
COMMISSION REPORT

TO: CHAIR AND MEMBERS
PARKS, RECREATION & CULTURE COMMISSION

FROM: DIRECTOR PARKS, RECREATION &
CULTURAL SERVICES

SUBJECT: ONLINE INTERACTIVE PILOT

PURPOSE: To request Commission's approval for an online interactive pilot project.

RECOMMENDATION:

1. **THAT** Parks, Recreation and Culture Commission approve the online interactive pilot project as outlined in this report.

REPORT

BACKGROUND

Deer Lake Park is one of Burnaby's premier destinations and is used by diverse interest groups. The park is known for its festivals and concerts. The increase in number of high profile acts performing at the Festival Lawn has grown the awareness of the park and its amenities. Outdoor enthusiasts and nature lovers enjoy the accessible paths and the abundant wildlife that live around the lake. With recent upgrades to the trails and pathways, visitors can now circumnavigate the lake making it an ideal location for a loop-walk or work-break cardio session.

There is an existing demand for history and heritage information of the area. To capitalize on the popularity of the park, staff are proposing an interactive online pilot project. There is significant visitor/public interest in online dynamic quests, interactive characters, time travel, geocaching, and social challenges and games. These experiences will encourage visitors' use of the park, diversify how current visitors use Deer Lake Park, and attract new users to the park. They encourage active outdoor activities.

THE PROJECT

Staff are proposing to initiate two quests within Deer Lake Park as pilot projects. One quest will be interactive and explorative and the second quest will be a time challenge.

The initial pilot investment includes conceptualization, data collection, technical design, content preparation, content implementation, asset design, media creation, project management, and testing for both quests.

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The interactive and explorative quest will be a leisurely self-guided cultural/nature tour that will include trivia, tasks, activities, geocaching and augmented reality. The interactive nature of the quest asks users to follow a designated trail. This quest will appeal to modern activity-seekers and will encourage exploration, appreciation of nature, cultural and community awareness.

In consultation with various departments within the City, the focus and breadth of the adventure, the expected learning and experience outcomes, and the route will be determined. A story line will be developed. Topics will include the historical use of the area around Deer Lake including First Nations stories and the story of the former Oakalla Prison on the south shore, the heritage homes and their residents, and the current flora and fauna. In conjunction with the storyline, quests will be developed to create the interactive components with the users.

The second quest is a timed challenge that will encourage increased physical activity and healthy living. It will appeal to those who are looking for faster paced activities. The challenge has a starting and ending point and a progress leaderboard. Users can post their times, challenging themselves or others on a run or walk of the course around the lake.

In collaboration with Parks, Recreation and Cultural Services staff and using industry data from other timed challenges, the length of the challenge and a route will be determined. The route will use the existing paths and trails within Deer Lake Park. Considerations in determining the route will include optimal adventure distance, accessibility to parking, ease of access from surrounding office spaces, and year-round conditions of the various paths and trails.

Staff propose to retain the company, QuestUpon, to implement this pilot. QuestUpon is a creative company that has developed an application for a mobile platform. Their unique programs 'gamify' or uniquely animate the real world to encourage exploration. QuestUpon was the 2015 recipient of the DigiBC Award (technology industry association award) for the "Most Innovative Entertainment Company".

They have successfully created experiences for municipal governments, tourism regions, First Nations and museums. *QuestUpon's* customized experiences or quests encourage exploration and learning through discovery.

Quests and time challenges would be free to download and available from their website or the App Store on mobile devices.

The estimated costs for the pilot include the creating the product, launch marketing and fees totaling \$53,000. A cost summary of the pilot project is provided in [Attachment #1](#).

It is proposed that upon approval in 2017 September, planning and framework would occur in October. Then modeling, production and testing in November and applications would go live in December.

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There are sufficient resources in the 2017 Annual Operating Plan for this pilot.

A handwritten signature in black ink that reads "D. Ellenwood". The signature is written in a cursive, flowing style.

Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

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Attachment

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Online Interactive Pilot Project

Budget Breakdown

Planning and Framework (250 hours) Determine and prioritize objectives, analysis and mapping of site, creating storyboards, marketing brainstorming sessions and launch planning.	\$15,500
Modeling and Production (300 hours) Asset (photographs) collection, developing scripts, graphic design, 3-D modelling and animation, audio production, software development, configuring and calibrating geolocate augmented reality missions on-site.	\$27,000
Testing and Final Changes (125 hours) In-house and onsite testing, feedback and changes, onsite recording of quest, video production of marketing material.	\$7,500
Marketing Collateral and advertising materials for the initial launch of the project.	\$3,000
Total	\$53,000