



tech and the open government movement:

How Digitization & Open Data are Revolutionizing Municipalities

OUR
SPEAKERS



Brian Platt (@BrianDavidPlatt)

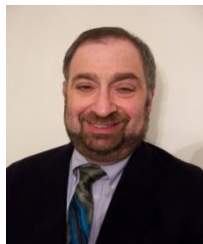
Innovation Officer, Jersey City

Tweet
at us!



Seth Wainer (@sethwainer)

Chief Information Officer, City of Newark



Marc Pfeiffer (@PfeifferGov)

Assistant Director, Rutgers Bloustein Local Government
Research Center



Randall Solomon (@randallsolomon)

Co-Founder, Sustainable Jersey



brian platt (@BrianDavidPlatt)



- ✓ Director, Office of Innovation, City of Jersey City
- ✓ Previously Senior Aide to Mayor Steven Fulop
- ✓ Projects include:
 - Body Worn Cameras
 - Transgender Healthcare Coverage
 - Increasing City credit rating
 - Building Pedestrian Mall
 - Port Authority Lawsuit
 - Open Data Portal
- ✓ Previous work experience includes Teach For America, McKinsey & Company, and the Mountain Lakes Fire Dept.



Online access to information should be a priority

Why electronic information is important

- 1. The demand for online information in electronic formats is growing**
- 2. Transparency is important to building trust and a common priority for city managers and elected officials**
- 3. Electronic information is easier, more flexible, more efficient, and often more helpful**



Challenges are easily managed

Challenges

- Cost
- Technology experience
- Technology capabilities
- Resistance from staff



Solutions

- ✓ Use free tools or existing resources
- ✓ Most solutions do not require a tech background
- ✓ Emphasis on workflow management and efficiency

Sample “quick wins”

- ✓ Open Data Portal
- ✓ Online OPRA Request Form
- ✓ Meeting Minutes or Agendas
- ✓ Digitizing Info Call To Action



Helpful hints and samples

Helpful hints

Move slowly

Prioritize “customer facing” projects

Leverage experts in the community

Steal from everyone

www.jerseycitynj.gov/data



seth wainer (@sethwainer)



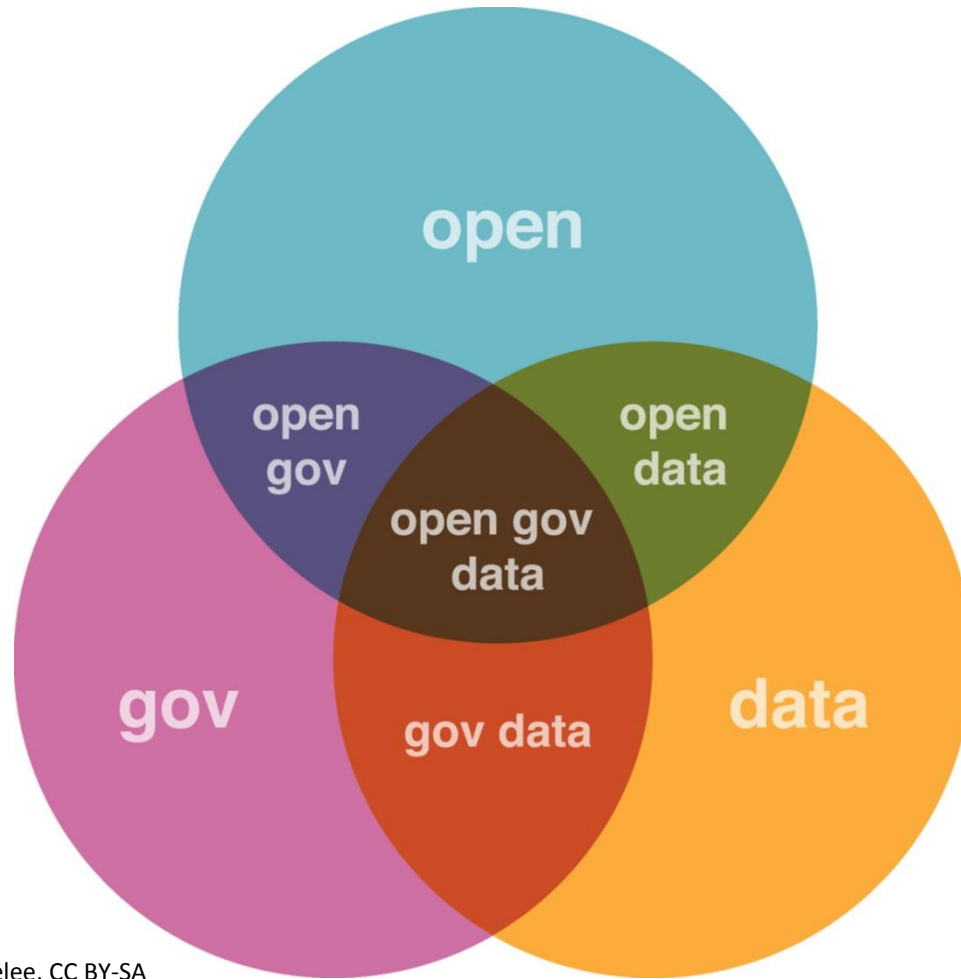
- ✓ Chief Information Officer for the City of Newark
- ✓ started Newark's open government data program, including setting up Newark Open Data, the City's data portal
- ✓ served as a White House Policy Analyst
- ✓ coordinated public education for Obamacare as Special Assistant for the US Department of Health and Human Services



The Case for *Open Data*

Seth Wainer CIO, City of Newark

What is Open Data?



The Case Against:

The Reasons We Say

- Illegal
- Unsafe
- Irresponsible
- Not our job
- Dangerous

The Reasons We Mean

- Get in trouble
- Expensive
- Ugly
- Messy
- Politically dangerous

Think About OPRA

Open Data is the
coolest thing
governments can do!



Joy's Law

"No matter who you are, most of the smartest people work for someone else."

—Bill Joy, Sun Microsystems co-founder

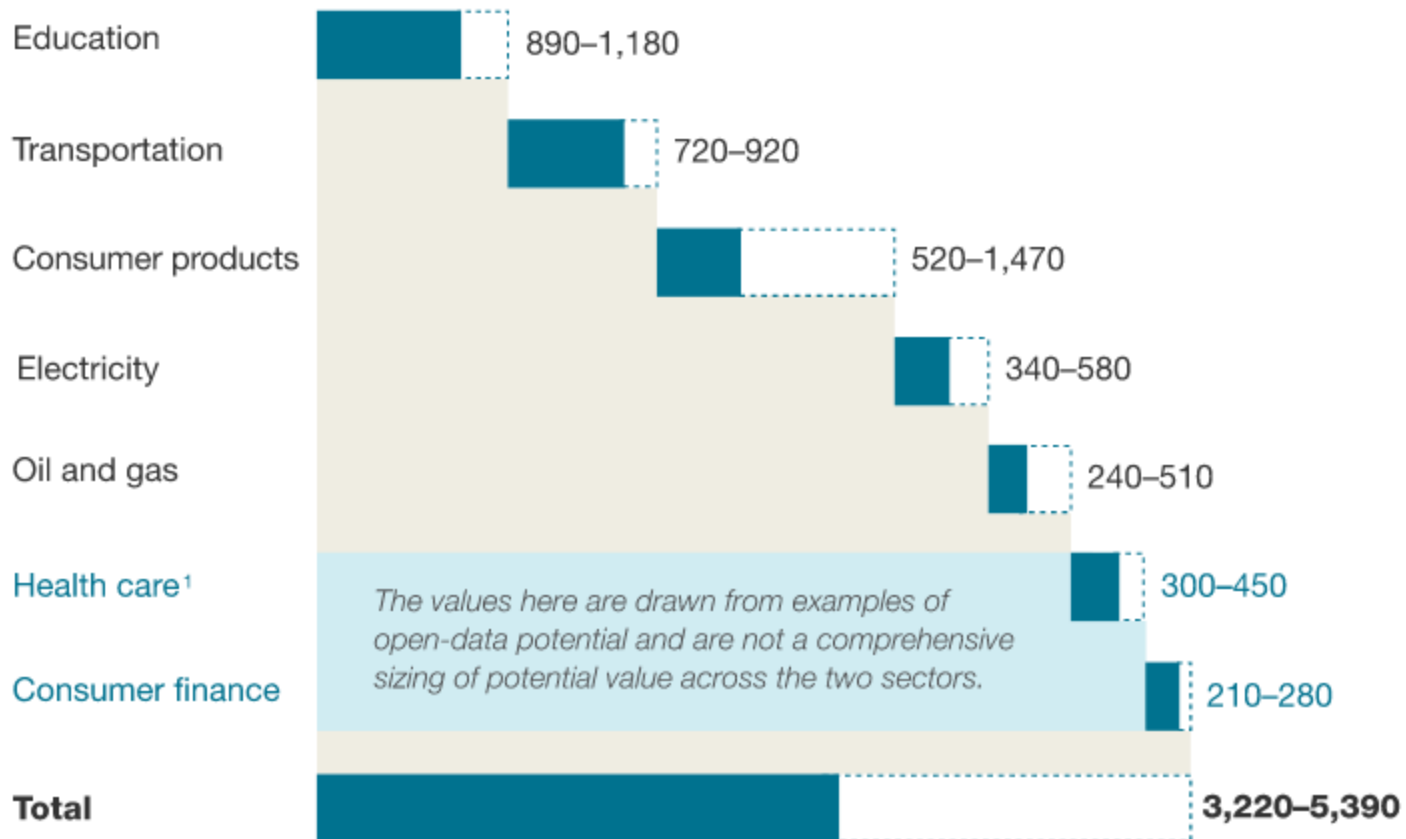
Government as a Platform

- It is cool
- It is in our government DNA
- Leads to collaboration and efficiency
- Stay relevant
- Break down silos



Economic Value

Potential value in open data, \$ billion

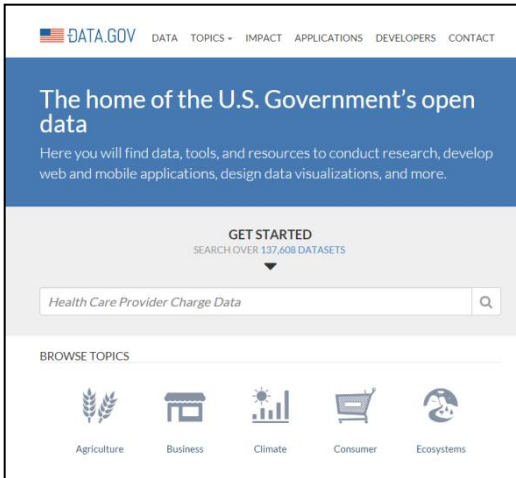


¹Includes US values only.

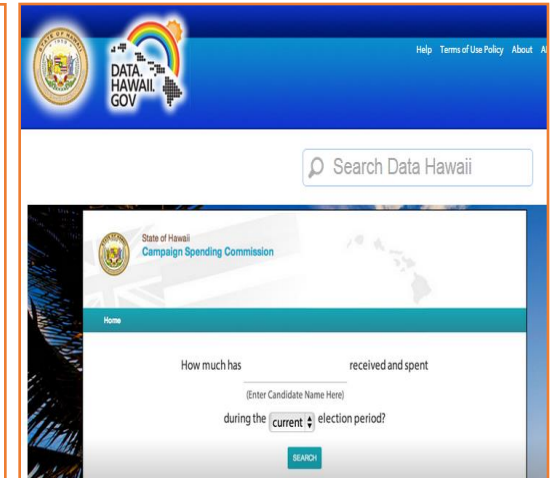
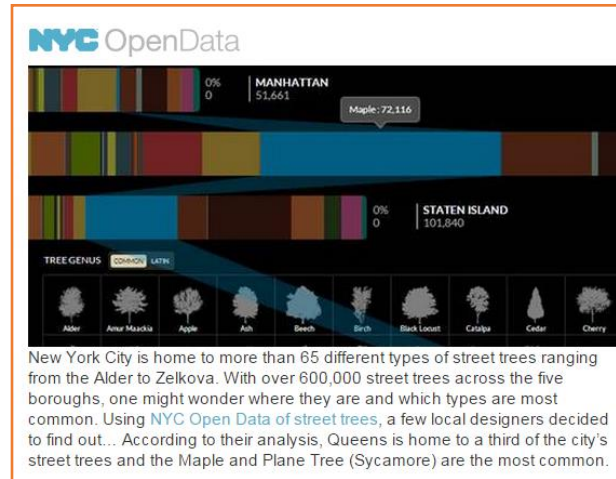
Source: McKinsey Global Institute analysis

http://www.mckinsey.com/insights/business_technology/open_data_unlocking_innovation_and_performance_with_liquid_information

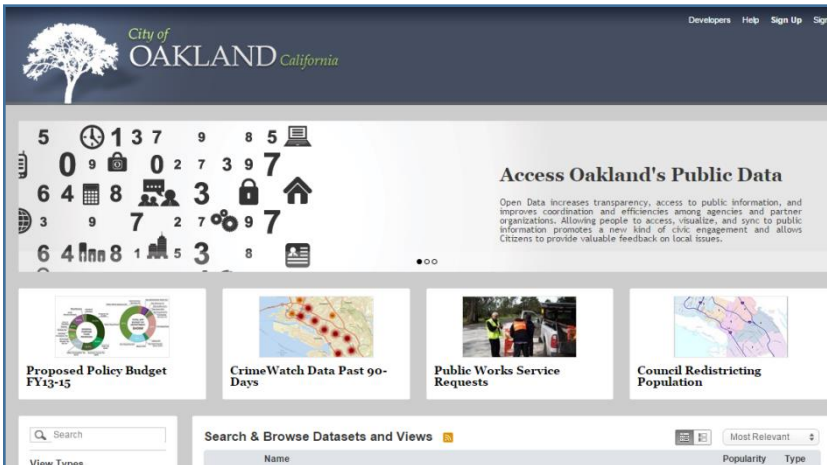
The Open Data Movement



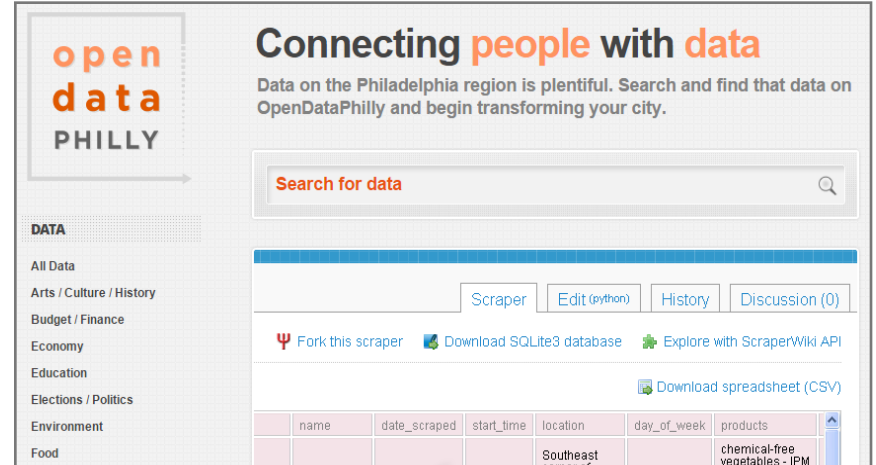
The screenshot shows the homepage of DATA.GOV, the U.S. Government's open data portal. It features a navigation bar with links to DATA, TOPICS, IMPACT, APPLICATIONS, DEVELOPERS, and CONTACT. The main heading reads "The home of the U.S. Government's open data" with a subtext: "Here you will find data, tools, and resources to conduct research, develop web and mobile applications, design data visualizations, and more." A "GET STARTED" section includes a search bar with the text "Health Care Provider Charge Data" and a "SEARCH OVER 137,608 DATASETS" button. Below this is a "BROWSE TOPICS" section with icons for Agriculture, Business, Climate, Consumer, and Ecosystems.



The screenshot shows the DATA HAWAII GOV website, which is part of the State of Hawaii's Campaign Spending Commission. It features a search bar labeled "Search Data Hawaii" and a "Home" button. Below the search bar, there is a section titled "How much has received and spent" with a form to enter a candidate name and select an election period. A "SEARCH" button is located at the bottom right of the form.



The screenshot displays the City of Oakland California website, specifically the "Access Oakland's Public Data" section. It features a grid of data visualizations and links to various datasets. The datasets include "Proposed Policy Budget FY13-15", "CrimeWatch Data Past 90-Days", "Public Works Service Requests", and "Council Redistricting Population". A search bar is located at the bottom left, and a "Search & Browse Datasets and Views" section is at the bottom right.



The screenshot shows the Open Data Philly website, which is part of the Philadelphia region's open data portal. It features a search bar labeled "Search for data" and a "DATA" section. The "DATA" section lists various categories: All Data, Arts / Culture / History, Budget / Finance, Economy, Education, Elections / Politics, Environment, and Food. Below the categories, there are links to "Fork this scraper", "Download SQLite3 database", and "Explore with ScraperWiki API". A table at the bottom shows a list of datasets with columns for name, date_scraped, start_time, location, day_of_week, and products.

data.ci.newark.nj.us

Log inRegisterContact

RUTGERS

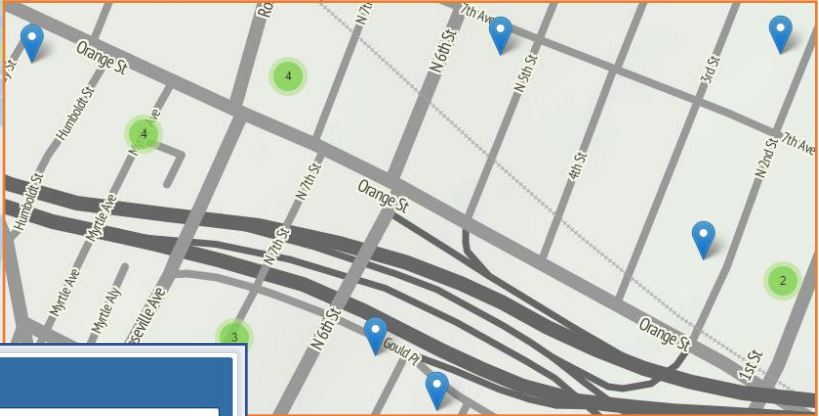

School of Public Affairs and Administration | Newark

CITY OF NEWARK


OPEN DATA

DatasetsOrganizationsGroupsAbout

Search



Welcome to City of Newark Open Data Portal! Our mission is to promote the openness, transparency and accountability of government by providing high-value government data in standards compliant, machine readable format. This will serve as the basis for the creation of useful civic applications by third party developers.




Search data

E.g. environment


Popular tags

GeographyNew JerseyNewark

Featured Apps



Snowplow
Animated
Visualization



Newark Building
Footprints
Visualization

Snow Plow Trucks in Newark, NJ
Nov 26, 2014

The map shows the city of Newark, New Jersey, with various streets and landmarks. Key streets labeled include Park Avenue, Bloomfield Avenue, Market Street, and the Passaic River. The map is overlaid with colored lines representing snow plow truck routes: green lines in the northern part of the city, blue lines in the western part, orange lines in the central part, and red lines in the southern part. The map also shows the Newark Airport (EWR) and the Port of Newark.

Newark Building Footprints

[</> Embed](#)



New Datasets Open Data

Seth Wainer

City of Newark Chief Information Officer

<http://data.ci.newark.nj.us>



marc pfeiffer (@marcpfeiffer)



- ✓ Assistant Director, Rutgers Bloustein Local Government Research Center
- ✓ 40+ years experience of public service in state & local government
- ✓ former Deputy Director, NJ Division of Local Government Services
- ✓ former director of NJ Government Records Council
- ✓ 10+ years as municipal administrator in various NJ towns
- ✓ expert in municipal government administration, policy development and government technology

View Marc's presentation: <http://bit.ly/Pfeifferslides>



new sustainable jersey actions

access to public info

1. Digitizing Public Information

- ✓ Put highly demand information & records online in digital formats

2. Open Data Inventory & Management *(coming soon)*

- ✓ Take stock of data sets that exist in your town
- ✓ Share them with the public through a repository or links on your website
- ✓ Engage the public in learning what data is important to them and collaborate with them to create useful applications