

ORDINANCE

Authorize grant agreement with Hack Oregon for \$31,600 to build an open data platform, data analytics tools and web applications from Smart Cities sources

MARCH 21ST, 2018
PORTLAND CITY COUNCIL



Bureau of Planning and Sustainability
Innovation. Collaboration. Practical Solutions.

City of Portland, Oregon

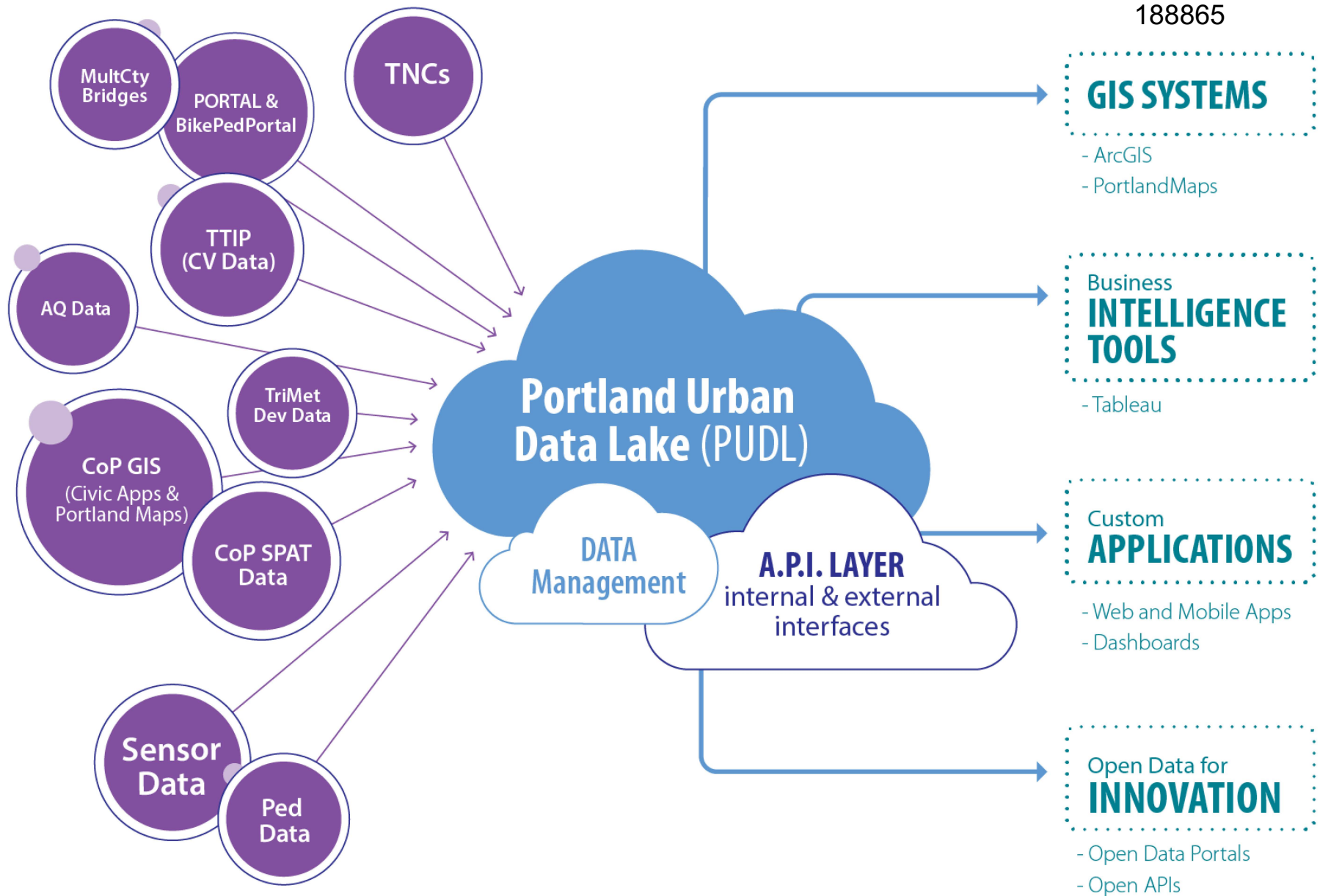


Open Data Ordinance (May 2017)

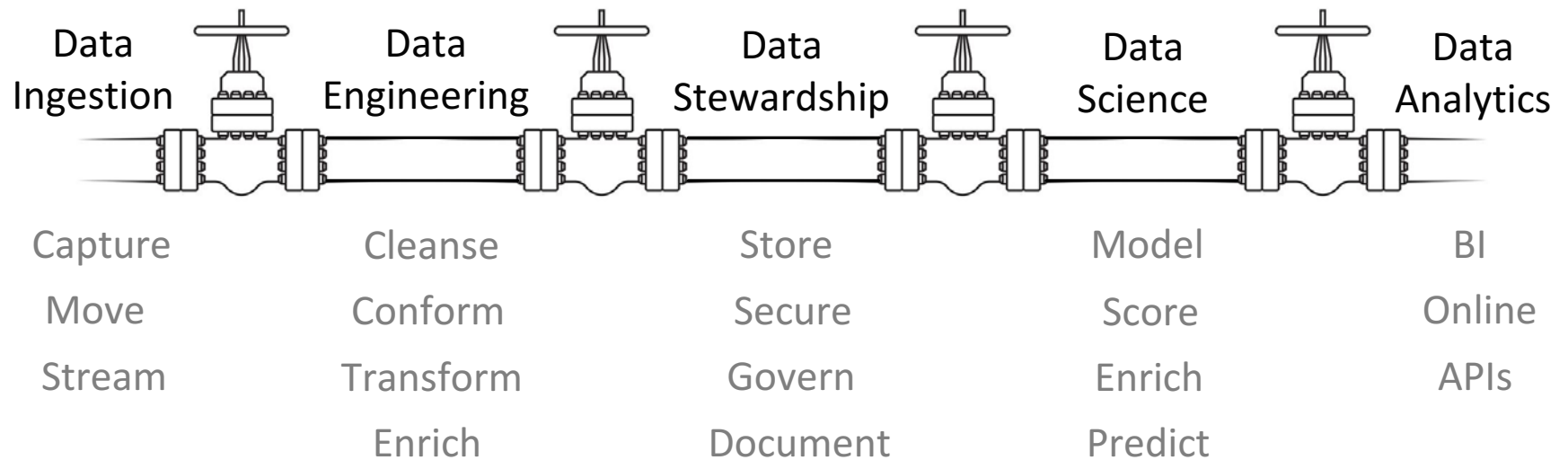
- An Open Data Policy and Program will increase transparency, **foster a culture of using data to inform and evaluate City decisions**, reduce staff time devoted to responding to requests for City data, encourage innovative approaches to meeting City goals, and achieve more equitable program and service outcomes.
- **Explore data analytics methodologies and systems** to make data more useful to City leadership, City staff and the public.

Portland Urban Data Lake (PUDL) is a platform to **enable data-driven decision making**

188865



Big Data Pipelines



Why do we need it?

1. **Being a “smart” city is mostly about data**
2. We are not managing our data effectively*
3. We are not using our data effectively*
4. Small data is hard; big data will be a lot harder

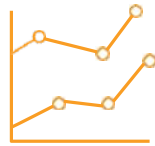
** GIS data is the exception*

Extracting value from data – an untapped opportunity



<50%

of structured
data is actively
used in making
decisions



<1%

of unstructured
data is analyzed or
used at all



>70%

of employees
have access to
data they should
NOT



80%

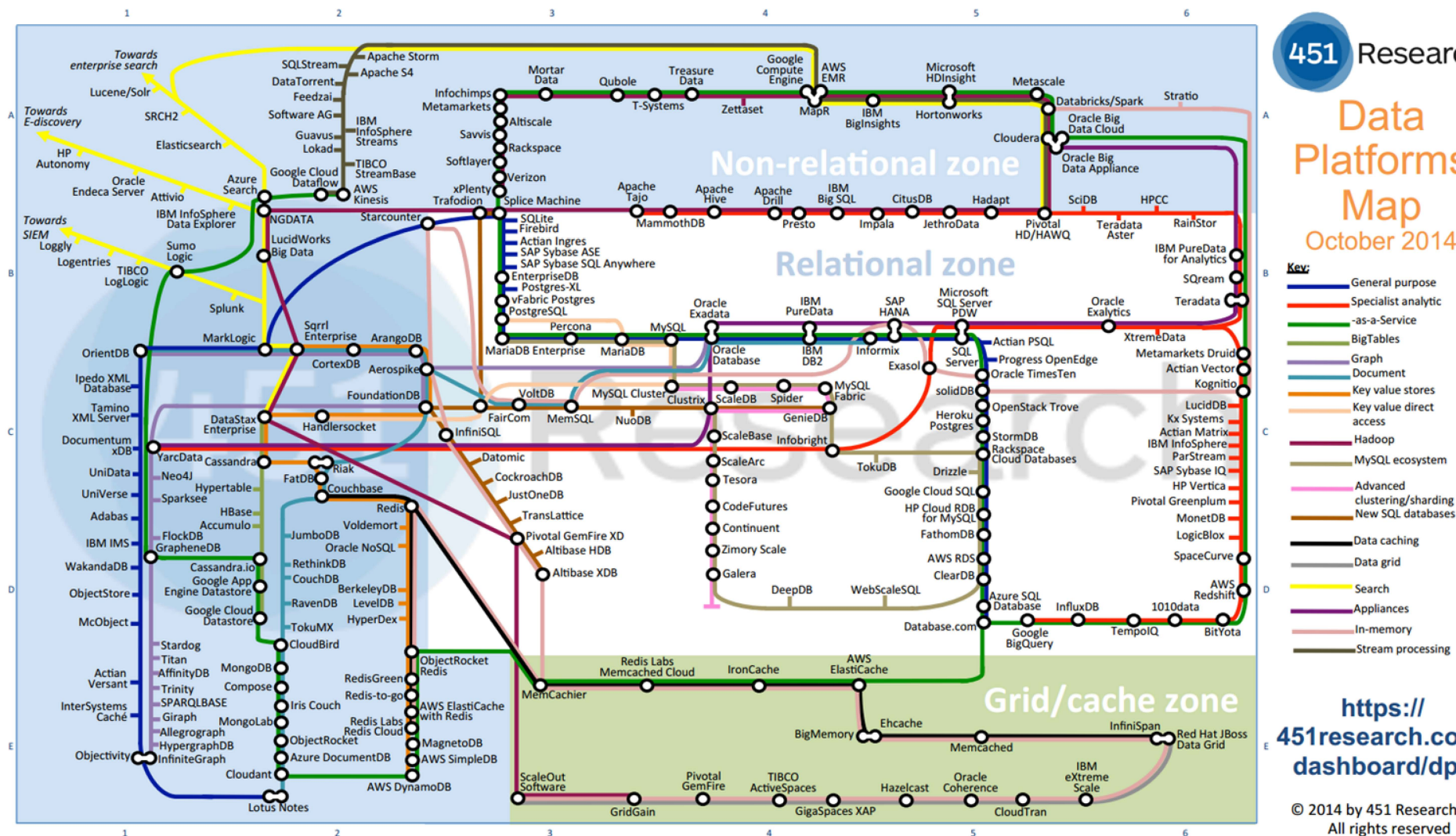
of analysts' time
is spent discovering
and preparing data

Core PUDL principles:

- 1. Data does not equal insight**
2. Data is more valuable with other data
3. Build a smartphone, not a camera
4. Nimble, open, vendor-agnostic
5. Start small; test, evaluate, improve, repeat
6. Learn from our past successes
7. We are not alone

Data Platforms Map

October 2014



<https://451research.com/dashboard/dpa>

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PUDL pilots

1. Microsoft/Cloudera/Clairvoyant (PaaS)
2. Amazon/AWS/Slalom (DIY)
3. **Hack Oregon (community-driven)**

PUDL pilot use cases

1. **Vision Zero/Pedestrian Safety**
2. Improved transit arrival times
3. Pedestrian modeling/curb access study

The PUDL team



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