

CITYSTUDIO NORTH VANCOUVER

Year 4 Report: Fall 2022 – Summer 2023

“

It is refreshing using theories that we learn in class and translating them into the "real world".

CityStudio Alum

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WHAT IS CITYSTUDIO?

CityStudio North Vancouver is an experimentation and innovation hub where Capilano University students collaborate with City of North Vancouver staff and municipal partners to co-create projects that make the City more vibrant, sustainable and healthy.

We are a member of the CityStudio Network, a global movement of cities working with post-secondary institutions for civic benefit. Through the co-creation of experimental projects, students gain employable skills and City staff receive support advancing strategic priorities.

CityStudio North Vancouver collaborations and projects are created on the lands of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliłwətaʔł (Tseil-Waututh) Nations.

CityStudio North Vancouver is a partnership between the City of North Vancouver and Capilano University. We are grateful to partner with the City and key organizations within the City, including North Vancouver City Library, MONOVA: Museum of North Vancouver & Archives, North Vancouver RCMP, Vancouver Coastal Health, City of North Vancouver Fire Department, Silver Harbour Centre, North Shore Emergency Management, North Shore Neighborhood House, North Shore Rescue, North Vancouver Arts Council, North Shore Culture Compass, Centennial Theatre, and the North Vancouver Recreation and Culture Commission.



Images: Fall 2022 site visits with Partners, CityStudio





Images: Spring 2023 Classroom Visits with Partners, CityStudio

CITYSTUDIO: WHERE IT STARTED

In 2010, the City of Vancouver launched an ambitious plan to become the *greenest City in the world*, seeking big ideas and innovative thinking to lead global sustainability. At the same time within Simon Fraser University (SFU), CityStudio co-founders Dr. Janet Moore and Duane Elverum were developing a new pedagogy to engage students and accelerate sustainability with civic action projects. When Mayor Gregor Robertson asked citizens to submit the best ideas to meet the *Greenest City* goals, Elverum and Moore submitted the CityStudio project: they imagined students – with their hope, energy and enthusiasm – needed to be at the center of the City learning and helping staff with projects and research.

The Deputy City Manager Sadhu Johnston saw multiple benefits with this project and offered a studio space under the Cambie Bridge. CityStudio created a space where, for the first time, City staff, students, faculty, and community members could talk openly about what matters most, develop experimental projects together, and plan for ways to make the best projects permanent.

Since then, CityStudio has continued their work in Vancouver, and now helps other cities to join on the journey of civic innovation through the CityStudio *Theory of Change*. Today, the studio is home to the CityStudio Vancouver Society - a Canadian charity - and two programs, the CityStudio Global licensing program and the local CityStudio Vancouver program. CityStudio Global is a growing network with 15 programs currently operating throughout Canada, Norway, Australia, and the United Kingdom.

CITYSTUDIO NORTH VANCOUVER

In May 2017, Carol Aitken, faculty, Capilano University (CapU) IDEA Bachelor of Design in Visual Communication, attended Art of Cities, a conference where attendees learned how to launch their own CityStudio. Inspired by the conference, Carol brought the idea back to CapU.

In Fall 2018, anchored in the University's deepening commitment to experiential and community-engaged learning, preliminary conversations began between the City of North Vancouver and CapU. Fortuitously, in 2019 the City of North Vancouver council unanimously approved a strategic plan to become the "Healthiest

Small City in the World," just as CapU refined its vision to become a community-based university with an emphasis on experiential learning.

After attending CityStudio Vancouver's HUBBUB #12 project showcase, the City and CapU set out in earnest to formalize their commitment to establishing CityStudio North Vancouver.

With support from Duane Elverum, CityStudio co-founder and Executive Director, the details of the potential partnership and the framework were finalized in Spring 2019.

ON APRIL 30, 2019, CITY OF NORTH VANCOUVER MAYOR LINDA BUCHANAN AND CAPILANO UNIVERSITY PRESIDENT PAUL DANGERFIELD SIGNED A MEMORANDUM OF UNDERSTANDING (MOU) LAUNCHING THE CITYSTUDIO NORTH VANCOUVER PILOT, A ONE-YEAR PARTNERSHIP TO LAUNCH AND TEST CITYSTUDIO NORTH VANCOUVER.

This partnership supported the development of 12 course collaborations in Fall 2019 and the appointment of a "CityStudio Project Lead" based at Capilano University to support the course collaborations.

Since its' introductory year in 2019, City Studio has hosted over 91 collaborations with 65 faculty, 77 city staff and partners, and 2,133 students creating 552 projects. We look forward to building on these successes.

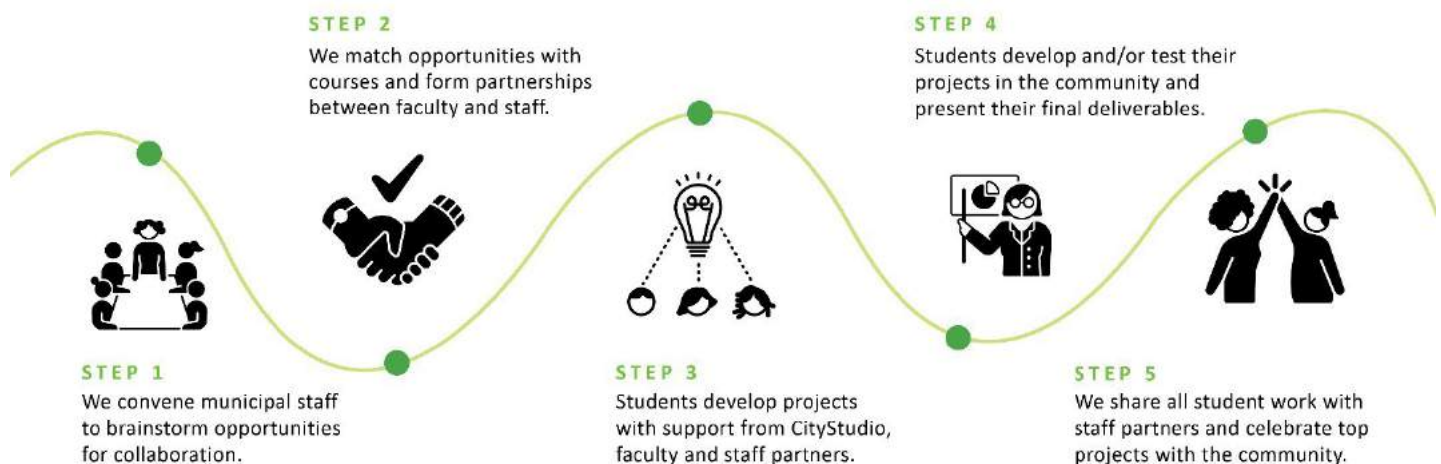
YEAR 4: FALL 2022–SUMMER 2023

In its fourth year, CityStudio North Vancouver continued to develop innovative project collaborations, strengthening, and enriching existing partnerships while establishing new opportunities for students. Projects continued to be developed within a hybrid model of in-person and online sessions providing support and flexibility in the collaboration process.

Students from across CapU faculties explored diverse project questions posed by City leaders. In the 2022-23 academic year, 165 inspiring projects responding to all five strategic priorities outlined by the City's vision to be the Healthiest Small City in the World.

	Fall 2022	Spring 2023	Summer 2023	TOTAL
Course Collaborations	9	14	1	24
Faculty Partners	8	12	1	21
Staff Partners	7	11	1	19
Students	258	275	22	555
Projects	67	93	5	165

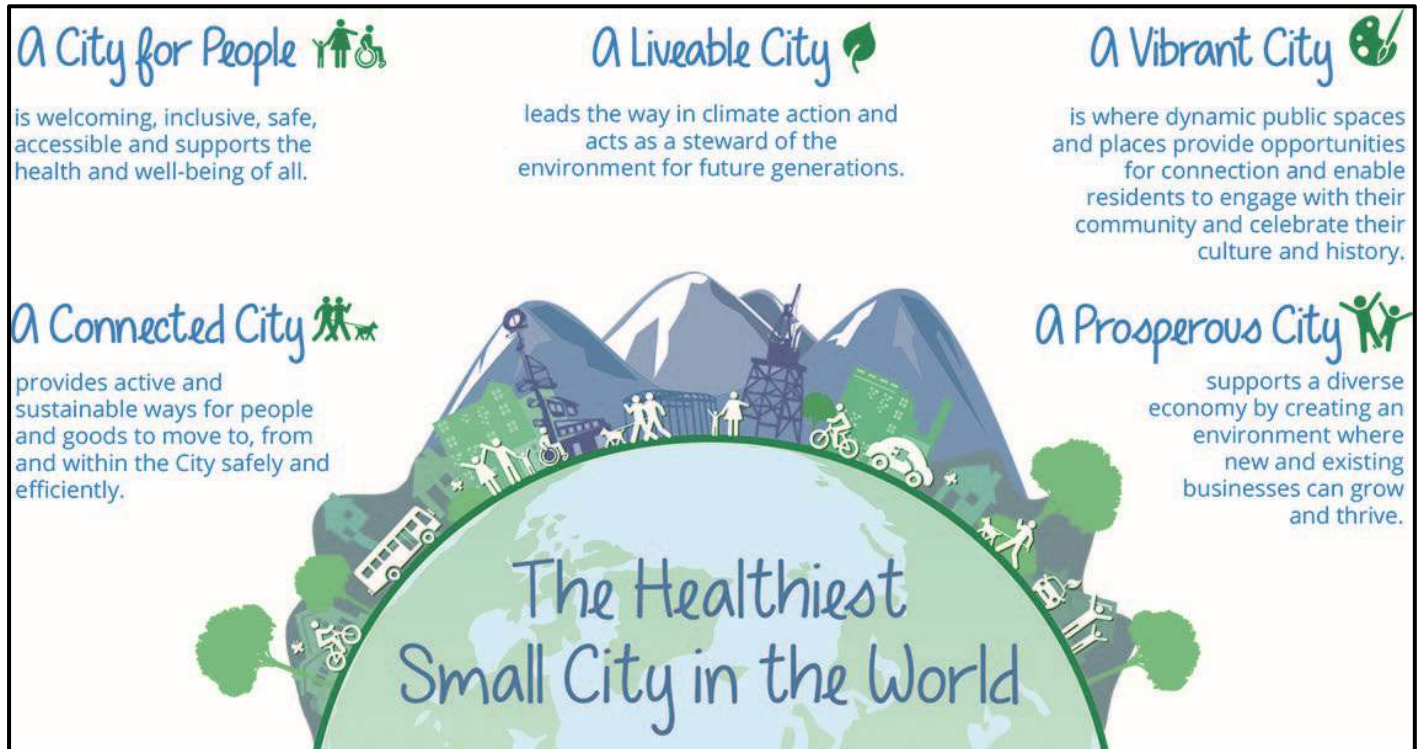
CITYSTUDIO: HOW WE WORK



SHARED VISION

Each project works towards the City of North Vancouver's Council's Vision to be "The Healthiest Small City in the World". City Council has identified **five key priorities** to support this vision and guide their work, which we work towards in all CityStudio projects.

CityStudio partnerships are a form of curricular work integrated learning, and they typically fall under the category of "applied research" or "community service learning" depending on the nature of the collaboration.



CITYSTUDIO: GLOSSARY

1. Opportunity - A question or challenge posed by municipal staff to address and/or support a municipal initiative.
2. Course Collaboration - A partnership between an instructor and one or multiple municipal staff.
3. Project - A deliverable or idea developed and/or tested by a team of students (or an individual student) to address the opportunity. Course collaborations may lead to several projects, depending on the number of students and structure of the courses.
4. Showcase Project - The student project(s) selected to be shared at the end of term showcase (HUBBUB) to represent each course collaboration.

LETTER FROM THE MAYOR

CityStudio is a unique partnership for the City of North Vancouver that provides not only students, but municipal staff as well, the opportunity to learn and grow.

I want to thank everyone for their hard work and for prioritizing community. The projects created over the past year have been thoughtful, engaging, and innovative. The contributions of staff and students with CityStudio will make us more resilient as a community.

CityStudio advances many of our strategic priorities and contributes to our vision of being the 'Healthiest Small City in the World.' Through thoughtful dialogue, dynamic activations, and a hunger for improving the way we live, work and play in the City, together we are building a bright future.

I am so pleased that the City is able to benefit from the CapU Lonsdale location and the CityStudio program. My sincerest thank you and congratulations as you celebrate another successful year.

Sincerely,

Linda Buchanan

Mayor, City of North Vancouver



LETTER FROM THE PRESIDENT

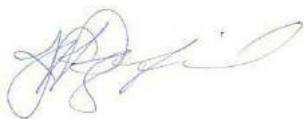
CityStudio North Vancouver provides work-integrated learning opportunities for our students to explore and apply their knowledge and creativity towards a wide range of topics impacting the North Shore's communities. Celebrating its fourth year, this partnership between Capilano University and the City of North Vancouver has involved nearly 2200 students, 76 city partners, and 65 faculty have collaborated on over 500 projects.

The 2022-23 report celebrates key aspects of the students' work over the past academic year. Highlights include two end-of-term project showcases and our annual idea jam in collaboration with the city and other community partners where new ideas for future collaborations are generated.

With the common goal of making meaningful change in the community of North Vancouver, the 2022-23 projects were diverse and multi-layered and brought exciting opportunities for students to work with new city partners and to enrich existing relationships.

As a hub for innovation, generated by curiosity and applied imagination, CityStudio exemplifies Capilano University's vision ([Envisioning 2030](#)) and academic direction ([Illuminating 2030](#)). Opportunities we have never imagined before are emerging—and as this report shows, Capilano University students are ready for them. I look forward to the innovative and extraordinary ideas that will come from this initiative in the years ahead.

Sincerely,



Paul Dangerfield

President, Capilano University





FALL 2022 COLLABORATIONS

Image: Fall HUBBUB Event 2022, CityStudio



Central Lonsdale is FOR YOU!

Promotion of Brand Awareness of "Central Lonsdale"

WHAT IS IT?

Mass Media has partnered with CityStudio in the fall term of 2022 to design a project on ways of promoting economic growth in Central Lonsdale and the surrounding area through marketing communication strategies.

With the importance of community being a primary focus of this campaign, we want the public, both local and visitors, to feel that Central Lonsdale is a place for them, regardless of what their independent motivation might be. Whether they are running errands, shopping, looking to eat out, or spending time in a community outdoor space, Central Lonsdale is the place to do it.

The title for the campaign is "FOR YOU!" to emphasize that regardless of who you are, Central Lonsdale has something to offer. This provides the audience with an optimistic impression of the area that has gone into creating a destination and builds interest, preparing the consumer to interact with the brand. The title of this campaign will build a positive, personal connection with the target audience, encouraging a sense of community as a result.

WHY IS IT NEEDED?

The purpose of this campaign is to promote the brand awareness of "Central Lonsdale." The reason why we should promote the brand awareness of Central Lonsdale is because more visitors are unaware that it is a distinct location of its own. By promoting brand awareness of Central Lonsdale through marketing communication strategies (social media, advertising, and promotional booklets), both locals and tourists will be attracted to the destination while encouraging economic growth. The increase in community involvement will encourage visitors to spend time exploring the local characteristics, such as businesses, markets, and culture, fostering a sense of community.

HOW IT WORKS:

- Use direct and indirect marketing methods to build brand awareness
- Organize art events to showcase Central Lonsdale culture and give a platform to local artists
- Create a promotional booklet in collaboration with local businesses to encourage community involvement and support
- Incorporate local culture and art into the booklet to act as a "product guide"

OUTCOMES

In order to understand more about the Central Lonsdale area, Mass Media team spent time to walk around the area and discover the the areas, such as local businesses, the characteristics of neighborhood, and community, etc. Therefore, we realized that local art, which can be identify through unique patterns in Central Lonsdale, can attract more visitors. Moreover, local businesses will also be the key driver that make visitors spend time in Central Lonsdale.

From our research and exploration about Central Lonsdale, we come up with the idea that using local art events as the key promotion to reach our target audience. In addition, cooperation with local businesses through win-win strategies, which make local businesses can attract more customers to visit their businesses and the campaign can attract more target audience to visit or re-visit Central Lonsdale. The business in Central Lonsdale will have the opportunity to offer coupons or discounts to attendees of this event and set the timeline of when they would like the promotion for their business to be valid. Attendees who are visiting from out of town will be encouraged to either explore these businesses day or make a point to return at a later date, while locals may

Capilano University | Tourism Marketing
Team Members: Brooke Moriarity, Juliana Mai, Leila Zehtabfard, Skylar Wan, Van Anh Pham (Aerial)
Instructors: Allan Florendo | City Partners: Adelyn Davies

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OPPORTUNITY QUESTION:

How can we bolster visitation to Central Lonsdale to increase economic growth of current and future businesses in the area?

CITY COUNCIL PRIORITIES	A Prosperous City
COMMUNITY PLAN GOAL	Goal 7.1.1: Support existing businesses in the City and encourage innovation and the development of small businesses.
CAPU FACULTY	Global & Community Studies – Tourism Management
COURSE	TOUR 312 – Strategic Marketing (Tourism)
INSTRUCTOR	Allan Florendo
STAFF PARTNER	Siobian Smith, City of North Vancouver
PROJECT DESCRIPTION	Students were divided into several groups to work on a course project focused on the development of an integrated marketing plan for the Central Lonsdale area.
HUBBUB NOMINATED GROUP	"Central Lonsdale is for You!" project by students Brooke Moriarity, Juliana Mai, Skylar Wan, Van Anh Pham and Leila Zehtabfard



OUR RESILIENCE GOAL THROUGH "TOO GOOD TO GO" APPLICATION



Effects on Climate Change

One-third of food is being wasted. The carbon footprint of food waste is estimated to be 3.3 billion tons of CO₂ equivalents released into the atmosphere a year. 1 in 9 people in BC has food insecurity.

"Too Good To Go" Application

Every day, delicious, fresh food goes to waste at bakeries, restaurants, hotels, and grocery stores – just because it hasn't sold in time. The Too Good To Go app lets customers buy and collect Surprise Bags of this food – at a 1/3 of the price – directly from businesses.

Increasing Awareness

Increasing awareness about the Too Good To Go app helps people to find more affordable food options as well as decreases restaurants' food waste amounts.

Presented by Capilano University students:
Anastasiia Brovarets, Adiyara Zakhanova, Cristian Ponce, Maxwell Fonseca, Parsa Eskandari



OPPORTUNITY QUESTION:

How can we best support the North Shore Emergency Management, and its partners build a roadmap for "climate change, resilience and sustainability" on the North Shore?

CITY COUNCIL PRIORITIES	A Livable City
COMMUNITY PLAN GOAL	Goal 3.1: Enhance well-being and quality of life for all community members.
CAPU FACULTY	Faculty of Arts & Sciences (Social Sciences)
COURSE	GEOG 316 – Climate Change
INSTRUCTOR	Mitra Kiamanesh
STAFF PARTNER	Emily Dicken, North Shore Emergency Management (NSEM)
PROJECT DESCRIPTION	Project aimed to create awareness of food waste by bringing the FOODTOGO app to the City of North Vancouver to encourage the public to buy food at 1/3 of the price to conserve food from going to waste at the end of the day.
HUBBUB NOMINATED GROUP	"Climate Resilience – Food Waste," presented by students Anastasiia Brovarets, Adiyara Zakhanova, Cristian Ponce, Max Fonseca and Parsa Eskandari



RAINWATER HARVESTING

The Future of Water Conservation

Building Water Security

Promoting Homeowner/Developer Driven Rainwater Catchment Infrastructure on the North Shore

WHAT IS IT?

A policy initiative to develop rainwater catchment infrastructure across the North Shore. The initiative will consist of a combination of tax rebates and permit requirements which will help to ensure water security on the North Shore into the future.

Rainwater harvesting is a method of collecting the runoff from a structure or other impervious surface to store for later use. Traditionally, this involves harvesting the rain from a roof. The rain will collect in gutters that channel the water into downspouts and then into a storage cistern. Rainwater collection systems can be as simple as collecting rain in a rain barrel or as elaborate as harvesting rainwater into large cisterns to supply your entire household demand.

HOW IT WORKS:

- Homeowners will be offered a rebate to offset the cost of property taxes when they install a rainwater catchment system.
- Rebate amounts will be staggered based on the capacity of the system installed.
- Beginning in 2024, all new builds will require a rainwater catchment system as part of their rainwater management plan to obtain permits.
- This model ensures that the cost of infrastructure falls on developers and homeowners, while also benefiting farmers.

WHY IS IT NEEDED?

As the impacts of climate change continue to cause increased drought conditions in the Lower Mainland, it is critical that North Shore municipalities develop an action plan to ensure water security for the region. As the population of the North Shore is rapidly increasing, it is important that policy adaptations take place as soon as possible to avoid a worst case scenario such as the stage four water restrictions that occurred on the Sunshine Coast earlier this year.



WATER IS PRECIOUS SAVE IT

DO YOU HARVEST RAINWATER?



RAINWATER



TOILETS



WASHING MACHINES



LOVE EARTH

OUTCOMES

We examined similar rebate programs in the Sunshine Coast Regional District and the Regional District of Nanaimo where staggered rebate programs are available to homeowners who install rainwater catchment systems. The program in the Regional District of Nanaimo has received so many applications that it has closed for the year as the maximum funding allocation has been reached.

In the City of North Vancouver's audited statement of operations, year ended 2022, we found that the city spent \$107,100 CAD in water utility expenses. Installing rainwater harvesting can bring that number down and increase the annual surplus. Currently the city has accumulated surplus of over \$33 million dollars. Rebates for homeowners can be provided using this surplus money.

NEXT STEPS

Conducting surveys of homeowners would help identify likely uptake rates for this rebate which would assist the municipality in constructing a budget estimate for the program. Application numbers from the pilot year of the program would be used to construct a firm budget for subsequent years.

Capilano University Geography 316-01
 Team Members: Aine Corrigan-Frost (Capilano University), Dee Warapitiya (Capilano University), Dikran Singh (Capilano University)
 Instructors: Dr. Hojat Yazdanpanah | City Partners: Aderon Davies

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OPPORTUNITY QUESTION:

How can we best support the North Shore Emergency Management, and its partners build a roadmap for “climate change, resilience and sustainability” on the North Shore?

CITY COUNCIL PRIORITIES	Livable City
COMMUNITY PLAN GOAL	Goal 4.1 Develop, promote, and implement strategies to mitigate and adapt to climate change.
CAPU FACULTY	Faculty of Arts & Sciences (Social Sciences)
COURSE	GEOGRAPHY 316 – Climate Change
INSTRUCTOR	Hojat Yazdan Panah
STAFF PARTNER	Emily Dicken, North Shore Emergency Management (NSEM)
PROJECT DESCRIPTION	Students reviewed action areas of concepts of resilience to climate change.
HUBBUB NOMINATED GROUP	Water Harvesting Project Group: Áine Corrigan-Frost, Dikran Singh and Dee Warapitiya

Protecting Natural Indigenous Resources



CMNS 261: Interpreting Communication Documents
Author: Madeleine Coffin
Instructor: Kimberly Stewart | City Partners: Adelyn Davies, Carol Ballard, Daien Ide

Project Focus

The focus of the project derives from an oral history conversation with an Indigenous Elder who briefly discussed traditional and cultural ways regarding natural resources and lived within Indigenous communities. After being inspired by this conversation, I delved deep into learning the history, current state and the future of hearing and respecting this important aspect of Indigenous culture throughout Canada. The research I conducted allowed me to gain a plethora of rich and informative knowledge that has largely been overlooked by western societal systems. With just having listened to the oral history and hearing the meaning of this topic, I learned much more than I could have imagined and demonstrates as to the importance of listening to Indigenous communities and specifically elders as to when they are taking their time in our society.

Collection of Resources

The resources gathered for this project were both vast and diverse. I used numerous databases such as the Capilano University Library Online Database, Statistics Canada, and several academic institutions websites both Canadian and American. As well as these resources, I provided resource sites that provided past and current information on the topic at hand. However, one of the most informative and engaging databases I used was the Yana Valley Monks Archives. I was able to have a hands-on experience in sorting through and finding resources for my topic and as well have online access through the website.

WHY IS IT NEEDED?

Within all aspects of Indigenous life such as culture, community and in the case of the topic at hand of natural resources, and how colonization and western influence has abused and silenced these vital aspects of Indigenous cultures. Through continuous support and learning through Truth and Reconciliation as well as implementing Indigenous well-being and support into every day decisions can help in continuing the healing that colonization has and continues to impose on communities daily. As a basis on the topic at hand, academic institutions throughout Canada can begin to improve and incorporate learning of the protection of Indigenous natural resources as well within learning centers that translates into workplace and societal acknowledgment.

Learning Outcomes

When researching this topic I found and discovered a vast realm of information that I previously had little or no knowledge of at all. However, when well-versed in this I found myself filled, focused on different research aspects that truly impacted and changed how I viewed the topic at hand. Firstly, an academic article conducted focused on the integration on traditional medicine from using natural resources within Indigenous people's communities, specifically for diabetes. Not only did this article display the benefits and practices that accompany traditional medicine it also noted as to the importance in which connecting communities to these said traditions are vital in ensuring they stay alive. Secondly, I spent a lot of time on the Monks Archives Online Database site spending hours sifting and discovering images that connect to the preservation and destruction of Indigenous natural resources was fascinating and informative, as well finding more related images that tie back into the topic at hand regarding communities, traditions, cultures and resources in the land. Overall, I gained the ability and now have the confidence to find information and research on other databases for future topics and can conduct my own research efficiently. Finally, I found myself being stuck in a loop of not being able to find relevant and up-to-date information on the topic within government and academic websites. This was a learning experience for me and made me question my own privilege when it comes to Indigenous knowledge. As a non-Indigenous person I was struggling to just looking for information for a research project yet the matter is more from more, strenuous and difficult for Indigenous people and communities who want to both honor and learn their past and traditional traditions and cultures. This research project was a tremendous learning experience for me and allowed me to gain a deeper understanding as well as learn how to respect and acknowledge my own privilege.

Future Learning

The exploration of the topic opened my eyes to the way in which Indigenous natural resources have been developed through time, the impact that they have had in being destroyed through western influence, and the ways in which they are and continue to be honored and respected both today and in the future. Overall, I feel that with the knowledge I have gained over the past weeks in researching and learning about this topic, I am becoming so curious to ways in which myself and others can support and honor these traditional Indigenous peoples throughout Canada. With having gained an understanding as to the history and ways in which natural resources have been depleted it is vital in ensuring that they continue to be both given back and respected within modern day society.

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OPPORTUNITY QUESTION:

How can we best support MONOVA and North Vancouver City Library's efforts to decolonize their collections?

CITY COUNCIL PRIORITIES	A Vibrant City
COMMUNITY PLAN GOAL	Goal 3.1: Enhance well-being and quality of life for all community members.
CAPU FACULTY	Faculty of Business & Professional Studies (School of Communications)
COURSE	CMNS 261 – Interpreting Communications Documents
INSTRUCTOR	Kym Stewart
STAFF PARTNER	Carol Ballard, Daien Ide (MONOVA); Sarah Tarcea, Abigail Saxton (NVCL) with support by MONOVA Indigenous Programmers –Tsawasiya Spukwus (Alice Guss)
PROJECT DESCRIPTION	A research project inspired by an oral history conversation with an indigenous Elder about traditional and cultural ways regarding natural resources.
HUBBUB NOMINATED GROUP	"Protecting Natural Indigenous Resources" project by Madeleine Coffin

Decolonizing Healthcare

Pathway to providing equitable health care to First Nations peoples free of racism



Top Left to Right: Chief Joe Capilano (n.d.) and Mary Capilano (1938), the Elder's Great-Grandparents (Source: North Vancouver Archives).

Bottom Left to Right: Photograph by Elbert and Baglow of Chief Joe Capilano and other Coast Salish Leaders (1908) (Source: North Vancouver Archives), Truth and Reconciliation Day Squamish 2022 (Source: Squamish Chief Newspaper), 'Boys Only' original front entrance of the North Vancouver Archives building (Source: Rowena File), Photograph of the Elder's outside North Vancouver Archives (Source: MONOVA).

Capilano University: Interpreting Communications Documents
Team Members: Rowena File
Instructors: Dr. Kym Stewart | City Partners: Staff Nicole Adeniyi Davis



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WHAT IS IT?

In the Elder's interview, they spoke about the family members they lost to illness, largely due to the lack of access to health care. This project digs deep into the research on the effects a colonialist healthcare structure has had on First Nations peoples in Canada, America, and Australia.

The key findings from this research are:

- Mortality rates are higher for Indigenous people than non-Indigenous people across all three countries.
- Indigenous people have higher rates of disease, especially heart disease and diabetes, than non-Indigenous people across all three countries.
- Indigenous living on reserve has a higher mortality rate than Indigenous living off reserve.
- Indigenous people experience racism in healthcare.

WHY IS IT NEEDED?

Every Canadian has the right to healthcare free of racism. With the disparities in disease and mortality rates between the First Nation people and the rest of the population, the Canadian healthcare system is not fulfilling its duty of care. For the Canadian Government to fulfill their side of the Truth and Reconciliation agreement, several Calls to Action must be met. The following Calls to Action are the focus of this project:

- Call to Action 18: We call upon the federal, provincial, territorial, and Aboriginal governments to acknowledge that the current state of Aboriginal health in Canada is a direct result of previous Canadian government policies.
- Call to Action 19: We call upon the federal government, in consultation with Aboriginal peoples, to establish measurable goals to identify and close the gaps in health outcomes between Aboriginal and non-Aboriginal communities.

HOW RESOURCES WERE COLLECTED

This research project started with the transcribing of the Elder's oral history recorded by MONOVA. Listening to the story, the topic of understanding accessibility to healthcare for First Nations people was developed. Search words, such as Indigenous Healthcare, Decolonizing Healthcare, and Racism in Healthcare, were used in the Capilano University library database. Thirty-eight journal articles were used from the original library online, sorted and integrated through an annotated bibliography. Statistics were sourced through Statistic Canada, Statista, Indian Health Services in America and the Australian Bureau of Statistics. A search in the North Vancouver archive produced images of the Elder's ancestor that he mentioned in his story, which are shown on the poster.

WHAT DO WE NEED TO REMEMBER

The legacy of colonialist practices, like the residential school program, has deep running stones in Canada's First Nations communities. These stones not only affect their Elders, but they are also affecting the generation growing up today. Settlers in this country must respect the damage these practices have caused and walk forward with compassion and the space for these stories to be told. Listening to these stories with an open mind and an open heart allows for the healing process and educates the rest of the population on the systemic trauma that is still being felt today.

WHAT I LEARNED:

- The MONOVA and North Vancouver archives are not only the guardian of Vancouver's historical information but a fascinating place to spend time in.
- Zóro is an excellent tool for collecting and storing research information.
- How much colonization affects First Nations people across the world.
- How important it is to capture the oral histories of the First Nations Elders.



CITYSTUDIO NORTH VANCOUVER | CAPILANO UNIVERSITY

OPPORTUNITY QUESTION:

How can we best support MONOVA and North Vancouver City Library's efforts to decolonize their collections?

CITY COUNCIL PRIORITIES	A Vibrant City
COMMUNITY PLAN GOAL	Goal 6.4: Respect the City's history by maintaining and enhancing connections to the past.
CAPU FACULTY	Faculty of Business & Professional Studies (Communications)
COURSE	CMNS 261 – Interpreting Communications Documents
INSTRUCTOR	Kym Stewart
STAFF PARTNER	Carol Ballard, Daien Ide (MONOVA); Sarah Tarcea, Abigail Saxton (NVCL) with support by MONOVA Indigenous Programmers –Tsawasiya Spukwus (Alice Guss)
PROJECT DESCRIPTION	A research project started with the transcribing of the Elder's oral history recorded by MONOVA. Listening to the story, the topic of understanding accessibility to healthcare for First Nations people was developed.
HUBBUB NOMINATED GROUP	"Decolonizing Healthcare: Pathway to providing equitable health care to First Nations peoples free of racism" project by Rowena File



Urban Repurpose Public Awareness Campaign

Reusing Construction Wood Waste





WHAT IS IT?

- Building an effective public awareness campaign for the Spring 2023 event for Urban Repurpose.
- Promoting the benefits of sustainability and the re-use of materials, especially wood from demolished homes and buildings.
- Encouraging audiences between the age of 6-60 in North Vancouver to make objects out of reclaimed wood.

WHY IS IT NEEDED?

- 1,370 kgs of waste per person is generated in Metro Vancouver, mostly composed of wood and scrap material (Vancity Waste Report, 2019).
- The untapped potential of wood waste is essential to avoid deforestation and pollution.
- Alliance with the main goal of the city of North Vancouver: "making a livable city" (City of North Vancouver).

HOW IT WORKS:

- Social Media content, marketing, and management.
- Local media engagement.
- Schools and universities outreach.
- Volunteer program.

OUTCOMES

- Secure Future Finding: Return on Investment = Amount of Investment + Number of People Reached (62% Daily Social Media Users in Canada, Reviewlution, 2022).
- School and University Curricula: Students Reached = Amount of Investment + Number of Students Reached (48,500 student enrolled in schools in B.C., Government of B.C.).
- Study Campaign Impact: Change in Construction Wood Waste.

NEXT STEPS

- Hire 3 coordinators, possibly funded by CapU.
- Provide volunteer opportunities for CapU students.
- Launch dedicated Social Media sites and content for Social and Mass Media, expected cost is \$3000.

OPPORTUNITY QUESTION:

How can we excite and engage the community in Urban Repurposes' Re-purpose event in Spring 2023 by using interesting and exciting ideas on how to upcycle and reuse materials?

CITY COUNCIL PRIORITIES	Livable City
COMMUNITY PLAN GOAL	Goal 4.1 Develop, promote, and implement strategies to mitigate and adapt to climate change.
CAPU FACULTY	Faculty of Arts & Sciences (Social Sciences)
COURSE	CMNS 405 – Advanced Communications for International Learners
INSTRUCTOR	Alaa Al-Musalli
STAFF PARTNER	Tom Riessner (Urban Repurpose) and Annie Dempster (City of North Vancouver)
PROJECT DESCRIPTION	To create a campaign to reduce the amount of construction waste by recycling old wood into household items.
HUBBUB NOMINATED GROUP	Urban Repurpose Media Awareness Campaign by Christabel Edwin, Shahana, Karanveer Singh Multani, Anmol Sethi (NABU, Capilano University)



Urban Repurpose

Building Waste Reutilization Event: Resource Materials for Marketing

WHAT IS IT?

Urban Repurpose is a non-profit organization located in North Vancouver who is founded by Tom Riessner (Owner and Founder of Urban Repurpose). Tom will be holding an event to promote the reutilization of construction materials in 2023, with several classes at Capilano University involved in support.

What purpose does it serve?

Urban Repurpose has a mission to educate the public about the importance of reducing and reusing, especially when it comes to construction materials.

WHY IS IT NEEDED?

Urban Repurpose could play a significant role in the City's 2030 target to recycle 80% of building demolition materials.

The local North Vancouver landfill will be soon increasing prices in January 2023 to \$555 per tonne and depending on the material, the cost can be upwards of \$1000.

During a common renovation process, the average home can produce around 3-4 tonnes of tear-off waste and as North Vancouver's population is constantly growing, houses are being torn down and built from scratch.

Urban Repurpose can lend a hand to the amount of waste that can be reduced through keeping containers of quality materials and building contractors purchase these used materials for other renovations.

HOW IT WORKS:

The business model is based on donations in which local bank appointments for drop off and then these items are quickly priced and resold to customers.

Tom Riessner is planning an outdoor event in late Spring or early Summer in the event he is building a new a festival like atmosphere that focuses on repurposing items. His goal is to provide public education on what is possible with found and reclaimed materials, especially timber and construction materials that are further ready at the site and the value in them.

OUTCOMES:

The class completed a resource guide of materials for use for the purposes of promoting an building construction event in Spring 2023. The resource guide includes information compiled from various sources, including the City of North Vancouver's Dept. Climate & Environment Strategy. This information will be used by classes in Spring 2023 to help promote the event.



NEXT STEPS:

In Spring 2023, Capilano University students will use the resource guide to engage in a promotional campaign to raise awareness in regard to repurposing building materials in support of the spring event at Urban Repurpose.

North Vancouver is known for being a "green to wealth" community and the event will help incentivize people to use services like Tom's to reduce the amount of waste from construction and renovations.

OPPORTUNITY QUESTION:

How can we excite and engage the community in Urban Repurposes' Re-purpose event in Spring 2023 while also raising awareness of the value and benefits of upcycling and reusing products locally to address the causes of climate change and strengthen local resiliency?

CITY COUNCIL PRIORITIES	Livable City
COMMUNITY PLAN GOAL	Goal 4.1 Develop, promote, and implement strategies to mitigate and adapt to climate change.
CAPU FACULTY	Faculty of Arts & Sciences (Social Sciences)
COURSE	SOC 302 – Sociology of Climate Change
INSTRUCTOR	Sean Ashley
STAFF PARTNER	Tom Riessner Executive Director, Urban Repurpose and Annie Dempster, City of North Vancouver
PROJECT DESCRIPTION	Development of a guide for marketing resource materials.
HUBBUB NOMINATED GROUP	"Building Waste Reutilization Event: Resource Materials for Marketing" class compiled project.



RESPONDERS FIRST

Decreasing chronic stress within the North Vancouver City Fire Department



WHAT IS IT?

Responders First is a program created for the North Vancouver City Fire Department (NVCFD).

The mission is to improve mental health literacy and support among the responders of the NVCFD, while building access to professional and self-care activities.

Using a three-pronged approach, this intervention prioritizes the following risk factors for chronic stress:

- Mental health literacy
- Chronic stress related to living & working in a high-risk environment
- Accessibility for emotional regulation
- Presence of co-occurring suppression
- Access to resources

This is done through educational workshops, having an on-site therapist, and implementing a self-care bonus.

HOW WILL IT WORK?

Educational Workshops: This activity will provide an interactive workshop per week for 12 weeks from cohort at a time. These workshops will focus on increasing mental health literacy and decreasing suppression. For example, one workshop might focus on the effects of trauma on the body and the brain, while another may be a yoga or meditation class.

On-Staff Therapist: A therapist will be hired at NVCFD. They will conduct sessions per shift, 2-4x per week. This will increase the responder access to therapy so that the mental health support is available. It will also increase mental health literacy and decrease suppression.

Self-Care Bonus: A per quarter bonus, equivalent to 8 hrs pay, will be given to the first responders who complete an initiative to manage in between activities. This will decrease suppression and increase access to not having enough time for self-care activities.

WHY IT IS NEEDED:

Literature

- The job is unique in that 70% are exposed to critical incidents
- There are significantly increased rates of suicide among first responders
- There are short and long term health complications related to chronic stress
- Stress management has been proven to be effective but there are few accessible resources in place

NVCFD Survey Results

- 60% feel they do not have enough time to get everything done
- 60% have a hard time relaxing
- 60% feel overworked
- Some mental health issues lead to low levels of mental health literacy
- "We are job and if you can't do it, you're out"

EXPECTED OUTCOMES

Short-Term Outcomes: Educational workshops and on-site therapy will create changes in awareness, attitudes, knowledge, and skills. While the self-care bonus will create changes in awareness, attitudes, knowledge, and motivation.

Mid-Term Outcomes: There will be an increase in educational workshop participation as well as an increase in the number of first responders seen by the therapist. Additionally, increased self-care behaviour will result from the self-care bonus.

Long-Term Outcomes: Over time we expect to see decreased levels of chronic stress within the NVCFD. Furthermore, the road we also expect to see prevention of chronic stress and burnout.

EVALUATION DESIGN

Responders first will be evaluated both quantitatively and qualitatively to ensure a clear and in-depth picture of program outcomes. Educational workshops will use a quasi-experimental, pretest-posttest design.

On-site therapy will use a non-experimental, Time Series design to help increase internal validity.

Self-care bonuses will be evaluated using a non-experimental, Pretest-Posttest design which will allow for all NVCFD first responders to participate in the program for the full year.

POSSIBLE NEXT STEPS

The first step would be to have a meeting with the Responders First program at the NVCFD for at least one year. Upon evaluation of the pilot, changes may need to be made.

Once the program has been tailored, and depending on the results, an expansion of the program to other fire departments in the North Shore and in Vancouver would be a possible next step.

If the program continues to be successful, responders first could be implemented across the province and potentially across the nation. If the program results are positive and have high external validity, we may also consider rolling out the program to other first responders. For example, police or paramedics. These first responders also experience high levels of chronic stress.

Overall, the state-of-the-art program will rely on the success of the pilot interventions as well as continued support of community partners and sponsors.

KINE 335: Health Promotion Planning and Evaluation
Team Members: Samantha Doyle (Capilano University) & Christopher Johnston (Capilano University)
Instructors: Heather MacLeod Williams | City Partners: Acacia Davies, Chief Mike Danks, & Stuart Washington

CITYSTUDIO North Vancouver is an experimentation and innovation hub for the City of North Vancouver where CITY staff and Capilano University students and faculty co-create projects to make North Vancouver more vibrant, sustainable and healthy city.



OPPORTUNITY QUESTION:

How can we best support the North Vancouver City Fire Department (NVCFD) in their health and wellness goals for their employees.

CITY COUNCIL PRIORITIES	Livable City
COMMUNITY PLAN GOAL	Goal 3.1: Enhance well-being and quality of life for all community members.
CAPU FACULTY	Faculty of Global & Community Studies (Kinesiology)
COURSE	KINE 335 – Health Promotion, Planning & Evaluation
INSTRUCTOR	Heather MacLeod Williams
STAFF PARTNER	Chief Mike Danks, Stuart Washington, Chief Dave Owens, City of North Vancouver Fire Department
PROJECT DESCRIPTION	A program proposal designed to decrease chronic stress in first responders.
HUBBUB NOMINATED GROUP	“Responders First: Decreasing Chronic Stress among First Responders” project by Samantha Doyle & Christopher Johnston

CITYSTUDIO NORTH VANCOUVER, October 4, 2023 | 17



Team Talk

A proactive, participant-led group discussion to reduce chronic stress.

WHAT IS IT?

Team Talk is a 26-week program that involves firefighters from the North Vancouver Fire Department meeting together in groups accompanied by a mental health professional and retired/veteran to engage in casual, open dialogue about their work week. The purpose of the program is to provide a candid environment for group discussion that promotes the destigmatization of mental health and PTSD-related issues without doing too invasive. The program is adapted from the Critical Incident Stress Management (CISM) program and is a proactive approach rather than a reactive approach. It involves one facilitator, the discussion group emphasizing interpersonal communication.

Facilitate not Dictate

The role of the mental health professional and retired firefighter is not to dictate the conversation but rather facilitate it.

WHY IS IT NEEDED?

We wanted to approach this issue in the most simplistic way possible because of the pre-existing stigma around mental health, especially in men. The biggest barrier to entry for programs tackling these issues is personalities. Men do not want to be vulnerable or discuss mental health in the first place, but it is necessary especially in this environment. Fire fighting is a high stress job where witnessing traumatic events is a regular thing, but it is experienced with your team, your family, together. Therefore, it is crucial that they are able and willing to be vulnerable with each other to work through any problems together. Otherwise, stressors no matter how big or small will continue to compound.

Talking is important and lack of talking is the root cause of many workplace stressors. Team Talk addresses that most common issue: it doesn't matter if you get more mornings, have off, or do yoga in the morning, you're still human experiencing human emotions and talking about them needs to become a priority.

HOW IT WORKS:

- Firefighters meet in groups accompanied by a mental health professional and retired/veteran to engage in casual, candid and open dialogue about their work week.
- Benefits include normalizing conversational about stress, practicing collaborative problem solving, increasing mental health literacy, reducing need for chronic stress leave from work and reducing stigma associated with mental illness.

OUTCOMES

Team Talk has yet to be implemented in the community. It will be carried out in North Vancouver initially with extended for expansion based on results. Expected results include quantitative data that reflects participant engagement and qualitative participant reported data that reflects learning. As well as a report prepared by the mental health facilitator to be distributed to relevant personnel as a guide from which they can make informed changes to further increase mental wellness programming.

Not Therapy!

CISM already provides an educational component relevant to mental health literacy. Team Talk is casual and candid and a professional environment.

Did you know?

Fire fighters are more likely to die from suicide than they are at the line of duty.

NEXT STEPS

Firstly, we need to implement the Team Talk program at the NVCFD for at least a month. Once the program has been implemented and results from the surveys have been collected, we can determine whether the program should continue. Based on the results, it is to be found that fire fighters associated with the program and found it helpful at reducing chronic stress, further expansion to other fire departments on the North Shore and in Vancouver would be a possible next step. Continued discussion of the program would warrant the implementation of Team Talk both provincially and nationally. Furthermore, if external validity is found to be high, consideration for the implementation of Team Talk in other fire and/or workplace environments is planned as well as the next step. Overall, the expansion of this program relies on the success of the pilot intervention with the NVCFD.

KINE 335: Health Promotion Planning and Evaluation
Team Members: Jared Crane Capilano University, Alexa Groat Capilano University
Instructors: Heather MacLeod Williams | City Partners: Adelyn Davies, Chief Mike Danks, & Stuart Washington

CityStudio North Vancouver is an experimentation and innovation hub for the City of North Vancouver where City staff and Capilano University students and faculty co-create projects to make North Vancouver a more vibrant, sustainable and healthy city.



OPPORTUNITY QUESTION:

How can we best support the North Vancouver City Fire Department (NVCFD) in their health and wellness goals for their employees.

CITY COUNCIL PRIORITIES	Livable City
COMMUNITY PLAN GOAL	Goal 3.1: Enhance well-being and quality of life for all community members.
CAPU FACULTY	Faculty of Global & Community Studies (Kinesiology)
COURSE	KINE 335 – Health Promotion, Planning & Evaluation
INSTRUCTOR	Heather MacLeod Williams
STAFF PARTNER	Chief Mike Danks, Stuart Washington, Chief Dave Owens, City of North Vancouver Fire Department
PROJECT DESCRIPTION	An intervention program proposal designed to reduce chronic stress in first responders.
HUBBUB NOMINATED GROUP	“Team Talk”: A Proactive, participant-led group discussion to reduce chronic stress by Jared Crane and Alexa Groat

Promoting the Museum of North Vancouver

Social Media Content Highlighting MONOVA Programs

WHAT IS IT?

This project is focused on promoting the programs available at the Museum of North Vancouver through content created for the museum's social media accounts.

The museum offers a variety of great programs open for the community, and they wanted to reach an audience of 18- to 24-year-olds using TikTok and Instagram. Our team researched the programs and prepared videos that talk to the target audience and provoke their curiosity, aiming to engage them and boost the museum's attendance.

WHY IS IT NEEDED?

The Museum of North Vancouver is a precious institution for the surrounding community and its programs hold important knowledge. In order to help spread this wisdom, new strategies have to be created. By using social media to promote itself, the Museum can expand its reach and bring a new audience to attend its exhibits and programs.

OUTCOMES

Our team was briefed with the project's objectives and went on to learn more about the museum and its programs. We then began researching about them, talking to the staff and recording videos of the presentations and the museum, our team started to develop a script for the final videos. After that, we edited the footage we had and prepared final versions of the videos promoting the programs and the museum, following the social media trends and featuring the staff that present them.

The content produced contributes to the audience by providing them with useful information and leading to the museum's website. The information provided by the specialized staff and included in the videos is inspiring, helping MONOVA grow its audience.

BENEFITS

- Promote the museum and its programs.
- Talk to a new audience, gaining new followers.
- Engage the community with relevant content.
- Provide the specialized staff responsible for the programs.

NABU 318 91: Project Management – Capilano University
 Team Members: Charm Lynn (CapU), Daniel Bileski (CapU), Daniela Sanchez (CapU), Gazal Choudhary (CapU)
 Instructors: Mitra Kiamanesh, City Partners: Adelyn Davies


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CITYSTUDIO **CAPILANO UNIVERSITY**

OPPORTUNITY QUESTION:

How can we best support MONOVA: Museum and Archives of North Vancouver with engagement with their programs?


CITY COUNCIL PRIORITIES	A Vibrant City
COMMUNITY PLAN GOAL	Goal 6.1: Support a wide range of arts and cultural activities.
CAPU FACULTY	Faculty of Business & Professional Studies
COURSE	NABU 318 – North American Business Management
INSTRUCTOR	Mitra Kiamanesh
STAFF PARTNER	Stephen Irving and Carol Ballard, MONOVA
PROJECT DESCRIPTION	Development of short videos to promote the programs available at the Museum of North Vancouver, highlighting their characteristics and focusing on an 18- to 24-year-old audience.
HUBBUB NOMINATED GROUP	MONOVA Promotional Video: “Foraging with Senaqwila Wyss” by Daniel Bileski, Gazal Choudhary, Daniela March Sanchez Dominguez, Charm Lynn



Museum of North Vancouver Promotional Video

Promotional video for the Museum of North Vancouver to target younger generations and promote their facility and programs

What Is It?	Why Is It Important?	How it works
<p>The Museum of North Vancouver asked our project management class to create a video promoting their facility and upcoming events. The video was to be created to be put on popular social media platforms such as TikTok and Instagram Reels and was meant to promote the museum to younger generations. We decided to showcase the museum's "Movie Nights at MONOVA" program in our promotional video while also previewing some of the attractions within the facility. Our goal was to show these aspects of the museum in a way that would connect with and engage younger generations and generate interest in the MONOVA museum.</p>	<p>It is important for younger generations to know about the MONOVA museum and what it has to offer. MONOVA has a vast array of displays that depict some very important history and culture in North Vancouver. Younger generations should know how the city that they know and love came to be while also being able to have fun learning about this. MONOVA allows these younger generations to do just that. With the introduction of their "Movie Nights at MONOVA" program, they will be showcasing movies that have had a significant impact on the Vancouver film industry.</p>	<p>We decided to use popular TikTok trends in our video to effectively captivate and communicate to the younger generations who frequent the social media platforms our video will be shared on. One trend we incorporated into our video was to "call all university students" at the beginning of the video. This immediately draws the attention of our desired target audience. We also used a trending automated voice used in many popular TikTok videos to read the text in our video. By using these two trends in our video it gives it a sense of authenticity as an engaging video that our target audience will be more inclined to watch and learn from.</p>

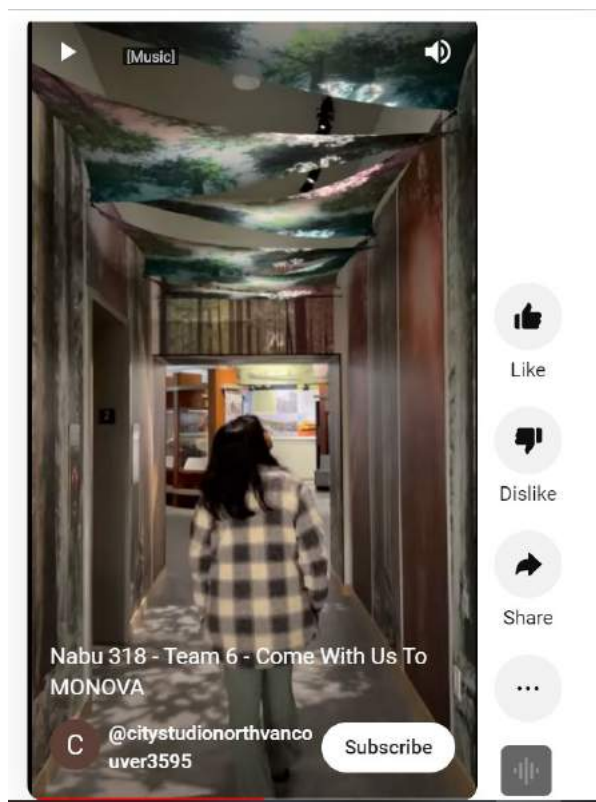
BADM 318 – Project Management – Capilano University
Team: Ellie Baker, Oliver Beauregard, Khwaish Kochhar, Abby Ho, Christina Nguyen
Instructor: Mitra Kiamanesh




OPPORTUNITY QUESTION:

How can we best support MONOVA: Museum and Archives of North Vancouver with engagement with their programs?

CITY COUNCIL PRIORITIES	A Vibrant City
COMMUNITY PLAN GOAL	Goal 6.1: Support a wide range of arts and cultural activities.
CAPU FACULTY	Faculty of Business & Professional Studies
COURSE	NABU 318 – North American Business Management
INSTRUCTOR	Mitra Kiamanesh
STAFF PARTNER	Stephen Irving & Carol Ballard, MONOVA
PROJECT DESCRIPTION	Development of a promotional video to promote the facility and upcoming events.
HUBBUB NOMINATED GROUP	“MONOVA Promotional Video: “Movie Night at the Museum” by Ellie Baker, Oliver Beauregard, Khwaish Kochhar, Abby Ho and Christina Nguyen



OPPORTUNITY QUESTION:

How can we best support MONOVA: Museum and Archives of North Vancouver with engagement with their programs?

CITY COUNCIL PRIORITIES	A Vibrant City
COMMUNITY PLAN GOAL	Goal 6.1: Support a wide range of arts and cultural activities.
CAPU FACULTY	Faculty of Business & Professional Studies
COURSE	NABU 318 – North American Business Management
INSTRUCTOR	Mitra Kiamanesh
STAFF PARTNER	Stephen Irving & Carol Ballard, MONOVA
PROJECT DESCRIPTION	Development of a promotional video to promote the facility and upcoming events.
HUBBUB NOMINATED GROUP	“MONOVA Promotional Video: “Come With Us To MONOVA” by Students: Abhay, Harshita, Sukhdeep, Anuradha, Megha

GreenBlog



What is it?

GreenBlog is an idea that is meant to challenge the issue of rising emissions on the North Shore. Our goal is to incentivize community leaders or leaders of small to medium size businesses to reflect and use our online platform to lower their emissions and improve green practices.



Why is it Needed?

Our motive for GreenBlog was the worry that small businesses do not have the resources or time to research more sustainable actions within their business. Our service would not only be an easy-to-use online platform but a platform to access resources and helpful links that will improve business operations on the North Shore

Outcomes / Findings:

Setting up a website to host links for environmentally friendly resources for users to reduce emissions and gain cost-efficient information. GreenBlog reached out to organizations located on the North Shore. We contacted Enactus Capilano and Ocean Ambassadors Canada. These organizations both showed interest and are in contact with GreenBlog.

How it works / Methods:

On our website:

- Links to credible resources on green practices
- Our blogs
- Energy Auditor (Calculator)
- Contact information for companies that provide green solutions

What we did:

- Inspired by CleanBC better homes
- Contact potential stewards for project
 - Enactus Capilano University
 - Ocean Ambassadors Canada

Next Steps:



Further talks with interested partners. Decide on marketing practices to promote GreenBlog. Research potential funding issues. Looking for donors for running operations, as Enactus could handle marketing actions. Conclude, and reach agreements with interested stewards.

Group B - BADM 318 | Capilano University
 Team Members:
 Peter Bell Fumagalli, Keon Dastouri, Long Giang, Nicolas Uribe, Charlie Kratz
 For Natasha Mrkic: Subotic (Capilano University Instructor) | Aderyn Davies (CityStudio)

CityStudio North Vancouver is an experimentation and innovation hub for the City of North Vancouver where CNV staff and Capilano University students and faculty co-create projects to make North Vancouver a more vibrant, sustainable and healthy city.



OPPORTUNITY QUESTION:

How can we help the City of North Vancouver inspire, develop, and support super champions with the business community whose actions lead to measurable reductions in carbon emissions locally, regionally and/or internationally?

CITY COUNCIL PRIORITIES	A Livable City
COMMUNITY PLAN GOAL	Goal 4.1: Develop, promote, and implement strategies to mitigate and adapt to climate change.
CAPU FACULTY	Faculty of Business & Professional Studies
COURSE	BADM 318 – Leadership
INSTRUCTOR	Natasha Mrkic Subotic
STAFF PARTNER	Annie Dempster, City of North Vancouver
PROJECT DESCRIPTION	Proposal development for a “Green Blog” online platform geared toward small to medium size businesses to support lower emissions and green business practice.
HUBBUB NOMINATED GROUP	“Green Blog” project by Peter Bell Fumagalli, Keon Dastouri, Long Giang, Nicolas Uribe, Charlie Kratz

SUSTAINABLE ENERGY LEADER AWARD

Creating climate change leaders in North Vancouver

PROJECT IDEA

Our idea is to create an **award** that the City of North Vancouver presents to businesses to recognize those who practice **environmentally friendly practices** that help the city work towards achieving its goal of being a **Net-Zero Emission City**.

HOW IT WORKS

The average energy consumption in each industry will be set as the benchmark. Participating businesses will be ranked against such a benchmark to compete and win. Only the top three highest-ranking firms in each industry in North Vancouver will get awarded a local government-approved certificate. The award will be 99% beneficial for businesses across different sectors!

RECOMMENDATIONS

- Have cross-course group projects.
- Guide students to apply for our foundational work and apply elsewhere.
- Host the awards and use them for future contracts.
- Transfer to Metro Vancouver level

WHY IS IT NEEDED?

Climate change is a severe problem that will impact future generations if it is not controlled. That is why it is essential to find a way to engage people and businesses which affect this issue on a daily basis.

OUTCOMES

- Businesses in North Vancouver will be more involved in reducing their ecological footprints.
- Companies will be more inspired than ever to fight against climate change and provide a greener place for future generations.
- Mother Earth will be happier!

BADM 305 Leadership : Group D

CITYSTUDIO  **CAPILANO UNIVERSITY**

OPPORTUNITY QUESTION:

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CITY COUNCIL PRIORITIES	A Livable City
COMMUNITY PLAN GOAL	Goal 4.1: Develop, promote, and implement strategies to mitigate and adapt to climate change.
CAPU FACULTY	Faculty of Business & Professional Studies
COURSE	BADM 305 – Leadership
INSTRUCTOR	Natasha Mrkic Subotic
STAFF PARTNER	Annie Dempster, City of North Vancouver
PROJECT DESCRIPTION	Proposal development to create an award for the City of North Vancouver to businesses who practice environmentally friendly practices that help the city work towards its goal of being a net-zero emission city.
HUBBUB NOMINATED GROUP	“Sub Zero SEL Awards Program” by Ethan White-Liceaga, Ishita Sharda, Alicia Nabahat, Gyn Te Kim, Ash Cham-Asemani



SPRING 2023 COLLABORATIONS

Image: Spring 2023 HUBBUB Project Showcase event, CityStudio

FINDING WELLNESS

In the City of North Vancouver amongst all demographics



PSYC 412: Applied Research Methods
Team Members: Kiana Izadi, Megan Simmons, Kiana Schandor, Megan Adams, Jana Honing
Instructors: Jennifer Davis, Danyael Lutgens, Amandeep Bassi

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CITYSTUDIO **CAPILANO UNIVERSITY**

OPPORTUNITY QUESTION:

How can we best support the City of North Vancouver in developing a well-being survey to be used for future community outreach?

CITY COUNCIL PRIORITIES	A City for People
COMMUNITY PLAN GOAL	Goal 3.1: Enhance well-being and quality of life for all community members.
CAPU FACULTY	Arts & Sciences – Social Sciences
COURSE	PSYCH 412 – Applied Research Methods
INSTRUCTOR	Aman Bassi, Jennifer Davis, Danyael Lutgens
STAFF PARTNER	Coreen Mara, Kendra Taylor, CNV Long Range & Community Planning
PROJECT DESCRIPTION	Development of a survey for the City of North Vancouver to use to measure wellness in the community.
HUBBUB NOMINATED GROUP	"Finding Wellness" project by Megan Adams, Kiana Schandor, Kiana Izadi, Jana Honing and Megan Simmons

Indigenous Canadians and the Canoe

A Dynamic Activity for Non-Indigenous Peoples to Learn About Truth and Reconciliation and the Environment



PROJECT FOCUS

The focus of this project was inspired from the oral history recording of Mike Billy Sr. (Lemxacha Slyam), a prolific canoe puller and builder from the Squamish (Skwaxw7mesh) nation who shared his story on canoeing culture in North Vancouver. His story was touching and inspiring due to how clear Mike's passion is for his craft, and for getting just a snapshot into how ingrained the practice of canoeing is to not just the Squamish nation, but Canadian Indigenous culture as well. With this inquiry, I conducted research on canoeing culture across Canada, its mental and physical effects, and its connections with numerous Indigenous communities. This culminated in a focus on how non-Indigenous people can learn from Indigenous peoples about reconciliation, land recognition, and local culture through the shared activity of canoeing.

WHY THIS IS NEEDED

Truth and reconciliation is one of the most important social projects Canada has initiated and is not an obligation to be taken lightly. So far, the country has only fulfilled 13 of the 94 the official Truth and Reconciliation Calls to Action. Non-Indigenous residents of Canada can get closer to fulfilling these commitments and understanding more about reconciliation through participating in canoeing projects guided and taught by local Indigenous peoples. This will lead to an incredibly practical avenue of action for understanding more about Indigenous history and culture in Canada, as non-Indigenous peoples can learn through a dynamic and culturally enriching Indigenous activity.

WHAT I LEARNED

From the research I gathered on the project, I learned three prominent impressions about Indigenous canoeing in Canada:

- Several studies showed that Indigenous youth who participated in regular canoeing sessions with more experienced paddlers in their tribes experienced pronounced mental effects. They felt more confident in themselves, had lessened symptoms of anxiety, felt a deeper connection to their heritage, and strengthened the bonds with everyone who was a part of their canoe unit.
- Many Indigenous communities of the Northwest Coast, such as the Squamish (Skwaxw7mesh) peoples, use their canoes as a form of pedagogy. Canoe trips serve as an intergenerational approach to place-based learning, a holistic and experiential education format. These mobile classrooms have been shown to be effective in teaching those who undertake them more about Indigenous culture and the land around them.
- Nearly a quarter of Indigenous Canadians profess to suffering from low levels of mental health. As a potential response, distinct statistical studies expressed that regular exercise was the most popular and effective way of alleviating symptoms of stress. This research shows a contribution with the other studies I explored expressing positive benefits from canoeing. This could lead to an avenue of heading for Indigenous peoples where canoeing can bring the mentioned benefits and bolster their mental health.

WHAT DO WE NEED TO KNOW

Indigenous history, culture, and their knowledge of the environment and land around us is important to keep learning about as Truth and Reconciliation is a continual movement. Canoeing is such an important part of Indigenous Canadian's history that non-Indigenous people can learn a great deal from. This can be an actionable opportunity that will strengthen everyone involved and improve non-Indigenous people's connections and understandings of Indigenous cultures through the canoe. This includes added benefits of exercise, feelings of wellbeing, and affinity with the land. Several existing Vancouver organizations, such as Takaya Tours and Billy Sr's own Canoe Cultures, are fantastic examples of this notion in action.



CMNS 261: Interpreting Communication Documents
Created by: Justin Boys
Instructors: Dr. Kym Stewart | City Partners: Adelyn Davies


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CITYSTUDIO **CAPILANO UNIVERSITY**

OPPORTUNITY QUESTION:

How can we best support MONOVA's decolonizing of their collections?

CITY COUNCIL PRIORITIES	A Vibrant City
COMMUNITY PLAN GOAL	Goal 6.4: Respect the City's history by maintaining and enhancing connections to the past.
CAPU FACULTY	Business & Professional Studies – Communications
COURSE	CMNS 261 – Interpreting Communications Documents
INSTRUCTOR	Kym Stewart
STAFF PARTNER	Carol Ballard, Daien Ide (MONOVA); with support by MONOVA Indigenous Programmers
PROJECT DESCRIPTION	A reflection piece focused on the oral history recording of Billy Sr. (Lemxacha Slyam), a prolific canoe puller and builder.
HUBBUB NOMINATED GROUP	"Indigenous Canadians and the Canoe" project by Justin Boys



INDIGENOUS UNIONIZATION

A history of indigenous unionization in B.C and its present-day effects

PROJECT FOCUS

The focus of this project is on the history of indigenous labour unionization in Vancouver, with a particular focus on the founding of the Bow and Arrows Longshoreman's Union in the Burrard Inlet area. As the first indigenous union in Canada, the union is, and to this day William Harrison, spearheaded, in tandem with other First Nations activists, created a precedent for equitable pay for indigenous labour in B.C.

In addition, the present-day realities of indigenous labour are explored, using statistics which illustrate the disparities in income and employment sectors which still exist between indigenous and non-indigenous Canadians. In examining the history of indigenous unionization, the importance of organized labour and awareness becomes clear. As highlighted in the Truth and Reconciliation Commission's Calls to Action, there are multiple areas where progress still has to be made, and this project takes a special interest in addressing education and income disparities. Unions, labour and collective bargaining for fair and equitable employment is one way that the discrepancies can be addressed.

WHY IS IT NEEDED?

The topics discussed here are important to learn about so that we can strive to work toward Truth and Reconciliation. Call to Action 7 in the TRC Report highlights that systemic education and income gaps exist, and from here, a reality for indigenous people for a very long time.

TRC Call to Action 7: We call upon the federal government to develop with Aboriginal groups a joint strategy to address education and employment gaps between Aboriginal and non-Aboriginal Canadians.

In 2018, the federal government committed to forming a new indigenous employment training program to address the employment and income gaps in accordance with the TRC.

The sectors of employment which indigenous Canadians work most commonly are also many of the industries which are most often covered by union deals. Among these include education, construction and manufacturing industries.

Continuing to learn from and about First Nations on these topics, and advocating for policies which will fulfill TRC Calls to Action will allow everyone in the community to work together towards Truth & Reconciliation.

HOW RESOURCES WERE COLLECTED

Many resources for this project, including photos and the oral history told by William Harrison, were found in the MONOVA Archives. The archive was instrumental in finding information about the history of the Burrard Inlet and Squamish First Nations, additional resources, including academic journals and statistics could easily be found at the Capilano University Library, Statista, and Statistics Canada. Resources were collected with the goal of providing research to citizens and community members which they may not have been able to access previously.

WHAT I LEARNED

In the course of researching this topic I truly began to appreciate the amount of work that indigenous leaders had, and have, had to receive the most basic rights from the Government of Canada. Later, Harrison's grandfather, William Harrison, who also founded the Bow and Arrows Union, was one of the indigenous leaders who accompanied Chief Joe Capilano to meet with Wilfrid Laurier in 1906 to negotiate for the recognition of indigenous land rights.

I was also aware of the deals struck by colonial leaders if the Hudson's Bay Company to bring Hawaiian labourers to the Columbia River area in B.C. under a three-year contract in 1826. Early men, including Joe Harrison, were taken from the island of Oahu by fur traders to work in Northwestern Canada.

The most important thing I learned about was the vital role of union protections in indigenous communities, because of the difference between household incomes in indigenous areas. Non-indigenous communities in Canada in 2019, the median household income for non-indigenous Canadians was roughly double that of indigenous Canadians living on reserve, and 8 to 10,000 higher than indigenous Canadians living off reserve. In addition, indigenous Canadians are proportionally more likely to be working in precarious jobs under union bargaining agreements. These facts call attention to the importance of union agreements which specifically have the interests of indigenous workers in mind.

WHAT I WANT TO REMEMBER

Going forward I want to continue to remember and learn about the history of the Burrard Inlet and Squamish areas. These locations have been built with the bones of indigenous Canadians and Hawaiian labourers brought to Canada by the Hudson's Bay Company, and this history is largely overlooked in the area, even during historical tours.

I will also continue to monitor progress of Truth and Reconciliation Commission on Calls to Action, particularly CTA 7 and others focused on education. Now, with a more accurate understanding of the history of indigenous labour and systematic discrimination, I will bring what I have learned over the course of my research forward with me, and it will inform how I approach politics and activism.

The incorporation of indigenous knowledge into research is also something I would like to continue to explore. The use of oral histories, indigenous teachings, and community expertise in research have broadened the ways that I approach politics and activism.

CMNS 261: Interpreting Communications Documents
Gwen Pemberton (Capilano University)
Instructors: Dr. Kimberley Stewart | City Partners: MONOVA

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OPPORTUNITY QUESTION:

How can we best support MONOVA's decolonizing of their collections?

CITY COUNCIL PRIORITIES	A Vibrant City
COMMUNITY PLAN GOAL	Goal 6.4: Respect the City's history by maintaining and enhancing connections to the past.
CAPU FACULTY	Business & Professional Studies – Communications
COURSE	CMNS 261 – Interpreting Communications Documents
INSTRUCTOR	Kym Stewart
STAFF PARTNER	Carol Ballard, Daien Ide (MONOVA); with support by MONOVA Indigenous Programmers
PROJECT DESCRIPTION	Focus on indigenous unionization in BC with particular focus on the Bow's and Arrows Longshoreman's Union which was the first indigenous union in Canada.
HUBBUB NOMINATED GROUP	"Indigenous Unionization" project by Gwen Pemberton

FACT SHEET




Museum of North Vancouver

JULY 7, 2023

11:00AM - 1:00PM

STORY-FILLED WALK @ THE BURRARD DRY DOCKS

On this theatrical guided walk, experience the sights and sounds of the historic Shipyards through songs, stories, and audience interaction as Sal and Sam dives into the effects of war, dangerous working conditions, and women's roles in the workforce.



MEET SAL AND SAM

POP-UP MUSEUM

OUR WEBSITE
www.monova.ca

CONTACT
+1(604) 990-3700 (EX 8016)

SCAN ME!

HOW TO GET HERE

- Public Transportation: Seabus Terminal and Bus Loop at the foot of the museum.
- Boat: Moorage available at St Roch Dock.
- Car: Street parking, Lonsdale Quay Market, the Pinnacle Hotel at the Pier and the ICBC parkade.

PURCHASE AN ANNUAL PASS

- Invitation to exclusive exhibition preview events
- Unlimited general admission to MONOVA for one year
- Special rates to select programs, events, and archives services
- Accompanied guests receive \$2.00 off general admission
- 10% discount in the museum store
- Subscription to MONOVA Newsletter

SCAN TO DONATE

Your generous support, either through a monthly or a one-time gift is essential to providing the Museum and Archives with a solid financial footing so we can continue to explore history, connect people, and share ideas into the future.

LAND ACKNOWLEDGEMENT

We respectfully acknowledge that MONOVA: Museum and Archives of North Vancouver is located on the traditional lands of the Skw'wú7mesh (Squamish), and Səlilwətaʔ (Tsleil-Waututh) First Nations, whose ancestors have lived here for countless generations. We are grateful for the opportunity to live, work and learn with them on unceded Coast Salish Territory.

OPPORTUNITY QUESTION:

How can we best support MONOVA in promoting new events for 2023?

CITY COUNCIL PRIORITIES	A Vibrant City
COMMUNITY PLAN GOAL	Goal 6.4: Respect the City's history by maintaining and enhancing connections to the past.
CAPU FACULTY	Business & Professional Studies – Communications
COURSE	CMNS 354 – Advanced Tourism Communication
INSTRUCTOR	Sue Dritmanis
STAFF PARTNER	Stephen Irving, MONOVA
PROJECT DESCRIPTION	Development of new marketing tools (media kit) including a media release presentation to generate increased foot traffic to the museum.
HUBBUB NOMINATED GROUP	MONOVA Media Kit project by <i>Lauren Sanders, Samantha Pye, Rory Ferguson & Jigar Parkhiya</i>



THE NEXT BEST 5 YEARS

Examining the current strategic plan and providing recommendations to improve

Strategy:

1. Management
2. Communication
3. Cultural

Human Resources:

1. Stakeholder Relations
2. Donor Engagement Plans

Recruitment:

1. Expansion of Recruitment Efforts

Marketing:

1. Utilization of Social Media Platforms
2. Partnerships
3. Current Position on Social Media

Our team:

Aidan Kellett, Ashley Dsouza, James McMichael, Jessica Thaler, Justin Sooksavath, and Michael Wong

HR Management:

1. Feedback & Recognition
2. Training and Development

Governance:

1. Electronic Communication Policy
2. Social Media Guideline
3. Process of Purchases
4. Process of Decision Making
5. Risk Management

Finances:

1. Triple Bottom Line Strategy
2. Fundraising

Operations:

1. Operational structure
2. Retention of Volunteers

BADM 470:

Business Policy and Strategy

Instructor:

Frank Dixon

OPPORTUNITY QUESTION:

How can we best support North Shore Rescue in their policy and strategy development over the next 5 years?

CITY COUNCIL PRIORITIES	A City for People
COMMUNITY PLAN GOAL	Goal 3.3: Support community resiliency and increase the capacity to recover from emergencies and disasters.
CAPU FACULTY	Business & Professional Studies – Communications
COURSE	BADM 470 – Business Policy & Strategy
INSTRUCTOR	Frank Dixon
STAFF PARTNER	Greg Miller, North Shore Rescue
PROJECT DESCRIPTION	A review and assessment with recommendations of the current strategic plan.
HUBBUB NOMINATED GROUP	“The Next Best Five Years” by Aidan Kellet, Ashley Dsouza, James McMichael, Jessica Thaler, Justin Sooksavath & Michael Wong

CNV Watershed Health

BACKGROUND

Healthy watersheds provide ecosystem services including water filtration, flood control and recreation. They additionally play an important cultural role for Indigenous and settler communities and support extensive biodiversity, including in the adjacent riparian terrestrial ecosystem. However, human impacts can decrease watershed health particularly through runoff of water across impermeable surfaces and the consequent introduction of solute contaminants (metals), and feces. Climate change impacts in the lower mainland may have further impacts by raising temperatures while decreasing water volume in summer leading to poor dissolved oxygen (DO) levels and pH for aquatic organisms. By contrast, the increasing intensity and volume of winter rainfall leads to sudden runoff and high levels of contaminant solvents.

QUESTION

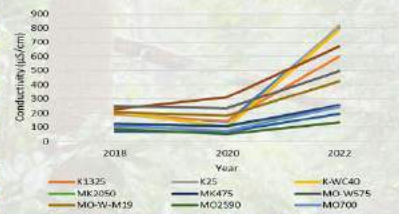
To improve watershed health management in line with the CNV's Integrated Stormwater Management Plan (ISMP), we investigated:

1. What are the trends in aquatic invertebrate diversity, abiotic factors (Temperature, DO, pH, Conductivity, Turbidity) and metals.
2. What impact does terrestrial vegetation have on aquatic invertebrates and water quality
3. What bat species occur in watersheds

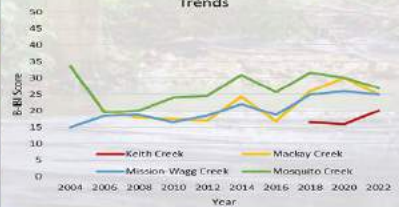
DATA & METHODS

Data were available on water quality and invertebrate diversity from sites on the four main watersheds in the CNV, Mackay, Mosquito, Mission-Wagg and Keith creeks in both the wet and dry season (2003–2018 variable methods; 2018, 2020 and 2022 (consistent method, Bailey Environmental on behalf of the CNV). We complemented these data with vegetation surveys at a subset of sites to characterize the terrestrial ecosystem, and bat surveys in Mackay, Mosquito, Mission-Wagg Creek

Average Conductivity During Wet Seasons

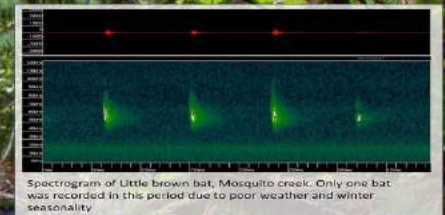
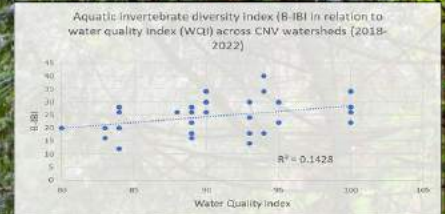


CNV Watersheds: Average B-IBI Score Trends



RESULTS

- Keith Creek in overall poorest condition, with sediments being notably poor
- B-IBI scores worse at downstream sites in all watersheds, overall poor quality, however there is an upward trend
- Water quality parameters that need the most attention:
 - Conductivity in both dry and wet seasons
 - Temperature and dissolved oxygen in the dry season
 - Fecal coliforms in both dry and wet seasons
 - Metals in the wet season



CONCLUSIONS

- Watershed health remains largely poor, despite long-term improvements
- Increasing temperature and decreasing DO in summer, coupled to increasing turbidity, conductivity, iron, and copper levels in winter indicate climate change is a concern
- Water quality and vegetation data not found to be correlated with aquatic health, despite well-documented relationships
- More data required to identify specific sources of contamination

MANAGEMENT GUIDELINES

- Management of metal concentrations to include identification and mitigation of primary sources of runoff
- Management of climate change variables to include mitigation of temperature with increased tree canopy area
- Quantification and expansion of source controls and repeat estimates of TIA and EIA
- Increase in number and frequency of site assessments to generate more reliable dataset

BIOL 308 – Conservation Biology
Team Members: Andrew Soo, Brian Ip, Casper McWilliam, Erika Zen, Meghan Knox, Susan Kania, & Zachary Shortis
Instructors: Dr Ron Flower | City Partners: Angela Negenman

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CITYSTUDIO **CAPILANO UNIVERSITY**

OPPORTUNITY QUESTION:

How can we best support the City of North Vancouver in their analysis of the aquatic health data of their local watersheds?

CITY COUNCIL PRIORITIES	Livable City
COMMUNITY PLAN GOAL	Goal 4.1 Develop, promote, and implement strategies to mitigate and adapt to climate change.
CAPU FACULTY	Arts & Sciences – School of STEM
COURSE	BIOL 308 - Conservation
INSTRUCTOR	Thomas Flower
STAFF PARTNER	Angela Negenman, Environmental Sustainability, CNV
PROJECT DESCRIPTION	Students worked with the City of North Vancouver (CNV) to assess the health of watersheds in the CNV. This will facilitate the ongoing Adaptive Management Framework Monitoring program and contribute to the CNV's broader implementation of their Integrated Stormwater Management Plan.
HUBBUB NOMINATED GROUP	"CNV Watershed Health" project by Andrew Soo, Brian Ip, Casper McWilliam, Erika Zen, Meghan Knox, Susan Kania, & Zachary Shortis



OPPORTUNITY QUESTION:

How can we support the community's awareness and care for environmental sustainability in the City?

CITY COUNCIL PRIORITIES	A Livable City
COMMUNITY PLAN GOAL	Goal 4.3: Engage the community to promote more sustainable behaviors.
CAPU FACULTY	Fine & Applied Arts – IDEA School of Design
COURSE	DESIGN 122 – Creative Thinking for Designers
INSTRUCTOR	Chelsea Bell Eady
STAFF PARTNER	Anu Garcha, Planning Assistant, Environmental Sustainability, CNV
PROJECT DESCRIPTION	Students created and illustrated a series of zines that included simple and effective information to promote environmental sustainability in the City of North Vancouver.
HUBBUB NOMINATED GROUP	“Regenerative Ecosystems” project by Maren Brophy, Amanda Chau, Jerry Kambashi & Tricia Tang

URBAN REPURPOSE

Digital Marketing Awareness Campaign

WHAT IS IT?

The project aims to create a low-budget and high-impact digital marketing campaign for Urban Repurpose to address their needs. Create awareness of the store and the Reuse and Upcycle Fair, attract people, vendors, artists, sponsors, and local media coverage.

The primary objective of the fair and the company is to change people's attitudes towards waste, educate them on the environmental impact of reuse and recycling, promote a circular economy, and inspire the next generation of entrepreneurs to create innovative designs using waste materials.

WHY IS IT NEEDED?

REDUCE THE WASTE DISPOSAL THROUGH REPURPOSING
Problem: Concern is growing in Vancouver about the number of waste objects generated and its environmental impacts. Despite the city's ambitious targets to reduce waste and increase recycling, progress has been slow.

Solution: Implement a digital marketing campaign that creates awareness and engagement in Urban Repurpose's cause. Their mission is to transform items and materials from homes and buildings slated for demolition or renovation, keeping them from going to waste and enabling you to purchase quality treasures and practical items keeping them from going to waste.

and allowing you to buy quality treasures, as well as functional items, at great prices.

HOW IT WORKS:

- List the steps for using your project.
- Long-term strategy: Partner in the top 5 companies in Google Search (SEO).
- Email marketing sharing the news with its database and inviting to register to the fair (Call to action).
- Create some options for possible viral videos, triggering the audience's emotion.
- Partnership with local influencers, artists and local media, sharing the videos and inviting to the fair (Cross-posting).

OUTCOMES

The desired outcome is to increase the number of people interested in helping the environment through Urban Repurpose efforts. The target is to increase the number of followers on Instagram and Facebook. These media are used by 48% and 50% of Canada's population and have low cost and high impact.

In addition, the goal is to create awareness for the event. The Reuse and Upcycle Fair, which will occur on July 9th with the support of the City of North Vancouver. Our project expects to get more than 1000 registrations during the implementation of the 3-month campaign.

This campaign will help Urban Repurpose create a healthy and strong partnership to local media, influencers and artists. Moreover, it will help Urban Repurpose to increase its database of clients and supporters.

NEXT STEPS

- Urban Repurpose will take advantage of its new database to keep in touch and share the news and events, helping the company increase sales of valuable and practical items.
- The company will start to potentialize its social media channels and use them to engage with its followers and the community.
- This partnership established with local media will help Urban Repurpose to publicize its cause and future events.
- These additional sites will help Urban Repurpose support more people, increase the recovery of the items and contribute to the City's effort to reduce waste.

MARK 369: DIGITAL MARKETING
 Team Members: Diogo Velloso, Brenda Espinosa, Chaytana Behl, Andon Joshy, Omark Churi
 Instructors: Ivan Surjanovic, J. City Partners, Staff Name 3

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OPPORTUNITY QUESTION:

How can we engage and bring attendees to the Re-purpose event in Summer 2023 using digital marketing?

CITY COUNCIL PRIORITIES	A Prosperous City
COMMUNITY PLAN GOAL	Goal 7.1: Diversify the local economy to contribute to a complete community.
CAPU FACULTY	Business and Professional Studies – Business Marketing
COURSE	BMKT 369 – Digital Marketing
INSTRUCTOR	Ivan Surjanovic
STAFF PARTNER	Tom Riessner - Executive Director, Urban Repurpose and Annie Dempster, City of North Vancouver
PROJECT DESCRIPTION	In this collaboration, the students built upon work completed in projects during Fall 2022. Student groups planned a digital marketing plan for an event that Urban Repurpose hosted in Summer 2023 focusing on the benefits of sustainability and the re-use of materials, especially useable wood from demolished homes and buildings.
HUBBUB NOMINATED GROUP	Digital Marketing & Awareness Campaign by Diogo Velloso, Brenda Espinosa, Chaytana Behl, Andon Joshy, Omark Churi



OPPORTUNITY QUESTION:

How can we engage and bring attendees to the Re-purpose event in Summer 2023 using digital marketing?

CITY COUNCIL PRIORITIES	A Prosperous City
COMMUNITY PLAN GOAL	Goal 7.1: Diversify the local economy to contribute to a complete community.
CAPU FACULTY	Business and Professional Studies – Business Marketing
COURSE	BMKT 369 – Digital Marketing
INSTRUCTOR	Ivan Surjanovic
STAFF PARTNER	Tom Riessner - Executive Director, Urban Repurpose and Annie Dempster, City of North Vancouver
PROJECT DESCRIPTION	In this collaboration, the students built upon work completed in projects during Fall 2022. Student groups planned a digital marketing plan for an event that Urban Repurpose hosted in Summer 2023 focusing on the benefits of sustainability and the re-use of materials, especially useable wood from demolished homes and buildings.
HUBBUB NOMINATED GROUP	Digital Marketing Proposal: Adiyara Zakhanova, Zumeira Habibulla, Amiya Narang & Harshita Chopra



The Spiritual Arts of the North Shore

Encouraging the public to seek out public artworks in North Vancouver.

WHAT IS IT?

North Vancouver is a city that's full of art and culture, yet many of us walk past beautiful public artworks without even noticing them. Our project, the Spiritual Arts of the North Shore, is about showcasing the beauty of North Vancouver's public artworks.

The four works we chose to highlight have represented a side of the North Shore and the theme of spirituality. All varying in their message, history, and visual, they however, wish to inspire the same theme of connecting individuals in spirituality.

WHY IS IT NEEDED?

This project is needed to inspire people to take a closer look at the art that surrounds them and to develop a greater sense of connection to their community and its cultural heritage.

Many people walk past these artworks without even noticing them, and by highlighting them through this project, people can learn about their history and meaning, and develop a deeper appreciation for the art and culture of the city.

HOW IT WILL WORK:

- We create a series of videos showcasing the public artworks, including interviews with the artists behind the pieces.
- We create a website or a social media page dedicated to the public artworks in North Vancouver. This would allow people to explore the artworks at their own pace, and to learn more about them in their own time.

OUTCOMES

Increased awareness: The project would help to increase awareness among the public about the beautiful public artworks in North Vancouver. This could lead to more people seeking out these artworks and developing a greater appreciation for them.

Community engagement: The project could bring people together who share a common interest in art and culture. This could foster a sense of community and connection among those who participate in the project.

Cultural preservation: By showcasing the public artworks and their history, the project could help to preserve the cultural heritage of North Vancouver.

Economic benefits: The project could potentially attract more tourists to North Vancouver who are interested in exploring the city's public artworks. This could have positive economic benefits for local businesses and the community.

NEXT STEPS

Plan the project: The team would need to plan the project in detail, including the format of the videos or other media, the design of the website or social media page, the logistics of the guided tours, and the marketing and outreach strategy.

Create the content: The team would then need to create the content for the project, including the videos, website or social media page, and promotional materials.

Launch and promote the project: Once the content is created, the team would need to launch and promote the project to the public. This could involve using social media, traditional advertising, and other marketing strategies to reach a wide audience.

Art History 105 – Visual Culture: Exploring Themes
 Team Members: Andy Sung, Juan Cano, Loni Baktiar, Pawanjot Singh
 Professors: Dr. Megan A. Smetzer | City Partners: Adrienne Boukris

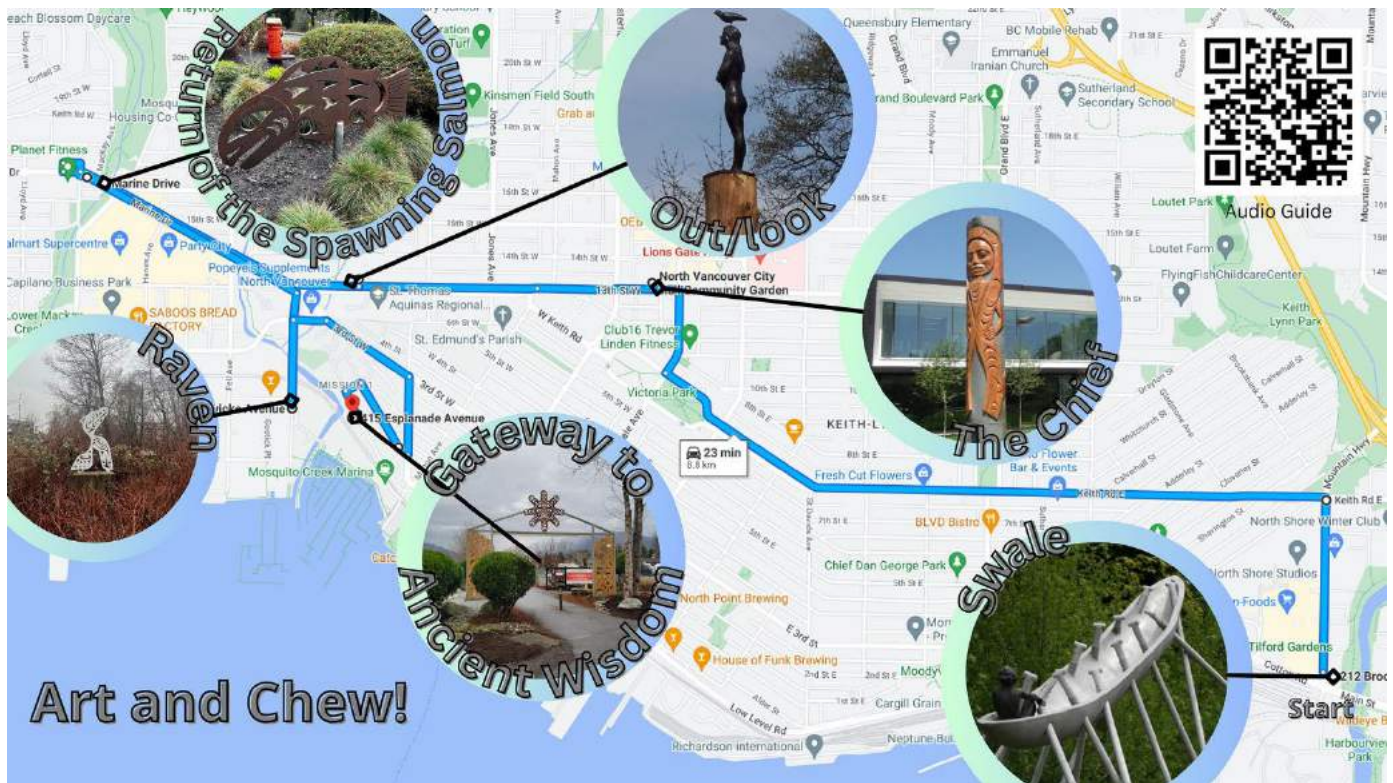
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OPPORTUNITY QUESTION:

How can we best support the City of North Vancouver expanding engagement with the public art collection?

CITY COUNCIL PRIORITIES	A Vibrant City
COMMUNITY PLAN GOAL	Goal 6.1: Support a wide range of arts and cultural activities.
CAPU FACULTY	Faculty of Arts & Sciences – School of Humanities
COURSE	AHIS 105– Visual Culture: Exploring Themes
INSTRUCTOR	Megan Smetzer
STAFF PARTNER	Lori Phillips, Public Art Officer, North Vancouver Recreation & Culture, CNV/DNV
PROJECT DESCRIPTION	The creation of a series of videos showcasing four selected public artworks, including interviews with the artists behind the selected pieces.
HUBBUB NOMINATED GROUP	“Spirituality In Art” by Andy Sung, Juan Cano, Munif Baktiar & Pawanjot Singh



OPPORTUNITY QUESTION:

How can we best support the City of North Vancouver expanding engagement with the public art collection?

CITY COUNCIL PRIORITIES	A Vibrant City
COMMUNITY PLAN GOAL	Goal 6.1: Support a wide range of arts and cultural activities.
CAPU FACULTY	Faculty of Arts & Sciences – School of Humanities
COURSE	AHIS 105– Visual Culture: Exploring Themes
INSTRUCTOR	Megan Smetzer
STAFF PARTNER	Lori Phillips, Public Art Officer, North Vancouver Recreation & Culture, CNV/DNV
PROJECT DESCRIPTION	Students created an interactive map with a built in itinerary and local art to bring awareness of the public art displayed in the City of North Vancouver.
HUBBUB NOMINATED GROUP	“Art & Chew” by Lorenzo Onrubia, Kaylena Wong, Ione Fernando, Samantha Craig, Andres Hernandez, Alexa Groat.

HUBBUB 8

PR BRAND KIT

What is it?

Our PR team developed a Public Relations plan to grow visibility on HUBBUB 8. With the support of our Instructor Jane Ince, and CityStudio North Vancouver Lead Aderyn Davis, our team created a brand kit composed of social media propagation, organization, and poster spread on Capilano University's main campus.

Why is it needed?

There are not many Capilano students and faculty familiar with this opportunity.
Low advertising on the event.
This is a mutually beneficial event for students, faculty and CityStudio.

Outcomes

HUBBUB North Vancouver has the potential to launch Capilano University students into the working world and engage and network with the community. We believe that attracting more students to participate in course collaborations could boost the number of attendees for the following events.

How it works?

- A PR plan is created
- -budget, schedules and creative proposes are created
- Weekly Meetings are organized
- Goals are collected and performed

XXXX ###: Capilano University CMNS 495
Team Members: Student Larissa Oliveira (Capilano University),
Student Kelechi (Capilano University)
Instructor: Jane Ince City Partners: North Vancouver City Staff

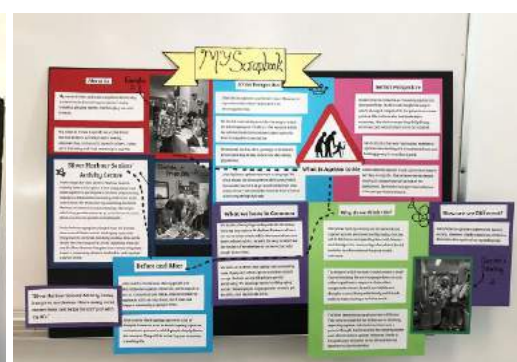
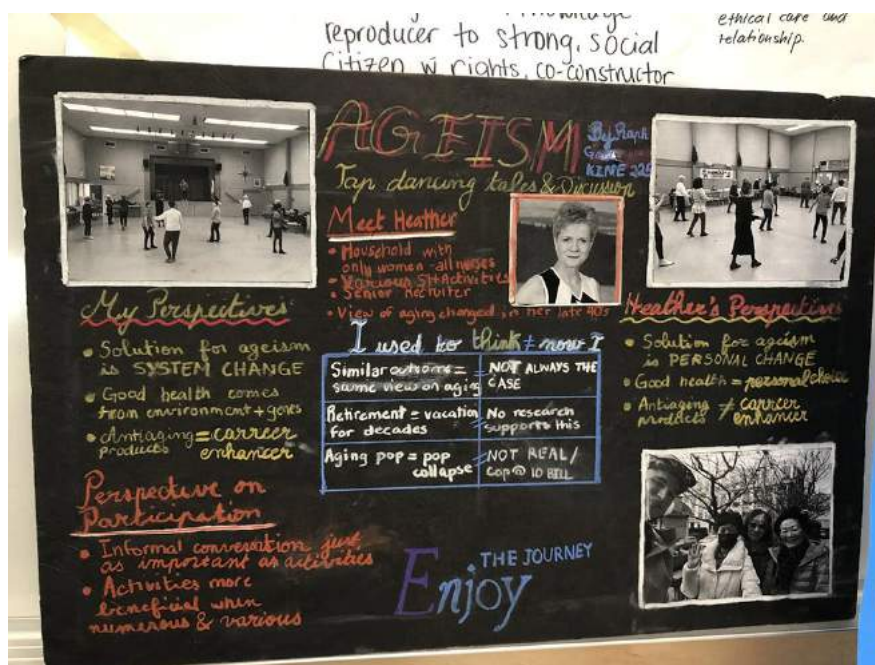
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OPPORTUNITY QUESTION:

How might we create engaging events to best facilitate new project ideas for CityStudio and celebrate the hard work by students, staff, and partners throughout the term?

CITY COUNCIL PRIORITIES	A Vibrant City
COMMUNITY PLAN GOAL	Goal 7.2: Create an attractive environment for economic development.
CAPU FACULTY	Business and Professional Studies – School of Communications
COURSE	CMNS 495– Project Group in Media Campaigns
INSTRUCTOR	Jane Ince
STAFF PARTNER	Aderyn Davies, CityStudio North Vancouver
PROJECT DESCRIPTION	Students developed a PR plan and content strategy for the HUBBUB #8 event.
HUBBUB NOMINATED GROUP	Larissa Oliveira and Kelechi Ibom



OPPORTUNITY QUESTION:

How can we help the Silver Harbour Seniors' Activity Centre increase awareness of City of North Vancouver's senior population and their needs?

CITY COUNCIL PRIORITIES	A City for People
COMMUNITY PLAN GOAL	Goal 3.5: Support the independence and well-being of older City residents.
CAPU FACULTY	Faculty of Global & Community Studies– School of Kinesiology
COURSE	KINE 225– Ageing & Health
INSTRUCTOR	Heather MacLeod-Williams
STAFF PARTNER	Annwen Loverin, Executive Director, Silver Harbour Seniors' Activity Centre
PROJECT DESCRIPTION	To gain insights into the concept of ageism from the perspective of seniors, students were paired with seniors from the Centre to discuss experiences with aging and observe their daily activities and engagement activities.
HUBBUB NOMINATED GROUP	"Ageism & Views on Ageism" Raphael Gasc & John Fernandez



SUMMER 2023 COLLABORATION

Photo Credit: Summer 2023 North Vancouver RCMP photo shoot, CityStudio



OPPORTUNITY QUESTION:

How can we showcase North Vancouver RCMP community engagement through the development of a visual communications inventory that is reflective of the North Shore and appealing to a younger demographic?

CITY COUNCIL PRIORITIES	A City for People
COMMUNITY PLAN GOAL	Goal 3.1: Enhance well-being and quality of life for all community members.
CAPU FACULTY	Business and Professional Studies – School of Communications
COURSE	CMNS 295 – Culture of Advertising
INSTRUCTOR	Grace Kim
STAFF PARTNERS	Cst. Mansoor Sahak – Media Relations Officer, Joshua Kilner – Communications Strategist, North Vancouver RCMP
PROJECT DESCRIPTION	Students produced a series of stock photos and sample social media posts showcasing members of the North Vancouver RCMP throughout various locations on the North Shore. The photo collection is intended to be used for communications materials and social media (Facebook and Twitter) accounts.
HUBBUB NOMINATED Project	RCMP Community Engagement Project Presentation by Lauryn Jamison

CITYSTUDIO & THE CITY

CITYSTUDIO STUDENTS ENJOYED SEVERAL OPPORTUNITIES THROUGHOUT THIS PAST YEAR TO ENGAGE WITH OUR PARTNERS AND THE GREATER COMMUNITY INSIDE AND OUTSIDE THE CLASSROOM.



Community site visits Images: CityStudio

CITYSTUDIO & THE CITY



Community site visits and collaboration Images: CityStudio



Image: Fall 2022 & Spring 2023 HUBBUB Project Showcase events, CityStudio

HUBBUB 7&8

HUBBUB is a celebratory showcase during which students, City staff, elected officials and university faculty members connect and learn about each other's work. At the end of each term, the most creative and exciting projects generated from CityStudio collaborations are showcased, and visitors can vote for their favourite projects. A judging panel selects the most impactful, relevant, and promising project. Its goal is to share the outcomes of collaborations beyond the classroom and with the broader community.

In 2022-23, the Fall 2022 and Spring 2023 HUBBUB Showcase events were held in-person. HUBBUB #7 took place on December 6, 2022, at the CapU's Lonsdale location. 14 student groups presented their innovative projects to address real-life challenges in the North Vancouver community. HUBBUB #8 was hosted at City Hall, North Vancouver on April 12, 2023, showcasing 13 student projects. Audience Choice Winners were announced along with the prize winners selected by guest panelists. Many faculty members, CityStudio partners, family and friends and department deans were in attendance, celebrating students' hard work. The success of the students' projects would not have been possible without the support of faculty members and CityStudio partners.

“

Overall, HUBBUB is an incredible event for anyone who partakes, where community members, university faculty, students, and City representatives get the opportunity to see how Work Integrated Learning can be beneficial for students, businesses, and the City that they live in.

**Jonathan Coulthard CityStudio Alum
& Past Research Assistant**

		HUBBUB #7	HUBBUB #8	TOTAL YR 4
Showcase Projects Student Presenters Total Attendees		13	14	27
		47	25	72
		80	90	170
Winners Selected by Panel				
First Place	HUBBUB #7 HUBBUB #8	GEOG 316: Water Harvesting Project CMNS 261: Indigenous Canadians and the Canoe		
Second Place	HUBBUB #7 HUBBUB #8	TOUR 312: Central Lonsdale is for You! BIOL 308: CNV Watershed Health		
Third Place	HUBBUB #7 HUBBUB #8	GEOG 316: Climate Resilience - Food Waste PSYCH 412: Finding Wellness		
Audience Choice Winners				
	HUBBUB #7 HUBBUB #7 HUBBUB #8 HUBBUB #8	CMNS 405: Urban Re-Purpose Media Awareness Campaign GEOG 316: Water Harvesting Project DSGN 122: Regenerative Ecosystems – Zine Project Pitch BMKT 369: Digital Marketing Proposal		
Panelists HUBBUB #7		Kathryn Sorensen, Community Police Office Coordinator North Vancouver RCMP Detachment/ Government of Canada Tricia Alsop, Manager of Communication/ Community/ Resource Development North Shore Neighborhood House Renée de St. Croix, Manager, Long Range + Community Planning, Planning Development City of North Vancouver		
Panelists HUBBUB #8		Larry Orr, Acting Director, Community and Partner Engagement City of North Vancouver Sarah Tarcea, Manager, Public Services City of North Vancouver Library Sarah Yerchich, Instructor Capilano University		

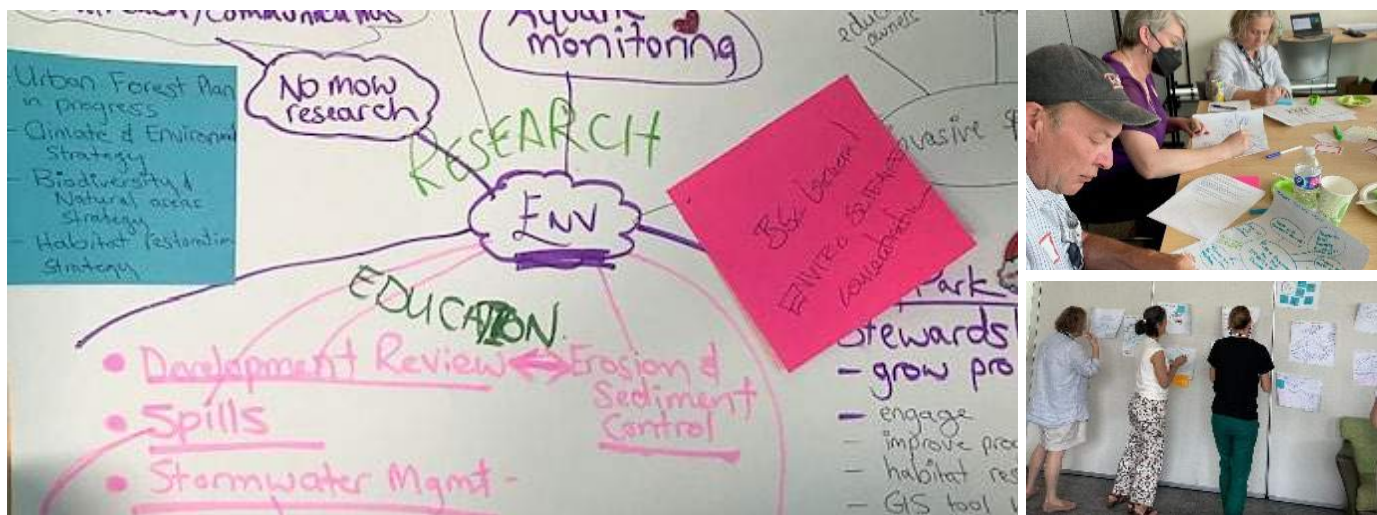


Image: Sample mind map, group brainstorm of Ideas – Idea Jam 2023

IDEA JAM #5

CityStudio hosted the fifth annual Idea Jam on May 17, 2023, at North Vancouver City Library. This was a fun collaborative event bringing together our partners from City of North Vancouver departments, its partner organizations and Capilano University faculty and staff to envision a brighter future for the City of North Vancouver. Through brainstorming and conversation, we generated exciting ideas for CapU students and partners to explore through course collaborations during the 2023-24 academic year.

It was an opportunity to share City priorities and challenges, and brainstorm possible directions for future CityStudio North Vancouver course collaborations. Representatives included members from the City of North Vancouver Planning, Transportation, Environment, Community Relations Departments, Centennial Theatre, Silver Harbour Seniors Centre, North Vancouver Recreation and Culture Division, and MONOVA.

Over 70 new ideas for future projects were generated during the event. Focusing on the development of City of North Vancouver's strategic goals, many ideas focused on environmental issues, accessibility, local businesses, and indigenous cultural heritage.



“

Our attendees brought plenty of enthusiasm and passion to the process of exploring opportunities to collaborate on meaningful projects for the City.”

OUR TEAM YEAR 4



Julia Spitale
Community Development
Coordinator
City of North Vancouver



Aurelea Mahood
Director
Academic Initiatives & Planning
Capilano University



Aderyn Davies
Project Lead
CityStudio North Vancouver
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Katrina Driver
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Samantha Cheung
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THANK YOU!

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THANK YOU!



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2022-2023 ([continued](#))

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