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Table of Contents

Page 1
City Studio
City Staff Advisory
Leading Thought
Ideation and Process
Project Summary

Page 2
Project Summary Continued
Location
City Goals
Inspiration

Page 4
Budget and Materials
Approvals and Permits
Challenges and Lessons
Current Status
Next Steps
Measuring Success
Acknowledgments

CityStudio

CityStudio Vancouver is an innovation hub inside City Hall where staff, university students and community members co-create, design and launch projects on the ground. The central mission of CityStudio is to innovate and experiment with the ways cities are co-created, while teaching students the skills needed to collaborate on real projects in Vancouver with City staff and community stakeholders. These projects improve our city and enrich our neighborhoods, making the city more livable, joyful and sustainable.

CityStudio convenes stakeholders, defines problems and creates solutions while improving student skills and retaining talent in the city. We aim to create a culture change at City Hall and demonstrate future possibilities. We are also working to build the next generation of change-makers and active city builders.

City Staff Advisory

Throughout this project, we received guidance from Marnie McGregor, Director of Strategic Partnerships and Engagement for the City of Vancouver. We also received help from David Lewis of Integrated Graffiti Management.

Leading Thought

Throughout our project we were guided by our leading thought, "open data in an open space, easy to digest and impactful."

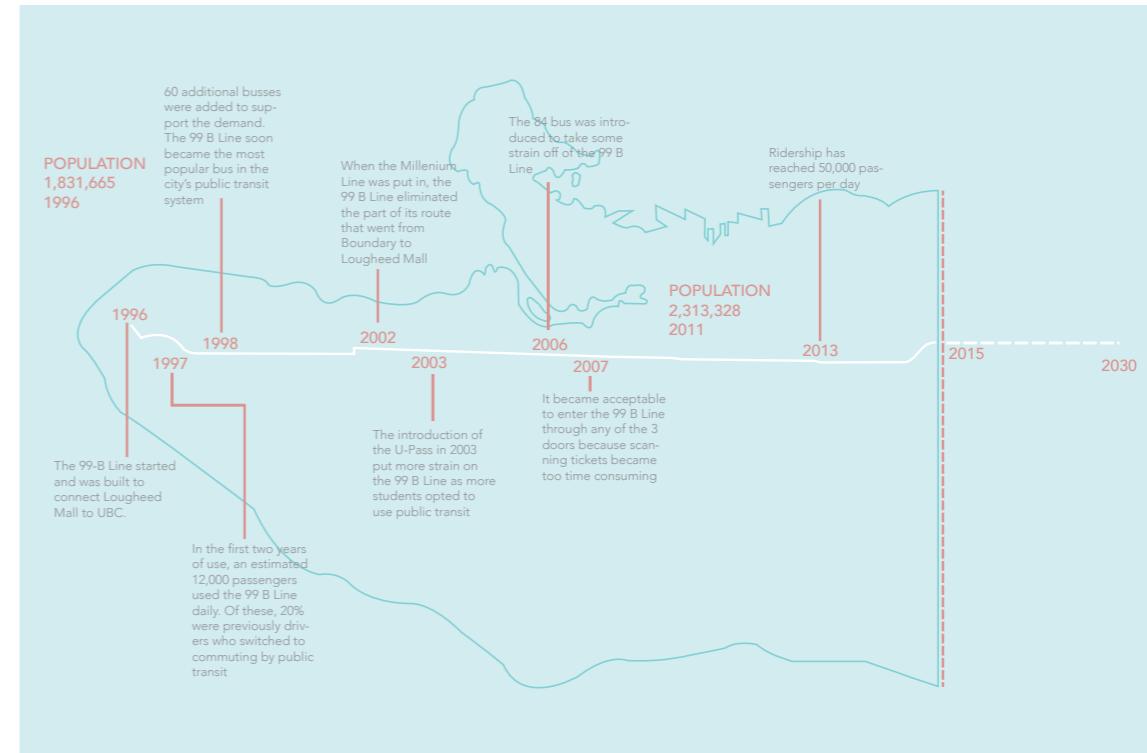
Ideation and Process

Before deciding to pursue Dot Dot Dot, we began the project with a brainstorming session that explored different ways of using open data. During this phase, our group met with Marnie McGregor to identify an appropriate problem space and potential ways to target it. The problems we wanted to focus on were that citizens didn't know enough about the transportation referendum, and that they weren't feeling personally connected to or engaged with it.

From this, we worked on an idea which would put a vinyl infographic on the ground outside the Broadway-City Hall skytrain station where people line up for the 99 B Line, providing some information to engage with while waiting for the bus. This infographic would highlight the nearly exponential growth of the Broadway Corridor over the course of roughly 30 years. From 1996 to present, we created a timeline which demonstrated the way that Translink expanded the 99 B Line bus service as population quickly increased. While this idea had some merit, it did not align with our original criteria of simplicity. In order to captivate an audience, our project needed to be simple.

Project Summary

From here, we went back to looking at data, and this time found a statistic that, based on a 2009 study, 2,000 people are left behind by the 99 B Line at the Commercial-Broadway bus stop every morning. This demonstrated the degree of over-capacity that our current transit system is operating at, we recognized the opportunity to empathize with transit riders, which we believed would improve message integration.



While ideating the ways that we could communicate this statistic, we focused on simplicity. The simplest and most impactful way we thought we could share this information was by representing each of the missed transit passengers with a dot. By representing each person, we intended to acknowledge that they were left and to create solidarity between riders. We chose to display these dots outside the Commercial-Broadway skytrain station because it is where the 2,000 passengers are left each morning. The statistic will be quoted at the center of the dots, with the hash tag "#LeftBehindVan", so that people waiting for the bus can take photos and post them to social media. This was included so that the project awareness could be spread online, while also allowing a space for frustrated people to vent.

Location



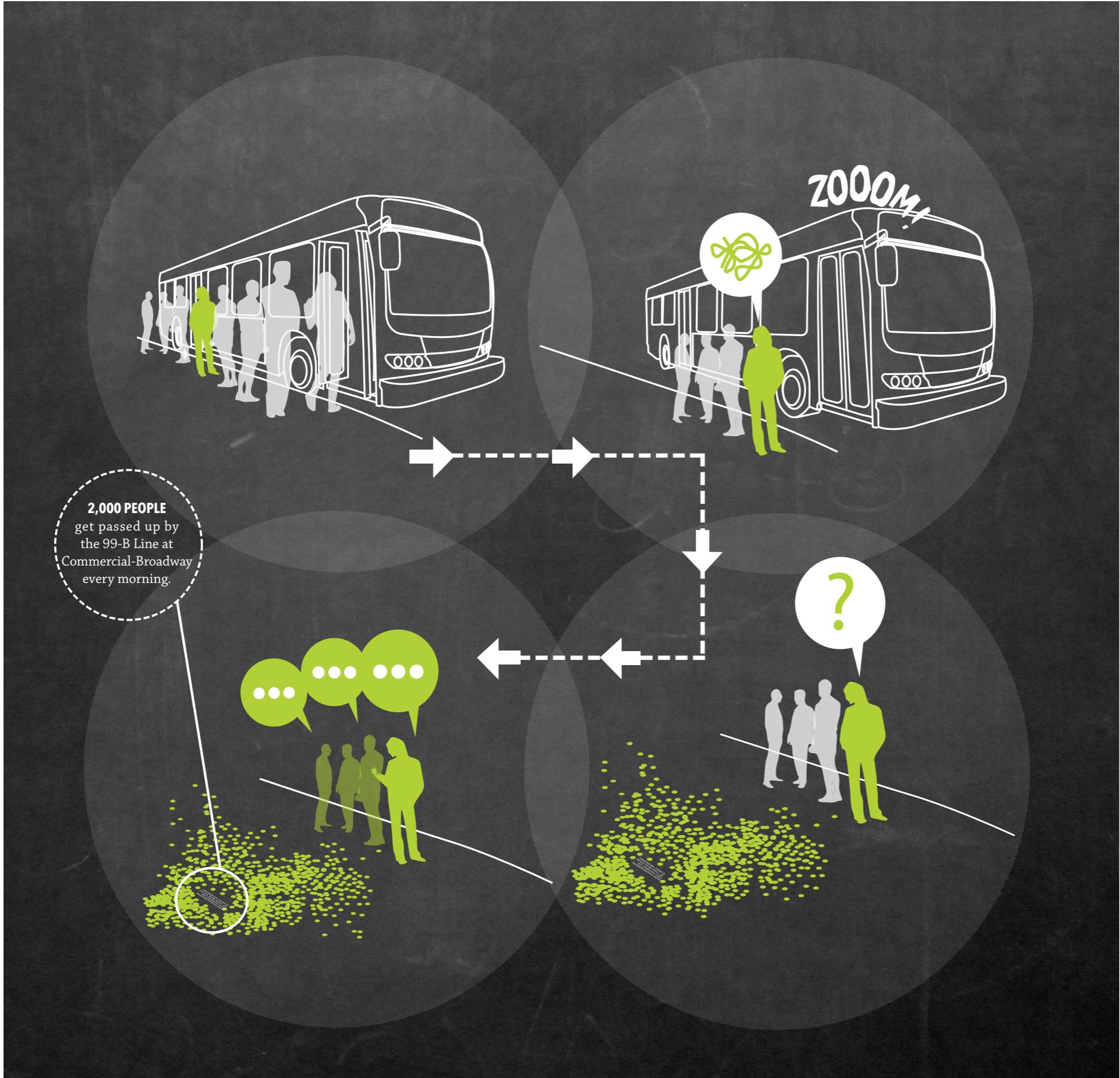
City Goals

The Dot Dot Dot installment contributes to the Engaged City Task force by building knowledge, capacity, trust and power. The installment builds knowledge by reaching a diverse audience, creatively encouraging public participation. Capacity is built by engaging with local people and initiatives to get involved, which also builds trust as the project encourages people to engage with and discuss this issue, resulting in a more informed population. Lastly, the project builds power as it encourages people to vote in the referendum and contribute to the outcome of this important decision.

Inspiration

We were inspired by guerrilla-style marketing techniques, as well as successful advertising campaigns that creatively used data, such as Science World's *We Can Explain* campaign, which used unconventional ways to get people to think about science.





This illustration shows a narrative of how an individual might interact with the installation.

Budget and Materials

We chose to use 3M Scotchcal Adhesive Film vinyl because of its durability and simple removal process, but other material considerations included paint, chalk and paper. The installation would be left up for 3 weeks, although regular check-ups will be done to ensure that the materials are staying in place and not causing any sort of hazard. Most importantly, this material was previously passed in a project in the City of Vancouver and would allow for a quick approval for the material use.

Approvals and Permits

Our project required approval of the installation location as well material approval. We found that it would be easiest to install the project on city property, as private property requires a longer approval process at a higher cost.

We needed to use a product that was slip resistant and with the help of David Lewis, found a product that has already been approved by the city for a previous community project. Along with the material, our message that would be on the ground needed to get approved from the City.

We are currently working with David Lewis, Graffiti Management at the City of Vancouver to guide us through the process of what permits are needed.

Challenges and Lessons

The challenges we faced were tight time constraints, uncertainty of available resources, and being comfortable with not knowing exactly what our end project would look like. These difficulties taught us to trust in our process, and how to reach out and communicate to understand the complexities around public installations.

Current Status

Currently, our project is waiting on a time frame from our suppliers to see when the 3M Adhesive Vinyl can be printed and ready for pick up. Following this we will need to get insurance papers filled out and permits signed. We have also organized to have reflective vests and pylons for during the installation. We are hoping for an early May installation date that will stay live until the end of the transportation referendum.

Next Steps

After permits and insurance have been completed and the project has been installed, we will be doing regular site inspections on the installation to ensure the product is still intact and not creating debris. We will be providing weekly reports to David Lewis to update him on how the product is handling weather and pedestrian wear. The last step will be to remove the vinyl at the end of the referendum.

Measuring Success

Our criteria for success was to have the project fully implemented and creating dialogue within our community. Following the installation, we wanted media attention and social media interaction through our hash tag provided in our message #LeftBehindVan.

Acknowledgments

We would like to thank our team at CityStudio, the City of Vancouver, and TRtrades.

Special thanks to Marnie McGregor and David Lewis for guiding and meeting with us throughout the project, and gathering the proper details that are required to make something like this real.

