CityStudio

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SHAREABLE CITY

Improving quality of life in Vancouver by connecting communities to resources that promote access over ownership

| Heather Hamilton | Ebba Hassel | Sarah Veness | Peter Warkentin |

Shareable City would like to acknowledge the following people who have helped to make our project a success!

Thank you to CityStudio staff, Janet Moore, Duane Elverum, David Hatfield, Ian Bryce and Lena Soots for making this program, and our project, possible through your support.

A very special thank you to Chris Diplock, Leslie Ng, Hilary Henegar, and the Share Vancouver team, who have been our biggest supporters.

Thank you to Scott Israel, April Rinne, and Mira Luna for your role in our project and your support.

Thank you to everyone who helped make our MapJam an inspiring evening and helped to map the sharing economy in Vancouver.

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Context

The Economist named Vancouver as the most expensive city to live in North America and we as students feel the financial burden of living here. As a result, many young adults are fleeing the city for more affordable places to improve their quality of life. If the situation locally wasn't bad enough, broadly Generation Y is the first generation predicted to be financially worse off than their parents. The sharing economy aims to combat high living costs and improve an individual's quality of life by promoting organizations and services that focus on providing access over ownership.

Take owning a car for example, the average monthly cost of running, insuring and maintaining a vehicle is $650 compared to a MODO car co-op member, who on average spends only $100 a month. A difference of $550 a month and that doesn't include the upfront cost of purchasing a vehicle!

As a result, Time Magazine has hailed collaborative consumption as one of "10 Ideas That Will Change The World" because it fundamentally shifts consumer behaviour from consumption to access.

"Who's Involved" wall from April 9th MapJam at CityStudio

Project Overview

This project came together through a shared need to provide Vancouverites with more shareable resources in their city, while providing organizations and businesses a platform to connect and promote themselves through a highly regarded landing page for the Vancouver sharing economy.

Our partner, Shareable.net, a non-profit based in San Francisco, is one of the leading online resources for the sharing economy. On April 1st Shareable launched the **Sharing Cities Network**, which aims to connect citizens to the sharing resources in their city as a way to reduce our ecological footprint and waste, as well as foster stronger communities that result in more resilient cities. This aligns with the Greenest City Goals and Healthy City Strategy. Our project facilitates Vancouver joining just 29 other cities from around the world in this exciting international pilot project that maps shareable resources here in our city.

On April 9th, we hosted a **MapJam** at CityStudio with Share Vancouver. With an attendance of more than 50 people, we mapped over 50 additional resources of shared assets and sharing initiatives, from little free libraries and toy libraries to car shares and hack spaces. The MapJam will create one, accessible platform on Vancouver's shareable.net page to connect ourselves and others with low-barrier, shared resources because ownership isn't affordable for us or the planet.

This online space serves as a hub of connection for change makers around the world who are aspiring to make their cities more sustainable as well as a forum to connect Vancouverites to our city's sharing resources. Our partner, Share Vancouver, will steward Vancouver's webpage and maintain it after our semester is over. Our project opens the door for Vancouver to become a sustainable city, a resilient city, a healthy city, the city we all want to live in!

Team Contact

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CityStudio Challenge

CityStudio is an innovation hub inside Vancouver City Hall where students gain hands-on experience co-creating real-world solutions on the ground with City staff, experts and community members. The CityStudio Challenge asks students to resolve five key problems while designing and executing a real project on the ground in Vancouver: co-create and collaborate with staff and stakeholders; mobilize funding, support and resources; work on a real site in Vancouver; develop relationships for ongoing project Stewardship; and, create the stepping stones for multiplying project impact with scalability.

Staff and Stakeholders

• Leslie Ng - Sustainability Coordinator, City of Vancouver

• Chris Diplock - The Sharing Project/Share Vancouver

• Mira Luna - Organizing Director, Shareable.net

Support

• Google Map Engine Pro - $5 for 1 month before it will be taken over by Share Vancouver

• MapJam Catering sponsored by Share Vancouver - $200

Site

Our project event, the MapJam, was on April 9th, 2014 at CityStudio. The project site is Vancouver's Shareable.net Sharing Cities Network page: http://www.shareable.net/cities/vancouver-bc-canada This webpage allows the public to access the map of shared assets and sharing initiatives in Vancouver that was created at the MapJam.

Steward

The steward of the Vancouver Shareable.net webpage is Share Vancouver. This group will be the administrator of the shareable.net webpage and will update the map and resources as people request to add content through Share Vancouver Facebook page.

Scalability

The scale of this project is inherent in the design of the webpage and stewardship plan. The content will be crowdsourced through the Share Vancouver Facebook page. Crowdsourcing the content and having Share Vancouver steward the webpage allows for new sharing initiatives to be added to the map and resources sections as momentum builds around the sharing economy in Vancouver.

Timeline

Our project work began on February 4th, 2014 and our involvement with the project ended on April 10th, 2014. See *Appendix B* for a detailed outline of Shareable City's timeline and activities.

February 4th, 2014: Group Formation.

February 18th, 2014: Meet with Chris Diplock at Sharing Project event

February 26th, 2014: First meeting with Leslie Ng, and Chris Diplock about project.

March 4th, 2014: Solidify project as online map resource on Shareable.net after meeting with Chris Diplock, and Mira Luna.

March 4th, 2014: Meeting with Project Green Bloc to assess our role in facilitating the set-up of a localized sharing network within their neighbourhood *(See Appendix C)*

March 29th, 2014: Finalize map, resources, and events for Vancouver's Shareable.net webpage.

April 9th, 2014: MapJam at CityStudio with Share Vancouver group.

April 10th, 2014: Hand in Final Report

MapJam

On April 9th 2014, Shareable City and Share Vancouver hosted a MapJam that brought together local sharing economy leaders, students, members of the public and representatives from various sharing organizations such as Modo, car2go, Vancouver Tool Library and The HiVE. Together we added sharing organizations, resources, and events to the Vancouver Shareable webpage as a way to directly involve people and collaborate to promote our project.

The event gave attendees the opportunity to network, build new relationships, talk about the sharing economy in Vancouver, hear about other CityStudio projects, and be introduced to the Share Vancouver working group. The MapJam was important to further the sharing movement in Vancouver as we believe this is a progressive movement that can make the city more affordable for individuals, as well as supporting the Greenest City Goals of reducing our ecological footprint and waste and the Healthy City Strategy of cultivating connections.

We consider the event a great success based on attendance, energy in the room, social media impressions, and the response from Share Vancouver members.

Agenda

7:00-7:30: Meet & Greet (name tags and attendee sign-in)

7:30-7:40: Introduction to CityStudio (Sarah Veness and Peter Warkentin), The Sharing Project (Chris Diplock), and Share Vancouver (Hilary Henegar and Chris Diplock).

7:40-7:45: Guide guests through mapping process and categories (Heather Hamilton).

7:45-8:45: Map shared assets and sharing initiatives (Heather Hamilton, Ebba Hassel, Sarah Veness and Peter Warkentin) and networking.

8:45-9:00: Storytelling (Food Share, Painted Intersections, Campfire, 100 Mile Catering) and presentation of Shareable City's updated map (Heather Hamilton, Ebba Hassel, Sarah Veness and Peter Warkentin).

Guest List

We had 48 guests sign in at the MapJam. Amongst the attendees were 12 local sharing organizations (including Modo, car2go, Vancouver Tool Library and The HiVE), three City of Vancouver staff members (Andra Reimer, Kevin Quinlan, Leslie Ng), students and community members.

See *Appendix C* for the full guest list.

Action Steps and Outcomes

To map the shared assets and sharing initiatives we set up four computers at CityStudio with Vancouver's Shareable.net page on the screen to show guests the platform where the map is located. To upload new entries to the map we utilized Google spreadsheets with the following categories: neighbourhood initiatives, neighbourhood spaces, lending libraries, transportation, co-working & creative space, resources and events. At the end of the MapJam we uploaded the Google spreadsheets to live map the new entries that had been crowd sourced at the event.

In addition to mapping shared assets we showed guests how to add sharing initiatives without fixed address, such as the Green Bin Share Project, to the resource tab and sharing events, such as the

MapJam, to the platform. Guests were also shown how to submit new entries on the platform to continue the crowd sourcing effort after the MapJam.

As a result of the MapJam, 48 new entries were added in total to Vancouver's Shareable.net map, resources and events tabs making it a more relevant and rich resource for those interested in the sharing economy. In addition, it further publicized Vancouver's role within Shareable.net's international pilot project and educated members of the public about shared assets, sharing initiatives and how to further enrich the local sharing economy.

What's happening next:

April 22, 2014: Leslie Ng invited us to present this resource to City staff before it is promoted in the Greenest City newsletter in May.

May 5, 2014: We will attend a Share Vancouver meeting to discuss our further involvement.

June 7-8, 2014: Invited by Hilary Henegar to participate in the Vancouver Mini-Maker Faire and promote our project.

MAPJAM CHARTS VANCOUVER'S LOCAL SHARING ECONOMY

FOR IMMEDIATE RELEASE

APRIL 3, 2014

VANCOUVER, B.C. – On Wednesday April 9th, CityStudio, Share Vancouver and The Sharing Project will host Vancouver's first MapJam to chart the local Sharing Economy.

Participants will map all the shared assets and sharing initiatives that already exist in the city – from book libraries and tool libraries to carshares and hackspaces – and learn about the new initiative being launched called Share Vancouver to build and sustain the collaborative economy locally and globally.

"Vancouver has the right pieces in place to become one of the leading cities in the world for the collaborative economy, and it's taking great steps towards realizing this goal," said global expert on the Sharing Economy, April Rinne of the Collaborative Lab in San Francisco on a recent speaking tour of Canada.

A collaboration between CityStudio students, The Sharing Project and Share Vancouver, the MapJam will offer a unique opportunity to learn about local established and emerging sharing organizations, as well as micro-entrepreneurs building businesses, communities and resilience through collaborative enterprise. In addition to the interactive mapping activity, the MapJam will also include speakers, to be announced.

By the end of the evening, participants will understand why global leaders in the space are calling Vancouver a leader in this new frontier.

With this event, Vancouver joins more than 30 other cities across the world that has mapped their sharing economy. The MapJam coincides with movements in cities around the world as part of the

international Sharing Spring campaign coordinated by Shareable.net, Center for a New American Dream, OuiShare and other organizations.

View the map: http://www.shareable.net/cities/vancouver-bc-canada

Event details:

Where: CityStudio, 1800 Spyglass Place, Vancouver BC

When: Wednesday, April 9, 2014, 7–9pm PST

RSVP: http://www.eventbrite.ca/e/share-vancouver-mapjam-tickets-11000684343

Budget

Project Name	Shareable City				
Team Members:	Sarah, Heather, Ebba, Peter				
Accountant:	Heather				
REVENUE					
	CityStudio Grant				**$500.00**
	TOTAL REVENUE:				**$500**
EXPENSES	**ITEM**	**SUPPLIER**	**QUANTITY**	**Unit Price**	
Google Map for Shareable.net webpage	Google Map Pro (1 month)	Google Inc.	1	$50	$5
Final Report Printing	Printing	CityStudio	43	$0.20	$8.6
	TOTAL EXPENSES:				**$13.6**

Remaining Questions

It would be ideal if the map could be switched over to an open source map platform, such as openstreetmaps, rather than a private, copyrighted map platform such as Google maps that goes against the ethos of the sharing economy; however, formatting openstreetmaps was beyond the technical skills of the group and our time constraints.

What future groups need to know is that it is far more efficient in terms of energy and resources to work as a group rather than relying on other peoples' and groups' efforts, as their timelines tend to be unaccommodating to the tight deadlines of CityStudio. In addition, we found it very valuable to connect with different groups and stakeholders within the sharing economy to hear their ideas and experiences.

Project Barriers

The main challenges we encountered are as follows: defining a 'Shareable City', constructing categories for which resources to map, and finding the most mutually beneficial way to collaborate with the City of Vancouver in promoting Vancouver's Shareable.net webpage.

The concept of a shareable city is fairly new and there is no universal definition available. Rather, there are only working definitions available. After research and dialogue with various stakeholders from the local sharing economy to create a definition, we decided to map our resources based on 'access over ownership'. Our focus is on not-for-profit societies, and individuals who promote sharing resources with others as a core value. For example, The Vancouver Tool Library, which is a cooperative, allows members to borrow tools rather than selling tools--a perfect example of providing access over ownership.

Another challenge pertains to our name 'Shareable City'. Similar to the previous issue, there is no exhaustive definition or measurement of a 'shareable city'. However, our group believes Vancouver would become a 'shareable city' once the sharing economy becomes an integrated part of Vancouver's culture and Vancouverites' lifestyles.

The City of Vancouver has been a great supporter of our work; however, without metrics or quantifiable impacts of the Shareable City project, the City of Vancouver cannot give official support. Understandably, the sharing economy movement is fairly new and a Shareable City is a pilot project to promote it further. Therefore, we understand the city's standpoint. With collaboration between Shareable City and the City of Vancouver, we found a solution by promoting Vancouver's Shareable.net webpage in the Greenest City Newsletter as well as through their Twitter.

The most valuable lesson we learned from encountering these obstacles were the importance of having a clear working definition that dictated the scope of our work from the beginning to prevent misunderstandings or misguidance, as well as clarify our intentions for partners, supporters, stakeholders, and the users of Vancouver's Shareable.net webpage.
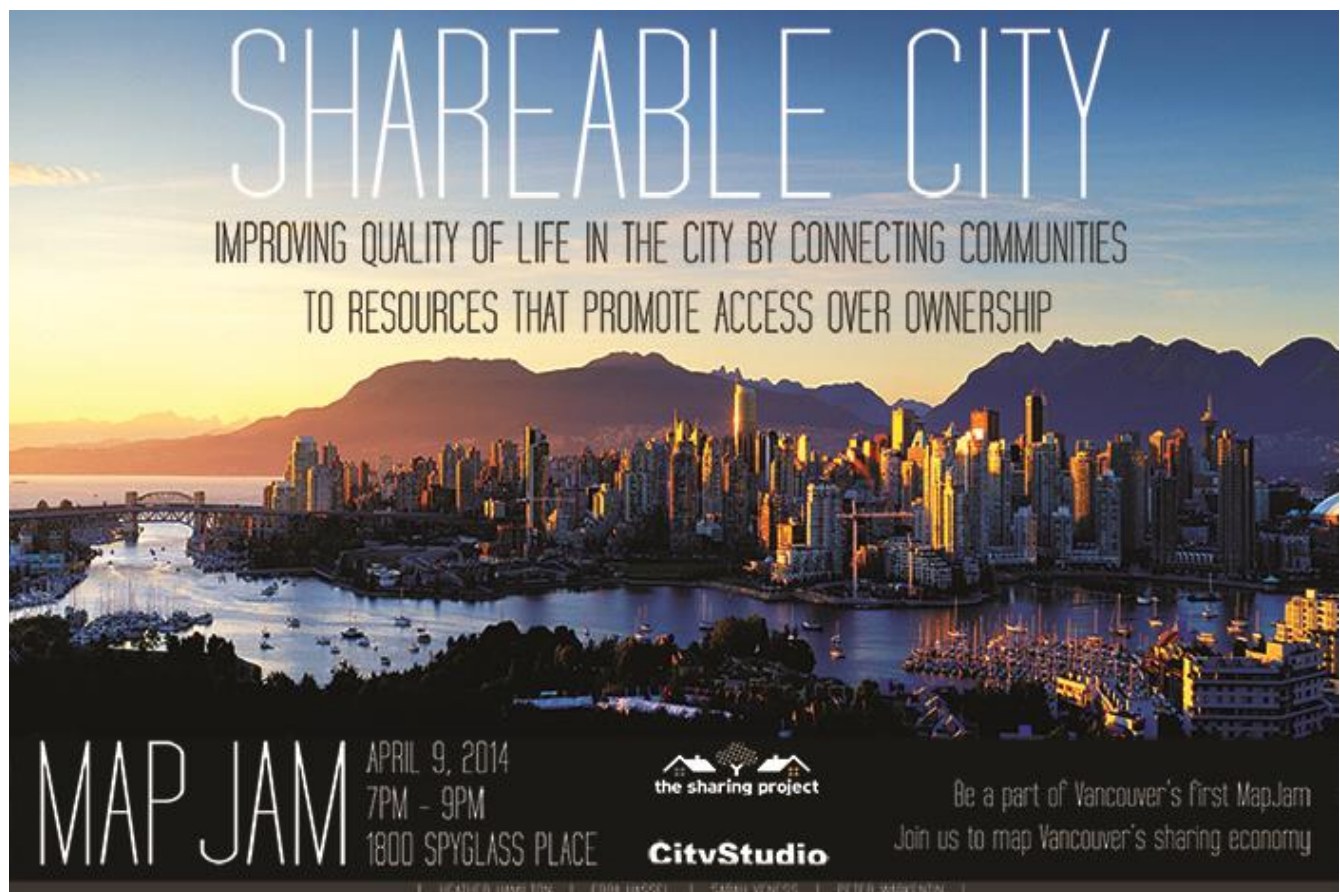
Recommendations

A future project should be a sharing network to facilitate sharing idle assets between businesses in Vancouver. For example, one business has an industrial sized kitchen that is not used on weekends that might be used by another company--both to the benefit of the business' fiscal interests.

In addition to a business-to-business sharing network, another extension of the Shareable City project would be a neighbour-to-neighbour sharing network. This sharing network was identified as a common interest amongst stakeholders.

The work can continue within Vancouver's Shareable.net webpage with addition to sharing initiatives and shared assets on the map or within the resources, or events section of the page. For example, a neighbour-to-neighbour sharing network would be appropriate on the map or in the resources section. A neighbour-to-neighbour sharing network would decrease the cost of living through shared access to resources. This reduction in the cost of living should take place on a city-wide level if the sharing economy is effectively proliferated through the Vancouver Shareable.net webpage.

Appendix A: **Poster**

Appendix B: Project Timeline

1. **February 4th –** Form Project Group
2. **February 18th –** Attend Kits Stuff Swap
   a. Met with key contact Chris Diplock
3. **February 21st –** Contact April Rinne for advice on the project
4. **February 26th, 2014.** Meeting with City contact, Leslie Ng and Chris Diplock.
5. **March 4th, 2014.** Skype date with Mira Luna and Chris Diplock
   a. Discuss a partnership between CityStudio group and Shareable.net
   b. Co-create map and page for Vancouver
   c. Mount Pleasant Potluck – 6pm
   d. Made contact with Shaun Fraser of Project Green Bloc
   e. Cedar Cottage Meeting about the Sharing Economy
      i. Made further contact with Chris Diplock and collaborators
   f. Online Basemap for Shareable.net
6. **March 4th, 2014.** Chat with Greenbloc
7. **March 7th –** Draft map database completed on CityStudio students' end of shareable resources in Vancouver
      i. Sent to Chris who looked through and see if there are any other assets.
   b. Call with Megan of iShare
      i. Formalize an agreement to pilot
      ii. Check if we have enough stickers etc. for potential iShare match with Project Green Bloc.
1. **March 10th, 2014.** Peer-to-peer proposal for Greenbloc **(See Appendix C)**
   a. What online platform would we like to use?
   b. Call with NearMe - Peter and Ebba talked to them.
   c. Who will administer the survey, a home base for stickers?
   d. Proposed launch date?
   e. Who's the steward for the program moving forward?

       f.   Who do they report back to?

            i.   Share Vancouver working group

       g.   Proposed date for follow up survey

8. **March 11th, 2014.** Share Vancouver working group meeting.

   a. Proposal for a MapJam. Discussion on data set, groups to invite.

   b. Discussion around event date and launch of MapJam

   c. Task out who will create Eventbrite, location, food, etc.

9. **March 14th, 2014**. Determine type of map to use.

   a. Meeting to review draft database

   b. OpenMap, Google Maps, GPS visualizer etc.

10. **March 17th, 2014.** Shareable.net call with Mira Luna.

   a. Mira to walk us through how to modify the back end.

   b. Access given to edit Shareable.net page.

   c. Send database to Share Vancouver Group

11. **March 21st, 2014.**

   a. Invitation list finalized with Share Vancouver

   b. Worksheet for asset information finalized

12. **March 25th, 2014.** Invites sent out to MapJam.

13. **March 28th, 2014.** Meeting with Chris and Leslie to evaluate Shareable.net page.

   a. Evaluate map layers, resources and events.

14. **March 29th, 2014**. Finalize map layers, and Shareable.net resources, and news.

15. **April 9th, 2014.** MapJam!

   a. Resources page set-up

   b. News page set-up

   c. MapJam submissions added to Shareable.net map.

   d. System set up for how to update and add to the map. (Share Vancouver admin.)

16. **April 10th, 2014.** Final Project submission

Appendix C: MapJam Guest List

Attendees registered through Eventbrite:

Juliane Barz	*Nata Belcham*	*Zoe Biggs*
Kat Braybrooke	*Denise Brennan*	*Metha Brown*
Zara Contractor	*Holly Cruise*	*Laura Cuthbert*
Elvy Del Bianco	*Anne Der*	*Stuart Dow*
Lizzy Du Gay	*Sebastian Ennis*	*Emmanuel Fischer*
Gavin Flett	*Jonathan Fong*	*Samantha Francey*
Edwin Guerra	*Hilary Henegar*	*Baldwin Hum*
Shana Johnstone	*Madelyn Jones*	*Erin Klassen*
Joey Lee	*Katherine Lewis*	*Marie Lopes*
Justin MacDonald	*Theresa Magee*	*David Maidman*
Mitra Mansour	*Patricia Marcoccia*	*Liana Mascagni*
Mauree Matsusaka	*Ernest McCrank*	*Charles Moncel*
Lewis Muirhead	*Shilpa Nayak*	*Karen New*
Ryan Nus	*Cinthia Page*	*Matthew Pilfold*
Elena Popovici	*Sarah Pratt*	*Andrea Reimer*
Mark Shieh	*Leslie Shieh*	*Shelly Smee*
Andrea Spakowski	*Jodi Stark*	*Alicia Tallack*
Mandy Tang	*Pamela Taylor*	*Jennifer Vallee*
Ron Van Der Eerden	*Fetisha Villamin*	*Jessica Wadsworth*
Wendy Williams	*Jasmine Wing*	*Fatimah Yasin*
Samer Zoubi		

Attendees registered at the door:

Joe Bickson	Justin Brown	Andreas Eiken
Kevin Harding	Cody Jones	Erin Klassen
Lisane Kraal	Martin Kozinsky	Hobson Lin
Mary Lovell	Leslie Ng	Rob Nordrum
Nicole Panton	Kevin Quinlan	Maia Rowan
Shelley Smee	Eduardo Sousa	Denis Tran

Appendix D: Green Bloc Proposal

Peer-to-Peer Sharing Network Proposal for Green Bloc Sharing Team

Submitted By: CityStudio – A Shareable City

Project Objective:

To connect the Green Bloc area via a peer-to-peer sharing network in order to reduce consumption and waste, as well as to build a stronger more resilient community.

In order to foster connections among the neighbours of Green Bloc an online component and physical component in the community will be employed.

Online Component

The online component consists of a clean, simple, and visually appealing website, in the theme of a community bulletin board. This will act as the landing page for the peer-to-peer sharing network. A prototype screen shot of the home page is attached on page 3.

The home page will display the peer-to-peer sharing networks in the city. At launch it will consist of Green Bloc, but this can be expanded as more communities develop sharing networks. Clicking on the Green Bloc network will launch a Google spreadsheet. This is the network that shows everyone in the community who is participating. The spreadsheet will be private so that only those in the community can link into the spreadsheet via the admin. The spreadsheet will consist of the columns: Name, Haves, Needs, Address, Phone Number, Email, Facebook, and Twitter. The individual can fill out as much information that they are comfortable sharing with their neighbours. A prototype screen shot of the Google spreadsheet is attached on page 3.

The website will also contain resources about how to build a peer-to-peer sharing network in your community and the benefits. Additionally, the website will link to the Vancouver Shareable.net page that we are also developing. This page will have resources and news concerning the sharing economy in Vancouver, as well as a map of shareable assets on a citywide level.

Physical Component

The physical component will consist of a community Share Board and iShare stickers. This is a way for people that aren't as digitally literate to be a part of the network. As well, it helps to promote the network amongst the Green Bloc community.

The Share Board will be located on Shaun Fraser's front lawn and will be a semi-permanent structure with protection from the rain. It will mirror what is on the Google spreadsheet (with the individual's permission) and will have room for community members to post whatever they like around the sharing economy.

iShare was a pilot project that also wanted to create peer-to-peer sharing networks in Vancouver. Unfortunately, the pilot didn't go ahead and there are stickers (see attached on page 4) that were produced but never used. We have been granted permission to use these so that individuals that join the network can post them to their houses as a way to say I share!

Timeline

Mar. 11 – Proposal submitted to Green Bloc sharing team

Set up meeting this week to discuss any concerns or clarifications of the proposal

Begin prototyping website and Google spreadsheet

Mar. 15-18 – Set up time to survey residents of any concerns with proposal and moving forward

Mar. 21 – Website and Google spreadsheet finalized and ready to launch

Mar. 25 or Apr 3/4 – Possible launch event date in combination with the launch of the Vancouver Shareable.net page

Appendix A - Prototype of website homepage

Appendix B - Prototype of Gooole Spreadsheet

	A	B	C	D	E	F	G	H
1	NAME	HAVES	NEEDS	INTERESTS	ADDRESS	PHONE NUMBER	EMAIL	SOCIAL MEDIA
2	Ebba Hassel	Blender	iPhone 5 charger	Skiing and gardening	675 Sharing Street	(123) 456 7890	ebba.hassel@email.com	www.facebook.com/ebbahassel
3		Board game 'Ticket to Ride'						www.ebbahassel.com
4								
5	Peter Warkentin	Skis	Surfboard	Surfing and baking	435 Sharing Street (the cute blue house on the corner)	(123) 789 1230	peter.warkentin@email.com	
6			Bike pump					
7								
8	Sarah Veness	Showel	Plant pots				sarahveness@email.com	@sveness89
9								
10	Heather Hamilton	Baby crib	Child clothes (5 yrs)		205 Sharing Street		hamilton_family@email.com	
11		Child clothes (3-4 yrs)						
12		Kitchen chairs						

Appendix C: iShare Sign