



# What We Heard Report

## May 2021



## **Wayfinding Project Public Engagement Session 2: What We Heard Report**

### **Summary**

Creating an effective wayfinding system has been identified as a priority for several years. It is an important tool for encouraging people to discover areas of Okotoks away from the main routes and to increase customer traffic. This has been identified as a key strategy to help local businesses recover as quickly as possible after the pandemic.

The objective of the Webinar (April 28, 2021; 8 participants) was to gain a better understanding of Okotoks' character and how that can be represented in the materials, colours and shapes that will make up the wayfinding signage. While not a representative sampling of the population, all feedback gathered will be appropriately considered.

The information participants provided will be used to guide the selection of elements that are incorporated into the new wayfinding signage. These elements will represent that character of Okotoks.

This report contains the responses to the questions that were asked at the webinar. The information captured here has been provided to Cygnus, the wayfinding consultant firm working on this project.

The feedback from this final engagement session, along with input from the first public participation opportunity, will inform the final sign designs that Cygnus creates. The approved signage designs will be shared with the public as information.

Sign production and installation will commence once design work is completed.



## Wayfinding Project Final Engagement Session Responses

**Question 1:** What are five words that best describe Okotoks' character?

**Responses:**

POSITIVE	NEUTRAL	NEGATIVE
<ul style="list-style-type: none"> <li>• Friendly</li> <li>• Caring</li> <li>• Traditional (x2)</li> <li>• Responsive</li> <li>• Determined</li> <li>• Independent</li> <li>• Entrepreneurial</li> <li>• Strong Willed</li> <li>• Beautiful</li> <li>• Unique</li> <li>• Family</li> </ul>	<ul style="list-style-type: none"> <li>• Small Town (x2)</li> <li>• Quaint</li> <li>• Nature x 2</li> <li>• Involved</li> <li>• Community</li> <li>• Vocal</li> </ul>	<ul style="list-style-type: none"> <li>• Constricted – need for growth</li> <li>• Bedroom Community – how do we differentiate?</li> </ul>



**Question 2: What does it mean to be traditional?**

**Responses:**

POSITIVE	NEUTRAL	NEGATIVE
<ul style="list-style-type: none"><li>• Respectful</li><li>• Honor</li><li>• Recognizing and Honouring the past</li><li>• Celebrating the past</li><li>• Respecting History (x2)</li><li>• Building materials common to the area</li><li>• Respecting the landscape</li><li>• Acknowledging the past</li><li>• Classic</li><li>• Welcoming</li><li>• Warm</li></ul>	<ul style="list-style-type: none"><li>• Heritage</li><li>• Easy</li><li>• Familiar (x2)</li><li>• Traditional – what we always do</li></ul>	<ul style="list-style-type: none"><li>• Average</li><li>• Normal</li><li>• In the box</li><li>• Doing things like they have always been</li><li>• Typical</li></ul>



**Question 3: What does it mean to be modern and progressive?**

**Responses:**

POSITIVE	NEUTRAL	NEGATIVE
<ul style="list-style-type: none"><li>• Leading not following</li><li>• Inclusive</li><li>• Out of the box</li><li>• Unique</li><li>• Open Minded</li><li>• Early Adopters</li><li>• First</li><li>• Proactive</li><li>• Founders</li><li>• High tech</li><li>• Flexible</li><li>• Trusting in possibilities</li><li>• Solution focused</li></ul>	<ul style="list-style-type: none"><li>• Non traditional</li><li>• Man made materials</li><li>• Founders</li></ul>	<ul style="list-style-type: none"><li>• Cold (x2)</li><li>• Loud</li><li>• Expensive</li><li>• Polarizing</li><li>• Stark</li><li>• Trying to Keep Up</li><li>• Losing History</li></ul>

**Question 4:** A number of respondents from the first public participation indicated a style that reflected “Olde Towne Okotoks.” On a scale of 1 – 5, with 1 being traditional (Olde Towne) and 5 being modern (new/progressive), indicate how you view Okotoks.

**Traditional**



**Modern**



**Responses:**

11	11	11	0	0
1 - Traditional	2	3	4	5 - Modern

- 1 - (x2)
- 2 - (x2)
- 3 - (x2)
- 4 - 0
- 5 - 0

**Question 5:** Do you believe natural or manmade elements better express Okotoks' character? Rank on a scale of 1 – 5, with 1 having entirely the appearance of natural materials (e.g. wood, stone) and 5 involving the appearance of man-made materials (e.g. metals and plastics).



### Responses:

I	III	II	0	0
1 - Natural	2	3	4	5 - Man-made

- 1 - (x1)
- 2 - (x5)
- 3 - (x2)
- 4 - 0
- 5 - 0





**Question 6:** When you think of font styles, which option (A, B or C) best reflects Okotoks?

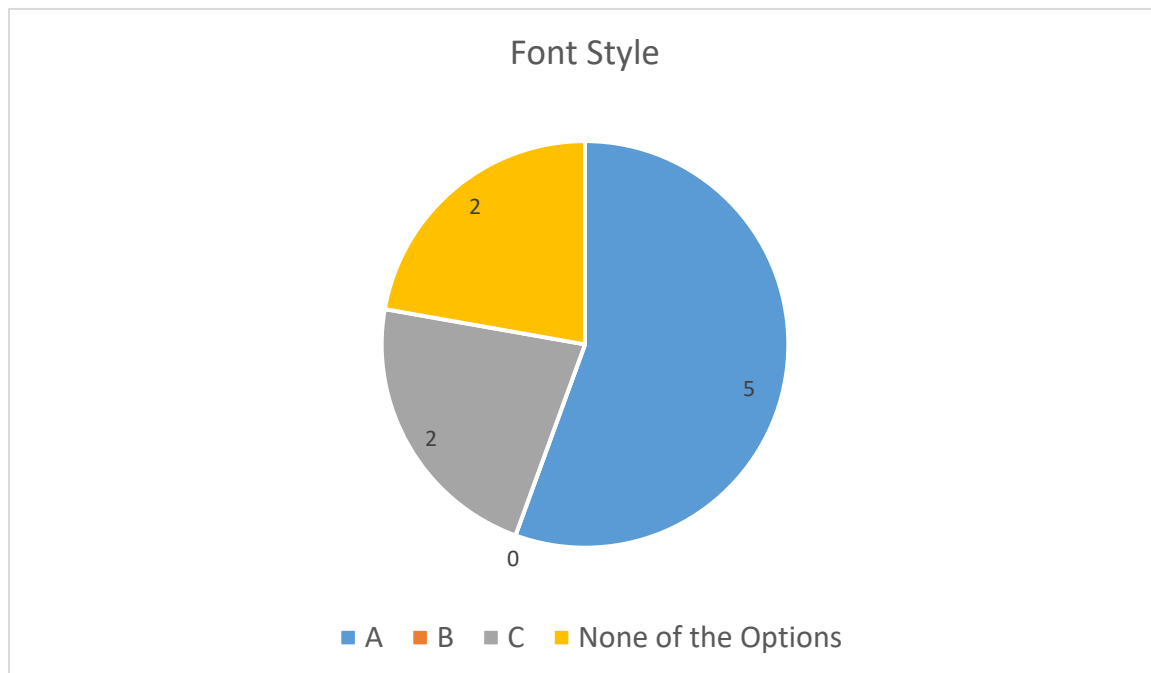
**A**  
OKOTOKS  
Okotoks

**B**  
OKOTOKS  
Okotoks

**C**  
OKOTOKS  
Okotoks

**Responses:**

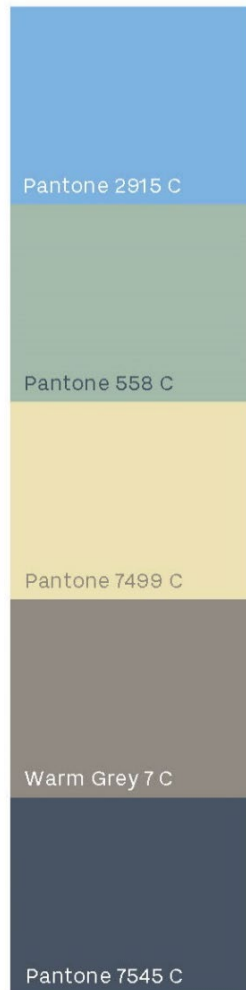
- A - (x5)
- B - 0
- C - (x2)
- None of the options - (x2)





**Question 7:** Some respondents from the first public participation indicated a preference for a more refined colour palette that would better reflect the heritage of the community. When you think of colours, what style of palette best captures the character of Okotoks? (A, B or C)

**OPTION A: PASTEL**



**OPTION B: BRIGHT**



**OPTION C: EARTH**



### Responses:

- A, A but don't love it
- B – 0 chose this option
- C (x2), C but needs more contrast
- None, would prefer more natural
- Agree with above comment
- None of these
- More natural finishes instead of painted colours



**Question 8:** What destinations in Okotoks need to be better identified with signage?

**Responses:**

- Commercial Areas/Shopping
- I believe we need to advertise outside of Okotoks to get people here to see our new wayfinding signs
- Heritage homes, like the signage the town ripped out on Elma Street
- Sign to disc golf
- Elma Street, Downtown, Farmers Markets, Antique shops, high tourist locations
- A general map of downtown
- River walkway
- Parking area for visitors to river valley/downtown
- Dawgs Stadium
- Lions Park
- Parking
- Shopping
- Campground, walking bridges, Seaman Stadium, Big Rock
- Historical Locations with plaques
- Local businesses
- Natural areas