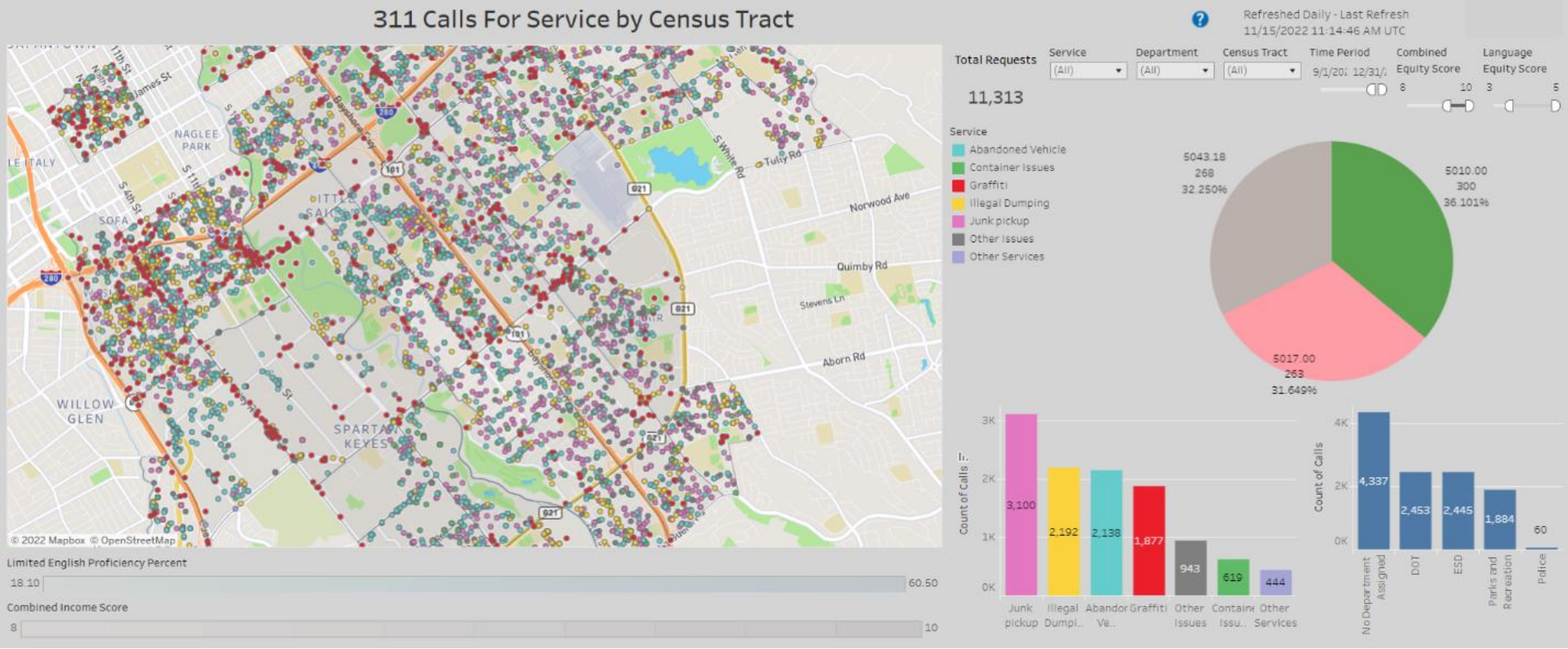
San Jose Equity Atlas

- Created in 2020 - Race, Income and Combined Equity Score
- Used City-wide including budgeting for equity worksheet



SJ311 Language Translation and Outreach

- Dynamic Language Translation added to 311 platform in 2020
- Multilingual adoption remained low until early 2022
- April 2022 – Outreach program launched to targeted zip codes identified by the Equity Dashboard

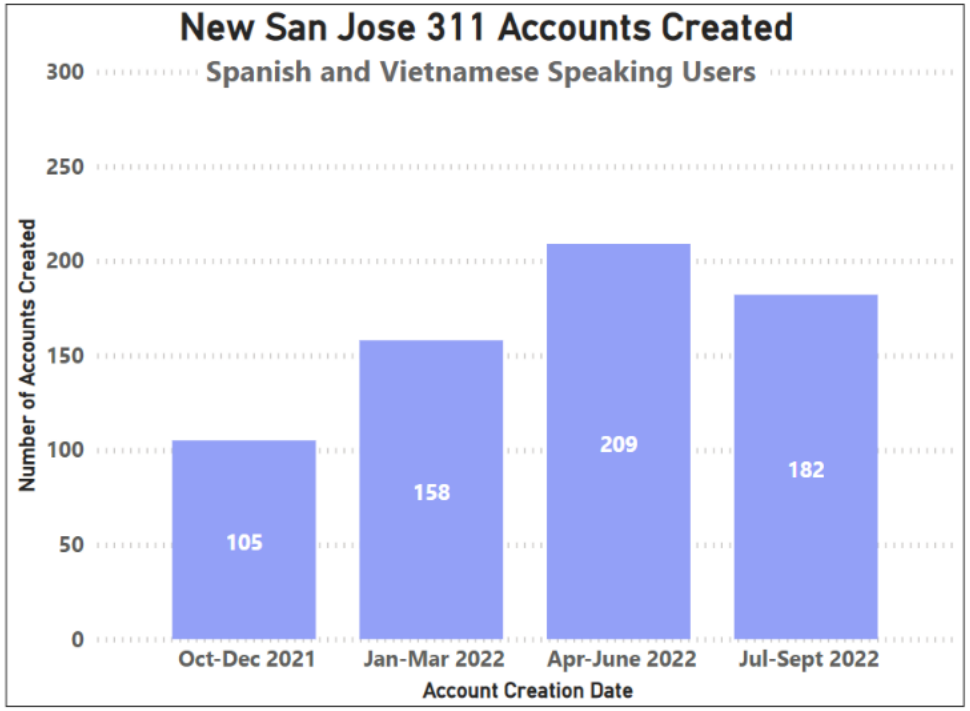


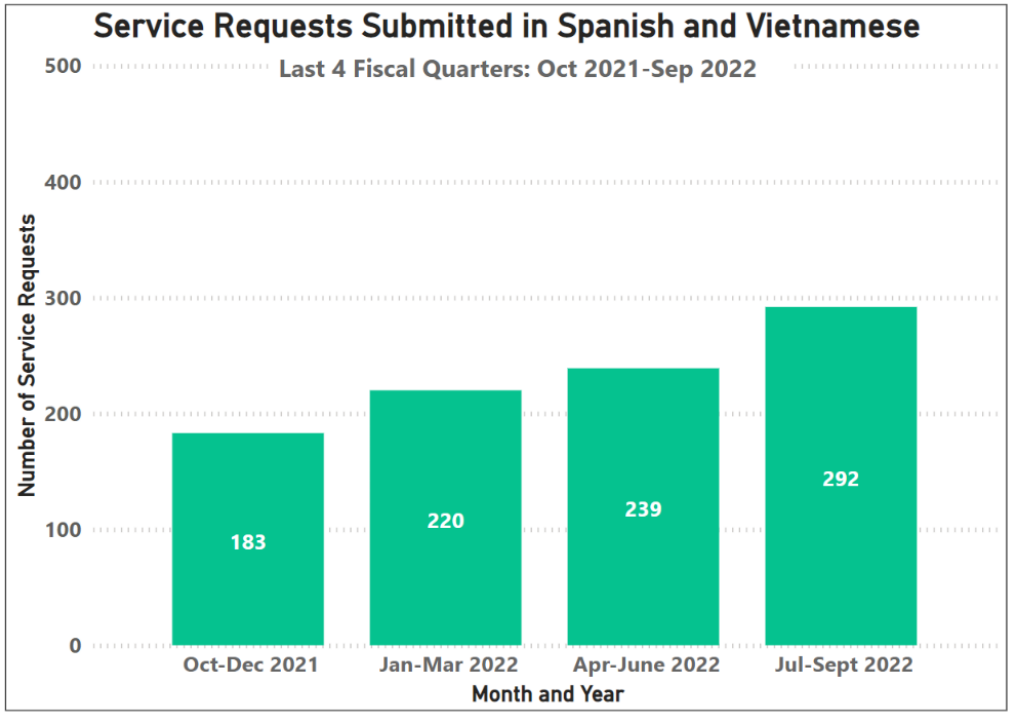
Community Outreach Metrics for SJ311

Performance Indicators for Google Ad campaign

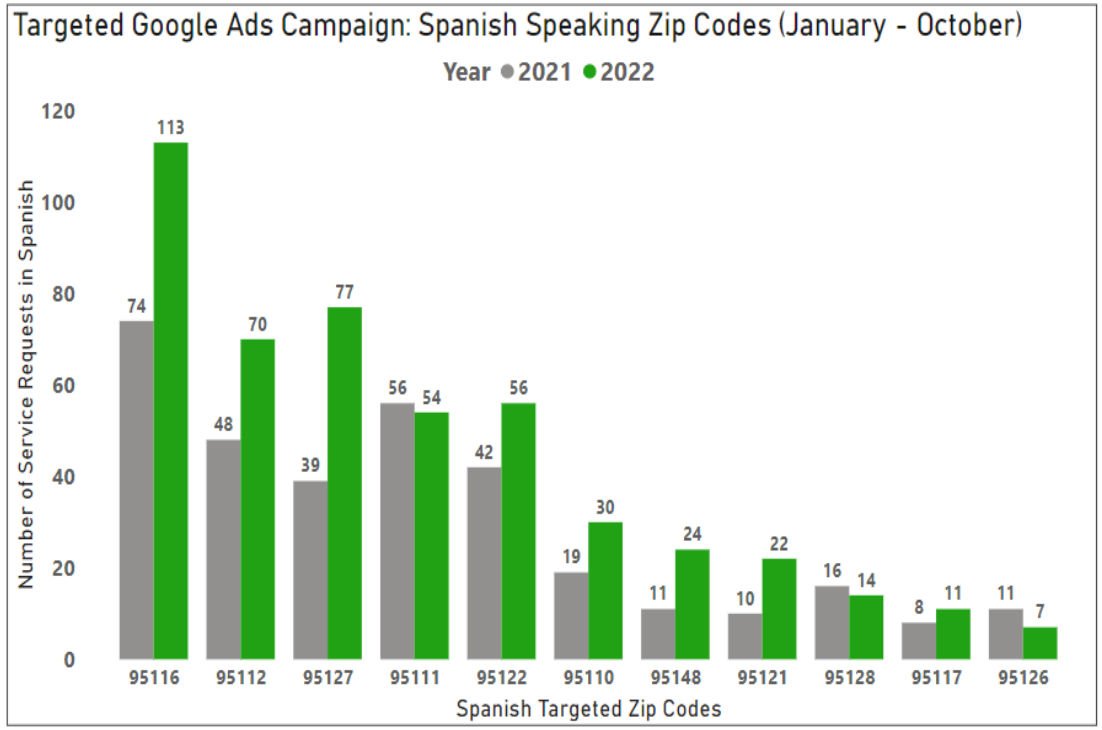
400% ↓
Cost per click

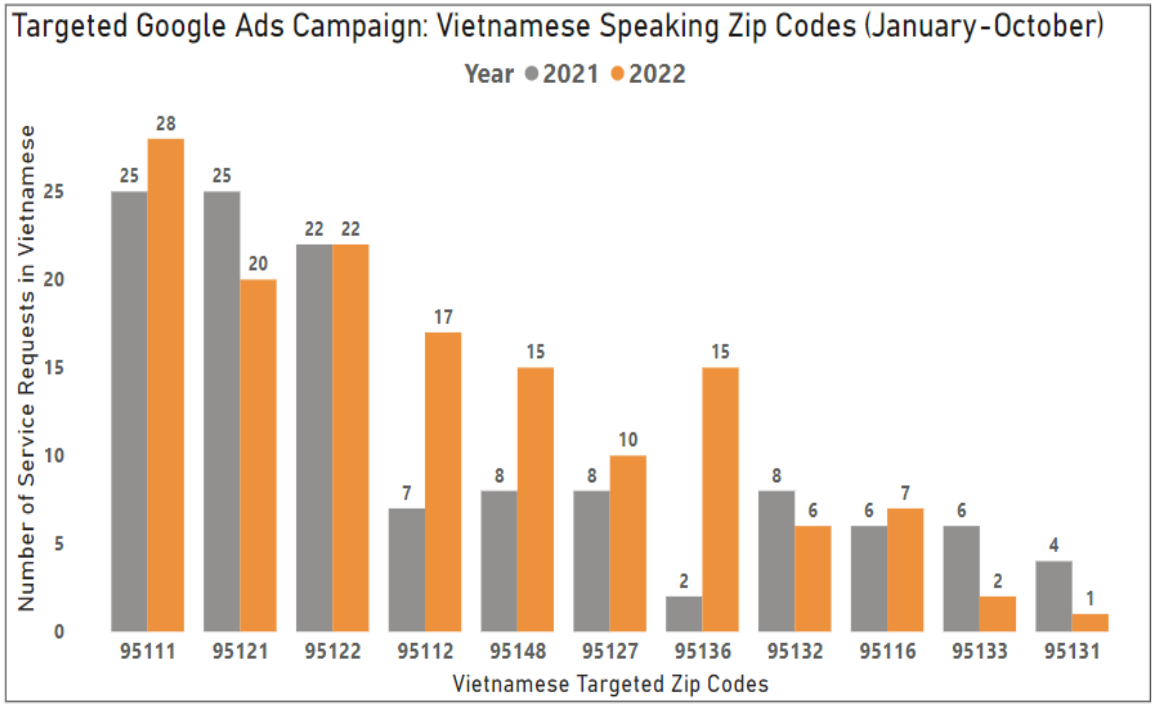
250% ↑
Click through rate



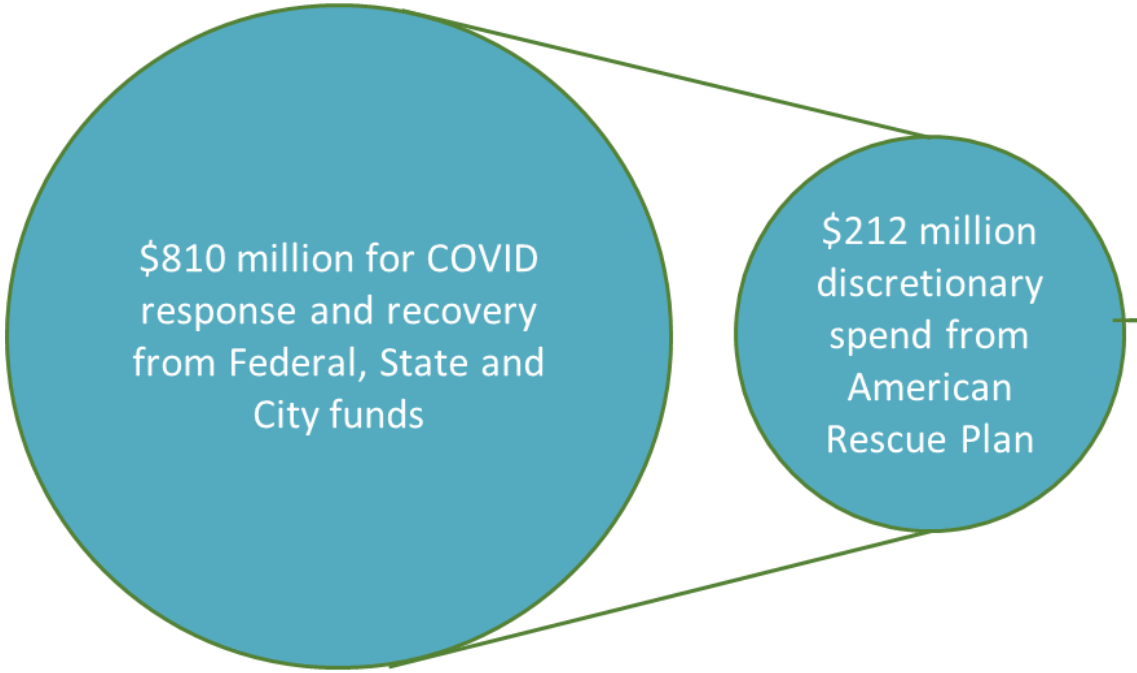


Equity Metrics for SJ311





Support for City's COVID Recovery Task Force

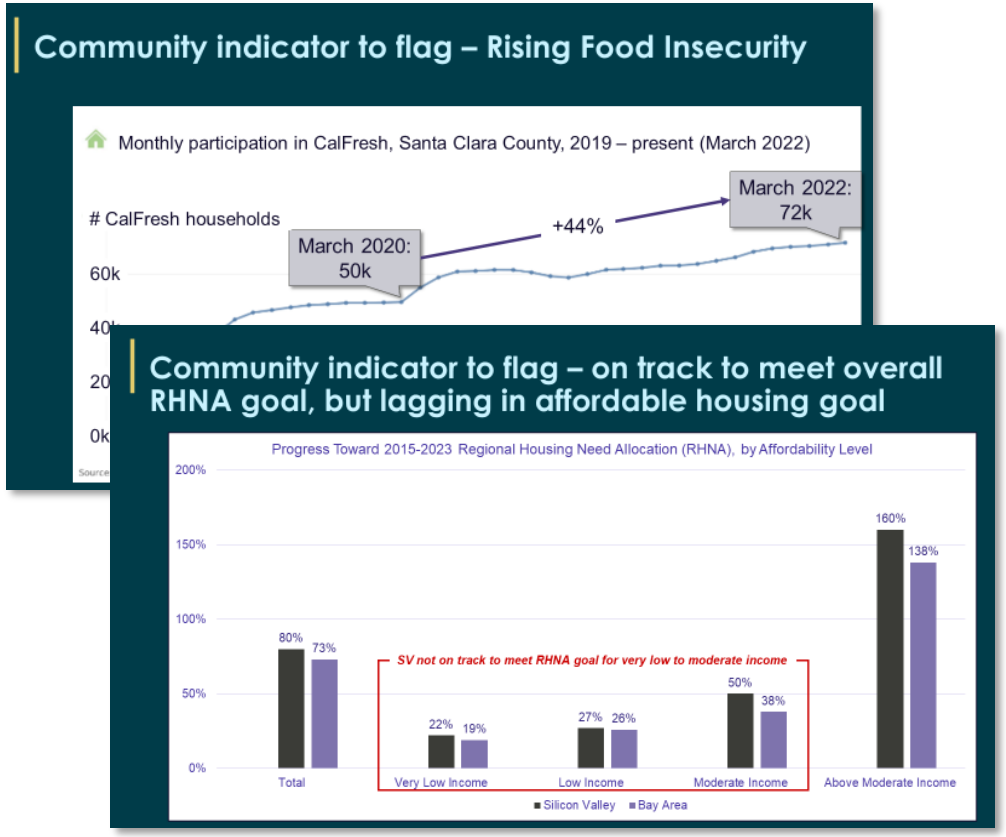


Uses	Spend
Housing and Homelessness	$62.6M
Food + Necessities	$22.6M
Children + Youth Services	$20.3M
Workforce Development	$19.8M
Small Business Recovery	$14.3M
Pandemic Response Staffing and Facilities	$9.4M
COVID-19 Recovery Task Force	$2.0M
City Revenue Recovery (e.g., arts and cultural affairs, 911 emergency response)	$61.3M

Support for City's COVID Recovery Task Force

- Support the Data and Budgeting Committee to gather data, develop impact metrics and compile tools to use across all committees
- Assigned Liaison to work with each committee to support drafting the recommendations with specific outcomes

Raise urgent needs

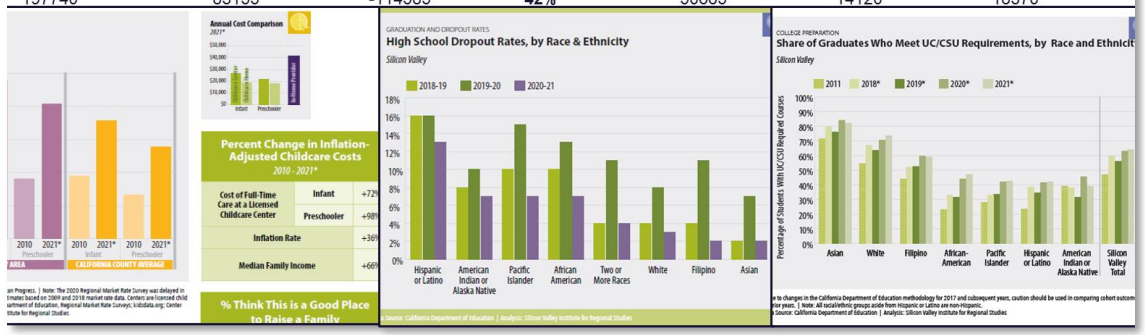


Inform recommendations

In San José: Net loss of 56 childcare facilities and 859 (2.9%) of licensed capacity from May 2020 – May 2022

Need for Childcare across ages, Santa Clara County

Demand	Slots (supply)	Need		Detail on available slots		
# Children in working families (all parents work)	Total available slots	Surplus/shortage	% need met	Licensed Centers	FCCHs	LECs
39287	7408	-31879	**19%**	3656	3472	280
29566	43778	14212	**148%**	36989	6304	485
128887	31969	-96918	**25%**	10020	4344	17605
197740	83155	-114585	**42%**	50665	14120	18370



Next: Integrate into City operations

Engage Residents and Design with Empathy

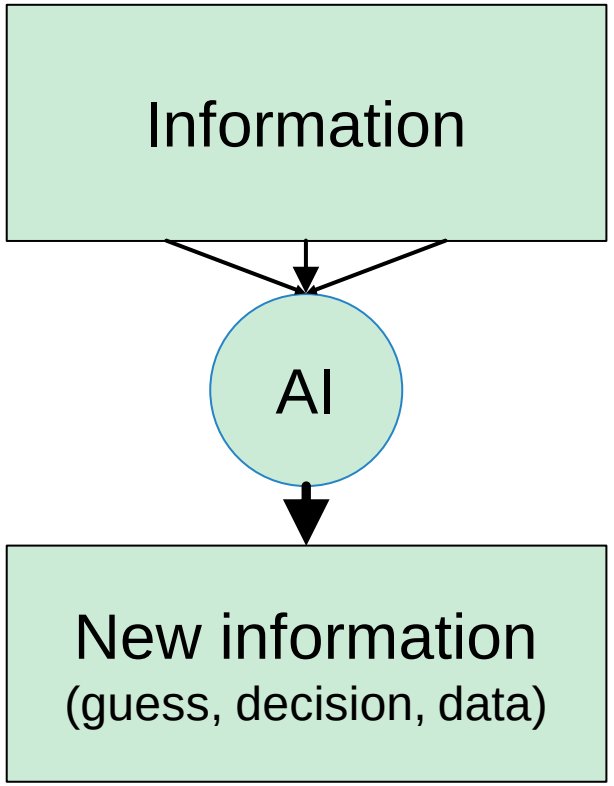
Today

SAN JOSÉ 311 CITY SERVICES

Next steps

1. Outreach → Engagement
2. Community-Based Organizations
3. Academia, Government, and Private sector

Accountability Using Algorithms



Defining algorithmic systems and controls…

1. Accurate?
2. Effective?
3. Applicable?
4. Unbiased?

Next steps: Piloting in Information Technology

Powerful Partnerships

- Office of Racial Equity
- Information Technology Department
- City Manager’s Office of Communications
- Project HOPE
- Mayor’s Office of Technology and Innovation

Feedback and Questions