City of Richmond

Richmond Community Wayfinding Engagement Strategy

Economic Development Office
6911 No. 3 Road, Richmond, BC V6Y 2C1

Frequently Asked Questions

1. What is wayfinding?

Wayfinding refers to the systems that guide us through the city, helping us find our way and connecting us to our surroundings — for example through directional signage and visual landmarks.

2. What is a Community Wayfinding Strategy?

The strategy will be a long-range planning guide for the future of wayfinding, signage, and directions specific to the City of Richmond.

3. Why is the City creating a Wayfinding Strategy now?

Richmond is growing, both as a place to live and as a tourism draw, and there are growing numbers of people who visit Richmond, both locally and from abroad. To help everyone move through Richmond with ease, the City has decided that it is the right time to create this strategy.

4. How can I participate or learn more?

Visit www.LetsTalkRichmond.ca to learn more and complete an online survey. The survey will be open until **11:59 p.m. on Sunday, March 26, 2023**.

Drop by one of the following pop-up events:

- Sunday, February 26, 2023 from 11 a.m. to 2 p.m., adjacent to the Gulf of Georgia Cannery National Historic Site, Steveston Village
- Saturday, March 11, 2023 from 1 to 4 p.m. at the Lansdowne Centre parking lot adjacent to the Lansdowne Canada Line Station

5. How will my feedback be used?

Your ideas, priorities and concerns will help shape the direction of the Community Wayfinding Strategy. For example, your input could help identify areas around the city that would benefit from improved signage.

6. Does the City of Richmond already have some types of wayfinding throughout the city?

Yes, there is a variety of wayfinding in Richmond including along roads and trails, in parks and in areas such as Steveston. The Community Wayfinding Strategy will provide a coordinated approach for future wayfinding across the city.

7. Will this project include digital wayfinding?

The Community Wayfinding Strategy will consider mixed media/digital wayfinding and may include recommendations and best practices.

8. People use online resources like Google maps to find their way around. Isn't that good enough?

Google maps and other online platforms are good tools for navigating and to search, but they are primarily user-driven. Physical signage presents the user with information they may not know to search for and also reinforces or confirms a location and navigational information. This enhances the experience for people who use mobile devices for this type of information, and is needed for those who do not have electronic devices and solely rely on signage.

9. When will the community see the Strategy?

The final Community Wayfinding Strategy is anticipated to be completed by summer 2024. It will be shared on the Community Wayfinding Strategy page of www.LetsTalkRichmond.ca and on www.Richmond.ca.