

From: ["Mochrie, Paul" <Paul.Mochrie@vancouver.ca>](mailto:Paul.Mochrie@vancouver.ca)

To: ["Direct to Mayor and Council - DL"](#)

Date: 11/1/2021 8:53:05 AM

Subject: Vancouver Plan Phase 3 Engagement: Social Media Package

Attachments: VP Fall 2021 Comms Kit 2\VP Fall 2021 - Square 1.jpg
VP Fall 2021 Comms Kit 2\VP Fall 2021 - Square 2.jpg
VP Fall 2021 Comms Kit 2\VP Fall 2021 - Square 3.jpg
VP Fall 2021 Comms Kit 2\VP Fall 2021 - Story-1.jpg
VP Fall 2021 Comms Kit 2\VP Fall 2021 - Story-2.jpg
VP Fall 2021 Comms Kit 2\VP Fall 2021 - Story-3.jpg
VP Fall 2021 Comms Kit 2\VP Fall 2021 - Wide 1.jpg
VP Fall 2021 Comms Kit 2\VP Fall 2021 - Wide 2.jpg
VP Fall 2021 Comms Kit 2\VP Fall 2021 - Wide 3.jpg
VP Fall 2021 Comms Kit 2\VP Fall 2021 Comms Kit 2.docx

Dear Mayor and Council,

In follow-up to my email regarding the recent launch of Phase 3 engagement activities for the Vancouver Plan, I'd like to share this social media package with you for your use to help promote the ongoing engagement opportunities. These include virtual neighbourhood workshops, an online survey, both online and in-person open houses and many stakeholder meetings. The package also has been shared with stakeholder and working groups to help encourage participation.

Staff are seeing strong early participation in this phase of engagement, and are working hard to ensure that they hear from a broad range of diverse voices including historically underrepresented groups.

Best,
Paul

Paul Mochrie (he/him)
City Manager
City of Vancouver
paul.mochrie@vancouver.ca



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the x^wməθk^wəyəm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.

From: Mochrie, Paul <Paul.Mochrie@vancouver.ca>
Sent: Tuesday, October 26, 2021 9:03 AM
To: Direct to Mayor and Council - DL

Cc: City Manager's Correspondence Group - DL

Subject: Upcoming news release: Vancouver Plan phase 3 engagement launch (Oct. 27, 2021)

Dear Mayor and Council,

I am writing to inform you that the City will be issuing the below news release on October 27, 2021 regarding the launch of Phase 3 engagement activities for the Vancouver Plan, occurring from October 25 through November 25, 2021. Engagement will include virtual neighbourhood workshops, an online survey, both online and in-person open houses and many stakeholder meetings (see links below). A social media package is being finalized for Mayor & Council and will follow.

An **in-person** technical briefing for media to preview the proposals is set for Wednesday, October 27 from 9-9:45 AM at CityLab (511 W Broadway, Vancouver). Staff will be on hand to answer questions media may have. You are welcome to attend this in-person briefing.

Please keep the news release embargoed until it goes live from the City media email account at 9:30 AM on October 27.

Best,
Paul

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City Manager
City of Vancouver
paul.mochrie@vancouver.ca



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City of Vancouver
News Release
October 27, 2021

Vancouver Plan invites all to explore how neighbourhoods can grow and change over next 30 years

The City wants to hear from everyone who lives, works or plays in Vancouver about where and how we should prioritize our growth to create a more livable, affordable and sustainable city.

The Vancouver Plan has launched public engagement to explore early plan directions and ways Vancouver could grow to 2050. Vancouver is at the centre of a dynamic region that is anticipated to grow by one million people and 500,000 jobs in the next 30 years.

“We know that residents love many aspects of our city, and want a future that is inclusive, diverse and works for everyone,” says Theresa O’Donnell, General Manager of Planning, Urban Design, and Sustainability. “The Vancouver Plan is a holistic and strategic approach to achieve this while tackling the challenges we experience today. In combination with current initiatives to add more housing options across the City, this plan will chart a path for our neighbourhoods to make them more liveable, sustainable, and equitable over the next 30 years.”

Through the first two phases of Vancouver Plan engagement, Three ‘Big Ideas’ emerged:

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

Listening and learning from robust community engagement, City staff have combined this knowledge with extensive urban planning research to identify three main types of areas to add growth opportunities throughout the city.

Staff are now seeking community feedback on these areas to gauge the public’s opinion on where to grow and how to grow:

- Rapid Transit Areas** are typically within about a 10 minute walk from rapid transit stations and offer opportunities to add housing, retail shops, and jobs.
- Neighbourhood Shopping Areas** are neighbourhood centres and key intersections that ensure more people could live within an easy walk or roll of services and businesses that support their daily needs.
- Residential Areas** are older, low density areas that may have declining populations and fewer shops and services that are within walking distance from homes. Adding more housing options in these areas for more families would reinvigorate these areas, schools, and community centres.

The Vancouver Plan is also seeking input on how this future growth can respond to the Climate Emergency, as well as how our job spaces can grow and enhance our economy.

“We have some important decisions to make as a city. How do we ensure the intrinsic values of our community are reflected in our neighborhoods, employment areas, recreational areas, and natural ecosystems? These are the conversations needed to decide where we grow and how we grow.” says O’Donnell. “Over the next month, we are sharing early plan directions for discussion and we want to hear from everyone. Let’s build on what we love most about our city and tackle our challenges head on, together!”

Engagement Schedule:

- [Online survey](#) – have your say on the choices and priorities for different ways Vancouver could grow
- [Virtual open house](#) – learn more about the choices and priorities, growth we expect, and proposals
- [Virtual neighbourhood area workshops](#) – facilitated by City staff for a more in-depth discussion of the choices and priorities 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), 9am – 6pm (open Tuesday and Wednesday, October 26 and 27, then Thursday, Friday, Saturday and Monday until November 25). No registration required

All of the work towards creating the Vancouver Plan is based on the foundational principles the

community helped us to identify – Reconciliation, equity and resilience.

The Vancouver Plan will be a strategic, land use plan with supporting policies that will guide growth and change for the entire city to 2050.

Visit vancouverplan.ca to learn more and join the discussion and help create the city you want.

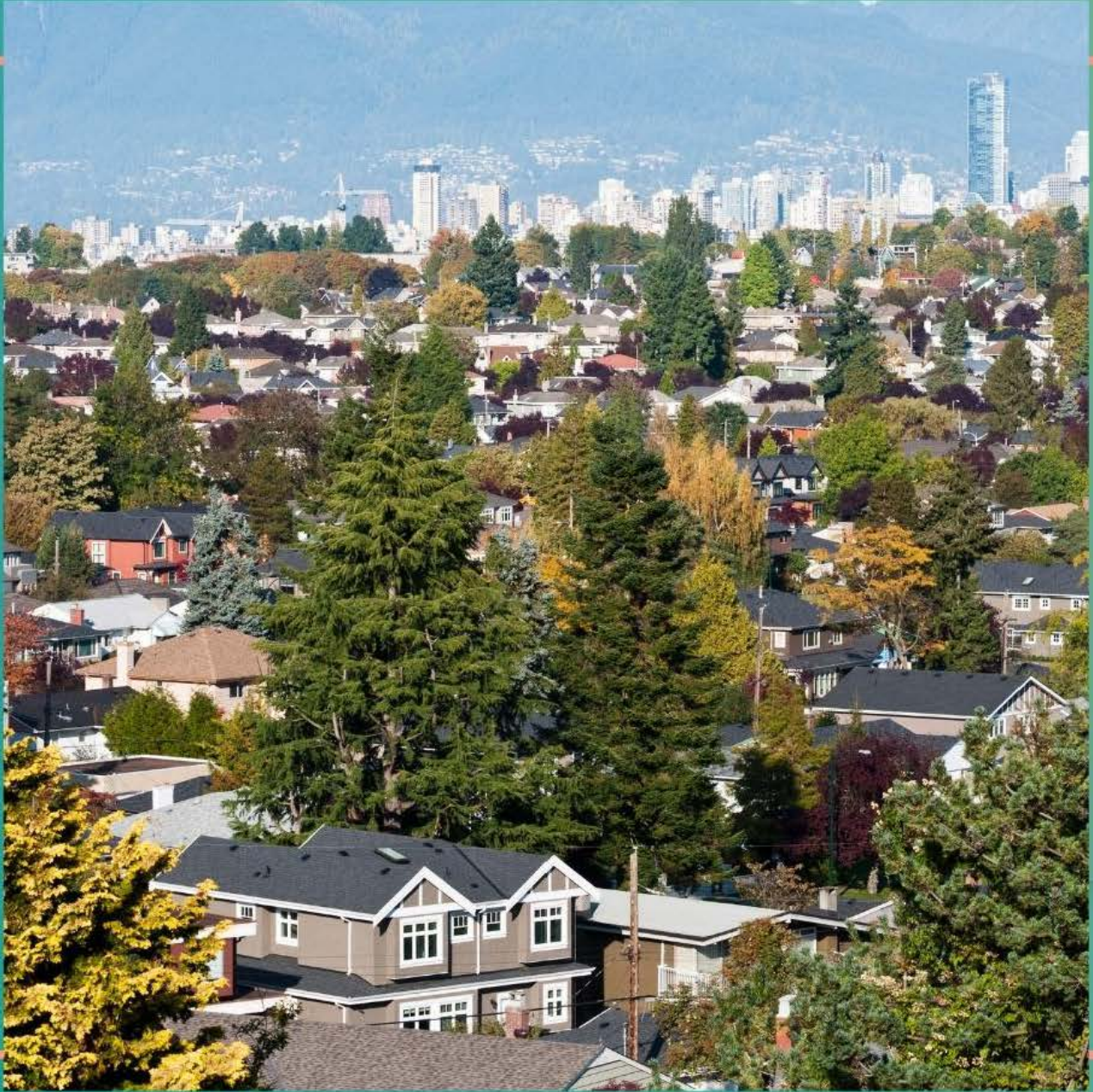
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Media contact:

Civic Engagement and Communications

604-871-6336

media@vancouver.ca





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Vancouver
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How should our neighbourhoods grow and change over the next 30 years?





**Your choices will
lead to a new
livable, affordable
and sustainable
city.**



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Get Involved with the Vancouver Plan

Share your Voice!







Help choose how our neighbourhoods can grow and change over the next 30 years

When: October 27 to November 25, 2021

Where: Various online and in-person events | [Free drop-in or registration](#)

The City wants to hear from everyone who lives, works or plays in Vancouver about where and how we should prioritize our growth to create a more livable, affordable and sustainable city.

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 27, the City will explore early plan directions and ways Vancouver could grow to 2050. When complete, the Vancouver Plan will guide growth and change for the entire city to 2050 and beyond. Be a part of this exciting change and share your voice!

SOCIAL MEDIA ACCOUNTS TO TAG			
Twitter	Facebook	LinkedIn	Instagram
@CityofVancouver	@CityofVancouver	Type @City of Vancouver	@cityofvancouver

ALT TEXT FOR GRAPHICS:

Start by including a brief description of the chosen graphic. End with: At the bottom, there is a logo of the City of Vancouver and the Vancouver Plan.

SAMPLE SOCIAL MEDIA POSTS

FACEBOOK

How should our neighbourhoods grow and change over the next 30 years?

Your choices will lead to a new livable, affordable and sustainable **@CityofVancouver**. You have multiple ways to get involved with the Vancouver Plan:

- Online Survey
- Virtual Open House
- Virtual Neighbourhood Area Workshops
- Outdoor Community Pop-Ups
- CityLab in-person Open House

Share your voice at: <http://ow.ly/6E8F50Gj2Bv>

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Help the **@CityofVancouver** choose where and how they should prioritize growth to create a more livable, affordable and sustainable city over the next 30 years.

You have multiple ways to get involved with the Vancouver Plan:

- Online Survey
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- Outdoor Community Pop-Ups
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LINKEDIN

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INSTAGRAM

How should our neighbourhoods grow and change over the next 30 years?

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Share your voice at:
vancouverplan.ca/signup

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TWITTER

How should the **@CityofVancouver** grow and change over the next 30 years?

Your choices will lead to a new livable, affordable and sustainable city. You have multiple ways to get involved with the #VancouverPlan. Share your voice at:

<http://ow.ly/uwSM50Gj2Gb>

Help the **@CityofVancouver** choose where and how they should prioritize growth to create a more livable, affordable and sustainable city over the next 30 years.

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