



# *CIVTECHSA ANNUAL REPORT*

*Year Four | October 2020 to October 2021*



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## Introduction

### 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.

### Program Goals

- Promote civic engagement across communities
- Cultivate entrepreneur and tech talent
- Generate workforce opportunities
- Engage companies & students with city projects
- Develop customized solutions for the city
- Improve services for residents
- Enhance the City's vision in growing its tech talent
- Retain student and local talent

### Program Outcomes

#### STUDENTS

As students solve civic challenges, they become directly involved with their city and gain workforce skills for the future.

#### ENTREPRENEURS

Opportunities are created for entrepreneurs to work directly with the City, and create solutions that improve the lives of residents.

#### THE CITY

By engaging with students and entrepreneurs, the City can solve problems faster and smarter, building a better future for San Antonio.

### Year 4 Accomplishments

We launched the year with a virtual event outlining the Year 4 plans and ambitions of CivTechSA to include a new project-based learning curriculum for K-12 teachers called Civic Spark, a new curriculum and civic technology pitch competition for university students called IgniteSA, along with renewed partnerships and opportunities like our codeathons, datathons, Startup Weekend and the Residency.

CivTechSA led the Civic Technology track during a virtual San Antonio Startup Week in October 2020, highlighting the Geekdom Incubator teams that came from previous program projects, and the RedSquared Residency team's success. New and renewed partnerships were formed to execute the programming in 2021 such as SA Smart Mayor's Challenge, Codeup for the Veteran's codeathon, and professors at St. Mary's University and University of Incarnate word.

In the spring, CivTechSA participated in RowdyHacks as a Gold Level Sponsor reaching over 272 participants with 11 teams submitting projects for the CivTech Emergency Crisis Communication



Challenge, and four ideas in our Half-Baked pitch breakout session. Two presentations were given during Spring classes at CoderDojo, over 270 students participated in the SA Smart Mayor's challenge focused on food insecurity, as well as several submissions for CivTechSA's side challenge on emergency crisis communication.

In the summer, CivTechSA successfully partnered with Geekdom company, The Entrepreneurial World, to host our first ever IgniteSA Pitch Competition which provided five university teams from San Antonio and Latin America access to resources, mentors, and coaching to form and pitch their civic innovation business ideas. Four projects were submitted during the Veteran's codeathon, one of which, Veteran Connect, is continuing to be developed at Geekdom to assist Veteran business owners in navigating contract opportunities. Three solutions were pitched at the Smart Cities Startup Weekend, two of which are continuing to be developed at Geekdom— one called Food Cloud to eliminate food waste by businesses and assist in food insecurity, the other, Traffic Unjam, to help relieve traffic congestion by rewarding drivers to unjam traffic with proactive speed limits and lidar sensors.

After a delay in confirming challenges and getting the RFSCP live, the Residency was kicked off at the end July with the one small business, Tempugo, and department, Public Works, working seamlessly together until the successful Demo Day in October, a banner event at San Antonio Startup Week.

Despite continuing to navigate the many changes and uncertainties that COVID-19 continued to bring throughout the year, CivTechSA was able to execute a successful year of programming in all three program pillars and fulfill its annual goals.



## Education

### Outcomes

In Year 4, CivTechSA engaged with over 270 students at 6-12 grade schools through CoderDojo and the SA Smart Mayor's Challenge. While no K-12 educators engaged with the new Civic Spark curriculum, we were able to further our involvement with these two program partners by providing additional support, prizes, and mentorship to students.

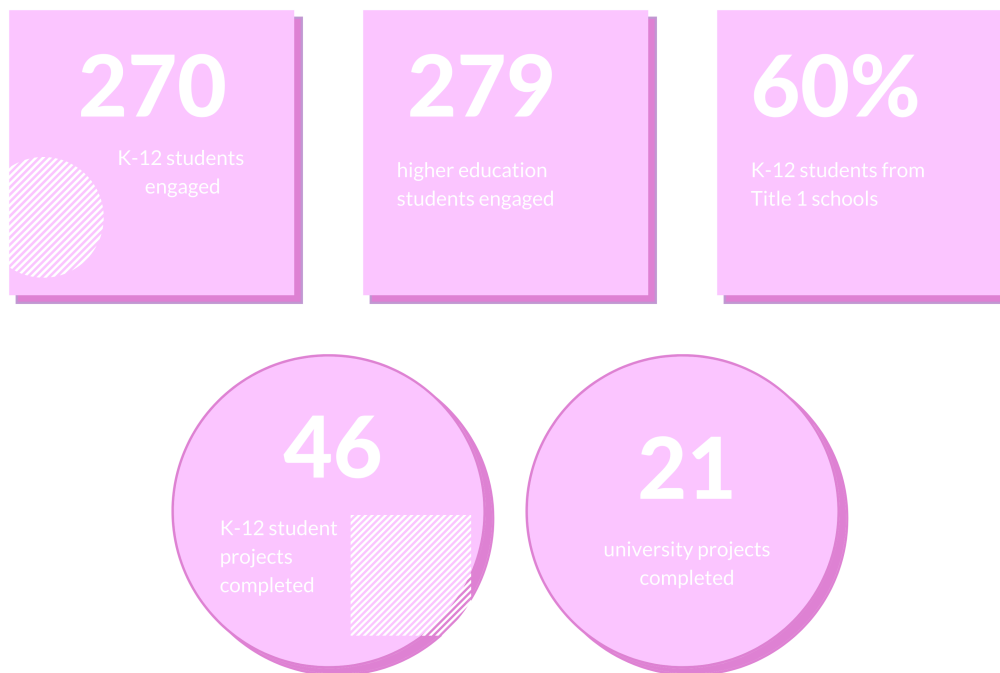
This year, CivTechSA's sponsorship and participation in the virtual Rowdy Hacks hackathon hosted by UTSA resulted in engagement with over 200 students, and 11 strong projects that addressed an Emergency Crisis Communication challenge that was inspired by the February winter storm events. Two university classrooms complete projects from the IgniteSA classroom packet to include MBA students at University of Incarnate Word, and business school students at St. Mary's University.

A unique and exciting opportunity to partner with Geekdom member company, The Entrepreneurial World, arose to run a more robust program for the IgniteSA Pitch Competition. CivTechSA was able to support this startup company, who works directly with university students to build their entrepreneurial skills, to provide additional resources, mentorship, and coaching to participating teams in the pitch competition.

- [Ignite SA](#)
  - Overview - CivTechSA partnered with The Entrepreneurial World to present students with an opportunity to solve civic challenges in their community by working in teams to research, build, and pitch their solutions. Through the amazing mentorship from Washington Navarro of The Entrepreneurial World, five teams developed and pitched their solutions to city officials and local tech leaders. Among the ideas pitched were ideas ranging from industries trading reusable waste, to a sustainable mobile food truck.
  - Prizes awarded \$2,300
  - Partners - The Entrepreneurial World
  - Participants - 7
- [Rowdy Hacks](#)
  - Overview - 40 hour event where teams collaborate on a project to create social impact, satisfy company challenges, and innovate new solutions. CivTech participated in RowdyHacks as a Gold Level Sponsor. This tier included an opportunity to present a side challenge and side event to 838 attendees and 272 participants. 11 teams of developers submitted projects for the CivTech Emergency Crisis Communication Challenge.
  - Prizes awarded \$2,000
  - Partners - UTSA
  - Participants - 272
- [SA Smart Mayor's Challenge](#)
  - Overview - CivTechSA participated in finalist selection, mentoring, and the execution of the mini challenge and main challenge final pitch event in late May. Overall, 270 students participated in this year's SA Smart Mayor's Cup challenge on solving food

insecurity, of which approximately 60% were from Title I schools from KSAT, SAISD, South San ISD, and NISD districts.

- Prizes awarded - \$400
- Partners - Communities in Schools
- Participants - 270
- [Coder Dojo](#)
  - Overview - CoderDojo is a global volunteer-led community of free programming workshops for young people between 7 and 17. The movement is a grassroots organisation with individual clubs acting independently. CivTechSA re-engaged with 6-12 grade partner, Coder Dojo, to provide several presentations for the Spring semester students. CivTech gave a presentation on entrepreneurship and tech in May to the students, and provided promotional items to be distributed to students.
  - Prizes awarded - CivTech Swag
  - Partners - CoderDojo Collaborative San Antonio
  - Participants - 78



## Year 4 Participating Schools and Partner Organizations





## Entrepreneurship

### Outcomes

Past partners were successfully engaged to launch three of the most notable and successful events in the entrepreneurial and tech community to include our Veteran's Codeathon, SmartSA Datathon, and Smart Cities Startup Weekend.

Not only was there strong participation despite events being held virtually, but several projects that were completed and pitched at these events have gone on to continue being built with the support of Geekdom staff, mentors, and collaborative community. These projects include: a platform to help veteran business owners find and navigate contract opportunities; an app that allows businesses to sell their otherwise wasted food items at a low price to reduce food waste and provide food insecure individuals with high quality meals; and, an app paired with lidar sensors that will ease traffic congestion by encouraging drivers to proactively drive at appropriate speeds, and unjam our highways.

Outside of these banner events, CivTechSA participated in both the 2020 and 2021 San Antonio Startup Week conferences, and the virtual Fiesta Tech Trek. Each of these opportunities allowed us to work with great community partners such as Codeup, Texas Veterans Network, USAA, and SmartSA partners.

### Banner Events

- [Datathon](#)
  - Overview- The Veterans Codeathon is an open data event that challenges the best coders, designers, and tech experts in the area to build something extraordinary to improve the quality of life for our Veterans in San Antonio. At the end of the weekend, teams present their solutions to a panel of judges of community leaders and sponsors for a chance to win monetary and in-kind prizes to help further their solutions beyond the weekend.
  - Prizes awarded - \$3,000
  - Partners - Codeup
  - Participants - 25
- [Veterans Codeathon](#)
  - Overview- The purpose of Datathon is for community engagement to help address internal challenges that affect the services that the City Organizations provide to its residents. We are hoping teams can discover and identify opportunities and/or missing data elements in the data sets and explain how those insights could be applied in practice for the potential benefits of the community and/or partners.
  - Prizes awarded - \$3,000
  - Partners - USAA, Texas Veterans Network
  - Participants - 37
- [Smart Cities Startup Weekend](#)
  - Overview-Aspiring entrepreneurs get to experience the highs, lows, fun and pressure that make up life at a startup all in a single weekend. The Smart Cities Startup Weekend



welcomed ideas that focus on equity, sustainability, improving lines of communication to solve local challenges, or companies that benefit the local community.

- Prizes awarded - \$4,000 worth of services and swag
- Partners - Techstars
- Participants - 47

## Sponsors and Partners





## Residency Program

### Outcomes

After presenting 4 challenges for companies to tackle in Year 4 of the Residency program through the RFCSP process, one company was selected to work alongside the San Antonio Public Works Department (PWD), and the Office of Innovation and Information Technology Services teams. After a virtual Residency kick-off event introducing the companies, challenges, and departments to the public, the team got to work in creating a unique solution over the 12-week period.

Residency startup company, Tempugo, spent the majority of their 12-weeks diving deep into user and customer research to better understand all stakeholders involved in the challenge. They met with city department leads, city partner organizations such as Centro, and many businesses in different districts of San Antonio that are currently being affected by construction projects. This helped them inform a human-centered and design-thinking approach to their solution: City Impax.

They presented their mobile application prototype at a Demo Day event during the 2021 San Antonio Startup Week, where they gave an excellent presentation on their research, user profiles, and key takeaways along with showing an interactive demo of the product. This presentation was followed by an interactive Q&A with representatives from Geekdom and Public Works to better understand their experience during the program, plans for what would be developed next, and the importance of projects and solutions like these as it relates to the impact on our residents and city process improvement.

Both Tempugo and the Public Works stakeholders were very pleased with the outcome of the Residency, and are hopeful in moving the solution forward in 2022.

## Media, Grants and Awards

### Outcomes

#### Summary

In Year 4, CivTechSA worked with local marketing and public relations firm, Sammis & Ochoa, to craft and send press releases and media alerts for newsworthy accomplishments and events. CivTechSA also continued to work with local website development company, Innov8, to update and maintain civtech-sa.com. Throughout the year, CivTechSA staff maintained a strong social media presence, created and published blog content, and applied to award opportunities in an effort to gain recognition and program sustainability.

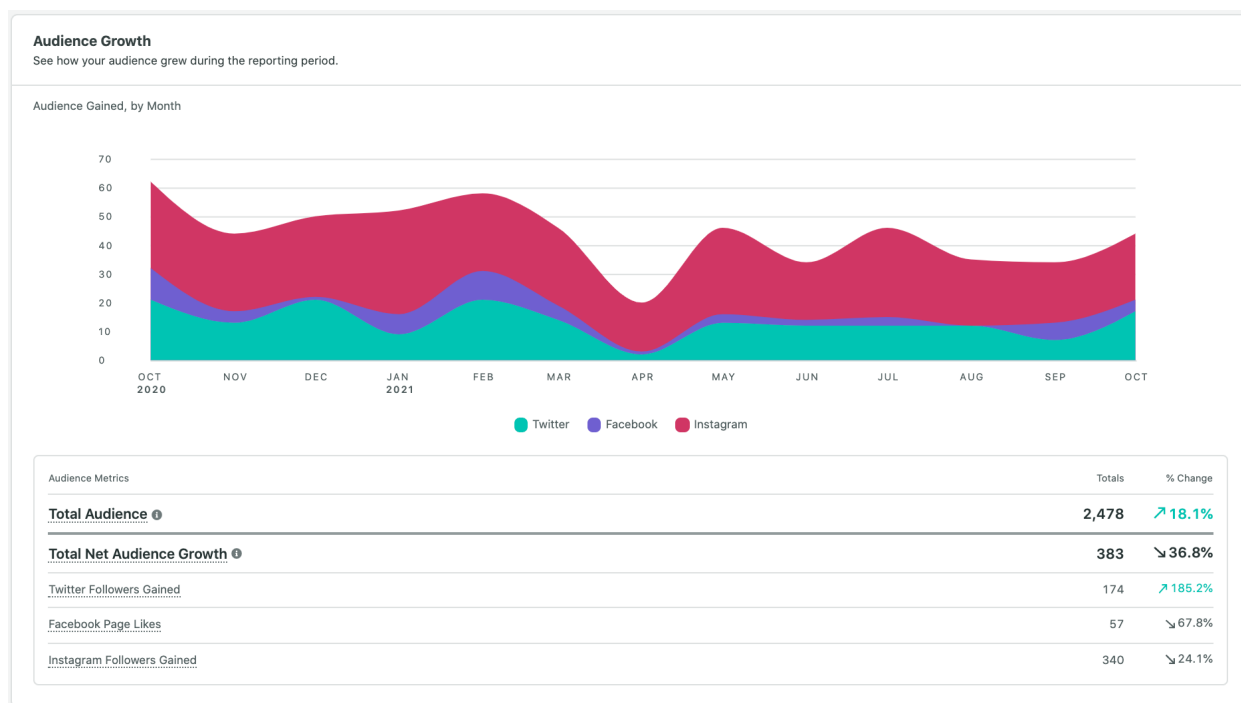
#### MEDIA REPORT

Sammis & Ochoa has compiled a comprehensive report on all media coverage throughout the year, which can be found in the shared Google Drive folder here: [Sammis & Ochoa Media Report](#).

#### AWARDS

- **2020 ICMA Awards - Program Excellence - Community Partnership (50,000 and Greater Population), ICMA, **APPLIED BUT NOT AWARDED****

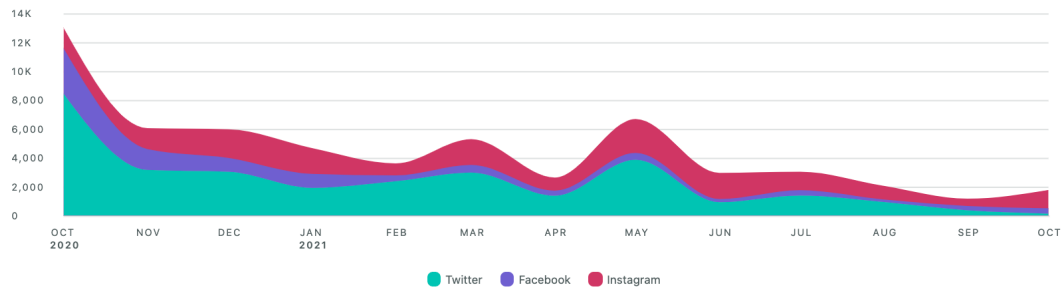
#### SOCIAL MEDIA REPORT



**Impressions**

Review how your content was seen across networks during the reporting period.

Impressions, by Month



## Impression Metrics

**Total Impressions**

Totals % Change

58,859 ↘71.5%

## Twitter Impressions

30,851 ↘72.9%

## Facebook Impressions

9,705 ↘83.2%

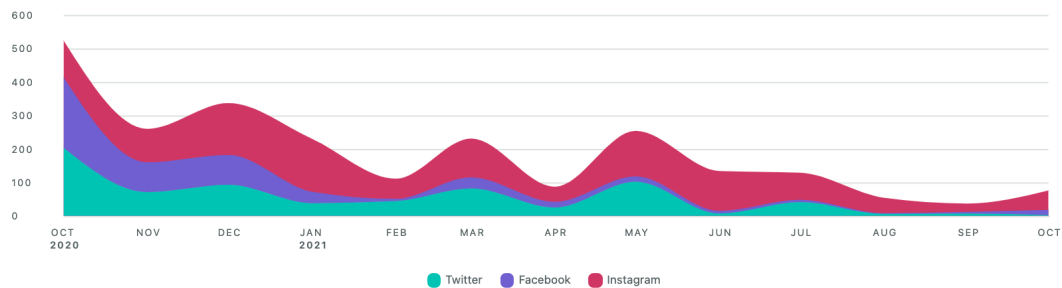
## Instagram Impressions

18,303 ↘48%

**Engagement**

See how people are engaging with your posts during the reporting period.

Engagements, by Month



## Engagement Metrics

**Total Engagements**

Totals % Change

2,463 ↘66.4%

## Twitter Engagements

721 ↘73.4%

## Facebook Engagements

533 ↘79.4%

## Instagram Engagements

1,209 ↘40.4%

**Engagement Rate (per Impression)**

4.2% ↗18%

## CivTechSA Team

### Outcomes

The partnership between Geekdom and the Office of Innovation grew and strengthened over the course of Year 4, even as difficult conversations and decisions were made to discontinue the program. Geekdom continued to manage the day-to-day operations, overall Program strategy and development of the CivTechSA program, while The Office of Innovation served as a collaborator and the liaison between Geekdom and the City of San Antonio.



**Charles Woodin**  
**CEO**



**Phillip Hernandez**  
**COO Operations**



**Leslie Chasnoff**  
**Programs Director**



**Roger Mayer**  
**Program Manager**



**Brian Dillard**  
**Chief Innovation Officer**



**Eddie Johnson III**  
**Innovation Specialist**



## Looking Ahead

### Sunsetting of CivTechSA

As we celebrate the accomplishments of the fourth and final year of CivTechSA, we look forward to continuing to find ways for Geekdom and the City of San Antonio, particularly the Office of Innovation, to work together in supporting entrepreneurs and students in the community who have ideas, solutions, and companies that are tackling civic challenges. It is because of the CivTechSA program that Geekdom and the City of San Antonio now have a strong relationship that is actively contributing to the innovation and economic growth of the city, and generating real, impactful solutions to our residents.

In an effort to make sure communications are clear to the public moving forward, and resources are still made available to those potentially seeking CivTechSA's programs and services, several closing projects have taken place to include:

- Overview and impact video filmed by White Cloud to be placed on the CivTechSA website landing page, and the Geekdom YouTube channel
- Updated website landing page to highlight the program's success and impact over its four years, and contact information for Geekdom and the Office of Innovation for those seeking further resources that the program provided
- Social media posts to highlight the success and impact of the program during the last four years, and a call to action to reach out to Geekdom and the Office of Innovation for future inquiries and resources
- Compiled [Master Projects Repository](#) and [GitHub](#) for all documented CivTechSA projects over the years for internal tracking and recalling purposes