

October 9, 2020 – Terms of Reference

City of Port Moody Wayfinding Strategy Project

Project Overview

The City of Port Moody (City) wishes to retain a qualified consultant to develop a Wayfinding Strategy for Port Moody and prepare a report to summarize recommendations for strategy and implementation. The purpose of this report is to develop a Wayfinding Strategy to address goals noted in Tourism Strategic Plan, Master Transportation Plan and Council Strategic Plan objectives.

Background

Port Moody's current wayfinding signage program was developed with over two years of consultations with the community and civic committees. Using their feedback, staff worked with a consultant to design a sign program. Staff then worked with the City's Engineering Division to incorporate Transportation Association of Canada (TAC) guidelines along with Council feedback in developing standards and applications for a wide variety of signs. Council approved a Wayfinding Tourism Signage Project in 2009 as part of a collaborative project with the provincial government who provided funding of roughly \$167,692. Phase 1 was a pilot to develop a comprehensive signage program for Rocky Point Park. This was completed in 2010. In 2011 we completed Phase 2 – Shoreline Trail and Old Orchard Park, Civic Campus and Park Entrance signage.

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.

Project Objectives

The objectives of the project include creation of Wayfinding Strategy to address points noted in the Tourism Strategic Plan and ensure communication throughout process with various committees including Economic Development Committee, Tourism Committee, Arts and Culture Committee, and Heritage Committee.

The Wayfinding Strategy should address:

- Community connectivity and impacts;
- Pedestrian movement around the City;
- Economic development impacts;
- Potential inclusion of Indigenous storytelling component;
- Opportunity for inclusion of public art component;
- Increase benefits to Port Moody visitors;
- Increase local awareness of community amenities;
- Information regarding wayfinding kiosk and signage formats and technologies;
- Coordination with Port Moody visual brand;
- Potential opportunities for kiosk advertising;
- Potential opportunities for grant funding.

Project Timeline/Meetings

The consultant shall make provisions in their proposals for the following:

1. Project Kick-off meeting.
2. Project progress and update meetings (via conference call).
3. Allowance for meeting for the purpose of reviewing report submission prior to finalization.

The consultant is responsible for creating, maintaining and retaining all records of meetings, telephone conversations; including agendas, minutes, presentation material, etc.

Tentative key milestones and deliverable dates.

Milestone	Approximate Deliverable Date
Request for Proposal to Consultants	November 2, 2020
Proposal Due Date	November 23, 2020
Award and Notice to Proceed	December 1, 2020
Project Kick-off Meeting	December 7, 2020
Draft report review meetings	December 2020 - February 2021
Wayfinding Strategy final draft report submission	February 22, 2021
Review period and meeting(s)	February 22-March 15, 2021
Final Wayfinding Strategy report submission	March 31, 2021

The Consultant shall meet or exceed this schedule. Consideration will be given to proposals specifying work plans that expedite the work in advance of this schedule.

Scope of Work

The following sections detail the project scope and desired outcomes.

Task 1 – Collect and Review Background Information.

The successful consultant should gather all relevant information from contacts including City of Port Moody resources, relevant summary information from previous consultant experience, information from other municipalities, and Provincial and Federal government agencies. A summary of locations around Port Moody including notes and photos of current amenities and conditions should be prepared as part of the background information.

Components of Task 1 may include:

- Observations noted from current City wayfinding and signage;
- Relevant local municipality wayfinding infrastructure examples and assessment;
- Liaison with City project team members to gather information;
- Liaison with government agencies to gather information regarding initiatives and potential funding opportunities;
- Review current City Policies, bylaws and guidelines.

Task 2 – Development of Wayfinding Strategy

The Wayfinding Strategy should generally include:

- Reference to Council Strategic Plan objectives;
- Overall assessment of Port Moody current wayfinding conditions and opportunities;
- Identification of priority locations for phasing of implementation;
- Summary of potential specific benefits from wayfinding;
- Reference to the City of Port Moody Master Transportation Plan (MTP);
- Reference to points described in Tourism Strategic Plan;
- Reference to input from various Port Moody committees;
- Information regarding potential grant opportunities for implementation of strategy;

- Summary of specific recommendations for implementation of wayfinding strategy (ie. Items included, design details, timelines);
- Capacity for additional info, type of hardware options, City branding;
- Consideration to engineering, constructability and cost estimate implications.

Task 3 – Submission of draft Wayfinding Strategy report and review process

The Consultant shall submit the draft report as per contract schedule and prepare material for review meetings where City team will provide comments and input. It should be noted for proposal preparations that the available City budget for the Wayfinding Strategy report is \$35,000.

The sub-tasks will be as follows:

- Prepare draft reports at various milestones for City staff review and comments;
- Prepare material for review meetings with City staff;
- Prepare a final draft report including cost estimate detail for City review and input;
- Prepare final submission of Wayfinding Strategy report.

Deliverables

The following deliverables will be required as part of this project:

1. Draft report(s) at various milestone dates;
2. Meeting materials and presentation materials as necessary;
3. Final Wayfinding Strategy report including the following:
 - Final report;
 - Comments and notes appendix.