



# NEWS RELEASE

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For Immediate Release

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## Cowichan Valley Regional District Undertakes Resident Satisfaction Survey

The Cowichan Valley Regional District has engaged Ipsos Reid, a national polling company, to conduct a telephone survey with residents of the Cowichan Valley. Residents who receive a phone call during this period are encouraged to take part in the survey. Feedback received from the community will help inform CVRD priorities and form the basis of the long-term direction of the Regional District.

“This survey will provide us with valuable feedback on how residents feel the Regional District is performing in a number key of areas,” says Regional Board Chair Gerry Giles. “We need to ensure residents are provided with an opportunity to tell us what programs and services are important.”

The 10 minute survey will ask 400 randomly selected residents to rate the quality of life in the Cowichan Valley, their satisfaction level with regional district services, programs and facilities. Ipsos Reid will be making its calls between May 13 and May 17. Ipsos Reid will deliver survey results in the latter part of May.

“Local Governments conduct regular satisfaction surveys so they can create benchmarks to measure how their service levels and facilities compare with community expectations,” says Paul Musca, Senior Research Manger, Ipsos Reid Public Affairs.

Residents who do not receive a call are invited to visit the Cowichan Valley Regional District website at [www.cvrld.bc.ca](http://www.cvrld.bc.ca) to participate in the online survey starting on May 13, 2009. The results of the survey will be posted on the CVRD website, and will be made available upon request at the CVRD Offices at 175 Ingram Street in Duncan.

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