

POWERFUL TECHNOLOGY SOLUTIONS
FOR THE CITY AND PUBLIC WE SERVE

City of Seattle

OPEN DATA PROGRAM

2017 | ANNUAL REPORT

CONTENTS

- EXECUTIVE SUMMARY..... 1**
- 2017 DETAILED REPORT 4**
- OPEN DATA OUTPUT AND POLICY GOALS 9**
- DATASETS CURRENTLY AVAILABLE..... 13**
- OUTREACH & ENGAGEMENT 14**
 - EXTERNAL ENGAGEMENTS..... 14**
 - INTERDEPARTMENTAL ENGAGEMENT 15**
 - BREAKFASTS OF CHAMPIONS 15
 - DATA CAMP 17
 - SOCIAL MEDIA ENGAGEMENT..... 17**
- OTHER ACTIVITIES 17**
 - ONGOING COORDINATION 17
 - VENDOR RELATIONSHIP MANAGEMENT 17
 - COLLABORATION WITH OUR PRIVACY TEAM 17
 - INTERNS..... 18
- FOR FURTHER INFORMATION..... 18**
- APPENDIX: LIST OF LINKS AND REPORTS REFERENCED..... 19**
- ACKNOWLEDGEMENTS..... 20**

EXECUTIVE SUMMARY

“The City of Seattle strives to make the data it generates and collects openly available to the public for the purposes of increasing the quality of life for our residents; increasing transparency, accountability and comparability; promoting economic development and research; and improving internal performance management.” – Open Data Policy

Seattle is home to an engaged, innovative public that strives to make the city a better place to live. As a City, we strive to make our data open to the public, enabling those outside our government to find solutions to our most pressing civic challenges.

Since the launch of the City’s open data program in 2010, more than 500 datasets have been made open, including some that are used by private companies, journalists, and community members. Open data also powers tools hosted on the City’s website such as Open Budget, Performance Seattle, the Police Department’s Neighborhood Crime Map, and the Department of Transportation’s Capital Projects Explorer.

The purpose of this report is to reflect on the progress made by the Open Data program in 2017 towards achieving the goals of the program. We start by outlining the progress made with the five priorities we outlined in our [2017 Open Data Plan](#) — a summary is provided here with more detail in later sections of the report. We provide updates on what datasets were published in 2017 and insights into their impact, as well as information on our many engagement and outreach efforts, and other updates related to our program.

2017 Priorities

In 2017, the City of Seattle’s Open Data Program built upon the strong base [established](#) in 2016, namely the release of our [Open Data Policy](#) and the subsequent development of an [Open Data Champion network](#) across the City. In our 2017 [Open Data Plan](#), we established five key priorities that would form the basis of our work for the year, and we are pleased to report that we have made considerable progress with each key priority.

- 1. Open Dataset Publishing Improvements:** We improved the efficiency of our internal processes for publishing open datasets, reducing the amount of time it takes for City staff to get their new open datasets reviewed and published.
- 2. Improve the Quality of the Existing Data Platform:** We have been retroactively reviewing all open datasets to ensure a high quality of our metadata, as well as other key contextual information related to our open datasets. This will increase public trust in our data, and help our residents to better self-serve for City information.
- 3. Increase the Discoverability of our Open Data to the Public:** We redesigned our open data portal, <http://data.seattle.gov>, to make it easier for members of the public to find what they are looking for, as well as making our open data easier to access via mobile devices.
- 4. Complete the Privacy Risk Assessment of the Open Data Program:** We partnered with the Future of Privacy Forum to conduct a Privacy Risk Assessment of our Open Data Program. Their comprehensive report, released to the public in January 2018, provides key recommendations

and a suggested model for how we can strengthen our existing privacy protections when releasing open data.

5. **Generate Increased Awareness of our Open Data Platform:** Through regular engagement activities with the public and internal City events, we were able to elevate the profile of our work and ensure Seattle continues to be recognized as a leader in the US open government community.

Open Data Output:

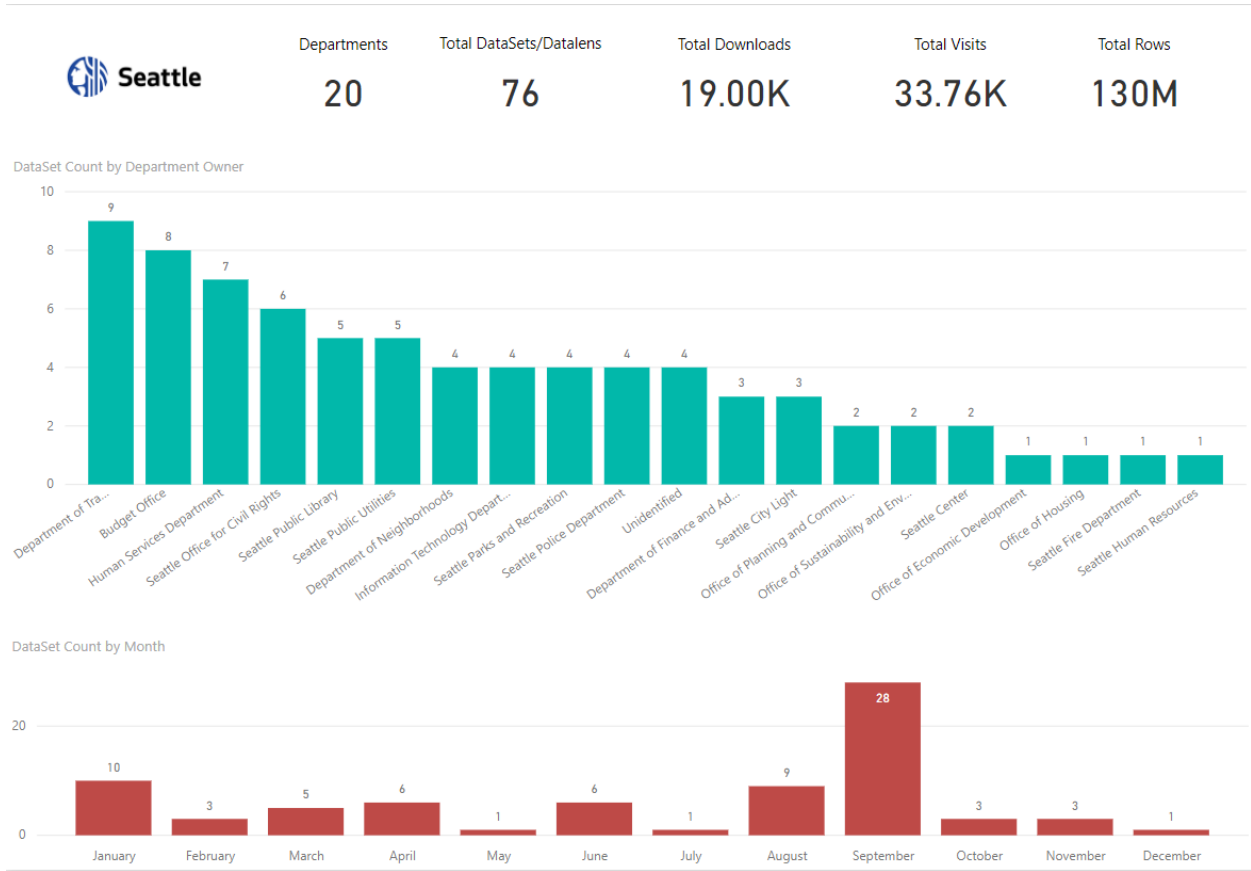
In 2017, a total of 20 departments at the City of Seattle published 76 datasets consisting of 130 million rows of new data onto our Open Data portal, <http://data.seattle.gov>. These datasets represent significant growth in both the number of open datasets available to the public, as well as the volume of data (i.e. rows of data), thereby providing the public with an additional rich source of data that empowers opportunities for research, analysis, advocacy, and transparency. Note also that this does not include the GIS datasets that were published, some of which are transitioning to our existing ESRI portal (<http://data-seattlecitygis.opendata.arcgis.com>).

While the number of new datasets represents a substantial increase over previous years, it is important to note that our focus is not simply on increasing the number of datasets on our platform but rather the potential use cases and value that can be derived from the datasets that we publish.

We are now seeing datasets with multi-million row counts appearing on our platform, a trend we expect to see increase into 2018 as departments avail of new backend data systems coming on-stream that provide great opportunities to share larger datasets with the public. This is an exciting opportunity to exponentially grow the size of our open data platform in 2018 and beyond.

Finally, we undertook a major project to review the quality of our public datasets, work that will continue into 2018. One of the impacts of this work will be to remove older/stale datasets that do not provide value for the public, thereby potentially reducing the overall number of datasets on the platform while we work towards renewing/replacing these older datasets. This is one of the main reasons we prefer to avoid solely focusing on arbitrary goals such as numbers of datasets published - instead focusing on releasing large high-quality datasets that provide useful aggregate and longitudinal data views.

Figure 1: 2017 Open Dataset publication statistics



2017 DETAILED REPORT

Below is a detailed summary of the progress made by the Open Data program in 2017.

2017 Priorities

In the 2017 Open Data [Plan](#), we established five key priorities that would form the basis of our work for the year, and we are pleased to report that we made considerable progress with each key priority. In this section we will go into more detail on each priority and their outcomes.

1. Open Dataset Publishing improvements:

We improved the efficiency of our internal processes when identifying and preparing to publish new open datasets, significantly reducing the amount of time it takes for our Open Data Champions to get their new open datasets reviewed and published.

We did this by developing new internal infrastructure that manages the intake process of proposed new open datasets from our City departments, including ensuring that all required metadata is added. Once ready, the tool triggers an alert to the Open Data and Privacy teams that new datasets are ready for review prior to being approved for release to the public via our open data portal. This enhanced system has helped ensure that no new open datasets get published to the open data portal without all required checks being completed in advance.

The following screenshots demonstrate the information an Open Data Champion provides when identifying a new dataset.

Figure 2: "Identify a New Dataset" functionality

Identify a New Dataset

The screenshot shows a web form titled "Identify a New Dataset". It contains the following fields and controls:


- Department:** A dropdown menu with "Auditor" selected.
- Title:** A text input field.
- Description:** A large text area for entering details.
- Refresh Method:** A dropdown menu with "Manual" selected.
- Target Publish Date:** A text input field with a placeholder "mm/dd/yyyy".
- Create:** A blue button to submit the form.

Figure 3: "Submit a New Dataset" functionality


2017 Dataset

Status: Not Yet Published

| | |
|---------------|---|
| Dataset Title | <input type="text" value="2017 Dataset"/> |
| Department | <input type="text" value="Information Technology Department"/> |
| Description | <input type="text" value="List of City of Seattle datasets to be published to data.seattle.gov"/> |

 Submit your dataset to data.seattle.gov in **private** mode and enter URL below. Instructions are [available here](#).

| | |
|---------------------|---|
| Dataset URL | <input type="text"/> |
| Refresh Method | <input type="text" value="Manual"/> |
| Update Period | <input type="text" value="To Be Determined"/> |
| Target Publish Date | <input type="text" value="06/01/2017"/> |
| Notes | <input type="text"/> |

 Have you filled out your [Privacy Assessment Form](#)?

For Review Team Only

| | |
|---------------------|---|
| Privacy Review | <input type="checkbox"/> |
| Quality Review | <input type="checkbox"/> |
| Actual Publish Date | <input type="text" value="mm/dd/yyyy"/> |

2. Improve the quality of the existing data platform:

In late 2016, our internal data analytics uncovered widespread issues with the quality of the metadata in our existing open datasets, and addressing these deficiencies was made a priority in 2017.

In July 2017 the Open Data team brought on board an experienced Business Intelligence developer, and in the second half of 2017 we developed a new data warehouse that would empower the Open Data team and departmental Open Data Champions with the ability to address legacy quality issues and ensure that our metadata, as well as other key contextual information related to our open datasets, is of high quality moving forward.

Additionally, using an existing Python library, we developed [a new tool](#) that programmatically scans our entire open data platform and detects possible instances of personally identifiable information (PII). We published this tool to our [GitHub](#) instance so that other local governments could avail of this tool, and to help us improve it.

Ongoing efforts such as these will increase public trust in our data and help our residents to better self-serve for City information. For example, metadata is the key way for the public to find our open data via search queries. Thanks to funding from the Institute of Museum and Library Services, we were able to hire an intern in the summer of 2017 [to research civic metadata standards](#) and provide a set of recommendations for implementation of those standards.

Once our data warehouse was in place, we began work on auditing our open datasets. Our primary focus was twofold: identifying gaps in our metadata quality and updating stale datasets. To aid our departments in helping to complete this work, we began to develop dashboards (such as the two dashboards shown in figure 4 and figure 5) that allowed them to quickly identify datasets that required their attention:

Figure 4: Metadata quality dashboard

Open Dataset Completeness Analysis By Department p1

| Suggested Department O.. | Category | ContactEmail | Department | Attribute Description | Frequency | Keywords | License |
|-------------------------------|----------|--------------|------------|-----------------------|-----------|----------|---------|
| Information Technology D.. | 3 | 17 | 49 | 21 | 12 | 21 | 14 |
| Budget Office | 3 | 27 | 18 | 5 | 5 | 17 | 18 |
| Unidentified | 8 | 8 | 8 | 4 | 8 | 8 | 8 |
| Seattle Police Department | | 12 | 13 | 6 | | 8 | 4 |
| Department of Finance an.. | | 9 | 13 | | 2 | 1 | 12 |
| Mayor's Office | | 7 | 8 | 1 | 5 | 1 | 2 |
| Department of Transport.. | 1 | 16 | 1 | 1 | | 2 | 1 |
| Seattle Parks and Recreat.. | | 3 | 8 | 2 | | 2 | 3 |
| Office of Planning and Co.. | | 2 | 4 | 1 | 3 | 3 | 3 |
| Seattle City Light | 4 | 1 | | | | 4 | 4 |
| Office of Sustainability an.. | 4 | | | | | | 4 |
| Department of Neighborh.. | | 1 | 3 | | | | 1 |
| Clerk | | | 2 | | | 1 | |
| Human Services Departm.. | | | | 1 | | 1 | 1 |
| Seattle Fire Department | | 1 | 1 | | | | 1 |
| Seattle Public Library | | | | | | | 3 |
| Seattle Public Utilities | | 1 | | | | 1 | |
| Office of Housing | | | | | | | 1 |

Figure 5: Stale dataset dashboard

Seattle Open Dataset Timeliness Analysis_p1

| Suggested Department N... | years | | | |
|--------------------------------|------------------------|------------------------|---------------------------|-------------------------|
| | Less than one year old | More than one year old | More than three years old | More than two years old |
| Budget Office | 8 | 30 | 18 | 19 |
| Clerk | | 2 | 2 | 2 |
| Department of Finance an... | 6 | 15 | 5 | 8 |
| Department of Neighborh... | 3 | 4 | | |
| Department of Transport.. | 19 | 12 | 7 | 9 |
| Human Services Departm.. | 8 | 2 | 2 | 2 |
| Information Technology D.. | 12 | 47 | 30 | 35 |
| Mayor's Office | | 8 | 6 | 6 |
| Office of Arts and Culture | 2 | | | |
| Office of Economic Develo.. | 2 | | | |
| Office of Housing | 1 | | | |
| Office of Immigrants and .. | 1 | | | |
| Office of Planning and Co.. | 3 | 4 | 2 | 4 |
| Office of Sustainability an.. | 1 | 1 | | |
| Seattle Center | | 2 | | |
| Seattle City Light | 4 | | | |
| Seattle Department of Co.. | 9 | | | |
| Seattle Fire Department | 5 | | | |
| Seattle Human Resources | | 1 | | |
| Seattle Office for Civil Rig.. | 6 | | | |
| Seattle Parks and Recreat.. | 8 | 4 | | |
| Seattle Police Department | 11 | 8 | | 5 |
| Seattle Public Library | 4 | | | |
| Seattle Public Utilities | 5 | | | |
| Unidentified | 5 | 3 | | 3 |

- 3. Increase the discoverability of our Open Data to the public:** In early 2017, our Open Data portal was using a legacy design that was not mobile-friendly and, based on feedback from the public, deemed not easy to use. Analysis of usage patterns via our Google Analytics data informed us that almost 25% of visitors to our open data portal were doing so via mobile devices and having a sub-optimal experience in doing so.

Based on these data insights, we partnered with Socrata to redesign our open data portal, <http://data.seattle.gov>. Launched in June 2017, the new design makes it easier for our residents to find what they are looking for, as well as making our open data easier to access via mobile devices. Since then we have continued to make enhancements to our portal and the underlying data powering it, continuing to improve the experience for our residents.

Additionally, we looked for other ways to make our open data more discoverable and usable, such as creating a [Tableau Public site](#) where departments can share visualizations built using their open datasets. This work is still in the early stages and will be expanded upon in 2018.

- 4. Complete the Privacy Risk Assessment of the Open Data Program:** Our Open Data Policy mandates that we perform a yearly risk assessment, and in 2017 we partnered with the Future of Privacy Forum (FPF) to complete a Privacy Risk Assessment of our Open Data Program.

Engagement with FPF began in fall 2016 and continued throughout 2017. In early 2017, FPF conducted interviews with Seattle IT and Open Data leadership, Open Data and Privacy Champions, and community advisors. Participating departments included: IT, Seattle Police Department, Seattle Department of Transportation, Planning and Development, Parks and Recreation, Civil Rights, Immigrant Affairs, and the Seattle Public Library.

The Seattle Community Technology Advisory Board (CTAB) reviewed the risk assessment research methodology in their February 2017 meeting, where representatives from FPF presented.

The draft report was made available for public comment from July through September 2017, with the final report being made public in January 2018. That report can be accessed from <https://seattle.gov/opendata> or directly from [FPF](#). This report, the first of its kind in the US, provides our open data program with new insights and tools with which to enhance our existing privacy protections (in close partnership with our Chief Privacy Officer and Privacy Program team).

FPF assessed our Open Data program across six areas, assigning a qualitative score to each of these areas on a scale of: Undeveloped, Ad hoc, Repeatable, Defined, Managed, Optimized.

- Privacy leadership and program management: **Optimized**
- Benefit-risk assessment: **Repeatable**
- De-identification tools and strategies: **Repeatable**
- Data quality: **Managed**
- Equity and fairness: **Ad hoc**
- Transparency and public engagement: **Managed**

In 2018, our focus will be on the implementation plan for the many recommendations in the final report, and more details on this work will be available in our 2018 Open Data Plan.

5. Generate increased awareness of our Open Data platform:

Through regular engagement activities with the public, and internal City events, we were able to elevate the profile of our work and ensure Seattle continues to be recognized as a leader in the US open government community. See the section in this report “Outreach and Engagement” more details on this work.

OPEN DATA OUTPUT AND POLICY GOALS

It is important to regularly verify that the implementation of the open data policy is focused on achieving all goals of the policy, and not primarily focusing on a subset of those goals. Reports such as this provide such an opportunity and allow us to recognize the breath of work we have accomplished as well as help shape our priorities for the following year.

As a reminder, the Open Data Program exists explicitly to:

1. Improve public understanding of City operations and other information concerning their communities.
2. Generate economic opportunity for individuals and companies that benefit from the knowledge created by Open Data.
3. Empower City employees to be more effective, better coordinated internally, and identify opportunities to better serve the public.
4. Encourage the development of innovative technology solutions that improve quality of life.

Below are some examples of how the work we did in 2017 aligns with our stated open data policy goals:

1. Policy Goal: Improve public understanding of City operations and other information concerning their communities.

Datasets: 2017 Your Voice Your Choice ([link](#))

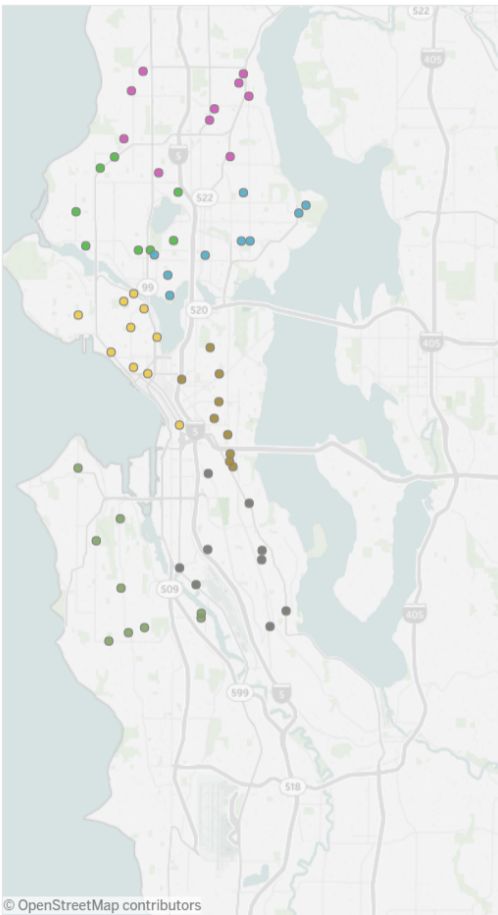
Department: Neighborhoods

In addition to the being accountable to the public and transparent regarding the process for selecting projects to be funded by the participatory budgeting program, this dataset has the potential to empower City employees to better serve the public, as all projects are included and provide a way to analyze the perceived needs for street and park improvements, potentially allowing City departments to consider how to address the needs not funded by the program.

The Department of Neighborhoods partnered with the Open Data team and the Tableau Public team to produce a dashboard that helped the public make more informed decisions for what improvements they wished to see:

<https://public.tableau.com/profile/city.of.seattle.open.data.program#!/vizhome/YourVoiceYourChoice2017/BallotView>

Figure 6: “Your Voice, Your Choice” Tableau Public dashboard



Ballot Details

| | |
|---|---|
| 1A. Roxhill: Improvements at Roxhill Park | Add adult fitness equipment to activate Roxhill Park |
| 1B. South Park: Crossing Improvements at Dallas Ave S, 12th Ave S, and S Thistle St | Add a curb bulb at the 5-way intersection of Dallas Ave S, 12th Ave S, and S Thistle St to slow traffic and make crossing safer near bus stops and businesses |
| 1C. Westwood/Highland Park: Bus Stop Improvements at Delridge Way SW & SW Barton St | Add a painted curb bulb, interim walkway design for lighting & landscaping at "C Bus Triangle" to improve safety |
| 1D. Highland Park: Crossing Improvements at SW Henderson St & 11th Ave SW | Add curb bulbs and flashing beacons crosswalk across SW Henderson St a SW to make crossing safer near Highland Park |

(All) ▾

Cost
\$2,500 ————— \$90,000

Neighborhood
(All) ▾

Council District
(All) ▾

Cost
\$47 ————— \$109,362

Council District

- 1
- 2
- 3
- 4
- 5
- 6
- 7

BallotDetailsMobile

| | |
|--|---|
| 1A. Roxhill: Improvements at Roxhill Park | 1B. South Park: Crossing Improvements at Dallas Ave S, 12th Ave S, and S Thistle St |
| Add adult fitness equipment to activate Roxhill Park | Add a curb bulb at the 5-way intersection of Dallas Ave S, 12th Ave S, and S Thistle St to slow traffic and make crossing safer near bus stops and businesses |
| \$90,000 | \$44,000 |

2. Policy Goal: Generate economic opportunity for individuals and companies that benefit from the knowledge created by Open Data.

Tool: Business Decision Engine (<https://seattle.ecdev.org>)

Datasets: sourced from data.seattle.gov and other open data sources

Department: Office of Economic Development

In 2017 the Office of Economic Development released the Business Decision Engine as a tool to help current and future business owners find local information to help make smarter, faster, better decisions.

Figure 7: One example of the data insights in the Business Decision Engine

What is the business climate in Seattle?

We have compiled the most important aspects of Seattle's business climate as an interactive dashboard below. This dashboard provides valuable economic, resident, household, dwelling and development indicators that may influence the success of your business.



3. **Policy Goal: Empower City employees to be more effective, better coordinated internally, and identify opportunities to better serve the public.**

One of the primary ways that we achieve this goal is through our monthly Open Data 'Breakfast of Champions' meetings. These meetings create a space where our Open Data Champions can connect and share ideas, develop partnerships and identify new opportunities for internal collaboration. For example, during the development of the Business Decision Engine service the Open Data Champion from the Office of Economic Development reached out to other departments to partner with him to develop use cases within the service using their departmental open data.

Another key method for empowering our City employees is by holding annual Data Camp training events. In 2017, we held two days of training (hosted at the Tableau and Socrata headquarters in Seattle) where staff (primarily Open Data Champions) were trained on data visualization and storytelling, as well as gaining exposure to new data tools. Staff were then able to take those new skills back to their respective teams and use them to develop new insights from their open datasets, and other sources of data. These Data Camps events were part of a Seattle Channel feature on our open data program in November 2017.

Figure 8: Seattle Channel feature on our open data program (November 2017)

CityStream segments



CityStream: Open Data & Transparency

11/30/2017 | 6:44

If you have a smartphone you're familiar with the word data. It allows users to access the web, e-mail and apps. And while we consume it, the city of Seattle is creating it. A lot of it. And that data is valuable. Some people have dubbed it "the new oil." But instead of saving it, the city is sharing it. It's released more than 500 data sets in the past seven years, making Seattle a leader in open data and a model of transparency and accountability. Jeff Renner explains.

TV ID: 4051707

4. Policy Goal: Encourage the development of innovative technology solutions that improve quality of life.

Dataset: Aging and Disability Services - Service-Level Data 2016 ([link](#))

Department: Human Services

By providing, in a disaggregated way, information regarding the people seeking services due to age or disability, civic technologists may be able to better understand the most pressing challenges and needs for these communities and develop innovative solutions.

These open datasets were a core part of a larger set of data used by participants in the "A City for All" hackathon event held at City Hall in late September 2017, where more than 100 people came together to create tools that could help Seattle become a more age-friendly community.

Figure 9: "A City for All" hackathon participants (Photo credit: Michael B. Maine)



DATASETS CURRENTLY AVAILABLE

Data.seattle.gov provides public access to all open data datasets currently published by the City. The full list of open datasets can be reviewed by accessing this link: <https://data.seattle.gov/dataset/data-seattle-gov-Asset-Inventory/dcqc-5hci>

OUTREACH & ENGAGEMENT

An important aspect of our work is to drive public awareness of our open data program, both internally within the City of Seattle and externally with the public. These efforts help improve the utility of our platform, help more people avail of our open data, create more opportunities for feedback and suggestions for new open datasets, as well as providing us with more use cases that highlight the value of our open data. We prioritized this in our 2017 open data plan, specifically “*Priority 5: Generate increased awareness of our Open Data platform*”.

Internally, the main method through which we drive awareness is via the monthly “Breakfast of Champions” meetings, where our Open Data Champions (data stewards) and others who are interested in learning more about our open data program meet to discuss the program as well as providing insights into how our open data is used in the community.

Externally, the Open Data Manager participated in a range of activities from speaking at local and national conferences, speaking to various civic technology and community groups, holding interviews with local and national media, and via our various social media channels. In 2017, many of our outreach and engagement activities were developed in collaboration with the City's Civic Technology Advocate, Candace Faber. The Civic Technology program ended in December 2017.

Below is an overview of the main outreach activities that the Open Data team engaged in throughout 2017:

EXTERNAL ENGAGEMENTS

Below is a high-level overview of the public outreach activities that the Open Data Manager participated in throughout 2017:

Community Technology Advisory Board (CTAB)

- January 2017: provided an overview of the 2017 Open Data Plan
- February 2017: facilitated the FPF Privacy Risk Assessment presentation on their research methodology
- September 2017: gave an update on the FPF Privacy Risk Assessment draft availability and call for public comment

CTAB eGov sub-committee

- Staffed the eGov committee (now reconstituted as the “Smart City & Community Innovations” committee)
- Attended the monthly eGov committee meetings in the first half of 2017 (meetings ended in June 2017)

Local and National Conferences

- *Speaker:* Socrata Connect, Washington DC (March 2017)
- *Speaker:* Privacy Risk Security Conference, International Association of Privacy Professionals, San Diego (October 2017)
- Summit on Data-Smart Government, Boston (November 2017)

- Washington Digital Government Summit, Olympia (November 2017)

Local Events

- Panel Discussion with Irish Minister of State for European Affairs, EU Digital Single Market and Data Protection.
- Presented to Open Seattle re: the 2017 Open Data Plan
- Keynote speaker: Open Data Literacy event at Seattle Public Library
- Partnered with the Data Science for Social Good (DSSG) intern program
- Keynote speaker: Facebook Machine Learning Hack-a-thon
 - Presentations from the two winning teams happened at the October Breakfast of Champions meeting.
 - One project focused on issues related to parking; another focused on helping the public get contractor estimates when they want to undertake a major construction or remodeling project.

Guest lectures:

Spoke to various classes about the Open Data program, open government and topics such as data curation, privacy and other intersections with technology policy related to our work.

- University of Washington (iSchool and eScience Institute)
- Seattle Community College

Hackathons:

Members of the Open Data team and Open Data Champs assisted the Civic Technology Advocate with the following event that promoted and/or used open data to develop innovative technology solutions to improve quality of life for residents. Click [here](#) for the final report on the event.

- **A City for All Hack-a-thon, September 22-24**
As part of its commitment to becoming a more age-friendly city, outlined in City Council Resolution 31739, the Human Services Department and Seattle IT partnered to create a civic technology event, which allows the City to collaborate with our tech-savvy community members on potential solutions to age-related challenges. It was produced in partnership with the AARP, which provided \$10,000 in prize funds for winning teams through its Challenge Grant, as well as 4 other City departments and 15 community organizations.

INTERDEPARTMENTAL ENGAGEMENT

BREAKFASTS OF CHAMPIONS

The Open Data Team partnered with the Civic Technology Advocate to invite guest speakers for the monthly “Breakfast of Champions” meetings to provide a sense of context for the City’s open data work, help City staff better understand the community’s needs, showcase the value of our open data, and provide an opportunity for team members to identify areas of collaboration.

In 2017, Open Data Champions heard from the following speakers:

| Month | Speaker(s) | Topics |
|------------------|---|--|
| February | Jenny Richards, Tableau Public | Using visualization tools to aid public understanding of data and decisions |
| March | Julie Pham, Washington Technology Industry Association | Spoke about civic tech collaboration and the iON project |
| April | Socrata | Representatives spoke about feature updates and ongoing partnerships |
| | John Crawford-Gallagher, City of Seattle Office of Economic Development | Demonstrated the use of open data in powering the Business Decision Engine , a tool developed by OED to assist business owners in making strategic decisions during business planning |
| May | Joseph Peha, City of Seattle city Clerk's Office | Regarding the role that open data can play in policy formulation |
| June | Sasha Anderson, USAFacts.org | Demonstrated how data from over 70 local, state, and federal sources provides a “data-driven portrait of the American population, our government’s finances, and government’s impact on society” |
| July | Meg Young, UW Tech Policy Lab | Spoke about Smart Cities and privacy implications |
| September | Jade Redfield and John Edwards, City of Seattle GIS team members | Presented on the GIS dataset migration from data.seattle.gov to ArcGIS Online |
| October | Facebook Machine Learning Hackathon winners | Spoke about the tools they created using Seattle open datasets to address information gaps regarding construction contractor bids and estimates and downtown parking spaces |
| November | Brittany Fiore-Gartland, Ph.D., director of data science ethnography at the UW eScience Institute | Introduced the practice of data walking , an alternative framework for data collection that takes participants out into the urban landscape to observe, reflect on, and seek how to intervene in how data influences civic space |
| December | Open Data Champs split into four teams and went data walking! | The teams explored the following neighborhoods: Seattle Waterfront, Yesler Terrace, Chinatown-International District, Freeway Park |

DATA CAMP

In 2017, we held our second-annual Data Camp. Both Tableau and Socrata generously offered to host our Open Data Champions for one day each, where participants learned about their latest product updates and how those could be utilized by the staff as part of their work, develop new skills in analyzing data and creating useful visualizations, and hearing from some guest presenters such as the US Census Bureau.

In November, the Seattle Channel produced a CityStream segment about Open Data and Transparency. Our Open Data Camp (as well as other open data-related events) was covered as part of the segment. View the video at: <http://www.seattlechannel.org/CityStream/segments?videoid=x85511>

SOCIAL MEDIA ENGAGEMENT

We believe social media is a key part of our engagement strategy with the public, driving awareness of our work both locally and across the US.

In 2017, the Open Data program continued its use of two social media accounts (<https://www.facebook.com/OpenData.Seattle> and <https://twitter.com/seattleopendata>), plus the TechTalk blog (<http://techtalk.seattle.gov/>) as platforms for engaging the public in conversations about open data and related issues. For example, we used all three platforms to publicize and invite comment on the draft privacy impact assessment by the Future of Privacy Forum, as well as to publicize the final report in January 2018.

Twitter was by far the most impactful of our social media channels, with our tweets resulting in 99.8K impressions in total, and more than doubling our number of followers.

OTHER ACTIVITIES

ONGOING COORDINATION

The Open Data Program Manager regularly engages with managers of other open data programs (in person and by phone) at the municipal, state and federal levels; to share best practices and to learn from other approaches that can help Seattle's open data program improve.

VENDOR RELATIONSHIP MANAGEMENT

The Open Data Manager regularly engages with our open data platform vendor, Socrata, to discuss account management topics, platform feature development, and opportunities for collaboration.

COLLABORATION WITH OUR PRIVACY TEAM

The Open Data Program works closely with the City's Privacy Program to ensure that data is published in compliance with our privacy principles. The Open Data Policy (Section 5.K.) directs the City to perform an annual risk assessment of both the Open Data Program and the content available on the Open Data Portal. The City partnered with the Future of Privacy Forum (FPF) to develop a methodology for conducting this assessment and provide the first evaluation. A draft was delivered and open for public comment over the summer and the final version was delivered January 2018.

INTERNS

In 2017, we were fortunate to be able to avail of the services of two highly talented interns – one focused on software development, and one focused on open data literacy issues.

- **Software development:**

Karin Kubischta, a software engineering intern from the Ada Developers Academy, worked with the Open Data team to redesign our Open Data Intake tool. This work proved to be incredibly important to our ability to streamline the process by which Open Data Champions identify potential datasets and provide metadata. See this report’s section “Priority 1: Open Datasets publishing Improvements” for more information about this work.

- **Open Data Literacy:**

Nina Showell, a master’s candidate from the UW iSchool, spent 10 weeks last summer working within the Open Data team as part of an Open Data Literacy (ODL) project, funded by a grant from the Institute of Museum and Library Services (IMLS). Over the course of her internship, Nina developed a “*Policy Analysis of Civic Metadata Standards and Implications for the City of Seattle Open Data Program*” (available [here](#)). In this report, she analyzed the work of seven cities who were some of the original pioneers in the US municipal open data movement (Boston, Chicago, Los Angeles, New York, Philadelphia, San Francisco, and Seattle) and their usage of civic metadata standards.

FOR FURTHER INFORMATION

Learn about our program at <http://seattle.gov/opendata>

Visit our open data portal at <https://data.seattle.gov>

Email us at open.data@seattle.gov

Find us on Facebook at <http://facebook.com/opendata.seattle>

Follow us on Twitter at [@seattleopendata](https://twitter.com/seattleopendata)

APPENDIX: LIST OF LINKS AND REPORTS REFERENCED

| Name of Link or Report | Link |
|---|---|
| 2016 Open Data Annual Report | http://www.seattle.gov/Documents/Departments/SeattleIT/Open%20Data%20Program%202016%20Annual%20Report.pdf |
| 2017 Open Data Plan | http://www.seattle.gov/Documents/Departments/SeattleIT/City%20of%20Seattle%202017%20Open%20Data%20Plan.pdf |
| City of Seattle Open Data Policy | http://www.seattle.gov/Documents/Departments/SeattleGovPortals/CityServices/OpenDataPolicyV1.pdf |
| Data Walking | http://www.datawalking.org/ |
| OED Business Decision Engine | https://seattle.ecdev.org/?utm_source=OED-web&utm_medium=link |
| Open Data Playbook | http://www.seattle.gov/Documents/Departments/SeattleGovPortals/CityServices/OpenDataPlaybook_Published_2016.08.pdf |
| Open Data Privacy Risk Assessment Final Report | https://fpf.org/wp-content/uploads/2018/01/FPF-Open-Data-Risk-Assessment-for-City-of-Seattle.pdf |
| Policy Analysis of Civic Metadata Standards and Implications for the City of Seattle Open Data Program | https://github.com/OpenDataLiteracy/CityOfSeattle-2017/blob/master/SeattleMetadataStandards.pdf |
| Seattle Channel CityStream: Open Data & Transparency | http://www.seattlechannel.org/CityStream/segments?videoid=x85511 |
| Seattle Open Data GitHubsite | https://github.com/seattleopendata |
| TechTalk Blog | http://techtalk.seattle.gov/ |

ACKNOWLEDGEMENTS

Mayor Jenny A. Durkan

Council President Bruce Harrell

Chair, Governance, Equity, and Technology Committee

Tracye Cantrell: Chief Technology Officer (Interim)

Director, Seattle Information Technology Department

Jim Loter

Director, Digital Engagement, Seattle Information Technology Department

Seattle IT Open Data team

David Doyle: Open Data Manager

Gwen Goetz: Open Data Engineer

Mark Butler: Open Data Engineer

Xinbao Wang: Open Data Engineer

Seattle IT Civic Technology program

Candace Faber: Civic Technology Advocate

Seattle IT Privacy team

Ginger Armbruster: Chief Privacy Officer

Dylan Morris: Privacy Program Manager

Nathan Merrells: Privacy Specialist

Sarah Carrier: Surveillance Specialist

City of Seattle Open Data Champions

City Attorney: Jessica Nadelman

City Auditor: Rhonda Lyon

City Budget Office: Daniel Kirk

Construction and Inspections: Moon Callison

Economic Development: John Crawford-Gallagher

Education & Early Learning: Holly Campbell

Emergency Management: TJ McDonald

Ethics and Elections: Annie Tran

Finance & Administrative Services: Julie Tobin

Hearing Examiner: Michele D'Alessandro

Human Resources: Kimberly Prohl and Connor Dooley

Human Services: Ali Peters, Katie Clemens, and Owen Kajfasz

Information Technology: Dylan Morris

Intergovernmental Relations: Hannah Smith

Neighborhoods: Lois Maag

Office of Arts and Culture: Amanda Standley

Office of Housing: Mike Kent

Office of Immigrant and Refugee Affairs: Joaquin Uy

Office of Labor Standards: Carmie Estandian

Office of Planning and Community

Development: Diana Canzoneri and Katie Sheehy

Office of Sustainability and Environment: Terry Sullivan

Office of the City Clerk: Jaci Dahlvang

Retirement Office: Jeff Davis

Seattle Center: Denise Wells

Seattle Department of Transportation: Chad Lynch

Seattle Fire Department: Evan Ward
Seattle Municipal Courts: Gary Ireland
Seattle Office for Civil Rights: Monica Beach
Seattle Parks and Recreation: Hazel Bhang-Barnett and Melanie Chin
Seattle Police Department: Mary Perry
Seattle Public Library: David Christensen
Seattle Public Utilities: Daniel Ward and Jonathan Bibler

Seattle IT Security Risk & Compliance team

Andrew Whittaker, Director
Bryant Bradbury, Risk assessments

Community Technology Advisory Board (CTAB)

Heather Lewis, Chair
Jose Vasquez, At-Large
Eliab Sisay, At-Large
Karia Wong, At-Large
Mark DeLoura, At-Large
Torgie Madison, At-Large
John Krull, Education member
Steven Maheshwary, Vice Chair, Get Engaged member

City of Seattle GIS staff

John Edwards
Stephen Beimborn
Jade Redfield
Charles Spear
Brian Rosete



Seattle
Information Technology

<http://www.seattle.gov/tech>