Winnipeg's three rivers — the Red, Assiniboine and Seine — serve as the backbone of the city's identity and are a source of pride for its residents. However, the accessibility, awareness, and appreciation for these rivers have been inconsistent, leading to a lack of connection to them.

**Executive Summary**

**Context**

The 2016 Census Data illustrates the central business districts of Winnipeg. Of the total population 15 years and older, employed in the labour force, 77.4% commute via car, truck or van – as a driver or as a passenger. Well behind in the main mode of commuting, number 2 is public transit at 14.9%, walk or a bike at 8.9%, and other at 0.8%. A 3-Rivers Wayfinding System in Winnipeg will implement strategies for consistent and safety in the three urban rivers.

**Wayfinding in Winnipeg**

The existing wayfinding system in Winnipeg orient pedestrians, cyclists, transit users, and motorists while driving to and from their destinations. However, the current system is not fully integrated or unified, and there is a lack of consistency in the wayfinding signage, as it currently lacks uniformity, visibility, and effective implementation.

**Purpose**

The purpose of this research is to investigate the current state of wayfinding in Winnipeg and to develop a new, integrated system that will provide clearer and more accessible information to residents and visitors.

**Recommendations**

1. **Implement Strategies for Consistent and Accessibility Matters**
   - Develop a 3-Rivers Wayfinding System in Winnipeg that will ensure consistent and accessible information to people.

2. **Build Connections Through Wayfinding for People and with the Red, Assiniboine and Seine Rivers**
   - Develop a system of connections that will enhance the accessibility and appreciation of the three rivers.

3. **Capitalize on Local Winnipeg Resources**
   - Capitalize on the unique characteristics of each river to develop a new wayfinding system that is integrated and reflective of local cultural and historical significance.

**Conclusion**

The research on wayfinding to the three rivers addresses the gaps in current wayfinding systems and provides recommendations that will enhance the accessibility, awareness, and appreciation of the Red, Assiniboine, and Seine Rivers in Winnipeg.