

State of Arizona - Data Exchange Press Release

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GREATER PHX SMART REGIONS DOUBLES DOWN ON DATA

The Connective Aligns Data Stewards to Realize Regional Priorities

(Phoenix, Arizona - January 2021) The Connective announced today at the annual Greater Phoenix Smart Regions Summit the formation of a data collaboration to advance regional data capabilities in support of smart regions priority projects. The Connective Data Alliance brings together data leaders from local, regional and state governments to improve data collaboration, sharing and standardization and eliminate barriers that impede, delay or prevent projects.

The use of data in the public sector changes rapidly as both the amount of data and the technologies creating and using data expand. Public sector data teams are often underresourced with staff, access to data and tools to achieve the full potential of data to inform decision making. Data leaders are also often not engaged early or regularly enough as part of the strategy teams influencing program design and decision and are instead brought in as specialists to solve data problems after they have been identified. All of this creates an opportunity to improve the skills, support and impact government data teams can have on their communities.

The Connective Data Alliance creates a forum for regional data leaders to collaborate and be engaged by executive leaders early on in the design of smart regions projects to increase awareness and the ability to inform and influence projects. The Alliance also establishes the governance framework to standardize data, improve access to metadata and also provides a common legal guidance and executive approval for what data can be collected, shared and used across the region and with the public. The Alliance allows Connective members to have one data foundation to build off and work instead of having to navigate these challenges on a community by community basis.

“The Connective’s new data initiative has increased the Greater Phoenix Smart Region’s ability to work together and get projects done,” said Hanna Hive, regional Chief Data Officer. “We used to spend so much time going from city to city trying to get everyone on the same page and get to yes. Now most of that governance work is already done and we can just focus on the mission.”

The Connective works with its state, regional and local government partners, as well as private partners and research institutions to identify regional projects like transportation, street lighting and recycling. The Data Alliance is able to convene and review the projects to develop a data strategy and a plan to collaborate regionally on the data needed and required approvals. The data strategies are approved by executive leadership at the start, eliminating confusion, problems and delays later on. The Alliance is then able to identify resources and capabilities required to

execute and collaborate with partners like ASU and private companies to acquire training, tools and staff needed to get the projects done.

“To be honest I was often frustrated because the City Administrator mostly came to us when they had a problem and it was either too late to help or we had to take the time to unpack what had been done and fix it”, said Cassandra Oozie, City Data Director. “Now with the Alliance we are at the table from the beginning helping to design regional projects from the start and ensuring sound data practices from the beginning that everyone agrees to up front. The Alliance has repositioned municipal data leaders as the essential strategic partners we are.”

Through a community-driven applied research model and intentional, unprecedented collaboration The Connective consortium of public, private, university, and community partners is empowering Greater Phoenix communities to build the nation’s largest, most connected, smart region, developing and deploying technology scalable solutions rooted in connectivity, mobility, equity, and sustainability. To learn more please visit the greaterphxconnective.com.

Frequently Asked Questions (FAQ)

1. What is The Connective?

The Connective is a consortium of public, private, university, and community partners seeking to empower Greater Phoenix communities to build the nation’s largest, most connected, smart region, developing and deploying technology scalable solutions rooted in connectivity, mobility, equity, and sustainability. The Connective uses a communitydriven applied research model and intentional, unprecedented collaboration,

2. What is the Data Alliance and why is The Connective building it?

The Connective Data Alliance creates a forum for regional data leaders to collaborate and be engaged by executive leaders early on in the design of smart regions projects to increase awareness and the ability to inform and influence projects. The Alliance also establishes the governance framework to standardize data, improve access to metadata and also provides a common legal guidance and executive approval for what data can be collected, shared and used across the region and with the public. The Alliance allows Connective members to have one data foundation to build off and work instead of having to navigate these challenges on a community by community basis.

3. What are the desired impacts of the Data Alliance?

The desired impact of The Connective Data Alliance is to support the overall mission to empower Greater Phoenix communities to build the nation’s largest, most connected, smart region, developing and deploying technology scalable solutions rooted in connectivity, mobility, equity, and sustainability. Data will support this mission through the following impacts;

- Assemble smart regions data advisory group.
- Align on smart region priorities.
- Identify the data resources to achieve the priorities.
- Standardize the data/metadata for above.
- Get a common legal advisory on above.
- ID, adopt best practices for above.
- Use all of this to engage and secure executive support.
- Advance smart regions priorities.

4. What will be the governance model for the regional data Alliance?

The Data Alliance is governed by a Board of Directors composed of municipalities and Connective members. The Board develops and approves plans that are then approved by the municipalities.

5. What are the Greater Phoenix smart regions data priorities?

The Data Alliance priorities are to improve municipal data capabilities, improve the amount, integrity, standardization and usefulness of public data and to be a centralized source for data resources and training.

6. Who is The Connective building The Alliance for?

The Connective is building The Alliance for the Greater Phoenix municipalities to increase their ability to collaborate together as a smart region.

7. What is the value of the Data Alliance to communities?

Data is continually becoming more and more important to municipalities for both operating internally and for delivering services to customers in the community. The increased data capabilities developed by the Data Alliance provide direct value to the community through the increased ability to operate and deliver services.

8. How does The Alliance work?

The Data Alliance started by identifying and assembling municipal data leaders, developing a roadmap and executing. First on the roadmap, the group created a Governance Model to control how The Alliance is managed. Then they established data standardization and integrity guidelines for each member to adopt to ensure that data and metadata were being collected and used in the same way to ensure regional compatibility. The Alliance also developed a comprehensive inventory of local data to identify commonality and determine which data sets were most advantageous to share. On top of the data work, The Alliance created a Resource Guide with models for municipal data capabilities, staffing, tools and training. Together all of these elements significantly improve the ability of the individual communities to work together as a smart region.

9. Where will Alliance live? Who is responsible for managing?

The Data Alliance will be managed and operated by The Connective staff under the guidance of the Steering Committee composed of Connective members.

10. Who can access Alliance?

The Connective Data Alliance is designed and initially available to staff from the twentytwo communities in the Greater Phoenix Region.

13. What is the worst thing that could happen with the Data Alliance?

The Connective's Data Alliance is designed to prevent bad things from happening with public data. A worst case example would be a member of The Connective moving forward with a data project under assumptions they are more skilled and prepared than they are and having a project fail in a way that erodes security, privacy or digital rights. ###

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