



*City of Franklin, Tennessee*  
**Socrata Open Government Initiative**

---

# Transitioning Data: From Numbers to Action



# *City of Franklin, Tennessee*

## **Open Government Initiative**

---

### **Transitioning Data:**

The City has spent the last year taking the Strategic Plan (**FranklinForward**) from concept to practice.

We have:

- Created templates analyzing progress of strategic plan goals
- refocused and reformatted all budgets around Strategic Plan goals
- Used **FranklinForward** to drive how the City measures its data and performance.



# *City of Franklin, Tennessee*

## **Open Government Initiative**

---

### **Transitioning Data: Next Step**

We are now ready to take the next step: to present that data in an easily accessible format to our citizens and taxpayers. To do this, we recommend partnering with Socrata to develop an open government platform which can be accessed 24/7/365.



# *City of Franklin, Tennessee*

## **Open Government Initiative**

---

### **Socrata: What is it?**



Socrata, Inc. is a Seattle-based software-as-a-service provider with a global presence founded in 2007. It is a global leader in government data and performance management which focuses exclusively on a cloud-based platform that democratizes access to government data in order to:

Transform government - Improve resident engagement - Increase transparency - Fuel innovation - Make data-driven decisions - Improve operational efficiency

# *City of Franklin, Tennessee*

## Open Government Initiative

---

### Example:

The City has identified the following goal:



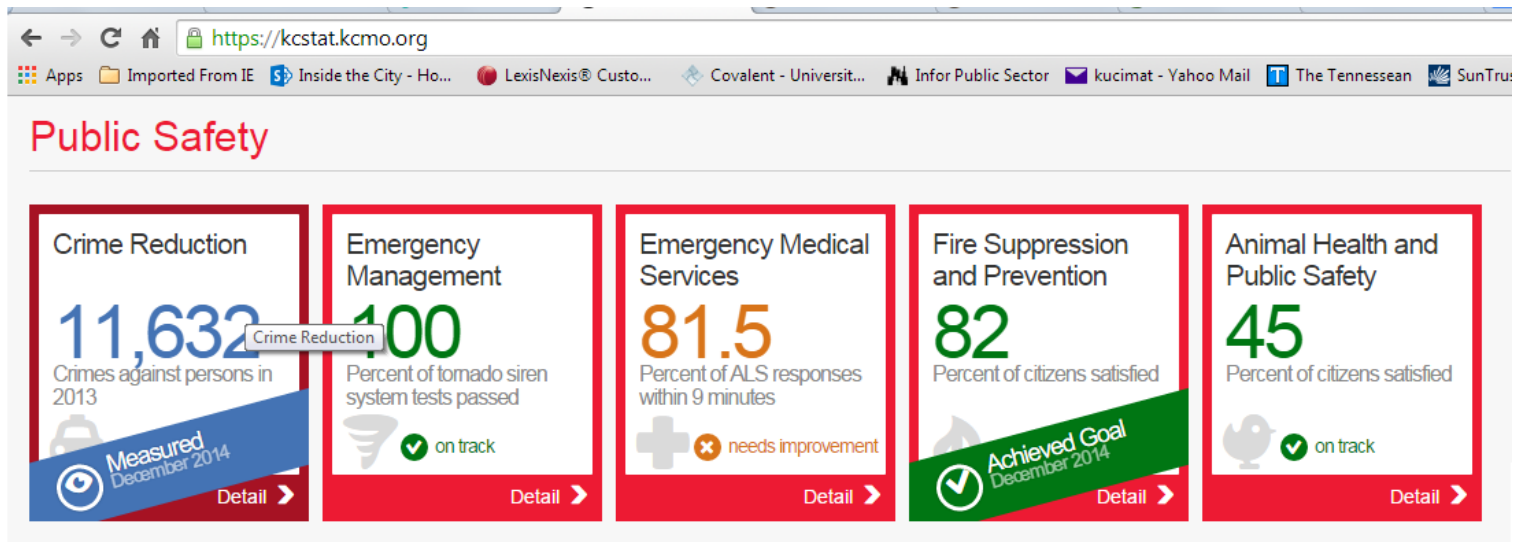
**Theme: A Safe, Clean and Livable City**

**Sub-Theme: Franklin will have safe neighborhoods supported by high-quality police, fire, and emergency services as well as effective code enforcement.**

**Goal: Maintain violent crime rate in Franklin at least half of the national average and decrease by 3% annually. (# per 100,000 pop.)**

### Example:

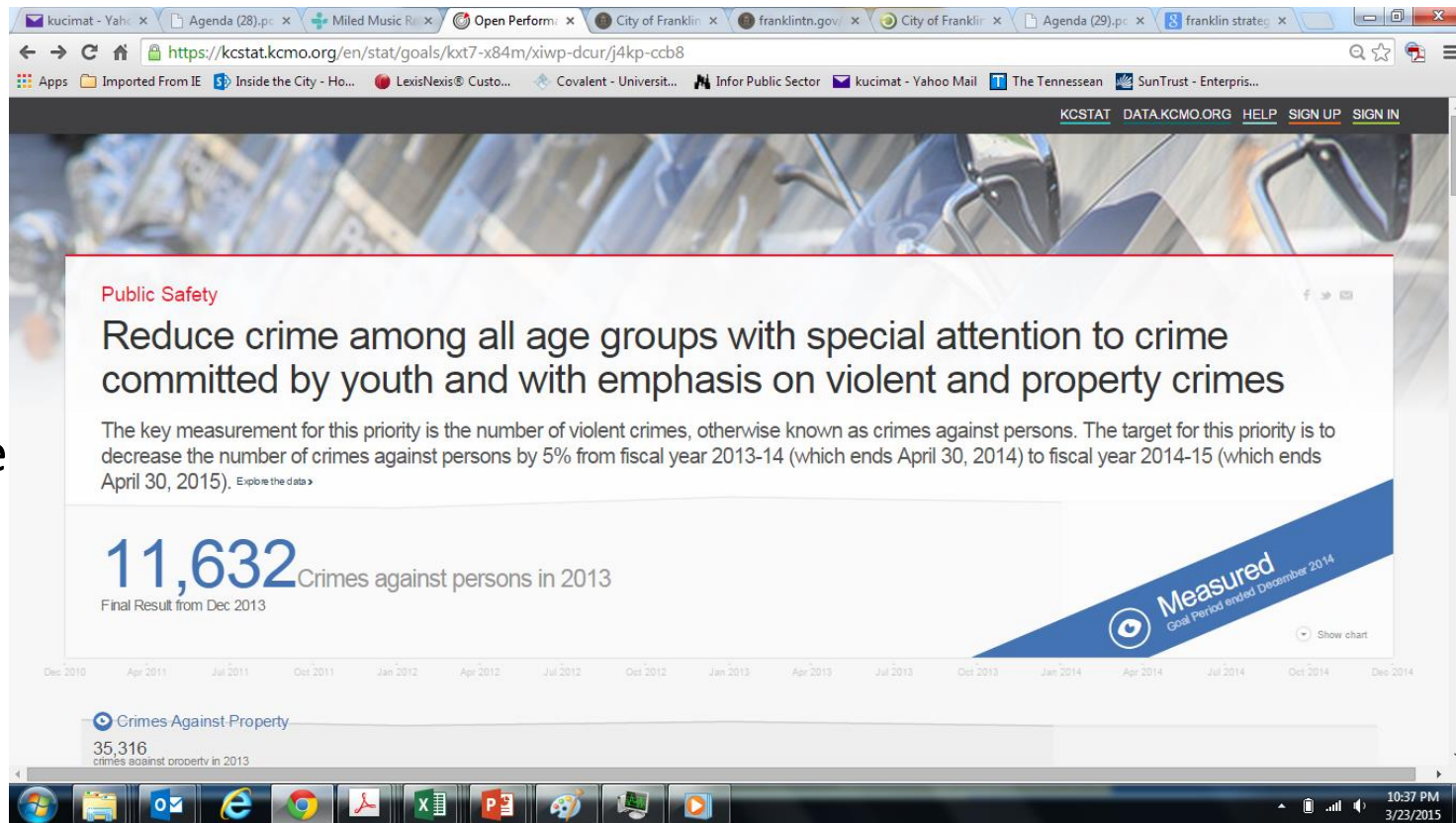
With Socrata, we can visualize these themes and goals and create an interactive dashboard. Below is the City of Kansas City's Online Data Site:



# City of Franklin, Tennessee Open Government Initiative

## Example:

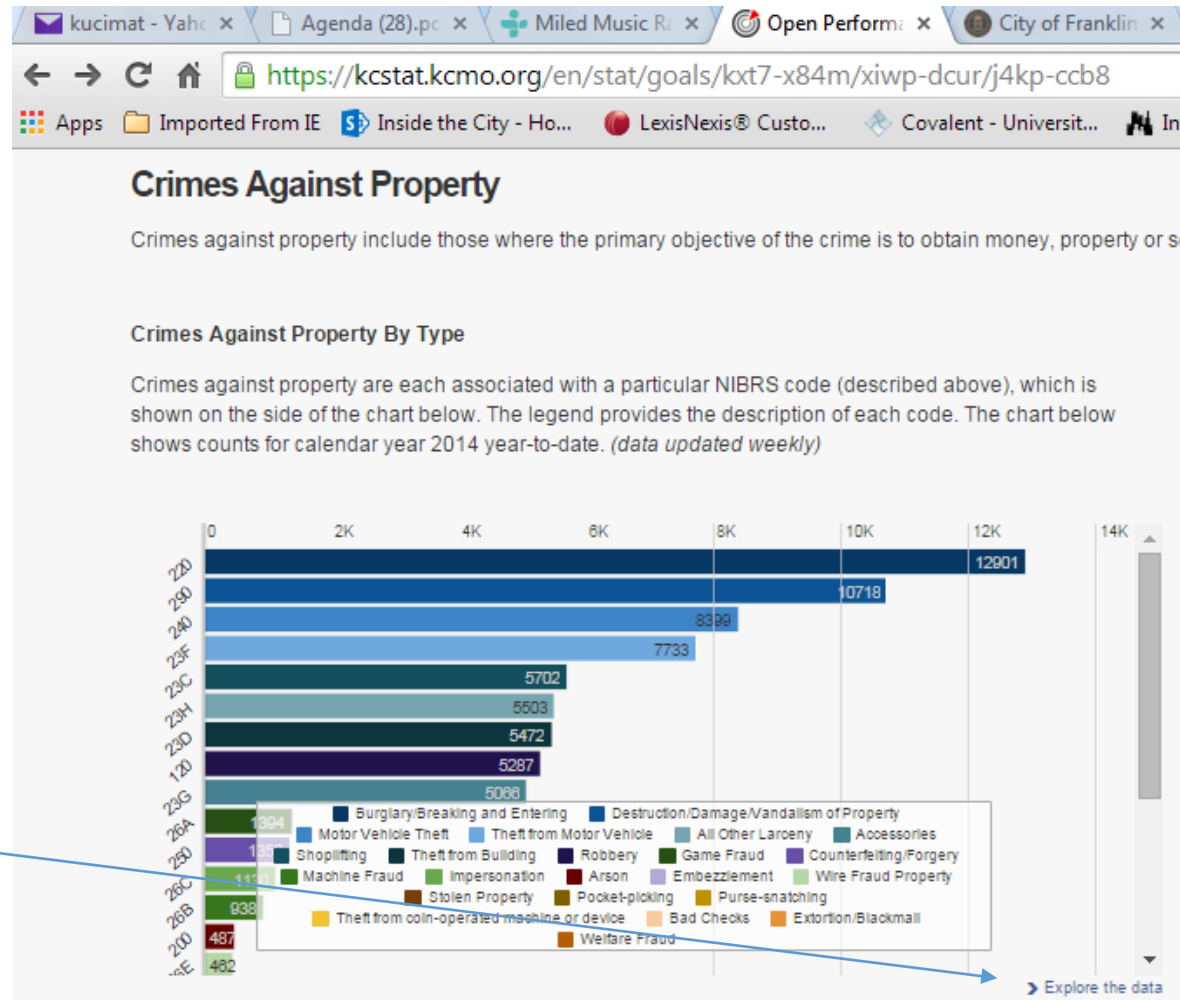
Both Franklin and Kansas City share the goal of Crime Reduction. Clicking on the link Crime Reduction opens:



# City of Franklin, Tennessee Open Government Initiative

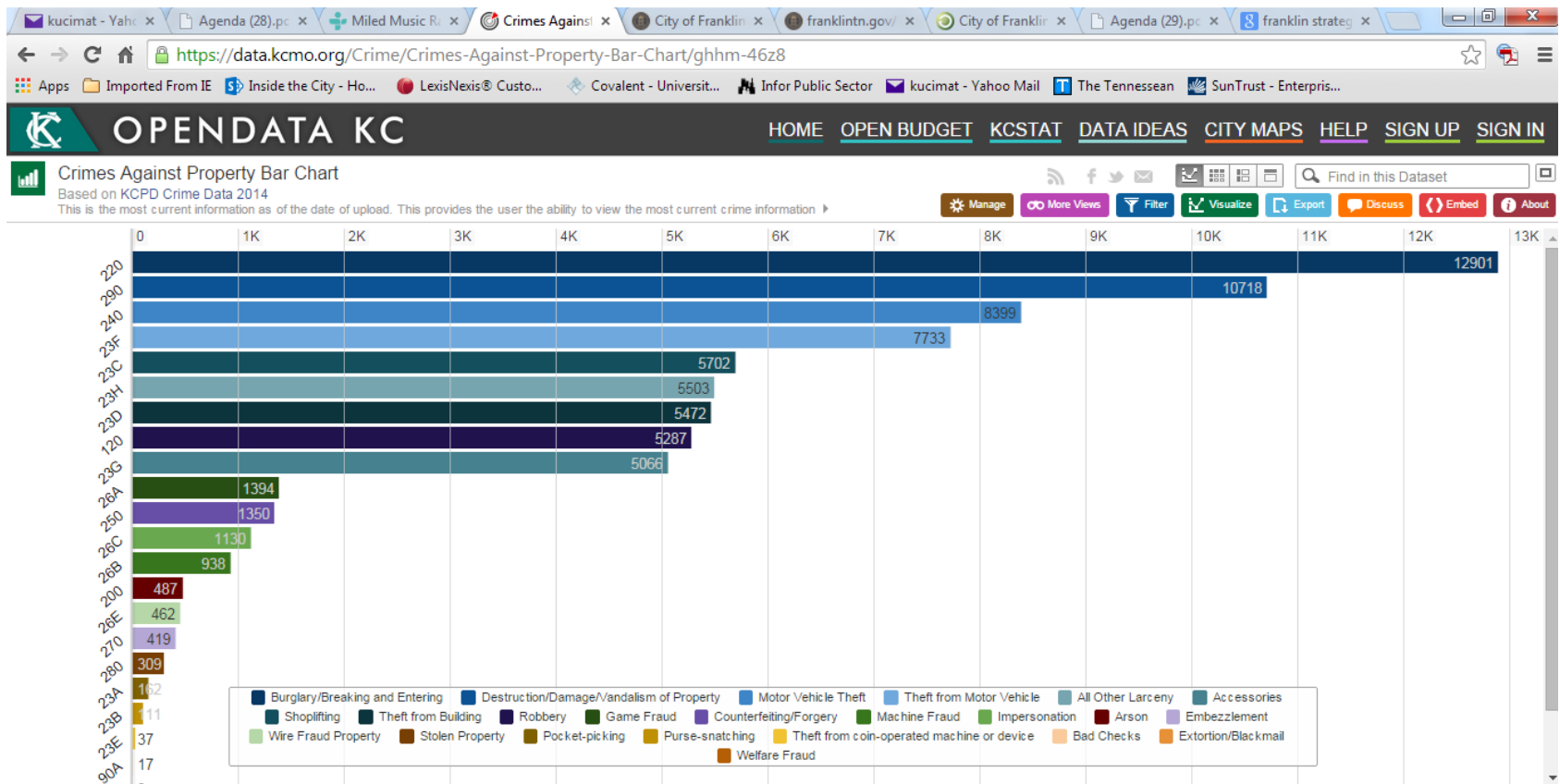
## Example:

Scrolling down allows further detail, and it can be shown in a variety of ways. If you click the “Explore the Data” link, you get:

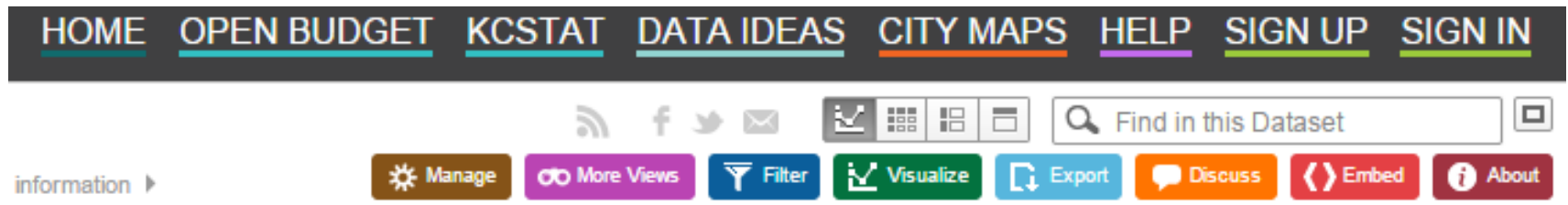




## Example: Further Detail and Options



### Example:



This tool allows the City to present more data than ever before – both from a performance standpoint and a budget standpoint. Options on how to examine the data, how to visualize it and how to filter it are shown above.



# *City of Franklin, Tennessee*

## **Open Government Initiative**

---

### **Closing:**

As Franklin grows, so do the needs and demands of its citizens. Only through a thorough understanding of how the City spends its resources and how efficiently it uses them can we collectively build the City we desire. We believe that providing an open platform with which all can evaluate the City is the best, most transparent and most appropriate way to build and sustain Franklin. This tool allows us to further the goals set forth in **FranklinForward** and demonstrate to our taxpayers our commitment to them.