



# Toronto 360 Wayfinding

2019 PARTNERSHIP & PRICE GUIDE



## The TO360 project

The Toronto 360 Wayfinding project is being rolled out across the City. It is a central component of the City's goal to make Toronto a more walkable, welcoming and understandable place for residents and visitors.

A wayfinding system enables people to orient themselves and navigate from place to place with confidence. Wayfinding is more than signs - it includes the consistent use and presentation of information such as landmarks, neighbourhoods, destinations and connections that help make the city more understandable for residents and visitors alike.

### THE PROJECT

The City of Toronto launched the Toronto 360 (TO360) Wayfinding project in 2011 to develop a unified wayfinding system for the city. The project includes pedestrian, vehicular, cyclist and transit wayfinding information delivered consistently through both city and third-party systems.

Wayfinding information is communicated through a variety of touch points such as physical signage, handheld maps and digital media.

Following the successful completion of a pilot project in the City's downtown core, TO360 is now being implemented across the city.

### THE BENEFITS

An integrated multi-modal wayfinding system is expected to:

- Enhance the overall image of Toronto as a destination
- Increase visitors at key attractions and boost the local economy
- Increase confidence in walking, reduce walk times, and promote trips using multiple modes of transportation
- Improve the public realm and sense of community



## TO360 in your neighbourhood

TO360 on-street signs will be implemented in neighbourhoods where there is partner interest and pedestrian activity.

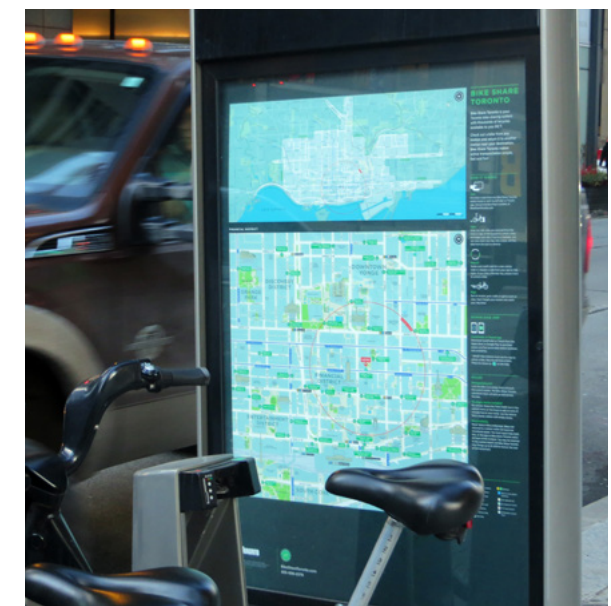
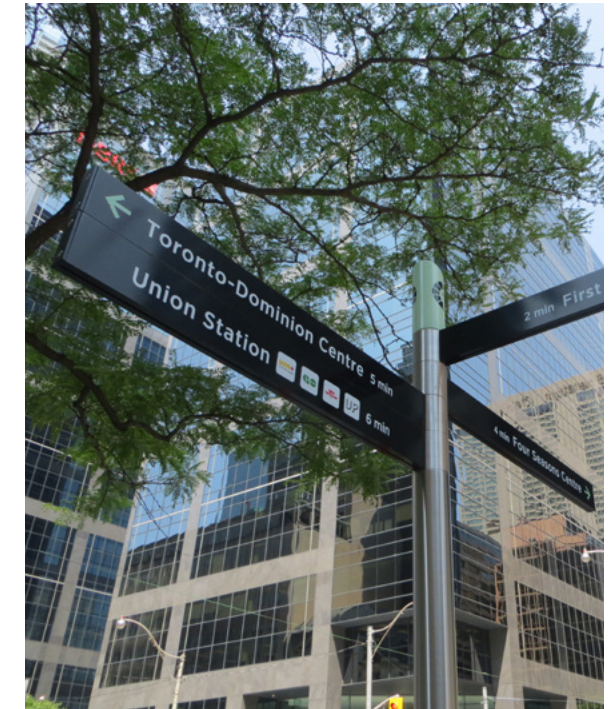
### 5 YEAR ROLL-OUT STRATEGY

Rollout of TO360 on-street signs will grow outwards from the pilot project, including full coverage in the downtown area and focused coverage in and around main streets, BIAs, and transit stations.

Transit shelter walking maps will be rolled out across the city.

Depending on partner interest, the following (approximate) sign quantities are expected over this period:

- 480-560 on-street signs
- 1500 transit shelter walking maps
- 140 updated Astral wayfinding maps
- 510+ updated Bikeshare station maps



## Project partnerships

TO360 has been a partnered project from the very beginning. Partnerships will continue to play a major role in the project as TO360 Wayfinding is implemented across the city.

### PARTNER NEEDS

Our project partners look for many of the same things that are needed by wayfinding users. They benefit from any wayfinding system that has the features required to help their clients navigate the city and get to their destination (and back again) with confidence.

Project partners often look for high-quality signs that are durable, attractive and contribute to the street character.

While the purpose of a wayfinding system is to help people navigate, TO360 helps partners in their marketing efforts by highlighting the destinations, landmarks, neighbourhoods, and local character of the area, providing predictability for users and establishing a consistent brand identity.



## Funding & partnership model

TO360 is funded through a combination of government and third-party investments, allowing project partners to share programme costs and benefits.

TO360 relies on city funding for core deliverables such wayfinding design, database development and sign maintenance. Contributions from our wayfinding partners focus on the supply and installation of TO360 signs in neighbourhoods and commercial areas.

### WAYFINDING DESIGN SERVICES

The Transportation Services Division will fund and be responsible for:

- Sign location planning studies
- Local stakeholder workshops

### WAYFINDING MAP DATABASE

They will also fund and be responsible for:

- City-wide base mapping
- Detailed mapping to support area wayfinding installations
- Mapping database maintenance

### SIGN SUPPLY AND INSTALLATION

Where there is interest in partnering, BIAs and other partners will fund:

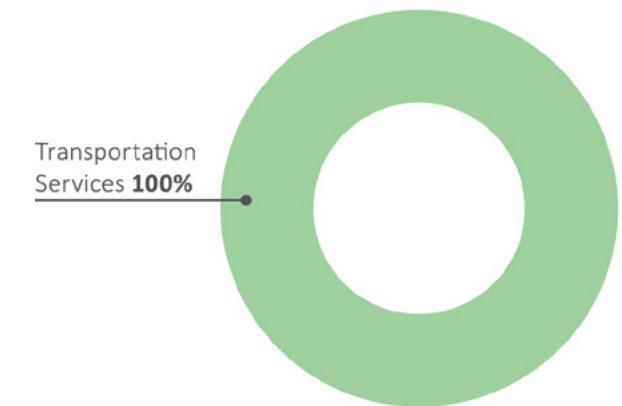
- Sign supply and installation
- A one-time maintenance fee (10%)

### SIGN AND MAP REPAIR AND RENEWAL

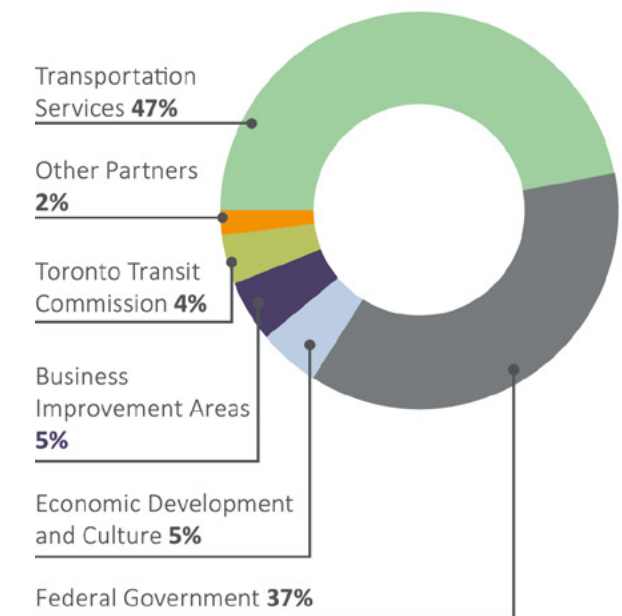
The Transportation Services Division will also fund and be responsible for:

- Sign cleaning and repair
- Periodic map updates
- Mapping database maintenance

### Program Staffing and Operating Costs



### Capital Contributions Year-End 2019



## TO360 on-street sign costs

The family of TO360 on-street signs includes wide signs, narrow signs, finger posts, wall mounted signs (single and double width) and transit shelter walking maps.

Consistency in design and placement is fundamental to effective wayfinding signs, providing predictability for users and establishing a consistent brand identity.

### CUSTOMIZATION

Standardized signs are paired with maps and graphics that are customized to reflect local character and landmarks.

### PARTNER LOGOS

While advertising and marketing is not permitted, each sign has a place for discreet partner logos to be included.

### 2019 SIGN COSTS

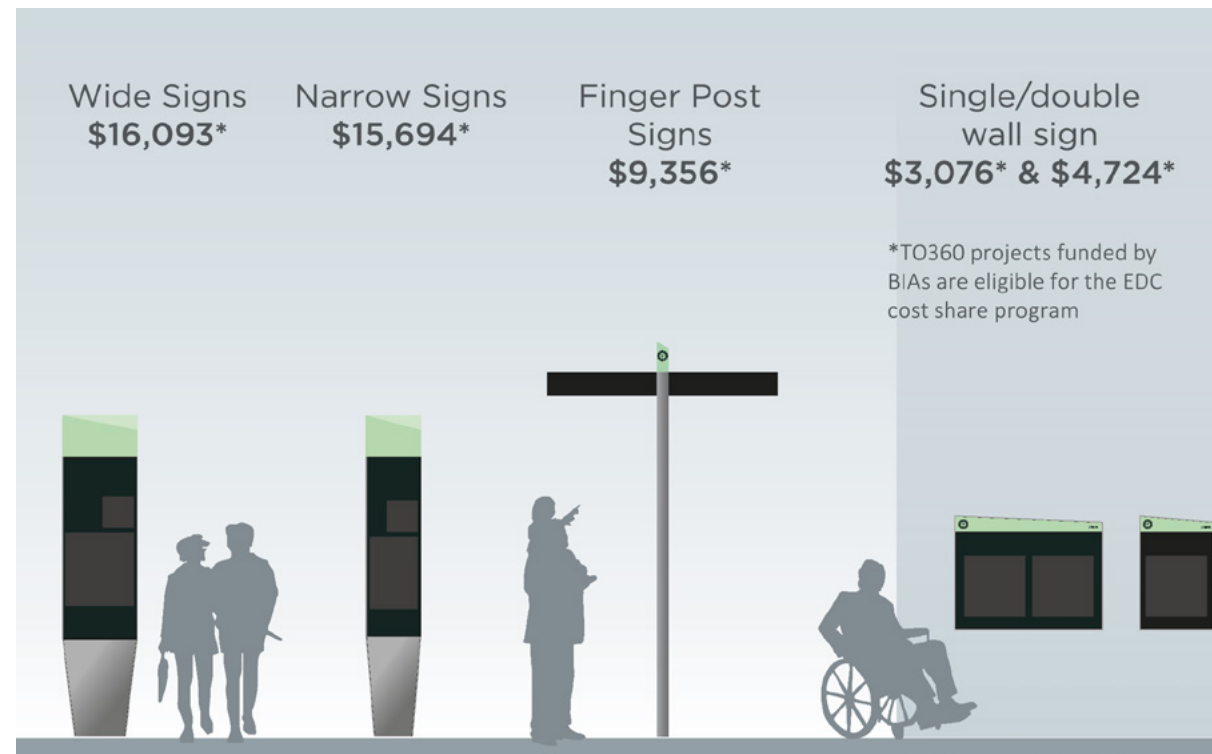
The supply and installation of on-street signs has been tendered as a large multi-year contract to achieve cost efficiencies.

Sign costs include:

- map supply and sign installation

Sign costs do not include:

- interpretive features such as historic photographs; and
- a one-time maintenance fee of 10%



## Become a project partner!

Get involved in TO360 by becoming a project partner or by participating in local outreach activities.

### PLANNING FOR 2020

Due to the long lead times required to plan for and implement on-street signs, early coordination between TO360 and our project partners is essential.

Planning for 2020 sign implementation is now underway, and will follow these timelines:

### 2019

Feb-Mar	<ul style="list-style-type: none"> <li>• Potential partners indicate interest in 2020 sign implementation</li> </ul>
Apr-Jun	<ul style="list-style-type: none"> <li>• Confirm project scope (sign locations, types, quantities)</li> <li>• Confirm project budget</li> <li>• BIA funding application to EDC due 03 June</li> </ul>
Jul-Oct	<ul style="list-style-type: none"> <li>• Site visits to confirm final sign locations</li> <li>• Refine project scope if necessary</li> </ul>
Nov-Dec	<ul style="list-style-type: none"> <li>• All partner funding confirmed</li> <li>• All partnerships finalized</li> <li>• Sign orders placed</li> </ul>

### 2020

Jan-May	<ul style="list-style-type: none"> <li>• Sign &amp; artwork production</li> <li>• Construction scheduling</li> <li>• Permit drawings</li> </ul>
Jun-Oct	<ul style="list-style-type: none"> <li>• Sign installation</li> </ul>

**COMPLETED IN JANUARY 2019**

All images by the Steer Group unless otherwise stated.

The Toronto 360 Wayfinding project is managed by the Transportation Services Division of the City of Toronto, in collaboration with our project partners.

**FOR FURTHER INFORMATION,  
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