



# AustinGO: Website Governance and Management Audit

*Updates and path forward*

August 28, 2013



# FINDING 1

## RECOMMENDATION

- The City Manager's Office should develop, document, and implement a strategic framework and an implementation plan, which includes milestones and clear roles and responsibilities, to effectively implement open government as per City Council resolution 20111208-074.

## STRATEGIES FOR IMPLEMENTATION

To date, the Executive Team is in the process of:

- Releasing a 12- page City of Austin Open Government Directive that addresses all areas in the Audit. (Completed 8/26/2013)
- Finalizing a new governance structure that will oversee our open government initiatives. (To be in place Fall 2013 after hiring of Innovations Officer and Data Manager.)
- Creating an Administrative Bulletin with guidelines that will govern our open government strategies. (To be released Fall 2013 after review by Innovations Officer and Data Manager.)

# FINDING 2

## RECOMMENDATION

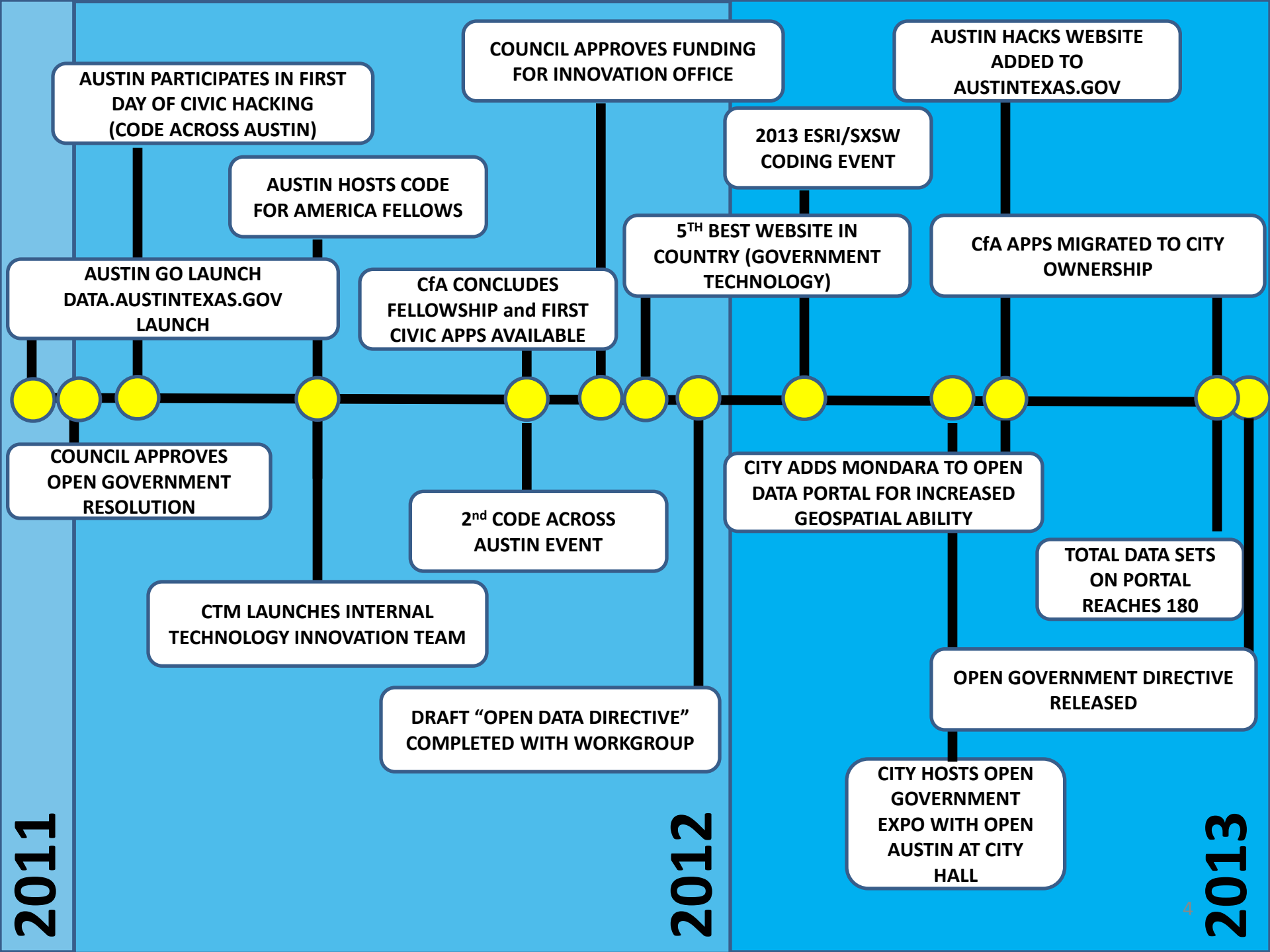
- The City Manager's Office should ensure that a complete web governance structure is developed, documented, implemented, and monitored to address current gaps.

- **Recommendation 1:** The web team will develop a list of best practices for City of Austin websites, including matters of branding, fresh content, regulatory compliance, protection of City IP, performance, retention of City data, contractual issues, and more. (Underway - 9/30/2013)
- **Recommendation 2:** The City Manager will promulgate a directive to City departments based on the work of the web team as described in Recommendation 1. Noncompliant websites will be either brought into compliance or replaced by an AustinGO site supported by the web team. (Planned for 11/15/2013 completion.)
- **Recommendation 3:** The City Manager will continue to work with the web team and the CIO to develop and promulgate an Administrative Bulletin to set in place standing controls for websites implemented for City business. (Planned for 12/16/2013 completion.)

2011

2012

2013



AUSTIN PARTICIPATES IN FIRST DAY OF CIVIC HACKING (CODE ACROSS AUSTIN)

COUNCIL APPROVES FUNDING FOR INNOVATION OFFICE

AUSTIN HACKS WEBSITE ADDED TO AUSTINTEXAS.GOV

AUSTIN HOSTS CODE FOR AMERICA FELLOWS

2013 ESRI/SXSW CODING EVENT

AUSTIN GO LAUNCH DATA.AUSTINTEXAS.GOV LAUNCH

5<sup>TH</sup> BEST WEBSITE IN COUNTRY (GOVERNMENT TECHNOLOGY)

CfA APPS MIGRATED TO CITY OWNERSHIP

CfA CONCLUDES FELLOWSHIP and FIRST CIVIC APPS AVAILABLE

COUNCIL APPROVES OPEN GOVERNMENT RESOLUTION

CITY ADDS MONDARA TO OPEN DATA PORTAL FOR INCREASED GEOSPATIAL ABILITY

2<sup>ND</sup> CODE ACROSS AUSTIN EVENT

TOTAL DATA SETS ON PORTAL REACHES 180

CTM LAUNCHES INTERNAL TECHNOLOGY INNOVATION TEAM

OPEN GOVERNMENT DIRECTIVE RELEASED

DRAFT "OPEN DATA DIRECTIVE" COMPLETED WITH WORKGROUP

CITY HOSTS OPEN GOVERNMENT EXPO WITH OPEN AUSTIN AT CITY HALL

“If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward.”

— Dr. Martin Luther King Jr.



# RESOLUTION ACTION AREAS

- Open Data
- Open Source Platforms
- Mobile Applications
- Social Media
- Open government framework
- Identify funding requirements and timeline for recommendations
- Participate in national dialogue on standards for Open Data
- Report bi-monthly to Council Emerging Technology and Telecommunications Committee

# Open Data

“Rules and standards, based upon principles as outlined in Exhibit A; including limitations due to valid privacy, security, privilege, statutory, or administrative cost concerns, a program for setting priorities of data sets, a timeline for publication of data sets in each department, a design for user friendly access of the data sets on the data portal, and ongoing metrics to assess progress in disclosure.”

# Accomplishments

## **Data.AustinTexas.Gov**

- [City of Austin's Data Portal](#) launched in January 2012 now with 180 datasets
- Participation in Code for America Peer Network (ex. LIVES)

## **Code for America Projects**

- Prepared.ly, StrayMapper, ArtATX, ATX Floods

## **Civic Hacking Projects**

- Sheltr, TEC Filer, LIVES, Dangerous Dogs, Bike Route Directory, Community Garden Match, ARR Collection App
- **Drupal** is Open Source
- **Cloud Hosting** has begun with migration of Code For America Apps to Heroku, creation of a GitHub account to share code and a Rackspace account to investigate further opportunities for hosting Civic apps.



# Open Source Platforms

“Guidelines for inclusion in the procurement process, development processes for city-developed open source platforms and release guidelines for re-use by other entities; and approaches to enhance development of the city's use of open source platforms in the civic realm.”

# Accomplishments

- **Drupal**
- **Cloud Hosting Environment**
- **Exploring present opportunities**
  - Shelter management
  - Development guidance
  - Continued Drupal development
- **Purchasing considerations**
- **Security considerations**

# Mobile applications

“Strategic priorities for services with an evaluation of which applications should be developed or procured by the City; programs to promote citizen development and innovation; and an approach to sustainability and ongoing maintenance of high value, citizen-developed applications.”

# Accomplishments

- **Collaborative development may extend beyond just mobile**
- **Establishing priorities**
  - 311 Mobile Application
  - Resource Recovery/Recycling
  - Campaign filing/funding
  - Sustainability of current active/dev projects
- **Inventory and track active projects**

Prepared.ly

Signed in with Facebook successfully.

LOCATION AND CURRENT CONDITIONS

For best results, please enter and select a street address. Then click "Load my map."

2600 Campfield Parkway, Austin, TX

Powered by Leaflet — Map data by Stamen, Red flag fire warning from NWS

**2600 CAMPFIELD PARKWAY, AUSTIN, TX**

Estimated risk of this location: **Very Low**  
Inside of a TX countywide burn ban.

Wind: From the WSW at 2.0 MPH Gusting to 3.0 MPH

# Prepared.ly

Stray Mapper

Unable to find your pet below? [Report Here](#)

Search Results

Type:  Sex:  Missing Since:

All  Any

Has images

# Stray Mapper

ATX Floods

Current flood information and emergency road closures in the City of Austin & Travis County

most current update: 07/20/13 12:41  
Chance of evening showers. No roads closed. see all updates

About ATX Floods

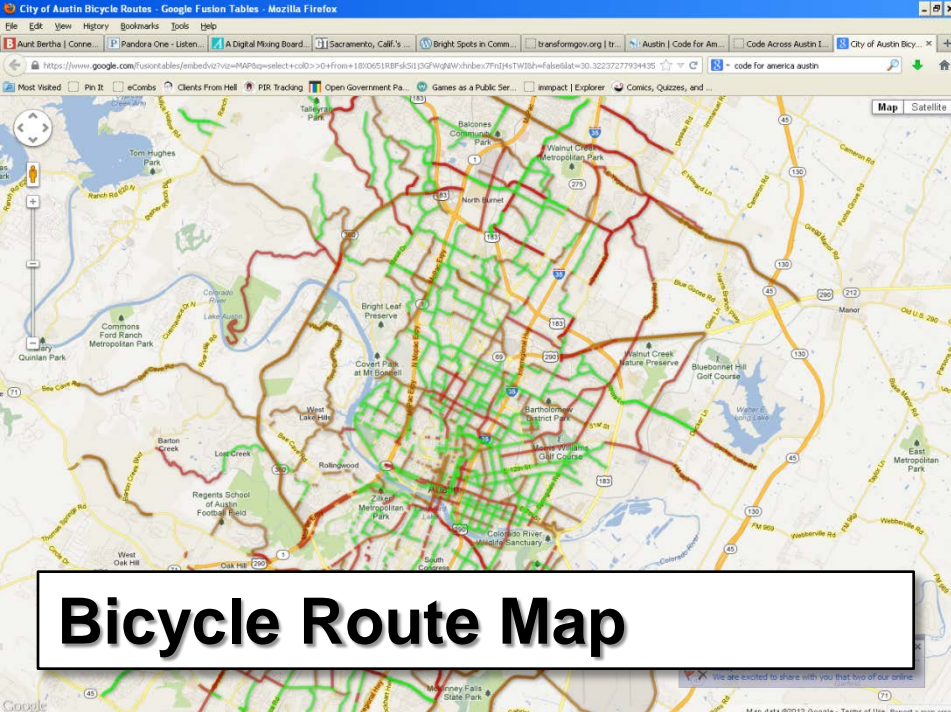
- Map based on best information currently available and may not reflect actual road conditions.
- Austin roads flood in a flash! If you see water over a road, Turn Around-Don't Drown!
- Driving across a flooded road or bridge is the cause of 75% of flood-related fatalities.
- It's a Class B Misdemeanor to drive around barricades at a flooded road.

# ATX Floods

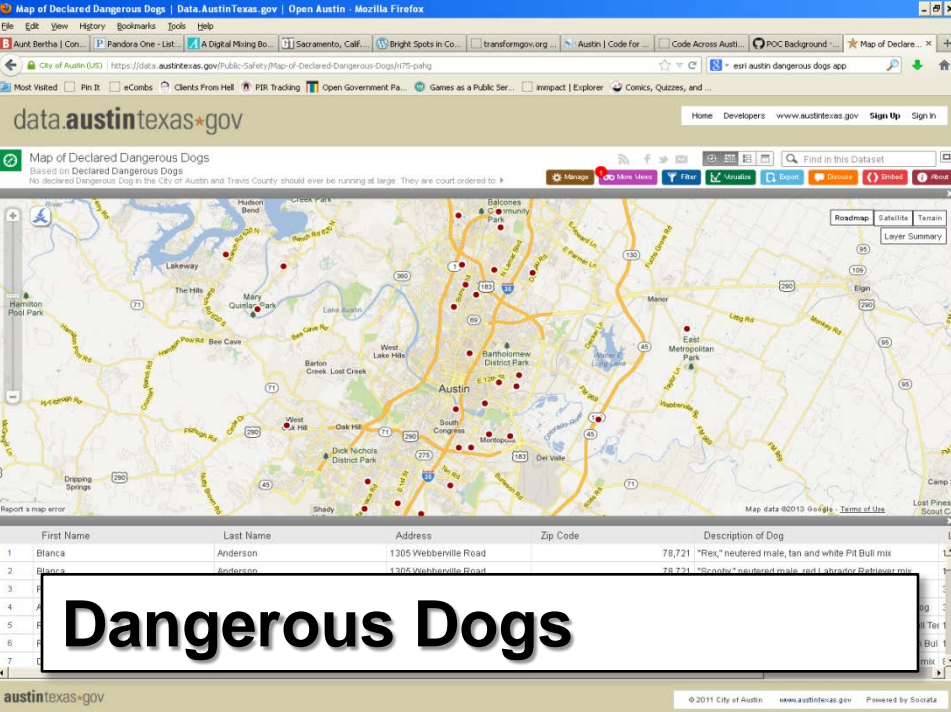
The Public Art App

# ArtATX

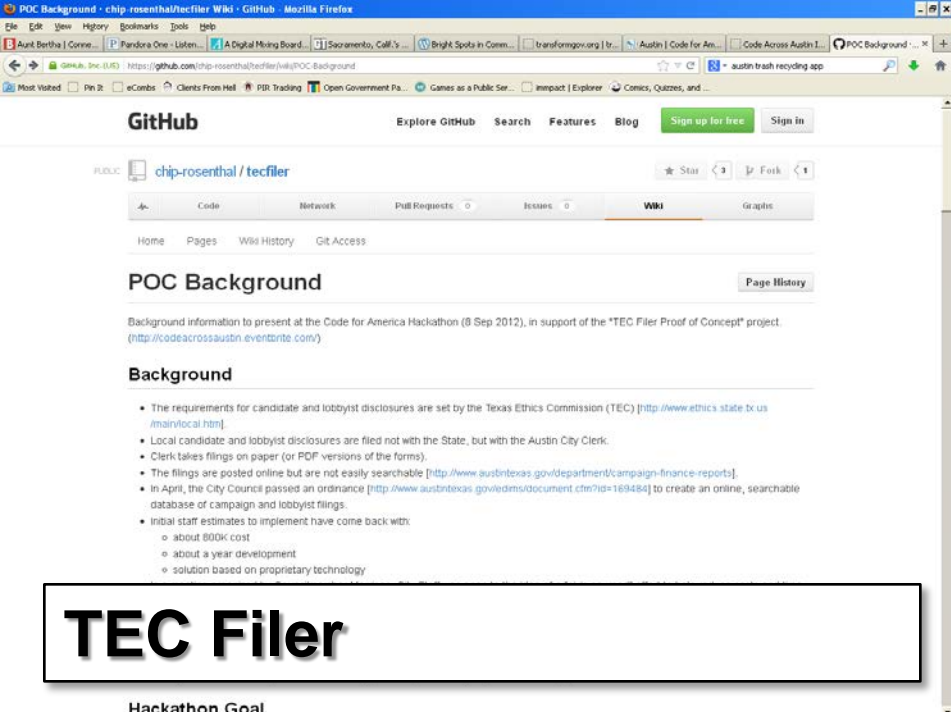




# Bicycle Route Map

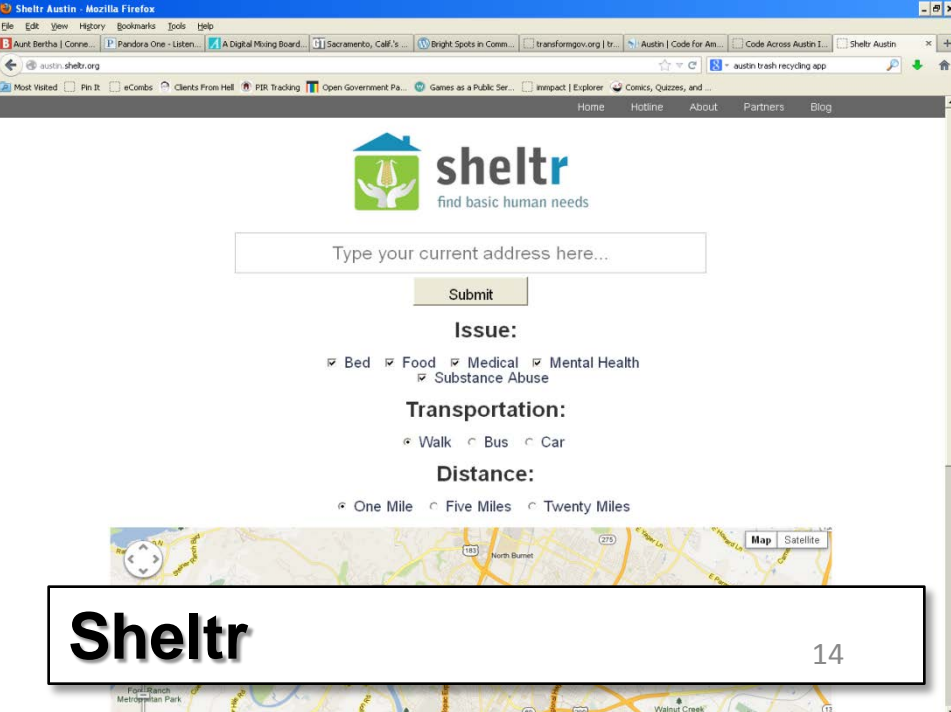


# Dangerous Dogs



# TEC Filer

Hackathon Goal



# Sheltr

# Social media

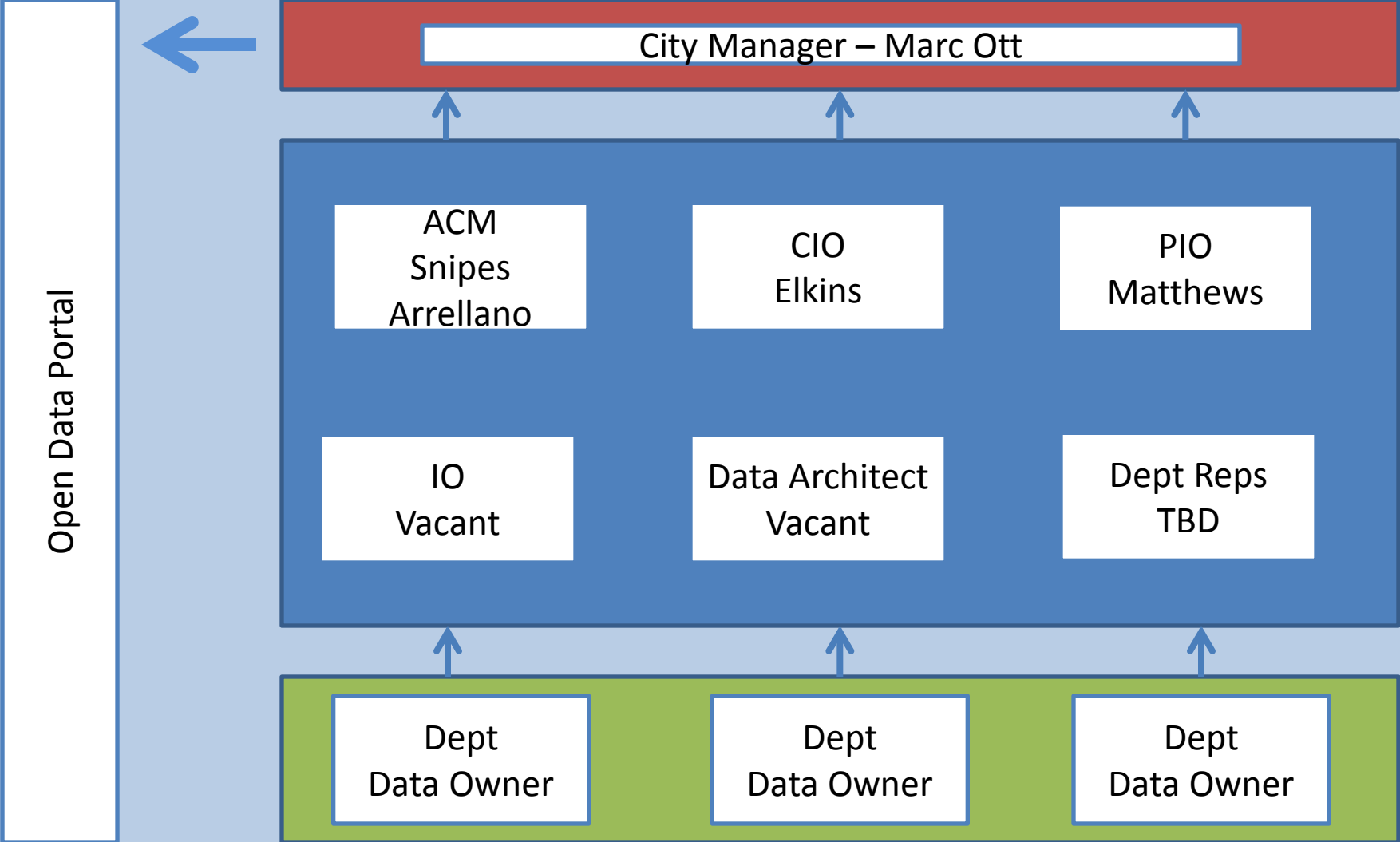
“Standards to ensure that continued integration into city service delivery and citizen engagement is consistent and leverages new products and practices as they are available.”

# Accomplishments

- **Social Media Use Policy**
  - Provides business case and governance
- **Records Retention**
  - Evaluating active/searchable retention tools
- **Continued adoption/evaluation**
  - Instagram/Statigram
  - Storify
  - Reddit
  - Greater integration with [austintexas.gov](http://austintexas.gov)



# Open Government Framework



# “Identify funding requirements and an implementation timeline for the various elements of the recommendations”

## Open Data Management Portal

- \$102,000 - portal software licensing and maintenance
- .75 FTE - prepares and publishes data ready for public consumption
- \$36,000/year requested in FY14 budget for continued support of Socrata software

## Innovations Office

- \$ 401, 688 - in the FY14 budget request for 2 FTEs, monies for grants, and support budget

## IT Data Architect

- \$125,679/year in the FY14 budget request
- Will also support other initiatives

## Open Data Management Portal

- 5-year, citywide plan proposed to DDAC referred to as a “Single Gold Copy”.
- Not prioritized for operation by the DDAC.
- Would have cost \$6,209,000 over five years.
- Alternatives:
  - 10 years using 3 contractors rather than 5. Total cost of \$7,784,000.
  - 5 internal contract positions, 5-years, \$125,000 each. Total program cost of \$4,159,00.

# “Participate in a national dialogue on standards for Open Data initiatives at the municipal level”

Code for America Peer Network – a professional learning network, on a national stage, for local government innovators who share the common goal of taking innovation in their city to the next level. These members collaborate regarding best practices in open government initiatives.

Key Information to be Gained from the Peer Network:

**Launch an Open Data Catalog:** Select the right platform for your city, prioritize datasets to release first, and encourage meaningful use by the public.

**Rethink the Citizen Experience:** Adopt UX design principles to improve the citizen experience through user-centric design.

**Leverage Community as Capacity:** Energize local economy and civic engagement by collaborating with community groups on apps contests and other events.

**Professional Negotiation:** Build your negotiation skills to be a more effective leader and achieve better outcomes in your career.

# “Report bi-monthly to the Council Emerging Technology and Telecommunications Committee.”

Since the passing of City Council resolution 20111208-074 on December 08, 2011, CTM been on the agenda to speak to the ETT Committee twelve times:

- 1/25/11—City Web redesign
- 5/31/11—Phase II Austin GO
- 8/17/11—Austin GO
- 10/12/11—Austin GO Launch
- 11/30/11—Austin GO Demonstration
- 1/25/12—Austin Go Web Design
- 2/15/12—Austin GO Web Design
- 4/2012 – Meeting was cancelled
- 5/16/12—QR Codes
- 6/20/12—City-wide Technology Assessment
- 9/2012 – Meeting was cancelled
- 10/24/12—Office of Innovation
- 1/2013 – Meeting was cancelled
- 5/15/13—GAATN
- 6/12/13—Status of the Council’s Open Government Resolution

