



## Welcome to Open Data Day 2017

Presented by Code for Asheville. Sponsored by the City of Asheville.

March 4th is Open Data Day. An international celebration of public data and an exploration into how citizens can use data in their communities.

With a focus on transparency, access, and productivity, Code for Asheville is bringing in members of the community, the media, city staff, and city council to discuss how we can work together to affect real change using publicly available information.

We are excited to announce that Councilwoman Gwen Wisler, as well as the City CIO Jonathan Feldman will be participating. Members from the media will also be there to help guide the conversation.

This is a unique opportunity to collaborate on how to help Asheville realize the promise we made when we adopted the Open Data Policy and take concrete steps towards fulfilling it. We invite you to attend this discussion and to bring your ideas, feedback, and experience.

**Open Data Day 2017 is on March 4th, from 10am - 2pm at the following location:**

Linwood Crump Shiloh Center  
121 Shiloh Rd  
Asheville, NC, 28803

The event is free to attend, and lunch and refreshments by The Corner Kitchen will be served! Coffee by 67 biltmore downtown eatery + catering.

You'll find the planned agenda below. Please feel free to get in touch with Eric Jackson or Jesse Michel at [code4asheville@gmail.com](mailto:code4asheville@gmail.com) with any questions.

Please RSVP on [Facebook](#) or [Meetup](#)

## Open Data Day 2017 Agenda

### Social Time

10:00am - 10:15am - Social, meet and greet, settle in.

### Opening Remarks

10:20am - 10:30am - Code for Asheville Co-Captains Eric Jackson & Jesse Michel

10:30am - 10:45am - City Councilwoman Gwen Wisler

10:45am - 11:10am - City of Asheville CIO Jonathan Feldman

11:10am - 11:20am - Introduction to today's activities

-- Break Out Into Groups --

### Workgroups/Lunch (11:20am - 1:30pm)

Our goal is to have an honest, collaborative conversation about how public data is provided and utilized within our community. We will have three work-groups running simultaneously, each exploring the topic from a different perspective. Participants are invited to circulate and take the opportunity to learn from and contribute to all the groups. Our guiding questions throughout are:

*What are the opportunities?*

*What are the challenges?*

*What next steps can we take to take advantage of the opportunities and overcome the challenges?*

## 1. Open Data & Community Groups: Promoting Community Engagement

How can community groups make effective use of open data for advocacy and accountability? How can government engage and collaborate better with these groups? We will be looking at specific issues like homelessness and racial equity to ground our discussion.

## 2. Open Data & Policy-Making: Influencing the Policy Process

Where are the opportunities for citizens to use public data to influence policy? What can elected officials do to invite and support more data-driven dialogue? How can City staff better support both Council and citizens in the process?

## 3. Open Data & Local Media: Informing the Public Conversation

Why is public data important as a resource for local journalists to keep the community informed? How can the City best support the local media in giving journalists the hard data that they need to publish engaging and accurate reports? What role does the media play in facilitating the conversation between residents of the community and the City? How does the media influence this relationship?

In addition to the work-groups, we'll have a demo and conversation area hosted by City IT staff. Check out the City's public mapping tools, SimpliCity, the open data portal, and the new records request portal. This is also an opportunity to offer feedback on how the City can make data more accessible and more usable for you.

## Review and Closing

1:30pm - 2:00pm - Wrap-up and sharing of conclusions.