
Chelsea Lawson



Chelsea's focus is on making data accessible, meaningful, and operational. Her work includes capacity-building, such as leading a Data Academy for LADOT, product development, such as creating a Social Return on Investment (SROI) tool for Miami-Dade County, and thought-leadership, such as contributing to the Cityfi blog.

Before Cityfi, Chelsea led the City of LA Open Data program under Mayor Eric Garcetti, where she developed sustainable workflows for sharing and contextualizing data, managed vendor relationships, and advised on investments in data and technology.

Prior to becoming an Angeleno, Chelsea worked at Epic, a healthcare software company in Madison, Wisconsin. There she developed a core belief that software should be a delight to use and a passion for implementation and training. She holds a Master of Science in Business Analytics from USC Marshall School of Business and is a Certified Associate in Project Management.

EDUCATION

University of Southern California, MS, Business Analytics
Duke University, BA, Public Policy Studies

CREDENTIALS

Associate in Project Management, Project Management Institute

Select Experience

LADOT STRATEGIC PLAN UPDATE

Chelsea advised on LADOT's TRANSTAT process as part of its Strategic Plan Update that focuses on equity, health and safety, economic growth, sustainability, and responding to Covid-19 while positioning the department for long term growth. Specifically, she developed a dashboard to build accountability and transparency, and support performance management. The tool tracks the agency's progress on goals pertaining to internal development, social equity, health & safety, sustainability, economic growth and COVID-19 response among others.

LADOT TAXI/PTV STUDY

Chelsea served as the lead for several stages of the project about how new mobility innovations would impact traditional forms of transportation such as taxis and paid transportation vehicles (PTVs). She engaged in extensive stakeholder outreach and data collection to understand customer needs and customer perceptions of the taxi industry. Chelsea made recommendations of best practices to meet Vision Zero goals with taxis and PTVs. She also developed a set of criteria to use as performance measures for Vision Zero.

CITY OF LA MAYOR'S OFFICE DASHBOARDS

When working in the City of LA data team, Chelsea managed the Mayor's Dashboard, using the same open-source platform we are presenting as a solution for West Hollywood. In addition to working with staff across the city to maintain the metrics they were responsible for, she created automated connections with visualizations in the Socrata open data platform and Tableau public to create sustainable workflows for city-wide metrics.