Options to Enhance the Use of Data in Urban Policymaking
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- At the Comprehensive Planning Department we strongly believe that policymaking is highly connected to Collaborative Efforts between several stakeholders: Researches, Academics, Planners, Social Scientists and Economists. We re-modified our Vision to start this diverse and inclusive framework to update several methodologies for City Planning and Urbanism:

- “Towards a Balanced Paradigm Shift to Environmental Exposure for Greater Amman, by Mainstreaming Municipal Duties, Services for Housing, and Infrastructure Capacities.”

- When we investigated the proper framework for these highlights, we discovered several Disparities connected to Data Collection and Analysis, then resorted to the conclusion that a Proper Data Center should be implemented in GAM departments to serve as a melting pot for all the outcomes by GAM in order to make better Informed Decisions.

- And that idea paved the way to include other sources of information from Academia and Governmental Institutions, with a proper system to exchange these data between them in the form of collaborative projects. This will highlight the “Balanced Paradigm”

- Then we decided to make some of these data available to the public, by making some layers viewable through online platforms or applications, were all interested parties can check them and propose solutions, investments or simply to attend the various events across the city. This will highlight the “Mainstreaming Municipal Duties”
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• Various initiatives tackled the same framework and one of them already did a great job in Cairo, we invited them over to showcase their platform for Amman, they are called CLUSTER.

• To avoid Redundancy and Repetition, we opted to collaborate with existing initiatives and projects to establish such data base.

Three main themes were generated from this framework:
• Establish an Archival Data Center to host all the outcomes of municipal works and academia that are directly related to Amman.
• Establish an Interactive Data Base that shows the various events and urban trends across the city for people to attend or be part of.
• Establish a Smart Data Center that deals with social trends and allocate algorithms to track the interests of Amman residents, investors and academics, to give urban indicators through big data analysis to city planners in order to enhance these trends or modify them based on their ranking.
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The **Main Challenges** that we face:

- Big Data suffers from **Disparities and Inconsistency** due to the traditional methods of gathering, analysis and reporting.
- Lack of innovative **Analysis Tools** that takes away from the time allocated for policy making by Planners.
- Lack of **Coordination** between various departments due to **Bureaucracy** and outdated methods of communication.
- Lack of **Expertise in Urban Data**, and generally being **Understaffed**.
- Lack of awareness of several **Contemporary Urban Practices** that includes smart solutions to deal with planning data.
- No utilization to **Machine Learning Technologies or (AI)** to assist planners with **Urban Indicators** analysis in order to implement better planning strategies.
- Lack of **Contemporary urban Planning Terminologies** in City Planning Laws that use current techniques for policymaking.
Comprehensive Planning Department-Greater Amman Municipality