

This document contains information on:

1. Challenge Examples
2. Registration
3. Details of Challenge
4. Data
5. Prizes
6. Eligibility
7. Requirements
8. Scope
9. Judging Criteria
10. Photo and Video Release Form
11. Gratuitous Service Agreement

You are invited to the GSA Digital Innovation Hack-a-thon sponsored by the GSA Digital Service Office. The Hack-a-thon shall take place on May 8, 2015, at the GSA Central Office, 1800 F Street, NW, Washington, DC. 20405.

Join with the Digital Service Office to develop Applications, APIs, and Data Mashups for Acquisition, Travel and Public Building Services (PBS).

CHALLENGE EXAMPLES

1. IAE CO Dashboard
2. Travel Tool
3. PDL Formatting on GitHub
4. Socio-Economic Advisor
5. Energy Use/Cost by Buildings/Effects on TSS

REGISTRATION

Registration for this event will be accomplished online at the following link ([Eventbrite](#)), and shall remain open until May 5, 2015 (**11:59 pm EST**). The event space is limited to 100 people, once registration is complete you shall receive a confirmation email.

All participants are required to check in with Security upon arriving at the GSA Central Office Building, 1800 F Street NW, Washington, DC. A Government issued ID shall be required to gain access. Please note that wait times for entry to the building will be shorter when entering through the E Street entrance.

Proceed through security and follow the posted signs to the Conference Center, Rooms 1459 – 1461.

Check in at the Registration table beginning at 9:00 a.m., all participants must stop here to sign the required forms shown below:

- Gratuitous Service Agreement
- Photograph and Video Release

DETAILS OF CHALLENGE

Design and create a digital interactive tool that utilizes federal data collected by GSA, in coordination with any other publicly available data sets. The technology tool should be innovative! GSA does not want an analysis tool that tells what is already known. This should be a forward-thinking tool that enhances transparency and helps to hold agencies accountable for what they are spending, while also providing agencies with recommendations for how to reduce costs.

The tool should visually display data to provide meaningful insights that can help drive smarter decisions by federal employees. The ultimate goal is to help federal agencies drive cost saving behaviors through easy to understand information. The tool should accomplish two tasks:

- 1) Visually display data in a way that will show agencies how and where they are spending money, and
- 2) Through analysis of the data, show primary categories or cost drivers that can enable federal agencies to reduce and/or contain costs compared to appropriate benchmarks (as determined through research as well as the sample data provided). Finally, identify valuable insights that could be gained through improved data collection efforts.

DATA

Challenge solvers will be provided with sample data sets to use in designing their tool on the day of the event. Prior to the event we will frequently update project details and criteria on our GitHub page, open.gsa.gov/Digital-Innovation-Hackathon/.

The tool should have the capability to be updated with data from additional agencies, making the tool scalable, dynamic, and configurable. Hackers should not be limited to only the data provided. Be creative and use other public data sets that can give users a better understanding. Document all data sources and explain why they are useful. Examples of additional resources include:

- [Data.gov](https://data.gov)
- open.gsa.gov/data

You are encouraged to conduct research in order to find other data sources that are publicly available.

PRIZES

GSA may award up to three prizes but is not required to award all three prizes if the judges determine that only one or two entries meet the scope and requirements laid out for this challenge, or if the Agency plans to only use code from one or two entries.

Funding for this GSA Travel Data Challenge award will come from the FY2015 Budget and will be made to winner(s) of the competition via electronic funds transfer, within **30 days** of announcement of the winner(s).

Total cash prize amount for this Challenge is \$15,000.00, prizes shall be awarded for the best 3 solutions.

Winners must provide information for the electronic funds transfer no later than **five** business days after the event.

ELIGIBILITY

Eligibility to participate in the GSA Digital Innovation Challenge and win a prize is limited to entities/individuals that:

1. Are a U.S. citizen and permanent legal resident age 18 and older at the time of registration, and private entities such as corporations and nonprofit organizations that are incorporated in and maintain a primary place of business in the United States.
1. Have agreed to the rules of the competition as explained in this posting.
1. Are either a private entity or individual, provided further that in the case of a private entity, it is incorporated in and maintains a primary place of business in the United States, and in the case of an individual, whether participating singly or in a group, is a citizen or permanent resident of the United States; and that the contestant is not a federal entity or federal employee acting within the scope of employment. An individual or entity shall not be deemed ineligible because the individual or entity used federal facilities or consulted with federal employees during a competition if the facilities and employees are made available to all individuals and entities participating in the competition on an equitable basis.

Participants agree to assume any and all risks and waive claims against the Federal Government and its related entities, except in the case of willful misconduct, for any injury, death, damage, or loss of property, revenue, or profits, whether direct, indirect, or consequential, arising from participation in this competition, whether the injury, death, damage, or loss arose through negligence or otherwise. Participants also agree to

obtain liability insurance or demonstrate financial responsibility, in an amount to cover a third party for death, bodily injury, property damage, or loss resulting from an activity carried out in connection with participation in this competition.

The following individuals and entities are **not eligible** to participate:

1. GSA employees and contractors, and members of their immediate families (spouses, children, siblings, and parents),
 2. Other Federal Government employees, acting within the scope of their employment,
 3. Entities involved with the production or execution of the challenge, employees of such entities, and members of their immediate families,
 4. Contest judges and individuals with a familial or financial relationship with a contest judge,
 5. Entities in which a contest judge is an employee, officer, director, or agent,
 6. Other entities in which a contest judge has a personal or financial interest.
- contestants agree to assume any and all risks and waive claims against the Federal Government and its related entities, except in the case of willful misconduct, for any injury, death, damage, or loss of property, revenue, or profits, whether direct, indirect, or consequential, arising from participation in this competition, whether the injury, death, damage, or loss arose through negligence or otherwise. contestants also agree to obtain liability insurance or demonstrate financial responsibility, in an amount to cover a third party for death, bodily injury, property damage, or loss resulting from an activity carried out in connection with participation in this competition.

Contestants are hereby advised that diligent care must be taken to avoid the appearance of Government endorsement of competition participation and submission. Moreover, as is customary when doing business with the Federal Government, contestants may not refer to GSA's use of your submission (be it product or service) in any commercial advertising or similar promotions in a manner that states or implies that the product or service being used is endorsed or preferred by GSA or any other element of the Federal Government, or that the Federal Government considers it to be superior to other products or services. The intent of this policy is to prevent the appearance of Federal Government bias toward any one product or service.

Contestants agree that GSA's trademarks, logos, service marks, trade names, or the fact that GSA awarded a prize to contestants, shall not be used by any contestant to imply direct GSA endorsement of their submission. GSA may list the other party's name in a publicly available customer or other list so long as the name is not displayed in a more prominent fashion than any other third party name.

Final determination of contestant eligibility rests with GSA.

REQUIREMENTS

The final product should be a tool that is housed online and can be updated to include data sets from other agencies. Capabilities should also include updating data in the most efficient time cycle, such as monthly, quarterly, annually or as new information becomes available.

The final tool should be in Open Source Code. Open source refers to a program in which the source code is available to the general public for use and/or modification from its original design free of charge. In order to be Open Source Initiative Certified, the tool must meet following six criteria:

1. The author or holder of the license of the source code cannot collect royalties on the distribution of the program;
2. The distributed program must make the source code accessible to the user;
3. The author must allow modifications and derivations of the work under the program's original name;
4. No person, group, or field of endeavor can be denied access to the program;
5. The rights attached to the program must not depend on the program being part of a particular software distribution; and
6. The licensed software cannot place restrictions on other software that is distributed with it.
7. The solution must be an online, interactive tool that meets the goals and objectives provided in this document.
8. The solution must include documentation of all data sources used.
9. The solution must include a description of how the tool can be updated with additional data from other agencies.
10. The solver must provide recommendations to enhance Government insights through improvements in data collection.

The winner(s) of the competition will, in consideration of the prize to be awarded, grant to GSA a perpetual, non-exclusive, royalty-free license to use any and all intellectual property to the winning entry for any governmental purpose, including the right to permit such use by any other agency or agencies of the Federal Government. All other rights of the winning entrant will be retained by the winner of the competition.

SCOPE

Any federal data and information that is publicly available is included in the scope of this challenge. Summary-level sample data will be provided.

JUDGES – TBD

There will be six judges, each with expertise in government-wide policy, travel, information technology, and/or acquisition. Each judge will award a score to each submission and the winner(s) of the competition will be decided based on the highest average overall score. Technical Advisors will be on-site to assist if necessary, however, the technical advisor will not vote in determining the prizes. Judges will only participate in judging submissions for which they do not have any conflicts of interest.

JUDGING CRITERIA

1. Technical Competence and Capabilities / Weight – 50%

The tool addresses the primary goal of the challenge. It is a finished product that can provide insightful analysis and show agencies how and where they are spending money. The tool can provide recommendations for cost-savings behaviors. The tool can be easily updated with new data by the back-end user.

2. Use of Data to Provide Effective Outcomes / Weight – 20%

The tool aggregates, synthesizes and displays data in a way that is easy to understand, visually appealing, and will help drive understanding of current trends as well as recommendations for future savings.

3. Creativity/Innovation / Weight – 10%

The tool exceeds any internal capability that GSA has for analysis of data through its incorporation of creative design elements and innovative capabilities.

1. Valuable information and Insights Regarding Data / Weight – 20%

The solver provides recommendations for additional data elements to be collected by the Government. The solver identifies gaps in the data and utilizes external data sources and research to aid the government in setting future data collection policies.

A copy of this form will be provided at sign in before the event.

Photograph & Video Release Form

I hereby grant permission to the rights of my image, likeness and sound of my voice as recorded on audio or video tape without payment or any other consideration. I understand that my image may be edited, copied, exhibited, published or distributed and waive the right to inspect or approve the finished product wherein my likeness appears. Additionally, I waive any right to royalties or other compensation arising or related to the use of my image or recording. I also understand that this material may be used in diverse educational settings within an unrestricted geographic area.

Photographic, audio or video recordings may be used for the following purposes:

- conference presentations
- educational presentations or courses
- informational presentations
- on-line educational courses
- educational videos

By signing this release I understand this permission signifies that photographic or video recordings of me may be electronically displayed via the Internet or in the public educational setting.

I will be consulted about the use of the photographs or video recording for any purpose other than those listed above.

There is no time limit on the validity of this release nor is there any geographic limitation on where these materials may be distributed.

This release applies to photographic, audio or video recordings collected as part of the sessions listed on this document only.

By signing this form I acknowledge that I have completely read and fully understand the above release and agree to be bound thereby. I hereby release any and all claims against any person or organization utilizing this material for educational purposes.

Full Name_____

Street Address/P.O. Box_____

City_____

Prov/Postal Code/Zip Code_____

Phone _____ Fax _____

Email Address _____

Signature _____ Date _____

A copy of this form will be provided at sign in at the event.

**AGREEMENT TO PERFORM GRATUITOUS SERVICES AND WAIVE
COMPENSATION**

I, _____, hereby agree to work gratuitously with the United States General Services Administration (GSA). The service rendered and performed gratuitously shall consist of participation in the Digital Services Hackathon (Name of Event and type of participation) through design, development, or feedback on May 8, 2015, from 9:00 a.m. to 4:30 p.m.

I understand and acknowledge that I will not be paid or otherwise compensated for any duties performed or services provided pursuant to this agreement and I have no expectation of payment or any other form of compensation from the United States Government. I understand that no business relationship has been created between the United States Government and me as a result of the services I will render gratuitously. I also freely and voluntarily waive any right, claim, or other recourse against the United States Government relating to my gratuitous services.

—

Signature

Date

Print Name