City of Seattle

2018 OPEN DATA PLAN

Seattle
Information Technology

CONTENTS

INTRODUCTION

BACKGROUND

In the two years since the City of Seattle created its Open Data policy and began its implementation, the Open Data program has made significant progress in establishing Seattle as one of the leading cities in the US open data movement.

Internally, the Open Data team has built an engaged and passionate network of Open Data Champions who drive the work of identifying and creating new open datasets for their respective departments. We have developed advanced workflow infrastructure to support their work, integrating closely with our Privacy team to ensure we protect individual privacy when publishing open data. We have invested heavily in data science and the infrastructure required to support that work, so that we can leverage data to help us propel our open data program to new heights.

Externally, we have partnered with local civic technology and community groups to encourage engagement with, and the use of, our open data to find solutions to our most pressing civic challenges. We use social media to regularly interact with our local community about our open data; and with other local governments and open data advocates across the US to share ideas and learn about new approaches. We frequently avail of opportunities to speak in public forums about our work, from national conferences to local colleges.

In 2018, we have developed a comprehensive plan to build upon this solid foundation and accelerate our efforts in developing our comprehensive platform of data that empowers our communities and our City government to do more with data.

PROGRESS IN 2017

In 2017, the City of Seattle's Open Data Program sought to build 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 re: 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 that the quality of our metadata, as well as other key contextual information related to our open datasets, is of high quality. 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 our residents 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 on their 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.

More details on each key priority is detailed in our 2017 Open Data Annual Report: https://seattle.gov/opendata

CURRENT STATE

One method for assessing our overall progress is to think about the maturity level of our Open Data program. For our purposes, we use the model proposed by Socrata[1], whose technology powers our open data portal (see Figure 1). Using this model allows us to quickly assess our perceived maturity level and provides a way to track progress over time towards those advanced maturity goals.

Figure 1: Open Data Maturity Model (Socrata)
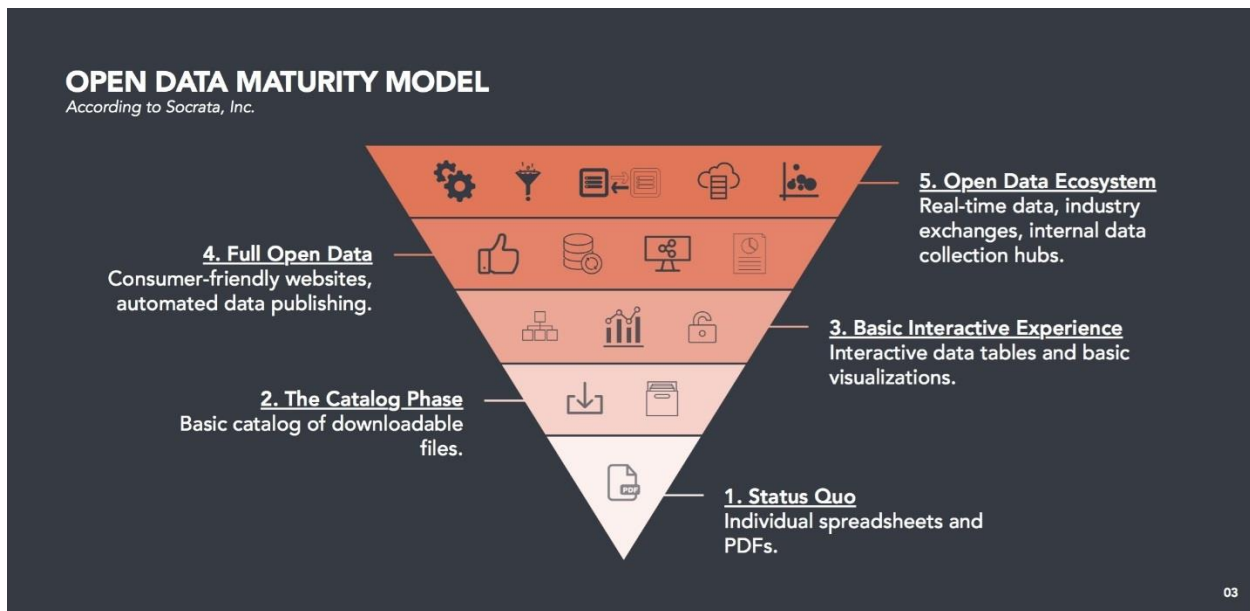
Our goal for 2017 was to progress from stage 3 maturity to fully achieve stage 4 maturity. We did make significant progress towards that goal - for example we redesigned our open data portal

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[1] http://www.datafoundation.org/state-of-the-union-report-pdf

(http://data.seattle.gov) to provide a more user-friendly and mobile-friendly experience, we invested in improving our metadata quality to make it easier for our residents to discover our open data, and we began to experiment with new ways to showcase our data through visualizations and storytelling (example: hosting visualizations on our Tableau Public [site](link)).

While some of our largest and most heavily-used datasets are being published automatically (such as datasets provided by the Police Department, Fire Department, Department of Transportation, and Seattle Public Library); progress towards having more of our datasets from small to medium sized departments being updated automatically has been slow, therefore we are making this a key priority for 2018.

While continuing to work towards stage 4 maturity in all elements of our program in 2018, we also aim to make progress towards achieving stage 5 maturity in some areas, such as investing in the enablement of "close to real-time" data availability using data from our various smart city technologies already deployed in the field.

2018 OPEN DATA PLAN

This 2018 Open Data Plan sets the strategic direction of the Open Data program in 2018 and into early 2019. Per our Open Data Policy, this 2018 Plan will include the following information:

a) *Plan for the upcoming year to improve online public access to Open Data and maintain data quality.*
b) *Datasets scheduled to be published on the portal in the upcoming year, including description and proposed publication timeline.*
c) *Proposals for improving the city's open data management processes that help advance our open data policy goals.*
d) *Recommendation on historical document inclusion and schedule for approved historical document publication.*
e) *Summary of the costs associated with operating the Open Data Program, including any proposed changes, for the upcoming fiscal year.*
f) *Factors which may affect the Open Data Program in the upcoming year.*

A. STRATEGIC FRAMEWORK FOR 2018 PLAN

This section outlines the strategic framework through which we will focus on our top five priorities for the year, and their indicators of success.

PURPOSE

The Open Data program is driven by the four program goals established by the Open Data Policy [link]. 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.

PRINCIPLES

As we complete our work and encounter new issues and demands on our resources, every decision we will make about how we should proceed will be guided by five core principles. These principles act as a guide to enable us to make thoughtful decisions on how we will move forward in any given situation.

1. Begin by asking how the work we do will help the public, through the equity lens.
2. Cultivates a culture of operational efficiency, learning, agility and innovation.
3. Use data to inform our planning and prioritization decisions.
4. Strive to release open datasets that unlock real value for the public as well as internal City departments.
5. Eliminate technological barriers to successful (internal or external) outcomes.

PRIORITIES, SUCCESS INDICATORS, AND MILESTONES

We have identified five key priorities for 2018. These priorities are primarily based on data, as well as subjective inputs like end-user feedback, feedback from our Open Data Champion network and other internal stakeholders, and recommendations from formal program evaluations. It should be noted that these five key priorities do not reflect all of the work the Open Data team will perform in 2018, we expect other unanticipated work streams to develop over the year and we will adjust accordingly, and report out on those additional efforts in our 2018 Annual Report.

Top 5 Priorities in 2018:

1. Make is easier for our City departments to release open data
2. Make our Open Data more accessible to the public
3. Implement key recommendations from assessments of our Open Data program
4. Make continuous quality improvements to our Open Data platform
5. Improve our usage of data to identify high value open datasets

Here we map the key priorities to the Open Data Policy goals and our principles and include how we will know if we were successful with these key priorities.

Priority #1: Make it easier for our City departments to release open data	
Alignment with Policy Goals	**Alignment with Principles**
• Empower City employees to be more effective, better coordinated internally, and identify opportunities to better serve the public.	• Eliminate technological barriers to successful (internal or external) outcomes. • Strive to release open datasets that unlock real value for the public as well as internal City departments.

Success Indicators

- The development of a centralized workflow to support the automated publishing and updating of open datasets, specifically empowering our small-to-medium sized departments.
- Increase the overall percentage of datasets on our platform that are updated automatically to a minimum of 15%.
- Working with internal & external partners, ensure our open data platform is ready to support real-time big data flows that can support our Smart City efforts.

Priority #2: Make our Open Data more accessible to the public

Alignment with Policy Goals	Alignment with Principles
- Improve public understanding of City operations and other information concerning their communities. - Generate economic opportunity for individuals and companies that benefit from the knowledge created by Open Data.	- Eliminate technological barriers to successful (internal or external) outcomes.

Success Indicators

- Continue to develop our internal & external data visualization offerings, so that we empower more people to make effective use of our open data.
- Working with internal & external partners, identify opportunities to develop showcase apps, services or experiences using machine learning and natural language capabilities - powered by our open data.
- Seek opportunities to integrate our open data into 3rd party apps and services, bringing our open data to the public in ways they are already consuming information.
- Work closely with our open data champion network to identify and release open datasets targeted to power natural language / AI scenarios.

Priority #3: Implement key recommendations from assessments of our Open Data program

Alignment with Policy Goals	Alignment with Principles
- Empower City employees to be more effective, better coordinated internally, and identify opportunities to better serve the public.	- Begin by asking how the work we do will help the public, through the equity lens. - Cultivates a culture of operational efficiency, learning, agility and innovation.

Success Indicators

- A plan to implement key recommendations from the 2017 Open Data Privacy Risk Assessment is created by Q2 of 2018. Some recommendations to be implemented in the short term (i.e. within the 2018 calendar year), others will be medium-to-long term work items.
- Particular focus is to be given to the recommendations relating to equity, and how we can improve how we can help improve equity outcomes through the release of open data.
- Our existing integrated Privacy review model for new open datasets will be updated with elements of the new Model Open Data Benefit Risk Analysis model (per the Privacy Risk Assessment).
- Implement recommendations from the internal program evaluation of our Open Data program.
- Develop tooling to successfully detect potential privacy issues in open datasets (new and legacy).

Priority #4: Make continuous quality improvements to our Open Data platform

Alignment with Policy Goals	Alignment with Principles
• Empower City employees to be more effective, better coordinated internally, and identify opportunities to better serve the public.	• Cultivates a culture of operational efficiency, learning, agility and innovation. • Strive to release open datasets that unlock real value for the public as well as internal City departments.

Success Indicators

- Complete the review of our open data platform re: metadata quality in Q2 2018.
- Complete the development of BI infrastructure to monitor open dataset quality in real-time.
- Improved dataset pre-release quality assessments (i.e. more automated checks).
- Develop infrastructure and mechanisms for departments to proactively manage the quality of their datasets.

Priority #5: Improve our usage of data to identify high value open datasets

Alignment with Policy Goals	Alignment with Principles
• Encourage the development of innovative technology solutions that improve quality of life. • Improve public understanding of City operations and other information concerning their communities.	• Use data to inform our planning and prioritization decisions. • Strive to release open datasets that unlock real value for the public as well as internal City departments.

Success Indicators

- Build dashboards that allow our Open Data Champions and other City stakeholders to analyze customer insights data, developed from existing sources such as Google Analytics, search queries on our web sites, Public Disclosure Requests, and other relevant sources. Using these data insights, our departments can identify potential new open datasets that align well with what information our residents are seeking.
- Continued exploration of social-science data gathering frameworks such as "Data Walks", which act as tools to help City staff better understand the needs of our residents and can lead to ideas for impactful open datasets and other methods of data/information sharing with the public.
- Leverage external open data efforts that can help us devise new ways to think about how we categorize our open data. e.g. actively participate in the US Open Data Census: http://us-cities.survey.okfn.org

B. DATASETS TO BE PUBLISHED IN 2018

In 2017, we began to publish an automated dataset containing information on what datasets our various City departments planned to publish. We felt this approach provided more value to our residents, as this dataset contained a version of our plans that was updated regularly throughout the year, as opposed to a static list in our annual plan.

The dataset of proposed datasets to be published in 2018 and beyond can be found here: https://data.seattle.gov/City-Business/Open-Data-Program-Dataset-Publishing-Schedule/ybyr-ky4z

C. MANAGEMENT PROCESS IMPROVEMENTS

Per the Open Data Policy, our 2018 Open Data Plan includes priorities for improving the City's open data management processes to help advance our open data policy goals. By implementing key recommendations from assessments of our Open Data program (specifically our internal program evaluation that is taking place in the Q1 and Q2 of 2018); we will continue to improve internal management processes related to how we enable our Open Data Champion network.

D. HISTORICAL DOCUMENTS

All historic public documentation related to the Open Data program will be archived here: https://seattle.gov/opendata.

E. COSTS

In 2018, the projected costs of running the Open Data program will be $1.07 million. This does not include the cost associated with our Open Data Champion network, as an unfunded mandate their work is absorbed as part of their existing functions.

http://openbudget.seattle.gov/#!/year/2018/operating/0/service/Administration/0/department/Information+Technology/0/program/Digital+Engagement/0/fund?vis=barChart

F. FACTORS

Here are some additional factors that may impact some of the work we plan to do in 2018.

- **GIS data migration**: The City is planning to migrate all GIS datasets currently hosted on our open data portal (data.seattle.gov) to a new ESRI portal (http://data-seattlecitygis.opendata.arcgis.com). Once all GIS assets have been successfully migrated, they will remain discoverable on our Open Data portal. The rationale behind this move is to unify the experience for GIS assets, improved automated updates, allow for internal efficiencies in how we publish GIS data, and enable improved application development using our GIS data. Disruption will be minimal and will result in an enhanced experience for consumers of our GIS mapping data.

- **Socrata platform changes**: as new and improved features get rolled out onto the Socrata platform, these may impact some internal workflows or external user experiences. Awareness of any changes that will impact our productivity and/or user experience will be proactively shared with our internal stakeholders and external customers.