

Request for Decision



To: Regular Meeting
From: **Development, Engineering and Planning**
Date: August 12, 2019
Subject: Wayfinding Strategic Plan Rural Dividend Fund Application
Recommendation: **THAT Council directs staff to apply for the Rural Dividend Fund for \$40,000 of a \$50,000 Wayfinding Strategic Plan.**

Background

In 2017-2018 staff developed a preliminary wayfinding sign project for downtown areas per Council request. A set of colourful signs were developed and installed over the last year.

After the 2018 flood, the BC Economic Development Association (BC EDA) recommended that the City apply to the Rural Dividend Fund to support the creation of a new wayfinding strategy that combines wayfinding signage and mobile apps.

Roger Brooks (Destination Development) echoed the emphasis on wayfinding in his report to the Discover Grand Forks Steering Committee in June. Brooks recommended replacing the existing wayfinding signs with a professionally designed and integrated system of wayfinding signs and kiosk maps that connects drivers, cyclists and pedestrians to core amenities and trails.

The BC EDA also recommended implementation of the 468 Insider App to complement the Wayfinding initiative. When funded, the Wayfinding Strategic Plan would enable linkage to deployment of the app and other trail and amenity information online, through smartphone scannable 'QR' codes.

Based on research on similar wayfinding initiatives in BC communities, staff estimates preparation of such a plan to be between \$40,000 and \$50,000. Capital expenditures resulting from the designs in the plan would be scheduled for the 2020 capital budget.



Figure 1. Wayfinding sign in London. Credit: Andrew Nash, flickr, Attribution-ShareAlike 2.0

At the time of writing the report the grant application was still being drafted; staff will provide a presentation on the grant application at Committee of the Whole.

In the grant, a maximum of 80% funding may be from the Rural Dividend Fund; no more than 10% of project costs can be in-kind. A \$50,000 project budget would entail a request to RDF for \$40,000 with the remainder to be provided from the remaining funds in the current wayfinding project budget. As part of the grant, the City would be required to submit by August 15th the Council resolution, current financial statements and detailed budget. Further requirements can be found at: <https://www2.gov.bc.ca/gov/content/employment-business/economic-development/support-organizations-community-partners/rural-economic-development/rural-dividend/program-details2>.

Benefits or Impacts

Strategic Impact



Economic Growth

- Supports implementation of recommendations for flood recovery and economic revitalization

Recommendation

THAT Council directs staff to apply for the Rural Dividend Fund for \$40,000 of a \$50,000 Wayfinding Strategic Plan.

Options

1. THAT Council accepts the report.
2. THAT Council does not accept the report.
3. THAT Council refers the matter back to staff for further information.

Report Approval Details

Document Title:	2019-08-12-RFD-RMC-RDF2019Wayfinding.docx
Attachments:	
Final Approval Date:	Aug 1, 2019

This report and all of its attachments were approved and signed as outlined below:

Dolores Sheets - Aug 1, 2019 - 3:41 PM

Diane Heinrich - Aug 1, 2019 - 4:40 PM