



Attachment 2

Consultation Summary Report

Council's Draft 2022-2026 Strategic Priorities

May 2023



Background

Council's Draft 2022-2026 Strategic Priorities establish the framework to move forward with short-term and long-term key objectives. By establishing and implementing Council's priorities, the City positions itself for future community success as the Greater Westside grows and evolves.

The primary goal of consultation was to hear from members of our community to understand priorities, preferences for taxation and feedback into developing Council's Draft Strategic Priorities on an annual basis.



Summary

Public consultation was held from April 17 – April 28 and notice of the public input opportunity was shared with local media, through printed newspaper ads, social media ads and posts, digital signs placed in high traffic areas and emails to e-News subscribers including neighbourhood associations.

An in person Open House was held on April 26 to give the community an opportunity to meet with members of Council and talk about what priorities were most important to them. The community was invited to ask questions and comment on the draft Strategic Priorities document by completing a feedback form. The input was compiled, and outcomes are highlighted below.

Please see the attached appendices for detailed results of what we heard.

- **Appendix A: Feedback Summary Report** contains the results for all feedback forms completed online through [OurWK.ca/council](https://ourwk.ca/council).
- **Appendix B: Feedback Form Response** contains all comments from online and paper feedback forms that were received during the engagement period.



How the community provided feedback

The community had the opportunity to provide feedback online or in person which included:

Online:

- Online engagement platform [OurWK.ca/council](https://ourwk.ca/council) (link from the City's website westkelownacity.ca)
 - Completing the online feedback form
 - Asking a question

In person:

- Attending the Open House
- Completing a feedback form
- Contacting the engagement team via email or telephone for additional information or to request an engagement toolkit



Council's Draft 2022 - 2026 Strategic Priorities

April 17 - 28, 2023

Who we heard from



54

feedback forms received
on **OurWK.ca**



194

comments from respondents
on feedback forms

How we connected



227

total visitors to online
engagement platform
OurWK.ca

Aware: **184** (viewed the project page)
Informed: **112** (clicked through content)
Engaged: **44** (questions/comments made)



273

People attended the in person
Open House on April 26 at the
West Kelowna Yacht Club



3

e-News updates issued and
direct notification to residents'
associations and stakeholders



9

total social media posts
over engagement period



3,600

recipients of e-News

Social media interactions



5,632

total unpaid social
media impressions



2,478 viewed our posts



473 viewed our posts



2,681 viewed our posts



What we heard - highlights

During Council's Draft Strategic Priorities consultation, we received a total of 54 completed feedback forms (10 paper copies) and one question from the community. An overview of key themes and highest priorities mentioned by participants are summarized below. To see the detailed results and comments, please refer to [Appendix A: Feedback Summary Report](#).

The qualitative outcomes of the feedback reflect the opinions of those that participated in the process. All questions were optional, and respondents could choose to complete the form anonymously.

During the engagement period, there were 227 visits to the online engagement website (OurWK.ca/council):

- 112 people were informed (clicked through the content)
- 184 people were aware (visited at least one page)
- 54 people completed the feedback form

Of the 54 respondents to the feedback form:

- 59.6% said they were aware of the critical need to replace Fire Hall #32 located in Lakeview Heights
- 60% said crime reduction was the most important policing priority
- 26% of respondents learned about the engagement opportunity through social media



When asked to rank the most important priorities under each Strategic Priorities pillar, respondents said:

- **Invest in Infrastructure:** Municipal Water, Transportation and Parks and Recreation
- **Pursue Economic Growth and Prosperity:** Support for Local Businesses & Entrepreneurs, Economic Development Service and Tourism
- **Strengthen our Community:** Accessibility, Gathering Places and Community Growth
- **Foster Safety and Well-being:** Public Safety, Community Health and Climate Action



Comments

Participants had the option to provide feedback via seven open comment boxes. Commenting was optional and not all respondents opted to provide input. There was a total of 194 comments from the 54 respondents who completed the feedback form.

Common themes included:

- Water quality
- Infrastructure upgrades for roads and City facilities
- Improving active transportation through bike lanes and sidewalks
- Enhancing public safety in West Kelowna
- Prioritizing the Fire Hall #32 project
- Youth programming and recreation

For a full list of comments, see [Appendix B: Feedback Form Responses](#)



Social media and advertising

Weekly posts were shared on the City's social media channels to create awareness of the engagement period and how to participate, including: Facebook, Instagram and Twitter. During Strategic Priorities engagement, nine posts were shared across all channels and one social media ad ran on Facebook.

Highlights:

- 5,632 total unpaid social media impressions
- Facebook: 2,478 post views
- Twitter: 473 post views
- Instagram: 2,681 post views

During the engagement period, we ran one print newspaper ad on April 19 in the West K News to advertise the Open House and how the community could get involved.



Next steps

Engagement results for the Council's Draft 2022-2026 Strategic Priorities have been compiled and provided to Council in May for their consideration as they complete their strategic priorities review.

To stay updated, subscribe for e-updates at westkelownacity.ca/subscribe.