

## Parksville OCP Telephone Survey to Begin June 21

As approved by the Council of the City of Parksville on June 18, the marketing research firm, Ipsos Reid, will conduct a telephone survey for the City of Parksville. The survey will be conducted between June 21 and June 28 and will canvass 300 Parksville residents aged 19 years and older.

This research is being done to better understand Parksville resident attitudes and priorities as they relate to land use and community planning. The results of the research will help guide the development of the City's Official Community Plan and is expected to clarify issues and obtain greater community input into the OCP review process. Topics to be covered in the survey include priority land use and related policy issues, impressions of quality of life in Parksville and support for or opinions on specific City initiatives or issues.

Research will be conducted via a random and representative telephone survey of 300 adult Parksville residents. Overall results based on a sample size of 300 will be accurate to within plus or minus 5.7%.

Topics for the telephone survey have been identified by OCP consultant, Urban Systems through consultation with the joint OCP advisory committee and staff. Specific survey wording was reviewed by Ipsos Reid in order to ensure questions are not leading or biased. Individual randomly selected Parksville residents will be interviewed in 12 minute sessions covering about 35 questions.

The City encourages residents to participate should they receive a phone call from Ipsos Reid.

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**For more information:**

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