

Strategic Plan Item 5.3

Modify/Create more online applications and specialized widgets to push data out to the public without users needing to come to our website.

Who: CTO, IT Staff

When: Identify list of options for consideration by January 2014; implement as time and resources allow.

Background: PDC started creating widgets in 2008 and currently has the following nine widgets available on our website for bloggers, the media, and other interested persons to import and embed onto their own websites:

- Candidate contribution/expenditure data for State House & Senate races, by district;
- Supreme Court candidate contributions, by position
- Court of Appeals candidate contributions, by position
- Governor's race contribution/expenditure data, by election
- Candidate totals raised, statewide & legislative, by election

What kind of data and/or graphics is best suited to use in widgets?

What kind of staff and resource commitment is required to create new apps/widgets?

Notes from January 14, 2014 Work Group Meeting

(attended by CTO, IT Staff, Jana Greer, Jacob Berkey)

Ideas for updating/modifying/expanding our existing apps & widgets:

- Modify existing static widgets to automatically change to the next election cycle (most do, but not all, such as gubernatorial widget)
- Expand existing Supreme Court and Court of Appeals widgets to include additional positions (currently only selected positions from previous elections)

- Modify coding so that when people forward the link for a widget (such as to a Facebook page or in an email), it displays the widget not just the url link.

Ideas for better promoting our existing apps & widgets:

- Add them directly to PDC's entry in Wikipedia
- Work with Secretary of State's to add them to the online voter's guide
- Promote the availability of the widgets on our PDC Facebook page

Ideas for new apps &/or widgets (type of info, target audience, etc)

- Add selected PDC datasets to the open data sites maintained by the federal government (data.gov); the State of Washington (data.wa.gov); and the City of Seattle (data.seattle.gov)
- Participate in existing "Evergreen Apps Challenge" (or similar) where our PDC data is used by external developers to create new PDC apps
- Develop new widgets in-house to display the following:
 - Lobbyist totals (compensation, contributions, entertainment, etc);
 - Direct vs. Independent spending for statewide & legislative races;
 - In-state vs. out-of-state contributions to statewide ballot measures
 - Last minute contributions
 - Superior court judge races
 - Certain categories of local candidate races or local ballot measures (e.g., Seattle mayor's race, school board races, local ballot measures by county)
- Incorporate visual analysis tools like charts and graphs into existing widgets and future widgets where appropriate to display data visually.