



File No.: 04-1000-20-2022-133

April 28, 2022

s.22(1)

Dear s.22(1)

Re: Request for Access to Records under the Freedom of Information and Protection of Privacy Act (the "Act")

I am responding to your request of March 16, 2022 under the *Freedom of Information and Protection of Privacy Act, (the Act),* for:

Correspondence and reports regarding the budget, conception, design, production, erection, maintenance, repair, and removal of the Barge Chilling Beach sign. Date range: December 1, 2021 to January 15, 2022.

All responsive records are attached. Some information in the records has been severed, (blacked out), under s.13(1), s/15(1)(I), s.16(1), and s.22(1) of the Act. You can read or download these sections here:

http://www.bclaws.ca/EPLibraries/bclaws new/document/ID/freeside/96165 00

Under section 52 of the Act, and within 30 business days of receipt of this letter, you may ask the Information & Privacy Commissioner to review any matter related to the City's response to your FOI request by writing to: Office of the Information & Privacy Commissioner, info@oipc.bc.ca or by phoning 250-387-5629.

If you request a review, please provide the Commissioner's office with: 1) the request number (#04-1000-20-2022-133); 2) a copy of this letter; 3) a copy of your original request; and 4) detailed reasons why you are seeking the review.

Yours truly,

[Signed by Cobi Falconer]

Cobi Falconer, MAS, MLIS, CIPP/C
Director, Access to Information & Privacy
<u>cobi.falconer@vancouver.ca</u>
453 W. 12th Avenue Vancouver BC V5Y 1V4

If you have any questions, please email us at foi@vancouver.ca and we will respond to you as soon as possible. Or you can call the FOI Case Manager at 604-871-6584.

Encl. (Response package)

:ku

From: "Rosa, Donnie" < Donnie.Rosa@vancouver.ca>
To: "Downie, Alex" < alex.downie@vancouver.ca>

CC: "PB Communications" <PB.Communications@vancouver.ca>

"Jackson, Steve" < Steve.Jackson@vancouver.ca>

"Guerette, Jeannine" < Jeannine.Guerette@vancouver.ca>

Date: 1/4/2022 12:11:40 PM

Subject: Re: Barge Chilling Beach sign - restored

Thank you Alex.

Donnie they/she

On Jan 4, 2022, at 11:50 AM, Downie, Alex <alex.downie@vancouver.ca> wrote:

\u-257 ? Hi Donnie,

Our crews were able to successfully clean the graffiti from the Barge Chilling Beach sign.

Here are before and after photos:



Alex



Alex Downie | Manager of Park Operations

Vancouver Board of Parks and Recreation | 955 Evans Avenue
t. 604.257.8596 alex.downie@vancouver.ca

From: "Rosa, Donnie" < Donnie. Rosa @vancouver.ca>

To: "Guerette, Jeannine" < Jeannine.Guerette@vancouver.ca>

CC: <u>"Jackson, Steve" < Steve.Jackson@vancouver.ca></u>

Date: 1/5/2022 12:16:46 PM Subject: Re: Barge chilling sign

The High Road is tougher to get to, and has WAY less traffic;)

Donnie they/she

On Jan 5, 2022, at 12:13 PM, Guerette, Jeannine <Jeannine.Guerette@vancouver.ca> wrote:

\u-257 ?

Thanks, everyone.

Here's the statement we started sharing since yesterday:

The Barge Chilling Beach sign was only intended to be a temporary installation to provide some fun and levity during these challenging times. We saw an outpouring of positive feedback online and in person, and are glad that overall the community enjoyed it.

With this said, we are committed to Reconciliation, and have been in the process of developing a naming policy which reflects these values. Selecting permanent names, especially Indigenous ones, takes thoughtful care and collaboration with the Musqueam, Squamish and Tsleil-Waututh Nations, including translations. We have some projects on the horizon where, together, we are successfully navigating this process, and we look forward to sharing those outcomes very soon.

This will of course evolve as the dialogue unfolds (I'll be looking to adjust based on some of the language you provided below). We'll be looking to also flesh out by providing specific examples, as discussed. Will ensure our comms counterparts at the city are looped in.

Thanks again for all your help/feedback – much appreciated!

Jeannine

From: Singh, Sandra <Sandra.Singh@vancouver.ca>

Sent: Wednesday, January 5, 2022 9:57 AM

To: Rosa, Donnie < Donnie.Rosa@vancouver.ca>; Erfan, Aftab < Aftab.Erfan@vancouver.ca>

Cc: Pickard, Gail <Gail.Pickard@vancouver.ca>; Guerette, Jeannine

<Jeannine.Guerette@vancouver.ca>; Jackson, Steve <Steve.Jackson@vancouver.ca>

Subject: RE: Barge chilling sign

OK thanks all – looks like I can step back but do let me know if you need anything.

I should have noted I also agree that the critique is important and is a reminder of the different lenses and meaning that can be applied to actions

From: Rosa, Donnie < <u>Donnie.Rosa@vancouver.ca</u>>

Sent: Wednesday, January 5, 2022 9:23 AM **To:** Erfan, Aftab < Aftab. Erfan@vancouver.ca>

Cc: Singh, Sandra <Sandra.Singh@vancouver.ca>; Pickard, Gail <Gail.Pickard@vancouver.ca>;

Guerette, Jeannine < <u>Jeannine.Guerette@vancouver.ca</u>>; Jackson, Steve

<<u>Steve.Jackson@vancouver.ca</u>> **Subject:** Re: Barge chilling sign

Sounds like a good approach Aftab.

We removed the spray paint and the sign remains - which has 40+K positive responses and 17 negative (not 17k, but 17)

The interest and lines ups for pics are still happening. So we will leave it for a while longer.

Donnie they/she

On Jan 5, 2022, at 9:19 AM, Erfan, Aftab < Aftab.Erfan@vancouver.ca> wrote:

\u-257?

Thanks Donnie, I basically have the same read on this situation: it has brought an important issue into focus. That's good. Let's work with it.

I think what's needed is a narrative of: humour aside, there are thoughtful, non-trivial, and collaborative process in place to re-name places throughout the city with the Nations, and here's one or two examples.

Given that P&R has it's own examples maybe we don't need to worry about adding City examples, which are really illustrative of the same principle. I think the Commemoration Policy that Sandra mentions below is led jointly by Cultural Services in ACCS and Rena's team — so maybe P&R team can decide if a phrase on that initiative is aligned and makes sense to incorporate. Phoenix is likely the correct person to link all this together.

Donnie, if you don't mind sharing your messaging once you've finalized, I'll use that same messaging to respond to inquiries coming to me.

And just so I am aware: is the sign currently standing/will stand with the spray paint or without?

Thanks Aftab

From: Rosa, Donnie < Donnie.Rosa@vancouver.ca>

Sent: Wednesday, January 5, 2022 8:56 AM **To:** Erfan, Aftab < Aftab.Erfan@vancouver.ca>

Cc: Singh, Sandra < <u>Sandra.Singh@vancouver.ca</u>>; Pickard, Gail < <u>Gail.Pickard@vancouver.ca</u>>;

Guerette, Jeannine < <u>Jeannine.Guerette@vancouver.ca</u>>; Jackson, Steve

<<u>Steve.Jackson@vancouver.ca</u>> **Subject:** Re: Barge chilling sign

\u-257 ?Hello and happy new year Aftab, Sandra and Gail,

I discussed this with my Leadership Team (LT) yesterday. Rena is part of our LT.

We agree that this whimsical temporary sign has sparked a social discourse which is relevant. The good thing is that we have done some excellent work on naming our new park (at Smithe/Richards) directly WITH the Nations. Further, through the Imagine West End Waterfront process the Park Board has publicly acknowledged that the intention is for Indigenous names for spaces that include waterfront parks. We have reported out on our genuine intention to engage MST on our process.

Finally, we are going to be presenting our naming policy by Q1 or 2 this year. It will be based on our pilot at Smithe/Richards s.16(1).

Our intention is to add this to the narrative out there and our comms folks have developed messaging and today we will be finalizing our approach - that said it might be worth it to add some information from the City so we can provide a full pictures of the important work happening.

I should add that we plan to asses as we go, and leave the sign for now. We don't want to knee jerk and remove it, nor do we want to overstay our welcome with it.

Who can Jeannine connect with to ensure we have the proper messaging from the City?

Thanks so much,

Ps the New York Times has reached out, Museum of Vancouver and there's a documentary/short film which will include this as part of their work - we are aware of the opportunity to leverage this in a positive manner.

Donnie they/she On Jan 5, 2022, at 8:09 AM, Erfan, Aftab < Aftab.Erfan@vancouver.ca > wrote:

\u-257?

Thanks Sandra for filling in some of this picture for me--- my instinct is that we should paint this picture for the public.

I'm interested of course in what Rena and team think, especially since Spencer who was involved with the VAG renaming project is now in Rena's team. Donnie, have you talked with them? Could we assign someone from CEC or P&R Comms team to work on pulling something together? It might just be a social media post rather than a big statement.

From: Singh, Sandra < Sandra.Singh@vancouver.ca>

Sent: Wednesday, January 5, 2022 7:57 AM **To:** Pickard, Gail < Gail.Pickard@vancouver.ca>

Cc: Erfan, Aftab < Aftab. Erfan@vancouver.ca >; Rosa, Donnie < Donnie. Rosa@vancouver.ca >

Subject: Re: Barge chilling sign

Thanks for looping me in

I think one thing here is that - and Donnie can correct me if I am wrong - this is not an actual renaming of the beach - this is an ad hoc temporary installation to - as you noted Aftab - bring humour and levity in a difficult time. This is different than an actual renaming of a public space or permanent commemoration in the public realm.

We're happy to discuss Indigenous naming and commemoration - there is some work that has been done on renaming that Aftab has mentioned and also we are working on a commemoration policy update arising from Culture | Shift. Branislav's group is the lead on work to update the City's Commemoration Policy so happy to have you reach out directly to him as we consider if and what type of update/statement to provide.

Sandra

Sent from my iPhone

On Jan 5, 2022, at 7:43 AM, Pickard, Gail < Gail.Pickard@vancouver.ca > wrote:

\u-257 ? Thanks Aftab. City Communications wasn't involved in this project but we have assisted Park Board with messaging after the fact.

I'm copying Sandra as her group
I think should be involved in these conversations.

Sent from my iPhone

On Jan 5, 2022, at 6:50 AM, Erfan, Aftab Aftab.Erfan@vancouver.ca wrote:

\u-257?

Good morning Donnie and Gail (I see Maria is out of office)
Just wondering if there is any thought on a response to the challenging of
the Barge Chilling Beach sign? I've had a series of questions on it from
residents accusing the City of hypocrisy for being so quick to put the
humorous sign up but so slow in putting up signs with names in Indigenous
languages. I personally loved the humour of the sign --- and I think we can
work with how this story has developed now. There's no question we
should do better on re-introducing local Indigenous names. Maybe this is a
moment when the public cares about that issue and we can share what is
happening – even remind folks of the places like VAG plaza that have been
renamed.

Happy to be in conversation if helpful

Hope you're doing well despite this Omicron dumpster fire we seem to be in the middle of.

Aftab

Aftab Erfan (<u>pronounce</u>), PhD City of Vancouver's Equity Officer Office of the City Manager Phone: 604.873.7776

Cell: s.15(1)(I)

English pronouns: She | Her | Hers



Located on the traditional, ancestral, unceded lands of the x"məθdð"rt'əm (Musqueam), Skwx'u817_wú7mesh (Squamish), and səlilwətal (Tsleil-Waututh) Nations.

From: "Hutch, Dave" <dave.hutch@vancouver.ca>

To: "Rosa, Donnie" <Donnie.Rosa@vancouver.ca>

"Jackson, Steve" < Steve. Jackson @vancouver.ca>

CC: "Guerette, Jeannine" < Jeannine.Guerette@vancouver.ca>

"Downie, Alex" <alex.downie@vancouver.ca>
"Soutar, Rena" <Rena.Soutar@vancouver.ca>
"Gandha, Amit" <Amit.Gandha@vancouver.ca>

Date: 1/4/2022 2:45:10 PM

Subject: RE: Early Edition - spray painted sign

Apologies late to the conversation – I heard the CBC piece this am – I thought the sign sparked a very good and relevant conversation. Through the <u>Imagine West End Waterfront</u> process the Park Board has publically acknowledged that are Indigenous names for spaces that include waterfront parks

See slide 6 in the 2-19 Board presentation here:

https://parkboardmeetings.vancouver.ca/2019/20190708/PRESENTATION-WestEndWaterfrontMasterplan-ProjectApproach-20190708.pdf

the accompanying report also references PB's intention to genuinely collaborate with MST in the development of the plan (which is underway):

https://parkboardmeetings.vancouver.ca/2019/20190708/REPORT-WestEndWaterfrontMasterplan-ProjectApproach-20190708.pdf

If appropriate - I think this conversation can be integrated (if it hasn't already) into the planning /engagement work being undertaken as part of the Imagine West End Waterfront process.

In terms of timing for the sign – IMO it seems natural for the sign to go with the barge

Dave

Dave Hutch | Director, Planning and Park Development Vancouver Board of Parks and Recreation

From: Rosa, Donnie < Donnie. Rosa@vancouver.ca>

Sent: Tuesday, January 04, 2022 1:55 PM

To: Jackson, Steve <Steve.Jackson@vancouver.ca>

Cc: Guerette, Jeannine < Jeannine.Guerette@vancouver.ca>; Downie, Alex

<alex.downie@vancouver.ca>; Hutch, Dave <dave.hutch@vancouver.ca>; Soutar, Rena

<Rena.Soutar@vancouver.ca>; Gandha, Amit <Amit.Gandha@vancouver.ca>

Subject: Re: Early Edition - spray painted sign

Thanks everyone. For now we will leave it - frankly the discourse is important and I'm ok that we

sparked it. Jeannine will stay close and we will assess ...I don't want to knee jerk nor do I want to overstay our welcome;)

Donnie they/she

On Jan 4, 2022, at 1:49 PM, Jackson, Steve < Steve.Jackson@vancouver.ca> wrote:

\u-257?

To be fair - almost everything we do is divisive ©

I do think it would serve us well to put a pin in a date for when it will come out œ not saying it needs to be immediate, but lets make it clear for those who enjoyed it that they have until x-date to get their last selfie in, and for those who don't love it they will have the piece of mind of knowing it will be coming out and when.

I'll defer to those closer to the scenarios of the barge removal, and the ongoing social commentary to make a decision that balances the situation.

From: Rosa, Donnie < <u>Donnie.Rosa@vancouver.ca</u>>

Sent: Tuesday, January 4, 2022 12:11 PM

To: Guerette, Jeannine < <u>Jeannine.Guerette@vancouver.ca</u>>

Cc: Downie, Alex alex.downie@vancouver.ca; Jackson, Steve Steve.Jackson@vancouver.ca; Hutch, Dave dave.hutch@vancouver.ca; Soutar, Rena Rena.Soutar@vancouver.ca; Gandha,

Amit < Amit. Gandha@vancouver.ca >

Subject: Re: Early Edition - spray painted sign

My real question here is - with the social dialogue that s happening, maybe it s time to remove this temporary sign now - it was meant to be a holiday cheer. I don't want it to be divisive

Donnie they/she

On Jan 4, 2022, at 12:05 PM, Guerette, Jeannine < Jeannine.Guerette@vancouver.ca > wrote:

\u-257?

I attended the barge meeting this morning, and the timeline for when the barge will be removed is unknown atm, so I think we should be careful about saying later this month. But we can say the sign will be removed closer to when the barge leaves, or we can just say nothing at all on the topic and give ourselves flexibility.

From: Downie, Alex <alex.downie@vancouver.ca>

Sent: Tuesday, January 4, 2022 11:54 AM

To: Guerette, Jeannine < <u>Jeannine.Guerette@vancouver.ca</u>>; Rosa, Donnie

<Donnie.Rosa@vancouver.ca>; Jackson, Steve <<u>Steve.Jackson@vancouver.ca</u>>

Cc: Hutch, Dave < <u>dave.hutch@vancouver.ca</u>>; Soutar, Rena < <u>Rena.Soutar@vancouver.ca</u>>; Gandha,

Amit < <u>Amit.Gandha@vancouver.ca</u>>

Subject: RE: Early Edition - spray painted sign

Hi Jeannine,

I suggest we say the temporary sign will be taken down later this month when the barge is removed. This would reinforce that the sign is temporary, along with a timeline for its removal.

Alex

From: Guerette, Jeannine < Jeannine.Guerette@vancouver.ca >

Sent: Tuesday, January 04, 2022 11:24 AM

To: Rosa, Donnie < <u>Donnie.Rosa@vancouver.ca</u>>; Jackson, Steve < <u>Steve.Jackson@vancouver.ca</u>>; Cc: Hutch, Dave < <u>dave.hutch@vancouver.ca</u>>; Soutar, Rena < <u>Rena.Soutar@vancouver.ca</u>>; Downie,

Alex <alex.downie@vancouver.ca>; Gandha, Amit Amit.Gandha@vancouver.ca>

Subject: RE: Early Edition - spray painted sign

Thanks, Donnie.

Hi Rena, Hi Alex,

Here s the cleanest copy of the statement, feel free to make suggestions to text directly:

The Barge Chilling Beach sign was only intended to be a temporary installation to provide some fun and levity during these challenging times. We saw an outpouring of positive feedback online and in person, and are glad that overall the community enjoyed it.

With this said, we are committed to Reconciliation, and have been in the process of developing a naming policy which reflects these values. Selecting permanent names, especially Indigenous ones, takes thoughtful care and collaboration with the Musqueam, Squamish and Tsleil-Waututh Nations, including translations. We have some projects on the horizon where, together, we are successfully navigating this process, and we look forward to sharing those outcomes very soon.

JG

From: Rosa, Donnie < Donnie.Rosa@vancouver.ca>

Sent: Tuesday, January 4, 2022 11:19 AM

To: Jackson, Steve < Steve.Jackson@vancouver.ca>

Cc: Guerette, Jeannine < Jeannine.Guerette@vancouver.ca >; Hutch, Dave

<<u>dave.hutch@vancouver.ca</u>>; Soutar, Rena <<u>Rena.Soutar@vancouver.ca</u>>; Downie, Alex

<alex.downie@vancouver.ca>; Gandha, Amit < Amit.Gandha@vancouver.ca>

Subject: Re: Early Edition - spray painted sign

Hi all, added Alex and Rena.

In my conversation with Rena this morning we agreed that some language such as "Taking note of the social dialogue".

I like what's written below. I wonder if it's time to remove the sign?

Donnie they/she

On Jan 4, 2022, at 10:36 AM, Jackson, Steve Steve.Jackson@vancouver.ca wrote:

\u-257?

I m aligned, though I would actually strike out as per below. I think the sign served a purpose, and agree that it gives us a springboard for an important conversation around permanent namings.

From: Guerette, Jeannine < Jeannine.Guerette@vancouver.ca>

Sent: Tuesday, January 4, 2022 10:14 AM

To: Rosa, Donnie < Donnie < Donnie.Rosa@vancouver.ca>

Cc: Hutch, Dave < dave.hutch@vancouver.ca; Gandha, Amit < Amit.Gandha@vancouver.ca;

Jackson, Steve < Subject: RE: Early Edition - spray painted sign

Hi all,

Had a listen to this, I think it was an interesting interview. Basically, the gist of the interview as I understood it is that the person who posted wanted to use it as an educational opportunity. Not once did they say they found the sign offensive, more wanted to make a commentary on how quickly this sign could happen vs Indigenous ones. (If someone had a different interpretation of the interview, I'm all ears).

I'm putting the finishing touches on a report about the original BCB post, but what's worth sharing now (and not losing sight of) is how happy it made people. Literally the ratio of positive to negative reactions is 14,000 to 17 (not an exaggeration). With this said though, I think this is a beautiful opportunity to be a part of the conversation and shed light on the complexity of the Indigenous naming process and the work we're doing to do better in this area.

Here's what I'm thinking our media statement should be:

s.13(1)

s.13(1)

Feel free to add to this as you see fit. Admittedly I'm not an expert on this topic.

Thanks, Jeannine

From: Guerette, Jeannine

Sent: Tuesday, January 4, 2022 8:59 AM

To: Rosa, Donnie < Donnie.Rosa@vancouver.ca >

Cc: Hutch, Dave (dave.hutch@vancouver.ca) < dave.hutch@vancouver.ca>; Amit Gandha

(amit.gandha@vancouver.ca) <amit.gandha@vancouver.ca>; Jackson, Steve

<steve.jackson@vancouver.ca>

Subject: Early Edition - spray painted sign

Hi Donnie,

FYI, BCB sign sparked conversation on early edition about place names / signage:

https://www.cbc.ca/listen/live-radio/1-91-the-early-edition/clip/15887083-barge-chilling-beach-sign-spray-painted



Jeannine Guérette | Senior Manager, Marketing and Communications (acting) <u>Vancouver Park Board</u> | 2099 Beach Avenue t. 604.257.8438

. . .

I am grateful to live and work on the unceded, ancestral territories of the Musqueam, Squamish and

Tsleil-Waututh Nations

From: "Peigan, Darren" < Darren.Peigan@vancouver.ca>

To: <u>"Guerette, Jeannine" < Jeannine.Guerette@vancouver.ca></u>
CC: "Peterson, Darren" < darren.peterson@vancouver.ca>

"Gandha, Amit" < Amit. Gandha@vancouver.ca>

Date: 12/16/2021 12:06:56 PM

Subject: Re: [EXT] Barge Chilling Park Signage

Hi Jeannine,

The material is called alupanel and aside from the wood, the materials were scrap and extra pieces we had left over from other jobs. You could safely say a couple hundred IMO.

Darren

Sent from my iPhone

On Dec 16, 2021, at 10:23 AM, Guerette, Jeannine <Jeannine.Guerette@vancouver.ca> wrote:

\u-257 ? Hi Darren, Hi Amit,

We had this question come in. I don't think we need to give a specific/detailed number, but are you comfortable with me saying "A couple hundred"? I will also say because the sign is just temporary, it's not made out of steel (if this is accurate) like our other park signs, but actually made out of wood for posts and plastic? (or whatever the material is called). I will confirm that it was produced in house by staff in our sign shop in between other regular projects.

Are we comfortable with this?

Thanks!

JG

From: Coastal Front <hello@coastalfront.ca>
Sent: Thursday, December 16, 2021 10:13 AM
To: Rosa, Donnie <Donnie.Rosa@vancouver.ca>

Cc: PB Communications < PB.Communications@vancouver.ca>; Impey, Patrice

<Patrice.Impey@vancouver.ca>

Subject: [EXT] Barge Chilling Park Signage

City of Vancouver security warning: Do not click on links or open attachments unless you were expecting the email and know the content is safe.

Good Morning,

We would like to know how much the new temporary sign, installed yesterday, reading "Barge Chilling Park [cbc.ca]" cost.

If you are unable to provide this information, please let us know who we should reach out to or if an FOI is required.

Respectfully,

Amanda

--

Amanda Oliveira, Content Producer

Mobile: 778.846.2798 | Twitter: @CoastalFrontBC [twitter.com]

hello@coastalfront.ca | CoastalFront.ca [coastalfront.ca]

From: "Guerette, Jeannine" < Jeannine.Guerette@vancouver.ca>

To: "Peterson, Darren" <darren.peterson@vancouver.ca>

"Hutch, Dave" <dave.hutch@vancouver.ca>
"Rosa, Donnie" <Donnie.Rosa@vancouver.ca>

"PB SLT (Senior Leadership Team) - DL" s.15(1)(I)

Date: 12/13/2021 1:16:42 PM

Subject: RE: Okay, this is pretty good...

Thanks, Darren. Hopefully your team comes back with some good news.

In order for us to pull off our "Barge Chilling Beach" surprise, we're going to have to be tightly coordinated in our sequencing. As soon as you know when the sign is going in the ground, let me know and I'll join for the installation.

I'll take a pic right there and then and have a caption prepared in advance to post with it. I want to make sure the first pic is ours so that our post is the one that is shared.

I think the caption will say something along the lines of:

Our holiday gift to you, Vancouver.

No matter what storms life may send our way, we're here for you. Wishing you all a safe and happy holiday season, and a prosperous 2022!

<3 Van Parks & Rec

CC:

#BargeChillingBeach

We can take this offline going forward, to spare SLT's inboxes ☺

Jeannine

From: Peterson, Darren <darren.peterson@vancouver.ca>

Sent: Monday, December 13, 2021 11:57 AM

To: Hutch, Dave <dave.hutch@vancouver.ca>; Guerette, Jeannine

<Jeannine.Guerette@vancouver.ca>; Rosa, Donnie <Donnie.Rosa@vancouver.ca>

Cc: PB SLT (Senior Leadership Team) - DL s.15(1)(l)

Subject: RE: Okay, this is pretty good...

Sign Shop is looking into feasibility right now, and determining how to install.

I'll keep you posted....;)

From: Hutch, Dave < dave.hutch@vancouver.ca>

Sent: Monday, December 13, 2021 10:56 AM

To: Guerette, Jeannine < <u>Jeannine.Guerette@vancouver.ca</u>>; Rosa, Donnie

<Donnie.Rosa@vancouver.ca>

Cc: PB SLT (Senior Leadership Team) - DL < s.15(1)(I) ; Peterson, Darren

<<u>darren.peterson@vancouver.ca</u>> **Subject:** RE: Okay, this is pretty good...

I'm hoping the Sign Shop is on it already!

Dave Hutch | Director, Planning and Park Development

Vancouver Board of Parks and Recreation

From: Guerette, Jeannine < Jeannine.Guerette@vancouver.ca >

Sent: Monday, December 13, 2021 10:12 AM **To:** Rosa, Donnie < Donnie.Rosa@vancouver.ca>

Cc: PB SLT (Senior Leadership Team) - DL s.15(1)(l) ; Peterson, Darren

<<u>darren.peterson@vancouver.ca</u>> **Subject:** RE: Okay, this is pretty good...

How long would it take to produce one of our classic signs and install?

It could be our "holiday gift" to Vancouver.

From: Rosa, Donnie < <u>Donnie.Rosa@vancouver.ca</u>>

Sent: Monday, December 13, 2021 10:08 AM

To: Guerette, Jeannine < <u>Jeannine.Guerette@vancouver.ca</u>>

Cc: PB SLT (Senior Leadership Team) - DL s.15(1)(I); Peterson, Darren

<<u>darren.peterson@vancouver.ca</u>> **Subject:** RE: Okay, this is pretty good...

I love it...a selfie to do some PB promo...holiday card or something – love it.

From: Guerette, Jeannine < Jeannine.Guerette@vancouver.ca >

Sent: Monday, December 13, 2021 10:04 AM **To:** Rosa, Donnie < Donnie.Rosa@vancouver.ca>

Cc: PB SLT (Senior Leadership Team) - DL \$.15(1)(l) ; Peterson, Darren

<<u>darren.peterson@vancouver.ca</u>> **Subject:** RE: Okay, this is pretty good...

Swag would be hilarious, but it might take too long to produce, the joke might pass.

Could we put in a temp sign calling either "Barge Chilling Park", or "Barge Chilling Beach"? We could do a selfie contest with the sign (so long as it's not too close to interfere with ops).

From: Rosa, Donnie < <u>Donnie.Rosa@vancouver.ca</u>>

Sent: Monday, December 13, 2021 9:47 AM

To: Guerette, Jeannine < Jeannine.Guerette@vancouver.ca >

Cc: PB SLT (Senior Leadership Team) - DL < s.15(1)(l) ; Peterson, Darren

<<u>darren.peterson@vancouver.ca</u>> **Subject:** Re: Okay, this is pretty good...

Maybe we need to do some swag? Set up a hot chocolate stand or somehow leverage this good news to show we ARE fun!!!

Donnie they/she

On Dec 13, 2021, at 9:20 AM, Guerette, Jeannine < <u>Jeannine.Guerette@vancouver.ca</u>> wrote:

\u-257?

https://bc.ctvnews.ca/barge-chilling-park-vancouverites-posting-online-reviews-of-the-grounded-barge-on-sunset-beach-1.5693585

Nice to have a funny story to switch things up.



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B 8 8

I am grateful to live and work on the unceded, ancestral territories of the Musqueam, Squamish and

Tsleil-Waututh Nations

Communications Objective

The past couple of years have been challenging for Vancouverites primarily due to the COVID-19 pandemic. Morale has been lower, services complicated/modified, and as a result, communication via social media has been primarily focused on operational changes and issues management.

For some time, communications staff and senior leadership (SLT) have recognized a need to reestablish a more balanced tone online through proactive, positive storytelling. Enter the most unlikely of opportunities: the barge, which had washed up on Sunset Beach in a mid-November storm.

Communications spotted an online trend whereby Vancouverites were not only accepting the mishap, but embracing it as their own unique shared experience. People were creating memes, naming the barge, starting Twitter accounts, posting tourist reviews, choosing the barge as a proposal/engagement location and more. One person went so far as to set up a "Barge Chilling Park" pin on google maps, tying closely to another beloved Park Board asset: Dude Chilling Park. After brainstorming a few ideas, SLT and communications landed on producing a sign replicating the standard park name signs and calling it Barge Chilling Beach as a way of leaning into the satire and providing some levity.

To be relevant and on trend, the sign had to be produced and installed quickly. Timing was critical because at any moment, an issue could arise including a pending injunction ruling. Staff also wanted it to be a surprise, so the decision was made to tell only those who needed to know for operational/safety reasons.

Communications worked with Park Operations to determine a location and angle that would work well for social media, and were on site when the sign was installed to make sure the Park Board had the first photo and post. Communications posted a photo of the sign with a tongue-in-cheek holiday message to further anchor the timeliness of the project and infuse personality. The lighter tone of the message is also reflected in the signature "Vancouver Park Board".



Our little holiday gift to you, Vancouver.

No matter what storms life may send our way, we'll always be here for you. Wishing you all a safe and happy holiday and a prosperous 2022!

Van Parks & Rec



Social Media Results

*All analytics and insights reflect Dec 15-22

- Despite being a completely organic post, it surpassed the performance of all previous Park Board posts within the first 40 minutes of going live.
- The post went viral almost instantly. The reach totalled in the millions, which doesn't account for the sign/content shared through other organizations or people's accounts. Anecdotally, many reported that the Barge Chilling Beach sign dominated their feeds that day, and "every other post" was related whether users saw our original post, or a shared version by a friend, news outlet, or community influencer.
- Because of the record number of "shares", approximately 70 percent of engagement came from non-followers, and as a result of this post, we
 converted this reach into hundreds of new followers for the Park Board.

	Likes / reactions	Shares / retweets	Comments	Post interactions	New followers	Impressions
Instagram	6,001	7,242 (+409 saves)	226	+703,250%	704 (+4.6%)	32,855
Facebook	14,012 (Pos: 13,995, Neg: 17)	2,027	1,943	+2,300%	202 (+0.9%)	305,792
Twitter	6,314	1,821 (445 quoted)	184	N/A	320 (1.1%)	1,027,673

- The comments demonstrated the sign was overwhelmingly well received, with 92.6% positive/neutral and 7.4% negative. The comments can be categorized in the following themes:
 - Questioning if the sign is real or a meme (and then pleased when they found out it was real)
 - o Laughter / tagging friends / appreciation for the "gift" and the mental health benefits this laugh brought
 - o Renewed pride in the Park Board and Vancouver as a whole
 - o Kudos to Park Board staff / impressed the Park Board could act in a nimble and relevant manner
 - People wanting to work for the Park Board / current staff expressing pride in being a Park Board employee
 - Speculation on how long it would take for the sign to get stollen
 - Concerns related to the cost of the sign
 - Criticism in light of the CRAB Park injunction proceedings
 *All the comments from the Park Board social media posts listed in the appendix.
- In many cases where someone posted a negative comment, another user would jump in to defend the sign. This self-policing could be especially seen
 in comments related to the cost.
- Communications started the hashtag #bargechillingbeach as well as a geotag to help monitor how people were using/enjoying the sign. Both these
 tools were used hundreds of times, and in addition to selfies with the signs, people were posting photos of the line ups of others waiting their turn to get

a photo. Monitoring this hashtag also allowed staff to follow the public's creativity; people posted photos of their drawings, paintings and photoshopped memes. Vancouver is Awesome started selling BCB t-shirts, and a person even made a barge and sign cake (see photo below).

Media Coverage

- This story resulted in 114 published media articles including syndicates. International outlets as far away as
 Australia picked up the story; notable interviews included The Guardian (UK) and the New York Times (USA).
- Within an hour, the communications team received media inquiries from every major news outlet in Vancouver. An ad hoc media availability was organized where the incoming Park Board Chair and General Manager served as spokespeople. (As an aside: many members of the media dropped their cameras after the scrum to ask for a photo with the sign, which our spokespeople kindly obliged)
- · All key messages were accurately captured and the coverage was all positive.
- Media outlets were embedding the Park Board posts in their web stories, which also expanded the posts' reach and contributed to the high engagement numbers from non-followers (mentioned in the social media summary above).
- The pick up of this story also demonstrates a shift in how media receives information from traditional media releases, bulletins and advisories to the social networks.

Key Takeaways

- Parks and Rec can, and should be fun!
- We shouldn't be afraid to show personality and develop a voice it's relatable.
- Social media matters, and is changing the way we work with traditional media.
- We can demonstrate public engagement in different ways. Often it's on our terms (public sessions / surveys), but it can be on the public's terms too.
- · Strong brands have strong ambassadors/defenders.
- · Timing is just as important as the content.
- · Projects like this not only benefit the public, but foster a positive staff culture and pride as well.

Total communications staff time, including planning, consulting on production/installation, social media execution/monitoring, media relations, supporting spokespeople, and reporting, was approximately 18 hours.





Appendix

Instagram

Positive (89.3%)			
Brilliant! Riding over to see this now. 🚲	Can we put Christmas lights on the barge? @vanparkboard I mean, if it's staying there for a while, might as well make it homey	Lol ur iconic for this 😂	s.22(1) Why does this make me think of you? s.22(1) you're the second person to send me this today &
Fabulous. Love it!	Hahaha best Christmas gift! Can we add some lights now?	WOW way to lean into the satire	s.22(1) is this a sign? State LITERALLY!!!
Let this sign continue to inspire Vancouverites with the sheer magnificence, undying strength and endless perseverance of the Barge for generations	LOVE IT!!!! @vanparkboard @cityofvancouver	Perfect! Now where are the Christmas lights for it !??	s.22(1) That's actually pretty funny
to come. It's a Christmas miracle!	So fun!!	Is this permanent make it so!!!	8
If this gets people out and about, Kudos to you guys for this 🤣 🤣 🥛	So awesome!!	Samuel Control	Made my day
EPIC 🔥 great sense of humor 😂 I can't stop giggling 😂	Amazing Love it!	Love this! Thank you for having a great sense of humor and creating joy in in our city. * Well done!!!	Ahaha rad The best new area of town
@vanparkboard for mayor Okay, this is awesome. Please keep it 😂	Yessss amazing!!! [4]	8	Yall are something else
000	Respects Good job	Looks like something @vancityreynolds would approve!	Amazing Ode to dude chilling park hahaha love it
Leslie Knope approves. this truly is a gift! Thanks @vanparkboard for	Well done 🦁 🖫 😂	s.22(1) ext vacation	•
making my daybetter yet can y'all throw a little Christmas cafe pop up inside?I really want a dance party but I think we can compromise here tehe. Thanks for the laugh, much love!	You did good. You did very good ♥ This is the best!!! ♥ ♥ ♥	s.22(1) that ur work? Haha - s.22(1) ⇔ ≅ ≀ WISH	Seriously, this better be real. The best thing you ever did with my tax money - s.22(1)
	well done Vancouver Love this!!	Loll	Embrace it 😮 🐤 🖤
Lmaooo is it going to be temporary??? :) @vanparkboard \$.22(1)	You are amazing! This is incredibly good	Bahaha!!!! ⇔ ⇔ I thought this was a @seabusmemes meme	88 Lol s.22(1)

Next goal: UNESCO status!?	Brilliant 💗 👣 💗 😘 😂 😂 😂	- s.22(1) me too 😂	s 22(1) hababababa Walanasa V
88 💗	This is epic 😂 😍 ❤️ love seeing this!	s.22(1) It got a sign!!!!	s.22(1) hahahahaha Welcome to Vancouver Can you take me there?
Please use my tax money for more projects like this, you're doing it right	SO good 💡 💝 🤏	 Ryan showed me this and I wasn't sure if it was legit Amazing 	- 😆 of course I will, first place on the list
Way to have a sense of humour!	Love this 😂 🧡	⊜ <u>no</u> s.22(1) - s.22(1) ⊜⊜	Amazing
	00	s.22(1)	Needs security, someone is gonna take off with
It's perfect! Now it needs to be decorated for Christmas!	Epic	f you haven't seen this yet s.22(1)	that!
0000	Nice	s.22(1) 😄	•
Dying 😂 😂 😂 💝 ❤️ ❤️	The best 🎨	hilarious 😂	Hahaha that is awesome
It's obviously Barge on the Beach	🤏 👣 👸 this is awesome! #letthebargestay	Omg s.22(1) - s.22(1)	Hahaha this is amazing 😂 🖔
This made my heart sing and I had a good belly	😂 so awesome!	s.22(1)	🌞 😂 love it! 😁
laugh. I truly consider this a feel good, mental health initiative. There is immeasurable value in providing something to laugh at considering	iust perfect	s.22(1)	s.22(1)
everything that has happened. Kudos!			H8888
This is AMAZING	Too funny! I was there when the fellow was digging the hole for it this morning. Said he was installing a	s.22(1)	s.22(1)
A	sign but it was a secret on what it said. He didn't know. Now we do.	s.22(1) dude chilling park - s.22(1) Y00000???	s.22(1)
Is this real ? I thought this was a meme	This sign is 100 percent going to be stolen lol	•	88
 s.22(1) Imma go find it and post results. 	@vanparkboard I'm dying 😂	88	Perfect match for Dude Chilling Park
88888	4-14-4	Is that real? Lol	How cool
Love to see it	Amazing!	Omg Iol s.22(1) I liked your suggestion better	8
A merry Christmas indeed @vanparkboard 🙌	The best beach	though 😂	99 V 11
This is hilarious!!	Incredible	I hope this is real, please	Thank you for this!
My tax dollars at work, and I couldn't be happier!	We'll played Vanparkboard	- s.22(1) t's real! -s.22(1) OMG, amazing!!! Will check it out!!	Love it. Making lemonade. [1]
Thanks for the laugh, @vanparkboard I think we	8888	Can't tell you how much we love and appreciate	Thank you for giving the people what we want!
	Gunnari haard MEDOLII VI haara arraan Barra	this humour!!	No way Hilarious
888	@vanparkboard MERCH! I'd buy a green Barge Chilling Beach hoodie. Just sayin.	Best thing ever	- 22/4)
This has to be a forever thing	bing chilling	Love this!	s.22(1) she real

Barge Chilling Beach - Communications Summary

Hove it! Great sense of humour great parks and rec bants. The crabs probably love it! s.22(1) s.22(1) Genius!! Love it I thought this was a sea bus meme post s.22(1) fantastic + s.22(1) Amazing !! Well done @yanparkboard **** #bargechillingbeach @dailyhiyevancouver @cityofvancouver ** s.22(1)@viawesome @cbcvancouver @globalbc @ctvvancouver @citvnewsvan @thevancouversun

Neutral (3.9%)

That's cool and all but how about an indoor/fully covered skateboarding space

What about if the if homeless People put a bunch of tents inside there do you like a giant yacht!

Swim up bar-ge

What about a indoor park?

Btw what's inside?

Next thing you know there will actually be a cactus club on that thing

How a bout a covered skate spot ?

indoor skatepark?

Love this! Super cute. If the parks board is still handing out gifts, #LANDBACK to Indigenous folk would legit make for a prosperous 2022

Negative (6.6%)

I think maybe the couple grand or whatever that went into this could've been used to help our unhoused neighbors! rather than fencing off public parks!

This is where our money is going 😫

If we let you call Crab Park 'Homeless Chilling Park' will you just let people sleep there

Really can't get behind this sad attempt at being funny and relatable as you continue to push ahead with the displacement of unhoused people at CRAB Park (2) feels like if Amazon trying to be funny and posting a meme or something as they murder Amazon workers

Would be better if the park board actually followed

While you forcefully remove houseless people from our parks but leave a barge on the beach? People are dying because you displaced them.

For a good laugh and satire? If your goal is to make people happy and smile, how about starting with the people who need that the most?!?!? You're displacing the homeless people from CRAB Park yet can try to make funnies for the tourists and residents of Yale Town?

2 #dobetter #priorities #sad

Like what the hell even is a park board... you somehow get to be in charge of making decisions on stolen land and use that power to spend money on frivolous jokes for yuppies while violently displacing homeless people who actually need parks for safety, and committing colonial violence

Oh veah, let's waste some tax money on a sign

Now just put a sign outside strathcona that says disgusting wasteland, HIV infested park... and change Stanley park to poor wildlife management park since signs are what you choose to spe... I mean waste tax money on..

Hey, im all 4 givin ppl smthin to smile at. Everyone needs that. But Everyone Also needs access to public parks and greenspaces, so knowing how yall treat ppl trying to do just that (we all know the resources u claim to offer r bs), or the fact that this is just 1 more reminder of the coming (& current) ecological state of emergency we're entering, an issue this department should be EXTREMELY concerned with, this

The only gift most folx are looking for is for you to stop displacing the houseless. People are dying in your parks but ya know...thanks for the sign? Maybe listen to folx at VINES for once and you could actually help.

Wheres the skatepark yall allocated millions in funding for tho?

Wish you would spend the millions allocated to you to help build an indoor skate park for future Olympic athletes instead of doing things like this for social media clout @vanparkboard @citvofvancouver

Wow what a waste of money, pay some people to kill the Stanley park coyotes or something we dont need a joke of a sign from the biggest joke of a city in the entire province.. but sure who cares about through on revitalizing the playground in Champlain heights park which they said they would do nearly seven years ago. against Indigenous people on their own lands...? The dissonance is wild you guys should be ashamed of yourselves.

I hope someone got fired

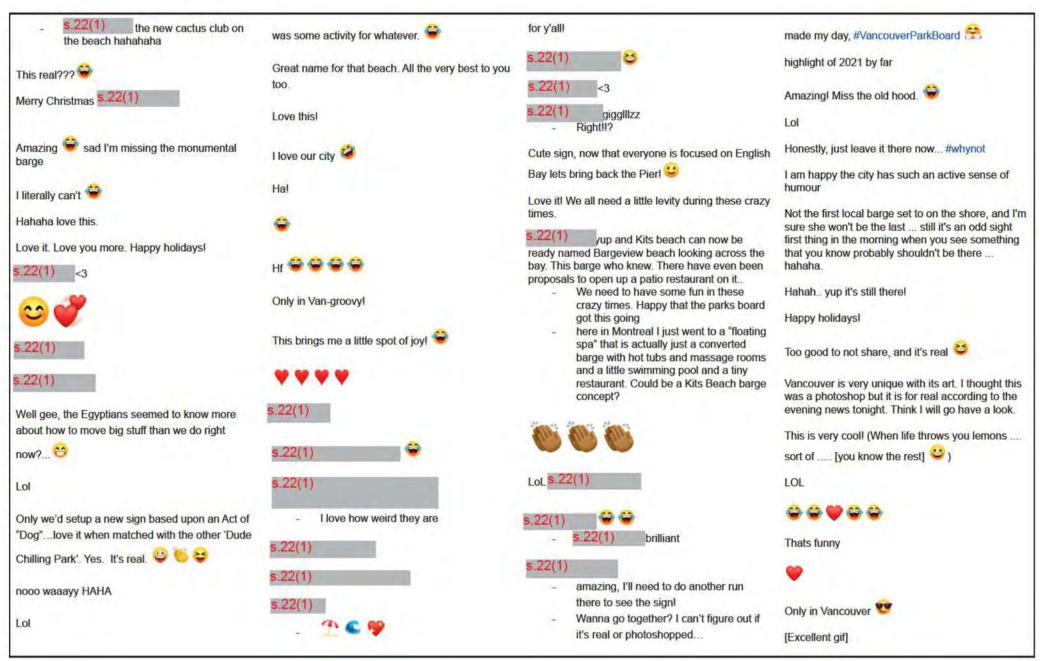
cleaning up strathcona and getting rid of all the junkies tent cities or cleaning the needles out of parks, what we need is a stupid sign 😒 😒

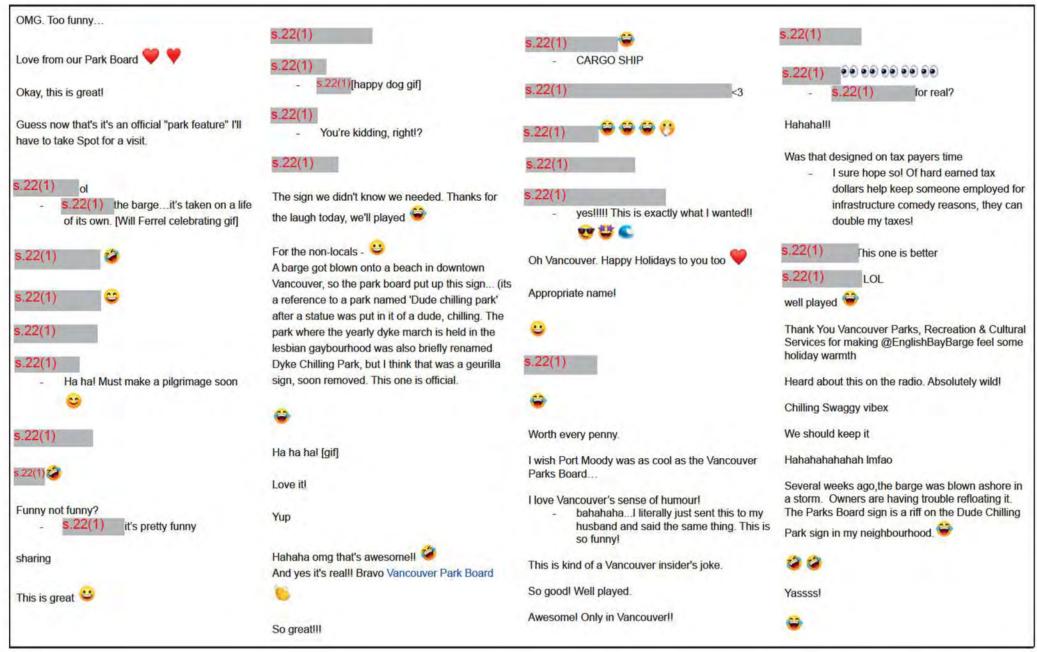
Facebook

*Note: there were thousands of Facebook comments in this timeframe; not all could be captured.

Positive (94%) 305 Tell Santa to stay home this year because I don't If the parks board would stop worrying about the Hove this city such a great sense of humour Only in Vancouver And an unexpected need anything else. bottom line let the little people enjoy the moment show of humour and swift action from the Parks During a recent "weather event" a barge broke free Board 6 For once, the Parks Board is showing it can have a They should let artists paint the barge. Would be and ran aground in Vancouver. I suspect there are sense of humour. Let's see more positivity like this! rather awesome liability issues to sort out, as well as the need for a Today's positive post That's the spirit of our Cityl Way to go Van Parks & Easily the highlight of the Vancouver year, bravo favourable high tide before refloat is feasible. In Rec. humour will always win! I do love your sense of humour vancouver Parks & Rec 9 the meantime, the barge has become a bit of an attraction. Kudos to the Park Board for officially HAHA nice. Well played Vancouver LOL recognizing this. No they didn't ... please SO GOOD. Everyone could use an extra giggle Love it <3 these days. s.22(1)Wow! That looks like waterfront property to me. I If you know you know. So wait is it just a meme or did they put the actual wonder how much it would rent for? sign there? Jogged past Barge Chilling Beach this morning. Someone has a good sense of Very cool s.22(1)it's actually This is just amazing. Well done, well done. Love it! therell humour. this is legit there 😤 😤 😜 s.22(1) Washed ashore during the recent "Atmospheric s.22(1)should we go again 1?1? River". Vancouverites have quickly embraced THE s.22(1)a tribute to ol bargey Yep! Llike it BARGE Lbet 5.22(1) Vancouver has a sense of humor... would have gotten a kick out of Brilliantl I've been off Facebook for a while, but I'm so glad I went on just to discover that this happened. You I love it. Dude Chillin Park, Barge Chillin Beach, go. Vancouver Parks Board. Amazing Vancouver!! Bargy McBargeface! Yav! they need more. Diversify the chill spots. Not gonna lie... this is pretty cool lol. I saw this earlier at a glance and thought it was photoshopped haha Anyone instantly think about Leslie when they saw This is they type of content that keeps me from i looked at the photo looooong to see if it Brilliant work Vancouver Park Board! this!? Lol deleting my account. was if it is its done well haha but still good fun! I know It's not often you find a government organization Oh my gosh for real lol that has a sense of humour. Bravol When life brings you lemons ... I can't tell if this is a photo of a real sign or a sign

s.22(1)photoshopped into a photo of the barge. Please let What... lol No way. ? Really?? That's funny Love this it be real Nice to have a sense of humor s.22(1) I hope this is real \$.22(1) Only on the West Coast... LOLI Bravo!!!! [gif] s.22(1) Love ittii 🍪 🗯 FuncouverII 4 Look much better than some so-called Public Art. And finally resignation and adaptation - good A gift to us all! Glad to see the parks board have a sense of Made me laugh choice Parks Board we all agree humor We need it Ha ha ha [gif] Only in Vancouver 🤡 😂 🥿 This is awesome and a great example of how a city It's so lovely. Thanks for the good laugh van pk brd! / parks board can have a little fun and spread joy. Also see "Dude Chilling Park" Vancouver friends. This is not. I repeat, this is not Photoshopped. s.22(1) [photo of selfie at sign] chime inl Loved seeing this. Thought the same s.22(1)thing. I wonder how many 300k just push it really hard consultants they had to hire to figure this okay but you gotta come help Well played This is great I honestly thought it was photoshopped Let us keep the barge! We love it! Countdown until the sign is stolen... starts now at first Glad they are creating a bit of joy in the Merry Christmas (Ö) 😂 city. That's hilarious Heheheeheh. For those who don't know there was I still have time to get my pic an unofficial 'Dude Chilling Park' which after some Moving away from Dude Chilling Park was hard, so Can we keep it?' discussion with Parks Board became official so this I appreciate the efforts made to make me feel at s.22(1)is a play on that. s.22(1) home in new neighbourhood 😂 Vancouver Park Board this is all I want for Hahahahhaha Christmas s.22(1)s.22(1)Have you visited Barge Chilling Beach yet? for sure...not long ago a barge beat up You did it! [aif] Awesome! Next come the Christmas lights on the main st I think Shakespeare should be performed there. bargell s.22(1) parks & rec Bard on the Beach in Barge on the Beach. why am I not surprised This is seriously the best. THE BESTIII Nice graphic artist they've hired. Brilliantl s.22(1) The sign is actually there, Miss604 has s.22(1)already visited it. Oh man! Lol s.22(1) s.22(1) she is the moment Is that the new Boathouse Restaurant 355 s.22(1)I still love the Park Board for getting on board with s.22(1) did you see the new sign? Dude Chilling Park. this is great Who needs dude chilling park No! ... not vet ... 😂 s.22(1)Well played vancouver park board, well played! Thank you for some levity at this time! We need it, and you came through! s.22(1)I was down there yesterday (Tuesday) and there Makes me proud to of spent the summer working s.22(1)Highlight of this crazy 2021 in Vancouver. You





These guys approvel



money well spent

s.22(1)

s.22(1)

Love it

Local friends lol xox

This might be the single greatest thing to come out of this holiday season so far. Love me some barge chilling park signs, and I can't wait to see the creative photos you all take of it and post in the next few days!

- Who will be the first person to propose here?
- I just lost my virginity next to the sign

This wins the internet today







New sign to acknowledge the barge



Oh good Lord



Wow

Never change Vancouver

Vancouver is the best city in the world, and today is one of those days lol

I thought this was a joke and people on the internet photoshopped it. I can't believe it's real

Hahah I thought it had to be a photoshop too! And kept thinking "Please be real, please be real" huzzahl I'm amused

Who says the park board does nothing? On a side note, does this mean we can keep the barge forever?

Love it

Hilarious

Yesll

Hilarious, isn't itll?



From someone that isn't originally from Vancouver. this city has a great sense of humor. Between this and the holiday buses, really fun

They've really let wild this year, they're typically ironically funny. Someone must have let them know, or they've become self aware somehow

Our city is a meme and I'm here for it.

The parks board is awesome!

This is fantastic

Paint the barge to look like a sleigh

So bets on how long that sign will remain un-pilfered

- Sunset is in 2.5 hours. So. 3 hours?
- I'll take the under
- Probably not long

That's fantastic



*Not all comments captured; the computer crashed loading all the comments.

Neutral (3.3%)

awesome!!! now fix the 'temporary bike path' signage along sunset beach...

Prosperous? We're not all housing speculators, ya know.

Anyone else parked illegally for that long would have been towed by now...

If it can't be moved, make into something useful, like an emergency overflow shelter.

Boy is pot a soup boiling!!!! Lets throw all the negatives into it. The next phase??? What are we going to name the soup?

Not stolen yet?

Wow wonder what that cost

Get used to it. And anything else gets stuck

Housing for the homeless tho? lol

Negative (2.7%)

It's time to abolish the Vancouver Parks Board!

- s.22(1) because they gave us a meme....? Really dude?
- s.22(1) not just a meme, but a REAL LIFE SIGN! Goes to show that not everyone running the city is a stick in the mud
- s.22(1) no. Dismantle because they are out of touch and useless as tits on a bull
- s.22(1) what meme hurt you for
 - you to be like this?
- s.22(1) tiresome oik.
- Peter what are you snorting?

So you can do a gag sign, but not repair a playground slide that's been reported several times in the past three years?

Way to spend \$20 k

Waste of taxpayer money..oh wait...that's what they're supposed to do...

IF ONLY... the Parks Board put in as much effort managing PARKS as they did making memes just maybe we'd be justified calling Vancouver a "world class city".

So dumb!

Waste of money

Now if you could just clean up the rest of the Dump that the city of Toilet town is

- s.22(1) who hurt you?
- travelled enough. Try Jakarta, the favelas of Rio de Janeiro, or Mogadishu, before you start calling down Vancouver. There are many beautiful places in Metro Van.

Twitter

Positive (77.2%)

Well played, VPB.

Haha awesome

@ParkBoard you win the entire internet today. @jasonmanning

Finally have a fun zone..

This is amazing - well done @ParkBoard @CityofVancouver .. Gotta celebrate the small joys in life!

Nice move by Parks!

Bro actually

If you know, you know.

Yes it's happened. [pointing down emoji]

IT'S REAL!!! #BargeChillingPark

Okay, this is pretty epic.

Brilliant and good fun!

We need this kind of sense of humor especially in this current days, eh?:)

- Totally, I'm having a really rough week.
- SAME FREN, Same
- any bit of levity i can get.

Naysayers be darned, I genuinely love this bit of cheer.

Thank you for this amazing gift

Oh sh*t hahaha

Time to rename English Bay to Barge Bay.

#Lightthebarge

Based on the comments here, Vancouver seems...mirthless.

 No fun city.. this is a great moment in light heartendness THIS PLEASES ME [gif]

Oh MY GOD

10/10 @ParkBoard! Happy holidays.

Funny timeline cleanser for the day from our local park board. If you know the story behind this marooned barge on the beach & another previous quirky YVR park story... [laughing crying emoii]

I'm kinda moved... Barge not so much.

Hike it here

This is serving Parks & Rec Leslie Knope vibes and I love it :)

Hah. Very Vancouver. Happy Holidays indeed.

As a person who used to live near Dude Chilling Park, I appreciate this greatly [laughing emoji] @iimmvkimmel Our Park Board is keeping up to date. The barge was pushed onto the beach by a windstorm on November 15 and has resisted all efforts to refloat it.

This is fantastic

Love this

A+ to the Vancouver @ParkBoard for outstanding commitment to sign-based comedy. (Vancouver already has a park with a much-loved "Dude Chilling Park" sign that started as a prank but the Board eventually made permanent

https://atlasobscura.com/places/dude-chilling-par k...)

So kind.

Oh man. People with absolutely no sense of humour are about to GO OFF, and I am so here for it.

This is fantastic [crying laughing emoji]

I'm sure the homeless and What a GREAT day for us all, It's so beautiful .@ParkBoard winning the day, and the Twitters. underprivileged families couldn't agree Well played. with this one! Bravol Thank god more Well played, Park Board. Love a city with a sense of humour... Good to know where my tax is going to. Lol I I need to get a walk in today anyway so thought it was photoshopped [5 laughing emoiis]. Omg for real?? [4 crying laughing emojis] fact-checking the #BargeChillingBeach Sign was a Hove Vancouver Worth every penny. good excuse [crying laughing emoil] let no one say the vancouver parks board doesn't - Confirmed! You gotta hand it to them Clever. have a sense of humor The crowning achievement of the parks board. Vancouver @ParkBoard, y'all are AMAZING for this I honestly love this. [crying laughing emoji] Vancouver at its finest. @ParkBoard #pickhappy ladies and gentlemen one, ALL HAIL BARGE CHILLING BEACH! #enough This is great. If u know, u know I belly laughed when I saw this & I've sent it to Putting a little fun into the season:) friends who need a laugh. I consider this a feel Hove a park board with a sense of humour. Not But the most important question is: when is it good, mental health initiative. There is guite Dude Chilling Park but still pretty good. OMFG they did it <3 gonna have some Xmas lights all over it??? immeasurable value in providing something to laugh at right now... Kudos @ParkBoard Oh my god the madmen they actually did it! Hove this city Folks sure now how to get worked up over things they don't understand. The barge, washing ashore Thank you Vancouver Park Board for doing Nice. [Smiley face emoil] YOU GUYS ARE AMAZING!!!! Hahahahahahaha!! in an unprecedented storm is not the responsibility something funny. You put up with so much crap Thank you! of the park board, not coming out of tax pavers from the public and this is an example of making And what a gift it is. Thank you @ParkBoard [gift pockets and contractors are working hard to lemonade. I know I'm just one voice, but there are It's still there? Hmmm, maybe retro-fit the barge for emoiil remove it at the owner's expense. several others in my social circle who also find this a new cafe restaurant location attraction amusing and appreciated. fcrying laughing emojis Well played Vancity! Put some damn lights on it! [Smile emoji] Just posted the same thing. We need it THANKS! A large barge is the PERFECT gift! This is the best thing to have happened in 2021. decorated A HOLIDAY MIRACLE, [Christmas tree emoii] A giant barge washed on the shore during a storm Thank you! Love the whole show. in Vancouver and it's just been chilling there. One of the best tourism investments ever made! Lol! Vancouverites will get this joke. appropriate sign. The returns generated as a result of this Vancouver can be silly...sometimes It's funny because everyone knows a real sign unfortunate event, and incredible sense of humour, Just keep the thing there as an art installation couldn't possibly happen in Vancouver without at will add to Vancouver's great portfolio! Well done!!! dedicated to climate change. Or better vet, as a [laughing crying emoji] 150-speaker Council meeting taking place over a monument to the first structure created in decades couple weeks We have without requiring endless debates in Vancouver Yay to joy and silliness. Proud to work for the Park The Bard on the Beach Board! city hall. Season greetings *from the barge* and we have If you know, you know. Tip of the hat to you The Barge on the Beach Vancouver is Hove you, #Vancouver. @ParkBoard, well played. awesome! Any plans to put some solar powered Christmas We appreciate this but it's a bit like your mom The city of Vancouver should remove the top part lights? It'll spruce it up at night for the holidays! Please let this be real using slang she picked up from you of the barge & make it a permanent fixture on the beach, platform chairs... Hope you made a few thousand copies of that sign Seriously, the two best things in the West End right LLOVE TELETS PUT CHRISTMAS LIGHTS ON now! @ParkBoard IT. Honestly... this is the kind of thing I'm happy to use Omg I think now we can die in peace lol my tax's for =) Tell 'em Large Barge sent ya old news now - but love it! Thank you! Love the whole show.

Finally some light hearted filiatry in these add times. Thanks for the actual laught in these said days, so fm glad you created some. Thanks. That name The city needs to turn this into a permanent thing. Anchor and cable this big sucker down and let some content in this part of a best of the part of the				
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@SurfriderVan @MyVancouver @Vancity	This rules. #vanpoli	Merry Christmas to all at the Parks board	Hahahahaha	
				@Surmuervan @Myvancouver @vancity

T shirts and magnets please! I will buy so many that there will never be a budget shortfall again.		Life and lemons! Thanks for the reminder @ParkBoard	@HastingsCPC \$.22(1) @TheGWCPC \$.22(1) @VIAwesome
 I was just at @makegastown and asked for one. I think they're gonna make it happen. 	s.22(1) - It's our little Suez Situation but with less hassle for global trade	[laughing emojis]	"When life hands you barges make bargenade" - @nairoshini
- Make it, Make.	- Total Control Contro	[wow/happy gif]	We Canadians sure can amke lemonade out of
Thanks everyone. Cool idea.	People from the no fun city losing their marbles. See what you did?	Please tell me this is real??	sour lemons!
Oh hell. @EnglishBayBarge, it's on.	I support this park	My Vancouvers.22(1)	They tried to move it, and it ain't going anywher anytime soonso when global warming strand barge, here in Vancouver we roll with it. [Smiley
Working around the problem. This is going to be a paid attraction from now on.	I deeply love this	Incredible [heart emoji]	face, anchor and thumbs up emojis]
Is the Park Board under new management and	It's the little things.	Omg this is the best	Wait did they actually-
aquired a sense of humour? :D	Well played, Vancouver.	Awesome	Chilling Park? TransLink cand get you there! The 23 Beach/Main St. Stn will drop yu off right at Beach
@ParkBoard you get me.	This is how you Park Board	Silly!	and Jervis, a short walk from the new park ^MR
A+ to the Vancouver @ParkBoard for outstanding commitment to sign-based comedy.	This is too good!	This is simply the best!	This is simply the best!
So wonderful great humor @ParkBoard	Vancouver Runaway Barge Update. Christmas came early for Barge and the city of Vancouver. Thank you @ParkBoard 10/10 gifting. @EnglishBayBarge	Perfect slack.	Perfect slack.
			Why not put a Christmas tree & lights on that barge so it can be admired at night.
	Looking to get to the brand new Barge		

Neutral (10.2%)

One serious question I have is whether the seawall next to the barge still needs to be closed? This is a bit of an issue for accessibility, etc. and people are using the slippery muddy hill to get from one path to the other.

So many Grinches in the comments. Take a queue from the barge and chill. Touch some grass.

People from the no fun city losing their marbles. See what you did?

@ParkBoard Could you please confirm if this is one

Is that an actual sign or photoshop? (Note: I'm oblivious)

I too was skeptical, but it looks to be real!

Once the novelty of the wayward West End barge has passed, the beached barge starts taking on a new predominant quality: EYESORE. That thing is not pretty, it's big and fugly, and blocks a pleasant view.

- take 12 steps to the left or right.

remember when the park board fought everyone

Someone's gonna steal that. I give it 24 hours.

Another brilliant way to spend our tax dollars

After my initial reaction [laughing emoji], upon further consideration I find it sad. The sign assures its permanence as a piece of junk on the beach and fouling the view as well.

My Christmas wish to the Park Board is that you would consult with Susan Point about an information board telling everyone about the three

Why is a "world city" leaving an eyesore of a grounded vessel indefinitely stuck in a prominent public area? #vanpoli

- I live blocks away, crews have been working on this daily, it's not as simple as people want to make it out to be. Also the removal is not the cost or responsibility of CoV or the park board, the owner has to pay for it to be removed.
- The owner of the barge or the owners of the sign?

of the approved alcohol beaches so we might 'chill with a cold one'?

Isn't it a bit pathetic that the CoV and the barge's owners can't muster the effort and/or resources to tow it back to wherever it's supposed to be?

Uh-oh. Will the sign be gone before the barge? #vanpoli

I'm going to be thinking about this every time someone says we should abolish the Park Board.

So you are just going to leave it there?

about the dude chilling park sign?

I - ohh - what- sputter. This is - uh, er that is, financial responsibility, something, something, outraged grunt, exasperated sigh. But the children—oh, no, never mind that. Our taxes!! Fire them!! The end. Thank you

Why don't they sand bag a temporary lock around it and float the barge to deeper water?

- Because that would be the sensible thing to do? Haha but thats the Government(s) for ya!
- removal it is up to the owner to pay for and move. The city is helping but it's not their problem or expense

marvellous Salish portals she carved for Stanley Park. How about it? @marshalederman @DaphneBramham

so...we're keeping the barge?

1. Is this real? 2. Is this permanent?

The name "Barge Chill Beach" > "Barge Chilling Beach" lose the "ing"

BING CHILLING BEACH IS A BETTER NAME >:(((

Have some engineers signed off on leaving this at that corner?

Ok but where wuld the barge place in @j_mcelroy's parks ranking

I quess it's official...

This is funny, but I still want to #AbolishTheParkBoard

Yeah this was going to happen.

Meanwhile in Canada....

This further cements my convictions that @ParksAndRec is based on real life

Negative (12.5%)

Is this real? Is hard earned tax payer money being spent on a joke? How much did it cost to create and install? \$1000? \$2000? More? Who approved this? Is this how the hike in property taxes are being spent?

Wow, wish you could spare a little for the homeless at Crab park; maybe a new sign - or better yet - portable hot showers and bathrooms??? But hey, guess you've got more important things on the go while temperatures drop - like tweeting this cute sign. #ironic #Priorities

 Marie, Van. Parks and Rec. are not responsible for winters cold grasp on Canada nor are they responsible for the homeless. Rage on twitter will not solve the homeless problem. Take your distain and redirect it to something helpful like volunteering your shower to the homeless.

The new sign was designed and installed by the city at the low cost of \$300,000.

 I think it's these little things that make a city a community and Vancouver is How much did this cost???

Knowing the COV's spending. We know we will have to pay more next year so this is a serious question, how much will we have to pay for this?

- \$300 does that feed your manufactured outrage?

<u>mparksboard</u> I think it is terrible you are wasting my tax paying dollars on stupid signs. This is a disgrace and more evidence of how our city is wasting our money. There is trash all over the streets and parks, there are parks that are completely unsafe for my child to play in.

 It cost \$300 so I will give you your .002 cents it cost you. Find real things to be outraged about.

You should all be fired Pronto!!!

Can you please pay the smallest amount of attention to Brockton Oval? The main field is trash, the change rooms are still closed, and that practice field might as well have a prairie dog infestation for all the holes in it.

Every decade the VPB gives us a funny little sign as a treat and then goes back to full time ensuring no poor people get to be in public

Also in 2021, Stanley Park=Hunters Killing Park; Strathcona=Homeless Squatting Park; and Tatlow=Police Investigation Park. #vanpoli

Me: the park board is a highly politicized body that has been in the middle of several controversies in the last year and this is CLARLY a way to gain good will with simple people with a joke that's already been done before. Internet: haha it's a fun sign

- Why not both?
- This guy is miserable.

Why does The Man have to ruin everything

Merry Christmas indeed.

 Is there a bylaw against mini drones in parks now?

Haha lol climate change cute sign haha How about you call the police off from displacing folks who have no choice but to stay in the existing Are homeless folks allowed to chill on the beach without harassment or nah?

Wishing you all a safe and happy holiday and a prosperous 2022, except if you're homeless. In that case, we're going to violently displace you with park rangers, police, throw away all your stuff and tell you to move along to nowhere.

Vancouver will always ruin anything remotely cool

Tfw a beached barge has more human rights than people living in tent cities thanks vancouver parks board

You should made a Coyote Chilling Beach sign for Third Beach during the summer

 the coyotes weren't chilling so much as going on a rampage... "Rampaging Coyote Park" doesn't sound so appealing I guess

I guess it's what is being "smoked" rather than "discussed" at these meetings at a cost of \$300K?

I think the City of Vancouver's whole administration

already accused of having so little camaraderie so why not letting us have a little.

People died, lost their homes and livelihoods during the heavy rains, flooding and mudslides and the Parks Board wishes to remember that with this ridiculous sign.

Bone Chilling Reminder of Climate Change Beach.

I guess it's a step up from a chandelier under a bridge; but your inability to fix it shouldn't be celebrated.

- It's...not the job of the parks board to move the barge
- they also aren't responsible for the chandelier under the bridge
- They are however responsible for the tides, wish they would stop this high tide/low tide nonsense.

Waste of tax dollars

 All \$300 of it. I will give you the penny of your tax dollars back if you like. What a dumb hill to die on with manufactured outrage. Are you seriously wasting our tax dollars to make a freakin' sign for this eyesore? You all on the board need to get gone.

How about you work on protecting people's jobs from discrimination, bullying and harassment? Something that your speak about but do little to stand behind. January 7th will see the potential termination of hundreds of employees who have dedicated their careers to serving COV.

Twitter is just full of miserable people.
 Case in point... the comments on this post.

Can't bring yourselves to say Merry Christmas.

Not everyone does Christmas, and you don't need to be a weenle about it.

OMG. Stuart MacKinnon appeared on @GlobalTV to show off his new sign. But you didn't see hide nor hair of him when people were dying at Oppenheimer, Strathcona or Stanley Park from cougar attacks.

 People were dying from Cougar attacks in Stanley Park? I missed reading/hearing about that. parks?

Now I know where my last parking ticket subsidized

\$1300 of tax payers money for a temporary sign on a beach in the winter? I would have rather seen the money spent on:

The caretakers funeral, donated to homeless shelters, donated to a food bank or underprivileged families for Xmas or don't spend it at all and reduce your budget

- Your taxes did not get raised for a \$300 sign
- Regardless, the money is obviously there from leftover parks budget. Money already spent, theoretically.

Hint, hint. 1-800-GOTJUNK #VANCOUVERSUCKS #TakeTheHint

Y'all couldn't get the at risk and homeless camping in your parks housing instead?

And yet, I can't use my 240g minidrone to fly around the barge and take nice pictures of it because VPB is there for some of us and not all of

"we'll always be here for you*." *Unless you're unhoused

system should be flushed down it's own sewer system to see if holds all the BS I see here!

It cost \$300 not \$300,000

brought to you by the 6.35% property tax increase!

 This cost \$300 . Take your manufactured outrage somewhere else. B

"Our little holiday gift to you (with your money)!" Vancouverites are struggling to make ends meet under a mountain of taxes and rising costs of food and shelter. What an insensible waste of taxpayers dollars. Whoever made this decision needs a serious reality check.

At first I thought this was cute and then I quickly remembered that you are in the process of seeking an injunction to forcefully remove encampment residents from CRAB park. I'd rather you be there for the residents of CRAB park

More garbage paid for by Vancouver tax payers! I will give you the penny it cost you.!