To:	Mayor Edwin M. Lee
Cc:	Kate Howard, Naomi M. Kelly, Ben Rosenfield, Miguel Gamino, Nancy Alfaro, Kenneth Bukowski, and Jennifer Johnston
From:	Joy Bonaguro, Chief Data Officer
Re:	**Quarterly Report for DataSF**
Date:	July 31, 2015

Executive Summary

As required by the City's Open Data Policy, this memo summarizes our quarterly progress

Online Progress Report

We've launched our online Progress Report so you can now view real-time metrics for the dataset inventory, publication plans and publication performance and activity.

At the end of the year, 37 (75%) of departments were complete or partially complete.

Visit datasf.org/progress to see the full report (screenshot on right).

### DataSF In Progress

Plan Progress

Our open data legislation requires 1) an inventory of City datasets and 2) publishing plans from each department. March 31, 2015 was the target date for all departments to complete the dataset inventory. We accept department submissions on a rolling monthly basis. Publishing plans were due contingent on inventory completion and will be updated every six months.
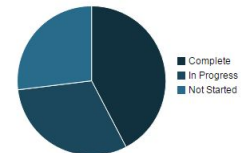
52 Departments

35 Inventories Complete

22 Plans Complete

Inventory status
- Complete
- In Progress
- Not Started
- Partial Complete

Publishing plan status
- Complete
- In Progress
- Not Started
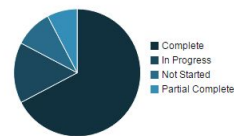
Users of SF OpenData in Q4

76,446 total visits (user sessions)

30% of them were returning visitors

36% of them originated in San Francisco

Workplan Progress

You can view the final status of all of our FY14-15 milestones online. Below are highlights from Q4:

- Published the dataset inventory - the culmination of a year of work on the part of City departments
- Developed progress dashboard for automated tracking at datasf.org/progress
- Launched publisher portal to support our City's publishers at datasf.org/publishing/
- Launched new feature, Data Lens, that allows users to explore data in a new visual way - for example, you can view residential projects with inclusionary requirements on a map by zip by status and more
  - Screenshot on next page
- Continued to have all Data Academy trainings booked out
- Increased outreach and communications, including 5 blog posts in the last quarter, datasf.org/blog
- Drafted Y2 plan as required by legislation, launched in July

Check out Data Lens for Inclusionary Projects

Available at https://data.sfgov.org/view/khxs-vti3

Appendix: Users and Users of SF OpenData

A.1 User Analytics: April 1 - June 30, 2015 (Q4)

For the last three quarters, we were able to obtain additional detail about our users with the addition of google analytics. This allows us to have a richer sense of who is using our website. Our 3rd full quarter of data indicates that we are attracting our target local audience (36% of sessions come from San Francisco) and 41% of our users are returning users. Both of these percentages are down from Q3 but this may be due to the uptick in overall traffic - 76,446 visits versus 39,851 last quarter. (Note: Q3 metrics represent an undercount due to a technology misconfiguration by our vendor with no data collected January 1-14.)

Q4 (Q3)	Metric	What it means
76,446 (39,851)	User sessions (visits)	Number of site visits where a user interacted with our website within a given time frame (30 minutes)
54,692 (24,259)	Users	Number of unique visitors to our website - a visitor can have multiple visits
30% (41%)	Returning users	% of our our users who visited our website for more than 1 session
36% (40%)	Sessions in San Francisco	% of our user sessions that originated somewhere in the City of San Francisco
2:18 (3:33)	Average session duration	Average number of minutes spent on the site
8.74 (13.46)	Pages per session	Average number of pages per session
2% (.52%)	Bounce rate	Percent of visitors that leave the site with no interaction (indicates it was the wrong site)

A.2 Top 10 Datasets

Our film locations dataset saw a huge uptick due to an article in the Chronicle that accounted for a great deal of increased traffic.

Name	
Film Locations in San Francisco	45,207
Registered Business Locations - San Francisco	6,794
SFPD Incidents - from 1 January 2003	4,403
Map: Crime Incidents - from 1 Jan 2003	3,165
SFPD Incidents - from 1 January 2003	3,124
HSA 90 day emergency shelter waitlist	2,938
City Lots (Zipped Shapefile Format)	2,553
Street Names	1,720
Case Data from San Francisco 311 (SF311)	1,688
MapQ42014	1,263

A.3 Top Embedders

Embedders are users who create visuals on DataSF and then embed or place those visuals in their own website. This indicates that DataSF is providing a useful service. Again, the Chronicle article drove most of our traffic this quarter.

Name	Embeds
http://www.sfgate.com	33,494
http://m.sfgate.com	9,713
http://www.sfethics.org	5,476
http://www.sf311.org	3,028
http://sf-planning.org	1,173
https://www.google.com	911
http://sf311.org	690
http://109.73.238.235	582
http://www.sf-planning.org	507
http://spotcrime.com	165