

Wayfinding Sub-Committee Meeting Notes

Wednesday, June 24, 2020 at 7pm via Zoom

Attendees: Councillor Diana Dilworth (Chair), Lisa Beecroft (Economic Development Committee), Dianna Brown (Heritage Commission), Dustin Chelen (Economic Development and Tourism Committees), Allison Mailer (Tourism Committee), Chris Pope (Economic Development Committee, Heritage Commission), Alison White (Arts and Culture Committee), Joji Kumagai (Manager of Economic Development)

- The Chair and Manager of Economic Development presented on relevant City policy, committee discussions, and wayfinding principles and examples (presentation is an appendix to notes)
- Discussion
 - Connectivity and impact
 - Need to tie different neighbourhoods together
 - Seek pedestrian movement beyond Rocky Point Park and Brewers Row
 - Effective wayfinding will have economic development impacts along with supporting tourism, heritage, and arts and culture
 - Tourism Committee had been planning surveys for major events to measure economic impact - could use this initiative to also consult with people about their ability to navigate the city and use this as baseline data
 - Audience
 - For people living and working here – raise awareness of other features and amenities
 - First-time and infrequent visitors
 - Content
 - Compile list of points of interest particularly from the Heritage Commission and Arts and Culture Committees e.g. stone markers, public art, cultural events
 - Depends on format – analogue versus digital (City of Coquitlam recently installed a digital kiosk by the Lafarge Lake/Douglas SkyTrain station)
 - City has extensive guidelines on signage standards but opportunity to explore unique signage (e.g. Coquihalla Highway)
 - Implementation
 - Work within existing capital and replacement cycles
 - 2021 budget discussions are also upcoming in September
 - Budget may be available to secure wayfinding consultant but also need funds to execute plan
 - Perhaps federal funding to support initiatives that enhance active transportation especially walking
 - Next steps
 - Inventory of existing kiosks
 - Ask City of Coquitlam Manager of Tourism about new City Centre Community Hub digital kiosk
 - Aim for Council report for wayfinding consultant RFP in September