# Charter
# Fairfax County Data Analytics Governance Council and Advisory Group

## PURPOSE

Establish a Fairfax County Data Analytics Governance Council and Data Analytics Advisory Group to guide the development of data management practices and provide actionable data for decision-making, improve data confidence, and increase long-term data value.

## BACKGROUND

To best align resources with needs and improve the efficiency and effectiveness of Fairfax County Government, the county must operationalize a framework to increase the use of data and provide insights for practical decision-making and strategic planning. The data analytics framework includes processes and practices that streamline access, improve quality, and increase the comprehension of data. The Department of Management and Budget created a Countywide Data Analytics (CDA) unit to lead the development and management of the data analytics framework. The fundamental role of CDA is to increase access to data and foster the collective analysis, disaggregation, and sharing of data to increase understanding and inform decisions that improve community outcomes.

Countywide implementation of the data analytics framework requires a comprehensive data governance and data management structure that includes governance, analysis, and the supporting technological environment to enhance data analytics services.  The framework is dependent on collective guidance and integrated planning at multiple levels.  Senior level leaders are needed to determine the rules, policies, and protocols that help embed new practices across the organization.

## ROLES AND RESPONSIBILITIES

This charter initiates the shared approach among senior county leaders to guide a progressive data analytics platform and routinely use data as a business asset.  All efforts are conducted in accordance with applicable federal, state, and local laws, rules, and regulations.  The Data Analytics Governance Committee and the related structure is also committed to the disaggregation and evaluation of data to support social and racial equity goals.

**The Data Analytics Governance Council** (AGC) serves as an executive steering committee to provide overarching direction and facilitate collaboration across the organization. Responsibilities include the following:

- Review, approve, and monitor laws, policies, and standards to guide data analytics throughout Fairfax County.
- Promote and foster data analytics, data interpretation, and data sharing to improve the utility of data for planning and decision-making, especially related to current issues, initiatives, and integrated problem-solving.
- Assess the value of available data as well as analytics activities and the effectiveness in informing county priorities.
- Guide practices for publishing meaningful data and actionable information.

**Data Analytics Governance Council Members:**

- **Chief Equity Officer**
- **Chief Financial Officer**
- **Deputy County Attorney**
- **Deputy County Executives**
- **Director, Department of Information Technology (DIT)**
- **Director, Department of Management and Budget (DMB)**

The directors of DMB and DIT are members of the AGC because of their unique data analytics roles. The Countywide Data Analytics Coordinator convenes the **Data Analytics Governance Council** and provides primary staff support. The Data Analytics Governance Council works with Fairfax County Public Schools to plan and coordinate on relevant topics and issues.

**The Data Analytics Advisory Group** (Advisory Group) provides knowledge and skills to inform recommendations and materials presented to the Data Analytics Governance Council. Members have experience analyzing, manipulating, and presenting quantitative and qualitative data. The data advisory role has a countywide focus, irrespective of the agency to which the member formally reports. Responsibilities include the following:

- Review data analytics curation practices for strategic use.
- Track and coordinate countywide analytics projects to align efforts where appropriate, leverage analytical resources, and mitigate duplication of effort.
- Leverage administrative data, where lawful, useful, and aligned with security and privacy standards to enrich data assets for policymaking and improve outcomes.
- Provide information to expand the usage of data analytics resources and modeling library.
- Identify data stewards and subject matter experts to inform specific research, analysis, and outcomes.

**The Data Analytics Advisory Group Members:**

- **Department of Economic Initiatives**, Division Manager, Catalytic Development
- **Department of Human Resources**, Deputy Director
- **Department of Information Technology**, Deputy Director
- **Department of Information Technology**, IT Security Director
- **Department of Management and Budget**, Countywide Data Analytics (CDA) Staff
- **Department of Management and Budget**, Demographics, Senior Economic & Statistical Analyst
- **Department of Planning & Development**, Planner IV
- **Economic Development Authority**, Director of Market Intelligence
- **Fire & Rescue Department**, Data Analytics Strategy Manager
- **Health Department**, Director of Epidemiology
- **Land Development Services**, IT Manager and LDS Learning and Development Program Manager/Coach
- **Office of the County Attorney**, Assistant County Attorney
- **One Fairfax**, Policy Advisor and Project Manager
- **Park Authority**, Director of Business Administration
- **Police Department**, Office of Data Analytics & Strategic Initiatives, Director

The following Advisory Group members are points of contact for the corresponding priority area listed below and guide targeted analyses, respectively. Subject matter experts will support the Advisory Group as needed.

**Cultural and Recreational Opportunity**
- Park Authority, Park Management Specialist

**Economic Opportunity**
- Department of Economic Initiatives, Director

**Effective and Efficient Government**
- Department of Management and Budget, Budget Analyst and Performance Measurement Coordinator

**Empowerment and Support for Residents Facing Vulnerability**
- Department of Family Services, Deputy Director and Data Analytics/Community Action Manager

**Environment**
- Office of Environmental and Energy Coordination, Division Director

**Health**
- Fairfax Falls Church Community Services Board, Data Analytics Manager

**Housing and Neighborhood Livability**
- Department of Housing and Community Development, Special Projects, Real Estate, Finance & Development

**Lifelong Education and Learning**
- Neighborhood and Community Services, Deputy Director and Strategic Planning and Data Manager

**Mobility and Transportation**
- Department of Transportation, Communications and Marketing Section Chief

**Safety and Security**
- Fire and Rescue Department,  Data Analyst

The Countywide Data Analytics Coordinator is the **Data Analytics Advisory Group's chair** and the liaison between the Advisory Group and the Governance Council.