

The Apps Challenge Playbook

A Step by Step Guide to Planning &
Running Your Own Apps Challenge

Jonathan Reichental, PhD
& Alison Williams
City of Palo Alto, California

Acknowledgements

The City is grateful to the following for making both the Palo Alto Apps Challenge and this playbook possible: Palo Alto City Council; City Manager Jim Keene; Chief Information Officer Jonathan Reichental; Alison Williams, John Williams, Thomas Fehrenbach, Chris Carvalho, Grant Kolling, Karen Adams, and Claudia Keith; Challenge judges Nancy Shepherd (Former Palo Alto Mayor), Jamie Barnett, Samidh Chakrabarti, Markus Fromherz, Siejen Yin-Stevenson, Mendel Chuang, and Brian Hamachek; Stanford Federal Credit Union; Palo Alto Recreation Foundation; Palo Alto Weekly; Palo Alto Daily Post; WilmerHale; MidPeninsula Community Media Center; Cloudera, Inc.; Ada's Café; Palo Alto Art Center; City directors; City staff; all entrants of the Apps Challenge; and the community of Palo Alto, California. This playbook was produced and written by Jonathan Reichental and Alison Williams.

First Published: April 2015
Updated: January 2016
Free eBook version: <http://www.cityofpaloalto.org/appsplaybook>
Contact Email: officeofthecio@cityofpaloalto.org
Contact Phone: US 650-329-2100
Twitter: @hackpaloalto
Facebook: www.facebook.com/hackpaloalto



Figure 1 Palo Alto City Manager Jim Keene with the winning team, Play Palo Alto

“Build to inspire and be inspired.”

Dr. Jonathan Reichental, Chief Information Officer
City of Palo Alto, June 2014

Contents

Chapter 1 – Introduction	1
What is a city apps challenge?	1
About the City of Palo Alto.....	2
How to use this playbook.....	3
Chapter 2 – Planning	4
Overview	4
Scoping the event	5
Building a project team.....	6
Creating a budget	6
Suggested funding sources	7
Chapter 3 – Marketing & Media	8
Branding	8
Marketing options	8
Press Releases and Public Service Announcements	9
Apps Challenge Website	9
E-blasts and Announcements.....	9
Posters and Flyers	10
Social Media.....	10
Two Minute Video Segment.....	11
Promotional Items.....	11
Chapter 4 - Process Map	13
Timeline	13
Rules	14
Call for Entries	14
Judges	14
Chapter 5 - Events	16
EVENT 1: Call for Entries	16
Marketing and advertising	16
Who to invite to the challenge?	16
Reminders	17
EVENT 2: Judging and selection of finalists.....	17
What to send to the judges.....	17
When and where to meet?	17
What to provide at the judging meeting.....	18
EVENT 3: Announcing the finalists press conference	18
Marketing and advertising	19
Press Kit.....	19
Set up of the press conference	19
Announcing the finalists.....	19
EVENT 4: Coaching the finalists	20
How to help the finalists get prepared	21
Set up for the coaching	21
EVENT 5: Showcasing the finalist apps	22

Marketing and advertising	22
Venue	23
Set up of the showcase	23
Staffing	24
Refreshments	24
Entertainment	24
Photography.....	24
EVENT 6: The Grand Finale	25
Marketing and Advertising.....	25
Invitations to the finale	26
Choosing a venue	26
Prizes.....	26
Set up of the Grand Finale	27
The Show	27
Voting.....	28
The winners.....	29
After the event.....	29
Chapter 6 – Best Practices.....	30
General.....	30
Judges	30
Events and venues.....	30
Appendices	31
A: Sample budget	32
B: Sample sponsorship information	35
C: Logo's	37
D: Marketing information	38
E: Press releases & calendar listings.....	39
F: Sample timeline	41
G: Palo Alto Apps Challenge rules.....	43
H: Sample judges guidelines.....	50
I: Suggested Judges Worksheet.....	52
J: Sample certificate.....	53

Chapter 1 – Introduction

What is a city apps challenge?

But first, what is an *app*? An app, short for application, is loosely defined as a piece of software that is built to work on a mobile device such as a smartphone or tablet computer. An app can have just about any function such as gaming, checking the weather, finding a parking space, or reserving a table at a restaurant. Today there are over a million different apps available to use.

Local governments and communities are experimenting with new ways to partner on creating useful capabilities that can benefit both city staff and citizens. In the last few years, an area of partnership that has been gaining popularity is the idea of creating competitions that incentivize a wide range of stakeholders to generate ideas and build solutions. With technology now playing such an important role in delivering services and the entry barriers to building mobile solutions quickly dropping, competitions based on app development are beginning to exhibit benefits. In addition, by making more of the data collected and stored by local governments easily available to app developers, a new world of innovative solutions can be built on top of that data. It's this background of community need, partnerships, data, and incentives that has inspired apps challenges across the world.

In 2014, the City of Palo Alto hosted its own apps challenge, appropriately named the Palo Alto Apps Challenge. Distinctive to the event was the requirement that finalists would be required to build a working prototype of their idea for the finale. The event ran over several months and resulted in the development of nine viable solutions for the community. The challenge engaged a diverse group of community members—many of whom typically don't interact with government—in an exciting and novel manner. Between challenge entrants, team members, event attendees, city staff, and people who chose to vote in the challenge finale, over 5,000 people were involved. The apps challenge elevated civic engagement, brought attention to city needs, and demonstrated a practical way in which many more people in a community can play a role in making their city an even better place to live.

By every measure, the Palo Alto Apps Challenge was a success. Our commitment was to open source the entire process so that others could benefit by using our playbook, evolving it for their needs, and ultimately creating the best guide for anyone who wants to host an apps challenge.

The purpose of this Playbook is to provide detailed advice and information on the planning, design, and execution of a city-based apps challenge. There is no cost to this Playbook and it can be distributed without restriction.

About the City of Palo Alto

Located 35 miles south of San Francisco and 14 miles north of San Jose, Palo Alto is a community of approximately 61,200 residents. Part of the San Francisco Metropolitan Bay Area and the Silicon Valley, Palo Alto is located within Santa Clara County and borders San Mateo County. Palo Alto's boundaries extend from San Francisco Bay on the east to the Skyline Ridge of the coastal mountain on the west, with Menlo Park to the north and Mountain View to the south. Palo Alto encompasses an area of approximately 26 square miles, of which one-third is open space. Palo Alto is strategically located and easily accessible to major surface routes, including interstation 280, Highway 101, Highway 84 – the Dumbarton Bridge and Highway 92 – the Hayward-San Mateo Bridge. Air transportation is easily accessible by bus, automobile or shuttle service to San Francisco, San Jose and Oakland International airports. Within the city, commuter rail transportation is conveniently located and the Palo Alto stop is one of the most used in the CalTrain system. Alternative transportation options include numerous bike paths throughout the City and an internal shuttle service is also available.

The City of Palo Alto is more than 100 years old, and is named after a majestic 1,000 (not 250) -year-old coastal redwood tree along San Francisquito Creek, where early Spanish explorers settled. The blend of business and residential areas anchored by a vibrant downtown defines Palo Alto's unique character. A charming mixture of old and new, Palo Alto's tree-lined streets and historic buildings reflect its Californian heritage. At the same time, Palo Alto is recognized worldwide as a leader in cutting-edge technological development. This exciting mix of tradition and innovation makes Palo Alto an extraordinary place in which to operate a business. Unique among California cities, Palo Alto city government is a full-service municipality that owns and operates its gas, electric, water, sewer, refuse and storm drainage services at very competitive rates for its customers.

As befits the city known as the "Birthplace of the Silicon Valley," the City has developed a 31-mile dark fiber ring for ultra-fast internet access. Complementing its exciting and innovative business community, Palo Alto's residents are highly educated, politically aware and culturally sophisticated. An abundance of local pride and numerous neighborhood organizations contribute to Palo Alto's charming historic and upscale commercial and residential areas. Characteristic of Palo Alto's city government is the care taken to protect open space and parkland. Palo Alto has a remarkable number of City-owned parks for its size (34 at last count) and nearly one-third of its 26 square miles is open space. Palo Alto's San Francisco Bay location and natural environment offer the opportunity to enjoy bird and aquatic life in a natural habitat. Proximity to Stanford University with its cultural and educational offerings adds to the vibrancy, innate charm and beauty of Palo Alto. Distinctive in every way, Palo Alto offers its business community a diverse and exciting environment in which to work and live.

How to use this playbook

This book is divided into six chapters to help guide the reader through the process of planning and running a successful apps challenge. There is much to think about and plenty to do and overlooking any step could be detrimental to the event. It's advisable to read the entire book from beginning to end before you start to discuss the overall event. In other words, you need to know what your team can manage and what is entailed for each segment before you decide the magnitude of your apps challenge. Be aware of the time it takes to produce each segment. Later you should use the playbook simply as a reference guide.

Chapter 1 which you're currently reading, provides the background to the event, an overview of the City of Palo Alto, and a guide for using the playbook.

Chapter 2 is your planning guide. It provides an overview of how the event flows, building a team, and details on all the items necessary to consider in advance of kicking-off your apps challenge project.

Chapter 3 provides guidance and advice on some of the most undervalued and overlooked portions of an event – marketing and branding. In order to have a successful apps challenge it's important to review and consider all that's needed to market and promote the event. It takes much more than just posting flyers and tweeting. Creativity, branding and social media play a large part in the success of the event and without a sound strategy and budget it will be unsuccessful.

Chapter 4 provides step-by-step instructions on building the challenge. It's the baseline for the event. Starting with a suggested timeline that will make sure each project is completed in time for the next step and hopefully with wiggle room for the inevitable hold-ups. Additionally, this chapter will provide insight for the team to review and discuss the legal ramifications for the rules and regulations; call for entries and who should be judging the challenge.

Chapter 5 is all about the events during the challenge. There are five important building block events before reaching the Grand Finale. Each portion builds upon the success of the previous. It's important to review and plan every aspect of each event separately, thinking of all details required to make it successful. This chapter should help you with those details, reminding you of what needs to be included. The Grand Finale is the ultimate event and has a lot of detail to it. This event, in itself, is the culmination of all your work. It is the most newsworthy and most sought after event.

Chapter 6 is dedicated to the best practices for a successful and enjoyable challenge for all. We recommend you refer to it often.

Chapter 2 – Planning

Overview

An apps challenge is not completed in one day. It has a series of milestones that build upon each other to produce the final product. Each section is important in and of itself, but it must also be viewed within the full scope of the project as well.

The result of the apps challenge is to have an app that your community wants. Therefore, keeping that in mind throughout will help make the following events easier to understand and produce. Knowing that each event is built upon the success of the previous event will help to remind you of the necessity of building the momentum for the Grand Finale.

The following is a summary of activities that are covered in detail later in the book.

Apps Challenge Announcement: Here is the first major event to take place in the challenge. Remember, this is the kick-off event that springboards every other aspect of the challenge. Everything to do with rules, regulations, entry forms, and information must be set in stone prior to the announcement. The broadcast of the challenge needs to be a big splash with plenty of fanfare. Your biggest challenge will be to get the news out through the press, sponsors, social media and community locations – schools, e-news, city sites and neighborhood associations. This is about building excitement for the challenge.

Judging Event: You've all the judges' attendances confirmed, compiled all the applications and have set a date, location and time for the review of the submissions. It's important for you to set the criteria for what the judges should be looking for – something unique that hasn't been done already; something that is feasible within the timeframe; a fully produced entry form (which shows commitment to the program); and something that speaks to your community. Your 10 finalist entries will carry the rest of the challenge forward.

Press Conference Announcing the Finalists: All those who have entered the challenge will be eager to see if they are one of the finalists. You have narrowed down the applications to the top ten that will now carry the rest of the challenge forward. This is a perfect opportunity to announce the rest of the milestones that must be completed to win the competition.

Video of Finalists: The judges know the projects, however, the community doesn't. This step introduces the finalists, their backgrounds and the reasons for wanting an app like this to benefit the public. Make the apps challenge personal and exciting and you will have community members encouraging the teams and ideas.

Workshop with App Developers: This is a private event for the contestants but one that is most helpful, exciting and important to the development of each app. Without this important program many of the finalists may well falter and drop out. Give them the support and encouragement to continue. Remind them it's a time to discuss their issues, needs and ideas with experts who can offer advice to speed up their process. Despite this being a private event, it's important to make it a memorable event for the participants and keep the public informed of the local support the finalists are receiving.

The Community Showcase: Since the announcement of the challenge, this is probably one of the most important moments for the community - a chance to see the prototype of each app being developed. The showcase offers the ideal platform for the finalists to gather insight, suggestions and comments from the public as well as gain supporters for their prototype. This is a huge milestone for the finalists and apps challenge. Live demonstrations, marketing and support are crucial. It's vital you make this event exciting, well-recognized and well-attended. Here is where you start to build the real excitement for the Grand Finale!

The Grand Finale: Months of hard work have come to an end. You have ten finalists, each of whom has devoted time to building a prototype app. Additionally you have the judges, app developers, families, neighbors and the community who have offered advice and support to these finalists. It's time to reward them all with the best, most exciting event possible. Live announcing, live polling and live streaming will make for an unforgettable event that everyone has been waiting to see. Nobody knows the answer until the votes are counted. Now is the time to wow them all with glitter, excitement, awards and congratulations.

Scoping the event

The first step to producing a successful community apps challenge is to determine the goals of the challenge. Will it be narrowly or broadly scoped? Is the winning app just an idea or a working prototype? Are you looking for community neighborhoods, individuals, groups, students or companies only to participate?

Here's how we scoped the Palo Alto Apps Challenge:

The Palo Alto Apps Challenge is a competition to help launch an awesome smartphone app that serves the community of Palo Alto. The apps challenge requires entrants to submit ideas that facilitate innovative ways for community and local government people and services to engage with each other. The focus is deliberately broad to encourage a varied range of solution perspectives. Individuals and teams with diverse skills are encouraged to enter. Initially, entrants just need the ability to communicate an idea in a convincing manner. However, finalists will ultimately be required to demonstrate their idea as a working prototype.

Building a project team

One of the first tasks for you is to build your team. Be sure to find a group of people who can work well together with complementary skills. Depending on your budget and scope, consider people with the following skills:

- Project Management
- Public Relations/Marketing
- Fundraising
- Event Management
- Someone active within the community
- Graphic Design/Web designer
- Someone well respected in the tech community
- Accounting/Budgeting skills

Creating a budget

Building a budget is difficult. If you are to follow the Palo Alto Apps Challenge playbook format you will have several events taking place throughout the challenge. You will need to plan each event independently and budget accordingly. Keep in mind the number of people you anticipate to attend and where you would like to hold the event. Plan as if you are paying for everything and then find sponsors to fill in where needed.

When seeking funding, it is useful to design a sponsorship level worksheet. In this way organizations or individuals can select an amount that provides them with their desired level of participation. These levels can include single and multiple packages of the following:

- Size and location of sponsor logo on a variety of items such as posters and the website
- Opportunity to provide gift bags
- Tickets to special events
- Opportunity to speak
- Additional opportunities raised by the sponsor.

See Appendix B: Sponsorship Level Example

Budgets are best done with a spreadsheet. Your budget should have at least three columns: budgeted, estimated and paid to date. This way you can keep track of exactly what cash you have to work with.

Consider the following for your budget:

- All logo/branding designs
- Staffing
- Media costs (advertising online; TV; radio; print)
- Building and updating the apps challenge website
- Any costs associated with judging
- Food and drink
- Venue fees
- Printing fees for flyers/publications etc.
- T-Shirts
- Photography/videography
- Prizes (cash and/or gifts)
- Plaques/certificates
- Videos
- Event production details
- Music/musicians
- Polling technology
- Grand Finale special costs

See Appendix A: Sample Budget

Suggested funding sources

- Corporate sponsors
- Universities
- Not-for-profit organizations
- Local government
- Event tickets
- Private individuals
- In-kind sponsors

Chapter 3 – Marketing & Media

Branding

Distinctive and quality branding of your apps challenge is required. Branding creates identity and emotional connection. Your branding will typically be the event logo. Every piece of communication must include your logo, so be sure the logo represents your apps challenge. Something catchy, colorful and simple is best. Your logo should say something about you, the event and the challenge.

The Palo Alto Apps Challenge includes the green colors for the City of Palo Alto. The design is that of a smart phone and the interior of the smart phone shape is that of a certain redwood tree (emblematic of Palo Alto). Our logo also includes the name Palo Alto Apps Challenge and the year 2014. The logo/branding can easily be updated year after year by simply changing the date. The logo has been used in all advertising, marketing, websites, social media and communications to draw attention to the product.

See Appendix C for the Palo Alto Apps Challenge logos.

Marketing options

There is an abundance of opportunity to market your event. Here are some ideas:

- Press Releases
- Calendar listings
- Newspapers: online and offline
- Public Service Announcements
- Website
- Social Media
- Posters & Flyers
- Two minute video
- Promotional Items
- Gift Bags
- T-Shirts

See Appendix D for suggested Marketing Information

Press Releases and Public Service Announcements

Write compelling press releases and provide interesting information, quotes and photos to the media for articles, interviews and calendar listings. Every day the media receives thousands of releases all wanting to be posted. Your story must be new, compelling, interesting and contain all the details. Journalists will often take your press release and post it without calling you. However, they will only do so if all the pertinent information is available. They don't have the time to search for details and may throw it aside.

Each of the separate events in the apps challenge is an opportunity to send a press release or issue a Public Service Announcement.

See Appendix E for Press Releases and Calendar Listing.

Apps Challenge Website

Set up a website dedicated to your apps challenge. Choose a fun website name. You don't want it to be too long – try to think of something that people will remember. For the Palo Alto Apps Challenge we used: www.hackpaloalto.org.

Today there are many ways to build a website. We used WordPress.com, which was easy and free. Wordpress has an abundance of plugs-in for all your needs as do most of the open source content management systems. You can use other free tools such as Google Forms to capture form information.

Include information about all aspects of the challenge. Front page should be the information about the apps challenge with links to pages for Rules and Regulations; Registration; Timeline; Important Dates; FAQ's; Judges; Data Sets and anything else that pertains to your individual challenge.

Use as much content as you want from www.hackpaloalto.org. It's all yours.

E-blasts and Announcements

Keeping everyone informed and engaged is vital to your success. Gentle reminders, invitations to special events and tips will always be greatly appreciated and useful.

The Palo Alto Apps Challenge sent numerous announcements to participants, judges and sponsors. Remind teams of impending deadlines and offer support or links to sites for support.

Posters and Flyers

Using the branding guidelines that you have set, begin developing an overall look and feel for your flyers and posters. Your apps challenge logo and title must be prominent so that every time someone sees the flyer they immediately know what they are looking at.

Items to include:

- Event title
- Event logo
- Date
- Time
- Location
- Description
- Sponsor logos
- Contact details
- Further information details (email/website/social media outlets)

You don't want to overwhelm the reader with small details. These flyers are meant to grab the attention of the reader and guide them to read full details on the website or on social media.

Keep in mind you need to market the numerous events within the challenge rather than just the beginning or end. Each portion, in its own right, is just as important as the first and last.

Social Media

We could write a whole book on social media. But we won't. Recognize it as an essential and complex set of channels for you to use. With so many channels it is a good idea to have someone just dedicated to this work. At a minimum they should be using the tools offered by Facebook, Inc., Twitter Inc., Tumblr.com, YouTube.com, LinkedIn Corporation, Instagram.com, Google +, and Pinterest.com. There are many more. Regular posting and engagement are required as is the use of video and photos.

Two Minute Video Segment

Once the finalists are announced set a date and time to produce a two-minute video of each team. They will decide on the spokesperson for the group. As a suggestion, the video should quickly introduce the team, the app idea, why they are participating, and why they should win.

As the producer of the event, you should be prepared with a series of questions to prompt the finalists with their presentation.

You can view the Palo Alto Apps Challenge videos on YouTube here:

https://www.youtube.com/playlist?list=PLJ0x6PDuVXI0qNeCQ_cCW-bEX3dYR1Dau



Figure 2 Creation of the video vignettes outside Palo Alto City Hall

Promotional Items

Depending on the budget, there are some great ways to build awareness of your program. Whatever you decide, remember there are time constraints for getting things done and delivered before you need them. Here are just a few.

T-Shirts

People love T-Shirts, especially those who have entered the competition. It's also a great form of advertising for the event as participants will be wearing them. There are a couple of things to remember when designing T-Shirts. You want to have something creative, cool and catchy to draw attention. Perhaps use your logo or hash tag. The Palo Alto Apps

Challenge used the logo on the front and #HackPaloAlto on the back. Additionally, offering sponsors the opportunity to have their logo placed on the back of the T-Shirt will help to gain awareness of their participation – depending on their level of sponsorship.

Once the design is made, you need to think about how many to produce. Of course, the more you order the less the individual price will be – but is it worth it? Will you sell the shirts or just give them away. Teams will often wear their T-Shirts at events.

Gift Bags

You may have the major sponsors provide items such as stickers, water bottles and more. Distribute these to the teams and judges as a perk of participation. Or, should you have the budget, it may be nice to design your own gift bag with the logo and website information and place these major sponsor gifts inside.

Chapter 4 - Process Map

The Process Map provides detailed information regarding the production timeline for producing a successful apps challenge. Build and review a realistic time frame for each element. Plan to have projects finished with a few days to spare – in case of the inadvertent emergencies that always occur. Rush jobs cost more and often do not provide the professional standards you need, so be prepared.

Timeline

The event timeline is one of the most important, detailed documents that must be prepared. It is often best to work backwards to provide enough time for each task that needs to be completed.

Begin by determining the date of the Grand Finale and the start date of the announcement of the challenge. Everything must be completed in a timely manner to achieve this goal. Build in buffer time throughout.

Using an online To Do list (we used HackPad.com for this, but there are lots of options on the Web) can provide an online collaborative platform for all team-members.

Here are some timeline considerations:

- All preparations for the Call For Entries must be completed before the first announcement of the challenge
- Deadlines for website and social media construction
- Printing timelines
- What are the requirements for calendar listings; press releases and public service announcements (Many stations have their own rules and requirements)
- Venue booking deadlines and insurance paperwork
- Schedules for sending out important information to participants and judges
- T-Shirt artwork and printing
- Deadlines for gift selection or production
- Filming deadlines

See Appendix H for a sample timeline

Rules

Your apps challenge needs rules. For example, what are your submission guidelines and requirements? Who owns the intellectual rights to the submitted app? How will the app be judged? How old do I need to be to enter? Do I need to live in your city?

Be sure to look into the local, state and federal rules and regulations for competitions, taxes, age limitations and guidelines. It's a good idea to have a lawyer, a city attorney or other qualified professional review everything to be sure to capture all the necessary details.

See Appendix G for The Palo Alto Apps Challenge Rules

Call for Entries

The first public phase of your apps challenge is the Call for Entries. This is the period where you shout out to the world that you are looking for entries. By the time you announce the competition everything should be completed on your website for interested parties to get the details. Don't leave people guessing; it looks unprofessional and may well make the difference between an individual entering or not.

The Call for Entries should include reference to the rules, timelines, scope and sign up forms. Make it clear and concise. One way to help answer questions that may arise is to add a page for Frequently Asked Questions (FAQ's). FAQ's should be added and evolved on a regular basis for the duration of the challenge

Judges

It's a competition. You need judges. Find people who are well-known and respected in their individual fields.

Do you have any requirements of your judges? Do they need to be a resident of the community? Do they need to understand apps?

Be specific when you approach potential judges. Let them know up front what the time commitment will be and what you expect of them. Do you want them to serve only as the initial-stage judge or perhaps offer advice to the contestants during the challenge?

Create a page on your website introducing the judges. By doing this you add authenticity to the challenge.

Finally, take good care of your judges. Feed them, offer them recognition and provide them a special status as they are volunteering their valuable time and offering their name and status to your project. A small gift at the end of the challenge is a nice gesture.

The Palo Alto Apps Challenge produced small acrylic plaques with the apps challenge date and logo etched. At the bottom we placed the name of each judge with a thank you for participating.

See Appendix H Sample Judges Guidelines.

Chapter 5 - Events

The Palo Alto Apps Challenge produced several events within the scope of the challenge. Each portion must be treated as its own separate event to make it successful. However, they all work in conjunction with each other and rely on the success of the preceding event to build momentum and anticipation.

EVENT 1: Call for Entries

The first major event is the Call for Entries. As discussed previously, you must have everything lined up and ready to go before your announcement. This announcement needs to be bold and creative. Encourage local newspapers to write an article and ask the judges to share information using their social media channels.

Marketing and advertising

Banners, posters, e-blasts and calendar listings should be prepared in advance. Press Releases and Public Service Announcements should be sent to local stations according to their required timeline. Be sure to be engaging, informational and grab the attention right away. Using quotes and photos always helps, but if a cash prize is involved – let it be known immediately. Best App wins \$5,000!

Who to invite to the challenge?

You have all your marketing materials produced but who should be told? Remember, this is a public-private partnership. You want to find people from all walks of life to participate. Here are a few suggestions:

- Local newspapers and popular local websites
- High schools
- Senior centers
- Computer departments at community colleges, universities or vocational schools
- Local companies
- Non-profits
- Neighborhood associations

Reminders

People are busy. Don't think that, because you've said it once, you've done your work. You must continue to market the challenge. Remind people to tell their friends and share the information through their social media channels. And finally, provide a countdown for the last few days to get contestants to produce the necessary documents.

EVENT 2: Judging and selection of finalists

In your timeline you will have set out dates and times for the judges to convene. Before the judging commences, you should organize all the entries and send copies to the judges to review. In your notes, remind the judges that everything remains a secret until the Press Conference where the finalists are announced. You'll also need to decide either in advance or with the judges on the number of finalists. The Palo Alto Apps Challenge had 10 finalists; this was a manageable number.

What to send to the judges

Remove the names of applicants to maintain anonymity. Send the full description from each applicant – along with any paperwork, description and/or photos they included.

Include a worksheet with all the app titles and descriptions with space for judges to write comments or places to rate their top choices. Also, provide a copy of the rules in case any of the judges wish to review.

See Appendix I for a suggested judge's worksheet

When and where to meet?

Judges need time to read each entry carefully and decide if they feel it is worth discussing. Get the worksheet and all the entries to the judges at least four weeks before the discussion. There may be hundreds of entries all needing a fair and equal time to review. It is best for judges to review in private and determine their favorites ahead of time.

Your initial invitation to the judges will have given them the full timeline for their participation, but it's important to include a calendar reminder so they keep the date open and are prepared for the meeting.

Plan the meeting so that confidentiality is maintained. Find a space that will easily accommodate all the judges, team-members and the facilitator. There should be enough room for refreshments and a table large enough for judges to sit around and discuss. A whiteboard and at least one computer with access to the Internet will likely be useful.

What to provide at the judging meeting

If your judges work, they will most likely be available only in the evening. Do order dinner for every judge. Check for any dietary restrictions. Be sure to have enough water/coffee or sodas available for the duration of the discussion. Time will obviously depend on the number of applicants. Provide pens and paper. If judges need to call in, use something like Skype or Google Hangouts.

EVENT 3: Announcing the finalists press conference



Figure 3 A judge congratulates a finalist at the press conference

The announcement of the finalists is an exciting moment for all the entrants. They will come to the event eagerly waiting to hear if their app is a finalist.

Marketing and advertising

This finalist announcement event doesn't need marketing in the traditional sense. You want people to attend the press conference to hear who is a finalist, but most important is to have the applicants, media, judges and sponsors on hand. Of course, posting on the website, social media outlets and e-blasting all applicants is important as a constant reminder, but the posters and banners for this specific aspect of the event are unnecessary.

Invite local media to get the news and write about it immediately. Spend time on getting the media to commit to attending and the applicants to share the information with family and friends.

Press Kit

Prepare a press kit for the media. Include the list of finalists with descriptions and biographies of individual or team members. Additionally, write a press release with quotes and information for the press to use.

Set up of the press conference

Pick a location that is large enough to accommodate all the contestants, the media and judges, perhaps outdoors (depending on the time of year). Use a podium with a microphone for the announcement. Set up tables (with tablecloth) for food and drinks, sign-in sheet for contestants to get their T-Shirts and a table for sponsors as well. Another table should provide all the information for the media.

Announcing the finalists

Invite all judges, city officials and applicants to attend the Press Conference, as this is the official time to announce the finalists. At this point, only the judges and high-level apps challenge team know who will move on to the next round of the competition.

At the announcement, the apps challenge lead should welcome everyone to the press conference and introduce the judges, city officials and thank everyone for participating. Make a special point to thank sponsors. It's a good idea to add a few words about the variety of applications, age groups and the criteria for judging.

Prepare envelopes (just like the Oscars announcements) with the winning app title, description and applicant name. Suggest that the Mayor, city official or major sponsor announce the winners in no particular order and request that each team come to the podium and stand there while all other teams are called.

Make sure you have a photographer on hand to get photos of the announcement, the judges and 10 finalists. Post on social media right after the announcement.

EVENT 4: Coaching the finalists

Once the Press Conference is finished, it's time to support the finalists with some general information that could be of help, perhaps a list of online app builders or links to articles that might have use. Finalists now have the daunting task of building a prototype app – and some of the finalists may not actually know how to code.

Find an organization with app developers who are willing to spend a couple of hours to offer advice and participate in the process. You'll be surprised how willing these companies are to offer time and help.

The Palo Alto Apps Challenge worked closely with a local software company, Cloudera, who was most happy to spend time after work to talk to the contestants and provide insight and support. Finalists told us that this was one of their favorite events in the whole challenge.



Figure 4 Finalists receive feedback from an experienced engineer

How to help the finalists get prepared

This event is private, so no advertising is necessary. This is a wonderful learning experience for the teams but they should come prepared with their project details, questions and be open-minded to some ideas and suggestions. Advise the contestants that they will stand up and explain their app to their fellow finalists and the developers. Additionally it's advisable they talk about what they have done and where they need help in their design. This introduction re-affirms the project for the finalists as well as providing basic information to the volunteer specialists. We suggest the hosting participants chose the app they would like to help so there is a stronger bond between the two groups.

Set up for the coaching

As this event will most likely take place after work, it would be advisable to have some sort of food delivered for the finalists and staff to enjoy. Make it easy for people to grab the food and sit down to meet the developers and other teams. There is a short window of opportunity for the contestants so be sure to maximize the time.

Work closely with the hosting organization to determine location, space and refreshments. Ideally the sponsor will have a large enough space on-site that can be used as an auditorium-style discussion space. The sponsoring organization may need your staff to help set up the area so make sure you have staff or volunteers arrive in time to move chairs/tables to the appropriate places.

Additionally, small private areas or rooms for breakout sessions for individual teams are valuable. Staff developers and the finalists need a space to discuss issues and provide a helping hand. Always have items on hand for teams, including paper, pens, post-its – just in case they haven't brought their own.

Document the event with a photographer who captures the full event. Each team should be photographed at the open discussion portion as well as during the private breakout session. Ensure the photographer doesn't interrupt the discussions; he or she is on hand to document the unfolding event and is there to ensure the entire time is dedicated to developer discussions.

EVENT 5: Showcasing the finalist apps

The Showcase provides the finalists the opportunity to bring their plans and work to date to the public to view. It's the time for the finalists to gain recognition, support and followers. It's also a great time for the teams to get constructive comments from the community. Perhaps there's a feature that would be of great use that the contestant had not considered. Finalists will show code in progress or a mock-up. Perhaps they will have props or a video that they can share with attendees. The finalists must be encouraged to be engaging.

Marketing and advertising

Banners, posters, e-blasts and calendar listings should be prepared in advance. Press Releases and Public Service Announcements should be sent to local stations according to their required timeline. Come up with a catchy phrase to let people know what phase of the competition your advertising. You've done Call for Entries. Now it's time to let people see the apps and decide which one they like. The Palo Alto Apps Challenge used the phrase "What App?" (A play on the acquisition of the popular messaging app, WhatsApp, by Facebook at the time).

Continue to update all Social Media channels with details of the apps, teams and the upcoming showcase.

Encourage finalists to share the information with their circle of friends. They need to encourage their groups to attend the showcase as well.



Figure 5 Members of the community explore the finalist prototypes

Venue

The Showcase is the only event in the challenge for the finalists to deeply engage with the community. Away from the team meetings, this is high engagement and interaction with the public. Find a location that will provide the necessary ambiance, space and technical needs for your event.

Here are some items to consider when selecting a venue for the showcase:

- Plentiful parking
- Lots of power outlets
- Space for all the teams and their equipment and posters
- Is food and drink permitted?
- Space for entertainment such as a musician or band.
- Can you have a band or musician performing?
- Opening hours

Set up of the showcase

Advise the finalists that you can provide at most 1 or 2 tables and 2 or 4 chairs. They will be responsible to bring everything they need for their displays – signage, posters, computers etc. Laptops and other mobile devices should be fully charged in case there is an insufficient number of power outlets and strips.

Post a sketch of the room layout with tables/chairs and outlets positioned. Label each team location for the teams so they know where they will be located. If you have apps that are similar, try to separate them to opposite areas of the room so they stand alone and do not give the impression of duplication.

Have the venue provide at least two tables and two chairs per app team. Ask for the staff to position the tables according to your sketch. Bring tablecloths for each table.

Here are some suggestions for signage:

- Produce large (at least 11x17) signs for each app with app title and 3-4 word descriptions.
- Place directional signage around the event area.
- Post two or three easels with the apps challenge signage, the sponsor thank you listing, and the food/drink location.
- If you are providing a schedule calendar for the day's event, be sure to post a couple of large schedule calendars so people can follow your timeline.

Staffing

Will your apps challenge team be able to handle all aspects of the event? If not, will the sponsors help or do you need to arrange for volunteers. Be aware of all the aspects of the event so everything runs smoothly and you have plenty of people available to help with setup, event, and clean-up.

Be sure your staff arrive at the event before the finalists do, so tables/tablecloths and signage can be set up before the apps teams begin set-up of their stations. During the event position people at the refreshment area, the entrance to greet attendees, and the showcase area to address any issues or questions that may arise.

Refreshments

If it's during the morning, provide muffins, bagels, fruit and coffee. If it's during the afternoon, perhaps snacks, cookies and nibbles. If you choose to stage during the evening, be aware of the cost as hors d'oeuvres may cost more.

As for drinks – always have water and juice/sodas on hand. If you intend to serve alcohol, confirm with the venue and partners that this is acceptable. Many locations will charge an extra fee, require a larger deposit or may prohibit the use of alcohol.

Entertainment

Music is always a great way to add ambiance to an event. A large band will be too loud and disruptive to the showcase. It's best to have a small jazz or classical group just to give a feeling of an occasion without disrupting things.

Photography

Have your photographer shoot still photos of every aspect of the event. These may include: room set up; finalists and their projects; musicians; attendees; and refreshments, etc. Upload photos to social media during and immediately after the event.

EVENT 6: The Grand Finale

The Palo Alto Apps Challenge decided to produce the Grand Finale live from the local cable access station. This *American Idol* style event brought a buzz to the community and built a level of excitement amongst the finalists as voting was done live through an online voting system (we used Poll Everywhere but there are many others). Additionally, by providing a live screening of the program, those who could not attend the live event (especially as our studio show was sold out) were able to watch and vote for their favorite app in real-time.

Marketing and Advertising

By now people recognize the logo, branding and competition locally. Make the finale stand out, grab attention with words such as “voting starts on ...” or “Vote for your favorite app” or “Who will win?” etc. So make the banners special, post information about the voting process and the date/time/channel that the finale will be screened.

Encourage the finalists to share the key information about the event – they need to explain the voting process and get people involved. If they want to win, they need to rally people to attend and vote at the Grand Finale.

Following the end of the show – jump on social media to announce the three winning teams. If you have photos, post them. Call your local media contacts and announce the winners in time for them to meet their morning paper/show deadlines. Offer photos, links to the show, details of the apps, and quotes from the winning teams and city officials.



Figure 6 Show producer gives final guidance before the broadcast begins

Invitations to the finale

There will be limited space at the Grand Finale venue. The Palo Alto Apps Challenge encouraged everyone interested in attending to sign up via an online event website. There are numerous programs available – we chose to use Eventbrite. It was agreed in advance that the people who were pre-registered would have first choice of seats in the studio, followed by those who were “walk-ins”. To guarantee that those who had pre-registered would enjoy higher priority access to the studio, we printed out the registration list and gave stickers to those on the list. Anyone without a sticker was asked to wait until others were seated.

Our studio held a maximum of 90 people, but as the event was free, we knew that some pre-registered people would be no-shows so we allowed the number of seat reservations to be a little higher to compensate. Out of the 110 individuals who were pre-registered, only 80 showed up which left enough room for the walk-in attendees. We had a full house; no one was turned away.

Choosing a venue

The Grand Finale is the culmination of months of work by both the apps team and the finalists. The apps challenge needs to go out with a “bang”. Ambience, excitement, food and decoration are important. If you’re screening live, it’s probably easiest to do it at your local public access channel TV station as they have all the equipment and technical programming on hand. If you don’t stage the finale at the TV station, the chances of live screening will drop significantly (or the costs may be too restrictive). There are low cost ways to stream your finale, but the quality is often too poor for people to tune in.

Prizes

When you first discussed your apps challenge, you decided on the awards. Be sure to follow your timeline to have the prizes ready. If you are giving plaques for 1st, 2nd and 3rd place, you will need to have these plaques produced and cleaned for the Grand Finale. If you are giving cash prizes, it is best to get all tax information for Form 1099 purposes after the show and mail the checks to the winners. In this way your tax accountant will have the important tax documents in hand before the checks are mailed. If you are producing certificates, produce them for all 10. Each and every team deserves a certificate of completion and participation in the apps challenge.

See Appendix J Sample Certificates

Set up of the Grand Finale

Reception

Prior to the live show, the Palo Alto Apps Challenge provided a reception with hors d'oeuvres and drinks for anyone who attended. It was a great way to meet the crowd and build anticipation.

Food was provided by a local caterer who served finger foods, fruit, cookies and a variety of drinks. If you plan to serve wine, ensure there will be attendants at the table/bar pouring drinks. This will help to limit the amount of alcohol people are drinking. Remember liability issues of serving alcohol – you may wish to avoid it.

Decorations

For the reception area, we enlarged photos of the individual apps to allow attendees to review the apps. Additionally the finalists were on hand to showcase their final product. For those attendees, this time period was vital for making their final decision of which app they would vote for.

The Show

Spend some time to make the stage area look polished and professional. Have the winning plaques cleaned and placed on the table for all to see. The Palo Alto Apps Challenge chose a simple set – with a black backdrop to bring attention to the program, with lighting using the main colors of the logo and City of Palo Alto.

Here are some considerations regarding whether to do live demos of the apps at the finale:

- Have the finalists' showcase their completed app live on TV for all to see. (This however, leaves the door open for technical issues that may be an issue with each individual computer linking to the TV system)
- Replay the two-minute videos that were previously produced, followed by a question/answer session with each team regarding their finished product. By using this method, the attendees are reminded of the program and finalists without any delays or problems. More time can then be spend answering specific questions about the app than trying to run through everything in a short period of time. Additionally, by using this pre-set program, you avoid any technical issues regarding the variety of computers, programs and system issues that inevitably occur. It also keeps a smooth running timeline which is most important in a live TV show.

Your studio will have built a run-down of the show but will need to know details of who you wish to have speak – keep it to a minimum. Be sure to call out the judges and any

other officials in the audience but invite only one or two people to say a few words. Remember this show is about the apps and who will win so give as much time for that.

There will need to be an interlude for votes to be tallied, so provide some entertainment during this break. Most likely a musical interlude would be best, unless you are screening through commercial TV, where this would be a perfect advertising break.

The Palo Alto Apps Challenge hired an acoustic singer/songwriter to entertain the studio crowd as we tallied the votes. Remember, this will only take about 5 - 10 minutes, as there is a very tight timeline. Hence, the musician needs to be prepared to walk on stage and start immediately.

Voting

Keep your voting system as simple and foolproof as possible. Use an online polling system to provide an accurate and impartial count and that allows voting from anywhere. We used a company named Poll Everywhere, but there are many others to choose from as well.



Figure 7 Show host interviews one of the finalist teams

The winners

You have your winners! Announce to the crowd how proud you are of all their work, dedication and community support. Remind each and every team that their specific app has merit and suggest they continue to build upon their project and remember to thank all of them for their participation.

Bring the winners up on-stage one at a time and ask them to stay as each winning team is announced. Begin with 3rd place, then 2nd, and finally with the 1st place winners.

Finally, remember to jump on social media and call your media contacts to advise the winners.

After the event

The event is finished, but work still remains to be done. Personal thank you notes should be sent to all sponsors, teams and volunteers – anyone who spent time producing the event.

Be sure all bills are paid and that the budget is cleared and complete.

Request team members to write up their comments about what worked and what didn't work for the event and bring the team together for a follow-up/de-briefing meeting. These notes are invaluable for any future apps challenges you may put together.

Now relax. It's over.

Chapter 6 – Best Practices

General

- Take time to think about what you are trying to accomplish
- Clearly articulate the purpose and format of the entire challenge
- Think about who should be asked to participate
- Get your website, social media and marketing materials in order early
- Get local companies and merchants involved from the beginning
- Put the effort into researching the deadlines for media, printing and production of signage and T-Shirts
- Make sure the timeline for events is realistic for the team and contestants
- Work closely with media contacts to gain the best coverage
- Send e-blasts and announcements for updates
- Seek legal counsel before posting rules
- Keep close attention to costs

Judges

- Find local judges who will be actively involved rather than hands-off
- Make sure judges are available for all event dates
- Do check for dietary restrictions for judges
- Send the applications to the judges with plenty of time for their review

Events and venues

- Invite the staff & volunteers to attend all the events as special guests
- Send a written thank you note to any hosts for their generosity
- Keep events to the agreed-to timelines
- Help clean up after the event
- Share photos with sponsors and the venue
- Check for parking and accessibility problems when reviewing the venue
- Confirm food, drink and music are permissible at the venue
- Make sure there is sufficient electrical power outlets
- Send a personal invitation to city elected officials, sponsors, original applicants, and media
- Reconfirm with venue, food, musician and staff two days prior so there are no mishaps or forgotten details

Appendices

A: Sample budget

DESCRIPTION	BUDGETED	PROJECTED	ACTUAL	NOTES	BALANCE
STARTING BALANCE					
Bank Charges					
Event Planner Fees					
Management Tools					
Website					
Logo/artwork/design work					
Social Media sites					
Volunteer/Sponsor Thank You's					
SUBTOTAL Overall Needs					
CALL FOR ENTRIES					
Advertising Print					
Advertising Radio					
Advertising Online					
Advertising Other					
Flyers/posters printing fee					
Postcards/bookmarks fee					
Event box: scissors, paper, pens, tie tags, tape, etc.					
Banners					
SUBTOTAL FOR CFE					
Judging Portion					
Judges food/drink					
Utensils/napkins					
Rental space					
Judging needs: paper, pen, white board printed copies for judges etc.					
Judge Gifts (Plaques?)					
Internet access/computer etc					
SUBTOTAL FOR JUDGING					

DESCRIPTION	BUDGETED	PROJECTED	ACTUAL	NOTES	BALANCE
Press Conference					
Press Conference Site					
Podium/Microphone Rental					
Notifications to participants					
Food/Drink					
Tablecloths/napkins					
Flyers etc. for Showcase/Finale					
Table rentals (remember sponsor)					
Press Releases					
Mail/Fax fees					
Press Kit Pkg. production					
T-shirts					
Finalist Envelopes					
Sign in Sheets/Pens					
SUBTOTAL FOR PRESS CONF.					
Video Screening Segments					
Food/Drink					
Location rental for video					
Utensil/napkins/plates/cloth					
Printing Fees for scripts etc					
Professional Videographer					
Professional Editing Fee					
Sub Total for Video Segment					
SUBTOTAL FOR VIDEO SEGMENT					
SHOWCASE FOR FINALISTS					
Advertising Print					
Advertising Radio					
Advertising Online					
Advertising Other					
Location Fees					
Equipment Rental					
Special Event box – tape, etc.					
Coffee Cart/drinks					
Snacks/food					
Utensils/plates/napkins/cloths					
Posters/flyers					
Banners					
Music					
Event Signage					
SUBTOTAL FOR SHOWCASE					

DESCRIPTION	BUDGETED	PROJECTED	ACTUAL	NOTES	BALANCE
Grand Finale					
Location Rental					
Equipment Rentals					
Advertising Print					
Advertising Radio					
Advertising Online					
Advertising Other					
Personal invitations					
Banners					
Signage					
Staff food					
Hors d'oeuvres/desserts					
Polling System					
Hand polling system					
Music					
Plaque Awards for Top 3					
Decorations					
Drinks					
Napkins/Table Cloth/Plates etc.					
Gift Bags					
Proclamations					
Certificates for all participants					
Cash Prizes					
SUBTOTAL FOR GRAND FINALE					
TOTAL FOR EVENT	0	0	0		

B: Sample sponsorship information

Exclusive Presenting Sponsor: \$20,000 (Exclusive within a particular line of business)

- Name as PRESENTING SPONSOR in all print and online advertising
- Name, link and Tagline included in all press releases and PSA's
- All marketing materials include your logo and "PRESENTED BY"
- Listed as Apps Challenge Exclusive Sponsor for 2014
- Option to host a table(s) and/or event attraction(s) in a prominent location
- Banner with your logo/name prominently displayed
- Name & blurb announced a minimum of EIGHT times onstage
- Recognition at City Council Meeting prior to series start

Premiere Sponsor: \$10,000 (Only 2 within a particular line of business)

- Named as PREMIERE SPONSOR in print and online advertising
- Your Name and link included in all press releases and PSA's
- All marketing materials include your logo and "SPONSORED BY"
- Banner with your logo/name prominently displayed onstage
- Name & blurb announced a minimum of FOUR times onstage during Apps Challenge
- Option to host a table(s) and/or event attraction(s) in a prominent location
- Recognition at City Council Meeting prior to series start

Gold Sponsor: \$5000

- Named as GOLD SPONSOR in print and online advertising
- Your Name included in all press releases
- All marketing materials include your logo
- Banner with your logo displayed onstage
- Your name announced a minimum of TWO times onstage during Apps Challenge
- Option to host a table(s) and/or event attraction(s) in a prominent location
- Recognition at City Council Meeting prior to event

Apps Challenge Sponsor: \$2000

- Logo included on Apps Challenge Banner
- Your name announced during Apps Challenge TWO times
- Logo on event marketing materials and event website
- Named as APPS CHALLENGE SPONSOR in print & online advertising
- Name included in Marketing Materials for Apps Challenge

Hackathon Entertainment Sponsor: \$1000

- Logo included on Banner
- Name announced onstage as ENTERTAINMENT Sponsor TWO times
- Logo on event marketing materials and event website

- Named as ENTERTAINMENT SPONSOR in print & online TWO times
- Name included in Marketing Materials

6. Partner: \$750

- Listed as PARTNER online for Apps Challenge
- Banner with your small logo displayed onstage at Apps Challenge

C: Logo's



D: Marketing information

What Apps?



Meet the finalists of the
Palo Alto Apps Challenge

SHOWCASE EVENT
The Palo Alto Center
April 27, 1-4PM

FREE TICKETS

Ready to Vote for the Winner?



www.hackpaloalto.org



Vote via mobile devices and website.
May 31, 2014, 7-9pm, Midpeninsula Community
Media Center and streaming online at hackpaloalto.org

Free tickets and voting info at the address above.

Palo Alto Apps Challenge is brought to you by the following organizations:



E: Press releases & calendar listings

Example press release

PRESS RELEASE #4/22/2014

FOR IMMEDIATE RELEASE

Subject : Palo Alto Apps Challenge Finalists to Showcase Ideas at Community Event

Contact : Jonathan Reichental, Chief Information Officer
Include email and phone number

Palo Alto, CA—The nine finalists for the first annual Palo Alto Apps Challenge, a unique competition to identify community invented civic-focused solutions, will showcase prototypes of their apps for the community at the Palo Alto Art Center, 1313 Newell Road, Palo Alto on April 27 from 1-4 p.m.

The community is invited to the event to learn more about the ideas and apps and provide feedback to the finalists. This will help to shape the proposed solutions to best meet the needs of the community and to position the finalists for success at the finale on May 31 when a winner will be announced.

“We hope that this competition will bring people together from different backgrounds and ideas to all focus on one thing—helping to make a difference in our community,” said City Manager James Keene. “An apps competition sustains the momentum of our efforts to be a leading digital and smart city.”

The Palo Alto Apps Challenge, which solicited ideas for apps that would enhance the engagement between local government and its citizens, was created as a follow-up to last year’s highly successful CityCamp Palo Alto civic innovation event. While CityCamp focused on idea generation, the Apps Challenge moves to apps creation. Over 70 individuals and teams submitted ideas for an app, and 30 percent of the entrants were under the age of 18. Like CityCamp, the Apps Challenge coincides with the annual White House-championed National Day of Civic Hacking.

“The Palo Alto Apps Challenge is part of a growing global momentum to leverage the emerging app ecosystem and a community enthusiasm to participate in building civic-related solutions,” said Jonathan Reichental, Chief Information Officer for the City of Palo Alto. “I’ve been blown away by the extent our finalists have embraced this challenge and their real desire to deliver solutions not just to win a competition, but to create real value in our community.”

Over the past four weeks, finalists have worked on designing, coding and developing their civic apps. To help facilitate the challenge, they also had the rare opportunity to work with eight of the brightest developers at Cloudera, one of the hottest, most innovative organizations in Silicon Valley. Apps Challenge teams spent valuable time with developers who offered advice, suggestions and answers to some of the more pressing questions the finalists had.

The finalists’ app ideas address a wide range of issues, including bike safety, animal services, teen activities, parking, community education and climate change.

In addition to the recognition of building a solution for the community, creators of the top three apps will win cash prizes: First Prize-\$3,500; Second Prize-\$1,000; and Third Prize-\$500

For more information on the Palo Alto Apps Challenge, visit www.hackpaloalto.org, or follow us on Facebook: www.facebook.com/hackpaloalto and Twitter: <https://twitter.com/hackpaloalto>.

The Palo Alto Apps Challenge is sponsored by the City of Palo Alto, Stanford Federal Credit Union, WilmerHale, The Daily Post, and the Palo Alto Recreation Foundation.

Calendar Listings:

Palo Alto Apps Challenge Finalists Announcement

When: March 13 from 5:30pm-6:30pm

Where: Kings Plaza at City Hall

Description: City leaders and judges will be announcing the top 10 finalists for the first-ever Palo Alto Apps Challenge. Refreshments will be served.

Add URL: <http://www.hackpaloalto.org>

Palo Alto Apps Challenge Showcase

When: April 27 from 1pm-4pm

Where: Palo Alto Art Center

Free Tickets: <http://bit.ly/1fDc6mH>

Description: Review and provide feedback on the top 10 finalist apps for the Palo Alto Apps Challenge. Music and refreshments. A fun family activity.

Add URL: <http://www.hackpaloalto.org>

Palo Alto Apps Challenge Finale

When: May 31 for 7pm-9pm

Where: Midpeninsula Community Media Center

Free Tickets: <http://bit.ly/1eOixb5>

Description: Live, televised finale of the voting for the 3 winners of the first-ever Palo Alto Apps Challenge. Music and refreshments provided.

Add URL: <http://www.hackpaloalto.org>

F: Sample timeline

November

- Determine Entry Info (What do you require for entry? Where sent? Fee for entry? Etc.)
- Determine judges (bios needed for website and media)
- Prize awards determined – who provides? (3rd, 2nd, 1st?)
- Confirm with Art Center/Mitchell Park for events
- Build sponsorship and partnerships agreements
- Build website to go live mid-December
- Set up lead to speak at City Council Meeting in December
- Banner Space Reservations set up for all dates.
- Compile mailing lists/organizations to send Call for Entries (CFE) info 12/20

December

- Artwork/advertising and budgets set
- “Save the Date” info for CFE sent to media/calendars by 12/15
- Finalize CFE packets
- Post info at community calendars etc.
- Lead to provide short presentation at City Council meeting of CFE
- Prepare Utility bill insert for March reception (Jan) for Feb mailing.
- Info regarding CFE etc posted in Mayor’s newsletter

January

- CFE big splash in the news/schools and businesses
- E-blast/advertising/social media
 - Details of prizes.
 - Define “civic hacking”
 - Share judges bio etc.
- Continual reminder of CFE thru social media/company e-blasts/media etc.
- Include info about Hack Palo Alto in Mayor Letter
- Special Event Permits?

February

- Final reminders of CFE until 2/21
- Announce reception on 3/7 for top 10 finalists to media/public
- Prepare & send evite for sponsors, city council, and city officials to attend reception with RSVP's to prepare enough food/drink.
- Organize reception details at City Hall lobby or Mitchell/Art Center
- Include details of March event in Mayor letter
- Prepare Utility bill insert for April reception (Feb) for March mailing.

March

- 3/7 Reception and announcement by all judges.
- Confirm details of 4/27 event at Art Center (space/time/food/drink?)
- Build 5/31 event
- Prepare Utility bill insert for May event (March) for April mailing.

April

- Prepare full event for 4/27 with finalists as to what electrical/space requirements.
- Reception details
- Press Release done and sent by 4/18
- Confirm family event for 5/31 with Art Center and other crafts/balloons etc.

May

- Finalize 5/31 event
- Advertising for event/speakers/winners etc.
- Signage
- SAT 5/31 Top three winners announced

G: Palo Alto Apps Challenge rules

OFFICIAL RULES OF THE PALO ALTO, CALIFORNIA APPS CHALLENGE

NO PURCHASE OR PAYMENT NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

Introduction

The Palo Alto Apps Challenge (the Apps Challenge) is staged by the City of Palo Alto, California (the Administrator) to help launch an awesome smartphone app that will serve the community of Palo Alto. The Apps Challenge requires an entrant to submit an idea that will facilitate one or more innovative ways for members of the community and local government representatives and services providers to engage with each other. The focus of the Apps Challenge is purposefully broad in scope in order to encourage a wide and varied 'range of solutions' perspectives. Individuals and teams with diverse skills are encouraged to enter. Initially, each entrant must demonstrate an ability to communicate an idea in a generally clear and convincing manner. However, each entrant who is named a finalist will be required to describe and demonstrate their idea as a working application prototype in substantially greater detail.

The goals of the Apps Challenge are threefold: (1) stimulate the development of software applications that can improve civic engagement; (2) encourage innovation and the creation of new intellectual property with commercial potential by individuals, 'startups', and small associations, entities and organizations; and (3) help leverage technology to solve an important city challenge.

Visit www.hackpaloalto.org to submit your App proposal entry.

An entry will be judged by the following four criteria: (1) potential positive impact on Palo Alto residents, visitors and businesses; (2) novelty of the idea (including user experience and design); (3) quality of the idea (including creativity and originality); and (4) potential commercial viability.

1. Can I Participate?

The Apps Challenge is open only to: (1) any individuals, 14 or older, who legally resides in the fifty (50) United States and the District of Columbia; and (2) associations, entities or organizations that are domiciled, formed, incorporated or organized in the United States or the District of Columbia at the time of submission of an entry, and employ fewer than twenty-five (25) full-time employees at the time of submission of entry. Any entry submitted by a team, association, entity or organizations must meet the eligibility requirements for an individual entrant.

This Apps Challenge is void in Guam, Puerto Rico, the U.S. Virgin Islands, and other U.S. territories and possessions, and where this Apps Challenge competition or participation therein, is prohibited by law.

An entrant, who is an employee of the Administrator, the Sponsor or the judges' panel, must disclose the relationship between the entrant and the Administrator, the Sponsors, or the judges' panel before the entrant may post an entry.

An entrant, who is a minor, must identify the minority status of the entrant, upon the submission of an entry, and provide a parent's or a legal guardian's consent to the minor's participation in the Apps Challenge with the entry.

No entry shall propose a software application that has been made publicly available. Any such entry will be deemed ineligible for consideration under the Apps Challenge competition.

No association, entity or organization with more than twenty-five (25) full-time employees as of the Apps Challenge's start date (January 21, 2014) will be permitted to submit an entry in the Apps Challenge competition. Any such entry will be deemed ineligible for consideration under the Apps Challenge.

Each entrant and finalist must be available to attend in-person all events in Palo Alto, CA. A failure to attend in-person will be grounds for disqualification of the entry.

The Apps Challenge is subject to all applicable federal, state and local laws and regulations. By submission of an entry, an entrant does fully and unconditionally agrees to these Official Rules and the Administrator's decisions, which are final and binding on all matters related thereto. The awarding of a prize is contingent upon the entrant's compliance with these Official Rules.

2. When Do I Enter?

Between January 21, 2014 at 8:00 AM PST and February 28, 2014 at 5:00 PM PST (the "Competition Submission Period"). The Administrator's computer is the official timekeeping device for this Apps Challenge.

3. How Do I Enter?

Entry is FREE: During the call for entries, submit any and all entries at <http://www.hackpaloalto.org>.

Online Requirements:

Each entrant will provide detailed application information as part of the submission of an entry.

After the Competition Submission Period has concluded on February 28, 2014, no entry will be permitted to be modified in any way until after the initial judging of all entries has been conducted.

Submission of entries requirements are, as follows:

An entry must consist of a proposal for an original software application that runs on the Web, a personal computer, a mobile handheld device, SMS, or any software platform broadly available to the public.

An entry must contain an application that functions as provided in the text description.

An entry must be made available to the public for use without charge for at least one (1) year after June 30, 2014, or the actual date on which the Apps Challenge has concluded, whichever occurs later.

An entry must be submitted in English.

An entry must not be indecent, defamatory, in obvious bad taste, demonstrate a lack of respect for public morals or conduct or adversely affects the reputation of the Sponsors.

An entry must not: (a) be illegal under applicable laws; (b) depict hatred, defame, threaten a specific community in the society or incite violence; (c) contain vulgar language or violence; or (d) be considered pornography, obscenity or sexual activity.

An entry must: (a) be an original application; b) be solely owned by the entrant, so that no other party has or can validly claim any right, title or interest, whether known or unknown in the application; and (c) not violate the intellectual property, common law or privacy rights of any other party. An entrant may contract with a third party to assist with the creation of the entry, provided the entrant is the sole owner of all intellectual property in the entry, consisting of the software application.

Submission Rights for Entrants:

Each entrant represents and warrants that the entrant owns the intellectual property rights to the software application.

4. Display of Submissions

Summary of finalist entries will be featured on the website: <http://www.hackpaloalto.org>

5. Winner Selection and Judging Criteria

Entries will initially be screened by a small group of Palo Alto community members, who are selected by the Administrator (the “judges’ panel”). A number of finalists will be selected; only three of the finalists will be selected as winners. Winners may be selected by a public audience popular vote, as determined by the Administrator. The Administrator reserves the right to substitute or modify the judges’ panel at any time for any reason. A judge may withdraw without advance notice in the event of extenuating circumstances beyond the judge’s control. The judges will be fair and impartial. Thus, a judge may elect to not judge an entry, if in the judge’s sole discretion the judge is required to review an entry of an individual, association, entity or organization, with whom the judge has a close relationship or is otherwise associated. An entry will not be adjudged at a disadvantage if a judge recuses himself or herself on account of that close relationship or association.

Palo Alto Apps Challenge Criteria

- Potential commercial viability
- Potential positive impact on City of Palo Alto residents, visitors, and businesses
- Novelty of the Idea (including user experience and design)
- Quality of the Idea (including creativity and originality)

6. Verification of Potential Winners

ALL POTENTIAL APPS CHALLENGE WINNERS ARE SUBJECT TO VERIFICATION BY THE ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE APPS CHALLENGE. Potential winners must continue to comply with all terms and conditions of these Official Rules. The potential winners will be notified on or about May 31, 2014. The winners will be required to sign and return to the Administrator, within ten (10) business days of the date notice is sent, an affidavit of eligibility, and liability/publicity release (except where prohibited) in order to claim his/her prize if applicable.

If a potential winner of any prize cannot be contacted, fails to sign and return the affidavit of eligibility and liability/publicity release within the required time period (if applicable), or if the prize or prize notification is returned as undeliverable, potential winner forfeits prize. In the event that a potential winner of an Apps Challenge prize is disqualified for any reason, an alternate entrant, who receives the highest score of the remaining eligible entrants, will be declared a winner. If a winner is a minor in accordance with the laws of his or her state of residence, at the Sponsors’ sole option, the prize will be awarded to the minor’s parent or legal guardian on behalf of the winner, or, if permitted by applicable law, awarded to the minor directly, provided the minor’s parent or guardian ratifies and signs the affidavit of eligibility, and liability/publicity release.

7. What Can I Win?

FIRST PRIZE: \$3,500 and commemorative plaque

SECOND PRIZE: \$1,000 and commemorative plaque

THIRD PRIZE: \$500 and commemorative plaque

For all Prizes: Winners-entrants are responsible for payment of all taxes and fees associated with prize receipt and/or use. Each prize check will be mailed to the winner's address within 60 days of receipt of the signed affidavit(s) of eligibility and liability/publicity release(s) form(s). If a team of individuals, an association, entity or organization is selected as a prize winner, the prize will be awarded to the association entity or organization, which will determine the ultimate disposition of the prize.

8. Other Things to Know

Entry Conditions and Release

By entering the Apps Challenge, each entrant agrees to accept and abide by the following terms and conditions and release:

(1) Each entrant agrees to comply with and be bound by these Official Rules and the decisions of the judges' panel are binding and final in all matters relating to the Apps Challenge.

(2) Each entrant also agrees to release and hold harmless the Sponsors, the Administrator, and their respective representatives, affiliates, the prize suppliers and any other organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Apps Challenge, and all of their respective past and present officials, officers, directors, employees, agents and representatives (collectively, the "Released Parties") from and against any and all claims, expenses, and liability. These claims, expenses, and liability include, but are not limited to, negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to an entrant's submission, creation of an entry, or submission of an entry, participation in the Apps Challenge, acceptance or use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, transmission, performance, exploitation or use of entry.

(3) Each entrant also agrees to indemnify, defend and hold harmless the Sponsors and the Administrator from and against any and all claims, expenses, and liabilities (including reasonable attorneys' fees) arising out of or relating to an entrant's participation in the Apps Challenge and/or the entrant's acceptance, use or misuse of the prize.

Publicity

Except where prohibited, participation in the Apps Challenge constitutes the winners' consents to the Sponsors', the Administrator's and their agents' use of the winners' names, likenesses, photographs, voices, opinions, hometowns and states; application screenshots, application videos, application descriptions and commentaries for promotional purposes in any media, worldwide, without further payment or consideration.

General Conditions

The Sponsors and the Administrator reserve the right to cancel, suspend and/or modify the Apps Challenge, or any part of it, if any fraud, technical failures or any other factor beyond the Sponsors' and/or the Administrator's reasonable control impairs the integrity or proper functioning of the Apps Challenge, as determined by the Sponsors and/or the Administrator, acting in the exercise of their sole discretion. The Sponsors and/or the Administrator reserve the right in their sole discretion to disqualify any entrant found to be tampering with the entry process or the operation of the Apps Challenge or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner.

Any attempt by any person to deliberately undermine the legitimate operation of the Apps Challenge may be a violation of criminal and civil law, and, should such an attempt be made, The Sponsors and/or the Administrator reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsors and/or Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Limitations of Liability

The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Apps Challenge; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Apps Challenge; (4) technical or human error which may occur in the administration of the Apps Challenge or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Apps Challenge or receipt or use or misuse of any prize.

Any attempt by any person to deliberately undermine the legitimate operation of the Apps Challenge may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsors and/or the Administrator reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsors and/or the

Administrator's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Disputes

Each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Apps Challenge, or any prizes awarded, other than those concerning the administration of the Apps Challenge or the determination of winners, shall be resolved individually, without resort to any form of class action; (2) any and all disputes, claims and causes of action arising out of or connected with this Apps Challenge, or any prizes awarded, shall be resolved exclusively by the United States District Court or the Superior Courts of the County of Santa Clara, California; (3) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Apps Challenge, but in no event attorneys' fees; and (4) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant, the Sponsors, and the Administrator in connection with the Apps Challenge, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

Competition Results

Results will be posted at www.hackpaloalto.org on or about June 1, 2014.

Sponsors and Administrator

Sponsors: (1) City of Palo Alto, 250 Hamilton Ave. Palo Alto, CA 94301; (2) Stanford Federal Credit Union, 1860 Embarcadero Rd. Palo Alto, CA 94303; (3) Palo Alto Daily Post, 385 Forest Ave, Palo Alto, CA 94301; (4) WilmerHale, 950 Page Mill Road Palo Alto, California 94304, and the Palo Alto Recreation Foundation, Lucie Stern Center, 1305 Middlefield Road, Palo Alto, CA 94301.

Administrator: City of Palo Alto, 250 Hamilton Ave. Palo Alto, CA 94301

H: Sample judges guidelines

2014 JUDGING GUIDELINES

Dear Judges:

Here are the guidelines for the City of Palo Alto Apps Challenge finalist selection process. Please read them carefully and keep them in mind throughout the process.

Theme: Apps that facilitate innovative ways for community and local government to engage with each other. The focus is deliberately broad to encourage a wide range of solutions.

What are the scoring criteria for the Apps submissions?

1. Potential positive impact on Palo Alto residents, visitors and businesses
2. Novelty of the idea (including user experience and design)
3. Quality of the idea (including creativity and originality)
4. Potential commercial viability

General Guidelines:

1. You must review all the Applications submitted
2. Absolutely no talking about the judging process, your personal opinions, or the presentation until the March 5th meeting with other judges. After March 5th please keep information about finalists confidential as our applicants will not find out until the Press Conference if their app has been selected.
3. Remember, this initial judging process reflects the potential product, not the finished project (that will be an open judging process on May 31st)
4. Assign a score from 1-10 (1 being lowest and 10 highest) for each criteria listed above for each app submission. The scoring sheet is a separate file.
5. Takes notes to help with your scoring decisions for discussion with team
6. Remain consistent with your scoring
7. Should you need to recuse yourself from voting on a particular app, please advise prior to final discussions

Required Dates:

1. Review and score submissions March 1 - 5
2. March 5th final discussion of submissions at Palo Alto City Hall, 250 Hamilton Avenue, 7th Floor from 6:30-8:30PM (dinner included). Elevators will be closed, so we'll meet in lobby at 6:30pm. Call or text xxx-xxx-xxxx if you arrive late.
3. March 13th Press Conference at City Hall Lobby (250 Hamilton Ave) to announce the top 10 finalists. Time: 5:30PM – 6PM Reception, 6PM Press Conference – includes a few words from judges/sponsors/City Departments followed by Q&A. Finalists and Judges will be photographed for publicity, website, Facebook page, and other needs.

4. April 27th Public viewing of prototypes at the Palo Alto Art Center, Newell Rd from 1-4pm. Please review apps and offer advice, comments or questions.
5. May 31st final judging and awards at the Media Center (San Antonio Rd.) Palo Alto from 7-9PM. This judging is open to the public, but as this is live TV we would love to have our official judges present to participate and chat with finalists, audience and emcee.

PLEASE KEEP FINALIST SELECTION CONFIDENTIAL
UNTIL MARCH 13TH PRESS CONFERENCE

I: Suggested Judges Worksheet

Score each between 1 and 10 (1 = low, 10 = high) Higher = Better				
<i>(A) Potential positive impact on Palo Alto residents, visitors and businesses</i>	<i>(B) Novelty of the idea (including user experience and design)</i>	<i>(C) Quality of the idea (including creativity and originality)</i>	<i>(D) Potential commercial viability</i>	<i>TOTAL</i>
3	6	4	9	22

(Sample score included above)

J: Sample certificate

