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## **2018 in Review Report**

**November 2, 2018**



## Summary

Geekdom and the City of San Antonio's (COSA's) Office of Innovation collaborated to create the CivTechSA Program as an effort to connect and grow San Antonio's entrepreneur and technology ecosystems, as well as create a tech-talent pipeline by engaging students with civic technology.

The CivTechSA Program was announced November 2017 and has rapidly grown throughout the year (2018). In that time, teams from CivTechSA, Geekdom, and the Office of Innovation have activated a rich, dynamic network of opportunities among educators, students, and entrepreneurs in town and abroad.

In its pilot year, the CivTechSA Program has seen tremendous engagement with more than 4,000 participants in its programs and events, roughly 30 local and national news stories, 26 blogs on its website, more than 781 followers across its social media channels, and has established a global audience.

This report will provide an in-depth overview of what CivTechSA has accomplished during 2018.



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## Operations

### ***CivTechSA Overview***

The CivTechSA Program is a partnership between the COSA's Office of Innovation and Geekdom, a co-working space and leader within the local entrepreneur and technology communities. This program is dedicated to building a city of problem solvers by working with entrepreneurs and students to find real, impactful solutions to current civic challenges, and actively grow the startup and technology ecosystems in San Antonio.

### **Mission**

To connect students, companies, and the tech community with the City of San Antonio to solve community challenges and grow civically-minded tech talent.

### ***Partnerships***

The CivTechSA Program has a variety of partnerships, primarily among local colleges/universities. The others include third-party Science Technology Engineering Mathematics (STEM) organizations, workforce development organizations, as well as Techstars, a national accelerator, whose involvement originated through Geekdom's partner ecosystem. There has been so much interest in the CivTechSA Program that it seems unlikely that all potential partner opportunities will be actualized in Year 1.

### **Current Partners**

- SmartSA Partners
- University of Incarnate Word
- Alamo Colleges District
- The Learning Company
- St. Mary's University
- Trinity University
- University of Texas at San Antonio
- Texas A&M
- SA Works
- Brackenridge High School
- Southwest High School
- Youth Code Jam
- Techstars
- Smart Texas Alliance
- Launch SA
- Leadership SA



## ***Partner Roles***

Throughout the year, both Geekdom and the Office of Innovation collaborated and worked side by side with the entrepreneur and student communities to complete program objectives, including the Residency program, public events and workshops, classroom projects, etc.

### **Geekdom**

Geekdom managed the day-to-day operations and overall Program strategy and development of the CivTechSA program with Joyce Deuley as Program Manager and Anna Gutierrez, Geekdom's Director of Programs. To better collaborate, Geekdom created a Google Drive folder for the CivTechSA Program and paid for subscriptions to Smart Sheet, an online project management platform, and shared it with the Office of Innovation.

In 2019, Ashley Preslar will take over as Geekdom's Program Manager for CivTechSA. Geekdom will also hire a Program Coordinator to support the Program moving forward.

Facilities were made available for CivTechSA events and workshops, memberships for startups selected for the 2018 Residency Program, and Geekdom served as industry liaison for the Office of Innovation, along with the student and startup communities throughout the duration of the CivTechSA Program for the year. This will continue in 2019.

Additionally, Geekdom provided a team of mentors from the 2018 Geekdom Mentor List that supported the selected startups and Program event participants for the duration of 2018. This will continue in 2019.

### **Office of Innovation**

Throughout the course of the CivTechSA Program, the Office of Innovation took lead on collaborating with Geekdom, wherein Kate Kinnison, Innovation Manager, served as the City liaison between Geekdom and the City of San Antonio. The Office of Innovation will have Alyssa McMullin take over for Kate Kinnison in 2019.

The Office of Innovation collaborated with other City departments in order to collect and identify civic challenges and place them into the Civic Problem Bank. For the 2018 Residency Program, City departments found and/or allocated suitable office space and, if necessary, equipment for the selected startups, and provided access and insight to City data so the selected startups could build custom solutions for the City.



## ***Program Funding & Sponsorship***

Geekdom and COSA agreed to push the Funding & Sponsor Strategy for the CivTechSA Program to Year 2. The Year 2 contract is still under negotiations, but for now, the Years 3-5 Funding & Sponsor Strategy is due at the end of Q2 2019.

However, as part of budget discussions for 2019, CivTechSA turned in a Year 2 Proposal (June 25<sup>th</sup>). In it, the Program identified possible grants to apply for Year 3 funding:

### **National League of Cities**

A new program focused on assisting cities that have developed pathways in their community that accelerates the spread of innovation and technology, improve the climate for entrepreneurship, and give more young people exposure to STEM learning. ([Source: NLC](#)). <https://www.nlc.org/article/new-innovation-ecosystem-program-at-the-national-league-of-cities-supports-local#.WylmVUVSYwU.twitter>

### **US Economic Development Administration's i6 Innovation & Entrepreneurship Challenge**

The Economic Development Administration's (EDA) Regional Innovation Strategies (RIS) Program awards grants that build regional capacity to translate innovations into jobs through proof-of-concept and commercialization assistance to innovators and entrepreneurs. <https://www.eda.gov/oie/ris/i6/>



## 2018 Calendar

Below is the CivTechSA Program calendar for its pilot year (November 2017-October 2018). For 2019, COSA pushed the end of CivTechSA’s fiscal year to end in October 2018 rather than November 2018 to better align with the City’s fiscal year.

As Q1 2018 closed in October, programming and planning efforts began October 1<sup>st</sup> for 2019 (Year 2). Joyce spent October training Ashley to take over Program Manager responsibilities for Year 2 as she closed out Year 1 deliverables. In the Office of Innovation, Kate Kinnison similarly transitioned Program responsibilities to Alyssa in preparation for 2019.

Table 1.1

<b>Nov.</b>	
14	Launch CivTechSA Program
<b>Dec.</b>	
	Prepare for 2018 Residency Program Launch
	Design & Develop CivTechSA Website
	Create Social Media Channels
<b>Jan.</b>	
10	2018 Residency Civic Challenges Q&A Webinar
12	Open 2018 Residency RFP Application Period
24	Launch CivTechSA Website
24	2018 Residency Program Public Q&A
31	Q1 2018 Status Report Due





## 2018 Calendar Continued (Q2)

Table 1.2

<b>Feb.</b>	
2	SA Works Job Shadow Day
3	UTSA 2018 CITE Boot Camp Presentation
7	Trinity Class Challenge Presentation: A&C, DHS, CCDO, Parks & Rec.
7	UIW Class Challenge Presentation: SWMD
12	2018 Residency Program Proposal Applications Due
12-15	2018 Residency's Minimum Proposal Review Requirements (MPRR)
19	Ft. Sam Houston ISD Presentation at Office of Innovation
19	COSA Staff Transformation Day Presentation
22	Selection Committee Reviews Proposals
23-25	VIA Codeathon (Bronze Sponsor)
<b>March</b>	
9	Evaluation Meetings for Applicants
16	2018 Residency Interviews
27-30	2018 Residency Onboarding & Final Scope of Work Drafted
28	Trinity's Stumberg Venture Competition: CivTechSA Team
<b>April</b>	
3	2 <sup>nd</sup> Round of Judging for UTSA CITE Competition
9	2018 16-week Residency Program Begins
10	2018 Residency Program Celebration
11-12	CivTechSA Attends & Presents at InnoTech Conference
15	Check-in at Brackenridge HS: SA Works Project
18	Check-in at Southwest HS: SA Works Project
20	The Learning Company's Challenge Presentation: DHS
24	UTSA's 2018 CITE Competition
24	Booth at 2018 Fiesta Tech Trek
25	SA Works Project Presentations to City: GPA & ITSD
25	Trinity's Class Project Presentation to City: A&C
30	SA Chamber of Commerce Presentation
30	Q2 2018 Status Report Due



## 2018 Calendar Continued (Q3)

Table 1.3

<b>May</b>	
2	Youth Code Jam & LaunchSA Workshop
4	TEX2 Partner Event with Youth Code Jam
8-9	Ideathon Mentor Training Workshops
10	UIW Class Presentation to City: SWMD
17	Codeup Graduation Day Presentations: Pawtify (ACS)
17	The Learning Company Graduation Day
18-19	2018 College Ideathon Competition
31	UTSA Class Challenge Presentation: DHS, Sustainability, HR
<b>June</b>	
7	2018 Residency Mid-point Check-in: Kinetech Cloud
12	2018 Residency Mid-point Check-in: DHS
13	2018 Residency Mid-point Check-in: Reckon Point
13	2018 Residency Mid-point Check-in: Aviation
21	Codeup Project Presentation to City: ACS
22	2018 Mid-point Feedback Presentation: Innovation
22-24	2018 Civic Tech Startup Weekend Competition & Youth Code Jam Externship
25-29	St. Mary's High School Entrepreneur Boot Camp: ACS
<b>July</b>	
19	Codeup Graduation Day
27	2018 Residency Startup Presentations to City: Aviation, DHS, Innovation, ITSD
31	2018 Residency Program Ends
31	Q3 2018 Status Report Due



## 2018 Calendar Continued (Q4)

Table 1.4

<b>Aug.</b>	
4	Post-Civic Tech Startup Weekend Workshop with Youth Code Jam
8	STEM Academy's Summer Boot Camp: Presentation Day
9	Codeup Lunch & Learn presentation
13	UTSA Computer Science Class Presentations: HR & Sustainability
15	311SA & CityFlag's Mobile Launch
27	2018 Residency Startup Presentations: Innovation & Tech Committee
29	2018 CivTechSA Demo Day
31	UTSA Idea Inventory Workshop (Pre-Big Rowdy Event)
<b>Sept.</b>	
5	ETS Summit in ATX with CPS Energy
14	SmartSA Datathon Q&A Event & Open Submissions
18	Codeup Job Fair
19	Leadership SA Workshop at CAST Tech High School
20	UTSA Big Rowdy Kick Off Event
22	Coder Dojo Presentation at SAC
26	IARE Ideation Day at Geekdom (Quick Pitch Workshop)
27	Trinity's Final Round of Stumberg Venture Competition
<b>Oct.</b>	
4	UIW Class Presentation: CivTechSA & 2018 SmartSA Datathon
8	2018 SmartSA Datathon Proposal Submission Deadline
10	2018 SmartSA Datathon Finalists Announced
19	2018 College Ideathon Internship Lunch: ITSD & Innovation
19-21	2018 SmartSA Datathon Competition
22-26	CivTechSA at SA Startup Week
24	End of Year Check-in with Reckon Point
31	End of Year Check-in with Kinotech Cloud
31	2018 Q4 Status Report Due
(Nov. 2)	2018 Year 1 Review Report



## 2018 Marketing

### ***Strategy***

The CivTechSA Program is on track with its marketing strategy that was outlined in Q1; the Geekdom PR team, Sammis Ochoa, and COSA's Government and Public Affairs (GPA) Office work together to coordinate press opportunities and press release announcements.

Additionally, the CivTechSA team managed the social media channels and CivTechSA blogs in accordance with agreed upon frequency (two social media posts per week). The quarterly press requirements have been met and exceeded at the local and national levels in all quarters.

### **Branded Materials**

The CivTechSA team worked with ACE Graphics to provide the CivTechSA branded materials. Because of the nature of the Program's event structure, there have been several orders made, including:

- Event-specific shirts
- Two-different types of backpacks
- Thermoses
- Water bottles
- Journals
- Pens
- Stickers
- A banner
- A table cloth
- A CivTechSA flag

This solidified the overall branding of the Program and provided necessary materials to participants and potential partners at various events, including the 2018 SmartSA Datathon (which had its own branded materials).

Additionally, the CivTechSA branded materials have been and will be used as rewards for participants, partners, mentors, and sponsors that have participated in various CivTechSA programming.

The Program branding and gear has been received positively across the city and proves to be effective at increasing awareness of the Program in San Antonio.



## ***Media Contacts***

CivTechSA has a network of media contacts, which the team has been utilizing over the past two quarters. It will continue to utilize current media contacts and will try to expand relationships to other local and national contacts in 2019.

### **Local Media**

- Texas Public Radio
- San Antonio Business Journal
- San Antonio Express News
- The Rivard Report
- SA 2020
- Ideas for COSA
- Bobby & JJ Radio Show
- Cybertalk Radio, 1200 WOAI
- San Antonio Startups
- City Insider Podcast
- KSAT

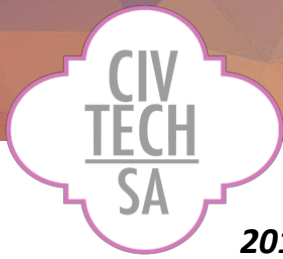
### **National Media**

- GovTech
- State Scoop
- TMC Net, IoT Evolution
- GovLove

## ***Social Media Channels***

In December 2017 (Q1 2018), CivTechSA established its social media presence across several social media platforms, with the exception of Instagram. In 2019, CivTechSA will create and manage an Instagram account to better reach current and new audiences, dramatically increasing the visibility of the Program. Below are the non-traditional media & social media channels CivTechSA used during its pilot year:

- Twitter
- Facebook
- LinkedIn
- Geekdom Slack Channels (Reaches all 1,800 Geekdom members at once.)



## 2018 Media Metrics

In 2018, CivTechSA and the City had more than 30 articles, videos, interviews, etc. written by various members of the media (local and national), have written 26 blog posts, and hundreds of social media posts across all Program social media and Geekdom’s Slack and social media channels.

Innovation and CivTechSA are currently collecting all external posts, blogs, articles, podcasts, etc. that they can to better represent the amount of coverage the Program generated in 2018. The 2018 Media Publications & News Stories section is not complete yet but is a great starting point.

Similarly, CivTechSA has included the 2018 Blog Posts from the Program’s website. This provides context for what the program has achieved in Year 1.

In addition to our local and national news stories and social media efforts, CivTechSA put a two-minute video about the Program onto the home page of the website and the Geekdom YouTube channel in Q4 2018.

In October 2018, CivTechSA and the SmartSA Partners commissioned a similar two-minute video for the SmartSA Datathon Competition. The second video will be hosted on the 2018 SmartSA Datathon page on the CivTechSA website and the Geekdom YouTube channel, too, for future marketing and informational purposes.

## 2018 Media Publications & News Stories

Table 2.1

<b>Nov.</b>	
14	<a href="http://www.tpr.org/post/san-antonio-partners-geekdom-solve-city-problems-technology">http://www.tpr.org/post/san-antonio-partners-geekdom-solve-city-problems-technology</a>
14	<a href="https://therivardreport.com/new-civic-innovation-program-to-tackle-citys-tech-issues/">https://therivardreport.com/new-civic-innovation-program-to-tackle-citys-tech-issues/</a>
15	<a href="https://www.bizjournals.com/sanantonio/news/2017/11/15/tech-startups-look-to-connect-with-the-city-to-fix.html">https://www.bizjournals.com/sanantonio/news/2017/11/15/tech-startups-look-to-connect-with-the-city-to-fix.html</a>
15	<a href="https://statescoop.com/san-antonio-activates-community-problem-solvers-with-launch-of-civtechsa">https://statescoop.com/san-antonio-activates-community-problem-solvers-with-launch-of-civtechsa</a>
30	<a href="http://www.govtech.com/civic/San-Antonio-Launches-CivTechSA-a-Variation-of-STiR-With-an-Emphasis-on-Students.html">http://www.govtech.com/civic/San-Antonio-Launches-CivTechSA-a-Variation-of-STiR-With-an-Emphasis-on-Students.html</a>
<b>Dec.</b>	
29	<a href="https://www.bizjournals.com/sanantonio/news/2017/12/29/year-in-review-major-san-antonio-tech-milestones.html">https://www.bizjournals.com/sanantonio/news/2017/12/29/year-in-review-major-san-antonio-tech-milestones.html</a>



## 2018 Media Publications & News Stories Continued

Table 2.2

<b>Jan.</b>	
8	<a href="https://www.mysanantonio.com/business/technology/article/Here-are-seven-challenges-the-City-of-San-Antonio-12482388.php">https://www.mysanantonio.com/business/technology/article/Here-are-seven-challenges-the-City-of-San-Antonio-12482388.php</a>
8	<a href="https://statescoop.com/san-antonio-seeds-startup-and-tech-talent-solutions-with-16-week-residency-program">https://statescoop.com/san-antonio-seeds-startup-and-tech-talent-solutions-with-16-week-residency-program</a>
11	<a href="http://www.govtech.com/civic/Whats-New-in-Civic-Tech-Where-are-the-Code-for-America-Brigades-headed-in-2018.html">http://www.govtech.com/civic/Whats-New-in-Civic-Tech-Where-are-the-Code-for-America-Brigades-headed-in-2018.html</a>
11	<a href="https://www.smartcitiesdive.com/news/san-antonio-committee-smart-city-goals-2018/514490/">https://www.smartcitiesdive.com/news/san-antonio-committee-smart-city-goals-2018/514490/</a>
12	<a href="https://statescoop.com/san-antonio-innovation-office-opens-residency-program">https://statescoop.com/san-antonio-innovation-office-opens-residency-program</a>
12	<a href="https://www.mysanantonio.com/business/technology/article/CivTechSA-seeks-three-startups-to-improve-San-12494242.php">https://www.mysanantonio.com/business/technology/article/CivTechSA-seeks-three-startups-to-improve-San-12494242.php</a>
<b>April</b>	
5	<a href="https://therivardreport.com/san-antonio-picks-reckon-point-kinetech-cloud-for-tech-issues/">https://therivardreport.com/san-antonio-picks-reckon-point-kinetech-cloud-for-tech-issues/</a>
6	<a href="http://www.tpr.org/post/san-antonio-enlisting-help-startups">http://www.tpr.org/post/san-antonio-enlisting-help-startups</a>
<b>May</b>	
1	<a href="https://www.youtube.com/watch?v=j2GnGdfQS-0">https://www.youtube.com/watch?v=j2GnGdfQS-0</a>
<b>July</b>	
17	<a href="https://www.ksat.com/news/tech-sa/local-company-hopes-to-improve-citys-utility-assistance-program-with-app">https://www.ksat.com/news/tech-sa/local-company-hopes-to-improve-citys-utility-assistance-program-with-app</a>
<b>Aug.</b>	
7	<a href="https://www.ksat.com/news/tech-sa/tech-sa-local-startup-hoping-to-help-airport-with-indoor-navigation-system">https://www.ksat.com/news/tech-sa/tech-sa-local-startup-hoping-to-help-airport-with-indoor-navigation-system</a>
23	<a href="http://www.tpr.org/post/san-antonio-awards-15k-contract-inaugural-datathon">http://www.tpr.org/post/san-antonio-awards-15k-contract-inaugural-datathon</a>
24	<a href="https://www.startupssanantonio.com/startups-share-experiences-in-civtechsa/">https://www.startupssanantonio.com/startups-share-experiences-in-civtechsa/</a>
<b>Sept.</b>	
12	<a href="https://therivardreport.com/san-antonio-startup-reckon-point-maps-airports-interior-with-help-from-robots/">https://therivardreport.com/san-antonio-startup-reckon-point-maps-airports-interior-with-help-from-robots/</a>
14	<a href="https://www.sanantonio.gov/gpa/News/ArtMID/24373/ArticleID/13811/SmartSA-Announces-Datathon-an-Open-Data-Competition-Powered-by-CivTechSA">https://www.sanantonio.gov/gpa/News/ArtMID/24373/ArticleID/13811/SmartSA-Announces-Datathon-an-Open-Data-Competition-Powered-by-CivTechSA</a>
<b>Oct.</b>	
24	<a href="https://www.expressnews.com/business/technology/article/Teams-pitch-projects-at-San-Antonio-s-first-13330832.php">https://www.expressnews.com/business/technology/article/Teams-pitch-projects-at-San-Antonio-s-first-13330832.php</a>
25	<a href="http://www.govtech.com/civic/Whats-New-in-Civic-Tech-How-to-Increase-Civic-Participation-in-Design-Initiatives.html">http://www.govtech.com/civic/Whats-New-in-Civic-Tech-How-to-Increase-Civic-Participation-in-Design-Initiatives.html</a>



## 2018 CivTechSA Blog Posts

Table 2.3

<b>Jan.</b>	
2	<a href="https://www.civtech-sa.com/2018/01/02/defining-civic-tech-where-civtechsa-fits-in/">https://www.civtech-sa.com/2018/01/02/defining-civic-tech-where-civtechsa-fits-in/</a>
4	<a href="https://www.civtech-sa.com/2018/01/04/7-civic-challenges-civtechsa-residency-program/">https://www.civtech-sa.com/2018/01/04/7-civic-challenges-civtechsa-residency-program/</a>
29	<a href="https://www.civtech-sa.com/2018/01/29/civtechsa-residency-application-deadline-approaches/">https://www.civtech-sa.com/2018/01/29/civtechsa-residency-application-deadline-approaches/</a>
<b>Feb.</b>	
2	<a href="https://www.civtech-sa.com/2018/02/02/civtechsa-sa-works-job-shadow-event/">https://www.civtech-sa.com/2018/02/02/civtechsa-sa-works-job-shadow-event/</a>
9	<a href="https://www.civtech-sa.com/2018/02/09/selection-committee-finalized/">https://www.civtech-sa.com/2018/02/09/selection-committee-finalized/</a>
21	<a href="https://www.civtech-sa.com/2018/02/21/civtechsa-out-on-the-town/">https://www.civtech-sa.com/2018/02/21/civtechsa-out-on-the-town/</a>
<b>March</b>	
1	<a href="https://www.civtech-sa.com/2018/03/01/transformational-change-san-antonio-2/">https://www.civtech-sa.com/2018/03/01/transformational-change-san-antonio-2/</a>
29	<a href="https://www.civtech-sa.com/2018/03/28/civtechsa-team-pitches-at-stumberg/">https://www.civtech-sa.com/2018/03/28/civtechsa-team-pitches-at-stumberg/</a>
<b>April</b>	
11	<a href="https://www.civtech-sa.com/2018/04/11/civtechsa-residency-celebration-event/">https://www.civtech-sa.com/2018/04/11/civtechsa-residency-celebration-event/</a>
26	<a href="https://www.civtech-sa.com/2018/04/26/upcoming-civtechsa-ideathon-competition/">https://www.civtech-sa.com/2018/04/26/upcoming-civtechsa-ideathon-competition/</a>
<b>May</b>	
3	<a href="https://www.civtech-sa.com/2018/05/03/sa-job-works-presentation-recap/">https://www.civtech-sa.com/2018/05/03/sa-job-works-presentation-recap/</a>
17	<a href="https://www.civtech-sa.com/2018/05/17/civtechsa-college-ideathon-friday-night-kickoff-event/">https://www.civtech-sa.com/2018/05/17/civtechsa-college-ideathon-friday-night-kickoff-event/</a>
<b>June</b>	
8	<a href="https://www.civtech-sa.com/2018/06/08/calling-all-entrepreneurs-civic-technology-startup-weekend/">https://www.civtech-sa.com/2018/06/08/calling-all-entrepreneurs-civic-technology-startup-weekend/</a>
22	<a href="https://www.civtech-sa.com/2018/06/22/civic-tech-startup-weekend-kicks-off-tonight/">https://www.civtech-sa.com/2018/06/22/civic-tech-startup-weekend-kicks-off-tonight/</a>
<b>July</b>	
13	<a href="https://www.civtech-sa.com/2018/07/13/civic-tech-startup-weekend-recap/">https://www.civtech-sa.com/2018/07/13/civic-tech-startup-weekend-recap/</a>
<b>Aug.</b>	
8	<a href="https://www.civtech-sa.com/2018/08/08/spotlight-kinetech-cloud-and-the-dhs-challenge/">https://www.civtech-sa.com/2018/08/08/spotlight-kinetech-cloud-and-the-dhs-challenge/</a>
10	<a href="https://www.civtech-sa.com/2018/08/10/demo-day-2018/">https://www.civtech-sa.com/2018/08/10/demo-day-2018/</a>
13	<a href="https://www.civtech-sa.com/2018/08/13/spotlight-reckon-point-and-the-airport-challenge/">https://www.civtech-sa.com/2018/08/13/spotlight-reckon-point-and-the-airport-challenge/</a>
<b>Sept.</b>	
6	<a href="https://www.civtech-sa.com/2018/09/06/smart-sa-datathon-get-involved/">https://www.civtech-sa.com/2018/09/06/smart-sa-datathon-get-involved/</a>
14	<a href="https://www.civtech-sa.com/2018/09/14/smartsa-datathon-qa-event/">https://www.civtech-sa.com/2018/09/14/smartsa-datathon-qa-event/</a>
18	<a href="https://www.civtech-sa.com/2018/09/18/smartsa-datathon-recap/">https://www.civtech-sa.com/2018/09/18/smartsa-datathon-recap/</a>
21	<a href="https://www.civtech-sa.com/2018/09/21/final-countdown-smartsa-datathon-proposals/">https://www.civtech-sa.com/2018/09/21/final-countdown-smartsa-datathon-proposals/</a>





## 2018 CivTechSA Blog Posts Continued

Table 2.4

<b>Aug.</b>	
8	<a href="https://www.civtech-sa.com/2018/08/08/spotlight-kinetech-cloud-and-the-dhs-challenge/">https://www.civtech-sa.com/2018/08/08/spotlight-kinetech-cloud-and-the-dhs-challenge/</a>
10	<a href="https://www.civtech-sa.com/2018/08/10/demo-day-2018/">https://www.civtech-sa.com/2018/08/10/demo-day-2018/</a>
13	<a href="https://www.civtech-sa.com/2018/08/13/spotlight-reckon-point-and-the-airport-challenge/">https://www.civtech-sa.com/2018/08/13/spotlight-reckon-point-and-the-airport-challenge/</a>
<b>Sept.</b>	
6	<a href="https://www.civtech-sa.com/2018/09/06/smart-sa-datathon-get-involved/">https://www.civtech-sa.com/2018/09/06/smart-sa-datathon-get-involved/</a>
14	<a href="https://www.civtech-sa.com/2018/09/14/smartsa-datathon-qa-event/">https://www.civtech-sa.com/2018/09/14/smartsa-datathon-qa-event/</a>
18	<a href="https://www.civtech-sa.com/2018/09/18/smartsa-datathon-recap/">https://www.civtech-sa.com/2018/09/18/smartsa-datathon-recap/</a>
21	<a href="https://www.civtech-sa.com/2018/09/21/final-countdown-smartsa-datathon-proposals/">https://www.civtech-sa.com/2018/09/21/final-countdown-smartsa-datathon-proposals/</a>
<b>Oct.</b>	
9	<a href="https://www.civtech-sa.com/2018/10/09/smartsa-datathon-team-submissions-closed/">https://www.civtech-sa.com/2018/10/09/smartsa-datathon-team-submissions-closed/</a>
17	<a href="https://www.civtech-sa.com/2018/10/17/smartsa-datathon-kick-off-event/">https://www.civtech-sa.com/2018/10/17/smartsa-datathon-kick-off-event/</a>
29	<a href="https://www.civtech-sa.com/2018/10/29/2018-smartsa-datathon-winners/">https://www.civtech-sa.com/2018/10/29/2018-smartsa-datathon-winners/</a>
31	<a href="https://www.civtech-sa.com/2018/10/31/year-one-done/">https://www.civtech-sa.com/2018/10/31/year-one-done/</a>



## Social Media Metrics

Since December 2017 (Q1 2018), the CivTechSA Program has seen an increase in followers across all social media channels\* and plans to add Instagram to the list in Year 2. Metrics for Q4 include:

**Table 3.1**

Social Media Channel Followers	Q1 2018	Q2 2018	Q3 2018	Q4 2018
LinkedIn	19	54	95	168
Facebook	103	148	179	235
Twitter	58	156	243	378
Twitter: Impressions	28,000	53,000	57,000	86,600

*\*All of the social media metrics are organic, meaning the CivTechSA team has not paid for any social media outreach via ads or “boosts” other than for two Facebook posts: SmartSA Datathon Q&A Event, SmartSA Datathon Team Submissions.*

### ***Social Media Follower Growth (%) per Quarter (2018)***

**Table 3.2**

Social Media Channel Followers	Q1 2018	Q2 2018	Q3 2018	Q4 2018
LinkedIn	19	35	41	73
Facebook	103	45	31	56
Twitter	58	98	87	135

Twitter has proven to be the most critical social media platform for CivTechSA thus far. Outside of direct searches to the website’s home and 2018 SmartSA Datathon pages, Twitter brings in the most visibility and traffic for the Program.

It will be interesting to see how social media metrics and community engagement with Program projects/events when CivTechSA creates an Instagram account and begins implementing paid content across social channels more regularly in 2019.



## Website

### ***Development & Design***

Geekdom hired Innov8 Place to do the CivTechSA website. They have been contracted for the entire year (2018) to design and develop the initial website, push out several versions of its webpages, as well as continuous maintenance of the site.

CivTechSA and Innov8 launched the website a quarter ahead of schedule on January 24<sup>th</sup>. At this time, the site has seven pages and is fully ADA compliant. This includes six language transitions (e.g., Spanish) based on the most popular foreign languages currently spoken in San Antonio.

CivTechSA and the Innov8 team have worked together throughout the year to increase the Search Engine Optimization (SEO) components of the website and help CivTechSA establish an effective digital marketing strategy. The digital marketing strategy pulls from Google Analytics and WP Engine analytics to create a comprehensive report on audience, outreach, and demographics.

CivTechSA will continue to contract with Innov8 Place in 2019. That contract includes additional pages, maintenance, assistance with SEO, etc.

### ***Current Development Phase***

The CivTechSA website has gone through several stages of development since its launch. It is currently in Phase 4.

Innov8 Place launched the 2018 SmartSA Datathon page in August, which includes information on the event, the application process and form, as well as access points to the shared SmartSA Data Catalogue. Not only that, Innov8 also built out the corresponding Sponsor page, too.

As soon as CivTechSA receives the final version of the 2018 SmartSA Datathon video, it will be put onto the main datathon page. There is also a button on the Home page to access the SmartSA Datathon page. The majority of website engagement for Year 1 came from 2018 SmartSA Datathon pages during Q4 2018.



## Website Analytics

In 2018, Innov8 has provided CivTechSA with a 30-day\*, 3-month, 6-month, and 12-month website analytics report from Google Ads. The demographics included views and visitors, location, age ranges and gender, and engagement channel performance. The Program uses this report to improve audience outreach and engagement.

CivTechSA has seen tremendous engagement for a new site, especially since it has been self-generated outreach and growth. For the 12-month analytics report, the CivTechSA website had nearly 12,000 “real” views on the website. Of those views, 5,969 sessions were generated by 3,828 visitors (new & returning).

Pageviews speak to how many times people have viewed the pages within the website for the year, including blogs and landing pages (e.g., 2018 SmartSA Datathon page). Sessions would be the number of people that visited the site and stayed for a minimum of 20 seconds. Most of CivTechSA’s actual visitors are staying for at least a 1:45 seconds, which means they aren’t just glancing and leaving, but reading and interacting with the website/content. Users applies to how many interactions/”real” visitors the Program had for the year.

Through these analytics reports, the Program found that overall engagement with the site can be increased with more consistent blog posts coupled with improved SEO. Additionally, Innov8 recommends that CivTechSA consider using Google Ads, Facebook Ads, and Facebook Pixel to increase traffic and produce better demographical data.

CivTechSA outlined a comprehensive digital marketing strategy for the Program in Q3 that was initiated in Q4 and to be fully implemented in Year 2 as the staff increases. This includes paid content to boost visibility of CivTechSA content/social media posts across channels in order to reach audiences outside of the Program’s immediate communities.

Below is the 12-month summary of the website’s performance:

### ***2018 Website Views & Visitors (New & Returning)***

Once the web analytics balanced out, these are the “real” views and visitors (new and returning) to the site throughout 2018. Whenever new sites are established, first-reported numbers tend to fluctuate wildly until true engagement forms and search engines stabilize the analytics. This includes high number of page views, bounce rates, etc.

In Q4 2018, there was a massive spike in real views and the amount of returning visitors, most likely due to the 2018 SmartSA Datathon Competition and the marketing initiatives for it. Those



initiatives include the two paid-content boosts on Facebook, which reached more than 1,500 people outside of CivTechSA's current followers.

On average, visitors were spending more than a minute and a half viewing the Programs and 2018 SmartSA Datathon pages.

Year 2 will provide much better analytics. The analytics will be very critical to effective digital marketing and content development for the CivTechSA Program as it continues to grow and develop.

#### **2018 Website Views & Visitors**

**Table 4.1**

Quarter	Views	Visitors	New (%)	Returning (%)
Q2 2018 (3 mo.)	442	307	100	0
Q3 2018 (6 mo.)	561	437	86	14
Q4 2018 (9 mo.)	5054	3122	16	84
<b>Total</b>	6057	3866		

#### **2018 Website Engagement Channel Performance**

The Engagement Channels are how visitors come to the CivTechSA website. Direct means that a visitor knew of the website already and typed the URL directly into their web browser. Social as it's implied are visitors who come to the site via social media channels (those of CivTechSA) or others). Organic growth means users found the website by searching for key terms related to our content or our business name in a search engine like Google. Referral is when a visitor finds the link from another location, such as another website, article, or blog post. Email/Other is when visitors access the site via a link with an email or other source.

**Table 4.2**

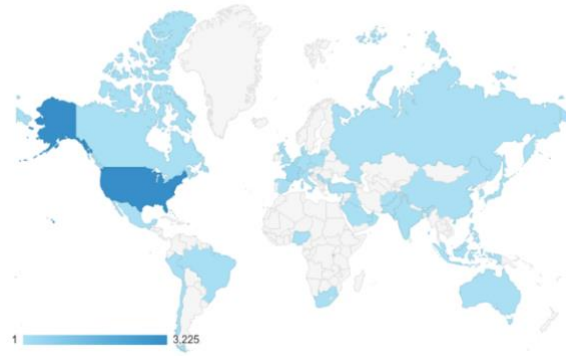
Quarter	Direct (%)	Social (%)	Organic (%)	Referral (%)	Email/Other (%)
Q2 2018 (3 mo.)	55	24.5	4	14.9	1
Q3 2018 (6 mo.)	50.4	22.5	12	14.7	0.4
Q4 2018 (9 mo.)	48.6	16.7	20.	13.1	1.1



### ***2018 Audience Location***

Since its launch in January 24, 2018, the CivTechSA website has steadily grown and has maintained a global audience since Q3.

If CivTechSA simply maintains or increases its content generation and digital marketing efforts, then it should see continued growth in this area.



**Figure 1.1**

### ***2018 Audience Age & Gender***

Over the past 9 months, the CivTechSA website has seen consistent positive growth in terms of audience and visibility. Throughout the year, the website has gained several new age groups and seems to have consistently settled within the following demographics and gender categories.

In the future, CivTechSA could be more targeted in it's content to better engage with certain demographics, and the Program's digital marketing strategy would go a long way in doing so.

For the year, the age ranges that had the most traction for the Program were ages 25-34, 35-44, and 45-54. Overall, audience genders very clearly averaged 67% male and 32% female. As the Program moves forward, CivTechSA can use this information to better reach femail audiences, as well as the 18-24 age group.

While CivTechSA wants to be accessible to all communities and people in San Antonio, it is clear that for whatever reason, 55-64 and 64+ age groups are not the right target audience for the CivTechSA Program. This can be addressed similarly to the actions CivTechSA may take for Year 2 engagement with the 28-24 age group.



**2018 Audience Age & Gender Continued**

**Table 4.3**

Quarter (2018)	Age Group (%)						Gender (%)	
	18-24	25-34	35-44	45-54	55-64	64+	Male	Female
Q2	13	37	33	33	--	--	67.8	32.2
Q3	16	30	26	24	2	2	67.1	32.9
Q4	12	37	29	15	4	2	67.7	32.3

*\*CivTechSA doesn't include the Q1 2018 results in 2018 in Review Report as the numbers reported in the 30-day web analytics do not reflect accurate or "real" views, visits, demographics, etc.*



## Programs

The CivTechSA Program has seen an immense outpouring of positive engagement for its initiatives in entrepreneurship and civic technology across all communities: students, entrepreneurs, and startups. The following results speak to the frequency and intensity of engagement the CivTechSA and Innovation teams have been able to achieve in the Program's pilot year.

Not only that, through these potential and established relationships, CivTechSA and its participants have helped to generate real, actionable solutions for the City, as well as inspire and engage with local talent pools like never before.

The total number of events and presentations that CivTechSA has put on is astounding, and largely possible because of how excited and willing these communities are to work with the Program and its civic challenges.

The Program events and projects center around challenges sourced from either City departments (i.e., ITSD's departmental challenges for the Ideathon Competition), the 2018 Civic Problem Bank, or were community-sourced from local entrepreneurs and students.

While the gender metrics for the website average 67% male and 32% female, the actual Program projects with the communities is closer to 55% male and 45% female. As CivTechSA was unable to track detailed demographics and metrics, Year 2 will provide more accurate reporting on equity and inclusion goals have been met for the Program.

CivTechSA has separated the number of attendees to reflect the number of people at the presentations or events, while participants are the number of people actively involved in a project for the Program.

### 2018 Program Events

Table 5.1

Program	# of Events	# of Attendees
Residency	5	185
Entrepreneur	18	2,951
Higher Education	14	606
6-12 <sup>th</sup> Grade	15	307
	<b>Total # of Events</b>	<b>Total # of Attendees</b>
	52	4,049





## 2018 Program Projects

Table 5.2

Program	# of Projects	# of Participants	# of Departments	# of Problems Solved
Residency	2	9	2 (DHS, Aviation)	1
Entrepreneur	4	143	2 (ACS, SmartSA)	2
Higher Education	7	72	4 (SWMD, ITSD, HR, CCDO)	6
6-12 <sup>th</sup> Grade	5	81	2 (GPA, ITSD)	1
	<b>Total # of Projects</b>	<b># of Participants</b>	<b># of Departments/ SmartSA Partners</b>	<b># of Problems Solved</b>
	18	305	10	10

### Residency

The CivTechSA 2018 Residency Application opened on January 12<sup>th</sup> and closed on February 12<sup>th</sup> for the Program's first 16-week Residency Program.

There was a total of 10 applications (8 startups and two interested entrepreneur/student teams). Ultimately, Kinetech Cloud and Reckon Point were selected by an independent Selection Committee made up of City and entrepreneurial leaders from the community.

COSA's Department of Human Services (DHS) and Aviation Department were in constant contact with startups throughout the entire Residency Program. The scope of work for the project was identified and agreed upon prior to the launch of the 2018 Residency and included monthly check-ins along the way. The CivTechSA team conducted a mid-point check-in meeting with each department and startup to assess how the Residency Program had progressed in Q3. The overall feedback was positive; each department was pleased at the amount and type of work the startups were able to accomplish during the 2018 Residency.

The Residency Program began April 9<sup>th</sup> and ran through July 31<sup>th</sup>. The 2018 Resident Startups presented their projects to the Innovation & Tech Committee August 27<sup>th</sup>, and the 2018 CivTechSA Demo Day was held at the Geekdom Event Center August 29<sup>th</sup>.

### Takeaways

- The City will receive innovative, customized solutions for current civic challenges.
- Startups will have the opportunity to gain access and insight from the City, potentially win a contract, and earn market validation for future customers (i.e., other cities).
- New startups will be formed in or come to San Antonio, spreading awareness about its rich ecosystem, and ultimately attract new opportunities/resources to the city.



## 2018 Residency Events

Table 5.3

Date	Event	Action		# of Attendees
4/10/18	2018 Residency Launch	Celebrate the startups selected for the 2018 Residency and its launch (City Management, DHS, Aviation)		45
7/27/18	2018 Residency Startups Present to City: Kinetech Cloud	Startup presents to project to City (Legal, Finance, ITSD, DHS)		20
7/27/18	2018 Residency Startups Present to City: Reckon Point	Startup presents to project to City (Legal, Finance, ITSD, Aviation)		20
8/27/18	2018 Residency Startups Present to Innovation & Tech Committee (ITC)	Startups present project to ITC (Aviation, DHS)		15
8/29/18	2018 CivTechSA Demo Day	CivTechSA & Startups present Program to community (DHS, Aviation)		85
Total # of Events		# of Departments	# of Challenges Presented	Total # of Attendees
5		6	7	185

## 2018 Residency Program Winners

### Kinetech Cloud



Kinetech Cloud is a cloud-native company that combines full-service business consulting, agile software development and enterprise support, and was responsible for solving the Department of Human Services' (DHS) Utility Assistance Challenge.

The Kinetech Cloud team spent the duration of the residency building an online application and management tool to reduce the in-take of paper/mail-in applications and increase the ability for DHS to review and approve Utility Assistance applications from residents.

### Reckon Point



Reckon Point offers industry-leading LiDAR services, such as indoor surveys, maps and wayfinding, and indoor-positioning estimations. Reckon Point focused on the Airport Challenge to collect and manage flight information, as well as unify the Airport's current mapping applications.



Reckon Point was able to map out 65,000 sq. ft. of the Airport facility with its Li-Dar-mapping robot, intake the LiDAR maps, and begin development on an indoor navigation application across Android and iOS operating systems.

## 2018 Residency Project Matrix

Table 5.4

2018 Resident Startups		Departments & Challenges		Next Steps
Kinotech Cloud		<ul style="list-style-type: none"><li>• Create tool to streamline DHS Utility Assistance Application/Approval process</li><li>• Complete</li></ul>		Kinotech & City negotiating 1-year contract (\$50,000).
Reckon Point		<ul style="list-style-type: none"><li>• Help travelers navigate airport facility</li><li>• Additional development required</li></ul>		Reckon Point submitted proposal, contract negotiations TBD.
Total # of Departments	Total # of Participants	# of Challenges	# of Problems Solved	Both startups have agreed to mentor future participants/ Resident Startups
2	9	2	1	

## Entrepreneur

Throughout the year, CivTechSA has presented numerous times, put on a wide arrange of events and supported partner events. In Q1, the CivTechSA team presented at a variety of local meetups and even partnered with VIA for the VIA Codeathon in February. Q2 was more about establishing relationships with potential partners in preparation for a joint-event with partners and planning for entrepreneurial events in Q3. The open data competition was held in Q4.

Numerous projects with the City and potential companies have been founded directly from CivTechSA entrepreneurial events. The number of participants and opportunities to present the Program show a clear signal for more engagement and events in the future.

Below are the results from the Program's pilot year.

## Takeaways

- Directly connect San Antonio's entrepreneur community to the City.
- Entrepreneurs will have the opportunity to gain access and insight from the City and potentially develop civically-minded companies to solve future problems/challenges.
- The City will gain ideas to potentially incorporate into City projects and build positive relationships with San Antonio entrepreneurs.



## 2018 Entrepreneur Events

Table 5.5

Date	Event	Action	# of Attendees
1/10/18	2018 Civic Challenges Q&A Webinar	Departments present 2018 Civic Challenges pre-RFP application (EDC, DHS, Aviation, CCDO, SWMD, ACS, CSF)	25
1/24/18	2018 Residency Program Public Q&A	Departments present 2018 Civic Challenges to applicants (EDC, DHS, Finance, Aviation, CCDO, SWMD, ACS, CSF)	40
2/19/18	COSA Staff Transformation Day	Innovation present Program to City Staff	30
3/27/18	Codeup Lunch & Learn Presentation	Present Program & Civic Challenges to students (7)	30
4/11-12/18	InnoTech Conference	Geekdom/Innovation present Program at CIO Luncheon	100
4/25/18	Fiesta Tech Trek	Have booth at 2018 Fiesta Tech Trek	1000
4/30/18	SA Chamber of Commerce Presentation	Present Program to cyber security community	65
6/21/18	Codeup Project Presentation	Students present project to City (ACS)	10
6/22-24/18	Civic Tech Startup Weekend	12 teachers & 18 entrepreneurs to apply entrepreneurial skills to source/solve community challenges	18
8/9/18	Codeup Lunch & Learn Presentation	Present Program & Civic Challenges to students (7)	35
9/14/18	2018 SmartSA Datathon Public Q&A	Organizing committee/SMEs present competition & datasets to community; networking	50
9/18/18	Codeup Job Fair	Booth: present Program/SmartSA Datathon & recruit for CivTechSA Coordinator position	60



## 2018 Entrepreneur Events Continued

Table 5.6

9/19/18	Leadership SA Workshop at CAST Tech HS	Present Program & introduce entrepreneurial/civic tech concepts t 80 LSA members & 21 students. CivTechSA Quick Pitch workshop to source community challenges	80	
9/26/18	IARE Ideation Day at Geekdom	IARE members complete Quick Pitch Workshop	70	
10/19/18	2018 SmartSA Datathon Kick Off	Kickoff event for SmartSA Datathon, panel discussion, presentations	45	
10/19-21/18	2018 SmartSA Datathon Weekend Competition	7 teams work on projects with mentors then pitch community-sourced open data projects to City	38	
10/21/18	2018 SmartSA Datathon Presentations	Teams pitch community-sourced open data projects to City	55	
10/22-26/18	SA Startup Week Conference	CivTechSA worked the event & had branding prominently displayed	1,200	
Total # of Events		# of Departments	# of Challenges Presented	Total # of Attendees
18		7	7	2,951



## 2018 Entrepreneur Project Matrix

Table 5.7

Project	# of Participants	Challenge(s) & Departments	Next Steps
Codeup Capstone	3	ACS <ul style="list-style-type: none"> <li>Students created alert-notification &amp; management system to help adopters find pets</li> </ul>	ACS/City in discussions to partner with team. One student left project, two are interested in building out solution.
Civic Tech Startup Weekend	30	<ul style="list-style-type: none"> <li>6 teams sourced/solved community challenges &amp; present to City</li> </ul>	Three out of the six teams are continuing to work on ideas and make them into companies. <ul style="list-style-type: none"> <li>Urban Paws</li> <li>Cell2Cell</li> <li>Rad Dad</li> </ul> CivTechSA is following up with the teams to see where they're at and how Program/City can support. Community-sourced challenges need to be considered for 2019 Civic Problem Bank*
Fall Codeup Lunch & Learn	3	<ul style="list-style-type: none"> <li>A student team submitted 3 proposals to SmartSA Datathon; weren't accepted, but shows direct engagement</li> </ul>	
Leadership SA Quick Pitch Workshop	80	<ul style="list-style-type: none"> <li>80 LSA Members &amp; 21 business students from CAST Tech HS formed 7 teams; sourced/solved community challenges; pitched to Program</li> </ul>	Community-sourced challenges need to be considered for 2019 Civic Problem Bank
2018 SmartSA Datathon	27	SmartSA Partners <ul style="list-style-type: none"> <li>7/32 proposals were accepted; teams used SmartSA open datasets to source/solve community challenges across Transportation, Access to Services, Sustainability</li> </ul>	Three Teams won: <ul style="list-style-type: none"> <li>Cool Connect</li> <li>Data Introverts</li> <li>Papa Parsers</li> </ul> SmartSA Partners to contract with Cool Connect on solution to help keep seniors cool/safe. Negotiations TBD.
<b>Total # of Depts/ SmartSA</b>	<b>Total # of Participants</b>	<b># of Challenges</b>	<b># of Problems Solved</b>
2	143	24	2



## 2018 SmartSA Datathon

In October, CivTechSA put on the first-ever SmartSA Datathon Competition event with SmartSA and community partners. Since April, CivTechSA met with various SmartSA partners and held regular planning meetings with Geekdom, CPS Energy, VIA Metro Transit System (VIA), San Antonio Water System (SAWS), San Antonio River Authority (SARA), and the City of San Antonio.

### 2018 SmartSA Datathon Sponsorships

Total funds raised for the event was \$40,350. Geekdom held the funds, paid the event and marketing costs, as well as prize money to the winners. Geekdom will hold the contract and pay out the remaining \$12,500 for the Most Comprehensive Winners according to the agreed upon contract's frequency and amounts (TBD). Negotiations will begin Q1 of Year 2.

This is the first event where CivTechSA took outside sponsorship for an event. For example, Amazon Web Services (AWS) sponsored the storage for the Data Catalogue for up to \$500 and until December 31, 2019. Other SmartSA Datathon sponsors included:

- USAA
- AWS
- Keen
- Assembla
- Rackspace Open Cloud Academy
- Codeup
- Zpryme
- Dave Sims Media

### 2018 SmartSA Datathon Prizes

Table 5.8

Prizes	Details	Winners	Solution
Most Comprehensive: \$15,000 & 3-6mo. Contract	<ul style="list-style-type: none"><li>• Uses datasets from multiple SmartSA partners</li><li>• Easy-to-use dashboard/portal</li><li>• Continuous/ongoing analytics</li><li>• For public use/engagement</li></ul>	Cool Connect	Helps keep senior citizens cool/safe during peak temperatures & energy outages.
Most Compelling: \$2,500	<ul style="list-style-type: none"><li>• Most impactful or engaging dashboard/data visualization</li></ul>	Papa Parsers	Scorecard for businesses & neighborhoods.
Most Insightful: \$2,500	<ul style="list-style-type: none"><li>• Most informative analytics and or modeling using multiple SmartSA partner datasets</li></ul>	Data Introverts	360-degree view of health of services citywide.





## 2018 SmartSA Data Catalogue

Table 5.9

Organization	Data Description
SARA	Dam Telemetry
	Water Quality
VIA	GTFS
CPS Energy	Electric Charging Stations
	Power Prices
	Air Quality
	Usage by Zip Code
	Affordability
SAWS	Affordability
	Repairs/Infrastructure
	Service Calls
	Pumpage
	Water Quality
	Consumption
COSA	Streets Inventory
	Sidewalk Inventory
	Pothole Service Orders
	Traffic Accidents (Vision Zero)
	311 Service Calls
	Greenhouse Gas Inventory
	Air Quality
SA Bike Share	Number of Trips
	Most Popular Station Locations
	Calories Burned
	Carbon Offset
	# of Miles Traveled
	Long./Lat. Info for Each Station
	Yearly Data of Week Usage/Times of Day
	One Way vs Round Trip





## 2018 SmartSA Datathon Sponsorships

Table 5.10

Sponsor	Level	Type	Amount
City of San Antonio	Partner	Paid	\$5,000
CPS Energy	Partner	Paid	\$5,000
SAWS	Partner	Paid	\$5,000
VIA	Partner	Paid	\$5,000
SARA	Partner	Paid	\$5,000
CivTechSA	Partner	Paid	\$3,000
Geekdom	Platinum	In-kind	\$3,150
Keen	Platinum	In-kind	\$2,000
USAA	Platinum	Paid	\$2,000
Assembla	Platinum	In-kind	\$1,700
AWS	Platinum	In-kind	\$500
Codeup	Silver	Paid	\$1,000
Zpryme	Silver	Paid	\$1,000
Open Cloud Academy	Silver	In-kind	\$500
David Sims Media	Bronze	In-kind	\$500
		<b>Total Amount</b>	<b>\$40,350</b>



## 2018 Education Partner Map

Figure 2.1



### Youth Code Jam - 2018

- 1 Bradley Middle School
- 2 Business Careers High School
- 3 Harlandale High School
- 4 John Jay High School
- 5 Karen Wagner High School
- 6 Kirby Middle School
- 7 Kitty Hawk Middle School
- 8 Luther Burbank High School
- 9 McCollum High School
- 10 Sam Houston High School
- 11 STEM Academy - Science, Technology, Engineering and Mathematics Academy
- 12 William H. Taft High School
- 13 Young Women's Leadership Academy

### Higher Education Institutions

- 1 St. Mary's University
- 2 Texas A&M University San Antonio
- 3 Trinity University
- 4 The Learning Company
- 5 The University of Texas at San Antonio
- 6 The University of the Incarnate Word

### High Schools

- 1 Business Careers High School
- 2 CAST Tech High School
- 3 G.W. Brackenridge High School
- 4 Incarnate Word High School
- 5 Southwest High School
- 6 Saint Mary's Hall
- 7 Young Women's Leadership Academy

### Potential Future Partnerships

- 1 Northeast Lakeview College
- 2 Northwest Vista College
- 3 Our Lady of the Lake University
- 4 San Antonio College
- 5 St. Phillip's College



## Higher Education

Throughout the year, CivTechSA has built solid partnerships with nearly all college/university partners in San Antonio. Current partners include: UTSA, Trinity, UIW, The Learning Company with the Alamo Colleges District, St. Mary's, and Texas A&M.

Though not all partnerships were formalized in Year 1, all higher education-focused events were marketed towards any and all college/university students.

While CivTechSA does have a stable partnership with St. Mary's University, under 2018 Higher Education Project Matrix, the Summer HS Boot Camp wasn't included because the real impact was with local female high school students. Project results will be shared in the 6-12<sup>th</sup> Grade section of this report.

More formalized projects rather than presentations and support of partner events with The Learning Company (TLC) and Texas A&M will occur in Year 2. TLC has been developing programming that will get their curriculum into all ACD campuses through the business and entrepreneurship classes. Similarly, CivTechSA will work with Texas A&M Computer Science classes on 2019 challenges.

Our Lady of the Lake (OLLU) was contacted October 30<sup>th</sup> and is eager to work on projects together in 2019. Further planning discussions will occur in early Q1 2019.

### Takeaways

- The City will directly engage with students and "pitch" problems/challenges to students for class/semester projects, and possibly mentor/advise students throughout project.
- Students will gain access and insight from the City surrounding department problems/challenges for experiential learning opportunities.
- Students will become more invested in their communities, potentially go on to join/start civically-minded companies and stay in San Antonio, directly combating brain drain.

The following covers what college/university events and projects occurred in 2018.



## 2018 Higher Education Events

Table 5.11

Date	Event	Action	# of Attendees
2/3/18	UTSA 2018 CITE Boot Camp Presentation	Present CivTechSA/Geekdom & 2018 Civic Problem Bank (7) @ Pre-CITE Comp. Event	75
2/7/18	Trinity Class Challenge Presentation	Present Program & CCDO, A&C, DHS, Parks & Rec. Challenges (4)	35
2/7/18	UIW Class Challenge Presentation	Present Program & SWMD Challenge	20
3/28/18	Trinity's Stumberg Venture Competition: CivTechSA Team	CivTechSA Team "pitch" for entry into Trinity's Summer Accelerator	80
4/20/18	The Learning Company's Class Challenge Presentation	Present Program & DHS Challenges (2)	50
4/25/18	Trinity Presents Project to City	Students present A&C project to City	11
5/8-9/18	College Ideathon Mentor Training Workshops	Train ITSD mentors on Ideathon Competition, responsibilities, & challenges (10)*	20
5/10/18	UIW Presents Project to City	Students present SWMD project to City	15
5/18-19/18	College Ideathon Competition	College students exposed to ITSD challenges; form teams & pitch ideas to City for Internship	45
5/31/18	UTSA Class Challenge Presentation	Present on Program & DHS, HR, Sustainability Challenges (4)	40
6/25/18	St. Mary's HS Summer Boot Camp: Day 1	Present Program & ACS Challenge to students	15
6/27/18	St. Mary's Summer Boot Camp: Day 2	Mentor students during Lean Business Model Canvas project: ACS Challenge	15
6/29/18	St. Mary's Summer Boot Camp: Day 3	Judge final ACS projects	15
8/13/18	UTSA Presents Project to City	Teams present HR & Sustainability projects to City	40
<b>Total # of Events</b>	<b># of Departments Involved</b>	<b>Total # of Challenges Presented</b>	<b>Total # of Attendees</b>
14	7	29	476

\*ITSD-sourced challenges (10) included in 2018 Civic Challenges Matrix, along with all community-sourced challenges & corresponding departments.



## 2018 Higher Education Project Matrix

Table 5.12

School	# of Participants (Students)	Discipline	Department/Challenge	Next Steps
University of Texas San Antonio	40	Computer Science Department	HR <ul style="list-style-type: none"> <li>Digitize the EPE tracking system</li> <li>Create a one-stop for employee provisioning</li> </ul> Sustainability <ul style="list-style-type: none"> <li>Create a platform to engage residents of Climate Action &amp; Adaptation Plan</li> <li>Track community sustainability efforts and outcomes</li> </ul>	Two teams will continue working on their projects with the HR department during as independent study in the Fall Semester.
	9	Independent Study (Fall)	HR <ul style="list-style-type: none"> <li>Digitize the EPE tracking system</li> <li>One-stop solution for employee provisioning</li> </ul>	At the end of the Independent Study, both solutions should be ready for implementation at the City.
	1	College Ideathon Internship	ITSD <ul style="list-style-type: none"> <li>CivTechSA digital training library</li> </ul>	At the end of the Ideathon Internships, both projects should be ready for development/implementation at the City. Interns may be hired by City, too.
Eastside Promise Zone*	1	College Ideathon Internship	ITSD <ul style="list-style-type: none"> <li>IT Digital Service Catalogue</li> </ul>	
University of the Incarnate Word	7	Master's in Business Capstone	SWMD <ul style="list-style-type: none"> <li>Zero Accident Research &amp; Report</li> </ul>	SWMD will implement marketing to women drivers into its Vision Zero strategy.

\*CivTechSA doesn't have formal relationship with Eastside Promise Zone. Intern came to Ideathon organically.



## 2018 Higher Education Project Matrix Continued

Table 5.13

School	# of Participants (Students)	Discipline	Department/Challenge		Next Steps	
Trinity University	4	Intro to Entrepreneurship	A&C <ul style="list-style-type: none"> <li>Artist &amp; Events portal</li> </ul>			
		Stumberg Venture Competition	Parks & Rec./CCDO <ul style="list-style-type: none"> <li>A tool to navigate the River Walk and SA parks (CCDO)</li> <li>potential gamification of that tool (P&amp;R)</li> </ul>		Students spoke with CCDO about partnering and are still willing to do so. Parks & Rec. no longer participating.	
# of Partners	# of Participants	# of Departments	# Projects	# of Challenges Presented	# of Problems Solved	# of Project Departments
4	72	7	7	10	6	4

## 6-12<sup>th</sup> Grade

This year, CivTechSA leveraged third-party organizations to pair the Program with local middle and high schools with similar focuses, such as business/entrepreneurship and STEM programs.

Each 6-12<sup>th</sup> Grade project touched more than 10 students directly/in-directly by either leveraging an externship/workshops with teachers, semester projects, or CivTechSA's Quick Pitch workshop. In 2019, CivTechSA will reach out to additional third parties that can connect the Program to more students.

The following highlights the impact and results of what the Program and its partners were able to accomplish in Year 1.

### 2018 6-12<sup>th</sup> Grade Partners

- Youth Code Jam
- St. Mary's University
- SA Works
- Leadership SA



### 2018 6-12<sup>th</sup> Grade Schools

- Bradley MS
- Kirby MS
- Kitty Hawk MS
- Business Careers HS
- CAST Tech HS
- Southwest HS
- St. Mary's Hall
- Harlendale HS
- John Jay HS
- Karen Wagner HS
- Luther Burbank HS
- McCollum HS
- Sam Houston HS
- William Taft
- Young Women's Leadership Academy

### Takeaways

- The City will directly engage with students and educators, and “pitch” problems/challenges to students through a couple of events for class/semester projects, and possibly mentor/advise students throughout project.
- Students will gain access and insight from the City surrounding department problems/challenges for experiential learning opportunities.
- Students will become more invested in their communities, potentially go on to join/start civically-minded companies and stay in San Antonio, directly combating brain drain.

### 2018 6-12<sup>th</sup> Grade Events

Table 5.14

Date	Event	Action	# of Attendees
2/2/18	SA Works Job Day	Tour students around the City's ITSD/GPA Office, discuss career paths & introduce students to website challenge.	25
2/19/19	Ft. Sam Houston ISD Presentation	Tour teachers at Office of Innovation/Geekdom, present on Program	15
4/15/18	Check-in at Brackenridge HS	Provide feedback on SA Works team projects	9
4/18/18	Check-in at Southwest HS	Provide feedback on SA Works team projects	11
4/25/18	SA Works Project Presentations	Teams present projects to City	30
5/2/18	Youth Code Jam & Launch SA Workshop	Introduce teachers to Program, civic technology & entrepreneurial concepts, describe Startup Weekend expectations & semester project expectations.	15





## 2018 6-12<sup>th</sup> Grade Events Continued

**Table 5.15**

5/4/18	TEX2 Partner Event with Youth Code Jam	Present Program and Startup Weekend + Externship	50
6/22-24/18	Techstars Civic Tech Startup Weekend	12 teachers & 18 entrepreneurs to apply entrepreneurial skills to source/solve community challenges	12
6/25/18	St. Mary's HS Summer Boot Camp: Day 1	Present Program & ACS Challenge to students.	15
6/27/18	St. Mary's Summer Boot Camp: Day 2	Mentor students during Lean Business Model Canvas project: ACS Challenge	15
6/29/18	St. Mary's Summer Boot Camp: Day 3	Judge final ACS projects	15
8/4/18	Post-Startup Weekend Workshop	Receive event feedback, perform turning protocol exercise, share challenges (10) with teachers, set expectations for fall semester projects, discuss Spring 2019 presentations	7
8/8/18	STEM Academy's Summer Drone Boot Camp Presentation Day	CivTechSA to judge student pitch presentations	50
9/19/18	Leadership SA Workshop at CAST Tech HS	Present Program & introduce entrepreneurial/civic tech concepts t 80 LSA members & 21 students. CivTechSA Quick Pitch workshop to source community challenges	21
9/22/18	Coder Dojo Presentation	Present Program to Coder Dojo "ninjas"	60
<b>Total # of Events</b>	<b># of Departments</b>	<b># of Challenges Presented</b>	<b>Total # of Attendees</b>
15	2	12	350





## 2018 6-12<sup>th</sup> Grade Project Matrix

Table 5.16

School (Partner)	# of Participants (Students)	Results	Department/Challenge	Next Steps
Brackenridge HS & Southwest HS (SA Works)	20	5 teams pitched ideas to City	GPA & ITSD <ul style="list-style-type: none"> <li>Provide feedback on website &amp; pitch solutions</li> </ul>	Department will utilize the feedback and implement with future design/development projects.
St. Mary's HS Summer Boot Camp	13	6 teams presented to CivTechSA	ACS <ul style="list-style-type: none"> <li>Help animals find forever homes by creating tools/businesses</li> </ul>	
Leadership SA Quick Pitch Workshop (CAST Tech HS)	21	80 LSA Members & 21 business students from CAST Tech HS formed 7 teams; sourced/solved community challenges; pitched to Program	<ul style="list-style-type: none"> <li>Community-sourced challenges*</li> </ul>	Community-sourced challenges need to be considered for 2019 Civic Problem Bank



## 2018 6-12<sup>th</sup> Grade Project Matrix Continued

Table 5.17

School (Partner)	# of Participants (Students)	Results	Department/Challenge		Next Steps	
Civic Tech Startup Weekend + Externship* (Youth Code Jam)	27	Semester Project:  Teachers must teach on externship & project to 5 others on their campuses. Will present projects to Program/City in early 2019.	10 Challenges Presented: <ul style="list-style-type: none"> <li>Depts./challenges TBD.</li> <li>Depts. not involved for project.</li> </ul>		Participating teachers will present their ideas in 2019.	
		Startup Weekend:  Entrepreneurs pitched community-sourced challenges, formed 6 teams, learned entrepreneurial concepts pitched ideas to City	<ul style="list-style-type: none"> <li>Community-sourced challenges*</li> </ul>		<p>Three out of the six teams are continuing to work on ideas and make them into companies. Each team had externship teachers.</p> <ul style="list-style-type: none"> <li>Urban Paws</li> <li>Cell2Cell</li> <li>Rad Dad</li> </ul> <p>CivTechSA is following up with the teams to see where they're at and how Program/City can support.</p> <p>Community-sourced challenges need to be considered for 2019 Civic Problem Bank</p>	
# of Partners	# of Participants	# of Departments	# of Challenges Presented	# of Projects**	# of Problems Solved	# of Project Departments
4	81	3	25	5	4	2

\*Youth Code Jam Fall Semester Project challenges/depts. included in 2018 Civic Problem Bank along with all community-sourced challenges & corresponding departments.

\*\*Total number of projects from Youth Code Jam's Fall Semester Project TBD in Q2 2019.



## 2018 Civic Challenges

### 2018 Residency Challenges

Below are the challenges used in the 2018 16-week Residency RFP Application and how they were used throughout the year.

**Table 6.1**

Department	Challenge	Used
DHS	Utility assistance application form or system	<ul style="list-style-type: none"> <li>Residency, Kinetech Cloud</li> </ul>
Aviation	Indoor navigation & information tool for travelers	<ul style="list-style-type: none"> <li>Residency, Reckon Point</li> </ul>
ACS	Alert notification tool for potential pet adopters	<ul style="list-style-type: none"> <li>Entrepreneur, Codeup</li> <li>6-12<sup>th</sup> Grade, St. Mary's &amp; Youth Code Jam</li> </ul>
EDD	One-stop portal of resources for entrepreneurs & startups	
SWMD	Digital management system for all bins	
CCDO	Unified ticket for Go Rio Taxi, Swell Cycle & VIA buses	
CSF	Concessions, Indoor navigation & information tool for patrons	

### 2018 Civic Problem Bank

Below are the remaining challenges from the 2018 Civic Problem Bank and how they were used for Higher Education and 6-12<sup>th</sup> Grade projects.

**Table 6.2**

Department	Challenge	Used
ACS	Animal rescuers have to take pets to vet for microchip scans. A smartphone app to scan for chips instead would make it easier for rescuers to locate owners,	
ACS	Community education efforts aren't concentrated into one location & aren't distributed automatically. It would be great to have a one-stop portal or notification system for that.	



## 2018 Civic Problem Bank Continued

Table 6.3

Department	Challenge	Used
CCDO	It's easy for people to get lost/ confused on the River Walk. CCDO staff needs help keeping people on the right track. A navigation & information tool would help.	<ul style="list-style-type: none"> <li>Higher Education, Trinity</li> <li>6-12<sup>th</sup> Grade, Youth Code Jam</li> </ul>
DHS	Senior Nutrition Program donations are only handled through locked boxes. Need alternative donation solutions.	<ul style="list-style-type: none"> <li>Higher Education, The Learning Company</li> </ul>
DHS	Head Start Family Support workers don't have an easy way to update/ provide information to families in need. An online dashboard or database management tool would help.	<ul style="list-style-type: none"> <li>Higher Education, The Learning Company</li> <li>6-12<sup>th</sup> Grade, Youth Code Jam</li> </ul>
Parks & Rec	Expanding & resident/visitor knowledge of trail systems & park locations.	<ul style="list-style-type: none"> <li>Higher Education, Trinity</li> <li>6-12<sup>th</sup> Grade, Youth Code Jam</li> </ul>
SWMD	Harvesting/sorting materials for residual materials at recycling facility is labor intensive & time consuming. Need to help automate & create efficient sorting processes.	
SWMD	As part of Vision Zero, SWMD is looking to reduce accidents every year. Besides simulation training, what can be done?	<ul style="list-style-type: none"> <li>Higher Education, UIW</li> </ul>
Health	Website isn't navigable or searchable for Health resources	
Health	CPS Energy, VIA, Metro Health have lists of people who need uninterrupted energy/ mobility needs. Locating residents with functional needs during emergencies is difficult. As part of AlertSA, need a complete list.	<ul style="list-style-type: none"> <li>Higher Education, Trinity</li> <li>6-12<sup>th</sup> Grade, Youth Code Jam</li> </ul>
CSF	Increasing & modernizing security at high-profile & sporting events necessary as San Antonio grows.	<ul style="list-style-type: none"> <li>6-12<sup>th</sup> Grade, Youth Code Jam</li> </ul>
Aviation	Need to track performance & Business Intelligence to determine overall performance. No one-stop for that yet.	



## 2018 Civic Problem Bank Continued

Table 6.4

Department	Challenge	Used
DHS	Dynamic Employee Performance Evaluation (EPE) approval & tracking system	<ul style="list-style-type: none"> <li>Higher Education, UTSA</li> </ul>
HR	Digital Employee Recognition (EnCore) Platform	<ul style="list-style-type: none"> <li>6-12<sup>th</sup> Grade, Youth Code Jam</li> </ul>
HR	One-stop Employee Provisioning	<ul style="list-style-type: none"> <li>Higher Education, UTSA</li> <li>6-12<sup>th</sup> Grade, Youth Code Jam</li> </ul>
GPA	Examine usability of the COSA website; identify areas of improvement for future users	<ul style="list-style-type: none"> <li>6-12<sup>th</sup> Grade, SA Works &amp; Youth Code Jam</li> </ul>
GPA	The website needs a Spanish translation feature.	<ul style="list-style-type: none"> <li>6-12<sup>th</sup> Grade, SA Works</li> </ul>
Library	Lack of privacy and easy of overlaying library-specific metrics & GIS data. Open data-portal.	
Library	Online Library Card Registration	
Library	Introduce fax/scan functionalities to provide user the ability to scan/email documents that incurs no additional cost for Library.	
Sustainability	Challenging to engage residents & other stakeholders in a comprehensive planning process, i.e. Climate Action and Adaption Plan. Create a personalized mobile application	<ul style="list-style-type: none"> <li>6-12<sup>th</sup> Grade, Youth Code Jam</li> </ul>
Sustainability	There are countless organizations & individuals in the community whose work is implementing the sustainability plan, but COSA is not aware of those efforts.	<ul style="list-style-type: none"> <li>Higher Education, UTSA</li> </ul>
Arts & Culture	Several manual & non-automated systems with events entered into them but no systemwide way to track, monitor & market events to the public.	<ul style="list-style-type: none"> <li>Higher Education, Trinity</li> <li>6-12<sup>th</sup> Grade, Youth Code Jam</li> </ul>



## 2018 ITSD-sourced Challenges

Below are the challenges that were for the 2018 College Ideathon Competition challenges that ITSD sourced internally.

**Table 6.5**

Department	Challenge	Used
ITSD	Create an online catalogue for ITSD computers, standardized software, cell phones, desktop phones, printers, services, etc.	<ul style="list-style-type: none"> <li>College Ideathon Competition</li> <li>Team Formed</li> </ul>
	Create IT chat-bot to answer common questions as how to report an incident, how to request new hardware or software, when is my computer due for replacement.	
	Create an inclusive & interactive web map specifically for tourism in downtown area.	
	Streamline project proposal reviews, approvals, & submissions to governance Committee for approval.	
	Redesign COSA Web to make it more user friendly & personalized employee dashboard.	
	Create a Unified Methodology that combines Project Management, SDLC, User Centered Design to better understand user needs	
	Open House/Field Trips with 4-6 people per group to better connect ITSD staff outside of large events.	
	Digital Catalogue of ITSD services & products, provides costs of hardware/software & COSA-standard products up front.	
	Deploy pilot program to utilize IBM's Watson to help answer questions to automate ITSDs Helpdesk.	<ul style="list-style-type: none"> <li>College Ideathon Competition</li> </ul>
	Shopping catalogue for "orderable" hardware/software available to teams.	



## 2018 ITSD-sourced Challenges Continued

Table 6.6

Department	Challenge	Used
ITSD	Revamp IT Online Portal	
	Create Internal COSA Training Library to help employees train & learn new skills, as well as resource for employees to better understand responsibilities, processes, & tasks.	<ul style="list-style-type: none"> <li>College Ideathon Competition</li> <li>Team Formed</li> </ul>
	Registration app for parents for Pre-K4; currently manual applications.	
	Remedy-linked timesheet/telecommuting documentation system. Currently, have to enter info into 3 different locations.	
	Hotel/Motel/City/Bexar Taxes: online payment processing system for all at once.	
	Streamline New User Provisioning Process to streamline employee onboarding	<ul style="list-style-type: none"> <li>College Ideathon Competition</li> </ul>
	ITSD Policy Change Request Form: digitize PDF	<ul style="list-style-type: none"> <li>College Ideathon Competition</li> </ul>
	Unified portal for GIS mapping data across projects	
	COSA IT Boot Camp to train new/existing staff on services currently offered	
	Create a webpage on the current ITSD website for the project management office (PMO) to display simplified project & project request statuses, PMO processes & procedures, amongst other things.	<ul style="list-style-type: none"> <li>College Ideathon Competition</li> <li>Team Formed</li> </ul>
	6 to 9-week "Internship" where ITSD employees learn how to do other roles/responsibilities in the department	
	Create visual representation of platforms/tools for configuration items.	<ul style="list-style-type: none"> <li>College Ideathon Competition</li> <li>Team Formed</li> </ul>
	Identify it if is feasible to build an enterprise-wide IT solution on open sourced data.	
	Streamline PO process by skipping Buyer approval process.	<ul style="list-style-type: none"> <li>College Ideathon Competition</li> </ul>



**2018 ITSD-sourced Challenges Continued**

**Table 6.7**

Department	Challenge	Used
ITSD	Offer more development opportunities for ITSD staff.	
	Develop internal suggestion box for staff to submit ideas for internal improvements & innovation.	<ul style="list-style-type: none"> <li>College Ideathon Competition</li> </ul>
	Create online form to improve current processes with IT Public Safety Mobility & Fleet Department.	<ul style="list-style-type: none"> <li>College Ideathon Competition</li> <li>Team Formed</li> </ul>
	Create online chat/instant messenger system for employees to better communicate & track remote employees' work.	
	Reimburse ITSD employees for gas/mileage.	
	Develop a plan to better manage resource needs & employee turnover.	
	No defined process for when to add/ service a site in Remedy.	
	Add a true service directory for City services.	





## 2018 Community-Sourced Challenges

Table 6.8

Project	Department	Challenge
S2018 SmartSA Datathon	SmartSA Partners <ul style="list-style-type: none"> <li>• CPS Energy</li> <li>• VIA</li> <li>• SARA</li> <li>• SAWS</li> <li>• COSA</li> </ul>	<ul style="list-style-type: none"> <li>• Portal to assist potential homebuyers in predicting total cost of homeownership by open utility data (CPS/SAWS)</li> </ul>
		<ul style="list-style-type: none"> <li>• Citizen Scorecard that displays relationship between citizens &amp; utility usage, trash services, etc. through gamification. (CPS Energy, SAWS, VIA)</li> </ul>
		<ul style="list-style-type: none"> <li>• Dashboard to diagnose how healthy a neighborhood is</li> <li>• Winner: Most Compelling</li> </ul>
		<ul style="list-style-type: none"> <li>• Portal to provide 360-degree view of SA that targets pain points, hot spots &amp; high usage areas</li> <li>• Winner: Most Insightful</li> </ul>
		<ul style="list-style-type: none"> <li>• Web-based open source portal that will provide a bird's-eye view to highlight relationships between environmental conditions &amp; SmartSA partner services</li> </ul>
		<ul style="list-style-type: none"> <li>• Dashboard that shows heat map of outages along with transportation services. Helps seniors stay cool &amp; get to cooling center during power outages. (VIA, CPS Energy)</li> <li>• Winner: Most Comprehensive</li> </ul>
		<ul style="list-style-type: none"> <li>• Matches environmental preferences to suitable neighborhoods</li> </ul>



## 2018 Community-sourced Challenges Continued

Table 6.9

Project	Department	Challenge
Leadership SA Workshop	ACS	<ul style="list-style-type: none"> <li>Create a park where youths &amp; young artists can express themselves creatively (graffiti) rather than on City property</li> </ul>
	Sustainability	<ul style="list-style-type: none"> <li>High water usage by farmers; automate and GPS-tag sprinklers for better management of water usage</li> </ul>
	Transportation & Infrastructure	<ul style="list-style-type: none"> <li>Few protected bike/scooter lanes</li> </ul>
	Equity, Libraries & Safety	<ul style="list-style-type: none"> <li>Limited access to libraries &amp; food; Create Mobile Mercados &amp; Biblio Buses</li> </ul>
Civic Tech Startup Weekend	Dept. of Corrections, Family Services	<ul style="list-style-type: none"> <li>Strict rules around letter sizes, postage, etc. for each jail/prison make it difficult for families to communicate with inmates</li> <li>Team Formed</li> </ul>
	Veteran Services, EDD	<ul style="list-style-type: none"> <li>Veterans need assistance connecting with organizations after service</li> </ul>
	Workforce Development	<ul style="list-style-type: none"> <li>Value of college degree is declining. Need alternatives.</li> </ul>
	Veteran Services, EDD	<ul style="list-style-type: none"> <li>Transition from military to civilian life. Creation of Heroes Café for employment, information, &amp; entertainment services</li> </ul>
	Education	<ul style="list-style-type: none"> <li>Lack of awareness or access to 3D printer equipment. Non-profit to print 3D printers for others.</li> <li>Team Formed</li> </ul>



## 2018 Community-sourced Challenges Continued

Table 6.10

Project	Department	Challenge
Civic Tech Startup Weekend	Infrastructure	<ul style="list-style-type: none"> <li>• Create mobile app where council members can review current projects within their districts on demand</li> <li>• Team Formed</li> </ul>
	Health Services	<ul style="list-style-type: none"> <li>• LGBTQI communities are vulnerable &amp; need more access to mental/health services</li> </ul>
	Health Services	<ul style="list-style-type: none"> <li>• Healthy meal planning is difficult/expensive.</li> </ul>
		<ul style="list-style-type: none"> <li>• It's hard to connect volunteers to opportunities</li> </ul>
	Capital Improvements	<ul style="list-style-type: none"> <li>• SA Roads have issues with potholes, uneven pavement, debris, etc. City may not be aware of which roads needs attention.</li> </ul>
	Health	<ul style="list-style-type: none"> <li>• Obesity is on the rise; healthy options are lacking</li> </ul>
	Early Education/Development	<ul style="list-style-type: none"> <li>• Young parents have trouble affording child care services, can limit opportunity to work or make ends meet. Match retirees with young families for child care.</li> </ul>
	Sustainability	<ul style="list-style-type: none"> <li>• World is entering into a new energy crisis. New ways of creating/storing energy will be increasingly more important.</li> </ul>
	Family Services	<ul style="list-style-type: none"> <li>• Biggest challenge of being a stay-at-home dad is feeling isolated &amp; not having access to community/information</li> <li>• Team Formed</li> </ul>



## 2018 Community-sourced Challenges Continued

Table 6.11

Project	Department	Challenge
Civic Tech Startup Weekend	HR, Legal, Finance	<ul style="list-style-type: none"> <li>No-paper registry for citizens who don't want to receive paper mail from any City departments</li> <li>Team Formed</li> </ul>
	Family Services	<ul style="list-style-type: none"> <li>Disconnecting can be difficult for families when children go off to college; need additional support</li> </ul>
	SAWS	<ul style="list-style-type: none"> <li>Create online payment system for water usage payments</li> </ul>
		<ul style="list-style-type: none"> <li>Quinceneras are expensive; people shouldn't have to sacrifice culture to save money</li> </ul>
	Capital Improvements	<ul style="list-style-type: none"> <li>SA Roads have issues with potholes, uneven pavement, debris, etc. City may not be aware of which roads needs attention.</li> </ul>
	Health	<ul style="list-style-type: none"> <li>Obesity is on the rise; healthy options are lacking</li> </ul>
	Early Education/Development	<ul style="list-style-type: none"> <li>Young parents have trouble affording child care services, can limit opportunity to work or make ends meet. Match retirees with young families for child care.</li> </ul>
	Sustainability	<ul style="list-style-type: none"> <li>World is entering into a new energy crisis. New ways of creating/storing energy will be increasingly more important.</li> </ul>
	Family Services	<ul style="list-style-type: none"> <li>Biggest challenge of being a stay-at-home dad is feeling isolated &amp; not having access to community/information</li> <li>Team Formed</li> </ul>



## 2018 Community-sourced Challenges Continued

Table 6.12

Project	Department	Challenge
Civic Tech Startup Weekend	Workforce Development Services	<ul style="list-style-type: none"> <li>Homeless &amp; unemployed veterans could work in a facility to manage inventory &amp; put donations to better use</li> </ul>
	Health	<ul style="list-style-type: none"> <li>Obesity is on the rise; automated grocery list for meals that get sent to curbside pickup.</li> </ul>
	Education	<ul style="list-style-type: none"> <li>Representation of innovative, non-service related jobs aren't common in low-economic areas. Students suffer from lack of options.</li> </ul>
	ACS, EDD	<ul style="list-style-type: none"> <li>SA still not a no-kill city. Numerous animals still getting killed; turn shelter animals into service animals</li> <li>Team Formed</li> </ul>
	Early Education	<ul style="list-style-type: none"> <li>Childcare is massive expense for families, especially low-income.</li> </ul>
	Education	<ul style="list-style-type: none"> <li>Children don't know how many career options are available outside of traditional careers. Title-1 schools in particular suffer from this.</li> </ul>
	Sustainability	<ul style="list-style-type: none"> <li>Parking &amp; congestion is an issue. Need a better way for commuters to get where they need to go.</li> </ul>
	DHS	<ul style="list-style-type: none"> <li>Long wait times make it harder for people to interact with the City &amp; results in poor customer service &amp; delayed action on important items.</li> </ul>



## 2018 Community-sourced Challenges Continued

Table 6.13

Project	Department	Challenge
Civic Tech Startup Weekend	Transportation & Improvements	<ul style="list-style-type: none"> <li>Roads in need of repair &amp; are dangerous for cyclists. An app about which roads are safe would help.</li> </ul>
	SWMD	<ul style="list-style-type: none"> <li>Bulk services/pick up aren't clear &amp; need to be streamlined for residents to better take advantage of them.</li> </ul>
	Health	<ul style="list-style-type: none"> <li>Obesity is on the rise; 3D print sugar-free candies to teach kids about STEM &amp; better eating habits</li> </ul>
	Family Services	<ul style="list-style-type: none"> <li>Young parents have trouble affording childcare; match retirees with young parents</li> </ul>
		<ul style="list-style-type: none"> <li>Connecting certified helpers/volunteers with organizations that can't just accept walk-in volunteers</li> </ul>
	Education	<ul style="list-style-type: none"> <li>Many teachers don't have a unified place for their curriculum and can't make notes on how to improve moving forward; create a CRP or database that allows for better curriculum management.</li> </ul>



## 2018 Checklist

Below are the quarterly deliverables for Year 1 of the CivTechSA Program. Geekdom and the CivTechSA team had to meet these deliverables each quarter in order to receive payment from the City.

### Q1 2018 Checklist

Table 7.1

Program Area	Task	Done	Actions
Program Operations	Deliver and communicate basic program operational plan to City	X	Bi-weekly meetings, Weekly status reports
	Collaborate with COSA in the development and implementation of a reporting process for the program	X	Bi-weekly meetings, Weekly status reports
	Deliver Q1 status report	X	Sent to Kate & Jose
Website	Develop/design website prototype	X	A quarter ahead of schedule and already Live
Marketing	Develop and deliver marketing plan to attract startups and to produce content for social media, local media and national media	X	Developed and currently in operation, ahead of schedule on Social media marketing
	Deliver joint press release announcing partnership	X	Released Nov 14th and Jan 12th
6-12 Student Engagement	Conduct program introduction meetings with local school districts and organizations with STEM/tech/entrepreneur education missions for possible event collaborations and/or promotion	X	Met with Mohammad with SAISD; have an intro meeting set up with CAST Tech
	Develop and deliver 6-12 Year 1 project goals and plan to City	X	Job Shadow Day, Teacher Startup Weekend
Higher Education	Conduct program introduction meetings with local college/university representatives	X	Trinity - Luis, UTSA - Diego, Alamo Community Colleges, UIW
	Develop a program focused on: (1) exposure of entrepreneur programming & events to university students and (2) plan on how to get COSA's "problem bank" into the curriculum and existing university programs	X	Planning a Ideathon, also provided the Problem Bank to the Universities above to introduce to the students
	Conduct program introduction meetings with organizations that share the tech/entrepreneur/smart city education missions for possible event collaborations or promotion	X	Trinity, UTSA, Alamo Community Colleges, UIW



## Q1 2018 Checklist Continued

Table 7.2

Program Area	Task	Done	Actions
<b>Entrepreneurial Engagement</b>	Coordinate and plan entrepreneurial activities	X	Moving codeathon to Summer/Fall (likely September)
	Initiate marketing activities for codeathon	X	Advertise for VIA codeathon as a Bronze Sponsor
	Identify upcoming opportunities for entrepreneur engagement (codeathons, workshops, entrepreneur week, etc.) and deliver plan to the City to get involved. Included with that plan will be the first thoughts on the style/focus area of the program's official codeathon	X	Lunch/Learn - Codeup, Potential Codeathon with CPS, VIA, SAWS, and SARA for August, various Geekdom events (i.e., SA New Tech)
<b>Residency Program</b>	Establish comprehensive plan for the Residency to include timelines, areas of responsibility, marketing/promo deliverables and performance metrics	X	All listed in Q1 report
	Assist COSA in review/content advice in Residency program's contract language	X	Reviewed and approved
	Assist and participate in COSA challenge selection process	X	Identified prior to program announcement





## Q2 2018 Checklist

Table 7.3

Program Area	Task	Done	Actions
<b>Program Operations</b>	Coordinate partnership activities as defined by plan and mutual approval between partner and COSA	X	Planned and conducted educational and entrepreneurial events.
	Deliver Q2 Status Report	X	Sent to Kate & Jose
<b>Website</b>	Develop/design website prototype	X	Delivered 1/24/18
<b>Marketing</b>	Post @ least 2 social media posts per week	x	Managed social media channels and blog posts for CivTechSA.
	Pitch @ least 1 local and 1 national news story.	X	Several local stories were published; national story moved to Q3 at Office of Innovation's convenience.
	Deliver joint press release on Residency Program	X	Press release announcement 4/5/18.
<b>6-12 Student Engagement</b>	Conduct projects for Spring as defined by the mutually defined plan.	X	SA Job Shadow Event, in-class follow ups, final presentations, and Startup Weekend + Teacher Externship planning with Youth Code Jam
	Develop/deliver report on Spring events results/plans for Summer program.	X	Results report and plans for upcoming summer program in Q2 Status Report
<b>Higher Education</b>	Initiate/manage Spring semester projects	X	Class projects with: UIW, Trinity, and The Learning Company; UTSA's CITE Competition, and Trinity's Stumberg Competition.
	Present Higher Ed plan to the City that identifies specific collegiate partners, means of engagement with program, and targeted outcomes/events.	X	Smart Sheet, Education Partner Map, Higher Education Challenge Matrix, and Q2 Status Report



**Q2 2018 Checklist Continued**

**Table 7.4**

Program Area	Task	Done	Actions
<b>Entrepreneurial Engagement</b>	Conduct at least one entrepreneurial activity.	X	Have a booth at Fiesta Tech Trek. Open Data event moved to Q4.
	Provide report on entrepreneurial activities/results	X	Codeup student update and overview of Fiesta Tech Trek in Q2 Status Report, and other entrepreneurial events moved to Q3 & Q4.
	Host training for Open Data event participants	X	Moved to Q3 or Q4.
<b>Residency</b>	Marketing/Exposure for Residency	X	Started in Q1, includes blogs, articles, social media posts, Q&A Event 1/24/18, Residency Celebration Event 4/10/18, etc.
	Training	X	Geekdom worked closely w/ entrepreneurs prior to application submission. COSA identified scope of work with Residency winners prior to Residency launch.
	Launch Residency	X	4/9/18



## Q3 2018 Checklist

Table 7.5

Program Area	Task	Done	Actions
<b>Program Operations</b>	Coordinate partnership activities as defined by plan and mutual approval between partner and COSA	X	Planned and conducted educational and entrepreneurial events.
	Develop/deliver Sponsorship Strategy for years 2-5	X	Innovation and Geekdom agreed to move to Q4.
	Deliver Q3 Status Report	X	Sent to Kate & Jose
<b>Website</b>	Update/maintain website as needed	X	ADA compliant, translation enabled, event section added to Home Page, and Datathon Landing Page being developed.
<b>Marketing</b>	Post @ least 2 social media posts per week	x	Managed social media channels and blog posts for CivTechSA.
	Pitch @ least 1 local and 1 national news story.	X	Several local stories were published; two national stories for Q3 ( <i>IoT Evolution</i> and <i>GovTech News</i> ).
<b>6-12 Student Engagement</b>	Conduct Summer projects as defined by the mutually defined plan.	X	Startup Weekend + Teacher Externship, and St. Mary's Summer Boot Camp
	Develop/deliver report on Summer events results/plans for Fall program.	X	Results report and plans for upcoming Summer program in Q3 Status Report
<b>Higher Education</b>	Initiate/manage Summer semester projects	X	UIW Presentations, UTSA Computer Science Class Project, The Learning Company Summer Boot Camp
	Plan Fall semester projects	X	Class projects moved to Q1 2019 due to CivTechSA calendar, pre-Big Rowdy Competition Workshop (UTSA)
	Present Higher Ed plan to the City that identifies specific collegiate partners, means of engagement with program, and targeted outcomes/events.	X	Smart Sheet, Education Partner Map, Higher Education Challenge Matrix in Q3 Status Report



**Q3 2018 Checklist Continued**

**Table 7.6**

Program Area	Task	Done	Actions
<b>Entrepreneurial Engagement</b>	Conduct at least one entrepreneurial activity.	X	Civic Tech Startup Weekend
	Provide report on entrepreneurial activities/results	X	Feedback/results found in Q3 Status Report
	Host training for Open Data event participants	X	Moved to Q4, Datathon Launch Event.
<b>Residency</b>	Complete Residency Activity	X	Residency Ends July 31 <sup>st</sup> .
	Training	X	Geekdom worked closely w/ entrepreneurs prior to application submission. COSA identified scope of work with Residency winners prior to Residency launch.
	Provide plan of execution for Demo Day	X	Preliminary agenda and date approved by City. Geekdom to host Demo Day, agenda to be finalized early Q4.



## Q4 2018 Checklist

Table 7.7

Program Area	Task	Done	Actions
Program Operations	Coordinate sponsorship/partnership activities as defined by plan and approved by Geekdom and City.	X	Planned and conducted educational and entrepreneurial events.
	Begin implementation of a Sponsorship Strategy for Year 2	X	City and Geekdom agreed to move to Year 2.
	Deliver Q4 Status Report & Year 1 Review	X	Q4 Status Report sent to Kate & Jose Oct. 31 <sup>st</sup> . Year 1 Review delivered Nov. 2 <sup>nd</sup> .
Website	Update/maintain website as needed	X	ADA compliant, translation enabled, event section added to Home Page, and Datathon Landing Page added.
Marketing	Post @ least 2 social media posts per week	x	Managed social media channels and blog posts for CivTechSA.
	Pitch @ least 1 local and 1 national news story.	X	Several local stories were published; two national stories for Q4 ( <i>GovTech News</i> ).
6-12 Student Engagement	Conduct fall projects as defined by the mutually defined plan.	X	Youth Code Jam Fall Semester Project; LSA Workshop @ CAST Tech HS.
	Develop/deliver report on Summer events results/plans for Fall program.	X	Results report and plans for Spring 2019 programs in Q4 Status Report.
Higher Education	Initiate/manage Fall semester projects	X	UTSA Computer Science Class Project Presentations, Ideathon Internship at ITSD, Pre-Big Rowdy Competition Workshop (UTSA).
	Plan Spring semester projects	X	Class projects moved to Q1 2019 due to CivTechSA calendar.
	Present Higher Ed plan to the City that identifies specific collegiate partners, means of engagement with program, and targeted outcomes/events.	X	Smart Sheet, Education Partner Map, Higher Education Challenge Matrix in Q4 Status Report.



## Q4 2018 Checklist Continued

Table 7.8

Program Area	Task	Done	Actions
<b>Entrepreneurial Engagement</b>	Conduct at least one entrepreneurial activity.	X	Codeup Lunch & Learn Presentation, Codeup Job Fair, LSA Workshop at CAST Tech HS, SmartSA Datathon Q&A Event, SmartSA Datathon Weekend (Kickoff and Final Presentations), and SA Startup Week.
	Provide report on entrepreneurial activities/results	X	Feedback/results found in Q4 Status Report
	Host training for Open Data event participants	X	SmartSA Datathon Q&A Event, Sept. 14 <sup>th</sup> .
<b>Residency</b>	Conduct Demo Day	X	Innovation & Tech Committee (ITC) Presentations (Aug. 27 <sup>th</sup> ), Demo Day (Aug. 29 <sup>th</sup> ).
	Deliver results and lessons learned report on Residency.	X	Results/lessons learned were given in Q3 after mid-point check in meetings; Year 2 contract to reflect those findings. Additional results are in Q4 Status Report. Others are TBD until Residency contract negotiations are finalized.
	Plan and document next Residency cycle.	X	Preliminary agenda and date approved by City. Geekdom can be found in Year 2 contract, which has yet to be officially signed.