

# Memorandum



CITY OF DALLAS

DATE October 31, 2014

TO Members of the Budget, Finance & Audit Committee: Jerry R. Allen (Chair),  
Jennifer Staubach Gates (Vice-Chair), Tennell Atkins, Sheffie Kadane, Philip T. Kingston

SUBJECT Upcoming Agenda Item: Consultant Contract to Develop a Citywide Data Management Plan

The November 12, 2014 Council Agenda will include an item to award a Data Management Consulting contract to World Wide Technology, Inc. in an amount not to exceed \$200,000.00.

The objective of this consulting contract is to assist the City in defining its approach to Data Management by understanding the current information structure, determining departments' Big Data needs, identifying potential use cases, and providing the City with a suitable Data Management Strategy.

As the City gathers data in its various systems that support services to the citizens of Dallas, there is a growing demand for transparency, efficiency and effectiveness. This Data Management initiative will help in shifting the City to a data driven environment by enabling data mining and analysis of a wide variety of data to determine trends and emerging issues. This analysis will allow the City to more quickly and efficiently respond to issues.

Please contact Bill Finch at 670-1890 if you have any questions.

A handwritten signature in blue ink that reads "Jill Jordan".

Jill A. Jordan, P.E.,  
Assistant City Manager

c: Honorable Mayor and Members of the City Council  
A.C. Gonzalez, City Manager  
Warren M.S. Ernst, City Attorney  
Craig D. Kinton, City Auditor  
Rosa A. Rios, City Secretary  
Daniel F. Solis, Administrative Judge  
Ryan S. Evans, First Assistant City Manager

Eric D. Campbell, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Mark McDaniel, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Sana Syed, Public Information Officer  
William Finch, CIO/Director  
Elsa Cantu, Assistant to the City Manager – Mayor & Council