Announcing the Santa Fe Data Platform
Leveraging the Power of Technology for Decision Making

The Thornburg Foundation and the City of Santa Fe announced today the launch of the Santa Fe Data Platform (www.santafedata.org).

The Santa Fe Data Platform is an innovative public/private funding collaboration to leverage the power of data to make the best possible evidence-based decisions, understand key trends, and build trust that is essential to the city's health and wellness.

"Every Day, local governments make decisions that affect the lives of their residents, often those decisions are based on incomplete data or no data at all, says Allan Oliver, Executive Director, Thornburg Foundation. "But forward-thinking cities are creating powerful data dashboards to make better decisions with their residents, and the Thornburg Foundation believed it was urgent to bring this important tool to Santa Fe."

Designed by MySidewalk and See Source, The Santa Fe Data Platform is a website that links to data dashboards addressing population, tourism, public health, and the economy. This platform conveys complex information in the simplest and most accessible way possible, to facilitate better decisions about the health and well-being of the community.

"We are working to use data to inform and improve the way the City does business," commented Santa Fe Mayor Alan Webber. "This platform will give us an important tool that will drive better decisions and better services for the people of Santa Fe."

One of the most urgent questions for policymakers is the actual composition of the population. Although decennial census data answers part of the question, it does not necessarily account for tourists, daily commuters, recent arrivals, or others whose life circumstances may prevent them from being counted.

The Santa Fe Data Platform *Residents and Visitors* dashboard will fill out that picture and enable leaders to make better decisions for tourism, education, healthcare, and will help businesses of all sizes improve their bottom lines. At a time of such uncertainty and flux with the COVID-19 pandemic influencing work, travel, health, and spending, fast and informed decision-making is more critical than ever.

"The Santa Fe Data platform has been a tremendous collaboration and has given us insights into our historical visitor demographics," says Danika Padilla, Senior Director of Community Impact at Meow Wolf. "It will also help us to understand travel trends of prospective visitors as we prepare for a reopening Meow Wolf in a post-COVID world."

The economic, physical, and social impact of the COVID-19 pandemic is one of the most critical issues the City of Santa Fe is facing. The Santa Fe Data Platform *Public Health* dashboard will help leaders in business, government, and philanthropy evaluate and assess the social and economic impact of the disease and forecast long-term implications for the city.

"At no time in recent history has attention to the root causes of health been so critical, says Peter Bastone, CEO of Anchorum St Vincent. "The COVID-19 pandemic has put a spotlight on Public Health, and the Santa Fe Data Platform will help us strategize the most effective way to work through this crisis."

One of the truly remarkable aspects of this project is the city-wide collaboration that formed to fund this project and bring it to fruition. The combination of foundation, private sector, and public support is a meaningful indication of the city's willingness to work together for a greater good.

"This project is a spectacular example of what happens when true collaboration exists within a city," said Santa Fe Data Platform Project Coordinator Cyndi Conn. "We have come together from a wide variety of sectors with a shared dedication to improving the lives of our city's residents and visitors."

The Santa Fe Data Platform collaborative team includes: Thornburg Foundation, Creative Santa Fe, Santa Fe Community Foundation, Santa Fe Tourism/City of Santa Fe, Anchorum St Vincent Foundation, Meow Wolf, Southwest Care, and Con Alma Health Foundation. This project was launched by the Thornburg Foundation in February 2019 and the collaborative MySidewalk/See Source team was selected through a country-wide RFEI process in November 2019. The total cost of the project to date is **$75,000**; **80%** of the funds raised came from foundation and private sector support**, 20%** from the City of Santa Fe.

mySidewalk is a technology firm committed to democratizing data science. At mySidewalk, they believe that data--when paired with accessible storytelling and empowered communities--can change the world. For more information, visit mysidewalk.com.

See Source is a big data technology and digital advertising company that combines geolocation, demographic, psychographic, and credit card spending data in affordable, customized dashboards. Data updates daily provide real-time insights to the movement of people anywhere in the USA and their demographics and consumer behaviors. For more information, visit https://seesource.com.

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