

Bullet Point Boot Camp





CHANGE.GOV
THE OFFICE OF THE
PRESIDENT - ELECT



First 100 Days

But....

- People are busy
- Lots to decide
- Not enough hours in the day
- Short attention spans
- Sleep deprived and stressed
- And lack access to information at their fingers
- Most importantly, they need something they can forward



WE GET S#IT DONE



**ONE
PAGE
MEMO**
SELLING IDEAS



+ dollar



+ cent



pound



new shekel

www.visualdictionaryonline.com



+ euro



yen



rupee



peso

No Machines



HAPPY
1ST ANNIVERSARY
DATA.GOV

47 → 250,028

[VIEW MORE ▶](#)



Most Popular Datasets

1. Worldwide Major Earthquakes, Past 7 Days
2. U.S. Overseas Loans and Grants (Greenbook)
3. Latest Volumes of Foreign Relations of the United States
4. My Pyramid Food Raw Data
5. Cooperative Research and Development...

SEARCH OUR CATALOGS

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Outline the Memo

- What are the section headers? What are the contents?

Contents

- Catchy Title
- Next Day's Headline
- The Challenge and Why It Matters
- How It Serves Priorities
- Key Features
- Background including Case Study/Other Examples
- Implementation Options
 - Roll Out Plan and Timeline
 - Costs
 - Stakeholders and Partners
- Metrics
- Risks
- Mockups and Visuals

The Next Day's Headline

- *“President Obama continued his technology-fueled strategy to open government by making economic, environmental, and other government information available on a single website, allowing the public to create ‘mash-ups’ that transform raw data into useful knowledge.”*

The Proposal

- Create a one-stop online web site for free access to data across all agencies that would allow the public to easily find, use, and repackaging data held and generated by the government. Key elements:
 - Create data.gov website
 - Presidential memorandum requiring agencies to contribute data feeds
 - Data posted in industry standard formats for re-use by the public

Background

- Currently agency data is hard to find, published in proprietary formats, and does not take advantage of citizen engagement to add value to the raw information.
- During the campaign, President Obama promised to make government data “available online in universally accessible formats to allow citizens to make use of that data to comment, derive value, and take action in their own communities.”
- Governments such as the District of Columbia have demonstrated that publishing data in this way spurs collaboration between citizens and their government.

Implementation and Resources

- GSA will set up and operate the website under the direction of the CIO
- \$100k to set up, leveraging existing GSA webmaster resources
- Minimal time commitment by agency webmasters to identify data sources

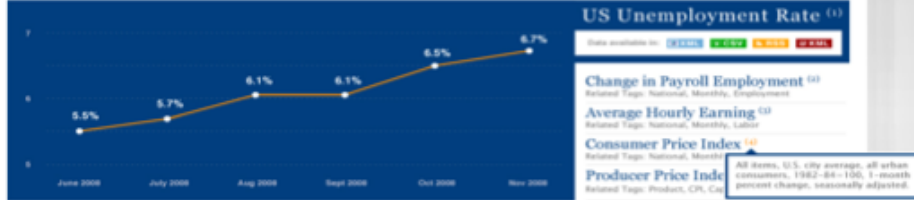
Stakeholders

- “Data intensive” agencies (e.g., EPA, HHS, NBER)
- Outside transparency groups (e.g., Sunlight Foundation, OMB Watch)
- OMB

Key Risks

- Demand for greater government accountability by citizens and interest groups
- Expectation to maintain high-quality and increasing quantities of data over time
- Bureaucratic process hinders rapid rollout

Featured Data



Live Data | Latest Data

- CJS Juvenile Arrests and Charges
- Completed Construction Projects 2008
- Crime Incidents (ASAP)
- Current Construction Projects
- Hansen Service Requests

Economy | Health Care | Energy

- Completed Construction Projects 2008
- Crime Incidents (ASAP)
- Current Construction Projects
- Hansen Service Requests
- Housing Code Enforcement

Popular Downloads

- CJS Juvenile Arrests & Charges 2008
- Crime Incidents (ASAP) 2008
- Crime Incidents (ASAP) 2007
- Crime Incidents (ASAP) 2006
- Purchase Orders 2004-2007 (Initials)

Use this data to create an "APP FOR DEMOCRACY" You could win up to \$100,000!

SUBMIT NOW

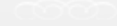
Search Data

enter keyword All Categories All Departments/Agencies SEARCH

Criteria 1 Criteria 2 Criteria 3 All States All Formats (xml, csv, rss, kml)

Name (metadata)	Source	XML+	CSV+	RSS+	KML	Maps	Download
Building Permits Provides information on building permits granted by the Department of Consumer and Regulatory Affairs (DCRA).	DCRA	2,118	12/17/08	2,118	12/22/08	View	↓
CJS Juvenile Arrests and Charges Provides juvenile arrests and charges reported by the Metropolitan Police Department (MPD), aggregated to block level.	MPD	12/15/08	12/17/08				↓
Housing Code Enforcement Provides housing code complaints, inspections and violation notices from DCRA, excluding public housing.	DCRA	2,118	12/17/08	2,118	12/22/08	View	↓
Historically Underutilized Business Zones Areas in the District, defined from census tracts, offering incentives to new small businesses.	DCOP via DC GIS			2,118	12/22/08	View	↓
Strategic Neighborhood Investment Program Areas Priority District neighborhoods or locations that receive a series of public actions or funds to spur private sector investment, as part of the Strategic Neighborhood Investment Program (SNIP).	DCOP via DC GIS			2,118	12/17/08		↓
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Showing 1-20 of 120 data sets



But More Important

Who is the Decision Maker?

Who Else Needs to Receive the Memo? Who
Needs to Buy In Before You Send It?

Who is Cced and Who is BCCed?

Who Needs to Send the Memo?

Write the Memo You Want Someone Else to
Send

Options Memo

- Statement of the Problem
- Why It Matters
- Why the World is Better If You Tackle It
- What are Options for How to Tackle (Strategies)
 - What are Pros and Cons of Each Option
- What is required to implement those strategies (Tactics)