Goal 2: Improve Public Access & Transparency

The City recognizes that the foundation of effective governance is providing greater public access to City information and services. The City's renewed investment in technology has opened up a variety of ways for the City to become more accessible and transparent to the public. In the coming years, the City will continue to invest in projects that expand online services, improve access to citywide information, and address the digital divide through computer literacy programs and increased internet connectivity services.

STRATEGIES

- Foster mobile capabilities to increase online access to City services;
- Address the digital divide by providing broadband access to underserved populations; and
- Increase internet connectivity and technology to enable citizen engagement.

OVERVIEW

Over the next five years, there are $57.0 million in project requests that identify improving public access and transparency as their primary goal. These projects make up 10.4 percent of the total IT project requests citywide. Although this level of requests many seem small in comparison to the requests under other goals, the types of requests in support of this goal are generally software application upgrades rather than more costly infrastructure replacements.

The City currently has a number of citywide and department specific efforts underway; however, the overall impact is focused on increasing public engagement and transparency. As the City looks to the future, this Plan highlights a few projects that are representative of the investments the City has recently made, and those it is poised to make in the years ahead.

STATUS OF CURRENT PROJECTS

These selected projects highlight progress to date on efforts that align with the goal of improving public access and transparency.

- ✓ **Open Data Initiative (On-going)**

  The Open Data Initiative, championed by Mayor Edwin M. Lee and Board of Supervisors President David Chiu, is a series of projects implemented to create greater government transparency and increase access to government data. As part of this initiative, the website DataSF.org now has over 200 data sets available for the public, as well as a showcase of applications that use the raw data to provide greater access to information. Most recently, Mayor Lee announced that San Francisco will be working with Yelp to integrate health inspection scores on the company's website.

- ✓ **Citywide Broadband and Training Programs (Complete)**

  Through a federal stimulus grant called the Broadband Technologies Opportunities Program, San Francisco has connected 31,000 new end users, and opened 47 computer labs, at both senior centers and San Francisco Housing Authority properties. This program has enhanced broadband connectivity to low-income individuals, seniors, and people with disabilities by investing in infrastructure, hardware and software, and supporting training for the ultimate users. The grant will be complete in September 2013.

- ✓ **Mobile Strategies (On-going)**

  With the launch of the SFGov Mobile application in October 2011, constituent access to government services increased. The SFGov Mobile application and mobile site offers simplified access to a variety of information and services provided by the City and County of San Francisco, including the ability to: access news and updates about City government policy initiatives, key services, and other important information; easily connect to the City's 311 customer service center; connect directly with City government via a variety of social media channels; and stream audio and/or video on the SFGov government television channel. In the 2012 calendar year, there were 1,714,740 mobile page views and 1,405 mobile app downloads. Since its launch, SFGov Mobile has won five national and international awards, including: CIO 100 Award 2012; Computerworld Honors Laureate 2012; and PTI Solutions Award 2012. The SFGov Mobile application is only the first mobile application released by the City; the City plans to further enhance access via mobile devices with the implementation of Drupal, its new open-sourced web platform.

- ✓ **Social Media Initiatives (On-going)**

  The City and County of San Francisco was the first major city in the country to embrace the use of social media to effectively communicate with constituents and gauge public interest. In early 2008, the City created an official Facebook page that provided two-way communication between the City and its constituents. The City's page has 270,000 fans, not including thousands more who are fans of 33 other department specific Facebook pages. The City has also built a self-service application on the Facebook platform that allows constituents to access services directly through 311. The implementation of Twitter and YouTube followed shortly after with 33 official Twitter accounts and 16 YouTube Channels. The City's current goal is to begin measuring and analyzing its social media networks in order to get valuable insight on what its fans and followers are saying, as well as create new forms of communications based on advocacy.

- ✓ **Library Network Upgrade to Increase Public Access (On-going)**

  As part of the Branch Library Improvement Program, the Public Library has increased the number of public access computer terminals. This created a demand for increased bandwidth for the data rich content patrons download. This network upgrade project began in FY 2011-12 and will continue until FY 2015-16.

MAJOR PROJECTS & INITIATIVES

Of the total requests received under this goal, 23.1 percent are identified as new/enhancement projects and 76.9 percent as replacement projects. The project requests under this goal are both citywide and department specific projects. While these projects are sponsored by different agencies, the end result is greater access to information and services for residents, workers and visitors to San Francisco

The following projects grouped by functional category are highlighted in this Plan as representative of the kinds of investments the City could make in the next five years. More detail on each of the featured projects is located in the appendix. The projects that are ultimately funded must be recommended by COIT and approved through the annual budget process by the Mayor's Office and the Board of Supervisors.

NEW / ENHANCEMENT

- Social Media Monitoring and Mobile Solutions
  Sponsoring Department: Technology
  Timeline: FY 2012-13 through FY 2014-15
  Project Budget: $586,000
  Project Summary: The purpose of this project is to leverage new media technologies in order to enhance the City's ability to serve constituents online. The focus is to create measurable and relevant social media content and ways to access this content on demand. The Department will provide training on how to use these social media technologies to research major topic profiles focused around City policies and services, in addition to providing access to social media data in a summarized form via mobile devices in order to further the goals of embracing transparency in City government.

- San Francisco Digital Inclusion Project
  Sponsoring Department: Technology
  Timeline: FY 2013-14 through FY 2014-15
  Project Budget: $3,579,046
  Project Summary: The San Francisco Digital Inclusion Project will address the City's digital divide among target populations by expanding broadband access, providing digital literacy trainings, promoting relevant content and services, and integrating technology in City-funded youth social services to improve communication, information, media and technology skills.

- Airport Public Wi-Fi Transition Project
  Sponsoring Department: Airport
  Project Timeline: FY 2012-13 through FY 2013-14
  Project Budget: $5,070,000
  Project Summary: By advancing the current IT infrastructure, the Airport will take ownership of and manage its public Wi-Fi, which is currently managed by a contractor. The Airport will substantially improve Wi-Fi services by removing online advertising, providing an intuitive user interface, and increasing speed and coverage. The Phase 1 implementation of an active passenger score card, public Wi-Fi support for passengers, and public Wi-Fi implementation design for boarding area E (and possibly other areas) will result in a measurable improvement in service.

- Financial Transparency Website
  Sponsoring Department: Controller's Office
  Timeline: FY 2012-13 through FY 2013-14
  Project Budget: $625,000
  Project Summary: This project will provide the public with greater access to City financial data through a financial transparency website, tentatively named SFOpenBook. Phase I presents public access to historical spending and revenue data, and allows users to filter this data by organization, fund, or type, with the ability to view five year comparisons and automatically-generated charts. Phase II will expand to include budget, vendor payment, and employee compensation information. The site will increase transparency of City spending, provide user friendly City financial data, and reduce demands on staff time to fulfill public records requests.

REPLACEMENT

- Muni Metro Public Announcement and Display System Replacement
  Sponsoring Department: Municipal Transportation Agency
  Timeline: FY 2012-13 through FY 2014-15
  Project Budget: $53,211,000
  Project Summary: This project includes the replacement of obsolete communication and control systems in the Muni Metro subway. This project is a multi-faceted effort that will improve real-time passenger information and system safety, reliability, and the maintainability and expandability of the metro subway. The new system will automatically detect service delays in the subway, generate a delay message on the platform display sign, and issue a public announcement of the delay. The platform display sign and the Public Address system can support multiple languages to comply with federal requirements. The new system will allow central control operators to know in real-time where power is down in the subway and above-ground so they can quickly isolate the problem and restore service.