



**FOR IMMEDIATE RELEASE**

## **PlaceSpeak Launches *Neighbourhoods* in Victoria, BC**

VICTORIA, B.C. (May 21, 2015) - PlaceSpeak announced today the launch of a new, free service called *Neighbourhoods*, which allows residents within the boundaries of specific neighbourhoods to communicate privately with one another. The company is launching this new service within the 14 neighbourhoods in Victoria.

Until now, PlaceSpeak has enabled verifiable communication between proponents of public consultations and residents authenticated within defined geographical boundaries. The release of *Neighbourhoods* represents a shift which enables registered residents to connect privately with each other within the boundaries of their own neighbourhoods. Key features of the GeoSocial platform include a community noticeboard, events calendar and private neighbour messaging.

“Our new service, *Neighbourhoods*, will help residents become more engaged in their community,” says Colleen Hardwick, CEO of PlaceSpeak. “All too often we hear that people don’t know who lives on their own block, let alone in the community at-large. There’s a lot of hyper local information that can be shared online; simple things like finding lost pets, or borrowing power tools or recommending babysitters. *Neighbourhoods* provides an opportunity for individuals to connect with other neighbours on an online platform.”

“Good communication is critical to community building and this new addition to the PlaceSpeak geo-spatial consultation platform is a key feature on the path to success,” says Tim Hewett, President of the North Park Neighbourhood Association, one of the 14 neighbourhood associations in Victoria. “This platform will provide a higher level of community participation as neighbours can now easily connect, collaborate, and get involved with local matters of concern.”

The launch of *Neighbourhoods* comes hot on the heels of last week’s launch of PlaceSpeak’s land use change notification system, in partnership with the City of Victoria, which allows residents to be notified online about proposed land use changes within their immediate area. PlaceSpeak will use its unique ‘geolocation’ process to send notifications directly to residents who want to know what is being planned for their area and will ensure they are well informed and properly engaged in the decision-making process. Victoria is the first city in Canada with this new service.



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“Residents are interested in what is being proposed and built in their neighbourhoods, and it’s important that information is at their fingertips,” said Victoria Mayor Lisa Helps. “These new tools build on our commitment to open government and to finding innovative ways for citizens to engage with City Hall and with their neighbours.”

### ***About Neighbourhoods***

*Launched in 2015 by PlaceSpeak, Neighbourhoods is a GeoSocial network for residents who have been verified as residing within specific boundaries. PlaceSpeak aims to help people become more connected and engaged to one another, to their neighbours and neighbourhood, and to their larger community. Participants within neighbourhoods can connect with each another, post items of interest on a community noticeboard and create and share local events.*

### ***About PlaceSpeak***

*PlaceSpeak is a location-based consultation platform launched in 2011 and developed with the support of the [National Research Council of Canada](#). PlaceSpeak was developed to solve the problem of how to consult with people online within specific geographical boundaries. Use of the platform has expanded beyond Metro Vancouver, throughout British Columbia and across Canada, with initial consultations beginning in the USA, Northern Ireland, UK and Tasmania, Australia. For more information, please visit [www.placespeak.com](http://www.placespeak.com)*

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