



# PUTTING DATA TO WORK: Igniting Collective Potential

April 17, 2024



**York Region**



# TODAY'S PRESENTATION

Importance of data to government

Data is a strategic enterprise asset

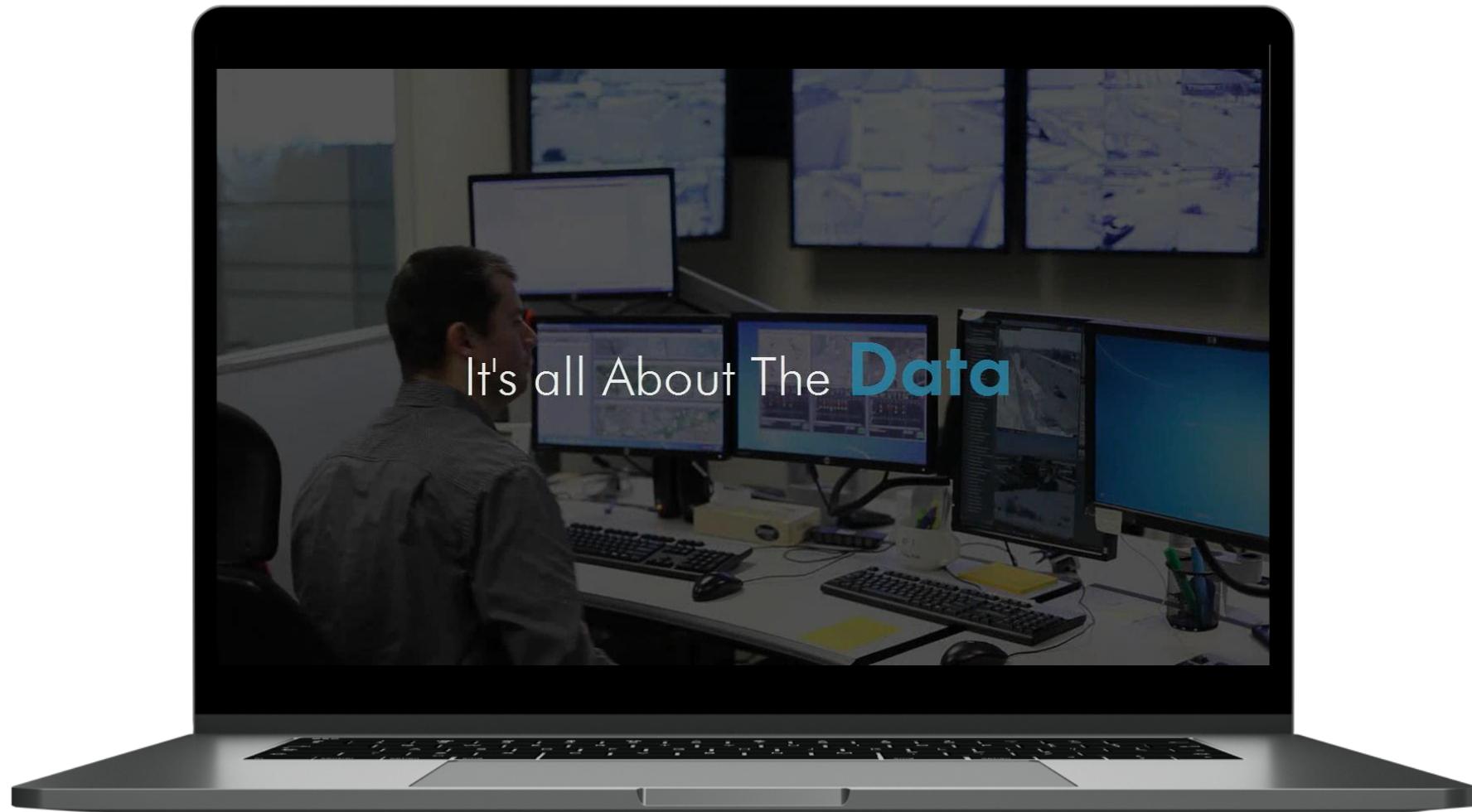
The Data and Analytics profession

Building a data-empowered organization

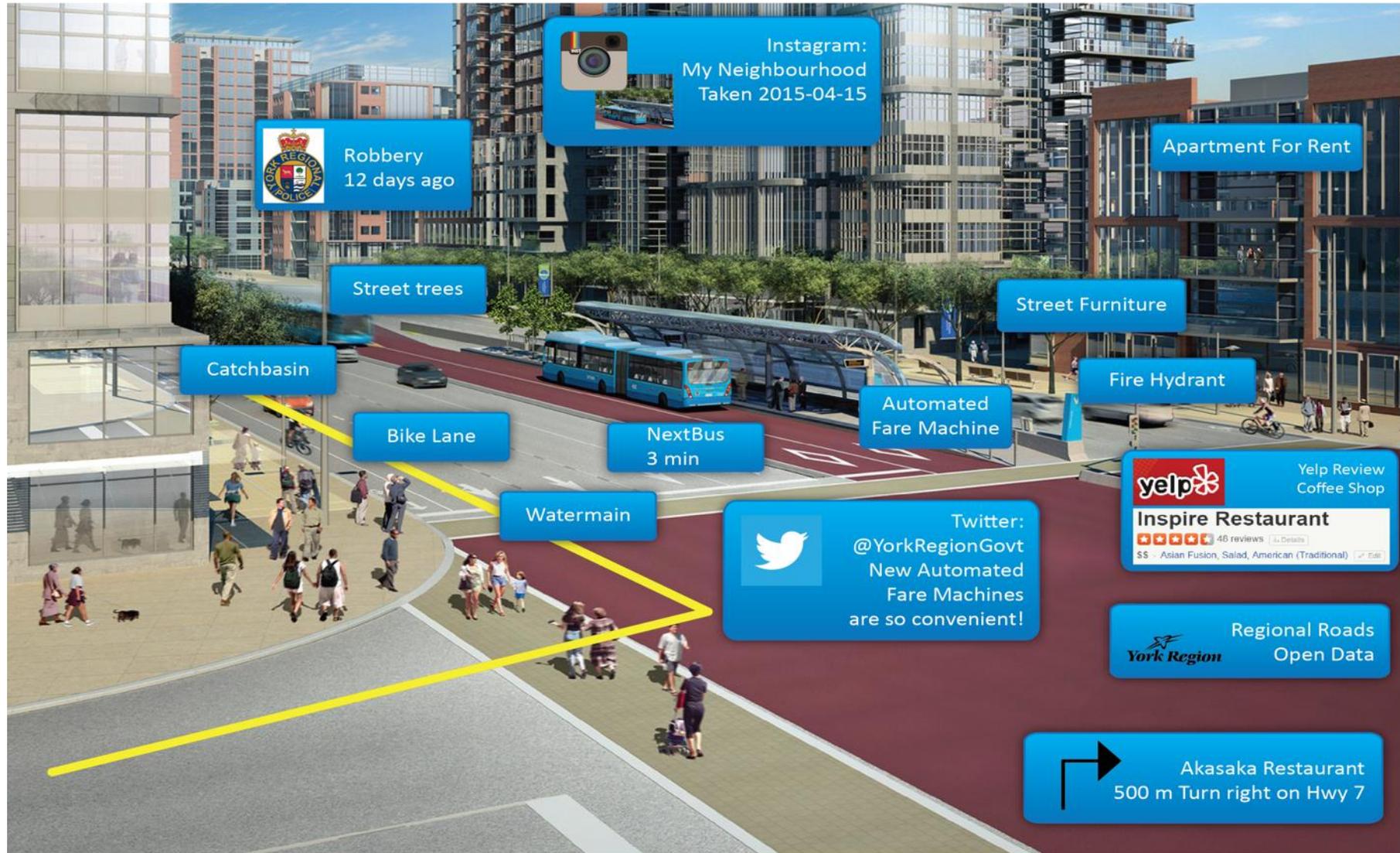
Collaboration is key

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

The Globe & Mail JANUARY 26, 2019

### Canada's Data Crisis

"Good policy is impossible without good data," said Finance Minister Bill Morneau in a 2016 speech. But this government's trademark policies often don't have good data behind them.

"There could come a day when the population says, 'You had access to all of these data stores and you could have reasonably used it to prevent something nasty from happening. Why didn't you?'"

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### Report to the Clerk of the Privy Council

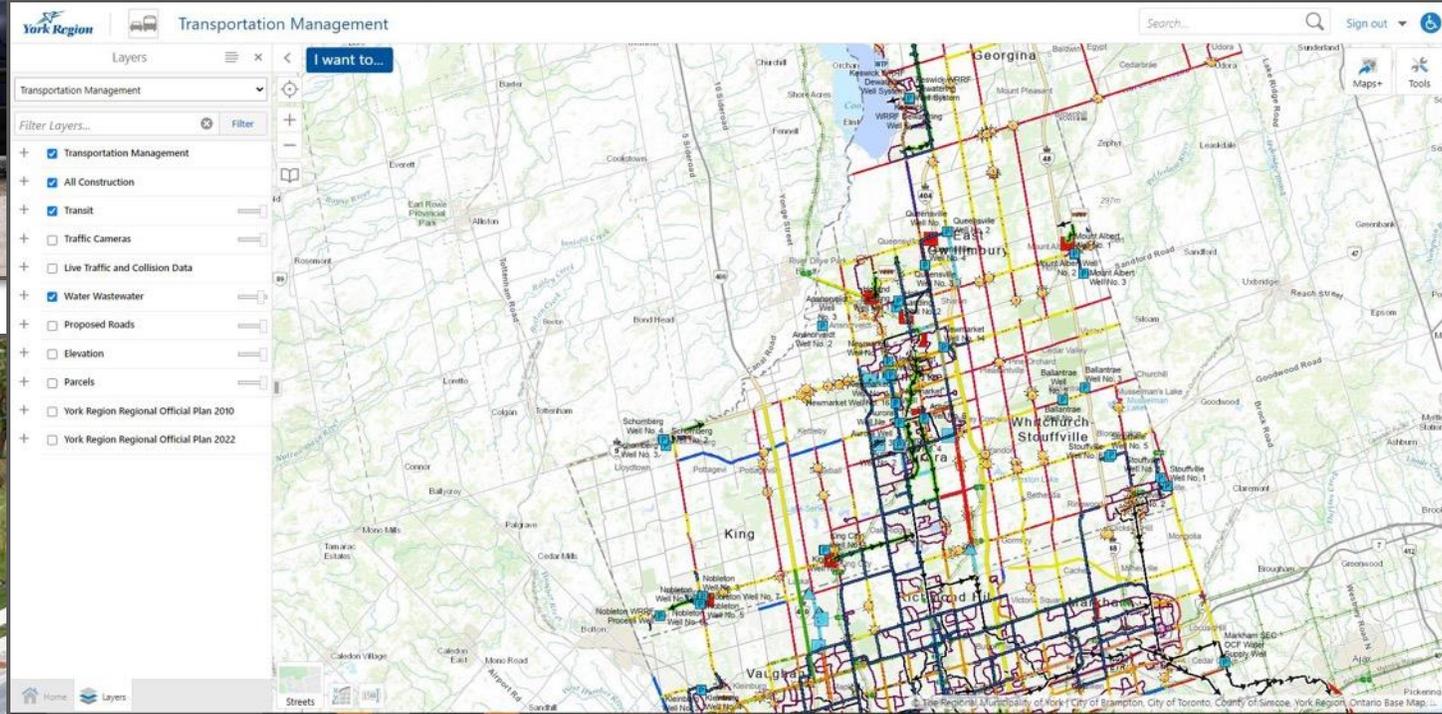
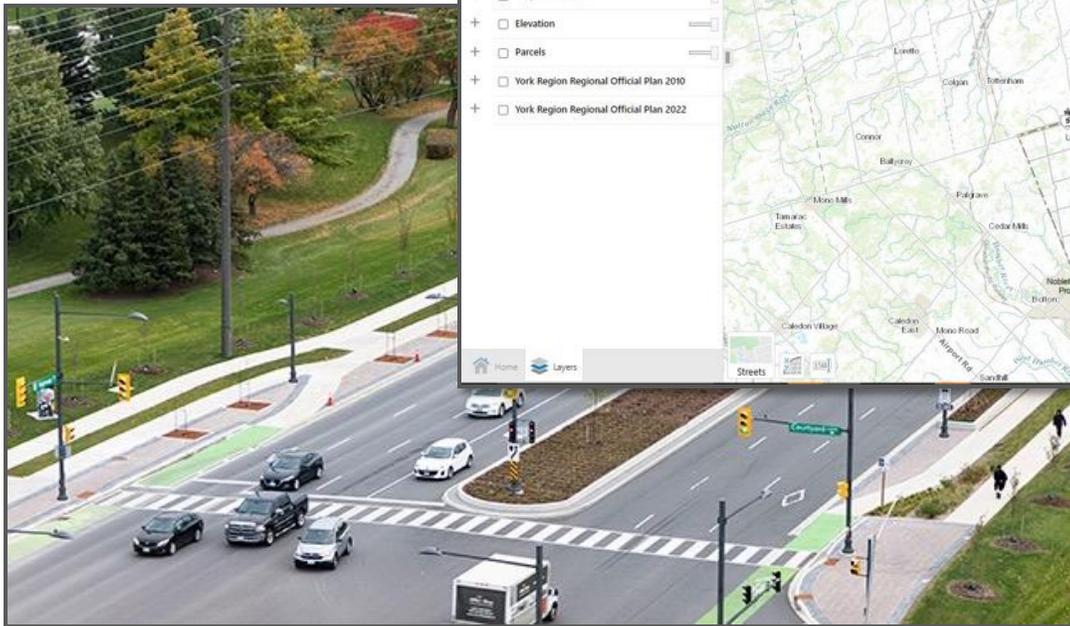
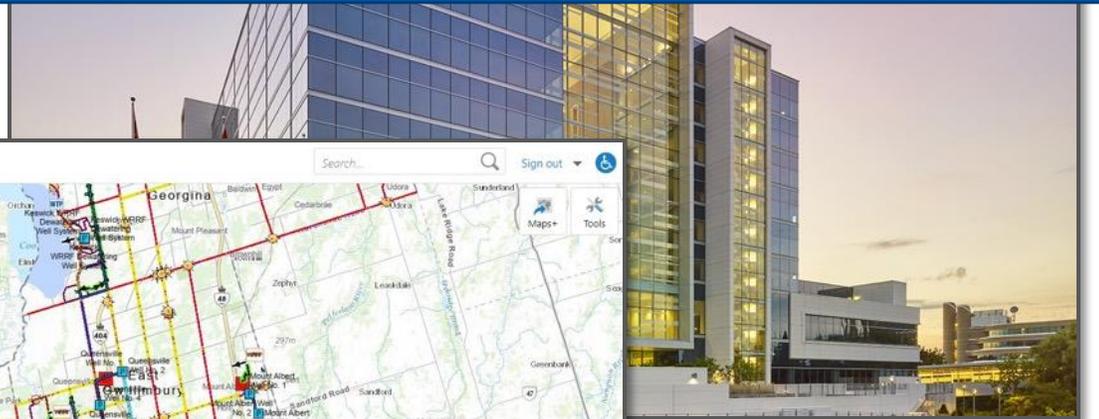
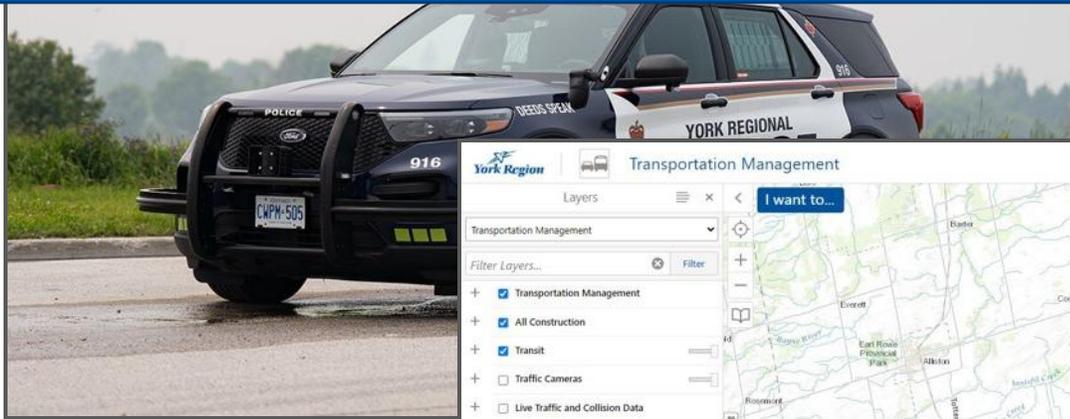
January 2019

### A Data Strategy Roadmap for the Federal Public Service

*"Through the power of data, public servants can fundamentally transform governments by changing the way they operate, make decisions and deliver services."*



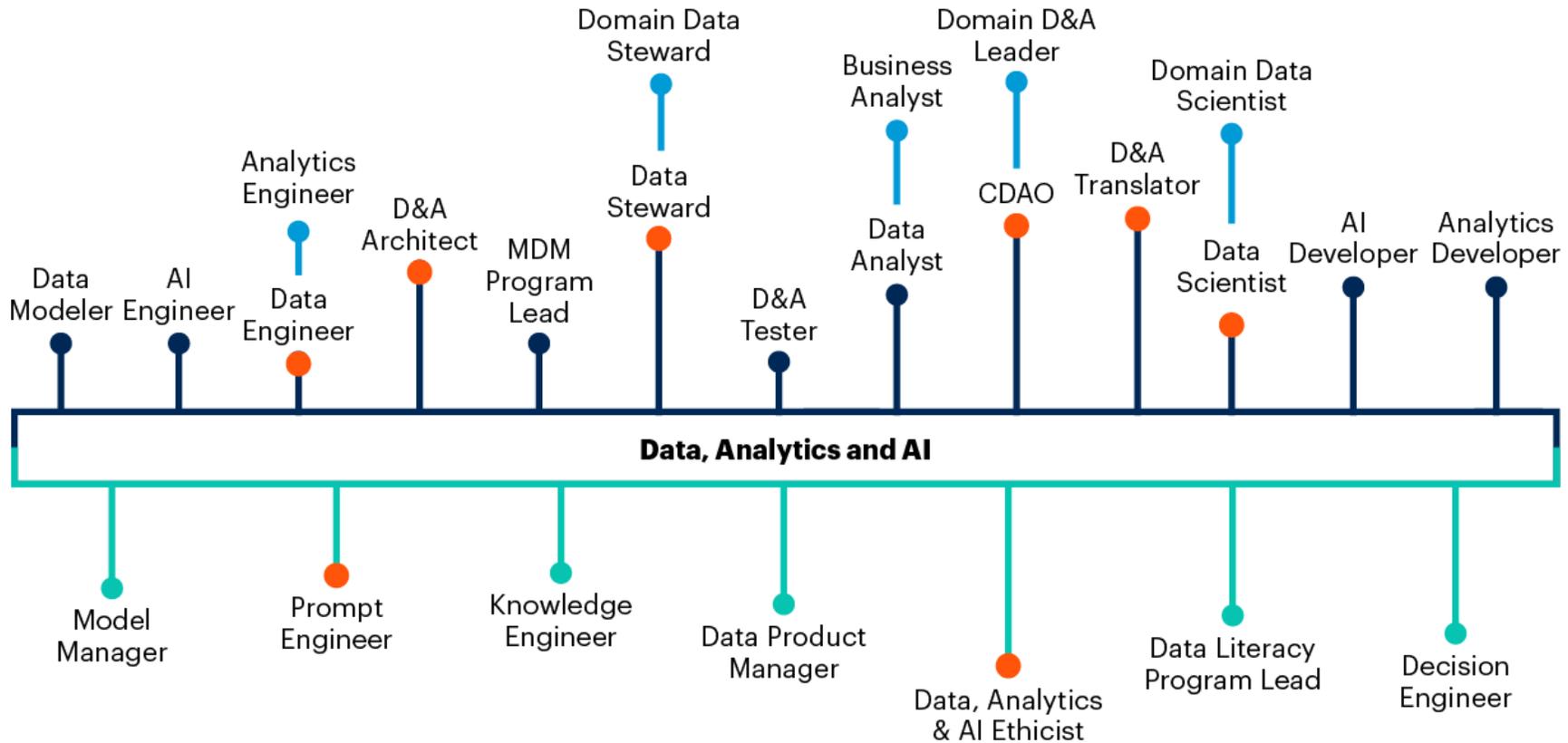
# DATA IS A STRATEGIC ENTERPRISE ASSET



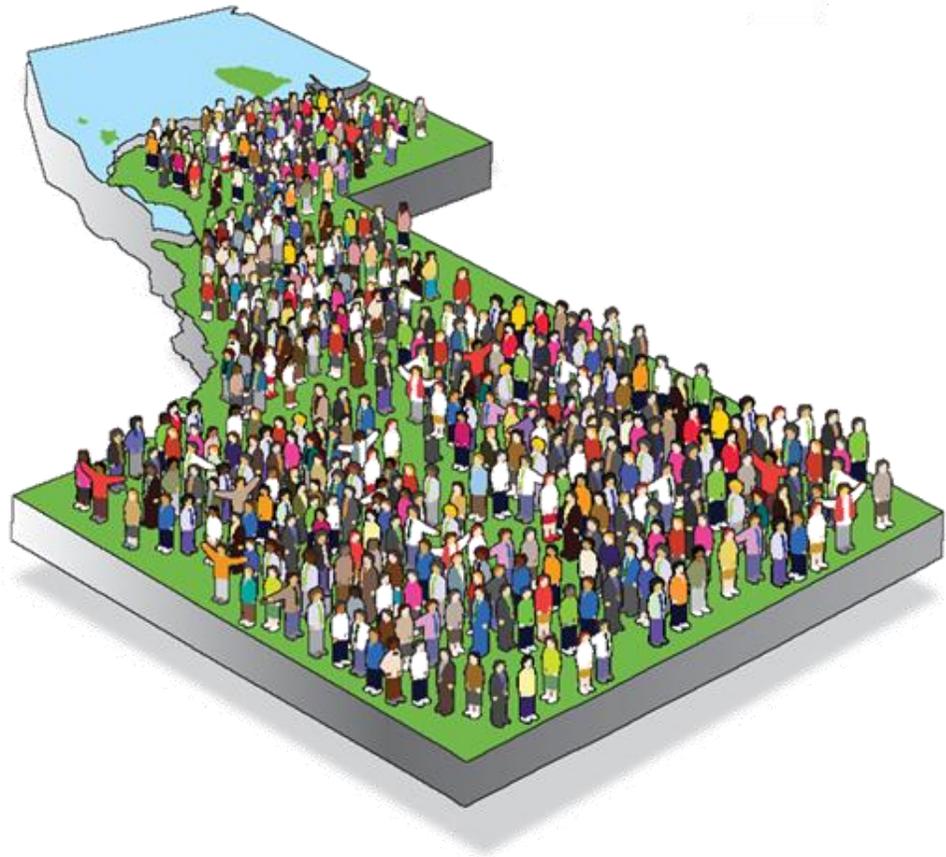
# DATA NEEDS TO BE MANAGED JUST LIKE ANY OTHER ASSET

## The Spectrum of Data, Analytics and AI Roles

● Centralized Role   ● Decentralized Role   ● Emerging Role   ● Must-Have Role



# 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

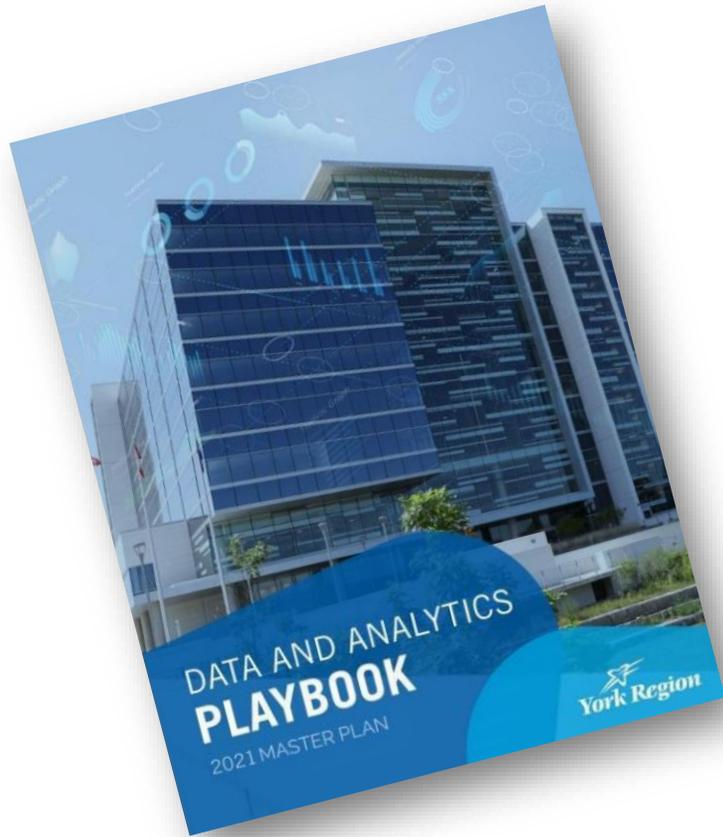
## DRIVEN

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

DATA GOVERNANCE

### 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

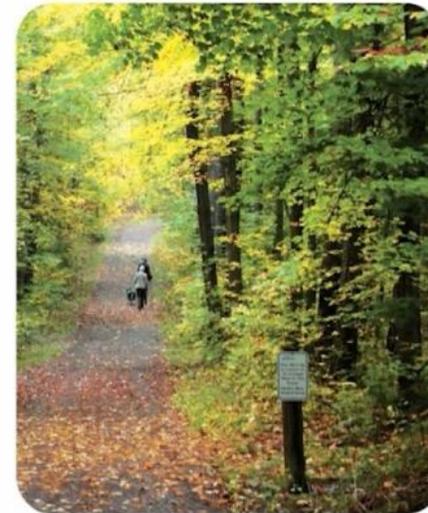


# YORKDATA



## 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

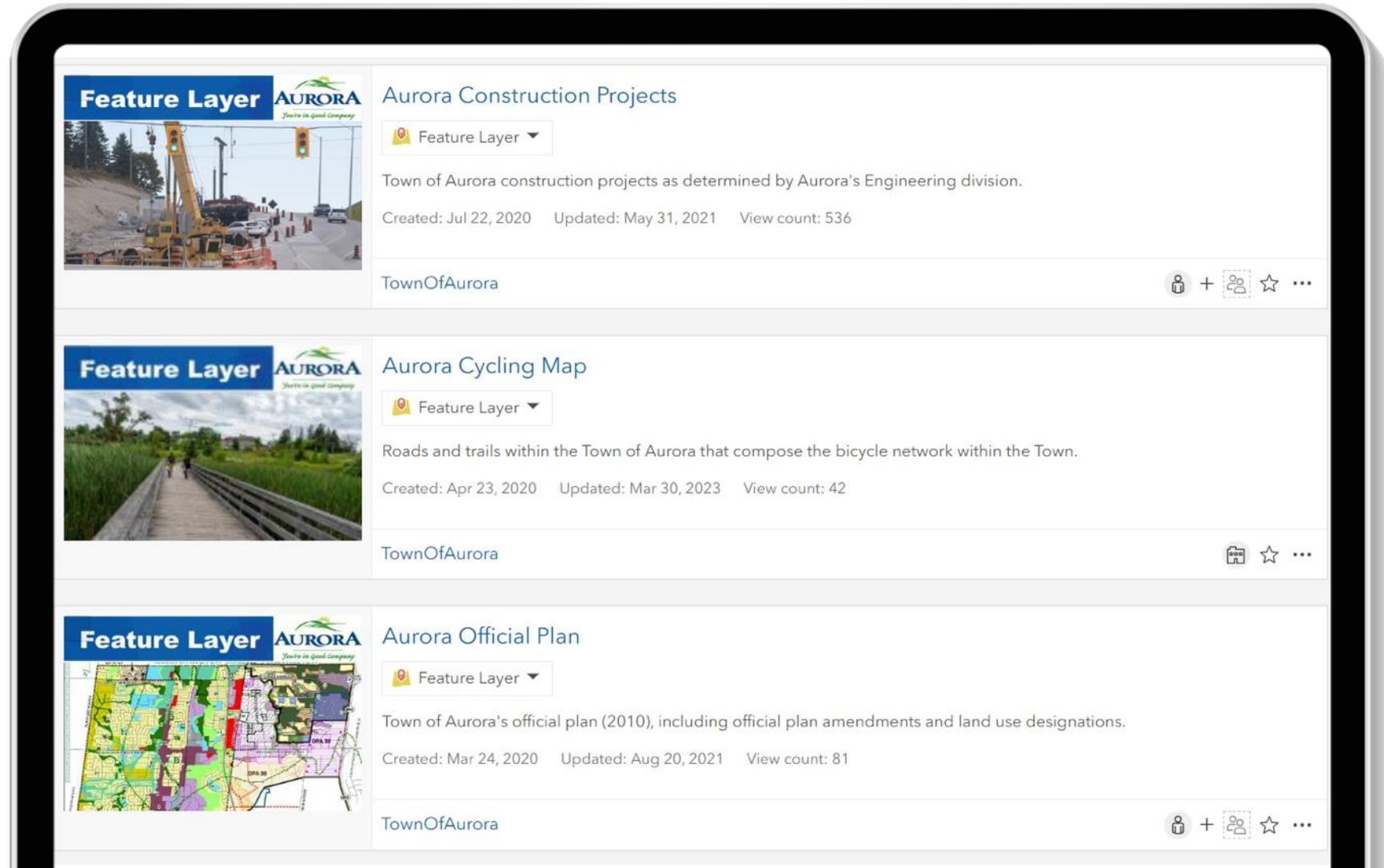
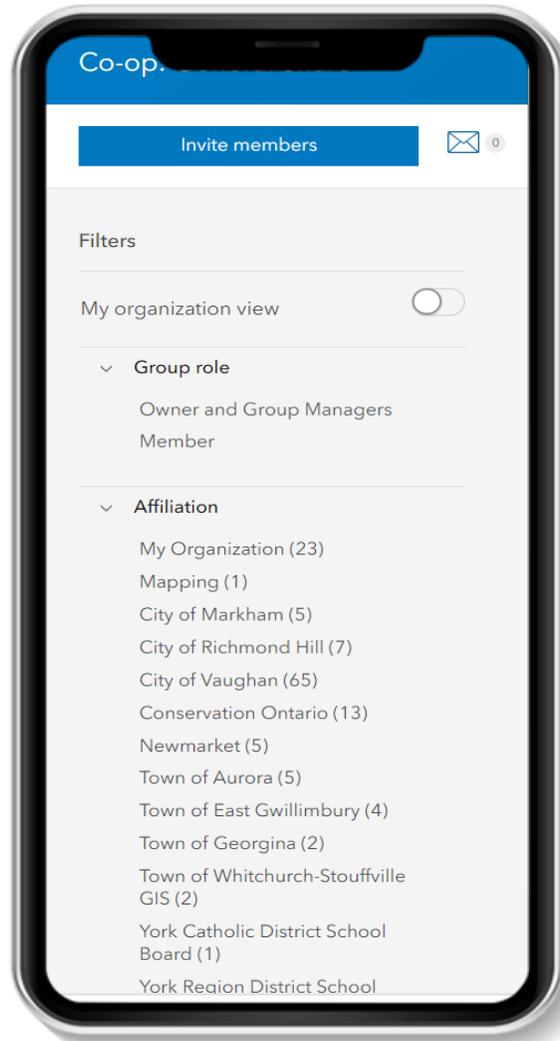


1. Efficient resource allocation
2. Cost savings
3. Improved service delivery
4. Building capacity
5. Transparency and accountability
6. Meeting reporting targets
7. Streamlining processes
8. Public safety

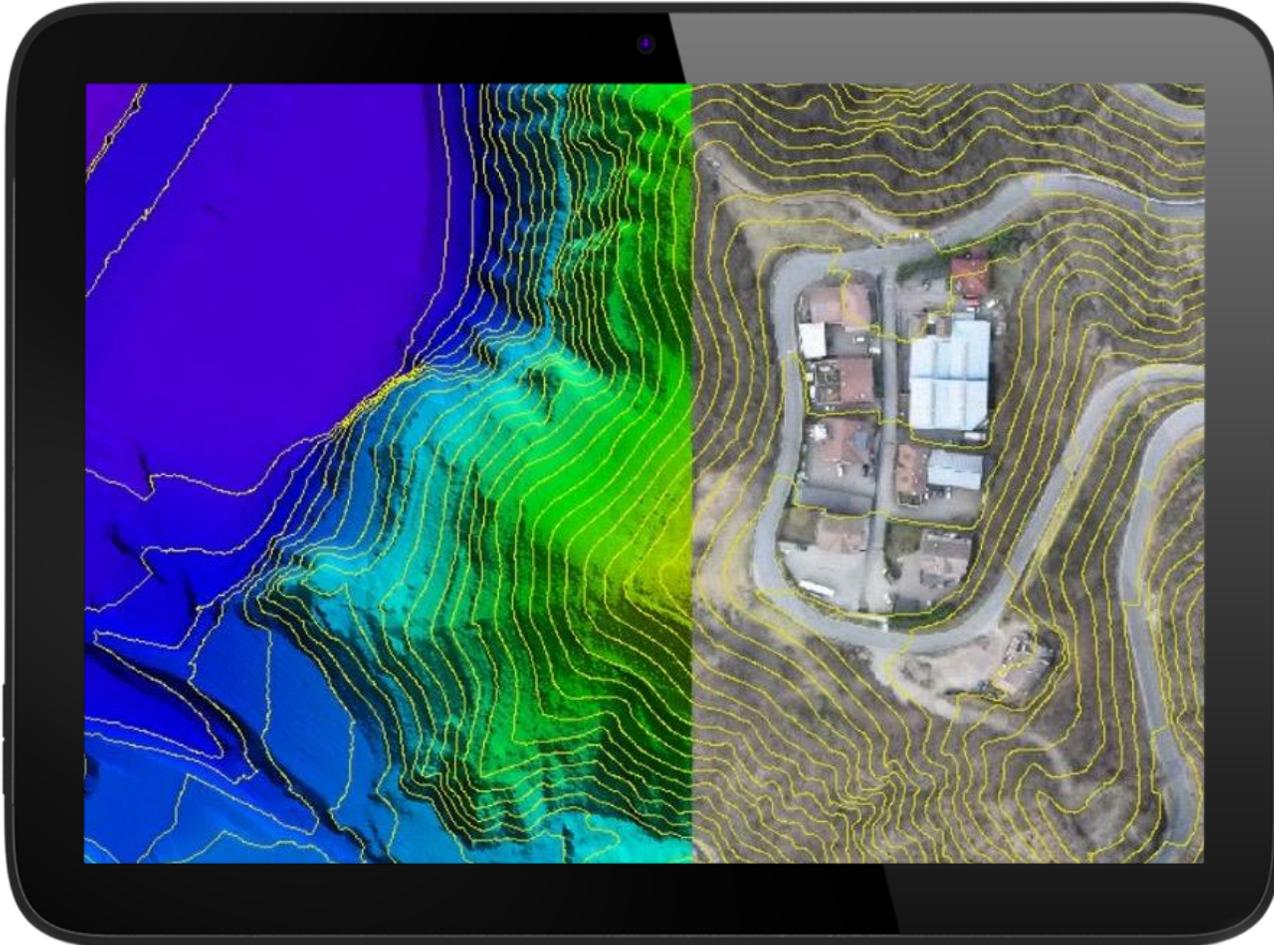
# PARTNER TO SERVE OUR RESIDENTS & BUSINESSES



# EFFICIENT RESOURCE ALLOCATION: DATA SHARING



# COST SAVINGS: DATA PURCHASES



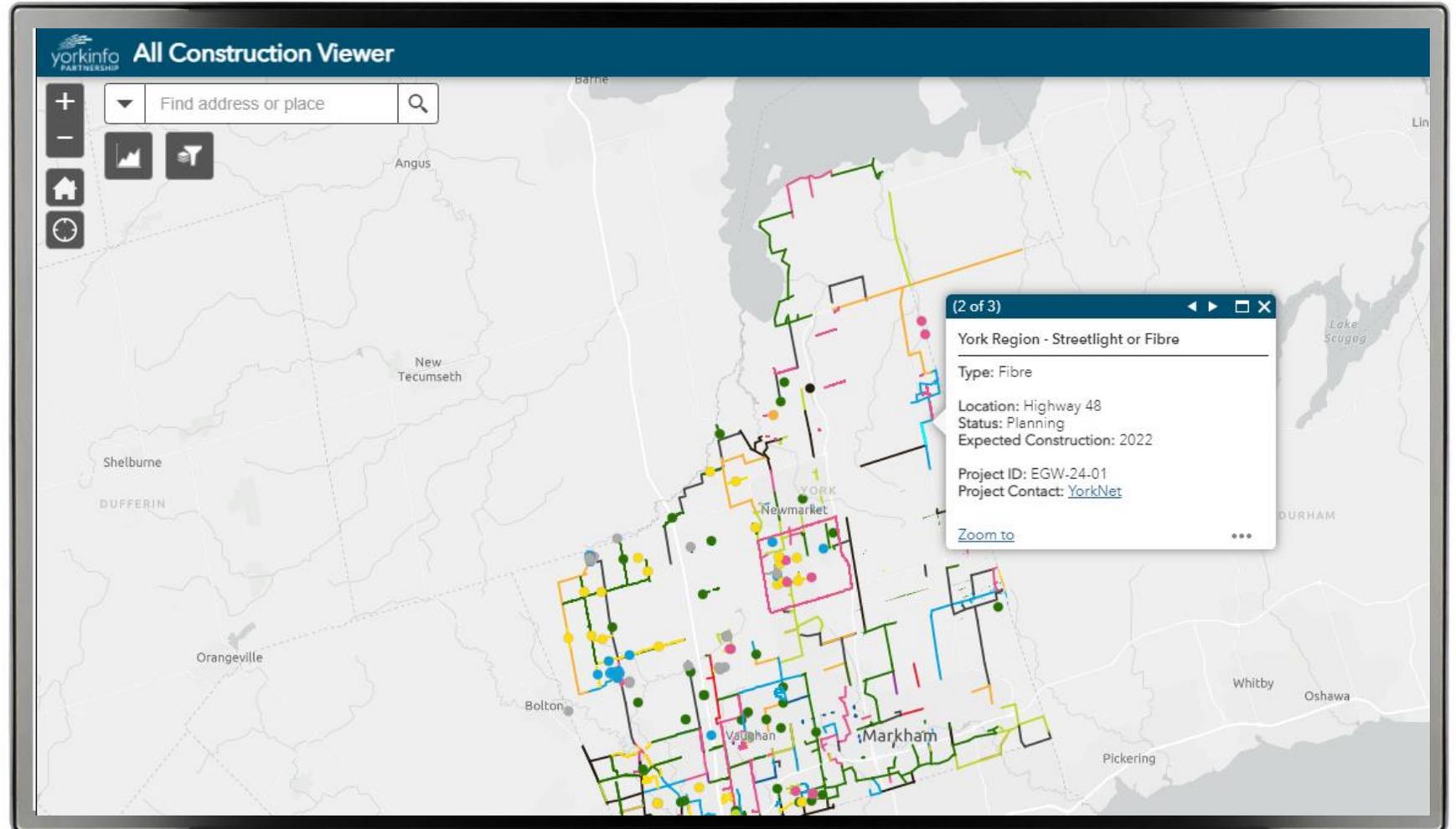
## ORTHOPHOTOGRAPHY

- 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, the 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 contains the term 'budget' with a search button. Below the search bar, filters for 'All (317)', 'Data (203)', 'Documents (70)', and 'Apps & Maps (5)' are visible. The left sidebar contains filter sections for 'Location', 'Type', and 'Source'. The 'Type' section lists options like 'Csv Collection (104)', 'Feature Service (99)', 'Document Link (38)', 'Map Package (21)', and 'Microsoft Excel (21)'. The 'Source' section lists 'The Regional Municipality of York (275)' and 'City of Markham (40)'. The main content area shows a grid of search results, including '2018 Budget - Corporate Wide...' and '2018 Budget - Operating Budget' from the City of Markham, and 'York Region Operating Budget' from the Regional Municipality of York. The interface also features a 'Filters' sidebar with a 'Reset' button, a '1 - 8 of 8' indicator, and a 'Relevance' dropdown menu.

York Region Open Data Policy Open Data Licence App Developer Web Services COVID-19 Data

budget X Search

All (317) Data (203) Documents (70) Apps & Maps (5)

Filters Reset 1 - 8 of 8 Relevance

Location

Type

Filter options

- Csv Collection (104)
- Feature Service (99)
- Document Link (38)
- Map Package (21)
- Microsoft Excel (21)

Show 8 more

Source

Filter options

- The Regional Municipality of York (275)
- City of Markham (40)

FILES MARKHAM REPORT

Document ...

2018 Budget - Corporate Wide...  
City of Markham

2018 Corporate-Wide Budget - Allocation of Revenue &...

FILES MARKHAM REPORT

Document ...

2018 Budget - Operating Budget  
City of Markham

2018 Budget - Operating Budget

Tabular Data

Document ...

York Region Operating Budget  
The Regional Municipality of York

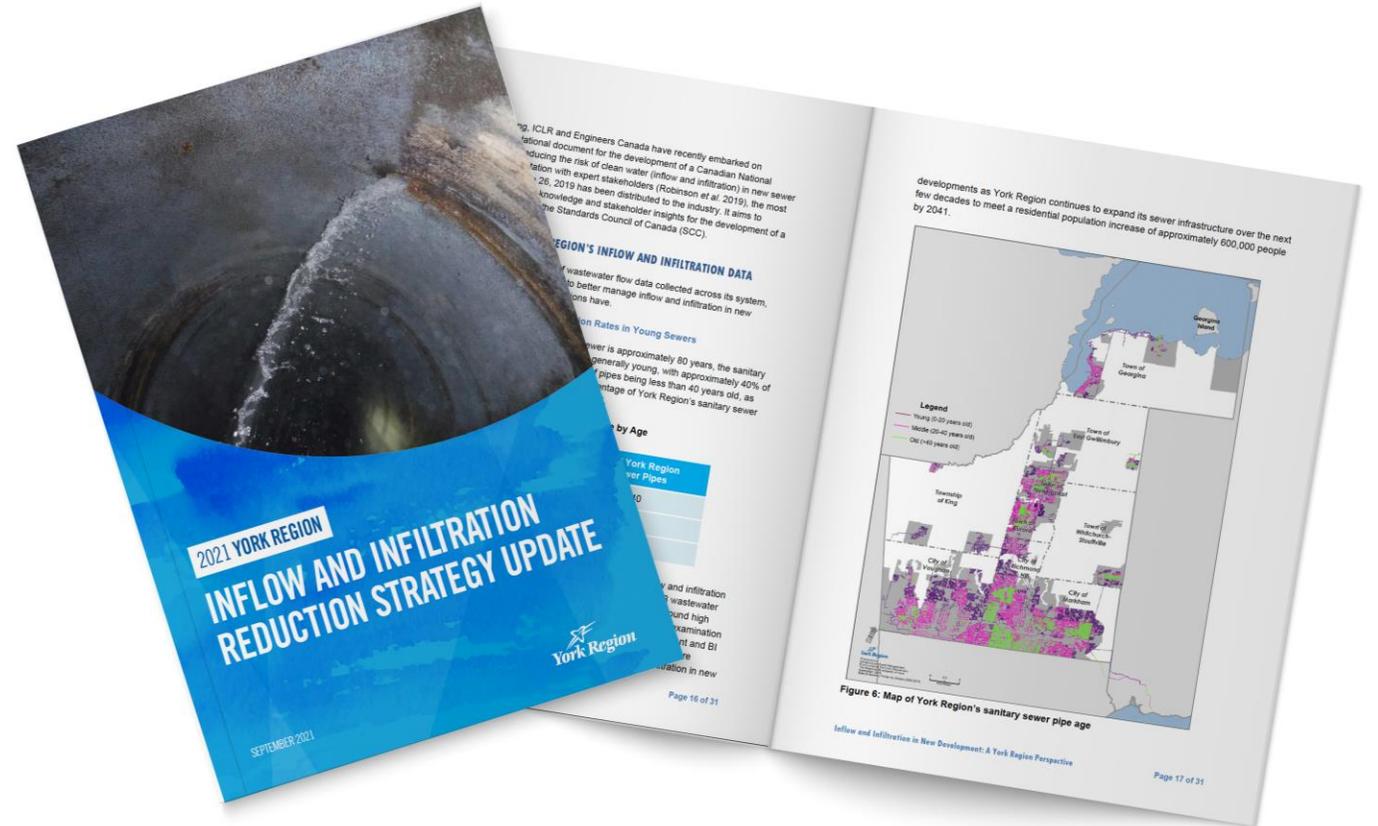
Contains financial plans based on York Region's existing an...

FILES MARKHAM

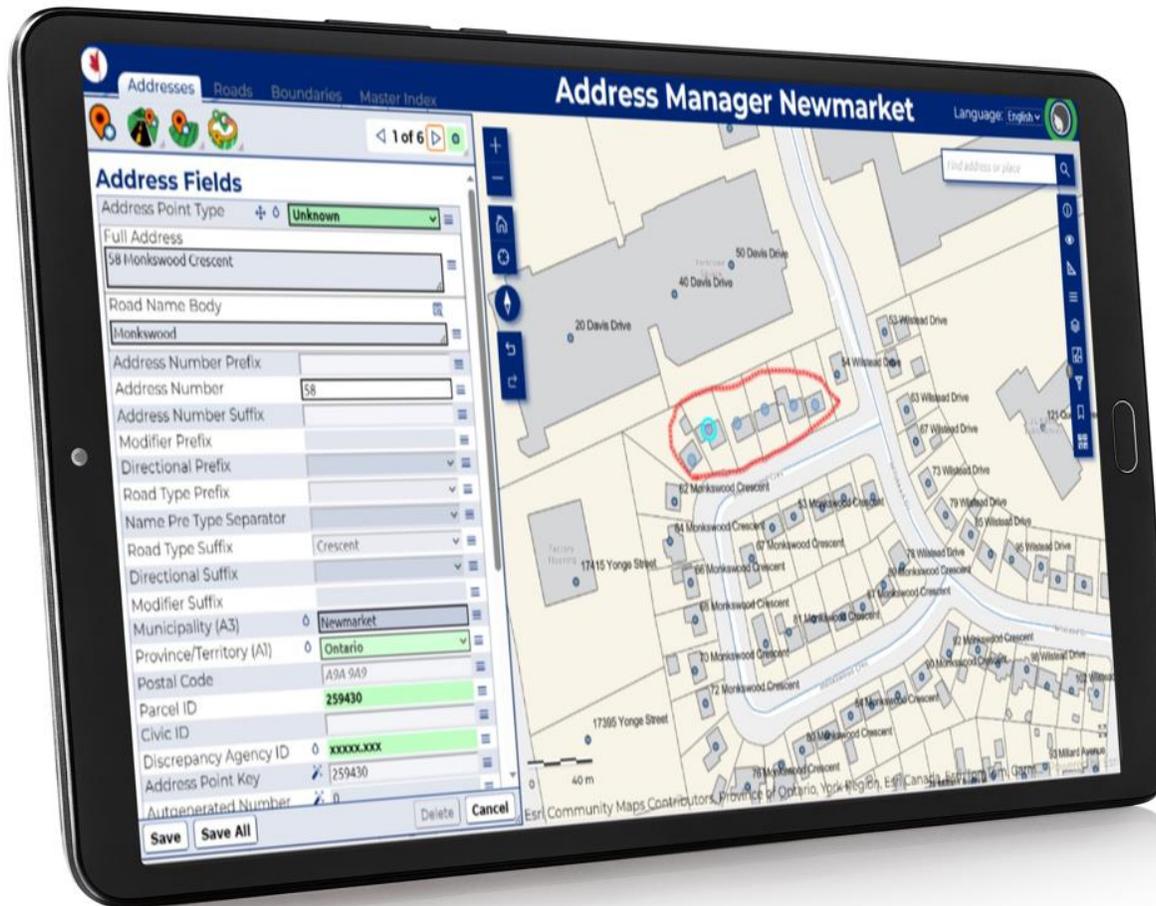
FILES MARKHAM

Tabular Data

# MEET REPORTING TARGETS: ALL-PIPES



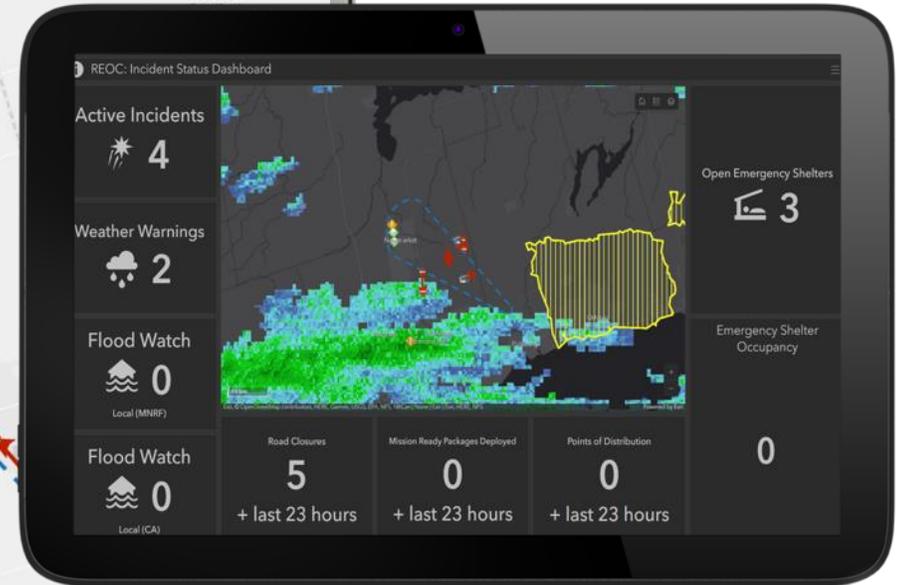
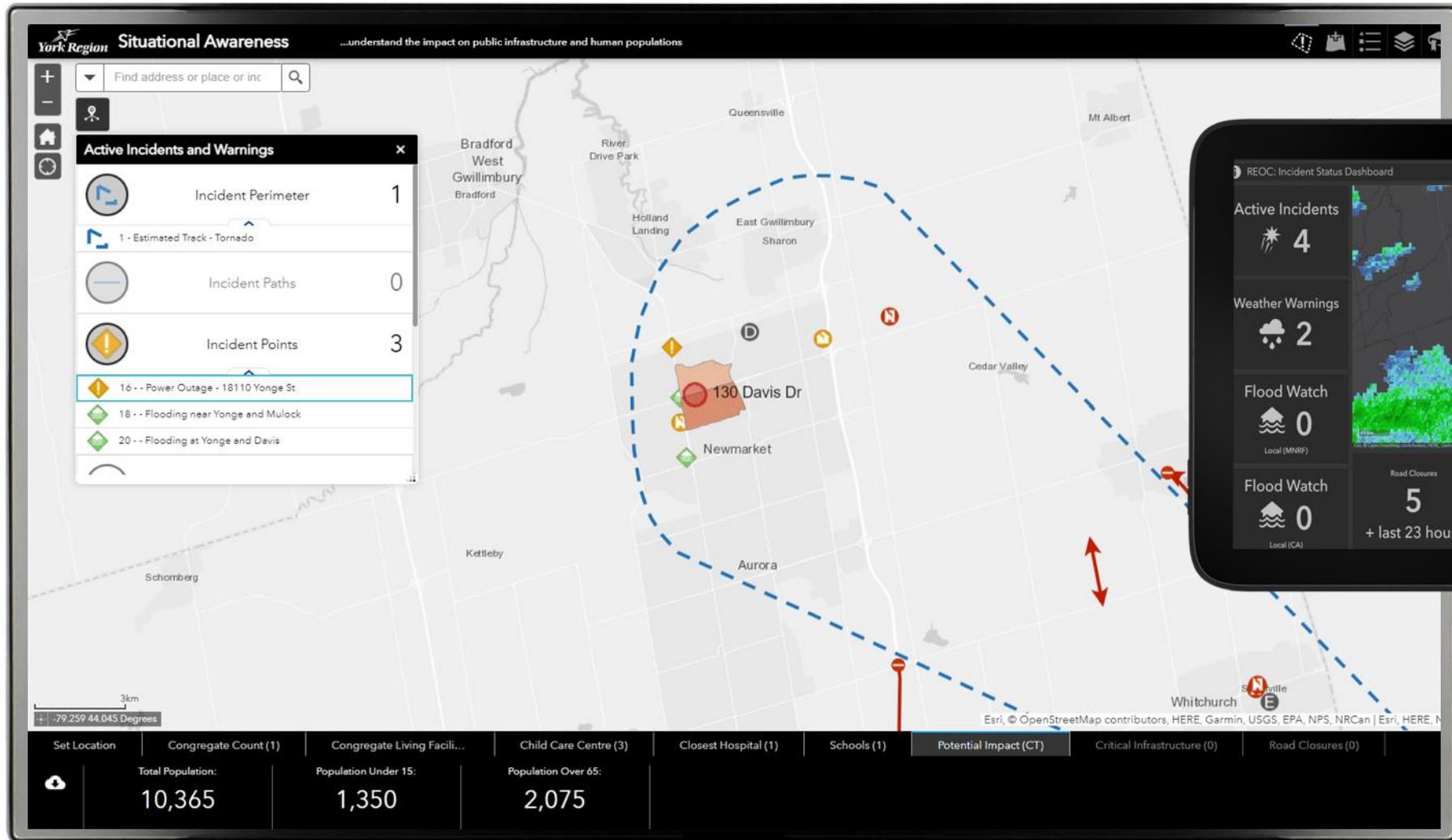
# STREAMLINE PROCESSES: JOINT DATA EDITING



## 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](#)

