# Data, Metrics, and Reporting

How do we measure and communicate where we are in meeting the goals and objectives?

March 16, 2022

# Goals for Council Discussion

- Provide feedback to staff on types of reporting tools Council would like to have available
- Suggest operational areas to focus further data-reporting efforts

# Data Reporting Considerations

Design Phase (Most substantial time commitment)

- Decide who the audience is, what questions the tool will help answer
- Determine what data we have, what needs to be collected, and how often it will be used
- Collect, organize, and clean the data
- Start with a  prototype
- Create the tool using a platform like ArcGIS Hub or Power BI

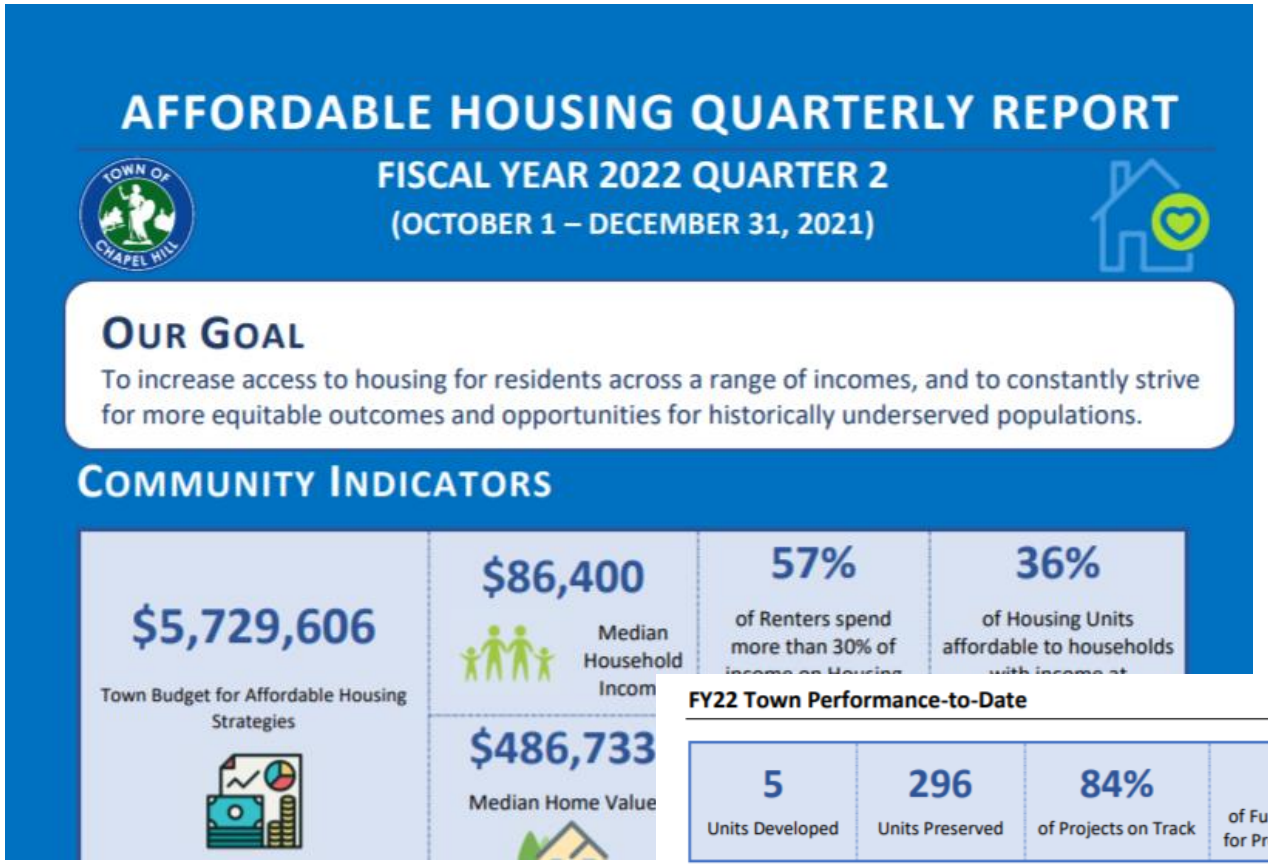
# Data Reporting Considerations

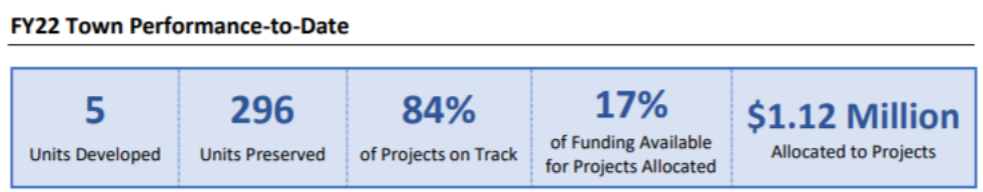
## Maintenance

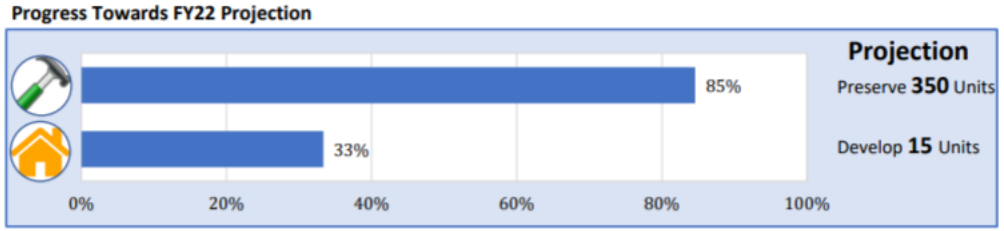
- Data sets continue to be updated by staff as part of day-to-day operations
  (Affordable Housing: ~5-10 hours/month)
- A milestone (e.g., annual) report takes additional staff time to prepare
- Community indicators and other data may come from outside sources and have different collection methods

# Internal Data Sets

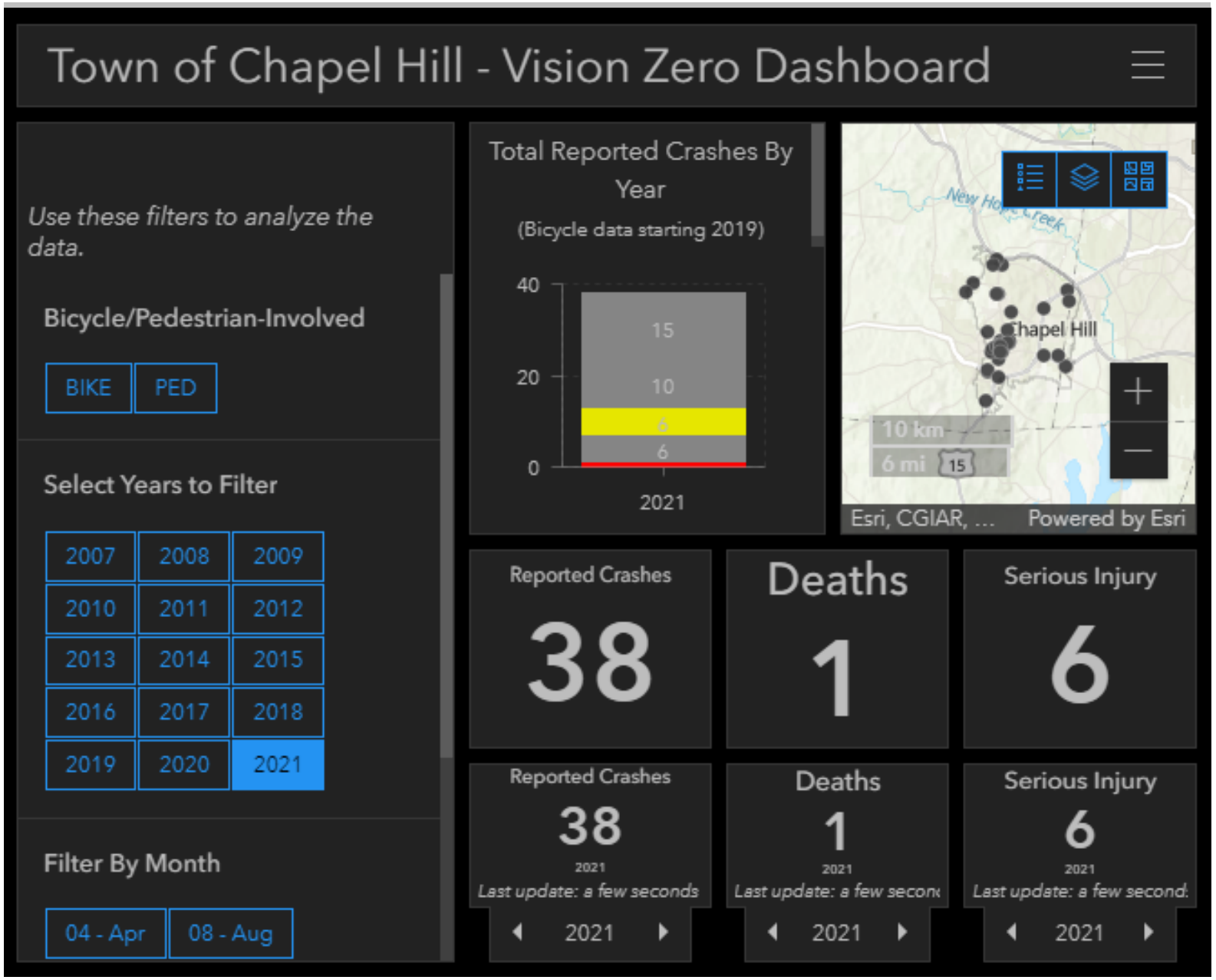
# Affordable Housing

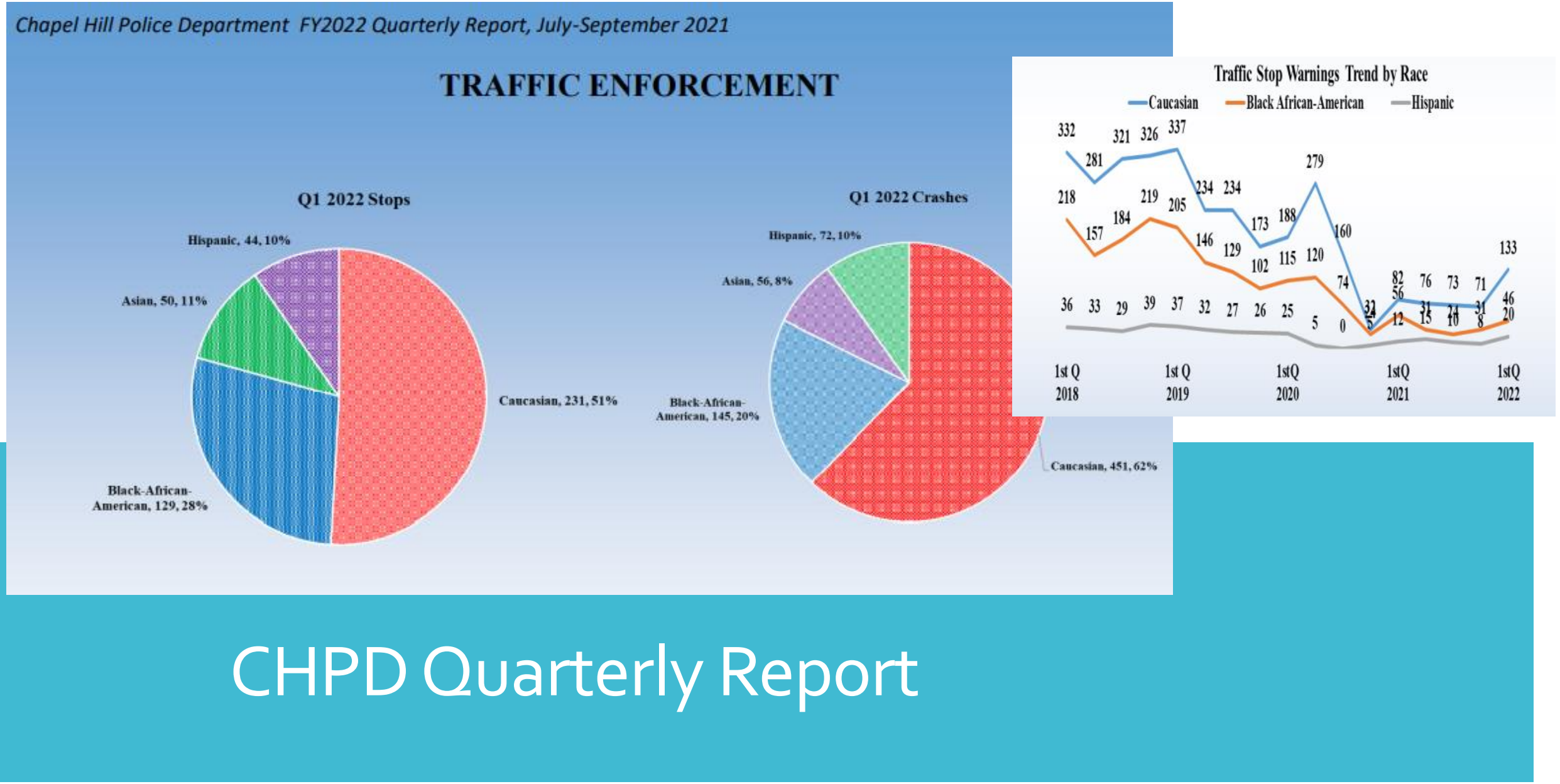


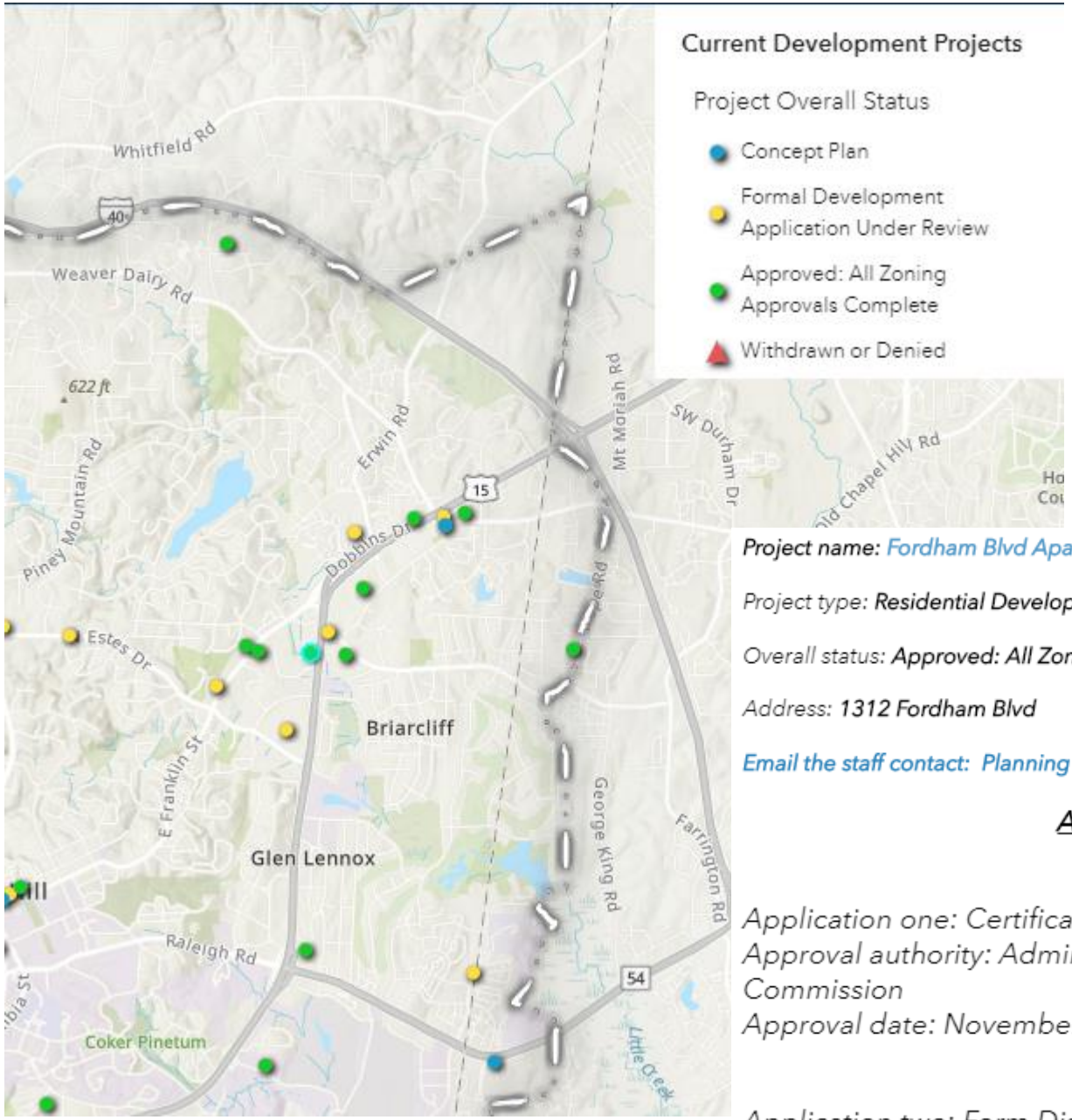
# Vision Zero


Town of Chapel Hill - Vision Zero Dashboard
Use these filters to analyze the data.
Bicycle/Pedestrian-Involved
BIKE
PED
Select Years to Filter
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
Filter By Month
04 - Apr
08 - Aug
Total Reported Crashes By Year
(Bicycle data starting 2019)
40
20
0
15
10
6
6
2021
Chapel Hill
10 km
6 mi
15
Esri, CGIAR, ...
Powered by Esri
Reported Crashes
38
Deaths
1
Serious Injury
6
Reported Crashes
38
2021
Last update: a few seconds
2021
Deaths
1
2021
Last update: a few secon
2021
Serious Injury
6
2021
Last update: a few second
2021




# CHPD Quarterly Report

# Development Activity Map




***Project name:*** *Fordham Blvd Apartments*

*Project type:* ***Residential Development***

*Overall status:* ***Approved: All Zoning Approvals Complete***

*Address:* ***1312 Fordham Blvd***

*Email the staff contact: Planning Staff*

***Applications***

*Application one: Certificate of Appropriateness*
*Approval authority: Administrative and Community Design Commission*
*Approval date: November 30, 2017*

*Application two: Form District Permit*

# Quarterly Parking Demand Report

## On Street Parking Spaces

Supply: **187 Spaces** Practical Supply (85%): **158 Spaces** Optimal Accumulation: **140-158 Spaces**

Target Paid Accumulation, Adjusted (55-70% Pd. Occ.): **102-130 Spaces**

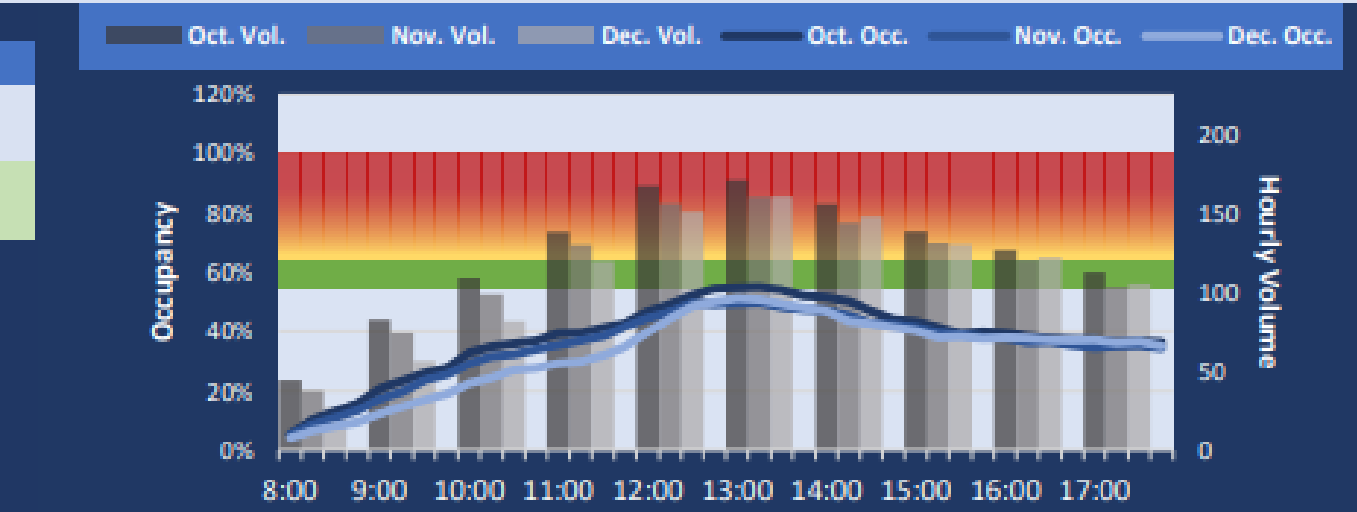
| Peak Paid Accumulation: |
|---|
| 103 Spaces (55% Pd. Occ.) |
| Healthy |

**Paid Occupancy at a Glance**

| | Morning | Lunch | Afternoon |
|---|---|---|---|
| Oct. | 20% | 52% | 39% |
| Nov. | 16% | 45% | 36% |
| Dec. | 14% | 53% | 41% |

**Paid Volume at a Glance**

| Oct. | Nov. | Dec. |
|---|---|---|
| 556 | 549 | 571 |




Avg. Weekday (M-Th)

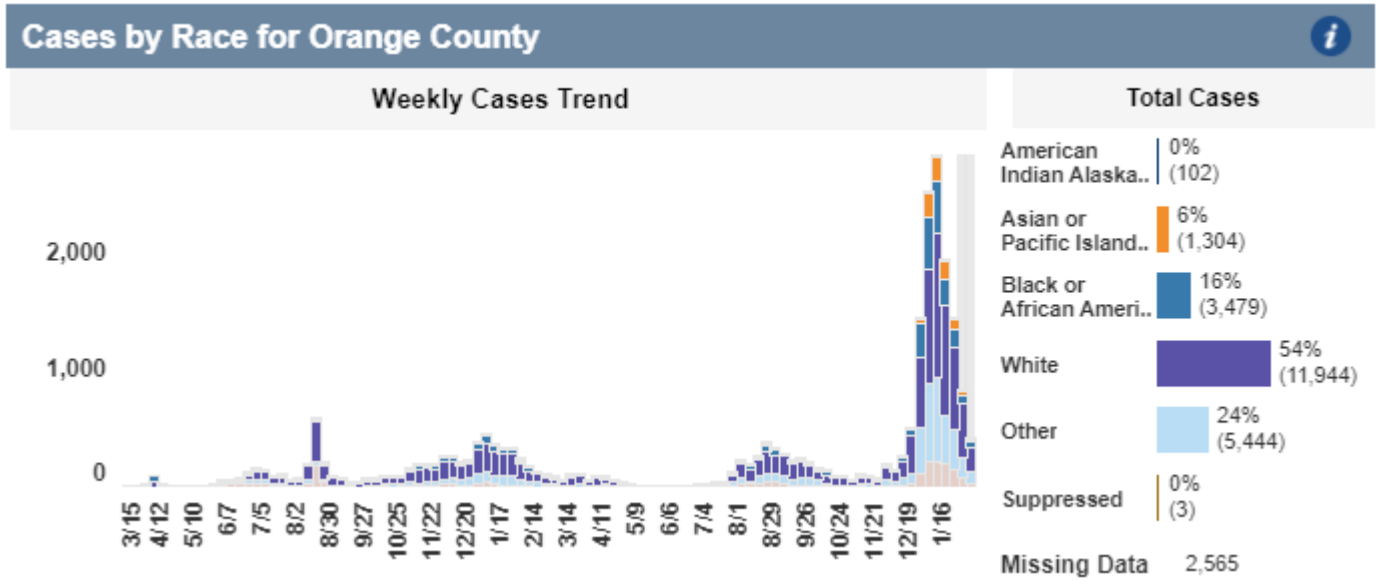
| Duration by Hour | 8:00 | 9:00 | 10:00 | 11:00 | 12:00 | 13:00 | 14:00 | 15:00 | 16:00 | 17:00 | Daily Avg. Duration |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Oct. | 2:03 | 1:46 | 1:38 | 1:36 | 1:24 | 1:28 | 1:31 | 1:27 | 1:21 | 1:04 | 1:10 |
| Nov. | 2:05 | 1:50 | 1:38 | 1:30 | 1:26 | 1:26 | 1:29 | 1:28 | 1:20 | 1:06 | 1:10 |
| Dec. | 1:50 | 1:36 | 1:31 | 1:22 | 1:18 | 1:19 | 1:21 | 1:22 | 1:18 | 1:08 | 1:05 |

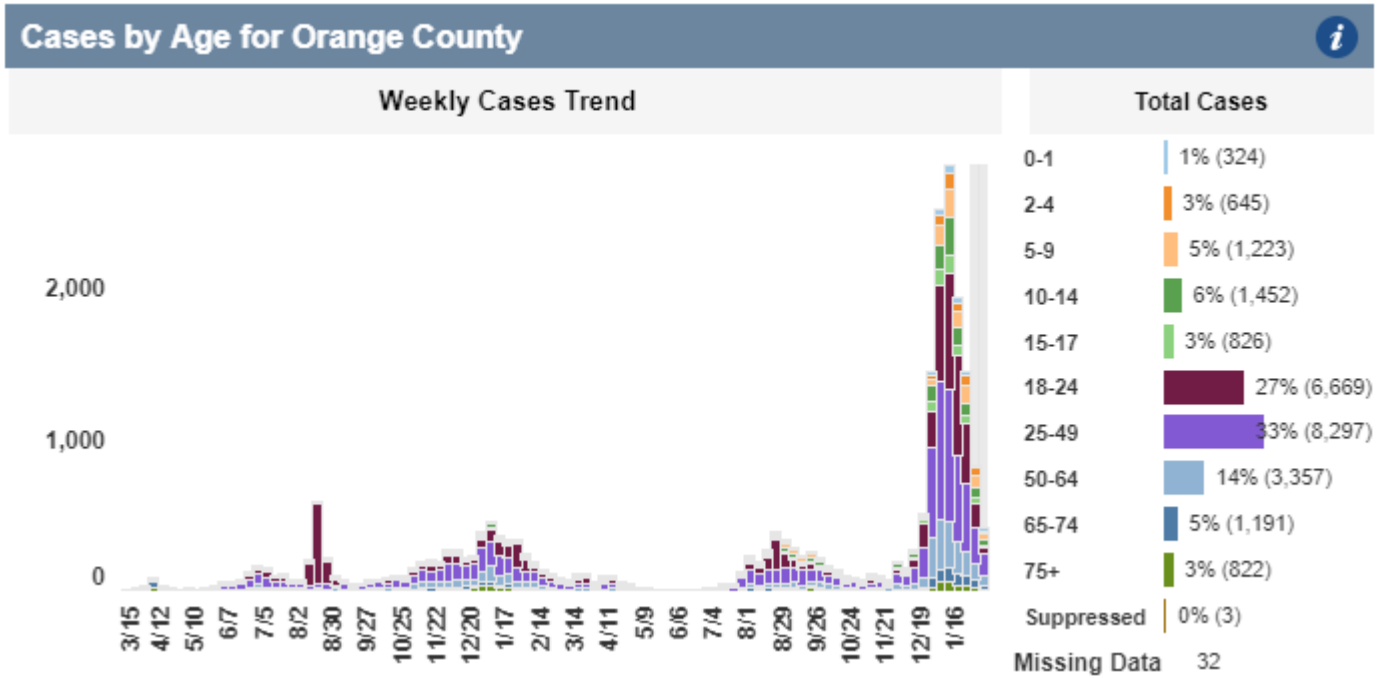
| Avg Daily Turnover | Oct. | Nov. | Dec. | Q4 Avg: |
|---|---|---|---|---|
| | 2.97 | 2.94 | 3.05 | 2.99 |

1:08

# Outside Agencies

# Orange County COVID-19
(Tableau)



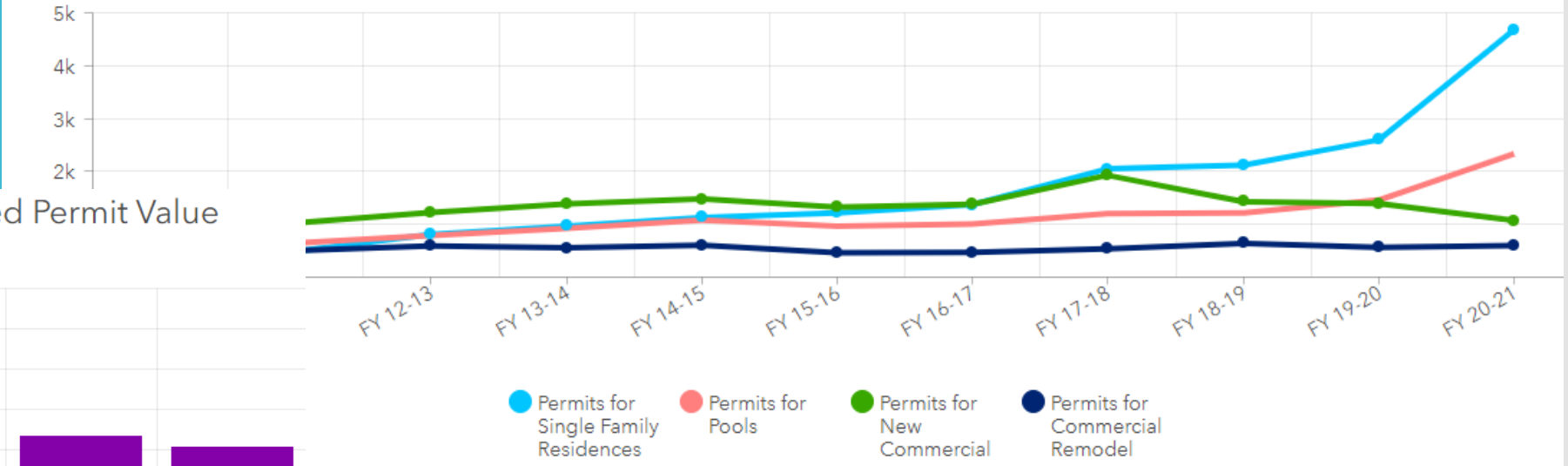



# Lee County, FL Economic Development (ArcGIS Hub)

Economic Development Performance Dashboard Lee County, FL

## Community
### Indicators

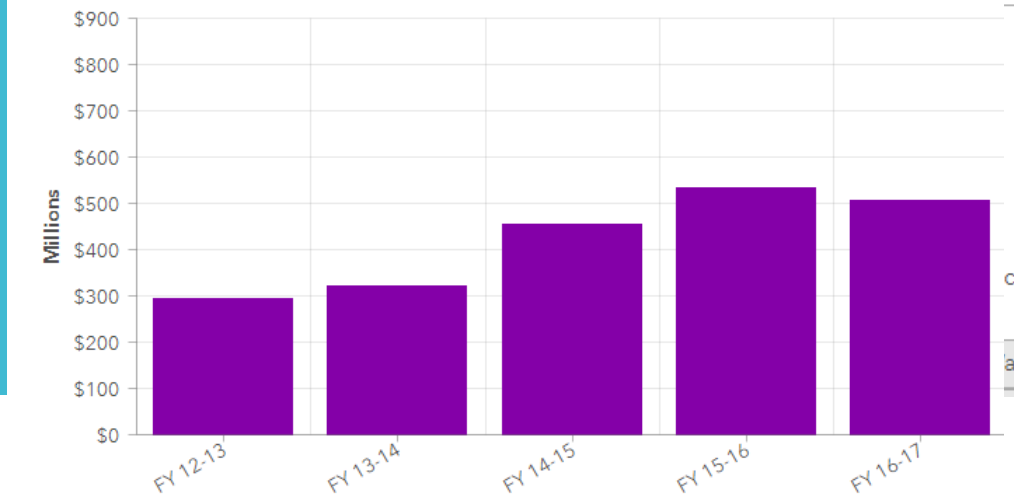
### Economic Indicator Permit Activity
Lee County Community Development



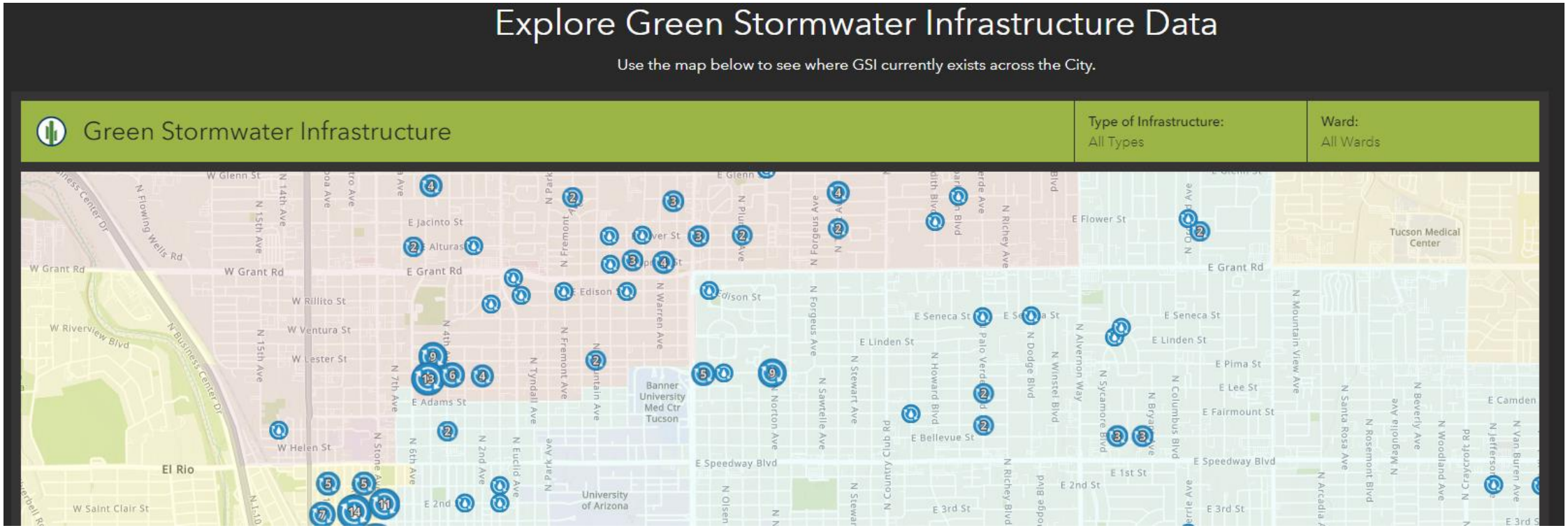

cators for evaluating the health of our economy. These types of permits include single-family residences, pools, new commercial, and

atercraft | Indicator Permits | New Construction Value | New Construction Count

### New Construction Valuation - Finalized Permit Value
Lee County Community Development




The value of new construction is an indicator of growth and investment into a community.

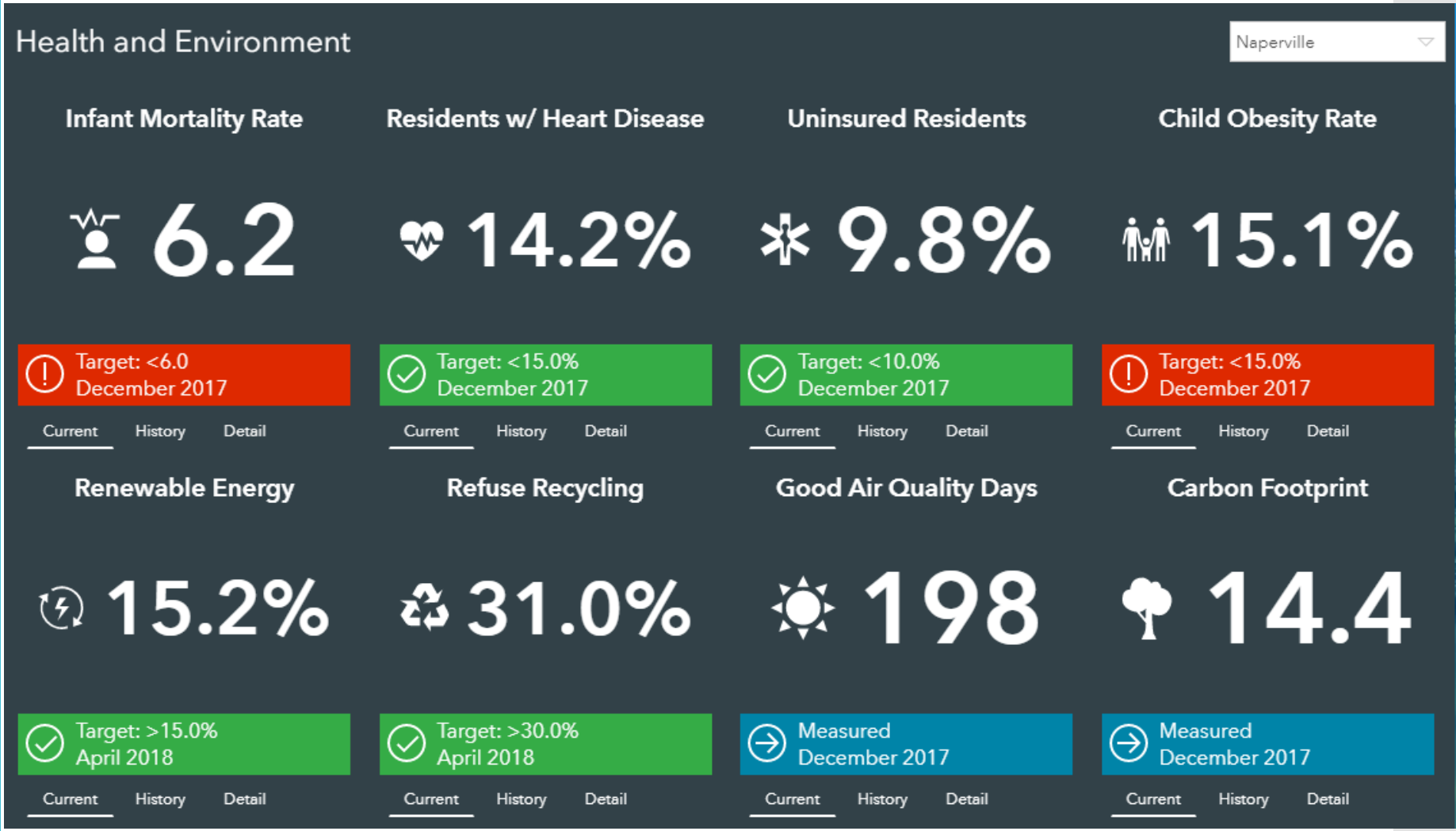


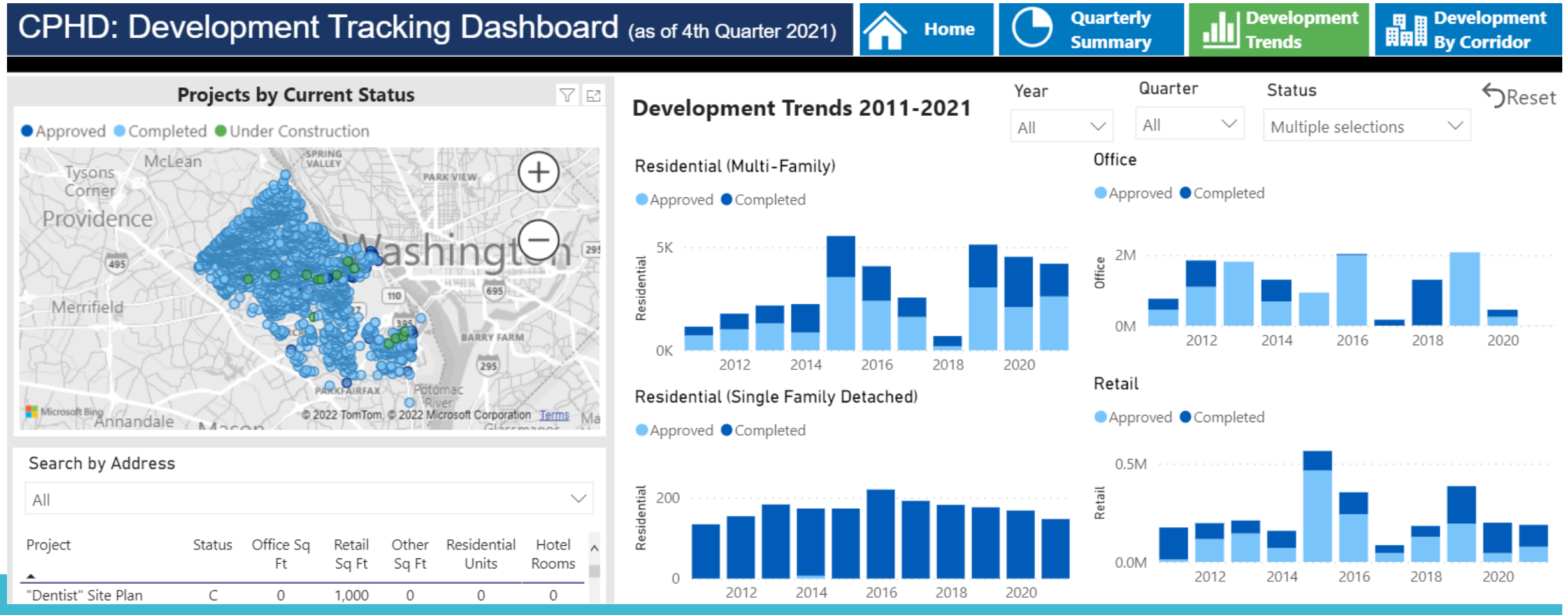

# City of Tucson Climate Action Hub

Green Stormwater Infrastructure (ArcGIS Hub)

# ArcGIS Hub Environment Dashboard

(Sample city)

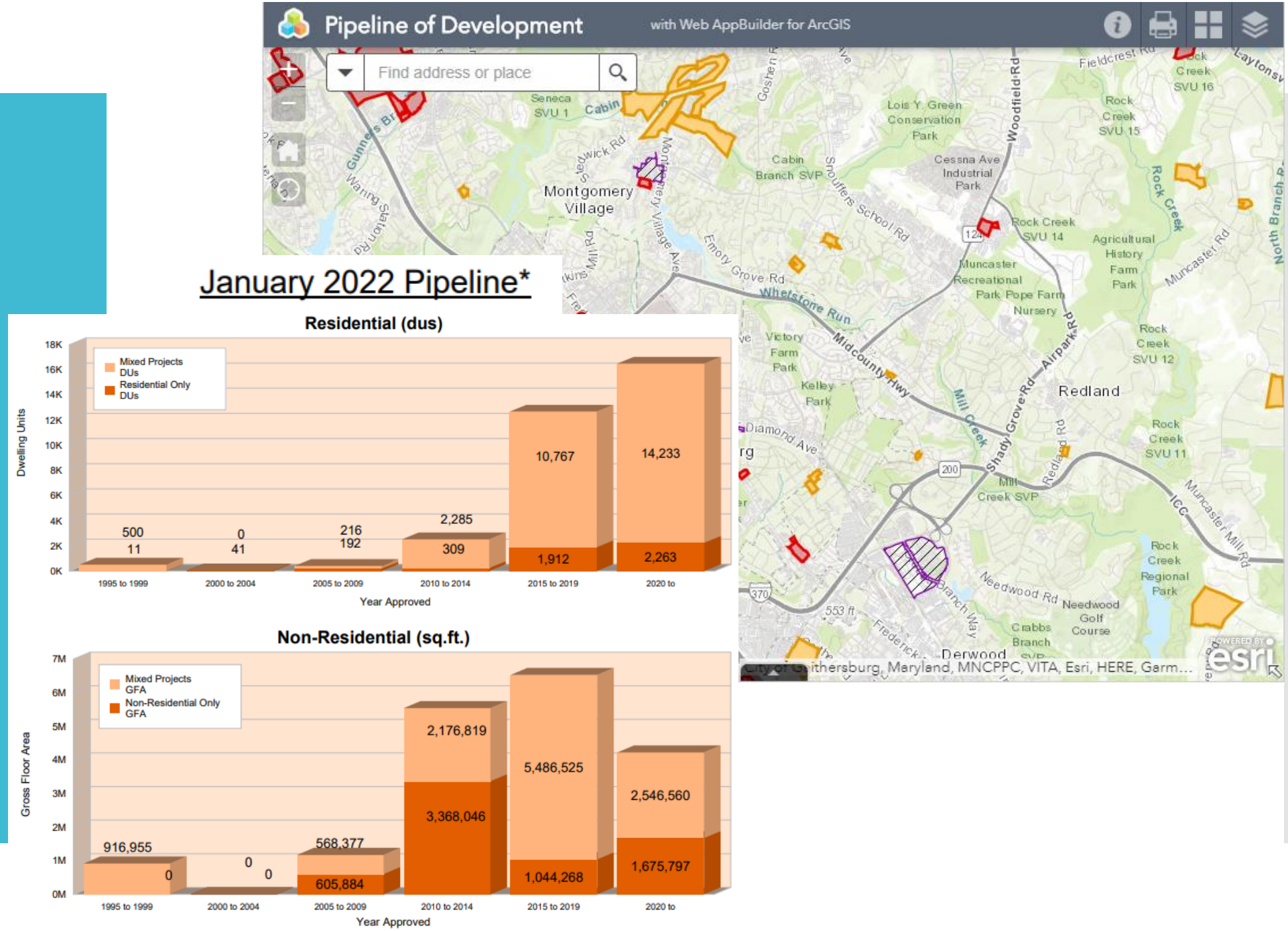





# Arlington County, VA Development Tracking

(Power BI)

# Montgomery County, MD Development Pipeline (ArcGIS)



# Questions for Council Discussion

- Is Council looking for a tool to inform decisions or a scorecard for tracking progress after the decision is made?
- What about the data reporting on affordable housing works well for you?
- What do you like about some of the other examples? What would you change?
- What two operational areas would Council prioritize for staff to further develop reporting tools?

# Questions for Council Discussion:

## Data Reporting Priority Areas

- Affordable Housing
- Climate Action
  - Tree canopy
  - Open/green space
- Connectivity and Mobility
  - Vision Zero
  - Greenways and bikeways
  - Sidewalks
- Development Activity pipeline
- Parking
- Parks and Recreation
- Police data in response to RICS Task Force
- Racial Equity
- Stormwater
- Street repair and repaving

What would Council add to this list?

What would Council choose to focus on first?