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Event Scenario

**Essentials:**



Date: October 2nd, 2015 – October 4th, 2015

Location: Evergreen Brick Works, 550 Bayview Ave, Toronto, ON M4W 3X8

Transportation: The free Evergreen Brick Works shuttle bus will bring participants from the TrafficJam location to the nearest public transport connection.

o Pick-up / drop-off location: parkette on Erindale Ave, east of Broadview Ave, just north of Broadview subway station

o The shuttle bus seats 20 and has room for another 6 standing

o Buses will depart every 30-45 minutes

o A schedule will be available online via trafficjam.to and on-site for participants, guests & mentors

o During high tides of participant travel, two shuttle buses will be operating (times tbd)

o The shuttle ffe bus is wheelchair accessible

Parking: Paid parking is in effect, with free evening parking available from 6pm - 6am, Monday - Friday.

**EVENT SYNOPSIS**



**OVERVIEW**

Evergreen CityWorks and the City of Toronto are teaming up with engaged citizens, digital creatives and data detectives to fix Toronto’s traffic troubles. During the 48-hour TrafficJam, 150 Torontonians will form teams and collaborate with local traffic analysts, government officials and data collectors to brainstorm new ideas, analyze data and build tools that will kickstart the development of real solutions. All teams will present their submissions to fellow participants, judges and the public at the TrafficJam EXPO. The most promising submissions will be recognized during an awards ceremony with cash prizes.

**MILESTONES**

**Arrival & Registration**

Participants will be registered and given a coloured nametag according to their area of expertise and ticket type. Identifying the different types of participants on site will help facilitate the right conversations and jump-start the brainstorming process.

**Kick-off & Briefing**

Participants will receive context for the types of problems that need solving. This information builds on the basics previously shared and discussed with participants at the TrafficJam Workshop.

**Mentorship** *(available throughout the hacking period)*

Experts in traffic management and urban planning, data analysis and engineering, graphic design, data journalism and representatives of data collectors and distributors will be in attendance on Friday evening to anchor the discussions, point teams towards available resources and help validate concepts before they go to work.

These experts from the city, regional and provincial agencies, non-profits, sponsors, academia and the entrepreneurial community in Toronto will also serve as mentors to participants throughout the hacking period and help keep the projects realistic and potentially usable.

**Team Building**

Following the dinner participants will register as teams. Teams will need to fill out a team form listing their members’ names, team name and a one-sentence description of what they are hoping to achieve over the weekend. Single participants can compete as well as teams of up to 8.

**TrafficJam EXPO**

All teams will present their submissions to fellow participants, judges and members of the public science fair style at the TrafficJam EXPO. Attendees will be able to jump on the teams’ laptops or smartphones and try out the submissions first hand.

Showcasing what participants have been working on science fair style builds community, draws focus away from judging and towards the submissions, and is a more interactive experience than the traditional presentation format.

The EXPO will stay open until after the awards ceremony to allow for people to test out the winning demos in case they were missed.

**Judging & Awards**

The judging will be done in two phases. First, a larger judging committee will narrow down all submissions to the top ten based on specific judging criteria listed on a supplied score card. The three finale judges will review the Top 10 and determine the winners. Finally, the judges will take to the stage to announce the winners and award prizes.

**PARTICIPANT SCHEDULE**

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| **HACKATHON DAY 1**  Friday, October 2nd | | **HACKATHON DAY 2**  Saturday, October 3rd | | **HACKATHON DAY 3**  Sunday, October 4th | |
| **6:00pm** | Registration at the door, casual mingling | **1:00am** | Late night snack | **1:00am** | Late night snack |
| **7:00pm** | Participant briefing | **8:00am** | Breakfast | **8:00am** | Breakfast |
| **7:30pm** | Dinner & brainstorming | **12:00pm** | Lunch | **12:00pm** | Lunch |
| **8:15pm** | Team registration & setup  Hacking begins once teams are registered | **7:00pm** | Dinner & briefing on final demos | **2:30pm** | Coding ends |
|  |  |  |  | **3:00pm** | EXPO opens, judging begins |
|  |  |  |  | **5:30pm** | Awards Ceremony |
|  |  |  |  | **7:00pm** | EXPO closes |

**LOCATION(S)**



All TrafficJam related activities will be taking place on the premises of Evergreen Brick Works. The four main locations are the BMO Atrium, the Meeting Rooms, the Young Welcome Centre as well as the Kilns Building.

**1) BMO ATRIUM:** Friday, October 2nd, 6:00pm – Sunday, October 4th, 8:00pm

Description: creen Shot 2015-04-27 at 3.08.07 PM.png

The BMO Atrium is the main venue for the hackathon. This will be hacker central, where our participants team up, code and collaborate.

*Location:*Ground floor of the Centre for Green Cities

*Space Size:*2,850 sq. ft.

**Room Set-up**

o Chairs, tables and power cords will be set up prior to the event for teams of up to 8

o A separate generator will ensure consistent power supply

o Password protected wifi for participants and guests

**Presentation Setup**

o Projector, laptop and backdrop

o Microphone

o TrafficJam, Evergreen CityWorks & City of Toronto Banners

**2) MEETING ROOMS:** Friday, October 2nd, 8:45pm – Sunday, October 4th, 2:30pm

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Located on the second floor of the Centre for Green Cities are our four Meeting Rooms that range in size and can be arranged in multiple configurations. These rooms will be used for breakout groups during the brainstorming and team building sessions as well as for team meetings with mentors throughout the hackathon.

o All rooms – except for the Capital One Room – are equipped with large whiteboard walls and A/V capabilities

o 12–70 person theatre-style gatherings

o Flanked by a terrace

o Password protected wifi for participants and guests

**Meeting Room Occupancy Load**

o Meeting Room #1: 15 people boardroom style

o Meeting Room #2: 40 people theatre style

o Blakes Room: 70 people theatre style

o Capital One Room: 15 people boardroom style

**3) YOUNG WELCOME CENTRE:** Friday, October 2nd, 6:00pm – Sunday, October 4th, 8:00pm

Description: creen Shot 2015-04-27 at 3.10.59 PM.png

The Young Welcome Centre will be where our participants go to get away, to eat and to relax. It will also be used as extra space to showcase some of the teams submissions science fair style and make more room for foot traffic in the BMO Atrium.

**Participant Breakout Space & Eatery:**Friday, October 2nd, 8:00pm – Sunday, October 4th, 2:30pm

The Young Welcome Centre is the perfect inspirational breakout space for participants.

A couple of tables will be set up to create a space for teams where they can keep discussions going – while staying in the wifi network – and get a change of scenery at the same time.

o 3-4 table groups with seats for up to 8 participants each

o Buffet table set-up

o Coffee and drink station

o Password protected wifi for participants and guests

**TrafficJam EXPO:**Sunday, October 4th, 3:00pm – 8:00pm

After the hacking period the Young Welcome Centre will become part of the TrafficJam EXPO space. At the TrafficJam EXPO participants will showcase what they have been working on science fair style to fellow participants, judges and the public. Attendees will be able to jump on the teams’ laptops or smartphones and try out the submissions first hand, right there.

To allow for enough mingling space for all attendees, half of the tables and chairs from the BMO Atrium will be brought to the young welcome centre.

**4) KILNS BUILDING:** Sunday, October 4th, 5:30pm – 6:30pm

The space in the Kilns Building will be used to set up staging and seating for the TrafficJam Awards Ceremony.

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**Presentation Setup:**

o Stage

o Projector, laptop and backdrop (step and repeat banner)

o Microphone(s)

o Media box (to allow media to plug into sound)

o Seating for 300-350 people

o TrafficJam, Evergreen CityWorks & City of Toronto Banners (plus any other sponsor banners if available)

**Presentation Schedule:**

5:15pm - 5:30pm Move Attendees into Kilns Building

5:30pm - 5:35pm Emcee (John Brodhead) welcomes everyone, thanks partners, sponsors and participants introduces CityWorks and Accenture representative

5:35pm - 5:40pm Accenture representatives makes remarks

5:40pm - 5:42pm Brodhead thanks Accenture and introduces the international representative on stage

5:42pm - 5:50pm International representative makes statement and presents 3rd place winner (TBC)

5:50pm - 5:53pm 3rd place winners are invited on stage, are given the opportunity to address the crowd and pose for photos with the international representative

5:53pm - 5:55pm Brodhead thanks the international representative and the Hon. Deb Matthews on stage

5:55pm - 6:05pm Hon. Deb Matthews presents vision for open government and work the province is doing. Presents the 2nd prize winner (TBC)

6:05pm - 6:07pm 2nd place winners are invited on stage, are given the opportunity to address the crowd and pose for photos with the Hon. Deb Matthews

6:07pm - 6:09pm Brodhead thanks the Hon. Deb Matthews and introduces Mayor John Tory on stage

6:09pm - 6:25pm Mayor John Tory presents vision of data as a city building tool, need for events like TrafficJam. Announces Grand Prize Winner (TBC)

6:25pm - 6:27pm Grand Prize Winners are invited on stage, are given the opportunity to address the crowd and pose for photos with Mayor John Tory

6:27pm - 6:30pm Brodhead closes the awards ceremony

6:30pm - 7:00pm Attendees are invited to visit the booths of the wining teams in the TrafficJam EXPO space

! Judges, Speakers and winning teams pose for group pictures !

**JUDGING PROCESS**

**Judges:**

*Judging Committee:* Determines the top 10 submissions, the shortlist

o Members of the TrafficJam Advisory Board

o Select sponsor representatives

o Scoring sheets with details on judging criteria will be provided

*Finale Judges:* Review the shortlisted submissions and decide on first, second and third place winners

o John Tory, Mayor of Toronto and TrafficJam event facilitator

o Stephen Buckley, City of Toronto Transportation Services

o John Brodhead, Evergreen City Works representative

o Hon. Deb Matthews (TBC)

o International representative (TBC)

o Scoring sheets with details on judging criteria will be provided

**Judging Schedule:**

3:00pm: Judging Committee reviews all submissions

o 8-10 applications & 15 – 20 visualizations and data stories

o ~4 minutes per submission (based on 26 submissions)

o Scoring sheets will be available

4:45pm: Collection of scoring sheets

5:00pm: Top 10 short list is shared with Finale Judges

**CONTACTS**

A schedule with responsible contacts on site will be made available in time for the event.

Main hackworks contacts on site:

**Patti Mikula**

patti@hackworks.com

Cell: 416-857-4777

**Lydia Schaele**

Lydia@hackworks.com

Cell: 647-526-5630

**Courtney Douglas**

Courtney@hackworks.com

Cell: 647-426-5185

**PARTICIPANTS**



**GUESTS**

A variety of guests will be on-site throughout the weekend hackathon. Guests may include sponsors, organizations associated with the partners hosting the event and associates from the open data and transportation related communities.

**PRESS**

A media alert will be distributed to press ahead of time with the explicit invitation to attend and cover both the hackathon period, the TrafficJam EXPO as well as the Awards Ceremony.

**MENTORS**

2-5 mentors with different areas of expertise will be onsite throughout the hacking period to answer participants’ questions and provide motivation and guidance.

A larger number of mentors will be invited to attend the kick-off and participant briefing to guide participants during the ideation process.

**PARTICIPANTS**

The crowd will be a lively mix of entrepreneurs, tech enthusiasts, innovators, data wranglers as well as members of the city planning and transportation services agencies. There will be a mix of students and professional coders.

The participant categories are:

*Idea Generator:* Data journalists & storytellers, traffic & urban planning subject matter experts, software entrepreneurs, business brains.

*Developer:* Program & software engineers, web & mobile developers, computer scientist, coders & programmers.

*Digital Artist:* UI/UX designers, graphic designers, illustrators, technical artists, concept & web designers.

*Data Detective:* Data scientists, mathematicians, physicists, data engineers, predictive analysts & statisticians.

**TRAFFICJAM EXPO**

Ticket distribution and management is done online using a customisable ticketing software. Tickets will be distributed via email and social channels (to the public) while additional invitations will be made available to partners to invite network representatives.

Attendees of the TrafficJam EXPO include:

**VIPs** (10 - 15 including assistants)

o Event Emcee: John Brodhead

o Finale Judges

· John Tory, Mayor of Toronto and TrafficJam event facilitator

· Stephen Buckley, City of Toronto Transportation Services

· John Brodhead, Evergreen City Works representative

· Hon. Deb Matthews (TBC)

· International representative (TBC)

Speakers (not listed as Judges)

· CAA representative

· Accenture representative

**Participants** (150)

Participants will be engaged demoing their submissions to fellow participants, peers, judges and curious citizens.

**Mentors** (20-30)

All mentors are invited to join the festivities of the TrafficJam EXPO.

**Other Invited Guests** (20-30)

· Sponsor representatives

· Representatives from organizations associated with the partners hosting the event

· Associates from the open data and transportation related communities.

**Citizens** (100-150)

· Interested and engaged members of the public

**Organizational Team** (10 - 15)

· Team members from Evergreen CityWorks & Brick Works

· Hackworks Team

**TOTAL ATTENDEES TRAFFICJAM EXPO & AWARDS CEREMONY: 310 - 363**

**ROLL-OUT**

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|  | **HACKATHON DAY 1**  Friday, October 2nd | | |  |
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|  | BMO ATRIUM | MEETING ROOMS | YOUNG WEL. CENTRE |  |
| 12pm - 1pm | Event Setup & Branding |  |  |  |
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| 4pm - 5 pm | AV, Wifi, Power Tests | Event Setup, Branding |  |
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| 5pm - 6pm | Final AV & Presentation Check | Registration Setup |  |
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| 6pm -7pm | Mingling |  | Registration |  |
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| 7pm - 8pm | Participant Briefing |  |  |
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| Dinner & Brainstorming | Dinner & Brainstorming |  |
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| 8pm - 9pm |  |
| Team Registration & Setup |  |  |
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|  | **HACKATHON DAY 2**  Saturday, October 3rd | | | | |  |
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|  | BMO ATRIUM | | MEETING ROOMS | YOUNG WEL. CENTRE | |  |
| 12am - 1am | HACKATHON | | | | |  |
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| 6pm -7pm |  | | | | Dinner |  |
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| 7pm - 8pm | Briefing on Final Demos |  | | | |  |
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|  | **HACKATHON DAY 3**  Sunday, October 4th | | | |  |
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|  | BMO ATRIUM | MEETING ROOMS | YOUNG WEL. CENTRE | KILNS BUILDING |  |
| 12am - 1am | HACKATHON | | |  |  |
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| 2:30pm: HACKATHON ENDS | | |  |
| Setup Change 4 Expo |  | Setup Change 4 Expo |  |
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| 3pm - 4pm | **TrafficJam EXPO**  **Judging Committee Shortlists Top 10 Submissions** | | | Setup: Stage, AV, Chairs etc. |  |
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| 4pm - 5 pm |  |
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| Final AV Check |  |
| Reporting of Scores | | |  |
| 5pm - 6pm | Top 10 Judges Review; Decide on Winners | | |  |  |
| Move attendees to Kilns Building |  |
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| 6pm -7pm |  |
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| **TrafficJam EXPO** | | | Tear Down & Cleaning |  |
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| 7pm - 8pm | Tear Down & Cleaning | Tear Down & Cleaning | Tear Down & Cleaning |  |
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