



For Immediate Release

July 2, 2012

CITY'S FIRST SUSTAINABILITY HACKATHON BRINGS LOCAL TECH COMMUNITY TOGETHER TO HELP CREATE A GREENER, GREATER NYC WITH APPS FOR BICYCLE SHARING, RECYCLING, FINDING MARKETS WITH FRESH FOOD AND MORE

Apps and Online Tools Promoting the City's Green Initiatives Developed throughout the Weekend

New Yorkers Invited to Choose their Favorite App in Facebook Vote

NYC Digital and the Mayor's Office of Long-Term Planning and Sustainability—which is responsible for implementing *PlaNYC*, the City's comprehensive sustainability plan—have announced the winning apps from **Reinvent Green**, the City's first sustainability hackathon, a collaborative community coding event in which developers worked together to solve a range of challenges using digital technology. More than 100 developers and designers gathered over the weekend at NYU-Poly in Downtown Brooklyn to create digital tools and apps using open City data that focus on encouraging sustainability and promoting green initiatives and efforts that will help engage New Yorkers to meet *PlaNYC* goals. The winning apps can be viewed at nyc.gov/reinventgreen and facebook.com/nycgov.

"The innovation on display at this weekend's **Reinvent Green** Hackathon shows just how much we can achieve when New York City's tech community works together," said Chief Digital Officer Rachel Sterne. "That partnership and creativity are crucial elements in fulfilling the digital roadmap that Mayor Bloomberg has set for the City of New York. In two short days we saw the development of powerful apps that help New Yorkers recycle, find green markets, pool bicycles and much more. We would like to thank all who helped to make **Reinvent Green** possible, including over 100 individuals from across the boroughs and around the country who dedicated their weekend to the event, and our fantastic partners at NYU-Poly, Downtown Brooklyn Partnership and Brooklyn Beta."

"City government has undertaken many initiatives under *PlaNYC*, ranging from new parks to more transportation choices to energy efficiency retrofits," said David Bragdon, director of the Mayor's Office of Long-Term Planning and Sustainability, "but creating a greener, greater New York requires the involvement of all residents. The apps developed this weekend will tap into New Yorkers' interest in living more sustainably."

From now until July 15, Facebook users will have the opportunity to vote for their favorite app developed during the hackathon. Voting will take place at <http://on.nyc.gov/votegreenapps>. The app with the most votes will be announced later that month.

A panel of judges evaluated the apps and online tools and awarded prizes in the following categories:

Best App for City Crowdsourcing: ReBounty (<http://reboundy.com>)

Sean Auriti, Peter Gerber, Johanna Levy, Lydia White



ReBounty is an easy way to find and list unwanted household and personal items in an effort to reduce the amount of consumer-waste that is thrown out in urban areas every year. You can submit bounty by email, through the web, or through the iPhone app. You can also set up alerts to be notified when items you are looking for are posted near you.

Best App for Recycling: GreenCan (<http://green-can.com/>)

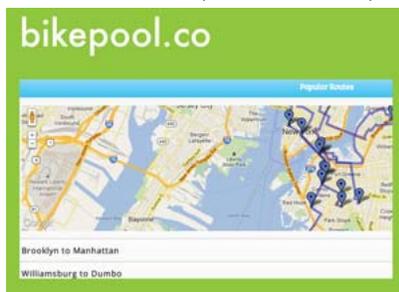
Sarah Azpeitia, Jason Pearson, Matt Pestritto, Margaret Plaisted



GreenCan lets users locate their nearest public recycling trash can, provides information for recycling organics and electronics, and provides valuable feedback back to the City of New York for future recycling can placement.

Best App for Transportation: Bike Pooling (<http://www.bikepool.co/>)

Marine Boudeau, Lori Hoffman, Isaac Lewis, George Magiros, Yannell Rodriguez



Think of it as car pooling but for bikes. Find people who commute on the same path as you and start riding with them every morning/evening. The app aims to make biking in the City safer, convert more people to bike commuting and help New Yorkers make new friends.

Best App for Parks and Public Spaces: FreshFixNYC (<http://freshfixnyc.com/>)

Yan Krasny, Annie Lee, Pavel Riger, Jonathan Serrano, Dong Ik (D.I) Shin



Enabling New Yorkers to have better and easier access to the Farmer's Markets. Find fresh products from local farmers markets in NYC with easy access to fresh and affordable products. Connect with green farmers by building sustainable relationship with local farmers and NYC community. Become a green citizen by enriching your lifestyle, adopting more sustainable practices and inspiring your community.

Judges Pick: Green, Greener, Greenest! (<http://www.greenerneighbor.com/>)

Anton Granik and Matthew Ruttley



This app enables competition among the different neighborhoods in NYC as to which is the greenest. The app includes a filterable league table with green data showing what each neighborhood is strong at (i.e.: oil & energy consumption, trees planted), as well as markers to show what a neighborhood should do to beat the rest of the competition.

The judges for **Reinvent Green** included: Jessica Lawrence, managing director of New York Tech Meetup; Jenny Ahmed, founder of Pia Car; Tyler Mincey, co-founder of Brooklyn Beta; Micah Kotch, director of Incubator of Initiatives, NYU-Poly; David Bragdon, director of the Mayor's Office of Long-Term Planning and Sustainability; and Ron Gonen, deputy commissioner of Recycling and Sustainability, NYC Department of Sanitation for the City of New York.

“During this two day event hosted by NYU-Poly, the energy and talent of programmers, developers and design teams was exemplified by their incredible collaborative effort in creating digital tools and apps focusing on encouraging sustainability, and promoting green initiatives to create a greener, greater New York,” said Jerry Hultin, president of NYU-Poly. “This event set a great example for current and future students interested in engineering – and demonstrates how education coupled with hands-on experience, can be used to tackle the most pressing issues facing our cities today. As a center for innovation, invention and entrepreneurship, NYU-Poly was the perfect setting for the green hackathon, and in keeping with our mission, we applaud and support NYC Digital’s efforts to realize NYC as the world’s leading digital city.”

“The success of the **Reinvent Green** hackathon is just another sign of how Downtown Brooklyn has emerged as one of New York City’s centers for innovation, creativity, and entrepreneurship,” said Tucker

Reed, President of the Downtown Brooklyn Partnership. “With a variety of office spaces both large and small, world-class academic and cultural institutions, and a vibrant shopping and dining district, there is no better place to continue to grow the tech industry than right here in Downtown Brooklyn.”

“We want to help people make something they love, and we love New York,” said Chris Shiflett, co-organizer of Brooklyn Beta. “**Reinvent Green** is the perfect combination of these passions, and we’re excited to have partnered with the City of New York for a fun and rewarding weekend.”

“The tools and apps developed at **Reinvent Green** illustrate that innovation and technology can play an instrumental role in incorporating sustainability efforts into everyday living,” said Francis J. Murray Jr., President and CEO of NYSERDA. “With events like **Reinvent Green**, and initiatives like Governor Cuomo’s Cleaner, Greener Communities program, the State and City are committed to making sure all New Yorkers have greener, healthier communities in which to live and work.”

“**Reinvent Green** brought together the City’s brightest young talents to create applications that provide solutions to manage waste recycling, to conserve water and to bring environmental awareness to neighborhoods,” said Brian Blauvelt, president, Energy Infotech NYC. “It is events like these that are paving the way for New York City to becoming the No. 1 energy infotech hub in the world. These types of events perfectly align with the mission of Energy Infotech NYC (EITNYC). We (EITNYC) are proud to support NYC Digital and *PlaNYC* and hope to host more valuable and fun competitions to spark new cleantech, IT and digital innovation in the future.”

“The **Reinvent Green** Hackathon underscores the powerful innovation possible when government data is unlocked and applied by New York City’s talented designers, developers, and thinkers to address real-world challenges,” said Andrew Nicklin, Director of Research and Development at the Department of Information Technology & Telecommunications. “Every one of the demonstrated projects amplifies the importance of collaborative communities and networks to help keep our city on the leading edge of environmental sustainability.”

Throughout the weekend, developers used a variety of the [City’s open datasets](#) in their designs. Several new datasets were also unveiled to join existing sets such as energy consumption by zip code, the New York City Community Air Survey, solar maps, tree surveys and NYC climate change projections, among others.

Partners for **Reinvent Green** included NYU-Poly, New York City Economic Development Corporation, the New York City Department of Information Technology & Telecommunications, New York City Accelerator for a Clean and Renewable Economy (NYC ACRE), Brooklyn Beta, the Downtown Brooklyn Partnership NYSERDA, Energy Infotech NYC, 10Gen, Amazon Web Services, Con Edison, Enertiv, Google, I2BF Global Ventures, NY Tech Meetup, Pure Energy Partners, Temboo, hackerleague and Uber. During the hackathon, various technology partners like Bitly, Cosm, Donorschoose, Facebook, Foursquare, Google, Hacker League, Mapbox, Meetup, MongoDB/10gen, MTA, Temboo, Tendril, Tumblr, Twitter, White House, and Wind Analytics lent their support and access to their APIs (application programming interfaces).

Food at the event was provided by Anderson’s 1949, a Brooklyn-based Dekalb Market vendor that uses local, sustainable ingredients, and was served with sustainably produced tableware provided by Susty Party, also a Brooklyn-based business. **Reinvent Green** also had two composting sites at the hackathon, provided by Vokashi.

About NYC Digital

NYC Digital is part of the Mayor's Office of Media and Entertainment, which consists of the Office of Film, Theatre and Broadcasting; NYC Digital and NYC Media - the official TV, radio and online network of the City of New York. The agency's mission is to streamline government communications by making information accessible, leveraging technology to aid in the transparency of government and by supporting relevant media and entertainment industries in New York City. NYC Digital is guided by the *Road Map for the Digital City*, a comprehensive plan to realize New York City's digital potential through a focus on Access, Open Government, Engagement and Industry.

About PlaNYC

Mayor Bloomberg launched *PlaNYC* in 2007 to build a sustainable City that could meet the needs of a growing population, support a competitive economy, combat climate change and improve the quality of life for all New Yorkers. Since then, the City has reached impressive milestones, including planting more than 500,000 trees, opening Schoolyard-to- Playground sites, and reducing greenhouse gas emissions. The Mayor released an update to *PlaNYC* in 2011, setting 132 new initiatives and over 400 milestones to meet by December 31, 2013.

The Mayor's Office of Long-Term Planning and Sustainability (OLTPS) was created in 2006 and institutionalized by local law in 2008. OLTPS coordinates with all other City agencies to develop, implement, and track the progress of *PlaNYC* and other infrastructure and environmental issues.

Mayor's Office of Media/Entertainment

Marybeth Ihle, 212-669-7742, mihle@media.nyc.gov

Chris Coffey, 212-669-7322, ccoffey@media.nyc.gov

Stay connected:  [Twitter](#)

 [Facebook](#)

 [YouTube](#)