Project Name: Sunshine Saint Paul: Shining Light on Your Civic Data

Team Members: Amanda Feist, Derek Engelking, Joe Ellickson

Saint Paul Public Library (SPPL) believes that learning is a human right and that all people need access to high-quality information, support, and learning opportunities. As technology has increased the amount and complexity of information presented to us on a daily basis, there is a need for all residents to develop information and data literacy. The library, as a force for digital inclusion, strives to make sure that all residents, regardless of their education, age, or economic background, have opportunities to engage with civic information.

In 2016, the City of Saint Paul's Office of Technology and Communications (OTC) launched the Open Information portal with the goal of creating a more responsive city government. The effort included the assistance of What Works Cities and the Sunlight Foundation, as well as engaging with the local civic data groups to gather techniques for success. Our Open Data and Open Budget portals get a combined 26,000 users a year, peaking during the budget season and significant releases like the City's police traffic stop data.

The City of Saint Paul's Office of Technology and Communications has a commitment to enable digital transformation citywide by using data and technology to put community members at the Center of our work and enable them to drive the improvement of government services and community welfare. This commitment ensures that OTC doesn't simply dictate technological choices but can collaborate with our internal and external partners to determine equitable and desired services.

In the spring of 2017, SPPL participated in a Public Library Innovation Exchange with MIT Media Lab to bring a series of "Data Therapy" workshops to the public based on researcher Rahul Bhargava's Data Culture Project. We found that the public was very interested in engaging more in discussion about the social and technological implications of data collection and usage in their lives today. The workshops also brought in representatives from partner organizations in the local data ecosystem who expressed interest in engaging the public with topics such as data bias, justice, and misinformation.

Together SPPL and OTC would like to increase awareness of the civic data available on the City of Saint Paul's Open Information portal and create opportunities for both connected and disconnected residents to understand and engage more deeply with data that is especially relevant to their community. We want to initiate a partnership with our residents, creating a feedback mechanism that optimizes our open data offerings.

We will hold a series of Panel Discussions and Community Conversations that include the following elements:
   a)   Introduction and an interactive data literacy education activity previously piloted in the library's Data Therapy workshops similar to those available at https://databasic.io/en/culture/.
   b)   A discussion of civic data by local experts and data intermediaries, with special attention to data justice and bias.
   c)   An overview of the city's open information portal, how to use it, how the information is collected, privacy issues, and how to suggest new datasets.
   d)   Opportunity for the public to discuss how civic data is or could be collected and used and have their questions answered.

We also will create a tool for families to learn about the Open Information portal outside of these events – a Guide to the Open Information Portal that explains of what kind of data the city collects and shares and how to access it on the open information portal.

In order to reach our target audience, we will use our internal communications staff as well as engage the networks of our local data ecosystem. In this way, we will reach beyond the few that are currently involved in our civic data ecosystem to those uninformed or apprehensive about the possibilities.

The core partners in this program will be the City of Saint Paul's Office of Communications and Technology (OTC) and Saint Paul Public Library (SPPL). SPPL will provide space and publicity for the events, coordinate registration and panelist contracts. OTC will coordinate with other city departments regarding the data they collect and identify data stewards who could attend the program series and also make improvements to the data portal based on the feedback at these events. We will have formal contracts with any external panel speakers. We will invite representatives from other partners in the local data ecosystem who expressed interest in this topic when the library held a series of data literacy workshops in spring of 2017.

Saint Paul Public Library will provide event space at no cost for the series of panel discussions and community conversations. We will require funds to design and print publicity materials; promote the series to audiences traditionally disconnected from civic data conversations, and to print the guide to the City of Saint Paul's Open Information Portal. Panelists from external partner organizations will receive honorariums.

Area	Cost	Total
Panel Discussion and Community Conversations		
Speaker fees	$200/person/event * 2 speakers * 3 events	$1200
Promotion – social media	$200/program * 3 events	$600
Print promotion	Rack Cards	$400
Guide to Open Information Portal		
Printing costs	$400	$400

Translation services (Spanish, Somali, Hmong)	$400	$400
	Total	$3000

- January-March 2019: Creation of the Guide to the Open Information Portal and series planning
- April-June 2019: Series of 3 Panel Workshops
- July-August 2019: Evaluation, Final Distribution of Funds

We will measure success in raising awareness of the Open Information portal by usage metrics of the portal itself, submissions and suggestions for new data to appear on the portal, and attendance at the events. We will survey panel presentation attendees to assess the impact of the event on their understanding of and engagement with civic data. If the project is successful, we expect to have increased public engagement with civic information at the library and with the city.

Biographical sketches for project team members (could be CV)

Amanda Feist is a Librarian II at the Saint Paul Public Library specializing in library services that contribute to economic development and digital inclusion. She manages the Twin Cities metro's first free maker space exclusively for adults, the Innovation Lab, which gives the community access to more advanced technology such as 3D printing, music production equipment, and design software. Additionally, as manager of the Nicholson Workforce and Innovation Center, she specializes in services related to economic development and coordinates related partnerships with community organizations, other government agencies, nonprofits, and task forces. In the spring of 2017 Amanda participated in a Public Library Innovation Exchange funded project with MIT Media Lab to be trained in the Data Culture Project. This led to her providing a series of workshops internally and for the public on the topics of data literacy and organizational culture. She has a Bachelor of Arts from St. Olaf College and a Master of Library and Information Science degree from the University of Maryland, College Park.

Derek Engelking has worked for the City of Saint Paul in the Office of Technology and Communications for over three years. As the data developer on the Business Intelligence team, he has helped to design and build the City's data warehouse, which encourages data-driven decision making across the city. Additionally, he helped launch the City's Open Information program as its lead administrator. His focus is the adoption of data-driven decision making through user-focused design and data quality, with the goal of increasing the City's transparency and accountability to its residents.

Joe Ellickson is the Communications and Digital Media Manager for the City of Saint Paul. Joe brings more than a decade of experience in communications, marketing, public relations, project management to his current role - helping lead a digital transformation in how Saint Paul communicates with residents and stakeholders. Joe is proud to have received the 2016

GovDelivery National Communicator of the Year for his digital strategy and impact - for his efforts creating segmented multi-lingual communications. Joe has helped lead a number of communications, engagement and multi-lingual marketing initiatives with a direct impact on residents and visitors to Saint Paul including the transition to a new recycling program and organized trash collections. Joe is also a Veteran of the United States Marine Corps where he served as a Combat Photographer.

Organizational profiles

The Office of Technology and Communications (OTC) provides high quality IT services for the City of Saint Paul. OTC's goal is to provide the best solutions to meet departmental needs. We provide the City with IT strategies and policy recommendations, as well as hardware and software implementation and data services. In collaboration with the City's departments, OTC administers the Open Data program. In creating the open data program, the City recognized that its data is a resource and should be used help guide decision-making. Additionally, free and easy access to the data helps the City be responsive to its residents.

Saint Paul Public Library (SPPL) is a municipal library system serving our city's population of 300,000 along with the 3.6 million residents in the Twin Cities metropolitan area. We are deeply embedded in the community with a Central Library, 12 branches, a bookmobile and our digital branch. SPPL aims to connect people in Saint Paul with the imperative and the joy of learning through a lifetime. We are a cornerstone of a thriving city: welcoming people of all ages and cultures; strengthening neighborhoods and learning networks; and inspiring all with the world of ideas.

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Melvin Carter III, Mayor

November 2, 2018

To Whom It May Concern:

Saint Paul Public Library's mission is to welcome all people to connect, learn, discover, and grow. In line with that mission, we are proud to submit this proposal for the Civic Switchboard Project.

Our project, *Sunshine Saint Paul: Shining Light on Our Civic Data,* will cultivate important relationships between the City's IT department and public library in order to improve public awareness and understanding of our open data resources.

This project builds on the existing strength of our civic data assets and expands our capacity to engage community members in discussion and education around civic data as a public resource.

Saint Paul Public Library will commit staff time, space, and leverage our partnerships to support the success of this project. Our colleagues at the City of Saint Paul will commit staff time, technical expertise, and communications support.

Thank you for your consideration,

Catherine Penkert