

Memorandum



CITY OF DALLAS

DATE September 25, 2020

TO Honorable Mayor and Members of the City Council

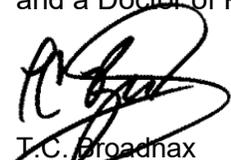
SUBJECT **Office of Data Analytics and Business Intelligence**

To continue our organizational pursuit of data driven excellence, I am excited to announce the selection of **Dr. Brita Andercheck** to serve as the Director of the new Office of Data Analytics and Business Intelligence (DBI). The purpose of DBI is both to harness the City's data to enhance essential service delivery and to affect systemic policies which directly impact the residents of Dallas, including but not limited to inequities resulting from policy decisions and outcomes of budget allocations. This office will report to the Chief Financial Officer.

Data Analytics and Business Intelligence will provide critical data insight to support informed decision-making throughout the organization. Their charge is also to discover, manage, and maintain the City's data in a way that improves usability, transparency, and openness. The Office of Data Analytics and Business Intelligence will become effective October 1, 2020.

Dr. Andercheck has served as an Assistant Director in Transportation since 2018. During her time in Transportation, Dr. Andercheck built the administrative foundation of the newly formed department, including establishment of a Data Analytics Team; creation of an equity-and-needs based-tool (Priority Improvement Zones) that received Federal recognition; and forming the infrastructure response and execution plan following City's EF3 Tornado Response in October 2019.

Dr. Andercheck is an expert in advanced statistical modeling and predictive analytics, including structural equation modeling, mixture models, latent class analysis, multi-level models, and multivariate regression analysis. Her research using advanced statistical modeling and focusing on issues of stratification, race, and gender has appeared in multiple peer reviewed journals and received media coverage on six continents. Prior to joining the City of Dallas, Dr. Andercheck served on the Faculty at Southern Methodist University. Dr. Andercheck earned a bachelor's degree in Political Science and History from Southern Methodist University, a master's degree in Government from Georgetown University, a master's degree in Sociology from Baylor University, and a Doctor of Philosophy degree from Baylor University in Sociology.



T.C. Broadnax
City Manager

c: Chris Caso, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff
Majed A. Al-Ghafry, Assistant City Manager
Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Nadia Chandler Hardy, Assistant City Manager
Dr. Eric A. Johnson, Chief of Economic Development and Neighborhood Services
M. Elizabeth Reich, Chief Financial Officer
Laila Aleqresh, Chief Innovation Officer
M. Elizabeth (Liz) Cedillo-Pereira, Chief of Equity and Inclusion
Directors and Assistant Directors