Austin

MEMORANDUM

To: Mayor and City Council

Through: Ed Van Eenoo, Chief Financial Officer

From: Kerri Lang, Director, Austin Budget and Organizational Excellence

Date: October 23, 2026

Subject: **Data and Insights Hub Launch**

The purpose of this memorandum is to announce that the new Data and Insights Hub is now live and located on the City's publicly available website, Performance ATX. The Hub was developed in response to the City Manager's FY 2026 Priority Goal to, "create and launch the Citywide Data Hub to centralize advanced data products and support data-informed strategies, decisions, and transparency."

About the Hub

The Data and Insights Hub is a publicly available website for tracking the Citywide Strategic Plan, the City Manager's Top Annual Goals, and department key indicators. Performance ATX connects our strategic priorities to our plans, performance metrics, and now all public data products.

The Data and Insights Hub brings together the City's dashboards, datasets, maps, reports, plans, and other public data products in one centralized, easy-to-navigate location. Data products are organized by the City's six strategic priorities. Each priority has its own tab, which includes:

- A description of the priority
- Featured public data resources
- A searchable inventory of all related public data products

Data products in the Hub are sourced from:

- Open Data Portal
- Austin GeoHub
- Other sources (e.g., department web pages, external websites, etc.)

Data products from "Other" sources were identified through the digital accessibility asset inventory submitted by departments and a review of City web content. As part of existing City data stewardship, departments remain responsible for maintaining the accuracy of their public data products. This maintenance is not new and continues to be carried out by departmental Open Data Liaisons and

GIS contacts through established processes. Staff are trained to continue making updates to the original data source.

Should you have any questions about the Data and Insights Hub, please contact Megan Bell, Chief Administrative Officer of Austin Budget and Organizational Excellence, at megan.bell@austintexas.gov.

cc: T.C. Broadnax, City Manager
Erika Brady, City Clerk
Jason Hadavi, City Auditor
Mary Jane Grubb, Municipal Court Clerk
Judge Sherry Statman, Municipal Court
CMO Executive Team
Department Directors