

Inner Melbourne Action Plan
Progress Report
G1.P4 Wayfinding and Signage

PURPOSE

1. To update the IMAP Implementation Committee on the Melbourne Visitor Signage Committee (MVSC) projects.

BACKGROUND

2. Improving wayfinding signage is a focus of the *Inner Melbourne Action Plan 2016-2026*.
3. Opportunities identified as part of Goal 1 (which supports marketing tourism destinations and ensuring Melbourne's entertainments precincts are safe and accessible) and Goal 2 – A connected transport network that provides real travel choices – include:
 - Implementing a regional wayfinding signage suite and style guide;
 - Collaborating with State Government to develop a single base-map for wayfinding signs.

PROJECT PROGRESS

4. Helen Hardwick (former chair of the Committee) has been contracted to project manage the Melbourne Visitor Signage Committee work.
5. Way found: Wayfinding Signage Standards for Victoria. The completed document (then called the Master Style Guide) was 'endorsed' by IMAP Implementation Committee's May 2016 meeting.
 - 5.1 The designed version of *Way found* was submitted to IMAP Implementation Committee's May 2017 meeting.
 - 5.2 The committee resolved to 'consider formal adoption of *Way found* as an operational manual'.
 - 5.3 Council representatives are currently submitting *Way found* to their councils for formal adoption as an operational manual.
 - 5.4 The Melbourne Visitor Signage Committee is in the early stages of discussions regarding:
 - Registering the name *Way found*
 - Developing a Memorandum of Understanding covering ownership of the document
 - Drafting a licence to share the document with 3rd parties
 - 5.5 Testing of *Way found* will be undertaken during July – September 2018. The test will involve:
 - Seven private and public sector organisations whose work involves designing and/or installing wayfinding signage.
 - Feedback from the seven test participants on *Way found's* content, coverage, ease of use and perceived value.
 - Feedback will be provided via an online survey and a debriefing session.
 - A report on the seven participants' feedback will be submitted to the Melbourne Visitor Signage Committee. The feedback will inform amendments to be incorporated in version 2 of *Way found*.

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5.6 This second version of *Way found (2.0)* will contain four sections:

- Sections 1 and 2 (*Principles, Standards and Guidelines*). These sections will be the focus of the testing during 2018.
- Sections 3 and 4 (*Signage Manual and System Application*) will cover product details, graphic standards, technical details and information relating to the wayfinding system's operation. The design and technical details to be outlined in these two sections have been in development for the past two years. MVSC expect to have these two sections ready for inclusion in *Way found 2.0* by second half of 2019.

6 Pilot projects. User testing of City of Melbourne's pilot signs is now complete. The results were very favourable for the signs and maps. User testing involved stakeholder engagement, intercept surveys, accompanied journeys, design testing and accessibility testing.

6.1 Stakeholders responded positively to the new pilot signs, saying they were confident it would help people orientate themselves and get around.

6.2 A total of ten accompanied journeys were conducted. Participants either had mobility needs, vision impairment, or were from a Non-English Speaking Background. There was a 100% success rate in participants finding their way to the proposed destination, compared to only 10% during the pre-installation user testing.

6.3 Design testing showed evidence that the beacon colour should be changed for higher visibility and ease of recognition.

6.4 City of Melbourne is currently summarising the user testing done to-date, and will share these results with all councils when completed.

6.5 Based on the user testing results and City of Melbourne's further accessibility testing, some notable changes to sign designs have been made.

7 Exploring development of a shared basemap. Transport for Victoria (TfV) will be working on integrated mapping over the next two years and have created a full time position within TfV to explore opportunities.

7.1 This work will include understanding the potential to integrate mapping across IMAP councils as well as transport portfolio and infrastructure projects.

RECOMMENDATION

8. That the IMAP Implementation Committee resolve to support the approach outlined in this progress report.