Let's Clean Up Fishtown's Streets

INVITE MORE PEOPLE →

👥 **3 Members**

LEAVE THIS PROJECT

f Like   +1 | 0   🐦 Tweet

Home   Needs   Discussions

PROJECTS LIKE THIS →

Us

PROJECT LEADER

Created by
Mjumbe P.

OUR MISSION

Let's take pride in our streets and join Mayor Nutter in the spring clean up. Let's clean up Fishtown's streets!

SUPPORTERS

LOCATION   **KEYWORDS**

street

clean   up

clean

Needs   SEE MORE →

We need 5 volunteer trashbaggers on November 15th

We'll need them to bring trash bags.

We have **1** volunteers

I can help

Discussion

Thanks for starting this project!

Thanks for starting this project!

Anna B. joined the project!
2011-09-28
03:13:19

FEATURED **PROJECTS**

Who's listening?

A network of city leaders is ready to hear your <u>ideas</u> and provide guidance for your <u>projects</u>.

Mike DiBerardinis
Deputy Mayor, Environmental &
Community Resources, City of
Philadelphia

Charles Ramsey
Commissioner, Philadelphia
Police Department

Michael Nutter
Mayor, City of Philadelphia

Lori Shorr
Chief Education Officer, City of
Philadelphia

AGENDA

THE IDEA
A marketplace for community projects for Philadelphia

OUR STRATEGY
How do you launch a social media tool for a city?

WHAT HAPPENED NEXT
User adoption & Open-sourcing Change by Us

THE IDEA

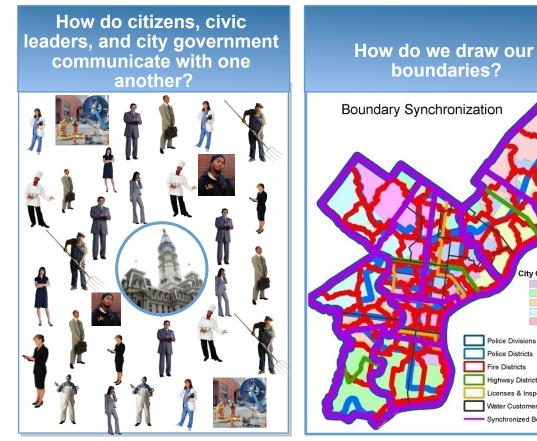A marketplace for community projects for Philadelphia

CODE for AMERICA

Expected Outcome: An open source web application enhancing citizen engagement and government transparency.

Will strive to: improve communication, help organize individuals & others around problems and geography, and help solicit and organize input from a range of stakeholders.

- **Code for America is a new non-profit modeled after Teach for America that applies the principles of Web 2.0 to civic problems.**

- **Code for America competitively selects several cities to work with on a project that increases the city's transparency, participation, and efficiency.**

- **Philadelphia applied for and was selected as one of four winning cities along with Boston, Washington, and Seattle.**

- **Philadelphia will be hosting seven program fellows for a month starting at the end of January 2011 and the program will last through 2011.**
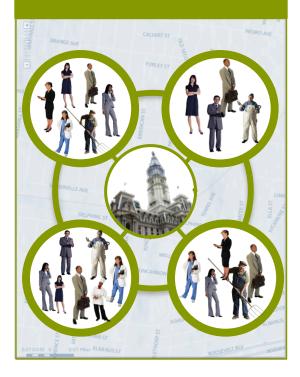
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Challenge and Solution

THE CHALLENGE

How do citizens, civic leaders, and city government communicate with one another?

How do we draw our boundaries?

Boundary Synchronization
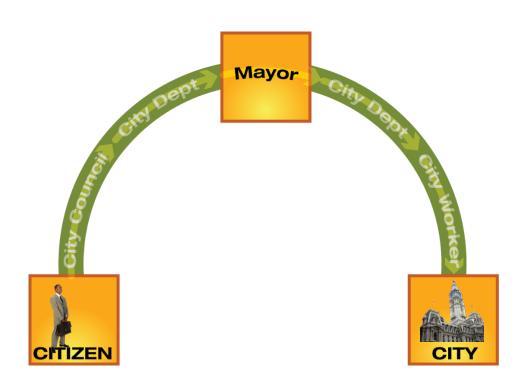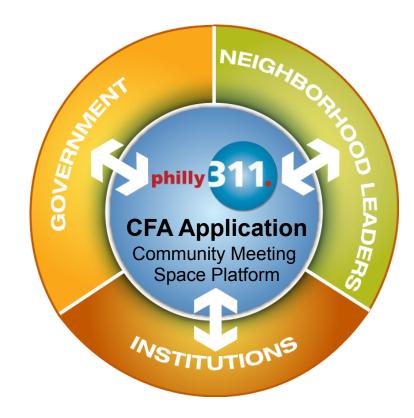
City Council D
- 1st
- 2nd
- 3rd
- 4th
- 5th

- Police Divisions
- Police Districts
- Fire Districts
- Highway Districts
- Licenses & Inspections Dist
- Water Customer Service Di
- Synchronized Boundary (Pr

A SOLUTION

Use neighborhood-based networks to organize proactively around issues

A New Platform for Collaborative Problem Solving

Mayor

City Dept

City Council

City Dept

City Worker

CITIZEN

CITY

GOVERNMENT

NEIGHBORHOOD LEADERS

philly311.

CFA Application
Community Meeting
Space Platform

INSTITUTIONS

THE PROBLEM
Issues often escalate to the Mayor rather than being channeled to the appropriate city representative

THE SOLUTION
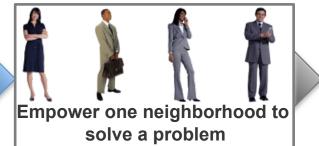Issues are channeled to appropriate representative for resolution via meeting space platform

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Example CFA Scenarios/Outcomes

SCENARIO 1

Some blocks have too much litter

USE CFA TO

Empower one neighborhood to solve a problem

POSSIBLE OUTCOME

Civic leaders organize multiple blocks for cleanup - without direct government support

SCENARIO 2

What to do with excess leaves?
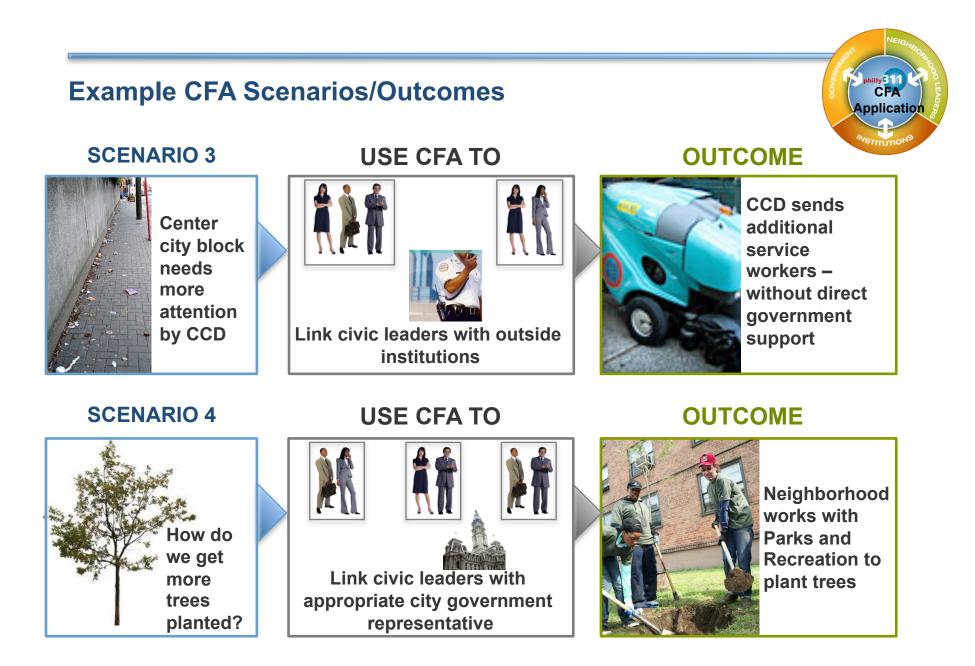
USE CFA TO

Empower multiple neighborhoods to solve a problem

POSSIBLE OUTCOME

Neighborhoods across the city share this concern and possible solutions - without direct government support

Example CFA Scenarios/Outcomes

SCENARIO 3

Center city block needs more attention by CCD

USE CFA TO

Link civic leaders with outside institutions

OUTCOME

CCD sends additional service workers – without direct government support

SCENARIO 4

How do we get more trees planted?

USE CFA TO

Link civic leaders with appropriate city government representative

OUTCOME

Neighborhood works with Parks and Recreation to plant trees

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Discovery/Early Stakeholders

- **Mayor's Office**

- **Managing Director's Office**

- **Deputy Mayors**

- **Budget & Finance**

- **Parks and Recreation/Library**

- **Philly311**

- **PhillyStat**

- **External entities including foundations, community development corporations, and private citizens**

- **All told, about 200**

  - **Hackathon**

  - **Public event with Young Involved Philadelphia & Technically Philly**

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Value Proposition to the City

- **Philadelphia received approximately $1.3 million in services for $225k in cost**

- **Positive national exposure for winning competitive proposal process**

- **Collaborative opportunities with other partner cities**

- **Participation in experimental vanguard using the Internet to advance government-as-platform sparked "civic fusion"**

- **Significant enhancement to Philadelphia's citizen engagement and outreach capacity**

  - CfA fellows ambassadorial role

  - The magic was in us all along

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OUR STRATEGY

How do you launch a social media tool for a city?

How do you create a community of practice?
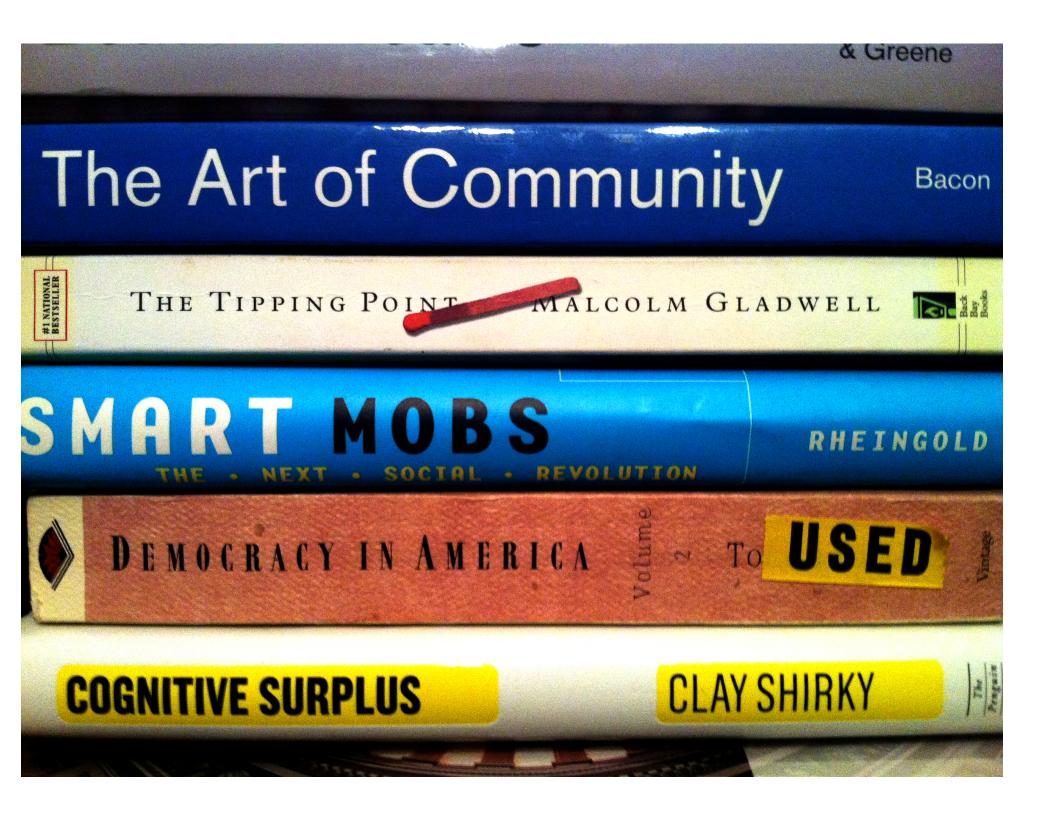
FLICKR

Learn to be a better photographer.

VIMEO

Learn to be a better videographer.

KICKSTARTER

Learn how to fund your creative project.

CHANGE BY US

Learn how to make you can help make your city better.
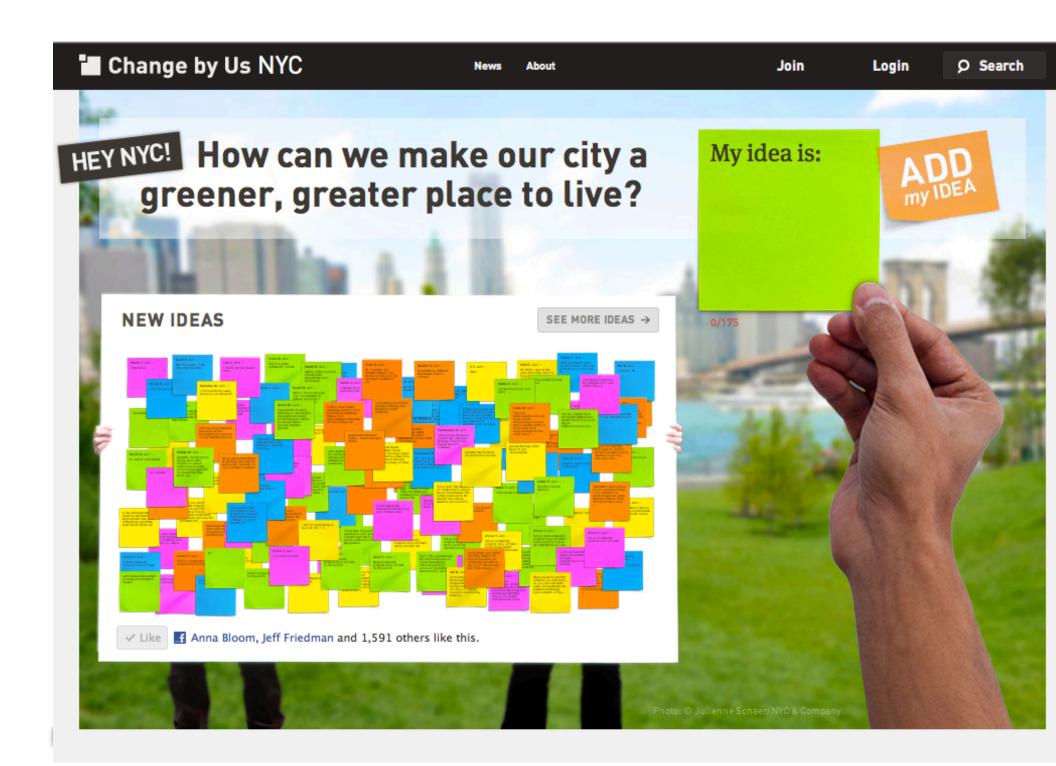
& Greene

The Art of Community
Bacon

THE TIPPING POINT   MALCOLM GLADWELL

#1 NATIONAL BESTSELLER

Back Bay Books

SMART MOBS
RHEINGOLD
THE · NEXT · SOCIAL · REVOLUTION

DEMOCRACY IN AMERICA   Volume 2   To   USED   Vintage

COGNITIVE SURPLUS   CLAY SHIRKY

CREATE A SENSE OF BELONGING

TAP INTO AN EXISTING COMMUNITY

ETIQUETTE:

Greet the first 10,000 users personally.

CHANGE BY US NYC 2 MO. IN

- 2500+ ideas; 251 projects

- 19 projects given grant money

- Monitoring & Moderation: 5-7 people spend 20% of week at least reading, not necessarily writing.

- Flagged content: 10 flags for being off-topic and no abuse (four projects taken down -- one for being "too commercial.")

Hey Philly!

How can we make smarter, safer & greener neighborhoods?

Text your idea to:

215.955.6008

or log on to:

philly.changeby.us

Start projects. Gather volunteers. Share resources. Change your city.

Change by Us Philadelphia

My idea is:

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LOCAL PROJECTS

CEOs **FOR CITIES**

CODE *for* **AMERICA**

SUPPORTED *by*

THE **ROCKEFELLER FOUNDATION**

Knight Foundation

Field Organization, Program, Community Group, etc

. Be
 find it

Hey Philly

WHAT HAPPENED NEXT . . .

User adoption & going open source

CHANGE BY US PHILLY 2 WEEKS IN

- 300+ ideas
- 40 projects
- 270 users
- 1 Jeff Friedman v. 1,526,006 Philadelphians.
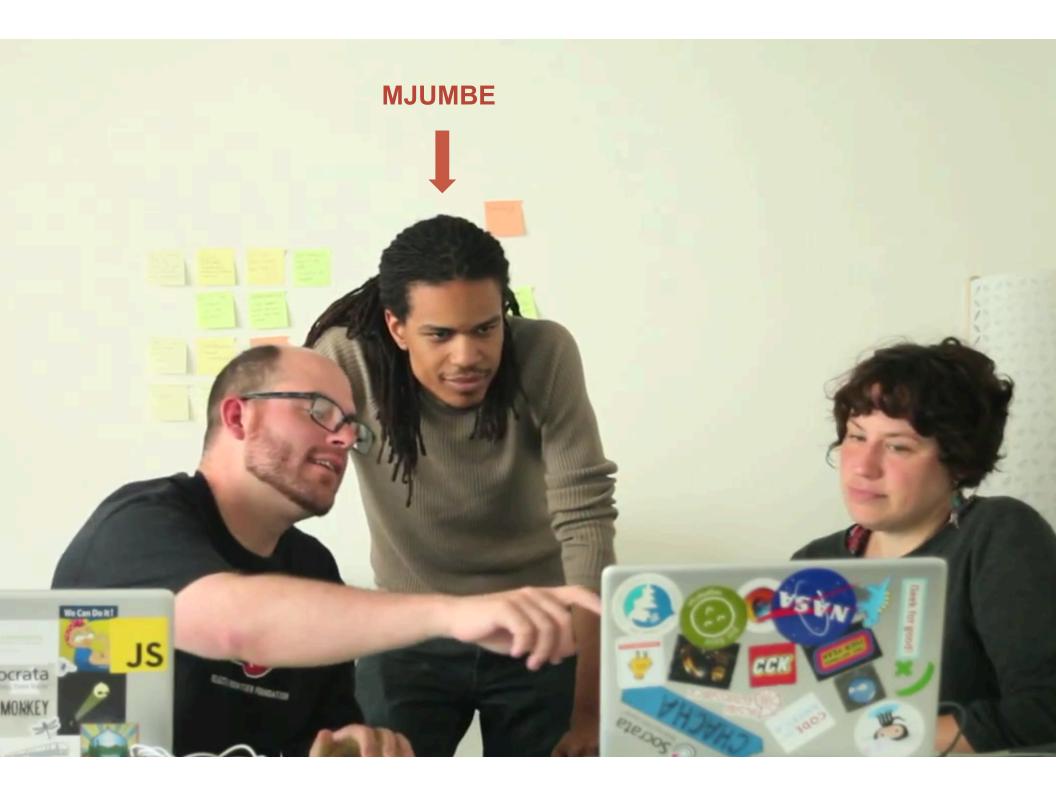
What has happened since launch?

- **Stats**
  - 360 Users
  - 58 Projects
  - 443 Ideas
  - 63 Resources
- **Making connections online and taking them offline**
  - **Netbooks in the classroom**
  - **Public School Parents for Neighborhood Schools**
  - **Dog Parks**
  - **Steering committee for technological & programmatic ownership of an open source tool**
  - **Civic Innovation Grant process kicking off later this month**

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GOING OPEN SOURCE

- Consult Karl Fogel, author of "Producing Open Source Software." He's amazing.

- GPLv3 (General Public License)

- Hosted on GitHub

- Standardize the code and provide documentation.

MJUMBE

Coming Soon . . .
CHANGE BY US BUENOS AIRES

Change by Us ^beta
Buenos Aires

Una nueva manera de compartir ideas, crear proyectos, construir equipos, y mejorar nuestra ciudad.

YA ESTÁ **LLEGANDO**

UNITE *para* APRENDER MÁ

Tu dirección de email

Contenido   Configuración de Admin

¿Cómo mejorarías la Ciudad?

My idea is:
|

NUEVAS IDEAS

VER MÁS IDEAS →

0/175

Contenido   Configuración de Admin

Proyectos Destacados   Lista de Advertencia   Recurs

Métricas

Los Proyectos Destacados se muestran en el tablero que se encuentra en la página principal del sitio.

Nota: solo seis proyect
principal en un moment
podés encontrar alguno

Todavía no hay Proyectos Destacados.

34

What's next for Change by Us Philly

The new normal

- Less money for governments
- Tech advancing quickly
- Success models with Government as the platform

Crowdfunding - the missing value proposition

- Citizen Effect/Philly4Philly
- FundingWorks
- Subsequent civic innovation grant processes

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Thanks ;)