

Open Data Update

Community Technology
& Telecommunications Commision
Feb. 13, 2019

Austin Open Data Overview

Established: 2011

Core Team:

- CTM: 6
- Other depts: 4

Department Data Liaisons: 31

Agile and human-centered design practices

Open Data Assets

- # Datasets: 561
- # Charts: 484
- # Stories: 550
- # Maps: 187

Top Publishers

1. Austin Energy: 99
2. Austin Police Dept.: 45
3. EMS: 37

Austin's Open Data Products

Welcome to Austin's Open Data Portal

This portal provides easy access to open data and information about your city government. We encourage the use of public data that the City of Austin has published to spark innovation, promote public collaboration, increase government transparency, and inform decision making.



All Data



New Data



Most Popular Data



Learn



Transportation



Health



Neighborhood



Public Safety

Welcome to Performance Austin Texas

Austin is your city. Track how your city government is performing on this open hub.

Open Budget ATX



NEW

Capital Projects Austin



NEW

Transportation Dashboard



Sustainability Dashboard



Imagine Austin



Community Survey



Austin Energy Reports



EMS Performance Indicators



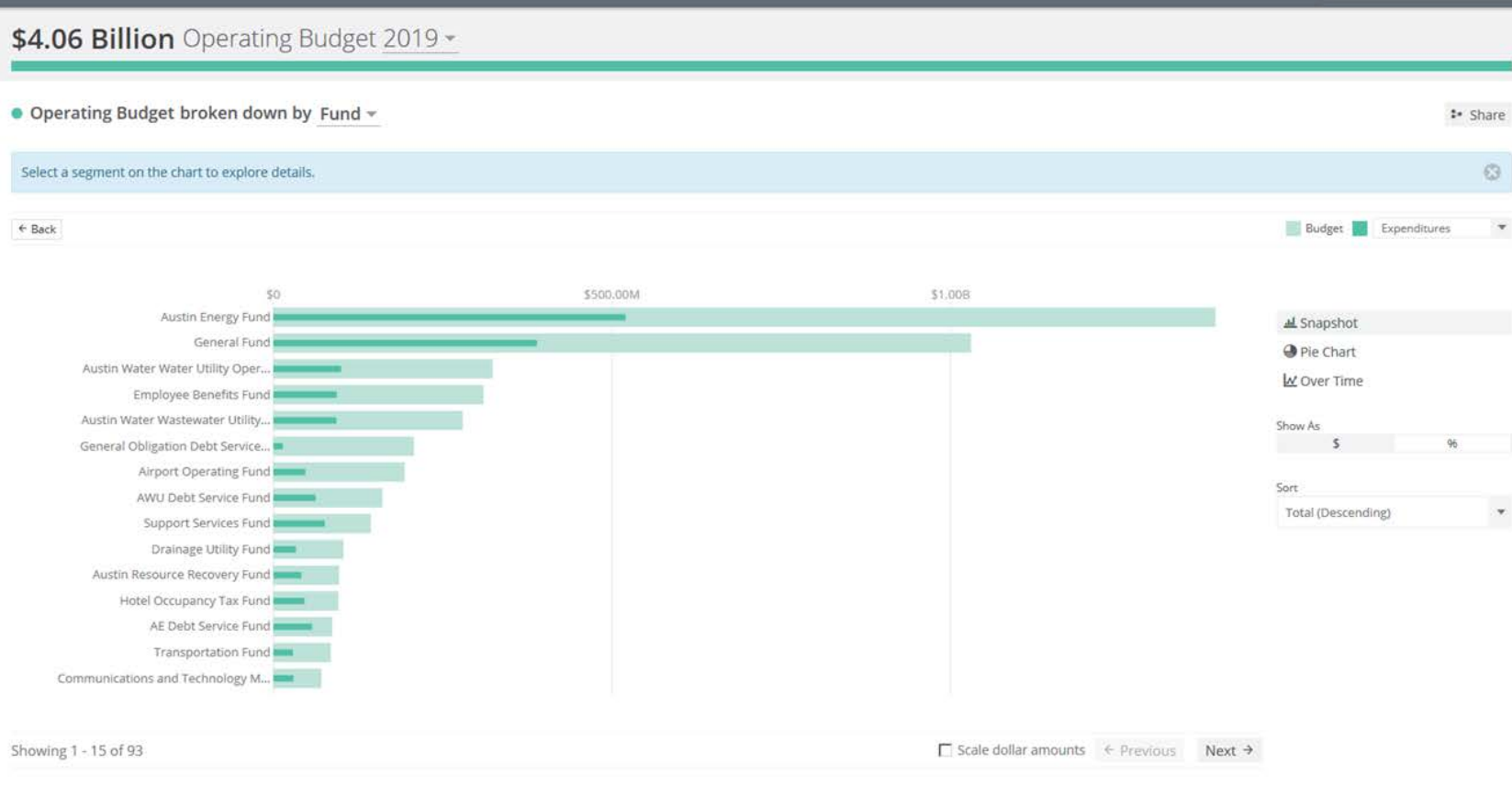
Development Services Department
Success Metrics



Open Budget

Operating Budget

\$4.06 Billion · 100.00% of all Operating Budget



109 Projects 100% On-Budget 100% On-Schedule

Home

All Projects

2016 BOND

Select All

Regional

Corridor

Local >

COUNCIL DISTRICT



PROJECT PHASE

Preliminary

Design

Bid/Award

Construction

Post-Construction



Welcome to the City of Austin Project Explorer

This interactive tool gives you details about projects and programs funded by the 2016 Mobility Bond Program.

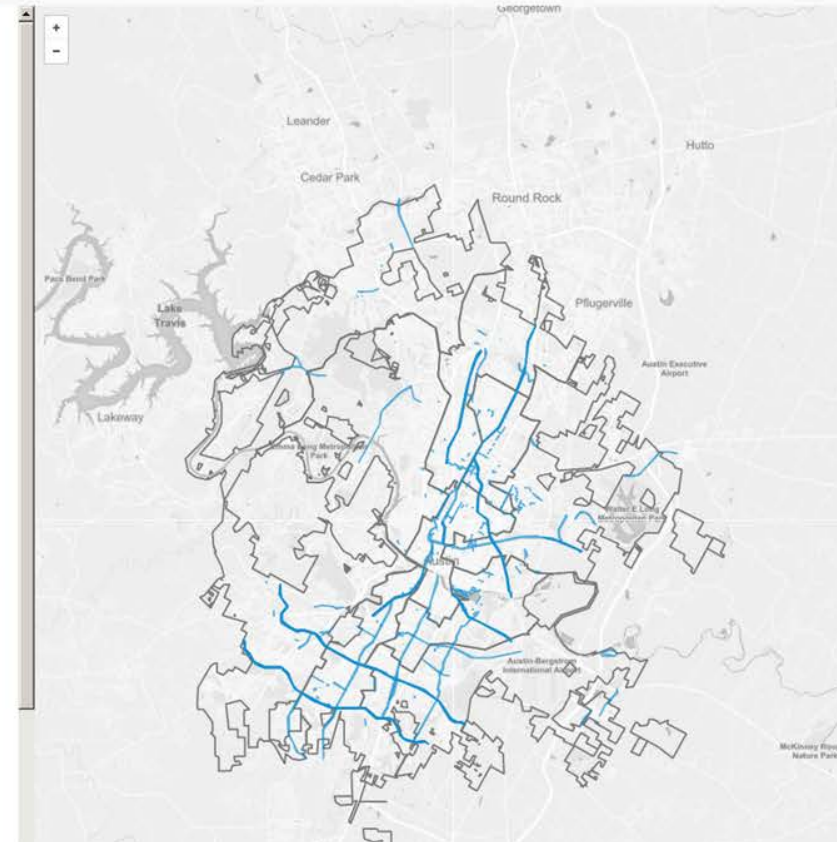
The 2016 Mobility Bond Program invests \$720 million in transportation and mobility improvements throughout Austin. The program is composed of three categories: [Regional Mobility](#), [Corridor Mobility](#), and [Local Mobility](#).

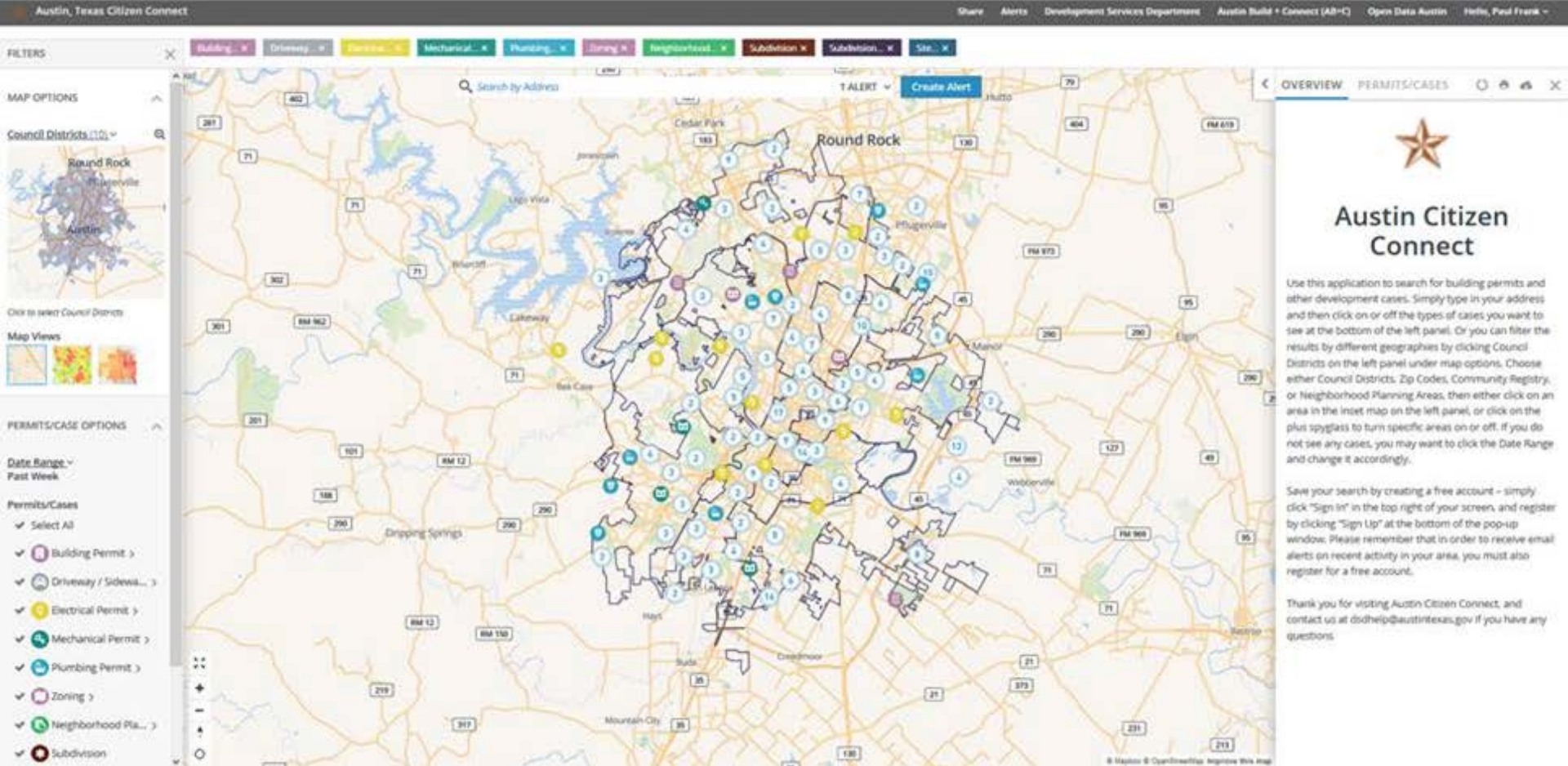
- **Regional Mobility:** The 2016 Mobility Bond Regional Program dedicates \$101 million to regional mobility projects to address congestion and enhance safety.
- **Corridor Mobility:** The 2016 Mobility Bond Corridor Program provides \$482 million for corridor improvement projects that enhance mobility, safety, and connectivity for all users—whether you drive, bike, walk, or take transit.
- **Local Mobility:** The 2016 Mobility Bond Local Program puts \$137 million to local mobility projects, including [Sidewalks](#), [Safe Routes to School](#), [Urban Trails](#), [Bikeways](#), [Intersection Safety/Vision Zero](#), and [Sub-standard Streets/Capital Renewal](#).

Project Performance Goals

Each project and program in the Project Explorer has two green, yellow, or red indicators that let you know if the project is on-time and on-budget.

 Project within approved schedule





Austin Citizen Connect

Data and Performance Hub

City of Austin Transportation Department

Signal Operations

Traffic Signal Monitor



Signal Projects



Signal Timing



Signal Requests



Device Status



Operations Overview



Traffic Volumes (Beta)



Operations Map (Beta)



Maps and Resources

Signal Asset Map



Preventative Maintenance



Data Tracker



Open Data

Dockless Mobility Data



Open Data Inventory



City of Austin GitHub



transportation.austintexas.io

A wide-angle photograph of the Austin skyline, featuring several prominent skyscrapers under a blue sky with scattered white clouds. The buildings are a mix of modern glass and older brick structures.

The City of Austin
Open Data
is committed to an
open and
transparent
government.

DIVE INTO THE NEWBIE KIT

**Getting Started With
Open Data**

Understand how to use the open
data portal

DIVE INTO THE STARTER KIT

**Open Data for
Publishers**


City staff, learn how to publish
data to the portal.

BUILDING SOMETHING USING DATA?

**Open Data for
Developers**

Get started with the Socrata
Open Data API (SODA)
Consumer API

Edit featured contributions



OPEN Government Data Act Becomes Law


Post by Charles Purma

Austin Open Data Roadmap

Fiscal Year 2019 Prioritization Results

City of Austin Open Data Roadmap 2.0

Post by Sara Smith



Affordable Housing Data Hub

Post by Josh Rudow

Clear All

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Open Data Meetups

Series of 34 contributions

 **marbenn cayetano**
Bumped 3 hours ago

2 20 0 0



Upgrade to Socrata Connected Government Cloud (SCGC)

 **Wei San Hui**
Published 4 hours ago

1 11 0 0



Video: Intro to U.S. Census Data (for Beginners)

GOOD SYSTEMS

A UT Grand Challenge

DESIGNING GOOD AI+HUMAN HYBRID SYSTEMS TO CURB MISINFORMATION

 **Ted Lehr**
Published February 9th 2019

1 5 0 0

Data and AI

 Opioid C

Featured Conte

Choose to promote
resources. If left b

About this Data

Updated

December

Data Last Updated
December 19, 2018

Date Created
December 19, 2018

Views Down

Manage Viewers

Who can see this asset?

Private



Only people and teams added
below can view

Internal



All site members can view

Public



The public can view

Add people and teams

No people or teams have been added.

 Enter names or email addresses...

Add

1 user already has access.
1 team already has access.

All site members can view • [3 can edit](#)

Cancel

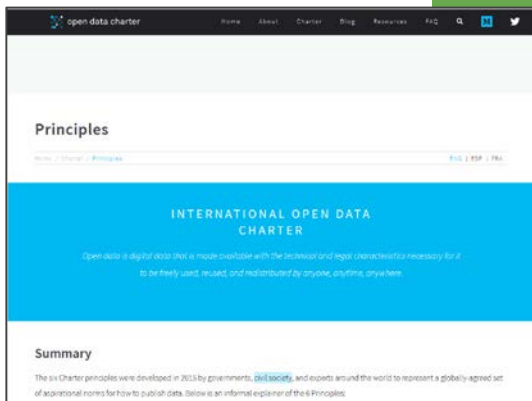
Save

Austin Open Data Roadmap

Fiscal Year 2019

Background

Open Data Guiding Principle Adoption, 8/2017



The International Open Data Charter Principles

- Open By Default
- Accessible And Usable
- Improved Governance And Citizen Engagement
- Timely And Comprehensive
- Comparable And Interoperable
- Inclusive Development And Innovation

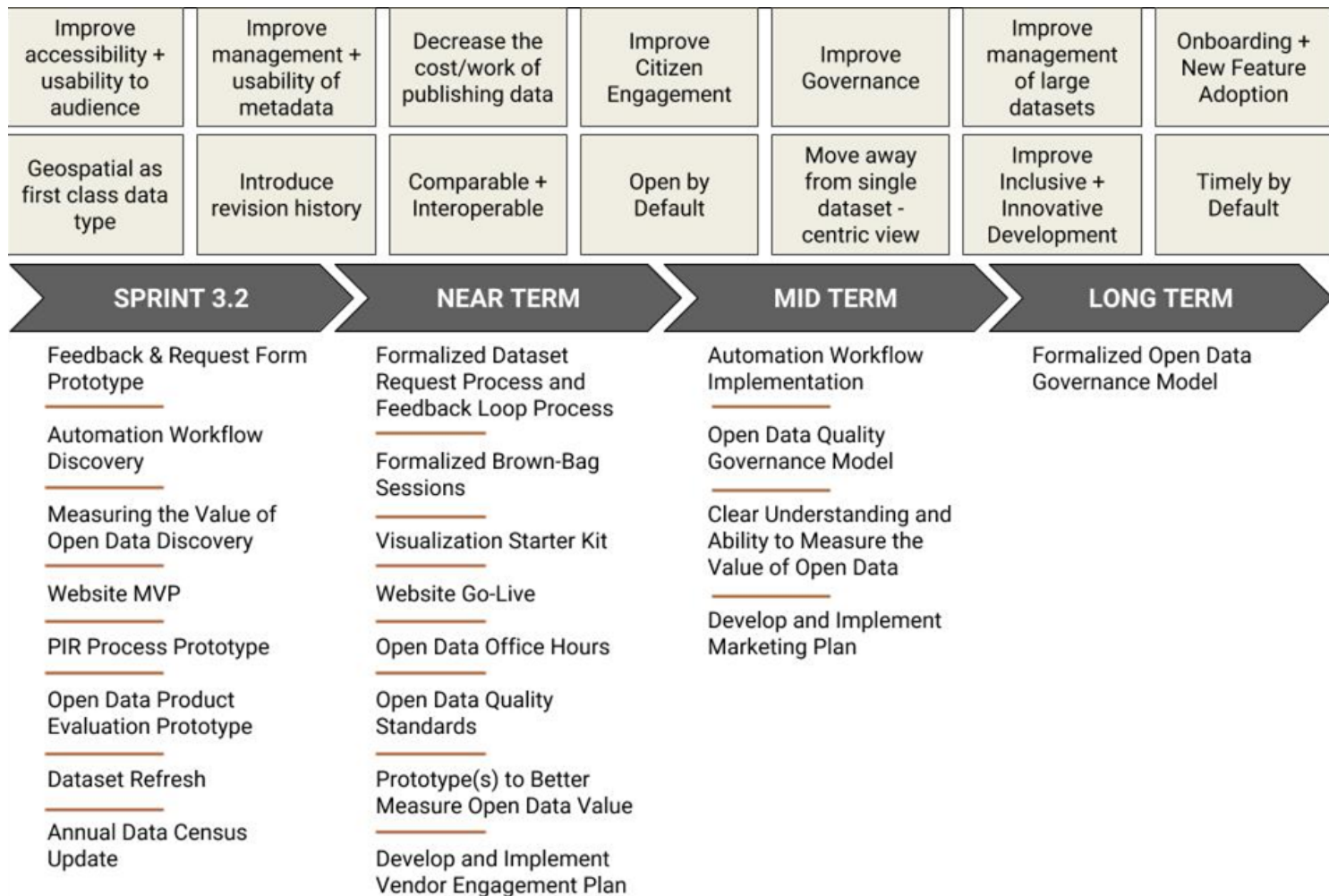


Civic Analytics Network Open Data Guidelines

- Improve accessibility and usability to engage a wider audience.
- Move away from a single dataset centric view.
- Treat geospatial data as a first class data type.
- Improve management and usability of metadata.
- Decrease the cost and work required to publish data.
- Introduce revision history.
- Improve management of large datasets.
- Set clear transparent pricing based on memory, not number of datasets.

August 2017 -

Open Data Roadmap 1.0



Improve accessibility + usability to audience	Improve management + usability of metadata	Decrease the cost/work of publishing data	Improve Citizen Engagement	Improve Governance	Improve management of large datasets	Onboarding + New Feature Adoption
Geospatial as first class data type	Introduce revision history	Comparable + Interoperable	Open by Default	Move away from single dataset - centric view	Improve Inclusive + Innovative Development	Timely by Default



✓
Feedback & Request Form Prototype

✓
Automation Workflow Discovery

✓
Measuring the Value of Open Data Discovery

✓
Website MVP

PIR Process Prototype

Open Data Product Evaluation Prototype

Dataset Refresh ▶

✓
Annual Data Census Update

✓
Formalized Dataset Request Process and Feedback Loop Process

Formalized Brown-Bag Sessions

Visualization Starter Kit

✓
Website Go-Live

Open Data Office Hours

Open Data Quality Standards

✓
Prototype(s) to Better Measure Open Data Value

Develop and Implement Vendor Engagement Plan

Automation Workflow Implementation

Open Data Quality Governance Model ▶

✓
Clear Understanding and Ability to Measure the Value of Open Data

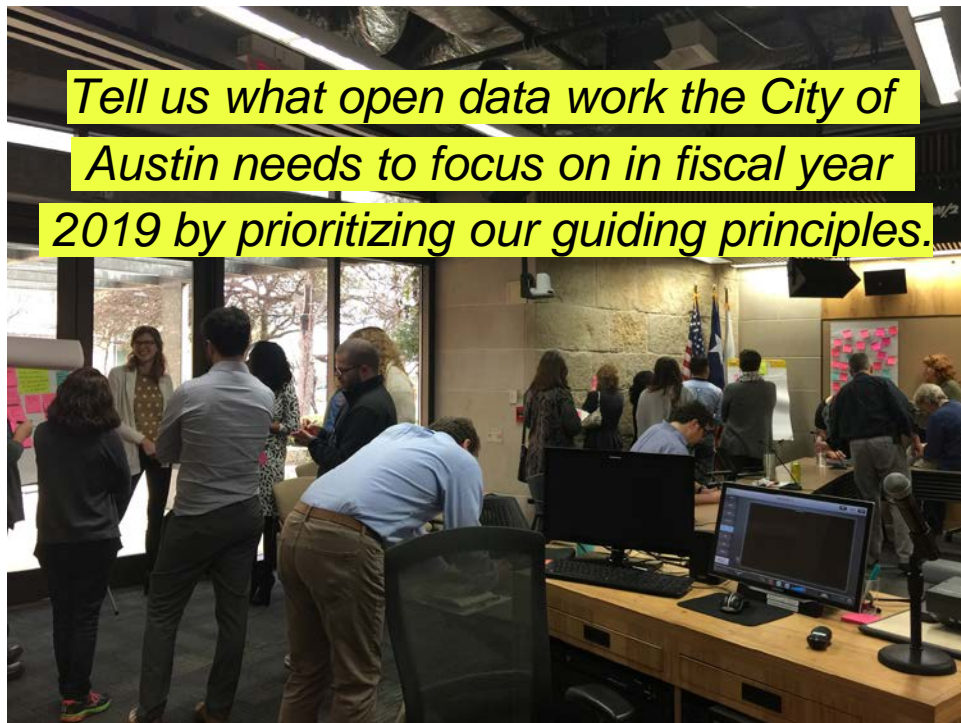
Develop and Implement Marketing Plan ▶

Formalized Open Data Governance Model ▶

June 2018 -

Work Completed & In-progress

July 2018: Our ask to Austin's open data community...



Tell us what open data work the City of Austin needs to focus on in fiscal year 2019 by prioritizing our guiding principles.

Link to FY18 Roadmap year-end report out:

<https://docs.google.com/presentation/d/1evMsiwtO32ixK53YtUKjblfkKk-VTa5s3XFjrxhdTYE/edit#slide=id.p>

Austin Open Data Roadmap: FY19 Prioritization

Austin's Open Data Roadmap: Fiscal Year 2019 Project Prioritization

It's been one year since the City of Austin's Open Data Program released version 1.0 of its strategic roadmap. We now need your help prioritizing the open data work Austin commits to in Fiscal Year 2019.

This year we plan to prioritize the work we do by the guiding principles established by the Open Data Charter and Civic Analytics Network. However, there are 14 principles total (too many to focus on at once!), so we need your help identifying the top 5 principles to focus on this year.

As a member of Austin's open data community, we value your input and ask that you participate in the brief survey below.

This survey shouldn't take more than 5 minutes to complete. The deadline to submit your response is Thursday, August 16.

Once all responses are collected, we will determine the top 5 guiding principles for FY19 and build out our roadmap accordingly. We will then share it with you for review and feedback.

Thank you for your time and support!

For more context on this ask:

View the latest update on [Austin's open data accomplishments and backlog of work planned](#).

You can find detailed descriptions of the guiding principle in this survey, in the [International Open Data Charter Principles](#) and the [Civic Analytics Network Guidelines for Open Data](#).

FY19 Open Data Guiding Principles

1



Improve
Accessibility &
Usability of Data
to Engage a
Wider Audience

2



For Improved
Governance &
Citizen
Engagement

3



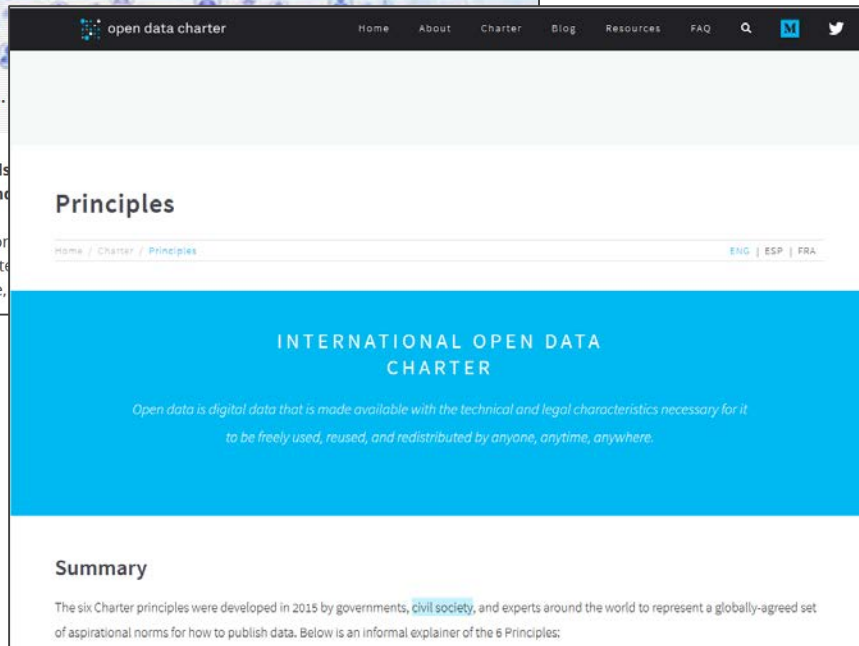
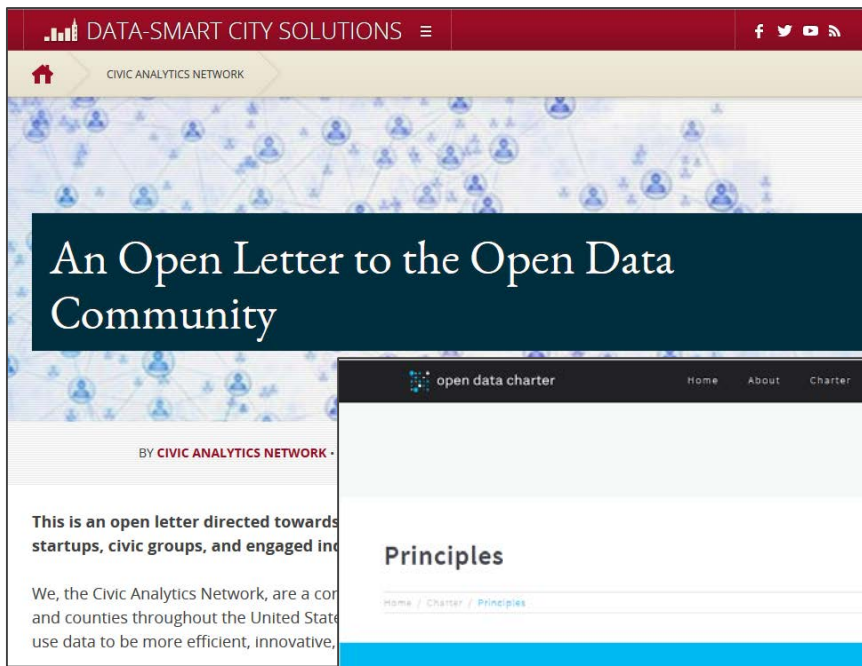
Timely and
Comprehensive

4



Open By
Default

Goal Setting Process



- We returned to the source:
 - *Open Data Charter*
 - *Civic Analytics Network, An Open Letter to the Open Data Community*
- Studied all four priority principles, explained in detail by these groups.



1. We recognize that the rule of law strengthens the governance of and trust in our public institutions, reinforces government's obligation to respect the rights of a civil, and provides a transparent and accountable foundation to improve decision-making and enhance the provision of public services. [MORE INFO →](#)
2. We recognize that open data encourages better development, implementation, and assessment of programs and policies to meet the needs of our citizens, and enables civil participation and better informed engagement between governments and citizens. [MORE INFO →](#)
3. We recognize that engagement and consultation with citizens and civil society and private sector organizations can help governments understand which types of data are in high demand, and, in turn, can lead to improved data prioritization, release, and standard practices. [MORE INFO →](#)
4. We recognize that city or local governments are often the first point of interaction between citizens and government, and that governments therefore have a crucial role in supporting citizen engagement on open data. [MORE INFO →](#)
5. We will:

Accessible and Usable

1. We recognize that opening up data enables governments, citizens, and civil society and private sector organizations to make better informed decisions. [more info →](#)
2. We recognize that when open data is released, it should be easily discoverable and accessible, and made available without bureaucratic or administrative barriers, which can deter people from accessing the data. [more info →](#)

Open by Default

1. We recognize that the term "government data" includes, but is not limited to, data held by national, regional, government, **international government bodies**, and other types of institutions in the wider public sector. Data can also apply to data created for government by external organizations, and data originating by external organizations and related to government programs and services (e.g. data on extractives and infrastructure, etc.). [more info →](#)
2. We recognize that free access to, and subsequent use of, government data is of significant value to society. Government data should, therefore, be **open by default**. [more info →](#)
3. We acknowledge the need to promote the global development and adoption of resources, standards, an exchange, and harmonization of open data. [more info →](#)
4. We recognize that open data can only be unlocked when citizens are confident that open data will not compromise their right to privacy, and that citizens have the right to influence the collection and use of their own personal data or of data generated as a result of their interactions with governments. [more info →](#)
5. We will:
 - A. Develop and adopt policies and practices to ensure that all government data is made **open by default**, as outlined in this Charter, while recognizing that there are legitimate reasons why some data cannot be released. [more info →](#)
 - B. **Enable our jurisdictions as well as international data cannot be released**. [more info →](#)
 - C. Establish a culture of openness, not only through legislative and policy measures, but also with the help of **training and awareness programs, tools, guidelines, and communication strategies designed to move government, civil society, and private sector representatives aware of the benefits of open data**. [more info →](#)
 - D. Develop the leadership, management, oversight, performance incentives, and internal communication policies necessary to enable this transition to a culture of openness in all government departments and agencies, including official statistics organizations. [more info →](#)
 - E. Preserve domestic laws and internationally recognized standards, in particular those pertaining to security, privacy, confidentiality, and intellectual property, where relevant legislation or regulations do not exist or are out of date, they will be created and/or updated. [more info →](#)
 - F. **Be in accordance with privacy legislation and standards, and ensure data prior to its publication**, ensuring that sensitive, personally identifiable data is removed. [more info →](#)

 DATA-SMART CITY SOLUTIONS

CIVIC ANALYTICS NETWORK ■ AN OPEN LETTER TO THE OPEN DATA COMMUNITY

1. Improve accessibility and usability to engage a wider audience. Historically, the features and services on open data portals targeted more technical users, in particular developers, as early adopters. Across our cities, we see the need to **broaden the number and types of users engaging open data**. As a result, the features and UI design of data portals need to evolve to align with the needs and abilities of the broader public. Key features and recommendations that can guide this principle include the following:

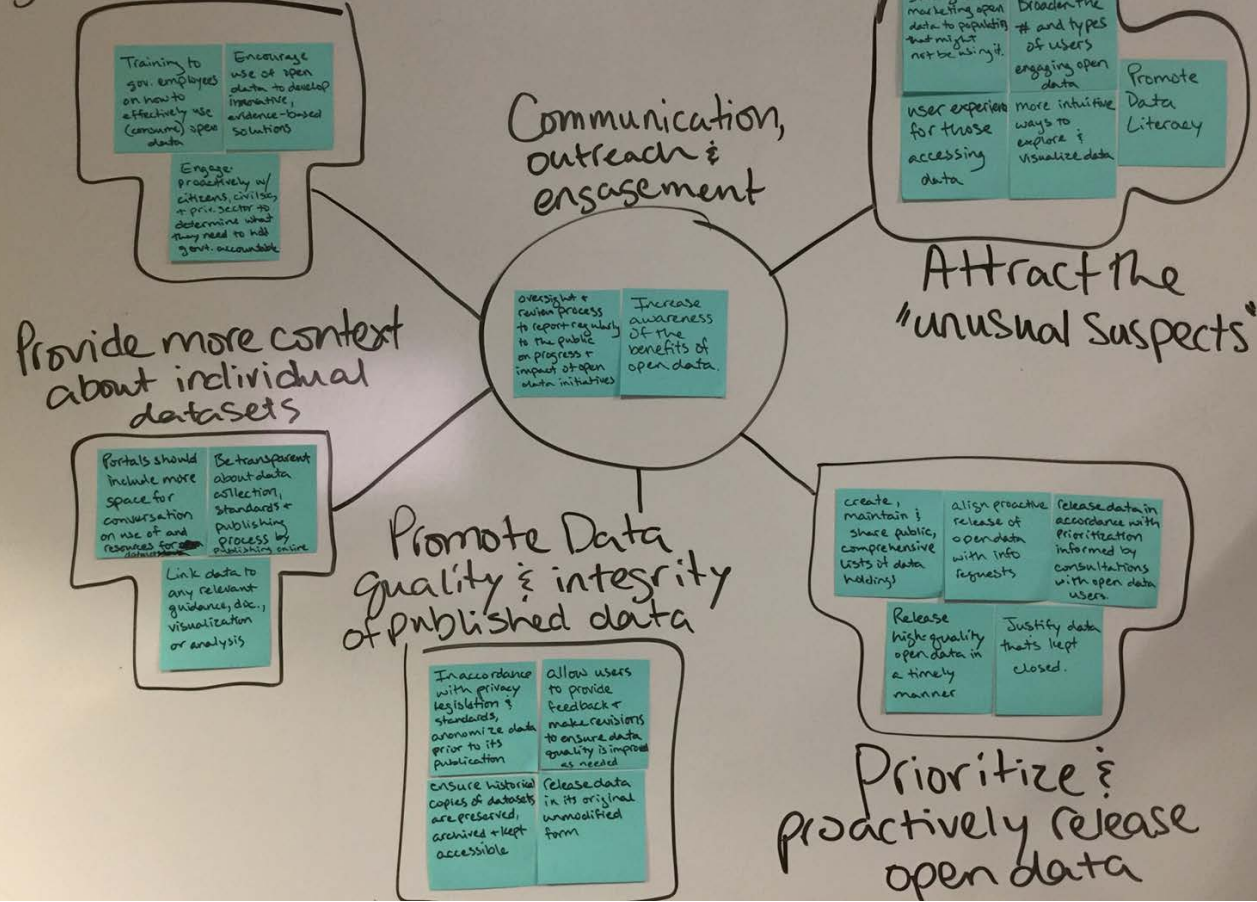
- Portals should have simple and fast data downloads coupled with more user-friendly design for understanding data.
- Accessibility and usability changes should be data-driven; that is, reflective of what datasets and features are being used most.
- Portals should include more space for conversations on the use of, and resources for, datasets including user guides, dashboards, and social media communication.
- Portals should be exemplars of good web design (e.g., many portals are not mobile friendly).
- User research from providers (who is using my data - where are the gaps?), including strategies for marketing open data to populations that might not be using it, would be helpful. This might include additional applications or view options for those communities.
- Portals should include more intuitive ways of visualizing and exploring data. It's time for open data to move beyond spreadsheets on the web.
- In addition to view totals for datasets, cities' data portals should also publish information on which datasets are being downloaded.

1. **Consult data users** in the process of prioritization, publication, and release dates. **MORE INFO** →
2. **Release high-quality open data in a timely manner**, without undue delay. Data will be **comprehensive and accurate**, and released in accordance with prioritization that is informed by consultations with open data users, including citizens, other governments, and **civil society and private sector organizations**. **MORE INFO** →
3. **To the extent possible, release data in its original, unmodified form**, and **link data to any relevant guidance, documentation, visualizations, or analyses**. **MORE INFO** →
4. To the extent possible, release data that is **disaggregated** to the lowest levels of administration, including disaggregation by gender, age, income, and other categories. **MORE INFO** →
5. **Allow users to provide feedback**, and **continue to make revisions to ensure data quality is improved as necessary**. **MORE INFO** →
6. Apply consistent **information lifecycle management practices**, and **ensure historical copies of datasets are preserved, archived, and kept accessible as long as their retain value**. **MORE INFO** →
7. **Consult data users** on significant changes to the structure or supply of data in order to minimize the impact to users that have created tools based on open data. **MORE INFO** →
8. **Be transparent about our own data collection, standards, and publishing processes** by documenting these processes online. **MORE INFO** →

In the sections for each of our four priority principles, we highlighted:

- Actionable goals
- That could be completed in a “sprint” or short time-boxed project.
- Were within our zone of control.

Promote open data - informed govt. policies & solutions



- Discovered overlap across the 4 principles.
- Transferred highlighted goals to post-its.
- Grouped by similarities.
- Specific and actionable goals were revealed.
- Core focus on communication, outreach and engagement.

Fiscal Year 2019 GOALS

Promote open data-informed government policies and solutions

- Train government employees on how to effectively use open data.
- Engage proactively with citizens, civil society and the private sector to determine what they need to hold government accountable.
- Encourage use of open data to develop innovative, evidence based solutions.

Attract the “unusual suspects”

- Develop strategies for marketing open data to populations that might not be using it.
- Broaden the number and types of users engaging open data.
- Focus on the user experience of those accessing open data.
- Provide more intuitive ways to visualize and explore data.
- Promote data literacy.

Provide more context about individual datasets

- Be transparent about data collection, standards and publishing processes by documenting this information online.
- Link data to any relevant guidance, documentation, visualization or analysis.
- Portals should include more space for conversation on use of and resources for datasets.

Promote data quality & integrity of published datasets

- Allow users to provide feedback and make revisions to ensure data quality is improved as needed.
- Release data in its original, unmodified form.
- Ensure historical copies of datasets are preserved, archived and kept accessible.
- In accordance with privacy legislation and standards, anonymize data prior to its publication.

Prioritize and proactively release open data

- Align proactive release of open data with public information requests.
- Release data in accordance with prioritization informed by consultations with open data users.
- Release high-quality open data in a timely manner.
- Justify data that is kept closed.
- Create, maintain and share public, comprehensive lists of data holdings.

Fiscal Year 2019 Sprint Planning

Attract
Unusual
Suspects

Promote Open
Data-informed
Government policies
and solutions

Promote data quality & integrity of published datasets

Provide more context about individual datasets

Prioritize and proactively release open data

Sprint Item Ideation

Identified as many sprint items as possible that would directly address FY19 goals.

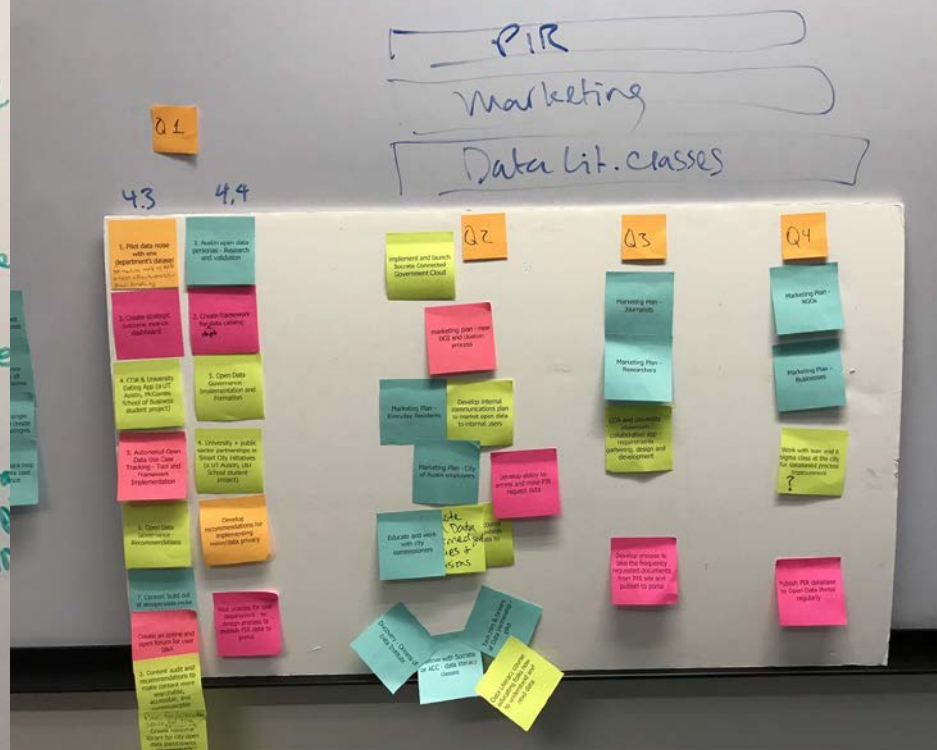
Kept sprint items small and likely to be completed within a 30 day sprint cycle.

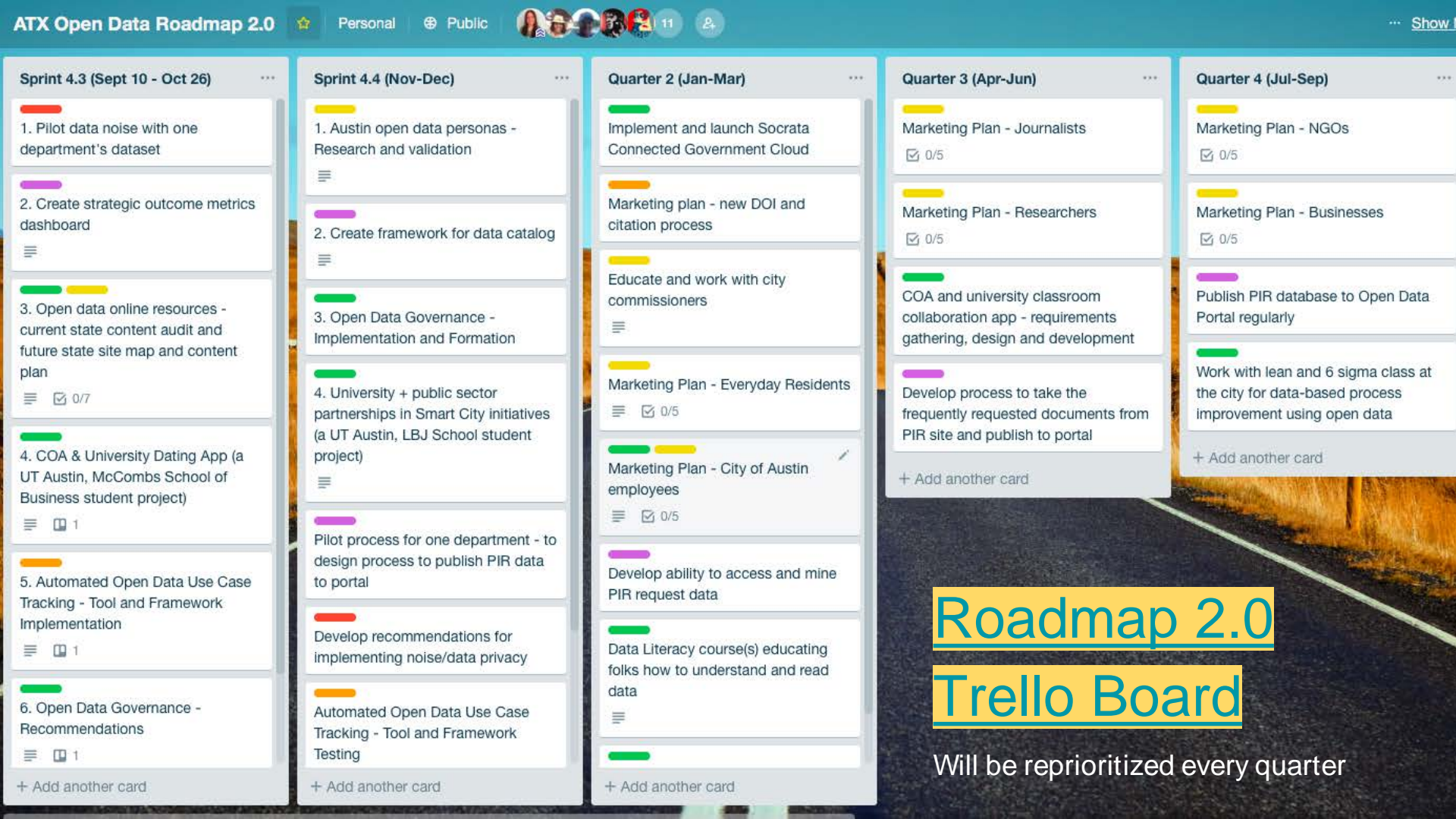
Organized potential sprint items by goal.

The whiteboard contains the following sticky notes and handwritten notes:

- Sticky Note 1 (Yellow):** COA + university Dating App
 Requirements gathering
 Design - Dev ①
- Sticky Note 2 (Yellow):** Automated open data use-case tracking using citations? DQs is attrinetic? ②
- Sticky Note 3 (Yellow):** opendata Governance recommendations ②
- Sticky Note 4 (Yellow):** UT Smart Cities class - Research on how other govt - university partnerships work
- Sticky Note 5 (Yellow):** Make Bloomin' site public ②
- Sticky Note 6 (Yellow):** Strategic Outcome Metrics
 Strategic outcome metrics dashboard ⑤
- Sticky Note 7 (Yellow):** Sprint to Pilot data noise with one dept dataset. ③
- Sticky Note 8 (Yellow):** open Data Governance implementation framework ⑦
- Sticky Note 9 (Pink):** Sprint to conduct user research for opendata personas ⑤
- Sticky Note 10 (Yellow):** Sprint to conduct user research for opendata personas
- Handwritten Notes:**
 - Sara* (green ink)
 - Dax* (blue ink)
 - Anne* (blue ink)
 - Paige* (green ink)
 - Loretta* (green ink)
 - Marbarn* (green ink)
 - Sara Hop* (blue ink)
 - An* (blue ink)

Product owner prioritized remaining backlog based on knowledge of user needs and program plans.





ATX Open Data Roadmap 2.0

Sprint 4.3 (Sept 10 - Oct 26)

- 1. Pilot data noise with one department's dataset
- 2. Create strategic outcome metrics dashboard
- 3. Open data online resources - current state content audit and future state site map and content plan
- 4. COA & University Dating App (a UT Austin, McCombs School of Business student project)
- 5. Automated Open Data Use Case Tracking - Tool and Framework Implementation
- 6. Open Data Governance - Recommendations

+ Add another card

Sprint 4.4 (Nov-Dec)

- 1. Austin open data personas - Research and validation
- 2. Create framework for data catalog
- 3. Open Data Governance - Implementation and Formation
- 4. University + public sector partnerships in Smart City initiatives (a UT Austin, LBJ School student project)
- Pilot process for one department - to design process to publish PIR data to portal
- Develop recommendations for implementing noise/data privacy
- Automated Open Data Use Case Tracking - Tool and Framework Testing

+ Add another card

Quarter 2 (Jan-Mar)

- Implement and launch Socrata Connected Government Cloud
- Marketing plan - new DOI and citation process
- Educate and work with city commissioners
- Marketing Plan - Everyday Residents
- Marketing Plan - City of Austin employees
- Develop ability to access and mine PIR request data
- Data Literacy course(s) educating folks how to understand and read data

+ Add another card

Quarter 3 (Apr-Jun)

- Marketing Plan - Journalists
- Marketing Plan - Researchers
- COA and university classroom collaboration app - requirements gathering, design and development
- Develop process to take the frequently requested documents from PIR site and publish to portal

+ Add another card

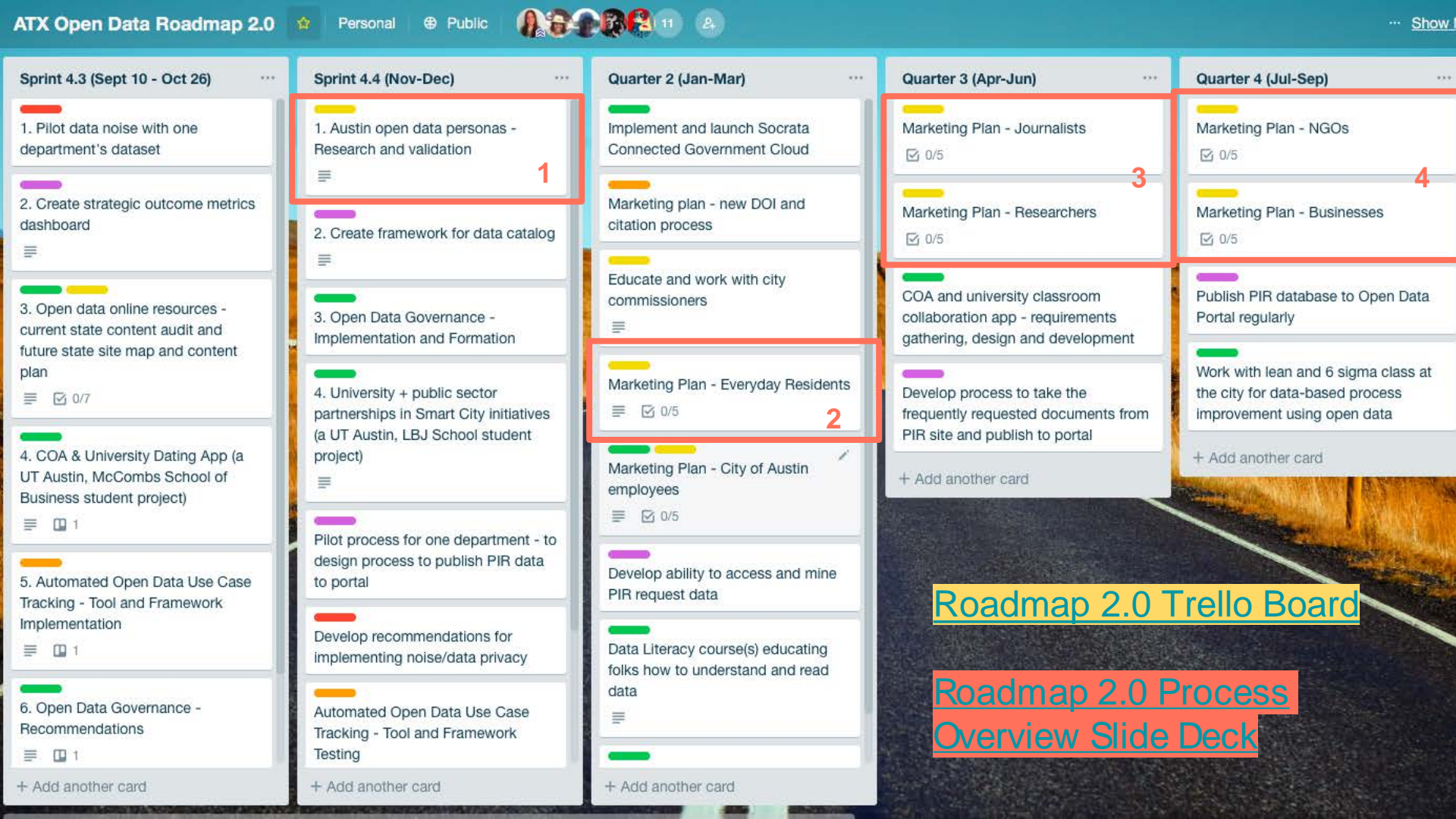
Quarter 4 (Jul-Sep)

- Marketing Plan - NGOs
- Marketing Plan - Businesses
- Publish PIR database to Open Data Portal regularly
- Work with lean and 6 sigma class at the city for data-based process improvement using open data

+ Add another card

Roadmap 2.0
Trello Board

Will be reprioritized every quarter



Open Data Persona Project

Persona Overview

What are personas?

- A reliable and realistic representation of your key audience segments.
- Based on qualitative and some quantitative user research and web analytics.

- Express and focus on the major needs and expectations of the most important user groups.
- Give a clear picture of the user's expectations and how they're likely to use the product or service.
- Describe real people with backgrounds, goals, and values.

NICOLE THE PARENT

Background

Nicole is a 36-year-old working mom of a 3-year-old son and a 7-year-old daughter. She is always on the go, juggling her job, children's school activities and other errands. She wants her children to have strong reading skills and is always looking for activities after school and during the summer that are both entertaining and educational for them. Her go-to sources for these activities are Free Fun in Austin and Do-512 Family, however she also relies on the Library's website as another source for children's events and book recommendations. She most often visits the website on her smart phone during brief bursts of free time during the day (usually while waiting for something) or late at night after her children have gone to bed.

Quote

"My Library is great! It offers storytime that is educational and fun for children. We love coming to the library and checking out books!"

Expectations

- The website is easy to use
- Easy access to their school's book list
- Appropriate programming for their child and listed accurately on the website

Values

- Breaks from the daily hustle
- Time spent with other adults
- Anything that benefits their child's development
- Getting ahead

TECH SAVVINESS
SOCIAL MEDIA USAGE
SMART PHONE/TABLET
DESKTOP USAGE
LEVEL OF CONFIDENCE
LEVEL OF KNOWLEDGE
ABOUT THE LIBRARY



Top 3 Library Website Uses:

1. Library events
2. General info
3. We recommend (staff picks)



End Goal

- Finding books that will help develop their child's literacy
- Finding age appropriate events that will entertain their child, develop social skills and promote learning
- Occasionally finding resources that will help with homework or supplement class lessons

Experience Goals

- Finding books and events quickly with as few clicks as possible
- Finding resources relevant to what their child is learning in school and the closest library to their home or work to pick it up

Needs

- Being able to plan around upcoming events
- A mobile friendly website experience
- A direct and fast way to the information she needs
- A way to track items her family has checked out and saved for future visits



AUSTIN PUBLIC LIBRARY

VALERIE LIBRARY STAFF

Background

Valerie is a 40-year-old library staff member and has been working for the Austin Public Library for 8 years. She has a strong background in customer service from working in the retail industry. She is passionate about helping connect library users with the resources they need and will often go "the extra mile" by navigating the Library's complex system and website on behalf of the customer to save them time and frustration. Customers recognize this and rely on her and other library staff heavily to help them on the spot with website issues, reserving a meeting room and sorting through the vast amount of information on the APL website to find information such as library locations and hours, events, and hard copy and digital resources. As a result, she spends around 4-6 hours per shift on one of the Library's computers, searching the internet (both within and outside the APL website).

Quote

"My Library is the hub of the community. It is a meeting place for people of all ages and it is fun to problem-solve with everyone."

Expectations

- The website should have the information the customer is looking for such as social services resources, book recommendations, and resume help
- The website has the information they need to back-up library policies

Values

- A positive customer experience
- Everything for which the public library stands
- Giving back to the community

TECH SAVVINESS
SOCIAL MEDIA USAGE
SMART PHONE/TABLET
DESKTOP USAGE
LEVEL OF CONFIDENCE
LEVEL OF KNOWLEDGE
ABOUT THE LIBRARY



Top 3 Library Website Uses:

1. General info
2. Subscription content (Virtual Library)
3. Library events



End Goal

- Connect library users with the resources they need.
- Give back to the community.
- Ensure customers have a positive library experience.

Experience Goals

- To find information as quickly as possible on behalf of the customer.
- To find library event information quickly and easily without having to be knowledgeable of the many events that happen every day across the entire library system.

Needs

- The library website to be intuitive for the customer to find resources without her help.
- A reliable search tool so that she doesn't have to rely on a mental map of the entire website to successfully find the information she's looking for.
- An intuitive website architecture so that she doesn't have to look in two different places for the same thing (i.e. classes and programs).
- A fast and reliable network to support quick website searches and happy customers.



AUSTIN PUBLIC LIBRARY

Attract the “unusual suspects”

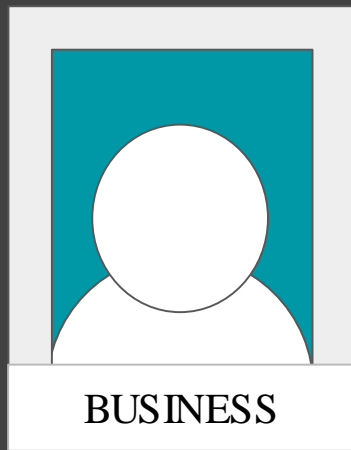
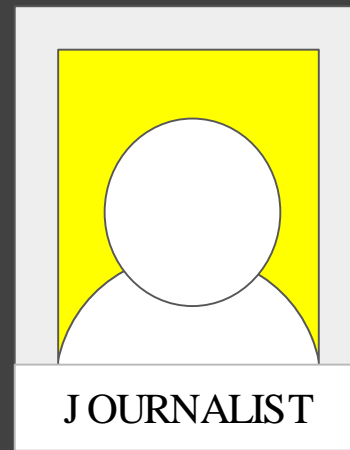
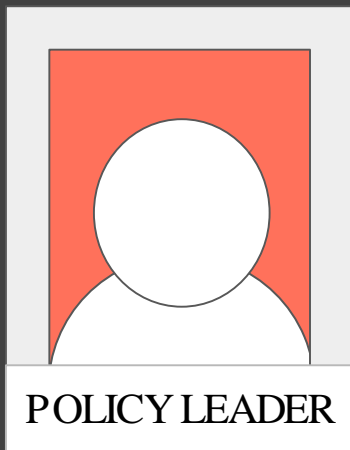
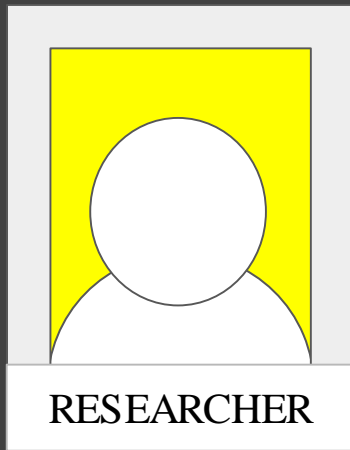
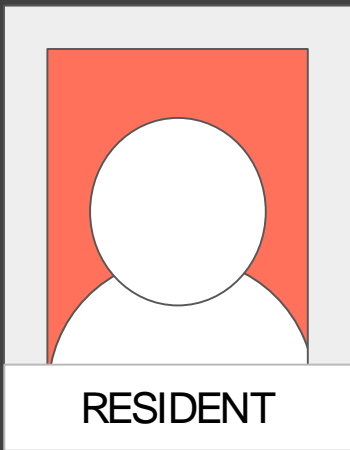
- Develop strategies for marketing open data to populations that might not be using it.
- Broaden the number and types of users engaging open data.
- Focus on the user experience of those accessing open data.
- Promote data literacy.

Promote open data-informed government policies and solutions

- Train government employees on how to effectively use open data.
- Engage proactively with residents, civil society and the private sector to determine what they need to hold government accountable.
- Encourage use of open data to develop innovative, evidence based solutions.

Purpose and Goal

1. Better understand the needs, goals and blockers to those that use (and even those that don't use but would benefit from using) the City of Austin's open data portal.
2. Inform marketing efforts to increase use of the City of Austin's open data.



User research game plan

Round 1

Round 2

Round 3

Interviews

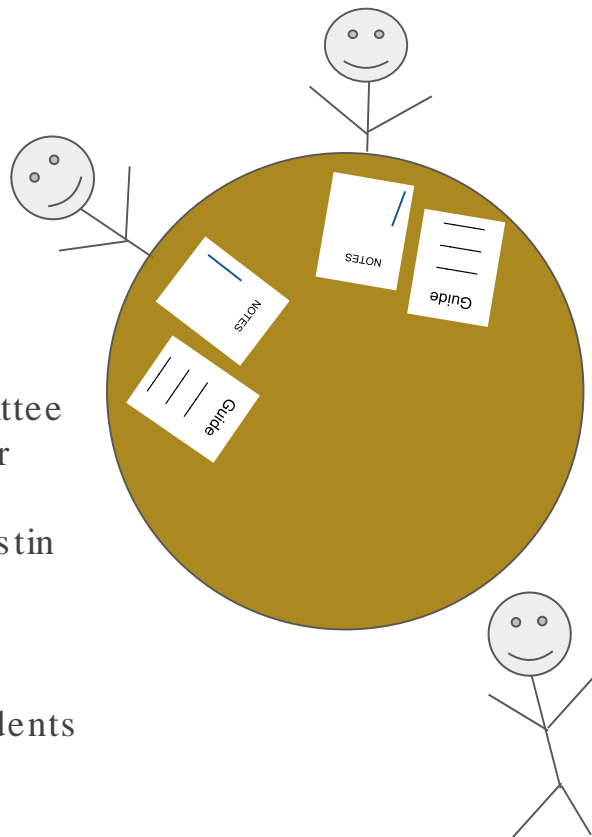
Recruitment Channels:

- FB, Twitter, NextDoor
- B&C, ANC
- Austin Monitor
- Equity Office & Committee
- Austin Young Chamber of Commerce
- Go! Austin/ Vamos! Austin
- Austin Tech Alliance
- Open Austin

Resident survey: 65 respondents

Interviewees:

- 10 policy leaders
- 9 Residents



Who we've talked to

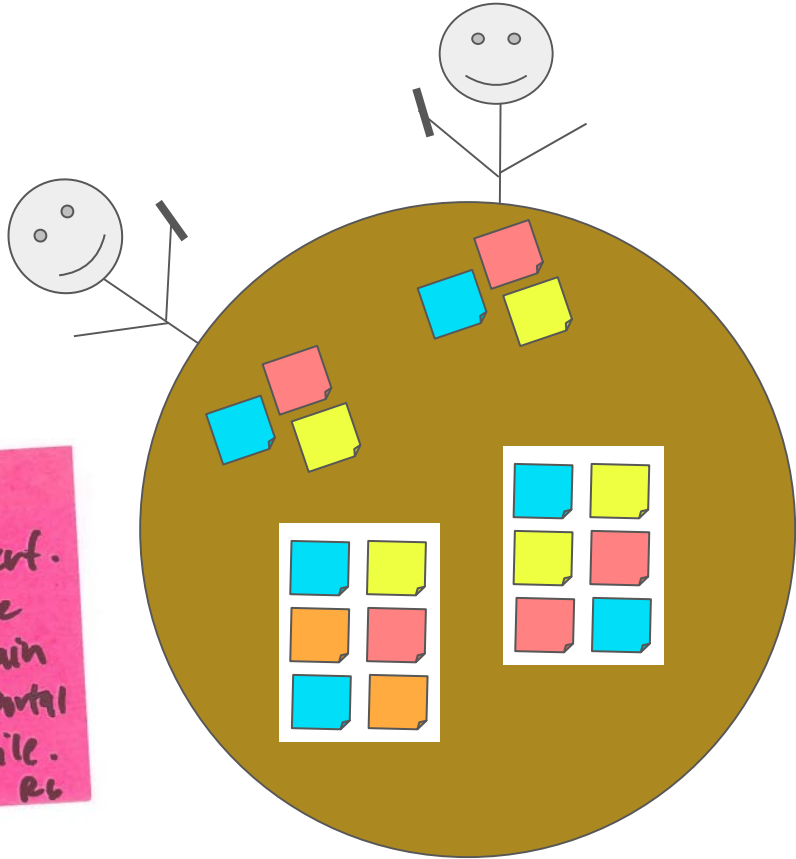
- Civically engaged residents
- Neighborhood council members
- Contact team members
- Commissioners
- City Council policy advisors
- B&C staff liaison
- City Council member

Debrief

The data portal
needs more
consistency.
It would
make it more
accessible.
PL3

"I have no idea
what imagine
Austin Strategic
Plan is. There's
no way to click
on it to get
more information"
RS

Confused why
Trans. Data Perf.
hub couldn't be
found from main
page on Data Portal
under Trans. tile.
RL



Experience

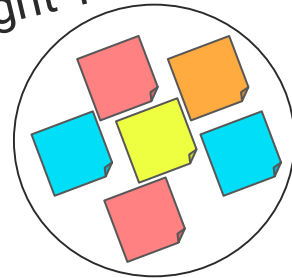
Idea

Quote

Question



Insight Themes



Identify Themes

Initial Findings

Residents

#1 obstacle to using the open data portal:

Most residents do not know the open data portal exists

#1 data interest: Improving their neighborhood (i.e. parks/green space, sidewalks, street repair, infrastructure (stores), affordable housing, 311 requests)

#1 frustration using the open data portal:

Navigating the open data portal is not intuitive. Often times the functionality users expect and look for is available but they can't find it on the user interface (i.e. search bar, view data button, etc.)

Policy Leaders

#1 obstacle to using the open data portal:
their level of confidence in the data's
accuracy and reliability

#1 data interest: policy leader interests =
stakeholder interests. “*stakeholders are most
interested in what affects them personally.*”
Most notably mobility.

#1 frustration using the open data portal:
When searching the open data portal, they
can't find the data they are looking for

Google Analytics
data.austintexas.gov

2018 Open Data Overview

Users

378,917

↑ 12.3%

Sessions

514,445

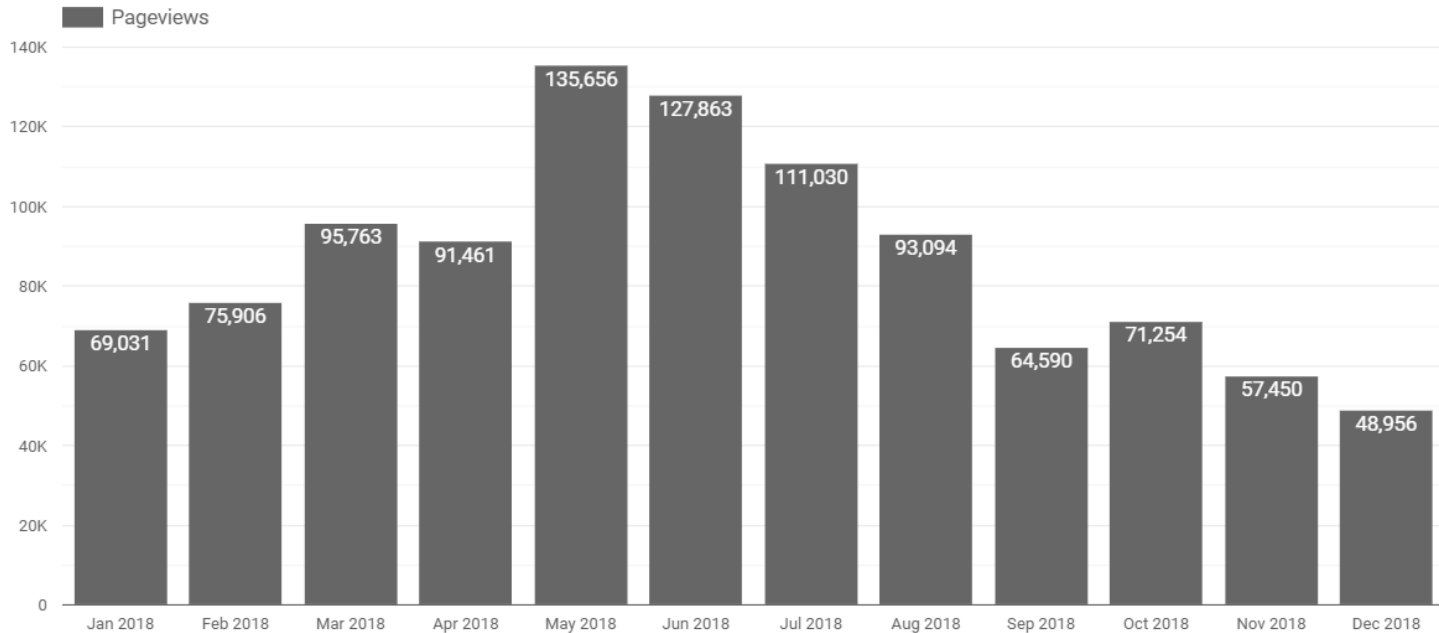
↑ 9.5%

Pageviews

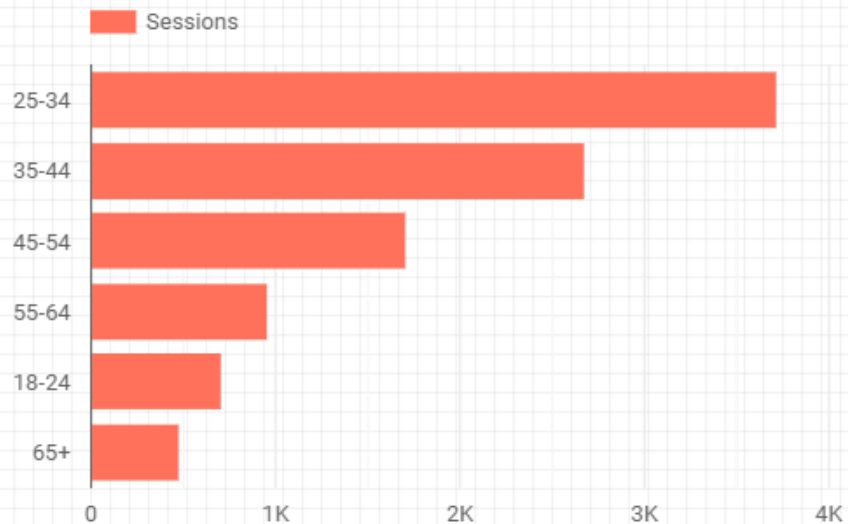
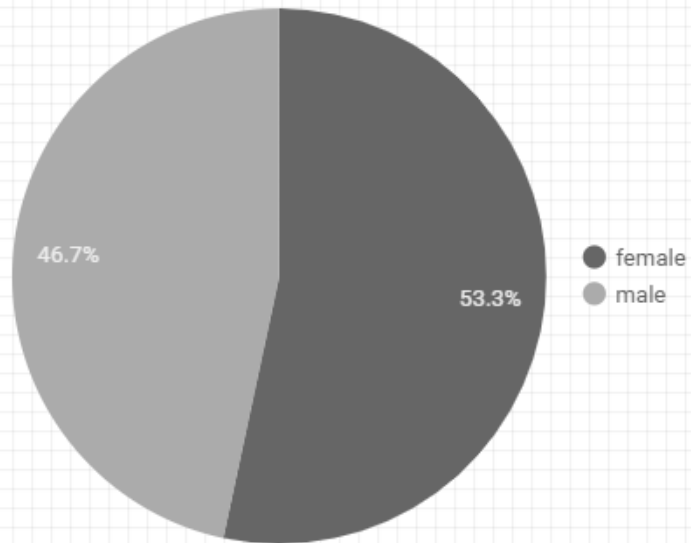
1,042,054

↑ 8.1%

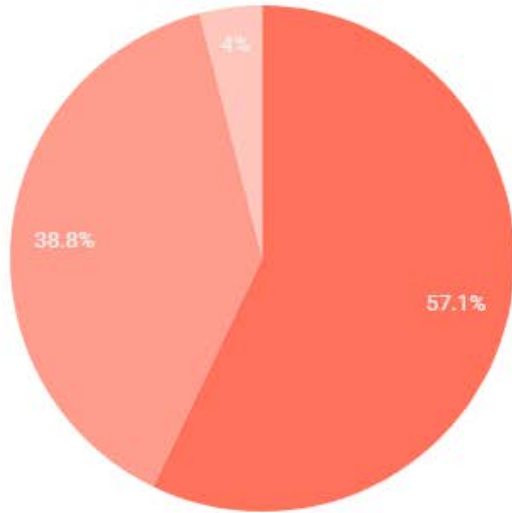
Monthly Pageviews



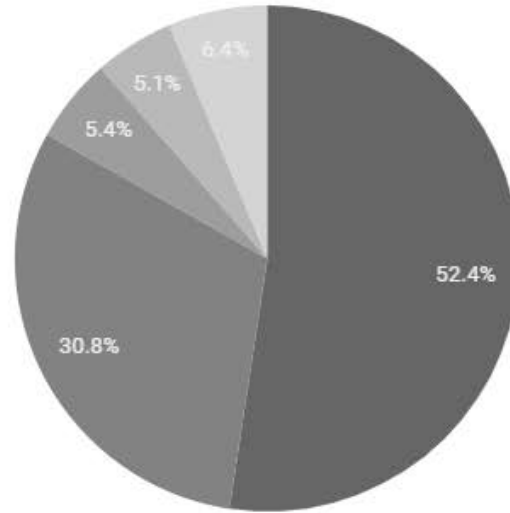
Audience



Technology



desktop
mobile
tablet



Chrome
Safari
Firefox
Internet Explorer
others

Public Schools

- austinisd.org
- leanderisd.org
- dvisd.net
- dpisd.org
- galenaparkisd.com
- houstonisd.org
- lcisd.org
- roundrockisd.org

Colleges and Universities

utexas.edu

austincc.edu

txstate.edu

stedwards.edu

colostate.edu

msu.edu

tamu.edu

ccbcmd.edu

rutgers.edu

sfasu.edu

tmc.edu

umich.edu

alaska.edu

bu.edu

calvin.edu

cmu.edu

csusb.edu

dcccd.edu

gia.edu

gmu.edu

gsu.edu

gwu.edu

hofstra.edu

jhuapl.edu

kent.edu

ksu.edu

lehigh.edu

louisville.edu

loyno.edu

monroe.edu

neu.edu

princeton.edu

rwu.edu

slcc.edu

stonybrook.edu

tamus.edu

tcu.edu

trinity.edu

tscharlingen.edu

ucla.edu

uconn.edu

umsled.edu

uoregon.edu

utdallas.edu

utsa.edu

washington.edu

wm.edu

wpi.edu

Government

- house.gov
- sanantonio.gov
- texas.gov
- ara.gov
- bryantx.gov
- cdc.gov
- cns.gov
- cookcountyiil.gov
- elpasotexas.gov
- fairfaxcounty.gov
- gsa.gov
- houstontx.gov
- irs.gov
- la.gov
- mt.gov
- nashville.gov
- okc.gov
- raleighnc.gov
- usps.gov
- va.gov

Next Steps

1. Compare site analytics to qualitative research findings
2. Complete synthesis
3. Document and publish persona profiles and recommendations for marketing and training

QUESTIONS?

opendata@austintexas.gov