

County of Grande Prairie Open Data Communications Strategy and Workplan
Pre-Launch, Launch, Public Info Session, Post Launch

Submitted by:



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Submitted to:

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Open Data Communications Strategy and Workplan June 2012

Goal:

Make Open Data appealing and relevant for the “average” citizen, while still providing the right incentives and tools to developers that want to build applications using the data on the site.

Objectives

1. Create a site that people will describe by the results they can achieve rather than simply a tool available to them.
2. Create an understanding of a difficult (and new) concept that the general public will understand.
3. Introduce Open Data to local communities as a source of information that will appeal to the average citizen.
4. Promote County’s commitment and leadership as an open, transparent and innovative government.
5. Position the County of Grande Prairie as a leader in providing resources to aid citizens (and ratepayers) and enhance economic development.

Strategies

- Inform staff and council about open data and its benefits to the County as well as to the public
 - Gain council’s support and understanding through engagement
 - Communicate this technical resource in layman’s terms.
 - Communicate the benefits of open data.
 - In the early stages, primarily target specific audiences (business community, municipalities).
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PRE-LAUNCH

Activities

1. Strategy planning meeting
2. Invitation to Reeve to participate in launch (initiative impacts the perception of the County as “leading the way” for more transparent and accountable government)
3. Information sessions for all County employees
4. Work with Velocity Video to create a video to “illustrate” Open Data and aid in its understanding. Video must have longevity to be used in future presentations.
5. Media relations
 - News advisory
 - News release
 - Social media
6. Advertising
 - County Connections
 - Chamber of Commerce e-newsletter
7. Presentations to promote launch (brief intro to Open Data)
 - Real Estate Board Enterprise presentation
 - Rotary Enterprise presentation
8. Internal fact sheet for Council –information to Council in advance of launch to aid in understanding.
9. Personal invitations sent to targeted businesses, municipalities, individuals.
10. Create Open Data logo. This will help distinguish Enterprise from Open Data.

OPEN DATA LAUNCH (at County Council meeting)

Activities

1. Presentation for Council (and media)
2. Opportunity for Q&A
3. News Release (hard copy) provided to available media and distributed electronically to all media.
4. Interviews with media (Natalia)

Evaluation:

Presentation received positively by Council.

Excellent coverage by media. Top story for two days on some radio stations.

POST LAUNCH

Objectives

1. To position County of Grande Prairie as a leader in the conversation about the potential benefits and opportunities provided by Open Data
2. To host a community conversation about the definition and value of Open Data
 - To consider how government can act as a platform for collaboration between residents, orders of government, and organizations
 - To consider how citizens can participate in government operations and decisions
 - To consider how government can improve transparency and access to information and data
3. Ensure when people do come to the site, it invites them to create and share rather than merely consume.

Public Meet & Greet (information session)

Activities

1. Media advisory sent in advance
2. Social media reminders
3. Speech by Reeve Beaupre
4. Presentation of video
5. Presentation of Open Data (why and how)
6. Q&A opportunity
7. Opportunity for hands-on

Ongoing – Moving Forward

Objective

To explore and initiate methods for continuing the community conversation on Open Data.

Activities

1. Identify groups and make presentations to community organizations and municipalities
 - Local municipalities
 - Chamber of Commerce
 - Rotary groups (4 Rotary groups and Rotaract)
 - Others as identified
2. Work with individual to create an app that will serve as an example of what Open Data can do.
3. Hold a contest in the fall/winter to encourage the public to create apps
 - Make available an opportunity on the Open Data site that promotes the apps that have been created
4. Promote the video, which is accessible online.
5. Create two-sided business cards to hand out with URL of Open Data and Enterprise – hand out at presentations, Open Houses, etc.
 - Identify other staff/councillors that can hand out cards at strategic events
6. Promote Open Data at County Open Houses
7. Work with Communications - report on Open Data updates/initiatives in County Connections. Logo to accompany all updates.
 - Significant updates may warrant more extensive media relations to access external media.
8. Access Chamber of Commerce Connections e-newsletter to promote Open Data initiatives and any new apps.
9. Provide board and senior management with briefing on feedback from Open Data launch, meet and greet, and open houses.
10. Assess possibility of meeting with not-for-profit community (involve FCSS) to identify if Open Data can provide assistance.
11. Follow-up on Council/public discussion about business information being available on Open Data (from meet and greet).
12. Utilize County's social media to promote Open Data.