



The Get Outdoors Massachusetts Mobile App Contest

Summary

The Get Outdoors Massachusetts Mobile Apps Contest is open to the public and seeks participation from application developers to create mobile apps that feature Massachusetts outdoor and natural resources. EEA's Departments of Agricultural Resources (DAR), Conservation and Recreation (DCR) and Fish and Game (DFG) have published geospatial data for developers to create a mobile app designed to map public lands, state parks, farms, public boat ramps, rinks, pools, and other venues for outdoor recreation. Use of at least one of these data sets is required.

Applications must be designed to work with a mobile handheld device compatible with Android or iOS.

EEA will feature the winning applications on its website and during a media event to be held on April 18. Entrants will compete for a package of prizes including a chance to join wildlife biologists on a bald eagle banding expedition or a black bear survey, a local farm bed and breakfast weekend stay, and a weeklong stay in a yurt (a cabin-like structure) at one of three prime state outdoor camping destinations. The top prize winner will win a year-long MBTA subway-bus LinkPass. The winning developers will have the opportunity to sell their winning apps after offering them free to the public for a year.

Prizes and Judging Criteria



Prizes

- Win a year long MBTA subway pass!
- Win a chance to join biologists on a bald eagle tagging expedition or a black bear research trip!
- Spend the weekend at a farm Bed & Breakfast; and enjoy a tour and local food!
- Take a few friends for a week-long camping trip on the beach!
- Have your winning Apps featured on our website and in our awards media event in April.

IMPORTANT DATES

January 12, 2012 – contest opens
March 30, 2012 – submission deadline
April 18, 2012 – winners announced

- 1. Most appealing**
Appeal of the application in terms of design and usability,
- 2. Most original**
Originality, uniqueness and inventive nature of the application,
- 3. Best use of data**
utilization of the various data sets
- 4. Most available and accessible to people with disabilities.**

How to Enter

Register

During the competition submission period, visit <http://www.mass.gov/eea/mobileappcontest/> and register. Registration is free. After you register, you must verify your email address via the registration email sent to you. Registered entrants will then be eligible to enter a submission.

Online Requirements

Each entrant will be required to provide the following as part of the submission:

- A text description of the Application that outlines navigation and components.
- A link to the Application.
- A You Tube video (or another web-based video publication tool) of the Application in use.
- At least one photograph posted on Flickr (or another web-based photo publication tool) of the application in use.

Submission Requirements

- Submissions must use at least one of the data published by EEA.
- Submissions must be a software application for a mobile handheld device, compatible with Android or iPhone.
OPTIONAL: Submissions may also be compatible with Blackberry, Palm Web OS, or Windows Mobile.
- Submissions should be accessible to all citizens. We ask that applications that use the data comply with the accessibility guidelines set forth by the Commonwealth. You can find guidelines for accessibility at www.mass.gov/accessibility.
- Submissions must be free to the public throughout the competition and for at least one year after
- Submissions must contain an application that can be described in text form.
- Submissions may use data not provided by the Agencies provided the data is distributed in a free, publicly available platform.

Submission Rights for Entries

Entrants will own the intellectual property rights to submission, but by entering a submission, each contest grants the Commonwealth, hosts and sponsors of the competition a royalty free license to the submission, including, without limitation, the right to:

- Post a link to the submission on the EEA's website www.mass.gov/eea,
- Make the submissions available for the course of the competition and one year after the conclusion of the submission period and
- Use the submissions for noncommercial purposes for a period of one year after the conclusion of the submission period.

Frequently Asked Questions

How can I submit a question?

You can submit your question via our online form.

I develop Apps on my own and would like to post them on my personal website - will this be acceptable?

All Apps entered in this contest MUST be posted to an internationally recognized Apps Store. This is done to protect the security of anyone downloading your App. Please make your App available at an App Store. Even if you don't win you will get some recognition from our Web Site as an App that was submitted into the contest.

If I need more technical information where should I look? We've

developed a WIKI for this contest

(<https://wiki.state.ma.us/confluence/display/massgis/The+Get+Outdoors+Massachusetts+Mobile+App+Contest>). It has all the technical information you need.

Where can I find detailed submission guidelines and contest rules?

Please visit the contest website

<http://www.mass.gov/eea/mobileappcontest/>

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The Get Outdoors Massachusetts Mobile App Contest

The Get Outdoors Massachusetts Mobile Apps Contest is on! Compete for once-in-a-lifetime prizes by developing apps that feature outdoor recreation hot spots in Massachusetts. Help outdoor enthusiasts use their smart phone to find out where to fish, skate, ski, boat, swim, hike, pick apples, watch wildlife, and much more. The contest is open January 12, 2012 through March 30, 2012. The winners will be announced on April 18, 2012. See contest rules for details.

Official Rules