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Date: 12/7/2020 8:39:55 AM
Subject: Supporting Businesses through Broadway Subway Construction

Dear Mayor and Council,

As the Province and its contractor get ready to start construction of the Broadway Subway in 2021, I want to update you on the steps the City is taking to support businesses during construction.

In keeping with what several other North American cities have done during multi-year transit-construction projects, City staff are planning a marketing campaign to support businesses during construction of the Broadway Subway.

With the goal of minimizing business impacts, we plan to take a pro-active approach to supporting businesses. We are seeking a consultant to develop a cost-effective campaign to help drive people to the Broadway corridor during the first few years of the project, when street-level construction is most significant. The campaign will focus on driving people to Central Broadway, but will not advertise individual businesses.

With the additional stress of the pandemic, businesses are even more concerned about construction impacts. Once developed and in market, the marketing campaign will complement the work the Province is undertaking to ensure access to this critical business district is maintained (i.e., wayfinding, additional parking, signage).

Once the consultant is on board, we will consult with individual businesses and BIAs during the development of the strategy and throughout the campaign about what works best for them.

The RFP will be posted Friday, December 3. If you have any questions please contact Lon LaClaire at Lon.LaClaire@Vancouver.ca.

Best,
Sadhu

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Pronouns: he, him, his



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the Musqueam, Squamish, and Tsleil-Waututh peoples.