

A Guide to Tactical Data Engagement

Program will begin at 1 PM EDT

What Works Cities |



A Guide to Tactical Data Engagement

Welcome

What Works Cities



A Guide to Tactical Data Engagement

sunlightfoundation.com/tde

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A Guide to Tactical Data Engagement

#TacticalData

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A Guide to Tactical Data Engagement

Today's speakers

Stephen Larrick, Open Cities Director, Sunlight Foundation

Kara Kratowicz, Data Projects Coordinator, City of Madison, WI

Emily Herrick, Service Designer, Reboot

April Urban, Research Associate, Case Western Reserve University's Center on Urban Poverty and Community Development

A Guide to Tactical Data Engagement

Stephen Larrick

Open Cities Director,
Sunlight Foundation

Tactical Data Engagement

A practical and conceptual overview



SUNLIGHT
FOUNDATION



Overview (of the overview)

- What is Tactical Data Engagement?
(conceptual background)
- But really, *what is it?* (practical background)
- Who are we talking to on our panel today (and why)?

What is exactly is
“Tactical Data Engagement”?
(Conceptual background)

What is Tactical Data Engagement (TDE)?

At its most basic, Tactical Data Engagement is an a way for city halls to get more impact out of their open data initiatives by proactively helping community members use open government data in impactful ways.

- *It helps re-center the work of open data around simple, but often overlooked questions like:*
 - **“What information do community members need?”**
 - **“Which people need what information to do what specific things?”**
 - **“How can we support those specific users in doing those specific things with open government data?”**

The challenge:

Why does the open data movement need TDE?

Misalignment

- Cities want open data used (it often isn't)
- Local actors want open data that is *usable* (it often isn't)

Needs

- *Specificity* - Rather than taking on the impossible task of making all data usable to all people, open data programs need to better connect to *specific* community actors and use cases.
- *Experimentation* - open data programs need to be able to make this connection tangible in the short term, under conditions of limited resources.

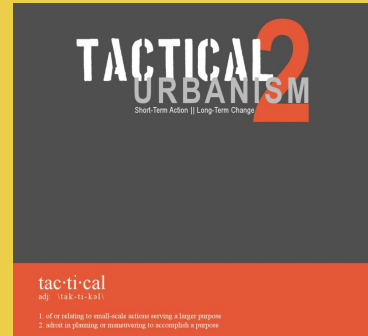
TDE's inspiration

To address these needs we were inspired by both “human-centered design” and “tactical urbanism”.

- *Specificity – Both these fields bring perspective on how to design with the actual needs of users/urban residents in mind.*
- *Experimentation – Both stress the importance of testing ideas incrementally along with users/residents, prototyping solutions, and iterating based on experiential human feedback before committing to a final product.*



Human-centered design (HCD) is a design and management framework that develops solutions to problems by involving the human perspective in all steps of the problem-solving process. (IDEO)



Tactical Urbanism (TU) is a deliberative approach to city-making, sometimes sanctioned, sometimes not, that allows a host of local actors to test new concepts before making substantial political and financial commitments. (Street Plans)

Inspiration (cont.)

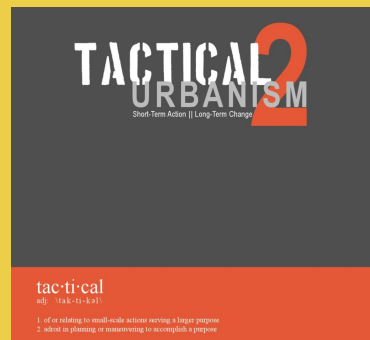
Tactical Data Engagement can be understood as **human-centered design for open data**.

Tactical Data Engagement can be understood as **tactical urbanism for open data**.

It is a way of working with local actors to jointly figure out how best to get public information in the hands of those who need it, and how to support them in doing impactful things with it.



Human-centered design (HCD) is a design and management framework that develops solutions to problems by involving the human perspective in all steps of the problem-solving process. (IDEO)

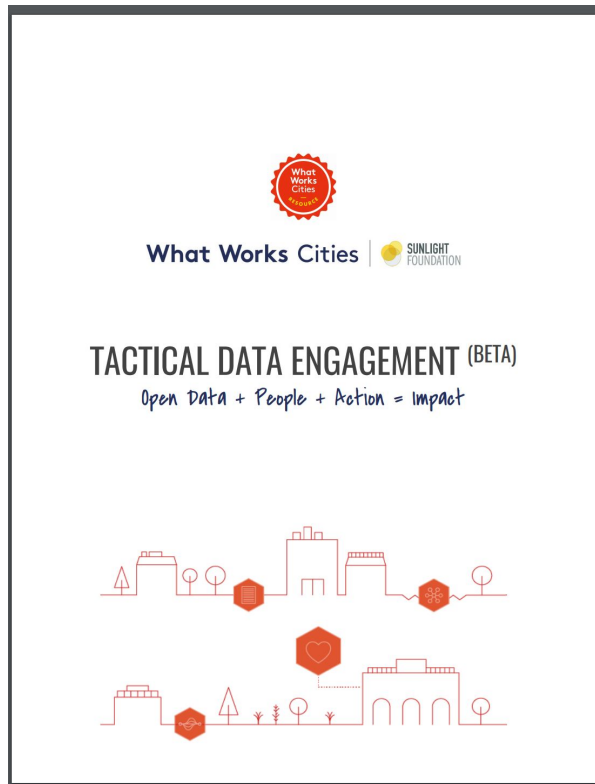


Tactical Urbanism (TU) is a deliberative approach to city-making, sometimes sanctioned, sometimes not, that allows a host of local actors to test new concepts before making substantial political and financial commitments. (Street Plans)

But really though, *what is it?*
(practical background)

What is it?

The result of lots of research



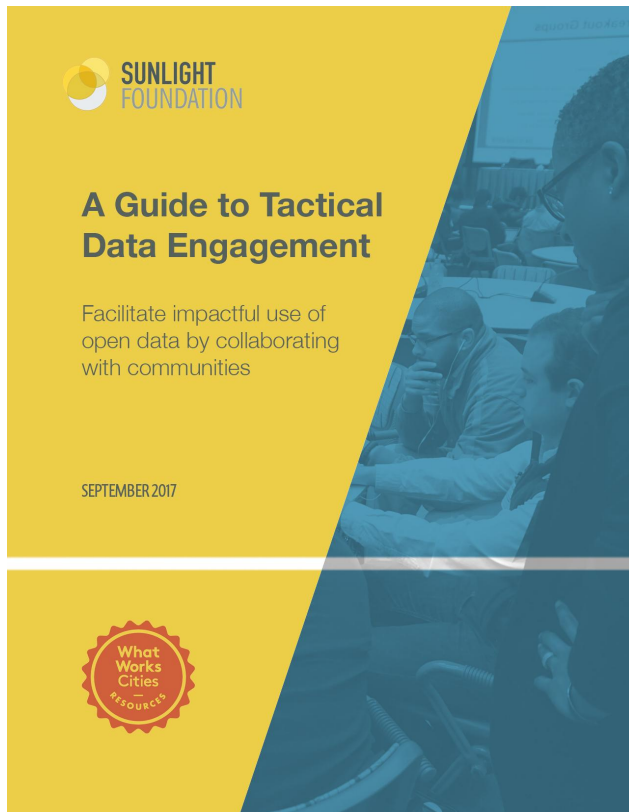
To help cities take on this approach, Sunlight has been...

Researching projects that we think embody this ethos;

Piloting this work in select What Works Cities; and

As some of you may recall, we synthesized our initial thinking in a Beta version of our guide that sparked lots of great feedback from cities and from subject matter experts. (Thanks everyone!)

What is it? A guide

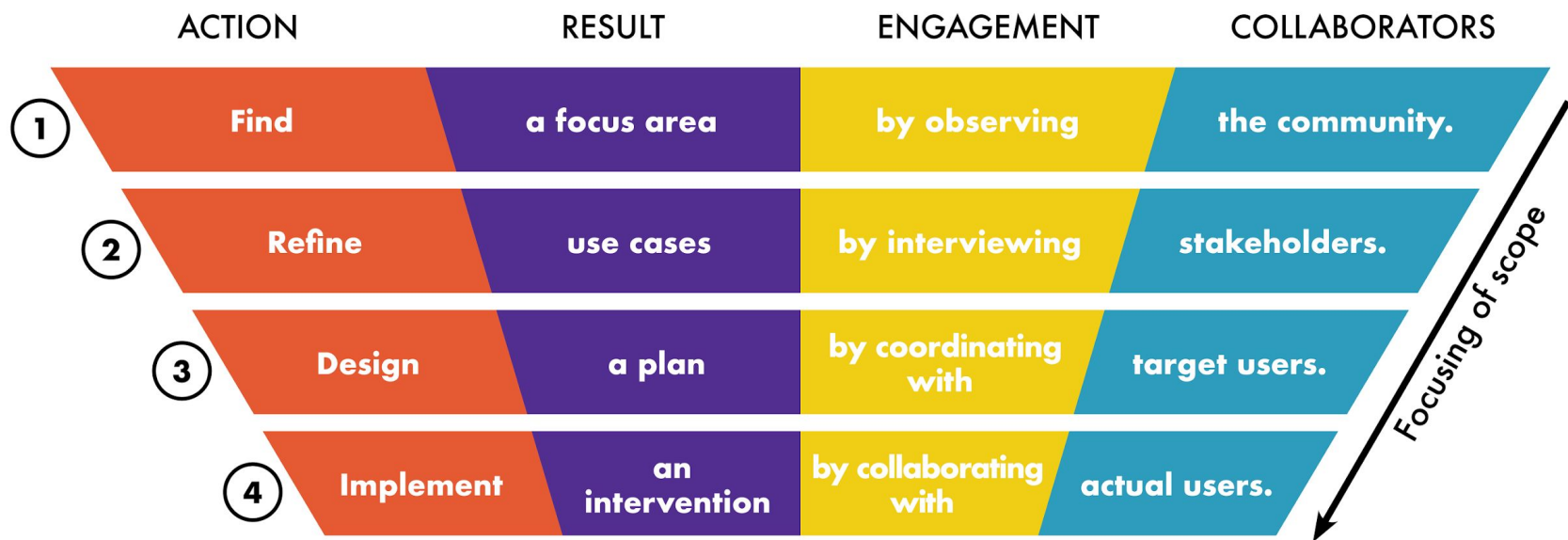


Today we are happy to share that we are no longer in Beta, with our V1 of the guide up on our website now!

www.sunlightfoundation.com/tde

What is it? A 4-Step process

Tactical Data Engagement: The 4-Step Process



A few things to note about the TDE process

Specificity – from broad to focused

- TDE's steps start big with a broad focus area and broad community feedback.
- Each step then focuses in on specific open data users and a specific intervention to support them.

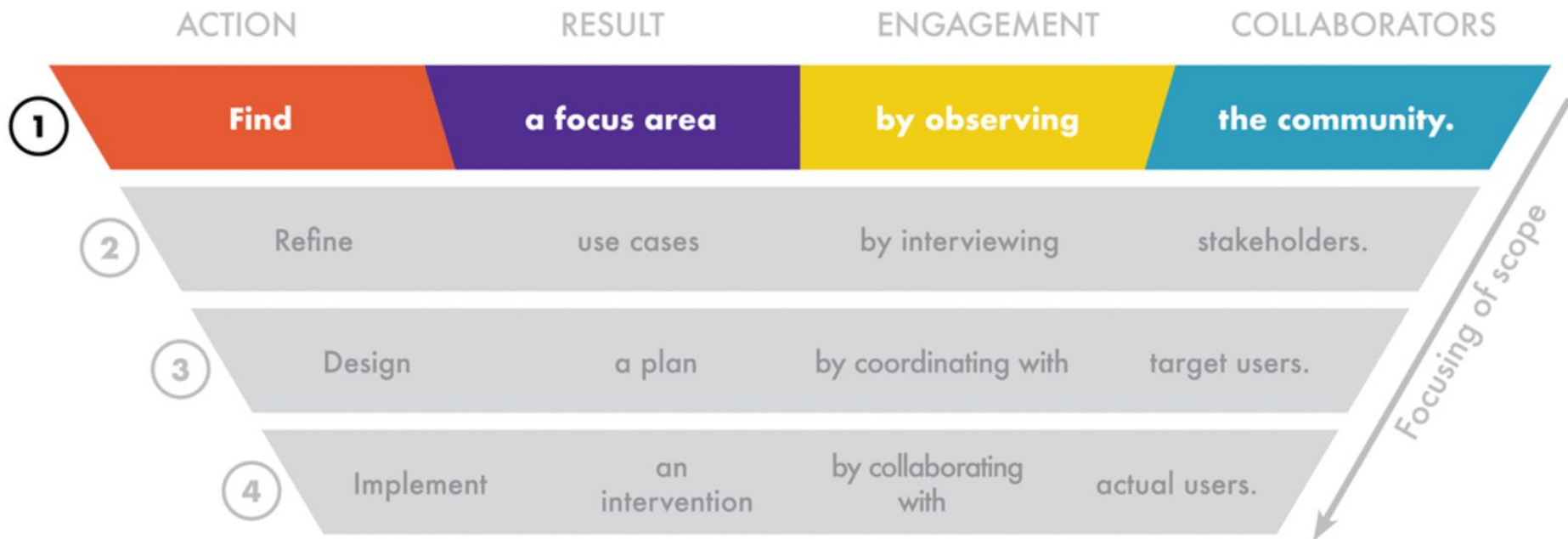
Ingredients – including collaboration at every step

- Each step includes an “action”, mode of “engagement”, “collaborators”, and a “result”.
- The “result” of the previous step feeds into the action of the next.
- The “engagement” and “collaborators ingredients build-in feedback at every step ensuring that the eventual intervention has been catered to what is needed to support users and impact

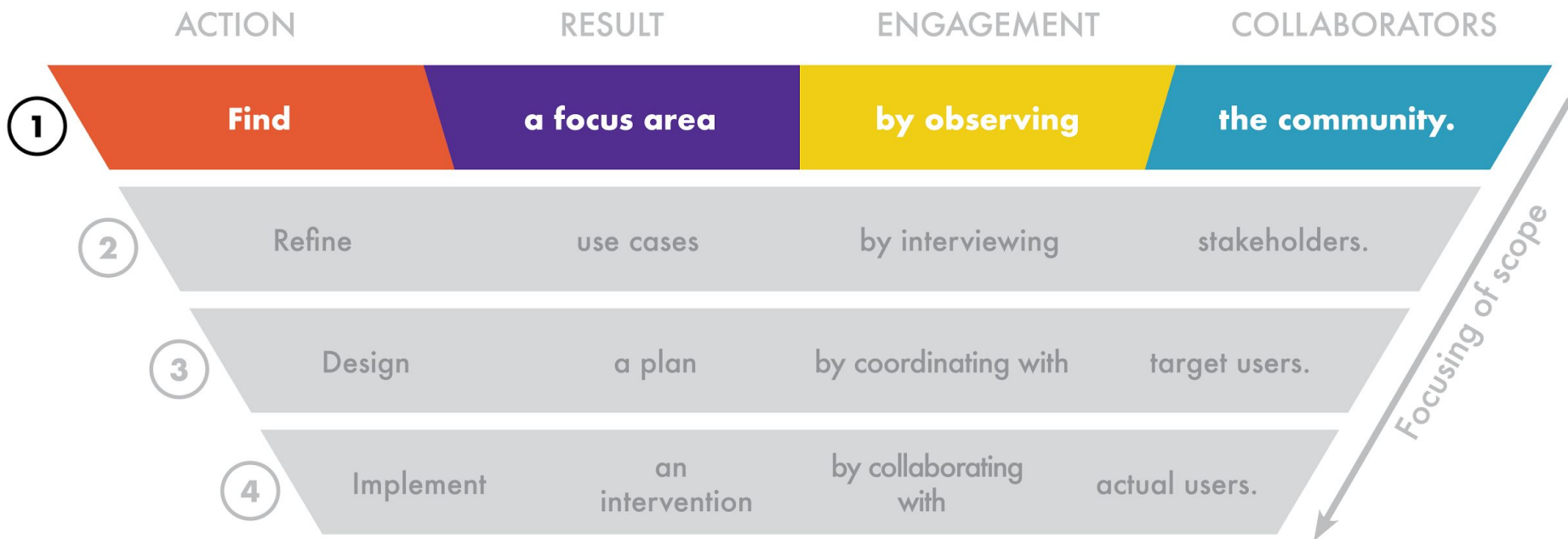
Tactics – more than one way to skin a cat

- There many ways to accomplish each step of the TDE process. We call these different approaches, “tactics”.
- Tactics are lightweight, low-cost, and modular; There are tactics for any city's capacity or budget.
- For each step of the TDE process cities should utilize realistic tactics that fit their capacities and needs.

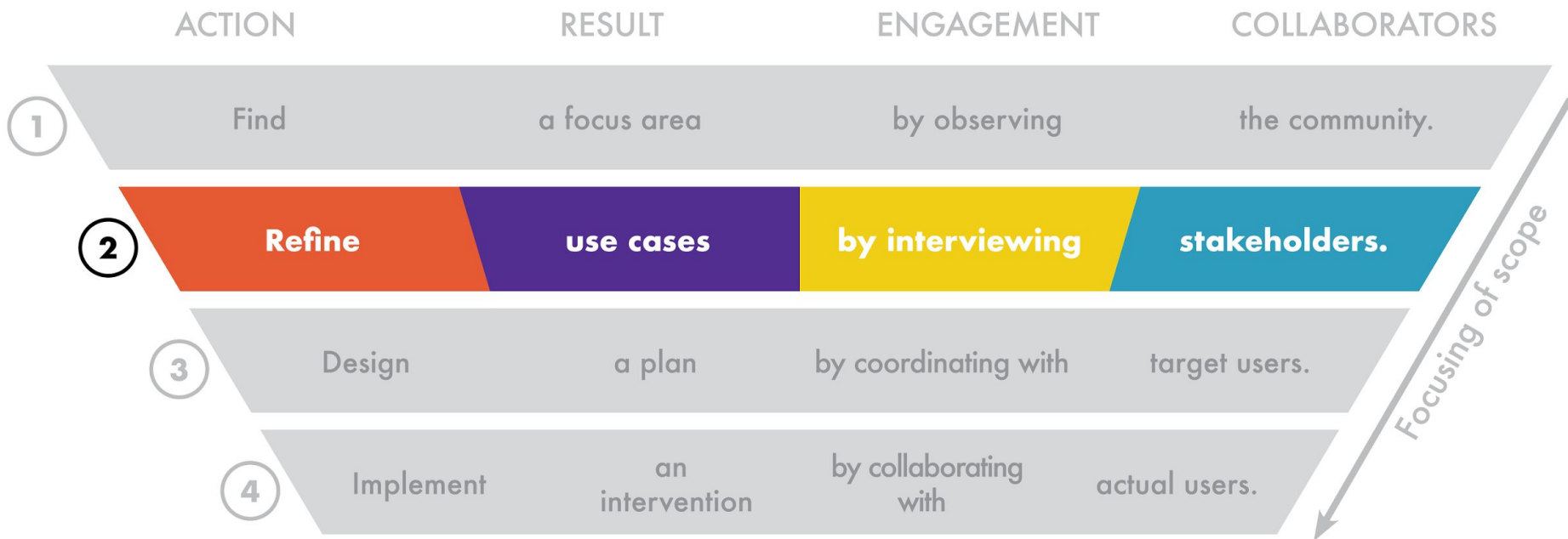
Let's go through the four steps



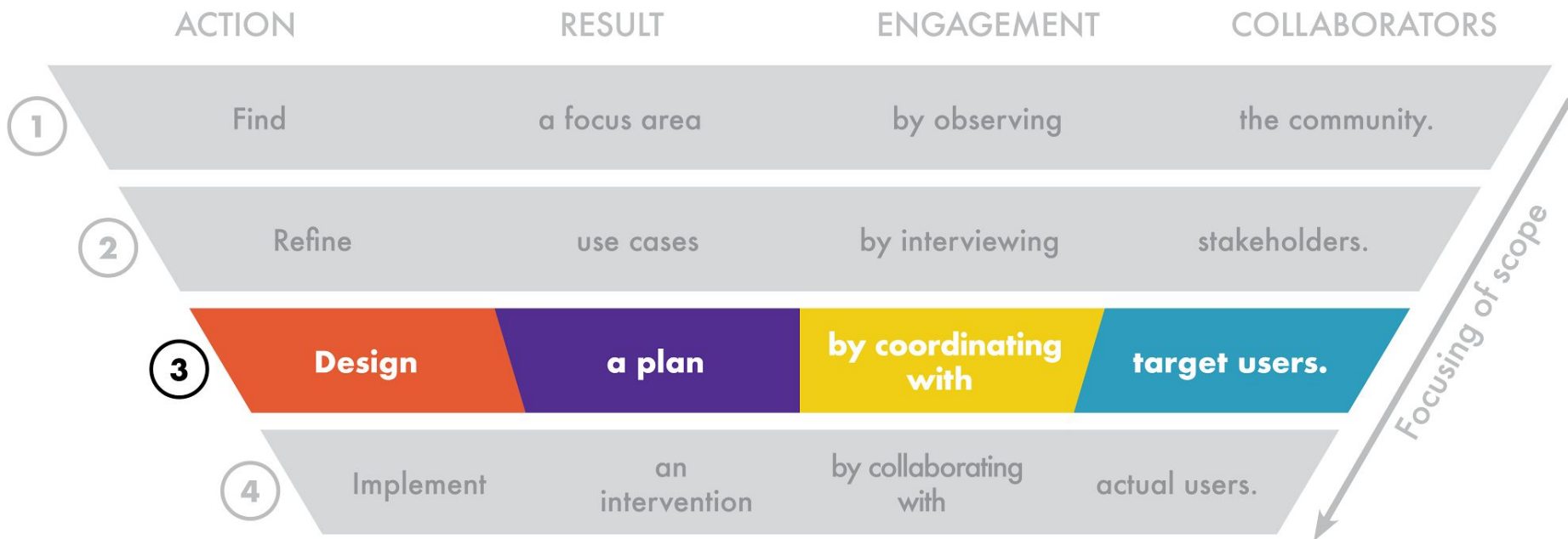
Step 1: Find



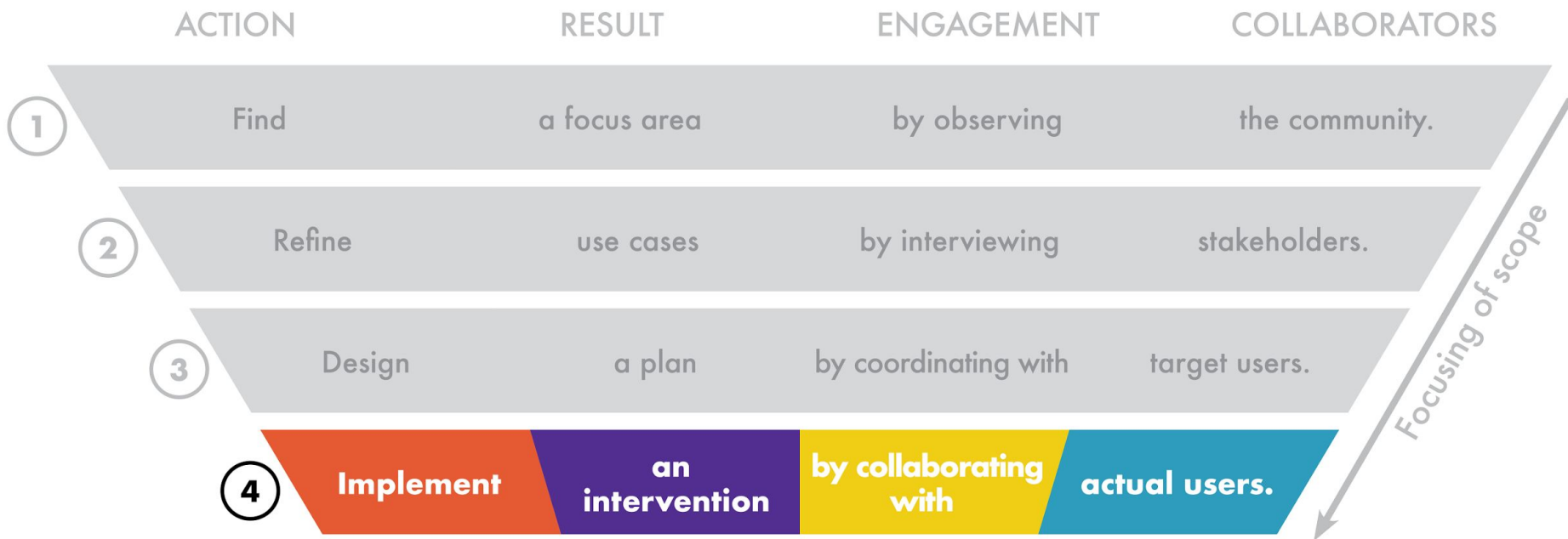
Step 2: Refine



Step 3: Design



Step 4: Implement



A Guide to Tactical Data Engagement

Kara Kratowicz

Data Projects Coordinator,
City of Madison, WI

Tactical Data Engagement: Finding a Focus Area

City of Madison, WI





Open Data History

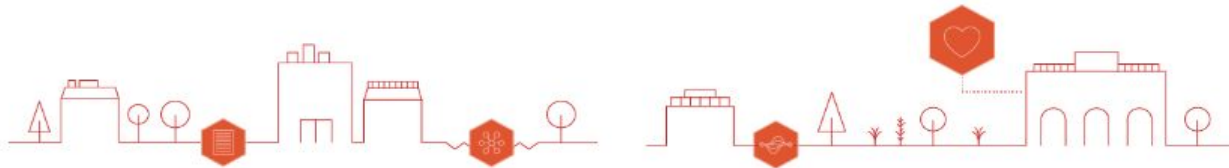
- 2012 Open Data Ordinance Passed ([MGO 3.72](#))
 - Based on New York City
 - Key components:
 - “Final versions of statistical or factual information”
 - Report to Council annually if not publishing to the portal
- 2013 Open Data Launch
 - 6 weeks to stand up a portal
 - Hackathons





Open Data Relaunch

- Informational Interviews
- What Works Cities: Open Data Scope of Work
 - Data governance policy and structure
 - Complete dataset inventory
 - Identify potential areas for ordinance revision





Tactical Data Engagement

- Madison as pilot for TDE process
- Action: Select a tactic
- Tactic Selected: Observe popular meetings and public channel
- Result: Alignment with Imagine Madison





Imagine Madison

PROCESS



9,476 + interactions with Imagine Madison in Phase 1 and 2



Open Houses
307 participants



Hip Hop Planning Camp
60 interactions



Website Views
6,947 unique participants



Planning Pop-ins
444 interactions



Resident Panels
428 interactions



Markets and Festivals
649 interactions



Interview Videos
8 interactions



Social Media
633 followers





“Find” Logistics

- *Who:*
 - City of Madison’s Internal Data Management Workgroup
- *What:*
 - Reviewed the [Phase Two Community Feedback Summaries: Imagine Madison Strategies](#)
 - Identified the top strategies/issue voted on by the community
- *Why:*
 - To identify the top potential areas for finding the Tactical Data Engagement focus area





“Find” Phase Next Steps

- Online voting via Polco
- Public Promotion of the Poll
 - Social Media
 - Mayor’s Neighborhood Roundtable
 - Targeted Stakeholder Engagement





Thanks

Kara Kratowicz

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A Guide to Tactical Data Engagement

Emily Herrick
Service Designer,
Reboot

Understanding the Users of Open Data:

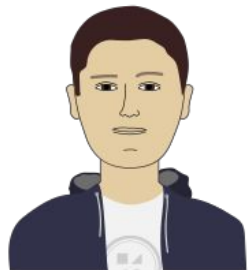
Reboot & NYC Open Data Collaboration

REBOOT

NYC OpenData

Meet the users of NYC's open data.

CURRENT OPEN DATA USERS



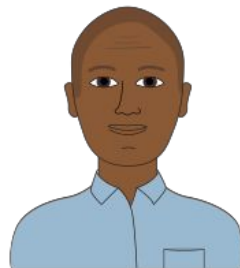
KENT
**Meticulous
Mapper**



ROMAN
**Local
Liason**



JUNE
**Influential
Interpreter**



MARCUS
**Equipped
Explorer**



SARAH
**Busy
Bystander**

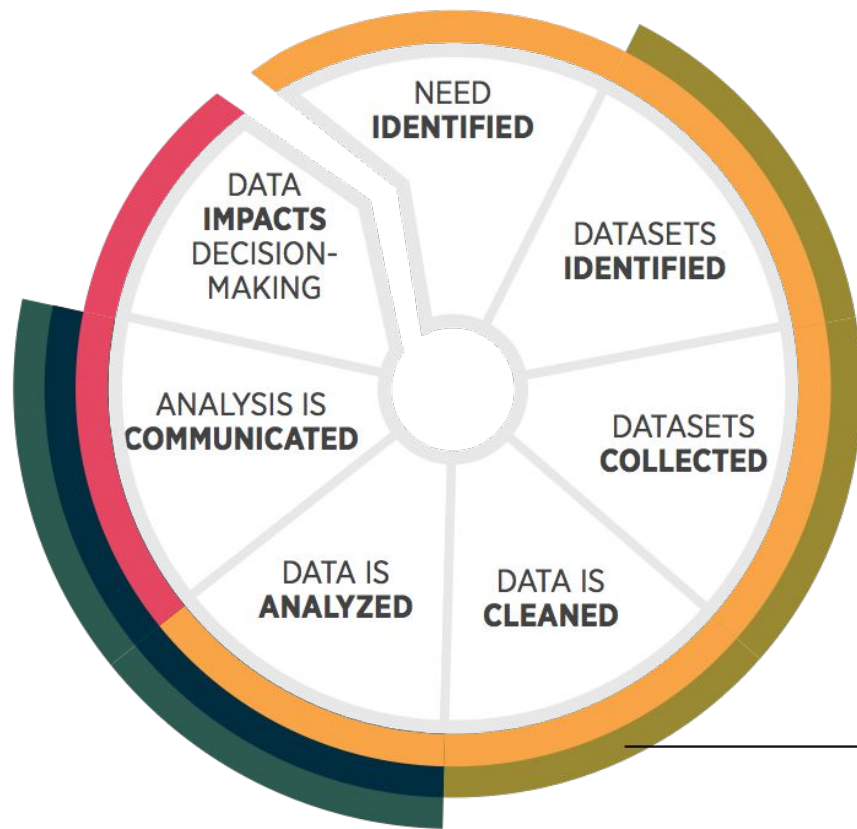


ALANA
**Community
Champion**

POTENTIAL OPEN DATA USERS

Working with governments to put people first.

1. Trust leads to political buy-in
 2. Understand, then align institutional priorities
 3. Create accessible research outputs
-



The Impact Cycle

Data Skills Required

Technology | **Collection** | **Mapping**
Communication | **Analysis**

A Guide to Tactical Data Engagement

April Urban

Research Associate,
Case Western Reserve University's
Center on Urban Poverty and Community
Development

TDE: Implement

Integrated Property Data in Cleveland



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Center on Urban Poverty and Community Development

**Research and data innovations to
strengthen communities and families**



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PERSONAL RECORDS

DUA's govern use
IRB oversight
Highly secure data
transfer &
management

Birth & death certificates
Child welfare records
Juvenile court filings
Preschool & childcare records
Home visiting records
Public school student records
Public assistance monthly eligibility
Homeless intake & service records
County jail admission & discharge
Lead screenings
Electronic health records
Public Housing

CHILD System

- Probabilistic matching & individual record linkage
- Random identifier assigned
- Secure/private

- IRB certified staff produce de-identified datasets for approved research
- Researchers analyze de-identified data for evaluation, planning and policy

Public records
requests
Screen scraping
Data sharing
partnerships

PLACE-BASED RECORDS

Property characteristics
Sales transactions
Deed transfers
Foreclosure filings
Tax delinquencies
Postal vacancies
Lank bank properties
Parcel shape files
Crime reports
Housing code enforcement

NEO CANDO

- Open tabulated data by block group, census tract, & special geographic units (e.g. SPAs, County Districts, Wards, etc.)

- Analysts download data (CSV files) – e.g. researchers, students, agency personal media, consultants
- Display on Google maps

NST Application

- Parcel level data and customized tools for community development sector

- Trained users view customized display
- Users can upload their own data & see it in display
- Filtering, tabulation, reporting tools

External apps

- Customized applications; API enabled.



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Unifying Data About Trouble Properties

Worked with multiple partners across many years to identify need

Facilitated by VAPAC, Cleveland Code Enforcement Partnership

Role: data intermediary, technology developer, community engagement and training

Neighborhood Stabilization Team Web App

Build, host, and maintain integrated property data platform for community development industry

Data on:

- Characteristics
- Transfers
- Tax values, delinquencies, payments, payment plans, lien certificates
- City Land Bank
- Cuyahoga Land Bank
- Local vacancy surveys
- Local county-wide demo fund
- Public housing voucher info
- Foreclosure case info
- Sheriff's sales and REO transfers
- Code enforcement info
 - Complaints
 - Inspections
 - Violations
 - Demolitions
 - Rental registration
 - Permits
 - Prosecution
- Data made from linked data
 - Vacant lots
 - Property status
 - Vacant lot aggregation
 - BOR eligible
 - Geographic tags



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Tell us about your projects!

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Questions + answers