

2025 AGM BCA Communications Notes

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The BCA continues to work hard at communicating with Blueridge residents. We have four different ways that we reach out to community members:

- Social Media - [Facebook](#) and [Instagram](#)
- Our Monthly Email - the [Blueridge Bulletin](#)
- The Printed Newsletter - the [Blueridge Community News](#)
- The BCA Website - blueridgeca.org

Social Media:

We use [Facebook](#) and [Instagram](#). The number of users has continued to increase over the last four years. We have roughly 956 followers on Facebook and 1151 on Instagram. These two platforms are used to communicate and update the community on a regular basis on all the events, news, and deals we can share. Be sure to follow one or both to stay on top of news in Blueridge and join in the conversations that are happening!

We also have the [Blueridge Neighbours Facebook group](#), which has 1268 members as of May 2025. It continues to be a place where we can share ideas and news, find new homes for unused items, and even help find lost dogs.

Social media is overseen by BCA board member Mahnaz Fardghassemi, with support and content from Toby Barazzuol, a BCA board member at large, and Nicola Ridgley, a grade 12 volunteer who creates graphics and posts to social media. We've also had support from Nicci Parfit in the lead-up to BGND.

Our Monthly Email:

The [Blueridge Bulletin](#) has about 691 subscribers and continues to grow. It's edited by Jeff Powell. We publish all kinds of Blueridge related news there and have regular columns on various topics, including:

- local schools
- provincial government
- DNV government
- bears and other wildlife
- gardening
- local shows and events
- important dates
- and much more

Stories of interest to residents are always welcomed by the editor of the *Blueridge Bulletin*. Send them to bulletin@blueridgeca.org. Please [subscribe](#) to get it delivered to your inbox on the first of each month.

The Printed Newsletter:

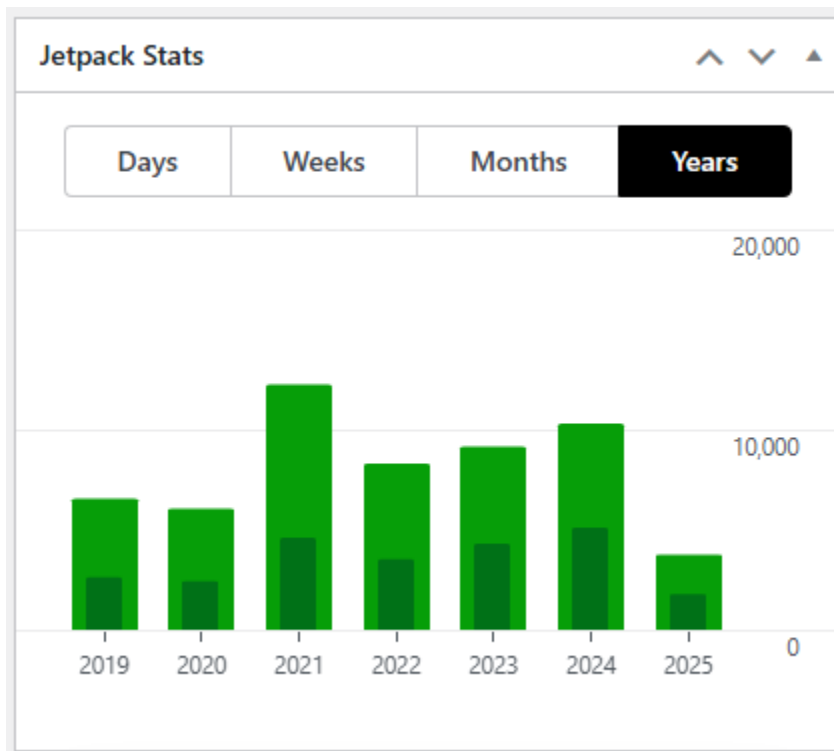
The BCA continues to print three issues a year of the [Blueridge Community News](#), which is hand delivered to all 1500 homes in Blueridge by volunteers. Edited by Michael Bernard, it features news of interest to Blueridge residents from the district and provincial governments, neighbourhood initiatives helping those less fortunate during the holiday season, developments in the Blueridge Sharing Garden, and suggestions for discounted home services offered by skilled trades. The last year saw several newcomers to the community write about their experience in moving to Blueridge.

And as with the *Bulletin*, local stories of interest to residents are always welcome. Send them to newsletter@blueridgeca.org.

The BCA Website:

The [BCA website](#) is a growing repository of information related to Blueridge. It is intended to be the place people turn to first when they have a question about something related to the BCA, the neighbourhood, and even local government as it impacts residents. The site is updated often (even daily), and the [homepage](#) always has key information and news on it.

The website sees consistent growth in visits.



The website was completely revamped in 2021 and formally announced in September of that year, so we saw a large influx of users with the announcement. More interesting is that use since then has grown slowly but steadily each year. With luck, 2025 will continue that trend. But even if growth slows or stalls, given the size of the neighbourhood, 5,000 visitors and 10,000 visits in 2024 is pretty good utilization.

Viewed more closely, the site sees a large spike in the months Blueridge Good Neighbour Day occurs, but overall traffic is growing slowly as well.

If you have questions about the website or suggestions for content, the webmaster is Jeff Powell, and you can reach him at webmaster@blueridgeca.org.