

From: "Mochrie, Paul" <Paul.Mochrie@vancouver.ca>
To: "Direct to Mayor and Council - DL"
Date: 10/1/2021 12:26:06 PM
Subject: Upcoming IB: Vancouver Plan Phase 3 Promotion Begins (October 4, 2021)
Attachments: VP Fall 2021 Comms Kit 1\VP Fall 2021 Campaign - Square.jpg
VP Fall 2021 Comms Kit 1\VP Fall 2021 Campaign - Story 1.jpg
VP Fall 2021 Comms Kit 1\VP Fall 2021 Campaign - Story 2.jpg
VP Fall 2021 Comms Kit 1\VP Fall 2021 Campaign - Story 3.jpg
VP Fall 2021 Comms Kit 1\VP Fall 2021 Campaign - Story 4.jpg
VP Fall 2021 Comms Kit 1\VP Fall 2021 Campaign - Story 5.jpg
VP Fall 2021 Comms Kit 1\VP Fall 2021 Campaign - Story 6.jpg
VP Fall 2021 Comms Kit 1\VP Fall 2021 Campaign - Wide.jpg
VP Fall 2021 Comms Kit 1\VP Fall 2021 Comms Kit 1.docx

Dear Mayor and Council,

I am writing to inform you that the City will be issuing the below information bulletin on Oct. 4, 2021. The information bulletin announces the start of the City's promotion for the upcoming Vancouver Plan Phase 3 Engagement that begins on October 25. This is an invitation to all who live, work or play in Vancouver to help create a bold new plan for our city's future.

This is part of an intense pre-promotion phase that includes the city-wide postcard to all residents and business, this information bulletin, social media, and transit/out-of-home advertising. People will be able to pre-register for an online survey, virtual open house and virtual neighbourhood workshops.

Attached for your use, should you wish to lend your voice to this phase of engagement, is a social media toolkit (.zip file) that contains sample copy and visual assets to use across different social media platforms.

Please keep this information bulletin embargoed until it goes live from the City media email account on Oct. 4, 2021.

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 xʷməθkʷəy̓əm (Musqueam), Snw̓xəl̓wú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.

Help create a bold new plan to guide Vancouver into the future

The City of Vancouver invites the public to help create a bold new plan for our city's future, called the Vancouver Plan.

The Vancouver Plan will guide growth and change for our entire city to 2050, and you can be a part of this

exciting change.

Starting October 25, the City will share choices and priorities for how Vancouver could grow into the future.

Everyone who lives, works or plays in Vancouver is invited to participate and encouraged to pre-register for any of the events below. Be part of the decision, share your thoughts and ideas on this important work!

- ☐ [Online survey](#) about different ways Vancouver could grow.
- ☐ [Virtual open house](#) provides background information, including the many ways to participate.
- ☐ [Virtual neighbourhood area workshops](#) facilitated by City staff to discuss ideas and directions, and gather feedback from neighbourhood perspectives.
- ☐ [Outdoor community pop-ups](#) with unique, socially-distanced in-person booths. No registration required.
- ☐ Drop in open house at City Lab (511 W Broadway, Vancouver). No registration required.

Vancouver Plan will build a more livable, affordable and sustainable city. Three 3 'Big Ideas' proposed here emerged from feedback during [two earlier phases of public engagement](#):

1. More equitable housing and complete neighbourhoods
2. An economy that works for all; and
3. Climate protection and restored ecosystems.

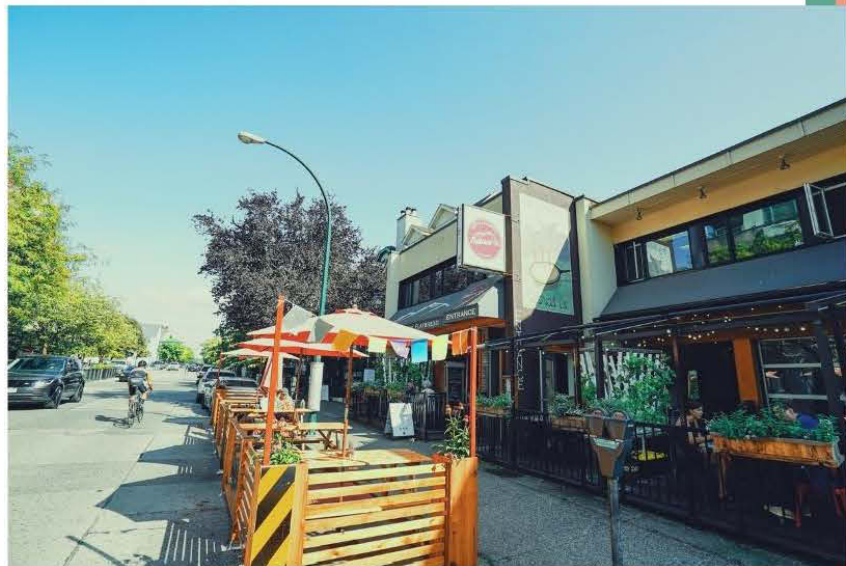
This fall, the City will be sharing information about the Vancouver Plan and the 3 'Big Ideas' on [Vancouverplan.ca](#), and via City of Vancouver social media channels.

Advertisements throughout the city will begin to pop up as well, including a city-wide mail out with postcards landing in mail boxes this week.

Residents can pre-register and learn more about upcoming public engagements at [Vancouverplan.ca](#)



How can we make Vancouver more livable 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**



**Climate Protection and
Restored Ecosystems**



**This fall, tell us
how your
neighbourhoods,
business areas and
green spaces
could develop to
2050 and beyond.**



CITY OF
VANCOUVER

Vancouver
Plan

**Sign up to join
upcoming public
engagements and
have a chance
to win a \$50 gift
card to a local
business.**



Help create a bold new plan to guide Vancouver into the future

When: Starting October 25, 2021
Where: Various online and in-person events | [Free with registration](#)

The City of Vancouver invites the public to help create a bold new plan for our city’s future, called the Vancouver Plan.

The Vancouver Plan will feature a city-wide plan to guide future growth in line with the key priorities the community has identified, including housing, transportation, employment and economy, environmental sustainability, community amenities, infrastructure, and other elements of sustainable communities.

Starting October 25, the City will share choices and priorities for how Vancouver could grow into the future. When complete, the Vancouver Plan will guide growth and change for the entire city to 2050 and beyond and you can be a part of this exciting change.

SOCIAL MEDIA ACCOUNTS TO TAG		
Twitter	Facebook	Instagram
@CityofVancouver	@CityofVancouver	@cityofvancouver

ALT TEXT FOR GRAPHICS:

Three photos of neighbourhoods in Vancouver. The top photo shows a restaurant with a temporary patio structure built on the street’s parking lane. The bottom left photo shows an independent shop at the front of a single-detached house on a local street. The bottom right photo shows two mid-rise residential buildings. At the bottom, there is a logo of the City of Vancouver and the Vancouver Plan

SAMPLE SOCIAL MEDIA POSTS

FACEBOOK

How can we make Vancouver more livable and sustainable?

This fall, tell **@CityofVancouver** how your neighbourhoods, business areas and green spaces could develop to 2050 and beyond.

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

Sign up to join upcoming public engagements and have a chance to win a \$50 gift card to a local business.

<http://ow.ly/6E8F50Gj2Bv>

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Help create a bold plan for our city's future.

Starting October 25, help **@CityofVancouver** address the city’s key challenges and choose how we move forward. Your choices will lead to a new plan for the entire city, called the Vancouver Plan.

The Vancouver Plan is our opportunity to create a city with:

- More Equitable Housing and Neighbourhoods
- An Economy that Works for All
- Climate Protection and Restored Ecosystems

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INSTAGRAM

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vancouverplan.ca/signup

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TWITTER

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<http://ow.ly/uwSM50Gj2Gb>
#VancouverPlan

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