**Open Data Communications meeting notes**

**April 28, 2015**

Attendees: Jason Hare, Les Hamashima, Anthony Pergolotti, Ivan Silis, Beverly Thompson, Kelly Thornton

Communications draft review process

* Kelly will send an initial draft for review to Les and Beverly
* Emails and press releases will be a part of the review process
* Does not include Twitter approvals
* Kelly will use Box to upload documents for review
* **Ivan**: Kelly needs access to Box account

Communications updates

* Since the 4/24 internal email, we have received 116 internal requests for Open Durham accounts

Communications plan

* **Jason**: Sending Open Data comm plan
* Biweekly data release
  + We will use social media to provide communications updates for data releases
* Story releases
  + Jason has a list of contacts
  + Possible story: Obfuscation scheme/Geomasking—Donut method geomasking
    - Donut method
    - Cannot say how many feet are used for our method
    - Protecting citizen and police privacy
    - Gov Tech—Wants to write an article about how to properly publish crime data
    - Waze Google app
      * Let’s you predict where police will be
      * Our method protects police from these types of attacks
    - Our data is presented in the best possible way of protecting citizens
    - Jason has a quote from a local business owner who can legitimize our method
    - We are the only Open Data portal in the county that uses obfuscation
    - Other open data portals show an address where a crime occurs (not legal) or use a disk method that places the location dot at varying distances from each incident
* City and county want proof of concept
  + Provide updates to departments to let them know what is happening
  + Create general excitement around the portal
* Accolades that come to Durham will help measure usefulness
  + Have been working on buy in from stakeholders
  + Need to work on branding
* One Durham
  + Open Durham is part of One Durham
  + Working on helping Durham look like one region instead of City and County
* Bonner Gaylord—Raleigh City Council member
* Who have we already contacted within the community?
  + March 24—Last County Commissioner meeting
* **Soft public launch—June 19**
  + Jason recommends a soft launch with the media
  + Will give us an opportunity to test the bandwidth from public traffic
  + Partnering with the team at the American Underground
  + Local media
  + Communications
  + Release screen shot or 2 a week on Twitter (most of the accounts that follow us are local city/county accounts)
  + Need to schedule presentation to City Council
  + Primary audience: Local technical community and journalists
* **Hard public launch—August/September** 
  + Ramping up communications in August to tie in with DPS
  + DPS starts communications in August – Chrissy
  + Burt—Durham Superintendent
    - Feels like data is biased against Durham
    - Have not had a conversation with Burt about open data
  + City website launching in August
* Sacrata vs. not Sacrata—Open data community understands this
  + Everyone in the US uses Sacrata
  + We do not
  + We are using a new system
  + We are using Open Data Source

Next meeting

* List of deliverables and timelines for the next meeting
* **Anthony/Ivan:** Need to get sign-off on soft launch date
* Need to schedule time with CIOs to share communications plan
* May 12—CIOs meeting