



# Council's 2022-2026 Strategic Priorities: Annual Review 2024 Consultation Summary Report February 2024



**INVEST IN  
INFRASTRUCTURE**



**PURSUE ECONOMIC  
GROWTH AND  
PROSPERITY**



**STRENGTHEN  
OUR COMMUNITY**



**FOSTER SAFETY  
AND  
WELL-BEING**





# Council's Strategic Priorities Consultation At-A-Glance

## Who we heard from



37

total online and paper  
feedback forms received



129

comments contributed



55

open house attendees

## How we connected



205

total visitors to online engagement  
platform [OurWK.ca/council](https://OurWK.ca/council)

Aware: 185 (viewed the project page)  
Informed: 59 (clicked through content)  
Engaged: 36 (questions/comments made)



2

e-News updates issued and  
direct notifications to residents'  
associations



3,694

recipients of e-News

## Social media interactions



9,113

total **organic** social media impressions



9,873 **paid** views of our posts  
5,065 **organic** impressions



2,942 **organic** impressions



1,106 **organic** impressions

### Notes:

- Organic = unpaid social media posts
- Impressions = total number of times our content was displayed on social media channels



## Background

The City taps into the energy and ideas of our West Kelowna community, stakeholders, businesses and social development organizations to build community. As part of Council's priority to work with and hear from our community, input into Council's Strategic Priorities helps shape the future of our City!

Council's 2022 – 2026 Strategic Priorities guide our investments and resources and it is important for the community to be continually represented during the development of these priorities across the City.



## Summary

Public consultation was held from **Jan. 26 through Feb. 9** and notice of the community input opportunities was shared with local media, printed newspaper ads, social media ads and posts, digital signs placed in high traffic areas and emails to e-News subscribers including neighbourhood associations.

Two in-person open houses were held during the consultation period 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 Strategic Priorities document by completing a feedback form.

Results of what we heard are highlighted in this report and reflect the opinions of those that participated. For complete results and comments from questionnaire respondents, see **Attachment 7: Council's Strategic Priorities: Annual Review Feedback Response Report**.



## Online and in-person engagement

The methods to provide input included:

### Online

- **OurWK.ca/council** with a reciprocal link from the City's website
  - Review the display boards
  - Online feedback form
  - Ask us a question

### In-person open houses

- Monday, Jan. 29, 2024 – West Kelowna Yacht Club (4111 Gellatly Road) from 4:00 p.m. to 7:00 p.m.
- Thursday, Feb. 8, 2024 – West Kelowna Council Chambers (2760 Cameron Road) from 3:00 p.m. to 6:00 p.m.



## What we heard

Dates, Time and Location	Attendees	Top Themes
<b>Monday, Jan. 29</b> <b>Budget Open House #1</b> 4:00 p.m. to 7:00 p.m. West Kelowna Yacht Club, 4111 Gellatly Road	<b>40</b>	<ul style="list-style-type: none"><li>• Infrastructure improvements</li><li>• Concern for the growth rate</li><li>• Health care</li><li>• Power redundancy</li></ul>
<b>Thursday, Feb. 8</b> <b>Budget Open House #2</b> 3:00 p.m. to 6:00 p.m. West Kelowna Council Chambers, 2760 Cameron Road	<b>15</b>	

During Council's 2022-2026 Strategic Priorities: Annual Review 2024 consultation, we received a total of 37 completed feedback forms.

An overview of key themes and highest priorities mentioned by participants are summarized below.

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

To see the detailed results and comments, please refer to **Attachment 7: Council's Strategic Priorities: Annual Review Feedback Response Report**.

During the engagement period, there were 205 visits to the online engagement website ([OurWK.ca/council](https://OurWK.ca/council)):

- 185 people were aware (visited at least one page)
- 59 people were informed (clicked through the content)
- 37 people completed the online feedback form



## Feedback Form highlights

Of the 37 respondents to the feedback form:

- 40% said reinforcing road safety was the most important policing priority (14 people)
- 59% of respondents learned about the engagement opportunity through communications from the City (e-News, PSA etc.) (22 people)

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

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

## Feedback Form Comments

Participants had the option to provide additional feedback and share ideas via four open comment boxes.

Commenting was optional and not all respondents opted to provide input.

There was a total of 129 comments from the 37 respondents who completed the feedback form.

Common themes included:

- Water quality
- Infrastructure upgrades for roads and increase in street lights
- Improving active transportation through bike lanes and sidewalks
- Enhancing public safety throughout West Kelowna
- Prioritizing City facility improvements in the future
- Community growth

For a full list of comments, see **Attachment 7: Council's Strategic Priorities: Annual Review Feedback Response Report**. 5



## Digital outreach

Weekly posts were shared on the City's social media channels to create awareness of the engagement and how to participate, including Facebook, Instagram, X (formerly Twitter) and LinkedIn.

During the engagement period, we shared seven organic posts on each of our main channels. We also ran two paid ads on Facebook.



## Social media highlights

The following social media highlights are from the entire consultation period (Jan. 26 to Feb. 9):

- 9,113 total organic social media impressions
  - Organic means an unpaid social media post
  - Impressions are the total number of times our content was displayed on social media
- **Facebook:**
  - Total posts: 9 (seven organic and two paid)
  - 5,065 total organic post views
  - 1,333 engaged with the posts (likes, comments, shares, reactions)
- **Instagram:**
  - Total organic posts: 7
  - 2,942 total post views
  - 65 likes
- **X:**
  - Total organic posts: 7
  - 1,106 total post views
- **LinkedIn:**
  - Total organic posts: 2
  - 925 total post views
  - 43 engaged with the posts (likes, retweets, comments)

For a full list of comments received via social media, see [Attachment 5: 2024 Additional Comments Report \(Budget and Strategic Priorities\)](#).

In addition to our daily monitoring of our social media platforms, we conducted regular media tracking and provided additional messaging on the City's website in a variety of areas including a homepage banner linking to the OurWK.ca webpage and consultation information was also located on the budget related City webpages giving users access to our online engagement platform.



## Additional advertising

During the engagement period, we ran a total of six print newspaper ads in the local weekly papers: WestK News and Westside Weekly.

To further inform our community, two digital signs were placed at the intersection of Hwy 97 and Bartley Road to inform commuters of the engagement opportunity.



## Next steps

Council will now review the engagement results from the consultation period for Council's 2022-2026 Strategic Priorities: Annual Update 2024 prior to Council's consideration of adoption.