



ACCESSIBILITY PLAN

Consultation Summary Report Spring 2024





Background

The City of West Kelowna’s Accessibility and Inclusion Committee (AIC) was formed to bring community members and organizations together to work collaboratively with municipal staff to discuss, develop, improve, promote, and sustain community accessibility and inclusion. This includes reducing and removing barriers associated with accessibility, focusing on experiences of people with different abilities, and fostering an all-encompassing community.



Summary

Public input was open from **April 9 – 30, 2024** and included a 16 question survey that was available in a variety of formats to provide opportunities for anyone to share their input. The primary goal was to hear from West Kelowna residents and stakeholders to understand the current accessibility landscape and any barriers within our community.

The consultation provided multiple ways to get involved. The community was invited to share their thoughts via an online survey at OurWK.ca/accessibility, ask questions and learn more about the Accessibility and Inclusion Committee.

We also provided multiple alternative methods for sharing input.

Paper copies of the feedback form were located at:

- **West Kelowna City Hall** – 2760 Cameron Rd, West Kelowna, B.C.
- **Westside Seniors Activity Centre** – 3661 Old Okanagan Hwy, West Kelowna, B.C.
- **Johnson Bentley Memorial Aquatic Centre** – 3737 Old Okanagan Hwy, West Kelowna, B.C.

Results of what we heard are highlighted in this report and reflect the opinions of those that participated.

For a summary of the survey responses, please see **Attachment 1: Feedback Summary Report**.



What we heard

During the Accessibility Plan consultation, we received a total of 111 completed surveys. An overview of the survey responses are summarized on Page 3 of this report.

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.

For complete results and comments from our survey, see **Attachment 2: Detailed Survey Report**.

During the engagement period, we interacted with the public and stakeholders in a variety of ways:

- 989 visitors to OurWK.ca/accessibility
 - 259 people were informed (clicked through the content)
 - 814 people were aware (visited at least one page)



Survey highlights

- 39% said they would rate the City of West Kelowna's accessibility as okay (43 people)
- 70% said that someone in their family/household has accessibility needs (78 people)
- 41% said either themselves or someone in their household has experienced accessibility barriers at a City facility (46 people)
- 50% said they have experienced physical environment barriers in the City (56 people)
- 32% said they have experienced accessibility barriers at a park, playground or trail (36 people)



Comments

Participants had the option to provide additional feedback and share ideas via open comment boxes for five of the questions. Commenting was optional and not all respondents opted to provide input.

There was a total of 454 comments from the 111 respondents who completed the survey.

When asked about what an Accessible West Kelowna looks like, some participants answered:

- A city for everyone to enjoy
- A place where all can attend, regardless of abilities.
- Inclusive for anyone with differing abilities whether physical or mental - zero stigma, accessibility built into all future planning

To see the detailed survey results, please refer to **Attachment 2: Detailed Survey Report**.



Print Advertising

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

To further inform our community, posters with QR codes were placed at City Hall, Johnson Bentley Memorial Aquatic Centre and the Westside Seniors Activity Centre.



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 three organic (none paid) posts on each of our main channels. We also ran two paid ads on Facebook and one paid ad on Instagram.



Accessibility Plan Consultation At-A-Glance

Who we heard from



111

total online and paper survey forms received



454

total comments received via online and paper surveys

How we connected



989

total visitors to OurWK.ca/accessibility

- 259 visitors informed (clicked through the content)
- 814 visitors aware (visited at least one page)



3

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



3726

recipients of e-News

Social media interactions



2785

total organic social media impressions



- 4 posts
- 3454 organic post views
- 19,337 paid post views



- 4 posts
- 586 organic post views



- 4 posts
- 1120 organic post views



- 3 posts
- 1111 organic post views



Social media highlights

2,785 total organic (non-paid) social media impressions (the number of times our post was on-screen)

- **Facebook:**
 - Total posts: 4 (2 non-paid and 2 paid)
 - 3,454 organic post views
 - 19,337 paid post views
- **Instagram:**
 - Total posts: 4
 - 1,120 non-paid post views
- **X (formerly Twitter):**
 - Total posts: 4
 - 586 non-paid post views
- **LinkedIn:**
 - Total posts: 3
 - 1,111 non-paid post views

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 Council Committees City webpage giving users access to our online engagement platform.



Next steps

Results from the engagement period have been summarized for assisting our consultant in drafting West Kelowna's first Accessibility Plan.