City of Henderson Data Service Standard

Publishing Data with a Purpose

The purpose of the City of Henderson Data Service Standard is to establish a comprehensive framework for the management, dissemination, and utilization of data resources in alignment with the city's commitment to transparency, accessibility, reliability, and ethical practices. This standard, in conjunction with the Socrata Data Governance and City of Henderson Open Data Policies, is designed to:

1. Enhance Citizen Engagement: Improve citizen participation and experience by providing transparent access to city operations, decision-making processes, and community resources. By fostering open data practices, the standard seeks to empower residents with valuable insights into city affairs.
2. Educate and Empower: Implement educational programs and outreach initiatives to raise awareness among citizens about the availability and utility of open data. By educating residents about the wealth of information at their disposal, the standard encourages informed civic engagement.
3. Support Evidence-Based Decision-Making: Strengthen the city's understanding of citizen priorities and facilitate evidence-based decision-making processes. High-quality data, in open formats, contributes to efficient and informed governance.
4. Ensure Data Privacy and Security: Balance data openness with privacy and security concerns by safeguarding confidential and sensitive information in accordance with legal and regulatory requirements. The standard respects public safety, lawful privacy, intellectual property, and security interests.
5. Facilitate Interoperability and Collaboration: Establish processes that promote seamless data integration, interoperability, and collaboration with local government partners and other agencies. By sharing data efficiently, the standard enhances service delivery to citizens.
6. Foster Continuous Improvement: Embrace a culture of continuous improvement by periodically reviewing and reporting progress, seeking feedback, and implementing enhancements to meet the evolving needs of citizens and stakeholders.

The City of Henderson Data Service Standard sets forth guidelines and best practices for the design, delivery, and quality of data and analytics delivered as a service. This standard aligns with the city's commitment to transparency, user-centric design, and ethical data that supports the overall data and analysis services. It serves as a foundation for responsible data management and supports the city's mission to provide services and resources that enhance the quality of life for those who live, learn, work, and play in our city.

Data Service Guidelines

1. Multidisciplinary Team Collaboration

   Established by the Open Data Policy, the Data Governance Committee has implemented an Open Data program that defines the roles and responsibilities of city department stakeholders delivering data and analytics as a service. A multidisciplinary team approach ensures that data services benefit from the combined knowledge and expertise of individuals from various backgrounds. By fostering collaboration among team members, the City of Henderson can develop data services that are more robust, innovative, and well-suited to the diverse needs of the community and its stakeholders.

   <u>Why It's Important</u>

   Collaboration through a multidisciplinary team acknowledges that data services are not developed or delivered in isolation; they require diverse expertise and perspectives to ensure comprehensive and effective solutions. This approach is critical because it:

   a. Leverages Diverse Expertise: A multidisciplinary team brings together individuals with a range of skills, from data analysis and technology to domain knowledge and design. This diversity allows for a holistic approach to data services, ensuring that all facets are well-considered.
   b. Promotes Innovation: Collaboration sparks innovation. When individuals with different backgrounds and experiences collaborate, they are more likely to generate creative ideas, leading to innovative solutions and approaches in data service design and delivery.
   c. Enhances Problem-Solving: Complex challenges often require input from multiple angles. A multidisciplinary team can tackle problems with a broader perspective, leading to more effective solutions and more efficient issue resolution.

   <u>What It Means</u>

   Services should:

   a. Assemble a team with a diverse range of skills and expertise. This can include data analysts, data scientists, domain experts, designers, developers, and user experience professionals.
   b. Establish clear communication channels within the team to ensure that ideas, feedback, and insights flow freely. Effective communication is essential for collaboration and problem-solving.
   c. Establish data services that enable evidence-based decision-making.
   d. Encourage cross-functional roles and responsibilities. Team members should be open to learning from one another and taking on tasks that fall outside their core expertise when necessary.

2. Understanding Users and Their Needs

By prioritizing the understanding of users and their needs, the City of Henderson can cultivate data services that genuinely serve the interests of the community. This approach fosters a culture of engagement, transparency, and data-driven decision-making, benefitting both the city and its diverse user base.

<u>Why It's Important</u>

Understanding users and their needs serves as the foundation for creating data services that truly resonate with the community, residents, businesses, and other stakeholders. This approach is crucial because it ensures that data services:

a. Proactively identifies community stakeholders. This aids the delivery of engagement activities that ensure access and use of city data and analysis services.
b. Align with the specific needs and expectations of different user groups to deliver solutions that are truly user-centric. This results in data services that are intuitive, relevant, and valuable.
c. Provide an in-depth understanding of user requirements allows us to provide data that directly addresses their pain points and challenges. This data, when put into action, can lead to tangible improvements in decision-making, efficiency, and community engagement.
d. Actively engage with users and gather their feedback to demonstrate our commitment to continuous improvement. This user-centric feedback loop ensures that data services remain dynamic and responsive to evolving user needs.

<u>What It Means</u>

Services should:

a. Recognize the diverse user groups who interact with data services, such as residents, businesses, researchers, and city officials. Each group may have unique needs and objectives when using city data.
b. Engage with user groups to comprehensively assess their information requirements. Determine the specific questions they need to answer, the datasets that would be most beneficial, and their preferred data formats.
c. Establish effective feedback mechanisms, including surveys, public consultations, and user forums, to maintain an ongoing dialogue with users. Regularly soliciting and acting upon user feedback demonstrates a commitment to continuous improvement.

d. Tailor data services to meet the distinct needs of different user groups. This may involve creating specialized datasets, developing user-friendly interfaces, or providing tools that align with common use cases.

e. Offer resources and training opportunities to empower users to make the most of data services. Education ensures that users can navigate data resources effectively and extract maximum value.

f. Apply user-centric design principles when developing data portals, applications, and tools. Ensure that the user experience is intuitive and that data services align with user expectations and preferences.

g. Where business-appropriate disaggregate data by geographic and demographic subgroups to inform decision-making as outlined by the standard below at a minimum:

Age	Ward	Zip Code		Gender	Race & Ethnicity
- Under 18	- Ward 1	89002	89074	- Male	- African American/Black
- 18 – 24	- Ward 2	89011	89119	- Female	- American Indian/Alaska Native
- 25 – 34	- Ward 3	89012	89120	- Non-Binary	- Asian/Hawaiian/Pacific Islander
- 35 – 44	- Ward 4	89014	89122		- White
- 45 – 54		89015	89123		- Hispanic/Latino
- 55 – 64		89044	89124		- Other or more than one race
- 65 and older		89052	89183		

Household Income
- Less than $20,000
- $20,000-$39,999
- $40,000-$59,999
- $60,000-$79,999
- $80,000-$99,999
- $100,000-$119,999
- $120,000-$140,000
- More than $140,000

3. Make the Service Consistent and Simple to Use

Data provided by the City should be simple and intuitive for users of varying skill levels.

Why It's Important
This approach recognizes that data services should be user-friendly, intuitive, and dependable. This is crucial because it ensures that:

a. When data services are consistent and easy to use, users are more likely to embrace and benefit from them. This leads to higher user adoption rates and increased utilization of data resources.

b. A simple and consistent user experience minimizes learning curves and reduces the time required for users to find, access, and utilize data. This leads to improved efficiency and productivity.

c. Consistency and simplicity make data services accessible to a wider audience, including those with varying levels of technical expertise. This inclusivity aligns with the city's commitment to serving all stakeholders.

What It Means:

Services should:

a. Design data services with users in mind. Prioritize user experience and usability through user testing, feedback, and iterative design.

b. Ensure that the user interface across data services maintains a consistent look and feel. This includes navigation menus, terminology, and design elements.

c. Provide clear and accessible documentation to guide users in using data services effectively. This includes user guides, tutorials, FAQs, and tooltips.

d. Identify and commit to supporting minimum data and analytics tooling that users rely on. This may include specific software, file formats, or API protocols that are commonly used and expected by users.

4. Operate a Reliable Service

By operating a reliable service, the City of Henderson aims to build trust, meet user needs, and support data-driven decision-making.

Why It's Important:

Operating a reliable service recognizes that reliability is essential for ensuring that data and analytics services are available when needed, fostering trust among users, and supporting data-driven decision-making. This is crucial because it ensures that:

a. A reliable service builds trust among users, demonstrating the city's commitment to delivering consistent and dependable data resources.

b. Reliability ensures that data and analytics services are available when users require them, allowing them to access critical information for decision-making.

c. Reliable services enable data-driven decision-making by ensuring that data is consistently accessible and up to date.

What It Means:

Services should:

a. Ensure that data and analytics services are consistently available and accessible to users, minimizing downtime and disruptions.

b. Implement monitoring tools and platforms to track service performance, detect issues proactively, and maintain high service quality.

c. Establish Service Level Agreements (SLAs) that define the expected level of service reliability, including uptime targets and response times for issue resolution.

d. Develop contingency plans and mitigation strategies to address potential risks that could impact service reliability, ensuring that users are not unduly affected.

e. Ensure data and information is current.

5. Solving Whole Problems for Users

By adopting this approach, the City of Henderson can ensure that its data services actively contribute to the betterment of the community, delivering solutions that address real-world challenges and opportunities while actively collaborating with partners to enhance the overall impact of the services.

Why It's Important

Solving whole problems for users recognizes that data services should go beyond offering raw information; they should actively contribute to addressing real challenges and opportunities faced by the community. This is crucial because it ensures that data services:

a. Serve a clear purpose—to help users address specific questions and challenges they encounter. This user-centric approach ensures that data isn't just data but a tool for solving real problems.

b. Deliver comprehensive solutions that integrate data, analysis, and actionable insights to enable users to make informed decisions efficiently. This efficiency can lead to improved resource allocation and better outcomes for the city and its residents.

c. Solve whole problems with data translates into meaningful impact. Data services that solve real problems create tangible benefits for users and the city.

What It Means

Services should:

a. Understand user needs to effectively address the specific challenges and questions that users face. This requires active engagement with the community, businesses, and other stakeholders to identify their pain points and objectives.

b. Utilize data not as an end but as a means to derive insights and solutions. Data analysis and visualization should be geared toward providing actionable information that aids in decision-making.

c. Develop tools, resources, and recommendations that users can readily apply to address their challenges. This might involve creating decision-support systems, interactive maps, or policy recommendations based on data findings.

d. Empower users with the knowledge and skills they need to leverage data effectively. Offer training and support to enable users to navigate data resources and apply insights in their decision-making processes.

6. Support a Frictionless Experience Across Analytics and Data Services

By supporting a frictionless experience across analytics and data services, the City of Henderson aims to empower users with the tools and insights they need to address challenges and make informed decisions effectively. This integrated approach maximizes the value of data and analytics, ultimately benefiting the city and its community stakeholders.

Why It's Important

Providing a seamless, integrated experience across analytics and data recognizes that data services and analytics should not operate in isolation but should complement and reinforce each other. This is crucial because:

a. Analytics services transform data into actionable insights, enabling users to derive meaningful conclusions and make informed decisions.
b. Integration between data and analytics services streamlines workflows, saving time and resources while fostering collaboration and efficiency.
c. An integrated approach promotes a more comprehensive understanding of data, allowing users to explore, analyze, and visualize information effectively.

What It Means

Services should:

a. Be integrated to allow users to seamlessly move from accessing data to conducting analysis. This integration can involve providing direct access to analytics tools or embedding analytics within data portals.
b. Provide consistent and intuitive user experiences, regardless of whether users are accessing data or analytics services. This means aligning user interfaces, navigation, and terminology.
c. Communicate clearly and collaborate whether data and analytics services are developed and maintained by the same or different teams. This helps to ensure that services align with user needs and expectations.

7. Define Success and Publish Performance Data

By defining success metrics and publishing performance data, the City of Henderson aims to uphold accountability, drive continuous improvement, and build trust with the community. This approach ensures that data services are responsive to user needs and deliver value to residents, businesses, and stakeholders.

<u>Why It's Important</u>

Defining success and publishing performance data recognizes that clear metrics for success and transparent performance reporting foster accountability, improve service quality, and enhance user trust. This is crucial because:

a. Defining success metrics holds data services accountable for achieving their intended goals, ensuring that services meet user needs and expectations.
b. Performance data provides insights into service quality and effectiveness, enabling data services to evolve and improve over time.
c. Transparently sharing performance data with the community builds trust by demonstrating the city's commitment to delivering reliable and valuable data services.

<u>What It Means:</u>

Services should:

a. Clearly define success metrics and key performance indicators for each data or analytics service. These metrics should align with service goals and user needs.
b. Regularly collect and report on performance data, including KPIs and other relevant metrics. Ensure that performance reports are accessible to the public.
c. Use performance data to identify areas for improvement and take corrective actions when services do not meet established metrics. Consider feedback and user input in this process.
d. Identify common performance indicators that are relevant to all data services. These may include data accuracy, timeliness, accessibility, and user satisfaction.

8. Iterate and Improve Frequently

By iterating and improving frequently, the City of Henderson aims to ensure that its data services remain dynamic, user-centric, and responsive to the evolving needs of the community. This approach fosters a culture of continuous improvement and ensures that data services provide value to users over the long term.

<u>Why It's Important:</u>

Frequent iteration and improvement recognizes that data services should not remain static but should evolve to meet changing user needs and technological advancements. This is crucial because:

a. Frequent iteration allows data services to stay relevant by adapting to evolving user requirements and emerging trends in data management and analytics.
b. Continuous improvement ensures that data services become more robust, reliable, and user-friendly over time, contributing to overall data quality.

c. Encouraging user feedback and acting upon it fosters a culture of user-centricity and responsiveness, leading to services that better meet user expectations.

What It Means:

Services should:

a. Actively seek and encourage feedback from users regarding their experiences with data services. Provide channels for users to report issues, suggest improvements, and share their needs and challenges.
b. Conduct regular assessments and evaluations of data services to identify areas for improvement. This can include usability testing, performance assessments, and data quality reviews.
c. Embrace agile development methodologies to facilitate rapid and responsive service enhancements. This can be methods such as agile project management, iterative development cycles, and quick deployment of updates.
d. Keep users informed about ongoing improvements and updates to data services. Provide clear communication channels, release notes, and notifications of service changes.

9. Inspire Data Users

By inspiring data users, the City of Henderson can harness the collective power of its community to drive innovation, solve challenges, and create a more engaged and transparent city. This approach ensures that data is not just a resource but a catalyst for positive change and community empowerment.

Why It's Important:

Inspiring data users acknowledges that data services should not be passive repositories of information but active catalysts for innovation and community engagement. This is crucial because:

a. Inspiring users to explore and innovate with data fosters a culture of creativity and problem-solving. It encourages users to think beyond the obvious and discover new insights and applications.
b. Engaging with data users creates a sense of community and collaboration. It empowers users to share their findings, contribute to data-driven initiatives, and participate in shaping the city's future.
c. Transparency in data usage builds trust and accountability. By showcasing how data is used and its impact, we demonstrate our commitment to open and accountable governance.

What It Means:

Services should:

a. Actively engage with data users through various routes, including online platforms, public meetings, workshops, and community events. These routes provide opportunities for users to interact with us, share their experiences, and contribute to data-driven initiatives.
b. Encourage users to innovate with data by providing access to tools, resources, and guidance. This support empowers users to explore data creatively, leading to innovative solutions and applications.
c. Actively seek and showcase stories of how data has been used to address community challenges or drive positive change. These stories are published on our website, social media channels, and other public platforms to inspire others.
d. Recognize that different engagement methods are appropriate for different contexts. For example, hackathons may be suitable for fostering innovation, while public meetings may be more appropriate for education and soliciting community input on data initiatives. We provide guidance on when and how to use these methods effectively.