

News Release

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Community satisfaction survey launches across Cowichan region

Duncan, BC – The next time your phone rings it could be someone calling to ask you about life in the Cowichan Valley Regional District (CVRD).

Residents across the Cowichan Valley have the opportunity to participate in a comprehensive Community Satisfaction Survey, the third undertaken by the CVRD since 2011. Over the next four weeks, Leger Marketing will conduct a statistically valid survey that will gather data from 600 residents to gauge quality of life, delivery of programs and services, as well as how best to inform and engage the public.

“This is an opportunity to get feedback from residents that we may not regularly hear from, and with a high degree of confidence that the results represent the thoughts and feelings of the region at large,” said Aaron Stone, Chair of the Cowichan Valley Regional District. “As an organization we can use this survey to help inform nearly everything we do over the next three years, from determining high level priorities to shaping how we deliver individual services.”

Beginning Wednesday, November 20, randomly selected residents and households will be called through both landlines and cell phones. Eligible participants will have the option to complete the approximately 15-minute survey over the phone, or online through a unique, secure link sent to their email. At the end of the survey, residents have the ability to opt-in to a short follow-up email survey related to regional health services for use by Island Health and Our Cowichan Communities Health Network, as well as enter to win a gift card for CVRD recreation facilities.

Residents who are not selected to participate in the scientific study are encouraged to complete an online version of the survey at <http://cvrld.legeropinion.com>. The open version of the survey will be accessible until December 31, and will be reported separately from the statistically valid survey.

The results of both surveys will be presented to the CVRD Board of Directors in early 2020 and available for review on the CVRD website.

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