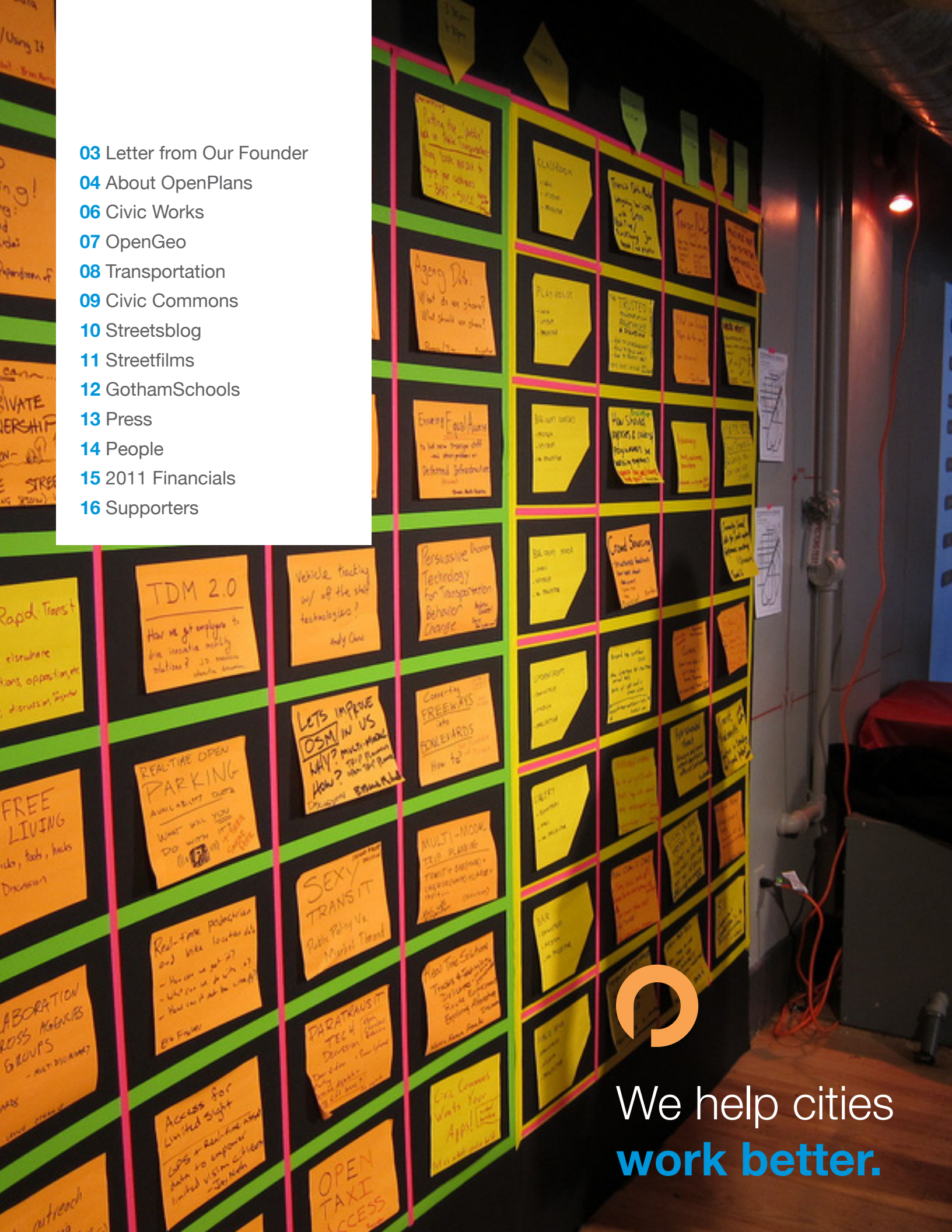




OpenPlans

ANNUAL  
REPORT  
2011



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- We help cities work better.**



# Welcome

Dear Friends,

OpenPlans is a leading organization in the open source, open government and transportation reform worlds.

Our OpenGeo team has been hugely successful in developing and supporting open source geospatial tools that are now used by government agencies and other organizations around the world.

We are especially proud of our work on MTA Bus Time, which shows New York City transit riders where the buses are in real-time. Built using open source software and open data protocols, this system provides a leading example of how governments and transit agencies can adopt open government principles to save money, innovate, and work better.

Under the leadership of Frank Hebbert, Jeff Maki and Kevin Webb, OpenPlans has developed a world-class team of open government experts, and we have executed on meaningful, mission critical software contracts.

Streetsblog and Streetfilms continue to inspire an ever-growing livable streets movement around the country and the world. Ideas like protected bike lanes, bus rapid transit, and pedestrian plazas seemed idealistic a few years ago. Thanks in great part to our pioneering reporting and video coverage, they are well on their way to becoming established mainstream transportation practices. Today, Streetsblog and Streetfilms are educating and supporting a new generation of leaders in the transportation reform movement.

OpenPlans has never been in better shape. Our short- and long-term strategies are sharp and well focused, and the organization is well positioned to execute on its vision.

On behalf of the Board of Directors and staff of OpenPlans, thank you for joining us in our vision to make cities work better. I invite you to learn more about what we do and how investing in OpenPlans can yield remarkable philanthropic returns.

## Mark Gorton

Founder and Chairman



Mark founded OpenPlans in 1999 after realizing the incredible potential of the open source movement to create tools that catalyze civic engagement.



# About Us

At OpenPlans, we think cities can work better. We think it should be easier for public agencies in one place to adopt good ideas and good software from other places. And we think opening up data and inviting citizens into the civic process is a good thing. We want good ideas to thrive and spread.

OpenPlans is a unique place. We're a non-profit technology organization helping to open up government and improve transportation systems. Specifically, we aim to:

- Bootstrap the adoption of open government best practices by putting existing government investment in technology in service of open source software, open data standards, and public accessibility.
- Transform our transportation system by reducing dependence on private automobiles and by improving conditions for cyclists, pedestrians and transit riders.

## What We Do

We build open source software. We help agencies open up their data. We report on urban issues. We offer technical assistance to public agencies, and we build communities around our initiatives in order to seed an open and evolving ecosystem of technology tools that further the public interest.

## Our Track Record

We've launched a cadre of successful projects, including OpenGeo, Streetsblog, Streetfilms, OpenTripPlanner, and GothamSchools. Software products founded and nurtured at OpenPlans are now used in over a hundred countries: by national mapping agencies, by multi-national collaborations, and by local and regional government authorities.

We're passionate about transportation. In New York, for example, our work has broken the policy gridlock and lit up the city grid with plazas, bike lanes, and better transit. The effects have rippled outward: the software and media tools we built to transform New York have caught on with people elsewhere and changed policies in dozens of cities. We've seen similar success in other cities, like San Francisco and Los Angeles, and we're just getting started.

## How You Can Help

We hope you enjoy our report of our recent work, and we hope you will join us! There are many ways to get involved: make a donation, get involved in a relevant open source project, support the adoption of open platforms in your city and region, or just share your favorite Streetfilm with your local transportation department.

OpenPlans is a 501(c)3 using technology to change the way that cities and citizens interact. We believe open source, open data, and sustainable mobility options can improve millions of lives.

# Projects



## Civic Works

The Civic Works team builds the tools and communities needed for better, more inclusive urban planning.

### TransportationCamp

In 2011, we launched TransportationCamp as a unconference connecting transportation and technology. The first two installments (in New York and San Francisco) attracted hundreds of experts who too often find themselves in silos: planners, technologists, city officials, entrepreneurs, and advocacy groups. Session topics ranged from open data to ride share and real-time displays. This event inspired a similar unconference in Montreal, and we've recently held the fourth installment, in DC.

### Shareabouts Shares Your Ideas Online

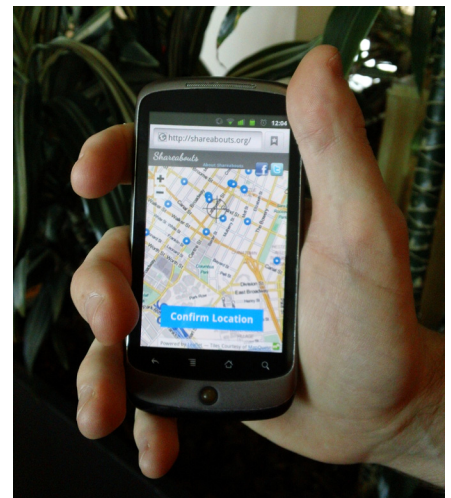
When you have an idea for improving your street, sharing your idea is the first step toward making it a reality. Shareabouts is a simple web app for crowdsourced mapping, making it simple for anyone to post an idea to a specific location. For example, you could use it to collect public input on station locations in a city-wide bike share. Today, the tool is being used by advocacy groups in places like Portland, OR and Philadelphia.

### Open Streets Guide

From Bogota to Baltimore to San Francisco, large-scale open streets events are helping cities reclaim public space for family, exercise, and community activities. Working with the Street Plans Collaborative, we launched the Open Streets Project, an online guide to hosting your own open streets event. With news, best practices, logistical tips and tricks, and programming ideas, the site is a great starting point for putting together an event where you live.

### OpenBlock Brings Together Data and News

An open source publishing platform, OpenBlock helps news organizations make block-by-block neighborhood data available to their readers. Users can browse by neighborhood, zipcode, or block. Users can also see and filter by content type, such as local news. Data from OpenBlock can be shared via feeds or to other applications.



## OpenGeo

OpenGeo builds and supports software that makes geospatial information more accessible and useful.

### NYC's Department of Information Technology and Telecommunications

Two notable projects show how DoITT is using the OpenGeo Suite to increase the reliability and transparency of city operations. The first, The Street Closures App, allows the public to see how a given location may be impacted by construction projects, street festivals, and other street closures. The second, PlowNYC, provides real-time updates on street snow plowings, an important aid during winter storms.

The OpenGeo Suite helps DoITT retain control of its own systems. A support contract ensures that someone knowledgeable will be available to assist them at key moments, yet they still have the vendor flexibility and associated cost controls of an open, flexible software stack.

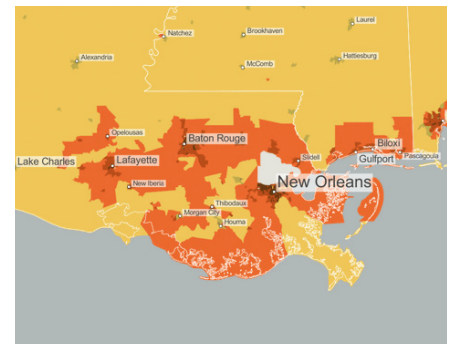
### Tsunami Disaster Risk Reduction

The tsunamis that struck Indonesia in 2004 and Japan in 2011 drove home the need to plan for catastrophic coastal inundation. In Australia, for example, there are far more sites requiring tsunami expertise than there are tsunami experts available to do risk modeling.

Working with GeoScience Australia and the Australia-Indonesia Facility for Disaster Reduction (AIFDR), we created TsuDAT 2.0, a web-based system that links tsunami data with local elevation data and inundation models. The system is accessible to local planners with just a few hours training, enabling many along the Pacific Rim to forecast in ways that save lives.

### Mapping Broadband Access

With our support, the FCC launched broadband.gov and created the National Broadband Map. For the first time ever, the public can explore and visualize its vast array of data. The map had to be fast, efficient and stable under high loads, and it had to promote the use of open data sets. Developers can now acquire access to a wide range of open data APIs to create their own applications.



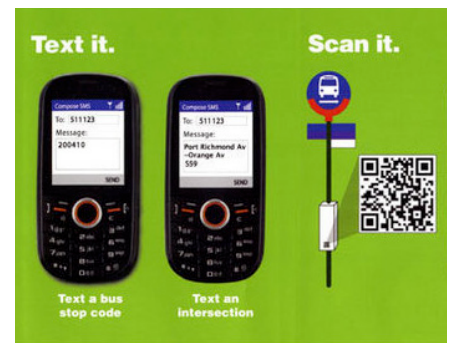
“Because we are built on a completely open architecture, anyone can use our data in their service, or even build a completely new mapping site” says Michael Byrne, GIO of the FCC. “In fact, shortly after broadband.gov launched, a Boston consulting company did just that, building a new skin for the site using our data and map feeds.”

# OpenPlans Transportation

OpenPlans Transportation is a strategic technology consultancy focused on the transportation sector. This team works with progressive transportation properties to develop integrated technology solutions based on open standards and open source software.

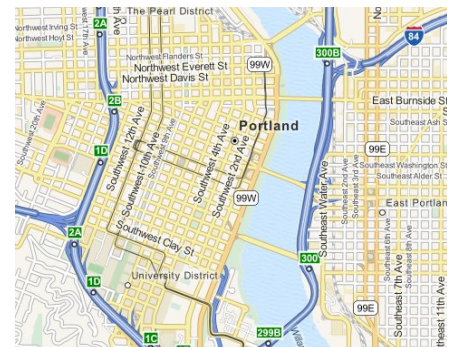
## MTA Bus Time

OpenPlans Transportation worked with New York's Metropolitan Transportation Agency (MTA) on a pilot project to bring real time arrival information to bus riders on the B63 in Brooklyn. The project launched in February 2011 as "MTA Bus Time." Riders with or without a mobile device can access real time arrival information through a variety of interfaces including a desktop website, a mobile website, third-party apps, SMS text messages and "DIY signs" installed in the windows of local retailers. The pilot project is now in the process of being expanded to the entire city, Staten Island being the first of five incremental, borough-wide rollouts.



# OpenTripPlanner

OpenTripPlanner is a multi-modal, open source trip planner. The project began as a collaborative effort between TriMet, OpenPlans, and the developers of FivePoints, OneBusAway and Graphserver. The project has since grown to encompass a global community of users and developers. Work is now underway to use OpenTripPlanner technology to build an innovative new tool for transportation planners to understand and model changes to transit service as a network, visualizing changes to service across different times of day, taking into account waiting time, commutes with or without proposed new service, and other factors.



## Sound Transit's New Trip Planner

OpenPlans Transportation worked with Sound Transit in Seattle, Washington to provide a contemporary map-based trip planner interface for their riders. The new interface needed to be built on top of an existing text-based trip planner, and in partnership with Sound Transit and AnthroTech, OpenPlans Transportation developed a map-based interface that gives riders a significantly enhanced set of trip planning tools and information. OpenPlans Transportation also helped Sound Transit give back to its broader partnership of Puget Sound-based transit operators, developing all its software under an open source license, so that Sound Transit can share the software with its other partners, free of charge.



## Civic Commons

Civic Commons is a community-edited resource that helps agencies find out what government technologies are working, where.

Civic technology experts have recognized the benefits of sharing technology among governments and institutions. However, instances of successful collaboration and sharing are still few and far between, in part because there is no easy, structured way to share knowledge about software, let alone the software itself.

In 2011, Civic Commons changed that, with the Civic Commons Marketplace and Civic Commons Wiki.

### The Marketplace

A sort of community-driven civic app store, the Marketplace is a resource for the growing community of civic technologists. It's where CIOs, civil servants, and others can share information about the applications they use, as well as the code itself. By connecting the nation's best civic innovators, this project is accelerating the spread of good ideas and stimulating the reuse of code across the country.

### The Wiki

The Civic Commons Wiki is the most robust resource on open data, open source software, and open government, including a curated legal guide on navigating the procurement processes for open source software. To help fill in the gaps, there is also a growing network of open government advocates both within and outside government that you can engage through the Wiki's active network and discussion forum.

*Civic Commons is a joint project of OpenPlans and Code for America.*



SF Mayor Gavin Newsom, U.S. CIO Vivek Kundra, O'Reilly Media CEO Tim O'Reilly and SF CIO Chris Vein announcing support for Open311 services.

## Projects

# Streetsblog

Founded in 2006, Streetsblog is the marquee news source in the movement for sustainable transportation and more livable cities. With outlets in New York, Los Angeles, San Francisco, and Capitol Hill, Streetsblog is read by tens of thousands of people every day, including influential decision-makers at the local, state, and federal level.

### Streetsblog National

In 2011, Streetsblog Network and Streetsblog Capitol Hill were a bulwark against repeated attacks on bike/ped funding in Congress. Streetsblog was also the first national outlet to cover the story of Raquel Nelson, a mother living in the Atlanta suburbs convicted of vehicular homicide after her young son was killed trying to cross the street. The story was picked up by FoxNews, the Today Show, and MSNBC, calling attention to the failures of pedestrian infrastructure.

*Streetsblog's national coverage is generously funded by the Surdna Foundation.*

### Streetsblog NYC

Streetsblog reporting countered a toxic misinformation campaign waged by politically-connected opponents of the Prospect Park West protected bike lane, beating back fierce attacks on NYC's most innovative street designs. Streetsblog also called attention to Governor Andrew Cuomo's abandonment of transit in the replacement Tappan Zee Bridge, cutting through the administration's attempts to distract the press from its "dumb-growth" approach to rebuilding the bridge.

### Streetsblog San Francisco

Streetsblog's coverage helped win a commitment from City Hall to build parking-protected bike lanes on a critical link in the city's bike network. Subsequent posts held the administration's feet to the fire after the project was delayed. In another victory, Streetsblog pointed out the absurdity of making metered parking free on evenings and Sundays, a policy now in line for a major reform this spring. Streetsblog SF also successfully transitioned to new editor, Aaron Bialick, in the fall.

*Streetsblog SF is generously supported by the craigslist Charitable Fund, the Seed Fund, and Jonathan Wiener.*

### Streetsblog Los Angeles

Instead of "playing defense" against car culture warriors or local not-in-my-backyard groups, Los Angeles advocates were finally able to go on offense in 2011, boldly making the case for new bike projects, the rail expansions promised to voters and a bus system that works for users of all income levels.





## Projects

## Streetfilms

Founded in 2006, Streetfilms produces short films showing how smart transportation policy can create better places to live, work and play. With a videography of 450 short films, Streetfilms has inspired action and change worldwide.

### Moving Beyond the Automobile

In 2011, Streetfilms produced ten high-impact short films in the series Moving Beyond the Automobile. Each of the films featured ways to reduce our dependence on automobiles, and provided tools for advocates to make change in their cities. Dozens of educators, advocates, government agencies, and non profits from San Mateo County, California to Estonia have used the films to innovate for livable streets in their communities. The films reached 130,000 viewers in 2011 alone, from 150 countries around the world.

*Moving Beyond the Automobile is generously funded by the Fund for the Environment and Urban Life.*

### Partnerships to Promote Livable Streets

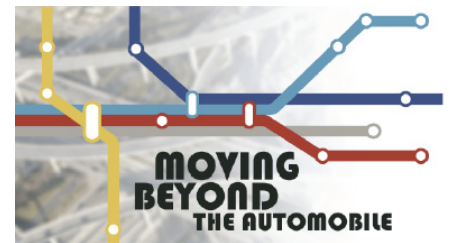
Streetfilms joined up with many like-minded organizations and agencies to make films in 2011, including a partnership with the Institute for Transportation and Development Policy (ITDP) to highlight their transportation work in China: Guangzhou's innovative bus rapid transit system, and Hangzhou's bike share system, the largest in the world.

### Inspiring Change in Cities

People around the world use Streetfilms to convince their city leaders to make safer streets for pedestrians and bicyclists. Streetfilms' 2007 video *The Case for Separated Bike Lanes* helped sway city leaders in Sydney, Australia to embrace separated bike lanes, and was used by city authorities and mainstream press to explain the improvement to Sydney residents.

### Local Impact

Streetfilms educated New Yorkers about the integrated economic and social benefits of providing more space for walking, biking and transit in New York City with their popular video *Complete Streets: It's About More than Bike Lanes*.



450 total Streetfilms  
4.5 million views online  
Viewers in 150 countries

## GothamSchools

GothamSchools is an influential news site covering education policy in New York City and across the country. During 2011, monthly readership grew by 62%, to 70,000.

### Coverage Highlights

GothamSchools was the first news organization to note that proposed policies to improve the quality of public child care programs would have the unintended consequence of reducing the number of children served. After this reporting, the City Council raised the issue and asked for a delay in the policy implementation. GothamSchools exclusively reported that a charter school was screening students for admission, in violation of state law. We also revealed that Department of Education employees had been asked, illegally, to lobby for policy changes that would make teachers easier to fire.

Our up-to-the-minute live-blogs took readers inside the precipitous resignation of the city's chancellor; all-night meetings at which the city school board voted to close 25 schools; and a five-borough tour of the first day of the school year.

### Honors

GothamSchools was named the best education news blog in the country by the Education Writers Association, for the second year in a row. A teacher who contributes to the GothamSchools Community section, which highlights the voices of people inside schools, won another EWA award for "community" blogging. Our reporters have also appeared as experts on the Brian Lehrer Show; WPIX, a local news channel; and NBC New York.



"GothamSchools has monumental influence in New York ... and is also important nationwide. Currently, it is the only location-specific influential industry publication, but its successful model could spread to other locations."

- A 2011 report by Social Sphere, a strategy group founded at Harvard University



# Press

## NYTimes

“Streetsblog [is] a fascinating platform for debates on urban transportation.”

## The Measure of a Beautiful Street (Beautiful Streets)

“The tech-savvy folks at OpenPlans.org have been pondering this exact same question. And – as is their style – they’re refusing to take ‘no data’ for an answer....OpenPlans launched an online project for Valentine’s Day called Beautiful Streets, which they’re hoping to use to crowd-source data on streetscapes.”

## NYC 2.0 on WNYC

“Programmers [at OpenPlans] aim to take the kind of innovation that the web has brought to private enterprise, and make it available to governments.”

## Most Exciting Trends in 2012: Better Data and Apps for Planners (Shareabouts)

“Our friends at OpenPlans have an emerging platform called Shareabouts, that is open source and has a clean, usable interface. These more usable apps will increase our ability to crowdsource relevant geographic data. The mapping interfaces of yore were pretty clunky, but this will be less the case in 2012..the beginning of something really cool and transformational.”

## Huffington Post

“Thanks to open source, we are finally creating ways to harness and share data in meaningful ways that can help solve the world’s problems. Projects like Open 311 are revolutionizing the way citizens communicate with local government when problems arise.”

## PBS Idea Lab

“Rural newspapers from across the state have called or emailed to express their interest in getting our help installing and using the application. Installing the application isn’t much of a challenge, I tell them, but what are you going to feed it? OpenBlock, a ‘hyper-local news’ platform, is a beast that eats data.”

**The New York Times**  
ON THE WEB



THE  
HUFFINGTON  
POST



# People

## Staff Leadership

Ben Fried  
Editor, Streetsblog NYC  
ben@streetsblog.org

Frank Hebbert  
Director, Civic Works  
fhebbert@openplans.org

Chris Holmes  
President, OpenGeo  
cholmes@opengeo.org

Jeff Maki  
Principal, Transportation  
jmaki@openplans.org

Ellen McDermott  
Director of Operations  
emcdermott@openplans.org

Eddie Pickle  
Chief Operating Officer, OpenGeo  
epickle@opengeo.org

Kevin Webb  
Principal, Transportation  
kwebb@openplans.org

## Board of Directors

Mark Gorton  
Founder and President

Chris Holmes  
OpenGeo

Andrew Hoppin  
New Amsterdam Ideas

Joseph Lipman  
Hospital for Special Surgery

Christopher Tucker  
Yale House Ventures

Jennifer Walker  
Joseph Brooke LLC



# 2011 Financials

2011 was a period of growth for OpenPlans, and we spent capital strategically as an investment in future program development. Initially founded and operated with the generous support of our founder, Mark Gorton, OpenPlans now has a portfolio of successful projects supported by a diverse funding base.

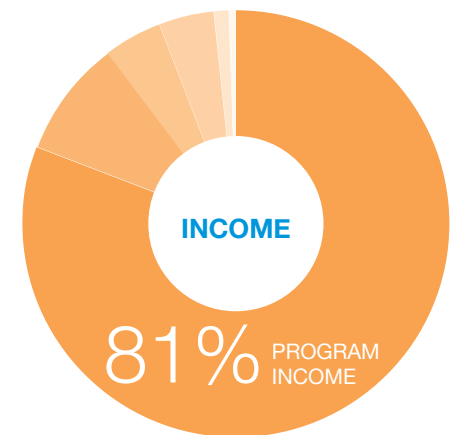
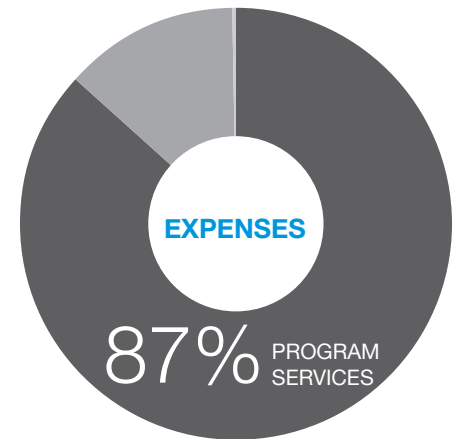
## Statement of Activities

### Expenses

Program Services	\$5,278,797
Management	\$861,627
Fundraising	\$4,897
<b>Total Expenses</b>	<b>\$6,145,321</b>

### Income

Contributions	\$206,013
Sponsorship / Corporate Support	\$13,775
Grants	\$196,000
Program Income	\$3,680,889
Investment Income	\$51,450
Other Income	\$12,915
<b>Total Income</b>	<b>\$4,161,042</b>



## Statement of Financial Position

### Liabilities & Equity

Payroll & Accrued Liabilities	\$193,128
Deferred Revenue	\$1,419,315
Equity	\$3,093,864
<b>Total Liability &amp; Equity</b>	<b>\$ 4,706,307</b>

### Assets

Cash and cash equivalents	\$2,903,115
Accounts receivable	\$1,622,583
Other	\$20,855
Fixed Assets	\$159,754
<b>Total Assets</b>	<b>\$4,706,307</b>

# Supporters

## OpenPlans 2011

### Individuals \$250+

Marc Agger  
Anonymous  
Robert and Tracy Baron  
George Beane  
Jonathan Beck  
Richard and Pascale Berner  
Christine Berthet  
Cheryl Brinkman  
Norman Brown  
Michael Cairl  
John Calaway  
Ed Costello  
Ravenel Curry  
Javier de la Torre  
Robert Eberwein  
Michael Epstein  
Michael Flynn  
Jean Fraser  
Peter Frishauf  
Lindsey Ganson  
Caryl Gay  
Jody and Mark Gorton  
Jeb Hart  
Kenneth M. Hirsh  
Didrik Hoag  
Rob Johnson  
Mary Beth Kelly  
Matt Leber  
Charles Ledley  
Peter Leonard  
Holly Lewis  
Paul Mackey  
Eric McClure  
Maria Moore  
Aaron Pallas  
Nitzan Pelman  
Christophe Porsella

Linda Prine  
Thomas Rau  
Thomas Safran  
Lauri Schindler  
Patrick Siegman  
Dani Simons  
Lisa Sladkus  
Patricia Smith  
Mario Tanev  
Sprague Terplan  
Jeffrey Tumlin  
Steve Vaccaro  
Kevin Warner  
Jonathan Weiner  
Adam White  
Joe Williams  
Keith Williams  
Jeffrey Wood  
Elias Zamaria

### Corporate Partners and Sponsors

AARP  
Alliance for Biking and Walking  
Alta Design + Planning  
Bay Citizen  
Bicycle Habitat  
Bikes Belong  
Boston Globe  
Broadway.com  
CA, Inc.  
Cambridge Systematics Inc.  
Code for America  
Columbia Tribune  
Congress for the New Urbanism  
CUNY Institute for Sustainable Cities  
Goldman, Sachs & Co.  
Google  
Guadalajara 2020

Guggenheim Labs  
Harvard University  
Integrated Transport Planning Ltd. (ITP)  
Intelligent Transportation Society of America (ITSA)  
Metropolitan Transit Authority (MTA)  
Michigan Technological University  
Mike's Bikes  
National Association of City Transportation Officials (NACTO)  
Recycle-A-Bicycle  
Ride Connection  
San Francisco Bicycle Coalition  
Sound Transit  
Tower Research Capital  
Tread Bike Shop  
TriMet  
The United Nations International Strategy for Disaster Reduction  
Urban Mapping  
Velojoy.com  
The World Bank



# Supporters

## Foundations

Cascade Bicycle Club/Education Foundation  
craigslist Charitable Fund  
GEM Foundation  
Grace Jones Richardson Trust  
Gradison Foundation  
Knight Foundation  
MapStory Foundation  
Max Feldman Foundation  
Open Geospatial Consortium  
Oram Foundation - Fund for the Environment  
and Urban Life  
Rockefeller Foundation  
The Summit Foundation  
Surdna Foundation

## Government

AusAID  
Federal Communications Commission (FCC)  
French National Institute of Geographic and  
Forest Information (IGN)  
Geodata Denmark  
Geoscience Australia  
Landgate  
Metro  
National Geospatial-Intelligence Agency  
(NGA)  
National Oceanic & Atmospheric  
Administration (NOAA)  
National Resources Canada  
New York City Department of Technology &  
Telecommunications (DoITT)  
NYC Department of Transportation  
Ordnance Survey  
San Mateo County Health Department  
The Army Geospatial Center  
The Information Centre of the Ministry of  
Agriculture and Forestry in Finland (TIKE)  
US Geological Survey (USGS)  
US Department of State





We help cities  
**work better.**

OpenPlans is a group of passionate people working to create better transportation systems and a more open civic sector. We care about open source, open standards, and turning raw data into useful information.

