

From: ["Mochrie, Paul" <Paul.Mochrie@vancouver.ca>](mailto:Paul.Mochrie@vancouver.ca)

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

Date: 9/1/2021 6:49:30 PM

Subject: [Your input requested by EOD Sept. 7: Vancouver Plan citywide mailout](#)

Attachments: 21-153-01 VP Mailout Postcard.pdf

Dear Mayor and Council,

I am sharing for your input the draft Vancouver Plan citywide postcard mailout.

As you may recall from previous discussions, this postcard is intended to reach all residential property owners, renters and businesses in the City to notify them of the many Vancouver Plan engagement opportunities that will be available in October. This will reach approximately 325,000 addresses in total, and we are looking at options to distribute in the DTES.

Our intention is a clear call to action focused on inspiring people to get involved in change. We are using a postcard format to keep the text as brief and compelling as possible, with the goal of driving people to the Vancouver Plan website for specific engagement registration and detailed project information. Please note that the blank spaces are to align with Canada Post specifications for postage and addressing.

The citywide mailout will begin landing in mailboxes on September 21, and will coincide with a digital and out-of-home marketing campaign using the same messaging and branding.

Please share any feedback or critical considerations with Theresa O'Donnell and Maria Pontikis, both copied, by EOD on Tuesday, September 7.

Best,
Paul

Paul Mochrie (he/him)
City Manager
City of Vancouver
paul.mochrie@vancouver.ca



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.

We hear you, Vancouver needs a new path

IMPORTANT INFORMATION

Please have this translated

RENSEIGNEMENTS IMPORTANTS

Prière de les faire traduire

重要資訊 請找人為你翻譯

重要資訊 請找人為你翻譯

MAHALAGANG IMPORMASYON

Mangyaring isalin ito

ਜ਼ਰੂਰੀ ਜਾਣਕਾਰੀ

ਕਿਰਪਾ ਕਰਕੇ ਇਸਦਾ ਅਨੁਵਾਦ ਕਰਵਾਓ

TIN TỨC QUAN TRỌNG

Xin hãy dịch sang tiếng Việt

INFORMACIÓN IMPORTANTE

Busque a alguien que le traduzca

중요정보 번역해주세요

اطلاعات مهم

لطفا درخواست کنید که این
اطلاعات را برای شما ترجمه کنند

Throughout October, help us
choose how we move forward and
how our neighbourhoods, business
areas and green spaces could
develop to 2050 and beyond.



Vancouver
Plan

How can we make Vancouver more affordable and sustainable?

Your choices will lead to a new plan for the entire city, called the Vancouver Plan.

The Vancouver Plan is our opportunity to meet key challenges and create a city with:



More Equitable
Housing and
Neighbourhoods



An Economy
that Works
for All



A Climate
Response and
Healthy Ecosystems

Sign up for upcoming public engagements and enter for a chance to win a \$50 gift card to a local businesses at



vancouverplan.ca/choices



CITY OF
VANCOUVER

Vancouver
Plan

Planning Vancouver Together

How can we make Vancouver more affordable and sustainable?

Your choices will lead to a new plan for the entire city, called the Vancouver Plan.

The Vancouver Plan is our opportunity to meet key challenges and create a city with:



More Equitable Housing and Neighbourhoods



An Economy that Works for All



A Climate Response and Healthy Ecosystems

Sign up for upcoming public engagements and enter for a chance to win a \$50 gift card to a local businesses at



vancouverplan.ca/choices



Vancouver Plan

Planning Vancouver Together