



Technology Salon

Topics & Times

10:15am - 11:30am

Infrastructure, Asset Management, and Transportation

1:45pm - 3:00pm

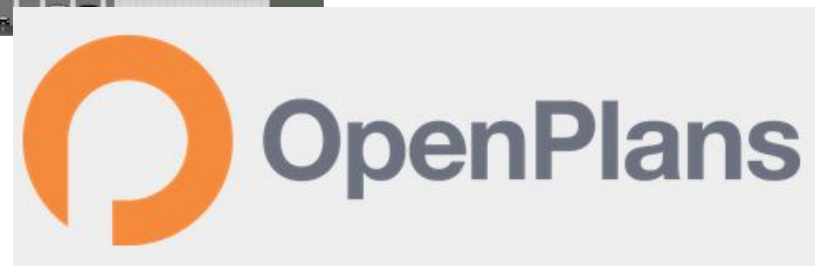
Community and Economic Development, Commercial Corridors, and Environment.

3:30pm - 5:00pm

Civic Engagement, Transparency, and Design



Infrastructure, Asset Management, and Transportation





Technology Salon

Featured Technologies

Community and Economic Development, Commercial Corridors, and Environment.





Technology Salon

Featured Technologies

Civic Engagement, Transparency, and Design



MindMixer



Textizen



SketchUp





Technology Salon

Hosts

TJ Keiran, GISP, Hanover Engineering Associates, Inc.

Andrew Schwartz, AICP CUD, PLA, LEED AP,
Environmental Planning and Design, LLC

Todd Baylson, AICP, Philadelphia Office of Innovation and
Technology

**General Intro to
Contemporary Tech.
(used for all 3 sessions)**



Technology Salon

QUICK TECH PRIMER

What is “The Cloud” ?

Buy as you go, spend \$ on functionality not infrastructure

Cloud computing and storage solutions provide users and enterprises with various capabilities to store and process their data in third-party data centers. The implications for government are that we need to spend less resources creating our own servers, infrastructure and on premise systems, except in cases where we want to have all security implications handled by our staff. For start up companies, and governments as well, one of the other big advantages is that cloud infrastructure scales very easily and quickly so you can typically buy more infrastructure when you need it, and shrink your needs (and your bills) when you do not.

More info here: https://en.wikipedia.org/wiki/Cloud_computing

The Cloud

Amazon Web Services

ABOUT AWS

AWS Cloud Computing

AWS Cloud Solutions

AWS Cloud Products

AWS Free Tier

RELATED LINKS

Getting Started with AWS

AWS Marketplace Software

Webinar Program

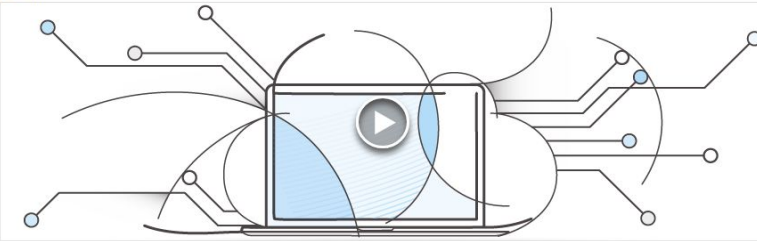
Get Started for Free

Create Free Account

What is Cloud Computing?

"Cloud Computing", by definition, refers to the on-demand delivery of IT resources and applications via the Internet with pay-as-you-go pricing.

(2:46)



The Basics

Whether you are running applications that share photos to millions of mobile users or you're supporting the critical operations of your business, the "cloud" provides rapid access to flexible and low cost IT resources. With cloud computing, you don't need to make large upfront investments in hardware and spend a lot of time on the heavy lifting of managing that hardware. Instead, you can provision exactly the right type and size of computing resources you need to power your newest bright idea or operate your IT department. You can access as many resources as you need, almost instantly, and only pay for what you use.

Get a Cloud solution in minutes

Try AWS for Free


1. Create an AWS account

2. Launch a Virtual Machine

3. Store Media and Files


View AWS Free Tier Details >

Six Advantages and Benefits of Cloud Computing




Trade capital expense for variable expense

Instead of having to invest heavily in data centers and servers before you know how you're going to use them, you can only pay when you consume computing resources, and only pay for how much you consume.




Benefit from massive economies of scale

By using cloud computing, you can achieve a lower variable cost than you can get on your own. Because usage from hundreds of thousands of customers are aggregated in the cloud, providers such as Amazon Web Services can achieve higher economies of scale which translates into lower pay as you go prices.




Stop guessing capacity

Eliminate guessing on your infrastructure capacity needs. When you make a capacity decision prior to deploying an application, you often either end up sitting on expensive idle resources or dealing with limited capacity. With Cloud Computing, these problems go away. You can access as much or as little as you need, and scale up and down as required with only a few minutes notice.




Increase speed and agility

In a cloud computing environment, new IT resources are only ever a click away, which means you reduce the time it takes to make those resources available to your developers from weeks to just minutes. This results in a dramatic increase in agility for the organization, since the cost and time it takes to experiment and develop is significantly lower.



Stop spending money on running and maintaining data centers

Focus on projects that differentiate your business, not the infrastructure. Cloud computing lets you focus on your own customers, rather than on the heavy lifting of racking, stacking and powering servers.



Go global in minutes

Easily deploy your application in multiple regions around the world with just a few clicks. This means you can provide a lower latency and better experience for your customers simply and at minimal cost.

Cloud Computing provides a simple way to access servers, storage, databases and a broad set of application services over the Internet. Cloud Computing providers such as Amazon Web Services own and maintain the network-connected hardware required for these application services, while you provision and use what you need via a web application.



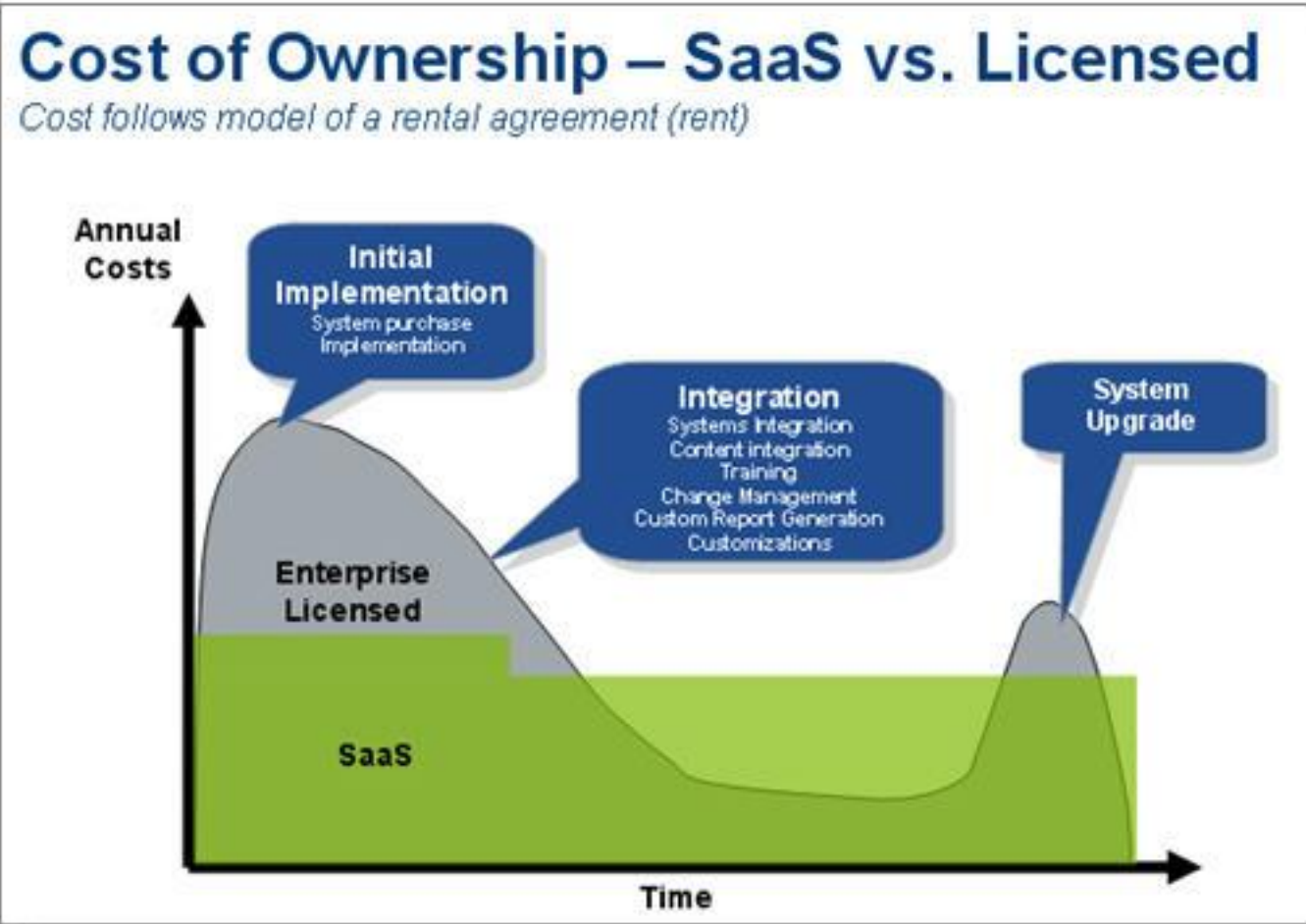
Technology Salon

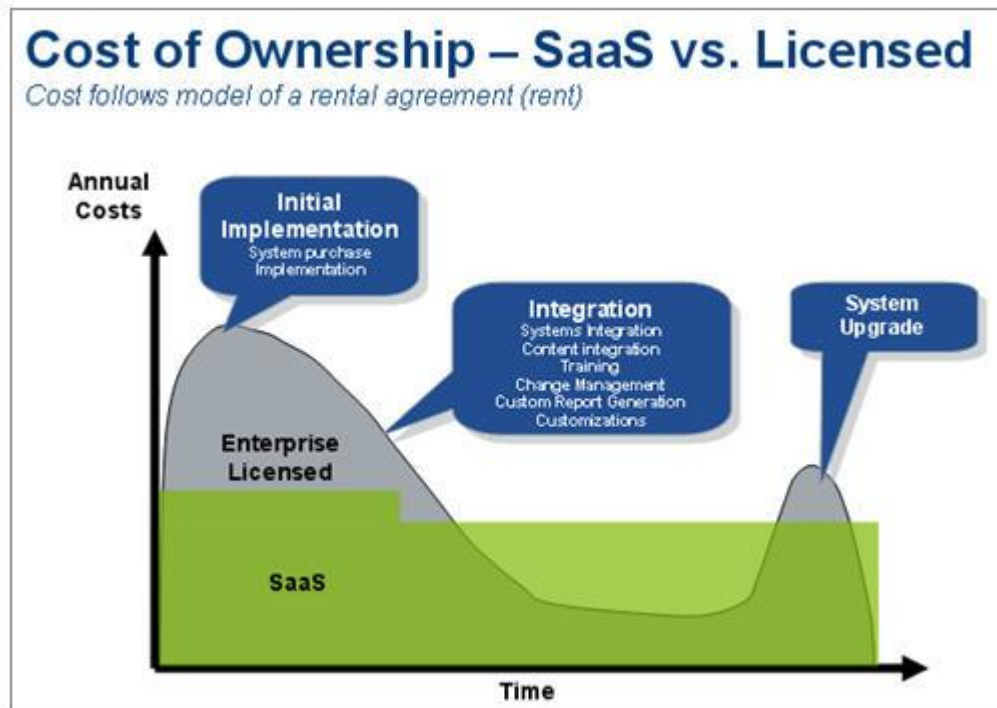
QUICK TECH PRIMER

What is “Software as a Service (SaaS)”?

Buy best of breed, and pay for the product/service rather than reinventing a wheel that is already outdated

SaaS is a software licensing and delivery model in which software is licensed on a subscription basis and is centrally hosted, typically on the cloud by the software developer. It is typically accessed using the internet and does not require on premise servers, infrastructure, databases or other systems. The big picture implication for governments is that many things we used to build, host and maintain in order to use we will increasingly be able to subscribe to. These tools will see investment by their owners and we will benefit without having to do traditional maintenance. In the long term this could mean much more contemporary software that sees upgrades via the internet and less legacy maintenance of technology system. More info here: https://en.wikipedia.org/wiki/Software_as_a_service





- A **software** licensing and delivery model in which software is licensed on a subscription basis and is centrally **hosted**
- Typically accessed by **users** using a **web browser**.
- SaaS has become a common delivery model for many business applications, including:
 - office and messaging software
 - payroll processing software
 - DBMS software
 - management software
 - CAD software,
 - development software
 - accounting
 - collaboration,
 - customer relationship management (CRM)
 - **enterprise** resource planning (ERP),



Technology Salon

QUICK TECH PRIMER

What is “The Internet of Things”?



How the Internet of Things can drive revenue for your business



Michael Ni, Contributing Writer
Mar 6, 2015, 1:27pm EST



Many local governments are making budgets go further with LED smart street lighting that automatically reports when it needs to be repaired, such as this light pole on Santa Monica Blvd. in Los Angeles. Flickr/ERICSSON

- Products that “leverage the power of connectivity”
- Relies on “sensors, cloud computing, intelligent networking”
- Nests in homes to sensors on driverless cars to wireless utility meter reading
- Estimated to be a \$7 trillion marketplace by 2020
- Devices are a big part
- Recurring services will also be a big part
- Government needs to be a big player both as a buyer and regarding open data
- Verizon predicts that by 2025, organizations that adopt IoT extensively will be at least 10 percent more profitable than competitors that don’t.



FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS

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News & Events » Press Releases » FTC Report on Internet of Things Urges Companies to Adopt Best Practices to Address Consumer Privacy and Security Risks

FTC Report on Internet of Things Urges Companies to Adopt Best Practices to Address Consumer Privacy and Security Risks

Report Recognizes Rapid Growth of Connected Devices Offers Societal Benefits, But Also Risks That Could Undermine Consumer Confidence

FOR RELEASE

January 27, 2015

TAGS: Technology | Bureau of Consumer Protection | Consumer Protection | Privacy and Security | Consumer Privacy | Data Security

In a detailed report on the Internet of Things, released today, the staff of the Federal Trade Commission recommend a series of concrete steps that businesses can take to enhance and protect consumers' privacy and security, as Americans start to reap the benefits from a growing world of Internet-connected devices.

The Internet of Things is already impacting the daily lives of millions of Americans through the adoption of health and fitness monitors, home security devices, connected cars and household appliances, among other applications. Such devices offer the potential for improved health-monitoring, safer highways, and more efficient home energy use, among other potential benefits. However, the FTC report also notes that connected devices raise numerous privacy and security concerns that could undermine consumer confidence.

"The only way for the Internet of Things to reach its full potential for innovation is with the trust of American consumers," said FTC Chairwoman Edith Ramirez. "We believe that by adopting the best practices we've laid out, businesses will be better able to provide consumers the protections they want and allow the benefits of the Internet of Things to be fully realized."

EVENTS CALENDAR

Related Actions

Federal Trade Commission Staff Report On the November 2013 Workshop Entitled The Internet of Things: Privacy and Security in a Connected World

Twitter Chat on the Internet of Things

Separate Statement of Commissioner Maureen K. Ohlhausen Regarding Internet of Things Workshop Report

Dissenting Statement of Commissioner Joshua D. Wright - Issuance of The Internet of Things: Privacy and Security in a Connected World Staff Report

Internet of Things - Privacy and Security in a Connected World

“The Internet of Things is already impacting the daily lives of millions of Americans through the adoption of health and fitness monitors, home security devices, connected cars and household appliances, among other applications.

Such devices offer the potential for improved health-monitoring, safer highways, and more efficient home energy use, among other potential benefits.

However, the FTC report also notes that connected devices raise numerous privacy and security concerns that could undermine consumer confidence.”



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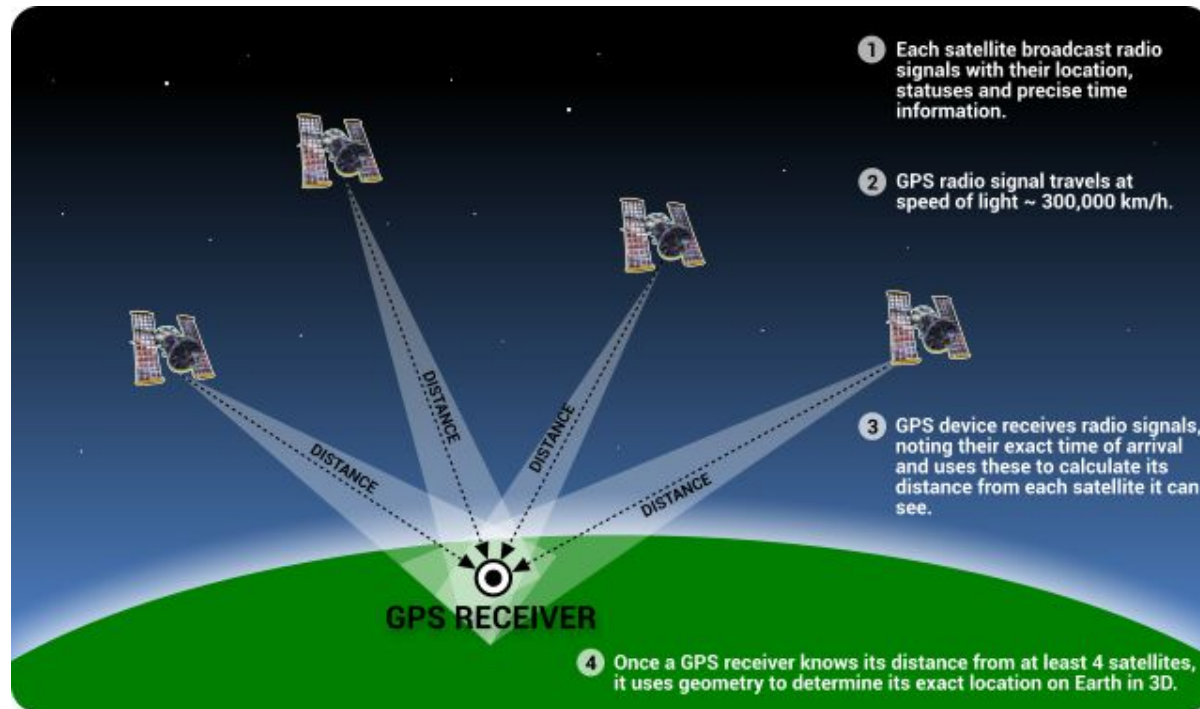
QUICK TECH PRIMER

What is “Open Data”?



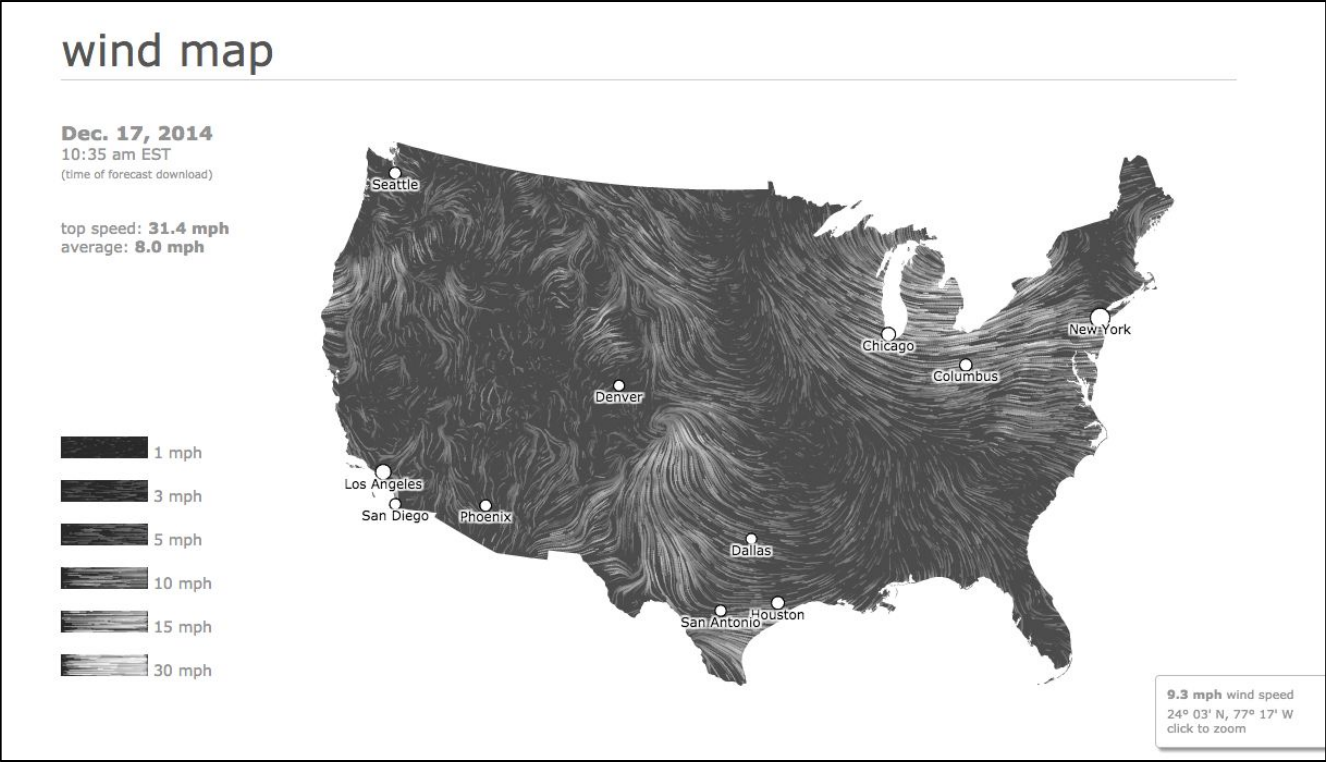
Basically, open data refers to data (such as documents, databases, records, or transcripts, including those managed by outside vendors) released by a government or organization that is:

- freely available to be used, shared, and reused by anyone for any purpose, commercial or otherwise.
- available in digital, machine-readable formats (such as .csv) so that it can be used in combination with other data and applications.
- available in its entirety — and able to be downloaded “in bulk” and not just manually retrieved record-by-record.



Global Positioning System (GPS) and attendant satellites:

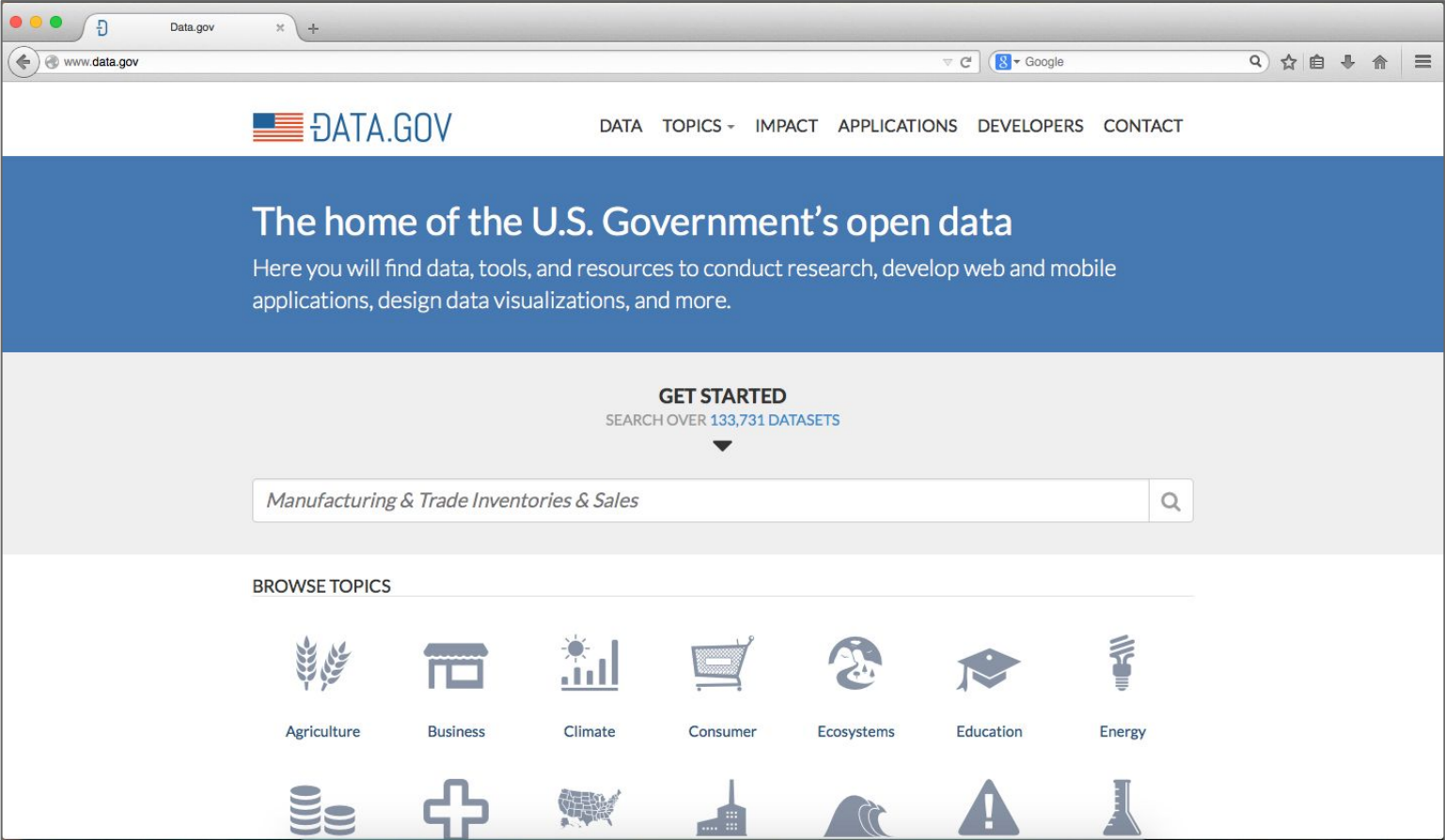
- Military origin, and opened for civilian and commercial uses under President Ronald Reagan
- Has enabled amazing technologies and supported new industries: navigation systems, precision farming, location-based computing etc.
- Estimated to contribute \$90 billion per year in value to the US economy




Government weather data, once released:


- Led to The Weather Channel, weather.com
- Also enabled weather insurance, better flood mapping etc.

Open Data





BUDGET
SPENDING
REVENUE
EMPLOYEES



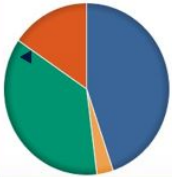
PennWATCH

An open window into YOUR state government

It's your money, find out how it is being spent. PennWATCH lets you keep tabs on the state [budget](#), [spending](#), [revenue](#), [employees](#) and [performance](#) – all in one website!

Learn more about PennWATCH, the [agencies that provide data](#) and the types of [information included](#).

To navigate this website, use the links provided on each page. Do not use the forward or back buttons on your browser.



Revenue Stream	Revenue Amount
Taxes, Penalties and Interest	\$3,770,101,567
Nontax Revenue	\$270,129,519
Federal Funds	\$3,072,066,982
Investments, Loans and Other Revenue	\$1,301,224,464
Total Revenues	\$8,413,522,532

Questions?

Need clarification on a report? Looking for more detail? Just want to give us feedback? [Contact Us!](#)

Open PA

[Right to Know Law](#)
[State Procurement](#)
[Lobbyist Registration & Reports](#)
[Campaign Finance Reports](#)
[Recovery Act Spending](#)

Keeping Track

186603 people have used PennWATCH.

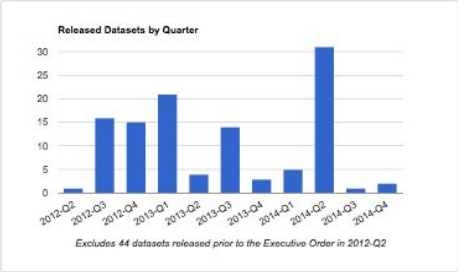
“Governor Corbett signed the Pennsylvania Web Accountability and Transparency Act into law on June 30, 2011, providing for the establishment of a "searchable budget database-driven Internet website detailing certain information concerning taxpayer expenditures and investments."

OPEN DATA CENSUS

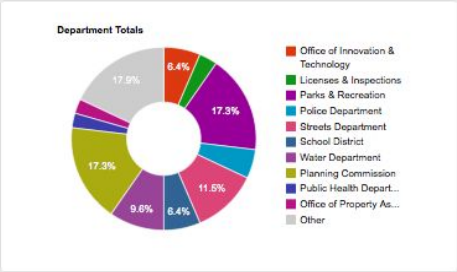
In preparation for the Open Data Strategic Plan,

the open data team conducted thorough research of the various portals where city data can be found - OpenDataPhilly.org, GitHub, PASDA, PHLAPI, and phila.gov/map. For questions or comments regarding the Open Data Census, please submit feedback.

156 Datasets

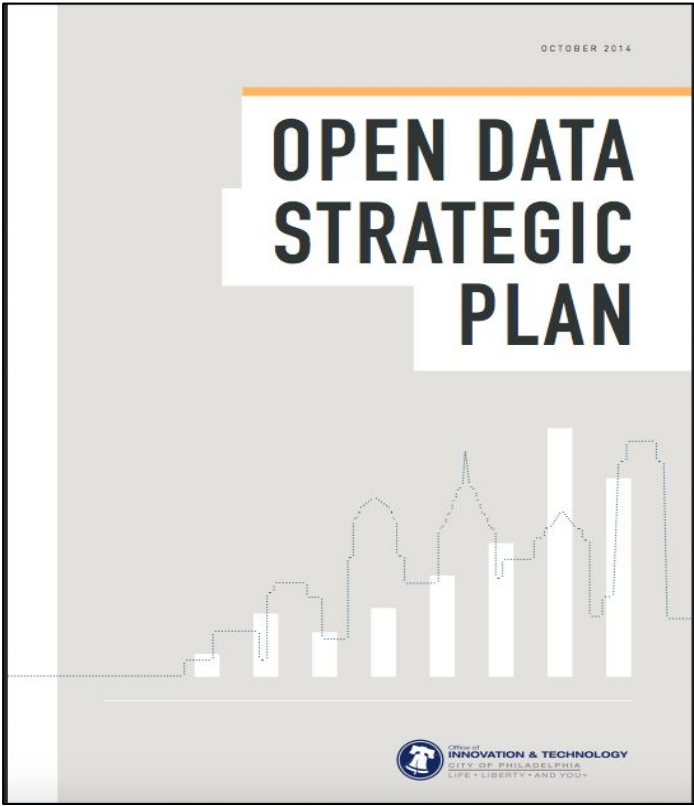


29 Departments



Methodology

- **Publication Quality** - The team found that whether a dataset was "published" is more complicated than "true or false," and thus recorded information about what formats were available, how up-to-date they were, how well documented they were, etc., and used that information to inform a publication quality score.
- **Other Cities** - To get a sense of what high demand datasets were being released elsewhere and help inform departments of existing precedents, the team researched the data portals of four other major U.S. cities - Baltimore, Boston, Chicago, and New York City. Popular datasets not yet published by the City of Philadelphia were recorded as "unpublished" datasets.
- **Demand / Impact** - The team used information derived from an analysis of over 2,800 Right to Know requests, voting on the Open Data Pipeline Trello board, and nominations on OpenDataPhilly.org to estimate demand for each dataset using a scale of 1-5 (5 being greatest)
- **Cost / Complexity** - Information about the level of technical effort required to prepare each dataset for publishing was used to produce an estimate of the cost/complexity on a scale of 1-5 (5 being greatest)





J HAKR 2011 O

APPS FOR SEPTA RELOADED

AUGUST 4TH & 5TH

908 N 3RD ST PHILADELPHIA, PA



ABOUT



MENTORS



APPS



SPONSORS



Hackathon 2011

WHAT IS 'APPS FOR SEPTA'?

Devnuts teams up with SEPTA for their second "Hack-A-Thon" event. "Apps for Septa" is a weekend-long civic coding event focused on building web, mobile or social applications that use SEPTA data and APIs held at Devnuts. This the second annual civic hacking event focused on using SEPTA data and APIs.

Participants will have the option of demoing their app for the SEPTA staff on Monday.

➤ See what was built last year on [the apps page](#)



COME HANG OUT!


Come participate in the SEPTA "Hack-a-Thon", or simply come hang out with some of the most innovative minds in the Philadelphia area. The \$5 entry fee grants you access to the event, a "Apps For SEPTA" t-shirt, food, and beverages. The hackathon will run August 4th and 5th.

TWITTER FEED


➤ [View All #apps4septa Tweets](#)

Here's some inspiration for Philadelphia's open data program

 Share  Tweet  +1  Reddit  Email



City Hall in Philadelphia. (Photo courtesy of Wikimedia Commons)




Mark Headd, **SUNLIGHT FOUNDATION**

POSTED: Monday, August 4, 2014, 10:20 AM

Philadelphia is a city that is accustomed to teaching outwards, to inspiring others.


Open Data



[Datasets](#)[Organizations](#)[Topics](#)[About](#)

Your source for open data in the Philadelphia region

OpenDataPhilly is a catalog of open data in the Philadelphia region. In addition to being the official open data repository for the City, it includes data sets from many organizations in the region.



Search data

Get started by searching from **263** datasets that cover all dimensions of Philadelphia, from city council districts to park locations.

- **What is available?**
- **What is not?**
- **Searchable / Malleable**
- **Ongoing releases**
- **Teasers for what is possible**
- **Recruiting new data**



Technology Salon

QUICK TECH PRIMER

What is “Civic Tech”?



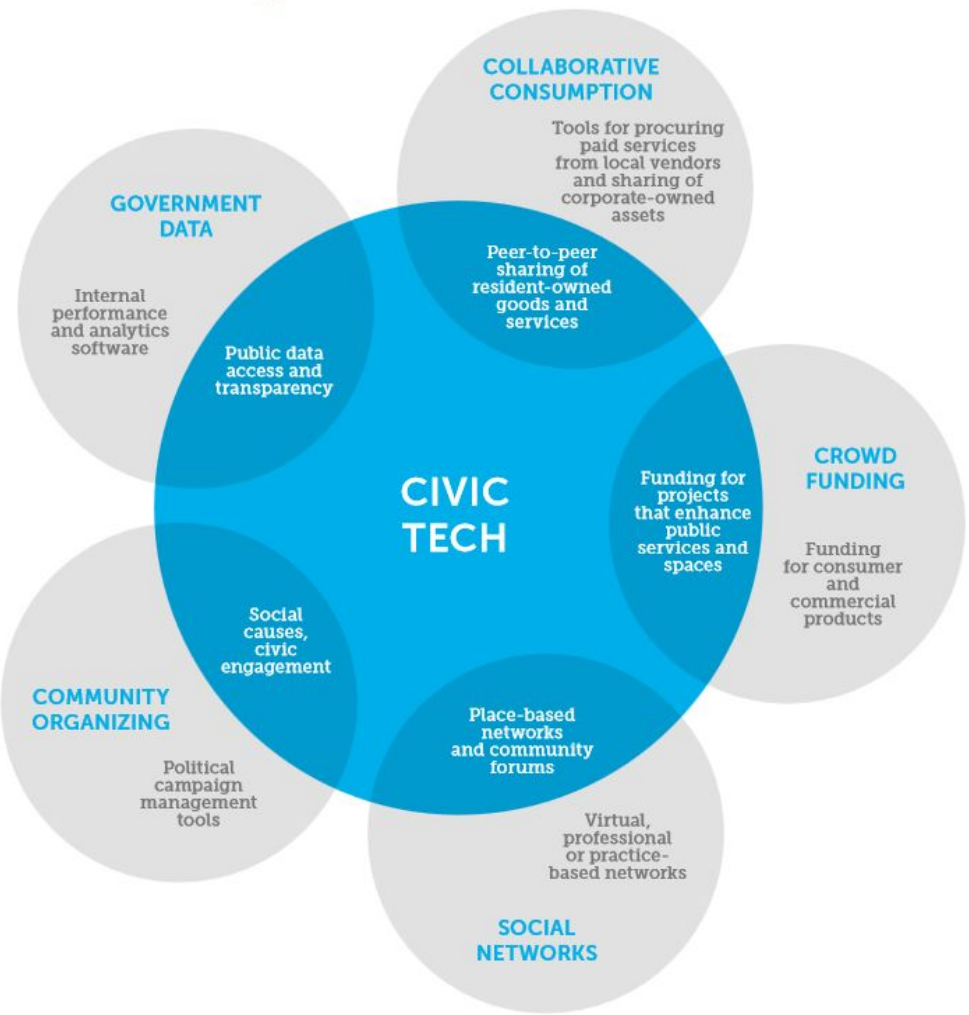
**Stop Waiting for
Permission**

How civic hacking changed the way I saw my city—and myself

Civic Tech

“Civic leaders, organizations, funders and citizens increasingly recognize the power of technology to connect people, improve cities, and make governments more effective.”

- The Knight Foundation
(investing \$9M + in civic tech.)



Capturing the Wisdom of Crowds

Combining citizen intelligence and online civic platforms.

By Kevin C. Desouza and Kendra L. Smith

Online civic platforms are all the rage today. Examples include: **CoURBANIZE**, **MindMixer**, **CivicLab**, **Neighbor.ly**, and **Civonomics**. They are emerging at an ever-increasing rate, all with the simple goal of harnessing collective intelligence to solve complex social problems and discover opportunities for innovation. Robert Steele, the author, activist, and advocate for open source intelligence, noted that citizen intelligence makes "possible the revival of the collective will of the people."

The Internet, he said, "is an instrument of frontline communication, largely uncensored, for those individuals who wish to communicate, calculate, and inform themselves and each other and, in so doing, perform their responsibilities as citizens of the Republic."

More than one observer has said that the greatness of crowds lies within the richness of knowledge available among many members of the group.

Francis Galton, in 1907, was one of the earliest writers to address the wisdom of crowds. He conducted a study that asked 787 participants to guess the weight of an ox. One group of participants were experts, such as butchers and farmers, and the other group were men with no special knowledge of the matter. The group of nonexpert guessers had an average guess of 1,197 pounds; the actual weight of the ox was 1,198.

The civic platforms that leverage collective intelligence to solve policy and planning issues come in varied shapes and sizes. Over the last few years, we and our colleagues have studied the features of online civic platforms in major metropolitan areas within the U.S. and Europe. One feature is common

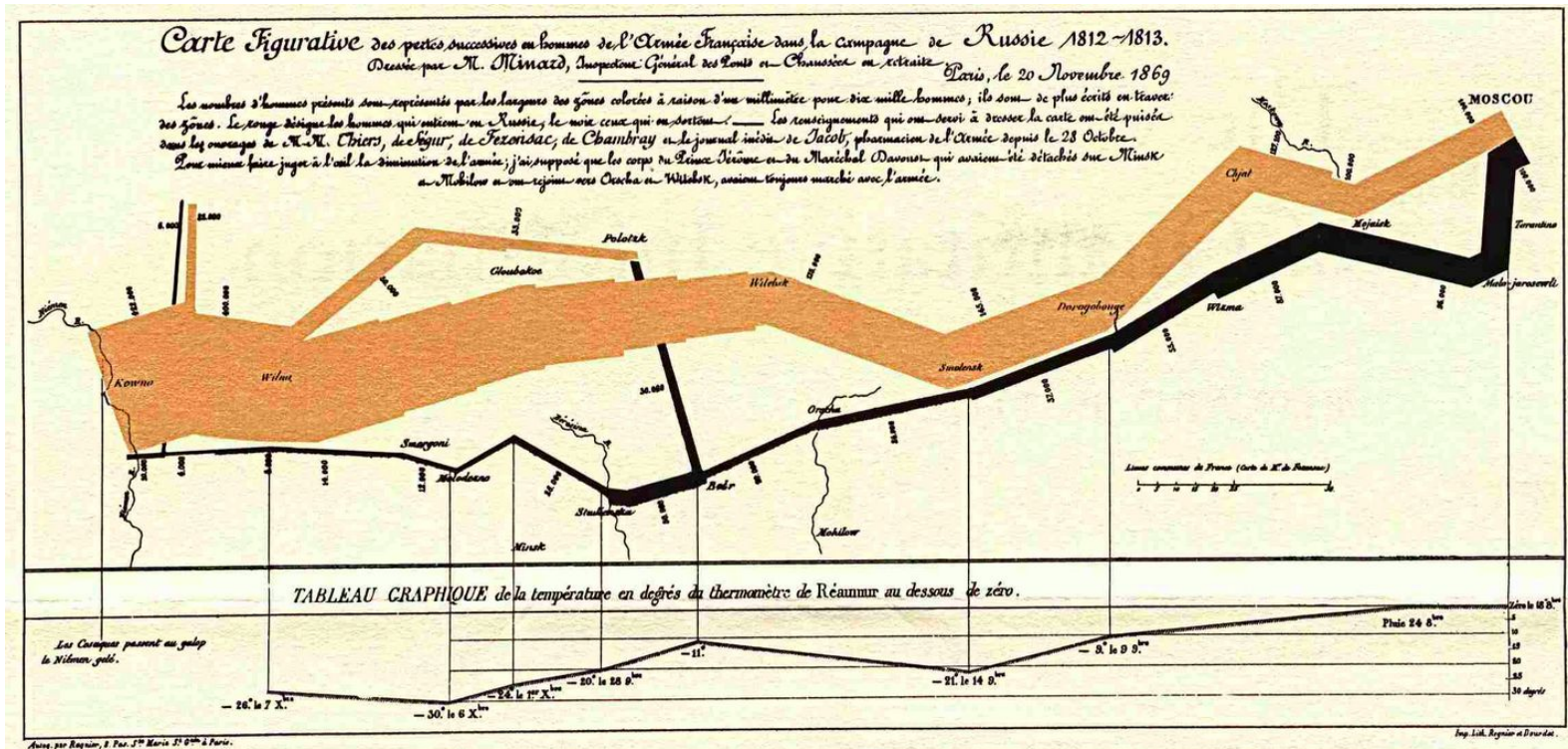




Technology Salon

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What is “GIS”?

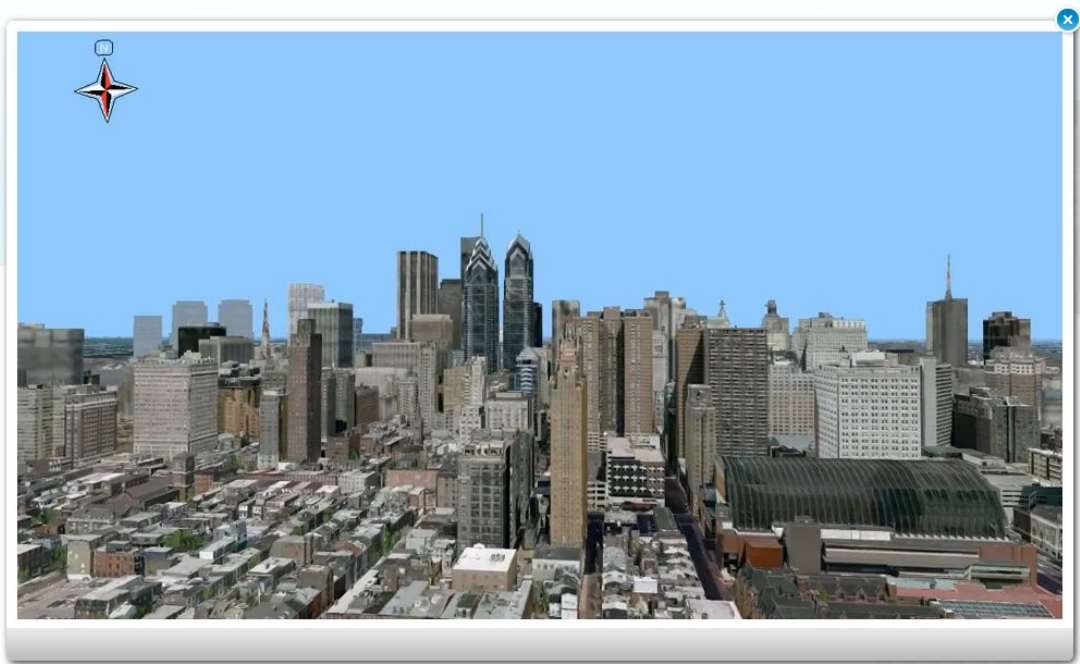
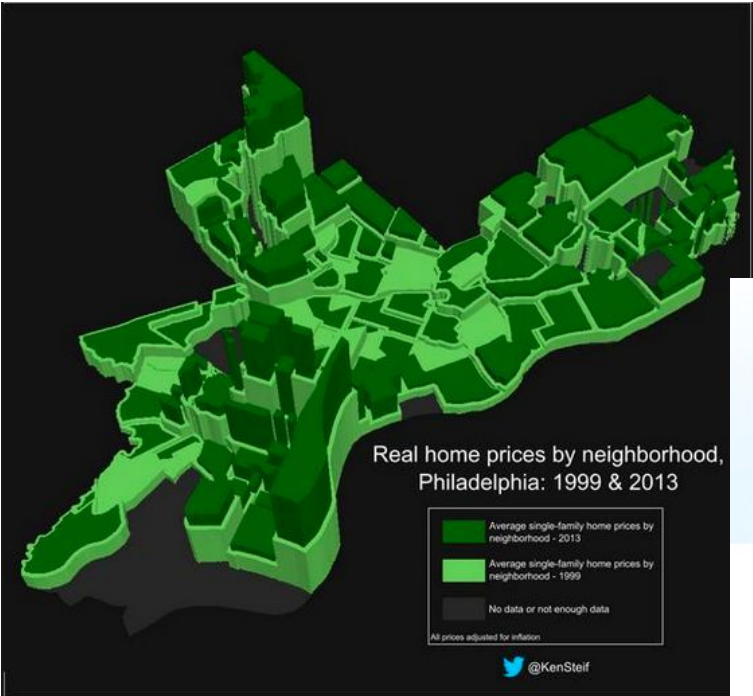






Which is easier to understand?

or

Standard Bus Schedule

Map of Bus Schedule





15

15

15

15

LOCATION AWARE

BIG DATA

3D


SPATIAL ANALYSIS

Unlock location in your data so you can understand where everything is, what's near, and how it is all connected.

Find context in content when you use geography to accumulate and aggregate massive amounts of structured and unstructured data.

Make the complex easy to understand in a much more realistic manner when you apply 3D visualization to your design solutions.

Detect and quantify, find hot spots and outliers, make predictions and measure and distribute. Do more than just place dots on maps.





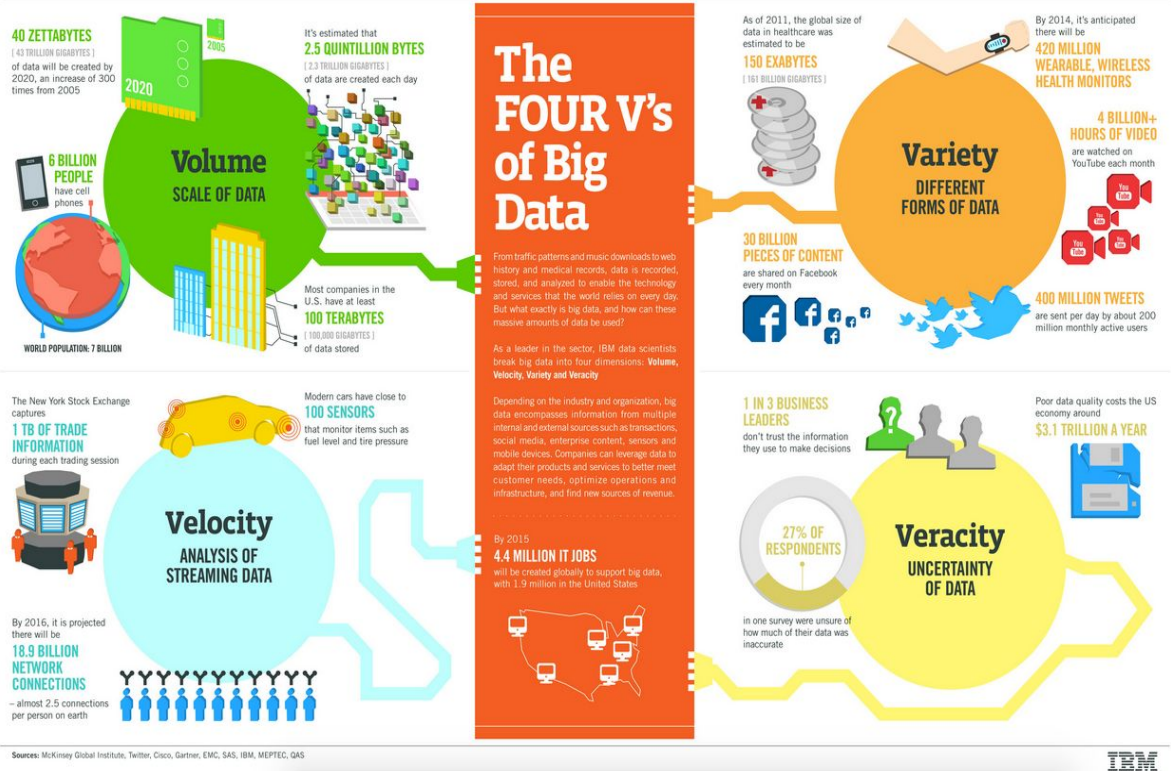


Technology Salon

QUICK TECH PRIMER

What is “Big Data”?

Big Data



- Descriptive
- Real time
- Predictive

“The power to plow through multiple Everests of information, examine every grain of data therein, gather connections that have previously remained unseen or unrecognized, and present concise, actionable insights” (in easily accessible forms)

Big Data

google.org Flu Trends

[Google.org home](#)

[Dengue Trends](#)

Flu Trends

[Home](#)

United States

National

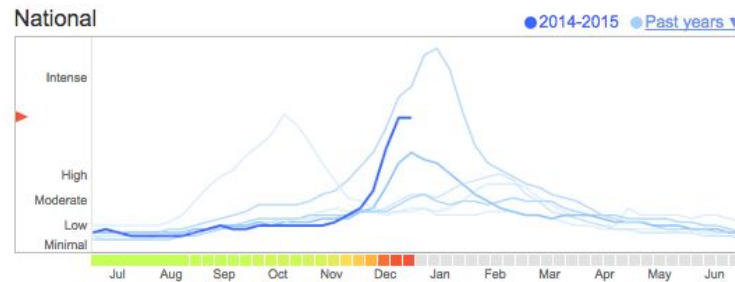
[Download data](#)

[How does this work?](#)

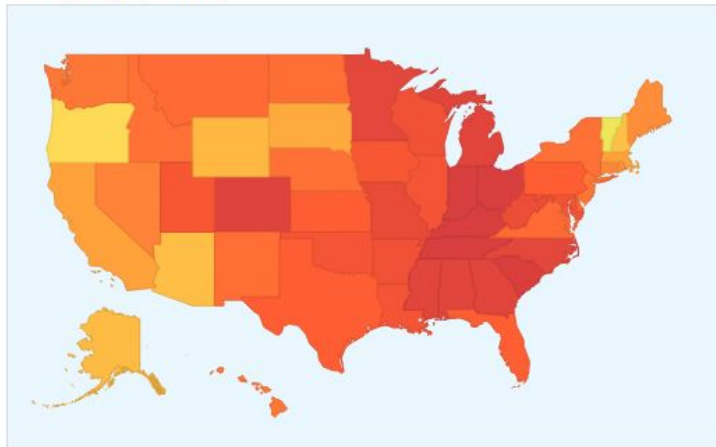
[FAQ](#)

Explore flu trends - United States

We've found that certain search terms are good indicators of flu activity. Google Flu Trends uses aggregated Google search data to estimate flu activity. [Learn more »](#)



States | [Cities](#) (Experimental)



Means:

- External sensors
- Wireless networks
- Mobile phones
- Social media
- Web use and patterns
- Transportation systems
- Video cameras
- GPS devices
- Open data

Uses:

- Analysis
- Explain behavior
- Visualize data
- Model the future
- Move faster less expensively

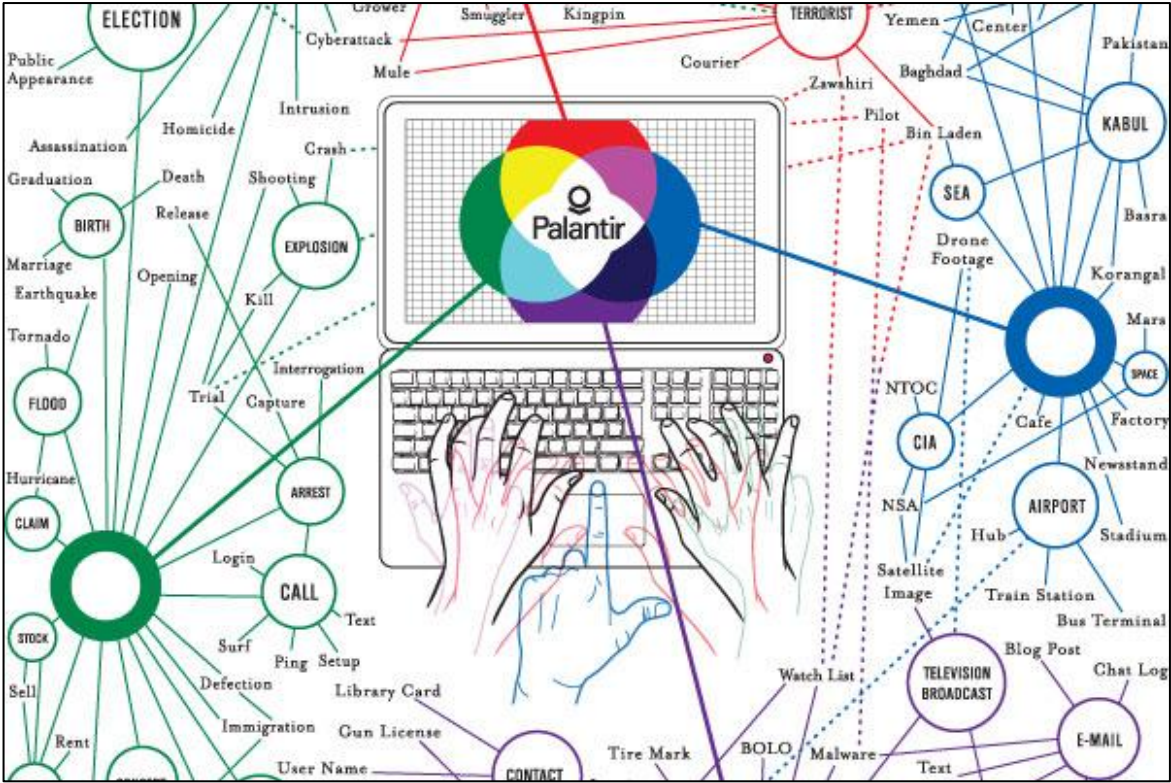
Big Data



Decision Support System Optimizer (IBM)

- Real time traffic management decision support (detour vs extend signal length etc.)
- Utilizes past and present data to anticipate the future
- Fills in the blanks in data to allow for statistical analysis on the fly
- Vets the consequences of potential traffic management decisions quickly
- Sees “the whole field” of potential options and issues
- Learns constantly and justifies decisions

Big Data



Palantir

- Seed funding from the CIA and Paypal (Peter Thiel)
- Originally designed to identify complex financial and credit card fraud and reduce capital risk
- Was 12% more effective at predicting IED locations in Iraq and Afghanistan than Army-designed system (that had cost \$4B)
- It worked by mapping insurgent activity, existing IED locations, and other data (text and radio signals for example) and sharing the data real time theatre-wide



Technology Salon

QUICK TECH PRIMER

What is “the Digital Divide”?

Digital Divide

Cell owners in 2014	
Among adults, the % who have a cell phone	
All adults	Have a cell phone 90%
Sex	
a Men	93 ^b
b Women	88
Race/ethnicity*	
a White	90
b African-American	90
c Hispanic	92
Age group	
a 18-29	98 ^{cd}
b 30-49	97 ^{cd}
c 50-64	88 ^d
d 65+	74
Education level	
a High school grad or less	87
b Some college	93 ^a
c College+	93 ^b
Household income	
a Less than \$30,000/yr	84
b \$30,000-\$49,999	90
c \$50,000-\$74,999	99 ^{ab}
d \$75,000+	98 ^{ab}
Community type	
a Urban	88
b Suburban	92
c Rural	88

Source: Pew Research Center Internet Project Survey, January 9-12, 2014. N=1,006 adults.
Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).
* The results for race/ethnicity are based off a combined sample from two weekly omnibus surveys, January 9-12 and January 23-26, 2014. The combined total n for these surveys was 2,008; n=1,421 for whites, n=197 for African-Americans, and n=236 for Hispanics.

PEW RESEARCH CENTER

- Mobile is allowing us to leap over the traditional sense of the “digital divide”
- The divide does exist still, but more around digital literacy than access to resources eg writing a resume, not communicating
- Quick nod to the City’s KEYSLOT initiative regarding digital literacy
- 90% of the US has a cell phone
- Slightly more hispanic people have cell phones than do white people (92% vs 90%)
- Low income people are very likely to have a cell phone (84%, < \$30k income/yr)
- Participation is consistently high across the transect (urban 88% vs rural 88%)

Digital Divide

Cell Internet access:

As of May 2013, 63% of adult cell owners use their phones to go online.

34% of cell internet users go online mostly using their phones, and not using some other device such as a desktop or laptop computer.

For more specific information on cell internet access, visit our [recent report](#).

How Americans use their cell phones (activities):

Cell phone activities

The % of cell phone owners who use their cell phone to...

81	send or receive text messages
60	access the internet
52	send or receive email
50	download apps
49	get directions, recommendations, or other location-based information
48	listen to music
21	participate in a video call or video chat
8	"check in" or share your location

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,076 cell phone owners. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all cell phone owners is +/- 2.4 percentage points.

See: <http://pewinternet.org/Reports/2013/Cell-Activities.aspx>

- 63% of adult cell owners access the internet
- 81% send or recieve texts
- 34% of cell internet users go online mostly using their phones rather than a desktop or tablet
- Only 50% download apps.

1st Session:

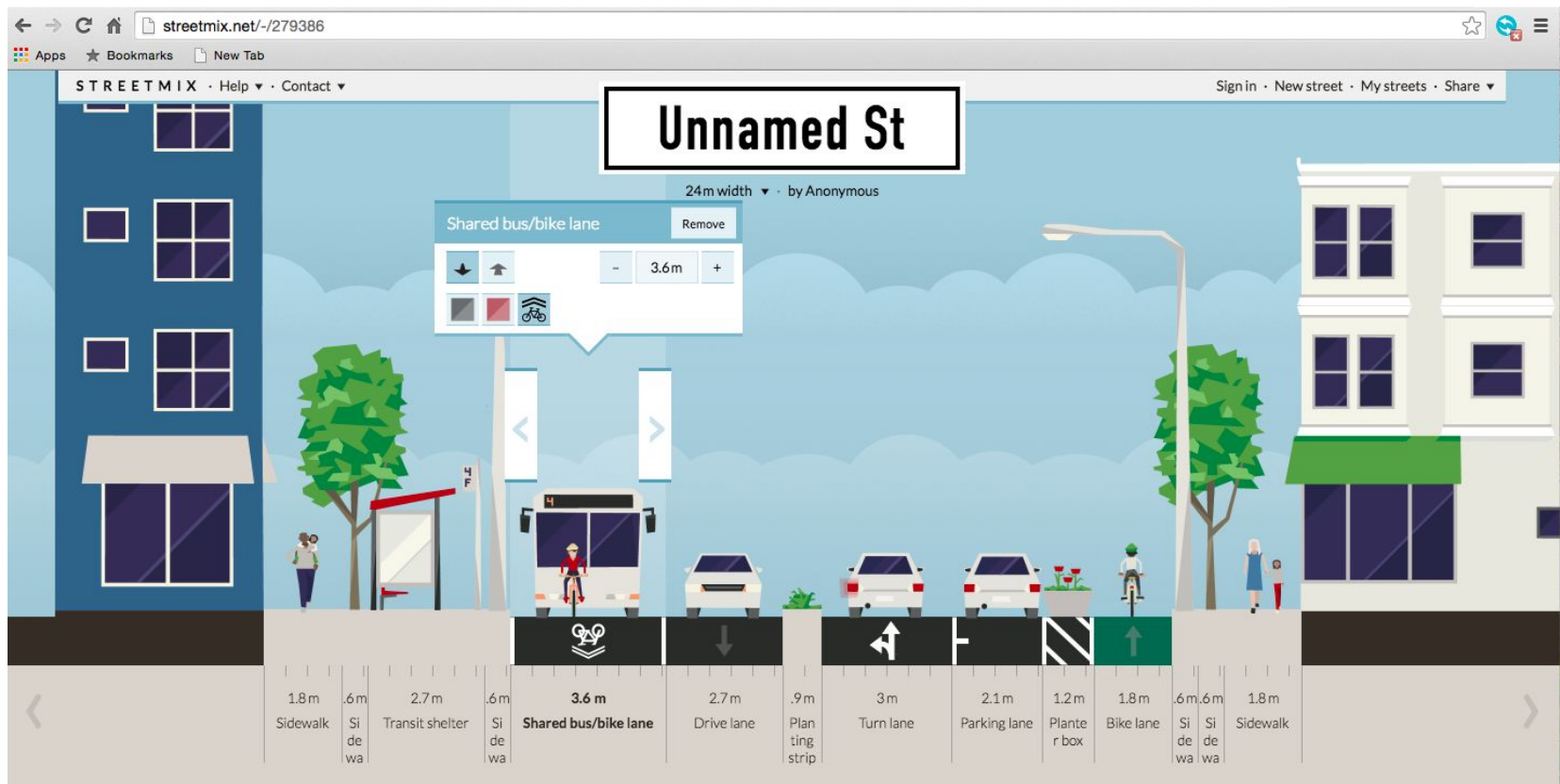
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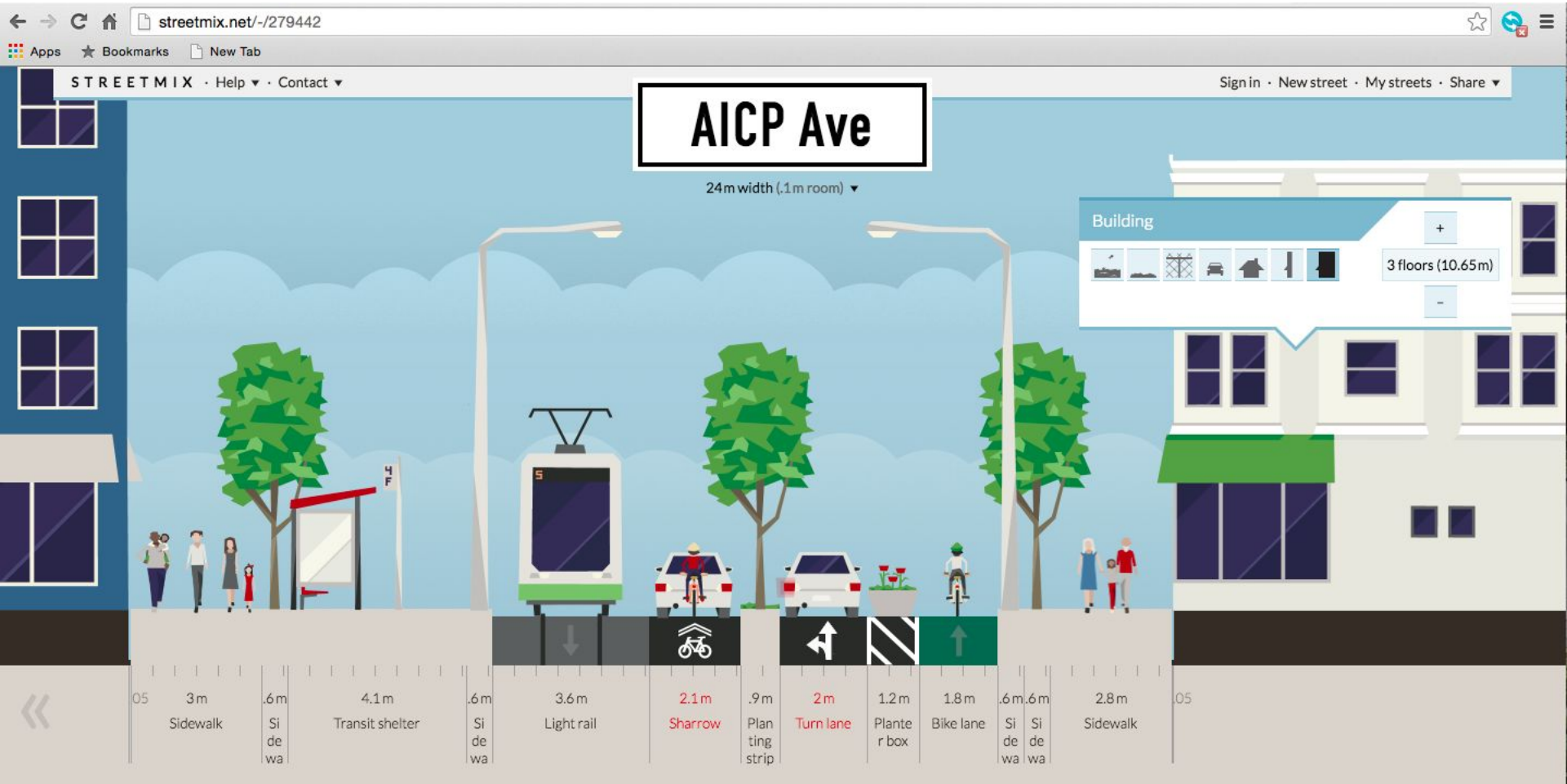
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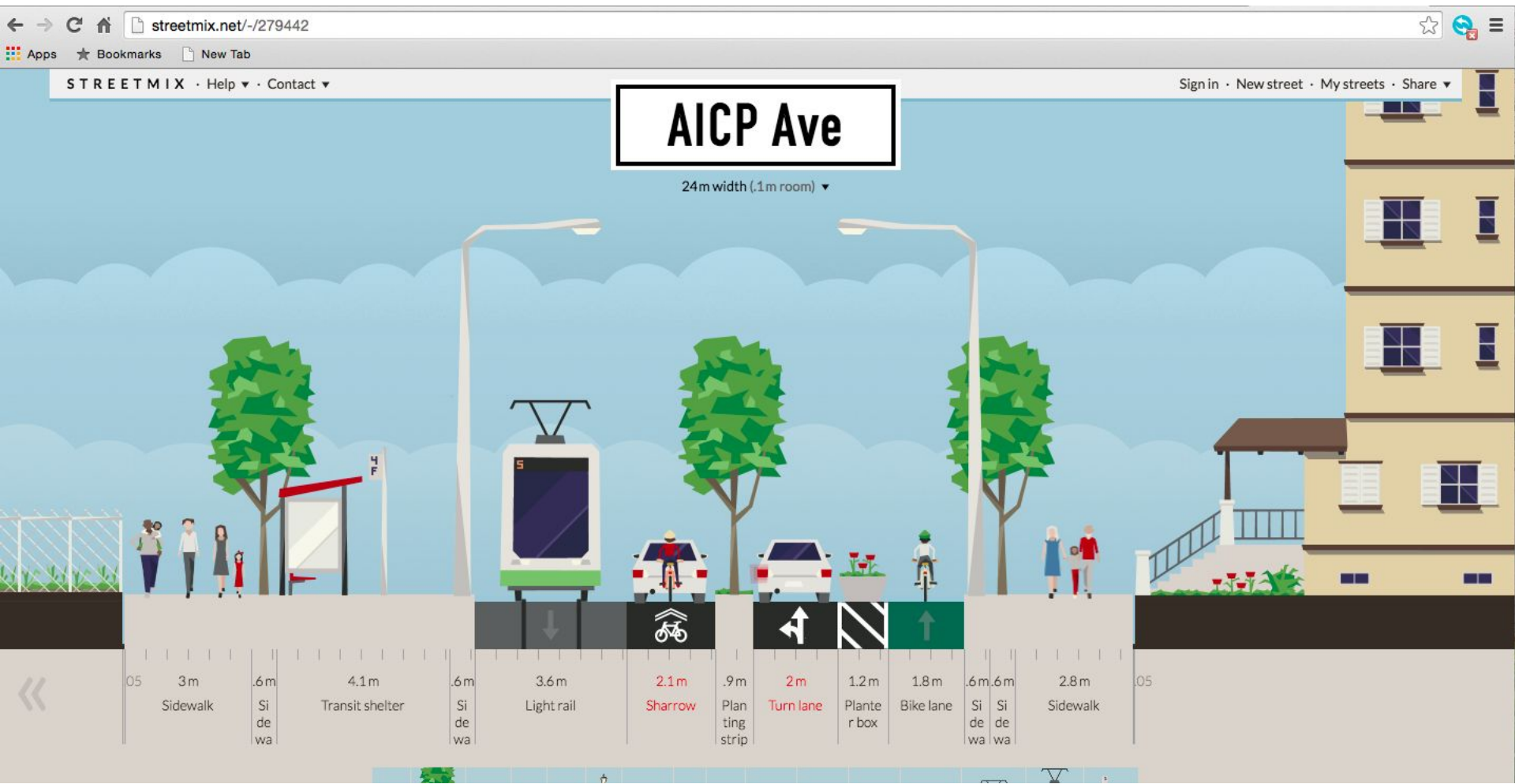


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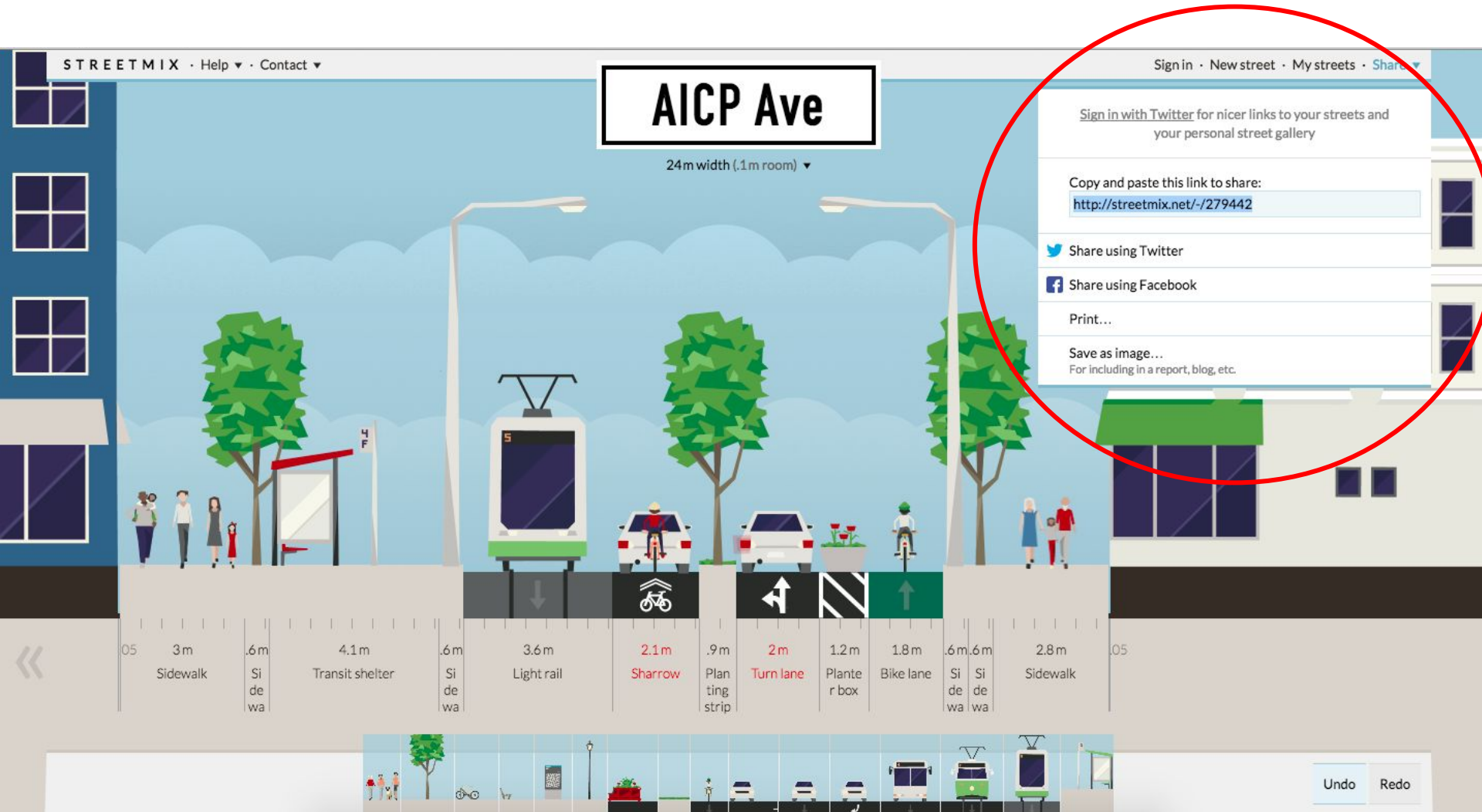
Streetmix: Street Sections on the fly







Streetmix





Technology Salon

SF Park: Demand-Based Parking Pricing



Pricing




Apps



Open Data and Source Code



SFpark encourages independent developers and researchers to use its public API, open data and open source code to create new apps and data visualizations that support the project's goal of making parking more readily available. The data feed provides variable rate parking pricing and regulation information for metered blocks and parking space availability and pricing information for public garages within SFpark areas.



SFMTA
Municipal
Transportation
Agency

Getting Around ▾ Services ▾ Projects & Planning ▾ About the SFMTA ▾

Home / Getting Around / Parking / Garages & Lots


Garages & Lots

SERVICES
- Any - ▾


NEIGHBORHOOD
- Any - ▾

SHOW
☐ Garage
☐ Lot


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San Francisco, CA 94110
415.861.4048
<http://sfpark.org/>



18th Ave./Geary Lot
421 18th Avenue
San Francisco, CA 94121
415.701.5226



18th St./Collingwood Lot
4116 18th Street
San Francisco, CA 94114
415.701.5226

Meters



Sensors



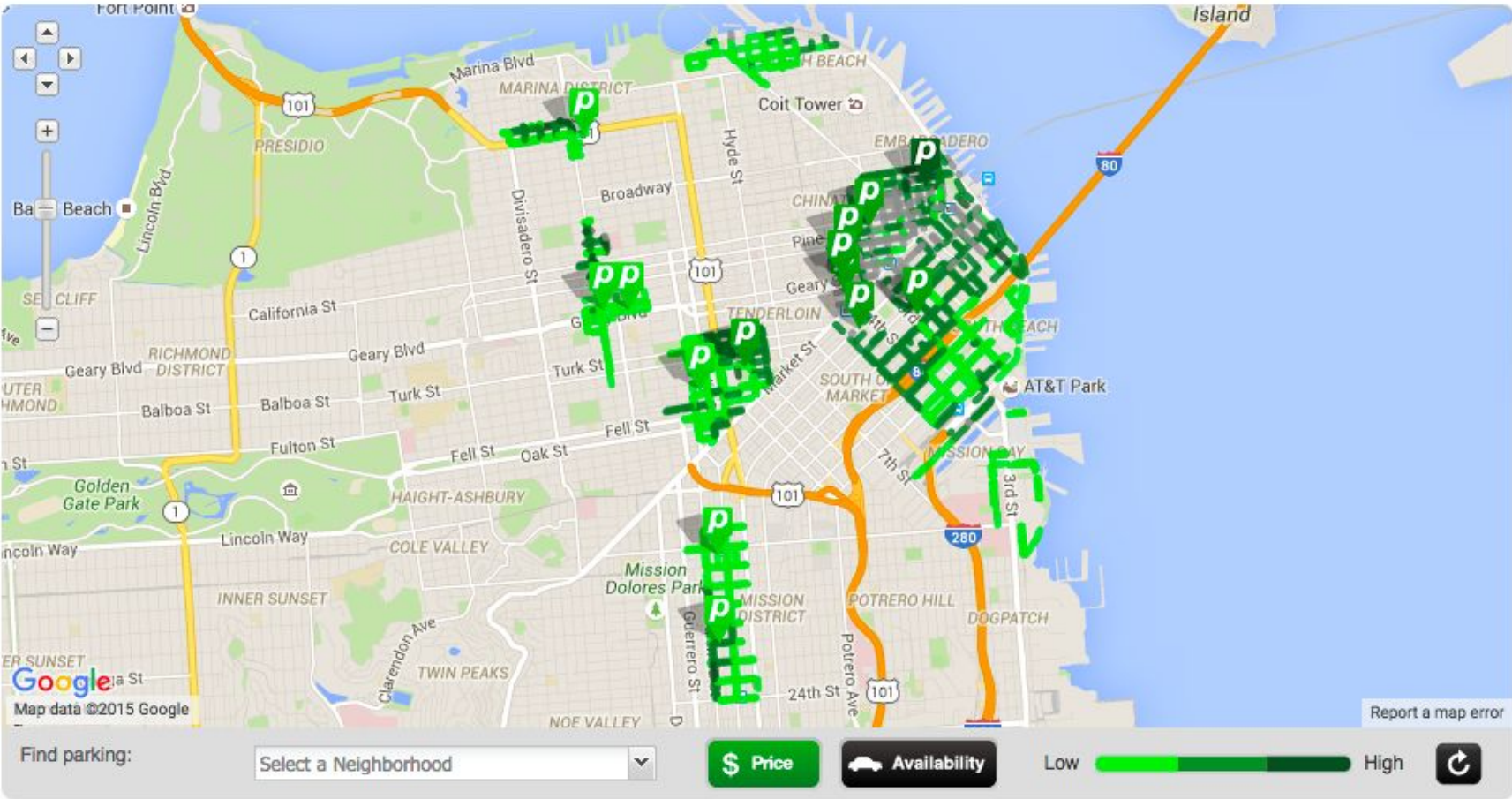
PayByPhone



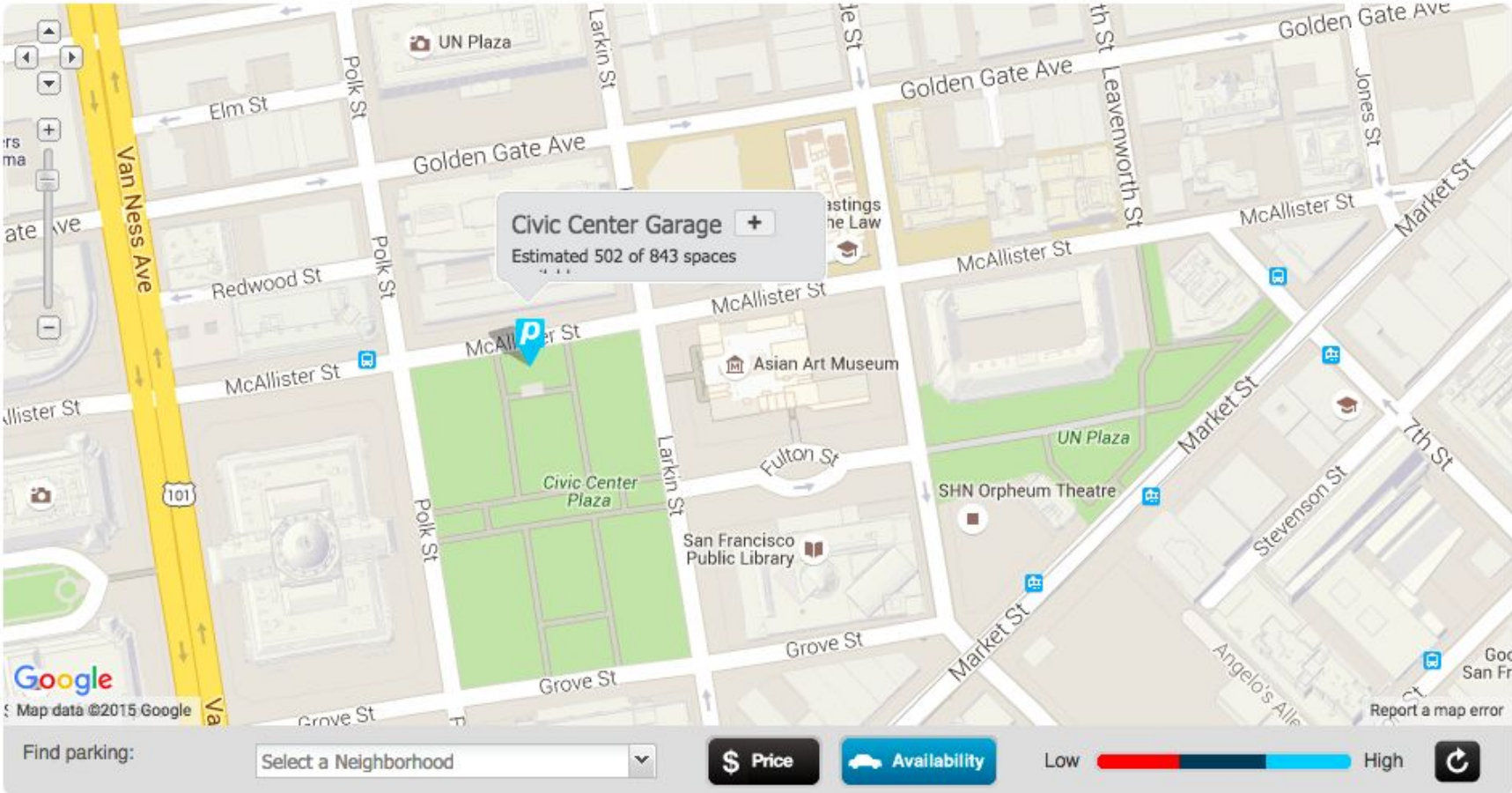
Making it easier to pay for parking helps people avoid parking tickets. PayByPhone enables customers to add time without returning to the meter (subject to time limit restrictions), receive a reminder message when time is almost up, and download receipts online. The service provider adds a 27¢ fee per transaction.


SF Park

Update: The SFpark pilot evaluation has been released and [changes to data feed](#), [mobile apps](#), and [web map](#) remain. Demand-responsive rate adjustments will continue in existing SFpark areas. The SFMTA will use the results of the evaluation to develop a proposal for expanding the SFpark approach to the SFMTA's other meters, lots and garages in the city.



Update: The SFpark pilot evaluation has been released and [changes to data feed, mobile apps, and web map](#) remain. Demand-responsive rate adjustments will continue in existing SFpark areas. The SFMTA will use the results of the evaluation to develop a proposal for expanding the SFpark approach to the SFMTA's other meters, lots and garages in the city.





STREETLINE
Connecting the Real World

Live Parking Events: **4 1 6 , 6 5 4 , 5 9 5**

SMART CITIES »MANAGE PARKING »FIND PARKING »COMPANY »LOG IN

PRODUCT PORTFOLIO

Analytics

Enforcement




Guidance

Inventory Management

Sensing

The Smart City Just Got Smarter

Share / Save



First, parking. And now, sound level and surface temperature sensing.

The smart city starts with smart parking

Parking is the second to third highest revenue generator for cities. Yet, according to **Navigant Research**, cities are losing up to 40% of possible parking revenue through inefficiencies. With smart parking, these inefficiencies are significantly reduced to provide an estimated a 20 – 30% increase in parking revenue. So unlike many smart city initiatives, **smart parking** delivers a return on investment. How's that for smart?

Get smart on parking and have the flexibility to add sound level or road surface temperature

The beauty of the Streetline platform is that once a city is on the smart parking journey, you always have the option to add on **sound level** or **road surface temperature** detection with no additional hardware or infrastructure.

By measuring these city elements in real time, you can maximize resources and funds, respond in real time as issues happen, analyze trends and set policies based on data, and also reduce the environmental footprint of your city. And, perhaps most significantly, you can improve the way we live and work in our cities.

If your city could talk, what would it say?

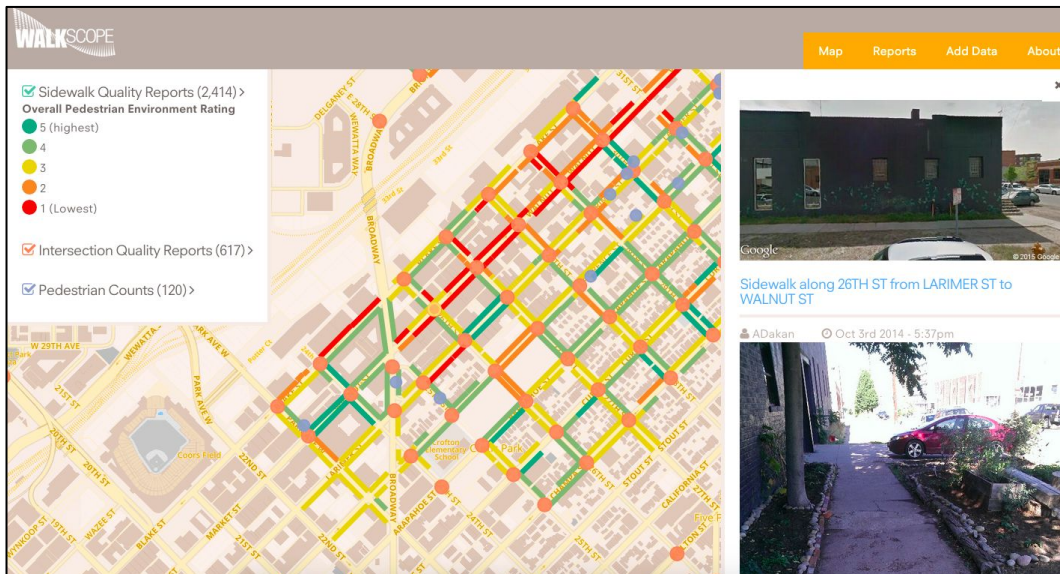
We would love to hear what your city has to say, too.

LET'S TALK>>>



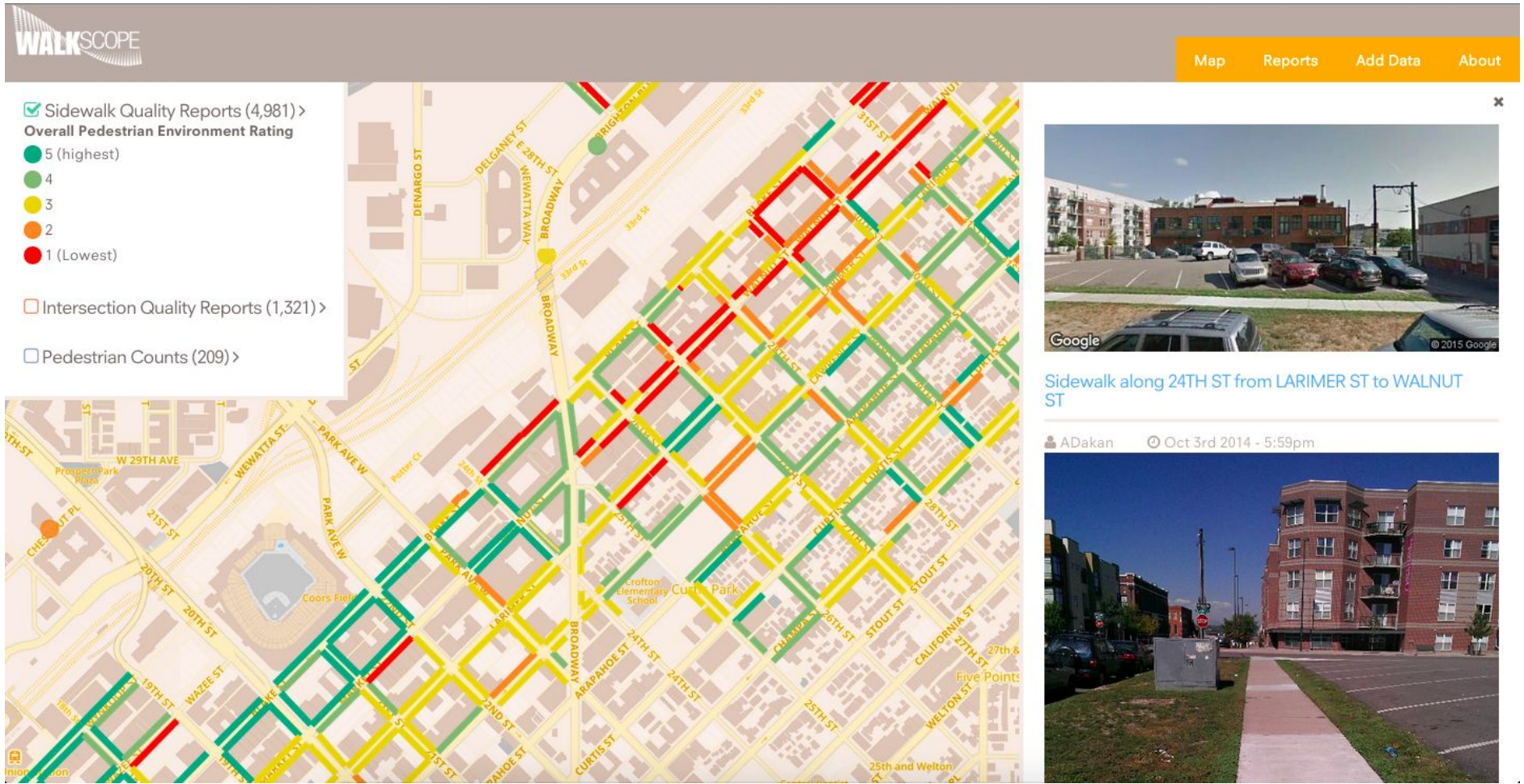
Technology Salon

Walkscope: Citizen walking infrastructure surveys



A mobile tool developed by WalkDenver and PlaceMatters for collecting data related to sidewalks, intersections, and pedestrian counts in the Denver metro area. This information will help create an inventory of pedestrian infrastructure, identify gaps, and build the case for improvements.

Walkscope





Sidewalk along 24TH ST from LARIMER ST to WALNUT ST

ADakan Oct 3rd 2014 - 5:59pm



Walkscope





Technology Salon

OpenPlans: Organizing and Online Maps



Open Plans: Community Organizing

Hey, Urban Geeks, Planners, Civic Hackers, and
Community Organizers! Get ready for...



An **unconference** exploring urban planning, technology,
and social change.

PlanningCamps in NYC, Oakland and Philly brought together over 300 planners, organizers, civic technologists and government employees for over 90 sessions. Thanks to everyone who brought enthusiasm and community spirit to make the unconferences possible.

We were energized by all three events, and learned a lot that we are using in our ongoing development of **Plan In A Box**. Try it today to put timely, engaging information about your projects online in a matter of minutes.

To hear about future PlanningCamps,
follow [@PlanningCamp](#) on Twitter.

Past Events:
Philly » Februarv 1st. 2014
Bay Area
NYC » Sep

Stay connected or

We're using [#plancamp](#) on Twitter

#plancamp

Hmm, an empty ti



Open Plans: Participatory Budgeting

[ideas.pbnyc.org/page/about](#)

Apps ★ Bookmarks New Tab

NEW YORK CITY COUNCIL PARTICIPATORY BUDGETING

ABOUT GUIDELINES DISTRICTS CATEGORIES SHOW AS A LIST ESPAÑOL SIGN IN

The map displays the five boroughs of New York City, divided into 39 numbered council districts. Various colored dots are placed across the map, representing submitted ideas. A blue button labeled "SUBMIT AN IDEA" is located at the bottom left of the map.

Real Money. Real Projects. Real Power.

Through Participatory Budgeting, community members - like you - directly decide how to spend at least \$1,000,000 of the public budget in participating Council District.

Share your ideas on the map for how things could be better in your community. [Check out the guidelines](#) to see what ideas can be funded.

If you have an idea about how things could work better in your community, share it on the map. [Check out the guidelines](#) to see what ideas can be funded.

After you submit your idea on this Idea Collection Map, your idea will be given to community volunteers, called Budget Delegates. Budget Delegates work in your district to turn ideas into real proposals for a ballot, with input from city agencies. These proposals will be up for a community-wide vote in the spring.

For more information on participatory budgeting, other community PB events like Neighborhood Assemblies, and how to get more involved, visit council.nyc.gov/PB..

- Culture and Community Facilities
- Schools and Education
- Environment
- Housing
- Parks and Recreation
- Public Health
- Public Safety
- Seniors
- Streets and Sidewalks
- Transit and Transportation
- Youth
- Previously funded

Ira Gershengorn suggested a Parks & Recreation idea in District 6 named Heating the bathrooms at Hudson Beach

Antonio suggested a Parks & Recreation idea in District 22 named Tables and chairs astoria park strip

Sylvia Diaz suggested a Parks & Recreation idea in District 22 named Renovating Whitey Ford Field

by Shareabouts, a project of OpenPlans.

Open Plans: Participatory Budgeting

← → ↻ 🏠

ideas.pbny.org/place/new

☆ 🔗 ☰

Apps ★ Bookmarks 📄 New Tab

NEW YORK CITY COUNCIL

NEW

VOTE

\$

PARTICIPATORY BUDGETING

ABOUT GUIDELINES DISTRICTS CATEGORIES SHOW AS A LIST ESPAÑOL

SIGN IN

+

-

🔍

📍

11

15

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8

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22

21

19

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35

36

✕

Drag the map to your location.

Describe your idea

Ideas must be "capital" projects - building, installing, or repairing something for public benefit, such as renovating a public basketball court or purchasing new computers for a library.

MY PROJECT IDEA IS...

...

SO THAT PEOPLE COULD...

...

PICK A CATEGORY FOR YOUR IDEA

✓ Please choose...

Culture & Community Facilities

Schools & Education

Environment

Housing

Parks & Recreation

Public Health

Public Safety

● Culture and Community Facilities

● Schools and Education

● Environment

● Housing

● Parks and Recreation

● Public Health

● Public Safety

● Seniors

● Streets and Sidewalks

● Transit and Transportation

● Youth

☐ Previously funded

👤 Ira Gershenhorn suggested a Parks & Recreation idea in District 6 named Heating the bathrooms at Hudson Beach

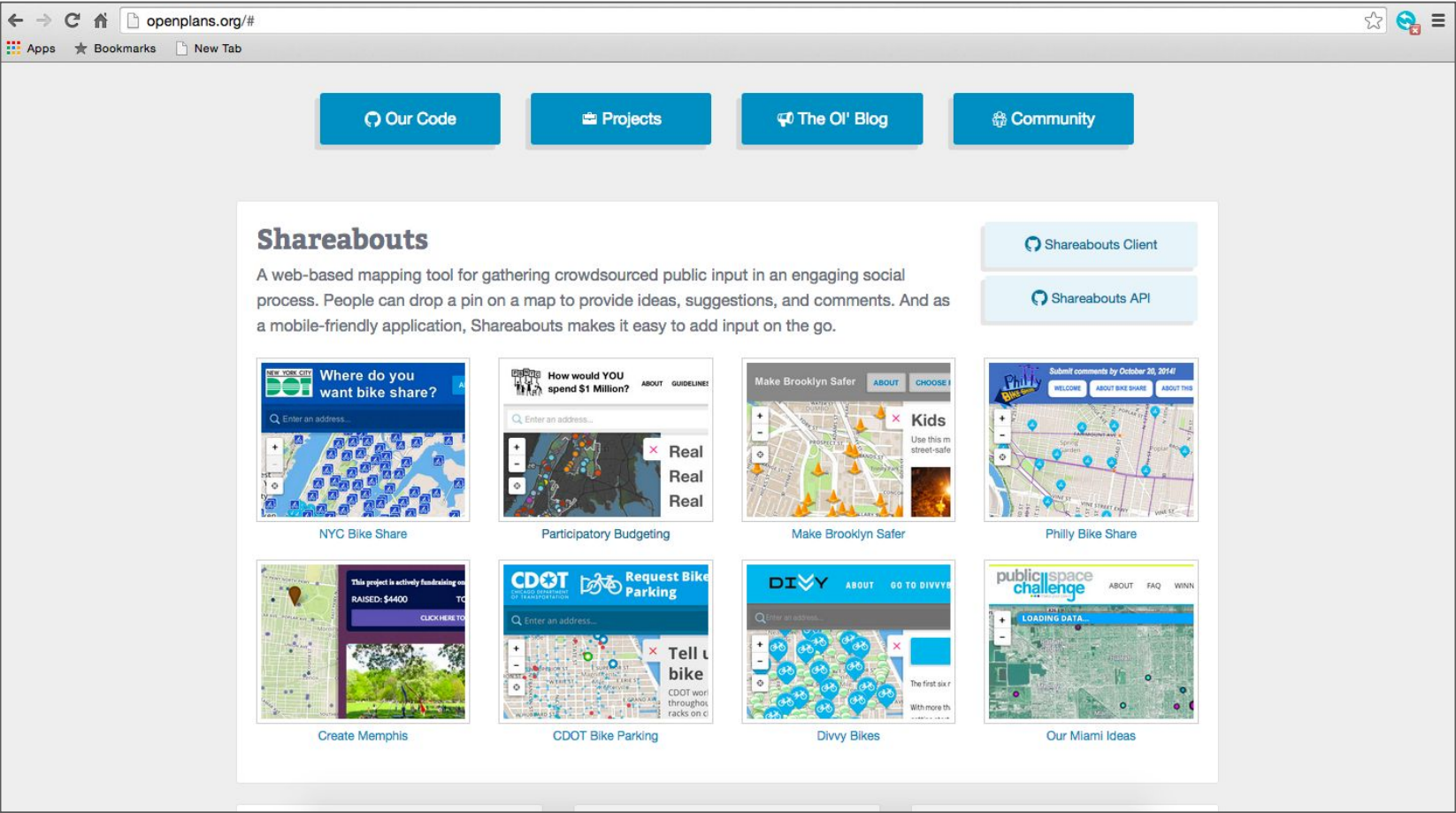
👤 Antonio suggested a Parks & Recreation idea in District 22 named Tables and chairs astoria park strip

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© OpenStreetMap contributors, CC-BY-SA, Terms & Feedback

Powered by Shareabouts, a project of

Open Plans: Shareabouts



Open Plans: Shareabouts

bikesharephillymap.info

Apps ★ Bookmarks ▢ New Tab

PHL Bike Share

Start Email Updates Home Page About

f

t

+

-

Add a location!

Filter by Popularity

Powered by Leaflet — Tiles Courtesy of MapQuest

Jamie added a point

commented on Wee's point: "This would be perfetto!"

Karen added a point

BCS commented on Brad Schwie's point: "Old City should have b..."

Dianne Santiago commented on Jesus Martinez's point: "I would love to have o..."

hiro added a point

Max commented on christopher's point: "This stop would really..."

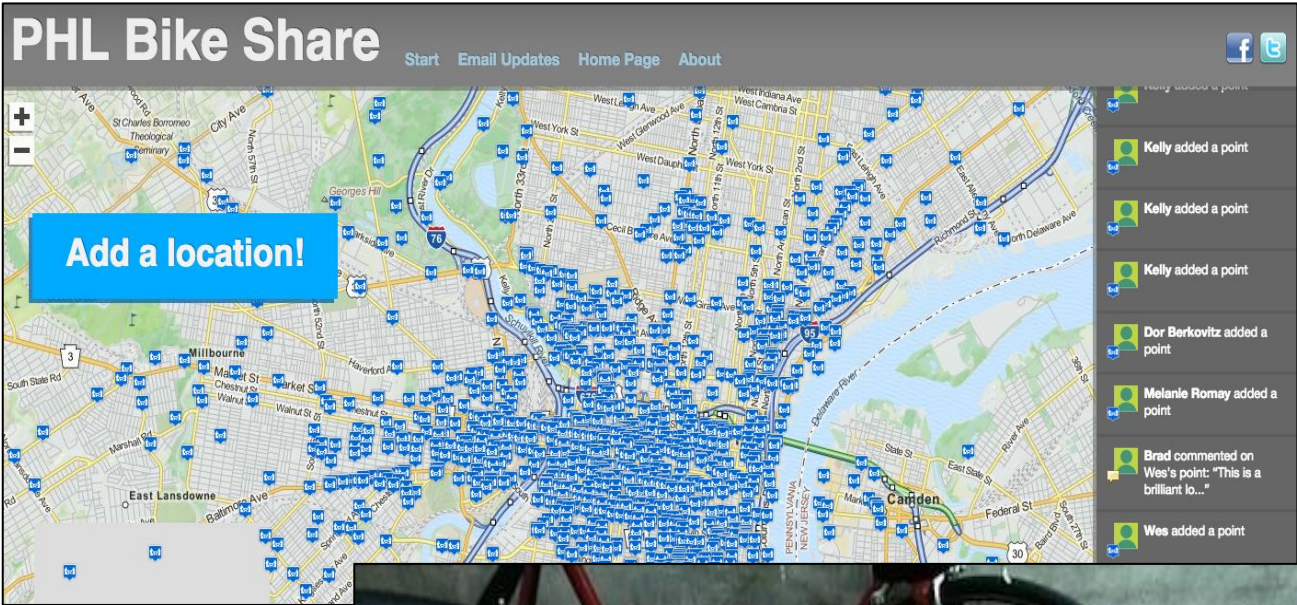
Max added a point

Max commented on Someone's point: "Right by the EI, lots ..."

Max commented on Alexandra Obando's point: "I would love to have o..."

Open Plans: Shareabouts

“Data culled from the online map and the SMS responses allowed for the making of an “anti-density map” indicating underrepresented areas...for those neighborhoods with fewer responses — Newbold and Mantua were two examples — community teams were dispatched to solicit feedback in person.”



Open Plans: GitHub + Open Source

← → ↺ 🏠

GitHub, Inc. [US] https://github.com/openplans/

☆ 🔄 ☰


Apps ☆ Bookmarks 📄 New Tab

GitHub

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OpenPlans

Philadelphia and New Yor... http://www.openplans.org hello@openplans.org

Repositories

People 10

Filters ▾

Find a repository...

shareabouts-pblongbeach

JavaScript ★ 0 1

Collaborative Shareabouts map for participatory budgeting in Long Beach

Updated 9 hours ago

shareabouts

JavaScript ★ 196 104

Shareabouts is a mapping application for crowdsourced info gathering.

Updated 9 hours ago


transportationcamp.org

HTML ★ 1 2

Static promo site for TransportationCamp unconferences

Updated 4 days ago

People 10 >



Open Plans: GitHub + Open Source

← → ↺ 🏠 GitHub, Inc. [US] <https://github.com/openplans/shareabouts-api> ☆ 🔌 ☰

Apps ★ Bookmarks 📄 New Tab

GitHub

This repository Search

Explore Features Enterprise Pricing

Sign up Sign in

📁 openplans / shareabouts-api

👁 Watch 17 ⭐ Star 14 🍴 Fork 21

Data service for the Shareabouts platform <http://shareabouts.org/>

📄 1,250 commits 🌿 14 branches 📦 1 release 👤 10 contributors

📁 Branch: master shareabouts-api / +

Include a content_type with snapshot download responses

👤 mjumbewu authored on Sep 1

latest commit 8eb0ba005f

📁 ci

Update Travis install script to use PostGIS 2

2 years ago

📁 doc

Add a note about the include_private qs param for snapshots

a month ago

📁 profiling

Make request paths new-style

3 years ago

📁 scripts

Detect whether the postgis extension has already been created during ...

10 months ago

📁 src

Include a content_type with snapshot download responses

a month ago

📄 .buildpacks

Update Python buildpack version

10 months ago

📄 .gitignore

Update .gitignore

3 years ago

📄 .travis.yml

Run the remote_client_user tests on travis

a year ago

📄 LICENSE.txt

Add License file

3 years ago

📄 Procfile

Add a celery worker to the profile

a year ago

📄 README.md

Add a Heroku button to the readme

10 months ago

📄 app.json

Add required false to the SHAREABOUTS environment variables

10 months ago

<> Code

🔍 Issues 6

🔗 Pull requests 2

📈 Pulse

📊 Graphs

HTTPS clone URL

<https://github.com/openplans/shareabouts-api>

📄

You can clone with HTTPS or Subversion. ⓘ

📄 Clone in Desktop

📄 Download ZIP

source: [OpenPlans](#)

2nd Session:

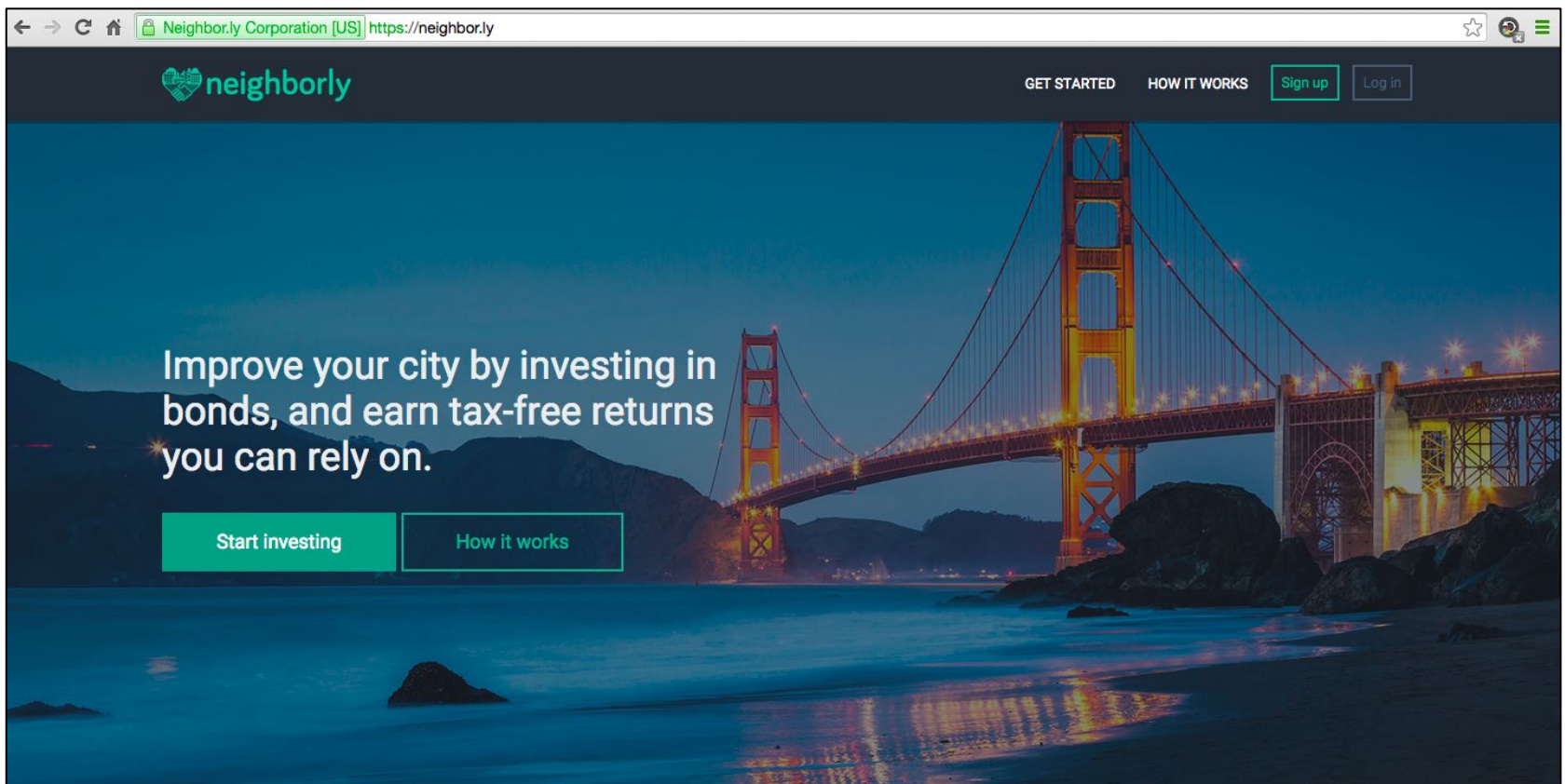
1:45pm - 3:00pm

Community and Economic Development, Commercial Corridors, and Environment.




Technology Salon

Neighborly: Crowdfunding Municipal Debt




Neighborly

Recent News From the Neighborhood and the Public Bond Markets

 **Jase from Neighborly** jase@neighbor.ly via mail45.atl111.rsgsv.net
to me

7:14 PM (1 hour ago)

 **neighborly**

[US Infrastructure is Sorely Lacking](#)

Did you know that there are over 70,000 bridges in the US that have been deemed structurally deficient? For decades, funding for the repair and maintenance of the nation's roads was covered by the federal Highway Trust Fund, which imposes a gasoline tax of 18.4 cents per gallon.

But the tax rate hasn't been raised in 22 years and hasn't kept up with modern construction costs. For the past several years, meanwhile, Congress has funded infrastructure through a series of temporary patches. This is why on Tuesday the House Transportation and Infrastructure Committee will [hold a hearing](#) about reauthorizing the federal surface transportation programs that are scheduled to expire at the end of May.


If you haven't already, we encourage you to watch this [exposé by 60 Minutes](#) from late last year.

[New Accounting Standards on the Way?](#)

Cities and public agencies who sell municipal bonds should adhere to accounting standards to enhance transparency in the \$3.7 trillion U.S. muni market, U.S. Securities and Exchange Commissioner Dan Gallagher said on Tuesday.

[Bond Yields vs. Stock Yields](#)

Know the difference between bond yields and stock yields? The word "yield" is often misunderstood. A yield is the income produced by the investment. In bonds, the income is the interest payments and in stocks it is the dividend payments. In both bonds and stocks,











GET STARTED

HOW IT WORKS

Sign up

Log in

\$57,000,000	\$20,390,000	\$30,890,000	5	\$32,870,000
<div><div>A-</div></div> <div><div>ST. GABRIEL MUNICIPAL BUILDINGS AND SEWER IMPROVEMENTS</div><div>St Gabriel, LA</div></div> <div>\$8,145,000</div>	<div><div>AA-</div></div> <div><div>JOLIET HIGH SCHOOL STUDENT CENTER</div><div>Joliet, IL</div></div> <div>\$13,160,000</div>	<div><div>AA-</div></div> <div><div>ALABAMA HEALTHCARE FACILITIES EXPANSION</div><div>Montgomery, AL</div></div> <div>\$55,855,000</div>	<div><div>AA</div></div> <div><div>PORTLAND COMMUNITY COLLEGE CAMPUS IMPROVEMENTS</div><div>Portland, OR</div></div> <div>\$34,945,000</div>	
<div><div>COMPLETE</div><div>AA+</div></div> <div><div>CENTRAL VALLEY PROJECT WATER SYSTEM BONDS</div><div>Sacramento, CA</div></div> <div></div>	<div><div>COMPLETE</div><div>AA-</div></div> <div><div>TRINITY HEALTH HOSPITAL IMPROVEMENTS</div><div>Livonia, MI</div></div> <div></div>	<div><div>COMPLETE</div><div>AA+</div></div> <div><div>CAMAS MUNICIPAL MAINTENANCE PROJECTS</div><div>Camas, WASHINGTON</div></div> <div></div>	<div><div>COMPLETE</div><div>AA-</div></div> <div><div>CITY OF VALDEZ HARBOR REDEVELOPMENT</div><div>Valdez, AK</div></div> <div></div>	

Neighborly

A startup called **Neighborly** is hoping to narrow that gap with a \$5.5 million round of funding from Joe Lonsdale's Formation 8 and Ashton Kutcher's Sound Ventures. An earlier incarnation of the product was about crowdfunding civic projects, kind of like a Kickstarter for your neighborhood.

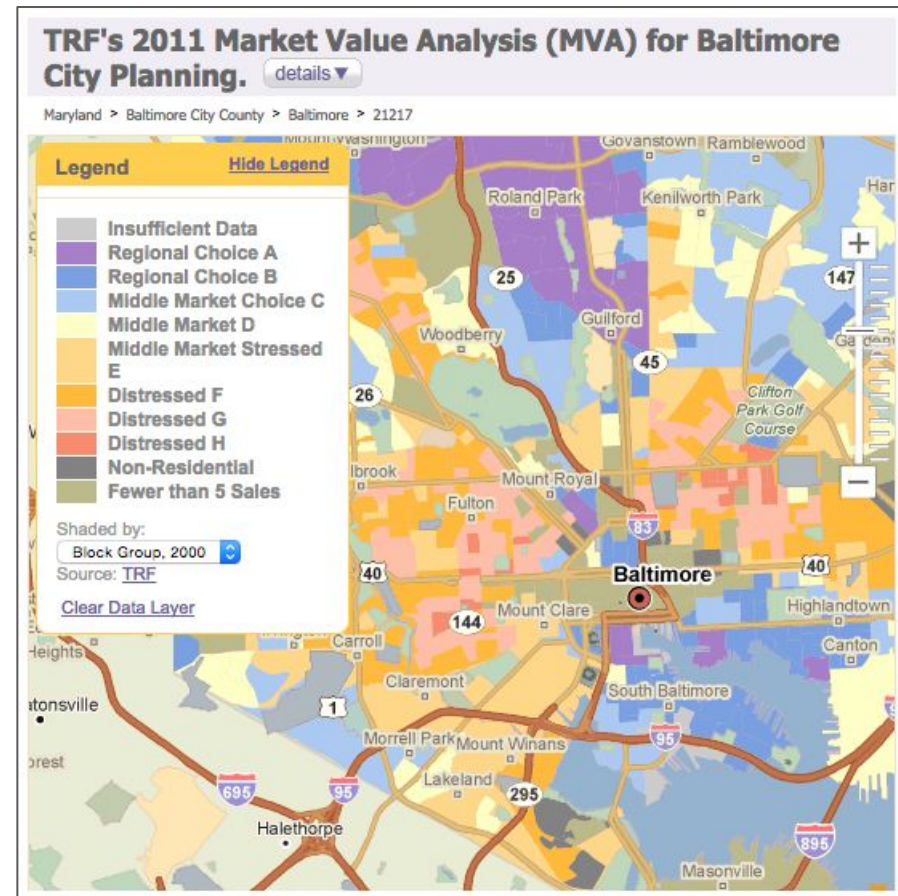
That was an important niche, but large-scale and impactful projects require on the order of hundreds of millions or billions of dollars. For instance, the city of San Francisco is asking voters to pass a \$300 million affordable housing bond this November amid a major shortage, and the regional transit system, BART, has more than \$9 billion in maintenance needs through the next decade.

So Neighborly is shifting back to its original idea, which was to create a platform for retail investors to invest in municipal debt that actually affects where they live. It's an enormous market with a size of roughly \$3.7 trillion.



Technology Salon

PolicyMap: Cloud-based data & mapping platform



FEDERAL GUIDELINES

State	CBSA	Metrostatian Division	Zipcode	Census Place	Congressional District	County	School District	County Subdivision	CDBG	Tract (2000)	Tract (2010)	Blockgroup	Points/Polygons	Free	Subscriber	Widget	API
CDFI Fund New Markets Tax Credit Eligibility																	
										X				Detail: New Markets Tax Credit Program Eligibility, Poverty, Unemployment, Census tract income as a percent of Area Median Income (AMI), SBA HUBZones, CDFI Fund Hot Zones, Medically Underserved Areas, Delta Regional Authority Distressed Counties, Appalachian Regional Commission Distressed Areas, Brownfields, ERS/USDA Food Deserts			
													Year: 2010	X	X	X	X
													Year: 2013/2014	X	X	X	X
													Source: CDFI Fund and TRF				
CDFI Fund New Markets Tax Credit Investments																	
X			X							X				Detail: Qualified Low-Income Community Investment (QICI) amounts, transactions, projects, number of CDEs by year and totals			
													Year: 2012	X	X	X	X
													Source: CDFI Fund				
CDFI Fund Investment Areas																	
									X					Detail: CDFI Fund Investment Areas			

DATA

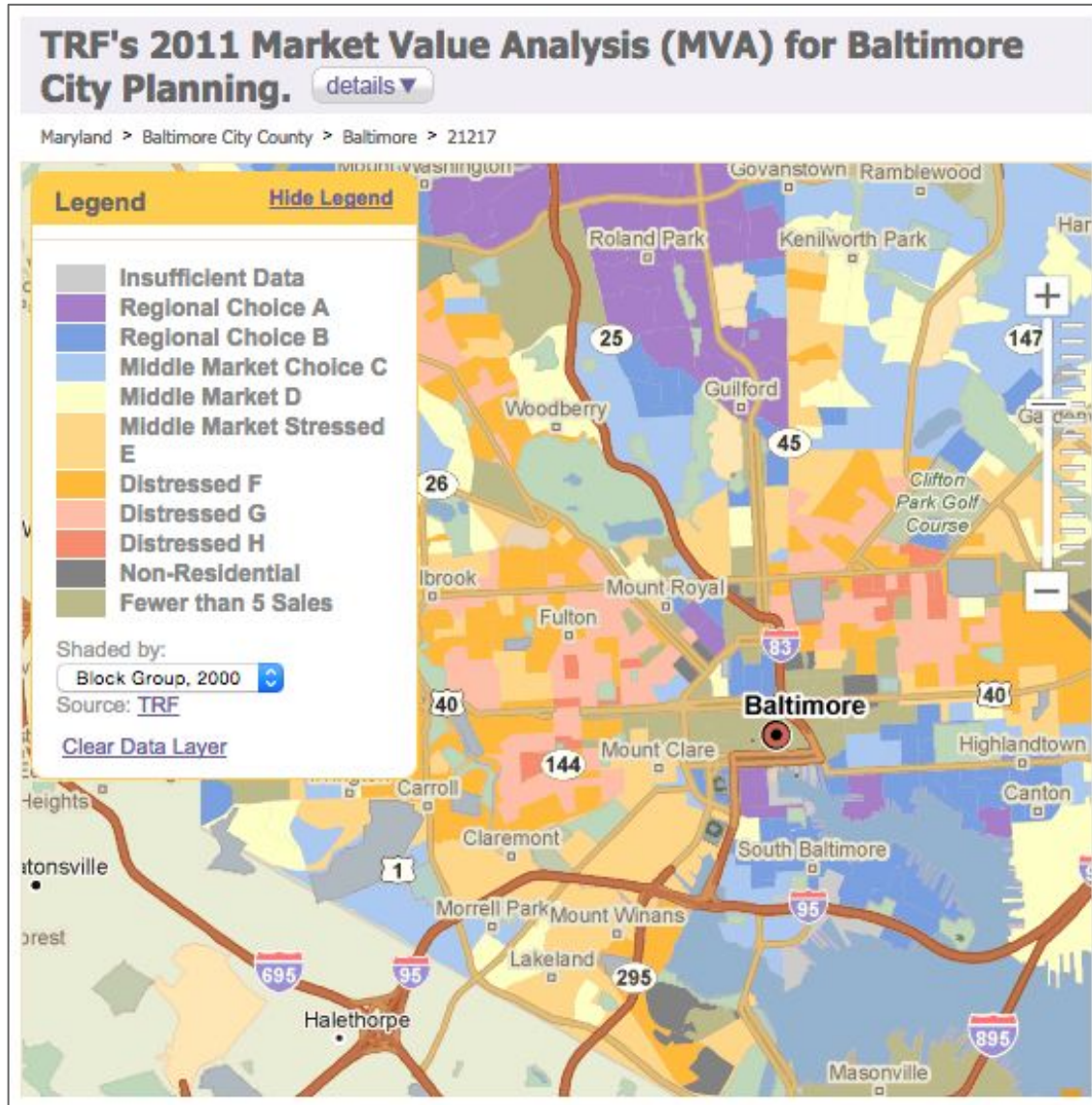
- Demographics
- Incomes & Spending
- Housing
- Lending Activity
- Quality of Life
- Economy
- Education
- Health
- Federal Guidelines
- Analytics

Don't see something listed here? [Suggest a dataset](#)

→ **Data Sources:**

Details on our Sources

- Determine Low-Mod, NMTC, CRA, CDBG eligible areas
- Create more compelling grant applications
- Load your own project data to view it against eligible program areas, as well as income, education, workforce, health and demographic data
- See how an area is changing over time
- Engage and educate public with interactive maps on your website
- Share data with other agencies within your state, county or municipality
- Plan and prioritize for Land Banks, Choice Neighborhoods and Promise Zones
- Analyze impediments to fair housing and lending”



TRF uses a statistical technique known as cluster analysis that helps to uncover patterns in data

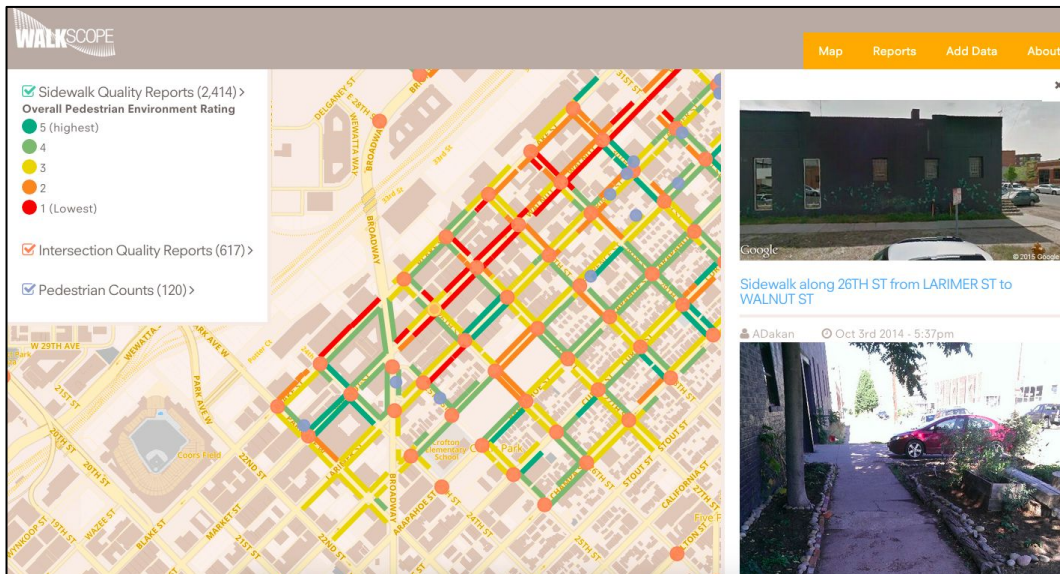
Data includes:

- average home sale price
- percent change in average home sale price over time
- percent owner occupancy
- percent vacancy
- percent vacant lots
- percent of rental units that are Section 8
- percent commercial
- percent of properties with foreclosure
- percent prime home purchase loans
- number of new construction permits
- number of Sheriff sales as a percent of owner occupied units
- number of public housing units
- percent of properties deemed dangerous
- percent of structures demolished
- percent of high risk or very high risk credit scores for predatory lending
- percent of housing units built before 1950.



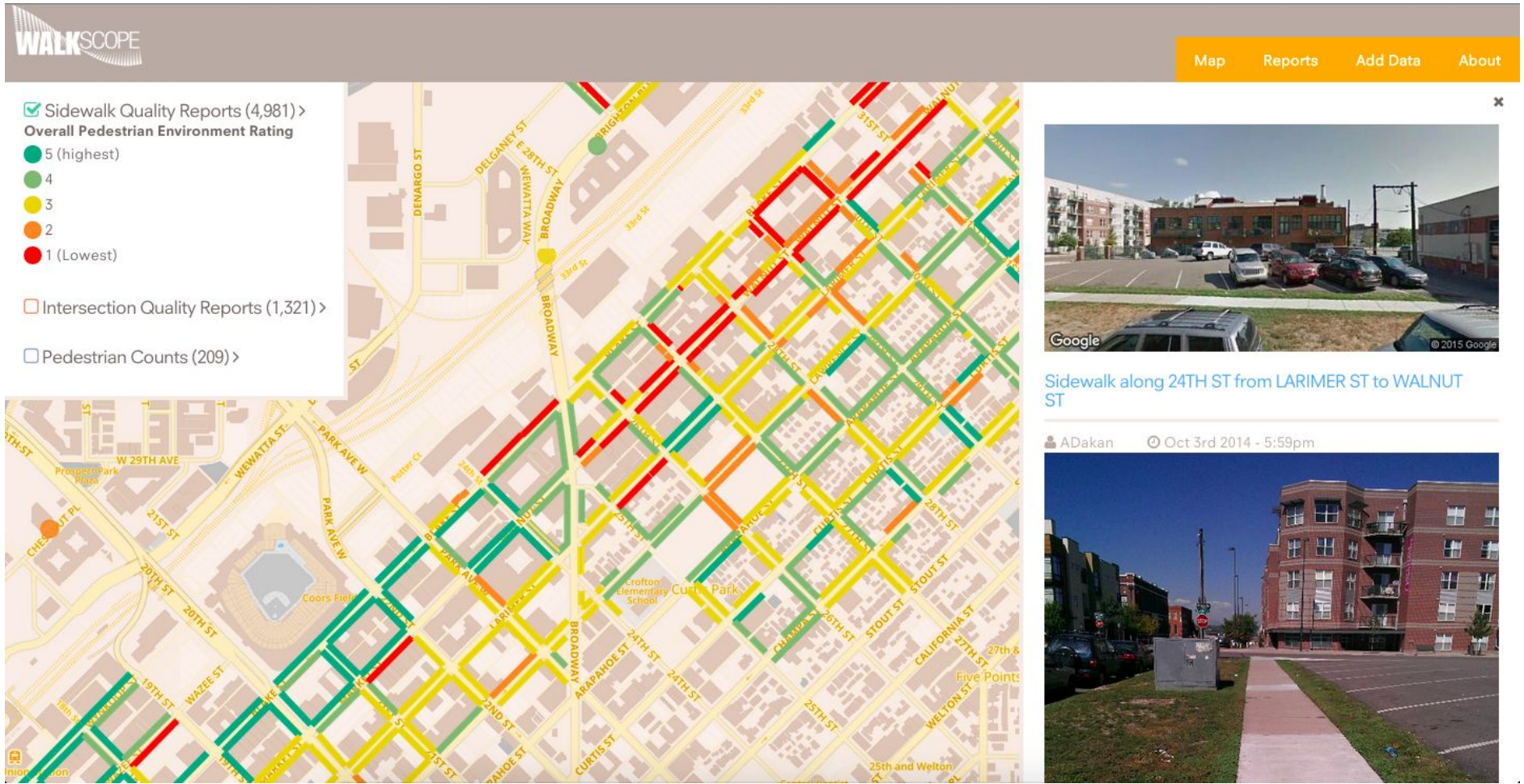
Technology Salon

Walkscope: Citizen walking infrastructure surveys



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Walkscope





Sidewalk along 24TH ST from LARIMER ST to WALNUT ST

ADakan Oct 3rd 2014 - 5:59pm





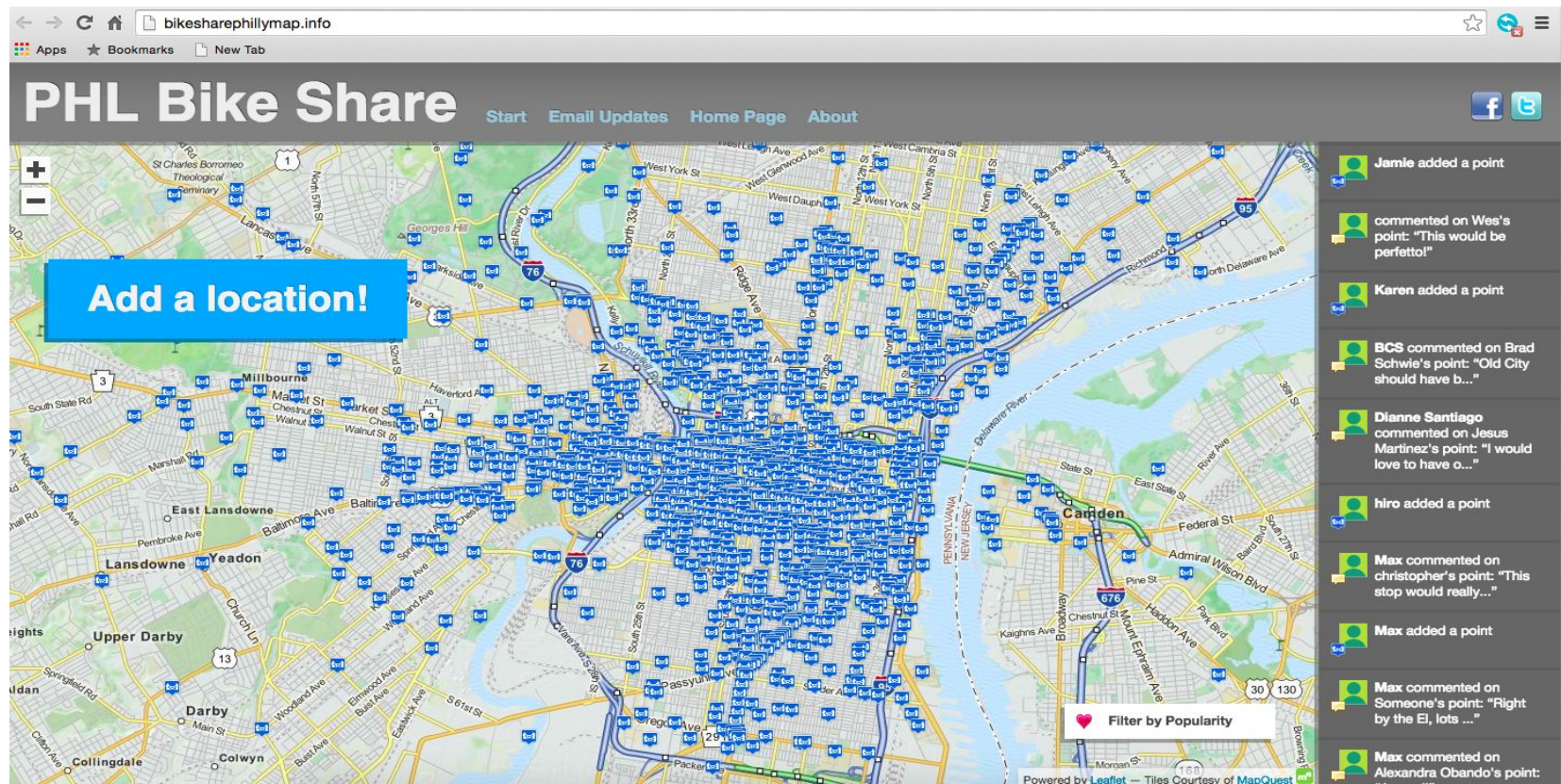


Technology Salon

OpenPlans: Organizing and Online Maps

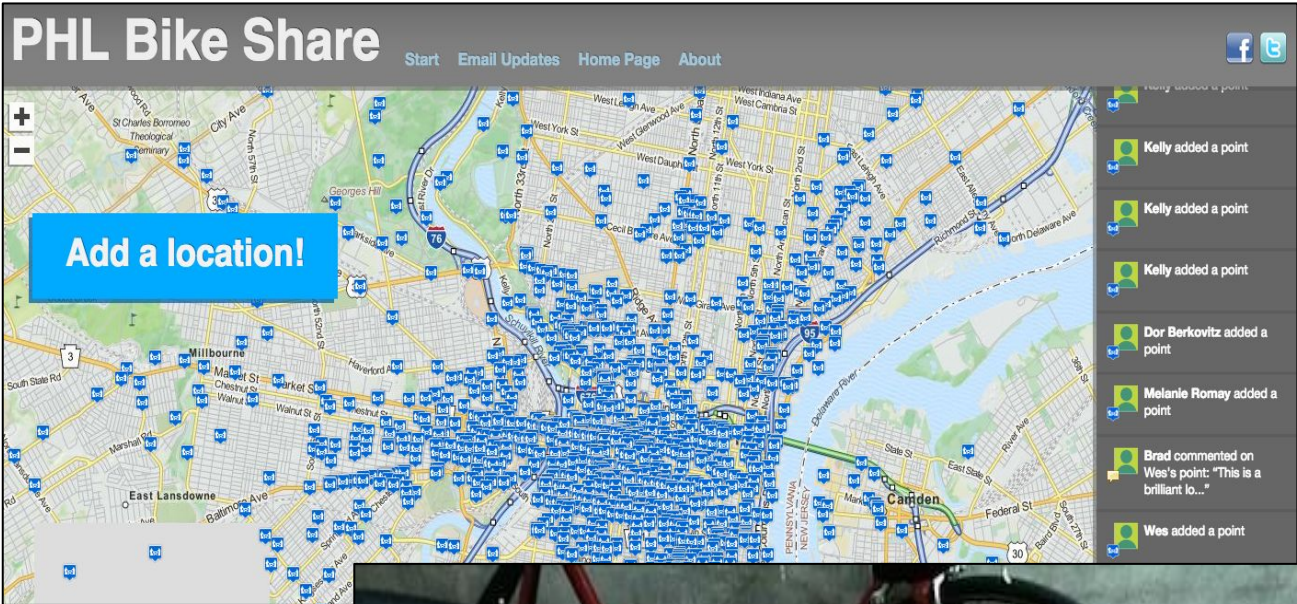


Open Plans: Shareabouts



Open Plans: Shareabouts

“Data culled from the online map and the SMS responses allowed for the making of an “anti-density map” indicating underrepresented areas...for those neighborhoods with fewer responses — Newbold and Mantua were two examples — community teams were dispatched to solicit feedback in person.”



3rd Session:

3:30pm - 5:00pm

Civic Engagement, Transparency, and Design



Technology Salon

Text Message Outreach

While 90% of Americans have a mobile device, 42% of those mobile users don't have a smartphone with internet access. But they can all send and receive texts.

Text 4 Baby

Text4baby: A Valuable Tool to Keep Mom and Baby Healthy

Text **BABY** (or **BEBE** for Spanish) to 511411



text4baby
FOUNDING SPONSOR
Johnson & Johnson

Text4baby Can Help You Provide

☒

 **WOMEN**

☒

 **INFANTS &**

☒

 **FAMILIES**


Information & Access to Care.

text4baby sends FREE text messages timed to mom's due date or baby's birthday







- 740k subscribers
- 2013 national survey of sample group of subscribers (n=1,171)
- 259 spanish speaking
- half of respondents had annual incomes < \$16k
- Avg household size of 3.83 people (national avg. of 2.59 in 2010)

Text Msg Improves Program Adherence



HomeSearchCategories

Arch Dermatol
Arch Dermatol 2009 Nov;145(11):1230-6
[April W Armstrong](#), [Alice J Watson](#), [Maryanne Makredes](#), [Jason E Frangos](#), [Alexandra B Kimball](#),
[Joseph C Kvedar](#)



To evaluate the effectiveness of cellular telephone text messaging as a reminder tool for improving adherence to sunscreen application.

We conducted a randomized, controlled trial of the effect of an electronic text-message reminder system on adherence to sunscreen application. Adherence to daily sunscreen use was evaluated using a novel electronic monitoring device.

Participants were recruited from the general community.

Seventy participants constituted a volunteer sample from the general community. The inclusion criteria required participants to be 18 years or older, to own a cellular telephone with text-message features, and to know how to retrieve text messages.

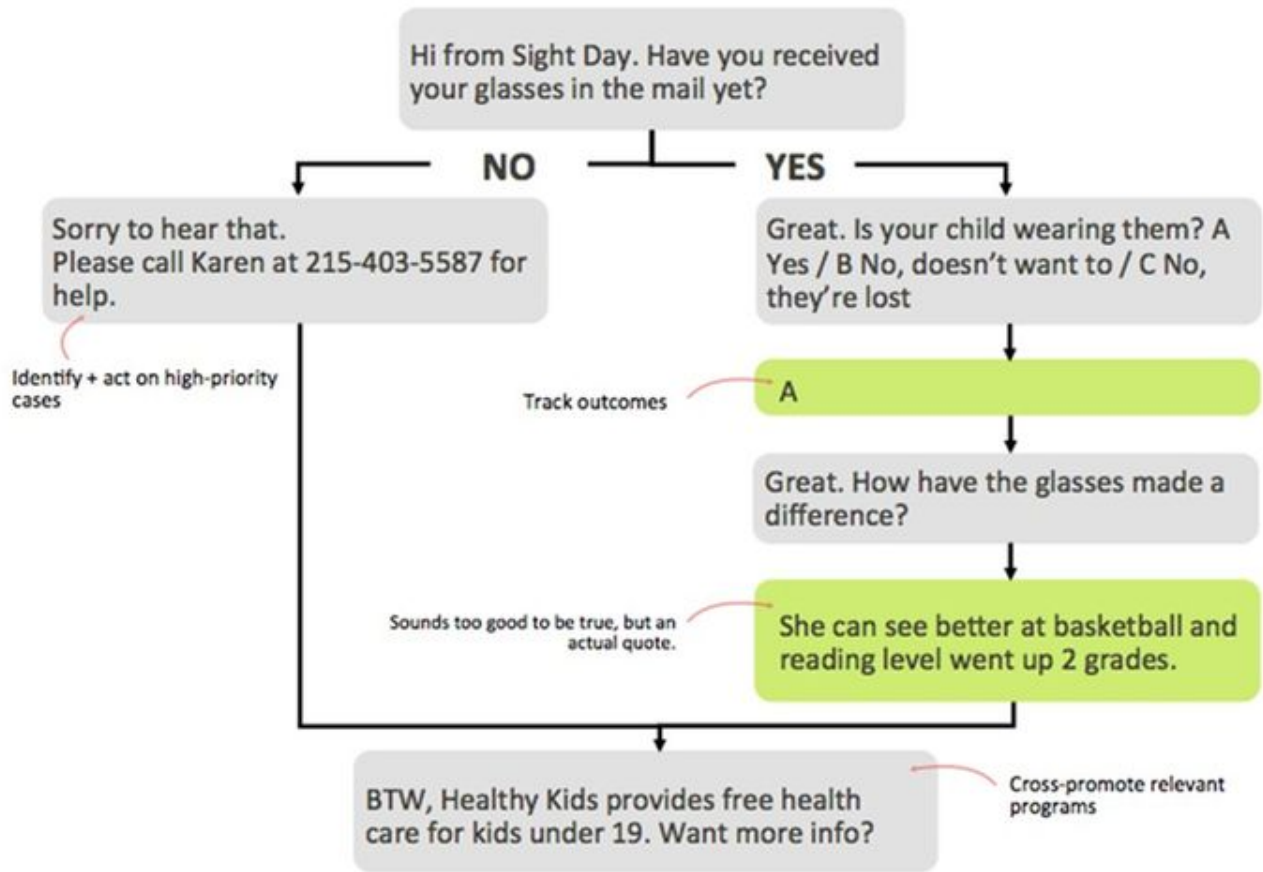
Intervention Half of the participants received daily text-message reminders via cellular telephone for 6 weeks, and the other half did not receive reminders. The text-message reminders consisted of 2 components: a "hook" text detailing daily local weather information and a "prompt" text reminding users to apply sunscreen. Main Outcome Measure The primary end point of the study was adherence to sunscreen application measured by the number of days participants applied sunscreen during the 6-week study period.

All 70 participants completed the 6-week study. There were no statistically significant differences in baseline characteristics between the 2 study groups. At the end of the study period, the 35 participants who did not receive reminders had a mean daily adherence rate of 30.0% (95% confidence interval, 23.1%-36.9%). In comparison, the 35 participants who received daily text-message reminders had a mean daily adherence rate of 56.1% (95% confidence interval, 48.1%-64.1%) ($P < .001$). Among the participants in the reminder group, 24 (69%) reported that they would keep using the text-message reminders after the study, and 31 (89%) reported that they would recommend the text-message reminder system to others. Subgroup analysis did not reveal any significant

ssage-reminders-to-improve-sunscreen-use-a-randomized-controlled-trial-using-electronic

- Studying the impact of SMS prompts and reminders on appropriate use of sunscreen
- 70 participants
- Hook (weather notice) + Prompt (sunscreen needed)
- The 35 participants who did not receive reminders had a mean daily adherence rate of 30%
- The 35 participants who received daily text-message reminders had a mean daily adherence rate of 56%
- Of those who received reminders, 24 (69%) reported that they would keep using the text-message reminders after the study, and 31 (89%) reported that they would recommend the text-message reminder system to others
- “The use of ubiquitous communications technology, such as text messaging, may have implications for large-scale public health initiatives”

HEALTH AND HUMAN SERVICES FOLLOW UP



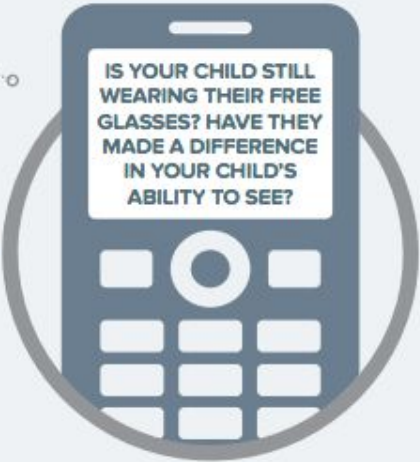
((1)) RECRUITMENT

Grow your audience by allowing them to simply text you their phone number or email address, and begin receiving updates from wherever they are.



Eagles Youth Partnership texted families who had received free glasses.

50%
of families replied within 1 hour.

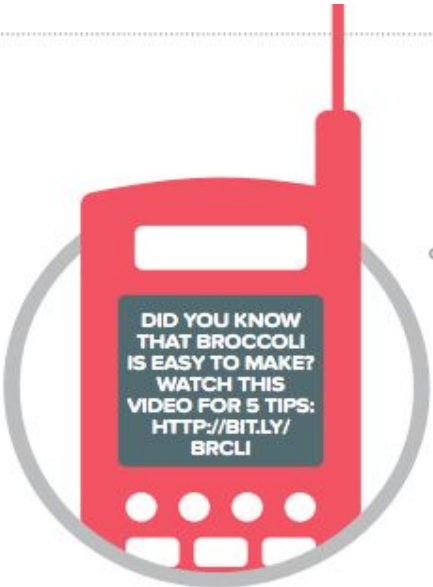


OUTCOME TRACKING ((2))

Measure the impact of your program dollars and get actionable data in an instant.

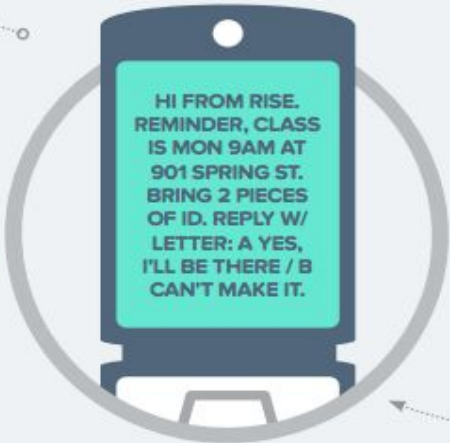
((3)) ONBOARDING

Extend initial and lifetime engagement with new community members, by sending them semi-regular bite-sized pieces of information.



Texas Department of Health and Human Services' SNAP program uses texting to help keep benefit recipients engaged.

Philadelphia Office of Re-Entry increased their program event attendance by **30%** with text messaging.



REMINDING ((4))

Improve customer service in your organization by sending automated, date-specific reminders, about programs, events, or appointments. You can even request responses.

((5)) ALERTING

Provide timely and relevant information by sending weather, travel, or emergency alerts. These texts can be triggered from other information inputs or events in your organization, and sent automatically.



Ventura County, CA eliminated redundant paperwork and prevented benefits interruptions for **8,000** residents with text messaging.



NOTIFYING ((6))

Improve the usage of your online and offline services, by sending automated reminders, expirations, or renewals to your audience.

((7)) **CONVERTING**

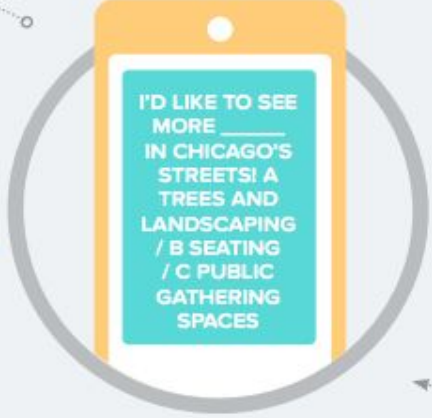
Improve online completions of forms or purchases by sending automated text messages that encourage users who have abandoned a process to finish their task.



MNsure sends text message reminders to increase the number of people that fully complete their application process.

SURVEYING ((8))

Gain invaluable insight into your community, by polling your audience via text message. You'll get actionable feedback from the public that you can use to inform future strategies.



Chicago DOT received **3,400** responses to help inform new citywide guidelines for public spaces.



Technology Salon

Communications Platforms

A Community Organizing System (COS) including website, CRM, social media etc.

<http://nationbuilder.com/>

Used by the Obama Campaign in 2012 for personalized text messages

<https://www.mobilecommons.com/>

“Teaching” Innovation

1. **Start With People First:** What problem am I solving for my user?
2. **The Worm's Eye View Rules.** Getting to where your customers live, move, think and make decisions is critical.
3. **Failure IS An Option:** This is a big culture shift in any organization.
4. **Story Is A Strategic Tool-** Short stories promote the meta-values that speak meaningfully to us.
5. **Problem Framing Is The Priority-** The majority of your time should be spent focused on *framing* the problem. That is, did you even ask the right question?
6. **Brilliance Comes From The Margins-** This point speaks to the value of encouraging emergent leadership, and calling upon the under-tapped competencies of those on the front line in sales or in supporting roles. Design thinking has the capacity to democratize leadership.
7. **Prototype & Experiment.** Designers are excellent at embracing the rough draft, the ugly mock up held together with duct tape, and using those models to get reactions and new questions from potential users and customers.