



CONTEST RULES

Apps4Halifax App Development Contest (“Contest”)

from: 10:00 a.m. AST on September 9th, 2013,
until November 29th, 2013, at 4:00 p.m. AST
 (“App Submission Contest Period”)

Halifax Regional Municipality (“HRM”)

1. HOW TO ENTER

No purchase required.

1.1 To enter the Contest, complete the App Submission Form hereinafter referred to as the “App Submission” on the apps4halifax.ca website (the “**Website**”) for each app submission with the following information:

- App name
- App description
- Descriptive summary of the value your app adds to the residents of HRM
- App platform – You must select one of the following platforms
 - o Web (eg. HTML5)
 - o Android
 - o iOS
 - o Blackberry
 - o Windows Mobile
- App url – This must be a working URL where your app will be accessible and must contain clear instructions for accessing the application
- App category – You must select at least one the following four categories:
 1. **Live It Up** - These apps are aimed at supporting leisure and fun in the HRM, such as recreation, museums, cultural events, and other events.
 2. **Your City** – These apps are designed to help people to understand what’s happening in the HRM such as election boundaries, virtual tour guide or public safety.
 3. **Go Green** – This category will encourage a more environmentally-friendly HRM such as recycling, enjoying parks and trails, or using green products.
 4. **Keep ‘er Movin’** – These apps are intended to help people get around the HRM such as public transit, driving, biking and walking.
- Maps in Apps Challenge – Select only one of the challenges below if you qualify
 1. **Maps in Apps Student Challenge** - Individuals or teams must be registered at an accredited College or University in Nova Scotia. Students may be full or part time in the 2013/2014 academic year. An app can be submitted by an individual or team of up to or

including 4 students. Students must develop their application using Esri technology, while the use of freely available Esri content in their application is highly encouraged. Additionally, students must meet all other criteria set out by HRM for the Apps4Halifax contest. Access and use to Esri software is subject to the licensing terms and conditions of the Esri master licensing agreement.

2. **Maps in Apps Startup Challenge** - Businesses must be registered as a for-profit business in Nova Scotia, be in business for less than 3 years, have 10 or less employees and have less than 1 million dollars in annual revenue. Businesses must develop their application using Esri technology, while the use of freely available Esri content in their application is highly encouraged. Additionally, businesses must meet all other criteria set out by HRM for the Apps4Halifax contest. Access and use to Esri software is subject to the licensing terms and conditions of the Esri master licensing agreement.

- Identify which HRM open data sets your app is using
- Your full name
- your email address
- Your phone number
- First three characters of the postal code of where you reside
- Your age range
- Select the checkbox labeled "Yes, I am a full time student" if you are enrolled as a full time student at the time of submission at an educational institution in Canada that is either a Public or Private College, Community College, Institute of Technology, University, Secondary, High School, Junior High or primary school

1.2 There is no limit to the number of app submissions you can make during the App Submission Contest Period.

1.3 To be valid, all entries must be received by 4:00 p.m. AST on November 29th, 2013.

1.4 Your app submission may be for smart phones, mobile devices or desktop computers. If any functionality or text of an app is in a language other than English, the app submission must be accompanied by an English translation of that text.

1.5 All requested information must be provided and be truthful and accurate for Contest entries to be valid.

1.6 Entries will be deemed to be made by the authorized account holder of the e-mail address submitted at the time of entry. The authorized account holder is the natural person who is assigned an email address by an Internet service provider or other organization (e.g. business, educational institution, etc.) that is responsible for assigning the email addresses for the domain associated with the submitted email address. Individuals may be required to provide HRM with proof that he or she is the authorized account holder of the email address.

1.7 Apps are required to use at least one of the following data sets from HRM's Open Data found in the [Data Catalogue](#):

- Civic Addresses
- Street Network
- Community Boundaries

- Bus Routes
- Bus Stops
- Transit Scheduling Data
- Building Footprints
- Building Symbols
- HRM Parks
- HRM Park Recreation Features
- Trails
- Polling District Boundaries
- Solid Waste Collection Areas
- Zoning Boundaries
- Bylaw Areas
- LIDAR DEM 5m
- Crime Statistics

1.8 You must comply with HRM's Open Data [Terms of Use](#) and such terms of use are subject to change without notice.

1.9 After the close of the Public Voting Period on January 6, 2014 at 4pm and up until the end of the Judging period on January 13th, 2014 at 4pm, you are not permitted to make or allow to be made any changes or alterations to the app(s) that you submit. This includes, but is not limited to, any bug fixes, features or functionality.

1.10 All apps must be hosted and publicly available on the contestant's own website or a third-party website. All contestants submitting apps to this contest must make their apps freely and publicly accessible from the time of entering the contest until the end of the Awards Ceremony. (12 a.m AST on Sunday, January 19, 2014)

1.11 All apps submitted must be publicly accessible for a minimum period of 120 days after the contest entry deadline (4 p.m., November 29, 2013).

1.12 Contestants retain ownership of app submitted to the App Contest and are permitted to sell the use of the apps commercially after the Awards Ceremony if you choose to do so.

1.13 You represent and warrant that: (a) your App Submission is your original work (b) your App Submission is free of any known virus or malware (c) any data sets and any other third party material of any kind of nature whatsoever that is incorporated into or was used to create your App Submission, has been provided to you or obtained by you from the rightful owner with all necessary permissions, rights or licenses, including without limitation the permissions, rights and licenses necessary to grant to HRM the licensing rights to facilitate the contest; and (d) your App Submission does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property rights of any person or entity.

1.14 HRM may disqualify any App Submission that it determines, at its sole discretion, does not meet these Contest Rules. HRM may also, at its sole discretion, disqualify any App Submissions that are identical or nearly identical to App Submissions that have already been submitted through the Contest.

2. ELIGIBILITY

2.1 Contest is open to all legal residents and businesses and organizations based or capable of being registered to do business in Nova Scotia. Any contestant under the age of 19 years requires parent or guardian consent to enter the Contest. Where appropriate, the terms “contestant” and “winner” mean parent or guardian of that person.

2.2 Contestants must have a valid email account registered in your name as described above.

2.3 Apps4Halifax sponsors, partners, members of the judging panel and HRM employees, as well as such employees’ immediate family (father/mother, brother/sister, son/daughter) or persons living under the same roof are not eligible to enter this Contest.

2.4 All personal and other information required by and supplied to HRM for the purpose of participating in this Contest must be truthful, complete, accurate and in no way misleading. HRM, in its sole discretion, reserves the right to disqualify an individual from the Contest should any individual participating in the Contest at any stage supply untruthful, incomplete, inaccurate or misleading information and/or personal details.

2.5 HRM will have the right at any time to require, from any individual participating in this Contest, proof of identity and/or eligibility to participate. Failure to provide proof within a reasonable time could result in disqualification of the individual from the Contest.

3. DESCRIPTION OF PRIZES

3.1 App Category Prizes

3.1.1 The prizes will include 20 cash prizes (4 x \$5,000; 4 x \$3,000; 9 x \$1,000) for a total of \$44,000 in cash prizes.

3.1.2 Prizes for app submissions are awarded as follows :

Award Level	App Category			
	Live it up	Your City	Go Green	Keep 'er Movin'
Gold	\$5,000	\$5,000	\$5,000	\$5,000
Silver	\$3,000	\$3,000	\$3,000	\$3,000
Bronze	\$1,000	\$1,000	\$1,000	\$1,000
Student	\$1,000	\$1,000	\$1,000	\$1,000
People’s Choice	\$1,000	\$1,000	\$1,000	\$1,000

3.1.3 Prizes will be award by cheque payable to the Contestant named in the App Submission Form.

3.2 **Maps in Apps Challenge Prizes**

3.2.1 Student Challenge

There will be 3 equal prize packages awarded to the top 3 apps submitted by students using ArcGIS software:

Prizes

\$2,000 cash per team

Up to 4 licenses of each of the following per team:

- ArcGIS for Desktop Advance Single Use
- ArcGIS Spatial Analytics Single Use
- ArcGIS 3D Analyst Single Use
- ArcGIS Geostatistics1 Analyst Single Use
- ArcGIS Network Analyst Single Use
- Esri Developer Network Standard Subscription (1year)
- ArcGIS Online Level 1 Developer Subscription (1year)
- Esri Virtual Campus Training Course (Course Selection TBD)

Access and use of Esri technology is subject to signing an Esri Master License Agreement.

3.2.2 Startup Challenge

There will be only one overall prize awarded to the top app using ArcGIS software.

Prizes

Software and Training package to include:

- Esri Developer Network with Desktop Advanced (3 subscriptions for 3 years each)
- Application Service Provider ArcGIS for Server Enterprise Advanced (Windows) Up to Four Core Licenses (for 3 years)
- ArcGIS Online Level 1 Organizational Subscription (for 3 years with 2500 credits per year)
- Esri Virtual Campus (\$500 Training Credit)

Mentoring to include:

- Technical advisory support
- Expertise on the use of GIS and mapping
- Access to the Esri Canada Halifax-based senior management team for business advisory support

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4. **PROCEDURE FOR AWARDING PRIZES**

App Categories

4.1 The winners of the People's Choice prizes will be based solely on the voting of the public during the public voting period from 10 a.m. December 2, 2013 to 4p.m. January 6, 2014. The apps with the most votes within each of the Contest Categories will receive the People's Choice Award for that category in the amount of \$1,000.

4.2 Voting for the People's Choice prizes will take place online only.

4.3 Voters can only vote once and can only place one (1) vote per app category.

4.4 The use, or attempted use, of any automated script, macro or robotic program(s) to submit votes, and/or engage in systematic voting from the same computer/IP address is prohibited.

4.5 HRM reserves the right to disqualify any votes that it suspects, in its sole and absolute discretion, are in violation of these Rules.

4.6 Each app under each App category will be judged based on the following equally weighted criteria:

Accessibility – ability for the application to be used by a broad array of citizens
Usability – usefulness and utility to citizens overall or any particular demographic of users
Creativity – originality, uniqueness and inventive nature of the application
Number of Community Votes Received

4.7 The apps with the most points for each category will be awarded the Gold level prize of \$5,000.

4.8 The apps with the second most points for each category will be awarded the Silver level prize of \$3,000.

4.9 The apps with the third most points for each category will be awarded the Bronze level prize of \$1,000.

4.10 The apps with the most points created by students for each category will be awarded the Student level prize of \$1,000.

4.11 If there is a tie between two or more Contest Submissions, the prize will be split equally amongst the tied individuals.

4.12 The expert judging panel will be comprised of two (2) HRM representatives, three (3) Community representatives.

Maps in Apps Challenge

4.13 An expert judging panel comprised of Esri Canada representatives will judge both the Student and Startup Challenges entries.

4.14 Each app under each Maps in Apps Challenge will be judged based on the following equally weighted criteria:

Accessibility – ability for the application to be used by a broad array of citizens
Usability – usefulness and utility to citizens overall or any particular demographic of users
Creativity – originality, uniqueness and inventive nature of the application
ArcGIS – use of Esri’s ArcGIS technology and the presence of Esri content in your application

4.15 The three apps submitted to the Student Challenge with the most points will win the Student Challenge prize.

4.16 The app with the most points submitted to the Startup Challenge will win the Startup Challenge prize.

4.17 If there is a tie between two or more Contest Submissions for the Maps in Apps Challenge, the tie will be broken by reviewing the submissions and ranking the submissions based selection criteria.

Both App Categories and Maps in Apps Challenge

4.18 An App Submission can be submitted for consideration under any or all App Categories and only one Maps in Apps challenge, and it is possible for a single application to win prizes in multiple App Categories and a single Maps in Apps challenge. ie. If an app is awarded a People’s Choice award in addition to a Student or Category Gold, Silver, Bronze award.

4.19 The winners for all App Categories and Maps in Apps challenges will be contacted by email by 10:00 a.m. AST on Tuesday, January 14th, 2014. If a winner cannot be reached within three (3) consecutive working days following the first attempt of contact, declines the prize, or fails to return the required release form, the prize shall be forfeited and HRM has the right, at its sole discretion to select another winner for the App Category prizes and Esri Canada has the right, at its sole discretion, to select another winner for the Maps in Apps Challenge prizes.

4.20 Winners are encouraged, but not required, to attend the Apps4Halifax Award Ceremony.

4.21 Odds of winning are directly related to the number of entries received.

5. GENERAL RULES

5.1 Each winner shall sign a release declaring their eligibility as stipulated in Section 2 of these rules; agreeing that their name, image and/or voice may be used for advertising purposes related to this Contest free of charge; and releasing Apps4Halifax sponsors, Apps4Halifax partners, HRM, HRM’s Mayor, Councillors, officers, employees, agents, volunteers, and sub-licensees (the “**Contest Parties**”) from all liability for any damage or loss arising from participation in this Contest or from the awarding, acceptance or use of the prize.

5.2 The prize shall be accepted as is and may not be exchanged or refunded for an amount of money, sold or transferred. No substitutions will be allowed. Any unused portion of a prize will be forfeited.

5.3 If the prize cannot be awarded as described in these rules, HRM reserves the right to substitute a prize or prize component with another of comparable value, as determined in their sole discretion.

5.4 Refusal to accept the prize releases the Contest Parties from any obligation toward the winner.

5.5 If a contestant makes any false statement, (s)he will be automatically disqualified from the Contest.

5.6 The Contest Parties assume no liability for any loss, damage or injury, including without limitation: (i) lost, stolen, delayed, damaged, misdirected, late, destroyed, illegible or incomplete entries; (ii) loss, theft or damage to software or computer or telephone data, including any breach of privacy; (iii) fraudulent calls; (iv) inability of any person to participate in the Contest for any reason including mistaken addresses on mail or email; technical, computer or telephone malfunctions or other problems with computer on-line systems, servers, access providers, computer equipment, or software; congestion on the internet or at any website, or any combination of the foregoing; (v) damage to any person's computer, including as a result of playing or downloading any material relating to the Contest; (vi) any delay or inability to act resulting from an event or situation beyond their control, including a strike, lockout or other labour dispute at their location or the locations of the organizations and businesses whose services are used to administer this Contest; or (vii) prizes that are lost, damaged or misdirected during shipping.

5.7 HRM reserves the right to cancel or suspend this Contest should a virus, bug or other cause beyond their reasonable control corrupt the security or proper administration of the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws. Should such an attempt be made, HRM reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

5.8 In accordance with Section 485 of the *Municipal Government Act* (MGA), the personal information collected to administer this contest will only be used by HRM staff for the purpose of prize selection in the contest. If you have any questions about the collection and use of this information, please contact the Access & Privacy Office at 490-4390 or accessandprivacy@halifax.ca.

5.9 If the identity of a contestant is disputed, the authorized account holder of the email address submitted at the time of entry will be deemed to be the contestant. The individual assigned to the email address for the domain associated with the submitted email address is considered the authorized account holder. A selected contestant may be required to provide proof that (s)he is the authorized account holder of the email address associated with the selected entry. All entries must be submitted from a valid email account that may be identified by reverse domain name search. The sole determinant of time for the purposes of receipt of a valid entry in this Contest will be the Contest server.

5.10 HRM reserves the right to amend the Contest rules or to terminate the Contest at any time without any liability to any contestant. Any amendments to these Contest rules will be posted on the Website. By entering, you agree to abide by the Contest rules and the decisions of HRM, which decisions are final and binding on all contestants.

5.11 Contest rules are available on the Website.

5.12 HRM may reject any entry it deems inappropriate.

5.13 Contestants and the winner:

- (a) Agree to be bound by the rules;
- (b) Agree to release the Halifax Regional Municipality, its employees, students, officers, agents and affiliates from any and all liability for any loss, harm, damages, costs or expenses, including those arising from the acceptance of the prize and claims including those based on publicity rights, defamation or invasion of privacy; and
- (c) The winner must consent to the use of his or her name, city of residence, photograph and/or image on videotape for publicity purposes in the media, including on the Halifax Regional Municipality's websites, without additional compensation.

5.14 All applications submitted to this contest must be made publicly accessible for a period 120 days after the contest entry deadline. Application developers retain ownership rights of their submitted applications and are permitted to sell the use of their applications commercially if they choose to do so.

5.15 Contest Rules are subject to change without notice.