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>> Good Morning everyone. I'd just what to let everyone know we will get started in one minute with the Socrata and EPA New Media Talk. Thank you.
>> Morning everyone and welcome to the webinar. My name is Alycia and Dianne T. cord maker for Web Manager University -- I am the coordinator for Web Manager University. A few items before we get started. If you're having problems accessing the webinar please call to know at (202)208-6076 or e-mail webmanageruniversity@gsa.gov. All lines are muted so if you have a question please type it in your question box. So whenever you think of the question go ahead and type it in. If you would like to minimize the control panel there is a small error and by clicking eight it will minimize the snow -- by clicking if you will minimize the control panel. You can get electronic version of the slides: the webinar p before we began our would like to introduce Sheila Campbell, co-chair for the federal Web Manager's Council.
>> Thanks, Alycia and welcome everybody could we are so excited that the summit you folks could join us for the New Media Talk today. Does a great turnout and I just wanted to say how important this topic is to so many of us in comes at a good juncture in terms of the importance that the new administration is putting on data and open data and making sure the public has access and I think the key thing is that we know many agencies have been required to put their hidebound datasets but I think the biggest challenge is making sure that we really make sense of that data and provide the context to make it real for people in their daily lives. I think what we're going to see today is showcasing a tool that some agencies are using to make the data much more accessible, easy-to-use and been able to link it up to so much of the other content that we have available. We are lucky to have Kevin Merritt who is the founder and CEO of Socrata. That is the tool we have the terms of service agreement with some more and more agencies are starting to use this tool and we're also lucky to have Jeff Levy who is the director at EPA who has been using this tool for quite some time for showcasing environmental data and we are extremely lucky to have both Kevin and Jeffrey with us. Jeff does not really need an introduction. Most of you have interacted with him over the years and has been the co-chair of the social media said council and is also EPA's representative on the federal lead manager Council and has offered up a lot of training and EPA is a real leader in Web content so we are lucky to have them present to us today. So, Kevin -- Alycia, a director and head back to you or kit by First?
>> Right to Kevin.
>> Thank you for joining us today be we're excited to hear about your product and how agencies can meet these goals and requirements in the government directive.
>> Thank you, Sheila pud it's great to be part of this program this afternoon. I am honored to be a guest with Jeffrey. To give you some background, six or seven weeks ago I met with Jeffrey and we started working on some interesting data that EPA planned to share in regards to the B.P. oil spill and that led to an invitation for us to talk a little bit more broadly on how Socrata is helping federal agencies and other government organizations at the state, city, and county level share their data. I wanted to give you all in the opening of an introduction to Socrata in advance of Jeffrey showing and some of the things he has been doing for EPA. As Sheila mentioned we were previously known as Blist and that often get as the question, what led to the transformation of Blist into Socrata and it's really simple, a lot of people called us the "b list" and we decided to abandon that not so glamorous name and toes to go with Socrata and early 2009. We have been in existence since 2007 and focus on two sold -- philosophical goals, how do you build a big platform that can handle hundreds or thousands of simultaneous attendance and millions of simultaneous viewers in users accessing data over the Web. The second is this observation that data is the domain of programmers and what kinds of things could we do through user experience and  sociality to make data more understandable.

>>> So Socrata is the social data platforms and is a cloud based service we are on apps.gov and have passed a fairly rigorous section 508 compliance review with HHS. I

like to start of this graphic you on how we see the world which is basically your data is at the center. We try to make it easy for you as an organization to become a first-class publisher of data and then on the other side of the equation we try to make it easy for people to consume data in the format and in the environment that makes sense for them. So if you are a person who does not really understand the data through rows and columns, perhaps it seen data for maps and visualization. If you are out in the social world and you want to try to find interesting data we make it easy for publishers to share their data through social networking and get out into the mainstream so this is kind of our top of the trees few of the world.

>>> We have two major pieces of technology. One is the Socrata social data player which allows you to embed data into existing Web site so you may have seen on the White House site there are a few different datasets that they published a Socrata. The White House is a record, nominations and planned data set is another and then annually they published the White House salary data so you may have seen as there. These are not limited exclusively to tabular data as you see on the left as you can bet maps in your site as well another major piece of technology is the ability to offer a privately printed data said that a similar to how did the thick -- data.gov operates in here's example of a Medicare branded Socrata part state that has all of their data sets in one comprehensive catalog and their visitors can stay on the Medicare site and open up those datasets and interact with them and for them on the Web.

>>> I want to give you a few use cases here in a moment to show you an action some of the things that people are doing with Socrata. One of the questions I get pretty often is how the Socrata technology differ or relate to data.gov? The answer is simple. It's time the complementary. Think about how Medicare is using the data or our platform to publish data. They have their own data.medicare.gov site and they can choose which data sets the extent on through data.gov. There are some subtle differences between the Socrata powered did a site and data.gov. Two thanks. One, datasets are interactive and you can analyze the data the second is every data set that is delivered through the Socrata platform is automatically API enabled in a consistent way in the open source our API that sits on top of all these data sets. We have a free version of Socrata in apps.gov and also four different premium planned but they are basically three different dimensions that would help the figure out which plan makes sense for you. Those three dimensions are storage which is basically the amount of space, a -- bandwidth and the the third dimension is features and all of this information is on our web site at Socrata.com.

>>> So I do want to show you very quickly some examples of folks using Socrata in action. I will flip over to my browser real quick. This is Socrata.com. We offer this basically as the public service but you might think of it, what Flickr is to pictures Socrata is to data. And if you're interested in finding did it is a great place to come in search for and find data that has been previously shared. One of the reasons that we offered our website is to demonstrate to government organizations what we can offer to them. So as an example of the city of Seattle operates a site which is powered by Socrata's social data platform. It has all of the same capabilities the Socrata.com has but it is privately branded appeared similarly, data.medicare.gov has all of the Medicare branding and all of the same capabilities of Socrata.com are extended to Medicare. Finally hears example of a site that launched last month, the state of Washington has a did -- A data Catalog and they are API enabled.

>>> Here is the White House salary data published on whitehouse.gov. Can search, sort, filter, there is a man you hear so if you want to embed this data you can grab embed code or a few want to share its socially through Twitter or Facebook. All of those things are easily available right to the integrated menu. I mentioned the embed to give the example of how that works. Somebody could grab the embed code as they did over here on the hill and there is that same salary data now embedded in the Hill's blog and it's not virtualized right within the Hill site and outgunned the Huffington post they found the data on the Hill and reembeded it into the Huntington post blog.

>>> So if you want to see what a privately branded social player looks like here is data.medicare.gov on a blog called "Covering Health." This one is printed entirely as Medicare.

>>> The last few things that I wanted to show you is the capabilities of the platform are not limited to tabular data. Here is some EPA environmental sensors reading did get displayed as a nice area graph. This is the state of Washington showing deaths, births, net gain or loss in population for the last year or so. Here is the real time 911 time and fire map in the city of Seattle. We have some rich capabilities using mapping. Here is raw is that feeds into maps and a couple years ago EPA commissioned a boats to travel around and take environmental meetings. These are all of the low level readings. Here is the same data graphed into a map. The green pushpins mean that the reading was good and the red means that it was bad. This is an ESRI version of the map and here is the same map -- the same map displayed using a Google map.

>>> Finally as a Safeway, transition to turning the presentation over to Jeffrey this is a map presentation of some environmental sensor data in the Gulf of Mexico related to the B.P. oil spill. We have custom icons and what is going on here basically every day there are readings for oil, water, and air. That is feeding into a data set and queue in real time -- mapped in realtime.

>>> What I would like to do now is introduce Jeffrey Levy who will take it over and talk a little bit about how EPA has been using Socrata.
>> OKPM Ion?
>> Let me turn over the presenter to you. There you go.
>> Thank you very much. Can everybody hear me? And my and?
>> Yes, I can hear you.
>> Thanks, Kevin. Hopefully you were seeing my opening slide. All right. What I'm going to talk it is how we use Socrata.
>> You need to flip it over, it's back to your e-mail.
>> It's just plugging its way through. There we go. So thanks, Kevin PC Alycia Piazza the overview and there was talk about some of the decisions we made -- he gave you the overview and I will talk about some of the decisions that we made with Socrata. I would do if a bit of a level setting before we get there. I want to put you back in the mind-set so you understand where we were in the decisions we were making back at April 20 this rig will luck and it sank on the 22nd which was the anniversary of Earth Day and birthday was chosen to be a year after the Santa Barbara oil spill so there was all kinds of emotional connections around this thing. We went rapidly from a floating of celebration and woohoo it's Earth Day and all kinds of out reach an public engagements death and all of the extent it was now we have what may be the worst in our mental disaster in the history of the planet to deal with it -- environmental disaster in the history of the planet to do with.

>>> EPA and the Coast Guard have leadership responsibilities appeared I do not know if all of you are aware but there is a fairly significant oil spill going on in Michigan. Since that is on sure we are the lead. In this case this was off shore and the Coast Guard had the lead and we are in support of them. One of our major support functions is delivering environmental data. A sampling, water settlements, dispersants and chemicals that they spring into the oil to help it break up and make it more readily available for natural processes to destroy the oil. I did use some of this background to you can get into the mind-set in we have been buried in to it since April 30th. It's important to understand the context of how we did these.

>>> With the data something we have learned particularly after Hurricane Katrina is the quality presses is critical and we're sampling it takes more than a week sometimes to get that data back. These elderly people going out into the ocean with a simple cup -- these are literally people going out into the ocean with a sample cup down into the mud, muck and settlement under the water and that goes to a careful chain of custody. So the pressure is on from the minute this thing happens and you cannot deliver data at up until a week or so. And also this thing called the monetary and that is just air we have a box with air pulling through it and there is a sniffer that pulls out samples and analyzes on the fly. So we had kind of a

complicated data set that we had to deal with. Those things require a lot of people, equipment, planning. We have an emergency operations center that has been functioning since sometime in late April for the first time ever we had someone police staff. If you know Kay Morrison, please send her a note saying thank you because she worked 14 hours a day because we're trying to get our data thing going and trying to sample the Web site. So there's a lot of demand and that persons of the upshot is we started to talk about how us to reduce data? We needed someone else on the background to do. The person most hands-on most knowledgeable is not nice to the person that can afford the time -- this is still the person that can afford the type is so huge ran up, a lot of resources and enormous pressure to get the data out there. I will structured this in my social media mantra.

>>> The mission was right from the get go, and is triggered Jackson said we will provide did as soon as is available -- administrator Jackson said will provide data estimate is it is available. Once they were checked and given to the weapons needed to get on line within the course of that led to a lot of late tonight and that mission request and requirement was clear from the wind. Open government also says we should be providing the data and there are two different needs. A lot of times we talk about raw data, despite the data out and let the public have it. Another important part is even the people who are the raw data proponents would say and do say that the government also owes the public and interpretation of the data and with the agency, do they mean what they indicate to people? We also needed to provide maps to be able to navigate the prototypes of Data.

>>> There is also this concept that had developed over this period that there is presentation and provision. Presentation is  visualizations and did you have messing with the near Times has done I encourage you to search Google for the oil spill in you can find flesh and animations that are not the raw number by sure you the extent of the oil spill and how has exceeded overtime be there is also provision for reporting what you know out there. There is both the raw data and your interpreted did that. If you are massaging numbers or doing analysis and coming up with a final number, you need to provide those numbers for people to take and do whatever they want. It's a large number of things to keep in mind so we went looking for tools.

>>> We had clear evidence that the mission had taken on was infected right mission. The data pages initially presented more than 1,000 times a day per the overall agency home page is visited 20 to 30 times a day for these data pages to be visited this amount was quite significant. We're getting letters and other ways. From non-governmental groups and state and local governments, we were getting questions and be an e-mail to the B.P. spill site and also Facebook and Twitter.

>>> Any tools that we use had to make sense and many of you have heard me give my presentation on the Web to .0 and Web 1.0 for Earth Day. We need to think about those provisions and presentation questions, mapping, navigation and all of that to make sure you are providing something that makes sense because did not want to crease to which we have invested a lot of time and money producing 29 tools which complete the overlap and thoroughly confuse people as to why we using that tool ID which is the difference between these two?

>>> So we had quite a bit of lack of pelage internally for what  -- lack of knowledge internally and what we did immediately. Let me popover to my web browser. We provided this sort of thing here. We provided links to comma delimited data that you could download and pull into a spreadsheet like Excel and this is what that looked like which is not especially user-friendly. Never intended to be consumed by humans and when you pulled into Excel is a nicely laid out a spreadsheet. We also provided data in PDF formats. And what that looks like is this. What I would argue is more useful to people. I am pausing and slowing down because I get a few here shows -- that shows me while most of you are seeing.

>>> This PDF file is 25 pages long so if you're interested in a particular area. We provided latitude and longitude and permission. So if you are trying to do your own analysis this is difficult to use. This is long, long, 25 pages like this and trying to understand what is happening with a particular chemical you are not interested

in. Trying to find out where we found stabbed and these NDs what that means is -- found and these NDs what that means is "not detected" and that we did not find this thing through most of the time of people are worried about is the stuff that we did find. So it's a pretty limited use pit that is where we were initially.

>>> Going back to provision and presentation, this presentation. It is not especially user-friendly but it is a presentation of stuff. The CSV is more about provision and you can pull this stuff in. We also provided -- this is the raw data. We also provided interpretations bid at the top of each page on our website we had all of this information and the latest data be we were always mindful that not everybody wants to do data analysis. A lot of people want us to tell them what is going on. We have always had this kind of a box at the top four we did tell people. This presentation, not a broad data printer to data to tell them what we are finding. Broad spectrum discussion about what we're finding. That in itself was a lesson that we learned from Katrina. We tried to do a daily summary and give some specifics and it was a huge burden that was not helpful to people so we changed that amount to just say look, what are the problems -- one of the problems with Hurricane Katrina is that we found lead in the water that was rolling around these houses on the street corner of  this date. Why do people really care? Put yourself in the minds of a someone in New Orleans looking out the window with floodwaters of there and we are reporting every single day telling them exactly how much when we found in a waterproof are they going to dip a cup in the water and  drinkit? No principal usefulness to them was actually decrease by providing an interpretation that was so detailed print, in fact, the real answer was almost all the way through was, wash your hands and take a shower after wading through floodwaters.

>>> That is why we tried to give these spots and look, it is an urban area. You want to compare it to what they would have seen with of the event happening instead of just reporting the number was set in today. So there are all of these different ways of providing information that you have got to think about.

>>> Let me go back to my presentation here. So we were providing CSVs and PDFs we had quite a bit of lack of knowledge internally about what tools were available and what things like Socrata existed and what Google earth could do. One of the things as you consider running if you're not an emergency operations center, it's easy to think up the kind of information you would like to provide to people. Finding the people who have time to review and consider it is a whole different thing because those people are dealing with enormously huge issues and sometimes you just cannot get them to focus. It's not to any part of their own. Our management team was working even longer hours than Kay was working to you have to paddle your way through that Purdue have to find a way to get that information in front of people.

>>> So the concerns were raised and we walked through them one by one and four managers berth in the emergency operations group, Public Affairs. We walked through this kind of stuff and we agreed that we do not want to confuse people. There were some conflicting police people had misunderstandings about what particular tools could do and what they provided. There was some skepticism about was that with their party. There were people who raised questions like why would we want to use Socrata? We said look, we put the videos on YouTube, pictures on the Flickr. We are out on casebook  -- Facebook and Twitter and now they get it and they are linking to these things from epa.gov and we had to work for all of that and think about how to train our staff. Those of the things that we worked our way through, considering Socrata and also considering Google earth.

>>> The Daily CSV and PDF files for themselves, although they also provide some value they were difficult to produce print the PDFs in particular, there were probably six to ten very nit picky  things had to do and we made mistakes but it was a rush situation and people were working late at night sometimes 9:00, 10:00 at night trying to get these data files right. So how can we automate this and get the human out of the equation?
>> So what happened was Kevin had been sending me notes and we had been chatting about wanting to come and do a demo of Socrata and the timing was perfect. He came there and I realized that Socrata was something offered some things that were not

offered by air currents systems and although I know we have this data download tool it would not offer some of the things that Socrata could offer producers some of the benefits.

>>> The main thing is Socrata gives you an online table. I showed you the CSV format of our data. And I showed you the PDF version of our data. The sort -- not sortable and this is the Socrata version of the same data. At first blush this looks a lot like the PDF. But this is like the an Excel format and I can sort by state name and I can also do filtering. Let's say that I click here and what to do a filter and choose the column that I want. I want the state to be equal to Louisiana. I say 'add condition' and apply. Now I will get a much more limited data set that shows me just, Louisiana. What is more is this data set has its own unique URL so if I am a blogger or state official I can link to this URL here at the top and as EPA update the overarching datasets, this will automatically be up-to-date.

>>> What that means a few things to the CSV and PDF version in order for us to produce the equivalent, state level views of the did every single time we create one we also have to create three more versions or four more versions. In Socrata be up load the data one time and every time we update the date that the filters automatically update and it is a unique URL so that is a powerful benefit to what the system can do versus with the CSV and PDFs Do.

>>> The other thing is you can also. Oh, it will not let me do this. Let me go back.

>> You have to see -- save it first, Jeffrey.
>> I do not want to bother with that right now.

>>> The other thing, this is actually a view already. So the service order action itself is already a filtered view so if you're only interested in water sampling this is the URL for that and if you have a blog that talks about water or are interested you can embed it. It is something that you can drop into a blog for anything that you want. So it gets its own URL and can be imbedded is something that is pretty powerful and then, of course, there is the API. We do not have a program will wait to get to our data, we have to download the data and manipulate it. Those are benefits that we did not get to our CSV and PDF patients and do not get through Google earth which we have been using. So we saw these as real benefits to set up and use the system. There are some other benefits -- Another benefit that is very, very much coming up is we were asked to provide the data into a performance in XML, and KML for making maps and Kevin, you are working on that one?
>> Yeah, KML is on the way.
>> So that is great, we just had to create one CSV and Socrata took care of all of these flexibility options that we've proper important for people to have Kevin mentioned some of the benefits to was that were not relevant but may be relevant for you. We can share filters. There is a button that lets you easily fire that ought to face but and Twitter. There are some stats that are good and getting better. We have done some work appeared right as we were starting out is that a huge deal and the fact that you can do your own brandied and we can put epa.gov. And the emergency situation and was not necessary and does the things he could see as real benefits in the future.

>>> These are some of the policy issues. We had our terms of service, thank you to GSA, we gave it to our general counsel and within a matter of days we signed. And Kevin took care of accessibility and worked with HHS and Medicare. The credibility. I think it is important to provide the data under on-site. So, from the metadata you would link back to the filter and find the original. One of the things that we did, the equivalent of the extra mile link notice will be linked to Socrata, we would provide a little icon. I will scroll down and show you that here so great here is where we were linking to Socrata data here. And right there is the third-party icon. So that icon links to the Standing disclaimer that we created that talks about -- we're implementing this agency wide so anywhere we link to YouTube or Flickr you will get an icon that links to this disclaimer.

>>> We wanted to provide multiple tools in a suite that we and meet multiple needs.

Google earth, my opinion is it's in the tremendously useful tool for much more savvy users than most people I think are. It gives you all kinds of flexibility and that is often the case. You have to become more expert in figuring out how to use this so we are doing Google earth and the data download tool. Let me add that to the slide. And we're continuing with our brief summaries. Sitting here today, the well got shot three weeks ago and we're still doing data and the data will eventually slow down. But just an FYI we are still taking data.

>>> Here is the chart. I wanted to capture that content. Most people do not think the locations of four we took sampling as the raw data. They think of the numbers that we got from those locations but it back where we were and taking samples is actually a data set onto itself and, in fact, there's a story to be told there. I am someone who believes that websites should mostly be about serving users' needs but I also think there is a critical strategic Communication function for USAir and part of that is telling your own story and reported back to the public. This goes into transparency, and accountability of what you're doing for that. Being able to show this kind of the map that shows we were sampling all over the Gulf Coast but it's not like we send out the one guy at one time, as you go and it gets more and more complicated. There were hundreds and hundreds of places that were taking data samples at different times. This is just the water sampling and the air sampling, sediment sampling map looks similar.

>>> So going back to my presentation, that navigation aspect of it, it does matter appeared in these maps were only showing the locations and would send it back to the Web site to get the actual data and that has improved over time, too. So literally handed out the raw data could we stopped doing the CSVs and PDFs for the step that is available to our Data download tool so we're still kind of in a mix because in some cases the data download tool does not work quite yet. It through Socrata you can download in various formats and grab it through that API we're not doing much in terms of analyzing data. We are not doing anything to provide the raw data. That I am aware of. Presentation wise we are keeping you PDFs still in many cases. And Socrata you can view the data in the state of -- in the data tables and then with the Google earth when you click on the location you will get a pop-up window and some data is being presented. As far as interpreted data we are continuing with our short summaries and when you click on those maps, if you click on a point on the map you get a link that pops up that lets you do the reports and the reports themselves are, in fact, interpretations. It is a summary of what is going on P we gave you some benchmarks of what you're looking at. As you scroll down to see more and more information. Are the values exceeding benchmarks? We gave you a fairly complete report a fourth is going on so it's not just the raw data, it's also participation of the data and whether or not you need to be worried.

>>> As far as navigation goes we are allowing you to navigate between that and want to give Kevin and his team some credit. It came up with another map. I knew that we were doing mapping. I knew that are mapping would be linked to a interpreted tools so never went live with a map that Socrata created. There are some spots and starts in December and okay by's team -- and Kevin's team was very understanding and I appreciate that.

>>> Did something to remember. Minimum or maximum permitted everyone's willingness to try something new is the minimum paid all you what to do is you know how to do and you get cranking. And that sometimes that is exactly the wrong approach. We knew how to review CSVs and Pias. Complete this said from the question whether those were the most useful tools. The willingness and ability to focus on trying innovative approaches can be at a minimum so it takes some time and effort to think about how a commitment people, how can you get their attention? It probably took a month between when you and I said this will work and when we actually went live with the First Data set. About a month, okay. And that was numerous meetings in house that was conducting quite a bit of training with my own staff talking to mentors in different offices. So it's always under the emergency think but just know sometimes it takes that steady hand. You cannot get shrill, you cannot get strident press everybody is burning the midnight oil and you have to be aware of that. The model I think of here is silly putty, a people on silly putty slowly it will stretch but a if you jerk on

it, it breaks.

>>> We have been running a daily metrics report. Here is one of the views that we had been we had 82 visits in the time period that has been measured. There are others that have for like 1,000 views. We have people downloading pits a when that convinced that Socrata -- and also remember that Socrata for us is one of many tools. If Socrata becomes your only tool ID you are driving people there you will get more traffic. We're still evaluating I think given what we have done, the traces be made were absolutely the right choices, the right time to experiment. Going forward will look at some more metrics. Remember this is all in the context of the serious emergencies Drexel lessons learned to your work before the crisis and get out and signed the terms of services. Think about your audiences and their needs before hand. We have a whole plan in place to build new tools and get this stuff up and ready. Building databases ahead of time.

>>> Remember the difference between raw and interpreted and different rules are different needs.

>>> And then more teaching as I am doing this webinar with you guys I will provide this PowerPoint presentation to Alycia and chicken given out to all of you and I will probably offer this as a stand-alone webinar.

>>> For the public, we did blog about R Data tools and -- our data tools and we also discussed doing press releases about are restated tools. One of the things is we have a e-mail list that people who want to get updates to be alert them to these data tools as they come on line.

>>> With that, I will stop and I guess we can take questions.
>> Great, we do have questions and I would jump right in since we have about ten minutes. Does Socrata store historical data after you update? I am assuming this attending wants to know, does it save the different versions?
>> No, not yet be we're working on snap shotting and versioning that will come but right now what the capabilities is the refresh the when you refresh the date of the old data is discarded and the new data is there. Of course, you can manually control that under oath if you want to keep the effect of having versions -- control that on your own and change the name of the old one.
>> Great. Just to clarify this point, when you embed data on the Web site, isn't linked to the source of that your data will stay current?
>> Yes. The data is for -- is virtualized wherever that it is propagated across the web tickets automatically updated and that applies to embeds based on the raw data set and filtered use of the raw data sets.
>> I think this is a slightly different question and I think the answer is yes. Were we can set up a question of the MAC system rather than updating the dealer said the click and put in a permanent URL and Socrata can grab it.
>> That is a good distinction. Basically the way our platform works is it anticipates that you as the data owner are the authority of system of record. There are different mechanisms that you have as its publisher to get data into the Socrata platform which can be as manual or as automated as you see fit. Some of our customers literally go in there and use the user interface that is built into the web browser to upload a new data set whenever it changes. Or some use our publisher to keep it updated. The third model, kind of what we have done with Medicare where they have an FTP server that has a current version of the data and we have a process that runs in the middle of the night that checks for the existence of a new file and if we fight it week rabbit and ingested into the Socrata platform -- find it and ingest it into the Socrata platforms.
>> What kind of help did you provide to public users since not everyone would know what Socrata is or what the Socrata icons could do for them.
>> Thanks. Very good question. I meant to show that. Kevin, can you make be the presenter again?
>> Yes, hang on.
>> In case you're not familiar, that @ is Kevin and I's Twitter handles.

>>> Here is the page again, the coastal water sampling page. Every time we in this

Socrata be put it in a box -- we put it in a box listed here. We have treated this page here on how to use Socrata. I will destroy you that real quick -- just show you that real quick. We're not getting into a huge amount of the trouble we created this to show you some basics on what to do. Actually, Kevin, I am realizing --
>> You need to update that.
>> Yeah.
>> So right in the middle of all of this, Socrata updated their hold user interface so we actually need to update the speech so thank you for the question but this was there from the data we launched Socrata.
>> Great. Thanks.
>> And did you use widgets to send up top data finding?
>> No. Good idea but not something that we thought of.
>> In the agency wants to put their data out to the public via a data feed, what is the best way to do that?
>> I am assured. I am not an expert on feeds. I think it's a tricky question to ask what do you mean by a feed? We have something like 60,000 rows of data and we are operating several hundred rows a day so what would the feed be? If you're looking for something, like we updated this data set and you could even manually build that. If you're thinking of something posting all of the data, that is one of the feed opportunities out of Socrata but I don't know what someone would do that with every new Road gets a mention in the feed.
>> The question is a little bit ambiguous and I will try to answer it in two different ways. We did not talk about it here today but one of the data formats the Socrata platform can consume is a RSS feed and we do all sorts of interesting analysis. So if you can wrap that with RSS that can be adjusted in one state is in Socrata you can subscribe to any data set and in the filter  view via RSS and what you get in your feed reader is changes, so if values change you will get indications via your reader that those values have changed.
>> Okay. Great. Jeffrey, you have a fellow EPA colleague as an attendee and she is asking why do we have a data download tool since there is now Socrata would seem to have the same capabilities and more?
>> Again, their credibility issues. The data download tool a ticket to the data in a different way it could  -- as easy as it thinks Socrata is able to use I think our data download tool is easier. There are benefits to having something that you own and control. I know the folks in the group who produce the data download tool are constantly taking feedback and trying to improve it. I think it provides a somewhat different way of getting to the same data. I agree there is some overlap but not in terms of ownership and credibility. These are the original data there will be people who want to get right from that EPA and will not trust the Socrata Web site. Let me show you what it looks like.

>>> You can do the same things could you can grab particular dates and choose which medium you're interested in and choose a state. In Socrata you have to learn to use Socrata and here it's a matter of a couple drop down lists. So there are some differences in ease of use. I think they are complementary tools, I do not think it has to be one or the other.
>> Okay, thanks. Given the limited audience for actual raw environmental data, would you see a benefit in the future of books aimed Socrata use of the presentation intended for the general nontechnical public?
>> Can you repeat that?
>> Yeah, it sounds like that is why you are using maps. Given the limited audience for the raw environmental data, we use the benefit and the future for focusing Socrata use on data presentation intended for the general nontechnical public? That is pretty much what you were doing with the maps, am I correct?
>> Yeah. It is an interesting question but in my head I will tell you that I think of Socrata as provision not presentation. The data tables themselves are useful but when I think a presentation -- let me just show you. This is the kind of stuff I would like to be doing. Let me just look up the New York Times. You can read a data table that tells you the extent but that does not do the same thing as this animation which gives you a slider by date. You can pick a date and see. That said, I will turn it back to Kevin.
>> Yes. So the big next push for us is and gigantic steps forward in the ability for a mainstream focus to be -- for mainstream books to be able to consume data. We have

some pretty rich capabilities to do mapping on ESRI and Bing and Google. They are evolving merely by the day and Jeffrey mentioned  it went to the refresh in the past five or six weeks. US meeting our mission which is trying to make data more understandable by a non technically trained person did the New York Times has a capable staff of experts who can produce these kinds of things. Our hope is that our customers can build these kinds of things or maybe one notch just below them on their own in a generalized way with any kind of data set that they have to share. That is the direction we're heading.
>> Great. I am just going to ask one more question and I want to let the audience know if you have other questions, please feel free to contact Kevin or Jeffrey or you can e-mail us at Web manager university.
>> One of the attendees is asking, Is there a metadata available with the Socrata data.
>> You can describe a dissent,  -- a data set, integers, you can even attach arbitrary attached and so it has a robust mandate  -- robust metadata attributes to.

>> From a credibility standpoint this is where you get a chance to show who provided the data and what is the source linked so you can come back and find it. So this is a link to the all sampling data CSV file.
>> Is there a maximum size for a data set?
>> No.
>> 10 kabillion rows.
>> [ laughter ]
>> Let me just say -- That was another concern that some of the folks here said that some of our data will get very large and I said how large? They said up to 100,000 rose so I called Kevin and he said yeah, no, not an issue.
>> I do know one data set that is 21 million rows, not a worry.
>> Jeffrey, if you would not mind putting up your contact information as I wrap up. I want to let everyone know I put the event evaluation lead in the chat box and feel free to click on that and  fill out our evaluation did I really want to thank both Kevin and Jeffrey pugh have taken a lot of time and run your busy, busy schedules and making slides on planes and trains and it was a really informative event today and I thank you both.

>>> I want to mention again you will be receiving a link to the recording for this webinar and all of the slides as well as the transcripts pincer you'll be able to share this with colleagues -- So you will be able to share this with colleagues that missed the event. But Manager University has posted our Fall 2010 and spring from 11 schedule so please go on webmanageruniversity.gov and we're kicking off in September with a free webinar on the magic of excellent customer Service. Again, this has been a great webinar thank you guys bring much.
>> Thanks, Alycia. Thanks, everyone.
>> Thanks.
>> Bye.
>> [ event concluded ]