ADV Initial Project Brief

East 2

Our project provides information to the mayor about how the South Bend public offices are supporting civilians and their everyday needs. This includes supporting recreational needs like public facilities and parks, professional needs like Business Licenses, and miscellaneous needs gathered through 311 calls. Our goal is to determine (1) where in the city these services are overlapping to provide an outstanding experience for residents, (2) where in the city certain services are lacking, and (3) where in the city residents receive little to no public services. This will help the mayor to explore where things are going well, where things are going poorly, and what next steps can be taken to improve the quality of life for all South Bend residents. The dashboard is split into four different sections, each one focusing on a different aspect of life in South Bend.

Section one uses data from the 311 Phone Call Log to explore, by geographic area, number of calls, call duration statistics, and a time series plot of statistics to follow trends across different time frames. The mayor also has the option to either select all or filter by the call topic or department. This allows her to explore how 311 needs are met across the city and to drill specifically into the areas of concern to be able to target change within government departments.

Section two of the dashboard uses the Business License data to explore both how the South Bend businesses serve patrons, and where gaps may occur, as well as the tenure and type of business that thrives in South Bend. This analysis can reveal where licensing is lacking and may be a hurdle or source of frustration for business owners, where patrons' needs are not being met, and where resources could be directed to encourage new businesses to open in order to

serve residents. The mayor can use this dashboard to filter by business type and whether the license has been renewed.

Section three emphasizes the importance of public facilities by showing the range of facilities offered across the city. This will be an important marker for determining where city funds can be directed for new or updated facilities. The mayor will have the ability to filter by type of facility and zip code to find areas of need to emphasize in future city planning initiatives.

Finally, section four shows the parks around the city and their features. The map uses color to differentiate the type of park as well as a filter to focus on certain park types and sliders to find parks with certain amounts of specific features. Additionally, since parks tend to be frequented by young families and elementary aged children, this dashboard also leverages street light data to flag the parks that are well lit in the evenings. This is important data that shows the mayor both where parks may be needed and which parks may require upgrades in their recreation and safety features.

We know that the mayor needs to be able to ingest many different types of information every day and wants to be informed on initiatives on which her government should focus. Therefore, our application balances ease of use with a significant amount of information. The information is well organized into four distinct sections that hit the major categories of her mayoral focus as well as leverages filtering to allow her to get as specific as needed. Our goal is to provide an application that quickly and easily gives the viewer important information while also offering the capabilities to go deeper and answer specific questions about the data. Our hope is that, through using this application, the mayor will be able to make informed, data-driven decisions to support the people of South Bend.