

## News Release

FOR IMMEDIATE RELEASE



February 25, 2025

### **CVRD launches community satisfaction survey update across Cowichan region**

**DUNCAN, BC** – The next time your phone rings it could be someone calling to ask about your experience as a resident in the Cowichan Valley Regional District (CVRD).

Residents across the Cowichan Valley have the opportunity to participate in a comprehensive Community Satisfaction Survey, the fourth undertaken by the CVRD since 2011. Over the next three weeks, Leger Marketing will conduct a statistically valid survey that will gather data from approximately 400 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 provide a good representation of the degree satisfaction CVRD residents have with our services and programs,” said Danielle Myles Wilson, CAO of the Cowichan Valley Regional District. “As an organization, the results of this survey will help inform nearly everything we do, from assisting the Board in determining service levels and priorities to shaping how we deliver individual services to residents.”

Beginning Tuesday, February 25, randomly selected residents and households will be called though both landlines and cell phones. Eligible participants will have the option to complete the approximately 16-minute survey over the phone, or online through a unique, secure link sent to their email. After completing the survey, residents can enter to win one of two \$100 gift cards 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 <https://legeropinion.co/cvrd2025>. The online version of the survey will be accessible until March 18, 2025, 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 April 2025 and then available for review on the CVRD website.

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