



**Report 2018-070**

### **Committee Information Report**

**To:** Chair and Members of the Community Development Advisory Committee

**From:** Alison Vandervelde, Community Development Officer

**Date of meeting:** May 10, 2018

**Re:** **Community Development Advisory Committee – Ferry by Foot 2018 Implementation Update Report**

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#### **Recommendation**

This report is for information only.

#### **Background**

The Community Development Advisory Committee received [Report 2017-151 Ferry by Foot 2018 Implementation](#) at its December 2017 meeting.

At its regular meeting on April 18, 2018 County Council received report [2018-055 Ferry by Foot: Big Sandy Bay Weekend Shuttle Service \(Pilot Program\)](#) and passed the following resolution:

**Whereas** County Staff are implementing a “Ferry by Foot” program to encourage visitors to Wolfe Island to experience the island through active transportation;

**And Whereas** this program has been developed as part of the “Advancing Economic Development in the Frontenacs through Collaboration” Rural Economic Development funding program (RED);

**And Whereas** RED does not fund transportation initiatives;

**Be It Resolved That** up to \$6,000 be allocated from Strategic Reserves to be used to match partnership funding from Regional Tourism Organization 9 (RTO 9) for a weekend shuttle service from Marysville to Big Sandy Bay in July and August of 2018;

**And Further That** the Warden and Clerk be authorized to complete necessary paperwork associated with RTO 9 funding.

On April 20, 2018 County staff was notified that our grant application to the Great Waterway (RTO 9) for two-thirds funding in support of the Big Sandy Bay Shuttle Bus project was successful. In addition, Tourism Kingston and the Kingston Accommodation Partners have each committed \$500.00 to the success of this project.

## Comments

Since the December 2017 report, much action has been taken to advance the implementation plan. An update on each item follows here:

### 1. Develop a strong visual identity

The Ferry by Foot brand identity has been finalized and is being incorporated into all marketing efforts related to the program. See attached.

Task	Timeframe	Status
Finalize Ferry by Foot visual identity	Winter, 2018	Complete
Include Ferry by Foot visual identity in all marketing materials	2018	Ongoing

### 2. Build a comprehensive content marketing campaign

Staff have contracted professional bloggers to provide robust content that will be featured on [www.VisitWolfeIsland.ca](http://www.VisitWolfeIsland.ca) (a subset of pages on [www.inFrontenac.ca](http://www.inFrontenac.ca)). A dynamic social media campaign will drive visitors back to this content so they can be well prepared for their trip to Wolfe Island. Content will include:

1. How to walk or bike on the ferry
2. How to ride the shuttle to Big Sandy Bay
3. Top ten things to do in Marysville
4. Success Stories: features on many Wolfe Island tourism-related businesses

Task	Timeframe	Status
Develop ambassador story series	Winter 2018	Ongoing
Develop social media content calendar to maximize exposure of ambassador story series through 2018	Winter 2018	Complete

Engage social media influencer(s)	Winter 2018	Ongoing
Arrange professional photography of all Wolfe Island Frontenac Ambassadors	Early Spring, 2018	Not Started
Host social media influencer(s) familiarization tour	Spring 2018	Not Started
Launch content marketing/social media campaign	Spring 2018	Ongoing

### 3. Develop printed brochure and educate downtown Kingston staff

The Wolfe Island Visitor Guide is currently in draft form, and staff are gathering feedback from stakeholders. The goal is to have the guide ready for distribution in early June. Staff at the Kingston Visitor Information Centre are quite excited to have the guide for distribution and have requested 1,000 copies for the summer season. It will also be distributed to the Wolfe Island Visitor Information Centre, and businesses on Wolfe Island and in downtown Kingston.

Task	Timeframe	Status
Finalize messaging	Winter, 2018	Ongoing
Finalize printed brochure	Winter, 2018	Ongoing
Distribute in downtown Kingston and meet with front line staff to ensure they are ready to deliver information to visitors	Spring, 2018	Scheduled to begin soon

### 4. Train Township Visitor Information Centre staff

Frontenac Islands is hiring one staff person for the Visitor Information Centre, and they will start work in May. County staff will work closely with that person to ensure they are prepared to support the success of the Ferry by Foot programming.

Task	Timeframe	Status
Equip VIC staff with solid understanding of Island activities and businesses	Late Spring, 2018	Scheduled to begin soon
Train VIC staff to contribute to a dynamic social media presence across Wolfe Island / Township accounts	Late Spring, 2018	Scheduled to begin soon

## 5. Increase Wolfe Island's cycle friendly reputation

Late in 2017, County staff purchased ten bike racks that are currently being stored in a Frontenac Islands Township public works garage. Several businesses have expressed interest in having a rack installed on their property, and a few location on public land have been identified as well. County staff will work with Township staff to determine the logistics of bike rack installation.

Task	Timeframe	Status
Install bike racks in Marysville	Late Spring, 2018	Not started
Explore logistics of signing cycling routes	Winter, 2018	Not started
Sign Wolfe Island cycling routes	Spring, 2018	Not started

## 6. Provide free public transportation to Big Sandy Bay

Having received confirmation of two-thirds funding from the RTO 9 and approval from County Council to allocate reserve funding to this program, County staff are working with Frontenac Islands Township staff and the transportation provider to confirm logistics for transportation. Staff are also working to inform the Marysville business community about the project and secure their participation in a coupon booklet for shuttle riders. Staff will work closely with the Big Sandy Bay Management Committee to ensure messaging about the shuttle bus aligns with the Management Area's mandate.

Task	Timeframe	Status
Secure a transportation provider within available budget	Winter, 2018	Complete
Apply to RTO 9 for Partnership Funds	Winter, 2018	Complete
Work with Township staff to finalize logistics (schedule, pick up/drop off location, tracking/measurement, etc)	Winter, 2018	Ongoing
Begin awareness campaign, to continue through season	Spring, 2018	Scheduled to begin soon
Implement transportation service	Summer, 2018	Scheduled to start June 30
Report back to Township and CDAC on measurements	Fall, 2018	Not started

## **Sustainability Implications**

The Ferry by Foot program is intended to relieve some of the vehicle demand on the Wolfe Island Ferry. This will improve access to the Island, create better informed visitors, and provide a boost to Marysville's economy. The plan addresses three of the expectations in the Frontenac Islands Township Letter of Support for the Frontenac RED grant application and it aligns strongly with the Frontenac Economic Development Charter and the Frontenac County Integrated Community Sustainability Plan.

## **Financial Implications**

As indicated to County Council, the Big Sandy Bay shuttle bus is a pilot project for 2018. Staff will report on the program's success in the fall of 2018, at which time consideration should be given to the financial implications of offering the shuttle again in 2019.

## **Organizations, Departments and Individuals Consulted and/or Affected**

Wolfe Island business community  
Ministry of Transportation  
Frontenac Islands Township Staff  
Ontario by Bike  
RTO 9, The Great Waterway  
Tourism Kingston  
Kingston Accommodation Partners  
Big Sandy Bay Management Committee

# FERRY by FOOT

