

Federal GIS Conference

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Making Open Data Successful: Civic Citizen Engagement

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@sidewalkballet

or

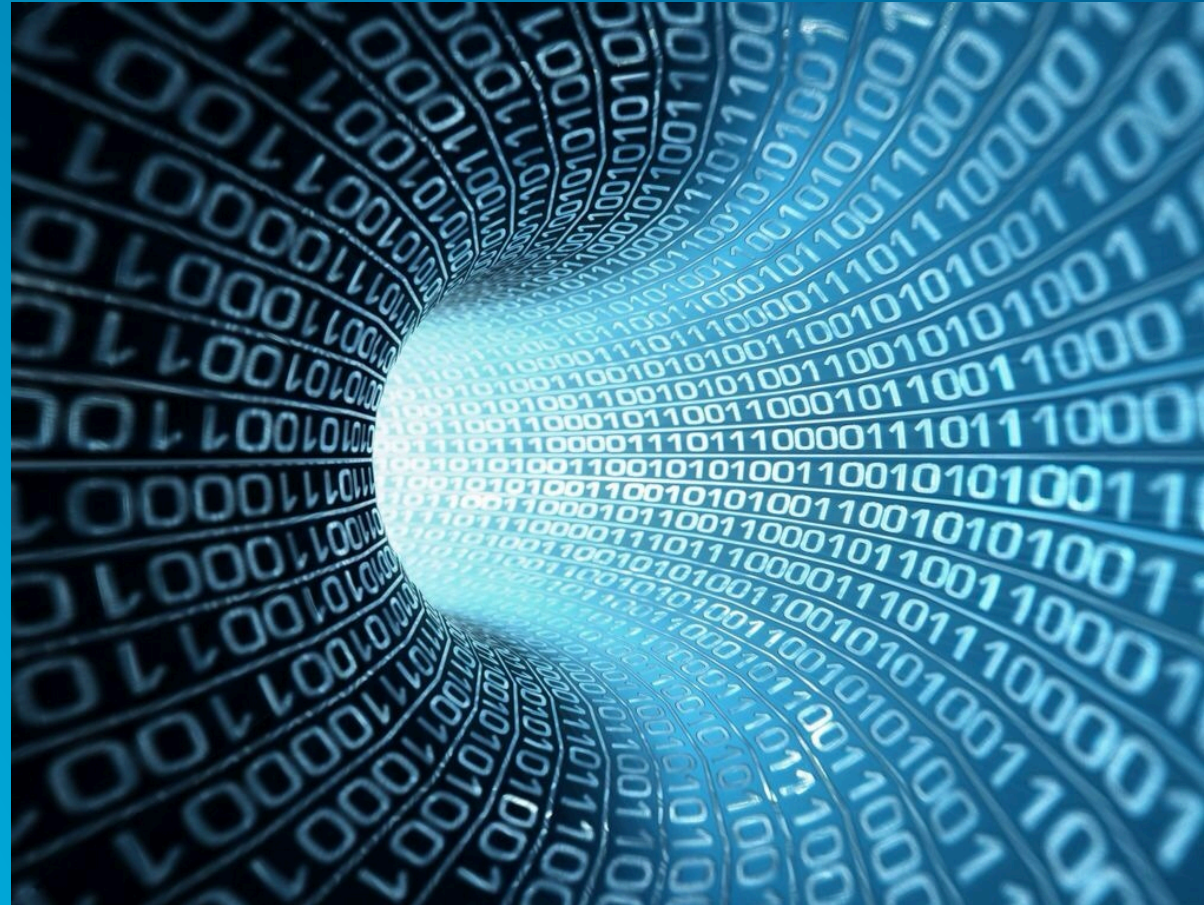
Open Data Will Not Save Us

Getting it out there: step one

- Accessible, discoverable, explorable, downloadable
- Standard formats
- Licensing
- Forming the basis of a culture of civic data (internal and external)

The screenshot shows the Open Data website interface. At the top, there are navigation links for "Open Data", "ABOUT", and "FORUMS", along with "About ArcGIS" and a notification bell icon. The main header features a large banner with the text "Explore 23,111 Open Datasets from 1,488 Organizations Worldwide". Below the banner is a search bar with the placeholder text "Search for data about" and a search icon, followed by a location selector "anywhere" with a location pin icon. The "FEATURED ORGANIZATIONS SHARING DATA" section displays logos for MARYLAND.gov, the Commonwealth of Kentucky, HALIFAX, DC.gov, the Seal of the State of Washington, and UDOT (Utah Department of Transportation). The "NOTEWORTHY DATA" section highlights two featured datasets: "Open Charlotte" by the City of Charlotte, titled "City Employee Salaries, January 2015", and "MD iMap" by the State of Maryland, titled "Census Tracts". Each dataset card includes a brief description, a date, a hashtag, and a download icon.

data, as is...



Source: Diane Liebenson

beyond the portal

or

what good does it do?

identification

Who is your community?

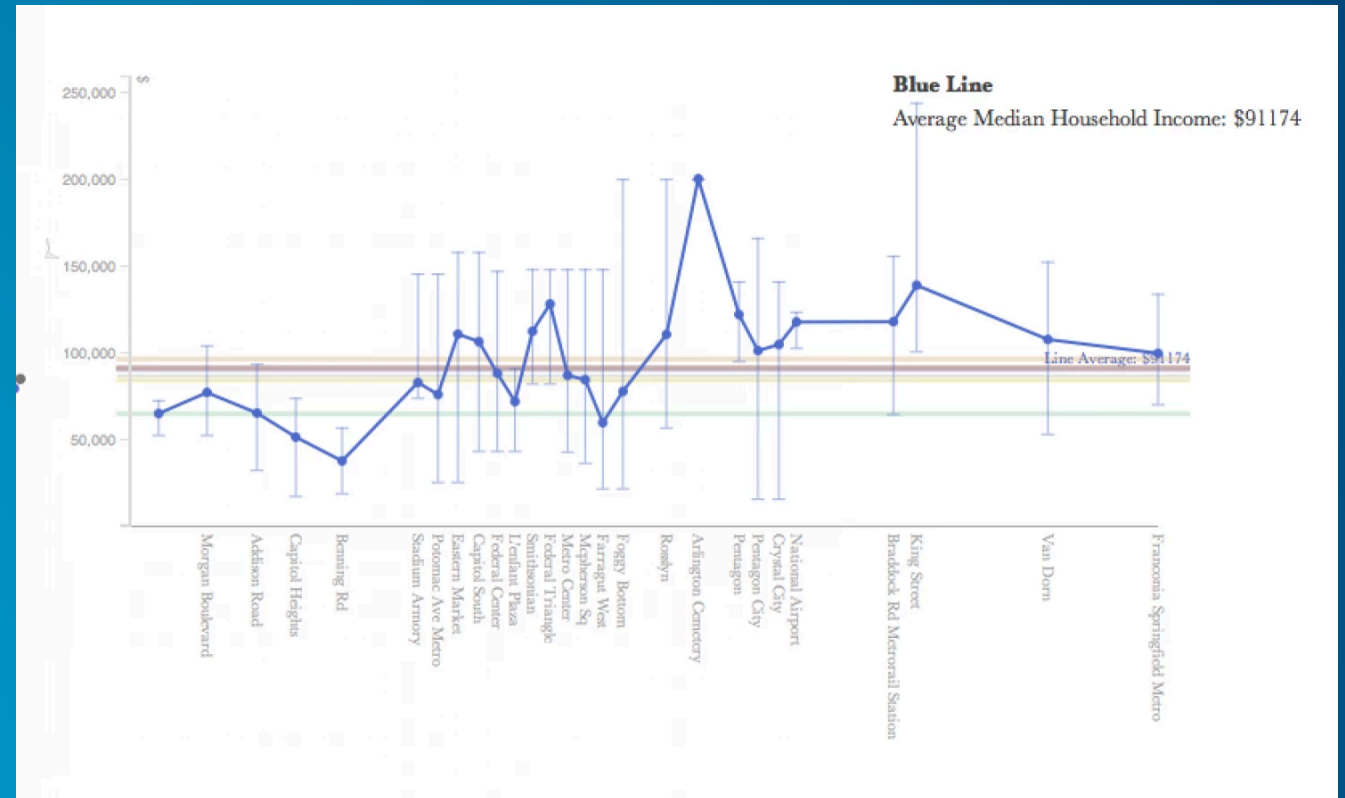
Who is your community?

- **Define the data being used**
 - What are the high value datasets
 - Analyse FOIA requests
 - Ask other agencies for data requests

- **Analytics**

Who is your community?

- Surveys
- Define the data uses
 - Everyday information
 - Research
 - Civic hacking
 - Journalism
 - OpenStreetMap
 - Commercial
 - Government



You Are Here Project, MIT Media Lab

Who is your community?

- **Define everybody else**
 - **Breaking down constituency demographics**
 - Residents, tourists, youth, elderly...
 - **Who are potential users of data?**
 - How do you connect with them?
 - Turning data browsers into data users

outreach

Where is your community?

Getting the word out

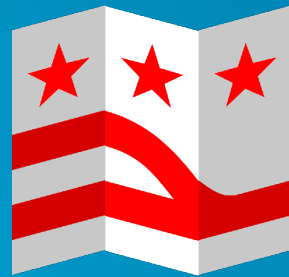
- **Blogging, social media**
- **Journalism and press releases**
- **How can Esri help?**
 - **Site of the week**

Meet your community where they are

- Meetups
- Coworking spaces
- Civic hacknights
- GIS Day, Data Innovation Day, Open Data Day, make your own day



OpenGovHub
Transparency | Community | Technology



#maptime!

Bring your community to you!

- Office hours
- Hackathons, datapaloozas, contests
 - Create event-specific sites: [HUD Zillow Hack](#)
- Continuous programming

The screenshot shows the HUD's Zillow Hackathon website. At the top, there is a navigation bar with links for HOME, INTRO, DATA, and DOCS, along with a search bar labeled 'Search Data'. Below the navigation bar is a search bar for 'open data' and a 'SEARCH WITHIN MAP' checkbox. The main content area features a map of the Seattle area with various locations labeled, including Bainbridge Island, Hunts Point, Medina, Bellevue, Sammamish, Mercer Island, Newcastle, Fall City, and Carnation. Below the map is a 'Data Quicklinks' section with six icons and their corresponding labels: All HUD Data (star icon), Fair Market Rents (bar chart icon), HCV By Tract (grid icon), LIHTC (ticket icon with '1'), Multi-Family Properties (apartment building icon), and Public Housing Authorities (classical building icon).

feedback

habits

Cultivating a culture of open data

all learning is premised on habitual actions

(Dewey, 2011)

Civic habits

- Lower the barrier to participation
- Access to open data produces good civic habits
 - Visualise and augment the world around them
- Open data as a building block
- Place habits into systems

- *Beyond Transparency: Making a Habit Out of Engagement: How the Culture of Open Data Is Reframing Civic Life* by Eric Gordon and Jessica Baldwin-Philippi

Summary

- **Open data site is great, but not enough**
- **Community identification**
- **Community outreach**
- **Civic habits**

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Understanding our world.