Challenge!! Open Governance 2016 Application Form for Citizens/Students

Title of the Agenda (Note)	No.	Title	Name of Municipality
	31	Boosting the ability to convey the appeals of Niigata City using data	Niigata City
Title of the Idea (disclosed)	We want to know more about our community: Information distribution of the community through collaboration		

(Note) For the Title of the Agenda, please fill in the title of the agenda of the municipality that is applying for COG listed in the COG2016 website.

1. Applicant Information

Name of Team (disclosed)	Code for Niigata ＋ Ogushi Seminar, Niigata University	
Team Style (disclosed)	◯ 1. Team of citizens ◯ 2. Team of students ◉ 3. Team of both citizens and students	
Information of the representative (only the name will be disclosed)	Name (disclosed)	Michiya Yamada
	e-mail (closed)	
	Tel#(closed)	
	Relationship in between the rep. and the municipality	

* About the conditions for the disclosure of information

What you are going to fill in in "2. Description of the idea" in the following pages will be reviewed and disclosed under the Creative Commons Attribution 4.0 International License (CC BY). However, if the applicant requests, it will be disclosed under the Creative Commons Attribution 4.0 International License (CC BY-NC). Please notify us when you apply if you prefer this. In either case, the credit will be given to the name of the team that applied.

(For details of the conditions of the license, see https://creativecommons.org/licenses/by/4.0/legalcode.ja and https://creativecommons.org/licenses/by-nc/4.0/legalcode.ja. See also the information provided by Creative Commons. https://creativecommons.jp/licenses/)

(Notes)
<Name of the file used for the application and where to send them>
1． Upon application, please name the file as COG2016_応募用紙[A1]_specific team name_relevant municipality name and send it to the following email address. The email address can be accessed from the "Application

2. Acceptance Section" of the COG2016 website of the University of Tokyo, Graduate School of Public Policy. admin_padit_cog2016@pp.u-tokyo.ac.jp

<About Disclosure and non-disclosure>

3. The name of the idea, the name of the team, the team style, the name of the representative, and the "description of the idea" will be disclosed.

4. The above information will be disclosed after review. (For example, anything that is offensive to public order and morals or plagiarism will not be disclosed.)

5. "Self-evaluation of the screening items" will not be disclosed through the information provided in this application form. What has been determined to be excellent in content and can possibly be used for future reference may be disclosed after consulting with the applicant during the advice phase after the public screening.

6. Any parts of the sentences, photos, figures, and graphics used in the "Description of the idea" section whose intellectual property belongs to anyone other than the team should be noted in quotes in accordance with law or with an explanation that permission has been obtained from those who own the intellectual property rights. The same applies to the "Self-evaluation of the screening items" section.

<List of team members>

7. Please provide the list of the team members in a separate excel file and submit it with the application form. (The information of the members other than the name of the team representative, as described in 2. will not be disclosed by the office of COG. Please see the attached document for details.)

2．Description of the idea (disclosed)

Please tell us the story of the idea (public service) that will help concretize the agenda and solve related problems using data and information materials.

(1) Content of the idea (disclosed)

For the idea, it is recommended to think of who does what, where, when, and how, construct the content with each of these elements, and organize the story. Please provide the content within the following section. (You may use figures and tables as needed.)

During the process of thinking about how we can communicate the appeals of the city using data, we considered:

(1) Providing tools for using data * Idea 1

Digging out and conveying the characteristics and appeal of the city based on an analysis of numerical data

(2) Providing information useful in everyday life * Idea 2

Data and information suited to the needs of visitors and newcomers

We came to the conclusion that this is the important approach where two things must be provided.

In addition, to strengthen the continuity of these efforts and the connection between the citizens

and the municipal government, there must be potential for:

(3) Sharing opportunities and accomplishments between citizens and the municipal government

* Action based on Ideas 1 and Idea 2

In addition to the accomplishments, we thought that we should put effort into building relationships where citizens and the municipal government provide resources and opportunities to each other.

[Idea 1] Providing a tool for utilizing data

Building and providing an automatic correlation graph generation app called "Sokan wo miru" for identifying and explicating the characteristics of the city from the existing data, such as statistical data

- Subject　　　Code for Niigata
- Accomplishment　　Web app service "Sokan wo miru"
- Starting period　　Beta version was provided and started in Nov. 2016
  （http://codeforniigata.org/tk/）

[Idea 2] Providing information useful in everyday life

Consideration of future approaches of Code for Niigata based on the accomplishments of Ogushi Seminar, Niitaga University

- Subject　　　　　Code for Niigata
- Accomplishment　　Realization of ideas obtained through Ogushi Seminar, Niitaga University
  1. Methods to attract people to the information site containing gaming elements (e.g., utilizing "Seppatsumatte iru (in urgent need)" button
  2. Organizing maps and information that will make life easier (e.g., "tourism information," "searching for Japanese style pubs," etc.)
  3. Engaging in efforts and actions to involve more citizens to realize 1 and 2 above
- Starting period　　From 2017

[Action based on Ideas 1 and 2] Building relationships where citizens and the municipal government provide resources and opportunities to each other

　Cooperation in the renewal of the Niigata City Official Website "Niigata City Happy Turnaround"

- Subject　　　　　　Renewal of the site/Arrangement of opportunities for information provision and opinion exchange for Niigata City/Code for Niigata
- Accomplishment　　Renewed Niigata City Official Website, "Niigata City Happy Turn[A2]around" (final product)
  Code for Niigata will offer cooperation for the renewal of the site:
  1. Share information about the accomplishment of sessions 1–3 of the Ogushi Seminar at Niigata University as a reference for the renewal with Niigata City
  2. Arrange opportunities for opinion exchange for the renewal (Ogushi Seminar,

Niigata University)
- Starting period   December, 2016 (*after the time of the site's renewal, relationship building will continue)

Please explain the basis of the idea (why this idea), including numerical data that supports the idea (what can be shown by numerical values, such as past results, statistics, or questionnaires) and evidence (information materials, plans, or existing measures, etc.) (hereinafter collectively referred to as "data materials"). Please indicate the sources of the numerical data or evidences. Make sure you completely explain the basis within the following two-page section.

For this project, we aimed for a voluntary citizen-led collaborative style utilizing our own resources, motivations, and abilities based on a self-sufficiency plan, rather than citizen collaboration imposed by the municipal government.

We first examined the resources that we could have and discussed what we wanted to achieve as the accomplishments of this project. We also paid attention to the processes of collaboration between citizens and the municipal government and used them as examples upon which to design our ideal style of collaboration.

1. Basis of the idea

   The following is the process that led to the idea

- Brainstorming among the Code for Niigata members (September 25, 2016)

  We had discussions on the resources that could be used and the objectives of this project.

  - Resources for this project
    1. Data: Data placed by Niigata City on its official website, national statistical data, survey data
    2. Tools and applications, etc: "Mapping" "Time lapse" "Pics*" "Sokan wo miru*"
       <div align="center">* an original application of Code for Niigata</div>
    3. Possible collaborators: Niigata City, local universities (Niigata University, Niigata University of International and Information Studies, University of Niigata Prefecture)
  - Objectives of the project
    1. Empowering the ability to propagate information/skills (improvement of media literacy and ICT literacy of the municipal government and citizens)
    2. Identifying/discovering the appeal of the city
    3. "Inner-branding" (changing the consciousness of the residents)

- What we worked on in Ogushi Seminar, Faculty of Economics, Niigata University

[1st Session: Learning about the characteristics of the city from the statistics (November 30, 2016)]

Identifying the characteristics of the city using the web app "Sokan wo miru" and discussing what the students found appealing.

<main opinions> Distributing the appeal of the city, such as "traffic convenience (interurban access")," "public safety," "coziness," and "key contents in terms of food and sightseeing spots," using methods that are popular now, such as SNS, smart phone apps, and videos. Urban development is also necessary.

[2nd Session: Reviewing the methods used to convey the appeal of the city, focusing on the comparison of immigration promotion websites (December 7, 2016)]

Discussions on the contents to effectively show the appealing characteristics of the city that have been identified.

<Main opinions> "Providing information to visitors and newcomers so that they can conveniently spend time in Niigata City is one of the appeals of the city." In addition to numerical data, "I want to know what those who moved into Niigata City have actually experienced," "I want Niigata City to project an urban image," and "It is important to provide information based on a variety of real needs."

[3rd Session: Ideas to convey the appeals of the city and designing the services (December 14, 2016)]

We had discussions on what data, including qualitative information, should be conveyed in what way to illustrate the characteristics of the city more appealingly

<Main opinions> As the themes of the website, "working as farmers," "information such as livability and educational costs," "events and sightseeing (sake) navigation," "introduction of unique measures," "introduction of citizens' community," and "Seppa tsumatte-iru (in urgent need)" button as unique features.

[4th Session: Proposal regarding the renewal of Niigata City's official website (December 21, 2016)]

Proposing ideas for the renewal of Niigata City's official website "Niigata City Happy Turnaround" (website for the promotion of immigration and settlement) and the methods for utilizing the website

<Main opinions> Citizens and children can rediscover the area through mapping. They can learn about the area while enjoying the game using geographical information. Ramen and hot spring facilities are part of the content. Although this is little known, there are enthusiasts of retro-style vending machines. Night views and scenic spots.[A3]

2. Numerical data, information, and evidence
   - Numerical data, such as statistical data
     We will collect the data of 20 major cities from the national statistical data as well as from the "Big city comparison statistics chronological table[A4]" (within the Yokohama City statistics portal site).
   - Data on the appeals of Niigata City
     We will use the data collected by Niigata City that characterize Niigata City, such as "first in the country," "number 1 in Japan," or "number 1 among the major cities" (including

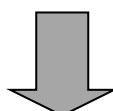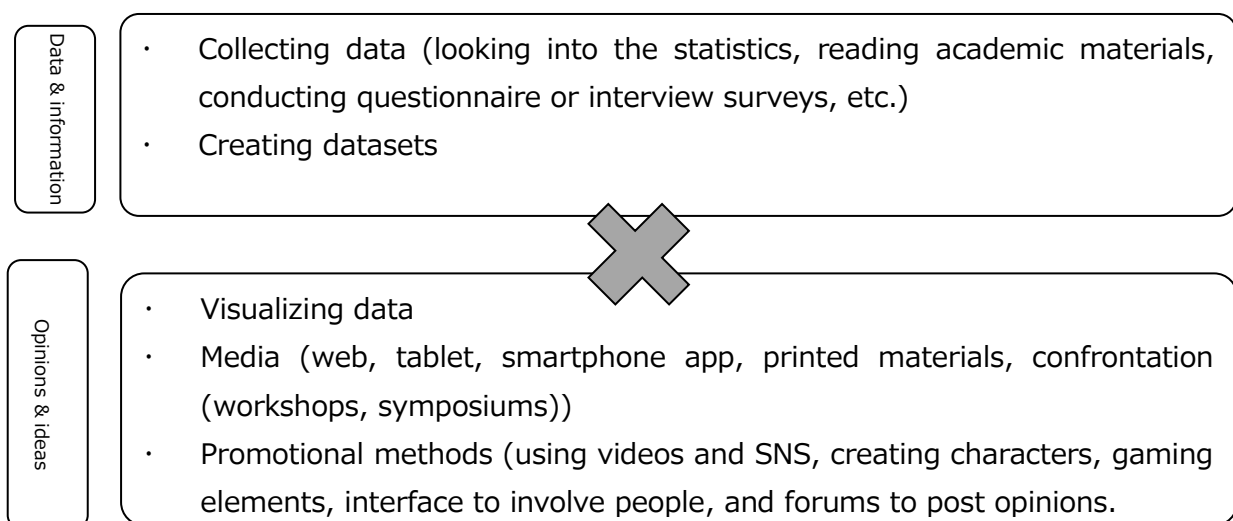qualitative information).

[Examples of how data will be used]

➢ We will input the data of 20 major cities into the web app "Sokan wo miru" and visualize the correlations of each indexes to support the analysis of the characteristics of the city.

➢ We will use the data of 20 major cities as the calculation conditions of the application containing gaming elements, such as livability assessments, or compatibility readings.

- Opinions and ideas (mainly from Ogushi Seminar at Niigata University)

Qualitative information obtained from reviewing the existing websites for promoting immigration and settlement as well as from opinions and ideas obtained on the themes "appeals of the city," "the city I want to live in," and "information I need."

[Examples of how the information will be used]

➢ We will utilize the information when we think about what media should be used to convey the characteristics and the appeal of the city.

➢ We will utilize the information when we consider what kind of information is needed as in everyday life, how we can collect it, and how we can convey it.

➢ We will incorporate the above two ideas into the design of the projects of Code for Niigata and of Niigata City.

3. Relationship between data and ideas

As Code for Niigata, we will collect data and information and put them together with opinions and ideas and provide technology to accomplish what we propose. In addition to the accomplishments of each process, we also consider the design of the process as one of the accomplishments of this project.

Data & information	· Collecting data (looking into the statistics, reading academic materials, conducting questionnaire or interview surveys, etc.) · Creating datasets

Opinions & ideas	· Visualizing data · Media (web, tablet, smartphone app, printed materials, confrontation (workshops, symposiums)) · Promotional methods (using videos and SNS, creating characters, gaming elements, interface to involve people, and forums to post opinions.

- · Providing various applications for distributing data and information (ICT approach)
- · Providing a platform for identifying opinions and ideas and forming collective wisdom (ICT approach)
- · Designing and arranging opportunities to involve people, such as workshops (non-ICT approach)

(3) The flow of activities leading up to the realization of the idea (disclosed)

Please explain briefly the general flow of activities leading up to the realization of the idea, including the body in charge of the realization of the idea, specific processes, milestones, etc. within the following section. (You may use figures and tables as needed[A5]).

[Idea 1] Providing a tool for utilizing data
- ● Subject　　Code for Niigata
- ● Accomplishment　　Web app service "Sokan wo miru"
- ● Starting period　　Beta version was provided and started in Nov. 2016
  （http://codeforniigata.org/tk/）Subject Code for Niigata
- ● Future actions: we will enhance the functions so that users can utilize the application using their own data. Code for Niigata will be responsible for the development aspect enhancing functions. We will disclose the functions of "Sokan wo miru" in the future so that various people and organizations can freely use the app and make it more useful for analyzing the characteristics of the city. Enhancement of the functions is expected to be completed by March 2017.

← Web app "Sokan wo miru"

　http://codeforniigata.org/tk/
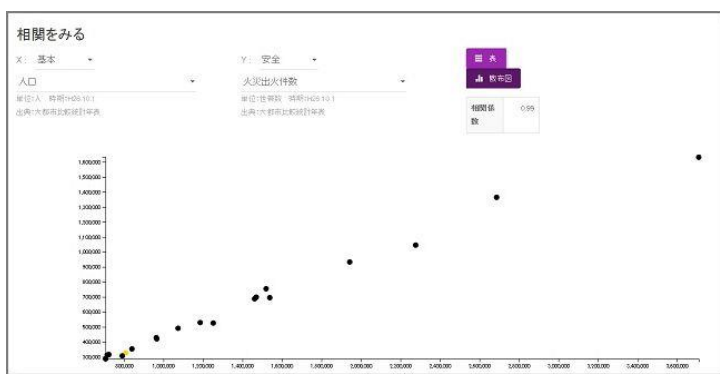
[Idea 2] Providing information useful in everyday life
- ● Subject　　Code for Niigata
- ● Accomplishment　　Realization of ideas obtained through Ogushi Seminar, Niitaga University

> 1. Methods to attract people to the information site containing gaming elements (e.g., utilizing "Seppatsumatte iru (in urgent need)" button
> 2. Organizing maps and information that will make life easier (e.g., "tourism information," "searching for Japanese style pubs" etc.)
> 3. Engaging in efforts and actions to involve more citizens to realize 1 and 2 above
> - Starting period   From 2017
> - Future actions: In terms of (1), we will develop and disclose the methods to attract people to Niigata City's official information website including gaming elements by March 2017. We position development of the extended functions (disclosure of the mechanism) and organization of map information as the tasks to be undertaken in FY 2017 (until March 2018) by Code for Niigata and we continue to work on them.

> [Action based on Ideas 1 and 2] Building relationships where citizens and the municipal government provide resources and opportunities to each other
> - Subject   Renewal of the site/arrangement of opportunities for information provision and opinion exchange for Niigata City/Code for Niigata
> - Accomplishment   Renewed Niigata City Official Website "Niigata City Happy Turnaround" (final product)
>   Code for Niigata will offer the following cooperation for the renewal of the site.
>   1. Share with Niigata City the information about the accomplishment of the sessions 1 to 3 of Ogushi Seminar at Niigata University as reference for the renewal
>   2. Arrange opportunities for opinion exchange for the renewal (cooperation by Ogushi Seminar, Niigata University)
> - Starting period   December, 2016
> - Future actions: We will continue sharing information, ideas, and opportunities with the City.

(4) Others (disclosed)

Briefly explain the selling points of the idea, restrictions upon realization of the idea if any, near-term solutions, and potential for the future (for example, "if the limitation of XX can be eliminated in the future, we can also do YY") within the following section.[A6]

1. Developing independent and autonomous attitudes and actions

Code for Niigata's tag line is "weaving codes and connecting the community." We are a group of volunteers aiming to create applications and provide web services using ICT to make Niigata a more playful and livable place.

In this project, instead of waiting for frameworks or roles to be allocated in terms of what we should do, we began by exploring earnestly what we can do to take motivated voluntary actions and at the same time meet the needs of the public (municipal government and citizens), utilizing the resources that we have with an independent and autonomous attitude. In other words, it is our approach to explore the real and accumulated needs of the

community and apply "patches where necessary," not to establish frameworks or decide roles and goals (or have them decided).

First, we released the web app "Sokan wo miru" to delve deeper into the appeal of the community by examining the characteristics of the city. This web app is one of the ideas that we have incubated among the members of Code for Niigata. We were thinking of using it to help analyze the situations or events in the area at various scenes.

Then, through what we learned in Ogushi Seminar at Niigata University, we discovered that there is a strong need to provide information useful in everyday life, information which is also important to conveying the appeal of the city.

Concerning information that is useful in everyday life, we were involved in the update of map information (OpenStreetmap). Based on this, we created a one-theme original application for city-strolling events, which can be easily used by tablets and smartphones. We also held workshops using various tools. We will link these resources with the needs identified and add them to the future activities of Code for Niigata.

Thus, we have independently explored the real needs of inhabitants and will flexibly provide our resources where needed, an approach that is characteristic of what we do.

2. Potential as a universal tool

We will extend the functions of the web app "Sokan wo miru" created for the analysis of major cities data into a tool that allows users to input their own data to visualize the correlations among the data and make it available to the public.

We are hoping that this will not only be used in this project but also be widely shared and utilized in the future by people who need it as a tool to help establish policies or businesses that use data.

3. Sharing the final product of the project

We did not originally expect this, but Niigata Kurashishorei-ka (livelihood development) of Niigata City Government, which is responsible for the promotion of immigration and settlement in Niigata City, began discussing the renewal of its website (opening a new website) when we were working toward this project. Therefore, we offered our cooperation for the renewal of the official website by sharing information and opportunities obtained through our project.