Fostering Innovative Communities of Practice in the Pacific Northwest
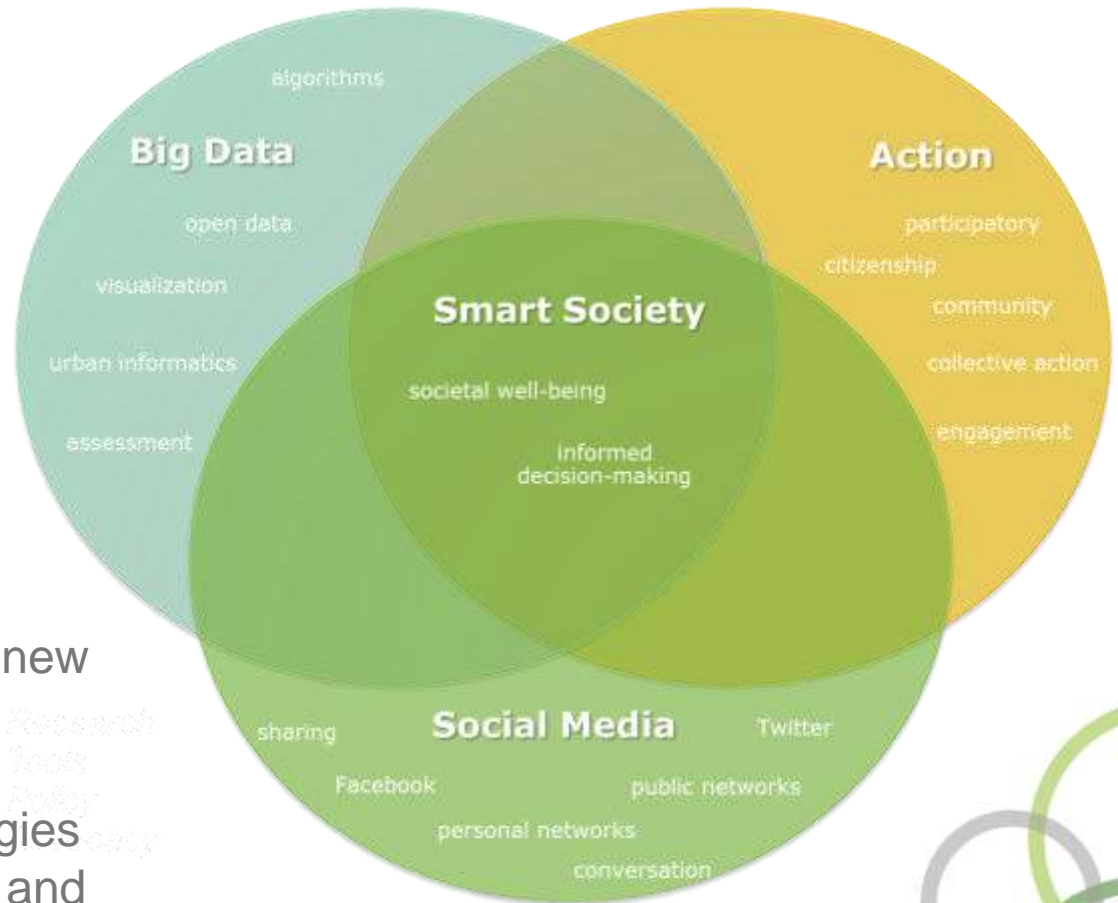
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2015 CTTAB e-gov

Third Place
Technologies

THIRD PLACE TECHNOLOGIES

New non-profit startup focusing on community tech research & development

Our mission is to explore new ways to leverage social media, open data, and collective action technologies to empower communities and foster community well-being.

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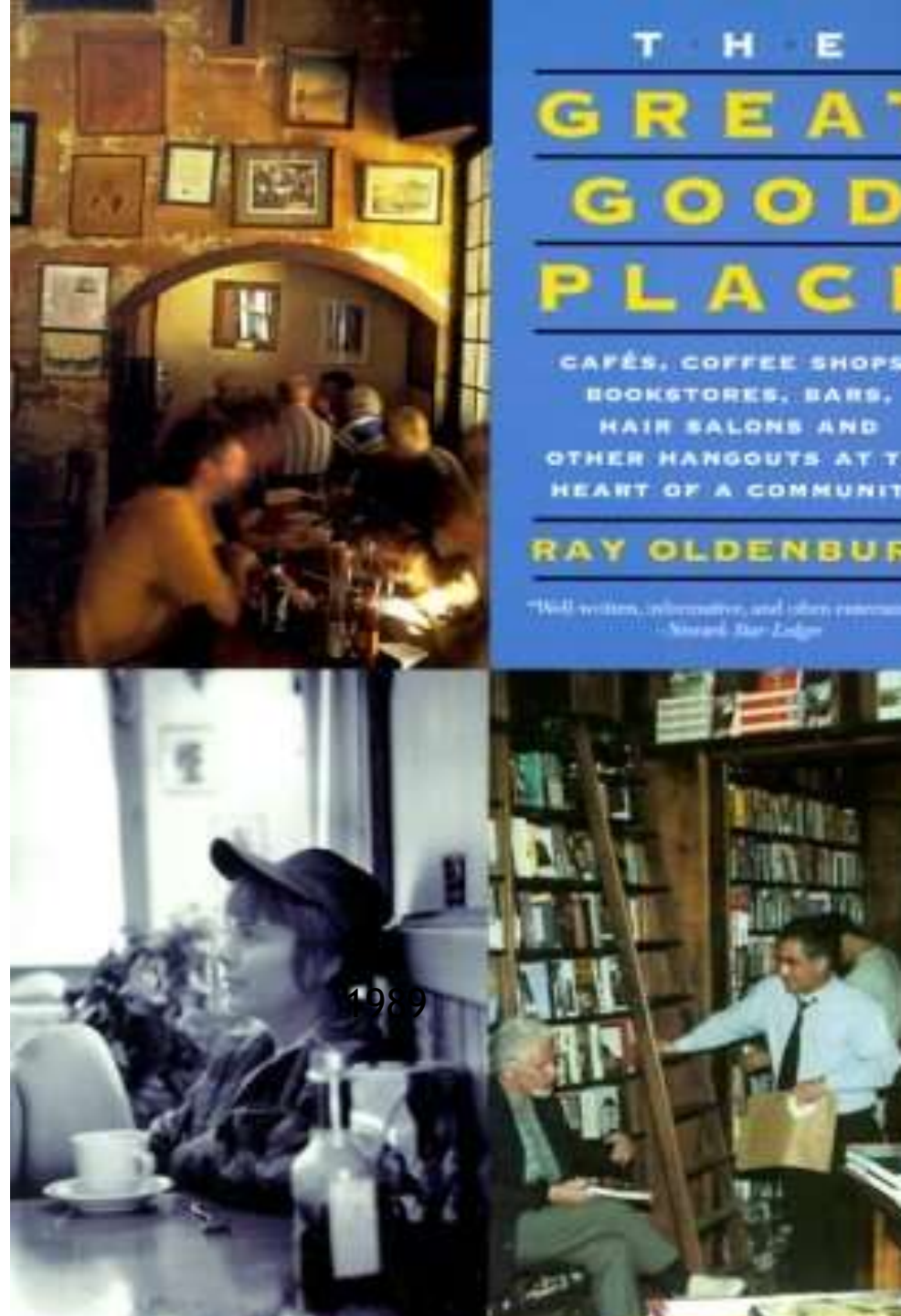# NETWORKED PUBLICS AS THIRD PLACES

▶ ## Networked Publics:

- ▶ Social media, community technologies, big social data, Wikipedia, learning networks

▶ ## Third Places:

- ▶ Public places away from home and work

- ▶ Gathering places for conversation

- ▶ Essential for the emergence of communities and collective action

▶ ## Target Communities:

- ▶ Hyperlocal/neighborhoods

- ▶ Place-based communities of practice

THE GREAT GOOD PLACE

CAFÉS, COFFEE SHOPS BOOKSTORES, BARS, HAIR SALONS AND OTHER HANGOUTS AT THE HEART OF A COMMUNITY

RAY OLDENBURG

"Well-written, informative, and often reassur—
Newark Star-Ledger

1989

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Paradigm shift via social media:

PARTICIPATORY

Public
Networked
Open
Decentralized
Informal
Self-organized
Fluid Identities
Self-expression

Connective Action*

Informal, emergent inclusion *via public voice*

Personal expression shared over social media
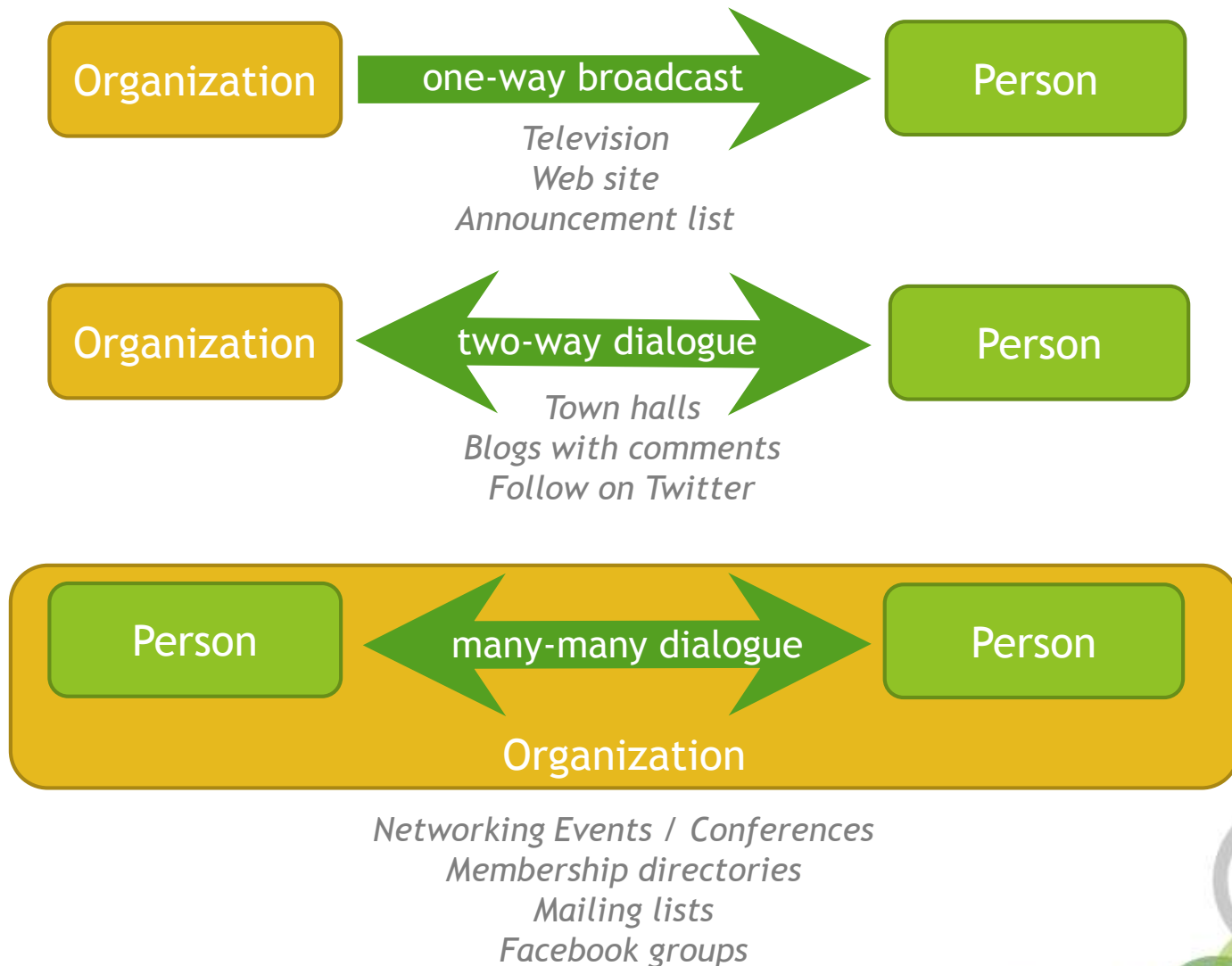
Peer-based, self-organizing networks

*Bennett, L.

MODELS OF ENGAGEMENT VIA SOCIAL MEDIA

| Organization | → one-way broadcast → | Person |

Television
Web site
Announcement list

| Organization | ← two-way dialogue → | Person |

Town halls
Blogs with comments
Follow on Twitter

| Person | ← many-many dialogue → | Person |
Organization

Networking Events / Conferences
Membership directories
Mailing lists
Facebook groups

Helping communities help themselves.

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FEATURES OF A THRIVING COMMUNITY

Communities of practice:

▶ Members know each other and regularly interact

▶ Members can articulate their common goals

▶ Members have a feeling of belonging

▶ Community has a shared understanding of best practices and repositories of shared artefacts

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FEATURES OF A THRIVING COMMUNITY

Innovation community:

▶ Culture of openness to new ideas

▶ Collaboration across organizations and disciplines

▶ Diversity *and* inclusiveness

Fuse Labs Creative Week

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ART AND TECH:
A GROWING COMMUNITY OF PRACTICE

with unique characteristics, and special needs

▶ Technology-mediated

digital media, big data, sensors, social media, computer generated, programmed, physical computing, robotics, information

▶ Interactive, participatory

▶ Collaborative, interdisciplinary

Interactive Techno
Interactive Art
Internet Art
Interactive Media
New Media Art
Electronic Art
Electronic Media
Cyber Art
E.A.T.: Experimen
Arts and Technolo
Digital Art
Interactive Media
Media Arts
Creative Technolo
Art+Technology
Generative Art
Emergent Technolo
Intermedia
Digital Media
Experimental Art
Technology Creati

SUMMER 2014 ART & TECH WORKSHOP
Organized in collaboration with Cornish, Stranger, MSR

Overall goal: Foster community of innovators, increasing awareness, collaboration, and collective efficacy toward common goals
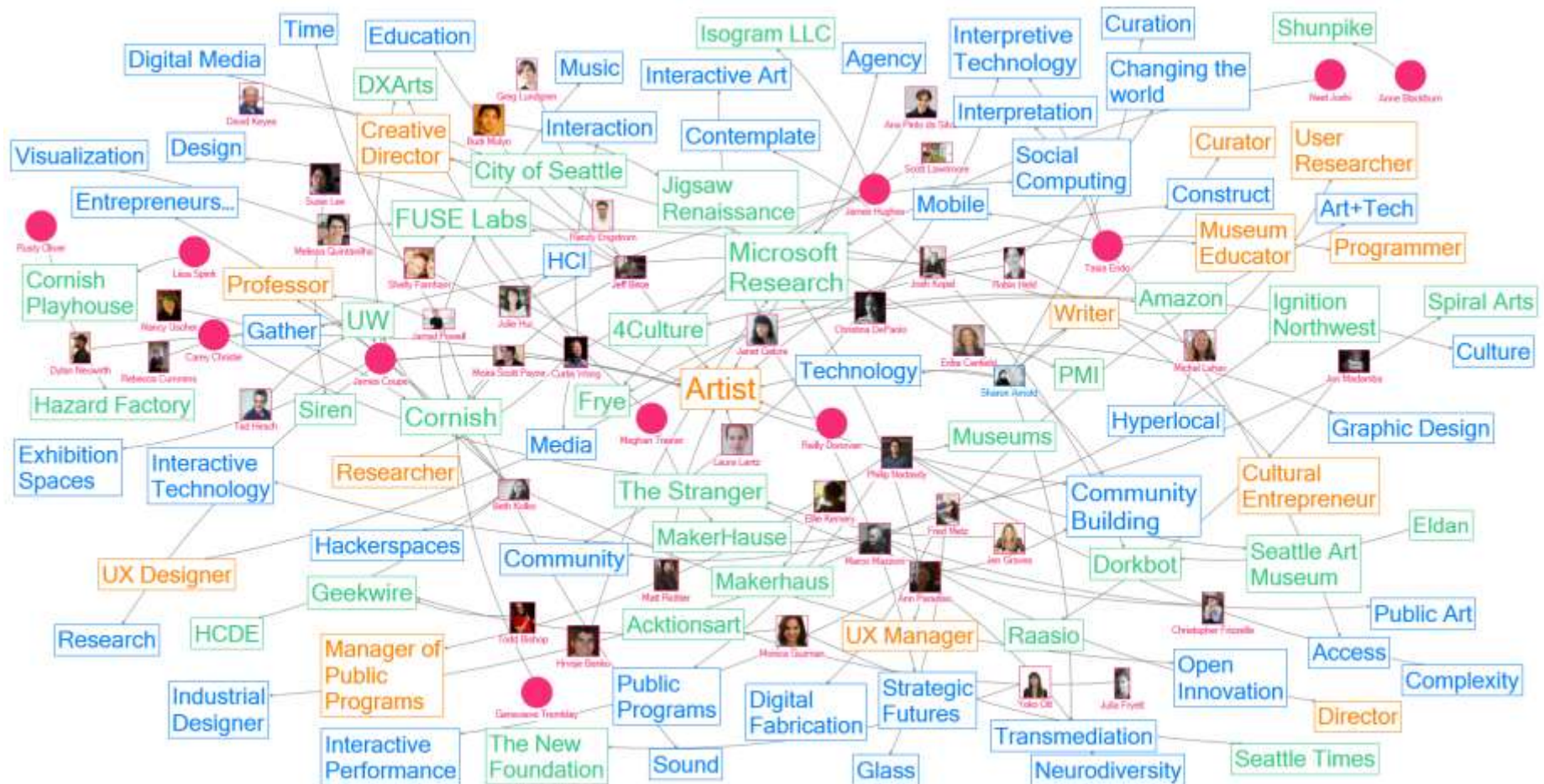

Workshop was optimized for conversation.

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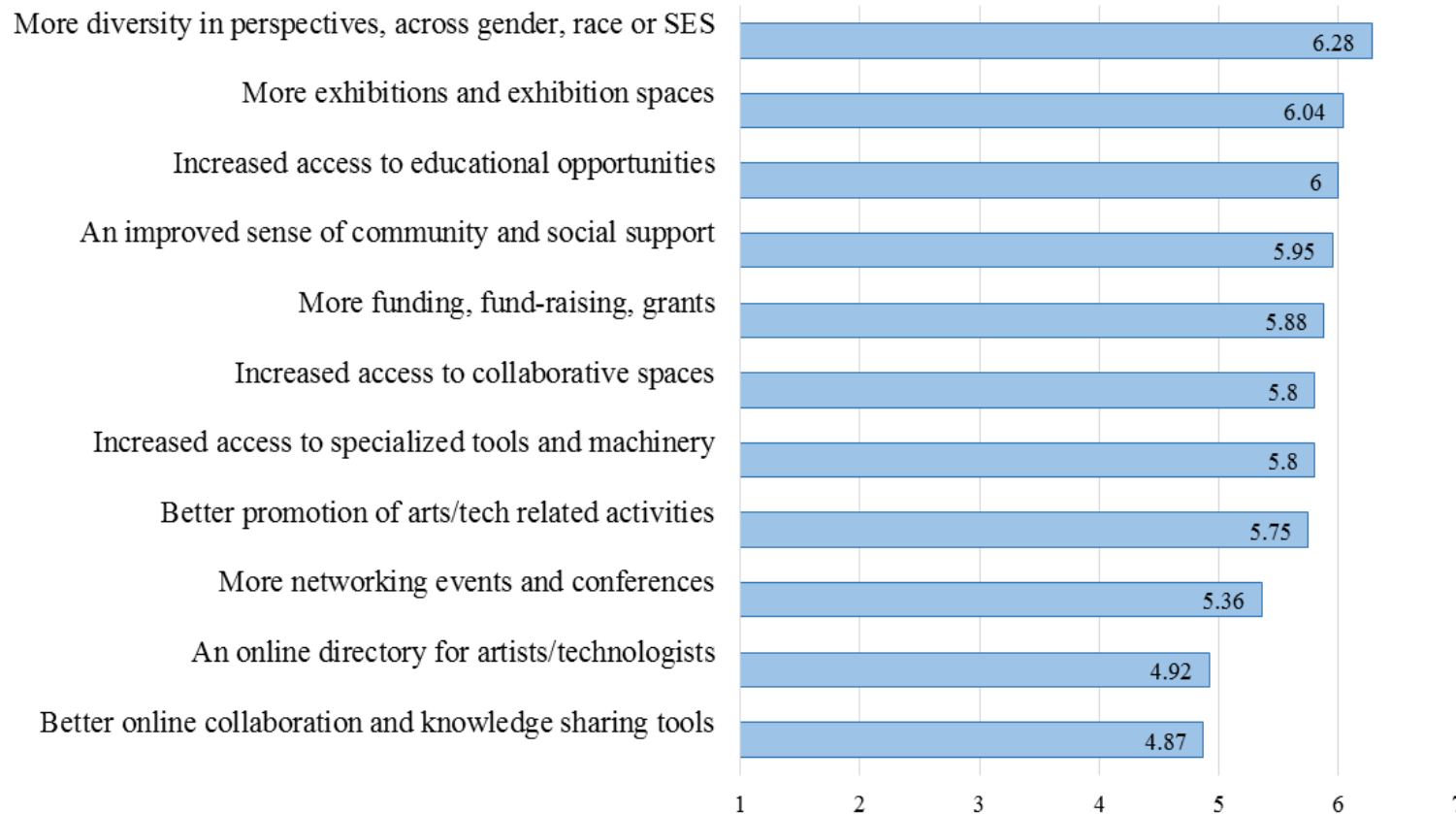
MAPPING THE COMMUNITY

Network Map of Workshop Invitees (Pink), with their Roles (Orange), Interests (Blue), and Organizations (Green)

ARTICULATING COLLECTIVE GOALS

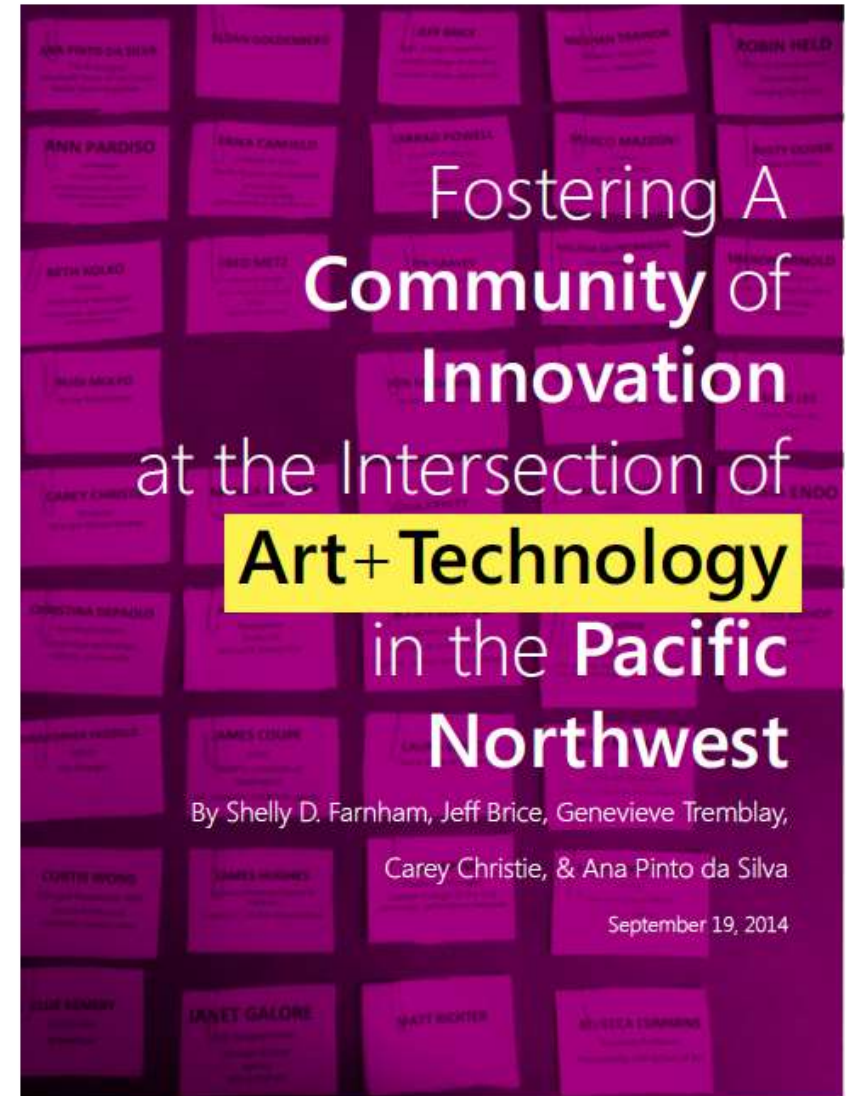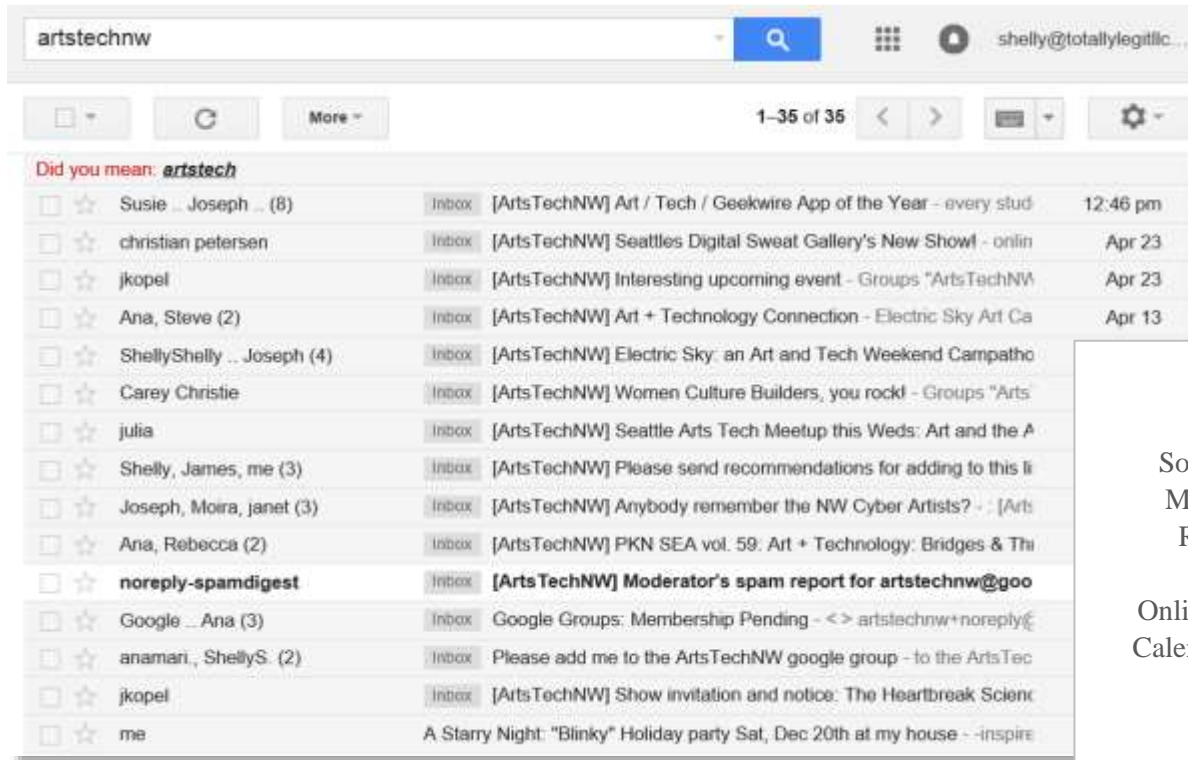## Community Goals, Ordered by Importance

Goal	Importance
More diversity in perspectives, across gender, race or SES	6.28
More exhibitions and exhibition spaces	6.04
Increased access to educational opportunities	6
An improved sense of community and social support	5.95
More funding, fund-raising, grants	5.88
Increased access to collaborative spaces	5.8
Increased access to specialized tools and machinery	5.8
Better promotion of arts/tech related activities	5.75
More networking events and conferences	5.36
An online directory for artists/technologists	4.92
Better online collaboration and knowledge sharing tools	4.87

Importance of Community Goals, where 1 = Not at All, and 7 = Extremely So

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COMMUNITY BUILDING ACTIVITIES
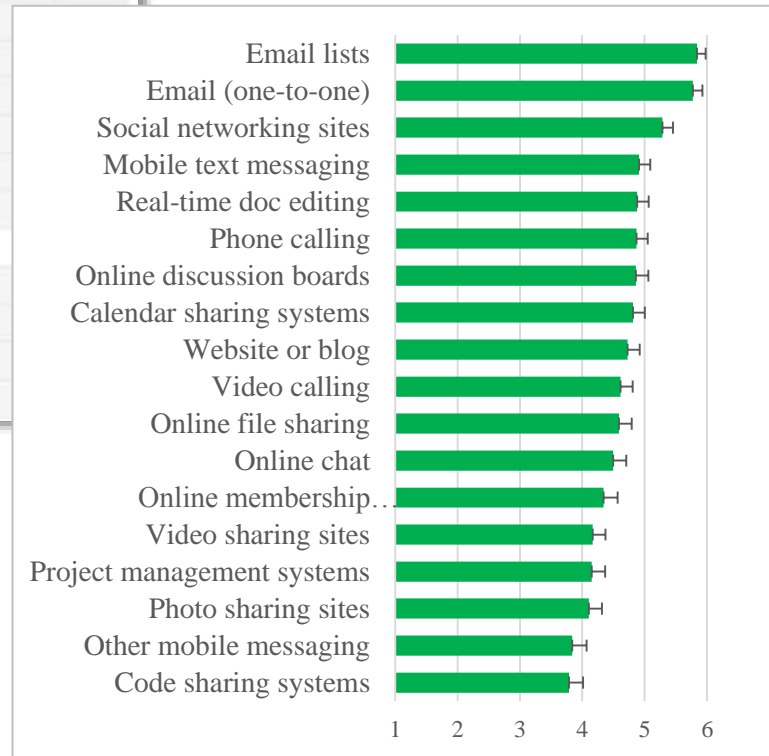
- Documentation
  - Write up report
  - Design study, how to increase diversity in creative communities
- Communication and collaboration channels
  - Mailing list (ArtsTechNW)
  - Developing an online, searchable community directory of who's who: BrinkNW
- Community building events
  - Arts/tech Seattle meetups
  - Arts/tech focused Pecha Kucha
  - Electric Sky
   - An art & tech hackathon in June

Fostering A **Community** of **Innovation** at the Intersection of **Art+Technology** in the **Pacific Northwest**

By Shelly D. Farnham, Jeff Brice, Genevieve Tremblay, Carey Christie, & Ana Pinto da Silva

September 19, 2014

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THE MAILING LIST

Survey says, still most important for "communication and sharing with community"

BRINK NW

▶ Community network of people, organizations, events projects, optimized for interdisciplinary, cross-organizational collaboration

▶ Content is based on community-sourced collaborative editing
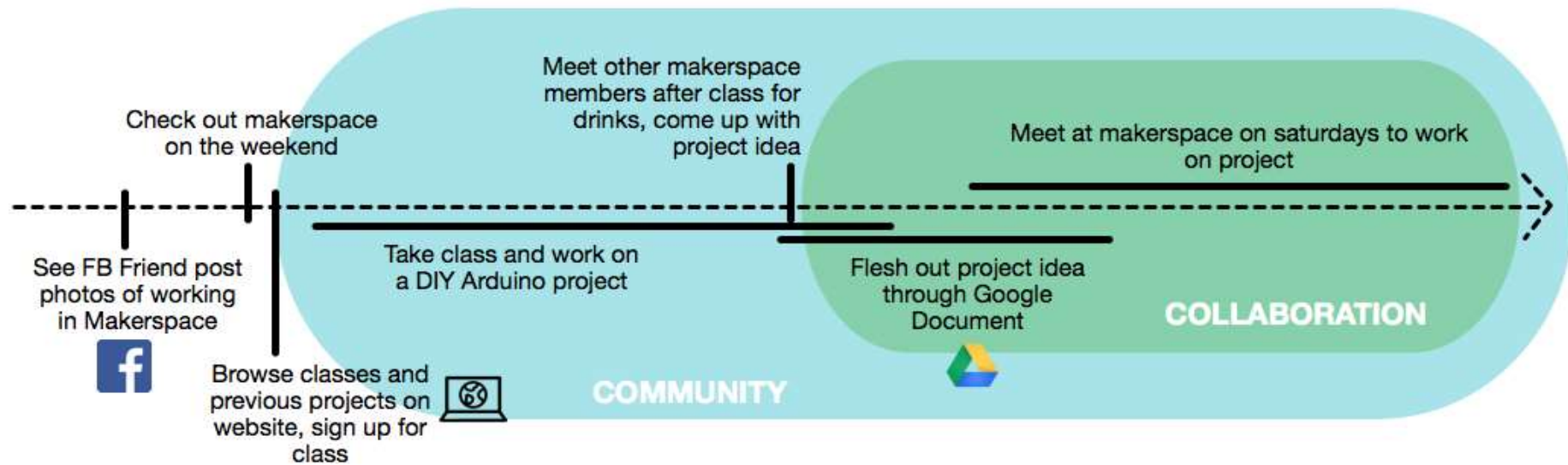
▶ Integrated updates from blogs, Twitter, calendars, etc.
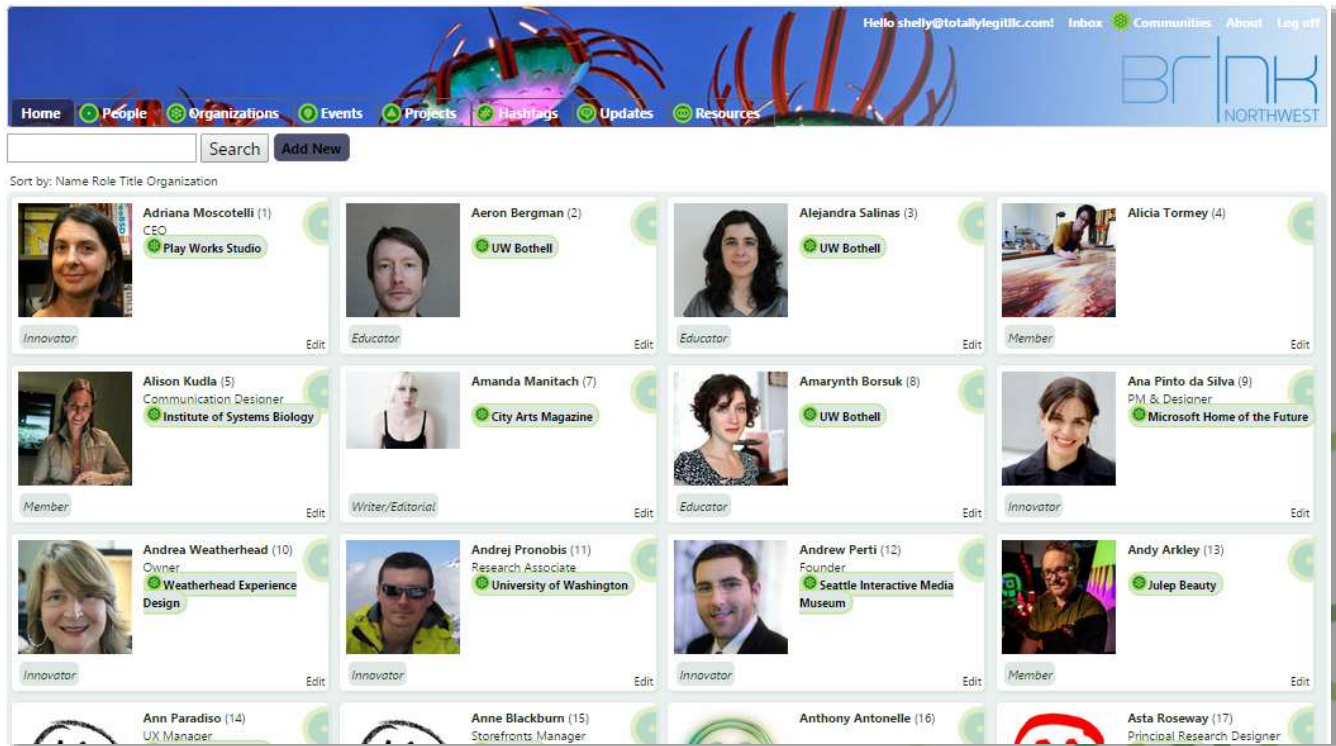
CREATIVE COLLABORATION DIVERSITY STUDY

▶ Self-organizing collaborations tend to be low in diversity, as people tend to find similar backgrounds, and tech is biased toward white male.

▶ Throughout their formative process, how can we best intervene to increase diversity?

▶ Study:

   ▶ 132 questionnaire participants

   ▶ 20 interviews focused on **collaboration origin stories**

# CREATIVE COLLABORATION DIVERSITY STUDY

collaboration origin stories

Meet other makerspace members after class for drinks, come up with project idea

Check out makerspace on the weekend

Meet at makerspace on saturdays to work on project

See FB Friend post photos of working in Makerspace

Take class and work on a DIY Arduino project

Flesh out project idea through Google Document

COLLABORATION

Browse classes and previous projects on website, sign up for class

COMMUNITY

▶ Communities are an important context for the emergence of collaborations

▶ Support opportunities for immediate involvement & trust building

▶ Foster innovation culture norms

"We do have our own culture as [school name] students. **We say, "Yes, and...."** *We make these kind of gestures and motions to* **allow people to not have perfect thoughts***, but still express themselves...So we did have those, I guess, tools in a way that we were using, that I hadn't thought about just because* **it's kind of engrained***." -P4*

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CREATIVE COLLABORATION DIVERSITY STUDY

collaboration origin stories
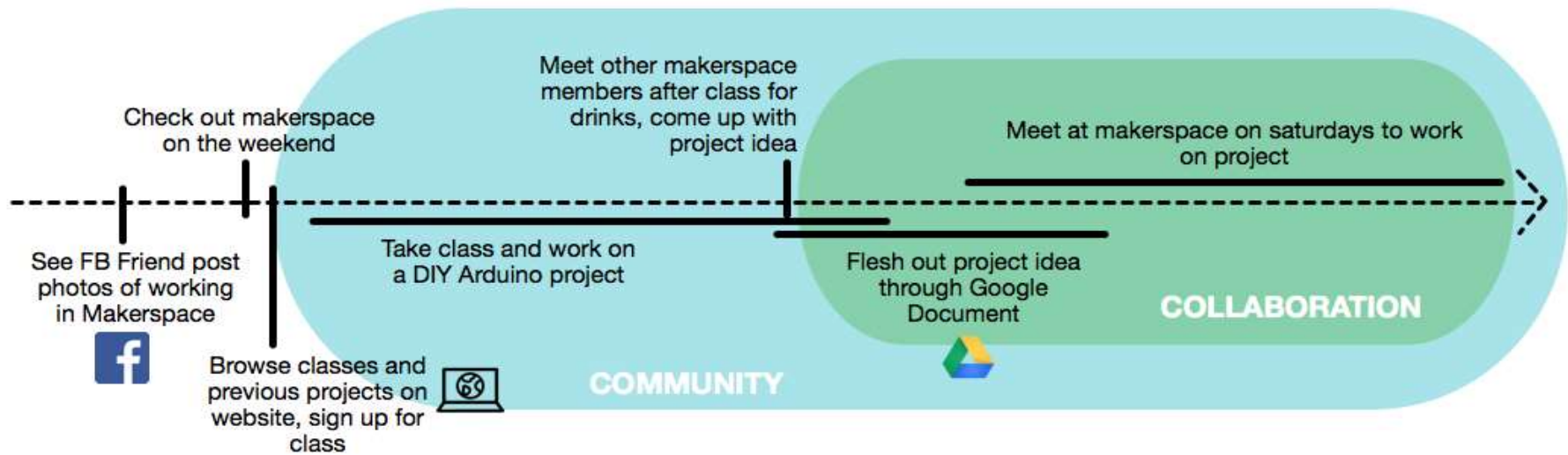
▶ Improve awareness of community work, mentors, and role models

> *"I have a Muslim female group on LinkedIn, so I **share a lot of information about coding for women** and I share it in my community for women who may be interested in coding. But **it's not just enough shared, they need to see that more women are doing it**."*-P17

▶ *Personal* engagement via communication tools is important (email, phone calls)

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BRINK NW

▶ Optimize design and "seed" content to provide diversity in role models

▶ Help people find mentors

ELECTRIC SKY ART & TECH CAMPATHON

Civic Technology Community Mapping Survey

Open Data Day

goal: mapping who's who, community goals, opportunities for improvement

▶ Open Data Day at UW

▶ 31 respondents

    ▶ Roles play in the civic tech community:

Hacker (7), technologist (6), community organizer (5), mentor (5), entrepreneur (4), event production (4), maker (4), blogger (3), designer (3), government (3), student (3), academic (2), non-profit advocate (2), corporate advocate (1), critic (1), data provider (1), industry researcher (1), innovator (1), journalist (1), open data guy (1), researcher (1)

    ▶ 45% as an employee of an organization / 55% as independents

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MAPPING THE COMMUNITY

▶ Participate in/members of:

Code for Seattle (11), Impact Hub (5), City of Seattle (4), CTTAB (2), Microsoft (2), SoDApop (2), 4th Circle (1), ACCIS (1), Expanding Your Horizions (1), Google Code-In (1), Google Summer of Code (1), Hack to End Homelessness (1), Humanitarian OpenStreetMap Team(1), Infocamp(1), IPMA(1), King County (1), Knight-Mozilla Open News (1), Maptime (1), Axiiliary Communications Services (1), OpenStreetMap (1), Random Hacks of Kindness (1), Red Cross (1), Sahana Software Foundation (1), School Social Media Lab (1), Seattle Community Network (1), Social Venture Partners (1), St Vincentde Paul (1), State of Washington (1), Surf Incubator (1), Third Place Technologies (1), UW (1), Uxcamp (1), Vlaire Group (1), Washington fish and wildlife (1), Washington State DOT (1), Whoa Strategies (1)

▶ How keep up to date with information and events:

Meetup (13), CTTAB (2), Socrata (2), Sodapop Meetup (2), Code for Seattle Meetup (4), Geekwire (4), Twitter (4), Code for Seattle (3), agency contacts (1), Beowolf Cluster (1), City of Seattle (1), Community Tech list (1), Facebook (1), Feedly (1), friends (1), google (1), Govtech.org (1), Impact Hub mailing list (1), IVO (1), Last serve (1), Linkedin (1), Maptime (1), Seattle Tech Calender (1), Startup Seattle (1), State email communications (1), Ta3m mailing list (1), Word of mouth (1), WTIA (1)

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Who's Notable

▶ Notable organizations:

Code for Seattle (7), Socrata (6), City of Seattle (3), Impact Hub (2), Tableau (2), City Club (1), City of Seattle CTO (1), Code for America (1), Community Tech (1), CTS (1), Cugos.org (1), Geekwire (1), Gov't tech mag (1), Hack the CD (1), Here Seattle (1), KC G15 portal (1), like "One Bus Away" (1), Maptime (1), Microsoft (1), Microsoft Civic Tech (1), Seattle University (1), State of Washington CIO (1), TAF (1), Tech Alliance (1), Tech Diversified (1), University of Wa (1), UW CSE(Alan Boring) (1), UW Data Club (1), UW Tech (1), Zakayla Productions (1)

▶ Notable people:

Chris Metcalf (3), Seth Vincent (3), Bill Schrier (2), Will Sanders (2), Al Boss (1), Alan Borning (1), Chris Devore (1), David Keyes (1), Dr. JT (1), Ethan Phelps-Goodman (1), John Sechrest (1), Lance Bennit (1), Larry wall (1), Leni Oman (1), Micheal Coackvill (1), Monica Guzman (1), Sabra Scrneider (1), Sarah Schacht (1), Shelly Farnham (1), Susannah Malarkey (1), Taylor Sopher (1), Will Scott (1)

▶ Notabl events:

Code for Seattle (5), Hackathons (4), Hack to End Homelessness (2), Accessibility camp (1), Civic Cocktail (1), National Day of Civic Hacking (1), Open Data events (1), Data Seattle Camp (1), Seattle OpenStreetMap (1), Socrata customer summit (1)
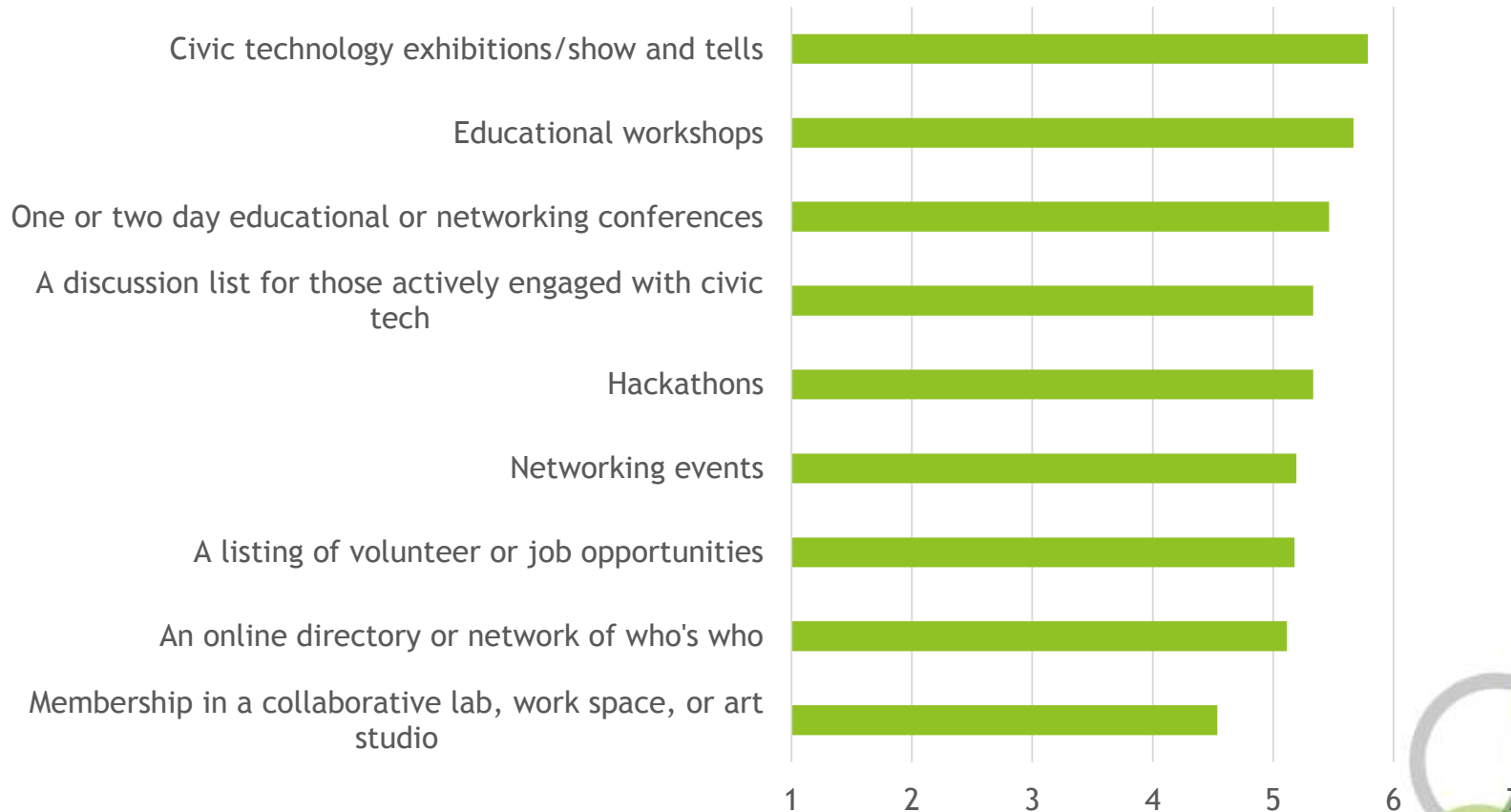
BRINK NW DEMO

▶ Civic tech NW community

Articulating Community Goals

Extent Interested In:

Primary Goal of Civic Tech Community

Apply new technologies to improve public life and empower citizens

- Increasing engagement among government, public, tech community. Providing tech resources to government and civic/humanitarian organizations for projects they could not otherwise afford.
- improve government through mutual education and creating space for innovative thinking about government.
- to improve public life and empower citizens
- First to leverage public into public good and to build a portfolio.
- Design work at the UW
- improve access to and the way we use data
- promote the convergence of people, technology, community, and governance
- to serve the undeserved communities in Seattle
- to share data, to advocate transparency in government and communities, to utilize the vast data for good use in the city, state, and government
- leverage new skills to give back to the community

- establish a pathway of innovation, people who help transfer tech to benefit citizens and improve government operations and procedures
- to connect technology enthusiasts in the Seattle area
- distribute knowledge and power to the citizens
- Figure out how to use civic tech to improve engagement and (?) citizen
- To give back to the city and inspire others to do the same
- using technology to solve community issues
- help civic tech inform long range policy decisions
- To leverage technology and community to benefit Seattle and its Seattlelites
- commune with code or digitaly
- Apply modern technology to social and cultural challenges. Extend or amplify government services

Community Pain Points

▶ Sustainability of "movement" through improved processes

  ▶ Organizational infrastructure

  ▶ Project leads

  ▶ Fundraising

▶ Increasing awareness of who's who and matching skills/projects

▶ More diversity

▶ Increase open data availability

What are community pain points that should be addressed?

▶ Sustainability beyond inventory of real community needs

▶ Apply their skills and energy to problems not otherwise addressed; advocacy, equity, tech that works for the improverished and underrepresented

▶ Identify fixable obstacles keeping open data from being available

▶ Use project leads to help track and implement new and ongoing projects.

▶ CEP (disability puts design limits as well)

▶ matching ideal people with skilled volunteers to move projects forward

▶ develop a robust backbone organization tied closely with the city of Seattle to promote and sustain this movement

▶ to get more people of color on the development scale and the consumer scale.

▶ fundraising for these kinds of projects, find out whos who

▶ bring access to data to the community in a transparent way

▶ organizing and maintaining data paticularly demographics

▶ communication

▶ obtain good data from public agencies and make creative use of it. Improve practical productive relationships between citizens and government employees

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What Participants Need for their Civic Projects/ Goals:

- Knowledge
- Community
- Mentorship
- Dialogue
- Project opportunities
- Funding
- Cloud services
- User research

- knowledge and community
- knowledge, stories, and community around civic tech.
- Opportunity to learn more programming and to have chances to work regularly with a mentor without taking time from my family.
- Mentoring web design and social media
- Speak to people with disabilities for ideas to increase event accessability.
- Dialog and conversations between data users and data stewards.
- motivation, time
- education on the foundations of civic tech; coding skills and data sheets
- opportunities to work with teams
- a job in tech with like-minded people
- access to funding and Tech transfer experts
- knowledge
- cloud services (AWS, Azure, Google cloud)
- like minded and skilled people
- better knowledge of models in this space. A better sence of whats being done and what needs to be done. more knowledge of the non-profit sector
- connect with people, understand the needs
- do events like this one, bring folks together for small collaborative projects
- better data management and more interactive software training
- organization
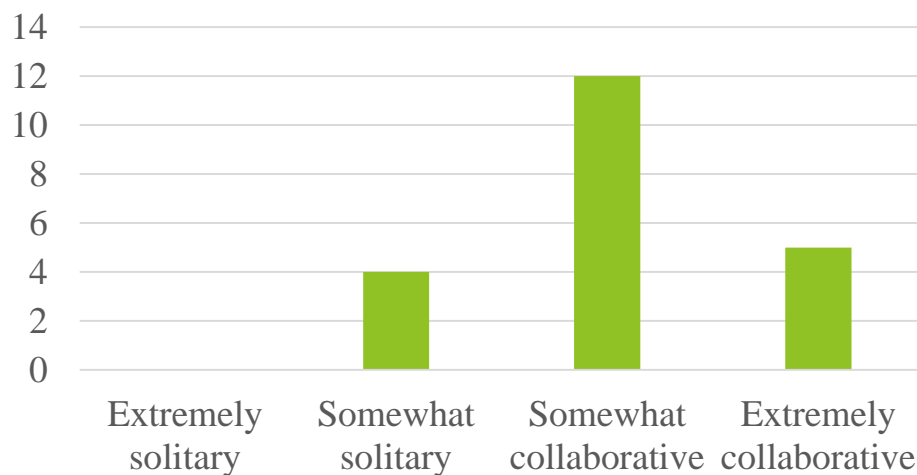- regular repeated community events like open data day: follow up with notes, lessons, etc. after the events

"Innovators"

▶ 58% of respondents were innovators

    ▶ 42% Volunteer only

    ▶ 58% Volunteer & work

    ▶ 0% work only

▶ If collaborative, 4.7 people on average

Current Projects:

▶ Making an application for foodbanks to manage their data

▶ Bringing subject matter experts and technologists together to address problems that impact the community at large: e.g. hack the Commuse

▶ Knight-Mozilla Open News supports the community of people doing journalism through code and design

▶ I work for King County and try to drive use of their open data site and to provethe concept I end up building apps.

▶ catagory and making available DFU Cat1 Data Sp7s

▶ open data and open source mapping

▶ making data more accessible

▶ developing citizen sentiment tools and strategies for government and communities

▶ community mapping portals,; instantly deployed of the free tier of cloud services

▶ reserch-development community technologies

▶ I particpate in events when i learn about them and have time

▶ open business solution, payroll and taxes

▶ I'm promoting open data set development at WSDOT; arguing the case and persuading data stewards to participate

Civic Tech Projects Collaborative?

	Extremely solitary	Somewhat solitary	Somewhat collaborative	Extremely collaborative
Value	0	4	12	5

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Skills

▶ ## Have: development skills

- ▶ software engineering (assorted languages)
- ▶ strategic communicators, program design
- ▶ Javascript/HTML/CSS; Python and Django
- ▶ Programming in Javascript, using data in unexpected ways, Scocrata.
- ▶ C#,SQl, Javascript, data analyics
- ▶ programming (javascript,CH, android app development) and Data analytics/ engineering
- ▶ data analysis, program managment, CRM, collective impact
- ▶ GI5, graphic design, tech and grant writting, software systems, interation and architecture ESRI ARCGIS< Foss, QG1S
- ▶ Social data anaiytics, experimental research, social psych of communities
- ▶ python(matplothib, pandas, djaso, wongo). javascript(angular, D3)
- ▶ data science skills: data analytics and visualization, R programing: forcasting, clustering, optimization
- ▶ programming in C#, Python, javascript
- ▶ i can build infographics in illustrator and have 10+ years of policy experience re: urban planning and social justice
- ▶ C++, Perl
- ▶ writing, presenting, communicating

▶ ## Work with: Designers, Data Analysts, Researchers

- ▶ deis, designs, data
- ▶ depends on needs of the project
- ▶ data analytics
- ▶ design,hardware, statistics
- ▶ Dev, storytelling, data analytics
- ▶ coding
- ▶ Ethnographic Research, Social network analysis
- ▶ data analytics, domain expertise
- ▶ no projects so far
- ▶ data analysis: outreach and engagement
- ▶ Data providers, collectors and creators of transportation data, data analysts and policy setters at my agency

▶ ## **Want to develop: Data Analysis, APIs**

- ▶ I want to be more informed locally, nationally, and globally informed. Also, more fluent in data generally.
- ▶ Open data API's, mobile apps, using the data to tell a story, convincing data owners in government they benifit for releasing their data.
- ▶ Licensing, ontologies, standards
- ▶ API
- ▶ learn open data apls
- ▶ more awareness of data resources, more understanding of civic research that can be (?) by tech
- ▶ discover open data, data social media
- ▶ want to learn about data APIs, mobil app development
- ▶ learn open data
- ▶ how to sell open data and civic engagement to my agency's data standards

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HOW COLLABORATE

Github (4), Skype (3), Impact Hub (2), cloud deployment technology (1), content management systems (1), CRC (1), email (1), ESR (1), GIS(geographical information systems) (1), google docs (1), Google Groups (1), Google OME (1), In-person (1), IRC (1), shared docs (1), social media (1), Socrata (1), Surf Incubator (1), Vent (1), Weekly open data hackathons via Code for Seattle and Socrata (1), Word (1), Work on common language (1)

DISCUSSION

Hack the Commute

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