



City of Victoria Improves the Way it *Connects* With Citizens

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For Immediate Release

VICTORIA, BC — This week, Victoria residents will receive their first issue of “*Connect*” the new City of Victoria newsletter introduced to improve the way the City communicates with Victoria citizens. *Connect* will be delivered to every household in Victoria three times each year, in January, May and September.

“We enjoy some of the best municipal services in Canada yet I often hear citizens say they don’t know what the City offers,” said Mayor Dean Fortin. “This newsletter is about connecting directly with our citizens, and keeping them informed about what they receive for their tax dollars and what services are available in their community.”

Enhancing communications with citizens and improving communications tools was one of seven immediate priorities outlined by City Council in March. In addition, the www.victoria.ca website is being redeveloped and a public engagement strategy is being developed to improve City consultation practices.

“With increased awareness of City programs and services we see greater understanding and participation,” added Communications Director Katie Josephson. “We live in busy times and it’s important we make it easy for citizens to learn about City activities and to provide feedback and ideas.” Feedback or queries about information in the newsletter can be sent to connect@victoria.ca

Connect is printed on Forest Stewardship Certified 100% post-consumer paper using vegetable inks.

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