

# CITYSTUDIO

ABBOTSFORD



2019-2020 /

2020-2021

PROGRAM REVIEW



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# What is City Studio?

CityStudio is an innovation hub where City staff, students and community co-create experimental projects to make cities more sustainable, livable and joyful.

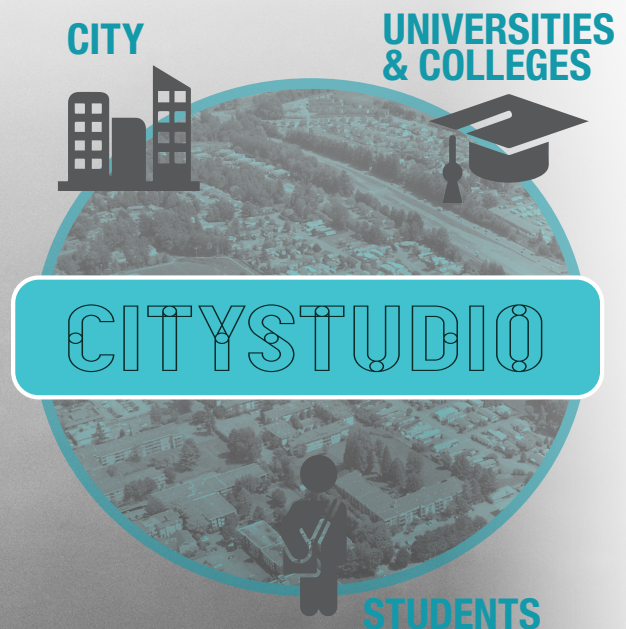
CityStudio was started in Vancouver in 2011 and the unique model has been rolled out globally in 15 cities (12 in Canada, 2 in Australia, 1 in Norway). It is part of global shift in education that provides experimental learning opportunities to help stud. It is part of global shift in education that provides experimental learning opportunities to help students gain practical experience ultimately leading to employment opportunities and change in the world.

In 2018 CityStudio Abbotsford joined the global network bringing together City staff, students and community through experiential learning.

## CityStudio Vancouver

CityStudio Vancouver was co-founded in 2010 by Dr. Janet Moore and Duane Elverum, to provide students with direct opportunities to work in and with the city on urban challenges. Born in response to Vancouver's plan to become the greenest city in the world by 2020, CityStudio was started by City of Vancouver and Simon Fraser University to engage students in the hands-on work in support of the Greenest City Action Plan.

Today the studio is home to the CityStudio Vancouver Society - a Canadian charity - and our two programs, the CityStudio Global licensing program and the local CityStudio Vancouver program.

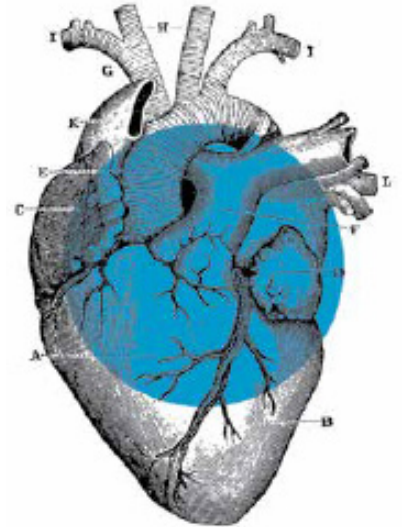


# The proclamation

## The CityStudio Way

When the City of Abbotsford and the University of the Fraser Valley (UFV) joined together to undertake the CityStudio Partnership, we agreed to the following guiding principles:

- We don't employ a devil's advocate at CityStudio. You will hear Yes more than No. You will remain curious and stay open to others' ideas.
- We will learn by doing. By following an idea. By experimenting with your hands. By taking risks. By trying, struggling and failing forward fast.
- And in the end, we will have done something real. We will find ways to tackle global issues by putting a project on the ground in a local place.
- We learn that good projects come from good relationships. That working together is the only way it can work. And that you can't solve a complex problem without hearing from everyone affected by it.
- We sit in a circle and speak from our hearts and our minds. We learn to listen. We learn to enjoy the long pause that emerges in a rich dialogue. We learn how to design. We find better problems to solve. We learn that aesthetics matter.
- We work on a team and reflect on your process together. We believe that small projects can add up to big changes in our community, our city and in ourselves.
- And if we do it right, we will be high fiving at the end.
- We've been to the future and it ends well.
- Trust the Process.



# Our partnership

Our strong relationship, curious mindset and community connections have allowed us to innovate actively experiment with challenges and formats both in-person and virtually.

## City of Abbotsford

The CityStudio model aligns with the objectives of Abbotsford City Council’s 2019-2022 Strategic Plan, and supports the vision; “The City of Abbotsford is the Hub of the Fraser Valley”. Most notably the partnership aligns with:

- the Cornerstone of Vibrant Economy and the strategic goal to “Invest in building relationships that facilitate alignment”, and
- the Cornerstone of Organizational Alignment and the strategic goal that “Our workforce is involved, safe and engaged.”

## University of the Fraser Valley

The model strongly aligns with several strategic imperatives outlines in UFV’s Integrated Strategic Plan – IYAQAWTWXW (House of Transformation) 2021-2026.

Within its three-fold mission statement CityStudio supports several strategic imperatives support:

### Mission: Engaging Learners

- Emphasize active and experiential forms of learning
- Provide opportunities for students to participate in experiential learning and/or research and scholarly activities with faculty members

### Mission: Transforming Lives

- Integrate equity, diversity, and inclusion (EDI) into all aspects of our institutional culture
- Develop institution-wide experiential learning opportunities
- Foster meaningful collaboration and engagement opportunities with members of our community

### Mission: Building Community

- Develop meaningful community partnerships and action-oriented projects that support social innovation, economic development, and environmental sustainability
- Create opportunities for the world to positively interact with the Fraser Valley and for the Fraser Valley to positively interact with the world

# Our supporters



## Mayor of Abbotsford Henry Braun & City Council

The CityStudio program and partnership has established itself as a valuable resource for the City, the University of the Fraser Valley and Rick Hansen Secondary School. The partnership is an excellent mechanism for students to explore creative ideas and solutions for the everyday challenges and real-world issues we face as a community, and provides fresh and innovative perspectives for City staff as we grapple with some of our community's challenges and opportunities.

As a city, a country- and as a global community- we have had to face one of the biggest challenges in recent history with the Covid-19 pandemic. Though the virus caused many programs and services to pause, I am pleased that those involved with CityStudio found innovative ways to not only continue the program and create engaging work-study opportunities, but also increase the audience for student work by making HUBBUBs virtual.

Over the past four years, CityStudio Abbotsford has truly brought a youth perspective to both City and community challenges.

The program has inspired students to be part of the solution and increased their awareness and understanding of local government, including its potential careers.

During this virtual season, students collaborated to problem-solve a new set of challenges – from reducing crop loss and damage caused by European Starlings, to eradicating invasive plant species, to building resiliency and learning from a pandemic, to identifying opportunities to make Abbotsford a more livable and sustainable community– just to name a few.

These challenges involved UFV students from diverse fields of studies such as planning and urban development, communications, plant ecology, politics, and environment management, as well as career life education and business students from Rick Hansen Secondary School.

As the HUBBUB went virtual, using the City's "Let's Talk Abbotsford" platform, it opened CityStudio to the public for the first time and gave Abbotsford residents the opportunity to participate. They hosted four online HUBBUBs with 500+ site visitors from across the community. With hundreds of interactions on their projects, the students involved were able to see just how the public responded to their solutions and earned a better understanding of the public engagement process.

As a city, we are truly pleased to be a partner in this learning journey. Our new reality of hybrid living/working/schooling has reminded us of the importance of collaboration. Through this venture, it is our hope that students become more engaged citizens and gain the opportunity to make a real and hands-on impact in our community. CityStudio allows students to develop valuable skills, professional networks and learn about future employment opportunities and City staff are able to develop further community connections and are encouraged to look at issues from a new perspective. Overall, the program renews our belief that our city is better when we build it together.

We are very much looking forward to the new challenges and opportunities that CityStudio 2022 will bring.

# Our supporters

## **UFV President Dr. Joanne MacLean**

In 2021, UFV finalized its 5-year Integrated Strategic Plan. The plan is named IYAQÁWTXW, which means House of Transformation in the language of the Stó:lō First Nation. One of the Plan's strategic imperatives is for UFV to emphasize active and experiential forms of learning. CityStudio Abbotsford is an important component of experiential learning opportunities for UFV students, and I am very pleased to support this important Town and Gown partnership. Over the past year, there has been an increase in the multidisciplinary nature of CityStudio initiatives, a growing collaboration among UFV faculty, staff, students, and the City of Abbotsford staff. We've also seen a greater depth of research within projects, bolstered by increased technical support with spatial data and applications from City staff.

CityStudio provides wonderful opportunities for students to gain experience and develop new skills by working collaboratively with faculty and City staff to find innovative solutions for local civic challenges.



By engaging university students in the region, the program cultivates civic awareness and pride as they work with other stakeholders on tangible projects that seek to drive a more sustainable, livable and joyful community. There has been an increase in the number of community and public sector partners who support UFV students with funding and expertise, ensuring this innovative project continues to foster collaboration and change within the Fraser Valley.

# Our supporters



## **UFV Provost and VP Academic James Mandigo**

UFV's Integrated Strategic Plan entitled IYAQÁWTXW: House of Transformation identifies Building Community by collaborating and partnering in pursuits that enrich the lives of all people on our campuses, in our local communities and beyond as one of our institutional goals. The success of UFV's CityStudio partnership with the cities of Abbotsford and Chilliwack are shining examples of the authentic ways in which our faculty and students interact with community members to tackle real world issues and that live up to the commitments to our community identified in our strategic plan.

Despite the ongoing COVID-19 pandemic in 2021, students continued to work collaboratively with local community leaders on a number of different challenges identified by city staff. With the support of numerous faculty members, students were able to apply their knowledge in creative and innovative ways to tackle critical issues facing our local communities. The synergies created as a result of these collaborations not only benefited UFV students, but also enriched the lives of those living and working in Stó:lō Téméxw – often referred to as the Fraser Valley by settlers to this land.

UFV is grateful for the opportunities that our community partners have provided to support the educational journey of our students through the CityStudio initiative and wish to thank the staff who helped mentor and inspire our students. We look forward to more exciting collaborative projects in future years..



# Our supporters

## **CityStudio Vancouver Co-Founder, Duane Elverum**

Congratulations to the City of Abbotsford and University of the Fraser Valley on the 4th anniversary of CityStudio Abbotsford!

CityStudio Abbotsford is a Canadian leader in the work of uniting municipalities and schools for civic benefit. This fulfills the needs of 4 stakeholders simultaneously: City staff receive increased capacity and expertise to help solve problems; Students develop valuable work integrated learning skills and professional networks for future employment, and; Academic institutions fulfill long-standing community engagement aims at scale. And ultimately, community members see and experience youth-led civic action in their neighbourhoods.

The ability for our municipalities and post-secondaries to deepen this work together will be key as cities explore new ways of contributing to the long-term vitality of our planet. Without catalyzing the energy and readiness within the post secondary sector and the global youth movements, this goal may prove impossible.

CityStudio Abbotsford therefore places students at the center of a new force for civic action, in service of municipal priorities unleashing cognitive, creative and energetic surplus on campus, while providing support for the strategic goals of the University.

The project outputs are seeds that help cities make better decisions for permanent, inclusive solutions over time. This culture of ongoing experimentation and collaboration is at the heart of the CityStudio way.



CityStudio Abbotsford also continues to exemplify the art of the possible for our 15-city network, sharing their experiences and learning as they now embark on their 5th year, and particularly as we all chart new paths - on the ground and virtually - in a world reshaped by the pandemic.

One example is the development of virtual and joint Hubbub project showcases, creating greater visibility and access to collaborative work. An accompanying online archive of projects helps all of our network members imagine what might be possible in their local communities, including the new CityStudio Chilliwack.

Thank you to the City of Abbotsford and the University of Fraser Valley, and all of the supporters and champions in the City, on campus and in the community, working to make Abbotsford more sustainable, livable and joyful through CityStudio Abbotsford. We continue to be inspired by you.

Congratulations on your 4th anniversary! We wish you all the best for 2022 and beyond.

# Our programs

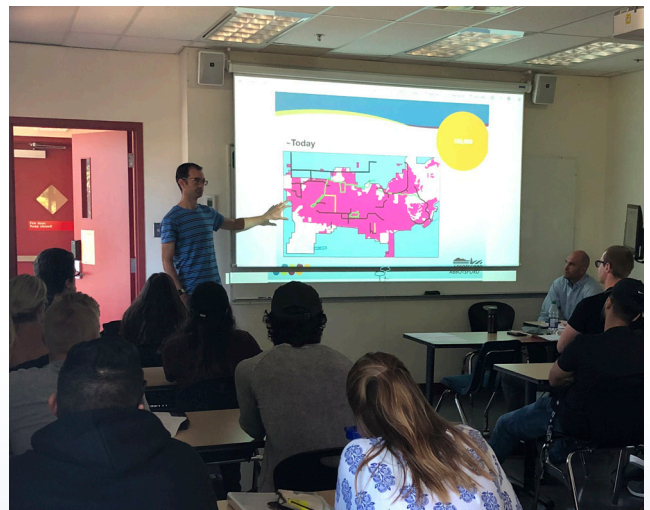
## Campus Courses

We connect faculty and students on university campuses with City staff to design, experiment and deliver projects in the community. We also provide network access, career training and the opportunity to develop valuable skills.



## Project Development

We host dialogues to identify and scope projects that innovate and align with City priorities with the aim of shifting culture at City Hall. Many of these projects will become the focus of the students in Studio and Campus Courses.



## Global Sharing

We support CityStudio Vancouver in sharing the CityStudio model with other cities by sharing learnings and actively participating in the CityStudio network.

# Our adaptations

The challenges and opportunities that the last few years have brought have caused us to alter our plans and encouraged us to innovate and experiment even more broadly. Here are some of the adaptations we have attempted:

## CityStudio Virtual Hubs

We hosted 4 virtual HUBBUBS using the City's Let's Talk Engagement platform

- > 500 people visited the sites
- Pitch videos
- Online People Choice award voting
- Virtual art galleries

## CityStudio Inspired Projects

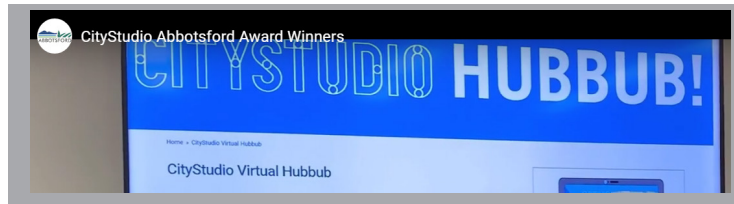
We piloted CityStudio Inspired Projects, initiatives that have been inspired or grew out of our formal CityStudio Program. These initiatives are unique, follow their own timelines and paths and are supported by a variety of community partners.

Here are some of the inspired projects:

- Diverse Populations reflective art
- Food Security in Abbotsford economic development practicum
- BLM Social Justice Canvas Art Project - coordinated by UFV's Centre for Experiential and Career Education in collaboration with a group of Faculty
- Students as Ambassadors for Experiential Learning - CityStudio work-study students
- Living labs with business and not-for-profit community members

Based on our failures and learnings, here are some of the ideas that are on the radar to explore in 2022 and beyond:

- Challenge based internships
- Crowdsourcing
- The Circular Economy and the Sharing Economy



# Vision & goals & theory of change

## Vision

To provide opportunities for students to positively influence the community they live in and make our city more innovative, livable, joyful and sustainable.

## Goals

- To build trust-based relationships between students, City staff, faculty, citizens and partners.
- To launch experimental projects that advance specific City goals through innovative approaches.
- To inspire students to be more engaged citizens.
- To shift culture inside City Hall and higher education.
- To contribute to a global movement that makes our cities more creative and innovative.

## Our Theory of Change

CityStudio is working to shift the way students, City staff, faculty and community members work together to co-create solutions to our city's most complex challenges.

Through the launching of experimental projects on-the-ground, university students learn the skills they need to succeed in today's economy and inspire action in the community and government.

We aim to advance experiential learning and civic action as a key element of higher education.



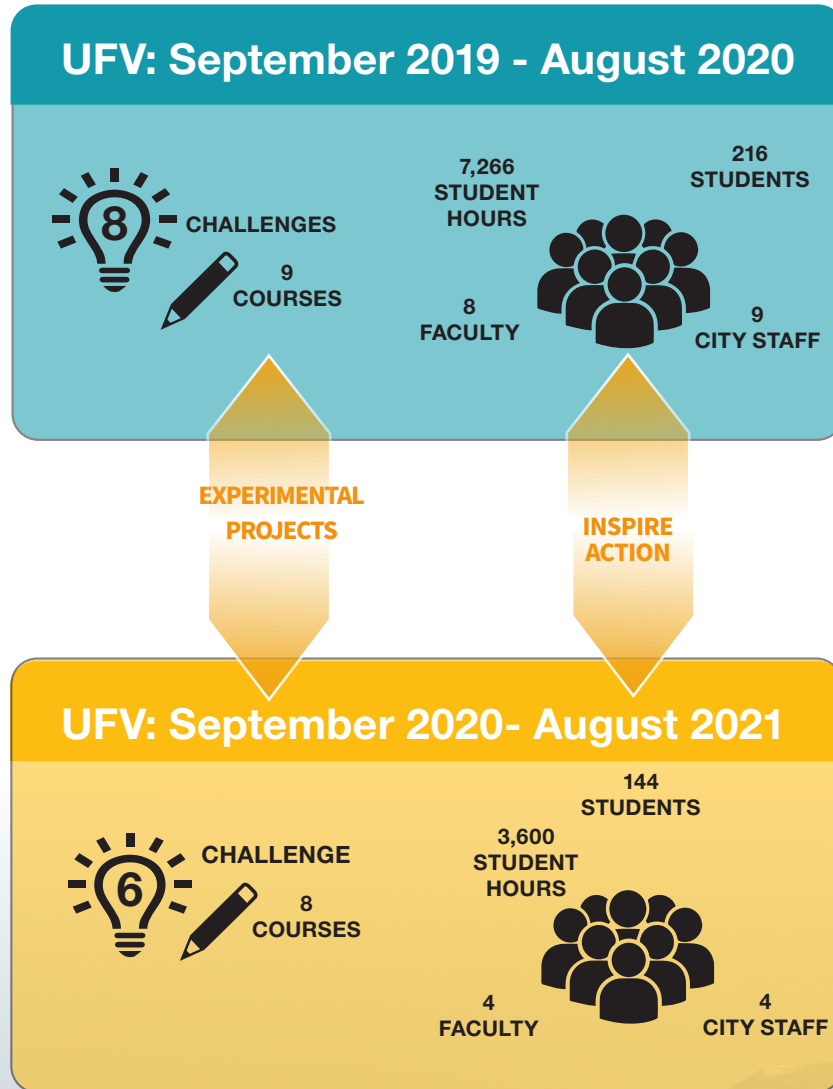
# Challenge development

Challenge development is an integral part of what we do at CityStudio Abbotsford. We engage with City staff to identify specific challenges / opportunities that will become the focus of student's courses. Our approach includes facilitating dialogue and design sessions with City staff and University faculty to frame a "challenge".

This process leads to the matchmaking of City staff and their projects with relevant courses.



# Our impact



For 2020-2021 the reporting has transitioned to align with the UFV's academic calendar. This covers September 2019 - August 2020 & September 2020 - August 2021.

Student hours are estimated calculations based on credits, class format and instructor input.

## Rick Hansen: September 2019 - June 2020



**CHALLENGES**

**5  
TEACHERS**

**6  
CITY  
STAFF**



**125  
STUDENTS**

## Rick Hansen: September 2020 - June 2021



**CHALLENGES**

**6  
TEACHERS**

**3  
CITY  
STAFF**



**179  
STUDENTS**

For 2020-2021 the reporting has transitioned to align with Rick Hansen's academic calendar. This covers September 2019 - June 2020 & September 2020 - June 2021. Numbers are estimates based on average class sizes.

## CityStudio CONNECTIONS

- Attended CSV virtual hub
- Hosted Chilliwack's first project on our virtual site
- Contributed a chapter about CityStudio Abbotsford's model for innovative work-integrated learning, civic engagement and professional development in a new academic e-book.
- Book: "The Practice of Co-op and Work-Integrated Learning in the Canadian Context" by Ashley Stirling, PhD & T. Judene Pretti, PhD (Eds.).

# Challenge projects

## UFV Challenge Projects Fall 2019

HUBBUB #4



### BIODIVERSITY AT MATSQUI REGIONAL PARK

**Challenge:** What does the biodiversity look like at the park? Before we connect people to the park we want to know what needs to be protected, enhanced or controlled.



### BIO310 – Conservation Biology

This course examines both theoretical and practical aspects of conservation biology. Drawing from numerous biological fields, including ecology, population genetics, and evolution, this multidisciplinary approach seeks to investigate causes and extent of human impacts on the natural world and to develop practical solutions to prevent future declines.



### JAPANESE KNOTWEED DOUGLAS TAYLOR PARK

**Challenge:** Japanese Knotweed is an invasive species that clogs roadside ditches, low-lying areas, irrigation canals and water drainage systems. How can we eradicate it and educate the public?



### BIO410 – Plant Ecology

This course provides students with an understanding of the factors responsible for vegetation distribution patterns across landscapes. In particular, lectures will address plants at the individual, population, and community levels and demonstrate how plants interact with their physical environment – soils, water, and climate.





# BIKE SHARE PROGRAM FEASIBILITY

**Challenge: Is a bike share program feasible in Abbotsford? What would it look like?**

## GEOG 360 - Introduction to Regional & Community Planning and Policy

Concepts in the field of planning and current policy issues and debates are addressed. Partnering with a local agency, students work on addressing a planning challenge that introduces them to careers in development policy, local government,

**Bike Share Program Feasibility in Abbotsford**

<b>PURPOSE</b> Our purpose was to investigate bike share programs through experience and literature review and then to assess the feasibility of a similar program here in Abbotsford.	<b>OUTCOMES</b> After investigating different districts of Abbotsford, we found that bike share would work well in the Clearbrook district and connecting the U-District to Abbotsford Center District. However, it would not work well in the Historic Downtown.	<b>PROCESS</b> Conclusions were drawn by assessing population, stakeholders, topography and current and future infrastructure in the districts.
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**CITYSTUDIO** **UFV**

Geography 360 taught by Alia Raja | By: Evan Chorlton, Emma Corner, Ben Holwerda, Josh Schmidt

# UFV Challenge Projects Fall/Winter 2020

For 2020-2021 the reporting has transitioned to align with the UFV's academic calendar. This covers September 2019 - August 2020 & September 2020 - August 2021.

HUBBUB #5



# JAPANESE KNOTWEED

**Challenge: Japanese Knotweed is an Invasive species that clogs roadside ditches, low-lying areas, irrigation canals, and other water drainage systems. How can we eradicate it and educate the public?**

## BIO410 – Plant Ecology

This course provides students with an understanding of factors, biotic and abiotic, responsible for vegetation distribution patterns across landscapes. In particular, lectures will address plants at the individual, population, and community levels and demonstrate how plants interact with their physical environment – soils, water, and climate.

**Investigation of Soil Compositions and Eradication of Japanese Knotweed**

Side Analysts | Dr. Sharon Collins | Biology 409 A&B | Winter and Summer 2020 | University of the Fraser Valley

**What is Japanese Knotweed?**  
Japanese knotweed (JK) is a plant native to Japan and is considered an invasive species in much of the "Western world". Its ability to form monocultures, including the steep slopes of Japan's active volcanoes...

**Materials and Methods**  
Figure 3. JK root system in the field.  
Figure 4. JK root system in the field.  
Figure 5. JK root system in the field.  
Figure 6. Pails filled with excavated JK to be grown in a controlled setting.  
Figure 7. Biochar Barrier treated site.  
Figure 8. Abbotsford Auxiliary Fire Hall - Japanese Knotweed Site.

**Results**  
Figure 8. Initial Soil Sample From Japanese Knotweed Site.

**Discussion**  
Soil samples depicted above are broken and samples from JK. This can be done to ensure that soil samples will be compared to soil samples with JK growth present.  
Pails are being used to observe growth of Japanese Knotweed. The Knotweed will be grown until different levels of Chlorophyll are measured (concentration for available JK).  
Expenditure of nutrients will be analyzed to see when JK will grow in process.  
Growth is expected to be very rapid under biochar barrier.  
Japanese Knotweed is expected to reach high concentrations of Chlorophyll to indicate that it has reached maximum growth.

**Recommendations**  
Continue to observe Biochar Barrier Site.  
Continue to monitor Japanese Knotweed Growth and spray when applicable.  
Soil samples and samples for analysis when growth at Biochar Barrier site is observed.

**Acknowledgements**  
Thanks to the University of Fraser Valley, CityStudio, and the City of Abbotsford for their support and resources. We also thank the staff of the University of Fraser Valley for their assistance in the field.

**References**  
1. Japanese Knotweed: A Guide to Identification and Control. (2019). Retrieved from: <https://www.ukweed.org/>  
2. Japanese Knotweed: A Guide to Identification and Control. (2019). Retrieved from: <https://www.ukweed.org/>



## CLIMATE ADAPTATION

**Challenge: What are the key risks, issues and stakeholders that the City needs to consider in moving forward on climate adaptation?**

### **GEOG364 International Planning and Development: Adapting to Climate Change**

This course includes discussion of readings, international reports and media related to the field of international planning and climate change. Course delivery consists of a combination of lectures, seminar discussion, applied projects and the presentation of case studies by students.

**CITYSTUDIO** \*CityStudio is an innovation and experimentation hub for the City of Abbotsford (CoA) in collaboration with the University of the Fraser Valley (UFV).

**ABBOTSFORD**

**Banning Plastic Bags in Abbotsford**  
"Saving The Environment One Bag At A Time"

Paper Hemp Cotton Biodegradable plastic **BAN THE BAG**

**When Using Plastic Bags:**

- X -Plastic pollutes our water and land.
- X -Plastic highly contributes to climate change.
- X -Lot of energy used to produce plastic bags.
- X -Plastic is not biodegradable.
- X -Plastic bags are harmful to the wildlife.

**Reasons To Use Re-usable Bags:**

- ✓ -Decreases Pollution.
- ✓ -Avoids recycling problems.
- ✓ -Conserves Resources.
- ✓ -Saves money.
- ✓ -Protects wildlife.

By: Anshika Krallemann, Emma Corner, Aashli Barrett, Geneva Karlo, Ashley Ross & Mikaila Kerr



## DIVERSITY & MULTICULTURALISM

**Challenge: What does "Diversity and Multiculturalism in our Community" mean to you?**

### **POSC 332 Politics of Multiculturalism**

This course explores and critically assesses various perspectives on multiculturalism. Through an analysis of different theoretical perspectives and various political topics, students are invited to reflect critically on issues of power, citizenship, belonging, diversity, difference, and liberal and democratic principles and practices.

This assignment asks students to document their experience of culture and/or diversity in their everyday life. Students must identify an artifact (media, news, advertisement, product, person, door, object, experience, clothes, space, location, building, etc.) that illuminates a way that culture/diversity is enacted/constrained/challenged and discuss their image in relation to course material.

**CITYSTUDIO**  
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CityStudio is an innovation and experimentation hub for the City of Abbotsford (CoA) in collaboration with the University of the Fraser Valley (UFV).

**Diversity and Multiculturalism in our Community**  
Insights from UFV POSC 332: The Politics of Multiculturalism

Instructor: Dr. Fiona MacDonald. Students: T. Anthonson, H. Buker, V. Burnett, E. Dear, D. Herd, L. Kaetler, G. Koshman, B. Malchy, H. Mann, L. Murphy, H. Patchett, C. Ross, D. Zyrá.



# STARLING MANAGEMENT

**Challenge: How do we make Abbotsford's culture accessible to the general public? With a focus in accessing them by walking, biking and transit because these are key components of our Official Community Plan.**

## GEOG/CMNS 257 - Environment: Science and Communications

This course introduces the students to the methods of scientific inquiry, and the principles of effective communication in environmental science.

## GEOG 452 - Advanced Field Methods and Techniques

In this course, students apply concepts and techniques acquired in previous human and physical geography courses to research problems in the field.

**EUROPEAN STARLING DETERRENTS: METHODS FOR BLUEBERRY FARMS**  
An Exploration Into Sustainable Solutions: Research Completed in the East Matsqui region, Abbotsford BC

Alysha Bergen, Halle Kwak, Matt Warnock, Julia Whittaker, Chloe Hogan, Emma Conner - Geog452, Mariano Mapili

**CITY STUDIO**  
CityStudio is an innovative experimentation hub in collaboration between the City of Abbotsford and The University of the Fraser Valley. CityStudio posed the following challenge to the University's Geography 452 class: How can we reduce the crop loss and related crop damage caused by European Starlings (*Sturnus vulgaris*) without creating conflicts between farms and adjacent landowners with livestock or local residents?

**PROCESS**  
In order to complete our challenge, our team used a variety of information gathering techniques including:  

- A literature analysis which was used to create concept maps and web charts
- A landscape analysis through Google Earth Pro, followed by a windshield survey to ground-truth the image analysis. This windshield survey was crucial because it supplied the team with in field knowledge about the surrounding areas.
- An online survey to find the perceptions of farmers and residents on issues that may affect them. We included questions such as Do you live near a farm? Do you have a canon? We made this survey available to the public but were specifically looking for the responses of farmers and neighbouring landowners.
- Expert opinion recorded through interviews and demonstrations. Our experts included a dog trainer, a dairy farmer, a raptor specialist, and two university professors

**METHODS AND STRATEGIES**  
With multiple deterrent strategies to choose from and many variables to include, our team created a radar chart using seven of the most prominent bird scare devices and techniques. In no particular order, the seven selected include: chemical repellents, drones, traditional netting, ultrasonic devices, trained canines, trained raptors and green-light laser technology. From those categories, the team researched, weighted, and scored five variables as a percentage of low-to-high format with low being 0% beneficial impact and high being 100% beneficial impact. The five beneficial impact variables included the following: economic, environmental, political, social and effectiveness.

**OUTCOMES & RECOMMENDATIONS**  
Firstly, we recommend that each situation be handled delicately, with immense respect and as much consideration for each party as possible. Ultimately, the research showed that green-light lasers, use of raptors, and use of drones are by far the most prominent solutions for farmers to repel European Starlings.  

- If falcons are introduced naturally through the use of poles and bird-boxes, it is by far the most cost efficient method. Most of the interviewees discussed using natural methods as a good option, with little to no negative feedback on falconry.
- Research suggests that drones are capable of being a strong tool in fighting economic loss and safety hazards caused by predatory birds. Students found drones easy to use in our field experiments, which is important for farmers who may be reluctant to introduce new technology in their operations.
- Our data suggested that green-light laser technology may be most effective out of all the researched avenues as it scored the highest overall on our radar chart. Green-light laser technology proved to consistently be the most beneficial or one of the most beneficial in each category (see chart above).

UNIVERSITY OF THE FRASER VALLEY | CITYSTUDIO ABBOTSFORD

# UFV Challenge Projects Fall 2020

## HUBBUB #6

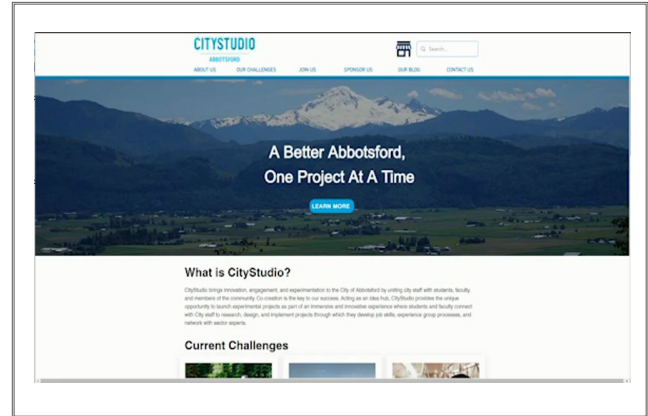


### DIGITAL PRESENCE

**Challenge: Develop a digital presence for CityStudio Abbotsford including: content mission, user journeys, mobile strategy, governance and an implementation strategy.**

#### BUS 385 – Developing a Digital Presence

This course will focus on the strategy and business processes necessary to develop and maintain an organization’s online presence including structuring a web site, implementing a content management strategy, integrating e-commerce, and developing multiple online channels (mobile, desktop, social media).

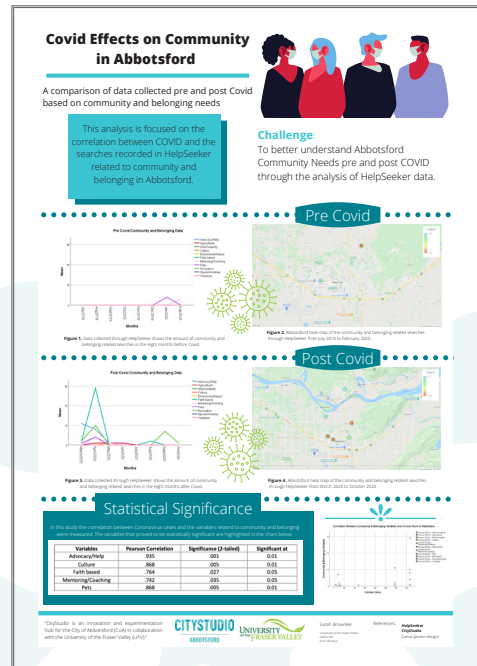


### COMMUNITY DATA

**Challenge: To better understand Abbotsford Community Needs pre and post COVID through the analysis of HelpSeeker data.**

#### GEOG 252 - Explanation in Geography: Quantitative Methods

A numerical approach to problem-solving in geography. Methods in the collection, description, analysis, and presentation of quantitative data will be addressed.





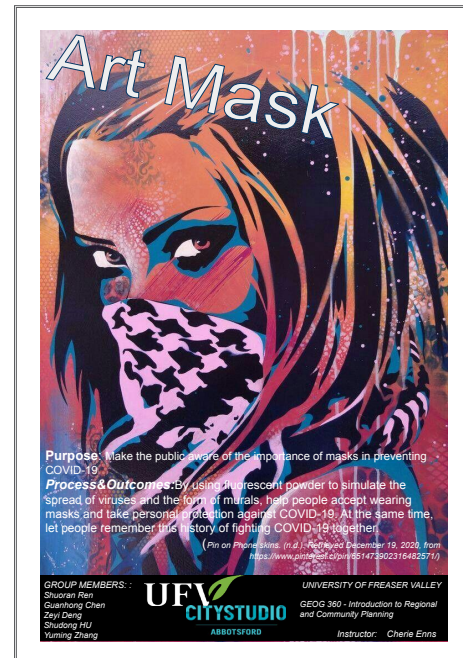
## PUBLIC ART TOOLKIT

**Challenge:** To create a toolkit for community members to use to advocate for, plan, gain approval and execute on the creation of a community engaged public art.

### **GEOG 360 - Introduction to Regional and Community Planning Design**

Concepts in the field of planning and current policy issues and debates are addressed.

Partnering with a local agency, students work on addressing a planning challenge that introduces them to careers in development policy, local government, and registered professional planning.



# UFV Challenge Projects Winter 2021

HUBBUB #7



## COMMUNITY DATA - TAKE 2

**Challenge:** To better understand Community Needs pre and post COVID through the analysis of Abbotsford and Vancouver HelpSeeker data.

### GEOG 252 - Explanation in Geography: Quantitative Methods

A numerical approach to problem-solving in geography. Methods in the collection, description, analysis, and presentation of quantitative data will be addressed.

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**CITYSTUDIO**

**POST COVID COMMUNITY NEEDS-TRENDS FROM THE HELPSEEKER DATA**

To better understand community needs pre and post COVID through the analysis of helpseeker data

By Kamalpreet kaur and Sahibjot Dhillon to the instructor Dr. Afia Raja for Geog 252

CityStudio is a partnership program between the City of Abbotsford and the University of the Fraser Valley.

**PRE COVID** **POST COVID**

**Model Summary**

Model	R Square	Adjusted R Square	Std. Error of the Estimate
1	.414 <sup>a</sup>	.224	.585
2	.427 <sup>a</sup>	.234	.581

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1	1029.286	1	1029.286	1.974	.168 <sup>b</sup>
2	1036.893	19	54.573	1.032	.420 <sup>b</sup>
Total	4988.053	20			

**Correlations**

	Dependent Variable	Independent Variable	Correlation	Partial Correlation	Partial Correlation	Partial Correlation
1	Post COVID	Pre COVID	.414	.414	.414	.414
2	Post COVID	Pre COVID	.414	.414	.414	.414

This analysis is focused on the relation between Covid and community needs recorded in helpseeker data in Abbotsford.

**HELPSEEKER**



## PLANNING FOR PEOPLE

**Challenge:** To gain insights and identify opportunities to make Abbotsford a more livable and sustainable community by applying demographic lenses (i.e. youth, older adults, multi-culturalism and Indigenous).

### GEOG 344 – Urban Development

This course applies the principles of urban geographical analysis to the study of urbanization as exemplified in the development of North American cities in a global context.

**A Way Forward:**  
Planning for a more age friendly Abbotsford through improvements to urban walkability.

**Purpose**

- Estimates predict that 20% of Abbotsford's population will be over the age of 65 by 2036 (Abbotsford, 2011).
- Surveyed Abbotsford Seniors have indicated lack of sidewalks and poor sidewalk quality (Abbotsford, 2016).

**Benefits**

- Physical and mental health
- Connectivity
- Safety
- Environmental and Sustainability
- Foot traffic to businesses
- Decreased car reliance
- Property value increase
- Innovation

**Implementation of: Complete Streets & Urban Greenways**

**Process**

- Complete streets are planned from the outside in, with a focus on walking routes and bike lanes and moving away from car-centric thinking.
- Complete streets involve wider pathways, divisions between transport methods, improved transit stops, and urban vegetation.

**Enhance walkability and accessibility in Abbotsford's roadways**

CityStudio is an innovation and experimentation hub for the City of Abbotsford (CoA) in collaboration with the University of the Fraser Valley (UFV)

James Deering, Jordan Santhya, Lauren Best  
University of the Fraser Valley  
GEOG 344/ Afia Raja, Walker 2021  
Challenge: Planning for Older Adults in Abbotsford



## CROSS-GENERATIONAL WORKPLACE COMMUNICATIONS

**Challenge: How do we effectively communicate in a multi-generational workplace?**

### CMNS 380: Communicating in the Cross-Generational Workplace

This course is designed to provide students with the skills needed to interact and communicate

within a day-to-day workplace environment and build on the potential of a cross-generational workplace. Students will learn how to use a variety of communication strategies from various world views to effectively draw on the strengths of a cross-generational team, in a variety of Canadian workplace contexts.



# Pilot projects

The City of Abbotsford continued its partnership with Abbotsford School District 34 through Rick Hansen Secondary School (RHSS) in a CityStudio-style pilot to connect youth and class projects to their community. This project provided opportunities for:

- Students to gain experiential learning in their field of study by tackling municipal challenges as class projects.
- The City to work with innovative student teams in addressing community challenges with a new perspective.

## Rick Hansen Challenge Projects Fall 2019



### DIVERSITY AND INCLUSION IN ABBOTSFORD

**Challenge: How might we make Abbotsford the most inclusive community in Canada?**

#### **RHSS Course Career Life Education 10**

This course introduces students to explore themselves and work-life balance. Students learn what is required for them to succeed in the workplace and are given the right tools and resources to do so. Students develop the necessary skills required to be successful at any workplace







## TASTE OF ABBOTSFORD

**Challenge:** How might we turn the Taste of Abbotsford Event into a leading initiative to promote sales of local products in Abbotsford?



### RHSS Course Economics 12

This course explores financial and economic literacy and how it can promote the well-being of both individuals and businesses. For this course we focus on a number of different curricular competencies including conducting research to understand and explain economic concepts, critically evaluate economic scenarios and make changes accordingly, and communicate outcomes in multiple formats in a clear and concise manner.



## PROTECTING & IMPROVING THE ENVIRONMENT

**Challenge:** What can Abbotsford residents do to protect and improve the environment?



### RHSS Course Life Science 11

This is a survey course in living things and their interrelationships. The course considers life in all of its diverse and yet related forms. Through this course, students will gain a much greater understanding of the intricate and interconnected systems of the biosphere.

**Due to COVID-19 Rick Hansen students were unable to participate in Winter 2020.**

# Rick Hansen Challenge Projects Fall 2020

HUBBUB #6



## DIVERSITY AND INCLUSION IN ABBOTSFORD

**Challenge #1: How might we identify and find ways to break through barriers that exclude residents from participating in our community?**

### RHSS Course Career Studies 10

This course introduces students to explore themselves and work-life balance. Students learn what is required for them to succeed in the workplace and are given the right tools and resources to do so. Students develop the necessary skills required to be successful at any workplace.

**Translated covid protocol series.**

**Objective:** Breaking language barriers with staff/students, parents, and visitors in schools.

**Positive effects:** - Better communication and understanding  
- Opens up more opportunities  
- More things are able to be done

**Conclusion:** This proposal plans to break the communicative barriers in schools. We believe that it is our duty to create something that can help everyone in educational facilities communicate more clearly.

**Future:** - Translate more things around the school  
Such as school maps, events, and other basic rules  
- Punjabi class will continue this on and it will be updated regularly.

**CITYSTUDIO**  
ABBOTSFORD

By: Ocean Chohan & Sukhleen Mann



## LESSONS FROM COVID

**Challenge #2: How did (or would have) the COVID-19 pandemic affect the following areas? What can we learn from it?**

### RHSS Course Career Studies 10

This course introduces students to explore themselves and work-life balance. Students learn what is required for them to succeed in the workplace and are given the right tools and resources to do so. Students develop the necessary skills required to be successful at any workplace.

PRABHREET GILL & GURLEEN DHALIWAL

**HOPE YOUTH COUNCIL**

EVERYTHING IS BETTER WHEN IT'S GREEN

**PUSH FOR FUTURE DEVELOPMENT**

**Our Platform**  
We wanted to propose the idea of a youth council from grades 9-12 at Rick Hansen Secondary that focuses on environmental sustainability specifically focusing on the bee population.

**INVESTING IN THE NEXT GENERATION**

**Youth Development**  
Youth councils help students refine necessary skills such as teamwork, problem solving, time management, leadership etc. Universities and employers seek such skills from a well rounded applicant as they are crucial for everyday tasks.

**HOW TO SUSTAIN OUR BIGGEST ECONOMY**

**Agriculture Economy**  
Abbotsford is the agriculture capital of Canada, producing over 1.8 billion dollars worth of economic profit. There is no sustainable way to produce and pollinate crops. We are initiating the idea of planting flowers on Earth Day to help engage the Bee population back into our community.

**A SUSTAINABLE FUTURE**

Sustainability, Flowers & Honey Bees

Abbotsford is the agriculture capital of Canada, producing over 1.8 billion dollars worth of economic profit. There is no sustainable way to produce and pollinate crops. We are initiating the idea of planting flowers on Earth Day to help engage the Bee population back into our community.

**ABBOTSFORD**

**CITYSTUDIO**  
Rick Hansen Secondary  
Abbotsford BC V2C 2L9

<https://rickhansen.abbschools.ca/>

# Rick Hansen Challenge Projects Winter 2021

HUBBUB #7



## DIVERSITY AND INCLUSION IN ABBOTSFORD

How might we make Abbotsford the most inclusive community in Canada?

### RHSS Course Career Life Education 10

This course introduces students to explore themselves and work-life balance. Students learn what is required for them to succeed in the workplace and are given the right tools and resources to do so. Students develop the necessary skills required to be successful at any workplace.

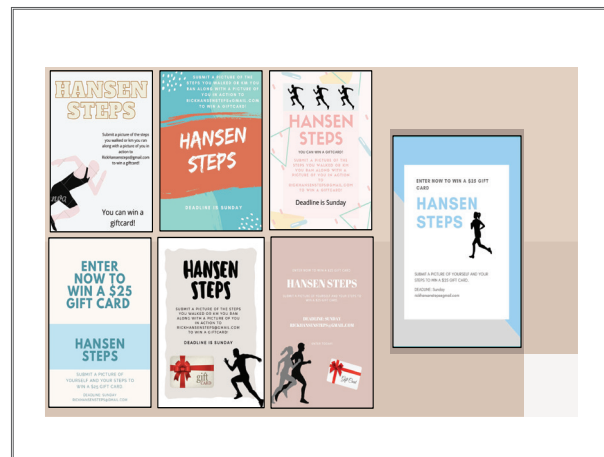


## LESSONS FROM COVID

Challenge #2: How did (or would have) the COVID-19 pandemic affect the following areas? What can we learn from it?

### RHSS Course Career Studies 10

This course introduces students to explore themselves and work-life balance. Students learn what is required for them to succeed in the workplace and are given the right tools and resources to do so. Students develop the necessary skills required to be successful at any workplace.








# INCLUSIVE & EQUITABLE DIGITAL MARKETING OF VIRTUAL COMMUNITY CULTURAL EVENTS

**Challenge #3: How can we digitally market the virtual community cultural events in an inclusivity and equitable way?**

## RHSS Course Business School – Marketing & Promotions and E-commerce

This course explores marketing, promotions and E-commerce. Students will look at: market research process and marketing methods, how powerful of a tool your phone can actually be, different forms of social media, how to use them effectively and how to monetize them, marketing and promoting with the local community theory and practice of how business is done online.

<b>CONNECTING CULTURES</b>	
In order to inclusively connect with one another as a community, we as a group decided that these 3 marketing strategy would effectively do the job!	
<p><b>TIKTOK SOCIAL MEDIA</b></p> <p>Social media is a great reliable resource to market this digital events to everyone. Tiktok would be something that the city should experiment with.</p>	
<p><b>BROCHERES</b></p> <p>Partnering up with local businesses and creating brochures, would help expand the audience.</p>	<p><b>SCHOOL</b></p> <p>Schools should take part in this event. Through announcements and posters to attract the youth.</p>
<p><b>SCHOOL OF BUSINESS</b></p> <p><b>BRIAN. M HARRY. S SONAL. L GWEN. D</b></p>	<p><b>OTHER IDEAS</b></p> <p>Tiktok is a great way to target our youth here in Abbotsford, however Instagram, Newspapers and Facebook will help expand our target market to everyone.</p> 
	<p><b>IT'S TIME TO TAKE ACTION</b></p> <p>Through the advancements of social media and technology we are able to present the city a way to promote this covid friendly event to everyone.</p>

# Introducing Chilliwack CityStudio Winter 2021

This semester we were proud to support CityStudio Chilliwack with this joint virtual Hubbub.



## SUSTAINABLE WATER FUTURE

**Challenge: What can the City, residents, businesses and industries do to shift the balance towards a sustainable water future?**

### GEOG/CMNS 257

#### Environment: Science and Communications

Growing populations, industrial developments and supply commitments all create demands for water that must be balanced against issues of equity, environmental protection, legislative compliance and fiscal responsibility. What may seem an abundant resource may become a constraint to the growth of a city.

## CHILLIWACK WATER CONSERVATION

EVERYONE MUST CONTRIBUTE TO PRESERVE FUTURE WATER USE IN CHILLIWACK

**CHALLENGE:**  
Solutions for conserving water in Chilliwack can start at the individual level and stretch to the regional level, but action begins with awareness. Where do we focus our message of water conservation for the highest impact, and how do we encourage and enforce conservation methods?

**OUTCOMES**  
**INDIVIDUAL CONSERVATION**

- Limit lawn watering, grass only needs an inch of water a week
- Aerate lawn to allow better water and nutrient flow
- Leave grass clippings on lawn to cycle back nutrients
- Let grass grow out to establish deeper and healthier root systems
- Angle hose to focus watering on property and avoid sidewalk
- Use rain barrels to reduce the need for hose water

**PROCESS**  
After researching, we came to the conclusion that we should focus our efforts on residents in houses and residential complexes. With 30% of summer water being used for lawns and a substantial amount of water consumption happening in homes, informing these residents of the benefits of water conservation will create the most impact. Implementation of a system to recycle water can also conserve water supply.

**SYSTEMIC CONSERVATION**

- Establish Water Eco-Nexus Cycle System to recycle water
- Follow Chilliwack's Summer Watering Restriction guidelines
- Switch to water efficient appliances like faucet aerators, low-flow showerheads, and low-flush toilets (rebate program exists)

City of Chilliwack estimates that spending less time showering and switching to a low-flow showerhead can save around \$295 a year.

Sara Wells, Loreal Klassen, Sarah Brownlie, Oshin Gupta, and Ericsson Mar  
Communications 257 Dr. Faye Brooker & Dr. David Gougeon

UNIVERSITY OF THE FRASER VALLEY  
CITYSTUDIO

References  
City of Chilliwack. (n.d.). In the Home. <https://www.chilliwack.com/mainpage.cfm?ID=2287>  
City of Chilliwack. (n.d.). In the Yard. <https://www.chilliwack.com/mainpage.cfm?ID=2298>  
City of Chilliwack. (n.d.). Summer Watering Restrictions. <https://www.chilliwack.com/mainpage.cfm?ID=1038>

# Inspired Projects

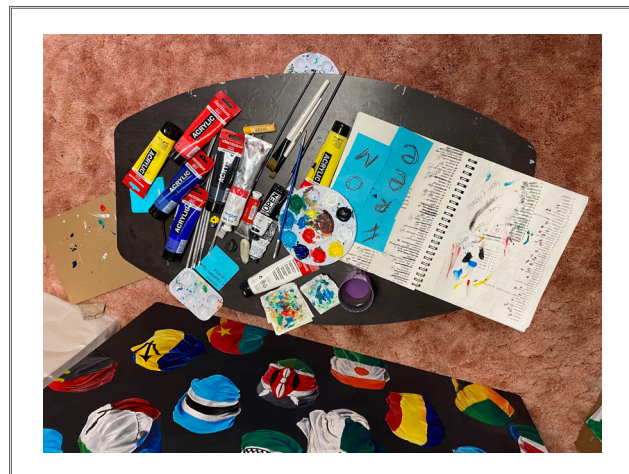
CityStudio Inspired Projects were created to provide a pathway for challenges that did not fit the traditional City driven CityStudio semester based model. These initiatives are unique, follow their own timelines and paths and are supported by a variety of community partners.

- **Diverse Populations Reflective Art**



- **BLM Social Justice Canvas Art Project**

Coordinated by UFV's Centre for Experiential and Career Education in collaboration with a group of faculty.



# Inspired People

## **Angela Rieberger, UFV student**

This experiential learning process was eye opening due to the fact people don't always see the effects of something such as a pandemic, and the overall impact and long-term effects it will have.

## **Dr. AFIA RAJA, Assistant Professor**

It has always been a pleasure to work with City Studio, this term we experimented with the HelpSeeker Data for Abbotsford as well as Vancouver. Learning statistical skills is a part of the academic process but applying those skills to the real life data and deducing results and making recommendations out of it has always been the goal of GEOG 252 class. I am really happy with this experiential learning process and the way students are making pre and post COVID assessments of the community data set and I hope that we are going to end up in some valuable posters, reports and presentations that would be helpful for all the stakeholders involved. Cheers!

## **Sarah Wall, UFV student**

I think the first step in supporting the community as a whole would just be to make this knowledge public and emphasize that we are all in this together and that no one is alone. It is easy to feel alone in a time like this, especially depending on an individual's circumstance, but as a community I think it would be helpful to remind everyone that others are dealing with similar effects from the pandemic as well. It was very interesting to examine all of this data and be able to see the hot spots in Abbotsford and where the community is effected most.

## **Prabhjot Kaur**

It was a great experience to work with CityStudio Abbotsford. I learned a lot from all the projects working with students, mentors, instructors and Citystudio partners.

The team is great, and the best thing is my opinion matters to the team and everyone welcomes different perspectives regardless of people's experience in the field. All the decisions are made with very strategic and careful review of the outcomes while allowing the freedom of creativity at its best. The most important part is everyone is contributing with a lot of dedication and hardwork to leave a positive impact on the community.

# HUBBUBs

An interactive project showcase taking place twice a year that brings together UFV students to share their projects, findings and recommendations with city staff, peers and engaged community members.

Staff also have a chance to vote for their favourite project and mingle with the students, City staff, faculty, CityStudio team, and others from the innovation community.

In 2020/ 2021 we hosted 4 virtual HUBBUB using the City' Let's Talk Engagement platform.



# CITYS HUB





# TUDIO BUB



# HUBBUBs 2020/2021



## University of the Fraser Valley: City of Abbotsford

### Sustainable Sites - Community Connection

#### CHALLENGE:

To explore how a site to be re-imagined from the perspectives of sustainability, green strategies and site activation/optimization, and inclusive placemaking.

UFV Course: GEOG 357 - Conservation Geography (Instructor: Mariano Mapili)

Concepts in conservation planning and management will be investigated through the application of spatial analysis techniques and Geography Information Systems (GIS).

1 - Nature Venture	2 - Think Sustainability

### Nature venture

(Project 1)

Congratulations to the winners of the CityStudio Team Awards!

UFV & City of Abbotsford

Lisa Horton, Ramneek Poonia, Jeevan-Nicole Samra, Jamie Clare for their project **Bringing Sustainability and Community to Our Infrastructure**

Rick Hansen Secondary School

Diljot, Muskaanpreet, Muskaan, Daphney for their project **Laptop Sharing**



How do we effectively communicate in a multi-generational workplace?

**Sustainable Water Future** (CityStudio Chilliwack)  
What can the City, residents, businesses and industries do to shift the balance towards a sustainable water future?

*This semester we are proud to support CityStudio Chilliwack with this joint virtual Hubbub.*

Explore the [Student Projects](#)

### Rick Hansen: Challenges

#### Diversity and Inclusion in Abbotsford

How might we identify and find ways to break through barriers that exclude residents from participating in our community?

#### Lessons from COVID

How did (or would have) the COVID-19 pandemic affect the following areas? What can we learn from it?

Explore the [Student Projects](#)

#### Inclusive & Equitable Digital Marketing of Virtual Community Cultural Events

How can we digitally market the virtual community cultural events?

An analysis of the mental health needs pre-COVID-19 and Post-COVID19 With the use of HelpSeeker Data" by Olivia Jackson

"A Way Forward" by James Deering, Jordan Sandhu and Lauren Best

"How to Communicate" by Perry Mills

**Congratulations to the winner of the Rick Hansen CityStudio Team Award!**

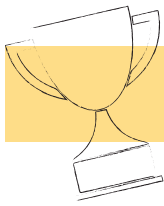
"Languages Without Barriers" by Ashley Grewal, Manroop Bagri & Rupinder Sangha

#### Special mentions go to:

- "What is Vaisakhi?" by Jasman Sidhu, Simrat Dhanoa, and Simar Sidhu
- "Asia Music Band (market virtually)" by Anna Le, Kavan Kahlon, Saurav Sandhu

And thank you to the judges of the CityStudio Team Awards!

- Maureen Wideman, UFV, Associate Vice President, Teaching and Learning



# HUBBUB Awards

## HUBBUB #4 Awards Fall 2019

- **People's Choice:**  
Growing Into a Bike Share:  
Plan for 200K
- **CityStudio Team:**  
Investigation of Soil Composition
- **Special Mention:**  
Project Pond Life

### Rick Hansen Secondary

- **People's Choice:**  
Multi-Lingual Public Transit
- **CityStudio Team:**  
Multi-Lingual Public Transit

## HUBBUB #5 Awards Winter 2020

- **People's Choice:**  
European Starling Deterrents –  
Methods for Blueberry Farms
- **CityStudio Team:**  
European Starling Deterrents –  
Methods for Blueberry Farms

### Rick Hansen Secondary

- **People's Choice:**  
Unable to participate due to  
COVID-19
- **CityStudio Team:**  
Unable to participate due to  
COVID-19

## HUBBUB #6 Awards Fall 2020

- **People's Choice:**  
Safety and Abuse Data  
Understood Through Analytics
- **CityStudio Team:**  
Inclusivity of Indigenous  
Artwork into Abbotsford  
Schools

### Rick Hansen Secondary

- **CityStudio Team:**  
Access to Counselling Made  
Easier

## HUBBUB #7 Awards Winter 2021

- **People's Choice:**  
Languages Without Barriers
- **CityStudio Team:**  
An Analysis of the Mental  
Health Needs Pre-COVID19 and  
Post-COVID19 With the use of  
HelpSeeker Data  
A Way Forward  
How to Communicate

### Rick Hansen Secondary

- **CityStudio Team:**  
Languages Without Barriers
- **Special Mention:**  
What is Vaisakhi?  
Asia Music Band  
(market virtually)



**Connect with us at**  
**[citystudio@abbotsford.ca](mailto:citystudio@abbotsford.ca)**



**CITYSTUDIO**

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