

DCLC Communications Sub-committee

As a liaison between VPA and the community of Delta, it is important for DCLC to implement a process that will encourage participatory communication from the community as well as DCLC communication back to the community.

The communications sub-committee felt that one of the initial objectives is to provide a separate identity for DCLC. To that end, it is recommended that the DCLC take the following steps:

- Create an identifiable logo or graphic that will be recognized as DCLC
- Create a website outside of the VPA website that will provide information from DCLC but also allow the community to communicate directly with the group

With the creation of this identity, we would start to communicate our own committee approved content. This communication will have a consistent layout and message that will be designed to focus on the work of DCLC.

The collection of feedback from the community would be gathered from email component of the website and brought forward at DCLC meetings.

An area of the website will be dedicated to DCLC presenting facts and information about the 3rd berth development.

If DCLC endorses these recommendations, we hope to have the initial components ready for review by August.

Meanwhile, a strategy will be developed with input from DCLC on a series of educational and informational articles and/or advertising for our local media.

The committee feels that the best spokesperson for DCLC is the group itself and would not recommend an individual spokesperson at this time.