

Rosario

With strong mayoral leadership, Rosario leveraged its participation in City Data Alliance to establish a data management infrastructure and develop tools to increase city employees' data literacy and address critical problems, including the repercussions of a series of forest fires.

Highlights

Brought multiple city departments together to create a Data Lab, mandated by [mayoral decree](#), including the city's [first-ever dataset inventory](#).

Developed [Aula Virtual](#), an internal learning platform to train and test city employees' data literacy skills.

In response to a series of forest fires, the city created a [data platform](#) to identify repercussions, including a 30.7% surge in medical consultations, moving the congress to consider revising laws regulating fire management.

Background

Before joining the City Data Alliance, Rosario, Argentina, a city of over a million people, had established several data projects, platforms, and initiatives. It embarked on this data journey with a strong IT infrastructure and a track record of community engagement, but its efforts lacked a clear strategy.

At the outset of CDA, Mayor Pablo Javkin committed to harnessing the transformative power of data and using it to address and overcome complex municipal challenges. CDA support focused on creating an integrated strategy to define and manage all data initiatives. Mayor Javkin charged his team to:

"Harness the power of data to assess how public services benefit residents while measuring our internal capacity to deliver these services, in a way that inspires internal culture change."

The team set out to formulate a city-wide data strategy that prioritized developing a Data Governance Committee and Data Lab to house all data initiatives, launch an internal platform to upskill data practices and ensure data literacy across the city workforce, and create a dataset inventory to streamline collaboration across departments.

Impact

The city completed an ambitious citywide data strategy, which included the Data Lab, the nerve center for all of Rosario's data initiatives. The city gained the necessary approvals to operationalize the Data Lab and the mayor signed a [legal decree](#) calling for its creation. Rosario also generated its [first-ever dataset inventory](#) for the Data Lab, developed in collaboration with the Health, Mobility, Human Development, Environment, and Informatics departments.

Officials also identified potential data talent within the existing workforce and created a citywide data tool to assess and train employees. This initiative signified Rosario's commitment to nurturing its own talent pool, leveraging the passion and expertise of its existing staff. They used the new internal learning platform "Aula Virtual" to train and test team members' data literacy skills.

During a series of forest fires that wreaked havoc across the region in 2020 and 2021, Mayor Javkin spearheaded the creation of a data platform that illuminated the wider repercussions of the fires, most notably a staggering 30.7 percent surge in medical consultations. This data-driven approach and their [platform to inform residents](#) not only underscored the urgency of the situation but also influenced national congress members to revisit and potentially revise the existing laws regulating fire management.

Rosario also used data to launch a pioneering transit control system. Led by senior leader and Modernization Director, German Giro, this [leverages video data](#) for urban and transportation planning.

