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. Melbourne Visitor Signage Committee (MVSC) - member updates

    4.1 Helen Hardwick continues to be employed as the Analyst / Project Manager (IMAP contractor) for the committee. Helen's work has meant that the project deliverables are being met and in many cases moving quicker than expected.

    4.2 Pete Stevens, Project Manager, Integrated Mapping and Journey Planning, Transport for Victoria (TfV), has joined the committee. Pete and TfV see value in the committee's work to date, and Pete is keen to collaborate with IMAP on related mapping projects.

    4.3 Wyndham City has left the committee due to Council priorities. Wyndham City is currently rolling out wayfinding signs throughout Werribee Town Centre in the same style as City of Melbourne's newly designed signage suite (developed by City of Melbourne in collaboration with MVSC members).

    4.4 Nick Vincett, Landscape Architect, has replaced Leigh Abernethy as City of Port Phillip's representative on the committee. Nick recently coordinated the fabrication and installation on new wayfinding signs along the Port Phillip Bay foreshore. These new signs are consistent with City of Melbourne's signage suite.

    4.5 Andrew Carcelli, Coordinator Economic Development, has replaced Christina Foscolos as City of Stonnington's representative.

    4.6 Hayley McNichol, Senior Urban Designer, has replaced Richa Swarup as City of Yarra's representative. Hayley and Martin Whittle (City of Melbourne, Wayfinding Signage Coordinator) have begun discussions around connecting signage from Richmond (CoY) to the Sports Precinct (CoM).

    4.7 Eng Lim, Transport Coordinator, has replaced Malcolm McDonald as City of Maribyrnong's representative.

    4.8 Initial discussions have commenced regarding Parks Victoria and Department of Environment, Land, Water and Planning (DELWP) joining the committee.

5. *Way found: Wayfinding Signage Standards for Victoria.*

    5.1 City of Melbourne, City of Port Phillip, City of Stonnington have all submitted *Way found* as a council report. All 3 councils have adopted *Way found* as an operational manual. City of Yarra has advised the committee, that being an operational manual, it does not need to go to Council for approval, (City

---

Project Team: Martin Whittle [Team Leader] CoM, Nick Vincett CoPP, Andrew Carcelli CoS, Hayley McNicol CoY, Eng Lim CoMar, Elissa McElroy IMAP, Marc Saville PTV, Alan King & Frank Costa VicRoads, Pete Stevens TfV, Helen Hardwick [PM Contract],
Report prepared by: *Martin Whittle CoM*

of Yarra still supports and is engaged with *Way found's* future developments). City of Maribyrnong will submit *Way found* to Council for adoption once final edits are made following the review *(Way found 2.0)*.

5.2 The committee has now completed a review of version 1 of *Way found*. The review sought feedback on *Way found's* contents, coverage, ease of use and perceived value, and on the operation of *Way found's test* website. Representatives of seven organisations were involved in the review: four councils (one regional), two state government agencies, and one private sector company.

5.3 Review participants supplied feedback via an online survey and through debriefing sessions. The review feedback is currently being collated and a report will be submitted to the MVSC in January 2019. The feedback will inform amendments needed for version 2 of *Way found*. Amongst other things, the review revealed strong support for common (state-wide) standards for wayfinding signage. The *Way found* initiative has been welcomed.

5.4 The second version of *Way found (2.0)* will contain four sections:

- Sections 1 and 2 (*Principles*, *Standards and Guidelines*). These sections have been completed and reviewed. The final version (*Way found 2.0)* will include the latest updates to these sections and is expected to be launched in the second half of 2019.
- Sections 3 and 4 (*Signage Manual* and *System Application*) will cover:
  - o   product details,
  - o   graphic standards,
  - o   technical details, and
  - o   information relating to the signage suite's operation.

The design and technical details that will be outlined in these two sections have been in development for two years, and are expected to be ready for inclusion in *Way found 2.0* by the second half of 2019.

Given the Office of the Victorian Government Architect (OVGA's) involvement in the Major Transport Infrastructure Program and heavily involvement in the Metro way finding design, the OVGA is well placed to review *Way found* and the signage designs.

MVSC will be scoping what their review may entail (draft proposal attached – refer Attachment 9a). The completion of *Way found 2.0* will assist all Councils in the rollout of a single unified wayfinding system (excluding mapping).

6   Exploring development of a shared basemap.

6.1 In early 2018, TfV established a two-year integrated mapping project. It is being managed by Pete Stevens, Project Manager, Integrated Mapping and Journey Planning. Amongst other things, TfV's project is responsible for understanding ' *… the potential to integrate mapping across the transport portfolio, infrastructure projects and IMAP Councils.*'

6.2 A workshop examining how the TfV-IMAP collaboration could work was held on 29 October. The workshop was facilitated by Dr Marcus Spiller from SGS Economics and Planning and its purpose was:
- To define the mapping problems and opportunities which are of mutual interest to IMAP and TfV
- To test the merits of a joint approach (between IMAP and TfV) to resolving these problems and unlocking the associated benefits, and
- Pending these outcomes, to outline how IMAP and TfV might collaborate in implementing a joint mapping strategy.
A report on the workshop's outcomes and suggested next steps will soon be available. It will be circulated to MVSC members.

7   Project budgeting to complete these next stages:

7.1 Currently on-track to spend the 2018-19 budget.

Project Team: Martin Whittle [Team Leader] CoM, Nick Vincett CoPP, Andrew Carcelli CoS, Hayley McNicol CoY, Eng Lim CoMar, Elissa McElroy IMAP, Marc Saville PTV, Alan King & Frank Costa VicRoads, Pete Stevens TfV, Helen Hardwick [PM Contract],
Report prepared by: *Martin Whittle CoM*

7.2 **2019-20 Budget provision requirements**:

- Contingent provision for Analyst/Project Manager fees ($40,000).
- Provision for *Way found 2.0* development including product details, graphic standards, technical details and information relating to the signage suite's operation ($40,000).

7.3 In light of the integrated mapping developments, there is potential for IMAP to contribute to collaborative work with TfV. IMAP funding might be needed for this exploration of a shared basemap in 2019-20 ($50,000 preliminary estimate).
Project scope, budgeting, deliverables and details are still to be developed, and further details will be submitted to the IMAP Implementation Committee once this scoping has been done.

RECOMMENDATION

8. That the IMAP Implementation Committee resolve to:

a. Support the approach outlined in this progress report.
b. Approve the proposed 2019-20 budget

Wayfinding Signage Project

Proposal for Office of the Victorian Government Architect (OVGA) to review pedestrian signage design

_____

1. PROPOSAL

The Melbourne Visitor Signage Committee (MVSC)* is requesting the Office of the Government Architect (OVGA) to review the design of a pedestrian signage suite developed by City of Melbourne (CoM) in collaboration with MVSC, and to advise on improvements.

Amongst other things, MVSC is seeking OVGA's advice on the suite's compliance with accessibility requirements.

* IMAP Councils (Maribyrnong, Melbourne, Port Phillip, Stonnington and Yarra), Transport for Victoria, Public Transport Victoria and VicRoads.

2. WAYFINDING SIGNAGE PROJECT: THE AMBITION

MVSC's ambition is to:

- *Make journeys easy*: by improving the consistency and integration of wayfinding signage systems users rely on to travel* through unfamiliar areas or along unfamiliar routes within Melbourne and Victoria.
- *Lower the costs of design, fabrication, installation and maintenance* of wayfinding signage: by pursuing opportunities for developing shared signage designs and technical details, and shared procurement.

*Travel = public transport, walking, cycling

To achieve this ambition, MVSC has been working to develop … (*see details Attachment C*)
- common standards and guidelines for Victoria's wayfinding signage systems: pedestrian, cycling and public transport. (*Way found: Wayfinding Signage Standards for Victoria*)
- a pedestrian wayfinding signage suite, design and technical information that could be adopted by local councils (This proposal is a request for OVGA to review this work)
- a data-driven base map for use by Victorian state and local authorities for wayfinding purposes. (Transport for Victoria's integrated mapping and journey planning project)

3. MEASURES OF SUCCESS

If MVSC's ambition were met:

- Confidence in Victoria's wayfinding signage systems would be high: signage would be identifiable, carry consistent information, located where needed, and well maintained.
- Journeys between modes and across jurisdictions would be easy: the frequency and location of signs would support users' journeys eg pedestrian signs would 'flow' across council boundaries and be integrated with Parks Victoria's, VicRoads's and Public Transport Victoria's signage.

- Visitors' experience of Melbourne and Victoria would be positive, and local communities and businesses would benefit from more people exploring Melbourne and Victoria.
- Melbourne's and Victoria's 'brand' as a welcoming destination would be strengthened
- The costs of designing, fabricating, installing and maintaining wayfinding signs would be lowered.

4.   WHAT NEEDS TO BE RESOLVED – SIGNAGE SYSTEM DESIGN AND IMPLEMENTATION

MVSC's first step was to apply *Way found*'s standards and guidelines to the design of a pedestrian signage 'suite'. CoM set up a program of user testing to support the design process (see Attachment D) and changes were made based on feedback.

The following issues still need to be resolved in terms of the design of signage systems:

- *Compliance* of the CoM-designed pedestrian signage suite with *principles of good design*, in particular, compliance with accessibility requirements.
    - CoM and MVSC are now requesting that OVGA review the design.
    - OVGA has a state-wide role and the expertise required to review a design that, it is hoped, will become a benchmark across Victoria.
- *Leadership and advocacy*: for statewide adoption of *Way found*'s signage standards and guidelines, and a common approach to wayfinding signage.
    - The work to develop a common approach is being done by a loose collaboration of the five Inner Melbourne (IMAP) councils and three State Government agencies.
    - This group has neither the mandate nor capacity to roll the work out across Victoria.
    - Leadership by a state agency would give impetus to the group's work. The State Government has the remit necessary to lead and advocate for adoption of a common approach across Victoria.
- *Identifying the 'lever'*: making the case for investment in integrated signage.
    - Integrated signage systems have been developed as a response to clear problems eg *Legible London* was designed to address overcrowding on the Underground; as a means of encouraging people to walk rather than take the 'tube' (modal shift).
    - Victoria doesn't have the same 'lever' as London. Nevertheless, the large-scale development in Melbourne and regional Victoria, and the unprecedented investment in transport infrastructure, present a unique need and opportunity.
    - Evidence from other cities is that investment in integrated signage systems generates a positive Benefit Cost Ratio (BCR) (*SGS report November 2015*.)
    - Preliminary work by the MVSC - following Treasury and Finance's Investment Logic Mapping (ILM) framework - suggests that investment in an integrated wayfinding signage system for Melbourne and Victoria would generate a positive BCR.
    - A pilot project in key metropolitan and regional areas could test this hypothesis.
- *Funding*: authorities wishing to roll out the signage system may require funding support.
    - State and/or Federal Government funding will be required to roll-out integrated wayfinding signage across Victoria.
    - A range of funding models could be investigated: eg grants, matched funding (50:50), and/or purchasing the system under licence.

- The design would also be available also to private companies. Under licence? Built into the cost of developments??
- *Resourcing the next steps*
  - Regular updates of *Way found: Wayfinding Signage Standards for Victoria* will be required. This issue can be addressed in discussions about a state government lead.
  - The pedestrian signage suite is the first of a number of several: shared path and bike signage also be needed. (*City of Melbourne is working with other authorities to investigate coordinated approach to bike + shared path signage suites + tech details.*)

5. CHALLENGES FOR THE WAYFINDING SIGNAGE PROJECT – ADDITIONAL INFORMATION

LEADERSHIP AND GOVERNANCE

- *Delivery of effective wayfinding signage is a city-wide / state-wide issue*
  - particularly at a time of unprecedented city and regional development, and of major transport infrastructure works.
- *Responsibility for Melbourne's and Victoria's wayfinding signage 'system' is dispersed*
  - no single authority is responsible for this area of public policy and service delivery.
- *Building wayfinding signage systems is currently an unco-ordinated process*
  - each local and state authority does their own thing.
- *MVSC doesn't have the authority to design, create and fund an integrated system that would assist users*
  - The project is currently being led by City of Melbourne as a collaboration of the five Inner Melbourne (IMAP) Councils and three State Government agencies.
  - Involvement of the eight authorities in the collaborative project is 'voluntary'; this work is not identified in individual business plans.
- *Our customers are adversely affected by poor (or non-existent) wayfinding signage*
  - International research shows the associated costs and lost opportunities.
- *Consistent, predictable and well-maintained signage is key*
  - international research shows these features are key to users' confidence in a system, and therefore to exploring unfamiliar areas and travelling along unfamiliar routes.
- *Support for statewide standards*
  - The seven public and private sector organisations reviewing *Way found* all support MVSC's aim of common standards and a shared, user-tested signage system.
  - Transport for Victoria has expressed interest in the results of the *Way found* review.

COSTS AND EFFECTIVENESS

- *Little local research has been done into what users want or value in wayfinding signage.*
  - Some authorities test their systems with users – most / many probably don't.
  - PTV's research into visitors' experience of Victoria's public transport system contains excellent insights into how people use signage.
  - However, little is known about why, when and how people use wayfinding signage in Melbourne and Victoria. This research is particularly important in the digital age.
- *The cost of each authority developing their own signage system (Business as Usual)*

- The time and money involved in designing, developing and maintaining many different signage systems is likely to be high eg each council has its own system.
- This cost is likely to be even higher if current systems don't meet users' needs e.g. costs related to slow journey times, failure to reach destinations, and lost business.
- *Funding for a Melbourne-wide/state-wide, integrated system is likely to be high*
  - some councils might be able to fund the roll-out a 'shared' system in their areas over time, but it is likely to be beyond the means of many (or most) councils.
- *A co-ordinated approach to funding wayfinding signage is needed*
  - an evidence-based argument that outlines the current problems and impacts, anticipated benefits, strategic responses, expected costs and benefits, is required.

RESOURCING WORK ON INTEGRATED SIGNAGE

- *This area of public interest is no single authority's responsibility*
  - MVSC members have worked on the project in a semi-voluntary capacity.
- *CoM's motivation for initiating the project was growing demand for wayfinding signage*
  - Particularly in developing areas like Docklands and areas of the central city disrupted by major transport infrastructure projects.
  - Pedestrian wayfinding signs weren't all that was needed.
- *CoM resourcing*
  - CoM is better resourced than other councils eg it employs industrial designers.
  - CoM has resourced MVSC's work (meetings, workshops, the signage design and user testing process). It is the project lead and MVSC Chair.
  - CoM makes every attempt to ensure the project is a true collaboration.
  - Nevertheless, the key role of CoM staff in resourcing the committee's work means that the project's work – most particularly the signage design – is perceived as City of Melbourne's, rather than as a shared output.
  - This level of resourcing is not sustainable. Nor is the perception conducive to continuing collaboration.
- *Other resourcing*
  - IMAP Councils, Wyndham City and PTV funded the development and design of *Way found: Wayfinding Signage Standards for Victoria*.
  - Since February 2018, IMAP has been funding a part-time Analyst / Project Manager to manage the wayfinding signage project.

ASSET MANAGEMENT

- *A shared, regularly updated asset ownership and maintenance system is needed*
  - Don't just add signs: remove too. Too many.
  - Maintenance / updating information.

6. ATTACHMENTS

A. Background: origins of the wayfinding signage project
B. Specialist inputs to the wayfinding signage project
C. The wayfinding signage project's three elements: outputs to date
D. A shared pedestrian wayfinding signage design: the user testing program.

ATTACHMENT A

Background: origin of the wayfinding signage project

In 2010, the City of Melbourne (CoM) undertook wayfinding signage work in response to complaints from businesses in newly-developed areas (Docklands) and from operators of major new developments (the then-new Convention Centre).

As part of its work, in 2011 CoM commissioned Chorus Studio to 'audit' signage along 17 journeys typically taken by visitors within the Melbourne municipality. The audit revealed a paradox: too few wayfinding signs at certain points along these journeys, and too many at others.

Insights from the audit included:

- *Too few*: there were few orientation maps or wayfinding signs to aid visitors entering Melbourne through the city's gateways eg arriving by SkyBus at Southern Cross Station's coach terminal.
- *Too many*: at some points along the journeys, multiple wayfinding signs had been installed in the same location by separate authorities. The effect was a confusing 'street clutter'.
- *No consistency of information or maps*: each authority had its own logic for selecting and naming destinations, its own mapping style, and and its own approach to graphic standards (colour palettes, symbols, arrows and maps). None of the systems 'talked' to the others.
- *No integration*: signage installation reflected authorities' (providers') jurisdictions rather than users' journeys, eg pedestrian and public transport signs didn't 'join up' along journeys, and pedestrian and bike signs (and networks) stopped at municipal boundaries.
- *Competing interests*: authorities' branding and promotional interests seemed to be a more important consideration than users' needs for consistent, integrated signs along journeys.

Users' journeys can typically involve more than one mode of transport and travel through more than one municipality. CoM understood that improving pedestrian wayfinding signage within its municipality would only be part of the solution: that improving wayfinding signage for users would require collaboration by local councils and the state's roads and public transport authorities.

In November 2012, CoM established the Melbourne Visitor Signage Coordinating Committee (MVSC). The committee currently comprises representatives of Transport for Victoria (TfV), Public Transport Victoria, VicRoads, the five IMAP Councils and Wyndham City.

(As the committee's work evolved it became apparent that the issue was broader than visitors – it was anyone travelling through an unfamiliar area or along an unfamiliar route; and that it was a state-wide issue, not just a Melbourne issue. The committee's name is likely to be changed to reflect these broader constituencies.)

ATTACHMENT B

Specialist inputs to the wayfinding signage project

The following specialist inputs have also contributed to the project:

Legible London: a user-focused, integrated wayfinding signage system

6. In April 2015, the five IMAP (Inner Melbourne) Councils and PTV funded a two-week workshop program run in Melbourne by Transport for London (TfL); the designer and operator of the internationally acclaimed *Legible London* wayfinding signage system.
7. The TfL representative outlined the design, testing and development process for *Legible London*. He also advised on TfL's business case development, research and consultation programs.
8. In particular, TfL's representative emphasised the strategic importance of a data-driven basemap to an integrated wayfinding signage system.

Defining the problem: the current state of wayfinding signage in Victoria

- June 2015: CoM contracted SGS Economics and Planning to run a workshop for the MVSC to define the current state of Melbourne's wayfinding signage, its problems and impacts.
- Problems with Melbourne's wayfinding signage were identified as …

   o Lack of consistency between signs and maps across all areas and modes of travel in terms of design, style and content
   o Lack of regulation, maintenance and avoidance of proliferation of signage and maps across all areas and modes of travel
   o Lack of information and wayfinding context for travel between modes, and
   o Lack of continuous signage for wayfinding; incomplete or disjointed signage.
- Workshop participants also identified a range of potential benefits that might arise from improved wayfinding signage in Melbourne. These included:
   o Safety and health
   o Environment and liveability
   o Brand reputation and tourism
   o Other economic benefits and cost savings
   o Government relations

Quantifying the benefits of an integrated system: international experience

- November 2015: CoM commissioned SGS to review the Benefit Cost Ratios (BCRs) achieved by four international cities that had developed integrated wayfinding signage systems. The four cities achieved positive BCRs from their investments in the systems.
- The benefits of improved wayfinding fell into five broad categories: transport, social and community, economic, environmental and urban design.
- Administrative benefits in the form of efficiencies and cost savings for government (local and state) were also considered to be a likely outcome.
- SGS advised that it is reasonable to assume that a business case evaluation of a program of investment in wayfinding signage for Melbourne would also result in a favourable economic assessment.

ATTACHMENT C

The wayfinding signage project's three elements: outputs to date

MVSC's wayfinding signage project has three elements. Outputs to date are …

i.   Common standards and guidelines for wayfinding signage in Victoria

The MVSC's first task was to draft 'business rules' governing the design of and information carried by wayfinding signs. Users would only need to learn one set of 'rules' if Victorian authorities applied agreed standards and guidelines to their wayfinding signage systems.

The MVSC worked with a consultant traffic engineer to develop *Way found: Wayfinding Signage Standards for Victoria*, a set of standards and guidelines to improve the consistency and reliability of information carried by wayfinding signage systems operating in Melbourne and across Victoria.

Way found, a web-based document, is intended as an operational manual to provide guidance for good signing practice for use by any council, agency, organisation or individual responsible for planning, designing or installing wayfinding signage.

Amongst other things, the document outlines eligibility and priorities for what is signed, a hierarchy of destinations, naming conventions, the visual 'language', graphic standards and signage placement criteria.

In August 2016, the first draft of *Way found* was endorsed by the IMAP Implementation Committee (the Mayors and CEOs of the five Inner Melbourne councils).

The first draft is currently being reviewed by seven metropolitan and regional, private and public sector organisations. The reviewers will provide feedback on the proposed standards and guidelines, and on the preliminary signage design concepts and technical details (see #2 below).

The MVSC will use the reviewers' feedback to finalise *Way found*'s contents, written expression and layout, and its operation as a web-based document. The feedback will also assist the MVSC finalise *Way found*'s design and technical sections.

Way found: Wayfinding Signage Standards for Victoria will be launched publicly in 2019.

ii.   A shared pedestrian wayfinding signage design

Between 2014 and 2017, CoM led a collaborative design process which applied *Way found*'s draft standards and guidelines to the design of a new pedestrian wayfinding signage system.

MVSC members and special interest groups worked with CoM's industrial designers during the design process. The industrial designers produced the design concepts proposed by the MVSC, selected materials for the signage 'family', and developed technical drawings for fabrication and installation.

A user-testing program was conducted as part of prototyping and piloting the design concepts (see Attachment A).

In February 2016, the IMAP Implementation Committee resolved to support CoM piloting the pedestrian signage design, after which other IMAP councils would 'test /validate' the system.

Following feedback from the user testing, CoM has:

- made changes to the pilot signage system design and updated the technical drawings
- added other elements to the signage 'family'; in particular, a narrower plinth sign suitable for smaller streets and laneways, and areas of heavy pedestrian traffic

- drafted a licence enabling other councils to adopt the signage designs and technical drawings for a fee of $1.00 (payment on request only).

Maribyrnong, Port Phillip, Yarra, Wyndham councils are reviewing CoM's updated signage design. Maribyrnong and Wyndham are considering adopting elements of the pedestrian signage 'family'.

Several other local councils (metropolitan and regional) have expressed interest in adopting the pedestrian signage design once the testing and review process has been completed.

As part of this review process, City of Port Phillip has sought the involvement of the Office of the Victorian Government Architect (OVGA). This approach is enthusiastically supported by the MVSC.

iii.   A single basemap for Victoria

International experience (London, New York and Toronto) demonstrates that a single, shared basemap is the most important element in an integrated wayfinding signage system.

9. *Legible London*'s basemap is the key feature of London's pedestrian, bicycle, bus, undergound and overground wayfinding signage
10. Transport for London applies the basemap to all its wayfinding signage, as do the Greater London boroughs.

As part of its *Inner Melbourne Action Plan 2016-2026*, IMAP Councils have committed to work with the Victorian state government to build a regional basemap for Inner Melbourne.

In early 2018, Transport for Victoria (TfV) established a two-year Integrated Mapping and Journey Planning project. Amongst other things, the recently-appointed Project Manager is responsible for understanding ' *… the potential to integrate mapping across the transport portfolio, infrastructure projects and IMAP Councils*.'

IMAP Councils and Public Transport Victoria are currently exploring their relationship with and input into TfV's integrated mapping project.

ATTACHMENT D

A shared pedestrian wayfinding signage design: the user testing program.

Key steps in the testing process were:

Workshops

- MVSC members participated in workshops focussing on signage design and graphic standards.

Accessibility testing

- Design outputs from the workshops were tested with people with accessibility needs: dementia, vision, language and mobility. The designs were also tested with State and local government staff responsible for ensuring accessible customer information and wayfinding signage.
- Changes were made to the design outputs following this testing eg colour contrasts were strengthened, information was lowered and font sizes increased.

Prototyping

- CoM, City of Port Phillip and Wyndham City each tested a prototype of a plinth (sign) design with visitors and commuters (n=455) at Station Pier, Werribee Station and in the CBD. Over 80 per cent of respondents said they would use the signs if they were installed.
- Some further changes were made to the design based on feedback from this testing.

Pilot

- CoM piloted the proposed signage system (plinth signs, blade signs and wall maps) in two areas within Melbourne municipality: areas where journeys typically involve travel between public transport and pedestrian networks.
- User testing was conducted as part of the pilot …
  - o A random sample of people travelling through Southern Cross Station (n = 54) were asked to compare two signage designs and state which worked better for them in terms of visibility, legibility, and helping them find their way to a designated destination. Results: 75 per cent of respondents rated one of the designs as better on those dimensions.
  - o Intercept surveys were conducted with a random sample of visitors in the two pilot areas (n=180). Results: compared with the pre-installation test, a significantly higher number of respondents reported being confident about finding their way to designated destinations.
  - o Accompanied journeys were conducted in each of the two pilot areas with five people with accessibility requirements. Results: prior to installing the signs, one of the 10 people was able to find their way to a designated destination. After the signs had been installed, 10 out of the 10 successfully navigated their way to the designated destinations.
  - o Prior to and after the installation of the pilot signs, interviews were conducted with business and community services stakeholders (n=8) from the two areas. Following installation of the signs, stakeholders in one area noted a decrease in requests for directions by visitors.
  - o As part of the intercept surveys, people were asked their preferences for digital vs static wayfinding information. International and first-time visitors were more likely than local visitors to rely on both digital and static information. (See research by T-Kartor, an internationally renowned mapping company: https://citywayfinding.com/how-does-legible-london-hold-up-in-the-digital-future/)
- Per unit costings of each sign type (materials, fabrication and installation) were also undertaken by CoM. It is also intended that CO2 emissions will be measured.