

Project Name:		Directional Sign / Way Finding Program			
Project No.:		CIP Reference No.:		Check Port Strategic Goal(s) Accomplished by this project:	
Member City:	Coronado	Project Sponsor:	Member City	<input checked="" type="checkbox"/> 1. Port that the public understands & trusts (1.1, 1.3)	
Background: Many attractions along the bayfront in Coronado, such as the Ferry Landing, are relatively isolated and may experience lower visitorship simply due to a lack of public awareness. This could be improved by installation of informational signage. The Coronado Tourism Improvement District (CTID) has hired a consultant to complete a way finding assessment and is anticipated to be completed in 6 months.				<input type="checkbox"/> 2. Thriving & modern seaport	
Description: The Coronado Way Finding Program will provide visitors and residents with navigation assistance throughout the Coronado bay front, improving access to the many facilities and amenities available such as the Ferry Landing Marketplace, Tidelands Park, Coronado Municipal Golf Course, and many others, as well as shops and tourism attractions. The program will also offer information on walking routes, public transportation, and cycling routes in the Coronado area, in tandem with the City of Coronado's proposed Scenic Loop Bicycle Route project. The next step in the project would be to review the recommendations of the study.				<input checked="" type="checkbox"/> 3. Vibrant waterfront destination where visitors & residents converge (3.3, 3.6, 3.10)	
Cost Analysis: The project costs are estimated to be approximately \$150,000 - \$200,000.				<input type="checkbox"/> 4. Healthy/sustainable bay & environment	
CEQA Status: No determination made				<input type="checkbox"/> 5. Comprehensive Vision integrated to regional plans	
Benefits (provide brief description):				<input checked="" type="checkbox"/> 6. Safe place to visit/work/play (6.5)	
Contribution to the port's strategic goals (COMPASS): Completing this project will promote visitor and tourist traffic to and across the Port's destinations, potentially increasing visitorship in terms of quantity and duration.				<input type="checkbox"/> 7. Innovative & motivated workforce	
Adherence to Port objectives and the Port District Act: The project adheres to the Port District Act and to the Port objectives as seen in the table to the right.				<input type="checkbox"/> 8. Financially sustainable Port - Job creation and regional economic vitality	
Represents a balanced distribution of the Port District's proposed capital investment throughout the tidelands and Member Cities: Evaluation of this criteria will be done by the BPC.				Check all factors that apply:	
Capacity to produce revenue and to enhance local and regional economic growth: No immediate economic benefit is anticipated; the potential for increased tourism could ultimately increase sales tax, transient occupancy tax and other forms of revenue.				<input type="checkbox"/> Authorized or Board Approved MOU or Agreement Title:	
Capacity to provide non-monetary public benefits: This project will guide the public throughout the Port's facilities, enabling Port resources to be used more efficiently and effectively. By promoting alternative forms of transportation, the project could potentially benefit the community by reducing vehicle congestion.				<input type="checkbox"/> Regulatory mandate/requirement Title of regulation:	
Maintains off-tidelands infrastructure & mitigates off-tidelands impacts necessary to support tidelands operations: N/A				<input type="checkbox"/> Legal mandate/requirement Title of document (if applicable):	
Other Factors: If project is not funded the Coronado Tourism Improvement District will need to seek funding from another source to complete the project.				<input type="checkbox"/> Project implements Port Program or Plan Title:	
Staff Assessment: M – This project will promote visitor and tourist traffic to and across Port destinations. The next step is to identify locations and signage types. Proposed that Coronado would be the lead on the project with the Port contributing funding of \$200,000.				<input type="checkbox"/> Grant funded: Grant Funding ___% Matching Required ___%	
PROJECTED CAPITAL FUNDING					
Total Project Amount					
\$200,000					
FUNDING					
FY2014	FY2015	FY2016	FY2017	FY2018	FY2019
	\$200,000				