**The 37 Billion Mile Data Challenge Working Timeline and Notes**

**(02/24/14)**

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| --- | --- | --- | --- |
| Date | What | How | Where/Who |
| Monday, February 24th | $$var1$$ | $$var1$$ | Data Challenge website will be live but no data will be available. |
| Thursday, February 27th | Official launch of Data Challenge | $$var2$$ | Data available on Data Challenge website |
| Saturday March 15th  9am-6 pm | $$var2$$ | Targeted outreach to previous Data Challenge and Hackathon participants, as well as outreach through Code for America and Hack Reduce, MetroBostonDataCommon Users, The Boston Indicators, TBF distribution list, relevant Colleges and Universities | Code for Boston  and Hack/ Reduce? @ District Hall |
| Thursday April 10th at Midnight | Challenge closes | Outreach to general public with special attention to transportation, planning and policy interests to vote on submissions. |  |
| Friday April 11th | ITSD conference and invitation to participants to vote on submissions | Outreach to conference participants. |  |
| Friday April 11th- Wednesday April 16th | Push for public voting | Press Release to Globe and other large media outlets. Outreach to general public with special attention to transportation, planning and policy interests to vote on submissions |  |
| Thursday, April 17th | Judges meet to choose winners @ MAPC from 4-6 | Closed 2 hour meeting with judges and supporting partners | MAPC, 3rd Floor Conference Room  60 Temple Place  Boston |
| Thursday, April 24th  6pm-8:30pm | Awards Ceremony  (100-150) | Open to Public | District Hall |

Partners: MAPC, RMV, MassTech Collaborative, Barr Foundation, Code for Boston, Hack/Reduce.

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**Judge Bios**

**Secretary Richard Davey**- need photo and short bio

**Gabriel Florit** makes data visualizations for the Boston Globe. Previously, he wrote software to keep track of trains, fell 200 feet off a mountain, and got lost in Alaska for two years.

**Jon Follett** is a principal at Involution Studios where he is a designer and an internationally published author on the topics of user experience and information design. He is a father of two boys, and a classically trained pianist who dreams of one day having a family rock band.

**Brian Lucid** is a Professor of Design at the Massachusetts College of Art and Design. He teaches information design, data visualization and creative coding with a focus on making the complex clear. Lucid really is his last name.

**Stephanie Pollack**- need photo and short bio

**Tim Reardon**- Tim Reardon is Assistant Director of Data Services at MAPC, where he oversees the agency’s research activities, development of new datasets, and novel applications of data to local and regional planning. He lives in zip code 02119 where his family’s vehicles include four bicycles and a 2005 Toyota Matrix that is driven an average of 15 miles per day.

**The public**

**Awards (Building off of categories from last challenge)-**

* Overall Best Visualization
* Best Aesthetics
* Best Analysis
* Insight into mode shifts
* Best Data Narrative
* Best Exploration Tool
* Most Beautiful
* People’s Choice
* Honorable Mention (last year we gave to a High School group

**Ideas for Prizes** (each prize should be for teams of five)

* Grand prize $ (split between team)- Chris
* Vanity Plates (Can we get 5?)- Rachel
* Zip Car memberships- Rachel
* Preloaded MBTA Charlie Cards - $ for each team member- Rachel
* Hubway membership- MAPC
* Other?

**Team Building Event- Code for Boston and Hack/ Reduce**

Tentative Schedule

9:00-9:30 - Breakfast and Opening

9:30-11:00 How to Win a Data Challenge (4-5 presentations)

11:00- 12:00 Team formation and introductions

12:00-1:00 Lunch (working)

1:00-3:00 Working time and roaming experts

3:-3:30 optional yoga class

3:30 -4:00 optional yoga class

4:00-5:00 Working time

5-6 Group presentation and progress

**OutReach**

Code for Boston

Hack/Reduce

Design/Code Meet ups  
University and Colleges- Harvard, MIT, Tufts, Boston University, Northeastern, Emerson, Mass Art

**Spring Breaks**

Emerson and Northeastern - March 1-9th

Boston University and MassArt - March 8th -16th

Harvard and Tufts - March 15th -23rd

MIT - March 24th-28th

School vacation Week April 21-25