



Fire Hall #32 Replacement Project/ Community Spaces Consultation

Engagement Summary Report

August 2024

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Fire Hall #32 Replacement Project/Community Spaces Engagement At-A-Glance

Engagement by the numbers



246

total online and paper questionnaires received



665

total questionnaire comments contributed



28

open house attendees

How we connected



1,600

total visitors to online engagement platform **OurWK.ca/firehall32**

Aware: 1,400 (viewed the project page)
Informed: 630 (clicked through content)
Engaged: 247 (questions/comments made)



2

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



3,906

recipients of each e-News update

Social media interactions



31,215

total **organic** social media impressions



3,221 **paid** views of our posts
24,390 **organic** impressions



3,340 **organic** impressions



623 **organic** impressions



2,862 **organic** impressions

Notes:

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



Background

This year, the City of West Kelowna will finalize the design and begin construction to replace Fire Hall #32 in Lakeview Heights. For many years, Fire Hall #32 has been identified in poor condition with several studies, plans and documents demonstrating the need for its replacement. This project has been elevated to the top of Council’s Strategic Priorities to move forward, with the assurance that no new tax increases to the community will result.

In addition to building a replacement Fire Hall for our community, this project also includes integrating the Lakeview Heights Community Centre, park area space and amenities.



Summary

Public consultation was held from **July 29 to August 12, 2024**, during which we asked the community to share their feedback on the community centre and parks and recreation upgrades as part of the Fire Hall #32 Replacement Project.

Notice of the engagement opportunity was shared with local media via printed newspaper ads, social media ads and posts, and emails to e-News subscribers including neighbourhood associations.

An in-person Open House was held during the consultation period to give the community the opportunity to meet the project team, ask questions, share preferences and review the proposed design and provide feedback.

Paper copies of the questionnaire, display boards, postcards and colouring sheets were also available online at OurWK.ca/firehall32 and at West Kelowna City Hall as part of a static display in the foyer.

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



For a summary of the questionnaire responses, see Attachment 3: Consultation Summary Report.



**Fire Hall #32 Replacement Project/
Community Spaces Consultation
Static display at City Hall**



Online and in-person engagement

The consultation offered several ways for the community to get involved. Residents were invited to share their thoughts through an online questionnaire at OurWK.ca/firehall32, ask questions, and learn more about the project. Additionally, youth-targeted outreach encouraged children to participate in a colouring contest for a chance to win exciting prizes.

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

Online

- The engagement webpage (OurWK.ca/firehall32) included the following:
 - Display boards
 - Online questionnaire
 - Project renderings
 - Kids colouring contest
 - Ideas portal
 - Question portal

In-person

Static display

- From **July 29 to August 12**, residents could visit the static display located at West Kelowna City Hall (3731 Old Okanagan Highway) to get involved by:
 - Reviewing the display boards
 - Picking up a postcard
 - Completing the questionnaire
 - Entering the kids colouring contest

Open House

- **Thursday, Aug. 9, 2024:** West Kelowna City Hall (3731 Old Okanagan Highway) from 3:00 p.m. to 7:00 p.m.
 - 28 people attended the Open House and shared their feedback





What we heard

During the engagement period, we received 246 completed questionnaires, with respondents providing 665 comments through four open-ended questions.

An overview of key themes and highest priorities mentioned by participants is summarized on the following page.

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 questionnaire anonymously.



For complete results and comments from our questionnaire, see Attachment 4: Detailed Feedback Report.



Feedback highlights

- 83% of respondents (195 people) said indoor/outdoor fitness programs were well suited in the community centre and surrounding spaces
- 70% of participants (166 people) said that night-friendly LED streetscape lighting for walkways and parking lots was very important
- 67% of respondents (157 people) said they would most likely attend programs on the weekends during the spring and summer months
- 52% of participants (127 people) live in Lakeview Heights

When asked to rank features of the indoor space, respondents indicated the following were the most important (ranked in the top five):

1. Kitchenettes (sink, fridge, counter)
2. Natural light
3. Audio and video systems
4. Furniture that can be moved to accommodate various uses of the space
5. Online booking system

When asked to rank the features of the outdoor space, respondents indicated the following were the most important (ranked in the top three):

1. Seating areas located nearby
2. Playground equipment that is appropriate for children of all ages
3. Accessible parking

When asked to rank the types of programming they would most like to see in Lakeview Heights, respondents indicated (ranked in the top five):

1. Adult programs
2. Arts and cultural programs (dance, music, cooking, painting, other)
3. Fitness or recreation programs
4. Youth programs
5. Education or life skills courses



Comments

Participants had the option to provide additional feedback and share ideas via four open-ended questions. Commenting was optional, and not all respondents chose to provide input.

There was a total of 697 comments from respondents who completed the questionnaire, attended the Open House or stopped by the static display and added a comment to a display board.



Key themes

Comments were categorized into key themes. The key themes received from the questionnaire, static display, and Open House—related to community centres, site plans, and indoor and outdoor amenities—are included below.



Community centres

When asked what makes a great community centre, respondents said:

- Accessible for people of all ages or abilities – 37 comments
- Inclusive and welcoming space for the community to gather – 33 comments
- Meeting space for the community to use – 25 comments
- A variety of playground features/amenities (fencing, shaded areas, equipment for all ages) – 12 comments



Site plan

When reviewing the site plan, respondents suggested the following changes to enhance access to and within the Fire Hall:

- Additional parking to accommodate users of the facilities – 28 comments
- Reduce the number of tennis courts to accommodate additional pickleball courts – 21 comments
- Paved bike or pedestrian pathways to enhance access for users (accommodate strollers and people using mobility devices) – 20 comments
- Additional greenspace and soccer field – 9 comments
- Prioritize seating near amenities (picnic tables, benches, shaded areas) – 7 comments
- Weight room/gym located inside the community centre – 6 comments

Other important considerations mentioned by respondents:

- Noise, traffic and safety concerns – 8 comments
- Access for bikes (racks, parking, paths) – 5 comments
- Sidewalk connections – 3 comments
- Cultural/art installations – 2 comments

Other amenities suggested by respondents include*:

- Indoor/outdoor pool
- Water/splash park
- Outdoor washrooms
- Indoor squash court
- Covered pickleball or tennis courts
- Off-leash dog park
- Bike pump track
- Security cameras
- Water bottle filling station

**Please note that some of these suggestions fall outside the scope of the project due to space and financial limitations. Suggestions not incorporated into this project design will be documented and considered for future planning of projects or improvements.*



For a full list of comments, see Attachment 4: Detailed Feedback Report.



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 eight organic (non-paid) posts on each of our main channels. We also ran one paid ad on Facebook.



Social media highlights

The following social media highlights are from the entire engagement period (**July 29 to August 12**):

- 31,215 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: 5 (four organic and one paid)
 - 24,390 total organic post views
 - 2,066 engaged with the posts (likes, comments, shares, reactions)
- **Instagram:**
 - Total organic posts: 4
 - 3,172 total post views
- **X:**
 - Total organic posts: 4
 - 623 total post views
- **LinkedIn:**
 - Total organic posts: 2
 - 2,862 total post views
 - 43 engaged with the posts (likes, retweets, comments)



For a full list of comments received via social media, see **Attachment 5: Additional Comments Report**.



Additional advertising

During the engagement period, two print newspaper ads ran in the West K News to further inform our community. Colouring sheets for kids were also placed at City Hall and in the library, located on the lower floor of the City Hall building.

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.



Conclusion and next steps

Thank you to our community for providing input on the Fire Hall #32 Replacement Project and the surrounding community spaces.

Based on the feedback, the project team will work to finalize the design and planning for the community centre and parks and recreation upgrades, considering costs, space, and other relevant factors.

Construction of the project is anticipated to be complete in Fall 2025. To stay informed of the project, sign up for e-updates at westkelownacity.ca/subscribe.

