

April 25, 2012

Participate in online survey about City website, online services and social media

The City of Campbell River is encouraging local residents to log on and share their ideas in an electronic survey polling people about the City's website, online services and social media use.

"The fourteen questions cover everything from how frequently people visit our website, why and what kind of information they're seeking, to the importance of using social media and how we can best reach people electronically," explains Laura Ciarniello, the City's general manager of corporate services.

"We'd like to thank citizens in advance for taking the time to respond. Their input will help us enhance their online experience and deliver the type of electronic communications people want," Ciarniello adds.

The City of Campbell River Council endorsed developing a new City website for a maximum cost of \$57,000 during financial plan deliberations. Costs include transferring existing City information to a more user-friendly platform that can be maintained by City staff.

"We want to update our site with a technology that will allow City web-based information and services to be easily accessible, with effective navigation, and one that will expand as anticipated future needs and resources allow," Ciarniello says.

Due to the voluntary nature of the survey, the results will not be not considered representative, but will guide future electronic communications, and individual survey results will be kept completely confidential, Ciarniello emphasizes.

To access the survey, go to: <https://www.surveymonkey.com/s/G53WBTZ>. Deadline for survey feedback is May 9, 2012.

The City has posted a link to the survey on its website under What's New and on its Facebook page.

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