

# Fortaleza

With enthusiastic mayoral support, Fortaleza advanced their citywide data strategy, and created new tools to address a wide range of resident concerns, including waste management and traffic deaths.

## Highlights

Deep focus on waste management data integration led to new routines and a public-facing [dashboard](#) to monitor cleanliness, guide executive decision making, and increase transparency.

Established a data governance committee and Chief Data Officer role.

Purchased a database to improve data disaggregation and increase the percentage of population included in government analytics.

Earned gold [What Works Cities certification](#) with a data-driven approach to cutting traffic deaths.

## Background

Fortaleza joined the City Data Alliance with strong support of Mayor José Sarto, who frequently lauds CDA and his administration's progress via [social media](#): "In City Data Alliance, 'data' means information, knowing who we are, how many we are, so that, with this data, we can make qualified decisions," he said. "Here, we reap very positive results to apply in a short and medium space of time."

Already making many data-driven decisions, the Fortaleza CDA team intended to use their engagement to integrate citywide data systems, enhance the scope of existing databases, and improve workforce data skills. Specifically, Mayor Sarto charged the team with focusing on data management, integration, and transparency to provide high-quality public policies, especially for the city's most vulnerable residents.

## Impact

Fortaleza focused its CDA efforts on delivering citywide data upgrades and integrations, while also piloting a detailed initiative to affect ground-level change through the waste management department.

The city used data to develop a plan for improving waste management and illustrate the impact of a 2020 garbage collection tax. Ultimately, the city [developed a dashboard](#) that tracks waste and recyclable material collection frequency and other metrics. Officials are using the tool not only to reduce the amount of waste sent to landfills, but to inform public policies, promote environmental and social awareness, and foster a culture of shared responsibility and city cleanliness.

The team led the establishment of a governance committee to make decisions on data alongside a Chief Data Officer, and completed a data capacity assessment for most city departments. The survey of more than 140 department chiefs led to a data literacy module designed to teach secretariat-level personnel to use data in analyzing city policies. They plan to continue recruiting staff with data skills.

Fortaleza centralized previously siloed databases and purchased an additional database to improve disaggregation and increase the breadth of residents represented by government-held data. The city integrated this with existing records to develop a “single ID” for residents, opening the door to more holistic public policy solutions.

In June 2023, Fortaleza [earned gold certification from What Works Cities](#) for their exceptional use of data in reducing traffic fatalities by 57 percent over the last decade.

