

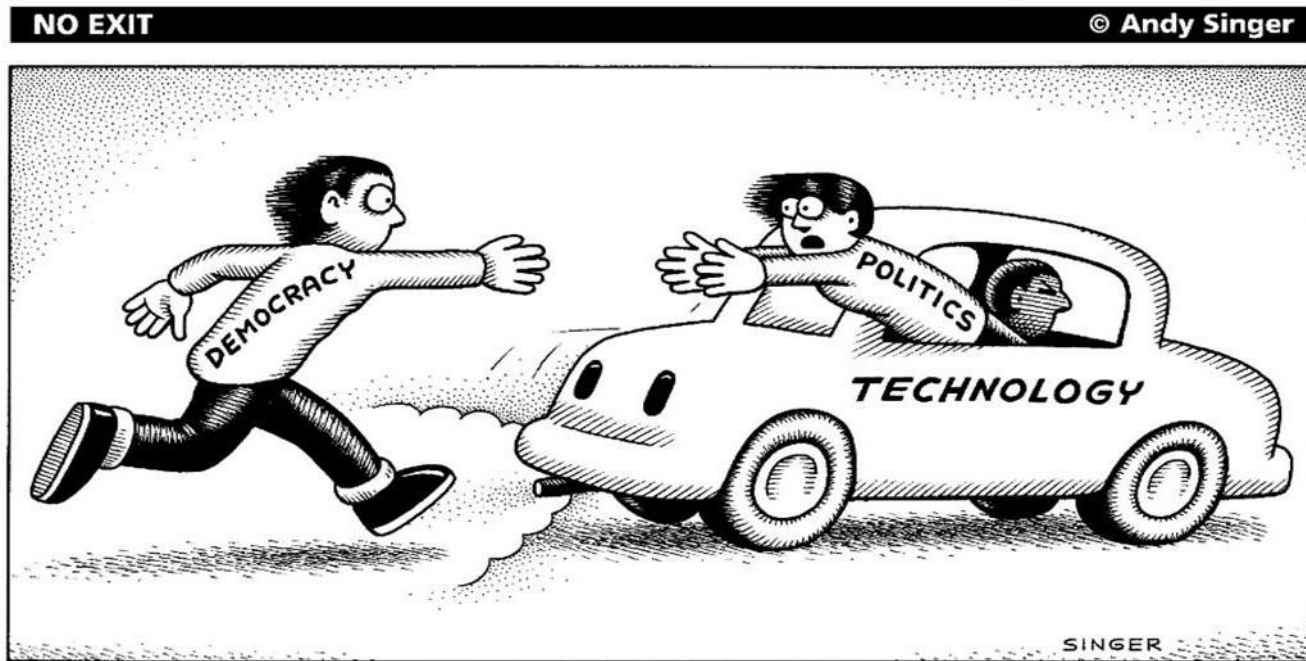


“Sweating to make data driven
policies a reality”

Municipal Data Office
BARCELONA CITY COUNCIL



LET'S FACE THE TRUTH





DATA EU MODEL?



Masonville Cove in Baltimore by chesbayprogram (2017) <https://www.flickr.com/photos/29388462@N06/35322827202/>
Attribution, Non Commercial (<http://creativecommons.org/licenses/by-nc/2.0/>)
Photo Attribution by PhotosForClass.com



SPOOKY?





CHALLENGES

INTERNAL

“GDPR” not an issue

This has nothing to do with IT

We are not talking about the “BD”

Procurement

EXTERNAL

Here it comes again

The “Trade Secret” argument

The “Operational” discussion



MAIN PILLARS

1. To support more effective delivery of public services to Barcelona citizens for greater equity, safety and quality of life (**Data as an Infrastructure**).
 2. To integrate the use of Big Data & Data Analytics to improve public decision-making (**Data driven projects**).
 3. To promote a genuinely collaborative and innovative economy facing citizens needs (**Data Commons**).
 4. To enforce data & algorithmic transparency (**Data Ethics**).
 5. To stand for citizen's data rights (**Data Sovereignty**)
-

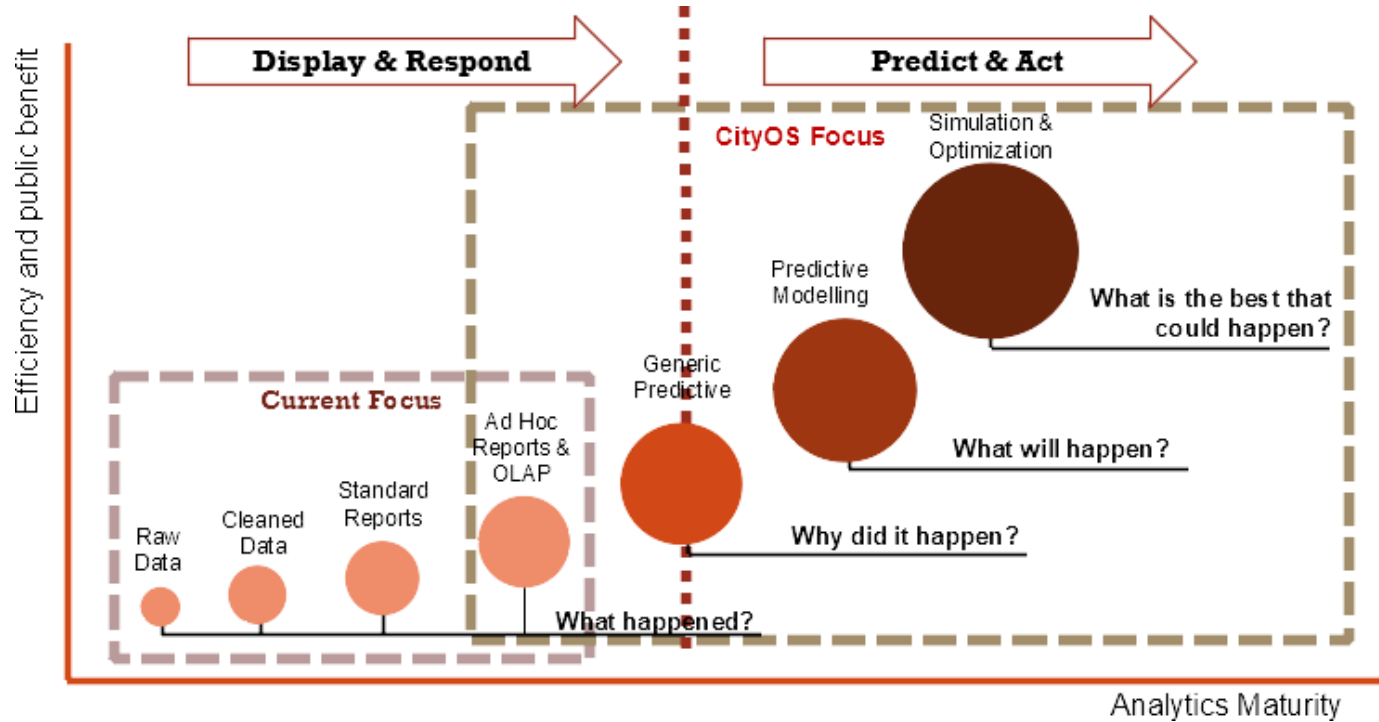


GOALS

- Establish Data Governance Model.
 - Set up a Common Vision & Data Strategy within City Council.
 - Extend the use of Data Analytics, to better understand our citizens, their needs and improve city management.
 - The strengthening of data sovereignty, dissemination, availability & transparency
 - Facilitate technological alignment.
-



ADDING VALUE TO DATA





CHALLENGES

- Breaking Internal Silos - Evangelize
 - Data Science Training – Talent Attraction
 - From Long Term Strategic Plans to Short Term Predictive Modelling
 - Obtain Data from Big Private Players (Utilities, Mobility, Real State....)
 - Social Awareness
-



TALENT ATTRACTION/RETENTION

Attraction: Lets face it, we will not get the most talented people but

Retention: The key - from vertical to a transversal challenge approach



DECISION TIME!

- Internal resources. No outsource (as first option).
- “Agile” Approach: Deliver, deliver, deliver.
- FLOSS (Continuous improvement, sovereignty)
- Co-work: Data Office+ IT Unit + Business Unit

Run from perfection, is the enemy of the good



Ajuntament
de Barcelona



Co-funded by
the European Union

HANDS ON WORK AS A DRIVER

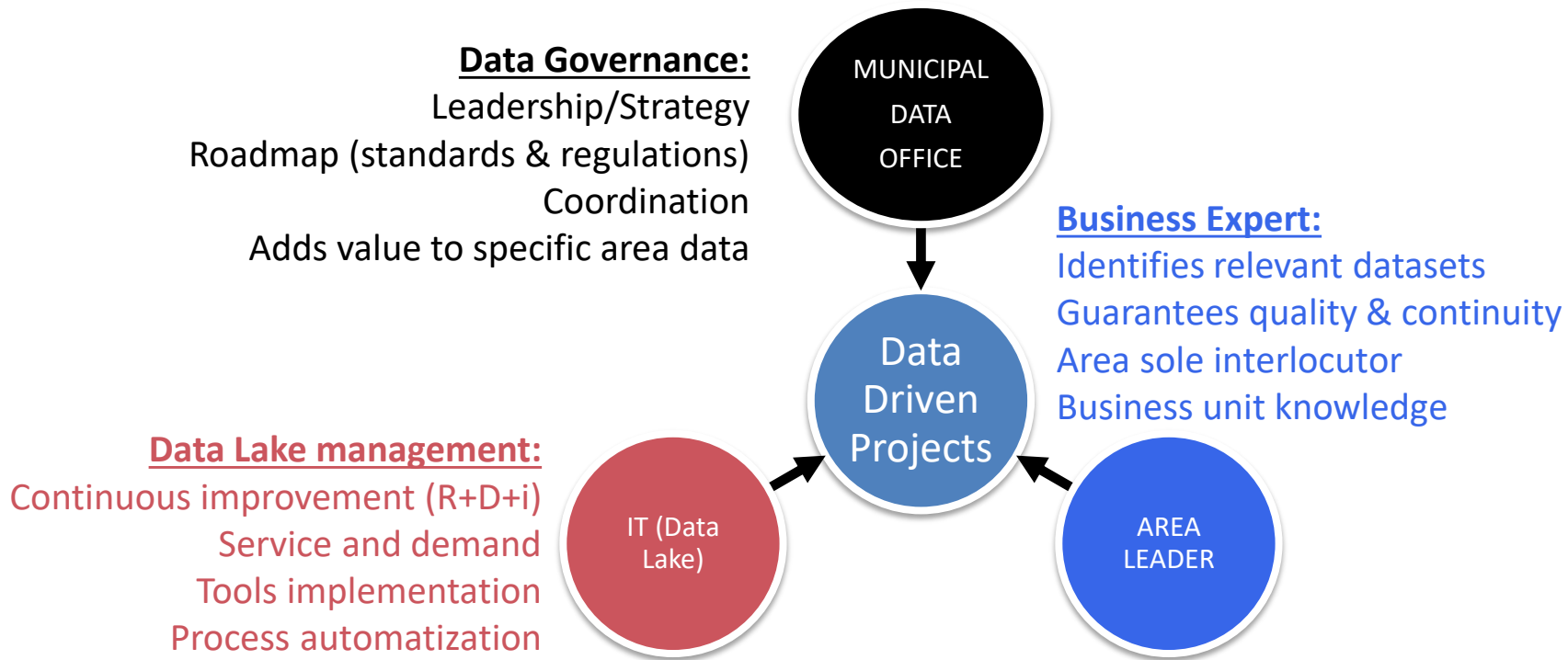


METHODOLOGY (1/2)

- “*Agile*” Approach. Deliver, deliver, deliver.
 - Internal resources. No outsource (as first option).
 - Technology deployment (Data Lake-CityOS).
 - FLOSS (Continuous improvement, sovereignty)
 - Co-work - MDO+ IT + Business Unit
-



AREAS & FUNCTIONS: relationship model





METHODOLOGY (2/2)

- Automate ingestion – API
 - Link with Open Data
 - Industrialization
 - API Consumption
-



THE OUTPUT

MUST provide:

- Answer to business unit (they are the experts).
 - Share knowledge instruments/solutions.
 - Big-data analysis capabilities.
 - Near real time analysis.
 - Add (at a later stage) predictions.
-



OPPORTUNITIES

- Nearly 70% Population living in urban Areas by 2050
 - Push as City Coalitions
 - Share Knowledge: Models, Scripts, Algorithms, ...
 - Academia Knowledge
 - Public Purchase as a Leverage
 - Private Discredit vs Public Transparency
-



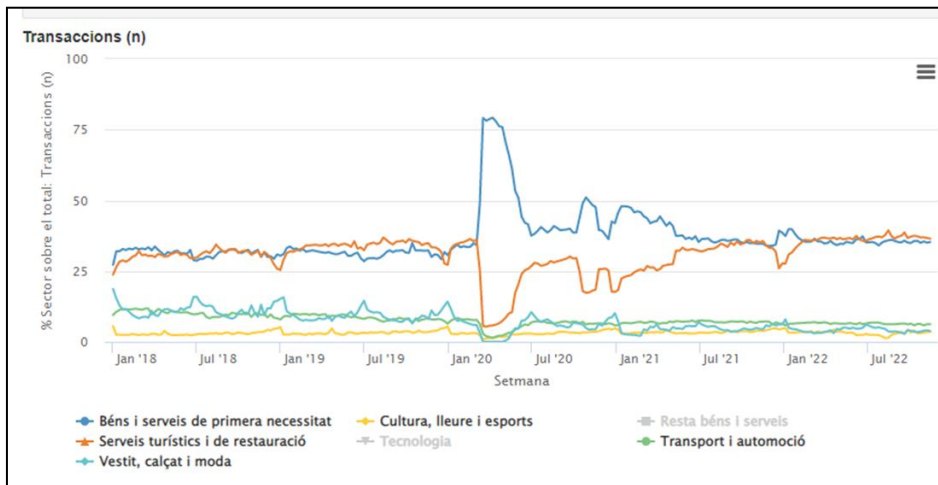
EXAMPLES

The screenshot shows the 'Barcelona Datastore' website. At the top, there is a navigation bar with 'About us' and 'Help' links, and a 'Login' button. Below this is a search bar with the placeholder text 'Search by word...'. Underneath the search bar, the text 'Or select one topic' is displayed. A horizontal row of topic buttons includes: Population, Economy and labour market, Urban environment, Transport and mobility, Housing, Society, Politics, Municipal administration, Codes, classification and cartography, and All themes. Below this row is a large image of a cityscape. At the bottom of the screenshot, there is a section titled 'Barcelona up to date' which features a row of nine circular icons, each with a corresponding label below it: Population, Economy and labour market, Urban environment, Transport and mobility, Housing, Society, Politics, Municipal administration, and Codes, classification and cartography.

<https://portaldades.ajuntament.barcelona.cat/en>

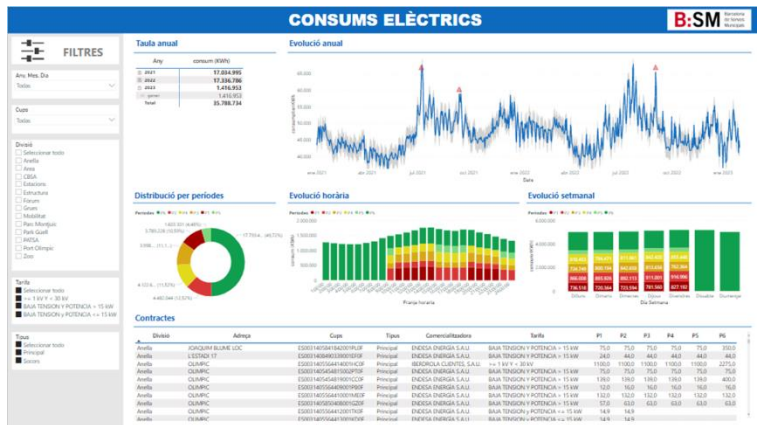


DATA EXAMPLES



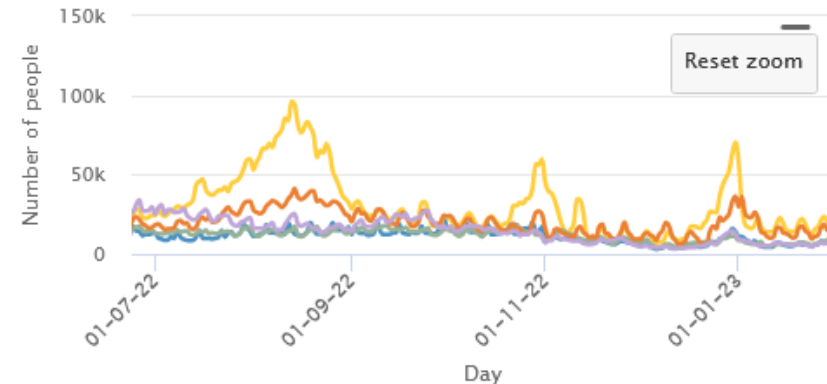


DATA EXAMPLES



Visitors in Barcelona by country of origin

France United States Germany Italy United Kingdom



Germany France United Kingdom
Italy United States

Thank You

MOLTES GRÀCIES

Pau Balcells
pbalcells@bcn.cat



**Ajuntament
de Barcelona**