Roadmap 2025

Public access center Amsterdam

An **Open** municipality for **all** Amsterdammers



Public access center Amsterdam

What we want to achieve

- Everyone can be helped and engage in conversation: physically and digitally
- At Open Amsterdam (https://open.Amsterdam), you can find all publicly disclosed information from the municipality of Amsterdam
- Amsterdammers contribute to the public access center (our digital space Open Amsterdam and the physical location/the service desk/the lounge space in De Bazel; Amsterdam City Archives)
- Young Amsterdammers are familiar with an open government and what it can mean for them
- The municipality of Amsterdam works from a renewed vision of open government and transparency
- Employees of the municipality of Amsterdam (MA) are aware of the Woo and open government
  - They know and understand what they will do differently in their work (growth in understanding)
  - They work differently (different behavior, new culture)
- Amsterdammers know that the municipality is working towards a truly open municipality that meets their needs
- The municipality of Amsterdam is a leader and an example of a truly open government

Looking Back at 2024

How We Started

- Kick-off in the Amsterdam City Archives (ACA), with the symposium 'Open Doors! An open municipality for all Amsterdammers' (Dec. 2023)
- Compass determined with Open State Foundation (OSF)
- Started working on Open Amsterdam
- Community and forum launched
- Conducted research with the AI team on the RAG language model for Open Amsterdam
- Team expansion: 3 project staff, 2 academy staff
- Interviews with Woo requesters
- Information needs: 7 personas and 1 focus group with OSF
- Joining the ACA walk-in consultation hours for student profile projects
- Roadmap 2025 determined

Roadmap 2025

Our goals

- Physical location in De Bazel and the service desk: De Bazel (ACA) is the place for Amsterdammers to come with questions, get help, and engage in conversation with the municipality about open government and the Public Access center

- Digital location on Open Amsterdam: At Open Amsterdam, you can find what you're looking for and understand what you find. It is the place for the digital community of the public access center and open government

- Communication (brand building): Amsterdammers and employees of the municipality of Amsterdam are informed about, inspired by, and activated for the public access center

- Education: Amsterdammers and employees of the municipality of Amsterdam learn about open government

- Culture: Amsterdammers and employees of the municipality of Amsterdam adopt the changes towards an open government

Roadmap 2025

Our plans

- Big Event 'Open Doors! Together we create the public access center' on February 10th, in De Bazel
- Training for ACA employees of the service department, session with Woo specialists and service department
- Woo videos, e-learning, factsheet and/or intranet page, roadshow for other departments of the municipality of Amsterdam
- ‘MBO-denktank’ contributes ideas about 'youth and open government'
- First service desk, walk-in consultation hour and/or lounge area in De Bazel
- Game, exhibition and/or open day with ACA
- More content, user research, further development of Open Amsterdam
- Walk-in consultation hour for student profile projects, addition to history room at ACA
- Expand forum, and articles, blogs, and stories via various media
- Engaging in conversation with Woo requesters (interviews), 3 personas are further developed

Q1 2025 A good foundation…

- De Bazel, physical location and the service desk: Everything starts with good service
  - ACA Public (especially the Service Department) is informed, inspired, and activated
  - Amsterdammers contribute to the design of the first physical location (De Bazel) for the public access center in De Bazel
  - Employees of the municipality of Amsterdam in the organization contribute to good service at the public access center (especially the Woo process managers)
- Open Amsterdam: Finding what you seek and understanding what you find
  - There is a vision for the future of Open Amsterdam
  - We have mapped out the desired CMS and metadata
  - Open Amsterdam contains 30% more context through content expansion
- Communication, education, and culture: Informing and inspiring
  - 2025 Communication: Amsterdammers and employees (MA) are informed, inspired, and activated
    - Q1: Know
  - 2025 Education: Amsterdammers and employees (MA) learn about open government
    - Q1: Know
  - 2025 Culture: Amsterdammers and employees (MA) adopt the changes towards an open government
    - Q1: Are aware

Q1 2025

Successes and Lessons

Our successes

- Engaging with Woo requesters
  - Interest
  - Appreciation
- Service department is more involved
  - Sessions
  - Conversations
- Big event on February 10th
  - Great program
  - Large turnout
  - Follow-up
- Open Amsterdam
  - New look
  - Metadata analysis is complete
- Forum
  - What we do is online!

Our lessons

- The event versus our other activities for Q1
- Working with a product calendar (and keeping track of it)
- Learned from the organization's feedback
- The absence of a communication calendar
- Working solo versus working in a team
- The multitude of digital media we use as a team

Q2 2025 ...makes for a good start

- De Bazel, physical location and the service desk: De Bazel: also the place for open government
  - Through various initiatives, employees of the municipality of Amsterdam and Amsterdammers know that the public access center is part of the changing role of the Amsterdam City Archives
  - A light version of the physical counter has been set up in De Bazel and is open to the public
  - Various initiatives are taking place that show that De Bazel is also the place for open government (the public access center)
- Open Amsterdam: Usage and users mapped
  - With good dashboards on PiwikPro, we have insight into the current usage of Open Amsterdam
  - We have organized multiple user studies (large and small)
  - We understand the functioning of the search engine and have the concept ready for the desired search engine
- Communication, education, and culture: Informing and inspiring
  - 2025 Communication: Amsterdammers and employees (MA) are informed, inspired, and activated
    - Q2: Understand
  - 2025 Education: Amsterdammers and employees (MA) learn about open government
    - Q2: Understand
  - 2025 Culture: Amsterdammers and employees (MA) adopt the changes towards an open government
    - Q2: Understand

These are our preliminary goals for Q2 2025. Each quarter, we review what we have achieved in the past quarter, assess whether we are still on the right track, and determine if the set goals are still appropriate.

Q3 2025 So that we can establish ourselves...

- De Bazel, physical location and the service desk: The public access center is established in De Bazel
  - Amsterdammers know how to find the Amsterdam City Archives for information from the (distant) past and information from yesterday
  - The physical service desk is operating at full strength and Amsterdammers know how to find the service desk for all their questions about the Woo and open government
- Open Amsterdam: Open Amsterdam: a new look
  - Open Amsterdam has a completely new layout
  - Open Amsterdam has an improved search engine
- Communication, education, and culture: Inspiring and activating
  - 2025 Communication: Amsterdammers and employees (MA) are informed, inspired, and activated
    - Q3: Are inspired
  - 2025 Education: Amsterdammers and employees (MA) learn about open government
    - Q3: Can Apply
  - 2025 Culture: Amsterdammers and employees (MA) adopt the changes towards an open government
    - Q3: Are inspired

These are our preliminary goals for Q3 2025. Each quarter, we review what we have achieved in the past quarter, assess whether we are still on the right track, and determine if the set goals are still appropriate.

Q4 2025 ...and work towards the future

- De Bazel, physical location and the service desk: Evaluating, learning, sharing and determining the future
  - By evaluating, we know what can be improved and how we want to proceed
  - We share what we do, our lessons, and our approach with organizations nationally and internationally (for example via workshops, presentations and articles)
  - There is a plan for 2026, mainly focused on broader expansion in the city

- Open Amsterdam: Your personal space
  - Users can create a library in their own space on Open Amsterdam and, for example, subscribe to topics of interest to them

- Communication, education, and culture: Inspiring and activating
  - 2025 Communication: Amsterdammers and employees (MA) are informed, inspired, and activated
    - Q4: Are proactive
  - 2025 Education: Amsterdammers and employees (MA) learn about open government
    - Q4: Feel ownership
  - 2025 Culture: Amsterdammers and employees (MA) adopt the changes towards an open government
    - Q4: Are activated

These are our preliminary goals for Q4 2025. Each quarter, we review what we have achieved in the past quarter, assess whether we are still on the right track, and determine if the set goals are still appropriate.