



FOR IMMEDIATE RELEASE

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PlaceSpeak launches in the Cowichan Region

The Cowichan Valley Regional District (CVRD) and its member municipalities have approved the use of [PlaceSpeak](#), a location-based citizen engagement platform, for consulting with residents and key stakeholders on an ongoing basis.

The platform's unique geo-verification technology ensures that the CVRD and the 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 jurisdictions.

PlaceSpeak's citizen-centered model breaks down the silos between different levels of government, providing a single stop for residents to engage with the issues that impact their communities. Once a resident has signed up to PlaceSpeak, they will automatically be notified of new public consultations from both the CVRD and their local government.

"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, the CVRD has launched an initial socialization topic for participants to [share their favourite spot or hidden gem in the Cowichan region](#). Participants can post comments, photos or videos, or pin their favourite locations on a map.

CVRD staff will be present at the following information booths to help residents sign up for PlaceSpeak and share more information about the platform:

- 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 <http://placespeak.com/cowichan>.

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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, UK and Australia. For more information, please visit <http://placespeak.com>.

Media Contacts:

Mary Leong
Communications Manager, PlaceSpeak Inc.
778-807-9643
mary@placespeak.com

Tammy Isaachsen
Community Liaison, Municipality of North Cowichan
250-746-3206
tammy.isaachsen@northcowichan.ca