

Vancouver, BC, Canada



TransLink and Wayfinding Best Practices

TransLink is the organization responsible for the regional transportation network of the Vancouver metropolitan region. In conjunction with CHK America, Nelson\Nygaard developed a wayfinding strategy for TransLink and its various transportation subsidiaries by demonstrating the importance of wayfinding. The study focused on multimodal and interagency transportation wayfinding for the Vancouver Metro region. In addition, the study documented the psychology of wayfinding and identified best practices from a selection of other large metropolitan areas.

Nelson\Nygaard conducted a series of workshops with key regional stakeholders (rail, bus, taxi, bike, tourism, cities, etc.) who were interested in the benefits of wayfinding for travelers navigating the region by foot, transit, bicycle and automobile. The workshops covered existing wayfinding practices and planning, as well as opportunities and barriers to improving wayfinding in the region, from a number of diverse perspectives.

Bringing together a comprehensive group of stakeholders such as local bicycle advocacy groups, the Olympic Committee, and bus operators and having them build consensus on common needs proved challenging. However, by having all stakeholders at the same table, Nelson\Nygaard was able to help TransLink foster collaboration between the various stakeholders, and have TransLink build on the momentum created by the study.



Project Duration: 2007

Total Budget: \$45,000

Nelson\Nygaard Budget: \$15,000

For more information:

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