



## **MEDIA RELEASE**

**For Immediate Release: January 15, 2008**

### **Town Launches Community Satisfaction Survey**

The Town of Whitchurch-Stouffville is undertaking a community survey to better understand satisfaction levels with Town services and programs, and to solicit general feedback on municipal issues. This is the first Town-wide, statistically-significant survey of its type.

"The survey is an important part of the Town's commitment to customer service excellence" stated David J. Cash, the Town's Chief Administrative Officer. "The survey results will be used to help improve the quality and delivery of services and programs relative to residents' needs, with a view to continuous improvement," he added.

The telephone-based survey will take place from January 28 to February 22, 2008 with help from DPRA, an independent consulting firm. Households throughout the urban and rural areas of the Town will be randomly selected to participate in the survey, which means that each household will have an equal chance of being selected.

Residents not selected to participate in the telephone survey may complete a hard-copy survey available at the Town Offices, Lebovic Leisure Centre and Whitchurch-Stouffville Museum commencing January 28 during regular business hours. An online survey will also be made available for completion at [www.townofws.com](http://www.townofws.com).

Survey submissions will remain confidential and only aggregate results will be analyzed and communicated. A summary report is anticipated to be made available to the public in April, 2008.

A presentation introducing the survey was made at the January 15, 2008 Council in Committee meeting. More specific details concerning the survey may be obtained by visiting the Town's website.

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