

USEITI
Contextual Narrative

Multi-Stakeholder Group Meeting

February 24 – 25, 2015



Contextual Narrative Working Group Update

The Contextual Narrative Working Group (WG) last met on Tuesday, February 17th. The WG is deliberating about: data standards and sources, format of narrative and data portal, and designing for stakeholder and general public use. The WG requests that the May MSG meeting be largely focused on the contextual narrative and data portal.



COUNTY SELECTION

Initial suggestion of counties for gold, copper, and iron pending full WG approval



LEVEL OF DETAIL

Initial understanding on the level of detail for many report components for year one



"FORM FACTOR"

Preliminary discussion to develop 20 – 25 page report and 5 – 10 data visualizations

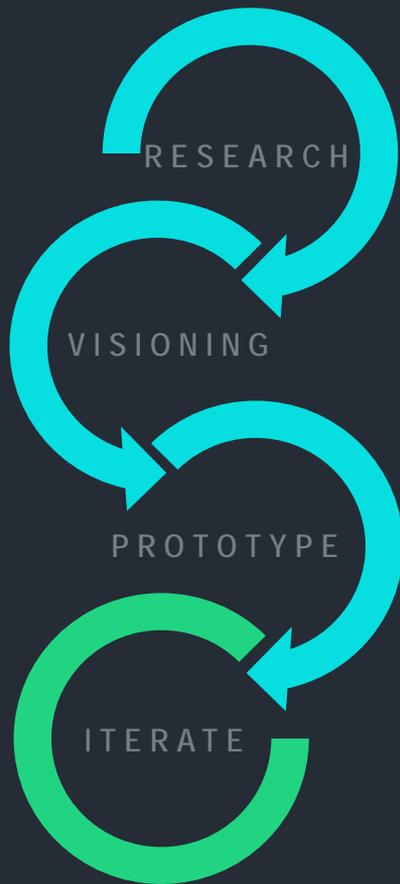


SOURCES

Preliminary sources identified for many report components for year one

Contextual Narrative Approach: IA's Design Process

Our **design thinking** process begins with a person and a business challenge to make sure solutions answer the right questions



RESEARCH

- Define the business challenges and business questions
- Identify key personas involved with problem
- Pick a lead persona

VISIONING

- Journey map lead persona through current challenge
- Develop solution/improvement ideas
- Establish consensus on the best solution(s) to pursue
- Create "vision" sketch of improved experience

PROTOTYPE

- Develop storyboard or napkin sketch
- Create wireframes, simulation, or a prototype
- Review user experience/requirements with people representing personas
- Collect and aggregate necessary data
- Develop analytical model

ITERATE

- Validate prototype with people who fit persona characteristics
- Modify based on feedback and data discovery

Contextual Narrative Approach: WG's Initial Personas

As a part of the design thinking process, the Working Group developed the following user personas for the Contextual Narrative:



"THE COMMUNITY MEMBER"

This user is interested in basic, clear information related to a specific local area or commodity. Persona A has a basic education, is not tech savvy, and feels overloaded and overwhelmed by information in the media.

Ex: Elementary School Teacher



"THE RESEARCHER"

This user has a big appetite for information and is interested in analyzing raw data. Persona B wants to explore the data to develop insights and understand various different elements of the information.

Ex: Graduate Student



"THE GRAB-AND-GO"

This user may not have a specific agenda. Persona C may be concerned only with key facts and figures, and may want to quickly gather very specific information, such as a particular data point or by-line.

Ex: Congressional Staffer

Example Visualization: Los Angeles Veterans, USC

ISSUE

Los Angeles policy makers, businesses, and community organizations needed actionable insight to serve veterans needs and collaborate together.



IMPACT

Interactive data visualization of veteran's needs, challenges, and demographics to help inform leaders and transform their approach for addressing key issues.

County Selection Guidance and Approach

The Working Group has made progress in selecting several counties with significant production and revenues to highlight in the Contextual Narrative.

GUIDANCE

"For some sections of the contextual narrative (e.g., 3.4a&d; 3.8c-d), the MSG has decided to examine revenues and other data at a county level, focusing on counties that account for significant revenue for each in scope commodity."

- *Inception Report, page 49*

"Show for the most recent year's (first year report) highest government revenue counties (all federal, state, and county revenues) for each of oil, gas, coal, copper, iron ore, and gold (six in total), as well as the revenue/production data in each of those counties over the last 10 years."

- *Inception Report, page 72*

APPROACH

Primary selection criteria

Select a county for each commodity



County with the most production



County with the most value of production and/or revenues

Influencing factors & tiebreakers



Geographic diversity



"Old and new economies"



Population

Underlying constraints

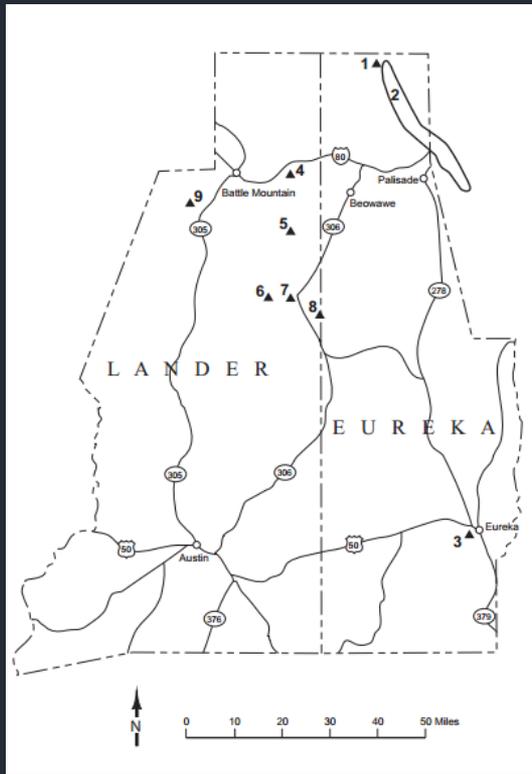
Timely availability of data at the county level by commodity from trusted sources

Preliminary County Suggestions Pending WG Approval



Multiple Counties Per Commodity and “Old and New Economies”

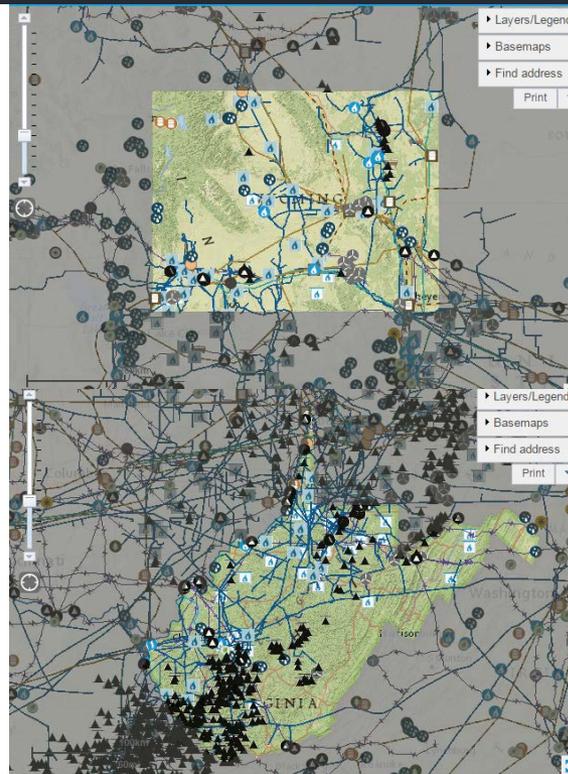
For **gold**, the WG’s current thinking is to include two counties that are adjacent to one another, Lander and Eureka Counties, Nevada. These counties are individually and collectively the top producing gold counties in the country for 2013.



<http://www.nbmj.unr.edu/dox/mm/mm13.pdf>

For **coal**, the WG would like to discuss the possibility of including a cluster of counties in West Virginia as opposed to or in addition to Campbell County, Wyoming.

<http://www.eia.gov/state/?sid=WY>



<http://www.eia.gov/state/?sid=WV>

Campbell County, WY leads the country's coal production by a factor of 10.

West Virginia is the second most producing state in the country, after Wyoming.

Proposed IA Contextual Narrative Deliverables

DESCRIPTION

CONTEXTUAL NARRATIVE

20 – 25 page textual narrative including:

- 1 – 2 page county profiles
- Data tables

DATA PORTAL VISUALIZATIONS

Collaboration with 18F to build on existing data portal (<https://useiti.doi.gov/data/>) to include 5 – 10 new visualizations, for example:

- Interactive county profiles
- Interactive state map of commodity production and revenues

PROGRESS BY THE END OF MARCH

◇ Draft components of the contextual narrative report

◇ 1 – 2 wireframe demos

◇ Project plan for finalizing the contextual narrative and data portal visualizations

CONTINGENCIES

- Select counties over the next week
- Timely provision of data from sources

Contextual Narrative Timeline

GOALS OF THE CONTEXTUAL NARRATIVE

The contextual narrative will help make the 2015 EITI report comprehensible and useful for different users across the public. The contextual narrative will fulfill requirement three of the EITI, which states: “EITI requires EITI reports that include contextual information about the extractive industries:”

PROPOSED TIMELINE



Contextual Narrative IA Project Timeline

