

**ELECTORAL AREA A COMMUNITY PUBLICATIONS**

Effective Date: September 19, 2014

Approved By: GVRD Board

**Policy No. GV-004**
**PURPOSE**

This Policy guides the development and distribution of the *Metro Vancouver Electoral Area A Bulletin*, and the *Electoral Area A Director's Update*.

**POLICY**

As the local government for Electoral Area A, it is important for the GVRD to inform residents of local service, bylaw and other initiatives that are being undertaken or contemplated for the Area. The GVRD provides this information through two publications:

- *Metro Vancouver Electoral Area A Bulletin*; and
- *Electoral Area A Director's Update*.

The publications are intended to address the information needs of different groups of communities within Area A. The *Electoral Area A Director's Update* is produced by the Area A Director to inform residents of the University Endowment Lands (UEL) and the University Neighbourhoods of Metro Vancouver's local and regional service initiatives, as well as the work of Translink's Mayors Council. The *Electoral Area A Bulletin*, by comparison, focuses solely on Metro Vancouver's initiatives and is published by Metro Vancouver primarily for the residents of the communities in the remainder of the Electoral Area (e.g., communities other than the UEL and University Neighbourhoods).

The following table identifies the key elements of each publication and, in so doing, provides guidance to the Electoral Area Director, and to staff who are involved in development and distribution of the pieces.

**Electoral Area A Community Publications  
Policy Elements to Guide Development and Distribution**

| Element | Metro Vancouver<br>Electoral Area A Bulletin  | Electoral Area A Director's Update  |
|---------|---|---|
| Purpose | To inform Electoral Area A residents of Metro Vancouver's policy, service, bylaw and other initiatives that affect and are relevant to Area A, in particular residents of the smaller, relatively remote communities in the Area. | To inform residents of the UEL and University Neighbourhoods of the relevant initiatives being pursued by Metro Vancouver and Translink's Mayors Council. |

## BOARD POLICY

| Element      | Metro Vancouver<br>Electoral Area A Bulletin  | Electoral Area A Director's Update   |
|--------------|---|--|
| Audience     | Primarily targeted at residents who live in the non-urban communities of Area A (i.e., communities <i>other than</i> the UEL and University Neighbourhoods).  | Targeted at residents in the UEL, University Neighbourhoods, UEL Administration, UBC, and the Alma Mater Society.  |
| Content      | Provides information on Metro Vancouver's local and regional initiatives.   | Provides information on Metro Vancouver's local and regional initiatives, and on the initiatives of the Mayors Council.  |
| Developer    | Metro Vancouver staff provide content and all editing. Staff are owners of the <i>Bulletin</i> and are responsible for completing and publishing document.  | <p>Metro Vancouver staff provide content on Metro Vancouver initiatives and matters related to Metro Vancouver. Director provides content (with assistance from Translink) on matters related to the Mayors Council. Metro Vancouver staff assemble all content and place into template.</p> <p>Director is owner of the <i>Update</i> and is responsible for ensuring its production. Metro Vancouver must approve content that relates to Metro Vancouver initiatives.</p> |
| Appearance   | <p>Metro Vancouver staff are responsible for template. Document is a Metro Vancouver publication with corporate logo and tag line.</p> <p>In an effort to provide a connection to the locally elected official, document may include, at option of the Electoral Area A Director, photo of Director and link to Director's own website.</p> | Director is responsible for choosing template (staff may suggest). Document is not a Metro Vancouver publication, and does not feature corporate logo or tag line.   |
| Distribution | Metro Vancouver is responsible for making the <i>Bulletin</i> available to residents through Metro Vancouver's website, and by direct email (through subscription service). In response to requests from individual residents, Metro Vancouver will provide the <i>Bulletin</i> by mail.  | <p>Director presents <i>Update</i> at regular meetings of the UEL Advisory Council and the UNA Board of Directors. Director makes the <i>Update</i> available for download on Director's own website.</p> <p>Metro Vancouver website advertises availability of the <i>Update</i> on Metro Vancouver website, and directs interested readers to the Director's own website.</p>  |

## BOARD POLICY

| Element   | Metro Vancouver<br>Electoral Area A Bulletin   | Electoral Area A Director's Update   |
|-----------|--|--|
| Frequency | A regular edition of the <i>Bulletin</i> is produced every January and June (i.e., two times per year). Metro Vancouver will publish additional editions if warranted. | The frequency of publication is the decision of the Director. Metro Vancouver staff anticipate, and can provide resources to support, monthly development. |