EvergreenApps 1.0

- Open data from Seattle, King County and State of WA
  - Seattle has great tabular; KingCounty has regulatory, WA has GIS
- Grant from NTIA (ARRA)
- Advice & planning from the software industry
- Events for Developers
  - Startup Weekend Gov Edition hackathon
  - SpoCode codecamp
  - Mixers, meetings, coffee
- A WordPress site fed by the sponsors
- Earned media, thanks to consistent support from the Governor, the County Executive and the Mayor
- Judges from around the state
The Winners

- Living Voter’s Guide
  http://wash.livingvotersguide.org
- WhichBus
  http://www.whichbus.org
  @WhichBus
- Seattle RainWatch
  http://www.atmos.washington.edu
- Trash Backwards
  http://trashbackwards.com
  @trashbackwards
- foodInspector
  http://www.kcfoodinspector.com/
- alike
  http://alikeapp.com
Lessons Learned

• Worked:
  – The partnership: City + County + State + Business
  – Earned media: supportive and informative
  – Meet-ups: people need encouragement
  – Evangelists: hard work and style for cheap
  – Twitter: #needdatanw, small venue/big audience

• Not so much:
  – State data: need more major sets
  – Summer Schedule: nobody vacations with their team
  – CrunchTime events: leave time for test/polish
  – Distributed Ideation: we’re not there yet
Theory

• Change the rules by changing demand
  – 54 hours to build; 54,000 steps to success
  – Mentorship, spotlights, sustain the buzz

• You can’t always get what you want
  – It’s a relationship without a product
  – Urban environments are dense and data-driven
Evangelism: what to do

• Publish your data live or live-like.
  – Catalogs or maps are a good place to start
  – People love: Safety, Money, Transit, Events
  – Even if you’re not the wire, it’s part of the mashup

• Meet people who can make your work better
  – Developers, employees, students, other gov’ts
  – Make it fun: do it, talk it up, do it again

Give ‘em a Reuben
EvergreenApps 2.0

- Prizes for adoption, not just development
  - No shortage of apps, but what are we using them for?
- Narrow focus to education
  - State has connections at all levels
  - Ready for change
  - Simpler message, standard data
Questions, thoughts etc.

wilford.saunders@commerce.wa.gov
(360)902-2983   M/S 42525   1011 Plum St. SE
http://broadband.wa.gov   @WABroadband
http://evergreenapps.org   #evergreenapps
   @evergreenapps