Data Charter

<Project Name>

DOCUMENT FILE NAME

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To improve its outreach through data, the City has taken an initiative to build visualizations (graphs, maps, etc.) and add narratives around data that would provide key insights to the City. This initiative would also allow the City to communicate better with professionals, elected officials and public at large and provide better services to its constituents.

The City structures data discussions along the following lines for maximum engagement:

1. Data Articles – Data Articles are small, cogent narratives extracted from the data. A data article provides a summarized view of a specific area and targets the "public", which are interested in getting a high-level understanding in an area.

2. Data Stories – Data stories are detailed, and thorough analyses of data created by an expert. It is a combination of narrative and visualizations in the form of a story. Data stories are targeted toward the journalists, elected officials and other audiences that are functional experts in their areas and can greatly benefit from a detailed analysis of data.

3. Raw Data – Data in its raw form is very useful for data analysts, researchers, data scientists, and other deep data experts who are interested in working with data directly and possibly combining it with other datasets for data analysis. By publishing the raw data via its website and data portals, the City can enable these high-end technical users to bring a different meaning to the City's data.

The City has gone past the first step of communication by sharing raw data online, however, the audience is still limited. To best engage with larger audience the City needs to present data in a more meaningful and readable format via data stories and data articles.

This charter is meant to help identify problems and areas that are meaningful for the City and has data components that can help move toward the goal of better public engagement and improved city services using data. It is meant to be used by the City Departments as a project charter where the goal is to make use of data in helping generate insights and facilitate decision making. The completed charter would need to be stored on the IT C3PO team SharePoint site.

REVISION HISTORY

Revision	Date	Author	Description of change
1	October 25th 2019	Arti Tangri	Created the template
1.1	September 11th 2020	Arti Tangri	Attaching the Privacy Principles to the template
1.2	October 18th 2021	Albert Gehami	General edits

Proposed Project Name:			
Dates: The finish date is an estimate of when the Data work is expected to reach a steady state of maintenance.	Proposed Start and Finish Dates	Initiated/Declined	Designated Start Date
Sponsor:	Department(s)	Sponsor Name, Email, and Telephone Number	
		Name: **Email:** **Phone:**	
Business Problem What is a pain point or a critical question that can be addressed by a deep data analysis?			
Stakeholders 👥 Who are the internal and/or external Stakeholders that can benefit from the data work? Please select all that apply and/or provide details.	☐ Contractors ☐ Non-Profit Organizations ☐ Private Companies ☐ City Staff ☐ City Management ☐ Members of the public (if there is a target group within the public, detail below) ☐ Other (provide details below)		

Partners 🤝 Who are the potential partners for working together or for funding?	
Existing Services 🏢 List current services that the City provides to the Stakeholders.	
Future Ideal State ⏱ What is the future ideal state that would address the current problem? List the key steps needed to reach the ideal future steady state of maintenance. Provide a general timeline for reaching the steady state.	
Benefits for the City 👍 What is the impact of this work to the City? List the benefits, in terms of staff time, monetary, etc.	
Benefits for Stakeholders 👍 How would the Stakeholders benefit from this data work?	
Risks 💣 What are the risks associated with this data work? For example,	

concerns on data inaccuracy, implications for existing practices, etc. List data privacy concerns separately in the section below.			
Data Sources 🛢 What are the data sources available at the City to assist with this data work? Provide details on the quality and depth of data.	**Internal**	**External**	**Other**
Personally Identifiable Information (PII) 👤 Will the data include any PII? (See Appendix A below for a definition and list of PII)			
Security 🛡 What are the security concerns for this data?			

Funding $$ List any funding (if) available for this work.	Amount	Special Conditions

Roles and Responsibilities: (information only, fill out roles in following field)	Roles	Responsibilities
	Sponsors	Approve charter; Assign resources; Ensure effort fits City goals and priorities; Represent importance of effort in organization; Clear hurdles; Prioritize
	Project Lead	Manage project requirements and prioritization; Coordinate charter and resources for sprints; Monitor and communicate status to Project Team; Support sprints to ensure delivery within requirements.
	Technical Lead	Author underlying code, database, interfaces, et al for a system; Technical resources for fit with the program architecture; Set development standards.

	Functional Lead	Provide business expertise; Own process work will support; Assert requirements and prioritize; Work with team to create working functions/deliverables; Review/test work and provide timely feedback.
	Ethical Use Reviewer	Reviews the charter from an ethical standpoint.
	Reviewer	Provides review and project comment to project stakeholders.
	Tester	Execute system acceptance test for specific domain of operation.
Assigned Staff Resources Note: one individual may fill multiple roles	**Staff Members and Roles**	**Time Required and Proposed Dates**
	Sponsors	
	Project Lead	•
	Technical Lead	•
	Functional Lead	•
	Ethical Use Reviewer(s)	• •
	Reviewer(s)	• •
	Tester(s)	• •
	Total Number of Employees:	**Total Number of Hours:**

Start—Project Commitments:

	Name, Signature, and Date	**Department and Job Title**	**Date**	**Telephone**	**E-mail**
Sponsor					
Chief Information Officer					
Project Lead					
Functional Lead					
Technical Lead					

Proposed Start Date	Adjustment(s) and Reason(s)	Completion Date

End—Project Acceptance:

	Name, Signature, and Date	Department and Job Title	Date	Telephone	E-mail
Sponsor					
Chief Information Officer					
Project Lead					
Functional Lead					
Technical Lead					

Appendix A: Definition of Personally Identifiable Information

Personally Identifiable Information (PII) includes any information that can directly or indirectly identify an individual, such as one's name or address. Refer to the table below for types of PII.

| Category of PII	Sub-categories
Personal Data	Full name; Home address; Email address; Phone, laptop, or other device IP[1] address; Government-Issued ID # (e.g., Driver's License, Passport, Social Security Number); Employee ID number; License Plate

	Credit or debit card information; Bank account, brokerage account or other financial information; Date of birth; Place of birth; Other written or scanned information that can directly tie to an individual or household
Sensitive PII or demographic-related PII – **NOTE:** Ignore if data is only shared in aggregate of a population larger than 1,000[2] (e.g., # of registered voters in San José)	Biometric data; Genetic data; Physical identifiable characteristics; Other health records Race or ethnic origin; Nationality; Immigration status; Religious affiliation; Political affiliation; Voter status; Education records Criminal records Other sensitive written or scanned information traditionally kept confidential
Image data	Picture that can identify an individual by their face or other physical and contextual information[3]
Recording data	Video that can identify an individual by their face or other physical and contextual information; Audio that can identify an individual by their voice or other contextual information
Geolocation data	Data affiliated with a vehicle, computer, or other device that can be used to identify an individual's physical location
Other private or personal information	*Detail other data that could directly or indirectly identify an individual:*

[1] Internet Protocol - An IP address is a unique address that identifies a device on the internet or a local network

[2] Based on reporting requirements used for anonymity by the US Department of Health and Human Services AFCARS Foster Care Dataset; refer to the 2021 codebook, element #6

[3] An example of "contextual information" being used to identify someone could include a picture of a license plate, or a picture of someone's backside next to a house with a visible address.
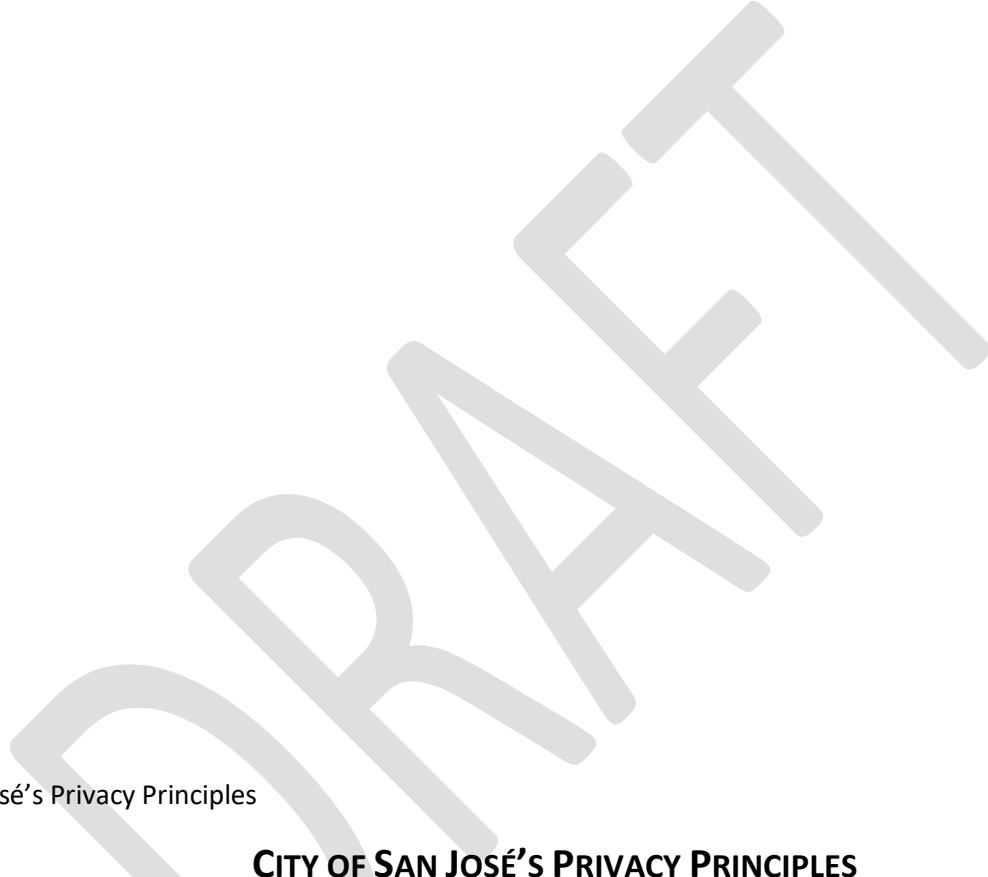
Appendix B: City of San José's Privacy Principles

CITY OF SAN JOSÉ'S PRIVACY PRINCIPLES

- WE VALUE PRIVACY: We affirm that privacy is an inherent human right. San José commits to fully evaluating risks to your privacy before collecting, using, or sharing your information.
- WE COLLECT ONLY WHAT WE NEED: We collect only what is required to provide and improve City services and comply with the law. We seek community input about what information is used and collected.

- WE ARE OPEN AND TRANSPARENT: We are transparent about what information we collect, why we collect it, and how it is used. We commit to being open about our actions, policies, and procedures related to your data. We make our policy documents publicly available and easy to understand.
- WE WILL GIVE YOU CONTROL OVER YOUR DATA: We will provide you with the information to make an informed decision about sharing your data. We have clear processes that ensure data accuracy and provide you visibility into what data the City has collected from you.
- WE SHARE ONLY WHAT WE NEED: We anonymize your information before we share it outside the City, except in very limited circumstances. Business partners and contracted vendors who receive or collect personal information from us or for us to deliver City services must agree to our privacy requirements.
- WE DESIGN FOR PRIVACY AND SECURITY: We integrate privacy and security into every aspect of our designs, systems, and processes. We commit to updating our technology and processes to effectively protect your information while under our care. We follow strict protocols in the event your information is compromised.

City of San Jose