Washington State **Broadband** *Office*

EVERGREEN APPS CHALLENGE
share an idea, build an app, make a difference

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Governor's Office Social Media Summit
@WABroadband   #evergeenapps
evergreenapps.org

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

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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

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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

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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

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EvergreenApps 2.0

COMING SOON!

- 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

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Questions, thoughts etc.

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