



CITY OF VANCOUVER

A14

ADMINISTRATIVE REPORT

Report Date: September 14, 2008
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Meeting Date: October 28, 2008

TO: Vancouver City Council

FROM: General Manager of Olympic and Paralympic Operations Office

SUBJECT: Funding Allocation for the 2010 Wayfinding Program

RECOMMENDATION

THAT Council approve the plan for the 2010 Wayfinding Program and related funding allocations totalling \$200,000. Source of funds to be the Olympic and Paralympic Legacy Reserve Fund approved by Council on December 11, 2007.

CITY MANAGER'S COMMENTS

The City Manager recommends the approval of the foregoing.

COUNCIL POLICY

On December 11, 2007, Council approved the Olympic and Paralympic Legacy Reserve Fund programs and budgets in the amount of \$20 million with instruction to report back on funding for specific projects. One of the projects approved was the Enhanced Transportation Signing Program with a budget of \$200,000.

PURPOSE

The purpose of this report is to seek Council's approval for use of \$200,000 approved in the Olympic Legacy Reserve Fund for the 2010 Wayfinding Program.

BACKGROUND

Hosting the 2010 Olympic and Paralympic Winter Games offers the City of Vancouver a chance to showcase our commitment to social, economic and environmental sustainability and strengthen our global reputation as a world leader. The 2010 Winter Games present an

unprecedented opportunity for the City of Vancouver to foster civic pride and enhance our shared sense of community. The Games also provide a chance to create positive experiences and lasting memories for our visitors and residents and to captivate all through a festive environment and exposure to one of the most walkable and livable cities in the world.

The success of the 2010 Winter Games depends in part on the experience of residents and visitors to easily get around our City. The Games will most certainly have an impact on how movements normally occur. Implementing an easily recognized and consistent wayfinding program that responds to Games-time conditions is essential to creating a positive Olympic experience.

The City's Metro Core Wayfinding program is currently underway and will implement the 'map stand' or kiosk component of the City's 2002 Street Furniture contract. The kiosks will display City of Vancouver wayfinding maps and information and form the basis of a permanent pedestrian wayfinding system. In March 2008, the City retained Karo Group to develop the 'map stand' kiosks, identify optimal kiosk locations and confirm the look and content of the wayfinding maps.

In addition to the Metro Core Wayfinding Program, Council recently approved the City's Olympic Banner Program. This program is one of the most extensive undertaken in the City of Vancouver with over 6,000 Olympic banners to be placed downtown, at Gateways and along major routes. The Olympic Banner Program will create corridors of colour that guide people through the City and link important destinations and routes.

DISCUSSION

Working closely with all the partner agencies, the 2010 Wayfinding Program will enhance movements within our City and deliver clearly identified walking and cycling routes linking residents and visitors to transit stops, Games-time competition venues, attractions and important civic points-of-interest. Providing clear and consistent wayfinding during the Games is essential to creating a positive experience for everyone.

The 2010 Wayfinding Program is designed to enhance existing wayfinding and support and encourage sustainable modes of transportation. Encouraging walking, cycling and transit use during the Games is a key part of delivering a sustainable Winter Games. The promotion of sustainable transportation use during the Games should attract new users and should result in legacy walking habits that continue long after the Games are over.

The 2010 Wayfinding Program includes the following components:

1. Olympic Overlay Map
2. Directional Signage

The 2010 Wayfinding Program is designed to provide clear wayfinding during the Games and every effort will be made to develop and implement the most robust plan possible. It should be noted however, that budget constraints might limit the overall extent of the program. It should also be noted that the City's 2010 Wayfinding Program and budget will be integrated with VANOC, TransLink, and our other transportation partners' wayfinding programs. The City's efforts are one component of an overall spectator urban domain and venue

transportation experience. The City's Olympic Transportation Plan will be available in early 2009.

Olympic Overlay Map

During the Games, there will be changes to existing venue/facility names, additional celebration sites and Games-specific attractions. To help residents and visitors identify name changes and the Games-time attractions and activities, an 'Olympic Overlay' map will be developed, produced and installed as part of the 2010 Olympic Wayfinding Program. These maps will be displayed on the permanent Metro Core 'map stands' located throughout the City and will identify key City attractions and important Games-time information. These maps will be displayed just prior to the Olympics and removed and replaced with the permanent City wayfinding maps following the Paralympic Games.

As part of the Olympic Overlay work, legacy opportunities will be explored and sites for additional 'map stand' locations, beyond those identified in the Metro Core Wayfinding Program, will be identified.

Directional Signage

In addition to the Olympic Overlay, there is an anticipated need to enhance and provide more detailed directional signage; helpful signage that 'directs' and guides people, particularly in the Downtown core, near venue locations, at celebration sites, along pedestrian and cycling routes, at important transit stops and on important corridors into the City. The 2010 Wayfinding Program will look at temporary and permanent applications and work closely with the Agency Partners and VANOC to ensure that Directional Signage is consistent in its look, format and content. Wherever possible, opportunities for legacy installations will be identified and reviewed.

FINANCIAL IMPLICATIONS

In December 2007, City Council approved the Legacy Reserve Fund with program categories established for a number of legacy activities. One of the categories was Enhanced Transportation Signing with a budget amount of \$200,000. The following Table outlines the estimated 2010 Wayfinding Program through 2009.

Project	2008	2009	2010	Total
2010 Wayfinding Program	\$100,000	\$100,000	\$0	\$200,000

CONCLUSION

In December 2007, Council approved the Olympic Legacy Reserve Fund with \$200,000 allocated to the Enhanced Transportation Signing Program. This report seeks Council approval to expend \$200,000 for the 2010 Wayfinding Program.

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