DATA TRANSPARENCY 2015

Current Change, Future Vision
REGISTRATION AND BREAKFAST
WELCOME REMARKS

Hudson Hollister, Executive Director, Data Transparency Coalition

Mike Starr, Workiva

Chris Gates, Sunlight Foundation
I. Government Management

In 2014, years of persistent advocacy by the Coalition paid off. The Digital Accountability and Transparency Act (DATA Act) was unanimously passed by Congress and was signed into law by President Obama on May 9, 2014.

In 2015, the Coalition will:
- Work to ensure full implementation of the DATA Act, which requires the federal government to transform its spending information from disconnected documents into standardized data.
- Target specific changes to the Paperwork Reduction Act, the Computer Matching Act, the Federal Agency Data Mining Act, the E-Government Act, the Federal Records Act, the Freedom of Information Act, and other management laws to require data transparency.
- Support state-level DATA Act-style reforms in states like Maryland, Ohio and California.

II. Markets and Economy

In 2014, the Coalition lobbied Congress and the Securities and Exchange Commission to adopt, and enforce, data standards throughout federal financial regulatory reporting.

In 2015, the Coalition will:
- Pursue legislation for data transparency in financial regulatory reporting similar to the Financial Industry Transparency Act of 2010.
- Work to stop XBRL exemption legislation, which would ban the SEC from collecting structured-data financial statements from the majority of public companies.
- Encourage the universal adoption of the Legal Entity Identifier and open corporate identities and hierarchies.
- Work to amend the Internal Revenue Code to transform nonprofit filings into data; encourage the US Patent and Trademark Office to collect patent filings as data.

III. Law and Regulation

In 2014, the Coalition applauded the Senate’s announcement in December 2014 that bills and other legislative information from the 113th and upcoming 114th Congress will be available for bulk XML download.

In 2015, the Coalition will pursue data transparency for federal laws, amendments, and judicial materials.
WELCOME REMARKS

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Morning Keynote Address: Open Data Accelerating Commerce

Dr. Mark Doms, Undersecretary of Commerce for Economic Affairs

Herschel Chandler, ACT-IAC (host)
Legislative Panel: The Future of Open Data Laws

Sponsored by

Hon. Darrell Issa, U.S. House of Representatives
Jonathan Elliott, RDG Filings (moderator)
NETWORKING BREAK

Sponsored by Socrata
The Future of Open Data in the Executive Branch

Data Transparency 2015
September 2015 – Washington DC
Build. Reuse and refine.

Shift from mandates to community-driven solutions.

“Show, don’t tell” value to customers tomorrow today.

Big data. Smart data.
Introducing our guest speakers...

Corinna Zarek  
White House Office of Science and Technology Policy Senior Advisor

Vicki McFadden  
GSA Deputy Chief Customer Officer

Dave Lebryk  
Fiscal Assistant Secretary of the Treasury
Open Government

Open Government Initiative – launched in 2009

Open Government Partnership – launched in 2011

→ Open Government National Action Plans

Open Data Initiatives + Executive Order – 2013
Open Government Partnership

National Action Plans

• Developed and implemented with government + civil society

• Commitments must be ambitious, relevant to open government principles, specific, and measurable

OGP Open Data Working Group
Open Data

Open Data requirements are publicly tracked including Public Data Listings, Public Engagement, Privacy & Security

More than 160,000 data sets across sectors including health, energy, transportation and law.
OGP: Driving Open Data

The Extractive Industries website shows live data on natural resource revenues by sector and location:

useiti.doi.gov
ForeignAssistance.gov allows users to navigate through country, agency and sector statistics or directly download data.
OGP: Driving Open Data

DATA Act Implementation

• Open
• Participatory
• Collaborative
The Future of Open Data in the Executive Branch

Data Transparency 2015
September 2015 – Washington DC
Better Data, Better Decisions, Better Government
Improving Federal Spending Transparency

David A. Lebryk, Fiscal Assistant Secretary
U.S. Department of the Treasury
Federal Spending: The Future Vision

• Better understanding of the U.S. Government finances – greater public confidence in government
• Increase the access and use of spending data by government and the public
• Use the data to drive innovation and economic growth
DATA Act of 2014

Expands the Federal Funding Accountability and Transparency Act of 2006 by disclosing direct Federal agency expenditures and linking Federal contract, loan, and grant spending information to programs of Federal agencies to enable taxpayers and policy makers to track Federal spending more effectively.
Spending Transparency Goals

- **Get the data:** collect data from across government in a standard format

- **Display the data:** develop a new website that will provide the data to the public in clear, consistent manner

- **Use the data:** provide access to the data that meets the users needs
Stakeholder Outreach

• DATA Act Town hall
• Interagency Advisory Council
• Federal Spending Collaboration Site (Github)
  – Public input on the data standards and schema
• Webinars
• Monthly calls with internal and external stakeholders
• Participation in relevant forums
Traditional Implementation Approach

- Issue government-wide requirements for the data
- Require systems changes to report
- Develop a multi-year plan to develop a new website to display data
- Design website with limited public input
Treasury’s Implementation Approach

- **Data-Centric Extraction**: Use technology to minimize costly systems changes
- **Agile Technology Development**: Build systems in 2-weeks sprints to reduce risk and improve outcomes
- **User-Centered Design**: Develop the new website in the public domain with real-time collaboration with users
User-Centered Design

Old way

New way
User-Centered Design

• Launch an early beta site to allow the public to shape the future USAspending.gov (or a successor site)
• Public can post input and ideas to contribute to the design of the site
• Ongoing integration of public feedback on the development
Expanded Engagement

Building 21st-Century Government
Help Us Develop the Public Website for Federal Spending

What?
Welcome to the starting point on the journey to develop the public site that will track all Federal spending.

And you, the American public have the unique opportunity of participating in its creation. Based on your suggestions and comments, we'll add features and functions that meet your needs and answer your questions about how the Federal government is spending your money.

You can start right on this page by entering a word or phrase into the Search box. Are the results what you expected?

Why?
Rarely do you have the opportunity to have real influence on a Federal project -- to say upfront and during the process, what your expectations are for the completed project. But now, we're asking you to give us real-time input on the design of the future public website that will track all Federal spending.

How?
Join a community and comment on the features and functionalities you like, those you don't like, those that meet your needs and answer your questions.

Forums -- Access a category and topic and post your comments.

Email -- Click on Feedback to send us your ideas.
Visit often and see how and when we implement your recommendations.
Provide Input and Join Community

If this is your first visit, be sure to check out the FAQ by clicking the link above. You may have to register before you can post: click the register link above to proceed. To start viewing messages, select the forum that you want to visit from the selection below.

### Forums

<table>
<thead>
<tr>
<th>Directory</th>
<th>Topics</th>
<th>Posts</th>
<th>Last Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>General</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>General Discussion</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Feedback

- Home: 0/0
- Search: 0/0
- Gallery: 0/0
- Developers: 0/0
- Community: 0/0
- About: 0/0

### What's Going On

There are currently 2 users online, 0 members and 2 guests. Most users ever online was 12 at 08:25 PM on 09-10-2015.

### Community Statistics

- Topics: 1
- Posts: 1
- Members: 2
- Active Members: 2

### Latest Topics

- **How does it look so far?**
  - by admin
  - 09-10-2015, 03:02 PM

### Tag Cloud

- feedback
Review Visualizations
Review Visualizations
DATA Act Broker Resources

Broker Pilot Code and Assets:
http://github.com/18F/data-act-pilot

Story Board:
https://waffle.io/18F/data-act-pilot

Data Exchange Standard:
http://fedspendingtransparency.github.io/data-exchange-standard/
Question #1
How do you envision open data changing government management?

Corinna Zarek
White House Office of Science and Technology Policy Senior Advisor

Vicki McFadden
GSA Deputy Chief Customer Officer

Dave Lebryk
Fiscal Assistant Secretary of the Treasury

Bryce Pippert (Moderator)
Booz Allen Leader in Open Data and Legislative Change
Question #2

What can we draw from prior gov’t data exchange initiatives?

Corinna Zarek
White House Office of Science and Technology Policy Senior Advisor

Vicki McFadden
GSA Deputy Chief Customer Officer

Dave Lebryk
Fiscal Assistant Secretary of the Treasury

Bryce Pippert (Moderator)
Booz Allen Leader in Open Data and Legislative Change
Question #3
What will tomorrow’s data access allow you to do better? How?

Corinna Zarek
White House Office of Science and Technology Policy Senior Advisor

Vicki McFadden
GSA Deputy Chief Customer Officer

Dave Lebryk
Fiscal Assistant Secretary of the Treasury

Bryce Pippert (Moderator)
Booz Allen Leader in Open Data and Legislative Change
Entrepreneurs’ Panel: Future Business Opportunities in Open Data

Adam Roth, CEO, StreamLink
Bob Goldman, Senior Director of Product, Graphiq
Laura Manley, Director of Partnerships and Programs, Center for Open Data Enterprise
Alex Wirth, CEO, Quorum
Hal Shelton, Blu Venture Investors (moderator)
THE RULE OF 80/20

20% FOCUS HERE!
Private Sector Findings

- All sectors represented
- Companies of all sizes
  - 50% of companies are SMEs (200 or less employees)
  - 20% of companies have +1000 employees
- 40% of companies founded in last 5 years
- Most widely used data:
  - Demographic and economic
  - Financial
  - Health
  - Geospatial
  - Weather
- Social good component

#DT2015 #ImpactMap
@odenterprise @laura_manley1
Private Sector Findings – Applications

New Businesses, Products, or Services

Business Optimization

#DT2015 #ImpactMap
@odenterprise @laura_manley1
Private Sector Findings – Applications

New Businesses, Products, or Services

Data

Information

#DT2015 #ImpactMap
@odenterprise @laura_manley1
Private Sector Findings – Applications

Business Optimization

✓ Market Intelligence
✓ Customer Experience
✓ Business Analytics
✓ Additional Resource

#DT2015 #ImpactMap
@odenterprise @laura_manley1
Graphiq
Country: United States
City: Santa Barbara
Founding Year: 2010
Size: 51-200
Organization Type: For-profit
URL: http://www.graphiq.com

Description: Graphiq is a data aggregation and visualization company focused on turning complex data into contextually-rich data visualizations and knowledge products. The company offers several solutions for improving audience engagement with embeddable, interactive visualizations and in-depth vertical search engines across 20 major topics.

Category: Data/Information technology
Entry Basis On: submitted survey

Data Use: Business, United States, National; Demographics and social, United States, National; Demographics and social, United States, Local; Economics, United States, National; Agriculture, United States, National; Education, United States, Local; Education, United States, National; Energy, United States, National; Environment, United States, National; Finance, United States, National; Geospatial/mapping, United States, National; Geospatial/mapping, United States, Local; Government operations, United States, National; Government operations, United States, Local; Housing, United States, National; Housing, United States, Local; Legal, United States, National; Science and research, United States, National; Public safety, United States, National; Public safety, United States, Local; Tourism, United States, National; Transportation, United States, National; Transportation, United States, Local; Weather, United States, National;

Application: New Products and Services: We rely on government data to be used as an important source for the majority of our topics. We've filed dozens of FOIA requests and made it our mission to take public data and transform it into actionable insights that consumers can use to become more knowledgeable.
Quorum
Country: United States
City: Washington
Founding Year: 2014
Size: 11-50
Organization Type: For-profit
URL: https://www.quorum.us/
Description: Quorum is an online legislative strategy platform that provides legislative professionals in Washington and all 50 states access to a comprehensive database of legislative information, with quantitative insights and modern project management tools making it easier to track legislation, build support, and take action.
Category: Data/Information technology
Entry Based On: submitted survey
Data Use: Demographics and social, United States, Local; Demographics and social, United States, National; Government operations, United States, Local; Government operations, United States, National
Application: New Products and Services: Quorum provides legislative data, demographic data, and quantitative analytics for all 50 state legislators.
Application: Organizational Optimization: Quorum uses open data in order to automate many of the tasks that legislative professionals had traditionally done by hand.
Our Bill Text Comparison feature automatically highlights additions, deletions, and modifications between bills, and the Spreadsheet feature allows users to create auto-populating legislative spreadsheets with legislative and demographic statistics side by side.
StreamLink Software

Country: United States
City: Cleveland
Founding Year: 2008
Size: 11-50
Organization Type: For-profit
URL: http://www.streamlinkssoftware.com

Description: StreamLink Software is a privately held software as a service (SaaS) company that develops web-based grant and board management software products for nonprofit and public sector organizations.

Category: Data/information technology
Entry Based On: submitted survey
Data Uses: Other, United States, National; Other, United States, Local;
Application: Organizational Optimization: Our product, AmplFund, will allow those receiving and distributing grant funding to manage every stage of the grant lifecycle, from pre-award research, planning, and distributing to post-award performance and reporting. The result of this centralized, systematic approach is a significant improvement in grant funding efficacy - for both the grantor and grantee - that stems from enhanced management, allocation, and transparency.

Edit
Entrepreneurs’ Panel: Future Business Opportunities in Open Data

Adam Roth, CEO, StreamLink
Bob Goldman, Senior Director of Product, Graphiq
Laura Manley, Director of Partnerships and Programs, Center for Open Data Enterprise
Alex Wirth, CEO, Quorum
Hal Shelton, Blu Venture Investors (moderator)
Lunch Send-off

Mike Starr, Workiva
LUNCH
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<tr>
<th>Time</th>
<th>Track 1: Government Management</th>
<th>Track 2: Markets &amp; Economy</th>
<th>Track 3: Law &amp; Regulation</th>
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<tbody>
<tr>
<td>1:30</td>
<td>Intro: Hudson Hollister, Data Transparency Coalition</td>
<td>Intro: Craig Clay, RR Donnelley</td>
<td>Intro: Justin Duncan, Data Transparency Coalition</td>
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<tr>
<td>2:30</td>
<td>An Open Data Future for Federal Financial Management</td>
<td>Open Financial Data in the Executive Branch</td>
<td>Legal, Legislative, and Regulatory Data Transformation</td>
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<tr>
<td>3:15</td>
<td>Networking break, sponsored by Socrata</td>
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<tr>
<td>3:45</td>
<td>Open Data in the Next Presidential Administration</td>
<td>Open Data in Energy Regulation</td>
<td>State and Local Leaders for Open Data</td>
</tr>
</tbody>
</table>
Track Introduction: Markets & Economy

Craig Clay, RR Donnelley
An Open Data Future for the Financial Industry

Jacob Harold, CEO, GuideStar
Chris Young, Head of US Public Policy, International Swaps and Derivatives Association
Scott Cooley, Director of Policy Research, Morningstar
Kyle Hughes, Global Head of Entity Data, Citi
Craig Clay, RR Donnelley (moderator)
Open Financial Data in the Executive Branch

Scott Bauguess, Deputy Director, Division of Economic and Risk Analysis, SEC
Darrell Ashton, Office of the Chief Data Officer, Federal Reserve Board of Governors
Con Crowley, Chief Data Officer, Office of Financial Research, Treasury Department
Mark Bolgiano, Data Society (moderator)
NETWORKING BREAK
Open Data in Energy Regulation

Danny Kermode, Policy Advisor, Washington Utilities and Transportation Commission

John Truzzolino, RR Donnelley (moderator)
UTC REPORTING SYSTEM ON RRD CLOUD DEVELOPMENT & PRODUCTION BLOCK DIAGRAM OVERVIEW
UTC & FERC REPORTING

Washington Utilities and Transportation Commission

Economic regulator of Washington’s investor owned:

- Electric companies
- Natural gas distribution companies
- Oil pipelines
- Telephone companies
- Water companies
- Solid waste collection companies
- Passenger ferries
UTC & FERC REPORTING (CONT’D)

Washington Utilities and Transportation Commission

Economic regulator of Washington’s investor owned:

- Electric companies
- Natural gas distribution companies
- Oil pipelines
UTC & FERC REPORTING (CONT’D)

Washington Utilities and Transportation Commission

[Images of FERC financial reports and forms]
FERC Form No. 1 Reporting Overview

- Number of Pages
  - 260 to 520 Pages

- Includes:
  - Operating Data
  - Financial Data

- Data Includes:
  - Total Company
  - Segment Information
  - Washington Only (Washington Addendum)
HEADQUARTERS
35 West Wacker Drive
Chicago, Illinois 60601
USA

MISSION
RR Donnelley helps organizations to create, manage, produce, distribute and process content by developing and executing multichannel communication strategies that engage audiences, reduce costs, drive revenues and increase compliance.

TECHNOLOGY AND SERVICE ACQUISITIONS
EDGAR Online (2012) and Bowne (2010)

LOCATIONS
Worldwide locations, with operations in North America, Latin America, Europe, and Asia (including U.A.E.)

STOCK TRADING SYMBOL
RRD

YEAR FOUNDED
1864 – Over 150 Years in operation

$11.6 B
2014 Net Sales

$1.5 B
Capital Investment over the last 5 years

258
on the Fortune 500 listing of America's largest corporations

352
in Newsweek's 2012 Green Rankings list of the 500 most environmentally sustainable U.S. companies
UTC REPORTING SYSTEM ON RRD CLOUD

1. Excel Reporting Template Download

UTC RRD Cloud
UTC REPORTING SYSTEM ON RRD CLOUD (CONT’D)

(3) Automatic XBRL Conversion & Validation

Instances Creation & Validation

Excel Reporting Template

Submitter Data Excel

(4) Real Time Data Extraction & Analysis (Excel, and more)
UTC REPORTING SYSTEM ON RRD CLOUD (CONT’D)

1. Excel Reporting Template Download
2. Excel Report Data Upload
3. Automatic XBRL Conversion & Validation
4. Real Time Data Extraction & Analysis (Excel, and more)
UTC REPORTING SYSTEM ON RRD CLOUD (CONT’D)

- Submitter Data Excel
- Data Upload Excel or Database
- Taxonomy Mappings
- US DATA Act Blueprint
- XPE XBRL Conversion & Validation
- Instances Creation & Validation
- XDB
- Real Time Data Extraction & Analysis (Excel, and more)
Excel Templates for real-time data extraction and analysis can be created by analysts in less than 30 minutes, reused as needed for any entity or periods with NO XBRL expertise.
Excel Templates for real-time data extraction and analysis can be created by analysts in less than 30 minutes, reused as needed for any entity or periods with NO XBRL expertise.
UTC / RRD Cloud Development Software & Process:

- UTC (Regulator): Data model provided by regulator
- RR Donnelley: Excel Data Point Models and Excel templates
- RR Donnelley Taxonomy Generator: automatic creation and validation of taxonomy & Instance test
- UTC (Regulator) & RR Donnelley: based on regulator's business rules from which RR Donnelley creates the XBRL Formulae for validation
- RR Donnelley Report Builder: Mapping
- Installation in RRD Cloud for automatic creation and validation of instances
- RR Donnelley XBRL database: Automatic loading of taxonomies and instances
- RR Donnelley XBRL BI: Real-time data extraction and data analysis (Ratios, Graphs, Pie Charts, Bars, etc.)
Thank You!
Plenary Address: Open Data Accelerating Democracy

Prof. John McGinnis, Northwestern University School of Law

Hudson Hollister, Executive Director, Data Transparency Coalition (host)
Closing Keynote Address:
No Blank Screens

R. Cromwell Coulson, President and CEO, OTC Markets Group, Inc.

Mike Starr, Workiva (host)
CLOSING REMARKS

Hudson Hollister, Executive Director, Data Transparency Coalition

Mike Starr, Workiva

Ann Ebberts, CEO, Association of Government Accountants