HACK
THE BEACH: THE CONTEST
KICKOFF

open.smgov.net | hackthebeach.com | @hackthebeach

How can tech make Santa Monica better? Tweet @hackthebeach for a chance to win a prize.

Welcome to General Assembly

Ryan Meyer
Regional Director
@GA_LA

How can tech make Santa Monica better? Tweet @hackthebeach for a chance to win a prize.

Rick Cole
City Manager
@SaMoCole

How can tech make Santa Monica better? Tweet @hackthebeach for a chance to win a prize.

Kevin McKeown

Mayor

mckeown.net

How can tech make Santa Monica better? Tweet **@hackthebeach** for a chance to win a prize.

Ben Allen
California State Senator
@BenAllenCA

How can tech make Santa Monica better? Tweet @hackthebeach for a chance to win a prize.

About The Contest

Behrang Abadi
Web Development Manager
City of Santa Monica
open.smgov.net

Carl Hansen
Director of Government Affairs
Santa Monica Chamber of Commerce
@govafairs

How can tech make Santa Monica better? Tweet @hackthebeach for a chance to win a prize.

The Contest: What it's Not

How can tech make Santa Monica better? Tweet @hackthebeach for a chance to win a prize.

The Contest: What it is

- A contest with a four month incubation period with the City of Santa Monica, and the brightest minds in local tech.

How can tech make Santa Monica better? Tweet **@hackthebeach** for a chance to win a prize.
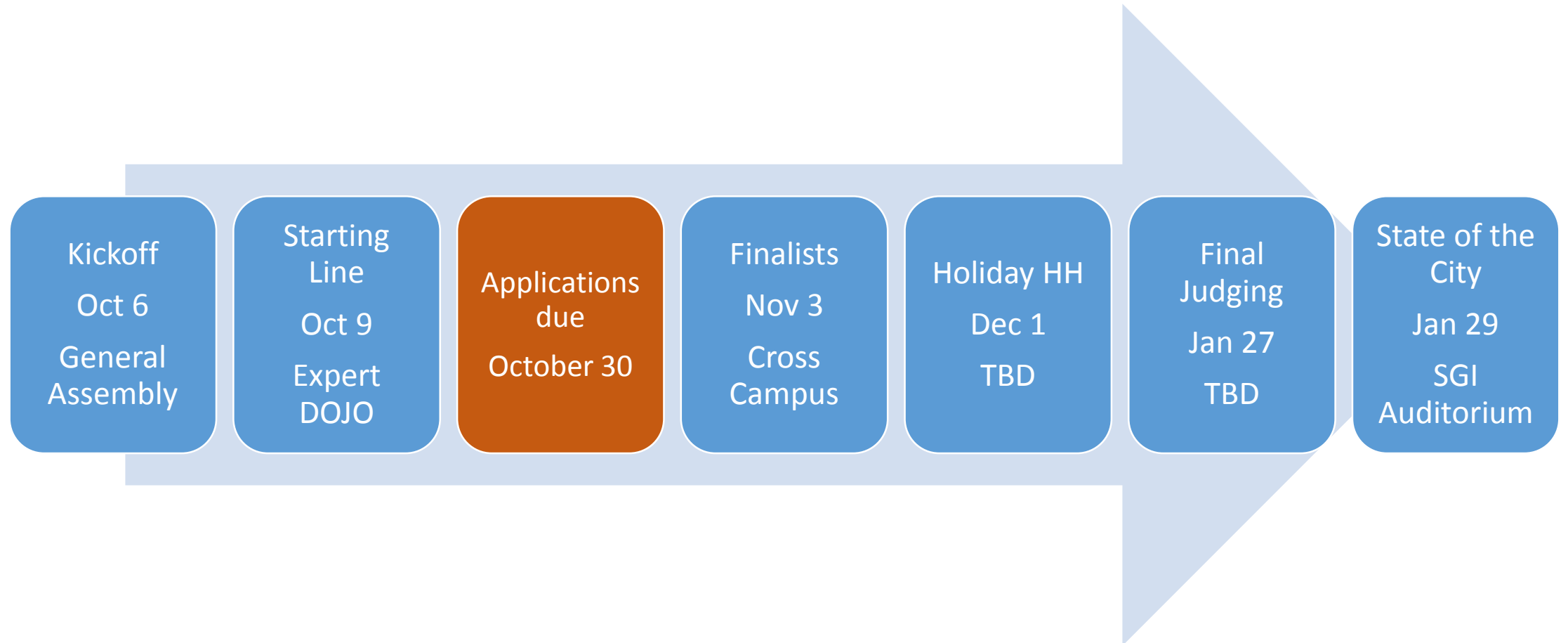
The Contest: What it is

- A call to action to build *real solutions* around community, mobility, and civic engagement.

- Have an idea now? Tweet @hackthebeach and be heard. Tweeters tonight will be entered into a raffle, with one lucky winner receiving prizes from GA, the Chamber, and Equinox.

How can tech make Santa Monica better? Tweet **@hackthebeach** for a chance to win a prize.

Timeline

Kickoff
Oct 6
General Assembly

Starting Line
Oct 9
Expert DOJO

Applications due
October 30

Finalists
Nov 3
Cross Campus

Holiday HH
Dec 1
TBD

Final Judging
Jan 27
TBD

State of the City
Jan 29
SGI Auditorium

How can tech make Santa Monica better? Tweet @hackthebeach for a chance to win a prize.

Potential Solutions

Community - Maintaining an inclusive and diverse community means increasing *housing affordability*, addressing *homelessness*, and supporting Santa Monica as a *learning community*.

- Create a search platform for subsidized housing in our region.

- Connect Santa Monicans to services available in their neighborhoods

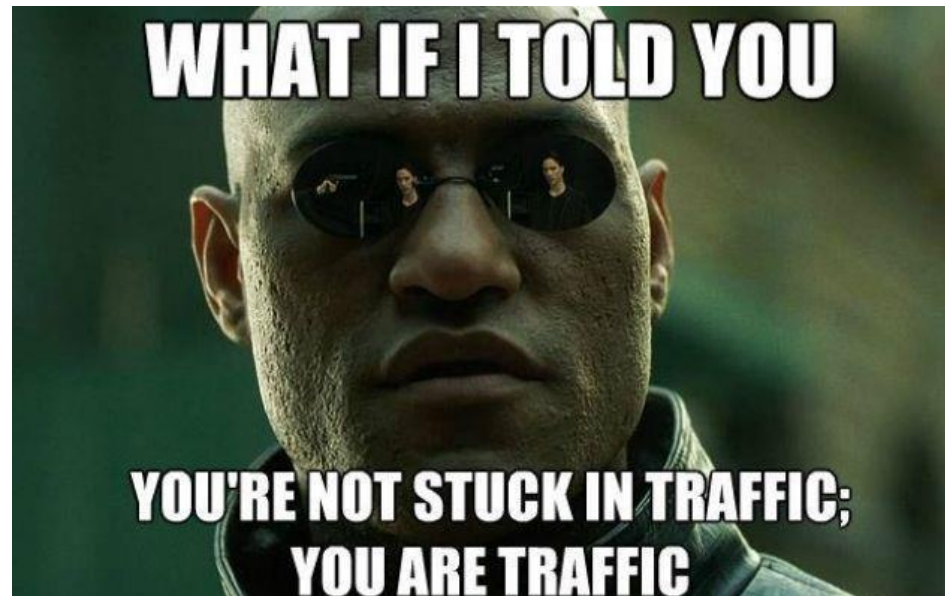- Present an exciting new way for Santa Monicans to access housing or social services!

How can tech make Santa Monica better? Tweet **@hackthebeach** for a chance to win a prize.

Potential Solutions

Mobility - How can we integrate multi-modal transportation, both here and across Los Angeles, to establish a new model of mobility for the future?

- Connect local workers to carpool.

- Develop an app to alert when peak hour traffic has slowed.

- Build an outreach tool to get residents, commuters, and visitors informed and excited about the Expo Light Rail.

How can tech make Santa Monica better? Tweet **@hackthebeach** for a chance to win a prize.

Potential Solutions

Civic Engagement - Santa Monica has an exuberant resident community and firm grounding in civic engagement. Now it's time to take that to the next level.

- Create an interactive City Council Agenda

- Connect Santa Monicans with each other and their government.

How can tech make Santa Monica better? Tweet **@hackthebeach** for a chance to win a prize.

Selecting a Winner

- Submit an application, available October 9 through October 30, via hackthebeach.com.

- A select few will be invited to continue work on their product. Mentoring will be provided along the way.

- Final presentations made live, before judges, on January 27, 2016.

- Winner named on January 29, 2016.

Judging Criteria

- Value (40%) – will the product be used?

- Viability (40%) – can the product be built in a reasonable time and with a reasonable budget?

- Future Outlook (20%) – can the product grow and prosper over time?

How can tech make Santa Monica better? Tweet @hackthebeach for a chance to win a prize.

Prizes

- Course credit from General Assembly up to $5,000 per team.

- Work area credit from Cross Campus up to $5,000 per team.

- Invitation to meet the Mayor, City Manager, and other City of Santa Monica VIPs.

- Backstage passes, VIP treatment, and public recognition at Twilight Concert Series.

How can tech make Santa Monica better? Tweet **@hackthebeach** for a chance to win a prize.

Next Event

This Friday October 9th, 2014 10am-1pm

Expert DOJO – Investor Festival

- Mingle with judges, city experts, and other HTB teams.
  - Detailed applications made available.
- Register via hackthebeach.com or investorfestival.com

Brian MacMahon
Head Honcho
Expert Dojo
@expert_dojo

How can tech make Santa Monica better? Tweet **@hackthebeach** for a chance to win a prize.

Questions?

open.smgov.net | hackthebeach.com | @hackthebeach

How can tech make Santa Monica better? Tweet @hackthebeach for a chance to win a prize.

A special thank you to all of our Community Outreach Partners!