

From: "Johnston, Sadhu" <Sadhu.Johnston@vancouver.ca>
To: "Direct to Mayor and Council - DL"
CC: "City Manager's Correspondence Group - DL"
Date: 8/6/2019 3:30:44 PM
Subject: Building A City We Love summer video campaign

Greetings Mayor and Council,

As part of Building a City We Love—the City’s resident experience improvement program currently being piloted in Engineering Services, three videos showcasing City staff have been produced for summer 2019.

We invite you to watch and share three video profiles showcasing the City staff behind water quality, street cleaning, and the Nanaimo Street upgrades. See them on:

- [our YouTube playlist](#), or
- linked from the [City’s website](#).

On August 1, we’ll start running a three-week Facebook campaign with the videos to share them with thousands of Vancouver residents.

We’re hoping to get residents to really see the hard work that goes into the City, and recognize the staff who put in so much effort. Building a City We Love is aimed at encouraging a better relationship between residents and the City, recognizing and valuing the contributions of both residents and city staff. For both groups, taking care of the city helps us build a stronger community, and increases their own health and happiness. More campaigns are planned for Thanksgiving and Christmas in 2019.

Please take a look, enjoy, and celebrate the many ways we’re building a city we love!

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.