CITY OF SAN FRANCISCO

INDUSTRY PRACTITIONER - CITY PLANNER

20
22

Use of Data for City Planning

Opportunities

⚖️ **Equity**: Data-driven policies for equitable resource distribution

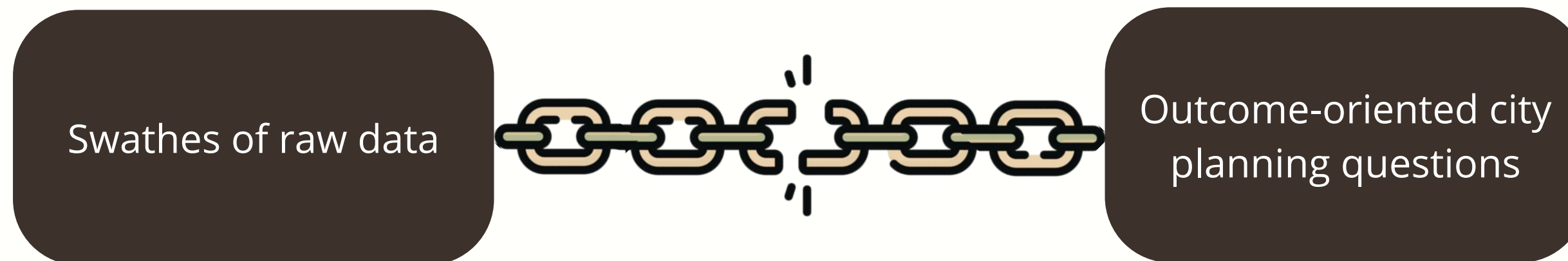🌱 **Sustainability**: Data insights for green initiatives

📈 **Economic Growth**: Optimized urban spaces for businesses & tourism

Costs

💸 **Data Expertise**: High costs for specialized roles

🎯 **Missed Opportunities**: Overlooked urban development chances

⌛ **Delayed Decisions**: Slow responses from fragmented tools

Swathes of raw data

Outcome-oriented city planning questions

DataTone: Transforming SF's Urban Planning

Natural Language Advantage

- 💬 Simplify complex data queries
- 💰 ~~Reduce~~ Eliminate dependency on specialized data roles

Real-time and Adaptive

- ⏰ Immediate insights for faster decision-making
- 🧠 System tailors insights to SF's challenges

Equity and Sustainability

- 🌍 Data-backed policies for fairness and green development

Adopting DataTone: Opportunities, Risks, & Challenges

Opportunities

- 👭 Engaged citizenry: data transparency fosters trust
- 💨 Rapid and reactive decision-making
- 🫂 Distributed ownership can spur innovation

Risks & Challenges

- 🔐 Data privacy and security: safeguarding citizen data
- 🎯 Data accuracy: cost of a 'mistake' is very high
- 🛑 Adoption roadblocks: resistance and integration challenges

Mitigation

- 🔎 Pilot phases: test before city-wide rollout
- 🔁 Data scientist in the loop: human validation until technology is thoroughly proven
- 📚 Training and workshops for teams