

# SOCIAL IMPACT DATA COMMONS

*an innovative approach to inform equitable growth*



BIOCOMPLEXITY  
INSTITUTE



Center for  
Inclusive Growth

# AGENDA

- Welcome and Introductions
- Advisory Panel Charter
- Project Vision and Overview
- Issue Areas
- Sustainability Efforts

## SALLIE ANN KELLER

*Chair of Advisory Panel*

*University of Virginia*

*Biocomplexity Institute*

*Division Director*

*Distinguished Professor in Biocomplexity*

*Professor of Public Health Sciences*



## CHAPIN FLYNN

*Co-chair of Advisory Panel*

*Senior Vice President of*

*Mastercard Center for Inclusive Growth*

# UVA TEAM

## Biocomplexity Institute



ZACHARY ALERTÉ  
Research Specialist



HANNA CHARANKEVICH  
Postdoctoral Research Associate



GRACE DUSSEAU  
Communications Manager



MICAH ISERMAN  
Postdoctoral Research Associate



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Associate Dean of Diversity,  
Equity and Inclusion



MARC RUGGIANO  
Professor  
School of Data Science  
Darden School of Business



SALLIE KELLER  
Division Director, Distinguished  
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VICKI LANCASTER  
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Research Scientist



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Postdoctoral Research Associate



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Co-Founder and Faculty Director



ERIC OH  
Research Assistant Professor



AARON SCHROEDER  
Research Associate Professor



JOANNA SCHROEDER  
Research Specialist



STEPHANIE SHIPP  
Deputy Division Director  
Research Professor



JOEL THURSTON  
Senior Scientist

# ADVISORY PANEL



**SALLIE KELLER**  
Chair of Advisory Panel and Project Lead  
Division Director, Biocomplexity Institute  
Distinguished Professor in Biocomplexity  
Professor of Public Health Sciences  
University of Virginia



**CHAPIN FLYNN**  
Co-Chair of Advisory Panel  
Senior Vice President and  
Senior Advisor  
Mastercard Center for  
Inclusive Growth



**AARON SCHROEDER**  
ex-officio and Project Co-Lead  
Research Associate Professor  
University of Virginia



**DAVE GOTTESMAN**  
CountyStat Manager  
Montgomery County Office  
of Management and Budget



**DR. AMBER HEWITT**  
Chief Equity Officer  
Government of the District of  
Columbia



**ELIZABETH HUGHES**  
Senior Director  
Insight Region Center for  
Community Research



**MICHELLE GREGORY**  
Countywide Data Analytics Coordinator,  
Department of Management and Budget  
Fairfax County, Virginia



**MARCUS THORNTON**  
Deputy Chief Data Officer  
Commonwealth of Virginia



**JAIME LEES**  
Chief Data Officer  
Arlington County, Virginia



**GREG USEEM**  
Chief Performance Officer,  
Office of Performance Analytics  
City of Alexandria, Virginia



**DAVID HERLIHY**  
Application, Architecture, and Innovation  
Division Chief  
Arlington County, Virginia



**MONICA BEYROUTI NUÑEZ**  
Government Relations and  
Member Services Manager  
Metropolitan Washington Council  
of Governments

# CHARTER

## ADVISORY PANEL

- **Review plans** for social impact topics and provide advice to the Social Impact Data Commons project team.
- **Guide the refinement** of the social impact topics to have the broadest applicability across the region.
- **Provide advice** on the evaluation of the Social Impact Data Commons (usability, scalability, portability) and quality of documentation, training, and other materials.
- **Provide advice** on the dissemination and communication of information generated through the Social Impact Data Commons.
- **Advise on feasibility and utility** of sustaining the Social Impact Data Commons and scalability to other regions based on the project evaluation and in consultation with the project team.

# VISION

A Social Impact  
Data Commons to Inform  
Equitable Growth



“

This project will support the Commonwealth's interest in maximizing the use of data to create actionable intelligence in support of the development and implementation of evidence-based policy and actions, particularly in the face of fast growth and diverse interests that typify much of (especially northern) Virginia.

**Ralph Northam**

*Governor of the Commonwealth of Virginia*



”

Initiatives such as this helps our state promote effective approaches to sharing data providing a better view of the regional, racial, ethnic, and socio-economic indicators describing the impact these challenges have on our communities.

**Carlos Rivero**

*Chief Data Officer for the Commonwealth of Virginia*

# VISION INFORMING EQUITABLE GROWTH



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The University of Virginia and the Mastercard Center for Inclusive Growth have a shared vision to use data to inform equitable growth.

Local communities have data on policies, strategies, events and social behaviors but often lack the analytical tools to use their data to drive policy and strategy development.

Partnering,  
we can make  
a difference.

# VISIION

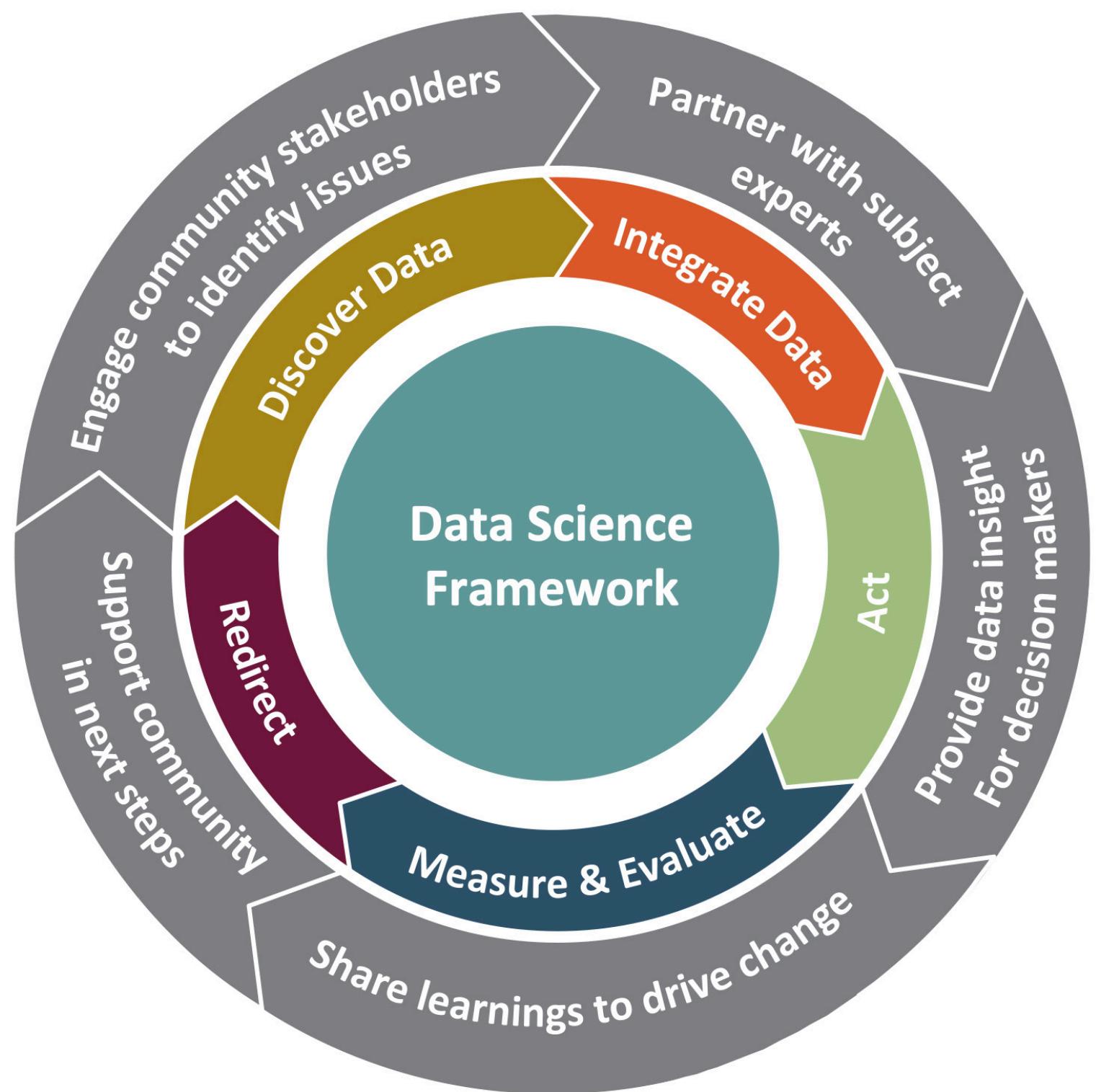
## WHAT IS A DATA COMMONS?



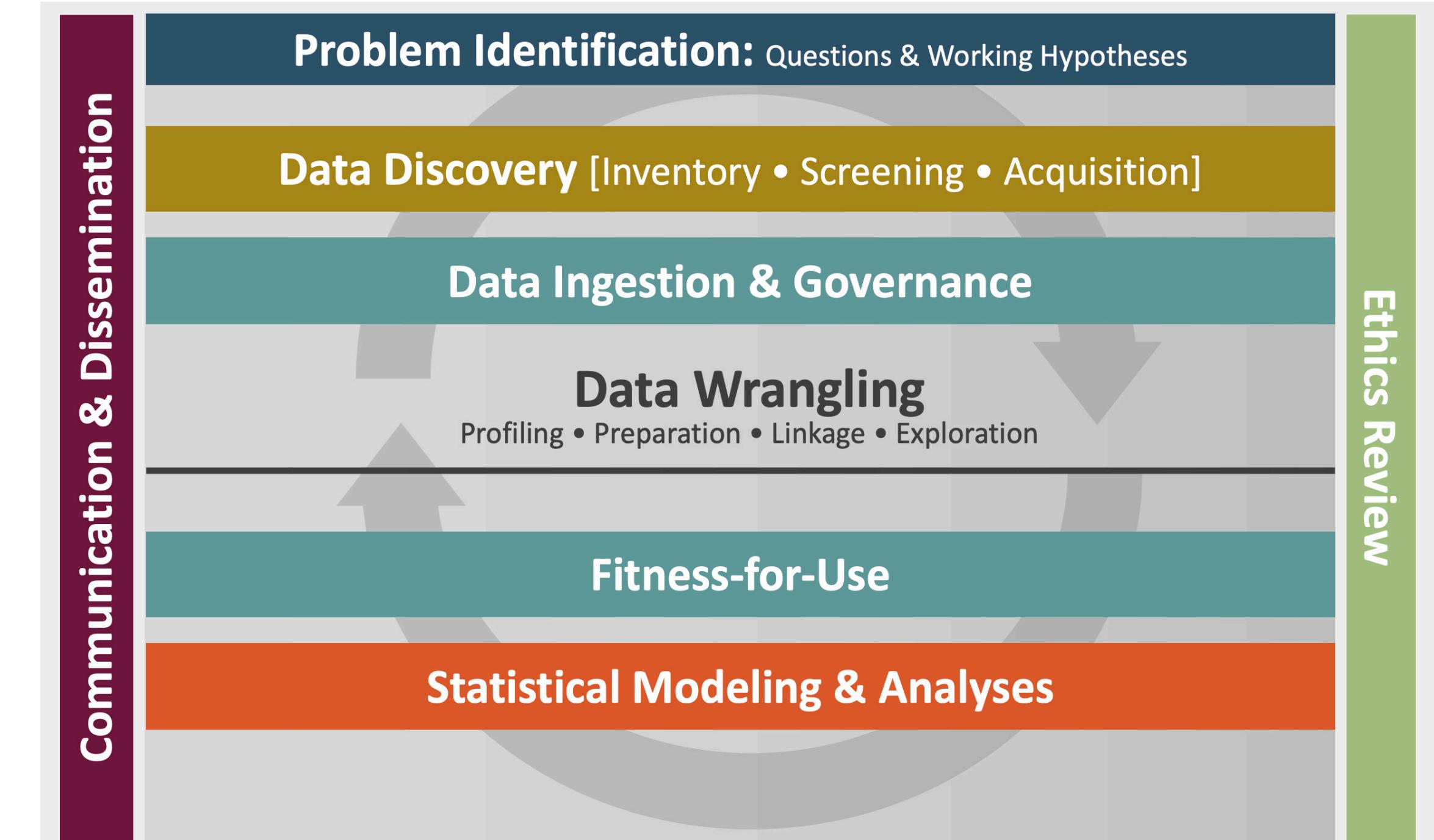
An open knowledge repository that co-locates data from a variety of sources with analytic tools designed to track issues over time and geography allowing governments and community stakeholders to continuously learn from their own data.

# VISION GUIDING PROCESS

*Community Learning Through Data-Driven Discovery*



*Data Science Framework*



# PROJECT OVERVIEW

## KEY ELEMENTS



### Stakeholder Engagement

Government, NGOs, researchers, and the public co-create shared goals, debate issues, formulate questions, ensure data are used ethically.



### Technical Research Tasks

For the design, construction, deployment of the regional Social Impact Data Commons, and scalability of the data commons to other areas.



### Communications

Disseminate and bring awareness of the Social Impact Data Commons regionally and beyond, inspiring the transferability of the research.





# INTENDED IMPACT

Design and deploy a Social Impact Data Commons ...

Capable of tracking social impact across the Washington, D.C. metropolitan region over time ...

At the neighborhood and county/city levels.

# IMPACT

Community Learning through Data-Driven Discovery

+  
Data Commons

=  
More Agile, Smarter, Responsive Governance

# VISION WHY NOW?

Rapid growth expected over the next 25 years in the Washington, D.C. metro region. How this growth evolves will be significantly impacted by business as usual and specific impact activities.



# PROJECT OVERVIEW

2021 to 2024

Build, Expand, Refine, Scale



# PROJECT OVERVIEW

## PROJECT PHASES

**Q1-Q2**

Ground design and initial deployment on Arlington County focusing on select issues of interest

**Q3-Q4**

Expand geographic coverage to City of Alexandria, Washington, D.C., and Fairfax County

**Q5-Q8**

Expand to entire Washington, D.C. metro region



# PROJECT OVERVIEW

## ARLINGTON SETS THE STAGE

### Engaged Arlington County Government to:

- Identify initial issues worthy of data insights for near-term actions
- Exercise the Community Learning through Data-Driven Discovery process to frame the issues in a data context

### Next steps:

- Collaborate in data discovery
- Develop initial data insights, seek feedback, revise, and **act**
- Expand stakeholder reach beyond government



# DISCUSSION

# ISSUES ARLINGTON COUNTY

Data Collection and Creation Driven by Current Local Issues

*Identified by Arlington County*

## Current

- Digital Divide – Equity of Access to Broadband Communications
- Staple Foods – Equity and Stability of Access to Staple Foods
- Public Safety Careers – Equity in Recruitment and Retention

## Developing

- Rehabilitation – Equity of Inmate Reentry Program Outcomes
- Racial Equity Data – Transforming Racial Equity Data into Meaningful Geographies

## Planning

- Parks and Recreation Resource Equity – Equity in Lighting Resources

# ISSUES PERSISTENT ACROSS REGION

Data Collection and Creation Driven by Current Local Issues

*Identified by Other Projects or as Perennial Issues*

## Current

- Health Services – Equity and Stability of Access to Health Services
- Education – Access to Quality Pre-School, Primary, Secondary, and Post-Secondary Education and Training

## Developing

- Healthy Moms and Babies – Equity of Access to Care from Prenatal to Postpartum

## Planning

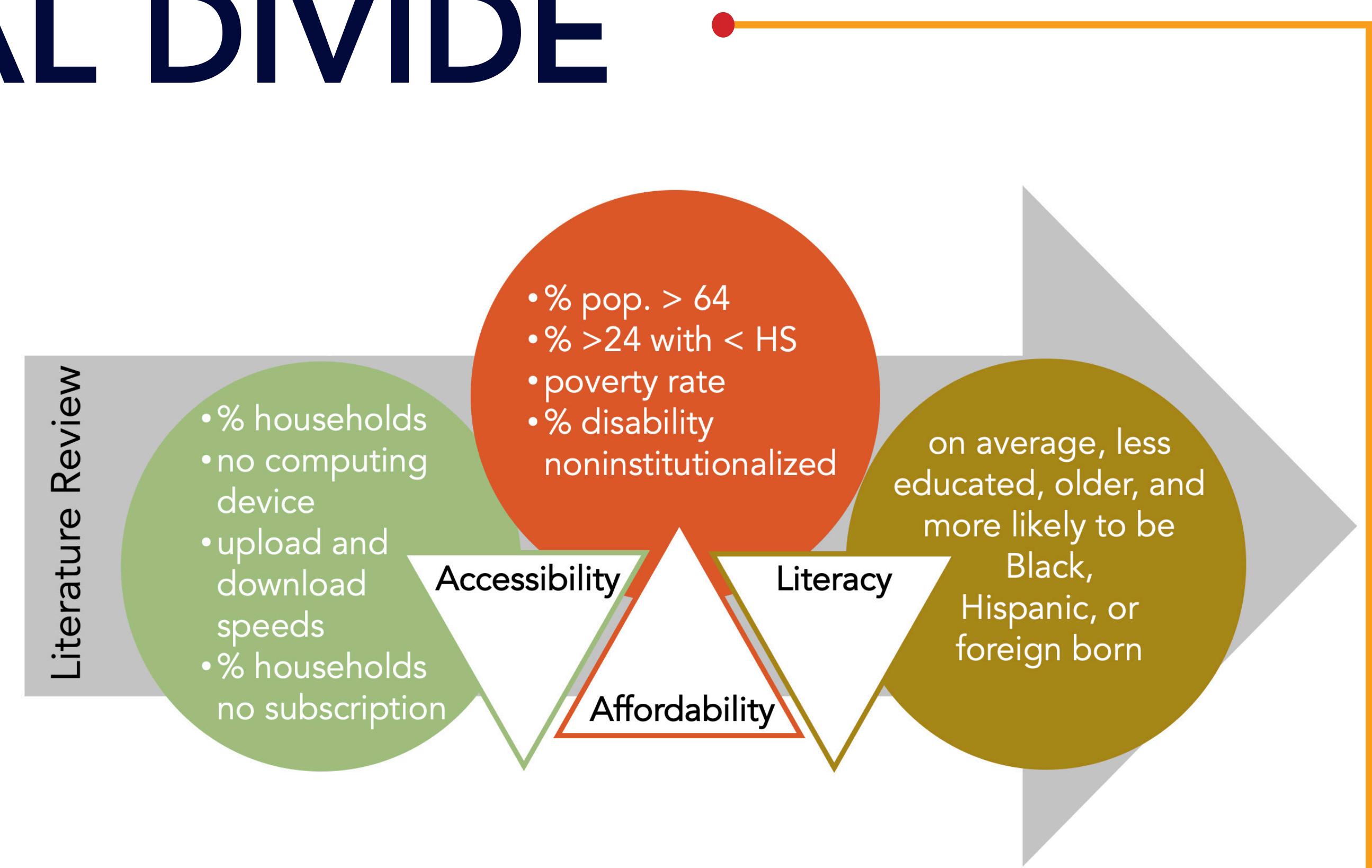
- Housing – Equity of Access to Affordable Housing
- Transportation – Equity of Access to Transportation Options

# ISSUES DIGITAL DIVIDE

“Can the degree of citizen access to broadband internet that encompasses:

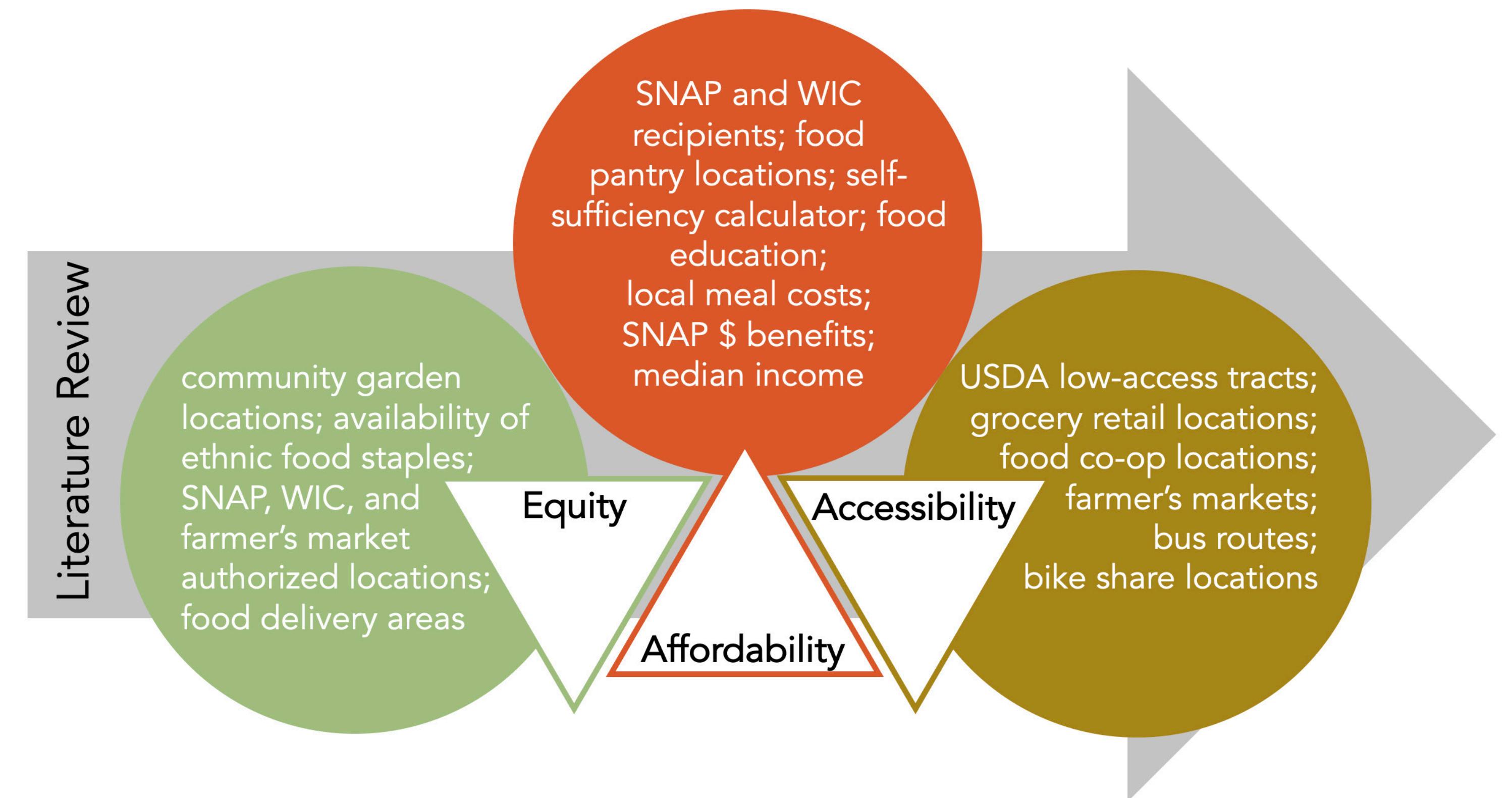
- availability and affordability of services,
- devices to connect to the internet,
- knowledge to utilize the internet

Be assessed to better inform Arlington County analyses and decision-making?”



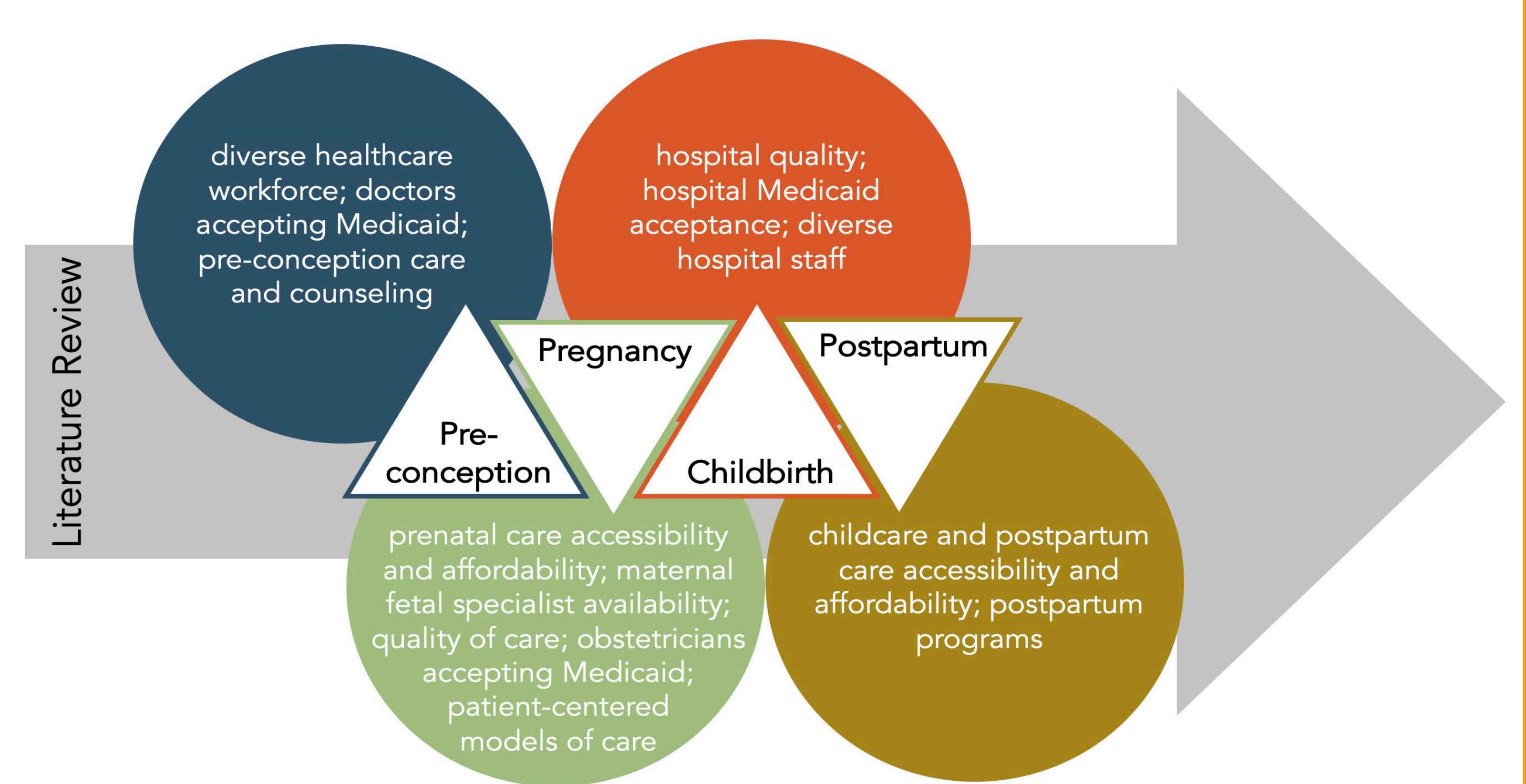
# ISSUES EQUITY AND STABILITY OF ACCESS TO STAPLE FOODS

“Can the degree of citizen access to staple goods be monitored and assessed to better inform local decision-making about citizen food availability?”



# ISSUES HEALTHY MOMS AND BABIES

“Can the degree of citizen access to resources and environments necessary to develop and sustain healthy moms and babies be monitored and assessed through a reproductive justice framework to better inform VDH analyses and decision-making?”



# DISCUSSION

# SUSTAINABILITY VALUE PROPOSITION

- Create a capability that is used and relied upon by governments, NGOs, business and industry, and the public
- Become the authoritative *Regional Gold Standard* of data and metrics that transcend jurisdictions and neighborhoods, allowing transparent community comparisons
- Close the geographic and time gaps in current data sources



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# DISCUSSION