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**Title of Entry**

DVBIA's Clean & Safe Ambassador Dashboard

**Category of Entry**

Safety & Security

**Project Timeframe**

July to September 2018

**Brief Summary (please limit to two sentences)**

The Ambassadors and Clean Team (together known as the Safe and Clean Team) is the DVBIA's largest program and responsible for making downtown a welcoming and clean place. To facilitate the Clean Team's expansion and the Ambassador program's transition to a safety focus, the DVBIA developed a dashboard to display data collected by the Safe and Clean Team.

**Opportunity/Need**

The Downtown Vancouver Business Improvement Association (DVBIA) advocates on behalf of 7000 businesses within its 90-block catchment. The Ambassadors and Clean Team (together known as the Safe and Clean Team) is the DVBIA's largest program and responsible for making downtown a welcoming and clean place. In 2018, based on members' feedback, the DVBIA's Clean Team expanded and the Ambassador program shifted from hospitality to a safety focus. As such, the DVBIA needed a method to monitor the expansion and shift that was transparent and provided measures of accountability. To facilitate the Clean Team's expansion and the Ambassador program's transition, the DVBIA developed a dashboard to display data collected by the Safe and Clean Team.

The dashboard addressed the DVBIA's need to strategically monitor, optimize and target its Safe and Clean team's operations based on observed trends. Moreover, the vast amounts of data collected can now be communicated to DVBIA members and community stakeholders in an easily digestible and purposeful manner. The dashboard is displayed on a 42-inch screen mounted in the Safe and Clean team's office. In total, 13 metrics collected by the Safe and Clean team's iPhones are shown on the dashboard in real-time, including a heat map that displays monthly aggregated data to identify hotspots. Each occasion a Safe and Clean Team member completes an action or observation, the data appears on the dashboard. Data from the previous day is also displayed to allow for comparisons. Data displayed includes cleaning-related actions such as: minutes of micro-cleaning, needles collected, and volume of garbage disposed; in addition to safety-related actions and observations such as: reported theft from autos, graffiti and illegal encampments. The dashboard runs 15 hours a day, seven days a week.

**Goal/Objectives**

Vision: The dashboard will optimize the Safe and Clean Team's operational and resource allocation and provide a critical source of information for program and policy evaluations.

Specific objectives:
1) Establish daily KPIs for the Safe and Clean Team that are purposeful and achievable, in addition to representing the program's expansion and shift.
2) Develop a tool to consistently and accurately communicate insights generated from the Safe and Clean Team's collected data.
3) Determine hotspots for safety and cleanliness issues.
4) Actively communicate quarterly KPIs internally and externally to relevant stakeholders to highlight the Safe and Clean Team's value.
5) Be seen as a well-informed and strategic civic organization by the Vancouver Police Department, heath institutions, and current and prospective members.

**Audience**

The dashboard is largely intended for internal use by the Safe and Clean Team to optimize their operations. Prior to the dashboard, the Safe and Clean Team did not consistently see their daily collected data, nor any trends. Data is also shared with external stakeholders through quarterly reports. The purpose of the quarterly reports is to better coordinate intra-organizational efforts with the Vancouver Police Department and Vancouver Coastal Health efforts in addressing issues such as theft prevention and needle collection, in addition to communicating the value of Safe and Clean team's operations to members, and to advocate for issues relating to safety and cleanliness.

**Implementation**

The initial project development stage was to identity KPIs that best represented the Safe and Clean Team's expansion and shift. Next, the Safe and Clean Team was consulted on how to best visualize the data. The DVBIA's Data Analyst then researched various dashboard platforms that were cost-effective, customizable and updated in real-time. There were initial challenges with the database, Filemaker. It was slow and unable to connect to dashboard platforms. After consulting an IT expert, the database was mirrored in MySQL. Each occasion the Safe and Clean Team made a report, the data would be uploaded to Filemaker and MySQL. MySQL was a cost-effective and secure solution to managing data, and it was able to easily connect to most dashboard platforms. The Data Analyst developed a series of data queries and connected MySQL to the dashboard. The dashboard was subsequently piloted for three weeks. Feedback was consistently sought to ensure the data visualized was accurate. After a few updates based on feedback, the dashboard's data visualizations were determined to be readable and reliable. It took three months to launch the dashboard and be highly confident in its accuracy. With the groundwork laid, updates to the dashboard are relatively simple and take anywhere from a few minutes to a few days for minimal cost. The dashboard will operate indefinitely. Its operating costs are considerably low ($25 per month), and it is self-sustaining (ie., it updates itself automatically).

**Results**

The dashboard positively impacted the Safe and Clean team's operations while boosting the team's morale. The impact was measured by quarterly metric reports comparing reports to the same quarter of the previous year, in addition to soliciting feedback from the Safe and Clean Team. Since the launch of the dashboard, there was significant increases in parkade patrols in areas prone to theft (150%), in addition to minutes of micro-cleaning (90%) and garbage collected (70%). The Safe and Clean team also felt more engaged. Not only could they see the aggregated data of their combined efforts, they could also celebrate milestones such as increases in distributed care packages or garbage collected. The dashboard addressed operational challenges by: actively informing and engaging the Safe and Clean team on their daily performance, ensuring their reported actions and observations are purposeful and consistent, and actively communicating the value of the Safe and Clean team to internal and external stakeholders. Moreover, the DVBIA enhanced its ability to better coordinate efforts to address crime and safety issues with Vancouver Police Department and Vancouver Coastal Health.

**Victory Statement**

The DVBIA developed a dashboard that displays data collected by the Safe and Clean Team's data in real-time. The purpose of the dashboard is to optimize the Safe and Clean Team's operational

and resource allocation and to provide a critical source of information for program and policy evaluations. Since the launch of the dashboard there has been a dramatic increase in the Safe and Clean Team's performance, and the DVBIA has enhanced its ability to share key insights with community stakeholders about the safety and cleanliness of downtown.

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