

Transparency Program Updates

Transparency Oregon Advisory
Commission

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Enterprise Information Services*

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Transparency Program Updates. *Agenda*

- 1) Annual updates to the Transparency website
- 2) Review of Gartner Benchmarking Assessment
- 3) Proposed Legislative changes as a result of benchmark findings
- 4) Current Key Performance Measures
- 5) Final recommendations



Annual Transparency Updates



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Website Redesign

- Redesigned website launched April 2020
 - Newsletter sent out [May 2020](#)
- Video review of historical website and update:
<https://das.adobeconnect.com/pw91b0y5ieq2/?proto=true>
- Added new embedded interactive visualizations and new homepage design



New Homepage



Oregon Transparency


Opening State Government to Everyone

 **Oregon Transparency Program** Welcome to our website!



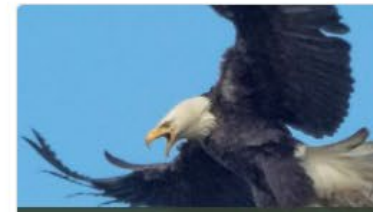
Resources

- [Public Meetings](#)
- [Public Records Request](#)
- [State Salaries](#)
- [Administrative Rules](#)
- [Performance Measures](#)



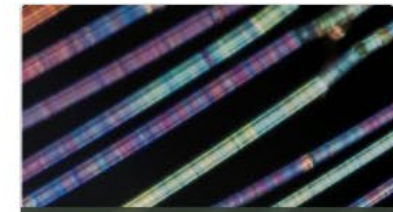
Education

- [Schools](#)
- [Community Colleges](#)
- [Universities](#)



Financial

- [State Budget](#)
- [Checkbook \(Expenditures\)](#)
- [Revenue](#)
- [Contracts](#)
- [Quasi-Public](#)

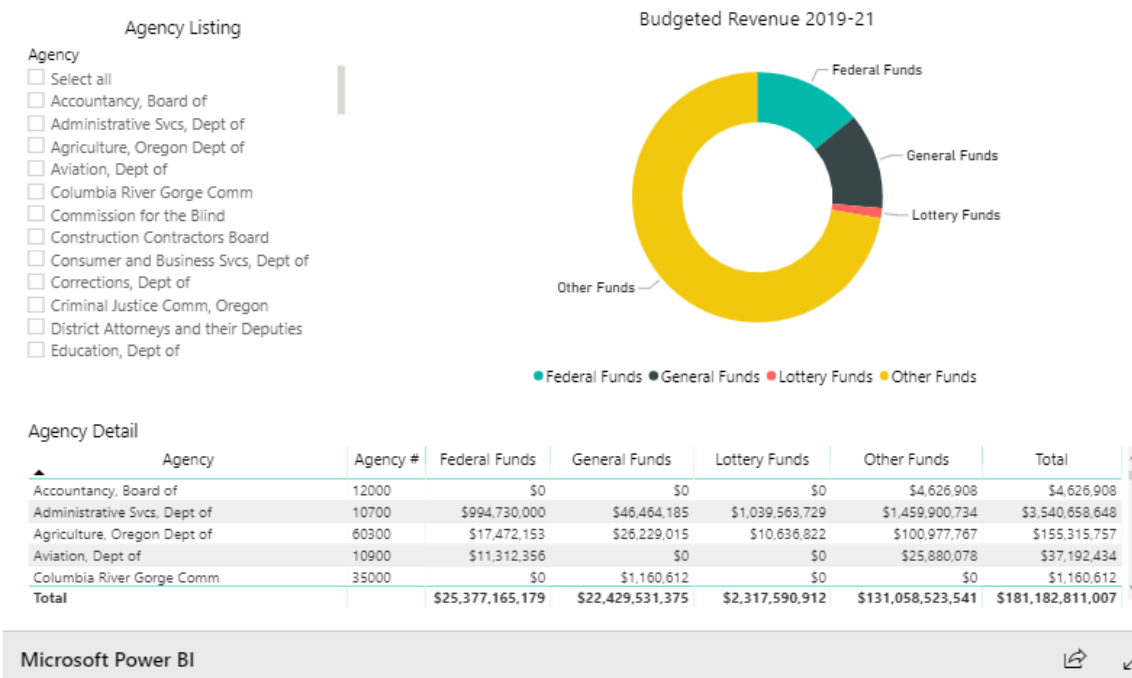


Development

- [Business Oregon](#)
- [Oregon Film](#)
- [Enterprise Zones](#)
- [Tax Credits & Energy Programs](#)
- [County Lottery Funds](#)

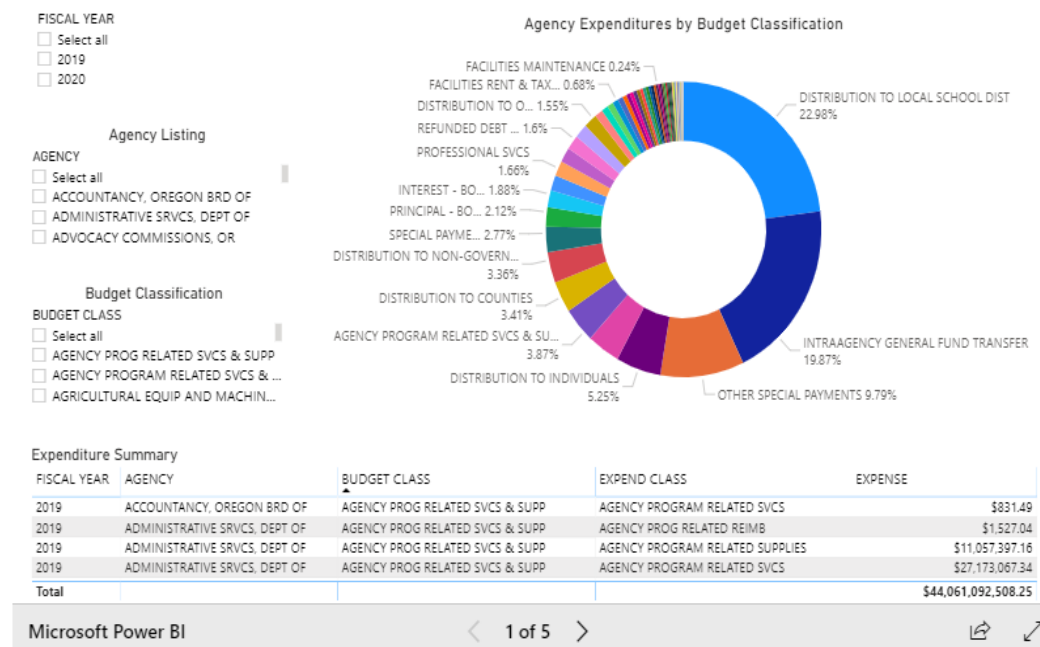
Adding New Features

Budgeted Revenue 2019-21



Download this dataset at [Budgeted Revenue 2019-21](#).

Reports: State Agency Expenditures



Download state agency expenditure data at [Agency Expenditures – Multi-Year Report](#).



Homepage – COVID-19 Resources



Resources	Education	Financial	Development
Public Meetings	Schools	State Budget	Business Oregon
Public Records Request	Community Colleges	Checkbook (Expenditures)	Oregon Film
State Salaries	Universities	Revenue	Enterprise Zones
Administrative Rules		Contracts	Tax Credits & Energy Programs
Performance Measures		Quasi-Public	County Lottery Funds

About Transparency

This website is a tool that will help you learn more about your state government, how it works, what your taxes buy, how purchasing decisions are made, and much more!

COVID-19 Resources

Administrative Rules – Suspension
“Pursuant to her emergency powers according to ORS 401.168(2), Governor Brown has ordered administrative rules suspended for the duration of the COVID-19 state of emergency declared by [Executive Order 20-03](#). You may view those rules the Governor has suspended [here](#).”
For more information visit [Coronavirus/COVID-19 Information and Resources](#).

As requested by the Governor’s Office, in March of 2020 the following was added to the homepage and administrative rules page of the Transparency website.

COVID-19: Administrative Rules – Suspension

“Pursuant to her emergency powers according to ORS 401.168(2), Governor Brown has ordered administrative rules suspended for the duration of the COVID-19 state of emergency declared by [Executive Order 20-03](#). You may view those rules the Governor has suspended [here](#).” For more information visit [Coronavirus/COVID-19 Information and Resources](#).



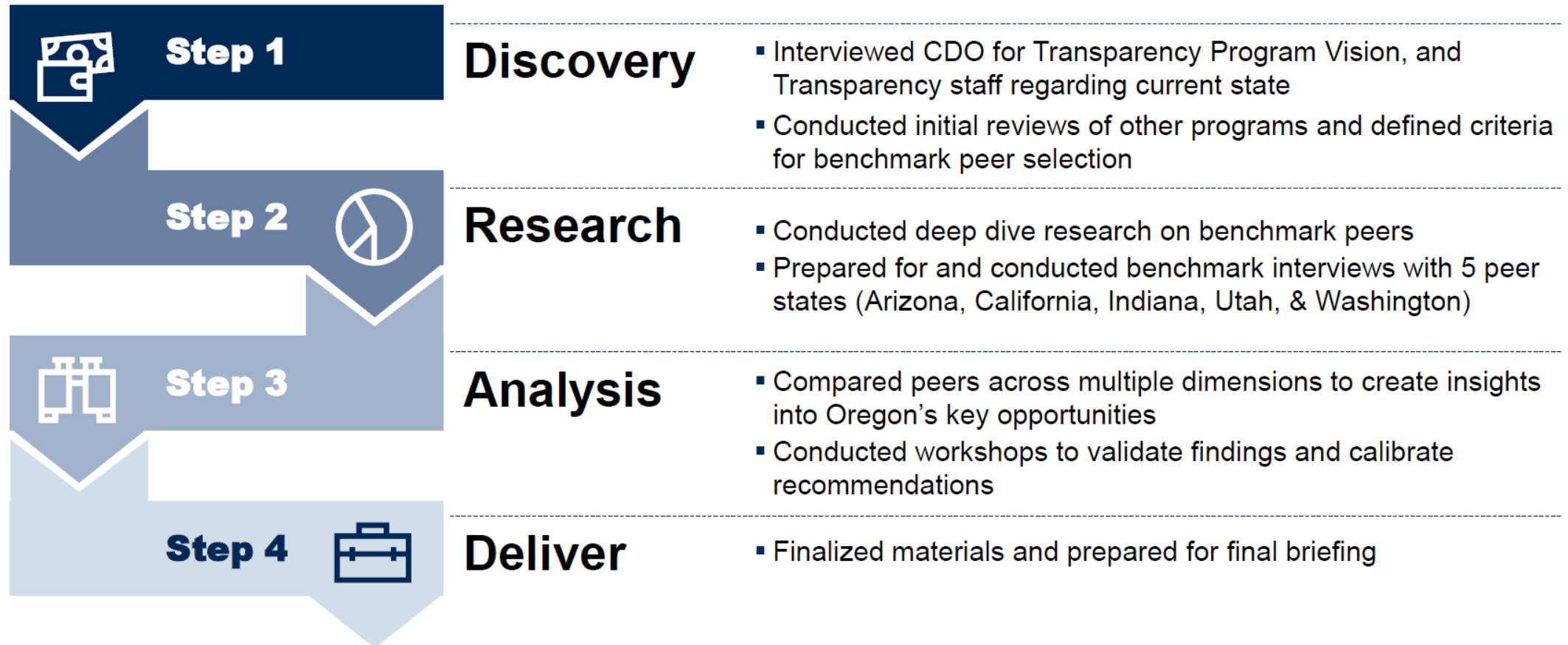
Gartner Benchmarking Report



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Gartner Benchmarking Assessment

- Contracted with Gartner in 2019 to conduct benchmarking assessment in 2020



How does Oregon's program compare to similar programs in other states?

	Scope & Statutory Authority	Budget & Staffing	Operational Approach
Similarities	<ul style="list-style-type: none">▪ Oregon is similar to other states in...<ul style="list-style-type: none">– Having transparency enshrined in statute	<ul style="list-style-type: none">▪ Oregon is similar to other states in...<ul style="list-style-type: none">– Having a limited budget	<ul style="list-style-type: none">▪ Oregon is similar to other states in...<ul style="list-style-type: none">– Using a typical vendor solution (Socrata)
Differences	<ul style="list-style-type: none">▪ Oregon is unique in...<ul style="list-style-type: none">– Specificity of its statutory mandate, which includes an extensive set of required data elements and entities (some states cover local entities but are often managed separately, and mandates for specific types of data are typically limited)	<ul style="list-style-type: none">▪ Oregon is unique in...<ul style="list-style-type: none">– Having staff dedicated to a separate Transparency Program– Lack of finance business sponsorship & participation	<ul style="list-style-type: none">▪ Oregon is unique in...<ul style="list-style-type: none">– Level of manual effort for data collection– Low frequency of adding state agencies' financial data– Level of custom outreach– Lack of graphs & continued focus on tabular data

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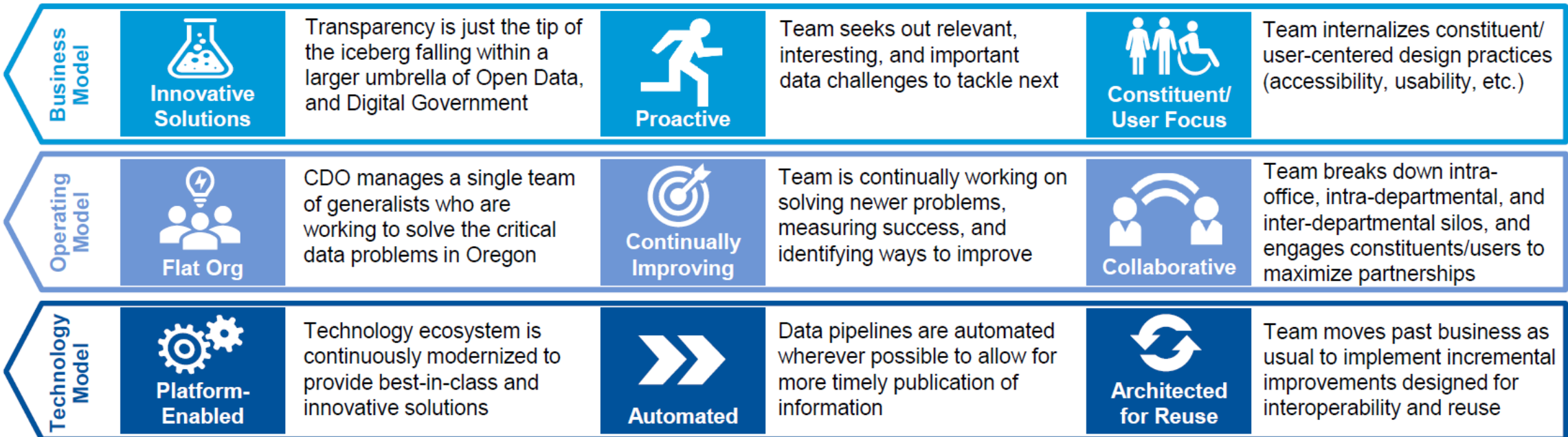
Oregon's "Destination Postcard" for a More Open Government

- Constituent/user participation is dynamic and interactive
- Constituent need/user demand drives development of new solutions
- Constituents are empowered to learn about, and engage government (subscriptions, descriptions, etc.)

Desired Outcomes
Oregon, USA



- Information is governed
- Information is a community resource
- Information landscape is clear and navigable
- Information is provided through a variety of means



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Key Takeaways

- Transparency to be incorporated into broader program areas of the Chief Data Office, such as open data, data stewardship, and enterprise data governance
- Focus on empowering agencies to be universally more transparent through new legislation related to Open Data Program (ORS 276A.350-364)
- Current statutory requirements and structure of Transparency Program should be revisited to address a vision for transparency as opposed to discrete data requirements



Proposed Legislative Changes and Performance Measures



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Proposed Changes to Transparency Statute

- 2021 Legislative Concept proposed removal of several requirements from Oregon Transparency Statute, focused on:
 - Removal of requirements that duplicate agency transparency work
 - Sections that request list of links to other pages
 - Transitioning from linking to pages to building a front door for the State of Oregon
- Intent to codify transparency as a cultural norm within the State, in lieu of individual datasets or reports



Final Recommendations

- Work with Transparency Oregon Advisory Commission to re-imagine Transparency Program Statute in light of new program and requirements within the State
- Craft a vision for transparency within the State that provides evergreen guidance for EIS in leading data transparency within the State of Oregon
- Modify extant requirements to focus more on vision and less on specific datasets or links



Current Key Performance Measures

2021 Transparency Website: General Measures

Google Analytics Definitions

Sessions (Visits): A session is the period of time a user is actively engaged with your website. This number represents the total number of sessions within the date range. All usage data (i.e. screen views) is associated with a session.

Users (Visitors): Those who have had at least one session within the selected date range. Includes both new and returning users. The number of unduplicated (counted only once) visitors to your website over the course of a specified time period.

Pageviews: The total number of pages viewed. Repeated views of a single page are counted.

Pages/Session (Visit) (Average Page Depth): The average number of pages viewed during a session (visit) to your site. Repeated views of a single page are counted.

Avg. Session Duration: The average length of a session.

Bounce Rate: The percentage of single-page visits (i.e. visits in which the person left your site from the entrance page).

% of New Sessions (Visits): An estimate of the percentage of first time visits.

New User: The number of first time users during the selected date range.

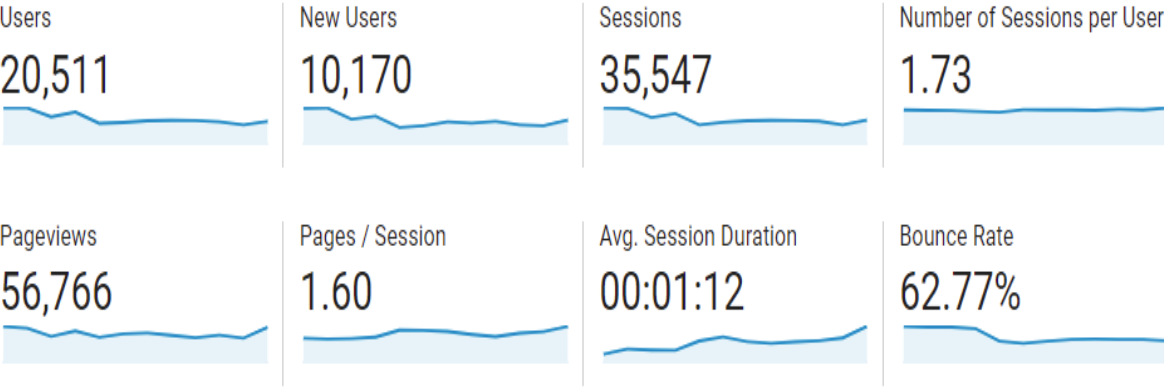


Current Key Performance Measures

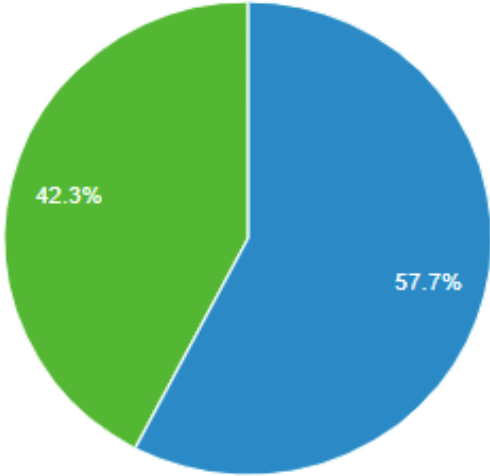
2020 Transparency Website: General Measures

January 1, 2020 - December 31, 2020

20,511 people (users) visited the website.



■ Returning Visitor ■ New Visitor



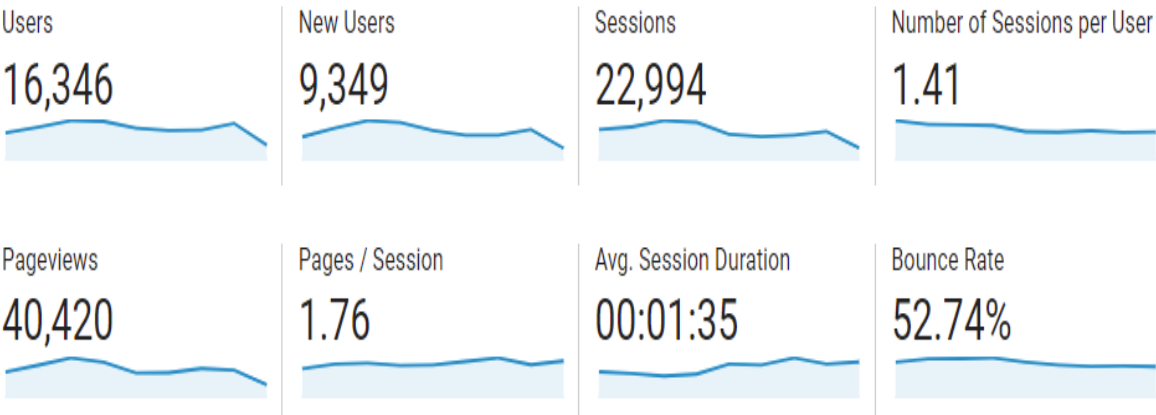
New Visitor: 10,100 / 42.3 %
Returning Visitor: 13,755 / 57.7 %



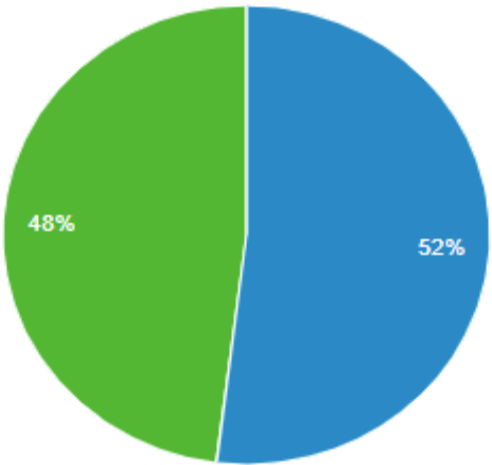
Current Key Performance Measures

2021 Transparency Website: General Measures January 1, 2021 – September 15, 2021

16,346 people (users) visited the website.



■ New Visitor ■ Returning Visitor

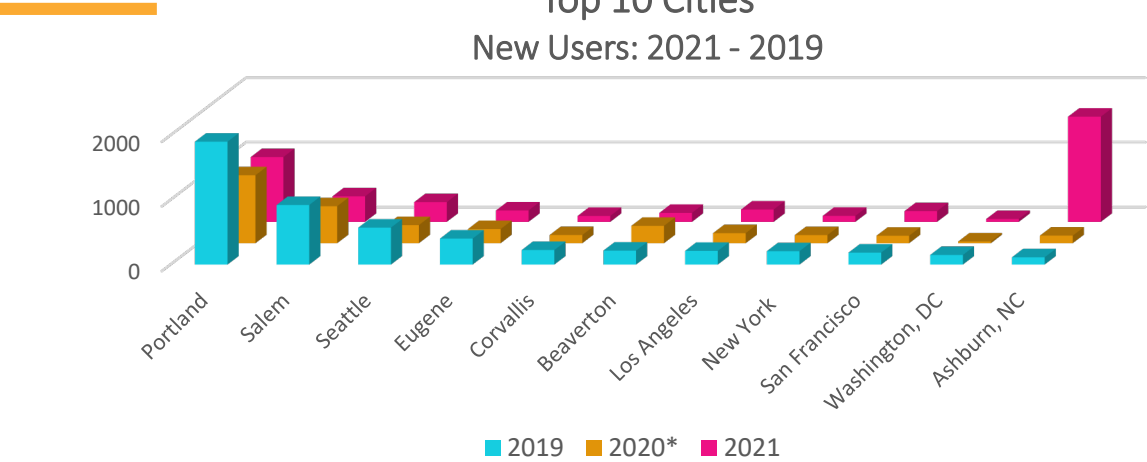


New Visitor: 9,340 / 52 %
Returning Visitor: 8,630 / 48 %



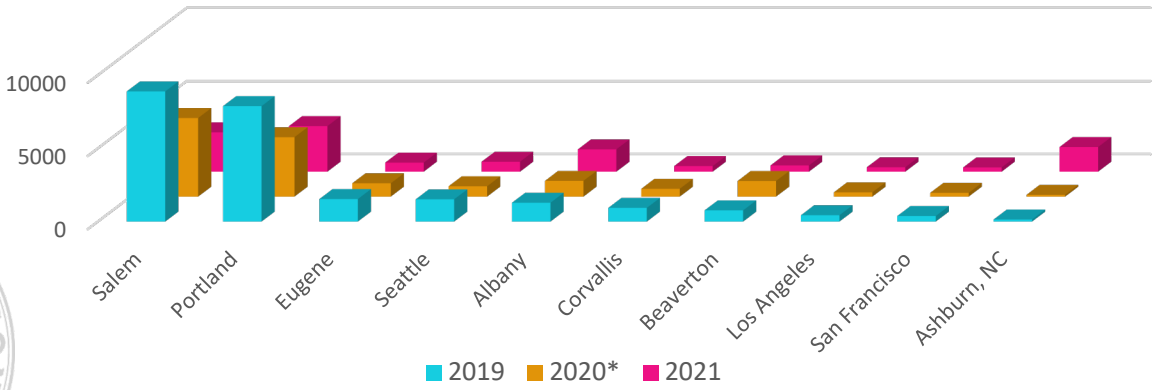
Current Key Performance Measures

Top 10 Cities
New Users: 2021 - 2019



City	New Users		
	2019	2020*	2021
Portland	1901	1051	1003
Salem	921	572	395
Seattle	571	280	305
Eugene	402	219	176
Corvallis	225	127	92
Beaverton	216	269	139
Los Angeles	212	156	191
New York	207	126	93
San Francisco	185	116	166
Washington, DC	149	27	44
Ashburn, NC	113	118	1629

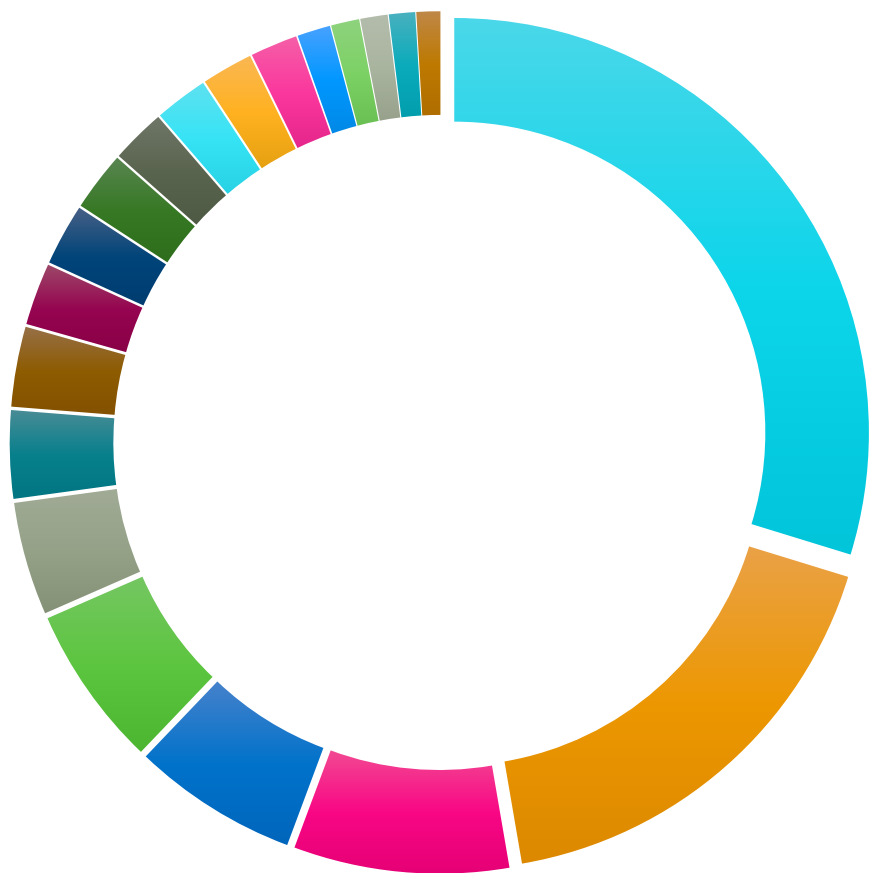
Top 10 Cities
Website Sessions: 2021 - 2019



City	Website Sessions		
	2019	2020*	2021
Salem	8888	5367	2686
Portland	7884	4059	3112
Eugene	1537	913	620
Seattle	1519	709	680
Albany	1287	1076	1526
Corvallis	936	534	385
Beaverton	766	1069	428
Los Angeles	434	295	304
San Francisco	379	258	291
Ashburn, NC	140	125	1682

Current Key Performance Measures

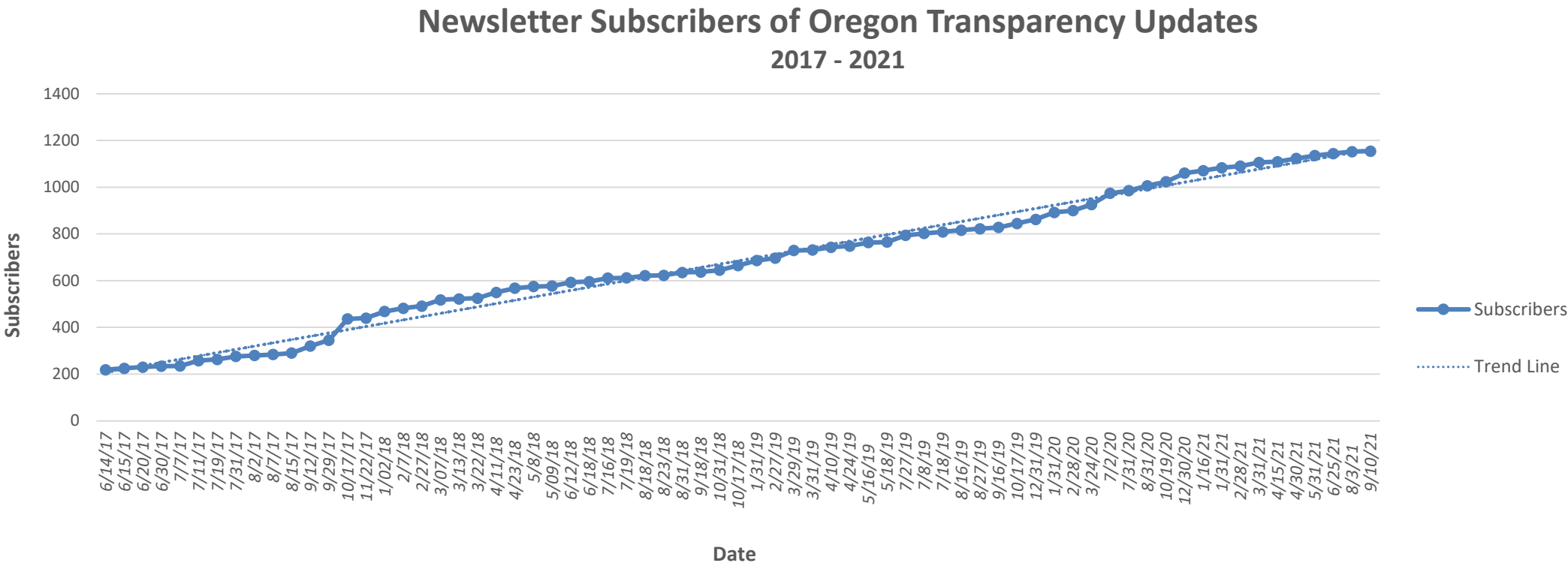
2021: Top 20 Transparency Page Views



- State Workforce
- Transparency Home Page
- Revenue
- Contracts
- Public Meetings
- Universities
- Budget
- Public Records Request
- Quasi Public
- Schools
- Oregon Film
- Community Colleges
- Reports & Resources
- Enterprise Zones
- Checkbook - Expenditures
- Tax Credits & Energy Programs
- Transparency Commission
- Search Results
- Business Oregon
- Administrative Rules



Current Key Performance Measures



Highlights & Milestones

- Subscriptions to *Transparency Updates* newsletter have increased 18.48% since the launch of the new Transparency website in April of 2020.
- *Transparency Updates* reached a milestone of 1000+ subscribers in August of 2020.
- View *Transparency Updates* at [https://www.oregon.gov/transparency/Pages/Oregon Transparency Updates.aspx](https://www.oregon.gov/transparency/Pages/Oregon%20Transparency%20Updates.aspx).





Questions?
