



April 2, 2025

MEMO TO : Park Board Commissioners

FROM : General Manager, Vancouver Board of Parks and Recreation

SUBJECT : **New Citywide Capital Delivery Brand – Board Briefing Memo**

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Dear Commissioners,

This spring, staff across multiple city departments and at the Park Board will be rolling out a new brand for our capital delivery work called, Good Things are in the Works. In late 2022, Engineering staff rolled out a citywide signage pilot program for major capital infrastructure projects to highlight tax dollars at work and the benefits for residents. Based on key learnings from that pilot, this is the next phase in bolstering public awareness and recognition of capital delivery.

This memo introduces the new brand and provides background on the use-case for capital delivery brands in Vancouver and in other jurisdictions.

### **Other Jurisdictional Signage**

Federal, provincial and local governments routinely use large-scale signage to inform the public, make authorship recognizable and to build trust with the community. Federal signs from Infrastructure Canada and the Province's "Building for the Future" signage next to highway works are amongst the most recognizable in British Columbia. Signs of this kind are now a requirement for projects led by many senior governments and often show up on Vancouver project sites when works are co-funded, for capital plan and development projects.

### **The *Good Things are in the Works* brand**

The *Good Things are in the Works* brand was developed with the intent to:

1. be transparent and informative;
2. highlight benefits of Park Board and City delivered projects for residents; and
3. boost excitement and interest in capital delivery projects.

It will provide a distinctive look and voice for Vancouver vis-a-vis other entities and levels of government, so residents may immediately identify their tax dollars at work as part of Vancouver-delivered projects, particularly when capital signage from other jurisdictions is also present on a worksite.

### **Brand Application**

Currently, the Park Board and the City install information signs for their facility and park renewals, road work, and housing initiatives, to name a few. The new brand will be applied consistently across the full range of project signage, along with related media announcements and digital footprints. This brand creation follows ongoing efforts to better integrate citywide capital project communications.

## Sample Applications for *Good Things are in the Works*

The following renderings are provided for illustrative purposes and are not currently in place for projects which are under way.

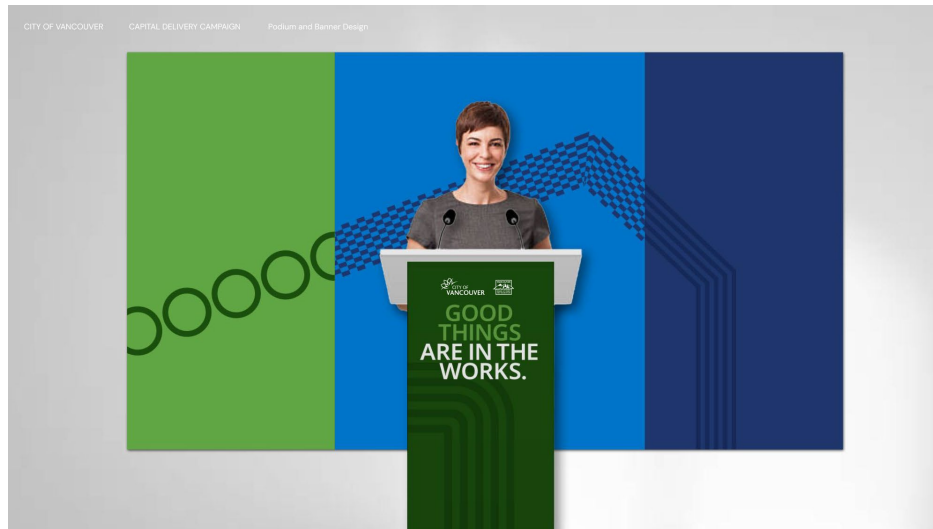
### *Construction hoarding*



### *Banners on streets, bridges and buildings*



### Media announcements



### Next Steps

In the coming weeks and months, the new brand will be rolled out across Vancouver via media announcements, project and street signage, construction hoarding, digital footprints and other mediums. The first brand rollout for Park Board projects will occur this spring at the Killarney Park track and field upgrades project works and as part of the media announcement to celebrate the completed Canyon Creek project.

Communications staff also intend to field a small third-party market research study to test the efficacy of the brand and signage, and brand recall, following some time in field.

Should you have any questions about the *Good things are in the Works* capital brand and rollout, please contact [pb.communications@vancouver.ca](mailto:pb.communications@vancouver.ca).

Regards,

A handwritten signature in black ink, appearing to be "SJ".

Steve Jackson (*he/him*)  
General Manager – Vancouver Board of Parks and Recreation

ES/VT

Copy to: PB Leadership Team  
PB Communications