



# OPDA Initiatives



## One Page Strategic Plan® + Scorecard

Translating City Council goals into city strategies, plans, and metrics. The One Page Strategic Plan® provides the framework for performance management.



## Open Data Portal

Sharing City of Stockton data with the public through an online portal with interactive dashboards through StocktonInsights.



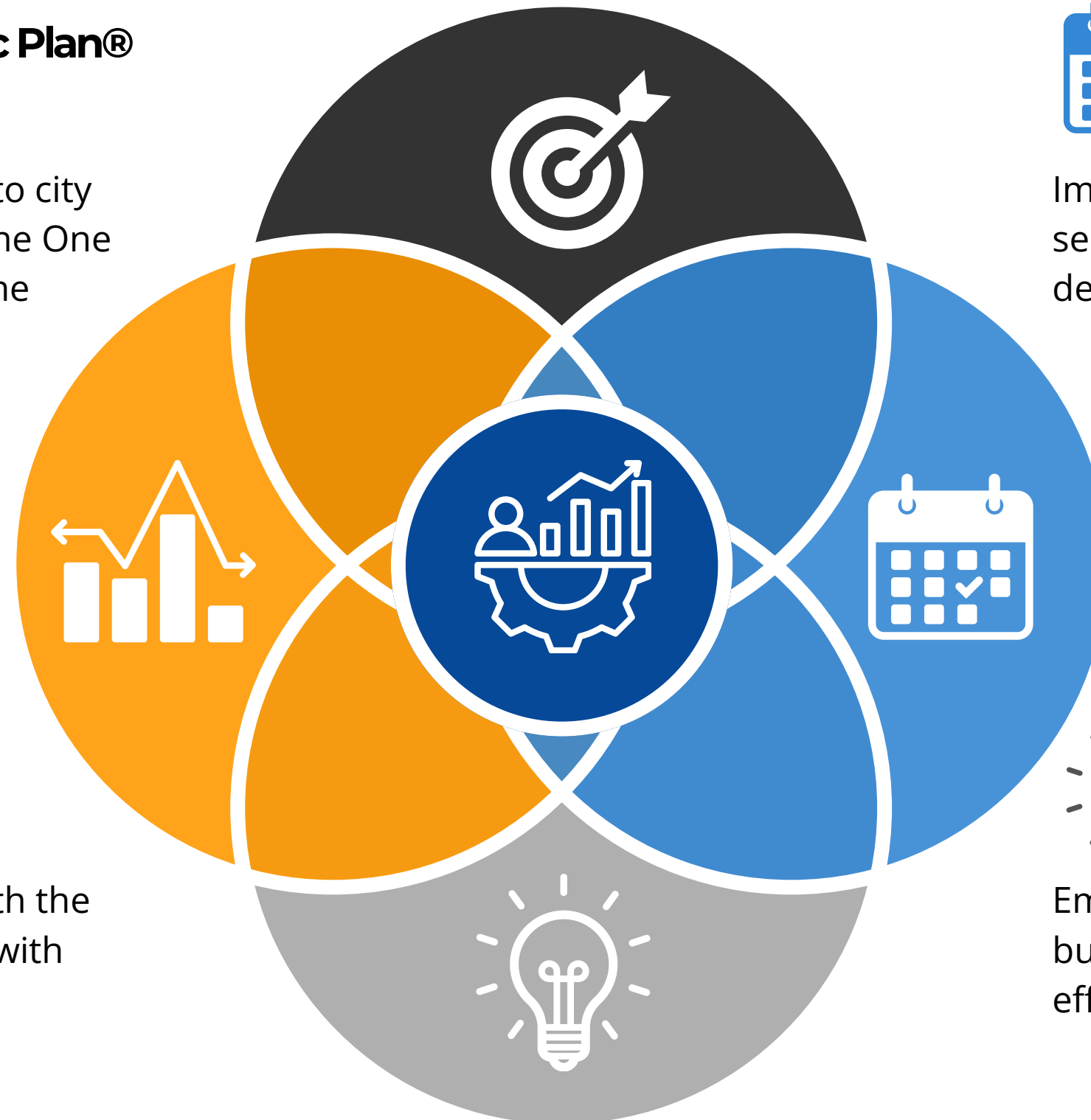
## Stockton STAT Meetings

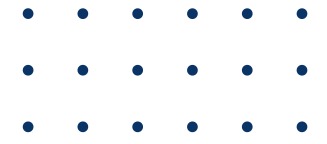
Improving effective delivery of municipal services by leveraging shared data across departments.



## Innovation lab (iLab)

Employing LEAN principles to improve business processes for efficiency and effectiveness.

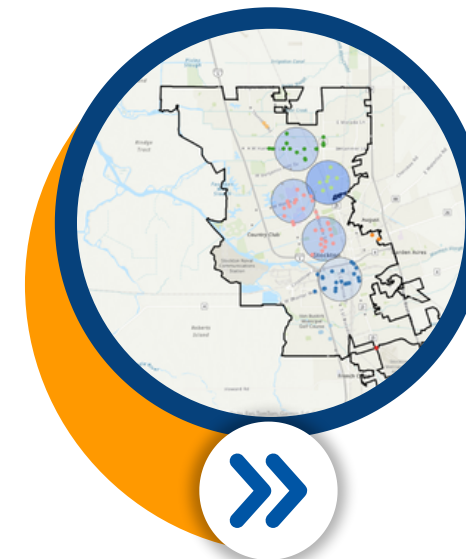




# Pedestrian Fatalities

A detailed spatial analysis of pedestrian and cyclist traffic fatalities from 2019 to 2023 was conducted, focusing on external factors like streetlights, signage, and traffic controllers, to identify patterns and prioritize safety improvements for optimizing traffic safety investments.

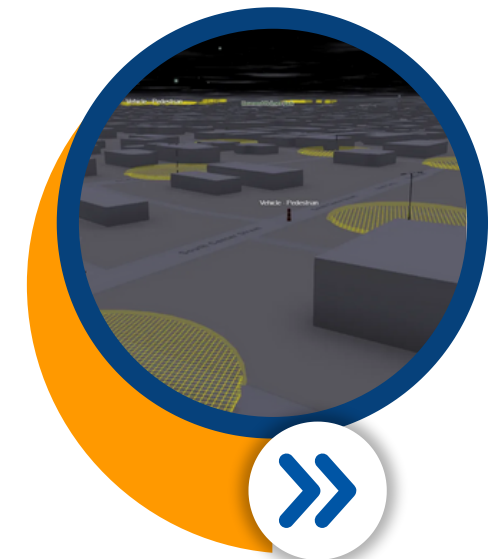
View interactive story [here](#).



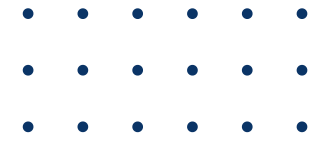
**Hot Spot Buffers  
Map**



**Fatality Factors  
Map**

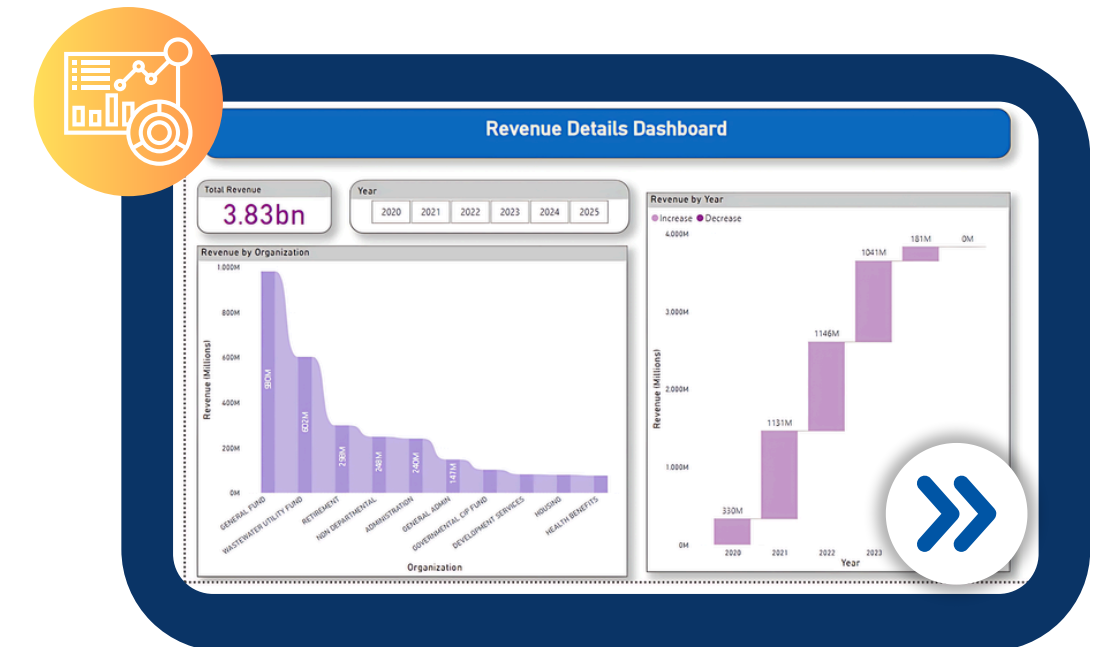
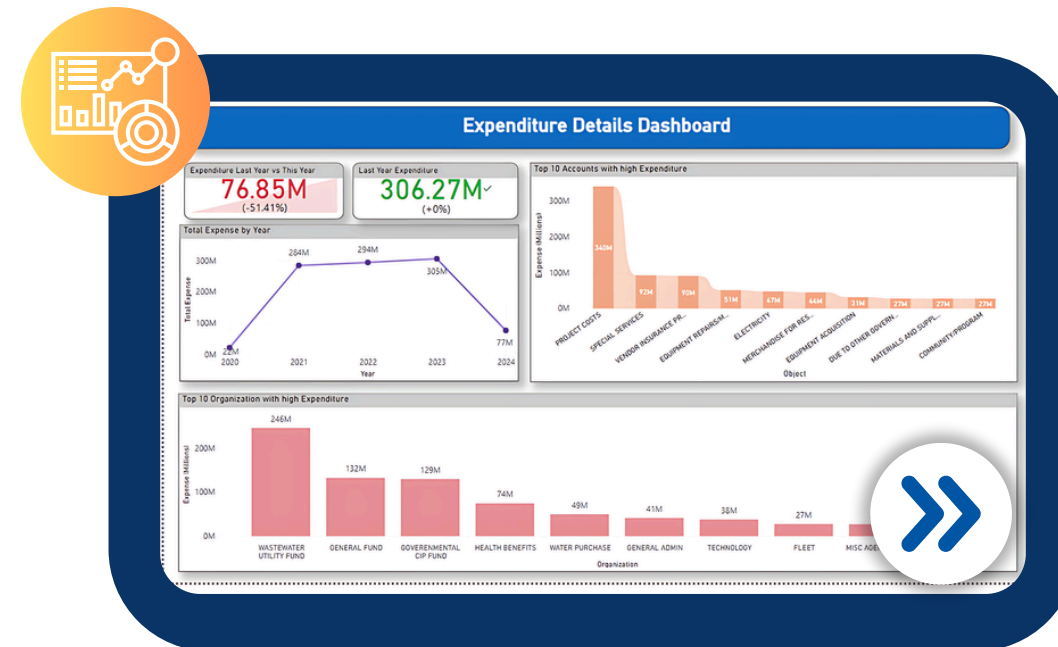
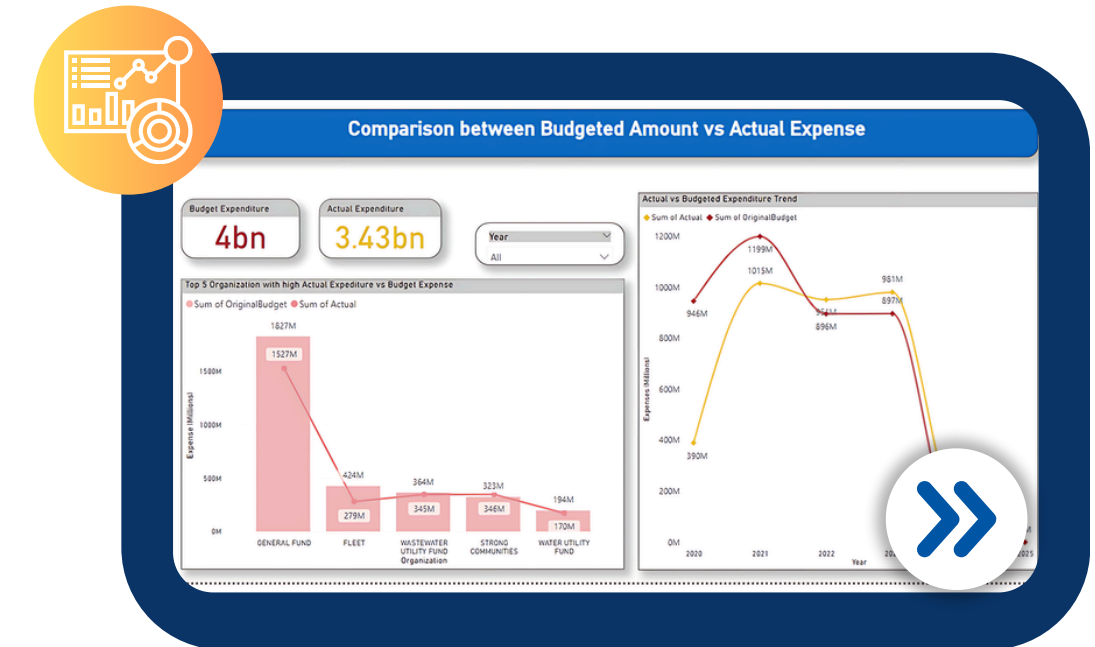
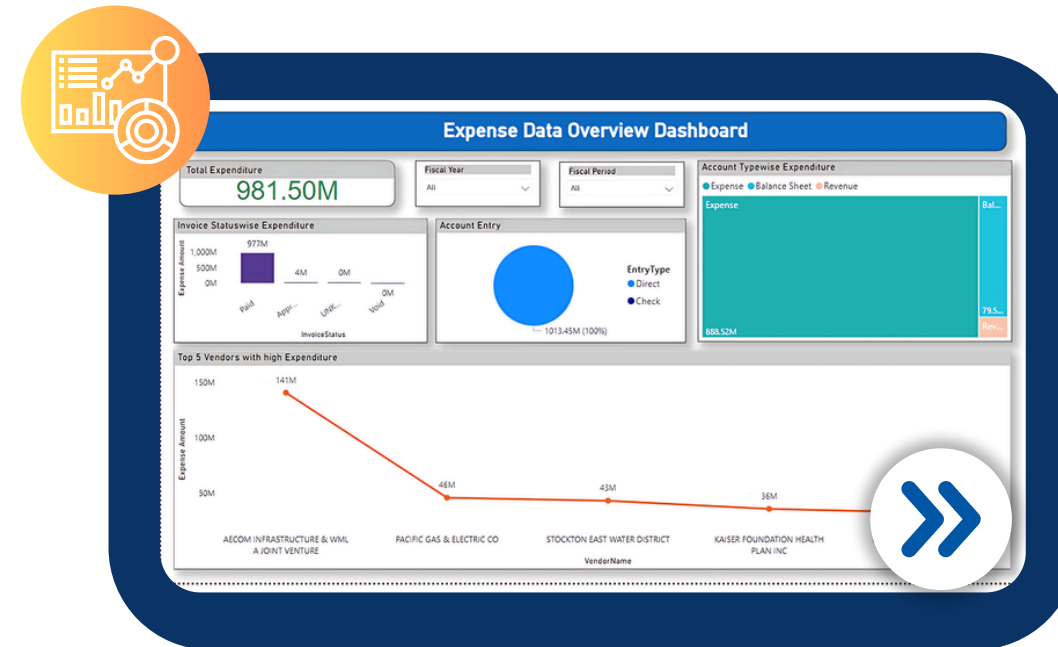


**3D Rendering  
Map**

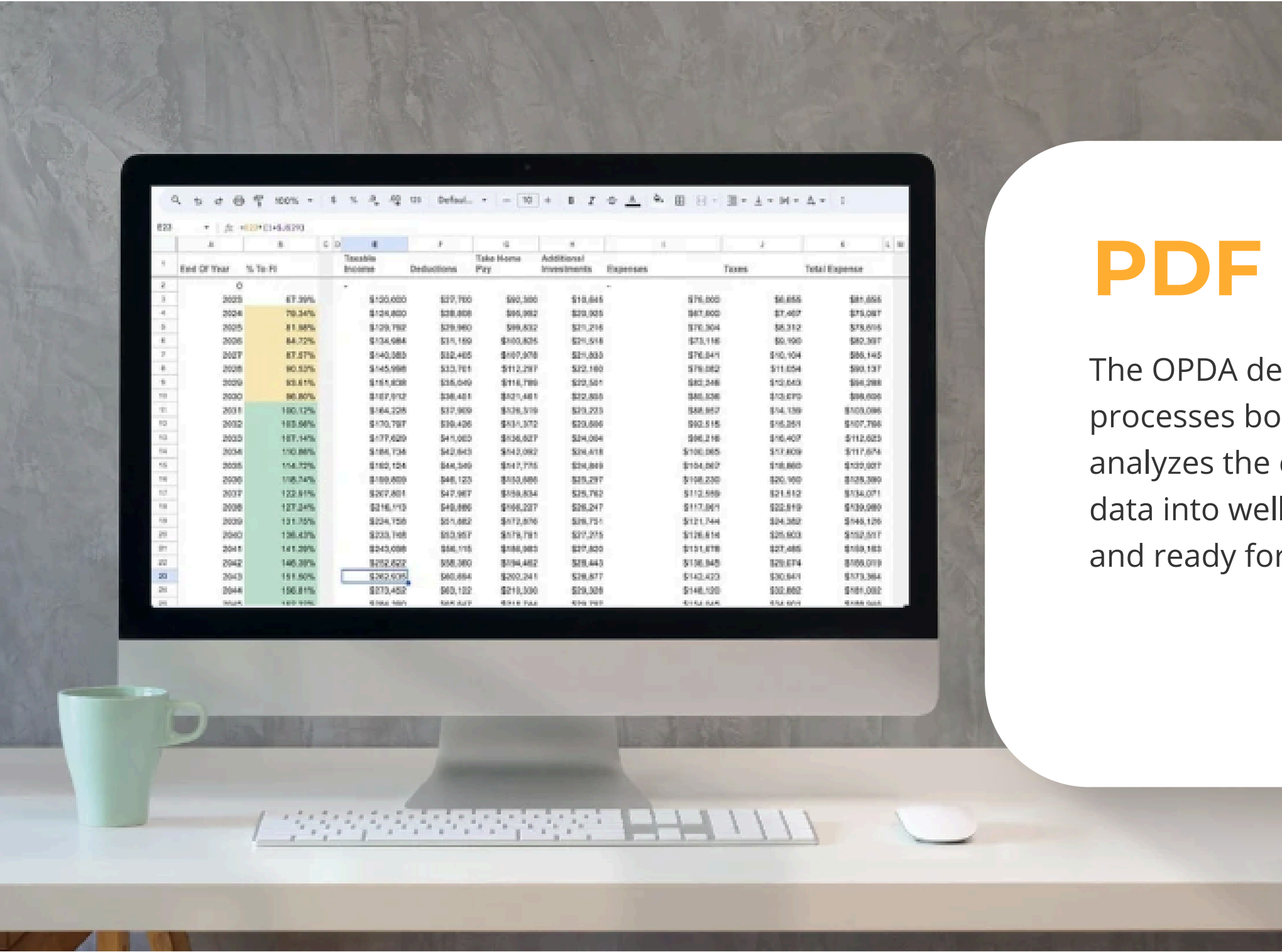


# Fiscal Sustainability Dashboard

The OPDA is developing a dashboard to compare budgeted vs. actual expenditures across city departments. Currently a work in progress, it will feature bar charts, line graphs, and track financial trends over time, enhancing transparency and supporting informed decision-making once updated with new data.







# PDF to Excel Extractor

The OPDA developed a Python-powered tool that efficiently processes both structured and unstructured tables from PDFs. It analyzes the content, extracts key information, and converts the data into well-organized Excel sheets, making it easily accessible and ready for immediate use.

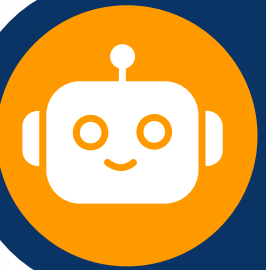




# AI ChatBot

The OPDA has developed an AI chatbot for city employees to use to answer internal questions regarding current policies.

[VIEW DEMO](#)



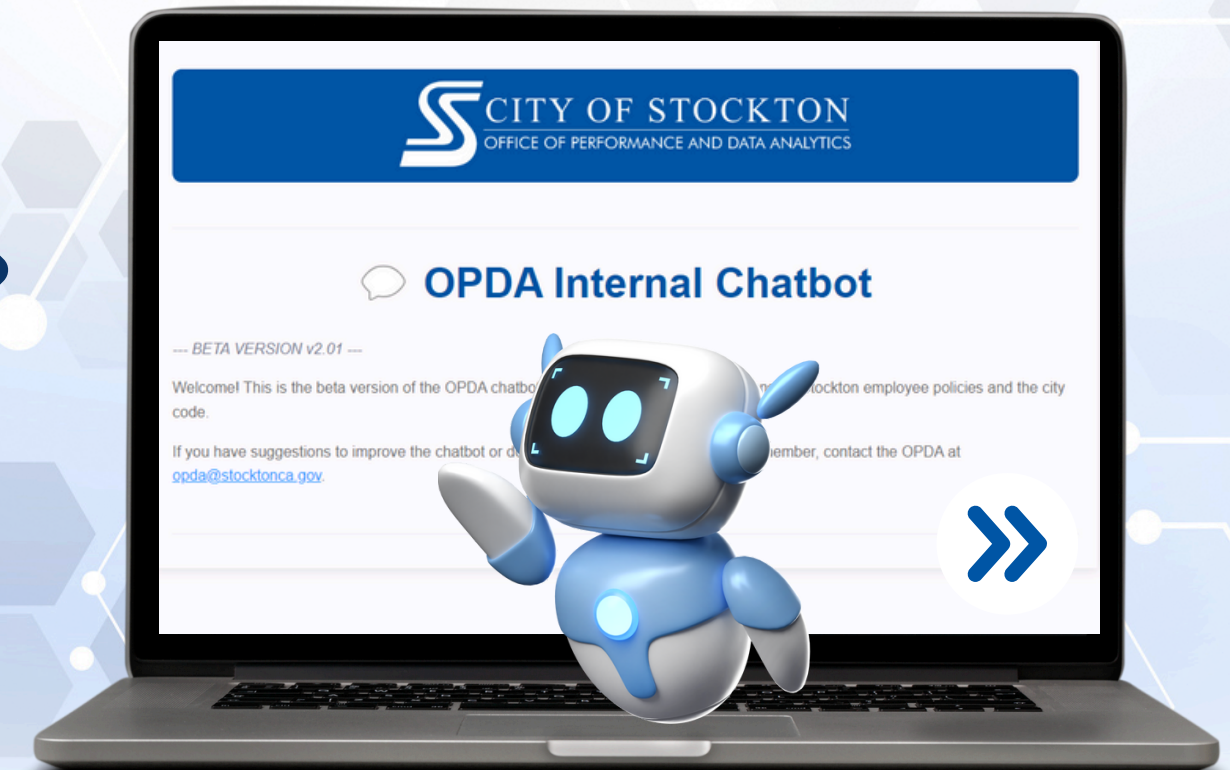
**Purpose & Benefits:** Supports staff with quick access to City of Stockton policy information and resources, enhancing data-driven decision-making.



**Key Features:** Utilizes Large Language Models (LLMs), Streamlit, and Snowflake Marketplace for advanced data exploration and interactive web applications.



**Next Steps:** Develop custom chatbots for each department and prepare for final deployment on our selected data warehouse vendor.

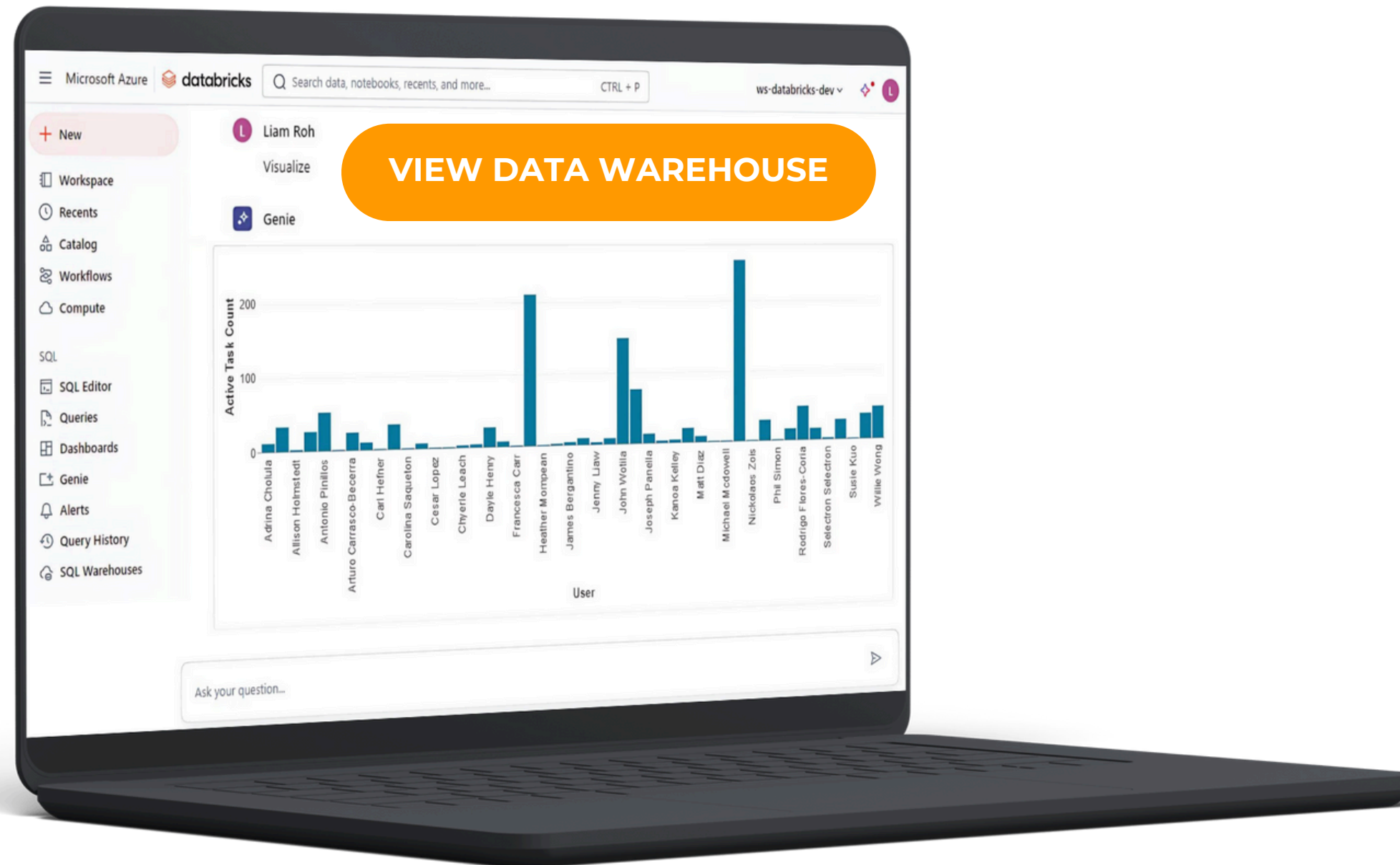


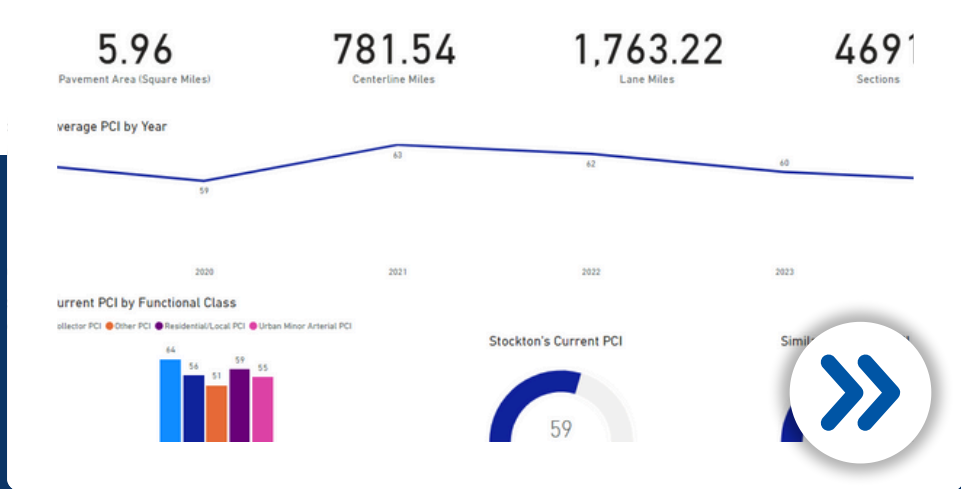
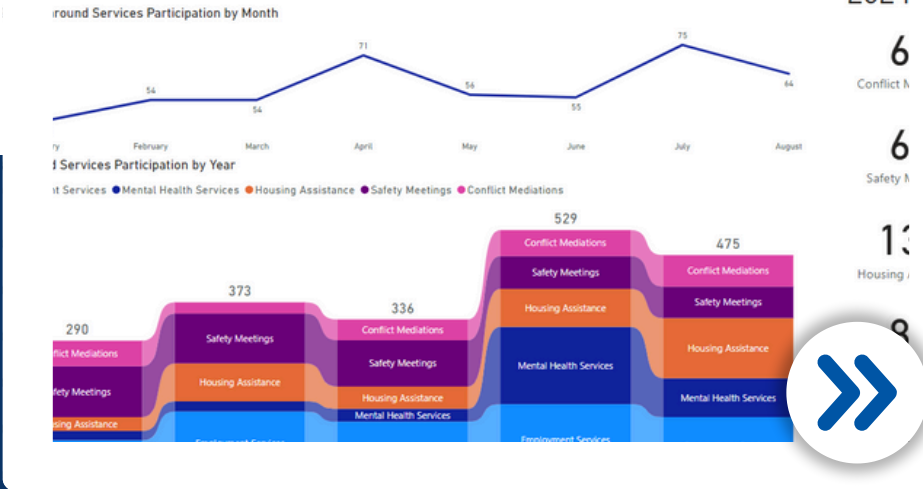
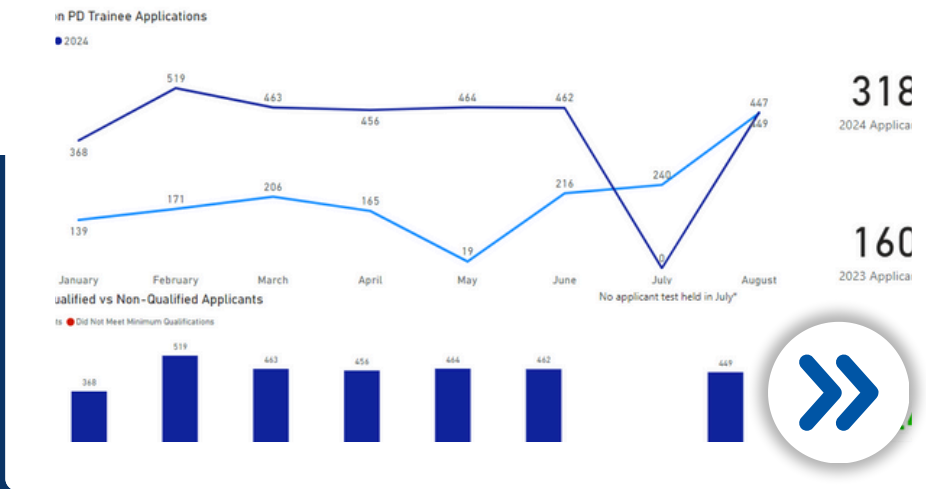
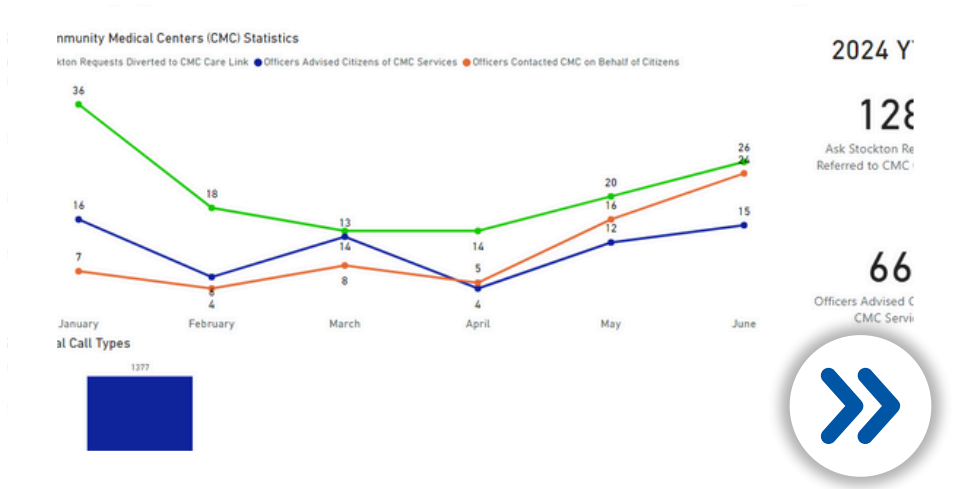
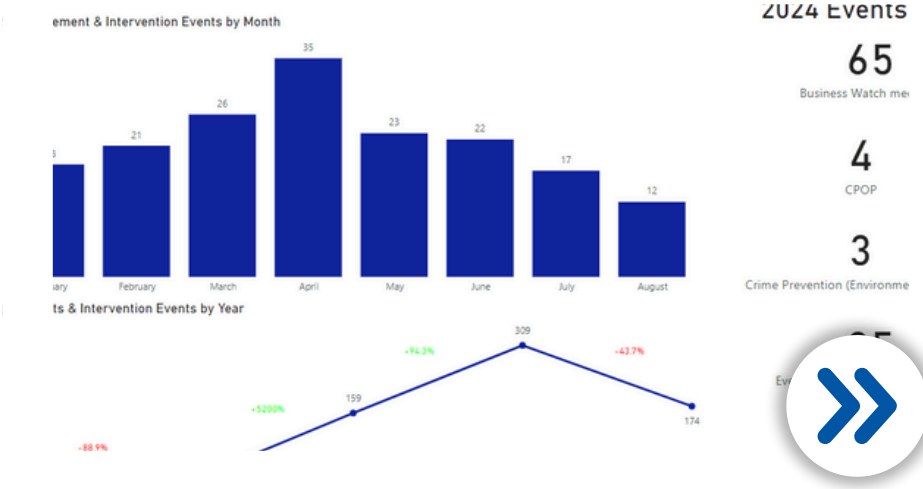
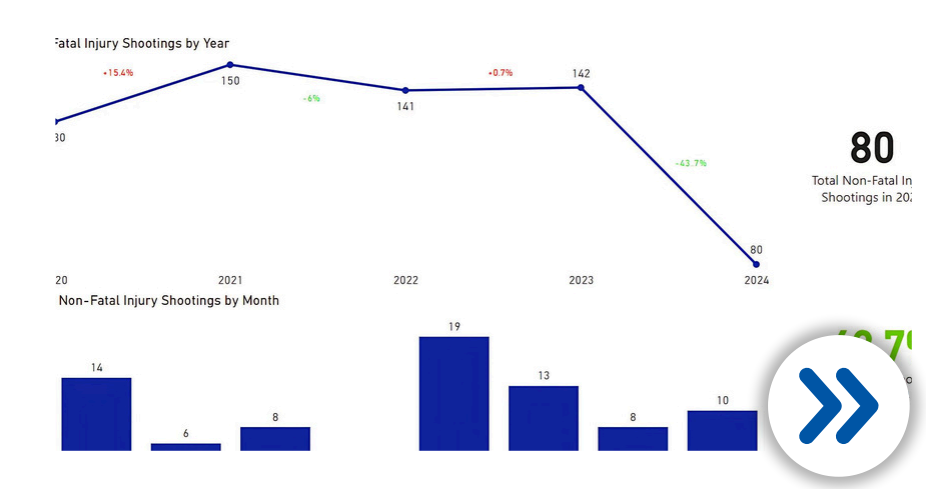
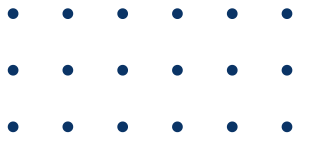




# Data Warehouse

The OPDA has selected a data warehouse vendor that will greatly enhance Stockton's analytical capabilities, improve security through better data governance, and increase data accessibility for all employees.





# PowerBI Dashboards

Leveraging the OGSP framework, we are developing PowerBI dashboards to systematically track key metrics. These dashboards will provide the city with accurate data to evaluate the effectiveness of current policies and inform strategic decisions for future policy adjustments.





# OGSP Scorecard

We are collaborating with department data stewards to track key OGSP metrics in a spreadsheet, ensuring transparency and accountability by monitoring specified targets and trends.



## 2) Growing Economy

Metric ID	Reporting Department	22-23 Sub-Metric	Definition/Notes	Target	Reporting Frequency	Prior Reporting Period	Current Reporting Period	Prior Value	Current Value	Trend
2.a.1	CMO	Social media reach	Total # reached on Stockton's social media pages	+5%	Monthly	Jun-24	Jul-24	34,800	40,900	17.5%
2.a.2	CMO	Social media visits	Total # of Stockton's social media page visits	+5%	Monthly	Jun-24	Jul-24	2,817	3,841	36.4%
2.a.3	CMO	Social media followers	Total count of following increase/decrease on Stockton's social media pages	+5%	Monthly	Jun-24	Jul-24	186	181	2.7%
2.b.1	CMO	Website traffic	Total # of Stockton's website traffic	+5%	Monthly	Jun-24	Jul-24	108,351	110,404	1.9%
2.c.1	CDD	Building permit reviews completed	Total # of building permit project reviews completed within established timeframe	+75%	Monthly	Jun-24	Jul-24			
2.d.1	ASD	New business licenses	Total # of new business licenses	Y/N	Monthly	Jun-24	Jul-24	98	82	-16.3%
2.e.1	EDD	City venue attendance	Total # of visitors to city venues (Adventist Health Arena, Bob Hope Theater, Stockton Ballpark)	+5%	Quarterly	Q1-24	Q2-24			

OGSP

View OGSP





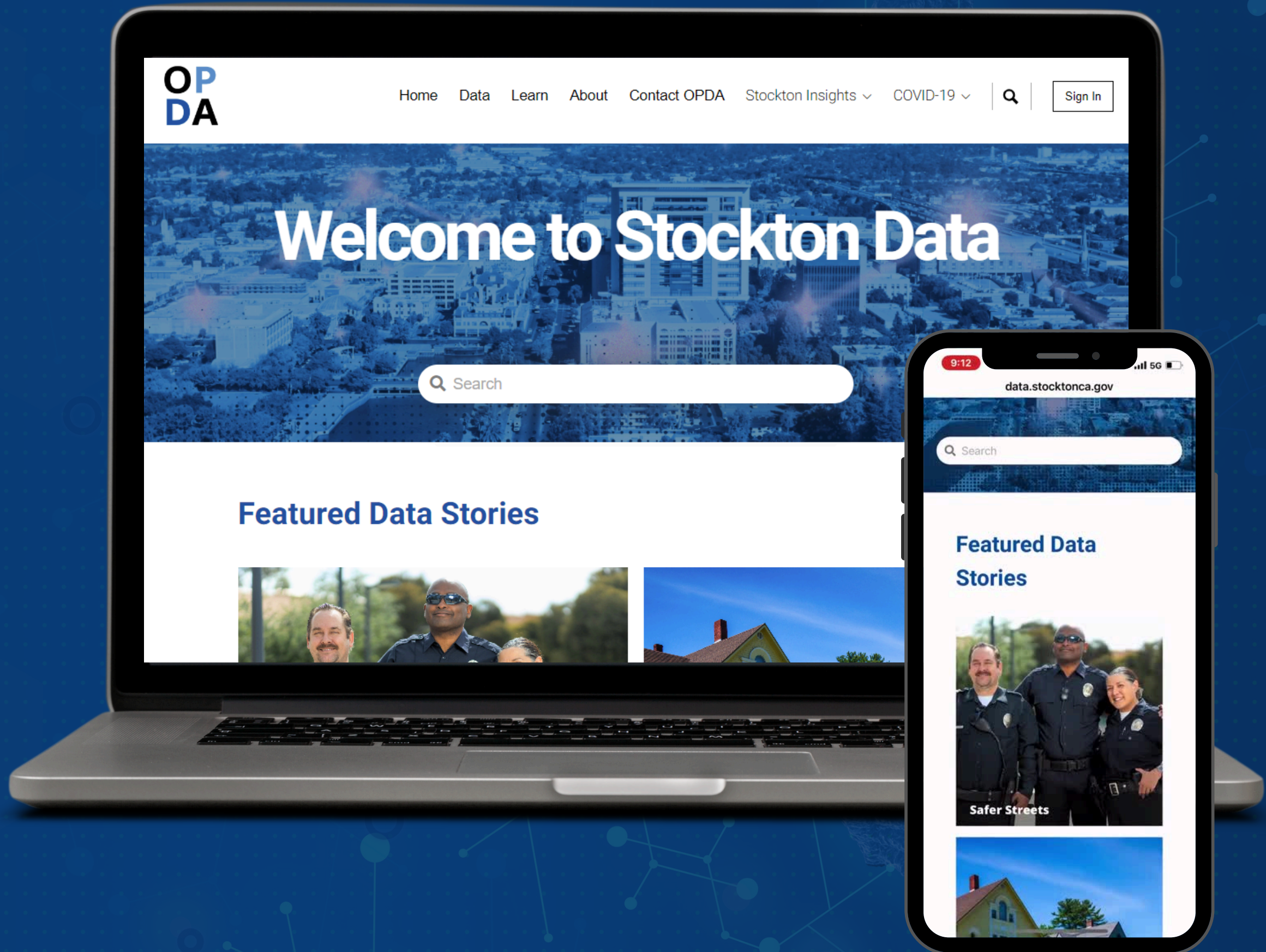
OFFICE OF PERFORMANCE  
& DATA ANALYTICS



# Open Data Portal

The Open Data Portal has been updated with a cleaner, more cohesive design that improves user experience across all devices.

New features include OGSP Story Pages and Data Success Stories, offering engaging, accessible insights into city initiatives and data-driven successes, making it easier for the public to explore and understand our progress.







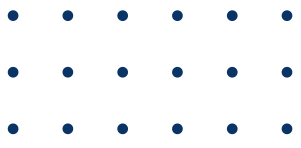
# OGSP User Guide

The OGSP User Guide explains the purpose and origin of the OGSP, providing detailed guidance on tracking metrics that reflect the City's progress across key initiatives.

It serves as a comprehensive resource for departments, helping them better understand, track, and manage their assigned metrics to ensure accountability, transparency, and alignment with citywide goals

CITY OF STOCKTON			
One Page Strategic Plan® (OGSP®) FY 2024-25 Version 5.0			
Vision: Stockton will become the best city in America to live, raise a family, and grow a business.			
<b>FY 2024-25 OBJECTIVE:</b> <b>'What' is Winning ...</b>  Provide an exceptional level of customer service to the Stockton community through accountable, innovative, efficient, and effective management of City resources to achieve our vision for Stockton.	<b>STRATEGIES:</b> (Captain) <b>'How' we will Win...</b>  1. <b>Safer Streets</b> (Chief Stanley McFadden/Chief Richard Edwards) a) Reimagine Stockton Police Department (SPD) b) Increase community partnerships, engagement, and recruitment c) Continue data driven strategies and tactics d) Reduce violent crime e) Further address quality of life issues by restoring previously shuttered fire companies	<b>FY 2024-25 PLANS:</b>  • Build upon Ceasefire Strategy to reduce shootings and... • Emphasize use of SPD's ICAP and CPVA case management systems • Continue case management and wrap around support for high-risk population • Expand fire investigation program and partnerships to reduce the incidence of arson fires • Increase community partnerships with a special needs' registry focused on youth and elderly • Utilize Community and Youth Advisory Boards to empower the community • Evolve the City Manager's Review Board initiative and calibrate the CaseLink program • Reopening of Truck 7	<b>FY 2024-25 METRICS:</b>  1a) Reduce nonfatal injury shootings and identify impact of Ceasefire strategy by 5% 1b) Increase the number of overall engagements and interventions (Y/N) 1c) Establish a baseline number of calls for service diverted to CAC through mobile crisis intervention program (CaseLink) or increase the number of calls for service diverted to CAC by 5% 1d) Increase overall number of applicants to SPD by 5% 1e) Increase the successful completion of OVP wraparound services by 5% 1f) Increase average PCI of city roads by 5%
<b>COUNCIL PRIORITY GOALS:</b>  • Work with partners to improve quality of life, increase literacy, develop the workforce, and expand youth programming  • Focus on crime reduction in focus areas  • Develop solutions to address homelessness, including increasing the affordable housing supply  • Leverage city and partner resources in impacting overall public health, community wellbeing, and community resiliency  • Prioritize inclusive economic development to grow the local economy and create employment opportunities for residents	2. <b>Growing Economy</b> (Stephanie Ocasio/Carrie Wright) a) Grow jobs b) Continue to implement the Economic Development Strategic Plan c) Continue to transform the overall development process d) Increase small business development with an equity lens e) Foster and support inclusive entrepreneurship  3. <b>Housing Opportunities for All</b> (Stephanie Ocasio/Carrie Wright) a) Continue to transform the overall development process b) Optimize partnerships and linkages c) Increase investment in high impact affordable and market rate housing strategies with a focused provision for the workforce accommodation d) Optimize performance-based, equity-informed distribution of available city funds, e.g. grants  4. <b>Thriving and Healthy Neighborhoods</b> (Kris Farro) a) Establish a City integrated team approach, e.g. cross-departmental team to optimize clean, sustainable, and safe neighborhoods b) Increase placemaking, space activation, and community engagement c) Optimize alignment of youth programs by prioritizing community interests and needs d) Optimize overall community well-being with an equity lens e) Continue to evolve the City's diversity, equity, and inclusion (DEI) efforts f) Expand sustainability and environmental strategies  5. <b>Fiscal Sustainability</b> (Jay Kapoor) a) Continue learning from the past b) Mitigate risk c) Optimize resources through innovative business practices d) Optimize city workforce, recruitment, retention, training, and development e) Continue to evolve the City's diversity, equity, and inclusion (DEI) efforts	• Implement the Economic Development Strategic Plan including but not limited to invigorating entrepreneur ecosystem, expanding business facade improvements, and continuing the Stockton re-branding initiative • Implement workforce development programming including youth employment and development through strengthening partnerships with local education institutions • Increase space activation through closing the fiber ring, enhanced small business support, and availability of customer self service solutions  • Complete Development Code (Stockton Municipal Code Title 16) overhaul to streamline and clarify the development process • Continue to shorten transdisciplinary process times in permit application processing • Provide ongoing support and commitment to adopted homelessness plans • Increase overall program impact and effectiveness emphasizing data informed decisions • Complete Housing Action Plan to facilitate and incentivize increased production of market rate and below market rate housing • Complete the current pipeline of infill/ homeless housing projects  • Launch an outdoor mural program through Stockton Arts Commission • Produce an annual Citywide community cohesion project • Expand access to resources for youth to enable career development • Increase multilingual materials • Expand sustainability/environmental portfolio to include TOC Round 4 implementation, Climate Action Plan update, and equity informed sustainable transportation pilot program • Enhance efforts to support community-based organizations capacity building • Launch Clean City initiative and access to related data • Launch Citywide illegal dumping prevention and... • Launch a mobile recreation and library program • Improve parks and related infrastructure  • Upgrade bond rating and enhance financial reporting • Maximize City revenue sources • Begin ERP system Phase 4 (Utility Billing) planning and preparation • Enhance use of Long Range Financial Plan in decision making • Continue to operationalize centralized grants administration and coordination • Expand recruitment efforts, retention plan, and workforce planning and development • Optimize organizational Cyber Security maturity for continued protection of digital assets	2a) Increase social media engagement and followers across channels by 5% 2b) Increase city website traffic and engagement by 5% 2c) Increase the percentage of building permit projects that receive reviews completed within the published timeframe by 75% 2d) Expand meaningful linkages and partnerships with various small business partners (Y/N) 2e) Increase the total number of visitors to City venues by 5%  3a) Increase the percentage of housing permit projects that receive reviews completed within the published timeframe by 75% 3b) Increase overall grant acquisition rate by 5% 3c) Increase Shelter Bed Capacity by 10% 3d) Maintain the implementation of the existing equity-informed model for allocating City funds (Y/N)  4a) Improve Stockton's livability indicators, i.e. vacant properties, abandoned cars, graffiti, weed abatement, pet waste code enforcement, trash and illegal dumping (Y/N) 4b) Enhance community cohesion through increased participation in City produced and sponsored events (Y/N) 4c) Increase community center, library, and community-based organization utilization (Y/N) 4d) Emphasize education, awareness, and investment to positively impact community wellbeing (Y/N) 4e) Increase multilingual programming and services (Y/N) 4f) Expand the City's environmental and sustainability portfolio that includes the...  5a) Refresh long range financial plan and increase fiscal transparency (Y/N) 5b) Clean/unmodified audit opinions (Y/N) 5c) Increase Center for Internet Security (CIS) Controls Self Assessment Tool (CSAT) overall cyber security maturity score by 10% 5d) GFOA Certificate of Achievement for Excellence in Financial Reporting for FY23-24 5e) ACFR and Distinguished Budget Presentation Award (Y/N) 5f) Increase workforce retention and recruitment (Y/N) 5g) Develop diversity, equity, inclusion human capital management roadmap (Y/N)





# Published Articles



**Purwa Mugdiya**

Data Intern

Fiscal Transparency  
for Midsize City



**Arashdeep Singh**

Data Intern

Spatial Analysis of Pedestrian  
Traffic Fatalities



**Sahanti Zade**

Data Intern

PDF to Excel Extractor with  
Python

