



**Savvy Sonja**

**Outgoing | Curious | Diligent**

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

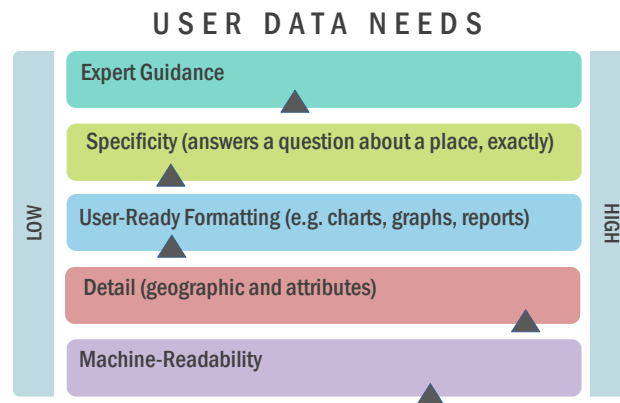
**Planner for a mid-sized city government. Analyzes data to find answers to questions and share information with stakeholders.**

**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**

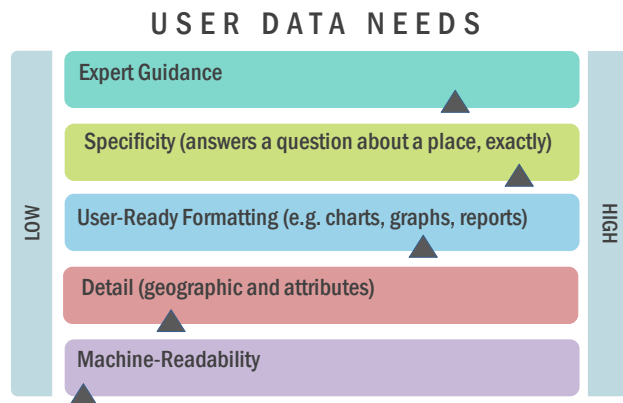
**Steady | Resilient | Compassionate**

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**

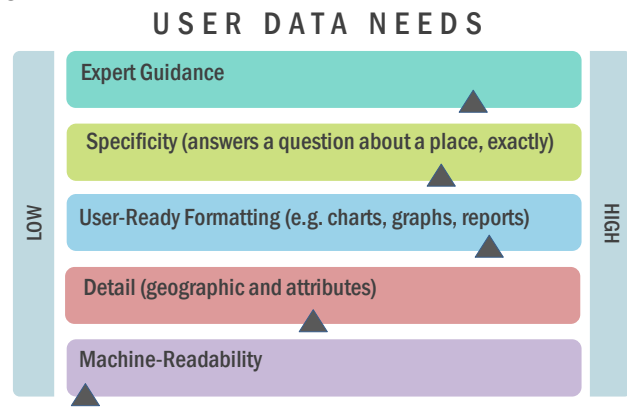
**Insightful | Determined | Energetic**

**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**

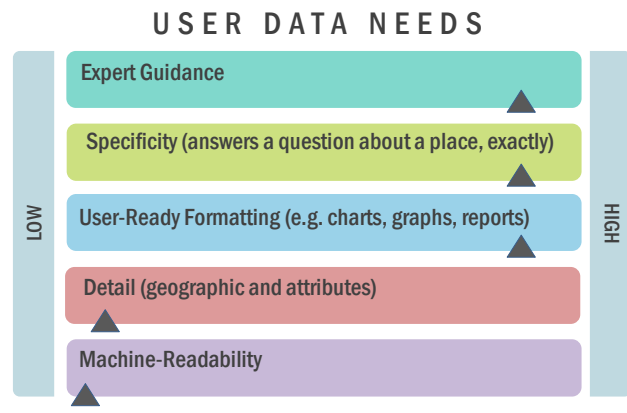
**Enthusiastic | Organized | Direct**

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.**

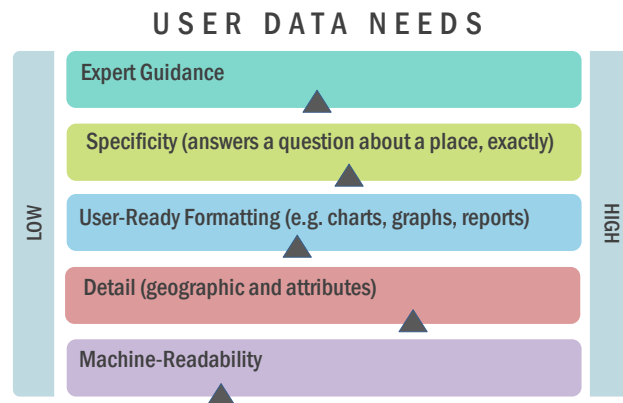
**Affordable housing nonprofit employee. Wants to understand and communicate housing needs, and demonstrate program impacts.**

### 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.





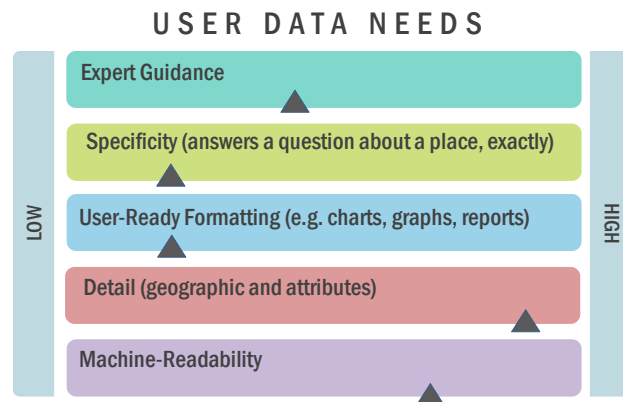
**Specialist Samir** | **Ambitious** | **Systematic** | **Affable**

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.

