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MAYOR JERRY SANDERS FACT SHEET

CITY, AT&T CROWN ‘STREET REPORT’ AS BEST OVERALL APP AT AT&T SAN DIEGO APPS CHALLENGE

Mayor Jerry Sanders joined AT&T Vice President, Mark Leslie, and Downtown San Diego Partnership President, Kris Michell, to announce the winners of the City’s first AT&T San Diego Apps Challenge during an awards ceremony tonight in Downtown San Diego.

“It certainly is no secret that San Diego has a reputation for being a city of innovators,” said Sanders who initiated the contest with challenge partner AT&T. “The Apps Challenge has been a perfect platform to showcase San Diego’s entrepreneurial, innovative Spirit.”

78 eligible apps competed for 12 different awards including two popular choice awards and a share of \$50,000 in prize money donated by challenge sponsors AT&T, San Diego Gas & Electric, CONNECT, CleanTECH San Diego, the San Diego Regional Chamber of Commerce, and the San Diego Regional Economic Development Corporation.

“AT&T is proud to have been a part of the technology and innovation inspired by the AT&T San Diego Apps Challenge,” said Mark Leslie, Vice President of AT&T External Affairs. “As a technology company, we are committed to continuing to support innovators, developers, entrepreneurs, and investors in San Diego and throughout California to bring telecommunications solutions to people’s everyday lives.”

Apps were judged on several criteria, including: quality of idea, which includes the app concept’s creativity and originality; implementation of idea, or how well the user experience and design was executed; and the app’s potential impact on city services and quality of life for San Diego residents, businesses, and visitors.

Winners were selected by a 9-judge panel recruited from the technology and venture capital industries as well as partner institutions.

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“Street Report” took home top honors as the Best Overall App. The app gives San Diegans the power to snap a photo, send their location, and report directly to the city issues like graffiti, cracked sidewalks, malfunctioning street lights, potholes and many other street and neighborhood issues.

The unique feature about Street Reports is the ability of the app user to file a report along with a photo and a GPS link directly to the city’s work order system reducing city staff workloads by streamlining the reporting process into one simple step and allowing for more efficient response times.

Street Division staff worked closely with the app developer, Aaron Coleman, to help verify the data generated by the app and to ensure the information enters the systems correctly and is routed to the appropriate department.

The disaster preparedness app, “SURVIVE: SD”, was voted second best overall app. The app provides useful tools to help San Diegans prepare for natural disasters and other emergencies, stay connected to information sources during an emergency and access resources for recovery after the fact.

“Good Days” walked away with the 1st place prize for the “Popular Choice Award” which was determined by the voting public. It is a mobile health app that uses a sophisticated program to generate personalized forecasts for allergy sufferers that gets smarter with use based on pollen and weather conditions.

The SDG&E Best Energy App Award went to XENERGY which allows electricity customers access to their energy usage information made available by SDG&E for this challenge so that customers can make more informed decisions about energy consumption.

“SDG&E is proud to support the AT&T San Diego Apps Challenge and the entrepreneurial innovators of our region. The Best Energy App will offer our customers new tools that utilize Green Button data, ensuring smarter energy solutions that create greater savings,” said Chris Baker, Senior Vice President, Support Services and Chief Information Officer at SDG&E.

The contest, with ChallengePost assisting, produced over 75 new apps the public can download and use free for the next year.

“Perhaps the greatest outcomes of this challenge were the bridges built between city government and the innovation community,” commented Sanders. “Although this Challenge is over for now, I know we will continue working together to make San Diego an even better place.”

Winners included:

STREET REPORT –Best Overall App – Grand Prize

SURVIVE: SD – Best Overall App – 2nd Prize

SD STREET DOCTOR – Best Overall App – 3rd Prize

MY WONDERFUL SAN DIEGO – Best Overall App – 4th Prize

XENERGY – Best Overall App – 5th Prize

STREET REPORT – City of San Diego Government Innovation App

XENERGY - SDG&E Best Energy App

GOOD DAYS – Popular Choice Award – Grand Prize

SAN DIEGO CONTRACTION APP – Popular Choice Award – 2nd Prize

ALLNIGHTERS – Best Student-Created App (Undergraduate)

GREEN CHARTS – City and Partner Talent Award

PARKER – Large Organization Recognition Award

To view the apps or to obtain additional information on the AT&T San Diego Apps Challenge, visit www.sdappschallenge.com or contact Eric Engelman at 619-236-6742.

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