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## **Vision Critical, City of Burlington to Announce *Insight Burlington*, an Online Engagement Community**

**October 24, 2013** – Vision Critical, the world’s leading provider of insight community technologies, is proud to partner with the City of Burlington in the upcoming launch of *Insight Burlington*, which will be the city’s new online public consultation and citizen engagement community.

“Citizens want the ability to choose how and when they engage and provide feedback to us,” said Mayor Rick Goldring. “More than that, they want to know how their input is being used by the city as we make decisions. That is exactly what our online engagement community will provide.”

*Insight Burlington* is an online consultation community where participants will weigh in on important city issues by participating in online surveys and discussions via their smart phones, computers and tablets.

“The City of Burlington recognizes that our residents expect more from us today,” said Mayor Goldring. “We have acknowledged the need to broaden our reach to the citizens of Burlington by using new tools and technologies to enhance the relationship between the city and the residents we serve.”

“We’re thrilled to be working on this innovative initiative with the City of Burlington,” said Angus Reid, Vision Critical Executive Chairman.

*Insight Burlington* is powered by Vision Critical’s online community platform, connecting busy people with their city online, via ongoing consultations and engagement, on their time and on their terms. It is expected to launch early next year.

“We’re increasingly turning to digital and mobile technology, said Reid. “It’s time for public institutions and local governments to engage people where they are spending time: online.”

The City of Burlington is the first Ontario community to join other Canadian municipalities like the Cities of Surrey, BC and Vancouver, where residents are using Vision Critical technology to have their say through the City Speaks and Talk Vancouver online communities.

**About Vision Critical:** BC-based Vision Critical was founded in 2000 by Andrew and Angus Reid and employs more than 300 people in Vancouver. 300 more work for Vision Critical at offices in Cape Town, New York, London, Hong Kong, Paris, San Francisco, Sydney, Tokyo, Toronto, Cologne, Minneapolis, Chicago and Detroit.

More than 600 governments and organizations around the world, including a third of the top 100 brands have come to rely on Vision Critical’s online communities. Learn more about the fastest-growing solution in market intelligence; meet our global partners and view our client stories at [www.visioncritical.com](http://www.visioncritical.com).

Follow us on Twitter at <https://twitter.com/visioncritical>.

### **Contact:**

**Ryan Merkley**, Managing Director and Senior Vice President, Vision Critical  
Phone: 416-802-0662  
Email: [Ryan.Merkley@visioncritical.com](mailto:Ryan.Merkley@visioncritical.com)