

From: [Mochrie, Paul](#)
To: [Direct to Mayor and Council - DL](#)
Cc: [Okell, Corrie](#); [City Manager's Correspondence Group - DL](#)
Subject: Social Media Package - Sprinkler Permitting Updates
Date: Tuesday, January 30, 2024 11:18:03 AM
Attachments: [Social Media Package - Sprinkler Permitting.zip](#)
[image001.png](#)

Dear Mayor and Council,

I am writing to inform you that following on the launch of the [Sprinkler Permit Fast Track and improvement update](#), the City will be promoting this change across social channels into February. As you may recall, certain sprinkler permits will now be issued within 24 hours using the Fast Track process. As well, simple repairs and replacements will no longer require a permit.

In support, staff have prepared for your use a social media package with proposed content and graphics, should you wish to share on your own channels. The attached ZIP folder contains content suitable for X, Instagram and Facebook posts.

If you prefer to amplify, the City will have posts rolling out starting this afternoon (Jan. 30). Should you have questions about the social campaign, please reach out to Maria directly. If you have questions about the sprinkler program, please reach out to Corrie Okell (Corrie.Okell@vancouver.ca).


Best,
Paul

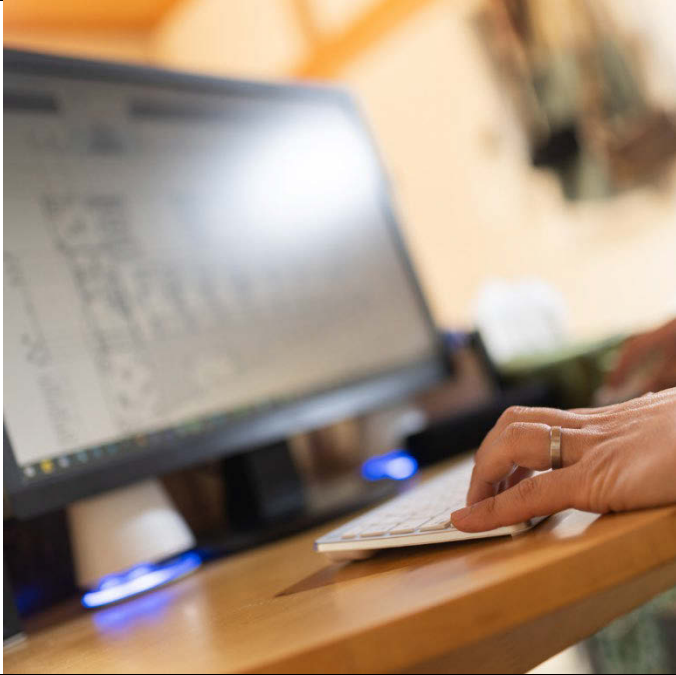

Paul Mochrie (he/him)
City Manager
City of Vancouver



The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliwətaʔ (Tsleil-Waututh) Nations.

Platform	Draft copy	Image (full-size available in zip file)
Facebook	<p>Excited to share the introduction of fast-tracking sprinkler permits (in as little as 24 hours!) for eligible projects.</p> <p>Simple replacements and repairs will also no longer require a permit.</p> <p>Learn more about how we're improving the customer experience for permit applicants: link.</p> <p>#BuildingVancouver #PermittingImprovement</p>	
Facebook	<p>Vancouver, it's now possible to get a sprinkler permit in as little as 24 hours in Vancouver, thanks to a simplified sprinkler permitting process!</p> <p>Plus, simple repairs and replacements will no longer require a permit.</p> <p>Learn more: link.</p> <p>#BuildingVancouver #PermittingImprovement</p>	

Platform	Draft copy	Image (full-size available in zip file)
Instagram	<p>Update! We're streamlining permits with a new fast-track sprinkler permit for eligible projects.</p> <p>PLUS simple repairs and replacements will no longer require a permit at all.</p> <p>Learn more about how we're simplifying permitting.</p> <p><i>Link in bio.</i></p> <p>#BuildingVancouver #PermittingImprovement</p>	 A photograph of a woman in a plaid shirt sitting at a desk in an office, looking at a laptop. In the background, other office workers are visible at their desks. The scene is lit with soft, warm light, suggesting an indoor office environment.

Platform	Draft copy	Image (full-size available in zip file)
Instagram	<p>👤 Simplifying without compromising: eligible projects can now get a fast-tracked sprinkler permit.</p> <p>PLUS we've removed permit requirements for simple sprinkler repairs and replacements.</p> <p>Details on what this means for you in the link in bio.</p> <p>#BuildingVancouver #PermittingImprovement</p>	
Twitter	<p>We're simplifying our permit process with you in mind.</p> <p>Starting today, certain projects are eligible for a fast-track sprinkler permit and simple repairs or replacements will no longer require a permit. Get a permit within 24 hours in eligible cases!</p> <p>Look forward to a more streamlined process. Learn more: Link.</p> <p>#BuildingVancouver #PermittingImprovement</p>	

Platform	Draft copy	Image (full-size available in zip file)
Twitter	<p>Good news for permit applicants! You could get a sprinkler permit in as little as 24 hours with the City's new fast-track initiative!</p> <p>Simple replacements will also no longer require a permit.</p> <p>Learn more: <i>link</i></p> <p>#BuildingVancouver #PermittingImprovement</p>	