



CITY OF WEST KELOWNA ECONOMIC DEVELOPMENT COMMITTEE REVISED AGENDA

Wednesday, December 9, 2020, 12:00 P.M.

COUNCIL CHAMBERS

2760 CAMERON ROAD, WEST KELOWNA, BC

Pages

1. CALL THE ECONOMIC DEVELOPMENT COMMITTEE MEETING TO ORDER

In response to the COVID-19 pandemic, the orders of the Provincial Health Officer and the Province of BC Ministerial Order No. M192, the Economic Development Committee meeting space is not open to the public. The meeting is however, available to the public via a live webcast which will be archived on the City's website.

2. INTRODUCTION OF LATE ITEMS

3. ADOPTION OF AGENDA

4. ADOPTION OF MINUTES

- 4.1. Minutes of the Economic Development Committee meeting held November 18, 2020 in the City of West Kelowna Council Chambers

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5. PRESENTATIONS

6. DELEGATIONS

7. UNFINISHED BUSINESS

8. REFERRALS

9. CORRESPONDENCE AND INFORMATION ITEMS

- 9.1. Short Term Rental Regulations

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- 9.2. P 20-01, West Kelowna Community Vision (Phase 1 OCP Review)

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10. OTHER BUSINESS

11. ADJOURNMENT OF THE MEETING

The next Economic Development Committee meeting is scheduled for Wednesday, January 13th at 8:00 a.m.



CITY OF WEST KELOWNA

MINUTES OF THE ECONOMIC DEVELOPMENT COMMITTEE MEETING

Wednesday, November 18, 2020
COUNCIL CHAMBERS
2760 CAMERON ROAD, WEST KELOWNA, BC

MEMBERS PRESENT: Chris Kotscha, Chair
Calvin Barr (arrived at 8:07 a.m.)
Tyler Neels
Michael Porter
Lorrie Whiteway
Nick Wizinsky

MEMBER ABSENT: Laurie Evans, Vice Chair
Krista Mallory

Staff Present: John Perrott, Economic Development & Tourism Manager
Chris Oliver, Planner III
Natasha Patricelli, Recording Secretary

1. CALL THE ECONOMIC DEVELOPMENT COMMITTEE MEETING TO ORDER

The meeting was called to order at 8:00 a.m.

This meeting was open to the public. In accordance with COVID-19 protocols, a viewing area that could accommodate three members of the public was available.

2. INTRODUCTION OF LATE ITEMS

3. ADOPTION OF AGENDA

It was moved and seconded

THAT the agenda be adopted as presented.

CARRIED UNANIMOUSLY

4. ADOPTION OF MINUTES

4.1 Minutes of the Economic Development Committee meeting held October 14, 2020 in the City of West Kelowna Council Chambers

It was moved and seconded

THAT the minutes of the Economic Development Committee meeting held October 14, 2020 in the City of West Kelowna Council Chambers be adopted.

CARRIED UNANIMOUSLY

5. PRESENTATIONS

6. DELEGATIONS

7. UNFINISHED BUSINESS

8. REFERRALS

9. CORRESPONDENCE AND INFORMATION ITEMS

9.1 Development Services Update

Highlights of the presentation include:

Short Term Rentals

- Council has provided direction and would like to review regulations;
- Working on a Regional Comparison, report to Council and then to public consultation for input;
- At the November 24th Council meeting, bringing forward a report for regulating short term rentals;
- More information to come at the December EDC meeting for input;
- Early next year hoping to amend the Zoning Bylaw and regulatory framework around short term rentals.

Agriculture Advisory Committee

- AAC members term is coming to an end;
- Active recruitment now until December 11th;
- More agricultural focused;
- Please share with your network.

Community Visioning

- 2nd phase: Did we get it right?;
- Requesting feedback before December 18th;
- Choose your adventure - 4 components;

- Upcoming virtual workshops;
- Please share with your communities and network groups.

9.2 2021 Economic Development and Operational Plan

Highlights of the presentation include:

Draft Economic Development & Tourism Operational Plan

- End of September provided update to Council on COVID-19 impacts;
- Council requested that the operational plan be provided before the end of the year;
- 5 key areas of focus for 2021;
- Council identified opportunity for Economic Development workshop to look ahead;
- Workshop with Council for the first 8 weeks of 2021;
- Identify multi-year goals and then look at tactics.

Business Communication & Outreach

- Enhance mechanisms to communicate more directly with our business community;
- Establish our database for quarterly newsletters;
- Dashboard of economic indicators on our website;
 - Working to identifying where we can find data sources with information specific to our community;
 - West Kelowna is included in Kelowna Census Metropolitan Area;
 - There is not always a breakdown for West Kelowna data specific information;
 - For example: started to track job postings in the community through COEDC;
 - This information will help us align decision making in the future and provide a better picture for economic health in the community;
- Increase in-person and digital one on one conversations to create opportunities for support.

Community & Business Assistance

- Focus on inbound inquiry for entrepreneurs and support them;

- Navigating City Hall - have a key point of contact to assist with direction to different departments at City Hall;
- Provide community information referrals and connections for site selection;
 - Increase awareness of concerns to help and make sense of zoning and occupancy requirements;
- Business to businesses connection to introduce Regional services to help support the business;
 - Opportunities through collaboration will help build the business community;
- Establish and promote website resources on the City's Economic Development website;
 - Resources to help home-based and remote workers connect to the community;
- This section will be part of our quarterly reporting to Council - try to break it down into a few different areas.

Film Production Support

- Region is one of the first in North America to develop standards and safety measures to begin filming;
- Films in production here in West Kelowna has increased this year;
- With increased film production we need expectations in place, especially in commercial and residential neighbourhoods;
- Economic Development & Tourism department will be the central point of contact for Film production;
- Facilitate film permits requests to film in West Kelowna;
- Develop community filming guidelines - working with Okanagan Film Commission & production companies;
- Create an environment where they will want to continue to come to West Kelowna for filming and how can we explore the Economic trends;
- EDC member question: Is there a possibility to coordinate regionally on that? Yes, Okanagan Film Commission is coordinating a regional meeting. However West Kelowna could be the first community in the region to come out with guidelines based on best practices. Hoping to have consistency with guidelines across the neighbouring communities.

Tourism Marketing & Management

- Visit Westside tourism marketing activities focused on in-region (COVID-19) travellers;
 - Identified need to focus on visitors once they are here;
 - Strongest visitation this year come through - 95% median occupancy in B&Bs during August here in West Kelowna;
 - Focus on in region marketing;
- Visitor services at the Westbank Museum have traditionally been from May to Thanksgiving;
 - Approach with COVID, reach out to museum to be a year round visitor centre;
 - Contract the Westbank Museum to provide visitor services on an annual basis;
 - Add live chat bot on the Visit Westside website that will be answered by the visitor centre staff;
- Improvement tourism signage within the Farmloop (Glencoe & Elliot Road) area;
 - Anticipating 2 smaller barrel stacks and some banners and improved signage;
 - Currently 3 wineries in the area and anticipating 1 to 2 more wineries in the next few years;
 - Improve connectivity amongst all of the wineries in West Kelowna;
- Assess the interest by West Kelowna eligible accommodation providers to implement a Municipal and Regional District Tax (aka Hotel Tax) for funding future tourism marketing services;
 - Hotel tax could be collected for tourism marketing or affordable housing - both of which are needed in the community;
 - Report to Council following consultation of all eligible accommodation providers;
- Engage with the Westside tourism industry through digital communication tools;
 - Raise awareness and engagement for events happening within the community;
- EDC member question: What about maximizing the waterfront as a tourism destination in regards to infrastructure? Residents in the community are missing coffeeshops and restaurants along the waterfront. Gellatly section

may have some preliminary design for restaurants and coffee shops along there.

- It was mentioned that West Kelowna is missing out on commercial docks - there is minimal parking and no amenities available. It was recommended to include these suggestions to Community Visioning.

Internal Organization Support

- Identify, measure and engage how we're supporting other departments;
- Working very closely with Development Services department;
 - Short-term rentals, business licensing, community visioning, etc.;
- Working more with Engineering & Public Works department;
 - Larger capital projects and where projects impact businesses - wineries, detour routes, signage, etc.;
- Increased engagement with Parks & Recreation department to assist with promotion;
 - Parks and open spaces more important during COVID-19, community events, etc.;
- Increase engagement with Communications & Engagement department;
 - more outreach in messaging, engaging with businesses, etc.;
- Interested to see our numbers when we start engaging and more areas.

Partnerships

- Tourism - anticipate more requests for funding opportunities as partners with other organizations in the region;
- Westbank First Nation - opportunities for resident attraction on the greater westside;
- Board of Trade - on great footing going into 2021 and shift into an advisory type board. Interesting to work together and see improvements and changes in the business community;
- Central Okanagan Economic Development Commission - continue to work in a number of different areas that we don't necessarily have the capacity to do.

Next Steps

- Meet with Council in early 2021;
- Adjust operational plan;

- Bring back to EDC and then back to Council.

Highlights of the discussion include:

- Clarification on next steps, what is the purpose of the Council Workshop? It was developed to show Council where we've come from and where we're going. It will create an opportunity to have more input in the process and have a discussion to set a focus and goals.

It was moved and seconded

THAT the Economic Development Committee recommends that the 2021 Economic Development and Tourism Operational plan be brought forward for Council for consideration.

CARRIED UNANIMOUSLY

10. OTHER BUSINESS

10.1 Economic Development Committee Meeting Schedule 2021

It was moved and seconded

THAT the EDC approve the 2021 EDC meeting schedule as presented.

CARRIED UNANIMOUSLY

11. ADJOURNMENT OF THE MEETING

The meeting adjourned at 8:57 a.m.

CHAIR

RECORDING SECRETARY



COUNCIL REPORT

To: Paul Gipps, CAO

Date: November 24, 2020

From: Hailey Rilkoff, Planner II

File No: P 20-16

Subject: **P 20-16 – Proposed Short Term Rental Program**

RECOMMENDATION

THAT Council consider and resolve to direct staff to further engage the community and stakeholders on the proposed Short Term Rental program as outlined in this report.

STRATEGIC AREA(S) OF FOCUS

Economic Growth and Prosperity – Policies and advocacy to enhance economic prosperity; Continued growth in tourism.

EXECUTIVE SUMMARY

This report outlines the considerations for regulating short term rental accommodations in the City of West Kelowna. A proposed regulation program is outlined with a corresponding bylaw compliance and enforcement strategy as well as a stakeholder and public engagement plan.

BACKGROUND

On September 29, 2020, Council directed staff to review best practices for Short Term Rentals within the Okanagan Region and to prepare a draft regulatory program for Short Term Rentals. A draft program has been developed to be endorsed by Council, based on regionally consistent practices and incorporating the West Kelowna context. Stakeholder and public engagement will be sought to provide feedback on the draft program prior to bylaw amendments being considered by Council.

Additional resources have also been identified as a need for the City's Bylaw Compliance & Enforcement Department in order to proactively enforce and seek compliance with the upcoming changes to regulations around short term rentals.

Policy & Bylaw Review

Official Community Plan Bylaw No. 0100

The City's Official Community Plan (OCP) identifies the critical need to maintain the existing stock of affordable housing and increase opportunities for the development of new affordable housing. Affordable housing in the context of the City's OCP includes affordable home ownership, affordable rental accommodation and subsidized housing. The OCP supports secondary suites as a form of affordable infill housing, however the OCP's objectives, policies and actions do not currently address short term rentals.

When considering tourism, the OCP's Economic Sustainability objectives encourage a sustainable tourism economy with a strong economic mix¹ and providing services to a broad range of user groups². The OCP supports growth and change in the local economy, while placing importance on protecting residents' quality of life³.

Zoning Bylaw No. 0154

Currently, the Zoning Bylaw prohibits vacation rentals that are not bed and breakfasts, agri-tourism accommodations, or resort apartments and townhouse uses. Agri-tourism accommodations are permitted on A1 – Agriculture zoned properties while resort apartment and resort townhouse uses are permitted in the C6 – Tourist and Resort Commercial zone.

Bed and breakfasts, which are only permitted in single detached dwellings and must be operated by the dwelling's occupant, are permitted in a variety of zones as a secondary use. Bed and breakfasts are not permitted on parcels with secondary suites or carriage houses. Zones which permit bed and breakfasts as secondary uses include Agricultural (A1); Rural Residential (RU1-RU5), and Residential (R1 & R1L). A key difference between a bed and breakfast and a Short Term Rental is the expectation that a bed and breakfast is hosted and that the operator is on-site during a guest's stay.

Table 1 - Bed and Breakfast Regulations At a Glance	
Permitted Dwelling Forms	Within a Single Detached Dwelling
Parcel Criteria	Not permitted on properties with a Secondary Suite or Carriage House; Connection to community sewer system required (<i>unless written approval for septic disposal capacity</i>)
Occupancy	Up to 4 Guest Rooms (No more than 8 guests)
Operator	Must be the occupant of the Single Detached Dwelling
Bookings	Multiple bookings permitted
Required Parking	1.0 parking space per guest room
Business Licence Fee	\$135 – includes inspections

Short Term Rental Market

As of July 2020, there were approximately 378 short term rental units currently operating within the City of West Kelowna and 460 short term rental listings (as operators can list the same unit on multiple platforms). Pre-pandemic, there were 420 active short term

¹ OCP, 3.9.1 Economic Sustainability Objectives, Objective 4.

² OCP, 3.9.1 Economic Sustainability Objectives, Objective 5.

³ OCP, 3.9.1 Economic Sustainability Objectives, Objective 7.

rental units in West Kelowna (January 2020). Most short term rental listings in West Kelowna are entire homes (82%) and single detached dwellings (76%). In comparison, there are 372 traditional accommodation units in West Kelowna which includes hotel/motel rooms (158), resort rooms (148) and bed and breakfasts (66).

West Kelowna's Housing Context

The Regional Housing Needs Assessment prepared in November of 2019 for the Central Okanagan, outlined the current state of housing in the region, with some data specific to West Kelowna. The reports analysis of housing ownership for West Kelowna demonstrated that 84% of West Kelowna households are 'owner households' while 16% are 'renter households'⁴. According to 2016 Census data, West Kelowna's housing structure mix is primarily single detached dwellings (74%)⁵. Rental vacancy rates have been below 2% since 2013.⁶

Based on Business Licensing statistics, there are approximately 464 Secondary Suites in West Kelowna which have active, delinquent or inactive Business Licences. The Building Department has 51 permits for the legalization of unauthorized secondary suites which are in-stream. While there are additional unauthorized secondary suites within the City, there is no way to determine the number of these unauthorized suites. There are 17 Carriage Houses with active Business Licences.

Regional Practices

In conducting a review of regional practices, staff considered regulations that have been adopted or are under consideration in other local and BC municipalities. The regional municipalities reviewed were Kelowna, Lake Country and Penticton, with other BC municipalities including Gibsons, Nelson, Pemberton, Squamish, and Tofino. Many regulation components were consistent, such as requiring a business licence, a principal residence requirement for the operator, requiring on-site parking, and maximum occupancies for Short Term Rentals.

Guiding Principles

A Regional Planning Lab in 2019, led by the Regional District of Central Okanagan has identified the following four Regional Short Term Rental Goals⁷:

1. *Preserve long term rental stock*
2. *Recognize vacation rentals are important to the Central Okanagan*
3. *Explore compliance monitoring partnerships*
4. *Implement consistent safety standards through business licensing*

Short Term Rental regulations are being proposed with consideration to the four regional goals, the current context in West Kelowna, and based on previous discussions with

⁴ Regional Housing Needs Assessment, Regional District of Central Okanagan, November 2019

⁵ Regional Housing Needs Assessment, Regional District of Central Okanagan, November 2019

⁶ How We Live, #OURWK, 2020

⁷ https://www.regionaldistrict.com/media/257325/Regional_Planning_2019_Winter_Bulletin.pdf

Council. The following are West Kelowna's proposed Guiding Principals in relation to Short Term Rentals:

1. *Mitigate Negative Neighbourhood Impacts*
2. *Protect Long Term Rentals*
3. *Recognize Importance of Short Term Rentals for Tourism*
4. *Comprehensive Licensing, Compliance & Enforcement*

DISCUSSION

Proposed Short Term Rental Regulations

The proposed draft regulation and enforcement program for Short Term Rentals are based on regionally consistent practices and the proposed Guiding Principles. The proposed regulation program for Short Term Rentals prioritize mitigating potential negative impacts to neighbourhoods and protecting the long-term rental inventory, while at the same time accommodating Short Term Rentals for the benefit of visitors and residents.

Table 2 - Proposed Short Term Rental Regulations	
Permitted Dwelling Forms	Within a Single Detached Dwelling
Parcel Criteria	Not permitted on properties with a Secondary Suite or Carriage House; Connection to community sewer system required (<i>unless written approval for septic disposal capacity</i>)
Occupancy	Up to 3 Guest Rooms (No more than 6 guests)
Operator	Must be the occupant of the Single Detached Dwelling;
Bookings	Only 1 booking at a time permitted
Required Parking	1.0 parking space for 1-2 guest rooms 2.0 parking spaces for 3 guest rooms
Additional Licencing Requirements	Entire dwelling may be rented while operator is away (Maximum 6 guests)
	A local contact must be identified to respond to concerns if the operator is away
	Operator must sign a Good Neighbour Agreement
	Operator must provide proof of occupancy (through homeowner grant, drivers licence, government records or utility bills)
	Operator must provide a Self-Evaluation Safety Audit

The proposed regulations were developed to be consistent with the City's Bed & Breakfast regulations. Key differences include a reduced occupancy of only 3 guest rooms to a maximum of 6 guests, only one booking at a time permitted, and that the entire dwelling may be rented while the operator is away. See Attachment 1 for a comprehensive overview of the draft Short Term Rental regulations and which City bylaws they would be included within.

Other Regulation Options

While the above regulations outline the proposed regulation program based on the Guiding Principles and regionally consistent practices, other options which may be considered based on Council direction and results of the proposed Public & Stakeholder Engagement Program could include:

- Permitting Short Term Rentals on properties with Secondary Suites or Carriage Houses (while restricting the Short Term Rental to within the Single Detached Dwelling);
- Permitting Short Term Rentals within Secondary Suites or Carriage Houses (Only one dwelling would be permitted as a Short Term Rental per property);
- Higher licence fees may be considered for Secondary Suites and Carriage Houses to work to protect long-term rentals;
- Licence caps to limit the number of Short Term Rental business licences within the City or within specific neighbourhoods or geographic areas;
- Requirement of a Short Term Rental operator to notify neighbours of the use and contact information in case of any neighbour concerns; or
- Restrictions on the number of nights a Short Term Rental can be rented for annually.

The above options were all regulatory or licencing approaches seen in effect within a BC municipality, however they were not identified as a regionally consistent practice. Additional technical review may be required for the inclusion of any of the above regulatory options to determine applicability of other regulations (such as BC Building Code) and how to administer or manage additional restrictions such as licence caps or maximum rental nights.

Business Licencing

Operator and Local Contact

The operator of a Short Term Rental must be the occupant of the Single Detached Dwelling. This could be the owner of the property as confirmed by the homeowners grant, or a long-term tenant of the property (with approval from the owner) as confirmed by a driver's licence, government records or utility bills in the operator's name. This requirement is to ensure that the operator maintains the dwelling as their principal residence (where the operator lives, conducts daily affairs, and is generally the residence used for government records). An operator may rent the entire dwelling during times when they are away, however the maximum of 6 guests must still be met.

A local contact is required to be identified as part of the application for a Short Term Rental business licence. The local contact must be available to respond to City staff concerns within a reasonable time frame when the operator of a Short Term Rental is away.

Good Neighbour Agreement

Operators applying for a Short Term Rental business licence will be required to sign a Good Neighbour Agreement, which outlines a code of conduct and expectations for the

operator to adhere to, which will reiterate the applicable City bylaws and regulations. See Attachment 1 for an example of a draft agreement.

Fire Inspections

A Fire Inspection will be required for all Short Term Rentals as part of the initial application requirements. This is consistent with the Fire Department's inspection requirements for Bed & Breakfasts which, as of 2020, only require an 'Initial Inspection'. The Fire Department estimates that the time required to complete each inspection is 2.25 hours (including administration and travel time). Operators applying for a Short Term Rental business licence will also be required to complete a Self-Evaluation Safety Audit annually. Operators would complete the safety audit to attest that required safety devices and procedures are in place such as smoke alarms, fire extinguishers, carbon monoxide alarms, and fire safety plans. See Attachment 1 for an example of a draft safety audit.

Business Licences

Using projected rates of licensing of existing operators based on statistics provided by the City of Kelowna's Business Licencing Department, the following is a breakdown of potential revenues from licensing. West Kelowna could project approximately 96 Short Term Rental operators would obtain licences once regulations are in place (approximately 20% of the number of pre regulation listings).

Table 3 – Potential Licencing Numbers		
	Kelowna	West Kelowna (<i>anticipated</i>)
Pre Regulation Listings	2,700	420
Reduction % with Regulations	62%	62%
Post Regulation Listings	1,020	155
% Listings who Licence	62%	62%
Short Term Rental Business Licences	634	96

It is proposed that the Licence Fee for a Short Term Rental be determined with the goal to offset the proposed Bylaw Compliance & Enforcement Program. Table 4 provides a comparison of Business Licencing fees across the Province for Short Term Rentals regulated in a similar manner to West Kelowna's proposed regulations. The City's current Business Licence Fee for a Bed & Breakfast is \$135 annually.

Table 4 – Short Term Rental Business Licencing Fee Comparison							
Lake Country	Gibsons	Penticton	Pemberton	Kelowna	Nelson	Tofino	Squamish
\$100	\$200	\$180 - \$250	\$300	\$345	\$200 - \$450	\$450 - \$750	\$450 - \$900

Bylaw Compliance & Enforcement Program

The proposed Short Term Rental Compliance & Enforcement Program (Attachment 2), anticipates required staff resources, enforcement measures, identification of listed properties and proactive enforcement.

Table 5 - Proposed Short Term Rental Compliance & Enforcement Program

Additional Staff Resources	<ul style="list-style-type: none"> • Business Licencing Supervisor; • Casual clerk during initial intake period
Enhanced Enforcement Measures	<ul style="list-style-type: none"> • Short Term Rental regulations within Zoning & Business Licencing Bylaws; • Bulletin outlining requirements and expectations; • Additional Offences and Fines with new STR regulations; • Increased maximum daily fine of \$1,000
Identification of Short Term Rental Properties	<ul style="list-style-type: none"> • Third party contractor to identify listings on multiple sites; • Ongoing identification of new listings
Proactive Enforcement	<ul style="list-style-type: none"> • Third party contractor to send automated compliance letters; • Second letter to be sent within 30 days if no response received; • Referred to Bylaw for enforcement action if compliance is not achieved.

Additional Staff Resources

As part of the 2021 budget, staff are requesting a full time Business Licencing Supervisor be responsible for and oversee the strategic direction of business licencing services. This position would lead the implementation of the Short Term Rental licencing program and manage the proactive enforcement of the Short Term Rental regulations.

It is also anticipated that the Business Licence Clerk (currently a 0.5 FTE term position) would be unable to solely manage the initial round of Short Term Rental business licence applications once regulations are in place. This 0.5 FTE term position will be reviewed later in 2021 for full time status. The utilization of a casual Clerk during the initial intake period (Spring/Summer 2021) is proposed as needed.

Enhanced Enforcement Measures

Utilizing the regionally consistent practices approach to regulating short term rentals was also applied when reviewing enforcement options. It was important to ensure that the proposed regulations would be enforceable and it is proposed to introduce a graduating scale of penalties for non-compliance, with the ability for the Business Licence Supervisor to suspend or revoke a licence if compliance cannot be achieved within a reasonable time frame.

An overview of the potential new offences which would be introduced or enhanced as part of the bylaw amendments are included in Attachment 2. It is proposed to increase the maximum daily fine within the City's Municipal Ticket Information Utilization Bylaw No. 0095 (MTI Bylaw) to act as a deterrent for non-compliance from \$500 to \$1,000. Tickets under the MTI Bylaw can only be served in person and cannot be mailed.

Third Party Contractor

It is proposed that a third party contractor be used to provide proactive identification and communication to active Short Term Rentals. Staff have been in contact with one potential contractor who has provided an overview of potential services and costs, with costs based

on the number of listings requiring monitoring. Services proposed to be contracted include:

- address identification of active listings,
- automated compliance letters for listings who are in contravention of any of the regulations, and
- the ability to track the status and outcome of each compliance letter.

The procurement of a third party contract for these services would go through the Informal Quote or Formal Quote/Bid procurement process depending on the level of service determined to be required⁸.

It is anticipated that the use of a third party company to carry out the above noted services will significantly reduce the amount of enforcement that would normally expected to be needed by Business Licensing and Bylaw Compliance Staff to obtain compliance. Complaint based enforcement though the Bylaw Department will still be necessary and form part of the enforcement strategy, particularly as it relates to nuisance issues. After the Short Term Rental regulation program has been in effect for some time, third party monitoring may no longer be required as operators become familiar with the regulations and staff work to gain compliance.

Public & Stakeholder Engagement Plan

Council directed staff to prepare an engagement plan to seek public and stakeholder feedback on the draft Short Term Rental regulations. With current restrictions and public health advisories in effect due to COVID-19, staff will lead an online engagement process. Engagement is proposed to take place starting November 30th and run until the end of 2020. While there are identified limitations to conducting public engagement during December, with competing engagement programs and the holiday season, the timing was necessary in order to have regulations in place by the beginning of the 2021 tourism season. The timing proposed for the engagement was derived by working backwards from a proposed May 2021 implementation date.

It is the intent of the engagement plan to engage on proposed enforcement, regulation, and implementation of Short Term Rentals. It is not the intent of this engagement process to gauge public opinion on whether regulation is required, rather, how it is to be implemented, and to what extent it should be regulated. Once engagement is completed on the draft regulations, proposed bylaw amendments will be prepared for Council's consideration.

Proposed Engagement Tools

A project webpage is available on the City's website which includes background information on the project, key timelines, and links to the online questionnaire (when available). The project webpage will be updated regularly as the project progresses and provides a hub for information on the proposed Short Term Rental regulations.

⁸ Section 5.3 Purchasing Thresholds & Process Requirements, CWK Purchasing Policy

It is proposed to utilize the City's new engagement platform, Engagement HQ (Bang the Table) to deliver the online questionnaire. The questionnaire will outline the proposed regulations and seek feedback from stakeholders and the public on whether the draft program presented addresses the context of West Kelowna. Staff will use the questionnaire results to inform the refinement of draft regulations in addition to City policies and guidelines, regionally consistent practices and internal department requirements and feedback.

Table 5 - Proposed Public & Stakeholder Engagement Plan	
City Webpage	<ul style="list-style-type: none"> Project webpage serves as a hub for access to information, updates, and ways to stay involved in the engagement process.
Engagement HQ Questionnaire	<ul style="list-style-type: none"> Online questionnaire for public and stakeholders to provide feedback through Engagement HQ (Bang the Table); Option for residents to pick up a paper copy of the questionnaire if needed.
Social Media Posts	<ul style="list-style-type: none"> Regular social media posts throughout the engagement process; Posts will provide background information and ways to be involved; Posts to update on the engagement process; Utilizing Facebook, Instagram, Twitter
E-Notifications	<ul style="list-style-type: none"> Email Notification at the launch of the engagement process to existing City mailing list; Key messaging will direct interested recipients to the online questionnaire and project webpage
Newspaper Ads	<ul style="list-style-type: none"> Two newspaper advertisements in West Kelowna News; Provide project information and how to access the online questionnaire.

Engagement Audience

Public engagement with the community of West Kelowna will gather feedback on the proposed regulations and provide a lens from residents. Public engagement is meant to capture those not directly involved in the Short Term Rental industry, but may have a vested interest in the operation of these businesses. Neighbourhood Associations will be invited to participate in the online questionnaire.

Community stakeholders have been identified that will be invited to participate in the engagement process, and may encourage and advocate for others to participate as well. Stakeholders have been identified and include Short Term Rental operators, accommodation and tourism providers, and industry associations.

All three Council Committees will be engaged for comments regarding the proposed regulations (Agricultural Advisory Committee, Advisory Planning Committee and Economic Development Committee). Internal departments have been referred and participated in preparation of the proposed draft regulations. Ongoing input from internal departments will be required as the proposed regulations are further refined and administrative details of business licensing are determined.

NEXT STEPS

Following Councils endorsement of the proposed Short Term Rental regulations, public and stakeholder engagement will begin. Once engagement is completed (by the end of 2020), starting in early 2021 staff will review the results of the questionnaire and comments received from Council committees and various internal and external agencies. The proposed regulations may be refined or amended based on the results of the engagement, while maintaining regulations that are based upon the Guiding Principles and are regionally consistent.

Staff will then draft bylaw amendments to regulate the operation, licencing and enforcement of Short Term Rentals for Councils consideration, and if supported, will be moved forward to a public hearing. Staff anticipate regulations could be adopted by April/May of 2021 at the beginning of the tourism/accommodation season. Bylaw amendments will be required to the following bylaws:

- Zoning Bylaw No. 0154
- Business Licensing and Regulations Bylaw No. 0087
- Fees & Charges Bylaw No. 0028
- Bylaw Dispute Adjudication Bylaw No. 0093
- Municipal Ticket Information Utilization Bylaw No. 0095

FINANCIAL IMPLICATIONS

It is not anticipated that Business Licencing fees for Short Term Rentals would be able to completely cover the required resources necessary to implement the program. A budget request has been submitted by the Development Services Department for the Business Licencing Supervisor position. Additional resources will be required to be allocated to the Short Term Rental program to achieve the proposed compliance and enforcement program.

Potential annual costs for third party monitoring (based on the projected number of listings post regulation of approximately 155) are estimated at \$3,000 CAD for compliance monitoring and \$5,000 CAD for address identification. This cost may be higher in the first year of regulation if listing numbers are higher.

The Province has an agreement with one online accommodation platform (OAP) for Short Term Rentals, AirBnB, to automatically collect a Municipal and Regional District Tax

(MRDT) from all bookings. Only municipalities with an MRDT in place receive OAP revenue disbursed by the Province. West Kelowna does not currently have an MRDT in place. Consultation and support from tourism industry stakeholders would be required as well as a minimum of 51% of accommodation providers (representing 51% of the total accommodation units) in support of the MRDT application to the Province. ⁹

COUNCIL REPORT / RESOLUTION HISTORY

Date	Report Topic / Resolution	Resolution No.
September 29, 2020	Council provided direction to staff that short term rentals be regulated, and that the creation of regulations for short term rentals be done through the review of regional practices and consultation with both stakeholders and the public. Council's direction followed the decision points presented to Council.	-
September 17, 2019	THAT Council direct staff to investigate and report back to Council regarding Air BnB and short term rentals in West Kelowna within the next 6 months.	C327/19

REVIEWED BY

Brent Magnan, Planning Manager

Mark Koch, Director of Development Services

Shelley Schnitzler, Legislative Services Manager/Corporate Officer

APPROVED FOR THE AGENDA BY

Paul Gipps, CAO

Powerpoint: Yes ☒ No ☐

Attachments:

1. Draft Short Term Rental Regulations
2. Draft Compliance & Enforcement Program
3. Draft Engagement Plan

⁹ Destination BC – MRDT Program Requirements <https://www.destinationbc.ca/what-we-do/funding-sources/mrdt/program-requirements-application-procedure/>



PROPOSED SHORT TERM RENTAL REGULATIONS

File No: P 20-16
Subject: Proposed Bylaw Amendments & Regulations

CITY OF WEST KELOWNA
PLANNING DEPARTMENT

ATTACHMENT: 1

FILE NO.: P 20-16



Zoning Bylaw No. 0154

SHORT TERM RENTALS

- .1 A short term rental shall only be conducted within a principal single detached dwelling.
- .2 An occupant of the single detached dwelling shall be the operator of the short term rental.
- .3 No more than 3 guest rooms are permitted in a short term rental and no more than 6 guests are permitted in a short term rental at any one time.
- .4 Guest rooms shall only be rented for rental periods of less than 1 month.
- .5 A short term rental is permitted to have no more than 1 non-internally illuminated sign to a maximum size of 3000 mm² (465 in²) that is attached to the principal single detached dwelling or located elsewhere on the parcel and a minimum distance of 1.5 m (4.9 ft) from any parcel boundary.
- .6 There shall be no exterior indication that a short term rental is in operation on any parcel, except for permitted signage and required parking.
- .7 A short term rental shall not be permitted without connection to a community sewer system unless:
 - (a) The parcel receives the written approval of a Registered Onsite Wastewater Practitioner (ROWP) for septic disposal capacity.
- .8 A short term rental is not permitted on a parcel that contains a secondary suite or carriage house.

PARKING REGULATIONS

USE	NUMBER OF REQUIRED PARKING SPACES
Short Term Rental	1.0 per 1 or 2 guest rooms 2.0 per 3 guest rooms

Business Licencing and Regulations Bylaw No. 0087

DEFINITIONS

“Short Term Rental” means the accessory use of a single detached dwelling, or a portion of it, that provides temporary accommodation for paying guests for a period of less than 30 days, but does not include Bed & Breakfast.

SHORT TERM RENTALS

.1 A person must not carry on business as an operator of a short term rental unless the person holds a valid licence issued under the provisions of this Bylaw.

.2 Without limiting Section 2.1, a person applying for the issuance or renewal of a licence to operate a short term rental must, in addition to meeting the requirements of Zoning Bylaw No. 0154:

- (a) Make an application to the Licence Inspector on the form provided for short term rental business licence applications;
- (b) Provide, in the form satisfactory to the Licence Inspector, evidence that:
 - a. The operator owns the dwelling where the short term rental is offered, or
 - b. The owner of the property has consented to the use of the property as a short term rental;
- (c) When the property where the short term rental is offered is located within a Strata, provide a letter from the strata council confirming that the use of the dwelling for short term rentals does not contradict any bylaws of the strata corporation or applicable provisions of the Strata Property Act;
- (d) Provide in the form satisfactory to the Licence Inspector, evidence that the premises where the short term rental is offered is occupied by the operator as their principal residence;
- (e) Provide the name and contact information for a Local Contact who is designated by the operator as an alternate contact for the Short Term Rental accommodation;
- (f) Submit in the form satisfactory to the Licence Inspector a Self-Evaluation Safety Audit;
- (g) Provide a floor plan of the dwelling in which the short term rental is offered, identifying the location of smoke alarms, carbon monoxide alarms, fire extinguishers, fire exits, each guest room, the types of bed in each guest room and the location of any sofa beds (Fire Safety Plan);
- (h) Provide a parking plan which complies with the parking requirements of Zoning Bylaw No. 0154; and
- (i) Provide any other information the Licence Inspector may require for the purposes of ensuring compliance with the City's bylaws and other enactments.

.3 The operator of a short term rental must ensure that any marketing or listing for the short term rental includes the licence number of a valid licence issued for that dwelling under this Bylaw.

.4 Should the operator of a short term rental be absent overnight from their principle residence at a time when the short term rental is rented, the operator must ensure that the name and contact information of the Local Contact is prominently displayed in the dwelling.

.5 The operator or Local Contact of a short term rental must respond or attend at the dwelling within 2 hours of being requested to do so by the Licence Inspector.

.6 An operator of a Short Term Rental must:

- (a) Operate a short term rental only within a licenced dwelling;
- (b) Display the licence inside the entry way to the dwelling;
- (c) Display in each approved guest room, and in the entryway of the Short Term rental accommodation, a fire safety plan; and

- (d) Ensure that no more than one booking is permitted for the short term rental within the dwelling at one time.

.7 An operator of a short term rental must not:

- (a) Rent out any guest rooms or provide any sleeping accommodation within any secondary suite, carriage house, vehicle, recreational vehicle, tent or accessory building; or
- (b) Allow to be used as guest rooms, any rooms that are not approved and identified on the licence application for that dwelling as guest rooms.

DRAFT

Short Term Rental Operator Good Neighbour Agreement

This agreement made this _____ day of _____, 20____

WHEREAS _____ (the "Operator"):

Wishes to demonstrate to the City of West Kelowna (the "City"), and the Citizens of West Kelowna their effort to be a responsible Short Term Rental operator within the City of West Kelowna.

Recognizes their role as a responsible operator and neighbor within the community and agrees to work with the City and its departments to resolve all concerns.

Wishes to promote West Kelowna as a vibrant, safe, and attractive community for the enjoyment of everyone, including residents, visitors, businesses, and their workers.

Recognizes that non-compliance with the Short Term Rental Operator Good Neighbour Agreement may be brought to the attention of the Business Licensing Supervisor, Licence Inspector, or City Council, and may trigger a licence suspension and/or revocation hearing.

Recognizes that Short Term Rental operators have a civic responsibility to address the conduct of their guests; and that the Good Neighbor Bylaw No. 0151, Traffic Bylaw No. 0092 and other City Bylaws require that certain standards of conduct and maintenance apply to their properties used for Short Term Rentals.

Recognizes that should the Operator's licence be suspended or cancelled and any Short Term Rental bookings and/or nuisance incidents pertaining to the operation of a Short Term Rental continue to occur and remain unresolved, the City may exercise its power to pursue additional enforcement action including increasing fines and/or legal injunctive action.

AND WHEREAS the City wishes to:

Commend the Operator for their recognition of their civic responsibilities, and commitment to fostering a good working relationship with the City and the Operator's neighbours.

Demonstrate its commitment to early resolution of disputes with the Operator in relation to this Agreement whenever possible.

NOW THEREFORE in conjunction with and in consideration of obtaining, continuing to hold, or renewing a Short Term Rental business licence, the Licensee covenants and agrees with the City to comply with the conditions set out in Business Licensing and Regulation Bylaw No. 0087.

IN WITNESS WHEREOF the parties have executed this agreement in the City of West Kelowna, Province of British Columbia, this _____ day of _____, 20____

The business Operator
by its authorized signatory
(Owner/Operator)

On Behalf of the City of West Kelowna
by its Business Licence Inspector

X. _____

X. _____

Short Term Rental Self-Evaluation Safety Audit Attestation

Please initial each section applicable to your Short Term Rental
and return to City of West Kelowna Business Licencing Department:

Owner/Operator: _____

Emergency Contact name/phone: _____

Address: _____

Phone: _____ Email: _____

- | | (initial) |
|---|-----------|
| 1. Smoke Alarms tested & logged monthly (As per BC Fire Code) | _____ |
| 2. Fire Extinguisher Service – (annual service by Certified Technician) | _____ |
| 3. Fire Safety Plan posted (review and update annually) | _____ |
| 4. Means of egress operable and unobstructed (bedroom doors & windows) | _____ |
| 5. Carbon Monoxide Alarms tested annually (as per manufactures recommend) | _____ |
| 6. Electrical installations used and maintained so as not to constitute a fire hazard | _____ |
| 7. Barbeque soap leak test (propane or natural gas) annually | _____ |
| 8. Chimney cleaning – if applicable _____ | _____ |
| 9. Interior/Exterior passage ways maintained free and clear of obstructions | _____ |

Note: The City and/or West Kelowna Fire Department may conduct random inspections annually for safety compliance.

I hereby attest that the above have been tested, inspected and maintained as required by the City of West Kelowna's Business Licence and Regulation Bylaw No. 0087 and submittal of this safety audit report checklist is assurance that the conditions are consistent with those set out within City of West Kelowna Business Licence and Regulation Bylaw No. 0087.

Owner/Operator Signature: _____ Date: _____



PROPOSED SHORT TERM RENTAL BYLAW COMPLIANCE & ENFORCEMENT PROGRAM

File No: P 20-16
Subject: Proposed Compliance & Enforcement

CITY OF WEST KELOWNA
PLANNING DEPARTMENT

ATTACHMENT: 2

FILE NO.: P 20-16



Staff Resources

Staff are requesting the addition of a new position, a full time Business Licensing Supervisor. This position would be responsible for and oversee the strategic direction of business licensing services through planning, developing and monitoring internal processes. The Business Licensing Supervisor would lead the implementation of an effective Short Term Rental regulation program, and manage the proactive enforcement of these regulations.

Currently the Business License Clerk position is located at the City Hall front counter and is a shared position with the Planning Department (0.5/FTE) for each department. The existing 0.5 business licensing clerk position term position, which will be filled as of November 23, is not anticipated to be able to also handle the expected influx of Short Term Rental applications. This 0.5 FTE term position will be reviewed later in 2021 for full time status. The additional application intake and review period (Spring/Summer 2021) will initially be supplemented with the use of a casual clerk as needed.

Enhanced Enforcement Measures

Utilizing the regionally consistent practices approach to regulating short term rentals was also applied when reviewing enforcement options. The Business Licence Supervisor would have the ability to suspend or revoke a licence if compliance cannot be achieved within a reasonable time frame under the Business Licencing Bylaw.

New offences would be introduced as part of the bylaw amendments to the Business Licencing and Regulation Bylaw No. 0087, Bylaw Dispute Adjudication Bylaw No. 0093, and Municipal Ticket Information Utilization Bylaw No. 0095. It is proposed to increase the maximum daily fine for some offences, to act as a deterrent for non-compliance, from \$500 to \$1,000. It was important to ensure that the proposed regulations would be enforceable and it is proposed to introduce a graduating scale of penalties for non-compliance with the Short Term Rental regulations.

Offences which would carry the maximum daily fine of \$500 under the Bylaw Dispute Adjudication Bylaw No. 0093 and \$1,000 under the Municipal Ticket Information Utilization Bylaw No. 0095 include operating a short term rental without a licence, permitting multiple bookings at one time, and using a secondary suite or carriage house for a Short Term Rental.

Offence	Bylaw	Maximum Daily Fine		Existing	Proposed
		Bylaw No. 0093	Bylaw No. 0095		
Contravene permitted uses (specified in each Zone)	Zoning	\$500	\$1,000	X	
Contravene Short Term Rental rules (1 st Offence)	Zoning	\$250	\$250		X
Contravene Short Term Rental rules (2 nd Offence)	Zoning	\$350	\$350		X
Contravene Short Term Rental rules (Continuing Offence)	Zoning	\$500	\$1,000		X
Contravene parking and loading standards	Zoning	\$100	\$100	X	
No Business Licence	Business Licencing	\$500	\$1,000	X	X
Marketing without Licence Number	Business Licencing	\$100	\$100		X
Fail to display Local Contact information	Business Licencing	\$100	\$100		X
Fail to attend short term rental within required time period	Business Licencing	\$250	\$250		X
Fail to display business licence	Business Licencing	\$50	\$50	X	
Fail to display fire evacuation plan in each short term rental guest room	Business Licencing	\$100	\$100		X
Operate short term rental contrary to licence conditions	Business Licencing	\$500	\$1,000		X
Permit multiple bookings at one time	Business Licencing	\$500	\$1,000		X
Use secondary suite or carriage house for short term rental	Business Licencing	\$500	\$1,000		X
Use unauthorized guest room for short term rental	Business Licencing	\$500	\$1,000		X

Third Party Contractor

To mitigate impacts to staff resourcing, it is proposed that a third party company with the expertise and sophisticated software needed to cost effectively identify Short Term Rental properties be contracted. The procurement of a third party contract for these services would go through the Informal Quote or Formal Quote/Bid procurement process depending on the

level of service determined to be required. This process could take up to 6-8 weeks prior to selecting a contractor to provide the service. A third party company that is the successful proponent of this process could reasonably need an additional 4-6 weeks to implement their program.

Staff have been in contact with one potential contractor who has provided an overview of potential services and costs, with costs based on the number of listings requiring monitoring. Services proposed to be contracted include address identification of active listings, automated compliance letters for listings who are in contravention of any of the regulations, the ability to track the status and outcome of each compliance letter.

IDENTIFICATION OF SHORT TERM RENTAL PROPERTIES

Short Term Rental listings can be spread across multiple websites, with new platforms for Short Term Rental listings being introduced all of the time. There are over 50 potential platforms for listing Short Term Rentals including AirBnB, VRBO (Vacation Rentals By Owner), HomeAway, and Booking.com. Short Term Rental listings are constantly being added, changed or removed.

Without utilizing a sophisticated data base system, there would be a significant drain on staff time to identify non-compliant Short Term Rentals. Address data is usually hidden from listings, a third party contractor would use both software and human analysts to identify the exact address and owner information for each identifiable Short Term Rental.

PROACTIVE ENFORCEMENT

Staff propose the use of the third party contractor to support the necessary compliance and enforcement efforts utilizing software capable of searching multiple listings across multiple online accommodation platforms to effectively provide accurate and enforceable information. The monitoring and communication services proposed would follow the below process with the assistance of the third party contractor:

- Identified non-compliant Short Term Rental properties would initially receive a letter advising of the compliance requirements;
- If there was no response, a second letter would be sent within 30 days;
- If compliance was not achieved or if there was still no response, the property would be referred to Bylaw for enforcement action.

The Business Licencing department would work to achieve compliance with the Short Term Rental through the letter notification process. The property would be referred to the Bylaw Department for follow up enforcement if compliance could not be achieved.

It is anticipated that the use of a third party company to carry out the above noted services will significantly reduce the amount of enforcement that would normally expected to be needed by Business Licensing and Bylaw Compliance Staff to obtain compliance. Complaint based enforcement though the Bylaw Department will still be necessary and form part of the enforcement strategy, particularly as it relates to nuisance issues.



PROPOSED SHORT TERM RENTAL PUBLIC & STAKEHOLDER ENGAGEMENT PROGRAM

File No: P 20-16
Subject: Proposed Engagement Program

CITY OF WEST KELOWNA PLANNING DEPARTMENT	
ATTACHMENT: <u>3</u>	
FILE NO.: <u>P 20-16</u>	

Engagement Outcomes

It is the intent of the engagement plan to engage the public and stakeholders on proposed regulation, enforcement and implementation of Short Term Rentals. It is not the intent of this engagement process to gauge public opinion on whether regulation is required, rather, how it is to be implemented, and to what extent it should be regulated. Once engagement is completed on the draft regulations, proposed bylaw amendments will be prepared for Council's consideration.

COVID-19

With current restrictions and advisories in effect due to COVID-19, staff will lead an online engagement process, as there are limited opportunities to have in-person meetings and engagement. If in-person engagement is required, physical distancing will be maintained, masks will be required in accordance with the City's policies and all recommendations from the BC Public Health Officer will apply.

Timeline

Staff propose to launch the online questionnaire, which is currently under development, on November 30th, 2020, with the questionnaire to close on December 24th, 2020 (Phase 3). Starting in early 2021 staff will review the results of the questionnaire and comments received from Council committees and various internal and external agencies (Phase 4).



Staff will then draft bylaw amendments to regulate the operation, licencing and enforcement of Short Term Rentals for Councils consideration, and if supported, will be moved forward to a public hearing (Phase 5). Staff anticipate regulations could be adopted by April/May of 2021 at the beginning of the tourism/accommodation season.

Engagement Audiences

Public engagement with the community of West Kelowna will be gather feedback on the proposed regulations and provide a lens from residents. Public engagement is meant to capture

those not directly involved in the Short Term Rental industry, but may have a vested interest in the operation of these businesses. Neighbourhood Associations will be invited to participate in the online questionnaire.

Community stakeholders have been identified that will be invited to participate in the engagement process, and may encourage and advocate for others to participate as well. Stakeholders have been identified and include Short Term Rental operators, accommodation and tourism providers, and industry associations.

All three Council Committees will be engaged for comments regarding the proposed regulations (Agricultural Advisory Committee, Advisory Planning Committee and Economic Development Committee). Internal departments have been referred and participated in preparation of the proposed draft regulations. Ongoing input from internal departments will be required as the proposed regulations are further refined and administrative details of business licensing are determined.

Stakeholder	Impact/Affect	Political/Social/Economic Influences
B&B Operators/Owners	<ul style="list-style-type: none"> Regulated, tourism and accommodations provider. 	<ul style="list-style-type: none"> Influence on Hotel, Resort, and STR prices.
Canadian Homebuilders Association	<ul style="list-style-type: none"> Development industry – housing and accommodations. 	<ul style="list-style-type: none"> Housing and development costs.
Greater Westside Board of Trade	<ul style="list-style-type: none"> Community interests in business, economy, growth, and tourism. 	<ul style="list-style-type: none"> Local business growth.
Hotels	<ul style="list-style-type: none"> Regulated, tourism and accommodations provider. 	<ul style="list-style-type: none"> Influence on B&B, Resort, and STR prices.
Local Tourism Businesses/Attractions	<ul style="list-style-type: none"> Tourism attractions. 	<ul style="list-style-type: none"> Local economies and tourism.
Neighbourhood Associations	<ul style="list-style-type: none"> Neighbourhood interests, housing, and quality of life. 	<ul style="list-style-type: none"> Community quality, attraction of or deterrent of accommodations.
RDCO	<ul style="list-style-type: none"> Regional interests in housing, affordability, health, and regulation. 	<ul style="list-style-type: none"> Interests in tax collection, regulation, licencing, fees, and fines.
Resorts	<ul style="list-style-type: none"> Regulated, tourism and accommodations provider. 	<ul style="list-style-type: none"> Influence on B&B, Hotel, and STR prices.
Short Term Rental Operators/Owners	<ul style="list-style-type: none"> Unregulated, tourism and accommodations provider. 	<ul style="list-style-type: none"> Influence on B&B, Hotel, and Resort prices.
Tourism Kelowna	<ul style="list-style-type: none"> Accommodations resource. 	<ul style="list-style-type: none"> Local economic interests and competition within region
UDI	<ul style="list-style-type: none"> Development industry – housing and accommodations interests. 	<ul style="list-style-type: none"> Housing and development costs.
Visit Westside	<ul style="list-style-type: none"> Accommodations resource. 	<ul style="list-style-type: none"> Local economic interests and competition within region.
West Kelowna Economic Development Committee	<ul style="list-style-type: none"> Interests in business, tourism, impacts to agriculture and growth. 	<ul style="list-style-type: none"> Local economic growth and business attraction.
Westbank First Nation	<ul style="list-style-type: none"> Municipal interests in housing, affordability, health, and regulation. 	<ul style="list-style-type: none"> Interests in tax collection, regulation, licencing, fees, and fines.

Engagement Platform Summary

A project webpage is available on the City's website which includes background information on the project, key timelines, and links to the online questionnaire (when available). The project webpage will be updated regularly as the project progresses and provides a hub for information on the proposed Short Term Rental regulations.

It is proposed to utilize the City's new engagement platform, Engagement HQ (Bang the Table) to deliver an online questionnaire. The questionnaire will outline the proposed regulations and seek feedback from stakeholders and the public on whether the draft program presented addresses the context of West Kelowna. Staff will use the questionnaire results to inform the refinement of draft regulations in addition to City policies and guidelines, regionally consistent practices and internal department requirements and feedback.

Engagement Platform	Activity Description Highlights/Objectives	Engagement Dates
CWK Web Page: Short-term Rentals Regulation	The CWK web project page will serve as a hub for access to information, updates, and ways to stay involved in the engagement process. The webpage will feature: <ul style="list-style-type: none"> - Background information - Reports - Questionnaire link - Project timeline and engagement process - Updates 	Phase 2 – 5 October 30 to May 1
Social Media Posts	Regular social media posts will be provided throughout the engagement process. Posts will be provided through a 'soft-launch' period, which will provide background information and ways to get involved, followed by the engagement phase which will provide users with regular updates on the process. Media outlets: <ul style="list-style-type: none"> - Facebook - Instagram - Twitter - City Webpage 	Phase 3 Soft Launch Nov 18 to Nov 24 Phase 3 Consultation Nov 30 to Dec 24 Phase 4 – 5 General Updates Jan to May
Questionnaire (EngagementHQ)	Questionnaire through EngagementHQ (Bang the Table). Questionnaire to include: <ul style="list-style-type: none"> - Level and measure of enforcement; - Fees and Fines; - Use and Regulation; and - Impact/benefit – personal and business. 	Phase 3 Nov 30 to Dec 24
E-Notifications	Notification sent to existing mailing list to include background and rationale. Key messaging will direct interested recipients to project website.	Phase 3 Pre-Launch Nov 23 to Nov 27 Reminder Dec 7 to Dec 11 Final Call Dec 20
West Kelowna News	Small advertisement – providing overview of proposed regulation of STRs in WK, and how people may get involved to have their say on how this should be enforced.	Phase 3 Nov 30 to Dec 24

LIMITATIONS

Engagement & Timing

Traditionally, public engagement during December can be a limitation for projects, as participation typically falls off as a result of competing interests in seasonal activities, travel, and holiday preparation. However, December is also a slower season for the tourism industry which may increase stakeholder engagement rates. While COVID-19 has impacted many aspects of travel and activities, there are still demands around the season that may limit the engagement process. To avoid a drop off in participation, or a lack of community input, the proposed draft engagement plan may be amended to include two consultation phases. The first could take place between November and December and focus on stakeholder engagement, and the second could take place in January and focus on community engagement. To ensure ample feedback is received for both processes, the online questionnaire would be live during the duration of both processes.

Competing Projects

During the scheduled timeline for Short Term Rental engagement, the City will also be undertaking the annual Citizen Survey, and Phase 2 engagement of OURWK – Community Visioning. Public burnout and participation fatigue is a possibility, and may impact the consultation process and quality.



ECONOMIC DEVELOPMENT COMMITTEE REPORT

To: Economic Development Committee

Date: December 9, 2020

From: Dallas Clowes, Senior Planner and Stirling
Scory, Planner II

File No: P20-01

Subject: **P20-01, West Kelowna Community Vision (Phase 1 OCP Review)**

BACKGROUND

On October 27, 2020, the first DRAFT Community Vision document was presented to West Kelowna Council, following the completion of the first round of public engagement in September. At this meeting, Council provided the project team with feedback on the DRAFT Vision and directed staff to continue with Round 2 public engagement to hear the community's feedback on the document. All Council committees (APC, AAC, and EDC) are being referred the DRAFT vision at this time for preliminary feedback.

Summary of Draft Vision Document

The Draft Vision document (Attachment 1) represents West Kelowna's Community Vision to 2040 and is the foundation to the Official Community Plan (OCP) update. It is currently organized with:

- a DRAFT (overarching) Vision Statement that describes what West Kelowna wants to become by 2040
- Five foundational elements that provide a balanced focus for action to support the vision
- Twenty key directions that could help the community make visible and sustainable progress
- 'Signs of success' to help monitor progress towards achieving the draft vision

Summary of Round 1 Engagement: (completed September 21)

Due to physical distancing requirements necessitated by the COVID-19 pandemic, Round 1 public engagement occurred predominantly online from June 15 to September 21 2020.

The purpose of Round 1 Engagement was to listen to the community to gain early insights into the priorities, concerns and ideas of residents and stakeholders. This round of engagement included a broad range of participation opportunities including questionnaires, kid's activities, "Ideas" postcards, outreach to community stakeholders and community groups, online meetings, videos and newspaper and social media presence.

The Round 1 Engagement Summary and Appendices can be viewed in detail at ourwk.ca.

Summary of Round 2 Public Engagement: (Anticipated completion Dec 18)

Similar to Round 1, Round 2 Engagement will also be predominantly online due to COVID-19 physical distancing requirements. The purpose of Round 2 engagement is to review and refine the DRAFT community vision with the community. We are asking participants to review the Draft vision statement, foundational elements and the key directions to help refine and shape a path forward for West Kelowna's future.

We have created a 'Choose Your Own Adventure' method for obtaining feedback on the Draft Vision through three online feedback forms:

- *Adventure A: Draft Community Vision Review*
 - The main feedback form which encourages individual or household feedback of the Draft Vision document (estimated time: ½ hour)
- *Adventure B: 5-minute Feedback on the DRAFT Vision Statement and Foundational Elements*
 - A shortened version of Adventure A to enable those with minimal time to participate (estimated time: 5 minutes)
- *Adventure C: Working Together, Community Circles Collaboration*
 - An expanded version of Adventure A to enable those who wish to 'dig deeper' and collaborate with others on a group submission (estimated time: a few hours)

In addition to the above feedback forms, we also created a specific feedback form for youth (for Mount Boucherie Secondary School, Glenrosa Middle School and Constable Neil Bruce Middle School students) and are planning outreach to our Senior's Centre and Interior Health facilities (with hardcopy versions of the feedback forms).

Two online workshops were also held the first week of December. These virtual workshops will include guided discussions that allow participants to hear from others in the community and share their feedback on the draft vision with the project team.

Requested Feedback from EDC Members

As this is the first time the EDC will be viewing the DRAFT Vision document, it is requested that members provide preliminary feedback (i.e. through general discussion, not a formal resolution at this time). Following this meeting, the project team will review the feedback received from the EDC (as well as feedback received through Round 2 Public Engagement) and revise the DRAFT Vision document. It is anticipated that a revised Vision document will be presented to the EDC in the New Year, following the conclusion of the public engagement process. At this next meeting, the EDC will be asked to formally weigh in (i.e. via a resolution) prior to the document being considered by Council.

How Can the EDC Help with the Community Visioning Process?

Similar to the first round of Community Engagement, the project team is asking all Committee members to help us spread the word about the project and encourage feedback on the draft Vision. Following the EDC meeting, staff will send an email with details about Round 2 Engagement and digital links to our online feedback forms. EDC members are encouraged to share widely with their networks.

Respectfully Submitted By:

Dallas Clowes

Dallas Clowes
Senior Planner

Stirling Scory

Stirling Scory
Planner II

PowerPoint: Yes ☒ No ☐

Attachments:

1. DRAFT Community Vision Document
2. Draft Vision Review Guide

OUR COMMUNITY VISION

2020-2040

DRAFT

NOVEMBER 10, 2020





“

West Kelowna is truly a unique community and is a great place to live. The things that make it so wonderful are the lake, the agriculture including wineries, and the small community vibe. As a new city there is such an opportunity to build upon these strengths and make this an even greater place to live.

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DOCUMENT PHOTO CREDITS

We gratefully acknowledge the contribution of
photographs for this document by:
Darren Hull, Jonathan Behnke, and T. Stechman

DRAFT



“

Big thinking precedes great achievement.

- Wilferd Peterson

THIS IS #OURWK!

#OURWK is West Kelowna's Community Vision to 2040. It sets our desired destination – the future West Kelowna we want to create. This vision is for all of us – built by our community to guide our shared future.

#OURWK'S COMMUNITY VISION INCLUDES:

a **vision statement** that describes what West Kelowna wants to become by 2040

five **foundational elements** that will provide a balanced focus for action to support the vision

twenty **key directions** that could help the community make visible and sustained progress

signs of success that will show us that we're making progress

an **invitation** for all of the West Kelowna community to work together to make this vision come alive

next steps that connect this Community Vision to the City's Official Community Plan update

SETTING OUR PATH FORWARD

West Kelowna is the quintessential Okanagan city. Sun-soaked lakeshores, agricultural charm, and access to urban jobs and living have made West Kelowna a rising star. Our city ranked 12th on Maclean's list of Canada's Best Communities in 2019 and its appeal continues to be proven by steady growth.

With this popularity comes a responsibility to look ahead to West Kelowna's future and think carefully about how to support its thoughtful evolution – maintaining what makes this place so unique while making noticeable strides towards where our community wishes to go next.

A Community Vision defines what it is we want to achieve. In a world that's evolving faster than ever before, a strong vision grounds us and prepares us to successfully navigate change. While we cannot predict every change that will come our way in the next 20 years – setting and sticking to a bold Community Vision gives us a powerful lens for making thoughtful decisions.

Change is coming to West Kelowna. We cannot ignore it, but we need not fear it. Together we can shape change to fulfill our dreams. With this Community Vision as our guide, we will create an amazing quality of life for all the people of West Kelowna – those who are here today and those yet to come. **This is #OURWK!**

A COMMUNITY INSPIRED

We know we are better together.

West Kelowna's heart is our people. #OURWK brings together the passions and knowledge of individuals, groups, partners, neighbours, and the City to envision a healthy and prosperous future.

SHARING WHAT IS LOVED, OUR IDEAS, AND WHAT CONCERNS US

#OURWK's first round of engagement took place between June 15 and September 21, 2020. With participants from each neighbourhood in the city we heard from young and old, newcomers and seasoned residents, and business-owners, students, workers, and neighbours. A second round of engagement is planned for late fall 2020 and will inform updates to this draft.

View the Round 1 Engagement Summary at ourwk.ca to see all that was shared.



Support from local organizations

Support from City hall front-line staff

Vehicle magnets on the City fleet

“

Focus on what will unify
and not divide our town
and work towards that.

- #OURWK Participant



Ads in the Westside Weekly



Media releases



Email blasts to the City's mailing list



Announcements and updates by Mayor / Acting Mayors at Council Meetings



Letter from the Lakeview Heights Neighbourhood Association



29
Photo contest submissions



25
Vision postcard submissions



58
Participants in three Online Stakeholder Welcome Meetings



37
Participants in four Online Topic Meetings



5,290
Distinct inputs received (so far!)



1,409
Community Ideas Questionnaires completed



469
Weekly Topic Questionnaires completed



107
Written or drawn ideas in kids' activity booklets

AND THERE'S MORE TO COME. ROUND 2 PARTICIPATION IS PLANNED FOR FALL 2020!

WEST KELOWNA'S DRAFT VISION STATEMENT

OUR VISION STATEMENT DESCRIBES OUR DESIRED STATE FOR WEST KELOWNA IN 2040

We are a livable community — one where everyone can find their place to belong, their cozy home, and their opportunity to succeed. We are a model for thoughtful growth, welcoming newcomers while recognizing the character that long-time residents cherish.

We are in harmony with our neighbours, our region, these lands, and one another. We are connected. We have what we need close to home and we have sustainable transportation options to take us where we need to go.

We embrace change, choosing together how we adapt, face challenges, and evolve. We tackle the difficult challenges with determination and do our part to support a healthier world.

We live sustainably, alongside the agricultural fields and forests, the watercourses and lakeshores, the businesses and industry that support us. We care for these lands and waters, working to understand how we can live in harmony with our environment.

We care about quality. Our buildings, our infrastructure, our amenities, and our environment are thoughtfully planned and cared for, reducing risk, creating efficiency, and showcasing beauty.

We celebrate and express our unique sense of place and its energy runs through our places and our people, calling to the curious to explore what makes us uniquely West Kelowna. Our community spirit pulses through our energized Westbank Centre, our inviting waterfront, and our distinct, complete neighbourhoods.

We are doing this together! It is #OURWK.



“

Destiny is not a matter of chance, but of choice.

Not something to wish for, but attain.

- William Jennings Bryan

FOUNDATIONAL ELEMENTS

The five **foundational elements** are the focus areas for achieving balance in our vision. Together, they represent what is important for West Kelowna.

A STRONG FOUNDATION LEADS TO TRANSFORMATIONAL CHANGE

Each foundational element represents our hopes and ambitions, but it is the combination and intersections between them that will make our community truly whole.

OUR PEOPLE, as the heart of our community, sits at the top. West Kelowna wishes to be a place where you say hello to your neighbours. Where you raise your children. Where you live a lifetime surrounded by friends and family. We are creating a West Kelowna for all of us.

OUR CONNECTIVITY is how we experience our community. Our physical connections make it easy and enjoyable to move around and our social and spiritual connections link us within the region and with one another.

OUR ADAPTABILITY is how we embrace change and prepare our city to be successful. This is where we commit to making the best possible choices that will keep our city healthy, safe, and resilient for years to come.

OUR PROSPERITY starts with taking care of the lands and waters that support us. It is also about supporting new businesses that will provide good jobs and places to shop. It involves defining West Kelowna's sense of place and sharing it proudly with the world.

OUR PLACES are the neighbourhoods and destinations we love. This is where we commit to changes that tackle challenges and catalyze improvements in places like Westbank Centre, our waterfront, and our compact neighbourhood centres, creating great places to be.

“You’ve got to think about big things while you’re doing small things, so that all the small things go in the right direction.”

- Alvin Toffler



KEY DIRECTIONS

Twenty **key directions**, organized around the five foundational elements, are our priorities for moving forward. They represent the opportunities and challenges we will focus on tackling in the coming years.

SETTING PRIORITIES TO MAINTAIN FOCUS

There are many directions a city can choose to take – but it's impossible to do everything at once. Achieving great progress requires focus and commitment to what's been identified as important to the community. Completing key steps towards our Community Vision shows our commitment and inspires others – individuals, stakeholders, community organizations, developers, neighbours, and more – to get involved.

#OURWK has engaged people from across West Kelowna in conversations about the future. Many of these conversations focused on our values – what is important for us to maintain and build upon for the future. These values form the basis for key directions – what we believe are important focal points for progress towards our future.

“

Keep your eyes on the stars and
your feet on the ground.

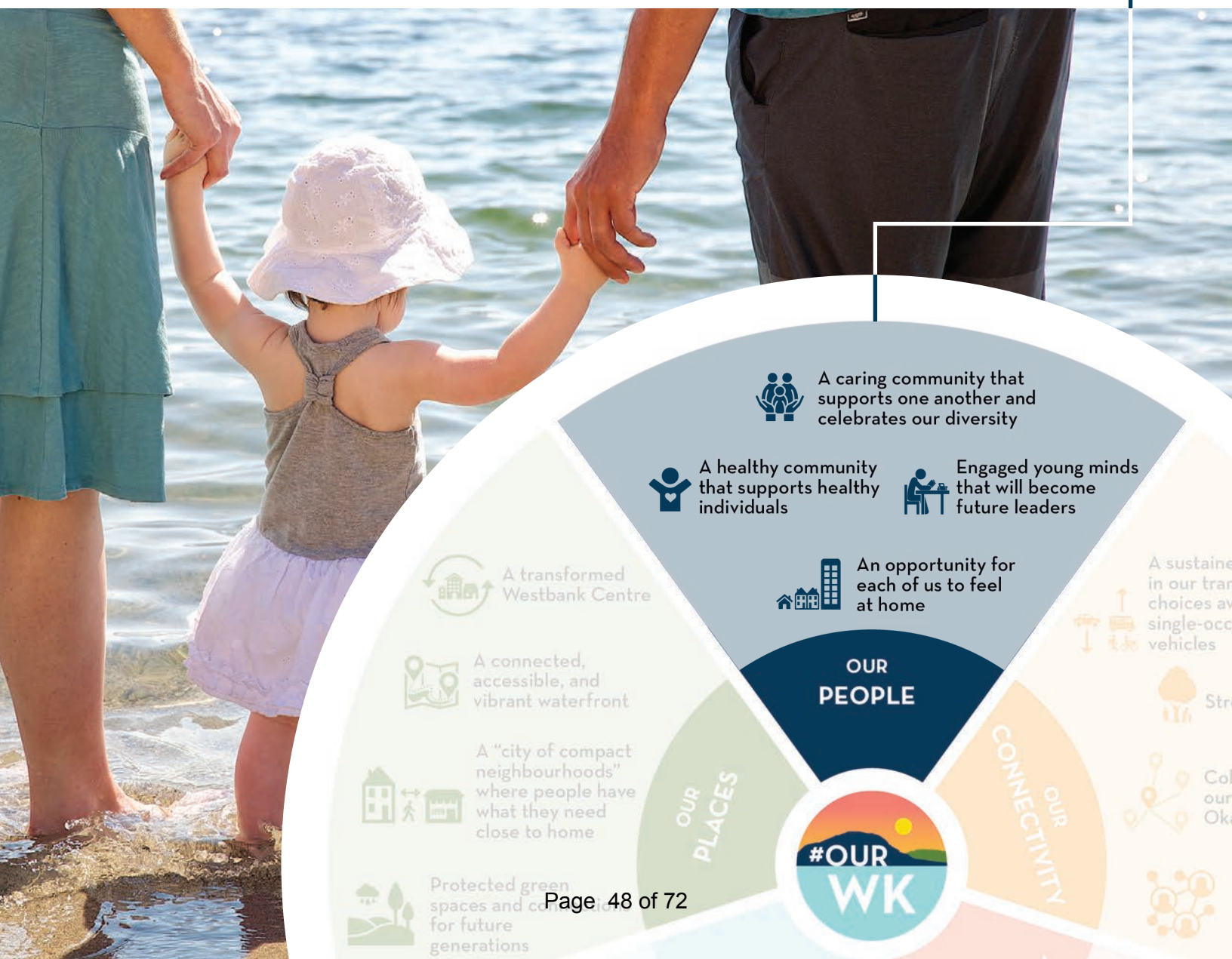
Franklin D. Roosevelt

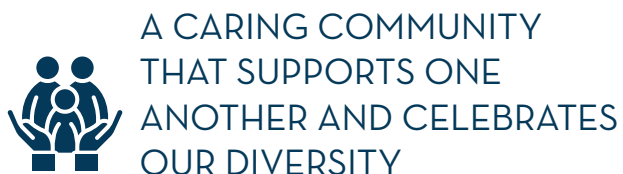


OUR PEOPLE

“When we know who lives in our neighbourhood
we take care of each other and care about
our community.

- #OURWK Participant





We are all different – and these differences influence the experiences that we have in West Kelowna. These differences also make our community interesting, innovative, and vital.

Embracing our diversity builds community spirit and engages all citizens in our city. A sense of belonging is an essential part of a high quality of life – and West Kelowna wishes to be the kind of city that provides a high quality of life to all its citizens. Working together to advance equality and inclusiveness for all people to live their best lives in West Kelowna is important to achieving livability for all.

WHAT WE SEE IN 2040:

- ▶ Community spaces that are accessible and inviting to all abilities
- ▶ A welcoming community that includes all of us, regardless of race, nationality, gender, sexual orientation, religion, economic status, physical or mental ability
- ▶ Continuation on the journey of reconciliation between Indigenous and non-Indigenous communities
- ▶ Many opportunities for sharing our diverse cultures through events, celebrations, art, and more
- ▶ Resources that warmly welcome newcomers to the community and help them successfully navigate their way into the fabric of neighbourhoods and the workforce
- ▶ Resources that make West Kelowna a great place for families like access to affordable child care, programs for children and families, and spaces and activities for youth



A healthy community has good access to health care; a well-built physical environment that promotes healthy living; access to basic living standards; and inclusive programs.

With an aging population, demand for local health care is rising and community members are seeking more access to primary health services in West Kelowna. We also have a growing recognition of the importance of mental health and well-being that is supported by access to green space, recreation, programs, community connections, and health services.

Recreation is an important part of a healthy community, connecting us through sport, leisure, and play. Access to recreation encourages healthy living, reduces crime, and builds social connections. As we look ahead, investing wisely in high-quality facilities that make recreation and leisure available to all is desired.

WHAT WE SEE IN 2040:

- ▶ A local health precinct that attracts a wide range of health services in a central area of our city
- ▶ More residents able to access the health services they need right in West Kelowna
- ▶ Opportunities for our most mature residents to live, work, and enjoy leisure as they age in place in their neighbourhoods
- ▶ Neighbourhood hubs where residents gather, socialize, and connect with one another
- ▶ Great access to fresh, local foods that are produced within our community
- ▶ Modern recreation facilities that are easy to access for all residents and continue to meet the needs of a growing population



ENGAGED YOUNG MINDS THAT WILL BECOME FUTURE LEADERS

West Kelowna wishes to be a place that young people “come to” not “come from.” Creating opportunities for our younger citizens to be part of their community and recognizing the value their voices and participation bring, leads to lasting connections that attract and retain bright young minds.

Learning about our lands, our people, and our community should begin in our youngest years, setting our youth on a path to success.

The growing Okanagan College and Okanagan campuses for UBC and BCIT in Kelowna have added more post-secondary opportunities close to home and the community would like to continue supporting growth of quality educational and training in and near West Kelowna.

WHAT WE SEE IN 2040:

- ▶ Young citizens engaging in civic processes and seeing changes that are the result of their involvement
- ▶ Multi-generational programs that connect children and elders to support mutual well-being and transfer of important knowledge
- ▶ Hands-on educational programs that connect children with the lands and waters and instill a life-long appreciation for how they sustain us
- ▶ Great opportunities to pursue post-secondary training and education while remaining in West Kelowna
- ▶ Jobs in our city that are attractive to youth and young adults



AN OPPORTUNITY FOR EACH OF US TO FEEL AT HOME

Everyone needs a place to live comfortably. Each person’s housing needs are unique and evolve over a lifetime. For many, rising costs have made home ownership and rental challenging.

The 2019 Regional Housing Needs Assessment found that there are groups facing housing challenges in the Okanagan including moderate-income householders trying to enter homeownership, seniors, youth and young adults, low-income households, persons experiencing homelessness, and persons experiencing mental health issues.

Many living in West Kelowna today expressed a desire to remain part of their neighbourhood and community through all life stages, even as their housing needs shift. Taking steps to fill housing gaps is important to welcoming people “home.”

WHAT WE SEE IN 2040:

- ▶ A sensitive increase of housing choices throughout the community that provide good housing options for differing needs
- ▶ Addition of affordable housing in partnership with BC Housing, senior levels of government, non-profits, and other agencies
- ▶ Effective programs, in partnership with our neighbours, other levels of government, and non-profits, that are helping people to break the cycle of homelessness

SIGNS OF SUCCESS

There are many signs that could show us that we're making progress towards the vision for **Our People**. During the OCP update specific measures will be selected to help us monitor our progress. Some examples of signs of success could include:

- ▶ Universal accessibility in community destinations
- ▶ More residents feeling as if they belong to the West Kelowna community
- ▶ Fewer reported incidences of discrimination
- ▶ More primary health services available
- ▶ More residents with high levels of physical, mental, and social health
- ▶ More people using recreation facilities and programs
- ▶ Increasing participation in civic life and municipal elections
- ▶ More opportunities for post-secondary training or education
- ▶ A growing number of young adults (19-24) living in West Kelowna
- ▶ A greater diversity of housing options throughout the community
- ▶ More households spending a smaller percentage of their household income on housing
- ▶ Less people experiencing or at risk of experiencing homelessness
- ▶ A feeling of safety in all neighbourhoods

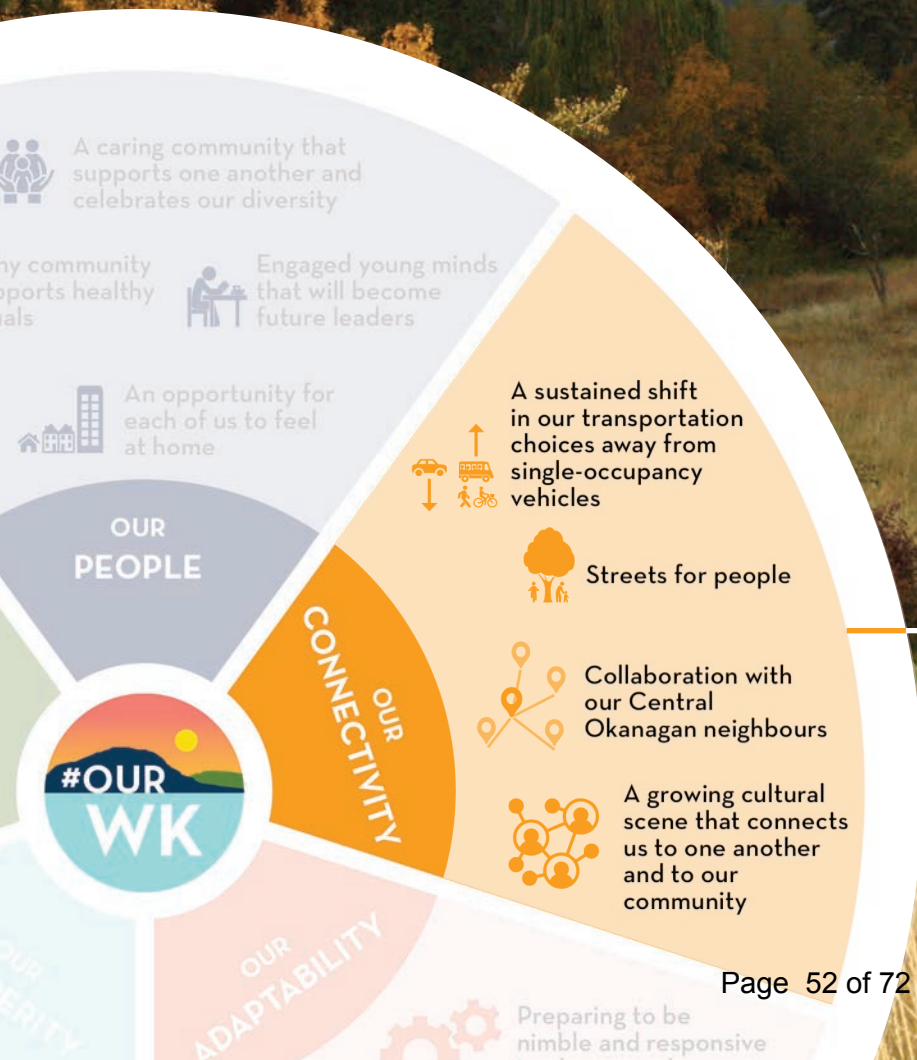


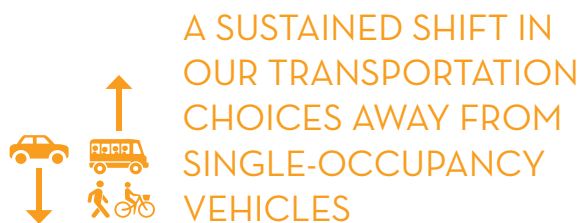
OUR CONNECTIVITY

“

I love our little town. I would like to see more sidewalks and biking trails. With all the new housing development I am concerned about roads and traffic flow.

- #OURWK Participant





Everyone in our community needs to get around. The type of future community West Kelowna envisions – one that is sustainable, beautiful, equitable, and efficient – is not a community that relies primarily on single-occupancy vehicles. It is a community that has a range of viable and attractive ways to move.

Congestion is a growing concern with impacts to environmental health and quality of life. Those without access to a car, including seniors, youth, people with disabilities, and newcomers, face difficulties getting around. The amount of and width of roads a city can provide is limited by physical space and financial constraints. We also know that an unlimited supply of roads cannot solve all transportation challenges.

Complete, compact neighbourhoods that bring daily needs closer to home, along with attractive transportation choices that are efficient and less costly – including transit, active transportation, sharing options, and new technology – will allow us to step out of our cars and into a future with many movement options.

WHAT WE SEE IN 2040:

- ▶ Safe walking and cycling routes in all neighbourhoods that connect people where they want to go – work, school, parks, shopping
- ▶ Many residents living close to jobs and services, allowing them to walk or cycle more
- ▶ A well-connected transit network that is convenient for residents throughout the city
- ▶ A shift in how we choose to move, with more people selecting sustainable options like walking, cycling, or transit
- ▶ Adoption of new transportation technologies including electric vehicles and bicycles, autonomous vehicles, and what comes next



STREETS FOR PEOPLE

Our streets are a critical component of the public space network. Streets provide a lasting impression of a community. In addition to enabling our movement, streets shape our community's physical landscape, our social expectations, and our cultural values.

Streets for people are those that are enjoyable no matter how you move – as a pedestrian, as a cyclist, as a motorist, or something else – and regardless of your age or ability. These are public places that care about comfort – universal accessibility, shade, lighting, art, trees, and places to linger and rest.

WHAT WE SEE IN 2040:

- ▶ A shift in how we use our road rights-of-way, not only as places for vehicles, but as beautiful, multi-modal public corridors that allocate space for all
- ▶ Key streets that have become attractive multi-use corridors
- ▶ A welcoming and attractive experience of our city when viewing it from Highway 97
- ▶ Spaces that are not essential to vehicle travel re-purposed as spaces for pedestrians and cyclists



COLLABORATION WITH OUR CENTRAL OKANAGAN NEIGHBOURS

West Kelowna's success will be realized alongside the success of our neighbours. Our close connections with Westbank First Nation provide many opportunities to collaborate, allowing our collective efforts to support the success of both communities. The community recognizes this strong relationship and wishes to encourage more collaboration in the future.

Working together with all Central Okanagan communities means we can align our plans and create networks that bring our region together, attracting the attention of the global community. A strong region means our businesses and entrepreneurs will thrive and all Central Okanagan communities will enjoy the prosperity achieved.

WHAT WE SEE IN 2040:

- ▶ Regular sharing of knowledge and resources between the region's communities
- ▶ A global recognition of the Okanagan Region as a destination to the benefit of all communities
- ▶ An inter-city transportation network that efficiently links residents in all communities to the resources of the others
- ▶ Collaborations that deliver projects that benefit all residents



A GROWING CULTURAL SCENE THAT CONNECTS US TO ONE ANOTHER AND TO OUR COMMUNITY

Culture connects us and defines us; it is about our history, values, and beliefs and evolves over time. West Kelowna recognizes the importance of creativity, innovation, arts, and culture to a healthy community and sees many opportunities to celebrate both West Kelowna's history as well as its future.

Building culture into our planning and decision-making will help increase a unique "sense of place" for West Kelowna. Supporting arts and culture will strengthen our city's economy, improve quality of life, and enhance community pride.

WHAT WE SEE IN 2040:

- ▶ Celebration of the culture of the Syilx/Okanagan peoples
- ▶ Encouragement for all people to share and celebrate their culture
- ▶ Continuation of celebrations like Music in the Park, Westside Daze, and the Winter Light-up and addition of new events that bring our communities together
- ▶ A hub in our city where cultural activities and programs take place
- ▶ Visible art woven through the community sparking conversation, sharing stories, and enriching our public spaces
- ▶ An environment that is welcoming and attractive to people in the arts community

SIGNS OF SUCCESS

There are many signs that could show us that we're making progress towards the vision for **Our Connectivity**. During the OCP update specific measures will be selected to help us monitor our progress. Some examples of signs of success could include:

- ▶ More people using sustainable modes like walking, cycling, or transit instead of single-occupancy vehicles to travel to work or services
- ▶ More sidewalks and bike lanes throughout all neighbourhoods
- ▶ Enhanced transit that operates with higher frequency and to more local destinations
- ▶ More people using transit
- ▶ More streets that are beautiful and comfortable for all modes of transportation
- ▶ Projects and initiatives in collaboration with Westbank First Nation
- ▶ Regional initiatives that lead to shared improvements
- ▶ More arts and culture events in West Kelowna
- ▶ More visible art throughout West Kelowna
- ▶ More facilities for arts and cultural activities and programs
- ▶ A greater understanding and appreciation of all cultures
- ▶ More jobs related to culture in the community

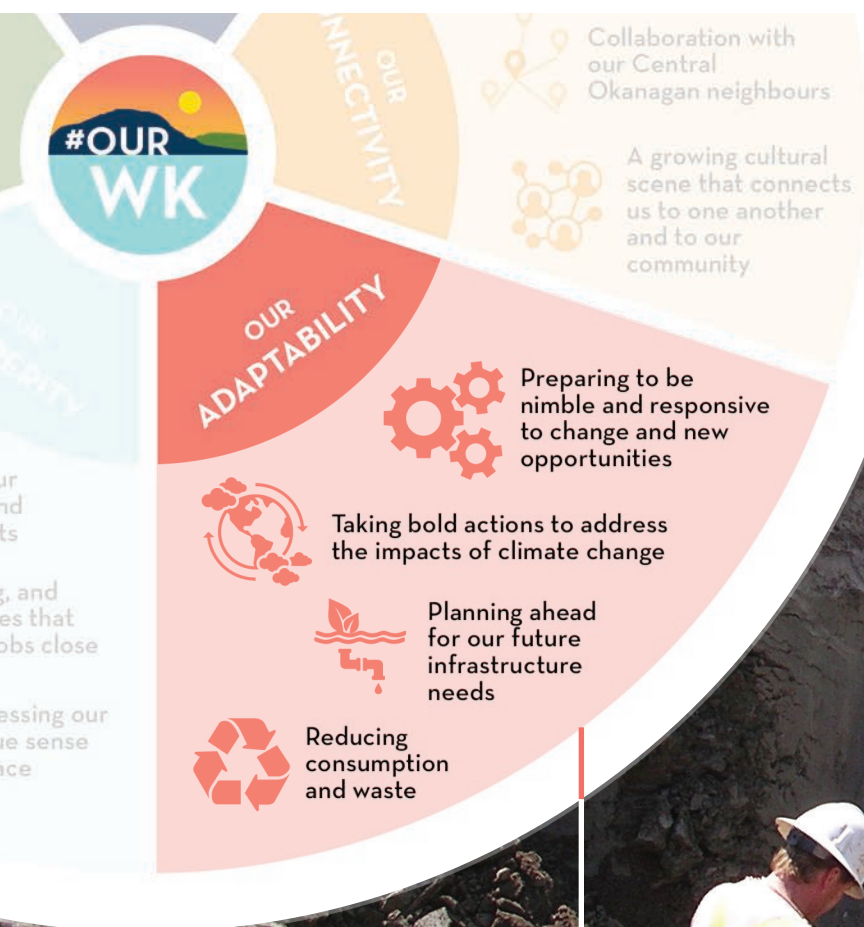


OUR ADAPTABILITY

“

Nature is important to our wellbeing as humans
and having these resources is a gift.

- #OURWK Participant





PREPARING TO BE NIMBLE AND RESPONSIVE TO CHANGE AND NEW OPPORTUNITIES

Historical practices have assumed that the future is singular and predictable; today we can see that our technological advances, societal differences, environmental shifts, and new business models are rapidly shifting predictions making our future less certain. Having experienced emergencies like the COVID-19 pandemic, flooding, and fire threats, West Kelowna residents understand that unplanned events occur. Through these experiences, cumulative knowledge is being built and we can use this knowledge to prepare for a future that we know will evolve.

In the coming years, pro-activity will be essential. Creating a bold vision – saying no to some ideas that do not fit that vision, but being prepared to say yes and moving fast when a new idea does – will help us adapt in a changing world. Our community is focused on finding a balance that supports innovation and progress, while always respecting our shared vision for the future.

WHAT WE SEE IN 2040:

- ▶ Learnings from previous events and from the experiences of others being used to prepare us for the future
- ▶ Proactive planning and efforts that reduce risk related to fire, floods, or other impacts
- ▶ A willingness to try new and innovative ideas using pilot projects or tests that allow us to learn, adapt, and improve
- ▶ Use of this Community Vision to evaluate new ideas and pursue those that will take us in the direction we need to go
- ▶ Continuing community dialogue that invites and considers public input on community decisions



TAKING BOLD ACTIONS TO ADDRESS THE IMPACTS OF CLIMATE CHANGE

Our climate is changing and we need to prepare to protect people, businesses, and infrastructure. Major weather events including extreme droughts and wildfires, heavy storms and flooding, have been part of our recent past – and more climate change impacts can be anticipated.

Our community is ready to take action! The efforts of all individuals, businesses, and industries will help protect our precious environment. Climate change considerations will be at the forefront as we find ways to improve our energy efficiency, conserve water, reduce our greenhouse gas emissions, and more.

WHAT WE SEE IN 2040:

- ▶ A reduction in greenhouse gas emissions in our community, even as our population grows
- ▶ Buildings being designed and developed with high standards for climate-consciousness
- ▶ A growing reliance on clean energy sources and a reduction in the energy we use
- ▶ Water conservation efforts preserving this precious resource
- ▶ Long-term protection of environmentally-sensitive areas including natural watercourses, lakeshores, and hillsides
- ▶ Green stormwater management helping to clean and infiltrate our run-off naturally
- ▶ A commitment from all – the City, developers, community groups, stakeholders, and individuals – to make climate conscious choices



PLANNING AHEAD FOR OUR FUTURE INFRASTRUCTURE NEEDS

Our infrastructure – our water, sewer, stormwater, and energy networks – are the bones of our community. They support us. As a previously rural area that has grown into a city, much of West Kelowna's infrastructure was installed earlier and to a rural standard. As we become a more modern and urban community, our infrastructure needs have evolved.

While water quality issues have been a focus in recent years, the Rose Valley Water Treatment Plant will help modernize our drinking water system. Continuing this process of renewal will help keep our city running smoothly.

The cost of building, operating, and maintaining infrastructure is one of the highest costs a community faces, requiring preparation and saving. Our community wishes to plan ahead so that new investments are added equitably and efficiently.

WHAT WE SEE IN 2040:

- ▶ Leading assessments, forecasting, and life cycle planning practices for city infrastructure to predict and prepare for our infrastructure needs
- ▶ Upgrades to our infrastructure so that it meets current standards and is designed to our accommodate anticipated future needs, including consideration of climate change and growth
- ▶ Efficiency and conservation efforts by all to reduce demand and allow our investments in infrastructure to be as efficient as possible



REDUCING CONSUMPTION AND WASTE

Current human lifestyles can generate large amounts of waste. But it doesn't have to stay this way. Often we take resources from the ground, make products to use, and when we no longer want them, we throw them away. This system of take-make-waste consumes a lot of resources, energy, and space. But communities and citizens around the world are changing how we view goods and waste.

Shifting to a circular economy that removes waste and pollution means keeping products and materials in use through reusing, recycling, and re-purposing. There are efforts both at the City and individual levels that can reduce waste and West Kelowna citizens are ready to embrace their role in this process.

WHAT WE SEE IN 2040:

- ▶ Waste programs including public composting that makes it easier for people and businesses to participate in reducing their waste
- ▶ Increased understanding about the value of waste reduction and what can be done at the individual- or organizational-level to minimize waste generation
- ▶ Elimination of illegal dumping and littering that impacts our environment and visual landscape
- ▶ A circular economy that values the reuse of materials and resources

SIGNS OF SUCCESS

There are many signs that could show us that we're making progress towards the vision for **Our Adaptability**. During the OCP update specific measures will be selected to help us monitor our progress. Some examples of signs of success could include:

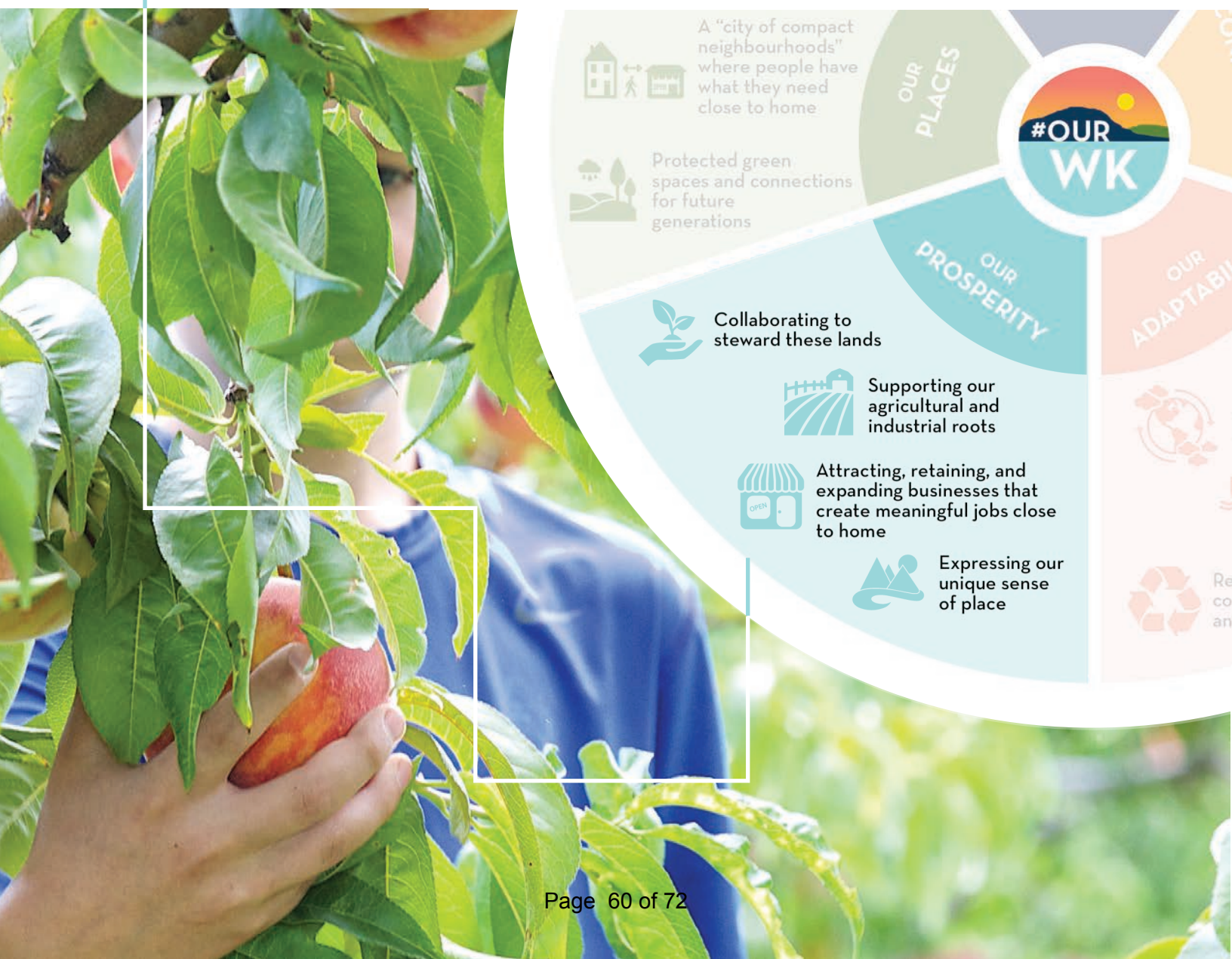
- ▶ Reduced community risk and impacts from flood, fire, or other weather events
- ▶ Thoughtful consideration of innovative ideas using the Community Vision and active pursuing of those that support it
- ▶ Reduced greenhouse gas emissions, even as the population grows
- ▶ New developments built to high green-building standards
- ▶ Shifts to renewable energy sources
- ▶ Reduced water consumption
- ▶ More stormwater run-off being captured and treated naturally
- ▶ Environmentally sensitive areas being protected in perpetuity
- ▶ Our city being recognized for leadership in sustainable practices
- ▶ Innovative forecasts and plans for renewal of infrastructure
- ▶ High water quality
- ▶ Reduction in our waste generation
- ▶ Reduction in littering and illegal dumping



OUR PROSPERITY

“One of the beauties of this area is looking over pastures and orchards and the food security that it can bring.

- #OURWK Participant





We recognize that the lands and waters that sustain the West Kelowna community need to be supported and protected. It is a fragile and productive system that relies on healthy natural areas, lakes, and streams.

We continue to build our collective knowledge about stewardship and living in harmony with these lands and water. Learning to be better stewards will be important to ensuring a resilient and harmonious future.

WHAT WE SEE IN 2040:

- ▶ Ongoing efforts to build our understanding of this environment and become active stewards of the lands and waters that sustain us
- ▶ Collaboration with Westbank First Nation to share knowledge and work together to support healthy lands and waters
- ▶ Healthy, natural watercourses and water bodies that are protected, restored, and enhanced
- ▶ An abundance of trees and vegetation intermixed into our urban environment providing shade, habitat, and beauty
- ▶ More pervious landscapes that help absorb rainwater and stormwater, reducing run-off and maintaining our natural cycles



Currently 11% of West Kelowna's landbase is agricultural. This agricultural character is highly valued by the community and is considered unique and central to the city's long-term success. The mix of farmland throughout the city means agriculture is a visible part of the urban fabric. In recent years, the wine, cider, brewery, farm-gate, and orchard industries have bloomed, increasing the agricultural charm of West Kelowna.

Industry, including forestry and aggregate extraction, are core employment drivers for West Kelowna providing many good jobs. People understand the importance of industry in this community, but are also interested in learning more about how these areas evolve in the future.

WHAT WE SEE IN 2040:

- ▶ Agricultural lands remain abundant and mixed into the community and are actively being farmed
- ▶ Industrial lands are maintained providing many local jobs, with plans in place to direct a long-term and sustainable future
- ▶ Attractive and mutually-beneficial interfaces exist between agriculture and industrial lands, and residential uses
- ▶ Positive relationships are established between those working on agricultural / industrial lands and those living in residential areas, acknowledging the unique, integrated nature of West Kelowna



ATTRACTING, RETAINING, & EXPANDING BUSINESSES THAT CREATE MEANINGFUL JOBS CLOSE TO HOME

Today, a number of West Kelowna's workforce leave the city for employment. However, recent business license trends have shown new businesses opening in our city. In addition, "work from home" options continue to rise in popularity, providing attractive opportunities for people to live and work here. Attracting, retaining, and expanding businesses within West Kelowna will allow more people to work close to home, reducing commuting and contributing to a high quality of life.

While West Kelowna is not yet well-known as a hub for professional and commercial services, many of the seeds are in place for this to emerge in the coming years. A particular existing strength for our community to build on is our diverse economy that helps us weather global economic trends and changes.

WHAT WE SEE IN 2040:

- ▶ Westbank and Boucherie Centres are central locations for professionals and businesses with growing employment options and services
- ▶ Networks that support working from home are connecting this growing business segment
- ▶ The city's quality of life indicators like housing options, attractive design, sense of place, walkability, and recreational assets are attracting and retaining businesses and individuals



EXPRESSING OUR UNIQUE SENSE OF PLACE

We are many things to many people. West Kelowna has a wide range of unique and special elements – an integrated agricultural fabric, a stunning waterfront, a growing wine, cider, and brew culture, trails and adventures at our fingertips, and much, much more. Expressing this unique sense of place means harnessing our assets and communicating them in a way that really calls to people. Communities with a strong sense of place share characteristics like walkability, vibrant public areas, high-quality buildings, attractive gateways, active waterfronts, and experiences that draw people to visit. We need to embrace, build upon, and communicate what makes West Kelowna so special.

As an attractive location for development, West Kelowna can strive for high standards of design and building that support the Community Vision and continue to elevate the city's attractiveness. Cultivating the essence of West Kelowna and marketing it in a way that sets this community apart will support tourism, livability, and attraction of bright talent.

WHAT WE SEE IN 2040:

- ▶ Attractive and high-quality buildings and spaces and buildings that make the city stand out
- ▶ Tourism being actively promoted, inviting people to visit and experience West Kelowna
- ▶ Agriculture front and centre in the city's identity, with examples such as an enhanced community market space and a strong winery, cidery, brewery, and distillery industry
- ▶ Attractive and welcoming city gateways and corridors that make a great first impression and encourage people to linger

SIGNS OF SUCCESS

There are many signs that could show us that we're making progress towards the vision for **Our Prosperity**. During the OCP update specific measures will be selected to help us monitor our progress. Some examples of signs of success could include:

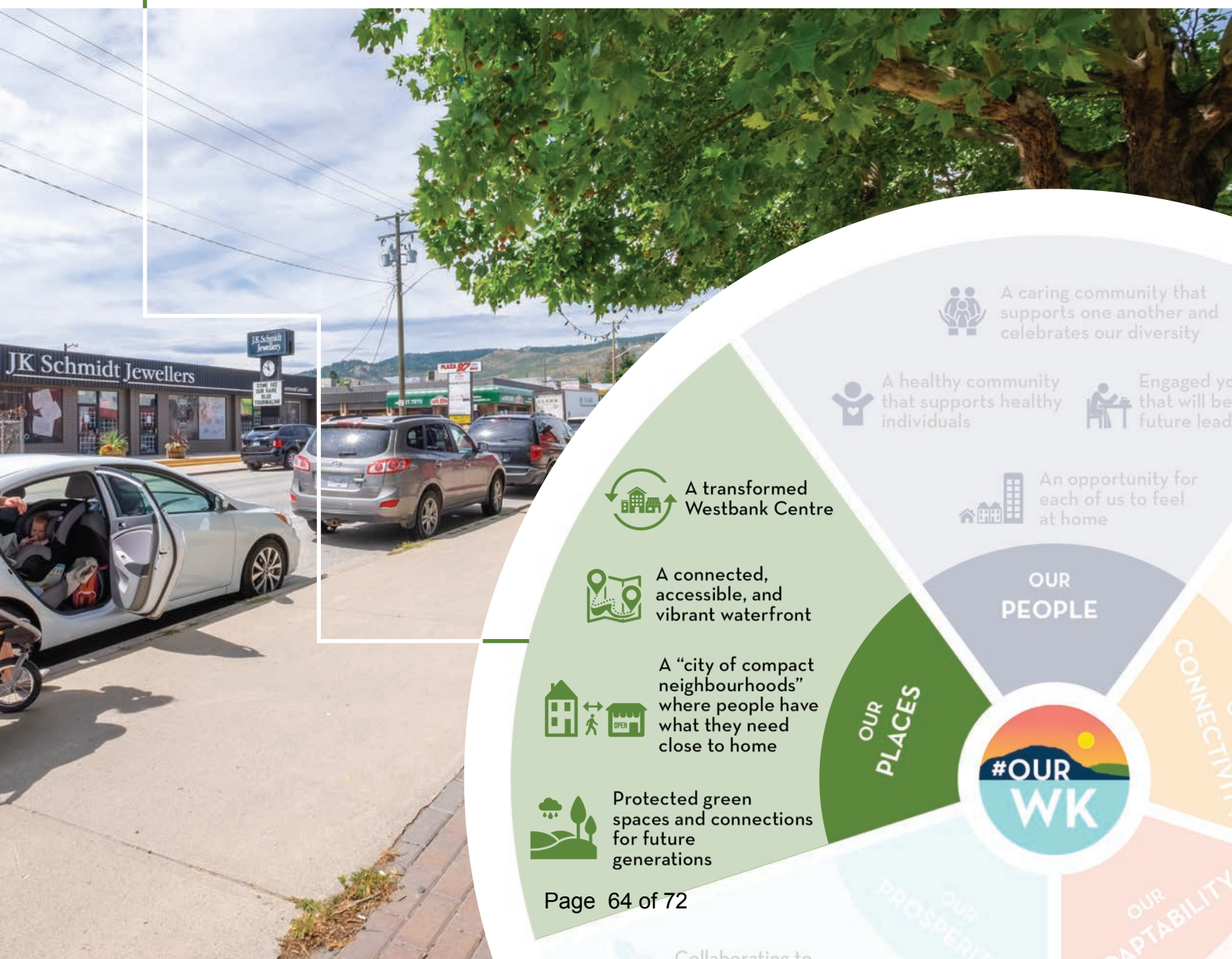
- ▶ Enhanced natural areas, watercourses, and lakes
- ▶ More urban trees and green spaces throughout the city
- ▶ Agricultural lands being actively farmed
- ▶ Industry continuing to provide many good employment opportunities close to home
- ▶ A positive interface between agricultural and/or industrial uses and residential uses
- ▶ Recognition of Westbank and Boucherie Centres as thriving employment centres
- ▶ More jobs in the West Kelowna community
- ▶ New businesses opening in the city
- ▶ West Kelowna recognized as a unique Okanagan destination
- ▶ More tourists visiting and staying in West Kelowna
- ▶ More attractions that draw people to our community
- ▶ Attractive areas that make a great first impression when people arrive in West Kelowna



OUR PLACES

“ I own a business and building on Main Street in West Kelowna. I take pride in it and I would like to see real improvements to the downtown area.

- #OURWK Participant





A TRANSFORMED WESTBANK CENTRE

Westbank Centre is our downtown. The community envisions its transition from an auto-oriented area into a walkable, inviting city centre. While recent development has supported more living, the business core continues to see challenges.

There are many concerns about the impacts of the Highway 97 couplet on Westbank Centre and a feeling that steps to reduce these impacts are needed. Changes to Highway 97 are complex and multi-jurisdictional and will take time and innovation to advance. Equally important will be taking action now to support visible progress through key investments and desirable new development that become catalysts towards transformational change.

Westbank Centre is envisioned as a place where people come together and community ideas like a central market, an arts and culture centre, great plaza spaces, and an enhanced civic precinct were suggested to increase activity, employment, and services. A shift to a pedestrian-focused environment will help to create an inviting and animated Westbank Centre.

WHAT WE SEE IN 2040:

- ▶ More people living in, working in, and visiting Westbank Centre due to a mix of quality residences, businesses, and open spaces
- ▶ Continued efforts to reduce the impacts of Highway 97 on Westbank Centre
- ▶ A beautiful and walkable downtown that feels safe and is easy to get to using any transportation option
- ▶ Destinations and businesses that attract people to visit and stop in Westbank Centre
- ▶ New development contributing to a growing character and sense of place



A CONNECTED, ACCESSIBLE, AND VIBRANT WATERFRONT

West Kelowna's waterfront is a source of pride for the community – with the Gellatly Recreation Corridor and CNR Wharf jewels in our city. People envision linked waterfront destinations continuing to the north and south – connecting eventually all the way from the Bennett Bridge to Peachland.

A key challenge for West Kelowna's Gellatly Bay area is its limited services – like access to food or shops – and its limited connectivity to other parts of the community, meaning most people drive to it. Participants envision a more vibrant waterfront that brings shops, services, and more options for accessing the area without a vehicle. However, the community holds a range of opinions about the scale of both commercial and residential development suitable for this area, suggesting further discussions will be needed.

WHAT WE SEE IN 2040:

- ▶ A continuous active transportation linkage from Bennett Bridge to Peachland
- ▶ A Gellatly Village that brings appropriately-scaled mixed use including cafes, shops, and residences to the waterfront area
- ▶ Ongoing efforts to increase and improve access to West Kelowna's lakes and waterfront areas
- ▶ Strong multi-modal transportation connections to the water from Westbank Centre and other parts of West Kelowna



A “CITY OF COMPACT NEIGHBOURHOODS” WHERE PEOPLE HAVE WHAT THEY NEED CLOSE TO HOME

With a rural past, West Kelowna has mostly grown at low densities which has meant that many residential areas do not have nearby access to employment areas and places to shop.

People throughout the community are keen to have services closer to home. Complete, compact neighbourhoods with employment opportunities and services like groceries and businesses make it easy for residents to access their daily needs in close proximity to home – in turn decreasing car trips through the community and beyond.

To be successful, retail services require clientele – and neighbourhood centres rely on the residents who live nearby. Creating mixed use centres that sensitively increase density alongside services is important to creating the customers that will support them. Opportunities exist to create unique neighbourhood centres that bring value to the residents who live in West Kelowna’s neighbourhoods.

WHAT WE SEE IN 2040:

- ▶ Neighbourhood centres with jobs and essential services within walking distance for many residents
- ▶ Sensitive infill on underutilized lands that bring new housing options, employment, and public spaces
- ▶ Great public spaces and programs that support neighbourhood connections



PROTECTED GREEN SPACES AND CONNECTIONS FOR FUTURE GENERATIONS

Green spaces and trails are highly valued by West Kelowna residents. A priority for the community is securing future green spaces, especially as development occurs. Continuing to identify and allocate park lands and connected greenways will help provide community residents with great places to play, even as the population grows.

Continuing to add high-quality parks and trails in West Kelowna will create a legacy for us to enjoy today and for future generations to enjoy tomorrow.

WHAT WE SEE IN 2040:

- ▶ Compact development that maximizes protected green space
- ▶ An expanded network of open spaces that has grown alongside the population
- ▶ An integrated network of green linkages for wildlife, water, and people
- ▶ New amenities like play spaces that support residents living in compact development areas

SIGNS OF SUCCESS

There are many signs that could show us that we're making progress towards the vision for **Our Places**. During the OCP update specific measures will be selected to help us monitor our progress. Some examples of signs of success could include:

- ▶ New commercial and mixed-use development in Westbank Centre
- ▶ An improved relationship between Highway 97 and Westbank Centre
- ▶ New destinations in Westbank Centre that attract people to visit
- ▶ A first impression that attracts people to stop and explore Westbank Centre
- ▶ A walkable Westbank Centre
- ▶ Growing professional employment and retail services in Westbank Centre
- ▶ Extension of the waterfront recreation corridor
- ▶ More services at Gellatly Bay
- ▶ More public waterfront access
- ▶ Better transportation connections to the waterfront
- ▶ Neighbourhood centres with services throughout the community
- ▶ More residents walking or cycling to jobs and local services
- ▶ Growth sensitively added throughout the community
- ▶ An expanded network of interconnected green spaces throughout the community



WORKING TOGETHER

West Kelowna's heart is our people.

We are a community planning our future together. This Community Vision calls us on each of us to collaboratively build a healthy, beautiful, and climate resilient West Kelowna that supports a prosperous region.



WE ALL HAVE A ROLE TO PLAY

Our Community Vision provides direction, purpose, and focus for West Kelowna government, residents, public and private sectors, and non-profit organizations. It outlines the efforts we must make to benefit all our community members today and tomorrow. This vision was built by West Kelowna and it will require all of us to bring it to life.

Working together means acknowledging we have different roles to play and unique strengths and resources to contribute. Sharing accountability for our Community Vision requires all of West Kelowna to tackle challenges and embrace opportunities. It won't always be easy. At times our opinions about the best way to achieve our vision will differ and we'll need to make the best decisions possible based on our collective knowledge.

#OURWK invites all who care about West Kelowna to take leadership at various times to make great things happen. Collaborative, aligned, and purposeful actions will be critical to our success.

Let's do this together!

“

Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.

- Jane Jacobs

NEXT STEPS

#OURWK is a simple idea: figure out what we want to achieve and then get it done. This Community Vision is the first step – identifying our desired future. Now it’s time to figure out how to achieve it – leading us to the next step: the Official Community Plan (OCP) Update.

FROM A COMMUNITY VISION TO FOCUSED DIRECTIONS

The #OURWK Community Vision is the beginning of an ongoing process to plan collaboratively for a prosperous, attractive, and sustainable West Kelowna. Moving forward from a vision to plans and then to actions will realize the vision we have created together.

Building on what’s been achieved through #OURWK so far, the Official Community Plan will outline the choices we will make to set us on a course towards our desired future. The OCP will describe how we will design, build, and animate our city.

The OCP will confirm what we will continue to do and the new initiatives that are needed to support the Community Vision. Through this process, the City will continue to engage the community, building our future West Kelowna together.

SETTING PRIORITIES

We cannot achieve all our dreams at once. Logical, thoughtful actions will be critical to sustained progress. The OCP will begin to outline priorities and the City’s Annual Strategic Plans will choose which steps to take when on our journey towards our future.

MONITORING CHANGE

As we move forward we’ll want to keep tabs on how we’re doing. There is value in seeing how our collective efforts are moving us towards our vision. Monitoring allows us to look back, take stock, and shift directions so our efforts keep us on the right path. An important component of the OCP is developing a monitoring system that helps us mark our progress.





ourwk.ca



OUR COMMUNITY VISION 2020-2040

Photo Credit: Darren Hull

DRAFT VISION REVIEW GUIDE

#OURWK is West Kelowna's Community Vision to 2040. We need your help to refine it!

This past summer, we heard many ideas from community members about West Kelowna's future during the first round of engagement for the #OURWK Community Visioning process.

From this input, a DRAFT Community Vision has been created to focus in on shared aspirations for the future. The DRAFT vision covers topics including our people, our connectivity, our adaptability, our prosperity, and our places.

We invite all who care about West Kelowna to review this DRAFT Community Vision and provide your feedback. We want to hear what you support, what you think needs changes, and what may be missing. This will help us create a final Community Vision that is bold and truly reflective of our community.

This is important.

Your input will help set our course for the future.

**Let's work together to make our
Community Vision come alive!**

WHAT'S IN THE DRAFT COMMUNITY VISION?

1 **VISION STATEMENT** - that describes what West Kelowna wants to become by 2040

5 **FOUNDATIONAL ELEMENTS** - that will provide a balanced focus for action to support the vision

20 **KEY DIRECTIONS** - that will help the community make visible and sustained progress on the topics we care about



SIGNS OF SUCCESS - that could help us see where we're making progress



NEXT STEPS - that connect the Community Vision to the next step in planning our future: the Official Community Plan update

Choose Your Own Feedback ADVENTURE!

We know that people participate in different ways. We've created a "Choose Your Own Feedback Adventure" process so you can share your feedback in a way that works for you!

ADVENTURE **A** DRAFT COMMUNITY VISION REVIEW

In this adventure you will review the DRAFT Community Vision document and share your individual or household feedback. Review the materials and provide feedback online or request a printed package, then enter into a draw for a chance to win a gift certificate to a great local WK business!

Estimated Time: a half hour or so

ADVENTURE **B** 5-MINUTE FEEDBACK ON THE DRAFT VISION STATEMENT & FOUNDATIONAL ELEMENTS

Only have a few minutes but still want to share your input? Choose this adventure to review key excerpts from the DRAFT Community Vision and provide your feedback on them.

Estimated Time: a few minutes

ADVENTURE **C** WORKING TOGETHER: COMMUNITY CIRCLES COLLABORATION

This adventure is for collaborators! The best outcomes happen when we share our ideas. Work together to review the DRAFT Community Vision using the Discussion Guide to support an interactive conversation. Invite family, friends, neighbours, or people in your organization to join your discussion. Please follow current COVID-19 guidelines and consider an online discussion for people outside your bubble. Groups can be any size but are typically best with 3 to 8 people.

Estimated Time: a few hours

**The engagement period closes at
4 pm on Friday, December 18, 2020.**

COMMUNITY WORKSHOPS!

Want to learn more about the DRAFT Community Vision before providing feedback? Join us for one of two virtual workshops. These workshops will have opportunities to ask questions, hear from others, and share your feedback:

- ▶ Tues, Dec. 1, 12:00 - 1:30 pm
- ▶ Wed, Dec. 2, 7:00 - 8:30 pm

Register online at ourwk.ca

WHERE DO I GET MATERIALS TO PARTICIPATE?



The DRAFT Community Vision document and related feedback forms for each adventure are online at ourwk.ca. Simply select your adventure and get started!

Or get a printed package! Email ourwk@westkelownacity.ca or call 778-797-8830 and we will arrange a safe way for you to receive it.

WIN GREAT LOCAL PRIZES!

- ▶ Participate in Adventure A and you can enter a draw to win one of ten \$25 gift certificates to great local WK businesses!
- ▶ Lead a Community Circle in Adventure C and increase your odds! All hosts will be entered to win one of twenty additional \$25 gift certificates.

OURWK.CA

