

# PICA FALL CONFERENCE 2018



*DATA-DRIVEN SOLUTIONS FOR  
21<sup>ST</sup> CENTURY CITY GOVERNMENTS*

**OCTOBER 25, 2018**

**PENNSYLVANIA INTERGOVERNMENTAL COOPERATION AUTHORITY**

## **Data-Driven Solutions for 21st Century City Governments**

From remediating blight to optimizing restaurant inspections and pest control, cities across the country are using analytics to help improve municipal policy and service delivery. The continued adoption of analytics in city governments shows no sign of slowing, and as more sophisticated tools such as machine learning and artificial intelligence are deployed, there is a critical need for research on how these practices are reshaping urban policy. By examining and capturing lessons learned from city-level analytics projects, practitioners and theorists alike can better understand how data and tech-enabled innovations are affecting municipal governance.

### **Agenda**

#### ***Welcome***

**Harvey Rice, Executive Director, PICA**

#### ***Introduction***

**Maia Jachimowicz, Vice President for Evidence-Based  
Policy Implementation, Results for America**

#### ***The Value of Developing a Policy Lab Within Local Government***

**Anjali Chainani, Director of Policy and GovLabPHL  
Mayor's Office, City of Philadelphia**

#### ***Baltimore's Digital Transformation***

**Tracy McKee, Chief Data Officer  
City of Baltimore**

#### ***From Stat to Solutions***

**Kendra Parlock, Director, Mayor's Office of Sustainable Solutions  
City of Baltimore**

#### ***ETL: The Underestimated Requisite to Being Data-Driven***

**Tim Wisniewski, Chief Data Officer  
City of Philadelphia**

**— Discussion —**

**DATA-DRIVEN SOLUTIONS FOR**



Anjali Chainani, in her role as Policy Director, works closely with the executive team to advance the Administration's priorities under Mayor Kenney. In an effort to improve quality of life outcomes through evidence-based tools and tactics, Anjali leads the City's GovLabPHL entity, a multi-agency team focused on developing innovative and evidence-based practice. The team is spearheading the Philadelphia Behavioral Science Initiative in partnership with academic institutions and the PHL Government Book Club. The team partners with agencies using evidence-based methods such as service design and trauma-informed care to collaborate and optimize programs and service delivery. Anjali, a graduate of Temple University's School of Public Health, previously served as a long-time City Council staffer, and is currently a Ph.D. candidate at the University of the Sciences in Philadelphia.

Tracy McKee came from Charleston to Baltimore in February 2018 to become the City's Chief Data Officer, tasked with building the City's capacity for using data and analytics to improve outcomes for citizens. Before joining the Baltimore data team, Tracy was the GIS Director for the City of Charleston. In Charleston, Tracy worked to improve data accessibility to departments as well as the public. She worked with the Charleston Police Department to become one of the early members of the White House Police Data Initiative and spearheaded Charleston's Open Data Program. Tracy also initiated Charleston's participation in the Bloomberg Philanthropies What Works Cities initiative and led the team that submitted a winning proposal for the 2018 Mayor's Challenge. Tracy has worked in the local government space for 19 years and in the GIS field for almost 25 years.



Kendra Parlock was appointed Director of the Office of Sustainable Solutions for the City of Baltimore in August 2017. She is charged with rebuilding and expanding the CitiStat program for issue driven performance management and cross agency collaboration. Kendra has a wealth of experience in strategy, business development and innovation. She previously worked in the private sector where she used market and operations data to develop new products and to transform business processes. She is a certified Six Sigma Blackbelt and trained project manager. Kendra is a Baltimorean by birth. She grew up in Detroit, and returned to Maryland ten years ago to lead innovation projects in W.R. Grace's New Business Development Incubator. She received her MBA in Integrative Management from Michigan State.

Tim Wisniewski is the Chief Data Officer for the City of Philadelphia. He's spent the last two years building the Office of Open Data & Digital Transformation ("ODDT"), a 15-person design, development, and content shop inside City government. Wisniewski and his team have helped departments publish over 200 open data sets like city contracts, property taxes, police interactions, and the city budget. Most recently, ODDT launched the new phila.gov, part of a massive ongoing effort to make City services easier to find and use. Before joining the Administration in January 2012, Tim was the Executive Director of the Frankford Special Services District. A Philadelphia native, Tim is a graduate of Richmond, the American International University in London.



# PENNSYLVANIA INTERGOVERNMENTAL COOPERATION AUTHORITY

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