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Title: USE OF QR CODES FOR ACTIVE TRANSPORTATION SIGNAGE

Councillor A. Kungl mentioned beautification initiatives around the City and leveraging codes on the City’s website for people to visit and navigate the City to different destination spots. She inquired if QR codes could be incorporated into the communication strategy.

Brett Gratrix clarified that it is multi-departmental, but regarding cycling, it was something that could be looked at as part of the signage at trail heads. Mr. Gratrix expressed that it is not great from a safety perspective to have people slow down or stop on a roadway to do a QR code scan.

Wendy Loevenmark, Landscape Architectural Planner indicated to the Committee that her department is exploring incorporating QR codes and there is a plan to complete a pilot this fall for feedback.

The Committee had further discussions and asked questions.

Sponsors:

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