



NEWS RELEASE

For Immediate Release

Claim your place. Speak your mind! PlaceSpeak launches in Cowichan.

January 10, 2017, Cowichan, BC – The Cowichan Valley Regional District (CVRD) and its member municipalities are excited to announce the launch of [PlaceSpeak](#), an online location-based citizen engagement platform, for consulting with residents on an ongoing basis.

Receive timely notification, provide feedback based on where you live, and influence decisions in a meaningful way! PlaceSpeak provides a single stop for residents to engage with the issues that directly impact their communities. Once a resident has signed up for PlaceSpeak, they will automatically be notified of new public consultations based on their chosen notification distance.

The platform's unique geo-verification technology ensures the CVRD, City of Duncan, Town of Ladysmith, Town of Lake Cowichan and Municipality of North Cowichan are hearing from residents within the specific boundaries of their jurisdiction.

“Engaging with our residents is a key priority,” explains North Cowichan Mayor and CVRD Board Chair Jon Lefebure. “PlaceSpeak is a powerful new tool that is convenient and offers greater accessibility for Cowichan residents to engage with their specific municipality, even on their mobile devices. It makes it easy for residents to connect with us, so they can share what really matters to them.”

To start familiarizing residents with the platform, an initial socialization topic has been launched to share favourite local highlights in the region – [Share with us your favourite spot or hidden gem in the Cowichan region](#). Everyone is encouraged to participate; post comments, photos or videos, or pin your favourite locations on a map. Those who sign up by January 31 will be entered into a draw for a \$100 gift certificate to the Cowichan Performing Arts Centre.

Local government staff will be present at information booths to help answer questions, help residents sign up for PlaceSpeak, and share more information about the platform. Find us at the following locations:

- Cowichan Aquatic Centre – Saturday, January 21: 9:30 a.m. – 11:30 a.m.
- Island Savings Centre – Monday, January 23: 5:30 – 7:30 p.m.
- Downtown Duncan Farmers' Market – Saturday, February 18

“PlaceSpeak is delighted to be working with the Cowichan Valley in a pioneering approach to citizen engagement that involves multiple local government organizations,” said Colleen Hardwick, PlaceSpeak Founder and CEO. “PlaceSpeak's unique citizen-centric model engages residents in the region, based on their location, to promote higher levels of civic involvement.”



To start participating, visit www.placespeak.com/Cowichan, and start sharing those favourite Cowichan hidden gems!

About PlaceSpeak

PlaceSpeak is a pioneering location-based citizen engagement platform that solves the problem of how to consult with people online within specific geographical boundaries. Developed with the support of the National Research Council of Canada, PlaceSpeak has expanded across Canada, into the USA, Northern Ireland, UK and Tasmania, Australia. For more information, please visit <http://placespeak.com>.

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