

news release

The Corporation of the City of North Vancouver
Corporate Services Department



Subject	City of North Vancouver Launches New Email Subscription Service, CityDIRECT , Enhancing Government to Citizen Communication
Date	November 20, 2007

The City of North Vancouver has launched a new email subscription service to enhance the way in which City residents receive and access municipal information.

The first of its kind among Canadian municipal websites, **CityDIRECT** is a free online service offered through the City's website, www.cnv.org. Easy to use, **CityDIRECT** enables residents to choose the information they wish to receive about City projects, development, initiatives, plans etc. Subscribers to the service simply select from various topics of interest and when the relevant information is updated on the City website, they receive instant, automated email alerts or wireless notifications. As a result, residents save time and stay better informed. Hundreds of residents have signed up already.

The **CityDIRECT** service can be customized to meet the changing information needs of each subscriber. To subscribe, simply click on the CityDIRECT icon, register and choose topics of interest. After that, City news and updates will be emailed directly to the subscriber.



Some of the topics and webpages presently available to **CityDIRECT** subscribers include:

- Council meeting agendas, minutes and schedules
- News releases
- Environmental and sustainability initiatives
- Community events
- Workshops and Open House listings
- Committee agendas and minutes
- Development applications
- Extreme weather advisories
- Economic Development
- Career Opportunities

CityDIRECT enables the City to deliver municipal news and information in an accessible, timely manner. Because subscribers can customize the information they receive, the City can respond and proactively communicate more effectively with its residents. **CityDIRECT** supports the City's sustainability initiatives by reducing paper waste, as well as costs associated with traditional means of delivering City information.

Visit the **CityDIRECT** webpage, www.cnv.org/CityDIRECT, or look for the **CityDIRECT** icon throughout the City website, www.cnv.org. **CityDIRECT**. Your Choice. Your Information.

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