

SHARING ECONOMY

STUDENT DESIGN COMPETITION

The American Planning Association (APA) is hosting its second annual Student Design Competition as part of its 2018 National Planning Conference in New Orleans. Selected team finalists must be available to present their entry at the national conference between April 21st through April 24th, 2018.

STUDENT / TEAM ELIGIBILITY

To participate in APA's Smart Cities Student Design Competition, a team of at least three members must meet the following requirements:

TEAM LEADER

1. Be an enrolled student in a PAB-accredited program during the entire competition (<http://www.planningaccreditationboard.org>).
2. Be a student member of APA.
3. Be able, if selected as a finalist, to present your entry to a jury at the National Planning Conference in New Orleans between April 21st and April 24th, 2018.

ADDITIONAL TEAM MEMBERS

1. All team members must be enrolled at a college or university for the entire competition.
2. At least one additional team member must be able, if selected as a finalist, to join the team leader National APA conference in New Orleans.

COMPETITION OVERVIEW

Planners are increasingly preparing for an uncertain future. The widespread adoption of smart phones and other technologies has disrupted traditional markets (hotel, taxi, etc) with peer-to-peer transactions. What do these changes mean for our communities? How should planning as a profession and individual planners respond?

The competition seeks innovative application of sharing economy concepts on a defined site in New Orleans. Submissions are due 5:00 PM Eastern January 29, 2018. A jury comprised of diverse backgrounds and experience will review all entries. Five finalists will be selected to further present their ideas at a National Planning Conference session in New Orleans. A single team will be selected as the Student Design Competition winner during the conference session and will receive a \$1,000 award.

BACKGROUND

APA recognizes that professional planners are uniquely qualified to provide leadership in defining, analyzing, and debating the issues of the Sharing Economy, particularly as it relates to place-based strategies. Today, APA's Division Council is continuing to advance the discussion regarding how planners can harness or influence the use of Sharing Economy innovation in our communities. APA's Sharing Economy Initiative will explore the following five focus areas:

Equity Issues - How does the sharing economy disproportionately affect various groups?

Regulations - How do planners successfully balance regulations to minimize any negative externalities associated while not stifling innovation? Furthermore, how do planners plan for the unknown?

Economic Impacts - Potential effects of conflicting land uses (e.g. commercial use of residential properties), affordability gaps, and the effects on the traditional marketplace.

Physical Impacts - How will the sharing economy impact the urban design? Planners must think about legacy development (brick and mortar), adaptive reuse, parking requirements, curb space, zoning regulations, and future flexible design.

Role of Planners - What is the proper role of planners in the sharing economy? Regulator, innovator, convener...or all of the above. What do planners need to know to make effective decisions in an uncertain future.

The purpose of this Design Competition is to create opportunities for interdisciplinary student collaboration, increase knowledge share between students and professionals, and introduce and engage students in the Sharing Economy discussion within APA. The intent is that student planners partner with students in allied disciplines (e.g., architects, landscape architects, engineers, etc.) to work together as an interdisciplinary team to apply place-based Sharing Economy practices to a specific site in New Orleans.

THE SITE

The competition site is located in the Iberville neighborhood just west of the French Quarter District, bounded by N Claiborne Ave, Basin St, and Canal St. This area was once the site of the last of the New Deal era public housing remaining in New Orleans before its demolition after Hurricane Katrina.

The Housing Authority of New Orleans (HANO) received a \$30.5 M grant from HUD in 2011 to improve its sustainability and increase access to high quality services. It has since been transformed into a mixed-income community and has been designated as part of HUD's Choice Neighborhood Initiative, which strives to create viable and sustainable mixed-income neighborhoods with links to appropriate services, transportation, and access to schools, jobs, and public assets.

Its location offers easy access to public transportation, with bus and streetcar access on boundary streets, as well as proximity to the central business district of New Orleans, the Tremé-Lafitte neighborhood, and a nearby medical campus. Approximate boundaries of the site can be seen in the image on the following page.



The intent of this student design competition is to expand upon recent redevelopment in the Iberville neighborhood to include the development and implementation of Sharing Economy principles and ideas. This neighborhood-scale site includes all right-of-ways within its boundaries, providing each student creative team with ample opportunity to identify both public and private Sharing Economy actions which could be developed and/or implemented within the project boundary.

Even though each team will be judged on their quantity and creativity of design, there are a few rules that must be followed:

1. All proposed improvements must be located on, under, and within the physical airspace of the project site boundary (delineated by the red line).
2. While improvements can be proposed within the public right-of-way, no improvements are allowed on any of the private properties abutting the project site.
3. While no off-site improvements can be suggested, proposed on-site improvements which may involve or improve connectivity to off-site areas should be described (e.g., a proposed bus station and/or trail improvements).
4. No streets can be closed.
5. The proposed design must be based in reality.

SUBMITTAL REQUIREMENTS

Each creative student team is required to submit the following minimum requirements to be considered as an official entrant.

- 1. Poster.** A PDF of one (1) 36x48" (Arch E paper size) poster depicting the proposed

design for the project site is required. If selected as a finalist, a printed poster must be brought to the conference to be displayed in the Tech Zone.

2. **Report.** A PDF of an associated report indicating background analysis, researched best practices, and description of the proposed improvements is required. The background analysis should present a comprehensive understanding of the project site, immediate area, and greater region. Best practice Sharing Economy trends and already developed or implemented examples should be compiled to provide justification for proposed site improvements. The proposed design should be further defined in the report (max # of pages not to exceed 10 pages, one-sided). It is expected that the graphic quality and layout of the report will meet current best practices for document preparation and format.
3. **(Optional) Other.** One additional content or material in any format may be used to further convey the design decisions made in your project. This could include creating a Sharing Economy app, video, or using any other existing or innovative tool.

The entire submittal package shall be the sole work of the creative student team members.

THE JURY & CRITERIA

The jury will review projects through a blind review process. This means that the identities of the creative student teams will not be revealed to the jury. Further, members of the jury will be required to recuse themselves from judging entries in which they have a conflict of interest (e.g., a juror who teaches as part of a planning program will not be able to judge entries from that program). APA retains the right to disqualify any entrant who does not meet the minimum student/team eligibility requirements or fails to disclose a conflict of interest.

The jury will select five finalists which they identify as best meeting or exceeding the criteria set out below. The five finalists will be asked to further present their ideas at a National Planning Conference session in New Orleans. Creative student teams who are unable to attend the NPC will be disqualified and the next highest ranked team will take their place.

Each submittal will be judged using the following criteria:

1. **Creativity of Ideas.** Each team will be judged on the creativity and quality of the Sharing Economy ideas proposed as part of the project site design. (30 pts.)
2. **Quantity of Sharing Economy ideas.** Each team will be judged on the quantity of Sharing Economy ideas that can be realistically implemented as part of the project site design. (25 pts.)
3. **Quality of Research, Writing, & Document Preparation.** One of a planner's primary tools is a written report, plan, or study. Accordingly, each team will be judged on the quality of their research, writing, and document preparation. The report should be written and prepared in a manner and format that is highly graphic and easy to read and understand. (20 pts.)
4. **Quality of Design.** Each team will be judged on the quality of their plan or

design graphics. This may be an opportunity to include team members who bring specialized skill sets. (20 pts.)

5. Team Collaboration. Working collaboratively as a team is an essential skill needed in the planning field. Demonstrate how the team worked collaboratively throughout the process. (5 pts.)

6. Optional Content or Material. (up to 5 additional pts.)

Total Points. (100 pts. + five additional pts. for optional content or material = 105 pts.)

The five finalists will also be judged using the following criteria:

7. Comprehensiveness, Quality and Effectiveness of Team Presentation. Each team will be judged on the comprehensiveness, quality, and effectiveness of the presentation at the National Planning Conference. (15 pts.)

A single team will be selected as the design competition winner during the conference session and will receive a \$1,000 award.

ENTRY FORM

Creative student teams shall select a team leader to act as the team's single point of contact.

The team leader must fill out and submit the following information via email to davidheinold@outlook.com at least 2 days in advance of the January 29 deadline in order to receive an individual Dropbox account to upload a submittal:

Team Leader

1. Name: _____
2. Street Address: _____
3. City, State Zip Code: _____
4. Phone #: _____
5. Primary Email Address: _____

Project Team

6. Team Name: _____
7. School Name: _____
8. Names of Team Members: _____
(min. of 3 team members) _____



ENTRY DEADLINE

Submissions are due by 5:00 p.m. (EST) Monday, January 29, 2018. The team leader will be responsible for contacting David Heinhold at davidheinold@outlook.com at least two days prior to the submittal deadline to receive access to a Dropbox account. All required submittal materials must be uploaded by the deadline. No entries will be accepted after the deadline.

SUBMISSION FEE

There is no submission fee to participate in this student design competition.

QUESTIONS

A FAQ document will be regularly updated on the APA website Student Competition page. Please visit this page or attend a webinar for answers to questions.

Kickoff Webinar

December 8, 2:30 - 3:30 PM EST

Mid-Project Webinar

January 12, 2:30 - 3:30 PM EST

Other questions should be emailed to David Heinhold at davidheinold@outlook.com. Please reference the Smart Cities Student Design Competition in the subject line of the email.