



# Hack-A-Street



JAN 17-18, 2025 | 9:00AM-5:00PM

2ND FLOOR LOBBY, UNIVERSITY OF THE PHILIPPINES  
COLLEGE OF SCIENCE, DILIMAN  
QUEZON CITY, METRO MANILA





# Agenda Overview

## DAY 01 (January 17, 2025)

Time	Activity
9:40 AM - 9:50 AM	Event Overview and House Rules
9:50 AM - 10:15 AM	Defining the Problem
10:15 AM - 10:30 AM	Topic 1: Understanding Accessibility Challenges in Cities
10:30 AM - 10:45 PM	Topic 2: Insights from Quezon City's GORA Lane
10:45 AM - 11:00 AM	Topic 3: Learning from Best Practices outside PH
11:00 AM - 11:30 AM	Open Discussion with Speakers
11:30 AM - 12:00 NN	Team Formations & Start of Brainstorming Session
12:00 PM - 1:00 PM	Lunch Break
1:00 PM - 3:00 PM	Problem-Solution Ideation Workshop
2:00 PM - 4:30 PM	Brainstorming and Mentoring Sessions
4:30 PM - 5:00 PM	Reminders for Day 2

## DAY 02 (January 18, 2025)

Time	Activity
9:00 AM - 9:30 AM	Registration
9:30 AM - 11:30 AM	Check-In and Morning Brief
11:30 AM - 12:00 PM	Proposal Refinement and Mentorship
12:00 PM - 1:00 PM	Lunch Break
<b><u>Strictly 1:30 PM</u></b>	<b><u>Pitch Submission Deadline</u></b>
1:30 PM - 3:30 PM	Pitch Presentations
3:30 PM - 4:00 PM	Break
4:00 PM - 4:30 PM	Announcement of Winners
4:30 PM - 5:00 PM	Networking and Celebration



# Ice Breaker

PEOPLE BINGO CARD				
Has attended a hackathon before	Prefers tea over coffee	Lives outside Metro Manila	Can ride a bike	Has a reusable water bottle
Traveled outside of the country	Has a pet	Enjoys working in the morning	Can explain what UX design is	Owns a bike or e-scooter
Dancer	Plays a musical instrument	FREE	Has used Figma/Adobe XD/InDesign	Knows how to play chess
Can draw or sketch ideas	Has written a blog or article	Has traveled to 5+ provinces	Uses public transport daily	Loves coffee more than tea
Knows a shortcut to UP Diliman	Enjoys working late at night	Can write code in C++	Walked or cycled to the venue today	Speaks more than 3 languages

## HOW TO PLAY

1. Get 9 different/unique NAMES (no repetitions!)
2. Shout **BINGO** once you've completed a row/column
3. First to BINGO wins!

*Special prize awaits the person who shouts bingo including the names in the bingo card!*



# House Rules

## Logistical Reminders

- Lunch, snacks, and coffee will be provided
- Practice **CLAYGO**
- Keep the venue tidy
- Please be mindful of your voice
- Please keep your phones on silent
- You are allowed to step out of the room during the afternoon brainstorming session, but please make sure to stay nearby our venue
- Photos and videos will be taken for documentation and may be shared on official platforms. Inform the organizers if you prefer not to appear in these materials



# Respect and Collaboration

- Treat all participants, mentors, and organizers with courtesy
- Allow each speaker and presenter to finish without interruptions
- Approach the organizing team for assistance or clarification at any time





## Quick guide for your pitch

- Pitch under 5 minutes only, there will be a short **Q&A** after pitch presentation
- All projects will be uploaded to a GitHub repository designated by the organizers.
- All projects, solutions, and content presented during the Hackathon must be the original work of the participating team



# Defining the Problem

# Our 'decade-old problem': Traffic Jams

Manila currently holds the 'world's worst traffic in metro area' title

According to recent data, local motorists spent an average travel time of 25 minutes and 30 seconds per 10 kilometres in the metro last year, which is a 50-second increase from its previous record.

INQ Philippine Daily Inquirer



EDSA, 2024 Photo by Gerard Carreon

CEBU NEWS

## If traffic problem is not addressed: City to lose P1.1 billion a day

Edha M. Dagooc, Iris Hazel Mascardo - The Freeman [①](#)

February 22, 2024 | 12:00am



General Maxilom, Feb 2024 Photo by The Freeman

Davao

## Councilor urges study on city's traffic woes



Mark Perandos/SunStar File Photo (Apr, 2024)



## Effects of auto-dependency in our cities



Road transport contributed to **87.8%** of the **total emissions** from the sector (GHGI, 2010). DENR show that **vehicular sources account for 65% of air pollution** in the country, primarily in Metro Manila.



This is costing us 1.9% of GDP loss, and **27,000 premature deaths** (Greenpeace 2020).



In Metro Manila alone, traffic congestion is estimated to cost road users about **P6.0 billion per day by 2030** (ALMEC Corp. 2014)



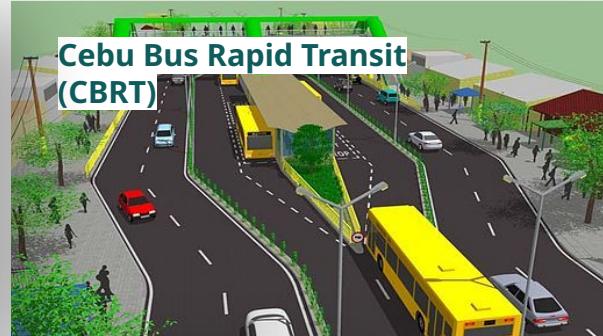


## Access to affordable, safe, efficient, and convenient transportation in cities should be seen as a right!





## Big investments on public transportation infrastructure have already started in some cities

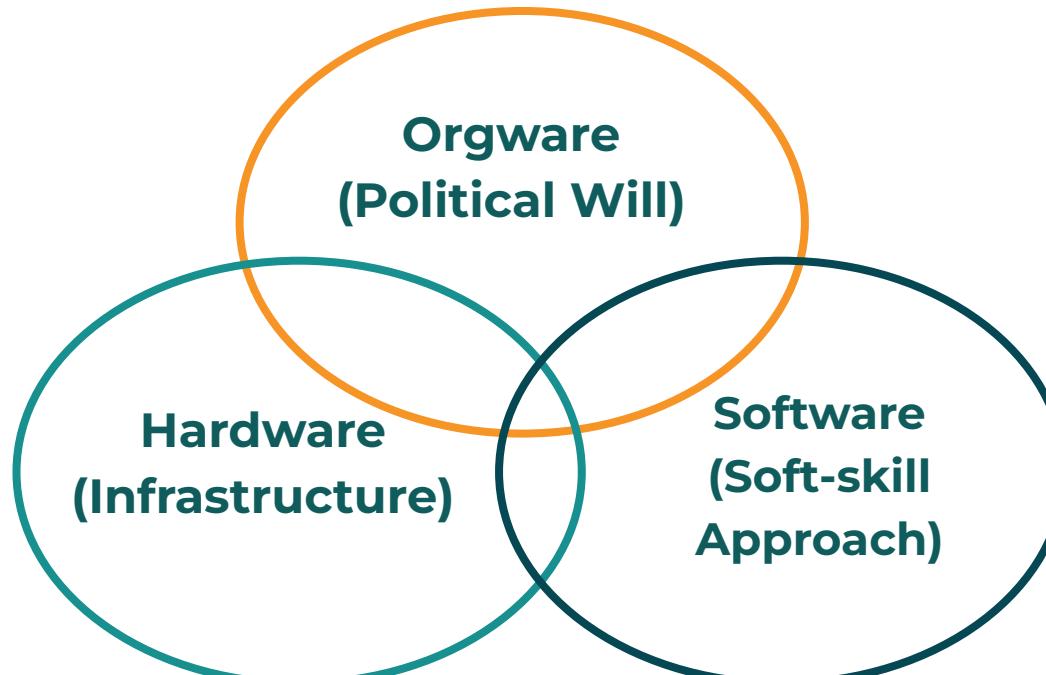


*But is it enough...?*





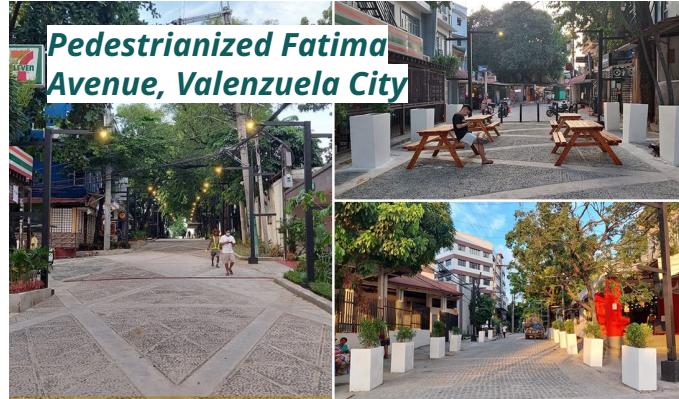
## Moving towards sustainable urban transport requires a more holistic approach

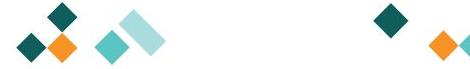




## Hardware (Infrastructure): Better First, Middle, and Last Mile and land-use







## Orgware: Pushing our leaders to start having the actual political will



## Software: Soft skill or regulation based incentives to shift people towards public transport and active transport



# Call to Action

Addressing these challenges requires innovative, pedestrian-focused urban planning to create safer, more accessible, and sustainable streets in the Philippines.

**How can digital solutions be leveraged to plan for better streets that prioritize pedestrian safety, accessibility, and mobility?**

# “Designing a dream city is easy. Rebuilding a living one takes imagination.”

- **Jane Jacobs**, “Downtown is for people”, 1958



Reimagined street design example by Urban Design Lab



# Criteria for Judging



## Project Background (35%)

- Context and Relevance: 20%
- Literature Review: 15%

## Scope & Objectives (15%)

- Objectives: 10%
- Scope Definition: 5%

## Methodology (50%)

- Approach and Techniques: 15%
- Potential Challenges and Mitigation Strategies: 15%
- Success Metrics and KPIs: 10%
- Feasibility and Innovation: 10%



# Meet your Mentors!



Erris Sanciangco  
**Executive Director**  
SafetravelPH



Chi Señires  
**UX Designer /  
Co-founder and  
Moderator**  
Pinay Bike  
Commuter



Engr. Ramir  
Angeles  
**Transport  
Planning and  
Policy Mobilizer**  
MobilityVision+



Viron Gil Estrada  
**Machine Learning  
Engineer**  
Afni Philippines, Inc.

Eldon Joshua  
Dionisio  
**Project Manager**  
DOTr - Active Transport  
Project Office



# Prizes and Awards



₱70,000

1<sup>st</sup>

₱40,000

2<sup>nd</sup>

₱20,000

3<sup>rd</sup>





# Understanding Accessibility Challenges in our Cities

## Dra. Maureen Ava Mata

***Accessibility and Inclusion Advocate***

Move As One Coalition





# Insights from Quezon City's GORA Lane

## L. Arch. Irene D. Morales

***Special Operations Officer III***

Parks Development And Administration  
Department



# Best Practices: Walkability Audits of Bengaluru

## Ankit Bhargava

*Co-founder*

Sensing Local





# Open Discussion





# Wi-Fi

Username: **350**

**Pilipinas**

Password: **350p!l!p!n@\$  
Capital**

**“O”**



# Team Formation & Brainstorming



# Team Formation Guidelines

## If you have a group

- Group yourself and pick out a table

## If you registered individually

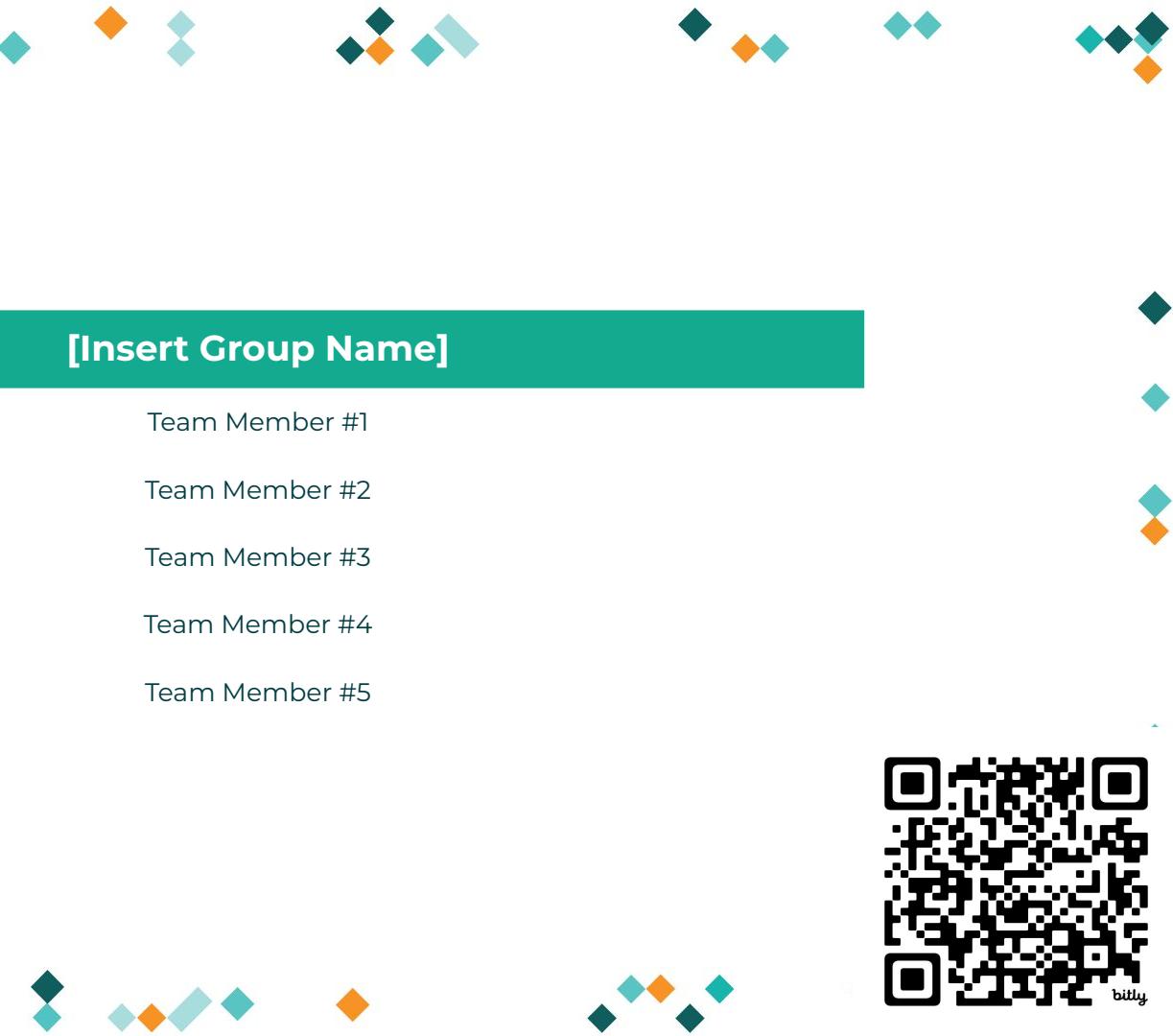
- Form a team with other individual registrants
- Take the opportunity to introduce yourself and share your skills and interests
- Once you've finalized your grouping, pick out a table



# Objectives of the Pre-Work Kit:

- Help you organize your ideas
- Prepare a strong foundation for your presentation
- Align your goals with the judging criteria
- This pre-work kit will serve as the basis for your presentation





## [Insert Group Name]

Team Member #1

Team Member #2

Team Member #3

Team Member #4

Team Member #5





## Challenge Insights & Proposed Solution

### Understanding the Problem

***Summarize your understanding of the issue you aim to address. What's the core challenge?***

### Proposed Solution

***Briefly describe your main idea or concept. What makes it innovative or impactful?***

### Key Impact Areas

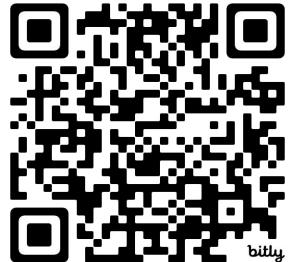
***List up to 3 benefits or outcomes your solution will achieve.***

Use bullet points, images, or sketches to make this slide visually engaging!



# References Used

- Ref #1
- Ref #2
- Ref #3





# Instructions for the Pre-Work Kit

- Make a copy of the [Pre-Work Kit](#).
- Fill out each slide with your team's information, insights, solutions, and references.
- This deck only serves as a guide for your presentation. Feel free to make adjustments.
- Upload your completed Pre-Work Kit deck in this [Google Folder](#) by **1:30 PM.**





# Lunch Break

# Mentor Assignment

Mentor Viron Estrada	Mentor Erris Sanciangco	Mentor Chi Señires	Mentor Eldon Dionisio	Mentor Ramir Angeles
Team <b>ONSYNC</b>	Team <b>IAI</b>	Team <b>BDRM2</b>	Team <b>Mt. Kamuning</b>	Team <b>GGSS</b>
Team <b>ACSSInt</b>	Team <b>Mobilite</b>	Team <b>Cyclesavers</b>	Team <b>One</b>	Team <b>Delonyx</b>
Team <b>Hivemind</b>	Team <b>Loopers</b>	Team <b>Hypothesis</b>	Team <b>Artemis PH</b>	Team <b>?</b>

# Meet your Mentors!



Erris Sanciangco  
**SafetravelPH**



Chi Señires  
**Pinay Bike  
Commuter**



Engr. Ramir  
Angeles  
**MobilityVision+**



Viron Gil Estrada  
**UP Data Science  
Society**

Eldon Joshua  
Dionisio  
**Department of  
Transportation**



# Problem-Solution Ideation Workshop



# Brainstorming and Mentoring Sessions



# Reminders for Day 2



# Meet your Judges!



**Maria Golda Hilario**  
Institute for Climate and Sustainable Cities

**Chuck Baclagon**  
350 Pilipinas

**Lanz Anthonee Avila Lagman**  
UP Data Science Society

**Alyanna Mae S. Bernadette**  
Local Government of Quezon City

**Richard Parayno**  
Chief Product & Design Officer



## Reminders for Day 2

- Pitches due by 1:30 PM
- Please arrive 15 minutes early
- Mentors will be available tomorrow morning for last-minute consultations
- Presentations will start tomorrow afternoon



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and Sustainable Cities



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The Climate  
Reality Project®  
PHILIPPINES



CLEAN  
Mobility Collective





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# Energizer



# Check-In and Morning Brief



# Proposal Refinement and Mentorship

# Mentor Assignment

Mentor Viron Estrada	Mentor Erris Sanciangco	Mentor Chi Señires	Mentor Eldon Dionisio	Mentor Ramir Angeles
Team <b>ONSYNC</b>	Team <b>IAI</b>	Team <b>BDRM2</b>	Team <b>Mt. Kamuning</b>	Team <b>GGSS</b>
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# Lunch Break



# Presentation Guidelines



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People  
Bike  
Commuter  
Community



CLEAN  
Mobility Collective





# It's now your turn!

1. **ONSYNC**
2. **ACSSint**
3. **Hivemind**
4. **IAI**
5. **Mobilite**
6. **Loopers**
7. **BDRM2**
8. **Movemate**
9. **Hippothesis**
10. **Mt. Kamuning**
11. **Artemis**
12. **GGSS**
13. **Delonyx**



# Presentation Guidelines

- ❑ Keep it clear and concise
- ❑ Strictly 5 minutes only
- ❑ Highlight strengths and innovation
- ❑ Address urban mobility challenges effectively



# Pitch Presentation



# Meet your Judges!



**Maria Golda Hilario**  
Institute for Climate and Sustainable Cities

**Chuck Baclagon**  
350 Pilipinas

**Lanz Anthonee Avila Lagman**  
UP Data Science Society

**Alyanna Mae S. Bernadette**  
Local Government of Quezon City

**Richard Parayno**  
Chief Product & Design Officer



# Evaluation from Judges



# Announcement of Winners



## 3rd Place

🏆 Team Name: **[Insert Name]**

💰 Prize: **PHP 20,000**



## 2nd Place

🏆 Team Name: **[Insert Name]**

💰 Prize: **PHP 40,000**



# 1st Place

🏆 Team Name: **[Insert Name]**

💰 Prize: **PHP 70,000**



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UP DATA SCIENCE  
SOCIETY  
Powered by Data Driven People



# seoma

## SOUTHEAST ASIA MOBILITY AWARDS





## What Should You Submit?

- This is your chance to share your city experience, showcase sustainable mobility, and win amazing prizes such as cash, bicycles, and recognition!

## When Should You Submit?

- Submissions are open now, with the final deadline on **April 22**.

## Why Should You Submit?

- This is your chance to share your city experience, showcase sustainable mobility, and win amazing prizes such as **cash worth USD 2,000!**



# START-UP QC PROGRAM FOR PROFESSIONALS AND BUSINESS



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## QUICK GUIDE HOW TO JOIN THE STARTUP QC STUDENT COMPETITION



STEP 1  
Visit QC E-services to access the application site.



STEP 2  
Scroll down to Quezon City's services, find the Startup QC Program icon, and click on the Student Category.

STEP 3  
Fill out the e-application form. Don't forget to have your creative video pitch and business proposal ready!



STEP 4  
Click "Submit Application" to launch the excitement!  
Don't forget to check your email for updates!



**StartUp QC Program**

**QC e-SERVICES**

**Quezon City, Philippines**



[seamacmcsea.org](http://seamacmcsea.org)

**Scan the QR code to  
learn more!**



**Feedback  
is a gift**



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**Join at [slido.com](https://slido.com/present)  
#3251782**

- ⓘ Click **Present with Slido** or install our [Chrome extension](#) to display joining instructions for participants while presenting.