



INFORMATION ONLY COUNCIL REPORT  
Development Services  
For the February 25, 2020 Council Meeting

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DATE: February 18, 2020  
TO: Paul Gipps, CAO  
FROM: Mark Koch, Director of Development Services  
RE: Update on Community Visioning Exercise (Phase 1 OCP Review)

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**PURPOSE:**

The purpose of this report is to provide Council with an update regarding the community visioning process that will constitute Phase 1 of the Official Community Plan (OCP) Review.

**LEGISLATIVE REQUIREMENTS:**

Official Community Plans are authorized by Part 14 of the *Local Government Act*.

**BACKGROUND:**

The Community Visioning Exercise was initiated in May 2019 with the issuance of a Request for Proposal for consulting services to undertake extensive community engagement to establish a long-term vision for the community as Phase 1 of the OCP review. Lanarc Consultants was selected as the successful proponent for this project.

On July 24, 2019, City staff and the consultant held a series of meetings with community stakeholders, management staff, and members of Council to introduce the project, gather input on the proposed engagement strategy and begin discussion on the vision. Following these meetings, the project was placed on hold to better understand Council's expectations for this project. Allan Neilsen of Neilsen Strategies was retained in September 2019 to facilitate discussions with Council to more clearly understand the collective vision for the project.

On October 8, the City's project team, Allan Neilson and Jana Zelenski of Lanarc Consultants met to discuss Council's feedback and establish a strategy to re-initiate the project. Lanarc Consultants subsequently prepared a revised project scope, budget and schedule to better align with Council's vision for the project.

In November, 2019 Jana Zelenski provided Council with an introduction to the visioning exercise and the proposed process for the project, as well as an update on the revised scope, budget, schedule, and presentation of the #OURWK hashtag. At this meeting, it was determined to re-initiate the project in Spring 2020.

The revised work plan includes two additional working sessions with Council at key points in the project to ensure that Council's feedback on the project is obtained at the outset of the project as

well as during key points throughout the project. The consultant is also preparing a 'Community Leaders Kit' to provide succinct information to Council about the project, including key messages, Frequently Asked Questions, hard copies of the community questionnaire, and small giveaways (i.e. #OURWK stickers). The Community Leaders Kit will assist Council in discussions with community members. It is anticipated that this kit will be available to Council in mid-March, in advance of the public launch of the project.

### **Overview of Community Engagement Plan**

The proposed community engagement plan is intended to reach a wide audience in the community to engage as many citizens as possible to develop a shared direction for West Kelowna's future. The Community Visioning Exercise is anticipated to use a three phase process for engagement as follows:

#### **Phase 1: Setting the Foundation (January-March 2020)**

- Identifies and refines the outreach options
- Creates the project identity and key messaging tools
- Summarizes background information and emerging community issues

#### **Phase 2: Building a Draft Vision (March – July 2020)**

- Kicks off the public process with a public engagement launch with both digital and print media to help build awareness of the project
- Develops an online community questionnaire
- Encourages discussions with the community through various community 'pop-up' events to help establish building blocks for the draft vision

#### **Phase 3: Refining the Vision & Preparing for What's Next (July -December 2020)**

- Reports back to Council and the community to confirm 'What we Heard' during the previous phases
- Develops a draft vision document and refines it through further community and Council consultation, including a second questionnaire

The Public Engagement and Communications Strategy in its entirety is provided in Attachment 2.

### **Overall Project Timeline**

The proposed project timeline involves a 'rolling launch' in March, with digital announcements and awareness building in the middle of March, and print media and the launch of a digital questionnaire occurring at the beginning of April. The bulk of the initial community engagement is scheduled to occur April to mid-July. The remainder of July and the month of August will be used by the consultant to develop a draft vision, which will be presented to Council in September. Following the revisions to the draft vision, the second stage of community engagement will occur, including a second questionnaire.

Table 1. Key Activities

<b>Key Activity</b>	<b>Approximate Timeline</b>
Council Meeting #1: Project Introduction	November 12, 2019
Council Meeting #2: Pre-Launch Council Update	February 25, 2020

Visioning Exercise Public Launch	March-April 2020
Questionnaire #1 Launch	April 2020
Presentations to Council Committees (APC, EDC, AAC)	April 2020
Pop-up Event Series (dates to align with community events / processes)	April to mid-July 2020
Community Forum / Youth Forum (TBC)	May 2020
Engagement Summary #1	August 2020
Council Meeting #3: Summary & Preliminary Vision Development	September 2020
Community Circles Program	September/October 2020
Questionnaire #2 Launch	September 2020
Community Visioning Workshops	October 2020
Draft Vision Document	November 2020
Council Meeting #4: Presentation of Draft Vision Document	December 2020
Final Vision Document	December 2020

#### COUNCIL REPORT/RESOLUTION HISTORY:

Date	Report Topic/Resolution	Resolution No.
July 23, 2019	Community Visioning Update – Information Report	N/A
May 21, 2019	Community Visioning Project – Information Report	N/A
February 26, 2019	<b>THAT</b> Council adopt the 2019-2022 Strategic Plan as presented.	C118/10

#### REVIEWED AND APPROVED BY:

Brent Magnan, Planning Manager  
Mark Koch, Director of Development Services  
Tracey Batten, Deputy CAO/Corporate Officer  
Paul Gipps, CAO

Powerpoint: Yes ☒ No ☐

#### Attachments:

1. Community Visioning Exercise (Phase 1 OCP Review): Public Engagement and Communications Strategy