Open Data Portal
Public Health Department

11/13/2018

County of Santa Clara Public Health Department

Santa Clara County
PUBLIC HEALTH

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Introduction

What is the Open Data Portal?

As this word cloud shows, there is a tremendous amount of important data that exists within the Epidemiology team. Data are often presented on the SCCPHD website in various forms and the information may not be easily found.

Therefore, an open data portal was created to make data accessible, discoverable, explorable, and collaborative.

The Public Health Department contracted with ESRI to develop the platform using ArcGIS
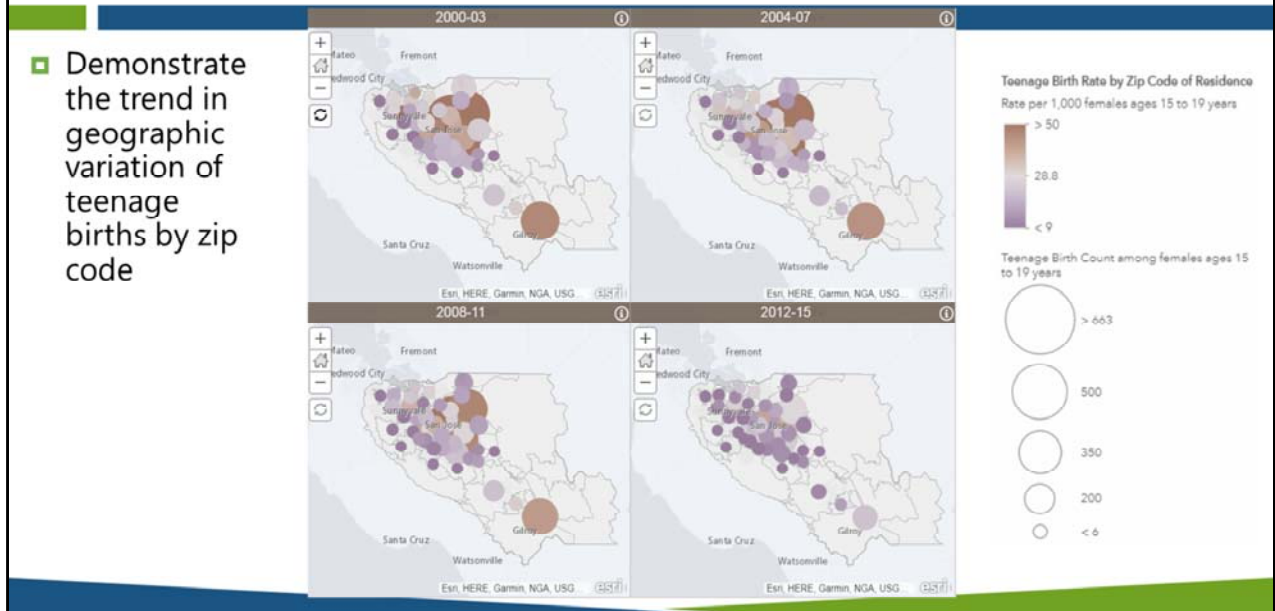
The larger the circle, the higher the number of teen births. The reddish brown color indicates high birth rates and the dark purple indicates the smaller the teen birth rate. Over time, the number and rate of teeth births have decreased as indicated by the smaller circles and the darker purple, but counts and rates are still higher among select zip codes compared to other zip codes in the county

Many people are familiar with our neighborhood/area profiles. On our website we had links for each of the PDFs with data by neighborhoods, ZIP codes and cities. We created a feature to easily access this data by using a search box.
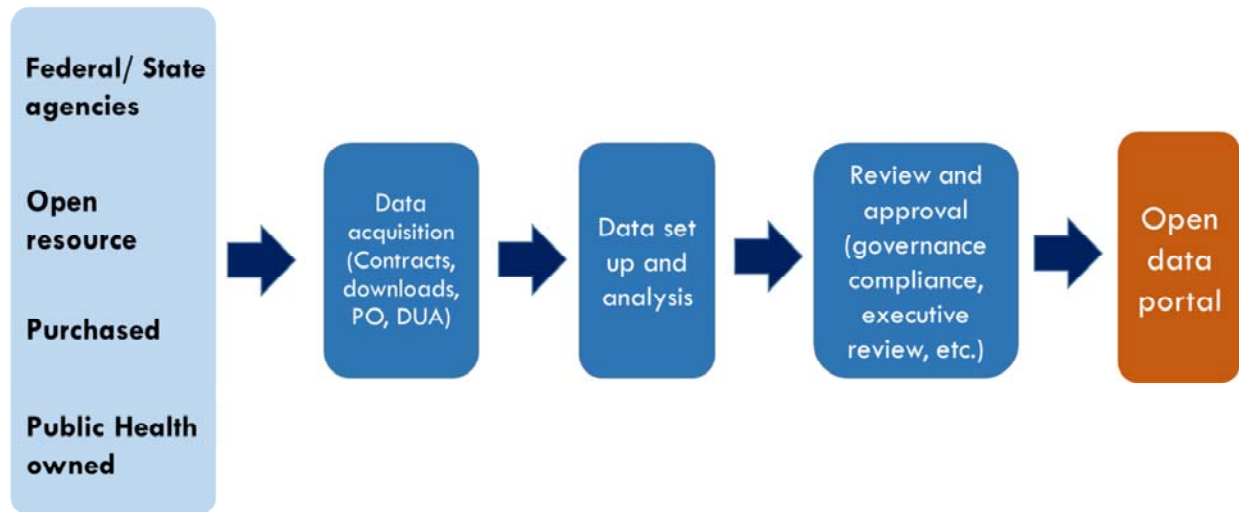
So we've got this beautiful portal with all of this data, but there is a lot that goes on to make this happen.

Data starts at the source, followed by a process for data acquisition. Data acquisition ranges from a simple process of downloading open resource data from the web, to a more complex process of contracts.

Once we have the data, we have to clean and process the data set before it can be analyzed. Then we analyze the data (calculating rates, proportions, tabulating by gender, R/E, geographies, etc. There is also a lot of behind the scenes documentation that has to be generated for this data to be published on the open data portal.

The next step is the review and approval process.

Examples of data sources

Federal/State agencies

- ❑ California Department of Public Health
- ❑ California Department of Education
- ❑ California State Board of Equalization
- ❑ Office of Statewide Health Planning and Development
- ❑ United States Department of Agriculture

Public Health Department owned

- ❑ Behavioral Risk Factor Survey

Open resources

- ❑ Census/American Community Survey
- ❑ Statewide Integrated Traffic Records System
- ❑ California Health Interview Survey
- ❑ California Department of Alcoholic Beverage Control

Purchased

- ❑ Retail environment
- ❑ Crime

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We have data sources from Federal/State agencies, open resources, owned by the Public Health Department, and purchased by PHD.

This not a comprehensive list of all of the data sources that are currently in the portal, but it illustrates the sources where we get data.

The availability and frequency of availability for each of these sources varies.

What the Open Data Portal can't do

Limitations	What this means?
Obligation to protect health information	Cannot provide raw data
Some data sources have restrictions on what can be reported, contractual obligations	Not all data available due to restrictions, reporting requirements
Delay in obtaining data from source	No real-time updates
Frequency of data availability	No real-time updates

We developed this self-service platform for a wide range of community stakeholders to advance their work through easy access to data. This includes government employees, community partners, etc.

- Data to help answer research questions.
- Source of data and year of collection are clearly notated.

Our open data portal is part of countywide effort for transparency and innovation. The County has developed an odp that we are connected to.

SCCPHD
Open Data Portal
Features for All
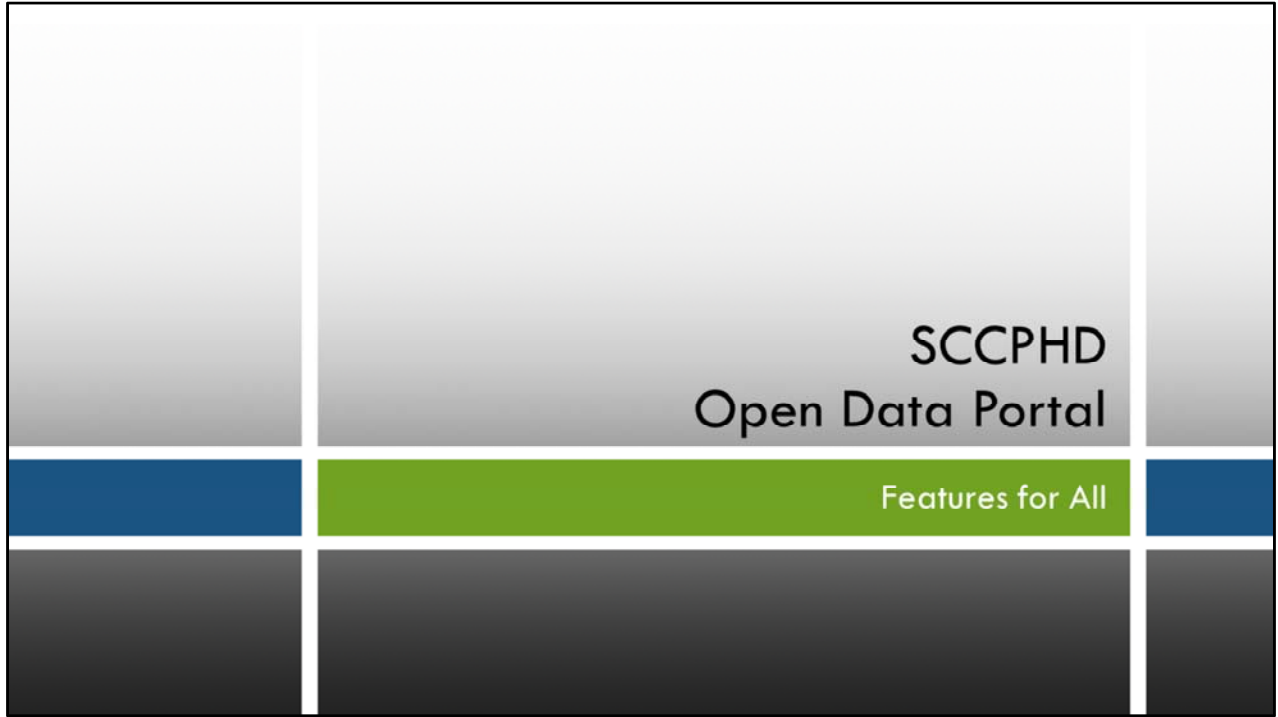
Live demonstration. The slides in this section are just a guide for the live demonstration. All of these features were demonstrated directly on the open data portal.
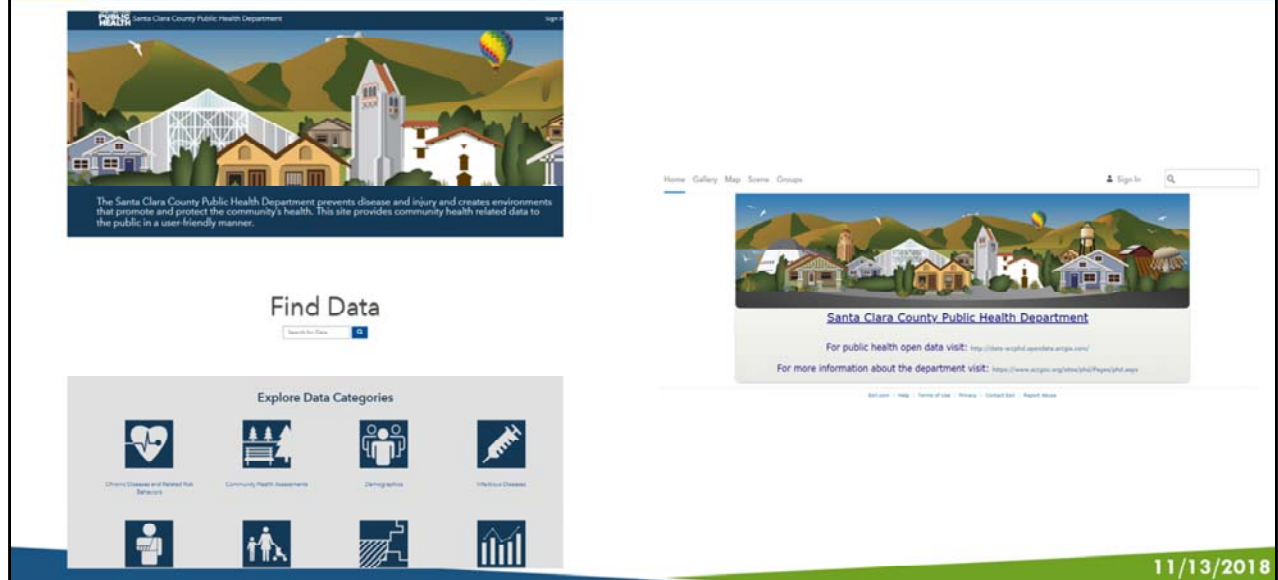
To the left is an image of the open data portal that was created for us by Esri through a mapping an analytics platform called ArcGIS online. It serves as the landing page to the data and story maps that we have created and publically shared. The site features a custom appearance and link to make our content easy to view and access.

As the content of our portal are hosted by ArcGIS, you can also find our data tables and story maps through the ArcGIS online website shown in the image to the right.

We are pointing this out because throughout our demonstration of the open data portal, you will notice that certain components of the open data portal direct you to the back end ArcGIS online website.
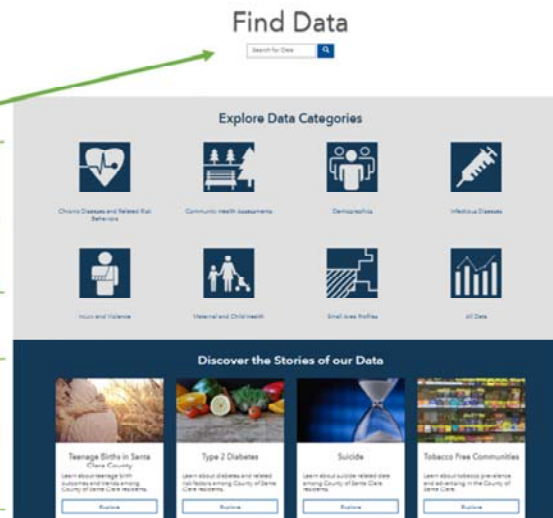
Find Data search box to enter search terms

Interactive icons with access to datasets based on data categories, including a category that will bring you to all datasets

Interactive icons for story maps, which are a dynamic tool for data presentation combining narrative, charts, graphs, interactive maps, and media.

Components of the Open Data Portal

Additional features:

- ❑ Contact information
- ❑ How to use guide
- ❑ SCCPHD web link
- ❑ Santa Clara County web link
- ❑ County Terms of Use

"Welcome to our open data portal! This is your gateway to health-related datasets from the County of Santa Clara Public Health Department. We gather these data to help us all improve the health of county residents and foster conditions that contribute to wellness. Please join us in using these data to build a healthy community."

Dr. Sara Cody

Contact Information
✉ statistics@phd.sccgov.org

For information on how to navigate and use this site, Click Here.

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Additional Information
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We have built our data classification system to align with our core public health mission and provide a method for the public and our partners to zero in on specific areas that interest them.

There is by necessity some overlap within these categories, but each data item is assigned to a principal area.

The "All Data" button allows access to every item for general browsing.

Search Function

Find Data

No matter how you use this portal to search for data—through the search box or by using one of the data categories, you will be directed to a list of all related datasets. Search can be refined further using any of these filter options:

- Tags are labels that can be added to any item and serve as a useful way to easily identify and find specific content on the portal.
- Source indicates where the data is from. All of the data in this portal are sourced from the County of Santa Clara
- Content type. There are several types of content available on the portal:
    - Table
    - Spatial dataset – data with geographic information
    - Web map – interactive display of geographic information that can be used to tell stories and answer questions
    - Web mapping application - a Web based, interactive map that allows you to display and query layers in the map
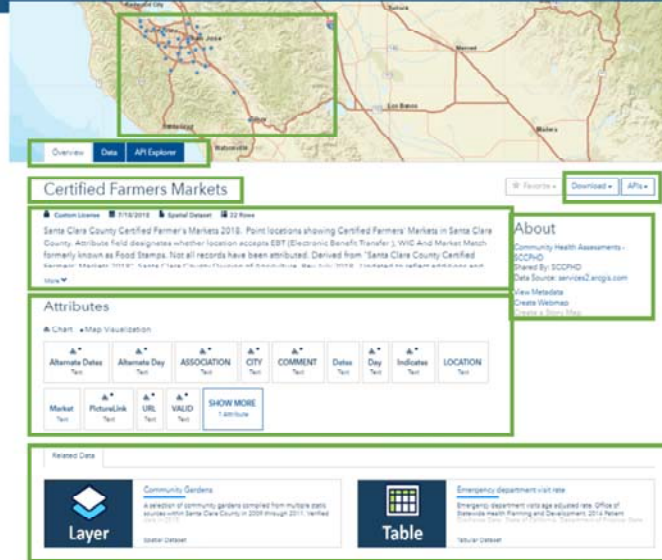
Each dataset is organized with tabs at the top. The overview tab has the following information. Buttons to download data and application programming interfaces are located on the upper right hand side on all three tabs

Dataset Attributes

- Attributes list information for each column
- A bar graph pop up summarizes data
- Attributes with geographic information will have map at the top of the page
- Map pop ups for specific information

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This is a good starting point for expanding your research

Data tab

❑ View the entire dataset

❑ Filter
- o Click the symbol to the left of the column header to filter
- o Filter appear at top
- o Enter value to filter by

❑ Sort
- o Click the header itself to sort

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Data Download

❑ **Freely download unlimited data**
  - CSV – data table and additional analysis
  - KML – for geographic browsers like Google Earth
  - Shapefile – ArcGIS mapping file format

❑ **Download complete or filtered datasets**

Application programming interface (APIs)

- ❑ Provides opportunities for developers to build their own applications

- ❑ Available on the
  - o API Explorer tab
  - o APIs button
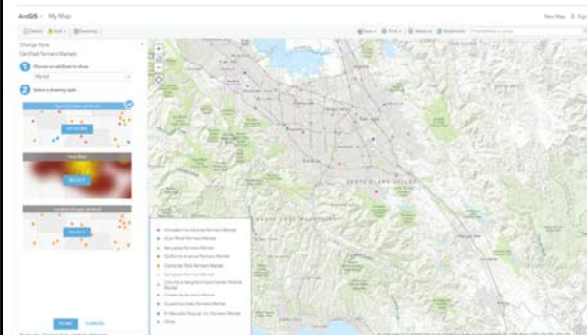 - o GeoService and GeoJSON URLs

More features open up with account

More features open up with account
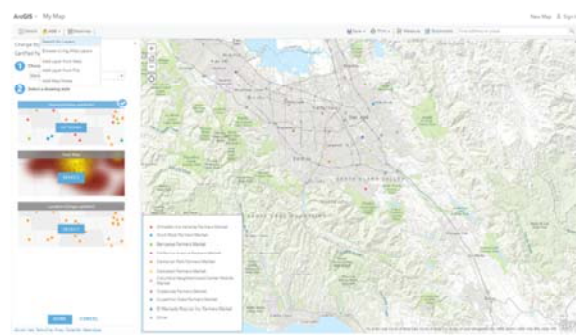
Web map use example – Farmers markets in low income census tracts

Step1: Click on Create Webmap
Opens up a new tab with a map of farmers markets in SCC in ArcGIS
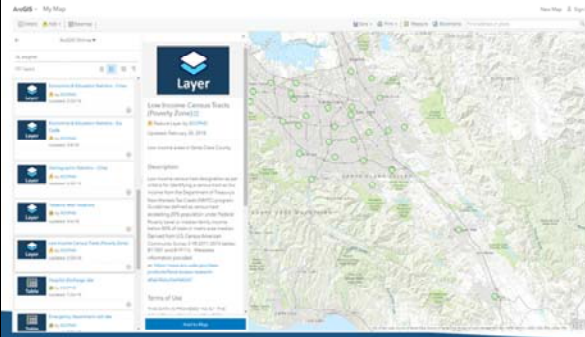
Step 2: Click on "Add" and "Search for Layers"

Web map use example – Farmers markets in low income census tracts

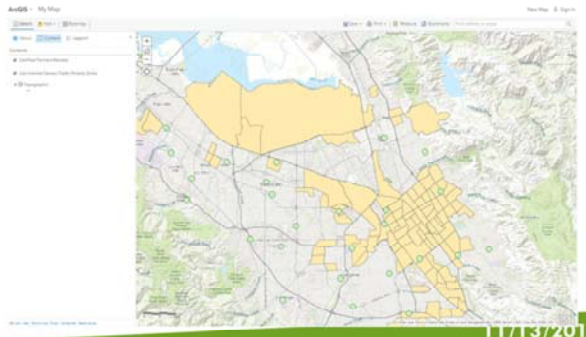## Step 3: Search "sccphd" and click "Add to Map"

To filter for layers that were added in by the Public Health Department and are relevant to the County

Step 4: Customize your map

Change symbols, colors, etc.

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Story map demonstration

Q & A

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Great Things Start with Good Health