

February 24, 2021

**Complete City's satisfaction survey this March – and enter to win a custom Campbell River prize!
Online option available for anyone who doesn't receive survey by mail**

The City of Campbell River is conducting a satisfaction survey in March, and offering five prizes for citizens randomly selected to participate in the mail survey.

The survey will run March 8 through 22. A survey form will be sent by mail with a letter from the Mayor to 1,300 randomly selected addresses within city limits. For people who don't receive the survey in the mail, an online survey will be available from a link on the home page at campbellriver.ca.

All survey responses will remain anonymous, and to thank people participating in the mail survey, the City will offer an option to enter a draw for prizes. Winners will receive one of three Naturally, Campbell River gift boxes from a local business, or one of two \$100 gift certificates for programs or memberships offered at the Sportsplex or Community Centre.

"With all the changes brought on by the pandemic, we encourage as many community members as possible to respond," says Mayor Andy Adams. "Along with questions about satisfaction with services and which services are most important, we're asking for feedback on the City's COVID-19 response, including your opinion about COVID-related service cuts. This truly random and representative citizen satisfaction survey will provide comprehensive community input and help us prepare for the next City budget and services discussions."

Survey topics include:

- quality of life in Campbell River
- most important issue facing the community
- satisfaction levels with various City services and overall quality of services
- City response to COVID-19 pandemic
- value for tax dollars and services to reduce/enhance/introduce
- customer service needs, methods and quality rating
- online engagement, information needs, methods and quality rating

"The City conducts satisfaction surveys every two years, and this one occurs just over halfway through this Council's term," says city manager Deborah Sargent. "Regularly measuring satisfaction levels provides reliable insight into community needs and concerns related to City services – and helps us determine service priorities for years to come."

Survey results are scheduled to be presented to Council in May. All results will be anonymous and representative of Campbell River's population based on Statistics Canada 2016 Census information.

Results of the 2019 survey indicated that residents continue to be satisfied with most City services. Find highlights of previous survey results in a news release at <https://bit.ly/3aM3rG9>

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Contact: Deborah Sargent, City Manager

250-286-5740

COVID-19

Please note: We have new procedures in place to help prevent the spread of COVID-19.

We are gradually – carefully – resuming in-person services and limited public access to City facilities. For the most recent information on City services, please see our website (campbellriver.ca). Reach us with general inquiries by email (info@campbellriver.ca) or telephone **250-286-5700**.