

TWITTER AND MASHUPS AND APPS, OH MY!



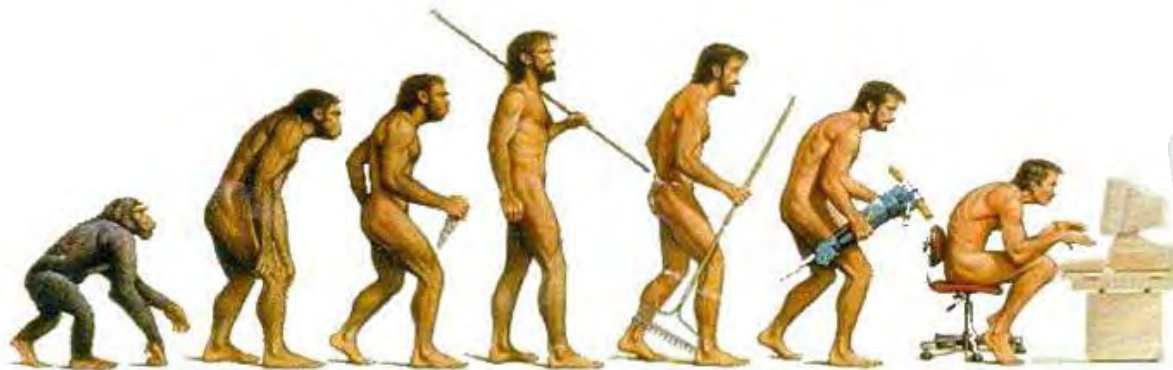
APCO Emerging Tech Forum
San Francisco – November, 2014
Bill Schrier
from The Emerald City Seattle
in the Land of Oz - State of Washington





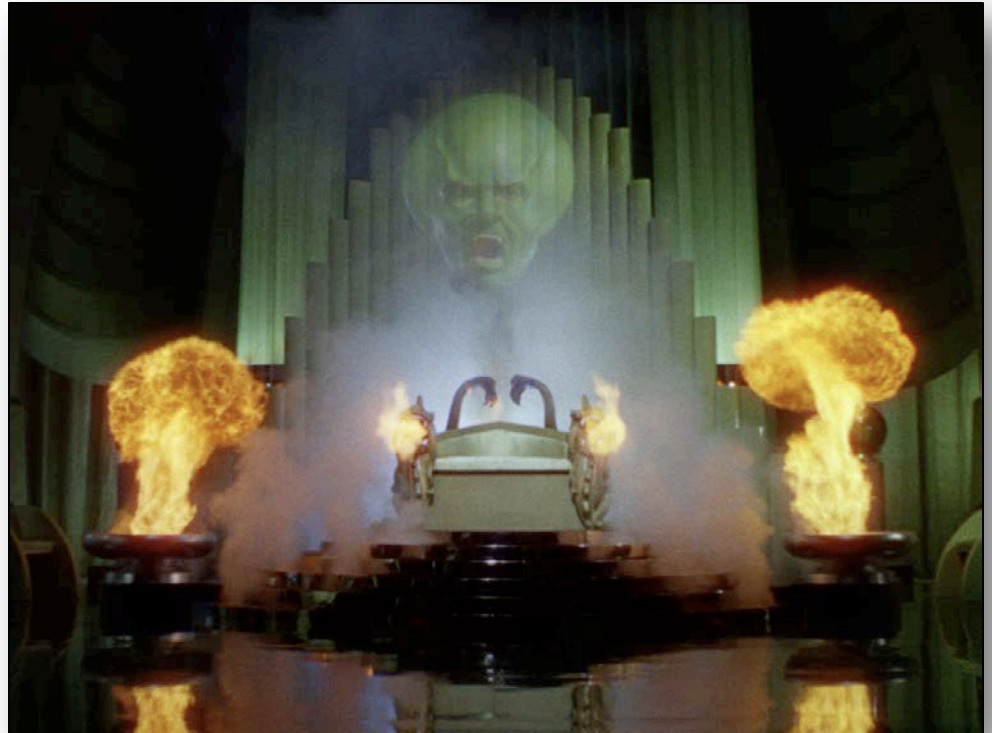
**Dorothy's not in Kansas anymore
And we're not doing Government in the 1970s anymore**

Evolution



(OR is it?)

**And we need to
“pay attention
to that
technology
behind the
curtain!”**



Game Changers



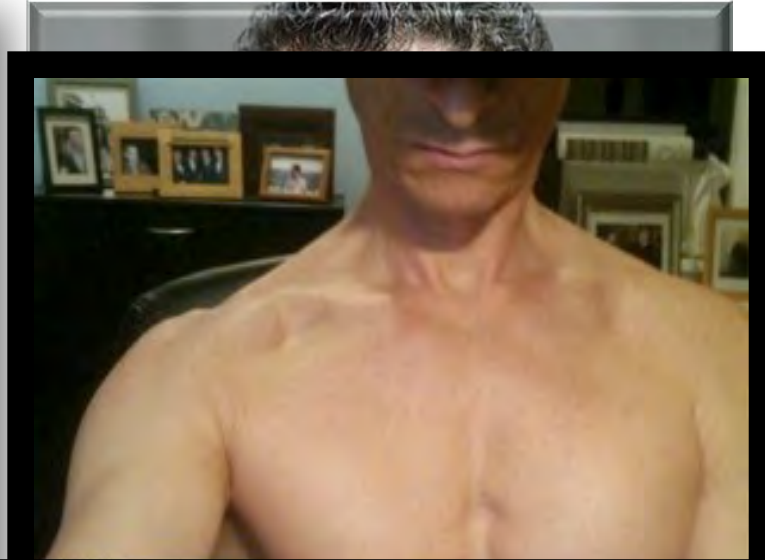
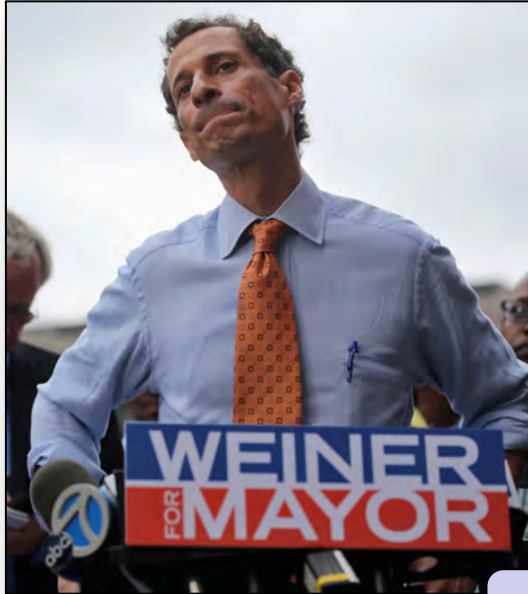
Social Web, App, and Cloud Present

But how have they changed (will they change) this?





SOCIAL MEDIA: TWITTER



The Twitterin' Anthony Weiner

A Great Idea for improving public relations?



Here the #NYPD engages with its community members, changing hearts and minds one baton at a time. #myNYPD
pic.twitter.com/GErbiFFDvY

Reply Retweet Favorite Buffer More



#NYPD Keeping the Streets Safe. Show some love, and send your pics with #MyNYPD hashtags!
pic.twitter.com/Sk31xWjQMp

Reply Retweet Favorite More



Government has no monopoly on twitter gaffes:

I find it ironic that Detroit is known as the
[#motorcity](#) and yet no one here knows how
to fucking drive

about 3 hours ago via web

[Reply](#) [Retweet](#)



ChryslerAutos
Chrysler Autos



Edwin Lee ✓

@mayoredlee

I am honored to serve as the 43rd Mayor of San Francisco - the
Innovation Capital of the World!
San Francisco · sfmayor.org

2,428

224

25,064

Follow

83 others.

Tweets All / No replies



Edwin Lee @mayoredlee

23h

With @MarkFarrellSF, #SF is restarting residential
GreenFinanceSF prgm to create good green jobs & save
environment pic.twitter.com/siPkF748s

23h



Edwin Lee @mayoredlee

I am honored to serve as the 43rd Mayor of San Francisco - the Innovation Capital of the World!

San Francisco
sfmayor.org
Joined January 2011

TWEETS 2,774 FOLLOWING 278 FOLLOWERS 32K RETWEETS 4

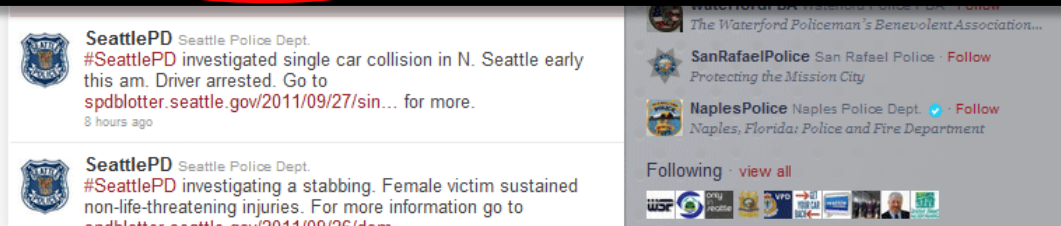
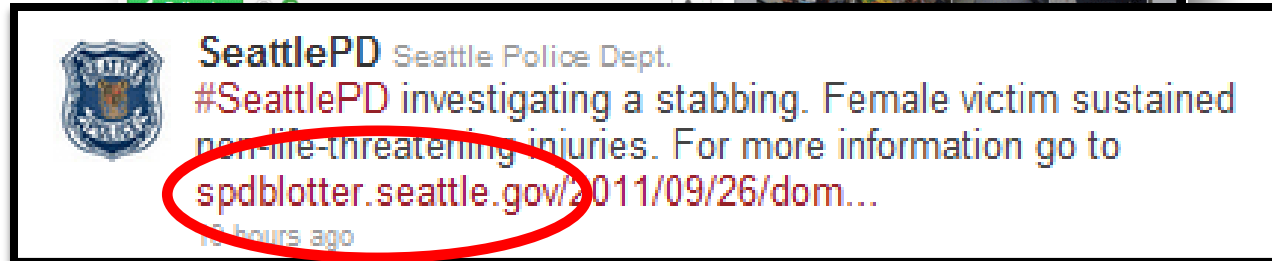
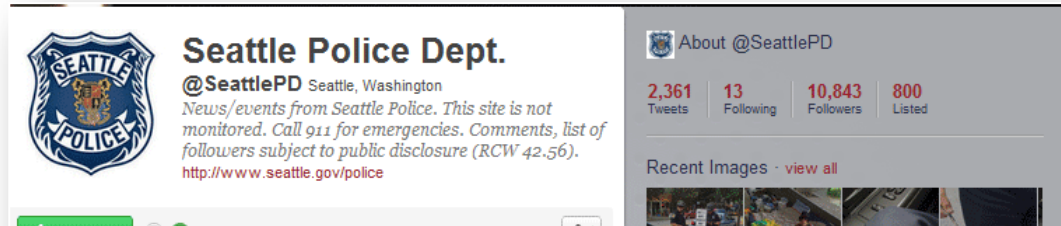
Tweets Tweets & replies Photos & videos

Edwin Lee @mayoredlee · Go · · · · ·

Tomorrow is #ElectionDay. Remember to #VOTE in your neighborhood or at City Hall!

Who to follow · Refresh · View all

- Twitter Music @Twitter · Follow
- Charlie Bush @cpbush11 · Followed by ELGL and others · Follow
- Luis Daniel Soto @luisdams · Followed by Alan ME · @28books





SPD Blotter

Seattle Police News and Events

« [Previous post](#) | [The Blotter Home Page](#) | [Next post](#) »

Domestic Violence Stabbing in Queen Anne

Posted by Detective Jeff Kappel

On September 26th at approximately 6:42 p.m. officers responded to a 911 report of a domestic violence stabbing at a residence in the 600 block of Queen Anne Avenue North. Preliminary investigation indicates that the 24-year-old male suspect stabbed his wife during a domestic disturbance. The suspect fled the scene on foot and was gone upon

Tweet-a-long, Tweets by Beat

SEAATTLE POLICE
R2
TWEETS by BEAT

Follow SeattlePD

Full name

Email

Password

Sign up

Tweets

Following

Followers

Favorites

Lists

© 2012 Twitter About Help

Sea
So
Se



Follow

407 TWEETS

2 FOLLOWING

38 FOLLOWERS

4h
BLOCK OF S ALASKA ST

4h
BLOCK OF BEACON AVE S

4h
BLOCK OF S NEVADA

4h
OTHER at 35XX BLOCK
2 AM

Tweet-a-long, Tweets by Beat

SOCIAL MEDIA: VIDEO





CHEEZburger

I Can Has Animals ROFLrazzi Celebs FAIL Blog Fails+Wins Memebase Geek Universe Español KYM Wiki Videos

Search for Cheeseburger

I CAN HAS CHEEZBURGER?

ats n Funny Pictures

Most Upvoted

- 5 % votes
- 7 % votes
- 6 % votes

Corgi Battle!

Favorite ★

Modern Role Playing Are Tantamount To

Video Everywhere



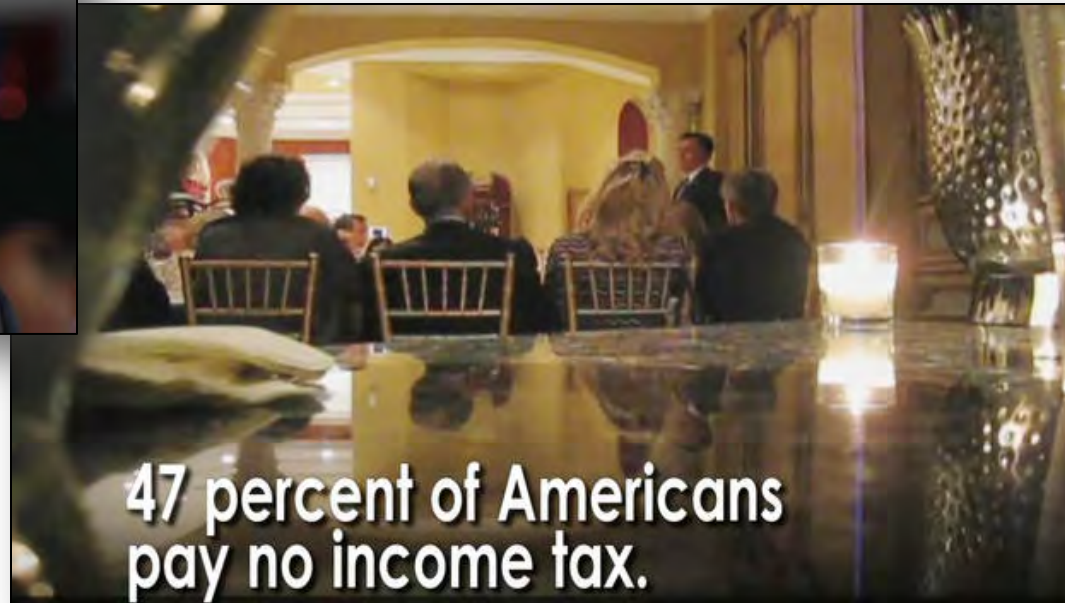
Video taping police



Video Everywhere



2012



Video Everywhere



Transit



Boston Surveillance



First-To-See App



Using You Tube for “Law Enforcement”

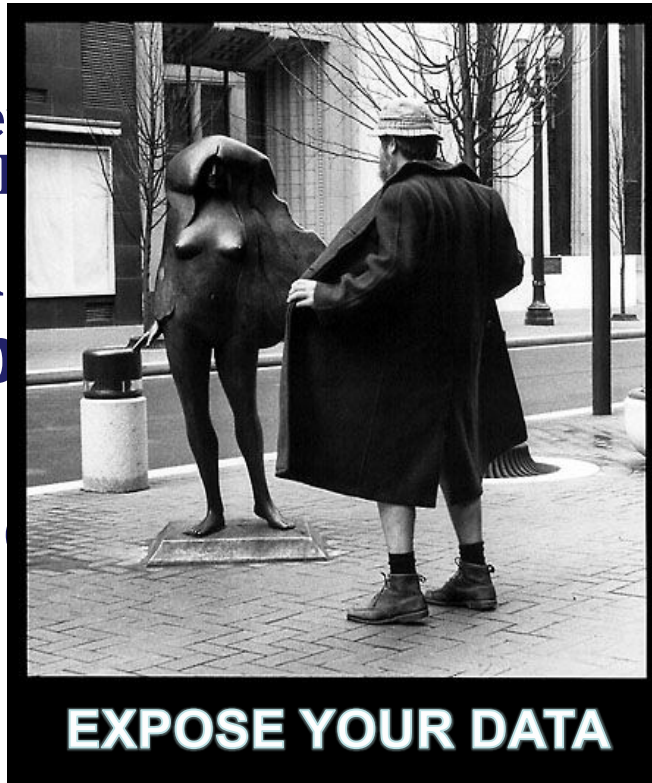













OPEN DATA (I'M NOT LYING OR LYIN')

Exposing Government Data

Ne
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	Popularity	Type	RSS
 Seattle Real Time Fire 911 Calls Provides Seattle Fire Department 911 dispatches. Updated every 10 minutes.	16,429 views		
 Seattle Police Department 911 Incident Response This dataset is all the Police responses to 9-1-1 calls within the city. Police response data shows all officers dispatched. To protect the security of a scene, the safety of officers and the public, and sensitive ongoing investigation, these events are added to the data.seattle.gov only after the incident is considered safe to close out. Data is refreshed on a 4 hour interval.	14,902 views		
 Seattle Police Department Police Report Offense These offenses correspond to the Police Report Incidents http://data.seattle.gov/dataset/Seattle-Police-Department-Police-Report-Incident/7ais-f98f	9,722 views		

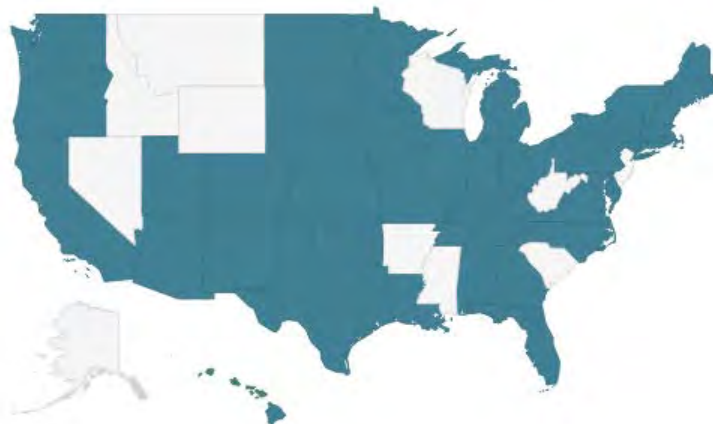
Proposed Budget.

Public outreach events throughout the City of Seattle.

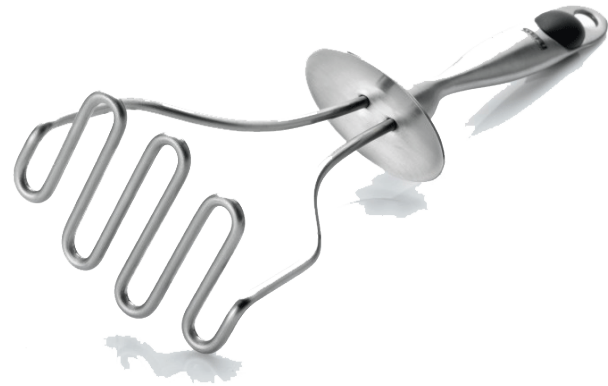
Funds from 1988 to present.

SDOT.

Open Data Jurisdictions



MASH-UPS



My Neighborhood Map

The screenshot displays the 'My Neighborhood Map' interface on the Seattle.gov website. The interface includes a search bar for 'Enter a Seattle Address' and a dropdown for 'Select a Neighborhood'. Below these are filters for 'Crime Types' (Crimes Against Persons, Drugs and Vice, Property Crime/Theft, Transportation, Miscellaneous) and 'Dates' (7/18/2010 - 7/25/2010). A red circle highlights the 'View Police Report' link in the crime details section.

Public Art
SEATTLE.GOV
MY NEIGHBORHOOD MAP

Enter a Seattle Address
Select a Neighborhood

Crime Types

- Crimes Against Persons Clear
- Drugs and Vice Clear
- Property Crime/Theft Clear
- Transportation Clear
- Miscellaneous Clear

Dates 7/18/2010 - 7/25/2010

ABOUT THIS DATA:
The mapped icons are based on police reports taken by officers when responding.
[More information about the Police Reports Map](#)

7/22/2010 11:20:00 PM

- NARC-EQUIPMENT/PARAPHERNALIA
- NARC-POSSESS-COCAINE
- NARC-POSSESS-HEROIN
- WEAPON-CONCEALED

GO Number: 2010253065
Reported Date: 7/22/2010 11:20:00 PM
14XX BLOCK OF 2ND AVE
[View Police Report](#) (Registration Required)



Mobile App: Seattle Emergency "Radio"

Mobile App: Auto-Defender Likelihood of (1) getting parking ticket (2) getting car prowled



CO Name	Last Active Date	Award Count	Total Days to award	Avg Days to Award	Su
Nicholas Martinelli	28-Sep-2012	4	81	20.25	
London C. Venzon	28-Apr-2014	8	94	11.75	
James A Lassiter	17-Apr-2014	96	1594	16.60	
Marcelle Loveday	18-Oct-2011	3	149	49.67	
Sheila G. Midgette	29-Aug-2012	81	1409	17.40	
Carolyn Ward	17-Apr-2014	71	1105	15.56	
Samantha M Gray	26-Mar-2014	4	2532	633.00	
Monica King	3-May-2013	4	283	70.75	
David Zhang	31-May-2013	4	323	80.75	
Tabitha L Callon	14-Mar-2014	55	1129	20.53	
Bienvenido M. Arrozal	29-Apr-2014	24	322	13.42	
Melyssa Bertucci	24-Sep-2012	3	518	172.67	
Vincent C. Pitt	1-May-2014	99	2123	21.44	
Isaac L. Brothers	1-May-2014	100	2155	21.55	
Kurt D Allen	10-Apr-2014	6	914	152.33	
Cindy D. Hatscher	24-Apr-2014	24	355	14.79	
Sean Merritt	27-Sep-2012	5	32	6.40	
Nelson S. Concepcion	28-Apr-2014	3	14	4.67	
Sherri L. Peele	27-Feb-2014	3	503	167.67	
Sharon Byrd	4-Apr-2012	37	624	16.86	
Eloise K Giordano	15-Apr-2014	4	46	11.50	
Doug Porter	7-Mar-2014	16	84	5.25	

Isn't Schrier Done YET?



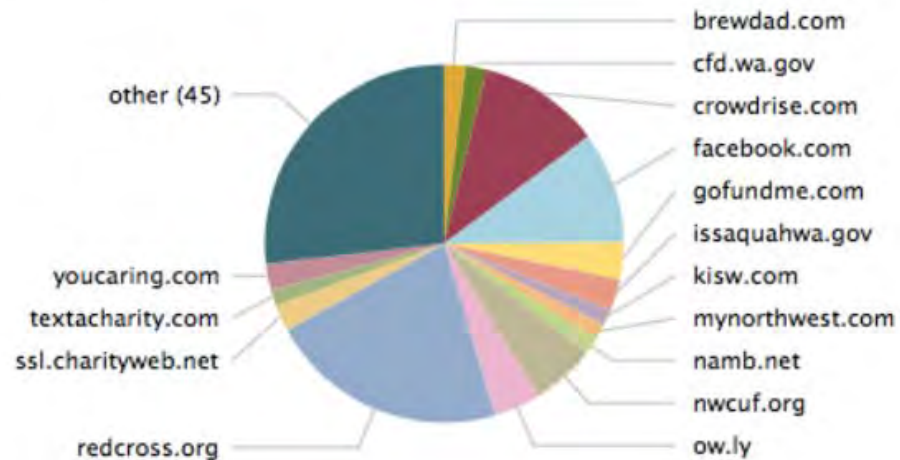


APPS AND CAMPAIGNS

Oso Slide Fraud



Most Popular Domains Linked To





Marijwhatnow? Public Education for Marijuana Legalization | Winner



THIS STICKER IS NOT A LAWYER AND CANNOT PROVIDE YOU WITH LEGAL ADVICE

HEMPFESTERS! We thought you might be hungry.
We also thought now might be a good time
for a refresher on the do's and don'ts of I-502.

DON'TS Don't drive while high. Don't give, sell, or shotgun weed to people under 21. Don't use pot in public. You could be cited but we'd rather give you a warning. **DO'S** Do listen to Dark Side of the Moon at a reasonable volume. Do enjoy Hempfest.

Remember: respect your fellow voters and familiarize yourself with the rules of I-502 at seattle.gov/police/marijwhatnow ❤️, SPD

WARNING: THE CONTENTS OF THIS PACKAGE ARE AS DELICIOUS AS THEY APPEAR



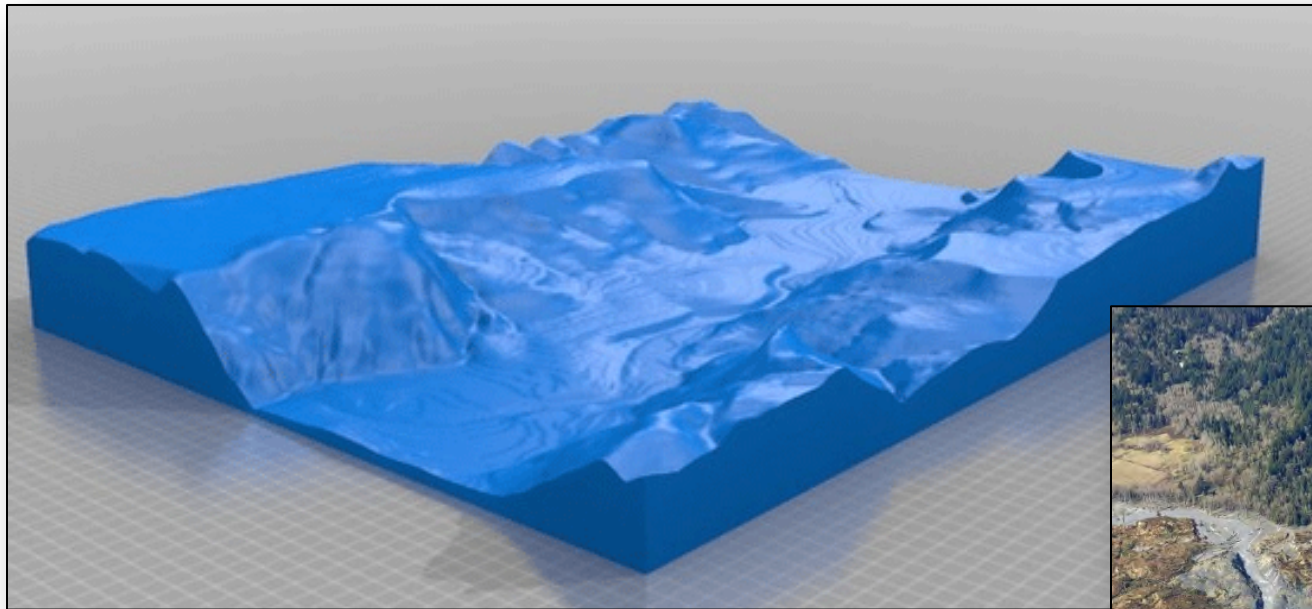
FLYING THINGS, WEARABLE STUFF



Drone industry wants a reputation ...



Oso Landslide March 2014



Game changer? ...



- Monitor fire fighters
- Monitor search-and-rescue
- Track valuable property
- Communicate with other devices / responders

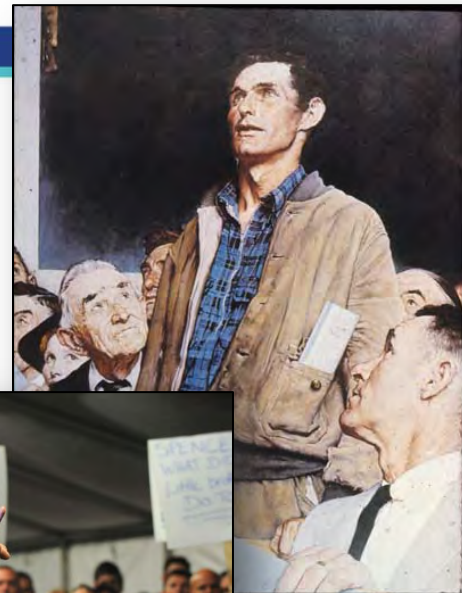
CITIZEN ENGAGEMENT



**Gathering
information from
citizens**

**Engaging citizens in
public process**

The Ideal



Reality



Change.gov

Legal
C
End a
T

CITIZEN'S BRIEFING BOOK

To
President Barack Obama
From
The American People

es
0 votes
0
65,350
70



4,752

votes

vote

Legalize marijuana and tax it.

Just Do It! The city would make a LOT of money on this. It's already happening so why not bring it out in the open and treat it like the business it is. Take the profit motive away from the drug gangs and let us tax-adoring citizens enjoy a smoke without worry.

by [michael](#) in [Public Safety](#) | [@45 comments](#)

4,266

votes

vote

Expand as much light rail and subway as possible

Seattleites have resorted to using medicine and unreliable bus transportation as the only mode of mass transit since the failure of Forward Thrust. Expand light rail on the west side, connect neighborhoods like UW, Ballard, Fremont, Wallingford, etc. Look for smart financing methods to grade-seper more.

by [Sherwin Lee](#) in [Transportation](#) | [@160 comments](#)

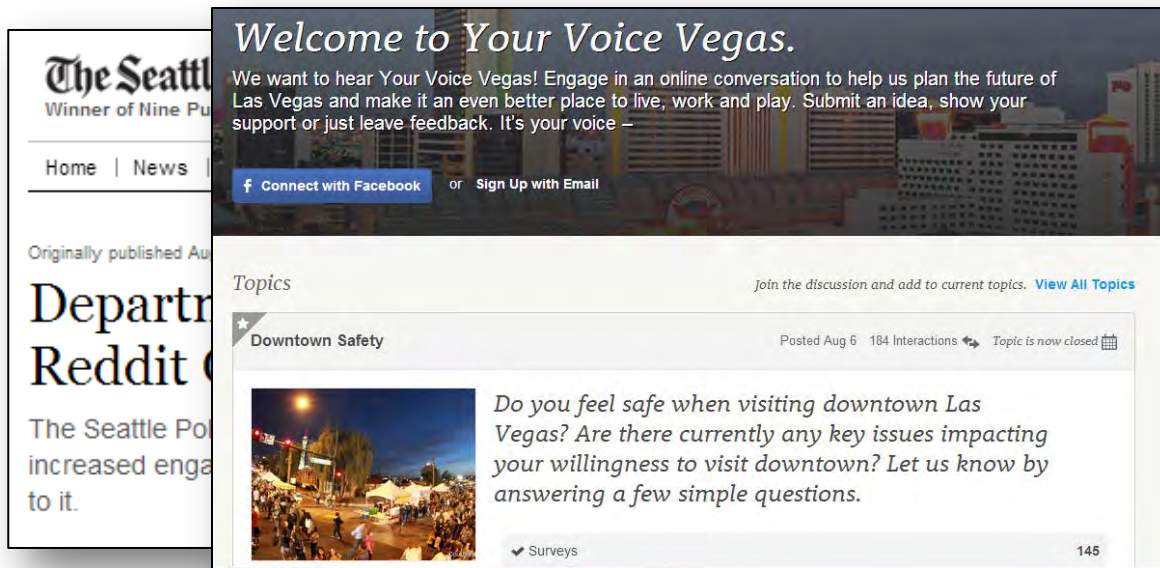
2,320

votes

vote

Set aside park beach areas for European-style, clothing-optional recreation (sunbathe + skinny dip)

The Greater Seattle Area has long hosted the world's most renowned, colorful, family-friendly and free-spirited clothing-optional cultural events and groups in the world including: The Fremont Solstice Cyclists (11 years), World Naked Bike Ride, Body Pride Ride, Seattle Free Beach Campaign, Gardens more.



A by
 Citizen Interaction Website on Seattle Cop
 Specific Topics “GoHawks 206”



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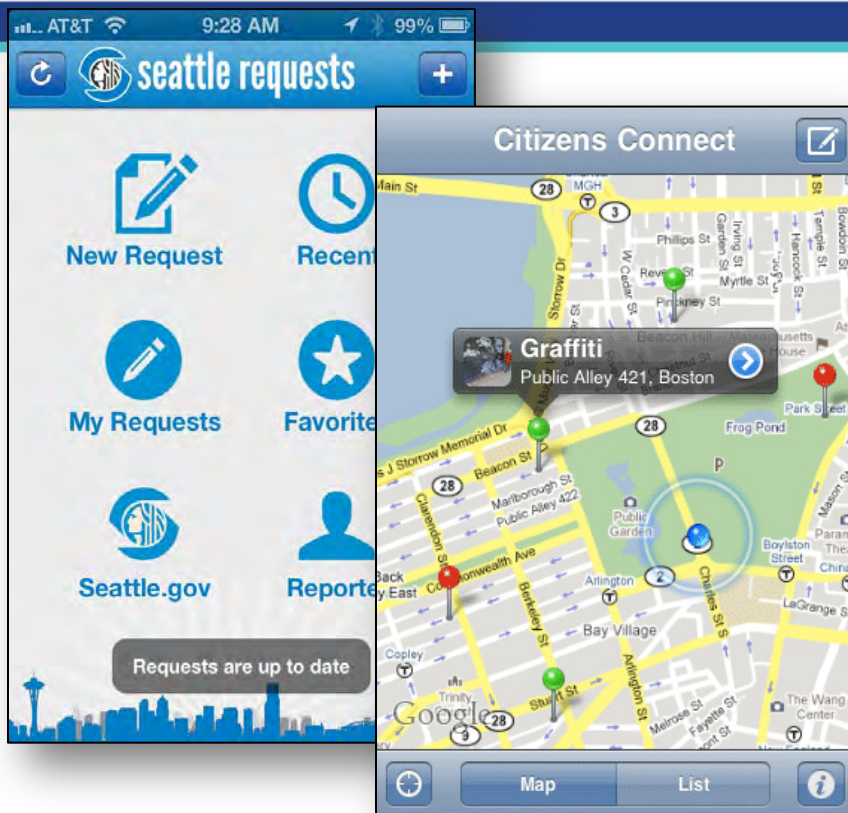
Freakingnews.com

What number do you call if you see:

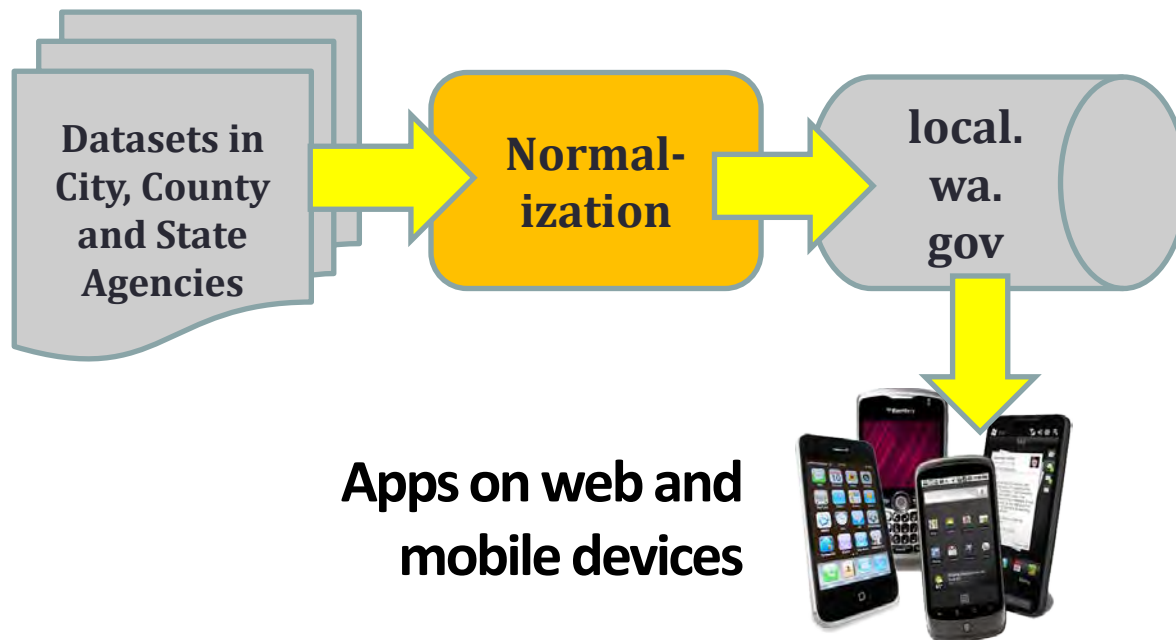
- **a smashed stop sign?**
- **a traffic light not working?**
- **a dead animal in the street?**
- **a sewer backing up?**



311 App Ecosystem - Boston



- Citizens Connect
- Commonwealth Connect
- Statewide?
- City Worker
- Linking Workers & Citizens
- “streetcred”



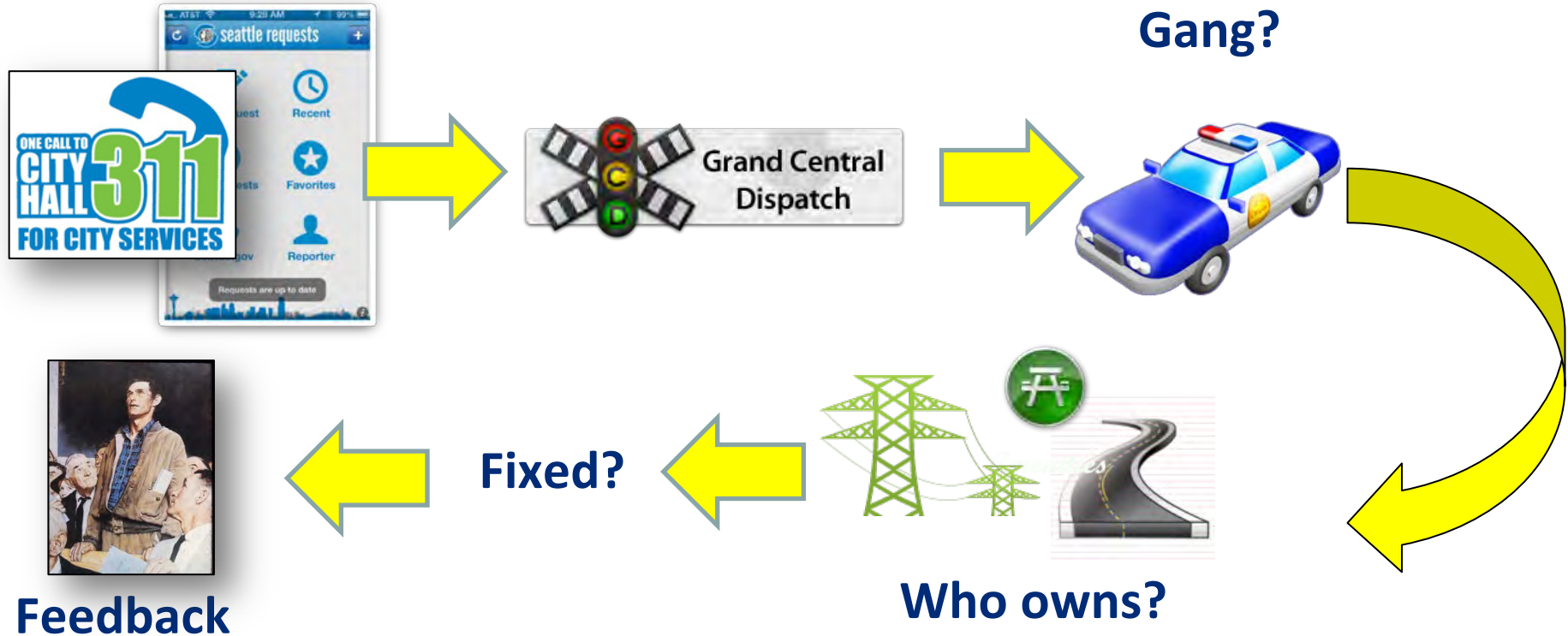
311, business licenses (including pot), food inspections, building permits

A Fed Ex Model for Government?

**Graffiti
or Art?**



A Fed Ex Model for Government?



What's really in the future for tech in government?





The “Schrier Salute” BTSOM

Questions, Comments or small tomatoes?

