



## Coastal Community Credit Union Announces Service Delivery Changes

**For immediate release**  
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**Vancouver Island, BC CANADA** - Following a recent operational review, Coastal Community Credit Union announced it is making changes to its service delivery network to enhance overall service levels and quality for the Credit Union's members and clients and to ensure long-term financial stability. The review identified areas of over capacity and opportunities to realign resources for a more effective distribution of services to provide greater benefits to members over the long term.

Effective May 29, 2009, Coastal Community will amalgamate its Wembley Mall branch and insurance office with its Parksville-Alberni Highway operation. Services and resources will be redistributed to the Alberni Highway location and branch hours will be expanded. Beginning April 18, 2009, the Alberni Highway branch will open 9:30 to 4:00 on Saturdays, while the adjoining insurance agency will move to a six day weekly operation later in June. This location will be renovated and staffing will be increased to accommodate the expanded hours and the additional members and clients visiting this location.

Says Rob Grundison, Coastal Community's Senior Vice President Operations, "By allowing us to direct services and resources where they are most needed, these changes will result in long term benefits for our clients and communities, such as: expanded hours and increased staffing at some locations; new product and service development; employee training; upgraded facilities and technology; and ongoing community investment."

"In arriving at this decision, of primary consideration was the effect of the changes on our members, clients, and the Oceanside community," emphasizes Grundison. "Every effort is being made to ensure the change is as seamless as possible for our members and clients. The majority of members and clients won't be required to do anything to facilitate the change. They may simply visit the Alberni Highway location—or any Coastal Community branch—the next time they require branch services. As well, they can access their accounts electronically via telephone or online banking."

Grundison also notes that the organization has made significant efforts to ensure that affected employees have options and opportunities within the organization and to support them through the transition.

Adds Grundison, "As Vancouver Island's largest, regionally-based Credit Union, Coastal Community remains highly committed to supporting the Oceanside community. The decision to reduce service hours or close a retail location is never easy, however, we are confident that these changes will provide benefits for our members, clients and communities over the long-term.

Further updates will be made available on [www.cccu.ca](http://www.cccu.ca).

### ***About Coastal Community Credit Union***

*Serving Island communities for more than 60 years, Coastal Community Credit Union is Vancouver Island's largest, regionally based credit union. With more than 80,000 members, 650 employees, and \$1.5 billion in assets, Coastal Community offers smart financial services and solutions through an extensive network of personal banking, insurance, investment and business services centres across Vancouver Island. Coastal Community supports the social, economic, and environmental well-being of the communities it serves through various community investment programs. For more information, visit us on the web at [www.cccu.ca](http://www.cccu.ca).*

**Media Contact:** Laurie Vosters, 250-716-2819/[laurie.vosters@cccuc.ca](mailto:laurie.vosters@cccuc.ca)