



## THE CORPORATION OF DELTA

From the office of:

George V. Harvie  
Chief Administrative Officer

July 29, 2010

Evi Mustel, President  
Mustel Group Market Research  
#402 – 1505 West Second Avenue  
Vancouver, BC V6H 3Y4

Dear Ms. Mustel,

**Subject: Tsawwassen Southlands Survey**

This letter is in response to correspondence we received from a Tsawwassen resident regarding a telephone survey being undertaken by your organization in relation to the Southlands.

We have a number of concerns regarding Mustel Group's administration of the Southlands survey. Chiefly, we have been advised that one of your employees conducting the survey advised a Tsawwassen resident that the survey is being funded by the Corporation of Delta, as Delta's logo and name appears on all the documents. As well, we have been advised by a number of Tsawwassen residents that many of the survey questions are identical to the mail-in survey recently conducted by Ipsos Reid Public Affairs on behalf of the Corporation of Delta.

Please be advised that the Corporation of Delta's logo, branding and content are owned solely by the Corporation of Delta and protected by the *Copyright Act*. Any re-use, transmission, duplication or distribution without the express written permission of the Corporation of Delta is not allowed.

I respectfully request a letter from Mustel Group Market Research confirming that the Corporation of Delta is in no way associated or involved with the administration of the Southlands survey. Furthermore, I would like to receive assurance that your staff will not make reference to the Corporation of Delta in your survey or utilize our Ipsos Reid survey in your research.

As requested, Mr. Sean Hodgins of Century Group has been forwarded a copy of this letter

Thank you for your attention to this matter. I look forward to a prompt response to address these concerns.

Yours truly,

George V. Harvie  
Chief Administrative Officer

cc: Sean Hodgins, Century Group  
Mayor Lois E. Jackson & Delta Council  
Greg Vanstone, Municipal Solicitor