TO: Local Government Contacts for UBCM Communications  
FROM: Union of BC Municipalities  
RE: Changes to UBCM Communications

I am writing to you to advise that the Union of BC Municipalities will be changing its communications procedures in early October, following the 2012 Convention.

Change in Service

One of the basic services provided by UBCM to its membership is the distribution of communications. For the past number of years, UBCM has relied primarily on two tools for distributing information: a contacts database to email PDF documents; and a quarterly hard copy newsletter. Starting October 10, 2012, UBCM will consolidate these communications tools with a single, weekly email newsletter, The Compass.

Advantages of the New Format

Our email newsletter will consolidate all of UBCM’s communications into a single digest that may be received directly by an unlimited number of elected officials and staff. This will eliminate the need for our local government contacts to forward UBCM communications to intended recipients and reduce the volume of email traffic from UBCM.

The Compass will also be integrated with our website, making it easier to search for UBCM news and information. The new tool will also provide us with more information on the way UBCM’s information is used, so we can better measure our effectiveness.

Sign Up Process

Since you have been designated by your local government to receive UBCM email communications, your contact information will be automatically added to our database for The Compass.

Federal anti-spam laws require that new subscribers of email newsletters must choose to subscribe. In order to ensure a smooth transition to the new system, we are asking for your help by doing one of the following:

1) Confirm with your elected officials and staff whether they would like to subscribe to The Compass, and then input the information (name and email address) into the subscription portal on ubcm.ca on their behalf; or

2) Direct your elected officials and relevant staff to the subscription portal on ubcm.ca so that they
complete the subscription process themselves.

In order to subscribe, simply enter an email address in the portal on the UBCM.ca landing page and follow the confirmation instructions. The sign-up process takes about a minute to complete for each subscriber.

Contacts Database

UBCM will continue to maintain our existing local government contacts database to distribute urgent updates or confidential materials. To help us stay current, please continue to notify us whenever you wish to change the contact information for your local government by contacting ubcm@ubcm.ca.

Next Steps

UBCM will also send out a reminder following the 2012 UBCM Convention. Thank you for your support through this transition.

Questions?

Our goal is to provide improved communications to our membership, so your feedback is appreciated. If you have questions or comments, please contact Paul Taylor, Relationships and Communications Advisor at ptaylor@ubcm.ca or 250-356-2938.