



## CREATIVE ECONOMY DEPARTMENT MEMORANDUM

---

**TO:** MAYOR J. LEHMAN, AND MEMBERS OF COUNCIL

**FROM:** K. DUBEAU, DIRECTOR OF CREATIVE ECONOMY

**NOTED:** Z. LIFSHIZ, EXECUTIVE DIRECTOR OF INVEST BARRIE  
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER

**RE:** HOUSING FOR EVERYONE HACKATHON - BARRIE AND DISTRICT  
ASSOCIATION OF REALTORS

**DATE:** OCTOBER 2, 2017

---

The purpose of this memorandum is to provide members of Council with information pertaining to an upcoming affordable housing hackathon being held at City Hall from October 20 to October 22, 2017.

### Background

In May of 2017, the City of Barrie was approached by the Barrie and District Association of Realtors (BDAR) in regards to a planned hackathon oriented to creating innovation solutions to the challenges associated with affordable housing. As this is a priority for many growing communities across Canada, and in alignment with Barrie's recently approved Affordable Housing Strategy, the hackathon is a way to engage a wide variety of residents in working on solutions, including developers, youth, domain experts, digital artists, data scientists, local businesses, students and researchers. BDAR has contracted with HackWorks, a Toronto-based company known for their experience in designing and hosting hackathons, including the successful and high profile, Traffic Jam in Toronto.

### Partnership

As part of a partnership with BDAR, the City is providing the venue for the event, which will take place in City Hall. The main activities will take place in the Rotunda, with teams working in various meeting rooms. City staff have provided contacts for mentors, judges and subject matter experts to work with the team, in addition to helping to market and promote the event across various partner and media channels. The City's GIS team will be providing relevant data for the teams to work with, and representatives from the City will brief the teams on issues specific to the Barrie community.

Additional partners engaged through the City of Barrie include:

- Georgian College – Henry Bernick Entrepreneurship Centre
- Centre for Social Innovation at Georgian College
- Simcoe Muskoka District Health Unit
- Saint Elizabeth
- ventureLAB, Regional Innovation Centre
- County of Simcoe
- Barrie Public Library

### Personas

The participating teams will develop solutions based on defined personas, representing priority constituent groups within Barrie. These include:

- Aging senior
- New family (young children)

- Newly graduated post-secondary/first job
- Youth at risk
- Students living close to campus

#### Scope of Solutions

The teams may address any element of the challenge pertaining to affordable housing, including developing apps, creating new processes, awareness campaigns, developing policy prototypes and more.

#### Teams

There is no cost to participate in the hackathon. Participants will form teams of 4-6 people, and work on solutions together. Teams will pitch their solutions to a panel of judges on the final team, and the winning teams will receive \$5,000 in prizes. 100 participants are expected to be a part of the hackathon.

#### Additional Information

There is a website with additional details on the hackathon, including registration details for people interested in participating. <http://www.housinghack.ca>

#### Linkages

The hackathon is an opportunity to put innovation into action, engaging many members of the community in tackling a priority area of concern. The broad mix of people involved in the teams underscores the power of collaboration and co-creation, hallmarks of the Creative Economy.

#### How You Can Help

Please share the link to the Housing Hack website or the one-pager attached as Appendix “A” to your networks and social media channels, encouraging interested residents and businesses to get involved.

#### Outcomes

There will be a report back to Council regarding the outcomes of the Housing Hack event, including a highlight of the solutions presented and the winning idea.





**CREATIVE ECONOMY DEPARTMENT  
MEMORANDUM**

---

**APPENDIX "A"**

**HOUSING HACK**