

## Project Charter

<b>Project Name:</b>	Wayfinding Strategy Project
<b>Project Number:</b>	PD20-0022 (EN 20041)
<b>Lead Department:</b>	Economic Development
<b>Total Allocated Budget:</b>	\$42,429

### Project Background

In November 2016, the City of Port Moody (City) engaged a Consultant (Stormy Lake Consulting) to undertake and assist in development of the Port Moody Tourism Strategic Plan, which was approved by Council in 2019. The Plan addressed the action recommendation from the 2015-18 Strategic Plan and aligned with the community vision in the Council Strategic Plan, which stated, "The City of Port Moody is recognized by citizens and visitors alike as the premiere day-trip destination in the Lower Mainland."

The Tourism Strategic Plan also noted alignment with the community vision articulated in the Official Community Plan as well as the Tourism Committee Plan, developed in 2015.

Some key criteria noted in the report as it relates to tourism in Port Moody and Vancouver/regional tourism include:

- Vancouver, Coast and Mountains region represents 57% of provincial tourist spending
- Port Moody is noted as primarily a same-day visitor destination, which is a function of limited overnight accommodation options
- Same day visitors accounted for 49% of visitor volume in the region
- Visitors can be summarized as primarily young families and visit friends and relatives (VFR) travellers
- Most visitors find Port Moody easy to navigate, but don't explore beyond a specific destination
- Visitors find that Port Moody is a part-day visit
- Some residents noted current and potential future parking and congestion issues

Some items to focus on with respect to tourism strategy include:

- Seaside community and natural environment
- Walkability and accessibility
- Arts and Culture
- Craft brewery community
- Festivals
- Food and dining
- Parks and Recreation
- Tournaments
- SkyTrain stations

The report notes that an improvement to wayfinding and signage will be required to increase day-trip visitation to Port Moody. A visitor to Port Moody is typically focussed on Rocky Point Park and the surrounding area, where easier navigation outside of this area will promote greater movement of visitors throughout the City.

## Problem/Opportunity

- It has been noted that there is an opportunity to improve wayfinding and signage in Port Moody in and around transportation hubs and key attractions in the City. Potential benefits of wayfinding highlighted in various committee meetings and in the Tourism Strategic Plan include easier navigation for visitors, promotion of community arts, culture and heritage activities, support for local businesses and encouragement of improved connection and active living.
- Agreement with objectives from Council Strategic Plan relating to Healthy City, Economic Prosperity and Community Evolution.
- Potential future opportunity for advertising capabilities at wayfinding kiosks.

## Goals and Objectives

- Creation of Wayfinding Strategy to address points noted in the Tourism Strategic Plan.
- Ensure coordination with key tourism goals, Master Transportation Plan goals, and Council Strategic Plan objectives.
- Communication throughout process with various committees including Economic Development Committee, Tourism Committee, Arts and Culture Committee, and Heritage Commission.
- Project should note potential grant funding opportunities as it relates to overall budget and cost estimates for strategy creation and implementation phases.

## Defining the Scope

### In Scope

*Identifies the responsibilities, activities, deliverables and areas that are necessary to achieve the project goals and objectives.*

### The Project will include:

- Phase 1 - Project Initiation – Draft Communications Plan. Communication with stakeholder groups including all relevant committees and a kick-off meeting with City project team members. Contact other municipalities for advice and reference information. Prepare RFQ and send to qualified consultant firms. Confirm any potential grant opportunities for project.
- Phase 2 – Tender a contract to address the approved scope discussed in the Port Moody Tourism Strategic Plan (2016) and as noted at the Wayfinding sub-Committee meeting of June 24, 2020. This includes: consultant wayfinding strategy report detailing options for wayfinding tools available, analysis of wayfinding in Port Moody and strategies for implementation of wayfinding.
- Phase 3 – Award of contract and execution of confirmed scope items. Consultant should adhere to the schedule outlined in the Service Agreement with completion in Spring 2021. Phase includes kickoff meeting with consultant, regularly scheduled update meetings, draft report review meetings, final approval of report, project closeout activities.

<b>Out of Scope</b>	<i>Identifies the responsibilities, activities, and areas that are not part of the scope.</i>
The Project will <b>not</b> include: <ul style="list-style-type: none"> <li>No work relating to implementation of strategy.</li> </ul>	

Scheduling and Timeframes	
Planned start date: September 1, 2020	Planned end date: March 31, 2021
Notes: Budget allocation: EN20041 Wayfinding Strategy Project 2020 funding = \$42,429.	

Project Roles and Responsibilities	
The <b>Project Manager</b> is responsible for completion of all items.	
Project Manager: Chad Siemens	Position Title: Project Manager
The <b>Project Sponsor</b> is accountable for all project decisions and approval of project work.	
Project Sponsor: Joji Kumagai	Position Title: Manager of Economic Development

Project Authorization
This document requires approval of the undersigned members of the Project Team prior to starting work on the project.

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**Project Manager Signature**

Date Signed:

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**Project Sponsor Signature**

Date Signed:

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**General Manager Signature**

Date Signed:

## Project Stakeholder and Affected Agencies

Agency/Stakeholder	Description	Role/RACI R – Responsible A – Accountable C – Consulted I – Informed	Role confirmed Agency/ Stakeholder
Port Moody Wayfinding Sub-Committee	Port Moody Committee – coordination at committee level	I	<input checked="" type="checkbox"/>
City of Port Moody Communications Department	City staff – assist with stakeholder communication	C	<input checked="" type="checkbox"/>
City of Port Moody Purchasing Department	City staff – contract assistance	C	<input checked="" type="checkbox"/>
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