

## News Release



FOR IMMEDIATE RELEASE

July 21, 2021

### **Internet Performance Test to assess state of connectivity in Cowichan**

**DUNCAN, BC** – Economic Development Cowichan has launched the Internet Performance Test to better understand the state of internet connectivity throughout the Cowichan region.

In 2020, the Cowichan Valley Regional District (CVRD) Board of Directors identified connectivity as a priority in their [Corporate Strategic Plan](#). The Board looks to develop a regional connectivity strategy and pursue provincial and federal funding to support the delivery of broadband internet service to all communities in the CVRD.

“The last sixteen months have shown us just how essential good quality internet is to making and maintaining connections, both in our personal and professional lives,” said Aaron Stone, Chair of the Cowichan Valley Regional District. “A regional connectivity strategy is the first step in determining how we can improve access for all residents and businesses in Cowichan.”

In order to build the most complete picture of the current state of internet connectivity in Cowichan, Economic Development Cowichan (EDC) is asking residents and businesses to complete the Internet Performance Test (IPT) at their home and/or workplace. The IPT is a free tool that measures internet speed and service quality. Armed with this information, EDC will seek to develop a strategy to meet the connectivity needs of the region long into the future. The strategy will identify areas of concern, and explore funding sources and appropriate technologies to improve connectivity in those areas.

“Digital drives the world economy,” said Barry O’Riordan, Manager of Economic Development Cowichan. “In 2017, the Canadian digital economy produced an estimated \$109.7 billion in GDP. Everyone in Cowichan should have access to this essential service. We encourage everyone to complete the Internet Performance Test so we can assess the gaps and develop a strategy for addressing them.”

The Internet Performance Test (IPT) was developed by the Canadian Internet Registration Authority (CIRA), the agency responsible for Canada’s .CA domain names. The IPT is a neutral measurement of Internet performance and is not affiliated with any internet service provider. The tool looks at over 100 different internet connection factors to determine the speed and quality of your connection. Over 1 million IPT tests have been performed across Canada to date.

Whether you have great internet, or no connection at all, EDC wants to hear from you! Visit [ecdevcowichan.com/connect](http://ecdevcowichan.com/connect) to learn more and complete the Internet Performance Test.

#### **About CIRA**

[Canadian Internet Registration Authority \(CIRA\)](#) is a member-based, not-for-profit organization best known for managing the .CA top-level internet domain name on behalf of all Canadians. While CIRA’s core mandate is the safe, stable, and secure operation of the .CA domain and its underlying technologies, the organization also connects, protects, and engages the internet

community in Canada and beyond by providing high-quality registry, DNS, and cybersecurity services.

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