

MEMORANDUM



TO: Public Safety Advisory Task Force

FROM: Dr. Stephanie Deitrick, GISP, Enterprise GIS & Analytics Manager, Information Technology

DATE: October 25, 2020

SUBJECT: Open Data Policy and Police Department Performance Measure Data

PURPOSE:

Provide an overview of the City of Tempe Open Data Program and a summary of performance measure data.

Open Data Policy

Tempe City Council adopted our Open Data Policy through a resolution on February 23, 2017 ([City Resolution R2017.42](#)).

The foundation of Tempe's Open Data Policy is a commitment to transparency and the premise that public data are open by default ([Open Data Policy](#)) and should be published in as close to raw format as possible. The purpose of the Open Data Policy and Open Data Program are to "support City efforts to develop and implement practices that allow it to:

- Define data and determine what data are open and what must be protected;
- Treat data as valuable assets;
- Establish and maintain an Open Data Portal that provides a single location for published open data, metadata and visualizations; and,
- Proactively publish open data and metadata relevant to the City's programs, priorities or strategic goals, or that is identified as being a significant interest to the community."

The Open Data Program established processes, roles and responsibilities to support these efforts, including the following:

- Every department designated one or more employees as *Data Coordinators* who serve as the point of contact and coordinator for the Departments' data.
- Development of a [Open Data Handbook](#), which outlines what is expected from each Department, including (1) developing and maintaining a *data inventory* that details the Department's data holdings and *prioritizes* datasets to be made public, (2) completing a [Data Privacy and Security Review](#) that aligns with Tempe's [Sensitive Regulated Data Policy](#), (3) preparing *data documentation (metadata)* for newly published datasets, (4) updating data on a predefined schedule, and (5) reviewing published data and metadata annually.
- Establishment of a *Data Governance Committee* that oversees implementation of the Open Data Program, including making policy decisions, prioritizing data publishing, and monitoring and mitigating risks.
- Establishment of a [Data Academy](#) to provide City of Tempe employees and the public with access to tools and trainings related to the use of data and Tempe data products.

Performance Measure Dashboards and Data

Data related to performance measures or topics that are the focus of public interest are considered high priority datasets for publication. Every performance measure must have, at minimum, a summary dataset published in order to display current and historic indicator values. When available, the raw, detailed data used to calculate the performance measure are also published as a related dataset.

Many performance measures are based on Tempe's annual Community Survey, which is conducted by ETC Institute. Surveys are mailed to a random sample of households, with a follow up email sent to provide a link to an online version of the survey and to encourage participation. Respondents are required to provide their home address when submitting the survey in order to verify that all responses are from the random sample of households. The survey is conducted so that results have a 95% level of confidence, and the survey is continued until a demographically representative sample is obtained. Results of the survey are published on the [Open Data Portal](#) both as summary data for each related performance measure and as detailed response data including demographic questions.

[Elucd](#) is a survey vendor the Police Department uses to survey Tempe residents through digital ads on a variety of websites and social media platforms. The surveys are conducted 24/7 and results are reported monthly. Questions are asked regarding perception of safety in their neighborhoods, trust in local police, top concerns for police and other current topics (e.g., COVID). Approximately 500 Tempe residents, age 18 years or older, respond per month, which is in line with Elucd's national average. Demographics including sex, age, race/ethnicity, income level and education level are used to determine a balanced survey group based on US Census ACS data for Tempe. The Police Department receives overall scores related to these demographics with the monthly results for each question. Results of the survey are published on the [Performance Portal](#) as a summary measure by month for the related performance measure.

Police Department performance measures are located in the [Safe and Secure Communities](#) and [Strong Community Connections](#) Strategic Priorities.



Agency	Tempe	Date	Oct 15th 2020
Location	Citywide	Report Range	Sep 01, 2020 - Sep 30, 2020

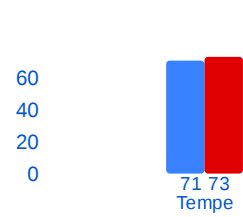
Summary

Citywide Trust (71) has improved by 3 points from last month, with an overall increase in North Tempe (63) by 4 points and in South Tempe (78) by 2 points.

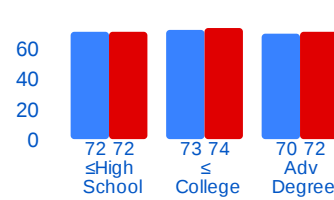
Citywide Safety (73) continues to experience an uptick compared to last month, (72). There remains a smaller Safety gap between North Tempe (70) and South Tempe (75) than in Trust.

Score Benchmark Chart

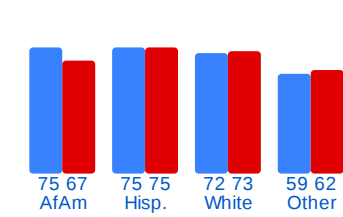
Scores



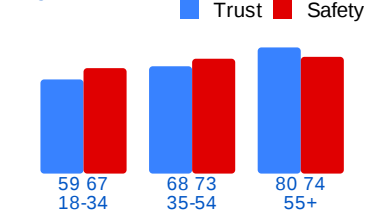
Education



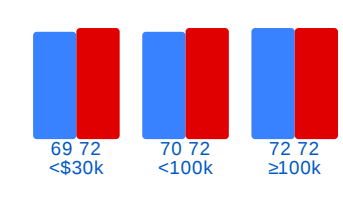
Race



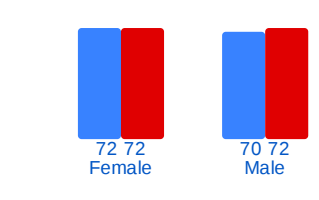
Age



Income

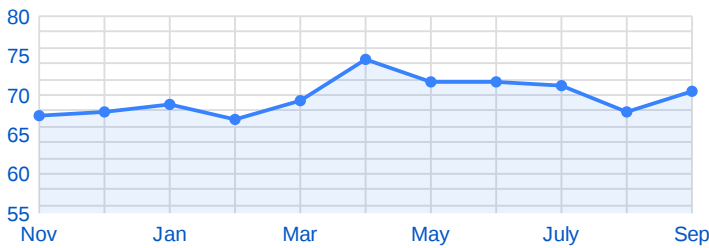


Sex

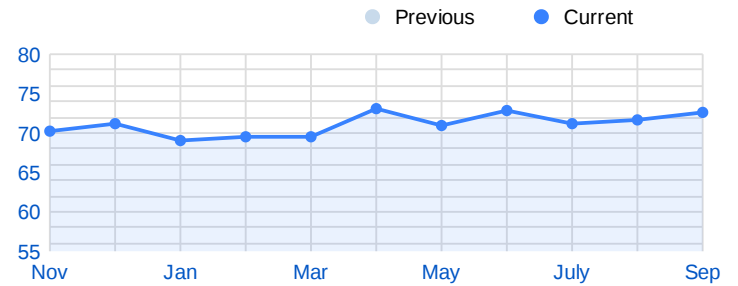


Citywide Trend

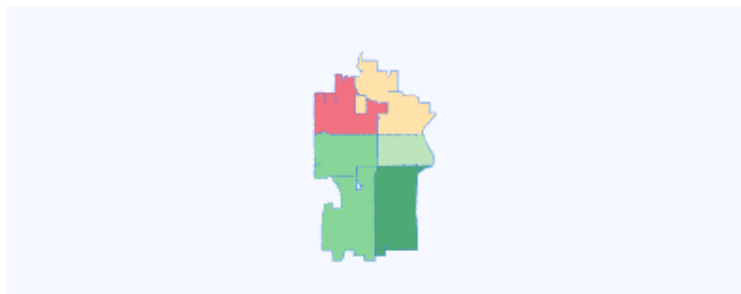
Trust



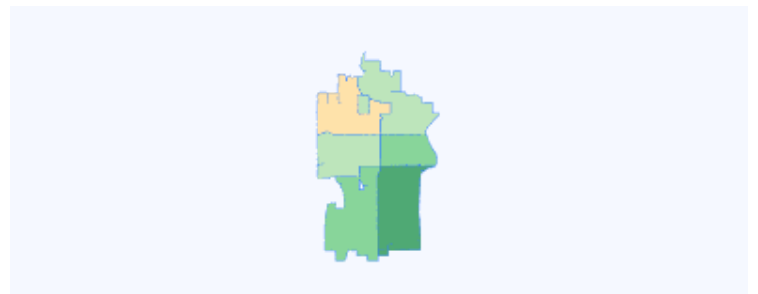
Safety



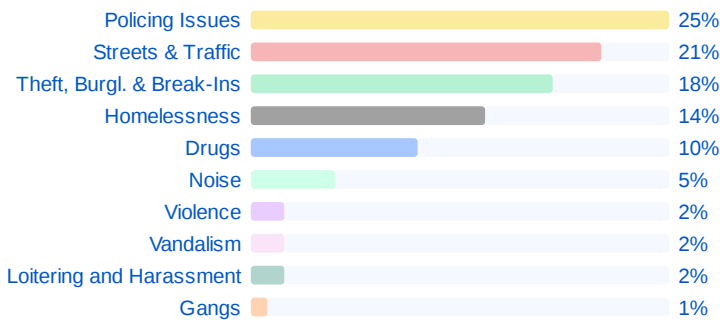
Trust Heatmap



Safety Heatmap



Citywide Concern Benchmark



About this document

What are Trust and Safety scores?

We gather data from city residents each month and produce scores, on a scale of 0 to 100, that measure how people across the city feel.

How are concerns measured?

Residents are asked the following question: "What is the number one issue or problem on your block or in your neighborhood that you'd like the police to deal with?" We process hundreds of replies per month and categorize them.