The Corporation of the Town of LaSalle

To: Members of the Accessibility Advisory Committee

Prepared by: Scott Bisson, Manager of Culture and Recreation

Department: Culture and Recreation

Date of Report: May 24, 2022

Report Number: CR-2022-19

Subject: Information Regarding the NaviLens Wayfinding System

Recommendation

That the report of the Manager of Culture and Recreation dated May 24, 2022 (CR-2022-19) regarding the NaviLens Wayfinding System be received.

Report

At the April 5, 2022, meeting of the Accessibility Advisory Committee Councillor Carrick requested an update on the NaviLens Wayfinding System. Linda Jean, Deputy Clerk, advised that the Town of Essex is currently using the NaviLens System and are in the first phase of their project rollout. Since that meeting, discussions regarding the NaviLens Wayfinding System have taken place internally between the Clerks department, the Culture and Recreation department, and the Public Works department to further investigate the viability of the system for the Town of LaSalle.

The Manager of Culture and Recreation, Scott Bisson, contacted NaviLens and through discussions with a NaviLens representative administration was able to receive some preliminary information regarding the initial software licence fee, implementation, and ongoing costs related to the acquisition of the software. The costs related to procuring the software are difficult to accurately quantify as the total cost would be driven by the overall scope of the desired project, but an estimate was provided by NaviLens based on an implementation of one licence at a public building with 5 unique NaviLens codes to be used in that space.

If the Town was to secure a single licence for one public building with the use of 5 unique codes, the initial licence fee would be $695.00 USD plus an ongoing monthly

licence fee of $39.00 USD. Included with each licence is a private Cloud Customer Account for the facility, the licence to use the software, access to the NaviLens Cloud platform where the customer would manage all content and configure all aspects related to each code, the use of the NaviLens apps, the automatic translation of the content using google Translate API for 33 different languages, technical support, and updates to the Cloud functionality and the NaviLens apps. Licence holders are also able to add additional codes for each building licence, and those additional codes would be available for an initial fee of $99.00 USD per added code, and an ongoing monthly fee of $1.99 USD per added code.

It should be noted that the costs identified above include only the software fees and do not include the creation or management of the content linked to the NaviLens codes or the costs to manufacture, install, and maintain the physical signage that the NaviLens codes would be printed on. Through further consultation with a signage vendor, administration would estimate that the cost to manufacture and install the five NaviLens coded signs would be approximately $400 CDN. The more significant cost related to implementation would be the staffing costs for developing all content and configuring all aspects related to each code. The amount of time would be directly associated with the complexity of content for each code, but as an estimate for the committee administration is projecting approximately sixty hours of staff time to determine site locations within the building for each code, development of the content and script for each code, the software configuration of the content for each code, testing of the codes, addressing deficiencies, and monitoring post go-live. The cost related to those sixty hours of staff time would be dependent on which staff was assigned the task. The task would most likely be assigned to a full-time staff member, and the work related to this project would be over and above their regular duties. As a result, we would assume that the implementation time would be extended over many weeks or even months as the staff balanced the work related to this project with their regular ongoing work.

With the upcoming Strawberry Festival, the future opening of the Event Centre, summer programming, and the event season underway staff resources would most likely not be available until late Fall 2022 at the earliest to implement this project.

Consultations

Linda Jean, Deputy Clerk
Mark Masanovich, Manager of Fleet and Facilities
Javier Sanchez, Head of Strategic Partnerships, NaviLens

Financial Implications

At this time administration is recommending only that the report be received by the Accessibility Advisory Committee. However, if the future direction of Council was to implement the NaviLens Wayfinding System at one public building with 5 unique codes, administration would estimate that the year one cost for the software licence and monthly fees would be $1,163.00 USD, the estimated signage costs would be $400.00 CDN, and the estimated staff time allocation would be sixty hours. Ongoing costs for the NaviLens system are currently priced at $39.00 USD monthly, and those costs would be incurred year-over-year, and would be subject to future price increases.

Prepared By:

Manager of Recreation and Culture

Scott Bisson

Link to Strategic Goals

1. Enhancing organizational excellence - Choose an item.
2. Strengthen the community's engagement with the Town - Yes
3. Grow and diversify the local economy - Choose an item.
4. Build on our high-quality of life - Yes
5. Sustaining strong public services and infrastructure - Choose an item.

Communications

Not applicable

Notifications

Not applicable

Report Approval Details

Document Title:	CR-2022-19 Information Regarding the NaviLens Wayfinding System .docx
Attachments:	
Final Approval Date:	May 24, 2022

This report and all of its attachments were approved and signed as outlined below:

Director of Culture & Recreation

Patricia Funaro