



Savvy Sonja

Outgoing | Curious | Diligent

Has watched every episode of *Parks and Recreation*. 3 times.

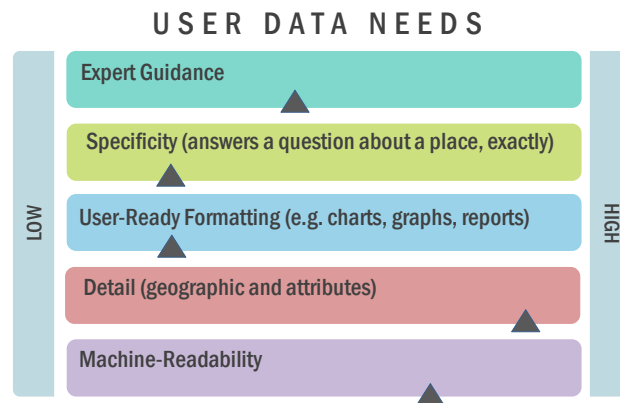
Planner for a mid-sized city government. Analyzes data to find answers to questions and share information with stakeholders.

Behaviors

- Uses many local, regional, state and federal open data sources.
- Keeps up with issues and skills by attending local conferences and user groups.
- Uses intermediate GIS skills regularly.
- Creates maps and charts to communicate with internal staff, stakeholders and the public.

Needs & Challenges

- When she finds an interesting online map or other resource, wants to have easy access to the underlying data to use in her own work.
- A ‘generalist’, she needs data with different subjects.
- A local planner, she needs geographic detail.
- Even though she tries to stay tuned-in, frequently discovers data sets that have been available, but that she wasn’t aware of before.





Manager Marco

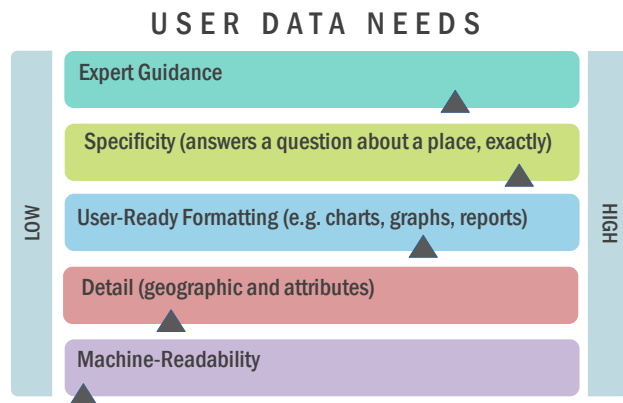
Steady | Resilient | Compassionate

Soccer dad. Spends weekends coaching his kids' teams.

Administrator for a township. Uses data to share information and understand practical issues.

Behaviors

- Focused on key functions of the township, such as permit applications, street maintenance and asset management.
- Works in a small team in a building with all other township government staff.
- Works closely with the adjacent city, and the county to deliver services to residents.
- Stays busy just keeping up with the workload.



Needs & Challenges

- Comfortable with his 'go-to' sources of data needed to keep up with work.
- Would like to see some updates in software and workflow, but it's hard to imagine how a small team like his would implement changes.
- Points people to entities with more staff resources when they ask for data or analysis.
- Needs assistance and support in pursuing funding for operations and infrastructure projects.



Engaged Elaine

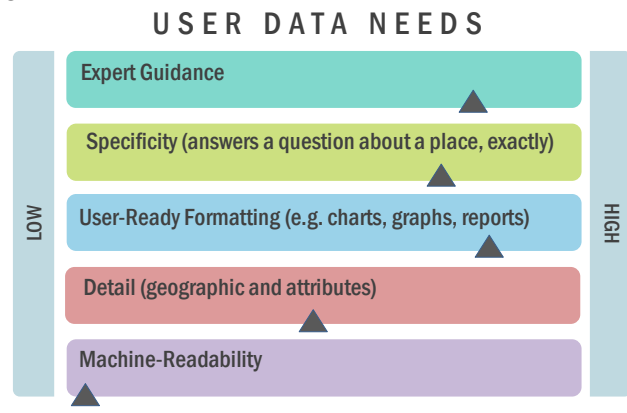
Insightful | Determined | Energetic

World Traveler. Can handle much spicier food than you.

Retiree, neighborhood advocate, watershed protection group board member. Seeks to engage in participatory analysis about areas of expertise.

Behaviors

- Follows local news to keep up with happenings in the community.
- Uses apps to navigate when getting around town.
- Engaged in neighborhood civic group.
- Frequently attends public meetings.
- Uses social media to discuss local and national politics.



Needs & Challenges

- Looking for new ways to use technology to simplify daily life.
- Would like to see data about her community—things like property sales and development plans—in an accessible format.
- Likes to share data from the news and reports, but wants to feel confident in her sources.



Decisive Delaney

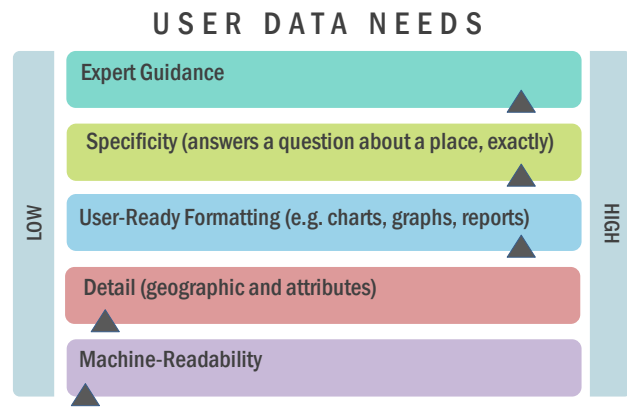
Enthusiastic | Organized | Direct

Has two Dachshunds named Oscar Mayer and Nathan.

Elected village council member. Looks for accessible data to inform decisions and communicate with residents.

Behaviors

- Reaches out to regional data providers to find information that addresses a particular issue in her village.
- Talks regularly to constituents and stakeholders with an interest in development in her community.
- Reads news about the region regularly.
- Attends presentations about regional planning and development issues and reads reports.



Needs & Challenges

- Analysis to aid in choosing and communicating the impact of public projects.
- Would like an easy way to find stats, charts and graphs specific to her village.
- Understanding projects, initiatives and trends in the region and how they impact her community.



Hopeful Hadiya

Sincere | Loyal | Eloquent

Debate champion. Can and will beat your argument.

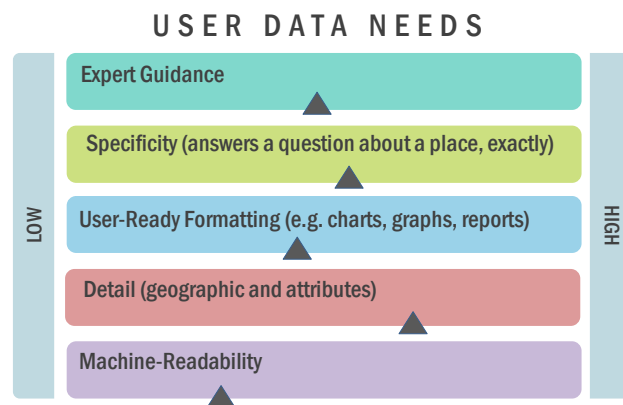
Affordable housing nonprofit employee. Wants to understand and communicate housing needs, and demonstrate program impacts.

Behaviors

- Passionate about her work, advocates for affordable housing on and off the clock.
- Writes grants to secure funding.
- Attends regional events to network and stay current.
- Uses government and nonprofit-produced reports and resources in her work.

Needs & Challenges

- Needs data about neighborhood housing.
- Always seeking better ways to identify and justify areas with funding needs.
- Looks for data to help tell stories about health and safety outcomes related to housing
- Wishes she had time and resources to do her own neighborhood surveys, instead of always relying on small-sample Federal demographic data.





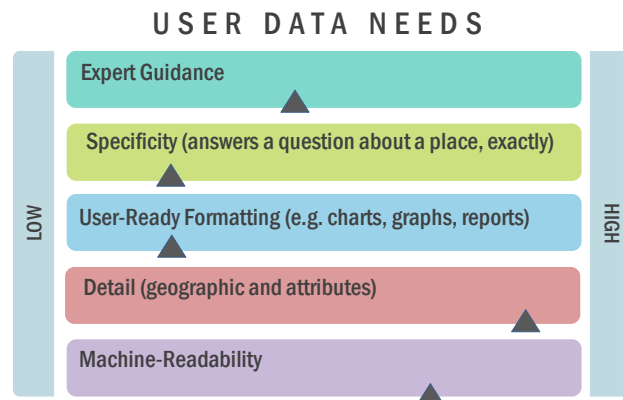
Specialist Samir | Ambitious | Systematic | Affable

Biggest. Movie nerd. Ever.

Project manager for a planning and engineering consulting firm. Needs project-specific data to meet contracted goals and regulatory requirements.

Behaviors

- Attends industry conferences to keep up with best practices in his field.
- Travels for work often, sometimes internationally.
- Enjoys solving one type of problem really well.
- Sometimes works long hours, and just wants to relax whenever he gets a chance.
- Creates specific kinds of data, when the project requires.



Needs & Challenges

- Knows what he's looking for, but sometimes needs help from local experts to know where to find it.
- When working in a new place, uses reports, graphs and charts to get familiar.
- When it's time to get the work done, needs clean, high-quality, detailed, machine-readable data for the people on his team.



Coding Corey

Creative | Socially-Minded | Geek*

**Self-proclaimed and unapologetic*

Civic tech enthusiast. Wants to make cool solutions to real community problems with any and all data they can get their hands on.

Behaviors

- Sometimes stays up all night programming...just for fun.
- Engaged in local arts, politics and social-service organizations.
- Believes in the power of technology to do good.
- Attends tech user groups, meetups and hackathons, whenever possible.
- Publishes data visualizations on their blog.

Needs & Challenges

- Indiscriminately consumes data.
- Frustrated when the data are out there, but aren't open.
- In spite of their ravenous data appetite, they 'get it' that data can be misleading, and do their best to use it responsibly.

