

## GREENEST CITY SCHOLARS PROGRAM - 2014 PROJECT

### Project title

Assessment of new Wayfinding system and identification of opportunities for further development

### Greenest City goal(s) supported

#### Green Transportation

Long Term Goal: Make walking, cycling, and public transit preferred transportation options.

*Other: Transportation 2040 W 1.7.1. Expand and maintain a pedestrian wayfinding system that is consistent, legible, and user-friendly.*

### Project context, scope, and value to City

The City is in the process of updating its wayfinding system. Pedestrian wayfinding is instrumental in encouraging and promoting walkability throughout the city. This involves providing relevant information to help people understand their environment better, including the distances and time to walk to destinations.

A key component of the wayfinding update is the replacement of the graphics on the existing map stands, occurring in spring 2014. The updated system has been developed through a digital database. This process has involved input from a range of stakeholders, both internal and external. Initial partnerships have included: the Downtown Vancouver Business Improvement Association, Tourism Vancouver and TransLink. The update has also involved a number of City of Vancouver branches for input and development.

Following the roll-out of the new map stand graphics there will be a need to analysis 1) how well the graphics are being received by the public and if it encourages people to make sustainable transportation choices and 2) what opportunities to further development of wayfinding exist. The opportunities for further integration and development include both its graphic and digital outputs. Examples may include; static and digital mapping, tear-off printed maps and mobile application options; including integration with other sustainable modes of transportation.

This work will help justify the extension of the Wayfinding projects continued roll-out in different forms on-street. This involves helping secure the contract to enable this. It will also indicate opportunities for further integration with key stakeholders, including a proposal to the Digital Strategy Steering Committee.

The Greenest City Scholar will:

- Review on emerging practices including: benefits, costs, branding and metrics;

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- Design and execute interviews of key stakeholder groups, potential partner organizations and internal staff;
- Assist with an intercept survey to gauge the level of support and future needs of the updated system;
- Determine future integration opportunities within the organization and external agencies represented by key stakeholders to provide consistent and relevant wayfinding information; and
- Recommend next steps and develop an action plan for further integration opportunities for graphical and digital outputs

### **Deliverables**

- Summary and analysis of interviews with key stakeholders, relevant topic experts and internal staff.
- Summary and analysis of intercept survey with the public.
- A final report summarizing key findings and recommendations.
- A presentation to internal staff and key stakeholders.

### **Mentor department**

Engineering Services

### **Candidate skill set/background**

- Excellent research, writing and presentation skills.
- Demonstrated interest in transportation planning or business development.
- Experience conducting surveys and/or stakeholder engagement is an asset.
- Understanding of information technology or mobile development is an asset

*Note: Preference for Scholar to complete all 250 hours by July 31, and work 18 hours a week over the 14 week period.*