

From: Park Board GM's Office
Sent: Monday, January 11, 2021 12:58 PM
To: PB Commissioners
Cc: PB SLT (Senior Leadership Team) - DL
Subject: Strathcona Park Encampment Community Communications Plan - Board Update

Dear Commissioners,

Staff have confirmed the following communications plan for Strathcona Park neighbours:

Neighbourhood Communications

- **Bi-weekly neighbourhood update:** an email update will be sent every two weeks via a distribution list of approximately 170 contacts, which includes the Strathcona Residents Association (SRA) and Business Improvement Association (BIA), as well as residents who have frequently corresponded with the City.
 - The update will be issued by the City and prepared jointly by City and Park Board staff, with input from BC Housing as well.
 - It will be shared with PHS and camp leadership to ensure transparency.
 - If there are people you would like to ensure are included on this distribution list, please send their names & email addresses to PBGMO@vancouver.ca.
- **SRA monthly meetings:** Donnie Rosa (GM Park Board), Sandra Singh (GM ACCS), and a BC Housing representative will offer to attend SRA monthly meetings to provide in person updates.
 - They will also offer to SRA to provide brief updates for any SRA newsletter.
- **Business liaisons:** A senior City staff contact has been provided for businesses along Raymur Avenue in case they need additional information (Celine Mauboules, ACCS, will coordinate any necessary discussions).
- **As needed communications:** On an as-needed basis, special communications may be issued to the neighbourhood between bi-weekly updates with information related to a specific activity.

Camper Communications

- **Camper handouts:** Campers will receive a handout/flyer with any updates as activities in relation to the park are implemented.
 - These communications will be shared as attachments to bi-weekly neighbourhood update to ensure transparency.
- **Meetings with Camp Leadership:** Senior staff from the City, Park Board, and BC Housing will continue to meet with camp leadership on a regular basis to share information and seek understanding of and cooperation with planned activities.

In addition to the weekly operational update that staff will be providing to Commissioners on Monday afternoons, I hope you find this information about how staff plan to stay in touch with the Strathcona community helpful as we move forward.

Regards,

Donnie Rosa | General Manager



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