

**From:** "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>  
**To:** "Direct to Mayor and Council - DL"  
**CC:** "City Manager's Correspondence Group - DL"  
**Date:** 4/11/2019 5:06:44 PM  
**Subject:** Additional Civic Engagement & Comms Support

Greetings Mayor and Council,

We had some questions and suggestions from Councilors regarding additional communications support to Councilors in their work with City Council. We have consulted with five cities across Canada to see what they do and learned what could be useful here. Rena, the Director of Civic Engagement and Communications, and I have had discussions about ideas to support Councilors' work and give them more profile.

Here's what we can do:

- Firstly, where you are acting on behalf of the City, the Mayor or Council, we will continue to provide individual assistance with speaking points. This is something we have historically done and will continue to do.
  
- We are also proposing to create a suite of briefing documents on higher-profile issues and projects which would include messaging/speaking points, key facts and history, etc. that you could use when speaking at events, to media, to citizens, etc. Some of you may not be aware that the CEC staff also work directly with Rachel Chan to provide messaging for response to citizen complaints or queries via email, letter and phone.
  
- We would also like to offer some enhancements to the existing Councilor webpages on the Vancouver.ca website. We propose to embed the Councilor's twitter feed on the page which will allow you in real time to inform residents of various topics including notice of motion, a statement or media availability on an issue. We will actively promote the enhanced pages to media and public through our channels.

If you need support with any of the above, please send your queries or requests to [Rena.kendall-craden@vancouver.ca](mailto:Rena.kendall-craden@vancouver.ca) and she will have the appropriate staff engage with you.

Let us know if you have any questions or concerns.

Best,  
Sadhu

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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.*