

Open Data For Direct Public Engagement

Joe Izenman | GearLab



Who's this guy?



Open Government Data



Open Data: Common Uses

- ❖ GIS Mapping Portals
- ❖ Departmental Transparency
- ❖ Reduced Disclosure Burden
- ❖ Performance Dashboards

Open Data: Principles

- ❖ Complete
- ❖ Primary
- ❖ Timely
- ❖ Accessible
- ❖ Machine Processable
- ❖ Non-Discriminatory
- ❖ Non-Proprietary
- ❖ License-Free

Open Data: Principles

❖ Complete

❖ Primary

❖ Timely

❖ Accessible

❖ Machine
Processable

❖ Non-Discriminatory

❖ Non-Proprietary

❖ License-Free

Direct Public Engagement

What is Direct Public Engagement?

Direct Public Engagement

What is Direct Public Engagement?

Direct Public Engagement

- ❖ Active and interactive
- ❖ Personal benefit and impact
- ❖ Ongoing and iterative

What is Direct Public Engagement?

Direct **Public** Engagement

- ❖ The general populace—not just eligible voters.
- ❖ The public at large, or a representative sample.
- ❖ Take the focus away from interest groups and experts.

What is Direct Public Engagement?

Direct Public Engagement

- ❖ Personally and actively engaged in the creation of policy.
- ❖ Voting for a representative to influence policy is indirect.
- ❖ Participating on a committee, providing feedback on specific policy decisions, are direct.

Thin vs. Thick Participation

Thin participation...

- ❖ ...activates public as individuals
- ❖ ...acquires rapid feedback in large volume
- ❖ ...succeeds through the feeling of a large scale

Thick participation...

- ❖ ...activates public as groups
- ❖ ...acquires considered, deliberative feedback
- ❖ ...succeeds through the feeling of personal, individual impact.

Goals of Direct Public Engagement

- ❖ Informing the public
- ❖ Collecting data
- ❖ Generating ideas
- ❖ Obtaining feedback
- ❖ Generating consensus

Principles of Local Engagement

1. Inclusive Planning
2. Transparency
3. Authentic Intent
4. Breadth of Participation
5. Informed Participation
6. Accessible Participation
7. Appropriate Process
8. Authentic Use of Information Received
9. Feedback to Participants
10. Evaluation

Open Data FOR

Direct Public Engagement

Principles of Local Engagement

1. Inclusive Planning
2. Transparency
3. Authentic Intent
4. Breadth of Participation
5. Informed Participation
6. Accessible Participation
7. Appropriate Process
8. Authentic Use of Information Received
9. Feedback to Participants
10. Evaluation

Principles of Local Engagement

1. Inclusive Planning
2. Transparency
3. Authentic Intent
4. Breadth of Participation
5. Informed Participation
6. Accessible Participation
7. Appropriate Process
8. Authentic Use of Information Received
9. Feedback to Participants
10. Evaluation

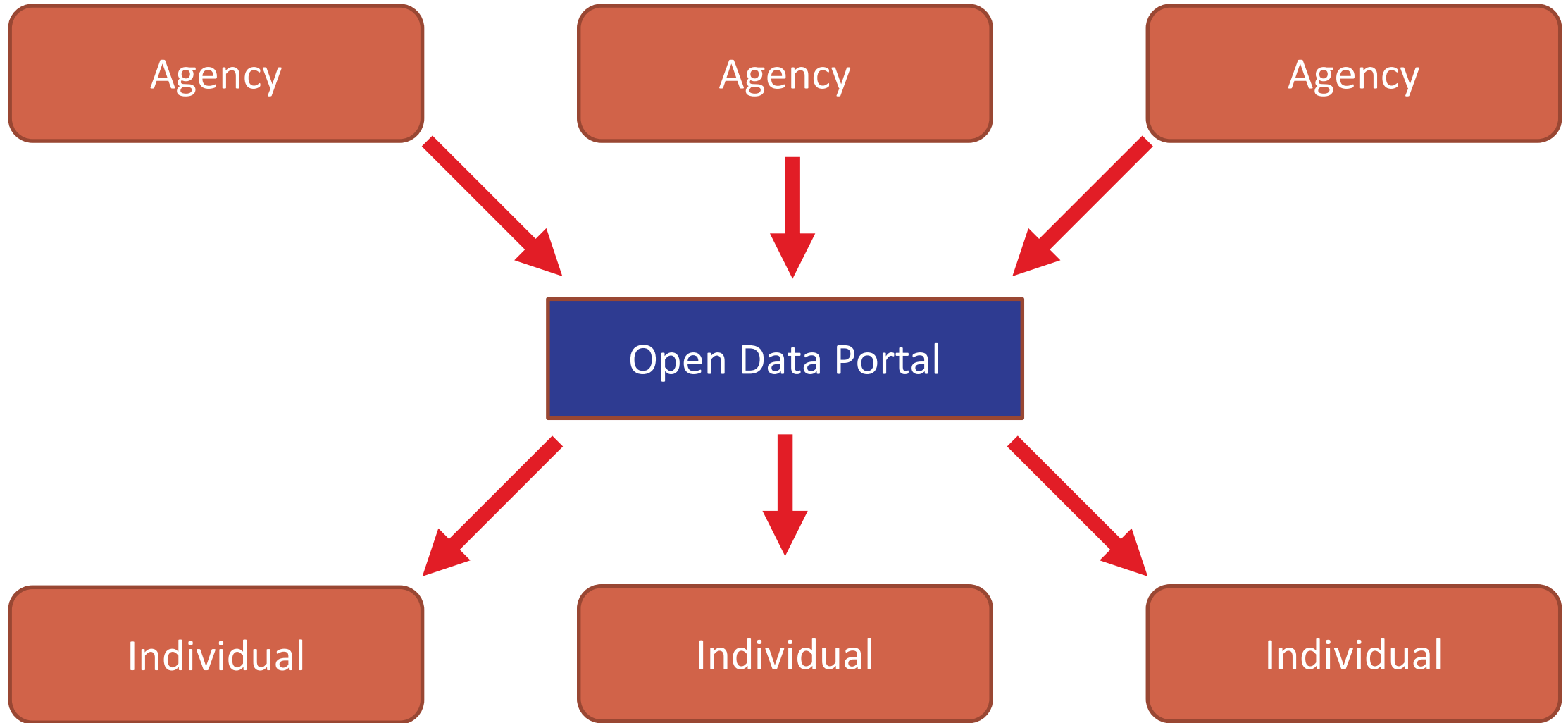
Open Data Pitfalls: Accessibility

- ❖ Sensory Accessibility
- ❖ Technological Accessibility
- ❖ Economic Accessibility

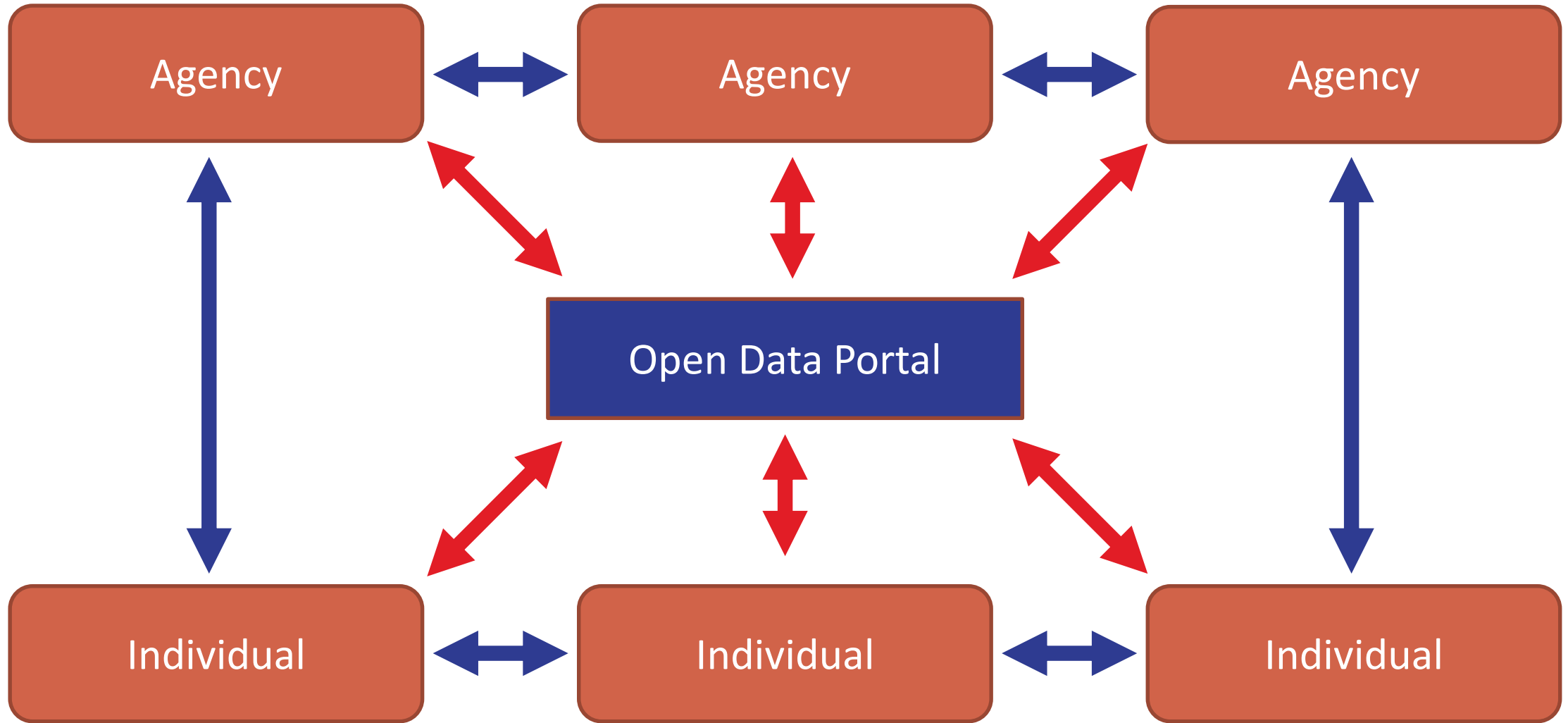
Open Data Can...

- ❖ ...provide participants with information and education.
- ❖ ...publish the results of engagement initiatives.
- ❖ ...connect future decisions to visible data sources.
- ❖ ...document the process of government.

Open Data: Passive Model



Open Data: Engagement Model



Data Engagement Examples

- ❖ **Traditional Public Meetings:** Publish the process!
- ❖ **Online Surveys:** Share the results!
- ❖ **Deliberative Decisions:** Inform the participants!
- ❖ **Mobile Applications:** Analyze and explain!
- ❖ **Public Driven Engagement:** Provide the platform!

A Platform for Engagement

- ❖ Public comment and conversation
- ❖ User views, charts and dashboards
- ❖ Flexible data collection tools
- ❖ Tight content integration

How do we engage the community?

By engaging the community!

Engage from the beginning

- ❖ Targeted user research
- ❖ Seek input at every step
- ❖ Continuous feedback
- ❖ Citizen advisory commissions

Key Data Engagement Questions

1. **Why** are we sharing data?
2. **Which** data is essential to the process?
3. **What** insights can we provide?
4. **Where** do we put the data?
5. **Who** can get the job done?

Why are we sharing data?

- ❖ Existing engagements that require high information
- ❖ Possible reasons for under-engagement
- ❖ Potential new, data-driven engagements
- ❖ Public-driven initiatives

Which data is essential to the process?

- ❖ Focus on principles: complete, primary, timely.
- ❖ Treat external stakeholders like internal stakeholders.
- ❖ Do the hard work: understand the user.

What insights can we provide?

- ❖ Raw data has value to some of the public, but not all
- ❖ The project equivalent of a performance dashboard
- ❖ Avoid both the presence and appearance of bias

Where do we put the data?

- ❖ Dedicated data portals are both effective and intimidating.
- ❖ Ensure that the data's home can handle the volume of the initiative.
- ❖ Integrate tightly with the engagement initiative.

Who can get the job done?

- ❖ User research, data wrangling, application building, input processing
- ❖ Is your internal capacity up to the task?
- ❖ Consider external partners.

Public Data Partnerships



The Goal of Partnerships

- ❖ Third parties that will gain outside benefit.
- ❖ New data sources and uses
- ❖ Innovative applications and engagements
- ❖ Mutually beneficial research

The Value of Partnerships

- ❖ Added capacity, at reduced cost
- ❖ Alternative expertise, alternative perspective
- ❖ New pathways to the public

Potential Partners

- ❖ Local technology companies
- ❖ University researchers
- ❖ Civic technology nerds

Major Takeaways



Understand your public,
and help them understand
their own needs.

Make your data platform a
place for conversation.



Treat external stakeholders
like internal stakeholders.

Seek mutually beneficial
partnerships with local
thought leaders.



Questions?

Joe Izenman | jizenman@sitecrafting.com

www.gearlabnw.com | @GearLabNW

www.sitecrafting.com | @SiteCrafting

