

Open Data – Ideas to Move Forward

The “5 W’s” of Open Data

September 14, 2009

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Topics

- Background
- Opportunity
- Benchmarks for Success
- Relationships
- Toronto.ca/open
- The “5 W’s” for Open Data
- Next Steps



Background

toronto.ca/open data

-- building a city that thinks like the web

The /open timeline

(subject to change):

- November 26 & 27, 2008 [Web 2.0 Summit](#)
- January 24, 2009 [ChangeCampTO](#)
- April 7 & 8, 2009 [Mesh 09 conference](#)
(announcement by Mayor Miller)
- May - August 2009 internal/external data investigations
- September - December 2009 release any ready data sets* / developer discussions / user tests
- November 2 & 3, 2009 Toronto Innovation Showcase
- January - onward 2010 more data releases / continued discussions with developers / user tests



On April 8, 2009, Mayor David Miller announced toronto.ca/open. The initiative is to make City of Toronto data freely available to everyone.

*data releases will be subject to what is in a ready state useful to developers. We are unable to establish quantity/volume until later in the fall 2009

Web re:Brand initiative

Part of the toronto.ca web re:Brand initiative includes opening data as part of a user-centric philosophy. We encourage developers to [join the discussion](#).



Opportunity

- Work with City staff to:
 - Derive new data sets in standard formats from existing data sets that the public are looking for and post these up on Toronto.ca/open
 - Develop business cases and design potential solutions for this data
 - Develop a component based on the data sets
- All will participate in the upcoming Toronto Innovations Showcase



Common Data People are Looking For

- Client Service Data
 - Status items
 - Who to contact items
 - Schedule items (e.g. bus times)
 - Performance of services
- Data that can be used “Downstream”
- Events Data



Benchmarks for Success

- See on citytv (or like) as a "backdrop" of data
- Other cities look at Toronto as an example/will share their plans for open data and components
- Active “crowdsourcing” with open community
- Feedback loop - data input into City from larger community(s)
- Continued interest and evolution
- Set realistic targets/ communicate these and meet them



Avoid the Washington Approach

- "Threw data up on the Web"
 - No context/Metadata
 - Data not prepared for open use (unknown codes, etc.)
 - Lack of search
 - Little engagement with open community
- Data being offered the same as 4 years ago
- Figured Web would "self-organize" data - didn't happen
- Lack of prioritization of data being offered out - based on City's view of what to release only



Relationships

- Working with the U of T and open community representatives will help move the ball forward
- Plan is to keep the relationship "small"
 - Too many unmanageable
 - Too many different points of view
 - Spend more time on relationships vs. products
- Representation across the community (not skewed)
- Keep it fresh - rotate membership
- City doesn't always have to lead



Concept



toronto.ca/open data

— building a city that thinks like the web

A little perspective

- April • Mesh 09 keynote. Toronto's @mayormiller
- January • ChangeCamp Toronto session.
- November • Web 2.0 Summit keynote. Mozilla's Mark Surman



On April 26, 2009 Mayor David Miller announced toronto.ca/open. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin aliquet, nibh quis mattis vulputate, nisi erat faucibus tellus, ut pellentesque mauris augue eu ipsum. Cras semper est quis erat.



A place to start. The City of Toronto is committed to improving access to the [information that is collected and managed](#) on behalf of its citizens. We've been listening and want to make sure we're getting it right. This list should reflect some of what you're saying is important to you. Your voting will help us set priorities as we begin. It's a big job ahead.

[Most Popular](#) | [Most Recent](#)

<input checked="" type="checkbox"/> VOTE	Bylaw Enforcement	<input checked="" type="checkbox"/> VOTE	860 VOTES	Ward Boundaries	
<input checked="" type="checkbox"/> VOTE	Fire Services Communication Centre Dispatches	<input checked="" type="checkbox"/> VOTE	<input checked="" type="checkbox"/> VOTE	Toronto Island Ferry Schedule	
<input checked="" type="checkbox"/> VOTE	DineSafe Restaurant Inspection Ratings	<input checked="" type="checkbox"/> VOTE	<input checked="" type="checkbox"/> VOTE	Swimming Pools and Skating Rinks	
<input checked="" type="checkbox"/> VOTE	300 VOTES	Building and Planning Applications and Status	<input checked="" type="checkbox"/> VOTE	522 VOTES	Councillor's Voting Records
<input checked="" type="checkbox"/> VOTE	Bicycle Lanes and Paths	<input checked="" type="checkbox"/> VOTE	<input checked="" type="checkbox"/> VOTE	Volunteer Opportunities	
<input checked="" type="checkbox"/> VOTE	280 VOTES	Beaches Water Quality and Swimming Conditions	<input checked="" type="checkbox"/> VOTE	<input checked="" type="checkbox"/> VOTE	Road and Traffic Conditions
<input checked="" type="checkbox"/> VOTE	Billboard Inventory	<input checked="" type="checkbox"/> VOTE	<input checked="" type="checkbox"/> VOTE	<input checked="" type="checkbox"/> VOTE	Jobs - Permanent, Contract and Summer
<input checked="" type="checkbox"/> VOTE	124 VOTES	Farmers' Markets	<input checked="" type="checkbox"/> VOTE	<input checked="" type="checkbox"/> VOTE	Recreation Programs

"Images, photos, archives and Heritage properties... show the city's history"

Heat alert + outdoor pools + bicycle paths + ferry schedule + beaches swimming conditions = Options for a hot summer afternoon



"What" Data

- Things the City is doing
- Things the City is planning
- Things the City is looking for input on
- Performance indicators
- Build on existing data - enhance with community

Datasets: Transportation Roadway Planning Data
Municipal Permits Status Data



"When" Data

- Events
- Schedules
- City Meetings
- Special Sessions
- Local (community) happenings
- Build on existing data - enhance with community

Dataset: Parks and Recreation Event Data



"Where" Data

- Where things are occurring
- Where closures are happening
- Where problems are happening
- Most asked for after "when" data
- Combination with other "W's"
- Build on existing data - enhance with community

Datasets: Transportation Winter Maintenance Data
Childcare Centre Location Data



"Who" Data

- Political
- Programs
- Citizens (includes registrations)
- Community
- Other government contacts
- Already doing well here on website...



"Why" Data

- Public notices
- Bylaws/regulations/changes
- Briefings
- Studies
- Other government information
- Already doing well here on website...



Next Steps

- Work with U of T and open community
- Look at candidate sources for the “5 W's”
 - Focus on "What"
 - Focus on "Where"
 - Focus on "When"
- Increase awareness to Divisions
- Keep Mayor's Office up to date

