Data**Science**SF

DRAFT
Overview of Data Science Services from DataSF

What is data science?

Data science is a way for you to harness the power of advanced analytics and applied statistics for the challenges you face in your department.

This new service from DataSF aims to help departments achieve more with their existing resources and processes.

Through a 4 month engagement, DataSF's Data Science team and your department will refine a problem, identify statistical methods to address it, and develop and institute a service change to improve your work.

Data Science
Applying advanced statistical tools to existing data to generate new insights

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Service Change
Converting new data insights into (often small) changes to business processes
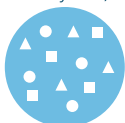
Smarter Work
More efficient and effective use of staff and resources

What types of problems can benefit from data science?

There are 5 basic types of civic problems data science can help address. (See reverse side for more details). Ask yourself if you or people in your department would want to:

? Find the needle
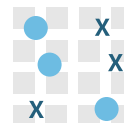(in the haystack)

? Reduce backlogs

? Flag "stuff" early

? Improve outreach

? Optimize resources

Form A

What is not data science?

There are other great ways to bring about service improvement that are not data science:

| Approach	Description
Performance management	Define, visualize (often via dashboards), and manage to metrics and key performance indicators
Research	Use quantitative and/or qualitative methods to understand and report on an issue, possibly making recommendations
Evaluation	Study the cost and benefit of a program to inform policy and program changes, including to inform investments
Open data	Make civic data public to facilitate data sharing, reporting and new tools

How to participate?

1 **Learn** more about the process at datasf.org/science. Use our office hours to help define your project.

2 **Apply** by May 19th.

3 **Be available** for questions while DataSF works to define and select projects for the first cohort.

4 If selected, **partner** to refine and iteratively analyze the question.

5 **Implement & present** the results to your fellow cohort by December.

Find the needle in the haystack

? Who, what, or where to target?   **◔** Data science identifies candidates   **⚙** Service changes to target candidates
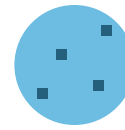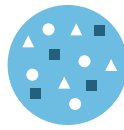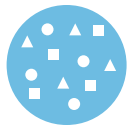
Approach: Targets worth your department's resources are often difficult to identify (people, geographic areas, or categories). Data science identifies candidates to target based off analysis of past data.

Example: New Orleans distributes free fire alarms, but many homes already have them. They analyzed public data to identify and target households unlikely to have alarms. They had a 2x increase in hit rate.

Reduce your backlog

? What to prioritize in your backlog?   **◔** Data science identifies priorities   **⚙** Service changes to order by priority

Approach: Department backlogs often grow because implementing a triage process is too staff intensive. Data science can help identify high, medium, and low priority cases by analysing existing data.

Example: New Orleans backlog in blight enforcement needed data to inform decisions. Using previous enforcement decisions, they prioritized and eliminated a 1,500 case backlog in less than 100 days.

Flag "stuff" early

? How do you flag stuff early?   **◔** Data science predicts events   **⚙** Service changes to intervene

Approach: Many situations - good and bad - could be addressed more efficiently if caught early, even before they come to you. Data science identifies candidates for early intervention and engagement.

Example: Charlotte Police Department refined an early warning system around excessive force violations to better intervene with struggling officers. It resulted in a reduction of complaints.

Improve your outreach

? Which will get the best response?   **◔** Data science tests the forms   **⚙** Service changes to use form B

Form A   Form B

62% respond   Form A

Form B   78% respond

Form B

Approach: Departments want to maximize the efficacy of costly communication efforts. Data science can test various approaches to identify those that would be most successful.
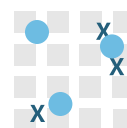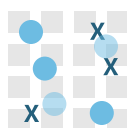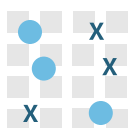
Example: New Orleans had a low take up rate of free primary care appointments. Data science tested multiple approaches for text messages and they were able to increase conversion rates by 60%.

Optimize your resources

? How to distribute your resources?   **◔** Data science identifies alternative   **⚙** Service changes to new distribution

Demand varies

Approach: Departments must decide how to distribute resources to minimize response time or queues and maximize services. Data science uses existing data to optimize distribution of services.

Example: Forty percent cited for low-level violations in New York miss summons leading to costly arrests. A resource analysis led to different court timelines to increase access and reduce expensive arrests.