Silicon Valley Meets Washington D.C.

CODE for AMERICA
Silicon Valley Meets Washington D.C.

Boston Mayor
Thomas Menino

2011 CfA Fellow
Max Ogden
Silicon Valley Meets Washington D.C.
Silicon Valley Meets Washington D.C.
Silicon Valley Meets Washington D.C.
Apps for Civic Good

Image source: http://www.flickr.com/photos/mehampson/5415100042/
Apps for Civic Good

ADOPT A HYDRANT

Claim responsibility for shoveling out a fire hydrant after it snows.

Email address

☐ I haven’t signed up yet
☐ I’ve already signed up

Name (visible to others)

Organization (visible to others)

Home phone number
617-555-1212

Mobile phone number
857-555-1212

Choose a password

Sign in to adopt this Hydrant

Sign up
Apps for Civic Good
Apps for Civic Good

SLOW TRAFFIC AHEAD
## The Speed of an Idea

<table>
<thead>
<tr>
<th>Year</th>
<th>Client Cities</th>
<th>CfA Fellows</th>
<th>Total Applicants</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>4</td>
<td>20*</td>
<td>360+</td>
</tr>
<tr>
<td>2012</td>
<td>8</td>
<td>30*</td>
<td>550+</td>
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</table>

*About a 5% acceptance rate...*
The Speed of an Idea

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
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<tbody>
<tr>
<td><strong>Facebook Fans</strong></td>
<td><strong>Twitter Followers</strong></td>
<td><strong>YouTube Views</strong></td>
</tr>
<tr>
<td>3,400+</td>
<td>9,500+</td>
<td>32,000+</td>
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</table>

How do we tap this “enthusiasm surplus”?
The Speed of an Idea

Client Cities vs. A Growing Movement

CIVIC HACKERS

CODE for AMERICA

Thursday, May 10, 12
The Speed of an Idea

The Proposal

1. CONNECT

2. COORDINATE

The Proposal
Preliminary Research: Volunteers

Image source: http://www.flickr.com/photos/grauschleier/7120001807/

Image source: http://www.flickr.com/photos/inkyhack/4913556227/
Preliminary Research: CfA Fans

<table>
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<tr>
<th>followers</th>
<th>frequencies</th>
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<tr>
<td>200</td>
<td>2843</td>
</tr>
<tr>
<td>500</td>
<td>1459</td>
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<tr>
<td>750</td>
<td>577</td>
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<tr>
<td>1000</td>
<td>328</td>
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<tr>
<td>2500</td>
<td>615</td>
</tr>
<tr>
<td>10000</td>
<td>330</td>
</tr>
<tr>
<td>Above 10,000</td>
<td>103</td>
</tr>
<tr>
<td>Total</td>
<td>21960474</td>
</tr>
<tr>
<td>Median</td>
<td>241</td>
</tr>
<tr>
<td>Average</td>
<td>3511</td>
</tr>
</tbody>
</table>

Skills
- Ruby: 94
- Php: 66
- Python: 54
- Javascript: 65
- Design: 830
- UX: 804
Preliminary Research: CfA Staff & Fellows
Preliminary Research: Key Findings

#1 Community Organization > Project Management

#2 Multiple types of volunteers -- not just programmers

#3 Code for America’s role = Community Catalyst
Preliminary Design Process
Prototype #1

Upcoming:

6 DEC
Map Attack Hackathon
Time: 5:00p
Location: 1832 Valencia St, San Francisco, CA 94110

12 DEC
Ironthon
Time: 8:00p
Location: Joe’s Sports Grill - 1342 Sutter Ave. San Mateo, CA 94402

Recent Activity:

Kei committed code to the project

Lauren commented on the event

JT added photos to the event

Sam just joined the project

Your Projects:

Healthcare App
Missions: Code

Suggested for you:

FeeTrak
Skills: Design

Healthcare SF
Time: 8:00p
Location: San Mateo, CA

MapMyClinic
Skills: Design

UX Jam
Time: 6:00p
Location: San Francisco, CA
Inception Event

M.V.P.

THE LEAN STARTUP

ERIC RIES

PIVOTAL LABS

M.V.P.
Inception Event

Critical Mass/
Sustainability

Piss Off Our
Base

Huge Amount of
Work to Moderate
Community

The Product is
not compelling

Cities Hate
Us

Scope creep

Communities
don't feel ownership

We Don't
Know What
"Success" Looks
Like

Technical
Risk

Lose
Control
Of Community

Lack of Real
World Outcomes

Nothing For
Non- Coders To Do
On App
A Revised “Open” Design Strategy

VALUES
A Revised “Open” Design Strategy

#1 DON’T REINVENT THE WHEEL
A Revised “Open” Design Strategy

#1 DON’T REINVENT THE WHEEL

#2 DON’T TRY TO “OWN” USER INTERACTIONS
**M.V.P. - Big Questions**

**What are our goals?**

Enroll as many *active* users as possible within the platform

Promote deployment of successful Code for America apps in new locations

Support offline community development--help people find each other and connect offline at hackathons, meet-ups, etc.

**Who are our users?**

At first, existing “Civic Hackers”--mainly developers who are working on civic apps in their spare time and are already somewhat engaged in the larger community
Let's make **Norfolk, VA** even better.

The Brigade helps your community deploy awesome civic apps.

Pick from nearly a dozen fun, useful, and reusable civic apps and challenge your city to deploy them. (And we've even got instructions to make it easy.) **Check them out.**

Recruit your friends and neighbors in your community to join the brigade, work together, and share skills (and pizza too) to get the app up and running. **Find a brigade.**

Put your city on the map by deploying an app, and you'll be able to learn from and connect to the growing national network of civic leaders. **See who's in.**

⭐ **Featured Applications** ⭐

- [Get and do...](#)
- [Public Art Finder...](#)
- [Sheltr.org](#)
- [Open Data Catalog](#)
- [Shareabouts](#)
- [Open](#)
HTTP://BRIGADE.CODEFORAMERICA.ORG

Sign up or Sign up with Github

People | Kari McGlynn

User Info (Edit)

NAME Kari McGlynn
CONTACT kari@codeforamerica.org
LOCATION San Francisco, CA
SKILLS UX/Interaction Design, User Research

Deploy a new instance of Public Art Finder / Mapper Mobile

* Location
   Lexington, KY

* Brigade
   Choose or create a brigade
   Existing Brigades
   Titans Brigade
   Code For America Brigade
   HRVA Brigade
   Open Lexington
   San Francisco
   Syracuse Saves
   808 Digital CFA
   Active Citizen

Add your own
Add Brigade
Applications You Can Deploy. Now.

Across the country, civic hackers are building amazing applications at hackathons and through app contests. You can leverage their efforts to redploy those applications in your city. We’ve selected a few of the most easily reused and promising apps to feature on the Brigade, and added step-by-step instructions on how to get them running. Pick an app below and then recruit your friends to make it happen.

<table>
<thead>
<tr>
<th>Application</th>
<th>Downloads</th>
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</thead>
<tbody>
<tr>
<td>Vacant and Abandoned Building Finder</td>
<td>2</td>
</tr>
<tr>
<td>Public Art Finder / Mapper Mobile</td>
<td>10</td>
</tr>
<tr>
<td>Sheltr.org</td>
<td>4</td>
</tr>
<tr>
<td>Open Data Catalog</td>
<td>8</td>
</tr>
<tr>
<td>Shareabouts</td>
<td>1</td>
</tr>
<tr>
<td>OpenBlock</td>
<td>3</td>
</tr>
<tr>
<td>LocalWiki</td>
<td>12</td>
</tr>
<tr>
<td>OpenTripPlanner</td>
<td>2</td>
</tr>
<tr>
<td>Adopt-a-Hydrant</td>
<td>4</td>
</tr>
</tbody>
</table>

Vacant and Abandoned Building Finder
Find vacant and abandoned buildings in Chicago.

Public Art Finder / Mapper Mobile
A barebones public art finder / mapper app for mobile

Sheltr.org
Locate homeless shelters and food kitchens nearby

Open Data Catalog
Opensource civic data catalog

Shareabouts
Shareabouts is a mapping app for crowd sourcing.

OpenBlock
OpenBlock is a flexible open source platform for hyperlocal news and information sharing.

LocalWiki
LocalWiki is a platform for building collaborative community information hubs

OpenTripPlanner
Open Source Multi-modal Trip Planning Engine

Adopt-a-Hydrant
A Ruby on Rails application that allows citizens to "adopt" civic infrastructure, such as fire hydrants.
Adopt-a-Hydrant → forked from Adopt-a-Hydrant

Syracuse Saves in Syracuse, NY is deploying this app

ABOUT ADOPT-A-HYDRANT

Adopt-a-Hydrant is an app that maps the locations of fire hydrants so volunteers can find and dig them out during snow storms. During the winter, storms often hide fire hydrants under piles of snow making them impossible to find quickly. Once they are found, fire fighters must spend precious minutes shoveling out hydrants before they can start putting out the fire. With thousands of fire hydrants, most cities simply don’t have the resources to shovel them all out. Hence, crowd-sourcing. If one or two people on each block pledged to shovel out a fire hydrant after it snows, the problem would be solved. The Adopt a Hydrant application was designed to coordinate that effort, to ensure that every hydrant in the city has a “parent” to care for it. Much like the fire hydrants it aims to protect, the Adopt a Hydrant software is free for any city to adopt. Just add data. To deploy Adopt a Hydrant, all you need is the precise coordinates—latitude and longitude—of every fire hydrant in your city.

ADOPT-A-HYDRANT MEDIA

BRIGADES WORKING ON THIS APPLICATION

<table>
<thead>
<tr>
<th>Brigade</th>
<th>Status</th>
<th>Location</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Syracuse Saves</td>
<td>In Progress</td>
<td>Syracuse, NY</td>
<td>Show App</td>
</tr>
<tr>
<td>808 Digital CFA</td>
<td>In Progress</td>
<td>Bel Air, MD</td>
<td>Show App</td>
</tr>
<tr>
<td>NY Art</td>
<td>In Progress</td>
<td>Austin, TX</td>
<td>Show App</td>
</tr>
<tr>
<td>HackingMadison</td>
<td>In Progress</td>
<td>Madison, WI</td>
<td>Show App</td>
</tr>
</tbody>
</table>

ADOPT-A-HYDRANT DEPLOYMENT CHECKLIST

INFO

GET INVOLVED
Join the brigade to get involved!

CONNECT
syracuse-saves@googlegroups.com

URL

SHARE
Share with facebook

DEPLOYED IN

Map

33
“Code Across America” - SF

OAKLAND CITY COUNCIL MEMBER LIBBY SCHAFF

CODE FOR AMERICA
"The Brigade Effect"

**TRIANGLE WIKI VOLUNTEERS**

**HUGE SPIKE IN EDITS**

633 PAGE EDITS

100 MAPS

138 NEW PHOTOS

Image credits: Laura Barnes Hamlyn

---

Jennifer Pahlka
@pahlkadot

So true! RT @nickterryva: .@codeforamerica's product is Community.
SXSW Interactive Live Streaming Events

Share This

1075
303
52
SXSW

Code for America Deploys Brigade

Code for America began as an experiment. It started, really, with a question: will people stand up? We saw

Code For America Nudges Civic Coders With Launch Of CfA Brigades

Civic hacking group Code for America unveiled its project to foster higher levels of digital civic engagement on Tuesday when it unveiled its Code for America Brigade web page. The site encourages people interested in writing apps revolving around civic life to network and to work together on a volunteer basis — in the same spirit as they would as members of local volunteer fire brigades.

SXSW: Code For America Founder Rallies 'Geek Army'

Jennifer Pahlka showcases early successes of citizen software engineers who, she says, can solve systematic problems in American cities in a way voting—or bureaucracy—cannot.
<table>
<thead>
<tr>
<th>Stat</th>
<th>Value</th>
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<tbody>
<tr>
<td>Unique Visitors</td>
<td>&gt; 2500</td>
</tr>
<tr>
<td>Page Views</td>
<td>&gt; 18,000</td>
</tr>
<tr>
<td>Registered Users</td>
<td>&gt; 250</td>
</tr>
<tr>
<td>Brigades</td>
<td>~ 40</td>
</tr>
<tr>
<td>Locations</td>
<td>&gt; 80</td>
</tr>
</tbody>
</table>
CHALLENGES

#1 Reaching beyond the existing community of civic hackers who are already highly connected to one another

#2 Providing Brigade members with edit-level access to much more of the information within the platform
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#1 Reaching beyond the existing community of civic hackers who are already highly connected to one another

#2 Providing Brigade members with edit-level access to much more of the information within the platform

#3 Capturing some of the value of these great offline activities like the Code Across event and embedding them into the Brigade site
MOVING FORWARD...

Brigade Platform — Read more
brigade.codeforamerica.org

branch: master

Update README [ci skip]

sferik authored 3 days ago
THANK YOU!!!

ROBERT GLUSHKO

GILBERT HERNANDEZ

JAMIE KONG

KAREN RUSTAD

ANITA WANG

KEVIN CURRY

JACK MADANS