City of Cincinnati

801 Plum Street, Suite 346A
Cincinnati, Ohio 45202

Phone   (513) 352-5280
Email   liz.keating@cincinnati-oh.gov
Web   www.cincinnati-oh.gov

Liz Keating
Councilmember

Motion

WE MOVE for $100,000 to be allocated from the Reserve for Contingencies account in the operating budget to the Office of Performance and Data Analytics for the hiring of an additional FTE to cover both salary and benefits. (STATEMENT ATTACHED).

Councilmember Liz Keating

Statement

The Office of Performance and Data Analytics (OPDA) needs additional employees to assist in tracking, identifying insights, analyzing, and evaluating data of the programs and policies of the City of Cincinnati to spend taxpayer dollars more effectively.

OPDA is focused on Performance Management throughout different City departments. This initiative is critical to the ability to create new efficiencies and make cost-saving decisions as the City anticipates a severe budget shortage once the stimulus funds run out. In order to identify and track continuous improvement throughout the City's operations, OPDA needs to be adequately staffed.

OPDA needs to continuously evaluate the performance and innovate within each department, program, and policy to ensure it is working the way intended. OPDA can implement creative problem-solving mechanisms around design thinking and human-centered frameworks to address the challenges the City faces. With appropriate staffing levels, OPDA will be able to track, make adjustments, and advise on changes needed to achieve the goals set by the City and Council.

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The City can move toward equitable resource allocation with priorities set forth by resident response and requests through data collection and expert analysis. This will allow us to respond to residents and invest in the areas identified through these requests. The City of Cincinnati partnered with ETC Institute to conduct The Community Perception Survey. It is imperative that OPDA has the capacity to track and analyze spending and make recommendations based on these survey results; ensure that spending is equitable across the City's neighborhoods; and track improvements in different categories to increase resident satisfaction, which will in turn help the City to continue to attract more residents and businesses and ultimately grow.

Cincinnati has invested in a constituent affairs portal and improved its 311 hotline that allows the City to better manage resident requests and respond to their needs. By giving OPDA more capacity, the City can improve data tracking strategies while also identifying insights, prioritizing spending, and analyzing the programs to ensure it is investing in the areas Cincinnati's residents need most. This will allow the City to be more effective and strategic in the spending of taxpayer dollars.

Cincinnati has invested and prioritized major key initiatives this year and with strong data collection, analysis, and evaluation, it can ensure the City is building programs and setting policies that can make the strongest impact with the most efficient use of limited funds. These initiatives include Green Cincinnati Plan, Transit-Oriented Development, pedestrian safety measures, bike trails, potential update to Plan Cincinnati, Alternative Response To Crisis Pilot Program, PIVOT, and many others.

Cincinnati can build on its data collection, fill data gaps that have been identified (e.g. housing report released in 2022), and create a more robust dashboard to better facilitate programs targeting issues the community has prioritized. Cincinnati can add to public transparency through its open data portal to allow the public to see the continuous improvement towards key performance indicators identified in important initiatives such as housing supply, traffic enforcement, traffic calming measures, illegal dumping and litter abatement, infrastructure investment, community engagement, and more.

Other cities are using data to make an impact on quality-of-life issues which can create positive changes for the most vulnerable residents, particularly children. These are initiatives the City can implement with the proper funding of OPDA. The City can set a vision for the future that includes

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innovative and transformative data-driven strategies. For example, Cincinnati could track vacant buildings and use predictive analysis to intervene before those properties become blight and hot spots for crime and illegal dumping. This will save the City significant money and resources spent on reacting to these challenges while creating a better quality of life for residents of the impacted blocks. Cincinnati could track eviction trends and use predictive analysis to reduce the number of evictions, ensuring more stability for families and children while saving landlords from the costs associated with evictions, and maximizing our limited housing supply. Cincinnati could use data to design and evaluate the City's workforce development programming to maximize impact for at-risk individuals, transforming neighborhoods and generational outcomes. The City could use data to better understand health disparities as they relate to the City's building stock and implement effective programs to address those insights and generate better outcomes for residents. Cincinnati could track neighborhood-level data to create more stability for our most vulnerable neighborhoods. Cincinnati could use data analysis to set policies around procurement to foster growth within the local business community, particularly with MBE and WBE firms. By building the capacity of OPDA, the City can make this vision a reality.

OPDA provides the City with a critical tool that can be used to strategically plan for the future as the City continues to grow. OPDA helps the City spend its dollars to effectively address the needs of Cincinnati residents in an equitable way; identifies performance improvement opportunities to create more cost-savings to address the City's budget gap; evaluates programs and policies in place to identify the changes necessary to better serve residents; improves accountability in spending and prioritizing; and increases transparency for the public to better understand and track use of taxpayer funds. By building the capacity of OPDA, the City can better serve its residents.