

PUTTING DATA TO WORK: Igniting Collective Potential

April 17, 2024





TODAY'S PRESENTATION

Importance of data to government

Data is a strategic enterprise asset

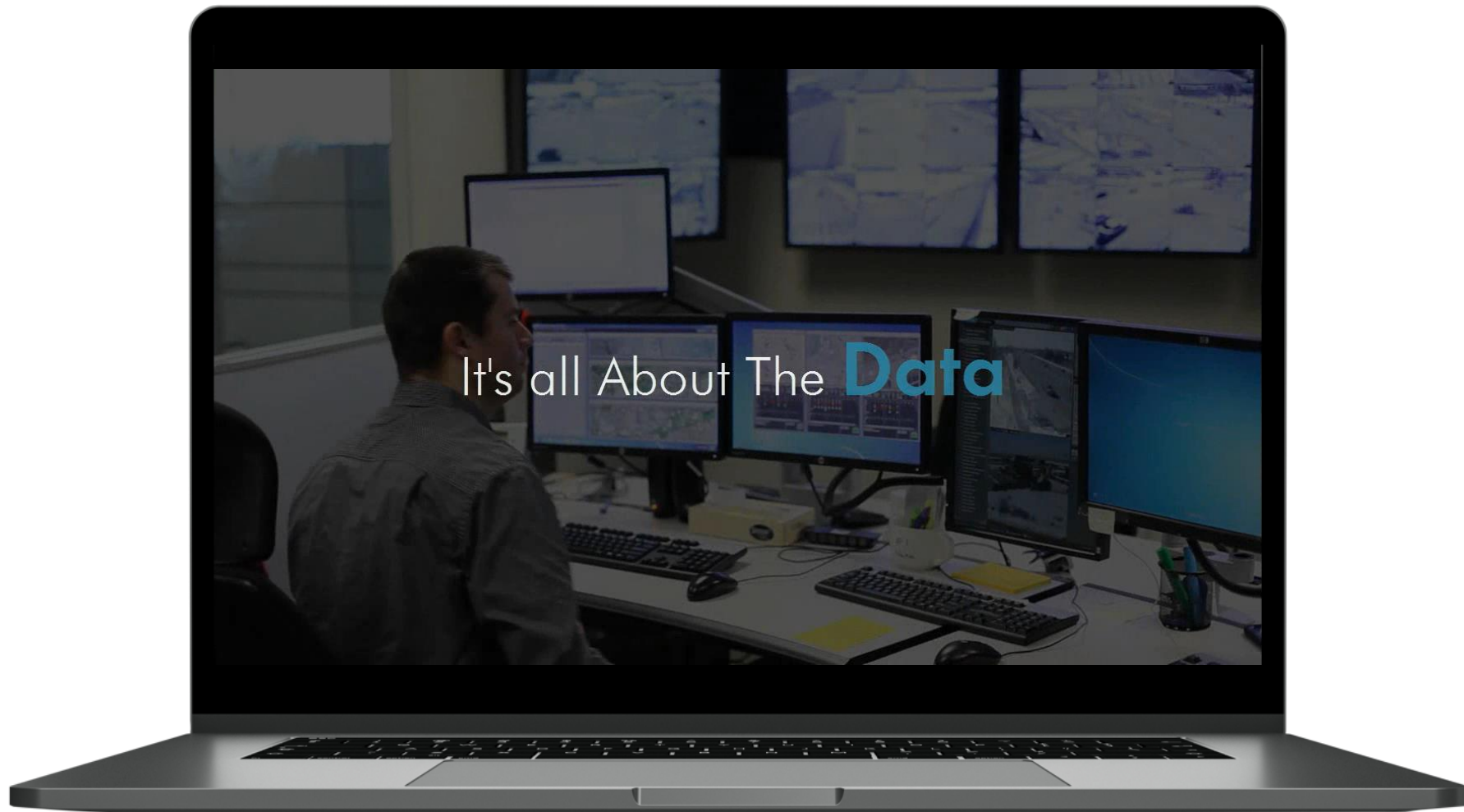
The Data and Analytics profession

Building a data-empowered organization

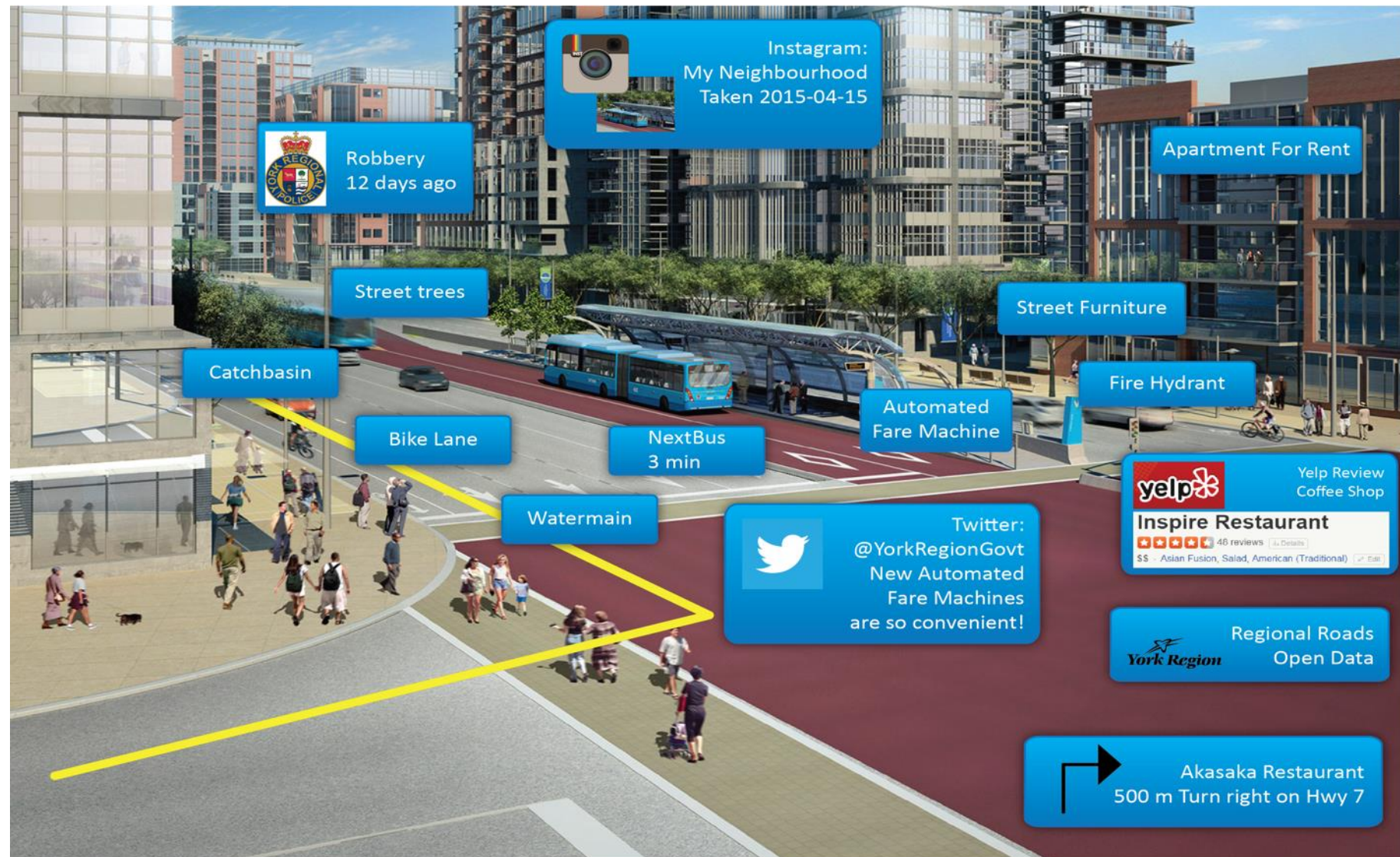
Collaboration is key

Become a data ambassador

IT'S ALL ABOUT THE DATA!



GOVERNMENTS GENERATE A LOT OF DATA



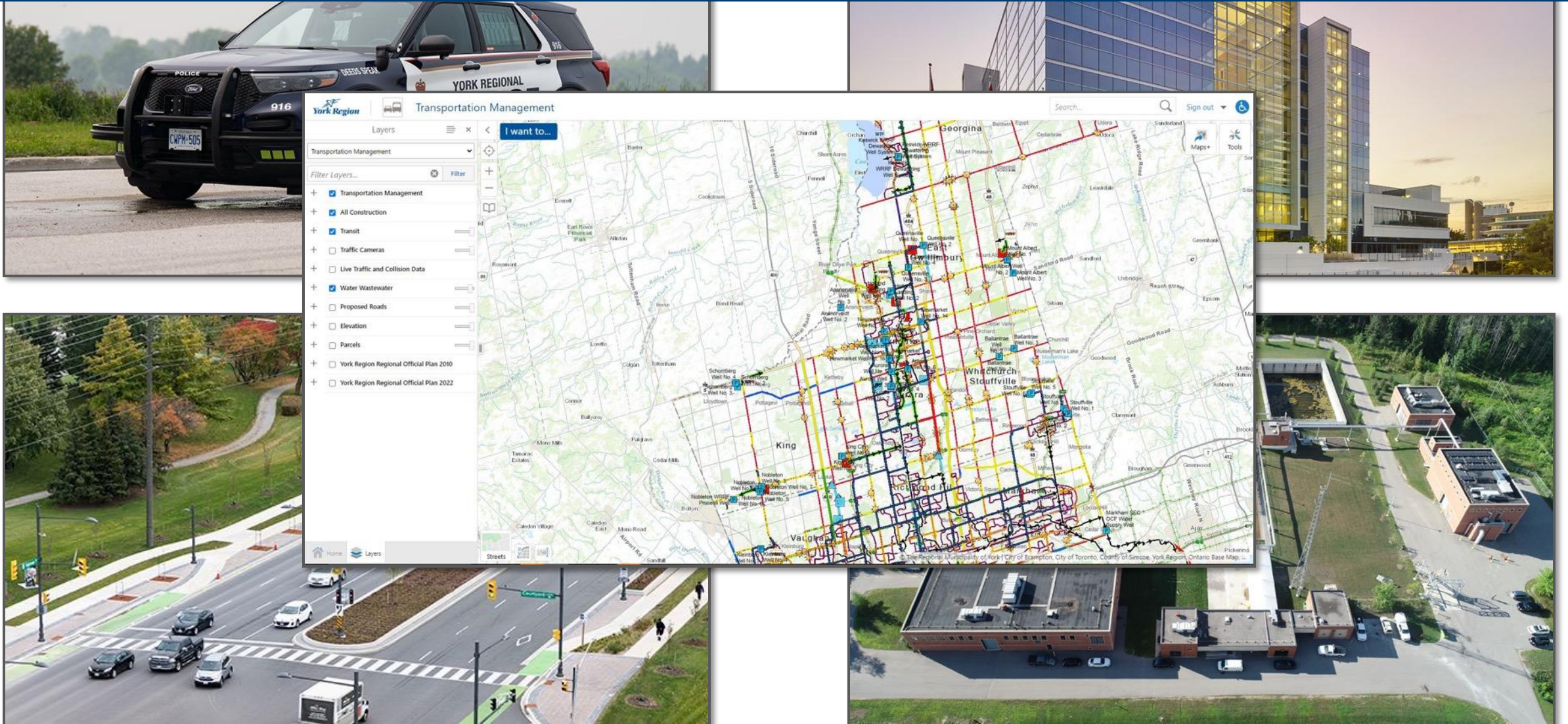
ARE WE GETTING THE MOST OUT OF OUR DATA?

THE DATA LANDSCAPE: MARCH 19, 2018

- Very decentralized (100+ data and analytics staff)
- Building departmental solutions
- Poor data quality
- Hidden in data silos
- Spreadsheets stored on desktops
- Format does not support reporting
- Few versions of the truth identified
- No identified Data Steward(s)
- No clear accountability

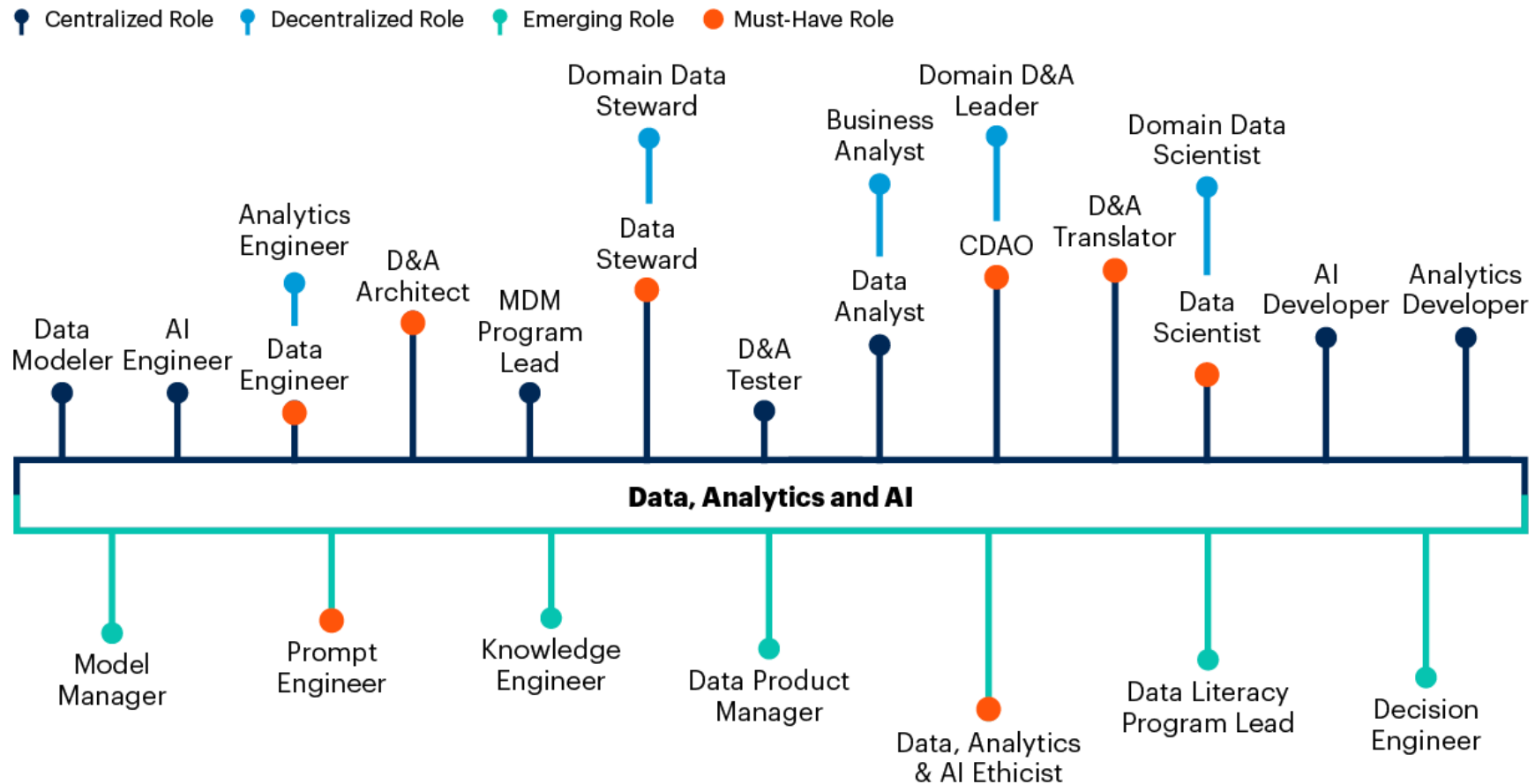


DATA IS A STRATEGIC ENTERPRISE ASSET

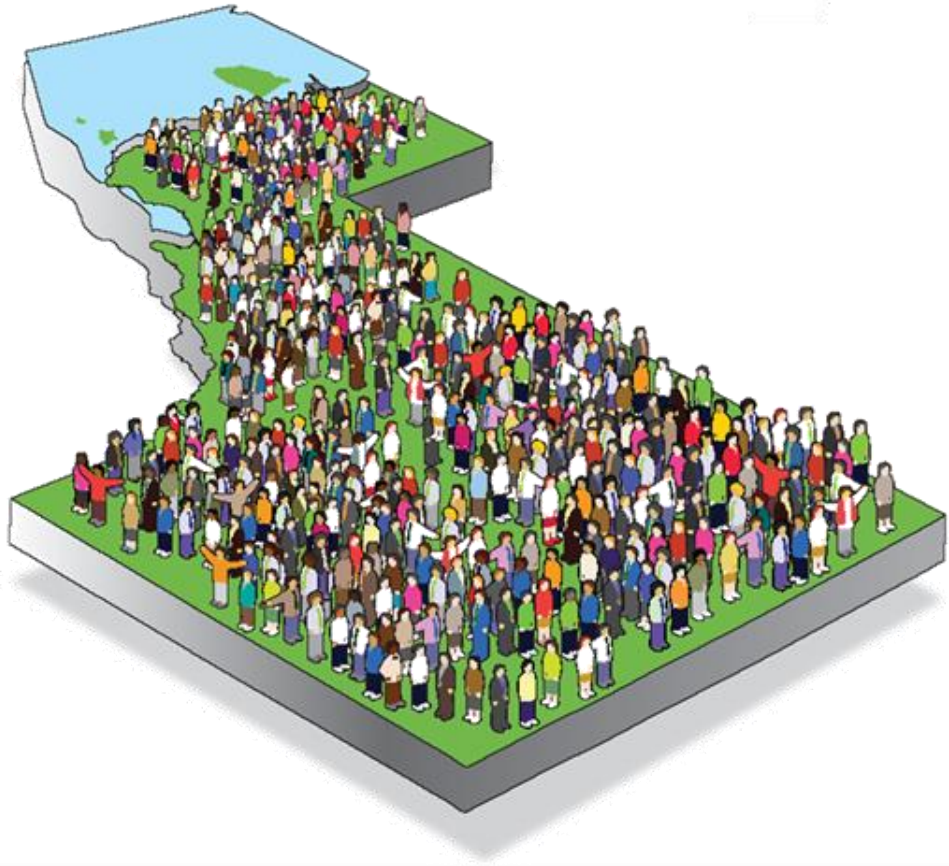


DATA NEEDS TO BE MANAGED JUST LIKE ANY OTHER ASSET

The Spectrum of Data, Analytics and AI Roles



UNLOCKING THE FULL VALUE OF DATA



ENABLED

Data is available and accessible, plays a supporting role, not fully integrated into the culture

INFORMED

Using data as an input alongside other factors to inform decision making

DRIVEN

Making decisions primarily based on data

EMPOWERED

Giving individuals the autonomy, resources and skills to use data effectively in decision-making

DNA MASTER PLAN 1.0 (2019 TO 2022)



BUILDING THE DATA FOUNDATION THROUGH 11 KNOWLEDGE AREAS

Knowledge Areas

DATA GOVERNANCE

Data Architecture	Data Catalogue
Data Insights and Reporting	Data Literacy
Data Partnerships	Data Preparation & Integration
Data Quality	Security, Access & Privacy
Technology	Content Management

Anchor Projects

- Information Management Policy: Responsible use of data and information
- Digital Standards: Guides how we work
- Data Services Catalogue: Federated services
- Digital Academy: Build data literacy capacity
- Data Sharing Toolkit: Maximize data collaboration and exchange
- Data Heroes: Data Steward recognition
- YorkData: Internal data sharing platform
- Data Coop: Partner data sharing platform

DNA MASTER PLAN 2.0 (2023 TO 2026)

REFINING THE PILLARS TO IMPROVE DATA AND ANALYTICS CAPACITY

Key Pillars



Access & Sharing



Culture & Talent



Trust & Governance



Actionable Insights

Anchor Projects

- YorkData: Implement a Data Catalog, DQ Tools and add more content
- Data Stewardship: Active stewardship using data quality tools
- Digital Academy: Expand data literacy offerings
- Data Sharing Toolkit: Maximize data usage and exchange
- Advanced Analytics: Leverage cutting-edge tools to enhance insights and reporting



YORKDATA



YorkData

Matching trusted people with trusted data to deliver trusted results



THE SINGLE SOURCE OF TRUTH

- Governed data
- Secure access
- Sharing and collaborating
- Self-serve analytics and reporting

WHY IT'S IMPORTANT TO WORK TOGETHER

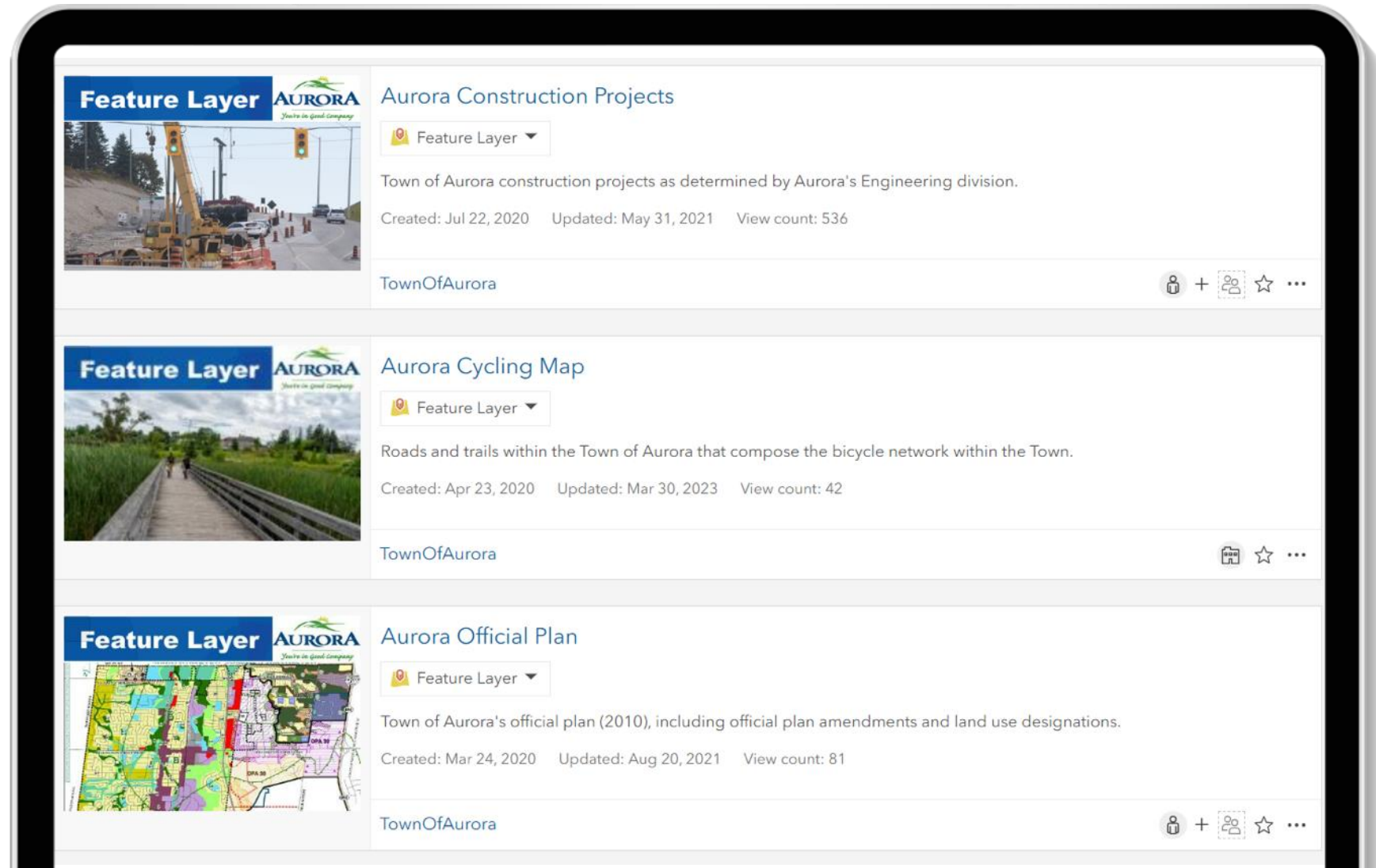
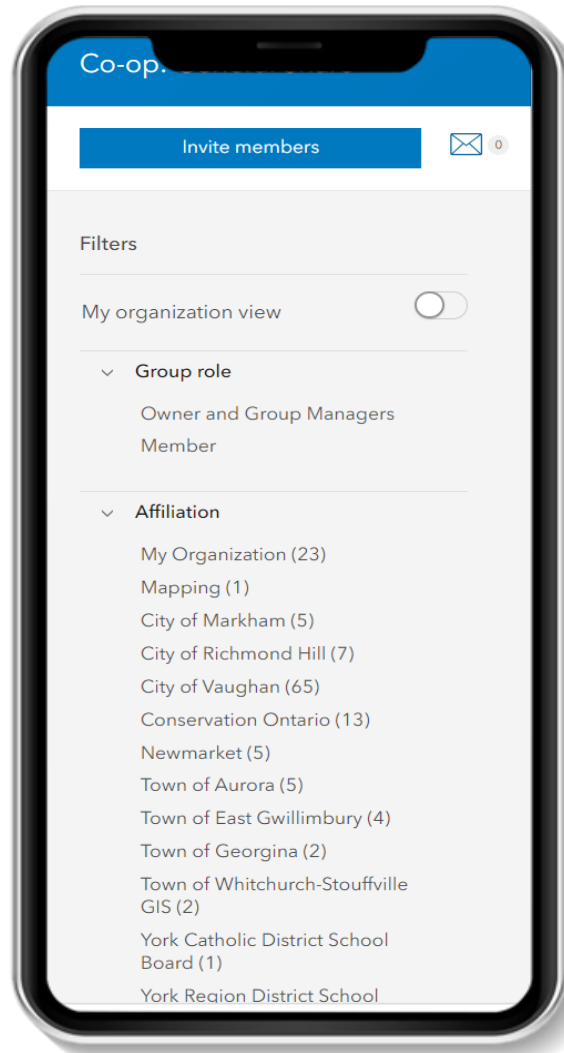


1. Efficient resource allocation
2. Cost savings
3. Improved service delivery
4. Building capacity
5. Transparency and accountability
6. Meeting reporting targets
7. Streamlining processes
8. Public safety

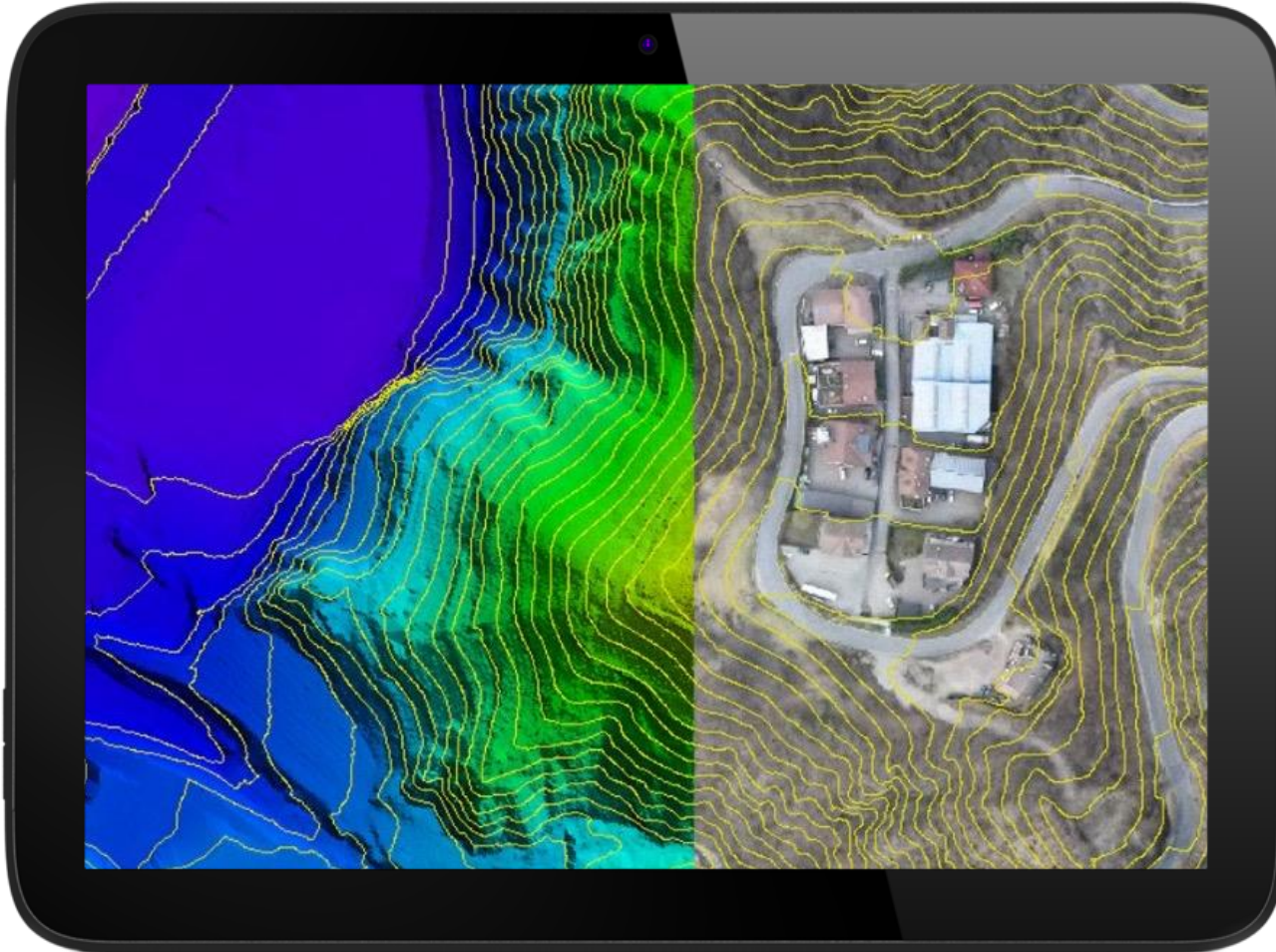
PARTNER TO SERVE OUR RESIDENTS & BUSINESSES



EFFICIENT RESOURCE ALLOCATION: DATA SHARING



COST SAVINGS: DATA PURCHASES



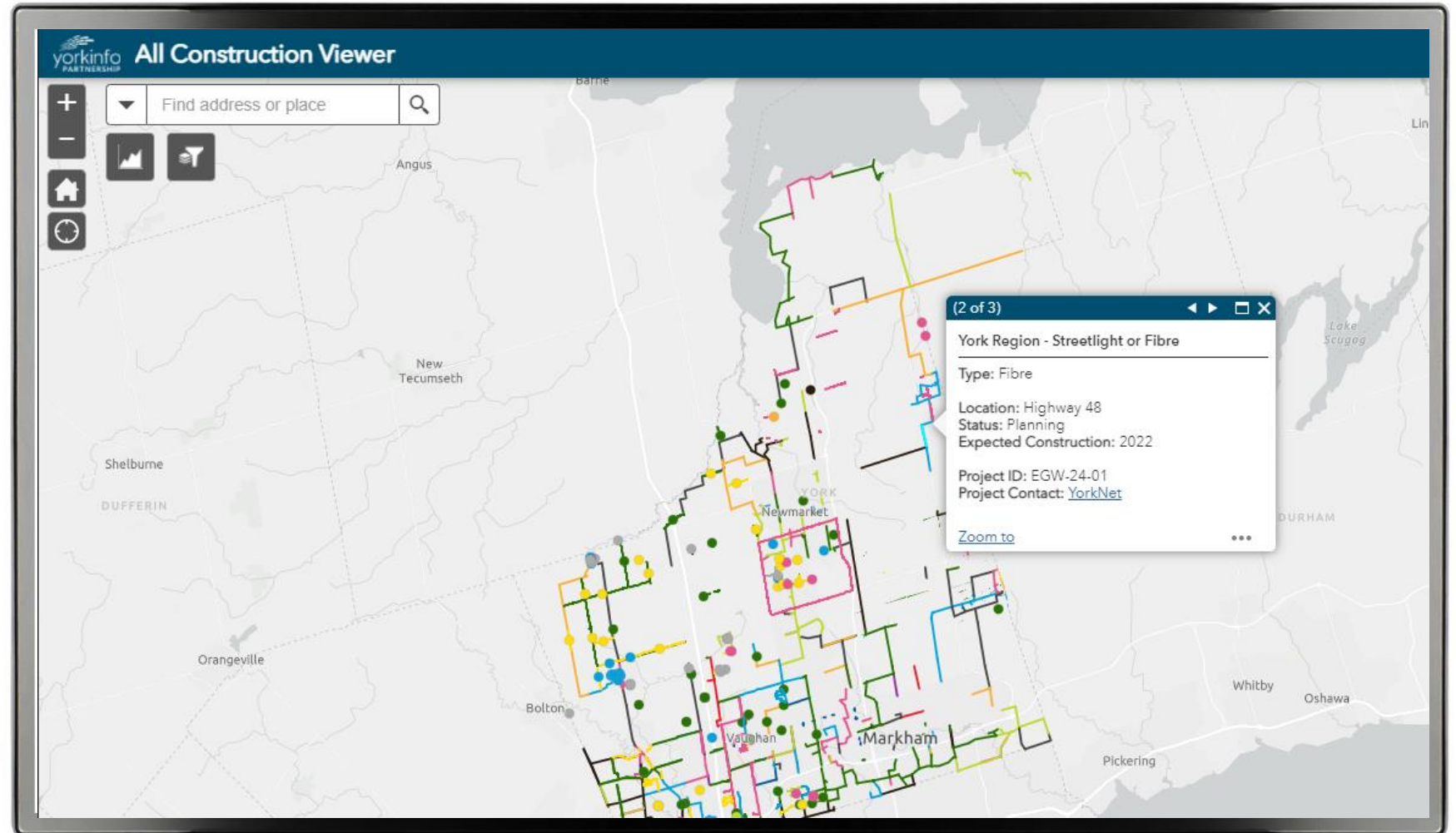
ORTHOPHOTOGRAPHY

- Accurate base mapping
- Remote asset collection
- Bylaw enforcement

LiDAR

- Canopy cover assessment and monitoring
- Accessible trail design
- Ground survey for inaccessible areas
- New development 3D visualization
- Shallow groundwater areas of concern

IMPROVE SERVICE DELIVERY: ALL-CONSTRUCTION



BUILD CAPACITY: DATA LITERACY

1,800+

Staff trained

161

Sessions
completed

\$160,000

Partner
savings

48
partners

157
staff

Enrolled on
GeoSpatial

130+
partners

160+
staff

Trained in GIS
(2018 to 2022)

83
partners

67
staff

Discover Data
participants

POSSIBLE FUTURE OPPORTUNITIES

Data Quality

Partner session
June 25

Discover Digital

Partner session
Q4 of 2024

Performance
Appraisals

Digital competencies
now part of PAs

Data for Leaders,
PowerBI,
Demographics

...and more!

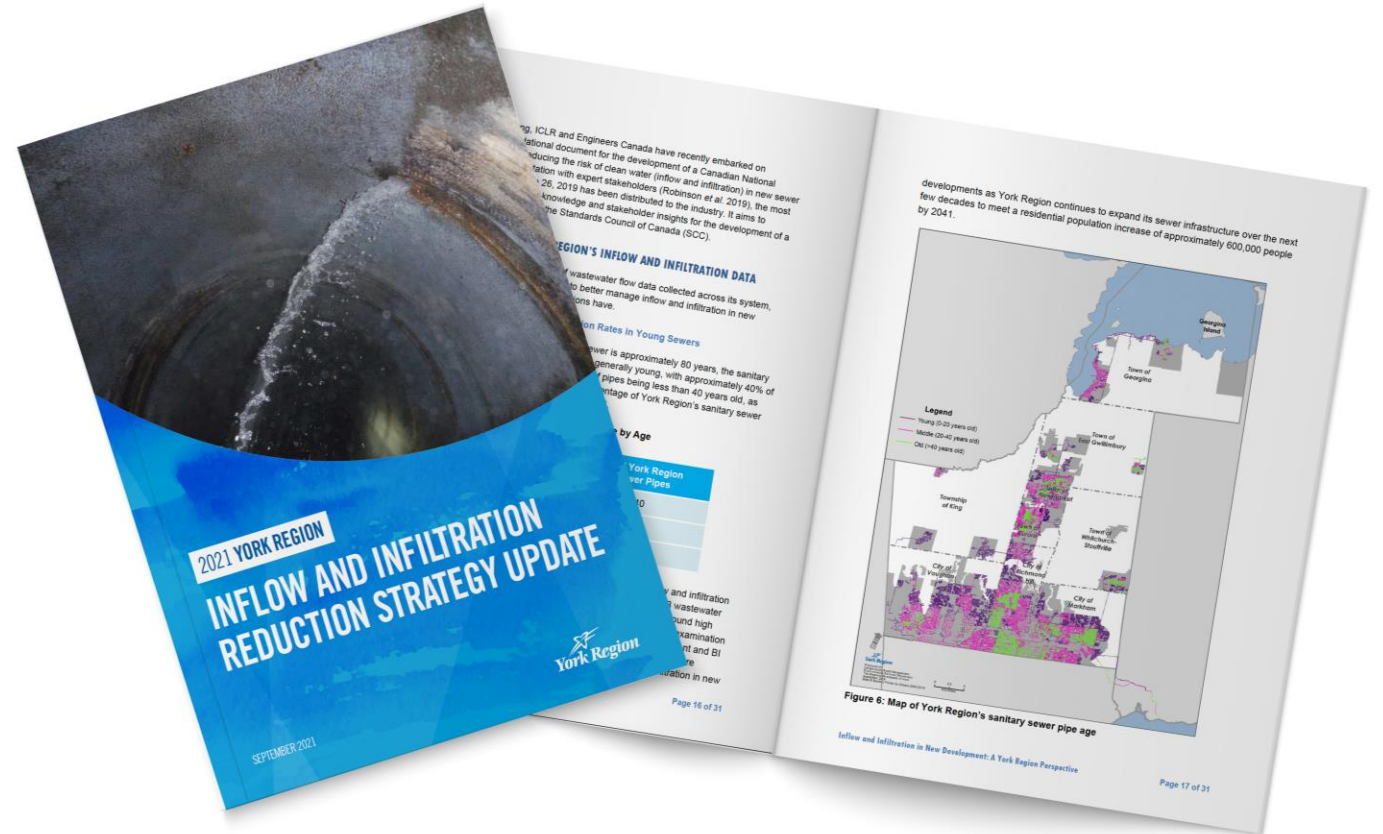
TRANSPARENCY AND ACCOUNTABILITY: OPEN DATA

The screenshot displays the York Region Open Data Portal interface. At the top, a navigation bar includes the York Region logo and links for Open Data Policy, Open Data Licence, App Developer Web Services, and COVID-19 Data. A search bar at the top center contains the text 'budget' and a 'Search' button. Below the search bar, tabs indicate the total number of results: All (317), Data (203), Documents (70), and Apps & Maps (5). The 'Data' tab is currently selected.

On the left side, there is a 'Filters' section with a 'Reset' button and a count of '1 - 8 of 8'. The filters are categorized by 'Location' and 'Type'. Under 'Location', there is a dropdown menu. Under 'Type', there is a 'Filter options' input field and a list of file types with their respective counts: Csv Collection (104), Feature Service (99), Document Link (38), Map Package (21), and Microsoft Excel (21). A 'Show 8 more' link is also present. Below the 'Type' filters, there is a 'Source' section with a 'Filter options' input field and a list of sources: The Regional Municipality of York (275) and City of Markham (40).

The main content area displays a grid of search results. Each result card includes a 'FILES' icon, a 'MARKHAM' logo, a 'REPORT' label, a 'Document' icon, and a title. The first two results are for the City of Markham: '2018 Budget - Corporate Wide...' and '2018 Budget - Operating Budget'. The third result is for the York Region: 'York Region Operating Budget'. The fourth result is also for the York Region: 'Tabular Data'. Each card includes a brief description of the data.

MEET REPORTING TARGETS: ALL-PIPES



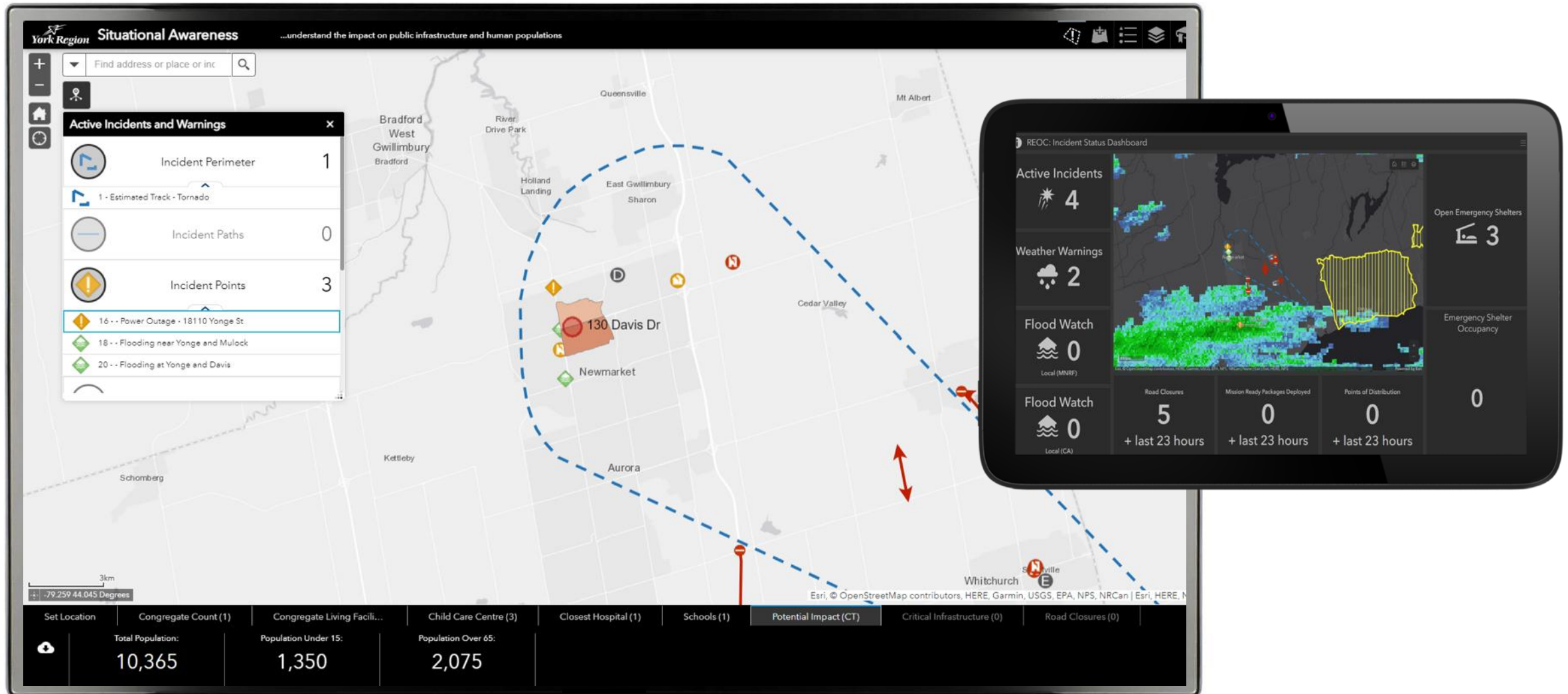
STREAMLINE PROCESSES: JOINT DATA EDITING



NG-911 ADDRESS MANAGER

- Real-time data editing and sharing of address and roads data
- Focus on technology and knowledge
- Phase One: working with five partners
- Weekly hands-on training and testing sessions

PUBLIC SAFETY: NEAR-REALTIME SITUATION AWARENESS



IN SUMMARY



- Data helps governments improve their decision-making and operational efficiency
- Data is a strategic enterprise asset led and coordinated by data professionals
- A data-empowered organization gives individuals the autonomy, resources and skills to use data effectively
- Collaboration within and between government organizations is key

MY ASK: BE A DATA AMBASSADOR!



BE THE VOICE FOR DATA IN YOUR ORGANIZATION!

- Advocate for effective ethical use of data
- Champion data literacy training
- Facilitate data sharing with internal and external partners
- Ask data questions
- Become a great storyteller using data
- Show how data helps solve business problems

QUESTIONS?

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[york.ca/puttingdatatowork](https://www.york.ca/puttingdatatowork)

[YouTube videos](#)

