

## Parksville OCP Phone Survey

As approved by the Council of the City of Parksville on June 18, the marketing research firm, Ipsos Reid, is conducting a telephone survey for the City's OCP consultant, Urban Systems and the City of Parksville. An earlier news release stated that the survey would be conducted between June 21 and June 28 - this timeframe was delayed by about two weeks and canvassing of residents is now underway.

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 is being conducted via a random and representative telephone survey of 300 Parksville residents, 19 years and older. 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 results will be presented to Council in August and available on the City's website.

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**For more information:**

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