

From: "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>

To: "Direct to Mayor and Council - DL"

CC: "City Manager's Correspondence Group - DL"
"Dobrovolny, Jerry" <jerry.dobrovolny@vancouver.ca>

Date: 2/4/2019 3:05:39 PM

Subject: Memo - Building A City We Love

Attachments: ENG - Memo to Mayor and Council - Building A City We Love - February 1 2....pdf

Dear Mayor and Council,

Please see attached a memo from Jerry Dobrovolny regarding the City's 'Building A City We Love' campaign. A short summary of the memo is as follows:

- The City will engage in a modest Building A City We Love communications campaign from February 5-15, 2019.
- The project is aimed at increasing resident engagement and trust with the city, which enhances the community resiliency.
- The City is engaging with this work as it is uniquely positioned to provide encouragement and show leadership with connecting citizens to each other and the city at large.

If you require any further information, please contact Jerry Dobrovolny, GM of Engineering Services at jerry.dobrovolny@vancouver.ca or 604.873.7331.

Best,
Sadhu

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

MEMORANDUM

February 1, 2019

TO: Mayor and Council

CC: Sadhu Johnston, City Manager
Paul Mochrie, Deputy City Manager
Lynda Graves, Manager, Administration Services, City Manager's Office
Rena Kendall-Craden, Director, Civic Engagement and Communications
Katrina Leckovic, City Clerk
Neil Monckton, Chief of Staff, Mayor's Office
Alvin Singh, Communications Director, Mayor's Office
Anita Zaenker, Chief of Staff, Mayor's Office

FROM: Jerry Dobrovolny, General Manager of Engineering Services

SUBJECT: February "Building a City We Love" Campaign

From February 5-15, 2019, Engineering Services and the City Manager's Office will engage in a modest "Building a City We Love" communications campaign, with messaging sent through social media, e-mail lists, and internal City staff channels.

The campaign is aimed at celebrating the contributions of residents and staff in building our city, and encouraging involvement in the community. Throughout the week, citizens are also encouraged to get to know several ways to engage with the City and consider participating – particularly our volunteer programs and signing up for e-newsletters. Full campaign details can be found at vancouver.ca/citywelove starting on February 5.

Starting with this campaign, Building a City We Love is anticipated to form the basis of an ongoing program with two key aims:

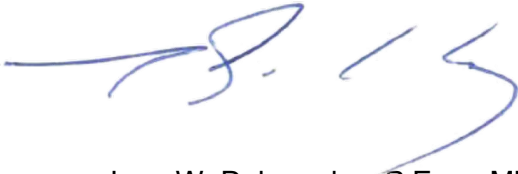
- encouraging residents to connect with their community, and feel a sense of ownership and trust in their neighbourhood and city
- shifting the City's staff culture toward improved customer service, and a better trust relationship with the residents they serve

Engineering Services and the City Manager's Office have flagged both areas as critical to building a resilient and engaged city in the future, based on the following information:

- Research done by Engineering Services shows that people who participate in programs such as the Neighbourhood Cleanup Party are more likely to be part of community building, are more likely know their neighbours, and are more likely to reach out to people during an emergency, which enhances the resiliency of the city overall.
- Feeling connected and included is also a significant element of personal health and well-being. The Vancouver Foundation and others have highlighted increased loneliness and a lack of community connection as a key issue in Vancouver.
- Several city strategies also highlight community connection as a key city priority:
 - The 2014 Engaged City Task Force Final Report asserts that personal connections matter, that trust in government matters, and that happiness can be heavily influenced by someone's connection to community.
 - The City's Healthy City Strategy specifically calls out actions on cultivating connections: to connect Vancouver residents with the places and spaces that matter to us.

The City is uniquely positioned with tools to trigger happiness and invite connection, particularly through creating public realms which allow people to participate actively and passively, creating healthy and safe transportation options, and showing leadership in inclusion for all residents. Therefore we anticipate that the Building a City We Love program will make great strides toward fostering an engaged, resilient community in Vancouver.

We invite your feedback on this initiative and will continue to report back on progress as the program develops.



Jerry W. Dobrovolny, P.Eng., MBA
General Manager, Engineering Services

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