30/60/90 Day Action Plan

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Prepared for: **The City and County of Durham**

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Background for Durham's Open Data Initiative Action Plan

There are several approaches to any open data program and programs can have multiple objectives. The primary thematic objective is presented here along with a project management methodology and an open data program management methodology.

At a high level, open data in Durham should promote social, environmental and economic sustainability. Open data does not concern itself with the tools. Open data should concern itself with the process and the people who will benefit from increased data re-use.

Durham has unique challenges and assets. It is a diverse energetic community going through a renaissance that dates back a decade. Durham has a higher proportion of indigenous residents than any other Triangle community. Durham has a large activist community and citizens are engaged on local issues. The proposed high level outcome of this program is to encourage data based decision making and develop new ways of engaging larger audiences that have traditionally not been a part of the open data movement.

Durham, like many communities in the triangle, is a strongly faith based community. Working with the established faith based institutions as well as government data stakeholders will widen the net of community participants. This open data program will be designed to engage the entire community and not just the tech and private sector.

30 day plan

The 30-day phase will include a communications plan, the announcement of the open data platform and hosting architecture, the overall goals, benefits and business outcomes of the Durham City/County Open Data Program and the development of a Service Delivery Methodology (SDM) for the project. Within the first 30 days an open data maturity model should be created that aligns to the Open Data Institute's open data security schema:

- Set up communications/data network Submit all paperwork to HR as required.

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- Meet with CIOs and PMs to review milestones, within a specified time frame for projects/job responsibilities.
- Schedule public engagement with current region open data events. Suggest local public engagement events around thematic verticals that map to county and city strategic plans.
- Orientation – schedule meetings within the IT departments of both the City and the County to introduce myself and discuss the goals of the open data program.
- Learn various areas within the City and County of Durham: Business Units, Web Services, Major Departments, Customer Service, Technical Services and other multi-disciplinary team members, with which I will interface.
- Present platform options and have a platform chosen by the end of January.
- Present project plan and service delivery model (SDM) regarding demonstrating progress, benefits and outcomes.
- Develop project-reporting Wiki to make the open data initiative transparent to internal as well as external stakeholders.
- Develop open data maturity model for the open data program, reflecting models for local governments based on the Open Data Institute and ISO standards for local government.
- Submit progress report to at the end of 30 days.

60-day plan

The 60-day phase focuses on data selection, cleansing, validation, and process development as well as publishing data to a test platform. This phase is also where we will introduce the modules that make up the program methodology from a technical and workflow perspective. The development of the program management methodology are based on the same standards that I helped develop for the Open Government Partnership Open Data Working Group: Data collection, curating, management and publication; Use of well-documented, standard work flow for data management; Data analytics; Privacy safeguarding and redaction of personally Identifiable information (PII).

- Review first 30 days performance. Ensure all plans for the first 30 days are completed.
- Continue the level of communication with CIOs, and co-workers to establish teamwork.
- Data Set Evaluation and Inventory: Open data programs build on established digital data sources and information management procedures within government where they already exist. Identify business ownership, assess what needs to be done to release it as open data.
- Put processes in place that makes the release of data a sustainable, business-as-usual, downstream process as part of day-to-day information management.
- Establish regular data stakeholder feedback sessions within the City and the County to identify easy to access, high value data sets for release.

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- Meet with community leaders both within and outside the local government. Use open data consumer personae to identify the community leaders that should participate.
- Consult with community leaders on how best to engage the constituents they represent. Prepare plans to meet the people in the field. Develop ways to engage non-traditional groups in the open data process.
- Based on meetings with community leaders develop civic engagement plan.
- Submit progress report to CIOs at the end of 60 days.

90-day plan

At the 90-day phase the platform is launched in beta mode. Several high value data sets will be available through a multi-nodal platform. There will be an ongoing set of engagements within the community of Durham and also throughout the Triangle as part of a regional initiative. A work flow for finding, assessing and extracting data will be in place and a schedule for data set release and progress will be published on a regular basis on the open data program Wiki. The City and the County will work with the open data team to bring forth a policy around open data to enable a service level agreement between the local government and civil society.

- Monitor first 60 days activity level and results and re-establish if necessary. Ensure all plans for the first 60 days are completed.
- Continue to monitor communications plan objectives and social media traffic
- Obtain feedback on performance from CIOs and discuss plans and adjustments.
- Continue to track performance to assure personal and business goals are being achieved. Provide action plans if necessary.
- Develop and implement "game plan" (higher goals for 6 months/year).
- Review first 90 days CIOs to discuss performance and status of any projects.
- Coordination plan between civil society, internal data stake holders and external activist groups like Code for America is created for site launch.
- Above parties review and approve of the site launch.
- Launch of Beta Platform (Live).
- Announcement of longer engagement plan.
- Begin to develop 1-2 year plan on mapping open data efforts to City and County strategic initiatives.

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