

BCA Communications Update: Bulletin and Website

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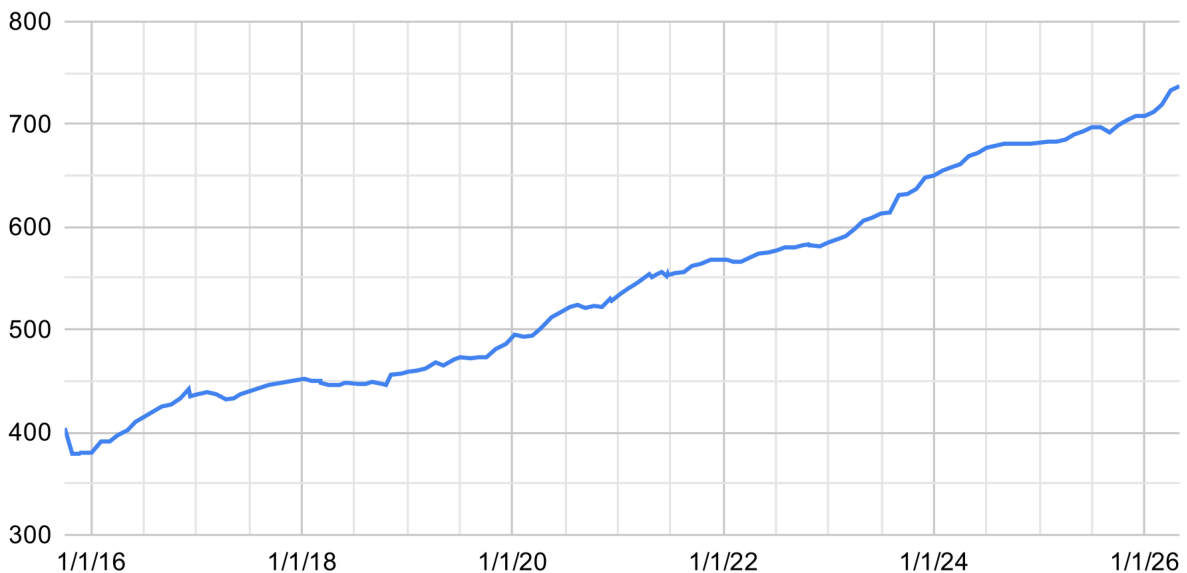
Blueridge Bulletin

The *Blueridge Bulletin* is our monthly email. It is sent to subscribers on the 1st of each month. It has grown to include articles from many sources, including local politicians, the North Shore Bear Society, BCA board members, and Blueridge residents. It has a monthly events calendar and a roundup of news articles that are related to readers, along with other columns. In short, it's become a micro-journalism project of the editor.

At the 2025 AGM, the *Bulletin* had 691 subscribers. This year we're at 735. Growth is steady over time. This chart shows the number of subscribers over time.

Blueridge Bulletin Subscribers

Oct 2015 - Present



The *Bulletin's* open and click rates are excellent by industry standards, and we continue to look for ways to make it more interesting and useful to our readers. New authors are encouraged as well.

If you are not already a subscriber, please subscribe here:

[Blueridge Bulletin Subscription Form](#)

And if you'd like to see a copy before subscribing, here's a link to the [May 2026 issue](#).

BCA Website

The BCA's website is available at:

<https://blueridgeca.org/>

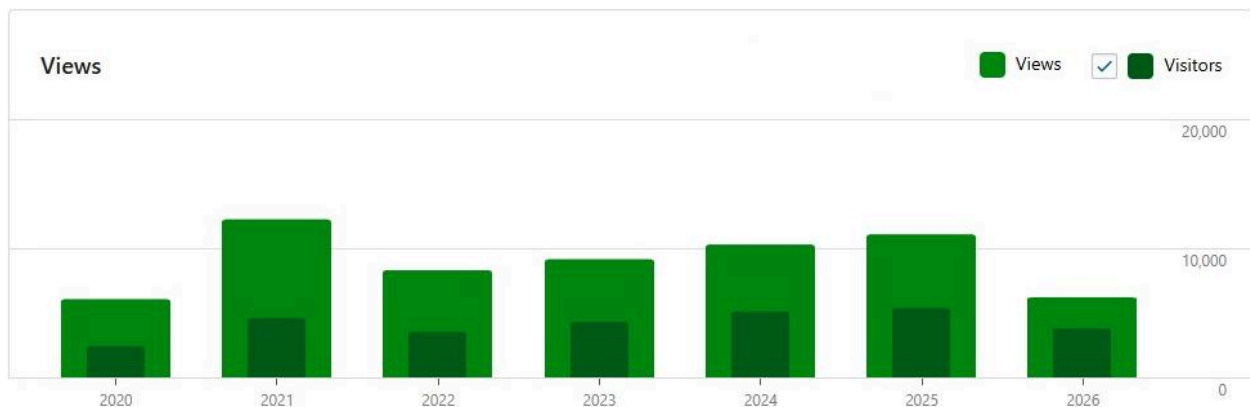
It is a repository of all things related to the BCA and Blueridge. Here are some of the things found on the website:

- Pages about all the [BCA's programs](#)
- [Resources for residents](#)
- A [FAQ](#)
- The [local business directory](#)
- The [sitter and tutor directory](#)
- A [News We're Following](#) page that gets updated daily with links to news stories that are relevant to the area
- The current water restrictions and fire danger levels are always on the homepage
- Regularly updated summaries of major stories affecting Blueridge, including:
 - [SSMUH](#) (Small-Scale Multi-Unit Housing)
 - The [Chemtrade rezoning](#)
 - The [North Shore Wastewater Treatment Plant](#)
 - The [clearing of Unexploded Ordnance](#) (UXOs) from the site of the Blair Rifle Range

And a whole lot more.

As with the *Blueridge Bulletin*, the BCA website is a microjournalism project working to help everyone living in the neighbourhood be better informed.

In terms of usage, the BCA website continues to grow over time. This chart shows the trend:



Note: the 2026 column only includes January 1 through May 12

The current site was deployed in 2021 and came with an initial spike in views as people reviewed the new site, but only over time has its utility come to light. The chart shows steady growth year to year, both in the number of views (lighter green) and in the number of unique visitors (darker green). And so far, 2026 is running ahead of 2025's totals at this point.

Note that the audience of the website is relatively small: just the residents of Blueridge and Seymour Heights. To have over 10,000 views and 5,000 unique visitors in 2025 is very impressive!

Of course, we're constantly adding to and revising the website to keep it fresh and useful.

Comments and suggestions about the BCA website are always welcome and may be sent to

webmaster@blueridgeca.org.

Note that in 2026, the Blueridge Good Neighbour Day committee built a dedicated website for that event, which can be found here:

<https://blueridgeday.ca/>

The BCA webmaster isn't involved with that website. The BCA website's total website views & visitors may be different in 2026 and beyond as the traffic for Blueridge Good Neighbour Day goes to that new website. The size of that impact, if any, isn't yet known.