



Fresh ideas for supporting community use of open data

#Data4Communities



Welcome!

#Data4Communities

Today's facilitators



Alex Dodds



Stephen Larrick



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#Data4Communities

Today's agenda

- **Welcome and introductions** (1:00-1:20 pm)
- **Session 1: Collaboration and partnerships** (1:20-2:00 pm)
- *Break to welcome anyone joining for the second half*
- **Session 2: Understanding current and potential users** (2:00-2:40 pm)
- **Conclusion** (2:40-3:00 pm)

#Data4Communities

Chat it up

Zoom Meeting ID: 835-276-581



Chat

From Me to Everyone:
Type your messages here!

To: Everyone More ▾

Type message here...

Mute Stop Video Invite Manage Participants ¹ Share Screen Chat Record End Meeting

We are all in this together

What's your favorite place to take people who visit from out of town?

Sunlight's Open Cities team

We help make municipal government across the country more transparent, accountable, and participatory.



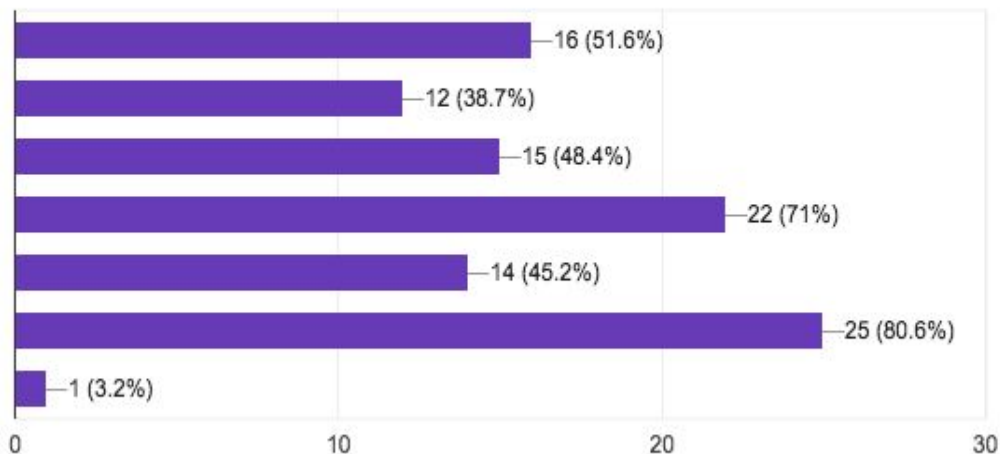
Today's Goals

- Introduce our two discussion topics and a framework for how they relate to each other.
- Facilitate a peer discussion to share experiences and surface examples of successful projects and approaches.
- Compile notes and learnings for follow up and continued peer discussion.

What did we hear from you?

Which of these topics are you most interested in?

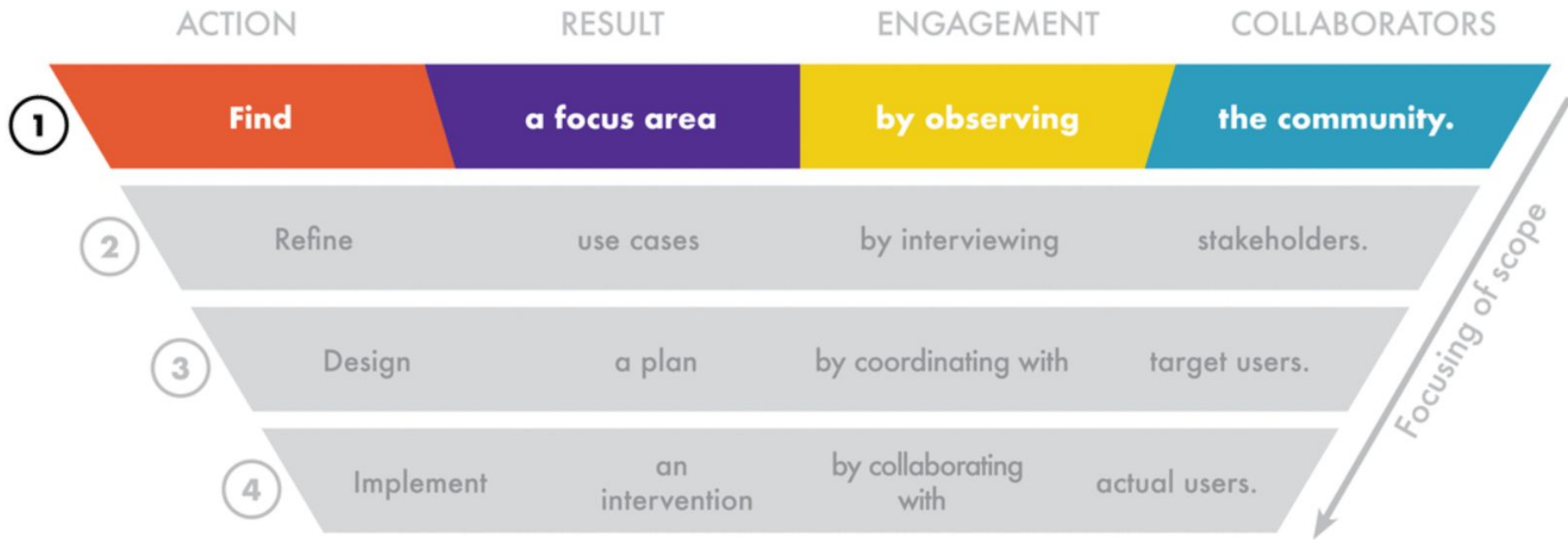
31 responses



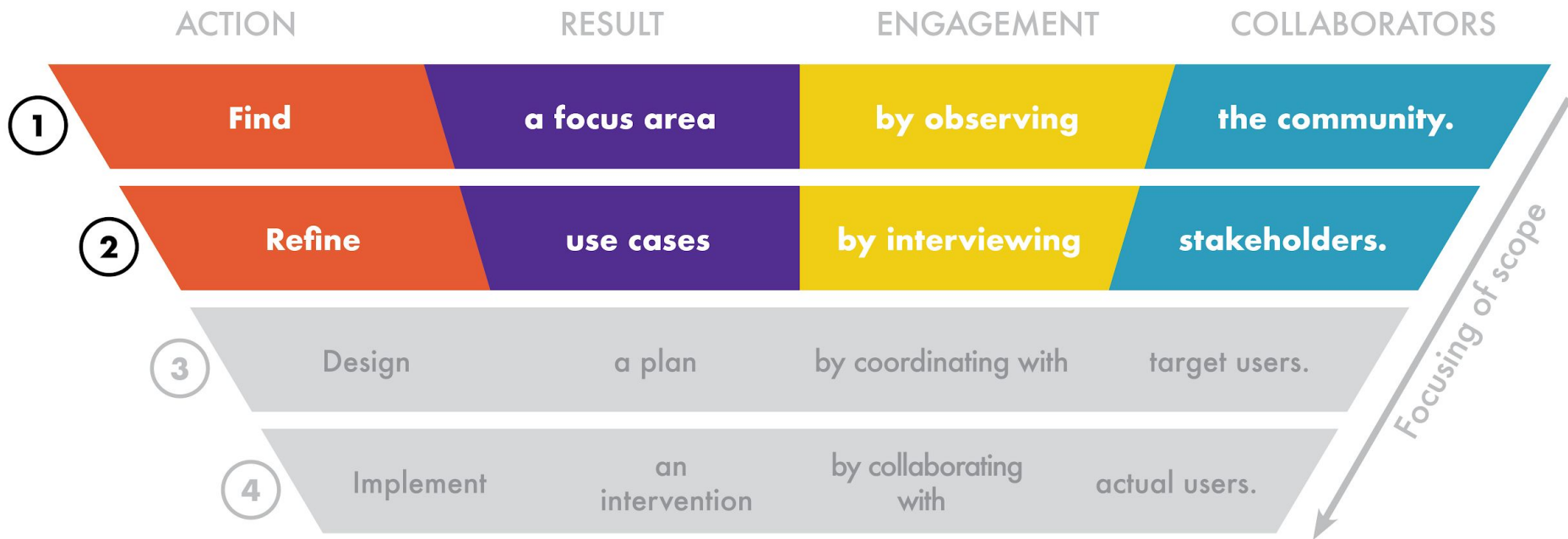
How to understand current and potential users

How to create new partnerships and collaboration

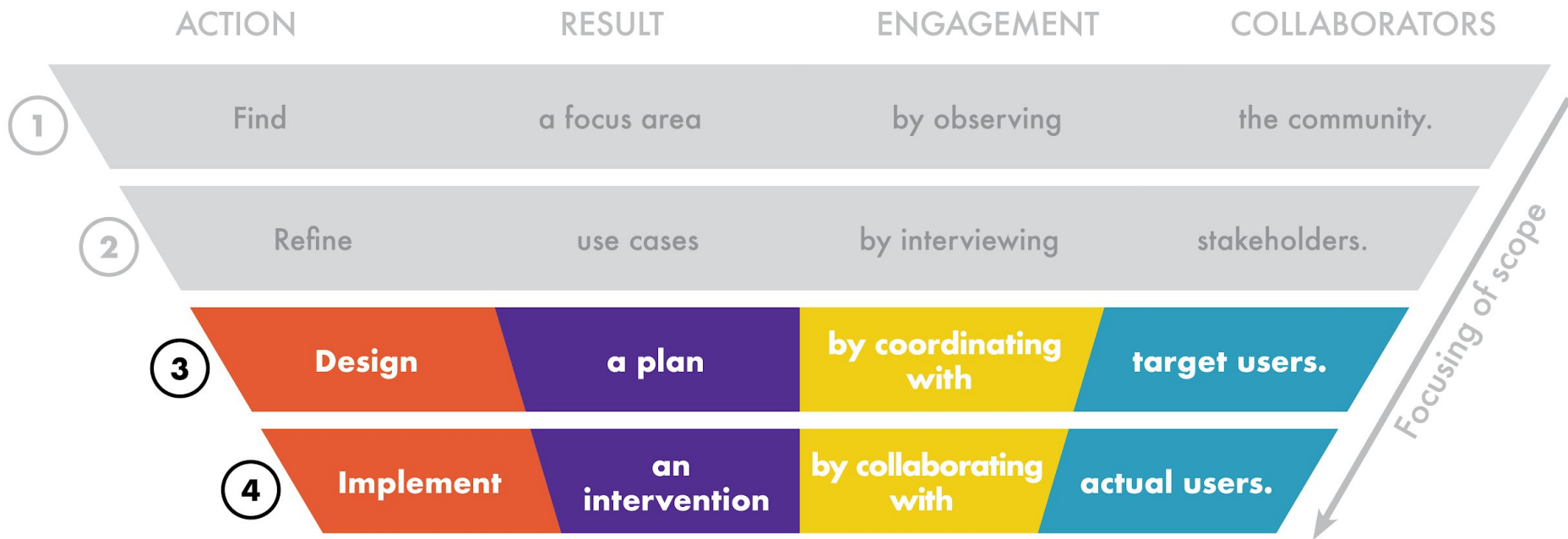
Tactical Data Engagement



Discovery: understanding use and users



Action: supporting use through collaboration

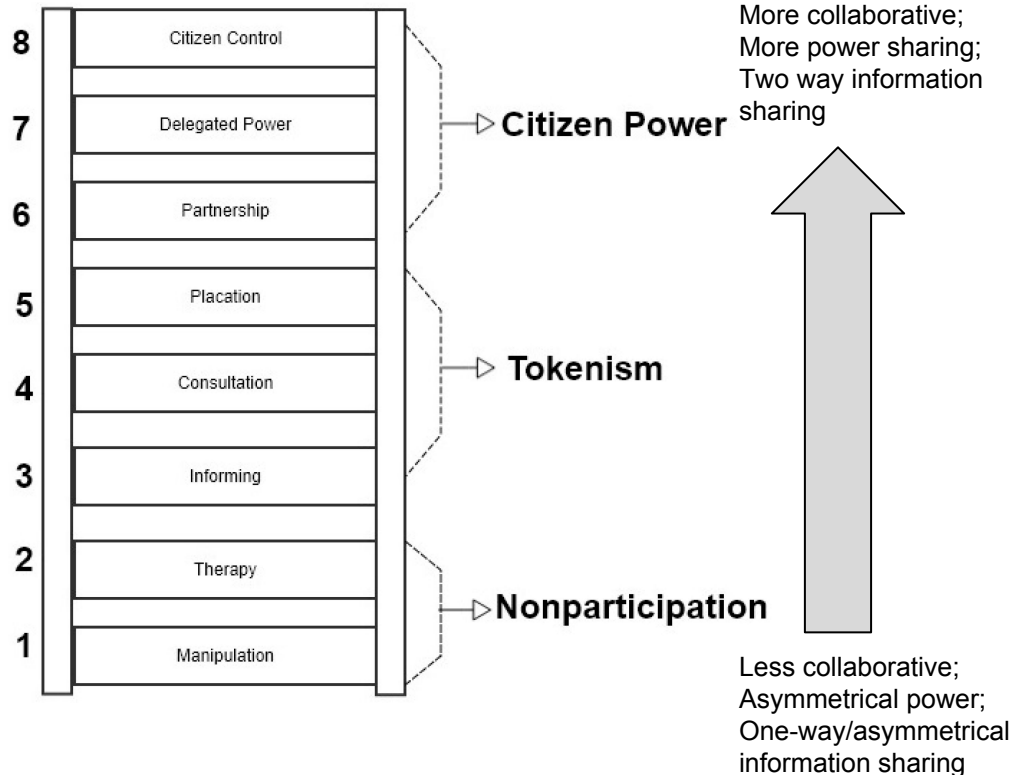


Session 1: How to create new collaborations and partnerships around open data

At its best, open data can empower collaboration and partnership with individuals, organizations, and community groups in your city.

**It's about
relationships!**

Ways relationships can function



Arnstein's Ladder of Citizen Participation (1969) proposes a model that can be used for comparing different kinds of relationships between government and citizens/community.

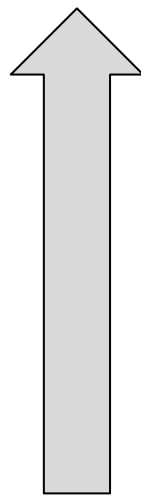
Source:

<http://www.participatorymethods.org/sites/participatorymethods.org/files/Arnstein%20ladder%201969.pdf>

Kinds of relationships involving open data

<i>City Halls might want to...</i>	<i>Community members might want to...</i>
Partner with community groups to advance common goals using shared data.	Collaborate on projects programs, or problem-solving opportunities using open data.
Ask for help from on projects and share power as well as relevant data to enable contributions.	Contribute to city projects, programs, or problem-solving opportunities using open data.
Support community projects by providing open data and information.	Reuse open data and information from the city to advance independant work.
Seek advice or input about open data and information.	Provide feedback on open data and information from the city.
Communicate with data and information.	Listen to open data and information from the city.

More collaborative;
More power sharing;
Two way information sharing



Less collaborative;
Asymmetrical power;
One-way/asymmetrical information sharing

Ingredients of strong relationships



- Frequent contact/interaction
- History/shared experience
- Mutual trust/positive feelings
- Shared goals/expectation of roles
- Reciprocity
- **Communication, honesty, and shared information**

*Open data is an ingredient,
not the whole meal, when it comes to
collaboration and partnerships.*

Chat your answers!

Where on the maturity ladder do your relationships with community members fall?

With what members of the community does city hall have the ingredients of a strong relationship?

Do you feel you have these ingredients in your relationships with open data users?

Where to start with these ingredients?

- Strengthening existing relationships
- Building and sustaining new relationships

Tactics for identifying open data users and partners

Strengthen existing relationships

- ❑ Review the city's **existing formal partnerships** (ex. grantees, contractors, coalition partners with whom the city has MOUs, volunteers, etc.) to find a partner you could help with data.
- ❑ Identify **frequent attendees, participants, or volunteers** at public meetings or community events, to identify community members who want to advise, contribute, and get involved.
- ❑ Identify **individuals or organizations who have requested information** by submitting formal or informal records, data, or other information requests.

Tactics for identifying open data users and partners (cont.)

Build (and sustain) new relationships

- ❑ Find examples of **community groups in other cities that have used open data** and explore whether you can help similar types of users in your city.
- ❑ Articulate a problem or challenge you are facing and **publicly ask for help** while sharing relevant data and context.
- ❑ **Be an ally to community members already fighting to make the city better** by offering to help, including with data.
- ❑ Reach out to **those in your community who are currently excluded** from conversations around tech and data who could benefit from public information.

Example of partnership / collaboration [NYC Street Trees]



Strengthen existing relationships [Example]



Tree Care Groups

Tree care groups have a vital and significant impact on the ongoing restoration and management of nature in the city. These groups engage in projects that help enhance and expand the impact of NYC Parks work in a variety of landscapes. If you are a member of a tree care group, associating yourself with that group on the NYC Street Tree Map allows you to see your activity visualized with your fellow group members on that group's detail page.

Each group's detail page lists contact information and their website. Please remember to join the group in real life before associating yourself with it on the map! If your group is not listed on below and you would like to request it be added, please contact Stewardship@parks.nyc.gov.

Most Active Groups

Show Groups in

☒ Brooklyn ☒ Bronx ☒ Manhattan ☒ Queens ☒ Staten Island

Trees New York

Bronx Brooklyn Manhattan Queens
Staten Island

Activities Last 180 Days: 527

[More Info](#)

Lower East Side Ecology Center

Manhattan

Activities Last 180 Days: 58

[More Info](#)

Chelsea Garden Club

Manhattan

Activities Last 180 Days: 0

[More Info](#)

Gowanus Canal Conservancy

Brooklyn

Activities Last 180 Days: 121

[More Info](#)

Greening Greenpoint

Brooklyn

Activities Last 180 Days: 55

[More Info](#)

Friends of Elizabeth Street Garden

Manhattan

Activities Last 180 Days: 0

[More Info](#)

NYC Compost Project

Bronx Brooklyn Manhattan Queens
Staten Island

Activities Last 180 Days: 90

[More Info](#)

Astoria 5

Queens

Activities Last 180 Days: 0

[More Info](#)

Friends of Soundview Park

Bronx

Activities Last 180 Days: 0

[More Info](#)

GrowNYC

Bronx Brooklyn Manhattan Queens
Staten Island

Activities Last 180 Days: 75

[More Info](#)

Bronx is Blooming

Bronx

Activities Last 180 Days: 0

[More Info](#)

G.I.V.E.

Bronx

Activities Last 180 Days: 0

[More Info](#)



 **TreeKIT**

Build new relationships [Example]

TREES COUNT | DATA JAM



Increased Rainfall Absorption

Through the power of stewardship

86%

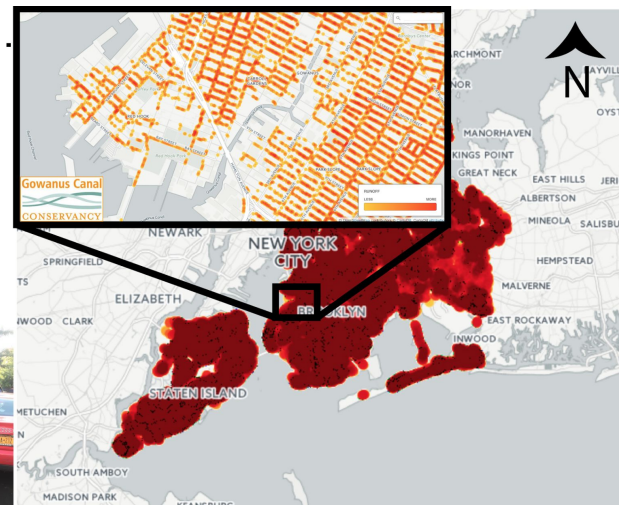
Of street trees
have no guards

Assumptions:

Typical tree pit opening size: **28 ft²** (Elliott, 2015)
Test storm: **2 in, 1 hour** (NYC 5 year storm)
Typical annual rainfall: **49.9 in** (1981 to 2010 historical data NOAA)
Typical Infiltration rate guarded pit: **6.36 in/hr** (Alizadehtazi, 2016)
Typical Infiltration rate unguarded pit: **1.86 in/hr** (Alizadehtazi, 2016)
Typical % of Guards that are Helpful: **70.8%** (derived from 2015 Tree Census)
Equations for Predicting Crown Area in Urban Trees (Peper et al. 2001)
Typical Urban Tree Stem Flow: **20%** (Schooling and Carlyle-Moses 2015)

**a better analysis would have species specific funneling and crown area prediction*

In a 5 year storm, a full (70%) implementation of tree guards is estimated to help street trees absorb an additional **14 million gallons** of rainfall



Chat your answers!

Have you used any of the example tactics outlined? Have you tried different approaches for identifying potential partners that you are willing to share?

Have you successfully collaborated with community groups around open data? If so, what made that possible? If not, what barriers did you face?

Discussion



Break

#Data4Communities

Session 2: How to understand current and potential users of open data

User research is the foundation of an approach we developed for city halls to get more impact out of open data by proactively helping community members use it in impactful ways.

User research *for open data*

We adapted human-centered design and tactical urbanism strategies and lessons to create a guide to user research for open data.

Tactical Data Engagement requires you to ask:

- “*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?”

User research can help you...

- Build for specific use cases
- Ensure public information is used (for good!)
- Root your products in residents' experiences
- Be more inclusive
- Reach a diverse group of “potential” users

Also...

- Document some stories of impact!



You *can* do this on your own, in a modular way

Madison's user personas



THE
**Large Nonprofit
Project Manager**

Anna, 47



THE
**City
Staffer**

Doug, 43

- Personas for an issue area

Have to meet all need for affordable housing by 2020?

- Personas for a tool

Building an open data portal but is not sure who will use it?

- Personas for a department

Department regularly filling information requests, but it's not sure how to proactively release information?

Gathering the WHO, WHAT, and WHY

Your goal should be to understand who wants information, what they want, and why they want it.

Who is this person? What's their background with data? Are they excited about open data? Have they partnered with the City before?

» *The persona*

What datasets does this person need? Do they use structured data or do they just need information?

» *The data needs*

Why does this person need specific data? What problems are they trying to solve? Where do they usually run into pain points?

» *The use case*

How we did this in Madison!



Credit: Sunlight Foundation

Madison's discovery phase

Ethnographic interviews with stakeholders working on neighborhood issues



#TacticalData

Madison's exploration phase

Final personas for key data users working on complete neighborhoods

Meet Madison's Open Data Users



THE
**Community
Activist**
Robert, 62



THE
**Large Nonprofit
Project Manager**
Anna, 47



THE
**Small CBO
Director**
Barbara, 41



THE
Connector
Sylvia, 39



THE
Disseminator
Julia, 27



THE
**City
Staffer**
Doug, 43

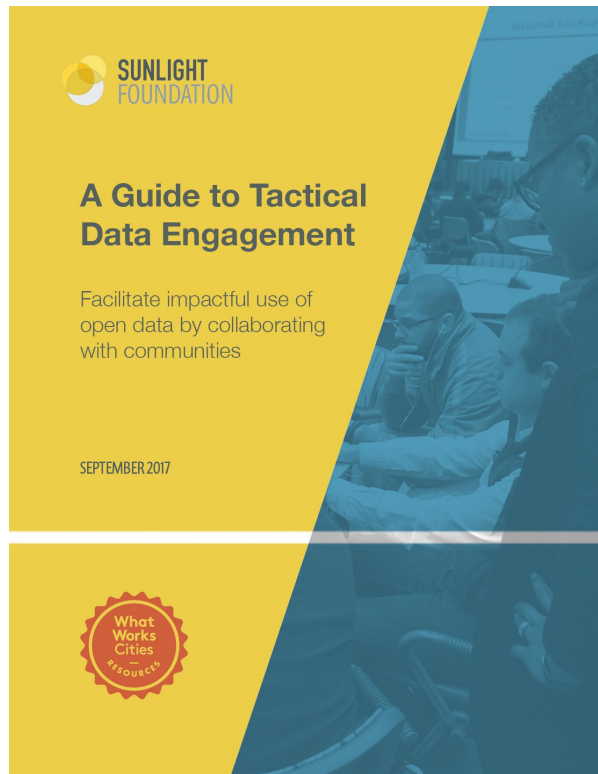
#TacticalData

What can you do?

Collect more information to fill out the Who, What, and Why of open data opportunity:

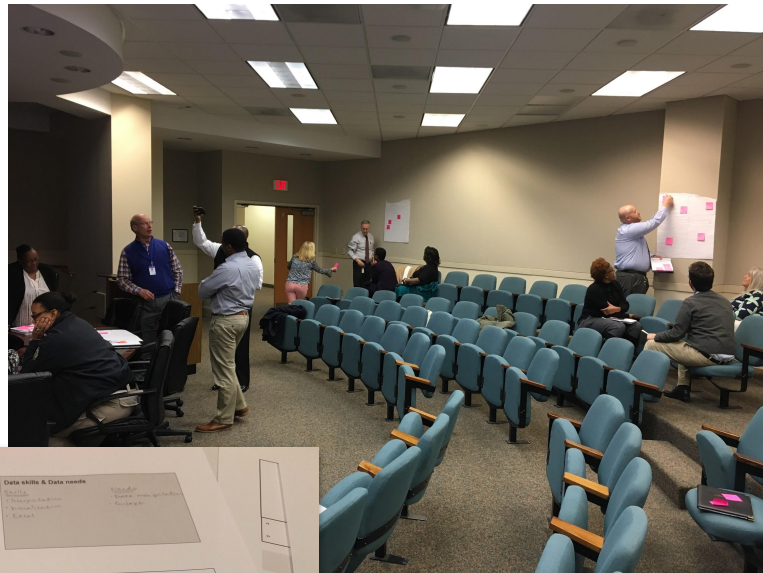
- Interview stakeholders individually
- Host a scope-a-thon
- Consult data users and experts
- Survey the public

Then, synthesize the information!



Check out the Refine stage tactics! ^

Synthesis - Personas workshops



	Age: 35		
	Occupation: Journalist		
	Location: Los Angeles, CA		
	Personal goals: Success in regarding journalists; get my own reality show		
	Use cases	Pain points	Opportunities
President	Requests times by of hundreds of requests clean up	- Don't have context for digital process Over 24h - Wants data with 48 hrs - Needs help interpreting data	- All of press in 24 data - Content monetization
Analyst			
Creative			

Synthesis - Personas worksheet

Persona
Image

"My personal motto
is open alllllll the
data."

Three

Adjectives

About

Age: XX

Occupation: (job)

Location: (neighborhood)

Personal goals:

Use cases

- Things that this person would like to achieve
- Things this person would do with information
- More goals

Data skills & Data needs

Here write a brief synopsis of your persona's level of comfort with technology and data, including devices they use as well as software they are comfortable with, and possibly websites they visit.

Pain points

- Challenges this person runs into when trying to get data
- Challenges that keep this person from achieving goals
- More challenges

Opportunities (TBD)

- Ways the City could help address this person's challenges
- Ways the City could help this person achieve their goals
- More opportunities

Chat your answers!

- How do you know who your data users or stakeholders are?
- Who at City Hall interacts most with resident requests who could help you synthesize information about those “data users”?
- What do you do to make your data releases usable for specific users? Is it founded in an understanding of their needs?
- Through which channels can residents let City Hall know what they need?

Discussion

Keep in touch

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