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To: ["Direct to Mayor and Council"](#)

Date: 3/10/2025 8:33:23 AM

Subject: Council Memo – New Citywide Capital Delivery Brand

Attachments: Council Memo – New Citywide Capital Delivery Brand.pdf

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Dear Mayor and Council,

Please see attached a brief memo from Maria Pontikis outlining the City's new capital delivery brand, *Good Things are in the Works*. You will soon start to see this brand and collateral rolling out at project sites across the City, media events and other capital project-related collateral. Near-term launches include this week's media event in Hastings-Sunrise and forthcoming Park Board-led work to upgrade Killarney Park as a FIFA 2026 training site.

In brief:

- In late-2022, staff rolled out a City-wide signage pilot for major capital infrastructure projects to highlight tax dollars at work and the benefits for residents. Key learnings from this pilot highlighted the need for a unique brand and brand personality that: 1) would boost excitement for and awareness of City capital spending; 2) was scalable across a variety of mediums; and 2) distinguished City of Vancouver signs and projects from branding used by other entities and senior governments.
- In response, staff have developed an updated and elevated brand and brand story.
  - The new brand will be rolled out across Vancouver via media announcements, project and street signage, construction hoarding, digital footprints and other mediums.
  - Sample images of the brand in action are included within the memo.
- Staff plan to field a small market research study test the efficacy of the brand and signage, and brand recall, following some time in field.

If you have any questions, please feel free to contact Maria Pontikis at 604.218.6319 or [maria.pontikis@vancouver.ca](mailto:maria.pontikis@vancouver.ca).

Best,

Paul

Paul Mochrie (he/him)

City Manager

City of Vancouver

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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the x̱m̱ḵ y̱m̱ (Musqueam), S̱wx̱ú7mesh (Squamish), and s̱lilw̱ṯa (Tsleil-Waututh) Nations.

## MEMORANDUM

March 10, 2025

TO: Mayor and Council

CC: Paul Mochrie, City Manager  
Armin Amrolia, Deputy City Manager  
Karen Levitt, Deputy City Manager  
Katrina Leckovic, City Clerk  
Teresa Jong, Administration Services Manager, City Manager's Office  
Trevor Ford, Chief of Staff, Mayor's Office  
Zoe Frankcom, Communications Director, Mayor's Office  
Steve Jackson, General Manager, Vancouver Park Board

FROM: Maria Pontikis, Chief Communications Officer

SUBJECT: New Citywide Capital Delivery Brand

In March 2025, staff will introduce a new Citywide capital delivery brand, *Good Things are in the Works*. In late-2022, 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 the City's capital delivery identity.

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 City 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, various City departments install City-branded information signs for their road work, capital delivery, facility renewals 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 City-wide capital project communications.

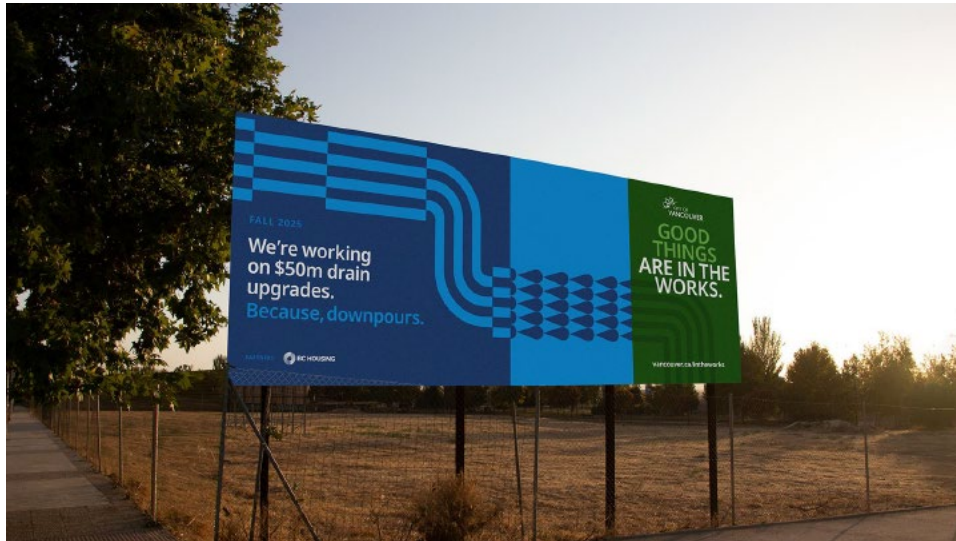
## **Sample applications for *Good Things are in the Works***

The following renderings are provided for illustrative purposes and are not representative of actual City projects in the works.

### *Construction hoarding*



### *Large street signage*



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



### **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 will occur at the planned March 13 Uplifting Communities Fund announcement in the Hastings-Sunrise neighbourhood.

Staff also intend to field a small third-party market research study 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 me directly.

Best,

A handwritten signature in black ink, appearing to be 'MP' with a stylized flourish.

Maria Pontikis  
Chief Communications Officer  
604.218.6319