

MEETING DATE: October 16, 2013

ITEM # 7

**SUBJECT:**

**REQUEST FOR CONSIDERATION OF RESOLUTION 13-95 ESTABLISHING AN OPEN DATA  
FRAMEWORK AND REQUEST FOR CONSIDERATION OF A CONTRACT WITH SOCRATA TO INITIATE  
THE CITY'S OPEN DATA INITIATIVE**

**INITIATED OR REQUESTED BY:**

Council     Staff  
 Other

**REPORT COORDINATED OR PREPARED BY:**

Robert Miller, Information Technology Manager

  
Carol Richardson, Assistant City Manager

**ATTACHMENT**     Yes     No     Information     Direction     Action

**OBJECTIVE**

This reports requests that the City Council adopt Resolution 13-95 to establish an open data framework and approve the contract with a preferred vendor to commence the City's open data initiative.

**RECOMMENDED ACTION**

It is respectfully recommended that the City Council:

1. Adopt Resolution 13-95 (Attachment 1) establishing the City's open data framework
2. Adopt the attached draft Open Data Policy
3. Approve and authorize the Mayor to execute a one year contract with Socrata to implement and host the City's open data website in substantially the form attached to this report.

**BACKGROUND**

The idea behind open data is simple: any information collected and owned by the government should be made freely available for use, reuse and redistribution by the public. Open data initiatives are transforming the way governments across the country interact with their communities and are promoting civic engagement through transparency and accountability.

Open data is much more than just making data available to the public; it's about transforming the way we think about data, how it's collected, used, published, and maintained. It's a unique opportunity to look at the data we have and realize that this data could be utilized outside of the walls of City Hall to help solve problems for both the City and its constituents. It's about putting the data in the hands of the citizens, developers, entrepreneurs and letting them analyze and visualize the data for their own needs and purposes.

While the movement towards open data is widespread, there are only a handful of local municipalities across the country that actually have an open data strategy in place. This includes major cities such as San Francisco, Chicago, and New York, which are already seeing the benefit of open data through the reduction in number of record act requests, an explosion of mobile apps utilizing City data to help the public, and a general increase in civic engagement.

There are hundreds of applications that utilize open data to provide value to the community. In New York, taxi cab drivers can now use that city's open data platform to access information about the status of their licenses more quickly than ever, which keeps more taxis on the road. Cook County Illinois has a budget transparency application called "Look at Cook," which allows community members to explore the County's budget to see for themselves how their tax dollars are being spent. The San Francisco Recreation and Parks Department has produced a mobile application that allows users to find just the amenity they are looking for, from museums to dog parks, and to display them on a GPS-enabled mobile map. The possibilities are endless.

## **ANALYSIS**

The innovative uses of open data in the cutting-edge cities above are based on a common set of practices that the City can emulate as it begins to develop its own open data initiative. In order to have a successful open data program, the City will need to establish the following items:

- Open Data Policy
- Open Data Advisory Group
- Open Data Portal

### Open Data Policy

The City will need to create an open data policy that outlines what data sets should be made public, how to make the data sets available, and how to maintain the data sets. Attachment 2 is a draft of such a policy. Initial efforts should focus on publishing data that is beneficial and for which there is public demand. The data the City publishes should help increase the City's accountability, efficiency, responsiveness and/or delivery of services. The data should also help improve public knowledge of the City and its operations, further the mission of the City, and/or creates economic opportunity.

### Open Data Advisory Group

The City will need to establish an open data advisory group, with representatives from each department, to help implement and determine the following based on the framework of the City's open data policy:

- Identify data sets that are already available, and who they are maintained by
- Prioritize datasets based on levels of public interest and the value of the data to the community
- Review the data for accuracy, and when appropriate have the data cleaned and confidential information redacted.
- Modification of the open data policy, as needed, to ensure alignment with the City's open data goals.

### Open Data Portal

A key component of any open data project is the data portal. The data portal will be the conduit for delivering data sets to the public. The data portal should accomplish the following objectives:

- All data sets published shall use a format that permits processing of the data through an automated programming interface (API).
- Use appropriate technology to notify the public of updates to the data
- All data sets should be accessible to external search capabilities, such as Google, etc.
- Provide an online forum to solicit feedback from the public and to encourage public discussion on open data policies and data set availability. This feedback will then be used by the open data advisory group to guide future open data set additions.

Open data is a relatively new area of technology and the playing field is relatively small when it comes to options for publishing data. There are three viable alternatives when it comes to creating an open data portal:

1. Build in-house with existing development staff using open source technology (such as CKAN or DKAN).
2. Hire a consultant to develop the open data platform that is then maintained in-house on City servers.
3. Purchase a subscription with a leading Open Data platform provider to host, serve, sync and visualize City data.

While options 1 and 2 are viable, they eventually become a drain on City resources. The upfront cost for these options are high, due to the staff time needed and/or cost of the consultant to implement; implementation and go-live will also take longer due to extended development time.

Staff recommends Option 3. This approach provides the fastest path to implementation, because the City would be utilizing a system already in place, which eliminates development time. It also decreases internal support costs because tech support, upgrades and improvements to the system are provided by the vendor.

Staff researched various open data vendors (i.e. hosted CKAN, Junar, Socrata, etc.) looking for the most attractive combination of price point, implementation time frame, and software feature set. Based on this research, Socrata is clearly the leader. Chicago, San Francisco, and New York all use Socrata for their open data portals. Socrata focuses on letting the user view and manipulate the data online. Users also have the option of downloading the data in various formats (csv, excel, xml, etc.) Socrata's system also adheres to the

data portal objectives outlined above. Each data set published or each custom data view created is available via an API, which make processing this information by outside developers easier and efficient.

Open data is the future and by approving resolution 13-95 and partnering with Socrata, the City will take its first steps in becoming a leader in open data in the Sacramento Region.

#### Strategic Plan Integration

The recommended actions support the City's goal of "Municipal/Technology Innovations" by making City data more transparent and open to our community.

#### Alternatives

The options are discussed in some detail in the Analysis section of the report. The Council could choose to move forward with staff's recommendation, ask for more information or delay the project.

#### Coordination and Review

Research for this report was conducted by IT staff. Staff in other departments was also consulted.

#### Budget/Cost Impact

The \$19,997 contract can be accommodated in the IT budget and therefore there will be no additional fiscal impact to the existing budget.

#### **ATTACHMENT**

1. Resolution 13-95
2. Draft Open Data Administrative Policy
3. Socrata Data Portal Contract

**RESOLUTION 13-95**

**A RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF WEST SACRAMENTO  
ENDORING OPEN DATA PRINCIPLES AND  
DIRECTING THE CITY MANAGER TO CREATE  
CITY-WIDE STANDARDS FOR IMPLEMENTATION  
OF THE CITY'S OPEN DATA INITIATIVE**

**WHEREAS**, the City of West Sacramento is committed to creating an unprecedented level of transparency, honesty and accountability to the public in City government; and

**WHEREAS**, timely and consistent publication of public information and data is an essential component of an open and effective government; and

**WHEREAS**, by sharing data freely, citizens are enabled to use and re-purpose it to help create a more economically vibrant and environmentally sustainable city; and

**WHEREAS**, publishing structured standardized data in a machine readable formats creates new opportunities for data from different sources to be combined and visualized in new and unexpected ways; and

**WHEREAS**, digital innovation can enhance citizen communications, support the brand of the city as creative and innovative, improve service delivery, support citizens to self-organize and solve their own problems, and create a stronger sense of civic engagement, community, and pride; and

**WHEREAS**, the City of West Sacramento seeks to encourage the local software community to develop software applications and tools to collect, organize, and share public data in new and innovative ways.

**NOW, THEREFORE, BE IT RESOLVED** that the City of West Sacramento endorses the principles of:

- Open Standards - the City of West Sacramento will move as quickly as possible to adopt prevailing open standards for data, documents, maps, and other formats of media;
- Open and Accessible Data - the City of West Sacramento will freely share the greatest amount of data possible with citizens, businesses and other jurisdictions while respecting privacy and security concerns; and

**BE IT FURTHER RESOLVED** that in furtherance of the Council's goal of maximizing the amount of City data available to the public, the City Manager is hereby directed to develop and implement an administrative policy to create City-wide standards for the implementation of the City's Open Data effort.

**PASSED AND ADOPTED** this 16<sup>th</sup> day of October, 2013 by the following vote:

**AYES:  
NOES:  
ABSENT:**

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Christopher L. Cabaldon, Mayor

**ATTEST:**

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Kryss Rankin, City Clerk

## CITY OF WEST SACRAMENTO

**ADMINISTRATIVE POLICY**

NUMBER: V-A-6

DATE: *October 10, 2013*

**SUBJECT: OPEN DATA**

AUTHORITY: City Manager

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**PURPOSE:** The purpose of this policy is to set guidelines for incorporating an open data framework into existing systems and procedures and to aid in determining what data sets should be made public, how to make the data sets available, and how to maintain the existing published data sets.

**POLICY:**

1. Definitions

“Data” means final versions of statistical or factual information that (i) are in alphanumeric form reflected in a list, table, graph, chart or other non-narrative form, that can be digitally transmitted or processed; and (ii) are regularly created or maintained by or on behalf of a city agency and are controlled by such city agency; and (iii) record a measurement, transaction or determination related to the mission of an agency. The term “data” shall not include information provided to an agency by other governmental entities or image files, such as designs, drawings, photos or scanned copies of original documents; provided, however, that the term “data” shall include statistical or factual information about image files and geographic information system (GIS) data.

“Data set” means a named collection of related records on a storage device, with the collection containing data organized or formatted in a specific or prescribed way, often in tabular form, and accessed by a specific method that is based on the data set organization.

“Data portal” means the Internet site established and maintained by or on behalf of the City, located at [data.cityofwestsacramento.org](http://data.cityofwestsacramento.org) or its successor website.

“Open data advisory group” means the advisory group established to further the City’s open data initiative.

“Protected data” means any data set or portion thereof to which the city may deny access pursuant to any applicable law regarding said data set.

2. Open Data Advisory Group

- a. The City will establish an open data advisory group, which will be chaired by the Information Technology Manager and include open data coordinators from all city departments.
- b. Each city department will designate an open data coordinator, who shall serve and contribute to the open data advisory group.
- c. The open data advisory group shall carry out the data set goals outlined in section 3.

### 3. Data Sets

- a. The rules and standards for publication of data sets shall be consistent with applicable law, including laws related to privacy and accessibility.
- b. Each city department shall, to the extent practicable, and in conjunction with the open data advisory group, make available online, all appropriate data sets and associated metadata under the department's control.
- c. To the extent feasible, all published data sets shall be presented and structured in a format that permits automated processing.
- d. For purposes of identifying data sets for inclusion on the City of West Sacramento's data portal, The open data advisory group will consider the following:
  - i. Whether the information embodied in the data set is reliable and accurate and is frequently the subject of a written request for public records and is of the type that is required to make available for inspection or copying;
  - ii. The data set helps increase the City's accountability, efficiency, responsiveness or delivery of services;
  - iii. The data set improves public knowledge of the City and its operations, furthers the mission of the City, and/or creates economic opportunity.
- e. Each department will assure that data supplied to the City by third parties (developers, contractors, consultants) are unlicensed, in a prevailing open standard format, and not copyrighted except if otherwise prevented by legal considerations.

- f. Each city department shall make reasonable and appropriate efforts to update its public data on a regular basis to preserve the integrity and usefulness of the data sets.
- g. To the maximum extent allowed by law, published data sets shall be made available without any registration requirement, license requirement or restrictions on their use.
- h. All public data sets shall be made available with the descriptive information needed to understand what the data is, how and when it was collected and last updated.

4. City of West Sacramento Data Portal

- a. A single web portal shall be established and maintained by or on behalf of the City of West Sacramento. It will be administered by the City's Information Technology Division and will be located at [data.cityofwestsacramento.org](http://data.cityofwestsacramento.org).
- b. Any data set made accessible on the City's data portal shall use a format that permits automated processing of such data; use appropriate technology to notify the public of updates to the data; and will be accessible to external search capabilities.
- c. The City's data portal will provide and an online forum to solicit feedback from the public and to encourage public discussion on open data policies and data set availability.



Quoted by: Andrew Crow  
 Date: 10/07/13  
 Quote Name: WSAC82213

Socrata, Inc.  
 83 S. King St, Suite 107  
 Seattle, WA 98104  
 Phone: 206-340-8008  
 Fax: 206-452 2010  
[www.socrata.com](http://www.socrata.com)

**Order Form For:**

**Customer Name:**  
 City of West Sacramento  
**Primary Contact:**  
 ROBERT MILLER  
 Information Technology Manager  
 City of West Sacramento  
 Telephone: (916) 617-4517  
[robertm@cityofwestsacramento.org](mailto:robertm@cityofwestsacramento.org)

**Billing Contact:**

*Services Purchased*

SKU	Description	Term	Quantity	Annual Extended Price
SOC-OD-B	Socrata Open Data Platform Basic Plan <u>Usage Limits:</u> • 50 Datasets* • Unlimited Views and Visualizations • Unlimited Users • Unlimited Open Data APIs • Native support for geospatial data • 6 Premium APIs* • 2 Microsites • Sitewide Usage Analytics • Soapbox Landing Page Template *Limits contingent on completion date – see special conditions below.	12 months	1	Included
SOC-SU-ODP-B	Socrata Open Data Support – Basic	12 months		Included
SOC-OD-GIS	Open Data Connector for ArcGIS 10.x	12 Months		Included
	Open Data Launch Package – Basic	One-Time		Included
SOC-PS-ODP-B	Up to 50 hours, see Services Descriptions for details			

All primary values quoted in USD  
 Pricing is valid until: 11/31/2013 at 5:00pm PST

Annual Extended Price: \$ 19,997

**Standard Conditions**

- By signing this Order Form, you are offering to purchase the products and services listed above. Your offer to purchase becomes a binding commitment upon acceptance by Socrata, and is not subject to the issuance of any further purchase orders, confirmations or other events. Socrata Products and Services descriptions can be viewed in Appendix 1
- Socrata Standard Terms and Conditions apply, and may be viewed in Appendix 2.
- The shipping address listed above will be used to determine the appropriate taxing jurisdiction of the products and services purchased.
- Special conditions override standard conditions in the event of an inconsistency.

**Special Conditions**

- West Sacramento can add capacity in bundles of 20 datasets and 1 Premium API for \$600/month up to the 150 dataset mark that aligns to the Socrata Basic Plan (see appendix 1 for details). After reaching the 150 dataset mark the City and Socrata should negotiate a mutually beneficial path for expansion going forward.



Signature page follows

**Signatures**

By signing below, the undersigned declares that he or she is authorized to execute this Agreement on behalf of Customer and acknowledge Customer's acceptance of all terms and conditions of this Agreement:

Socrata:

**Socrata, Inc.**

By: \_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Name typed or printed)

\_\_\_\_\_  
(Title)

\_\_\_\_\_  
(Date)

Customer:

By: \_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Name typed or printed)

\_\_\_\_\_  
(Title)

\_\_\_\_\_  
(Date)

**Remittance**

To complete this addendum, please complete any open fields above relating to Customer, sign and date the form, and either 1) scan and email the completed form to [contracts@socrata.com](mailto:contracts@socrata.com) or 2) fax the completed form to (206) 452-2010.

## Appendix 1: Socrata Products and Services Descriptions

### Subscription Services

#### **Socrata Open Data Portal**

Applicable SKUs: Soc-ODP-B, Soc-ODP-Ex, Soc-ODP-Ent

The Socrata Open Data Portal enables government leaders to deliver on their transparency and digital government initiatives with unprecedented speed and costs savings. The Portal offers a complete software-as-a-service platform that unlocks the organization's data from its legacy silos and puts it into people's hands. It simplifies the entire data lifecycle, from capture and collection to distribution and consumption. Key Open Data Portal functionality includes:

- ◆ **Socrata DataSpace:** An elastic cloud-based data storage, indexing and retrieval service that simplifies data management and automatically optimizes access for a wide variety of data sources.
- ◆ **Socrata Data Publishing Services:** Easy-to-use tools for publishing and updating data from spreadsheets, file systems and transactional databases, including real-time automated publishing.
- ◆ **Socrata Data Discovery and Visualization:** Consumer friendly interfaces that make it easy to discover data, explore it online, visualize it with charts and maps, and share it with others.
- ◆ **Socrata Open Data API (SODA):** An open, standards-based API that automatically provides RESTful access and an expressive query language for every dataset.
- ◆ **Socrata Open Data Federation Services:** A game-changing technology that enables two or more organizations to exchange and aggregate their data, with one click.
- ◆ **Socrata Data Player:** A web widget that allows government agencies to embed live data, maps and charts on their agency websites.
- ◆ **Socrata Sitewide Analytics:** Real-time analytics on usage, distribution and traffic patterns for each dataset in the Open Data Portal.
- ◆ **Socrata Mondara:** Extends the open data experience to geospatial data that was previously only accessible to GIS experts. Mondara makes it easy for the other 99% of users to create rich online maps instantly, and use this valuable data to power location-based services.
- ◆ **Socrata API Foundry:** a powerful wizard-based application that simplifies the creation, deployment and management of enterprise-class APIs for mission-critical cloud and mobile applications. It dynamically creates an API catalog featuring documentation, client code libraries, and an interactive test console for each API to help developers discover, explore, and start using your APIs right away. It also includes enterprise-class capabilities for IT administrators to control fine-grained API access and security, management of application tokens, throttling, and API analytics to monitor trends and usage patterns in real-time.
- ◆ **Socrata Microsites:** This enterprise feature allows a parent organization in a large-scale deployment to provide branded microsites to its smaller city and county partners, on a shared open data portal. This shared services model supports the creation of regional data hubs, and allows multiple jurisdictions to pool their data for economies of scale and reach. Citizens benefit from a unified data access experience, while government participants enjoy greater collaboration and deeper insights. **Microsite Limitations:** Microsites share the capacity limits of the parent's site. Each Microsite has a limit of 50 datasets

#### **Socrata Open Data Apps**

Applicable SKUs: Soc-OD-311, Soc-OD-CB, Soc-OD-GIS, Soc-OD-EL, Soc-OD-HM, Soc-OD-DS

As a complementary solution to the Socrata Open Data Portal, Socrata also delivers Socrata Open Data Apps. These apps are ready-to-deploy consumer apps that are purpose built for specific high-value datasets.

- ◆ **Open 311 Explorer:** A ready-to-deploy app that extends 311 service request systems to the web and enables effective self-service for residents. This map-based explorer allows residents to check on their service request, visualize what's happening in their neighborhood, and compare service levels across city departments. This app takes 1 dataset, which is updated directly from the city's 311 system.
- ◆ **Open Checkbook Explorer:** A ready-to-deploy app that provides easy, intuitive ways for any user to explore and visualize their government's expenditures, by department, by type, and by vendor, for any given date range. The intuitive consumer-style user interface allows users to visualize trends, compare expenditures across departments, find total spend by vendor, and drill-down to the checkbook-level data. The same app can be repurposed for budget exploration.

- ◆ **ArcGIS Connect:** Easily Integrates maps from an Esri environment into the Open Data Portal in order to allow GIS professionals to leverage their existing assets and infrastructure, while giving citizens a unified open data experience. For use with ESRI ArcGIS 10.x
- ◆ **Open Elections Explorer:** A web and mobile application for disseminating and visualizing up-to-date election results, and ballot measures. The app also includes an interactive map for locating ballot drop boxes, with pertinent voter information. The app gives citizens an easy way to explore election results using interactive charts while offering the government organization a scalable system that streamlines frequent updates on web and mobile interfaces, as results are tabulated and counted, with no manual intervention.
- ◆ **Health Indicators Explorer:** A comprehensive health indicator data warehouse and interactive dashboard that brings together trend data on up to 200 health system measures from multiple data sources to provide a picture of the status of the health system. It allows analysts, practitioners and members of the public to quickly view data on a given topic from multiple sources; Compare national metrics with regional and state level metrics; See trends over time; Compare data across variables such as income, race, age, and insurance coverage type; View data in both graphical and table format; Explore the data, create custom visualizations, download and access the data programmatically via open APIs.
- ◆ **Custom Data Experiences:** Through the use of Socrata's DataSlate, a data experience content and creation tool, we can create custom experiences to match your desired need. This drag-and-drop design tools allows us to create beautiful web and mobile information products for our clients that bring the citizen experience to the modern consumer era. Custom experiences can be scoped and delivered in a fast and cost effective way.

## **Socrata API Foundry**

Applicable SKUs: Soc-AF-S

Socrata API Foundry offers data-rich organizations a powerful new way to modernize their data integration infrastructure, participate in the data economy, and support developer ecosystems around their data. API Foundry extends any enterprise system or data source with Application Programming Interfaces (APIs) that can be created and deployed in minutes to internal IT programmers, partner organizations, or external developer communities.

Socrata API Foundry includes powerful features that simplify the creation, deployment, and management of developer-ready APIs, including:

- ◆ A wizard-based application that allows a business analyst to create, customize, and deploy an API in minutes, from virtually any data source.
- ◆ Dynamic creation of an API catalog featuring documentation, client code libraries and an interactive test console for each API, to help developers discover, explore and start using your APIs right away.
- ◆ Enterprise-class capabilities for IT administrators to control fine-grained API access and security, manage application tokens, and allocate API resources in real-time.
- ◆ Internet-scale SLAs to support API deployments for mission-critical web and mobile applications and other enterprise integration interfaces.
- ◆ API analytics to monitor trends and application usage patterns in real-time.

(API Foundry can be sold and deployed as a standalone product or seamlessly integrated into any Socrata product, including the Open Data Portal.)

## **Socrata Microsites**

Applicable SKUs: Soc-OD-MS

This enterprise feature allows a parent organization in a large-scale deployment to provide branded microsites to its smaller city and county partners, on a shared open data portal. This shared services model supports the creation of regional data hubs, and allows multiple jurisdictions to pool their data for economies of scale and reach. Citizens benefit from a unified data access experience, while government participants enjoy greater collaboration and deeper insights.

Microsite Limitations:

- ◆ Microsites share the capacity limits of the parent's site.
- ◆ Each Microsite has a limit of 50 datasets

## **Socrata Language Packs**

Applicable SKUs: Soc-OD-Lan-EN, Soc-OD-Lan-ES, Soc-OD-Lan-FR, Soc-OD-Lan-DE, Soc-OD-Lan-IT, Soc-OD-Lan-PO Soc-GS-Lan-EN, Soc-GS-Lan-ES, Soc-GS-Lan-FR, Soc-GS-Lan-DE, Soc-GS-Lan-IT, Soc-GS-Lan-PO

A customer may choose to localize the Socrata Open Data Portal, or Socrata Govstat in any Western Language, including English, Spanish, French, Italian, German and Portuguese. The customer will supply translated content in text.

## **Socrata GovStat**

Applicable SKUs: Soc-GS-B, Soc-GS-Ex, Soc-GS-Ent

Socrata's GovStat is a performance measurement and reporting platform, designed specifically for government. GovStat helps public sector leaders bring data, collaboration, and citizen feedback into the decision making process. It simplifies data-driven management, from goal setting, to

