

# How Does Open Data Create Social Impact?

Emily Shaw, National Policy Manager



# Problems are everywhere – and solutions are too

- The internet empowers deterritorialized, loosely-coupled human cooperation
- Ideas can come from anywhere – the more potential cooperating partners, the better
- Open data – data available to everyone, for free - provides the building blocks for solving vexing problems through loosely-coupled cooperation

# Data is the 21<sup>st</sup> Century's Navigable Waters

Treating data as a **public good** means asking:  
What happens if we provide everyone free  
access to data?

# For Comparison: Public Trust Doctrine

- Principle: water and land up to the tideline are public and must be publicly maintained
- Challenges: public expense, value of privatizing resource
- Public benefits: navigation, recreation, research, wildlife protection, economic development

New Public Good, New Things to Figure Out:

How do we make the best use of this resource?

How do we ensure it has the largest possible positive impact?

**Communicate, communicate, communicate.**

# 1. Communicate about successes.

- Sunlight Foundation’s “Impacts of Open Data” explores some of the kinds of problem-solving cooperation enabled by open data



1818 N Street N.W. • Suite 300 • Washington, D.C. 20036 | 202.742.1520 | F: 202.742.1524 | [SunlightFoundation.com](http://SunlightFoundation.com)

## THE IMPACTS OF OPEN DATA

At the Sunlight Foundation, we believe access to government information and decision-making processes is a fundamental democratic principle. Open data is one important way of achieving that access. Here, we explore some of those benefits and examples of how opening up information is making a difference in communities across the country.

To learn more about Sunlight's local policy work, explore our hub here: [sunlightfoundation.com/policy/local](http://sunlightfoundation.com/policy/local)

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Create transparency      Empower accountability

# Creating Transparency

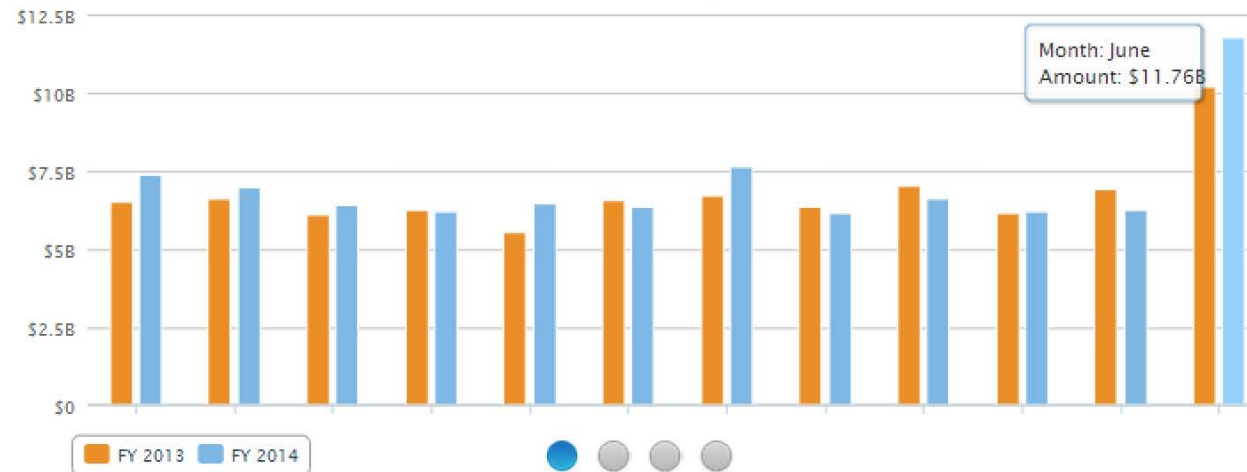
## NYC Checkbook 2.0



### NEW YORK CITY

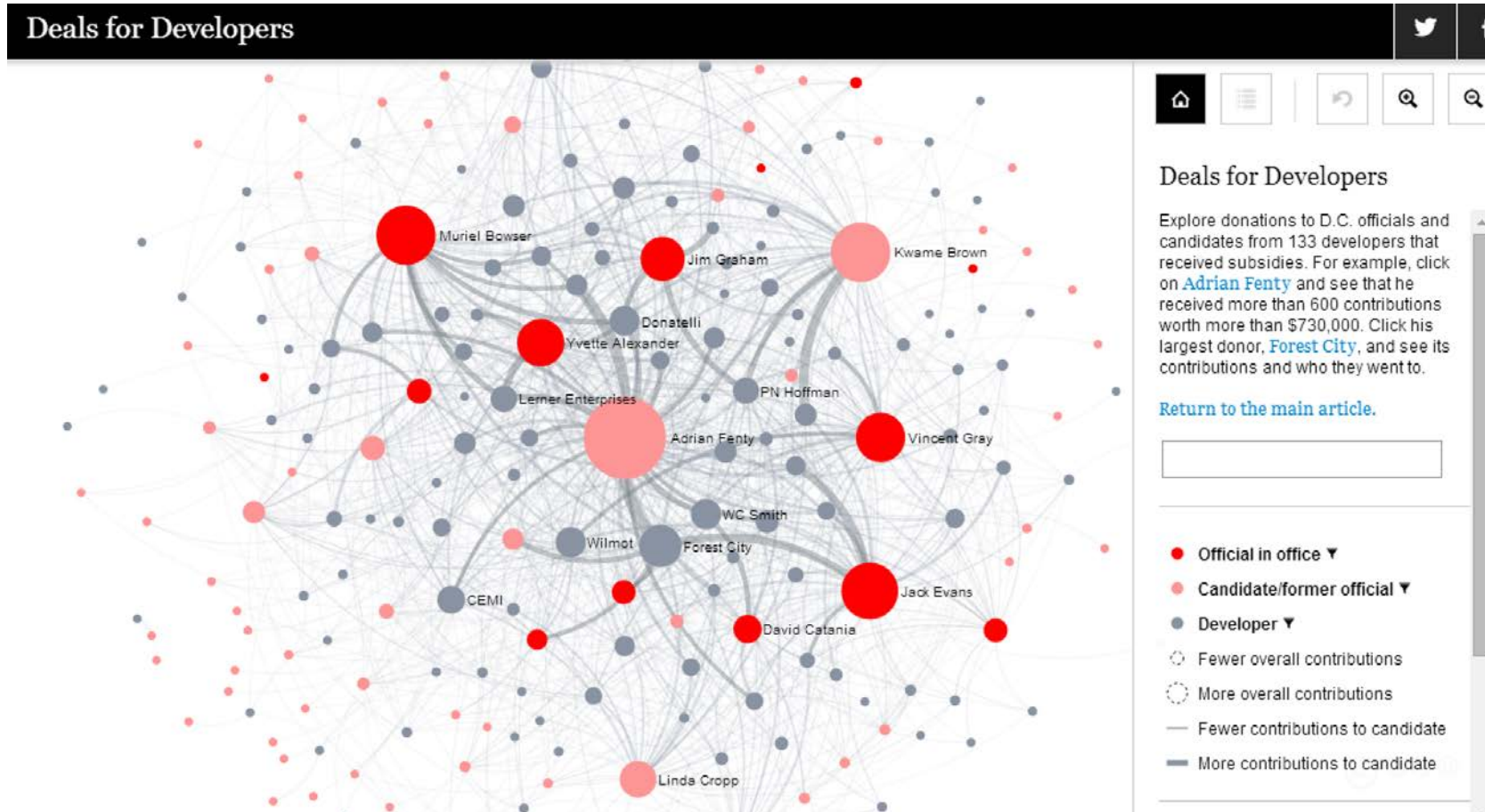
#### Total Spending

Grid View



# Empowering Accountability

## WAMU Deals for Developers story

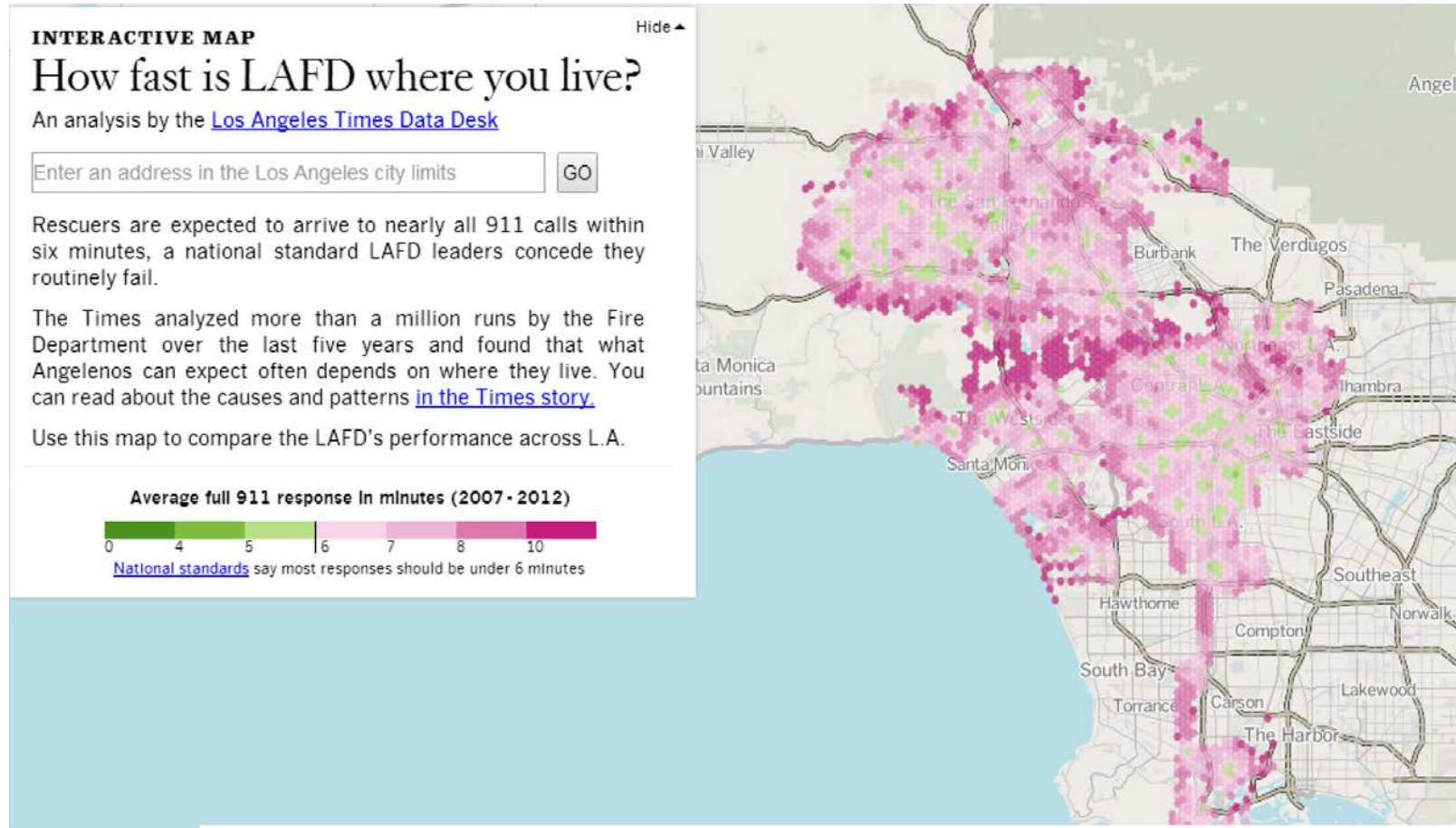






# Improving Governmental Effectiveness

Los Angeles Times: “How Fast is LAFD Where You Live?”



# Increase Public Participation

## South Bend, Indiana's CityVoice

**CITYVOICE** enter address ACTIVITY ALL MESSAGES

### LEARN

To learn more about getting involved in South Bend's vacant and abandoned property initiative, including:

- Indiana's Good Samaritan law
- How to acquire an abandoned property
- Property reuse options

[Click here to read the city's "Helpful Information" guide.](#)

### CALL

Is this information inaccurate? Have a plan for a property? Share your thoughts and knowledge.

- [Find a property's call-in code on this website](#)
- Call (574) 584-2969

### LISTEN

CityVoice is about having a conversation. Click on an audio link to hear what your neighbors have to say.

**Message: Shubhada Kambli, Director of Code Enforcement**

0:46

### RECENT MESSAGES

707 Rex	2014-07-18	0:00
1241 Fremont	2014-07-14	0:00
707 Rex	2014-07-12	

## 2. Communicate About Shared Goals

- Health Care example: Ubiquity of “the Triple Aim” among health care researchers and advocates facilitates self-organizing cooperation.
- When a group of disconnected individuals all agree on a common definition of problems and set of goals to achieve, collective progress doesn’t require traditional organization.

# 3. Communicate about the data you want.

- Asking for specific datasets from governments lets them know what data is worth extra effort to release.
- Community organizations are increasingly working with governments to collect and cooperatively release data.

The screenshot shows a news article from the Baltimore Neighborhood Indicators Alliance. The main headline is "Vital Signs 12, new website from Baltimore Neighborhood Indicators Alliance". Below the headline is a sub-headline: "The release of the 12th edition of Vital Signs adds another 8,000 data points -- 150 indicators for each of Baltimore city's 55 community statistical areas -- to the compendium of neighborhood information available on the updated BNIA website." The article is attributed to "By Andrew Zaleski / STAFF". Below the text is a map of Baltimore with numerous colored dots representing data points across different community statistical areas. To the right of the map is a sidebar with sections: "CONNECTIONS" (Organizations: University of Baltimore; Projects: Vital Signs, Baltimore Neighborhood Indicators Alliance, Baltimore Neighborhood Indicators Alliance-Jacob France Institute, OpenBaltimore; Tags: open data, open gov); "TECH" (Logos for Breakfast and Best Baltimore Winner); and "LATEST HEADLINES" (Neuroscience drugmaker raises \$16.3M [Startup Roundup], LeBron James frenzy leads fans to Baltimore entrepreneur's resume, KoolSpan graduates from UMBC).

# 4. Communicate about data problems.

- Data quality concerns
- Cost of transition to open data
- Protecting individual privacy
- Restrictive public-private contracts
- Dealing with licensing and proprietary information

# 5. Communicate With Someone New!

- We are in the early days of a new concept in governance, and so Open Data needs you to talk about it!
- Does someone you know have a problem that could be solved with more data?
- Tell them to:
  - Ask for it by name!
  - Collect and share it freely!
  - Get in touch with open data advocates to find partners!