RECOMMENDATIONS

ENGAGING USERS WITH FEDERAL SPENDING DATA

DPI 663 Demo Day
April 28, 2017

Treasury context

Project to date

DATA Act
BETTER DATA. BETTER DECISIONS. BETTER GOVERNMENT.

Federal legislation required that government spending data be made fully available online

Treasury tasked with leading the way
Responsible for collecting, validating and publishing the data

Our advisors

Christina Ho
Deputy Assistant Secretary for Accounting Policy and Financial Transparency

Amy Edwards
Senior Advisor, Financial Transparency

Problem statement

How can federal spending data be useful?

Specifically, what are innovative applications of the data - for whom, in what context, with what features?

Our team

Will Long
Computer science + government

Maya Perl
Strategy, operations + project management

Anna Ponting
Policy + digital initiatives in global cities

Ni Xu
Software engineering + business

Cindy Yang
Start-ups, business development + finance

USER RESEARCH

We talked to users across four major segments...

Government vendors

alteryx

SBA U.S. Small Business Administration

3PlayMedia

Data firms

Quorum data driven politics

govini

Bloomberg GOVERNMENT

Researchers

DATA COALITION

Massachusetts Institute of Technology

J.P.Morgan

BRIDGEWATER

State and local governments

ESCAMBIA COUNTY FLORIDA

… and selected two to focus on

Government vendors

SBA
U.S. Small Business Administration

Data firms

Quorum data driven politics

FannieMae

USER INSIGHTS

Vendors: scrappy, time-crunched business owners

SARAH

- Laundry & dry cleaning business
- Based in San Diego
- 11 employees (part-time)
- $850K annual revenue

MOTIVATED BY

- New revenue opportunities

> “ I create the outcomes I want. I’m always on the lookout

- Comparison to competitors

> “ I want to be the best in this field

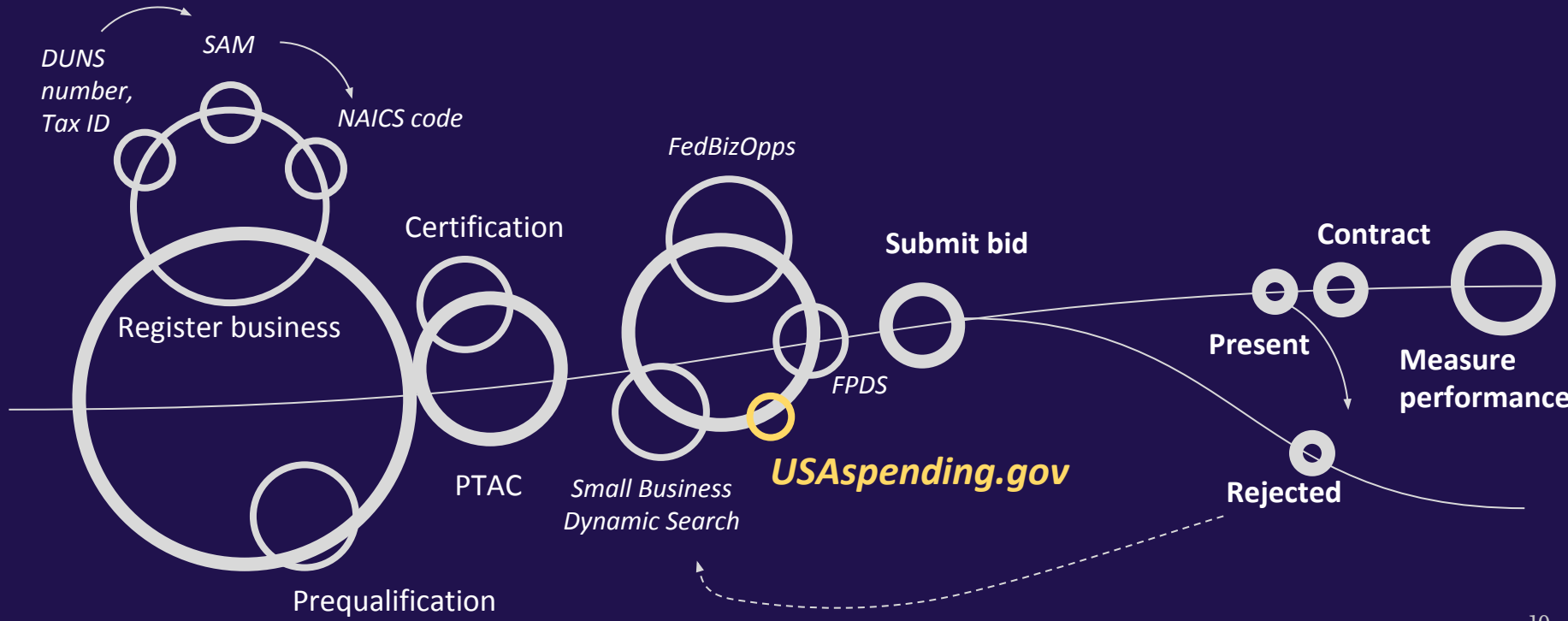
CONSTRAINED BY

- Time
- Expertise

STAKEHOLDERS

- Employees
- Customers
- Vendors
- Advisors (e.g. SBA, PTAC)
- Accountant

Sarah faces an opaque & complex procurement journey

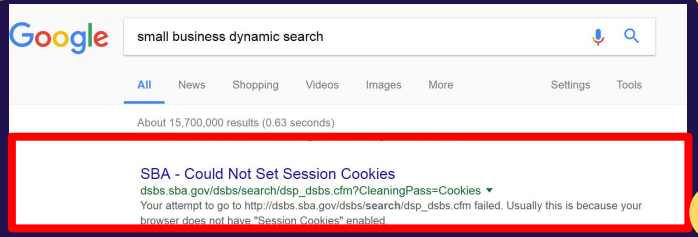


Sarah's questions as she seeks new opportunities

- "What direct government contracting opportunities have businesses like me taken advantage of?
- "What subcontracting opportunities are there?
- "Is it worth it to get government certifications?

Today, finding answers is not easy

1 Small Business Dynamic Search



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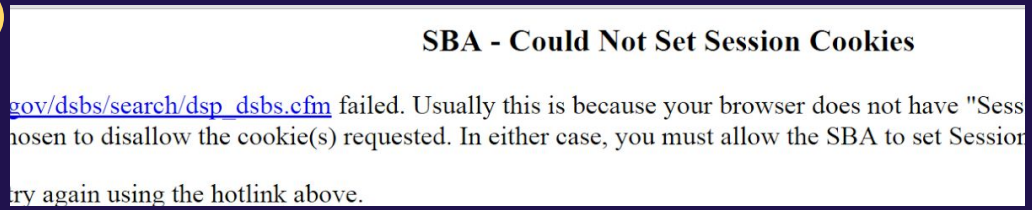

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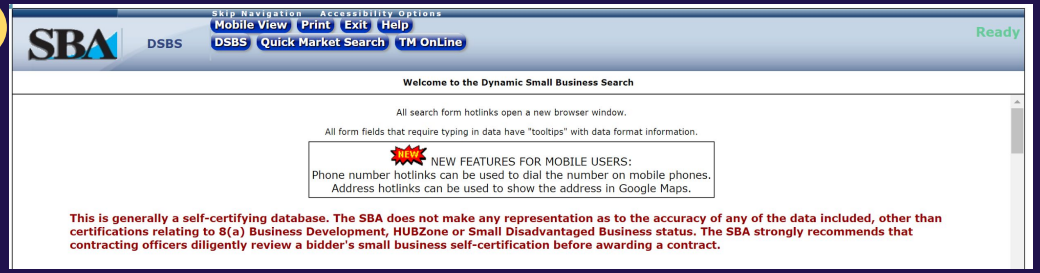
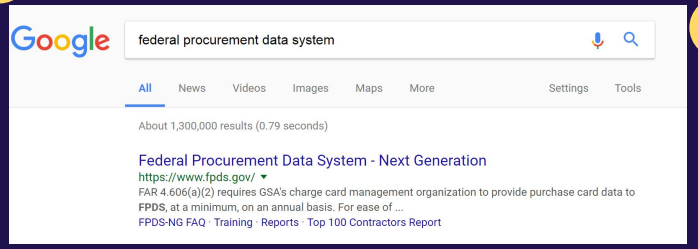


4 Federal Procurement Data System



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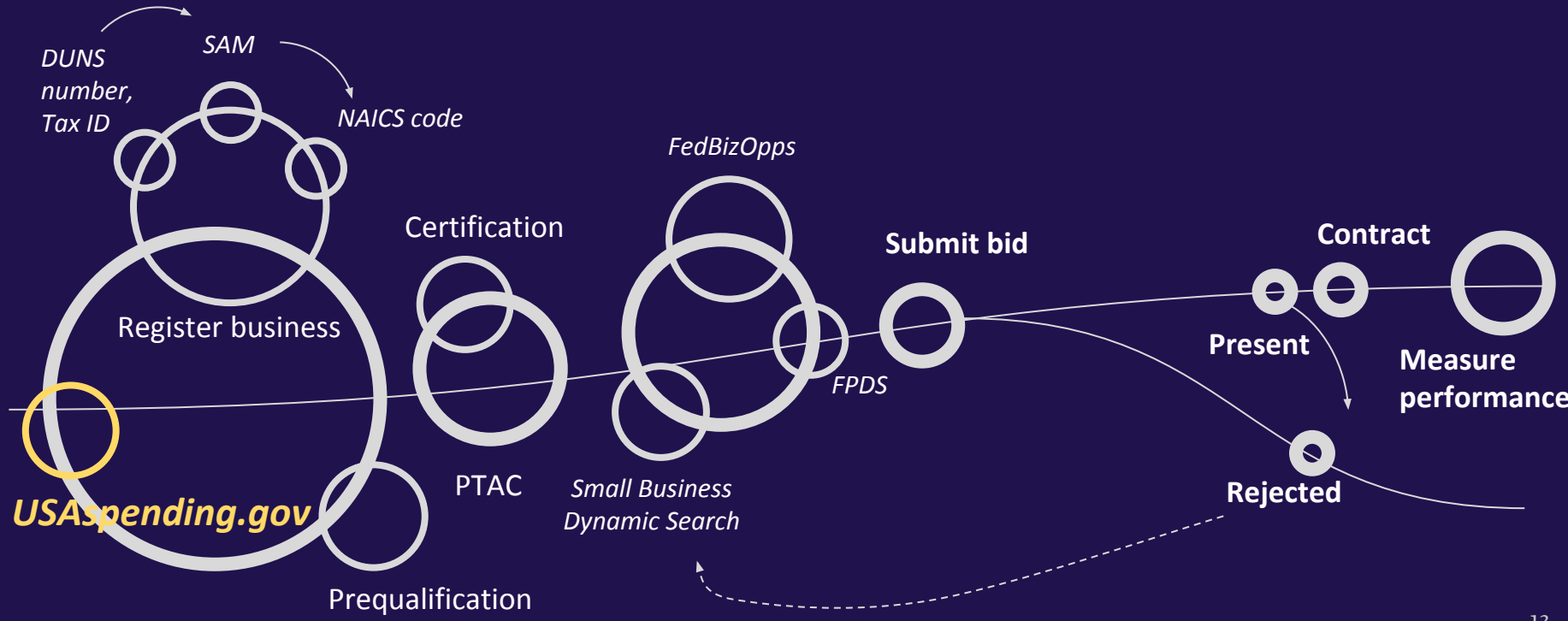
Imagine: Effective planning through USAspending



Data firms need consistent, timely data

JAMES

- Chief Product Officer at business intelligence firm
- Based in Washington D.C.
- 520 employees
- $10M annual revenue

MOTIVATED BY

- Differentiated offering to attract new clients
- Satisfaction & retention of existing clients

> We want to offer our clients every lead that is applicable to them

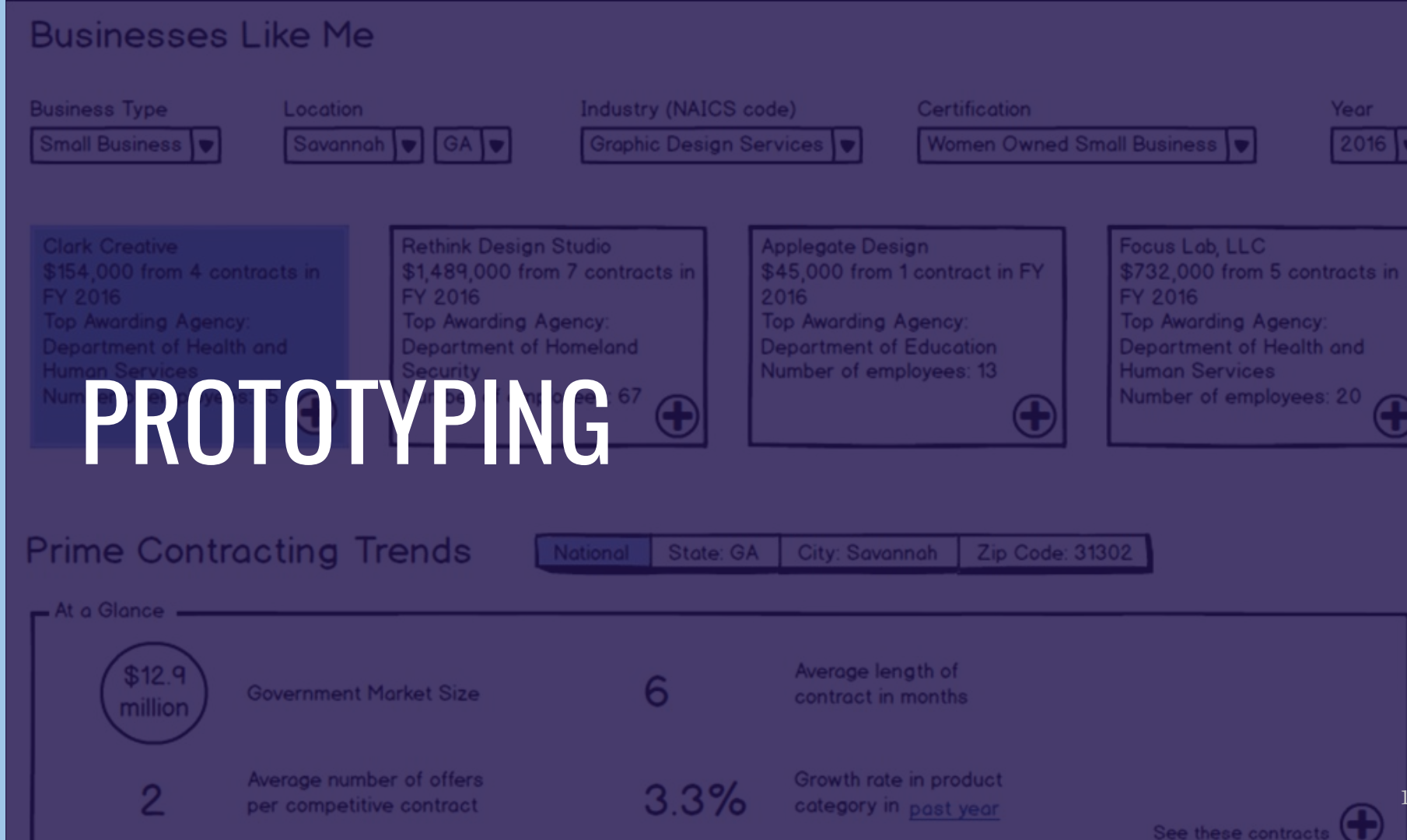
CONSTRAINED BY

- Data quality, consistency & timeliness

> The data must be correct!

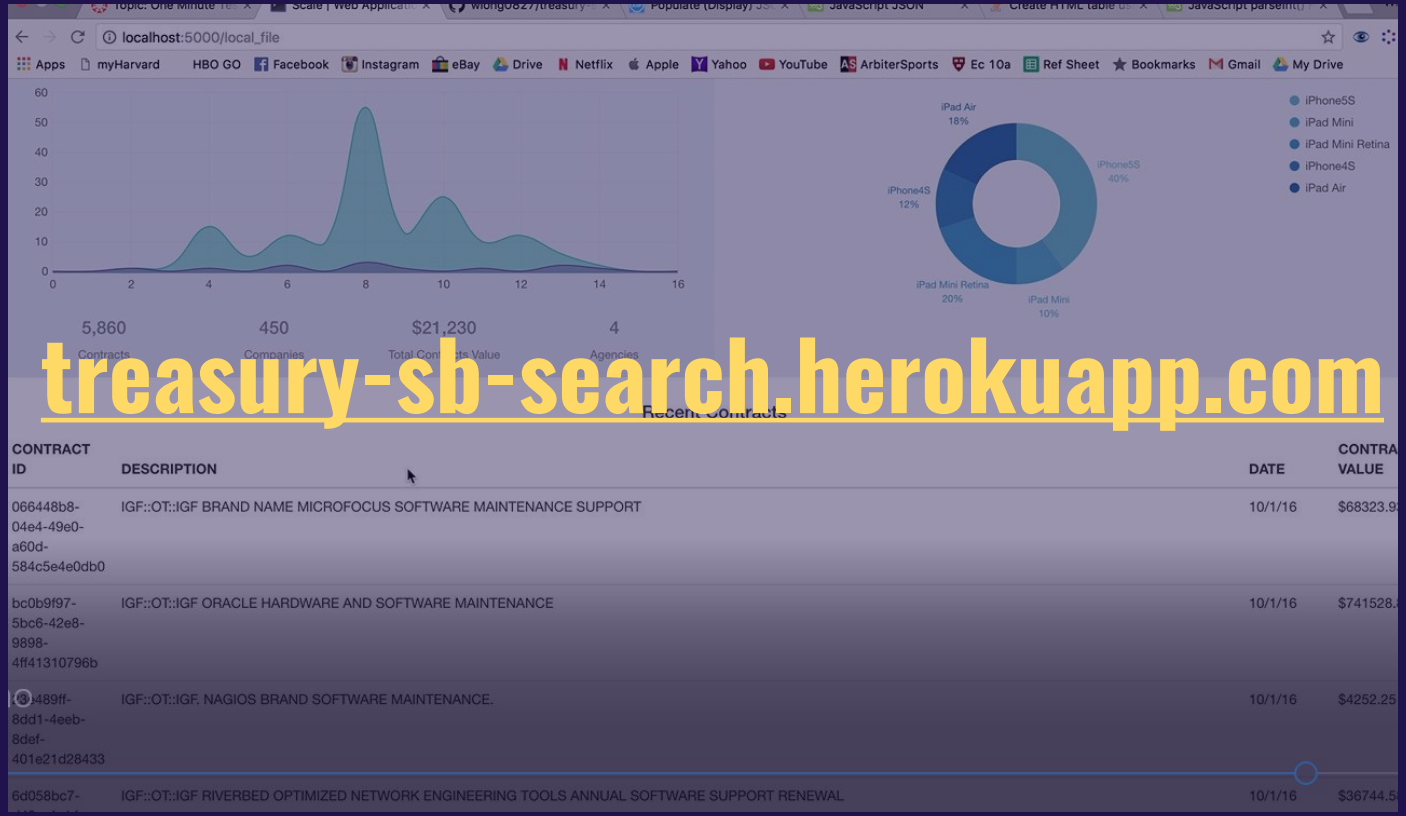
STAKEHOLDERS

- Clients
- Internal engineering/ product teams
- Data providers/ vendors



PROTOTYPING

Businesses Like Me: explore historical govt opportunities



Quorum: predicting Congressional efficiency

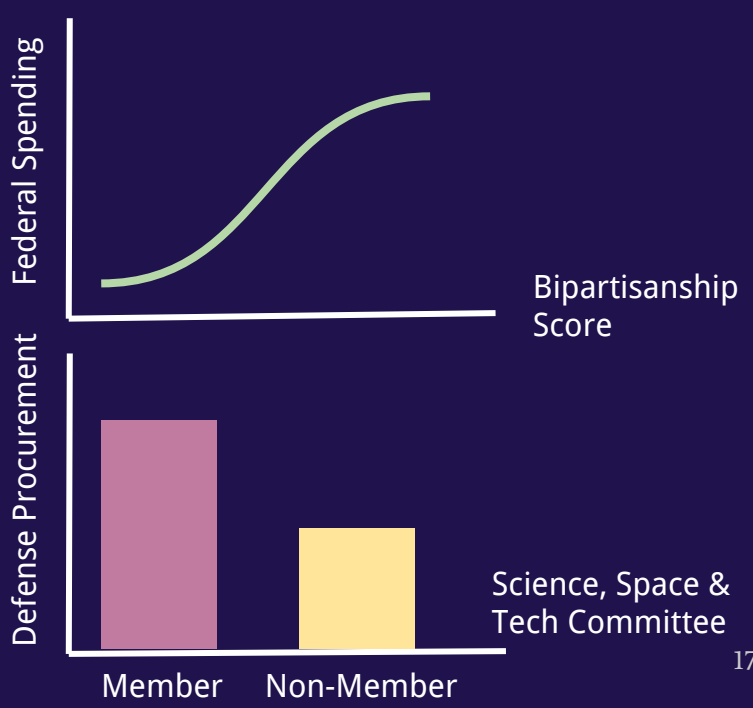
Company

Quorum
data driven politics

User Insight/Need

Understanding linkages between Congress members' behavior and federal spending trends in their districts (e.g. committee membership, bi-partisanship voting etc')

Product



Thomson Reuters: finding unknown linkages

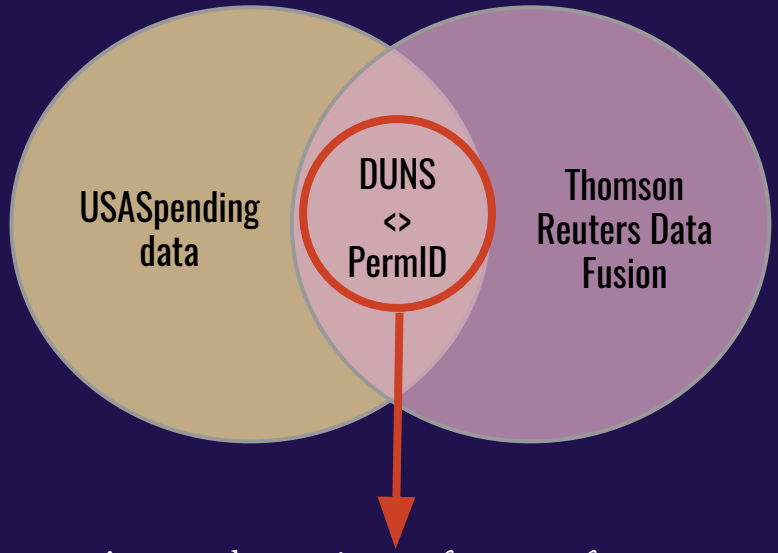
Company

THOMSON REUTERS

User Insight/Need

Need consistent, single entity identifier across all public data sources to tie to companies effectively

Product



A central repository of cross-references between Legal Entity Identifiers, DUNS and PermID

Fannie Mae: pricing mortgages more accurately

Company

FannieMae

User Insight/Need

Federal spending data, as an indicator of overall investment in an area, may inform mortgage pricing model

Product

$$Price_t = P(X_t, t, USAspending)$$

RECOMMENDATIONS

1

Vendors

Data Firms

Integrate past spending and forward-looking procurement

Insight	Businesses want actionable information that can help them plan

Near-Term Immediate Actions

- Add fields to the data schema to tie expenditure to agency plans:
  - OMB Exhibit 300s
  - GSA Schedule
  - Line-items from budget

Long Term Vision

- Create single platform for:
  - Past expenditures
  - Forward-looking opportunities

2

Vendors

Data Firms

Offer analyses and visualizations in addition to raw data

Insight	Businesses and data firms want insights and second-order takeaways beyond the raw data

Near Term Immediate Actions

- Add filters for industry, product, certification and sub-contracting
- Easier visualization of time-series data
- Macro-level summaries

Long Term Vision

- Create data schema for grantees and contractors

3

Cross-platform data usage via single identifier

Insight	Data firms need open source, standardized entity identifiers to enhance interoperability across data and to show business categorizations

Near Term Immediate Actions

- Add Legal Entity Identifier to Treasury's financial data
  - May still include DUNS
- Thomson Reuters collaboration on cross-referencing PermID

Long Term Vision

- Roll-out Legal Entity Identifier as default identifier across all government agencies

THANK YOU