

DRAFT

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DRAFT

1 OVERVIEW

1.1 ABOUT THE PROJECT

The City of West Kelowna (the City) is undertaking a Community Visioning Exercise as an initial step in the upcoming Official Community Plan (OCP) Update. The purpose of the visioning exercise is to engage with citizens to develop a shared direction for West Kelowna's future. A strong and supported community vision lays the groundwork for major decisions that a community must make. It will be core to the development of an updated OCP and is intended to provide context and guidance to all future strategic planning.

Public engagement for visioning needs to be inclusive and honest and should provide meaningful opportunities for the community to be involved in planning for the future. Bringing the range of voices that represent West Kelowna together into a community conversation is essential to developing a shared and broadly-supported vision.

This document provides a Public Engagement and Communications Strategy that summarizes an approach, communication tools, key engagement steps, and a risk management plan for engaging and communicating over the course of the visioning exercise. The process aims to help the public understand the visioning process and encourage people from throughout the community to participate.

This Public Engagement and Communications Strategy is intended as a working document that will be refined and updated with the project team as the process unfolds.



Figure 1: West Kelowna Neighbourhoods

1.2 ENGAGEMENT OBJECTIVES

The public engagement and communications aim to:

- ▶ **Generate** awareness about the visioning exercise including the purpose, goals and objectives, and anticipated outcomes, as well as the project timeline and opportunities to be involved.
- ▶ **Engage** with people of all ages, interests, and lifestyles, involving more people in a community process than West Kelowna has ever achieved before.
- ▶ **Educate** the public about the purpose of a vision and OCP, and the role these initiatives play in defining the future of a community.
- ▶ **Study** trends to understand demographics and community context to provide a basis for planning for the future.
- ▶ **Listen** to the public to understand key issues and opportunities and relate these to future OCP topics such as land use, housing, transportation, recreation, environment, and more.
- ▶ **Communicate** the findings throughout the visioning exercise and articulate how this information will flow into the OCP.
- ▶ **Facilitate** an inclusive, transparent engagement process that focuses on identifying shared values towards building a common vision.

1.3 LEVEL OF ENGAGEMENT

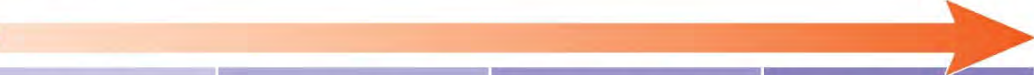
The following graphic illustrates the International Association for Public Participation (IAP2) Public Participation Spectrum. The spectrum represents a range of engagement levels, from informing people (on the left) to letting people make the final decision (on the right). Typically, if a decision could adversely affect property values, taxes, health and safety, quality of life/lifestyle, or is a highly-emotional or moral issue, engagement methods move further to the right on the spectrum.

The Community Visioning Exercise will include a mix of engagement levels but most activities will focus between the “Involve” and “Collaborate” levels of the spectrum.

IAP2'S PUBLIC PARTICIPATION SPECTRUM



The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

INCREASING IMPACT ON THE DECISION 					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

2 ENGAGEMENT TEAM & ROLES

A successful engagement and communications process will require the support of many individuals. The following matrix identifies anticipated engagement team members and summarizes key roles for each.

Individual	Organization	Key Role(s)	Engagement Activities
CONSULTANT TEAM			
Jana Zelenski	Lanarc	<ul style="list-style-type: none"> Engagement Lead 	<ul style="list-style-type: none"> Key client contact Project management Prepare draft engagement materials Review of all deliverables Facilitation & training
Kristen Falconer	Lanarc	<ul style="list-style-type: none"> Engagement Planner Facilitation 	<ul style="list-style-type: none"> Client contact as required Engagement planning Prepare draft engagement materials Coordinate engagement activities and logistics Reporting Facilitation & training
Kate Evans	Lanarc	<ul style="list-style-type: none"> Facilitation 	<ul style="list-style-type: none"> Facilitation support
Other Consulting Team Members	Lanarc	<ul style="list-style-type: none"> Graphic and Mapping Support 	<ul style="list-style-type: none"> Graphics Mapping
CITY TEAM			
Dallas Clowes, Senior Planner	City of West Kelowna	<ul style="list-style-type: none"> Project Lead Spokesperson 	<ul style="list-style-type: none"> Project management Review / approve engagement materials Participate in engagement events Internal team coordination Respond to City-related questions
Mark Koch, Director of Development Services Brent Magnan, Planning Manager	City of West Kelowna	<ul style="list-style-type: none"> Project Oversight Spokesperson 	<ul style="list-style-type: none"> Project direction and oversight Participate in major engagement events
Stirling Scory, Planner	City of West Kelowna	<ul style="list-style-type: none"> Project Support 	<ul style="list-style-type: none"> Project coordination and logistics Coordinate posting / distribution of information (online and events) Internal team coordination Participate in engagement events Respond to City-related questions Coordinate volunteers / ambassadors
Sandy Webster, Director of Corporate Initiatives	City of West Kelowna	<ul style="list-style-type: none"> Communications Guidance 	<ul style="list-style-type: none"> Provide guidance to communications Review key messaging / external communications Facilitate communications and outreach posting through City channels Media relations support

Individual	Organization	Key Role(s)	Engagement Activities
Molly Blower, Summer Student (starting Apr 6) Jayden Koop, Summer Student (starting May 4)	City of West Kelowna	<ul style="list-style-type: none"> Event facilitation 	<ul style="list-style-type: none"> Represent project at pop-ups and events around the community Outreach support
Other City Staff	City of West Kelowna	<ul style="list-style-type: none"> Build Awareness 	<ul style="list-style-type: none"> Support outreach activities and communications
AMBASSADORS			
Mayor & Council	City of West Kelowna	<ul style="list-style-type: none"> Project Reviews Spokespersons 	<ul style="list-style-type: none"> Review and provide comment at key points in the process Act as a project spokesperson, carrying the message throughout the community
Stakeholders & Volunteers	Varies	<ul style="list-style-type: none"> Outreach and Engagement event support 	<ul style="list-style-type: none"> Provide information out (as required) Raise awareness in the community and encourage participation

3 AUDIENCES

The following table summarizes potential audience groups that could be involved in the process.

Members	Communication Tools / Formats
PROJECT TEAM	
<ul style="list-style-type: none"> City of West Kelowna Staff Lanarc Staff Ambassadors 	<ul style="list-style-type: none"> Project team meetings Project reviews / approvals Informal communications Participation / facilitation at events
ELECTED OFFICIALS	
<ul style="list-style-type: none"> West Kelowna Mayor & Council 	<ul style="list-style-type: none"> Council updates (3 formal meetings) Project briefings / messaging documents Staff updates (as determined by City staff)
INTERNAL CITY STAFF	
<ul style="list-style-type: none"> Key Department Staff Advisory Committees 	<ul style="list-style-type: none"> Notification of engagement events Project development (key input) Staff updates (as determined by City staff)
LOCAL INDIGENOUS GROUPS	
<ul style="list-style-type: none"> Westbank First Nation 	<ul style="list-style-type: none"> Early updates / request for participation Regular project updates

Members	Communication Tools / Formats
INTEREST GROUPS / ORGANIZATIONS	
<ul style="list-style-type: none"> ▪ Neighbourhood Associations ▪ Local Educational Institutions: School District 23 Central Okanagan, Mount Boucherie Secondary School, middle schools, elementary schools, private schools ▪ Organized Sport Groups: baseball, soccer, softball, hockey, ringette, cross country skiing, figure skating, yacht club, pickleball, volleyball, etc. ▪ Community Centres: Johnson Bentley Memorial Aquatic Centre, Westbank Community Centre, Okanagan Regional Library ▪ Community Organizations: West Kelowna Legion, West Kelowna Daybreak Rotary Club, Westbank Lions Club, Westbank Farmers Market ▪ Business Organizations: Greater Westside Board of Trade; Okanagan Business Excellence, West Kelowna Vinters Association, Okanagan Mainline Real Estate Board ▪ Local Environmental Groups ▪ Urban Development Institute ▪ Seniors' Groups: Westside Senior Centre Service Association, seniors living residences ▪ Youth Groups: Okanagan Boys and Girls Club, West Kelowna Youth Centre, School Groups ▪ Municipal Services: RCMP, St. John Ambulance, Westside Fire and Rescue, West Kelowna Professional Firefighters, West Kelowna Health ▪ Non-profit Organizations: Central Okanagan Food Bank, May Bennett Meal Program for Seniors ▪ Local Businesses: wineries, breweries, golf courses ▪ Others as identified 	<ul style="list-style-type: none"> ▪ Wide-spread initial outreach ▪ Direct invitation to participate ▪ Request support for outreach ▪ Regular project updates via web/email
PUBLIC	
<ul style="list-style-type: none"> ▪ City of West Kelowna residents 	<ul style="list-style-type: none"> ▪ Wide-spread initial outreach ▪ Invitation to public events ▪ Regular project updates via web

4 ENGAGEMENT & COMMUNICATIONS

4.1 PROCESS OVERVIEW

Developing a community vision for the next 20 years requires a process founded in a solid understanding of background and advanced through strategic planning and creative thinking to spark a community conversation about the future. Fundamental to this process is reflecting back “what we hear” and building forward towards best outcomes.

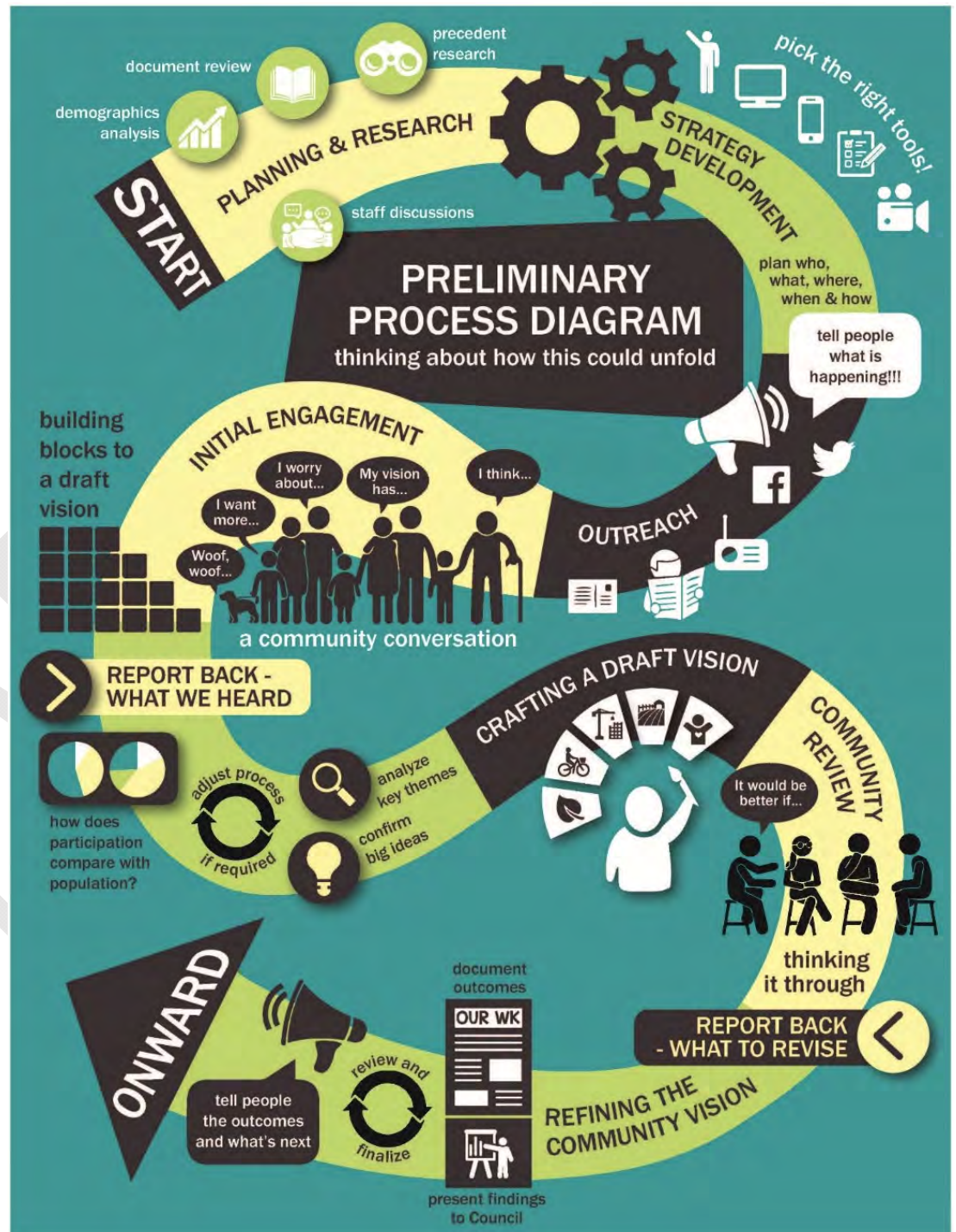


Figure 2: Preliminary Process for Community Visioning Exercise

4.2 ENGAGEMENT APPROACH

The Community Visioning Exercise will use a three-phase process for engagement. Input from the public process will be used to draft a community vision for the next 20+ years including establishing priority policy areas to focus on during the OCP Update process that will incorporate the established vision.

Phase 1: Setting the Foundation

(January - March 2020)

Phase 1 focuses on setting a foundation for the engagement and communications process starting with elements that will build the Public Engagement and Communication Strategy, including: outreach options, project identity, messaging tools, and formats for gathering public input. This phase also focuses on developing preliminary key messaging and summarizing background information, emerging issues, and potential opportunities that may be used to focus community discussions in preparation for the engagement launch.

Phase 2: Building a Draft Vision

(March - July 2020)

Phase 2 kicks off the public process with an engagement launch to help build awareness about the Project and encourage participation from a diverse range of citizens. The engagement launch will consist of both print and digital engagement, a public questionnaire, various “pop-up” community events that lead up to a larger public forum, and tools designed to inspire people about the future of West Kelowna and encourage their input on values, interests, and ideas. The intent is to establish the building blocks for a draft vision.

Phase 3: Refining the Vision & Preparing for What’s Next

(July - December 2020)

This final phase focuses on developing, reviewing, and refining a vision document and preparing for next steps. A key part of this phase will be to report back to the community to confirm “What we Heard” to date, bringing forward a draft vision, and working with the community to refine it through a resident-led Community Circles program and a series of community workshops. Phase 3 is also an opportunity to “close the loop” with community members and share outcomes of the process while looking forward to the next steps in the OCP planning process.

The following tables provide a detailed breakdown of anticipated activities, tools, and responsibilities for executing the engagement. This summary is provided for review, discussion, and refinement with the project team.

4.3 IMPLEMENTATION

PHASE 1: SETTING THE FOUNDATION

January - March 2020

Note: Items shaded in grey are complete.

Activity	Audience	Description	Target Date	Responsibilities
FOUNDATIONAL ELEMENTS				
Preliminary Outreach Options	<ul style="list-style-type: none"> CWK Project Team 	<ul style="list-style-type: none"> Summary of outreach options for CWK review and refinement as input to engagement strategy 	<ul style="list-style-type: none"> COMPLETE 	<ul style="list-style-type: none"> Lanarc: Develop preliminary options as basis for engagement plan CWK: Identify preferred options
Draft Public Engagement & Communications Strategy <i>(this document)</i>	<ul style="list-style-type: none"> CWK Project Team 	<ul style="list-style-type: none"> Internal strategy outlining engagement process, key messages, roles and responsibilities, and risk management 	<ul style="list-style-type: none"> Feb 5, 2020 	<ul style="list-style-type: none"> Lanarc: Develop draft CWK: Review, comment, approve
Identity / Messaging Options	<ul style="list-style-type: none"> CWK Project Team 	<ul style="list-style-type: none"> Project identity options including project icon, tagline, hashtag See Section 5.3 	<ul style="list-style-type: none"> Feb 5, 2020 	<ul style="list-style-type: none"> Lanarc: Develop draft / final CWK: Review and approve
Detailed Event Schedule	<ul style="list-style-type: none"> CWK Project Team 	<ul style="list-style-type: none"> Detailed summary of potential activities, events, and formats for CWK review (based on upcoming community events) 	<ul style="list-style-type: none"> Feb 14, 2020 	<ul style="list-style-type: none"> Lanarc: Develop draft CWK: Confirm staffing, finalize preferred activities
PUBLIC OUTREACH & MATERIALS				
Introductory Presentation	<ul style="list-style-type: none"> Identified Community Stakeholders 	<ul style="list-style-type: none"> Presentation including: <ul style="list-style-type: none"> → Background context → Purpose and anticipated outcomes → Preliminary engagement strategy → Potential engagement activities, tools, formats → Discussion questions → Next steps 	<ul style="list-style-type: none"> July 22, 2019 COMPLETE 	<ul style="list-style-type: none"> Lanarc: Develop draft / final CWK: Review / approve content

Activity	Audience	Description	Target Date	Responsibilities
Backgrounder Documents	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Project backgrounder series providing context about the process Print on online options Distributed to project team, elected officials, key community stakeholders, ambassadors 	<ul style="list-style-type: none"> Feb 28, 2020 	<ul style="list-style-type: none"> Lanarc: Develop draft / final CWK: Provide background data, review, approve

ENGAGEMENT ACTIVITIES

Council and Committee Meeting: OCP Visioning Kick-Off	<ul style="list-style-type: none"> Council and Committees 	<ul style="list-style-type: none"> Meeting to introduce project and gather input on process, outreach, engagement Discussion questions Summary notes 	<ul style="list-style-type: none"> July 24, 2019 COMPLETE 	<ul style="list-style-type: none"> Lanarc: Prepare agenda and discussion questions, facilitate CWK: Coordinate venue and participants, co-facilitate, prepare summary notes
Organizations & Associations Meeting: OCP Visioning Kick-Off	<ul style="list-style-type: none"> Identified Community Organizations & Associations 	<ul style="list-style-type: none"> Meeting to introduce project and gather input on process, outreach, engagement Discussion questions Summary notes 	<ul style="list-style-type: none"> July 24, 2019 COMPLETE 	<ul style="list-style-type: none"> Lanarc: Prepare agenda and discussion questions, facilitate CWK: Coordinate venue and participants, co-facilitate, prepare summary notes
Public Questionnaire #1 (MetroQuest)	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Platform to host opt-in public questionnaire on values, issues, opportunities, and ideas Consider ipads for onsite digital entry during events 	<ul style="list-style-type: none"> Draft 1: July 29, 2019 Draft 2: Mar 5, 2020 Final: Apr 1, 2020 	<ul style="list-style-type: none"> Lanarc: Research, develop questionnaire content, input content CWK: Review / approve questions, support inputting to MetroQuest

PROJECT MEETINGS

Meeting #1: Project Kick-Off, Outreach Options, Digital Media Platform Review (in West Kelowna)	<ul style="list-style-type: none"> Project Team (CWK & Consultants) 	<ul style="list-style-type: none"> Meeting to initiate project, review and discuss outreach, identity, engagement options Review digital media platform options Prepare for next steps 	<ul style="list-style-type: none"> July 8, 2019 COMPLETE 	<ul style="list-style-type: none"> Lanarc: Facilitate, prepare agenda and questions CWK: Coordinate meeting room, participate, prepare summary notes and action items
Council Meeting #1	<ul style="list-style-type: none"> Mayor & Council 	<ul style="list-style-type: none"> Project overview presentation Discussion on desired outcomes Engagement approach strategy review and discussion Timeline options 	<ul style="list-style-type: none"> Nov 12, 2019 COMPLETE 	<ul style="list-style-type: none"> Lanarc: Prepare agenda and presentation, facilitate CWK: Schedule, support discussions

PHASE 2: BUILDING A DRAFT VISION

March - July 2020

Activity	Audience / Time	Description	Target Date	Responsibilities
PUBLIC OUTREACH & MATERIALS¹				
DIGITAL OUTREACH				
Project Website	<ul style="list-style-type: none"> All Audiences Project duration 	<ul style="list-style-type: none"> Project webpage on www.westkelownacity.ca, with dedicated URL: westkelownacity.ca/ourWK <ul style="list-style-type: none"> → Project overview → Project register (managed by City Communications Department) → Upcoming events, input opportunities → Background information → City contact → Update / refine over course of project 	<ul style="list-style-type: none"> Mar 10, 2020 	<ul style="list-style-type: none"> Lanarc: Develop draft content CWK: Provide format requirements, review and finalize content, approve content, coordinate posting and updates through City IT team, provide and manage project register, provide City project contact
West Kelowna Facebook Page	<ul style="list-style-type: none"> All Audiences Project duration 	<ul style="list-style-type: none"> Posts to share information, announce public events, encourage participation Consider conversational content e.g., Did you Know, Test your Knowledge, Fast Facts Video as possible Look and feel to follow City guidelines 	<ul style="list-style-type: none"> Start Mar 10, 2020 ~Weekly (more during busy times) 	<ul style="list-style-type: none"> Lanarc: Develop draft posts CWK: Provide template and format requirements, review and finalize content, post, manage comments
West Kelowna Twitter Feed	<ul style="list-style-type: none"> All Audiences Project duration 	<ul style="list-style-type: none"> Posts to share information, announce public events, encourage participation 	<ul style="list-style-type: none"> Start Mar 10, 2020 ~Weekly (more during busy times) 	<ul style="list-style-type: none"> Lanarc: Develop draft posts CWK: Provide template and format requirements, review and finalize content, post, manage comments
West Kelowna Instagram Feed	<ul style="list-style-type: none"> All Audiences Project duration 	<ul style="list-style-type: none"> Visual posts Look and feel to follow City guidelines Potential photo contest 	<ul style="list-style-type: none"> Start Mar 10, 2020 Occasionally (focused on visuals) 	<ul style="list-style-type: none"> Lanarc: Develop draft posts CWK: Provide template and format requirements, review and finalize content, post, manage comments

¹ Refer to **Appendix A: Outreach Materials Summary** for additional details about outreach materials.

Activity	Audience / Time	Description	Target Date	Responsibilities
Facebook Ads / Boosts	<ul style="list-style-type: none"> Targeted Audiences Project duration 	<ul style="list-style-type: none"> Paid Facebook advertising options to boost advertising and public awareness on City's Facebook Opportunity to target particular demographics or interest groups Costs range from \$25 - \$100+ / ad (cost based on desired reach) 	<ul style="list-style-type: none"> TBD based on participation levels 	<ul style="list-style-type: none"> Lanarc: Recommend target audiences CWK: Coordinate through City Facebook account, pay for ads / boosting
Photo Contest	<ul style="list-style-type: none"> All Audiences Project launch (Phase 2) 	<ul style="list-style-type: none"> Prize offered for best photo with clear submission requirements Follow key theme and incorporate project identity 	<ul style="list-style-type: none"> Apr 2020 through July 2020 	<ul style="list-style-type: none"> Lanarc: Develop draft content and prizing CWK: Recommend approach / preferred platform, confirm rules, manage entries, review submissions and select winner
Mini Videos	<ul style="list-style-type: none"> All Audiences Project duration 	<ul style="list-style-type: none"> Short digital video / text clips incorporated into online content (web, social media) to promote key messaging Short call to action scripted videos by community leaders or residents 	<ul style="list-style-type: none"> TBD based on team capacity 	<ul style="list-style-type: none"> Lanarc: Develop draft / final content CWK: Review, approve, post
E-Notification (City & Project Subscriber lists)	<ul style="list-style-type: none"> Targeted Audiences Project launch, prior to key events 	<ul style="list-style-type: none"> Email notification to existing 2,800 subscribers to announce project, encourage participation Typically coincides with media release 	<ul style="list-style-type: none"> Apr 1, 2020 	<ul style="list-style-type: none"> Lanarc: Confirm mailing requirements (timeline, format, process), develop draft content CWK: Review and finalize content, distribute
Calendar Items	<ul style="list-style-type: none"> All Audiences Key events 	<ul style="list-style-type: none"> Calendar of key engagement events on westkelownacity.ca 	<ul style="list-style-type: none"> Mar 10, 2020 and ongoing 	<ul style="list-style-type: none"> Lanarc: Develop list of engagement events once finalized for City posting CWK: Confirm engagement events, post on calendar
Other Calendars	<ul style="list-style-type: none"> All Audiences Key events 	<ul style="list-style-type: none"> Calendar of key engagement events on Tourism calendar: https://www.visitwestside.com/events-calendar/ Calendar of key engagement events on Castanet calendar: https://www.castanet.net/events/ 	<ul style="list-style-type: none"> Mar 10, 2020 and ongoing 	<ul style="list-style-type: none"> Lanarc: Develop list of engagement events once finalized for City posting and coordinate posting
Public Computer Links (Library)	<ul style="list-style-type: none"> All Audiences Questionnaires 	<ul style="list-style-type: none"> Relevant links at public computers in libraries or youth centre Best used for online questionnaires 	<ul style="list-style-type: none"> Apr 1, 2020 	<ul style="list-style-type: none"> Lanarc: Develop link materials CWK: Coordinate and drop to public computer locations

Activity	Audience / Time	Description	Target Date	Responsibilities
PRINT OUTREACH				
Media Release	<ul style="list-style-type: none"> All Audiences Project launch, prior to key events 	<ul style="list-style-type: none"> Public release announcing project commencement, opportunities to participate leading up to events Distributed to key media outlets and neighbourhood associations Include quotes from leadership (i.e., Mayor) 	<ul style="list-style-type: none"> Apr 1, 2020 	<ul style="list-style-type: none"> Lanarc: Prepare draft content CWK: Review and finalize, obtain quotes, coordinate release through internal communications channels
Newspaper Ads (Print and Digital) (Westside Weekly)	<ul style="list-style-type: none"> All Audiences Project launch, prior to events 	<ul style="list-style-type: none"> Ads for upcoming engagements to generate awareness <i>Westside Weekly</i> (print and digital) in City's dedicated ad space (Wednesdays) 	<ul style="list-style-type: none"> Apr 1, 2020 Regularly to announce events 	<ul style="list-style-type: none"> Lanarc: Prepare draft content CWK: Provide content requirements and sizing, review, coordinate posting as per internal communications process
Quarterly Newsletters (online)	<ul style="list-style-type: none"> All Audiences Project duration 	<ul style="list-style-type: none"> Content to feature project in newsletters 	<ul style="list-style-type: none"> Apr 2020 July 2020 Oct 2020 	<ul style="list-style-type: none"> Lanarc: Prepare draft content CWK: Provide content requirements, timing, sizing, review and finalize, coordinate placement
Project Cards	<ul style="list-style-type: none"> All Audiences Project duration 	<ul style="list-style-type: none"> Business cards with project details distributed at events or given to ambassadors to hand out Designed for use through Visioning Exercise and OCP Update 	<ul style="list-style-type: none"> Mar 13, 2020 	<ul style="list-style-type: none"> Lanarc: Develop draft / final, purchase CWK: Review, approve, distribute to ambassadors
Westbank Lions Club Digital Event Board	<ul style="list-style-type: none"> All Audiences Prior to key events 	<ul style="list-style-type: none"> Announce commencement of project and upcoming events 	<ul style="list-style-type: none"> Mar 13, 2020 	<ul style="list-style-type: none"> Lanarc: Develop draft / final content CWK: Provide content specs, review, approve, coordinate posting and payment (as required)
Large-scale Banners (Outdoor)	<ul style="list-style-type: none"> All Audiences Project duration 	<ul style="list-style-type: none"> Large-scale banner for display in visible outdoor locations around City Size to use at tent during events (e.g. 10 feet wide or stand-alone) Designed for use through Visioning Exercise and OCP Update 	<ul style="list-style-type: none"> Mar 13, 2020 	<ul style="list-style-type: none"> Lanarc: Develop draft / final, coordinate printing, purchase CWK: Confirm preferred style, provide any relevant specs, review, approve, coordinate postings (key locations and events)
Event Signs / Retractable Banners (Indoors)	<ul style="list-style-type: none"> All Audiences Project duration 	<ul style="list-style-type: none"> Large-scale signs posted during events and in temporary locations (e.g., municipal hall, library) between events for project duration Designed for use through Visioning Exercise and OCP Update 	<ul style="list-style-type: none"> Mar 13, 2020 	<ul style="list-style-type: none"> Lanarc: Develop draft / final, coordinate printing, purchase CWK: Confirm specs, review, approve, coordinate postings (key locations and events)

Activity	Audience / Time	Description	Target Date	Responsibilities
Printed Posters	<ul style="list-style-type: none"> All Audiences Project Launch and at key events 	<ul style="list-style-type: none"> Community posters to introduce project, generate awareness, and advertise upcoming opportunities for participation Post or place in neighbourhood destinations / businesses / institutions (e.g., parks, community centres, cafés, library, kiosks etc.) Digital version to distribute to stakeholders and other key organizations for their posting Option for laminate or waterproof paper for outdoor longevity 	<ul style="list-style-type: none"> Mar 13, 2020 	<ul style="list-style-type: none"> Lanarc: Develop draft / final, coordinate printing, purchase CWK: Provide sizing details for CWK locations (e.g., park kiosks, rec centres), review, approve, coordinate postings, printing in-house where possible
Vehicle Magnets	<ul style="list-style-type: none"> All audiences Project duration 	<ul style="list-style-type: none"> Magnetic signs for placement of WK vehicles to raise awareness about project Sizing based on vehicle type 	<ul style="list-style-type: none"> Mar 13, 2020 	<ul style="list-style-type: none"> Lanarc: Develop draft / final, coordinate printing, purchase CWK: Confirm fleet options, providing sizing specs, review, approve, distribute to vehicle managers
Community-wide Postal Mail-out OPTIONAL SERVICE (additional cost)	<ul style="list-style-type: none"> All Audiences (targeted) Project event 	<ul style="list-style-type: none"> Postcard announcing project and opportunities to be involved Distribute to all addresses through Canada Post 	<ul style="list-style-type: none"> TBD 	<ul style="list-style-type: none"> Lanarc: Develop draft / final content, obtain quotes, coordinate delivery CWK: Approve optional service, review, approve
PEOPLE / WORD OF MOUTH				
Community Leaders Kit	<ul style="list-style-type: none"> Targeted Audiences Project launch and ongoing 	<ul style="list-style-type: none"> Provide community leaders (Mayor and Council, neighbourhood associations, staff, leadership) with an “outreach kit” at start of project and updated at key points Kit would include Key messages and FAQs, project cards, hard copy questionnaires, and small give-aways (if used) 	<ul style="list-style-type: none"> Mar 20, 2020 	<ul style="list-style-type: none"> Lanarc: Develop draft / final kit materials CWK: Review, approve, assemble, distribute
City Staff	<ul style="list-style-type: none"> Targeted Audiences Project duration 	<ul style="list-style-type: none"> Notify staff about upcoming activities and encourage them to promote the process through their activities and networks Supply with key messaging and project cards to make available at other events 	<ul style="list-style-type: none"> Mar 20, 2020 	<ul style="list-style-type: none"> Lanarc: Provide draft / final materials CWK: Review / approve messaging, coordinate with City staff

Activity	Audience / Time	Description	Target Date	Responsibilities
Front-Line Staff	<ul style="list-style-type: none"> ▪ All Audiences ▪ Project duration 	<ul style="list-style-type: none"> ▪ Provide front-line and customer service staff with briefing and materials on project and project cards, encourage promotion of process, provide resources to answer questions 	<ul style="list-style-type: none"> ▪ Mar 20, 2020 	<ul style="list-style-type: none"> ▪ Lanarc: Provide draft / final materials ▪ CWK: Review / approve materials, coordinate with Front-Line staff
Recreation Activity Leadership Staff	<ul style="list-style-type: none"> ▪ Targeted Audiences ▪ When events occur 	<ul style="list-style-type: none"> ▪ Provide rec leaders with an information briefing and a handout and/or activities to share with participants 	<ul style="list-style-type: none"> ▪ Mar 20, 2020 	<ul style="list-style-type: none"> ▪ Lanarc: Provide draft / final materials ▪ CWK: Review / approve materials, coordinate with Rec staff
Other Event Organizers	<ul style="list-style-type: none"> ▪ Targeted Audiences ▪ When events occur 	<ul style="list-style-type: none"> ▪ Provide event organizers (e.g., clubs, wineries, sports groups, etc.) an information briefing and a handout and/or activities to share with participants 	<ul style="list-style-type: none"> ▪ Ongoing 	<ul style="list-style-type: none"> ▪ Lanarc: Provide draft / final materials ▪ CWK: Review / approve materials, coordinate with event organizers
School District 23 Staff	<ul style="list-style-type: none"> ▪ Targeted Audiences ▪ During school year 	<ul style="list-style-type: none"> ▪ Work with staff to coordinate a school or class project on the visioning exercise ▪ Encourage an assignment (e.g., students conduct their own engagement for visioning to obtain input from a broad range of youth – suitable for junior high / high school) ▪ Develop a children’s activity (e.g., write or draw your vision for the future) to be handed out through elementary schools ▪ Consider prizing 	<ul style="list-style-type: none"> ▪ Mar 25, 2020 	<ul style="list-style-type: none"> ▪ Lanarc: Coordinate with SD contacts to identify project opportunities, develop draft / final messaging and materials ▪ CWK: Identify SD contact, review / approve messaging and materials
School District Administration	<ul style="list-style-type: none"> ▪ Targeted Audiences ▪ During school year 	<ul style="list-style-type: none"> ▪ Ask administration to include outreach within school newsletters / info sent to parents ▪ Confirm process / timing for incorporating project information into school information 	<ul style="list-style-type: none"> ▪ Mar 25, 2020 	<ul style="list-style-type: none"> ▪ Lanarc: Draft / finalize information ▪ CWK: Provide SD contact, review and approve information
School District Youth Council	<ul style="list-style-type: none"> ▪ Targeted Audiences ▪ During school year 	<ul style="list-style-type: none"> ▪ Identify youth leadership (e.g., student councils) and request their support in the process ▪ Meet with youth leadership to discuss how to access input from their peers ▪ Align with Mayor’s Youth Forum (TBD based on project schedule) 	<ul style="list-style-type: none"> ▪ Mar 25, 2020 	<ul style="list-style-type: none"> ▪ Lanarc: Present information to youth, prepare draft / final materials ▪ CWK: Provide contact, review and approve information, print materials and distribute, support coordination

Activity	Audience / Time	Description	Target Date	Responsibilities
Community Speakers	<ul style="list-style-type: none"> Targeted Audiences Community Forum 	<ul style="list-style-type: none"> Identify speakers for the community forum (e.g., Mayor / Councillors, staff leaders, youth, business leaders, club leaders, etc.) Consider speaker series that uses a set of “quick” speeches (5 minutes) to make a key point, informing people on topics they care about 	<ul style="list-style-type: none"> May 11, 2020 	<ul style="list-style-type: none"> Lanarc: Help identify potential speaking topics, coordinate as part of forum event design CWK: Confirm speaking topics, identify candidate speakers
Community Event Presence	<ul style="list-style-type: none"> All Audiences Project duration 	<ul style="list-style-type: none"> Any festivals or upcoming community events where the City will have a booth or ambassadors to “piggyback” on existing event Requires staff manning the booth (ambassador who is able to answer key questions, hand out information) 	<ul style="list-style-type: none"> Based on current activities list 	<ul style="list-style-type: none"> Lanarc: Help identify potential events, prepare necessary materials CWK: Identify other City events, coordinate with staff running event to request participation, facilitate booth
OTHER				
Interactive Identity Pieces	<ul style="list-style-type: none"> All Audiences Project duration 	<ul style="list-style-type: none"> Elements with the project identity for people to interact or “play” with at engagements Taken to engagement locations to provide inviting and interactive opportunities, use as photo ops For us throughout OCP updates process Example: Cube sitting blocks (see Moreland Vision example) 	<ul style="list-style-type: none"> Mar 13, 2020 	<ul style="list-style-type: none"> Lanarc: Recommend element option, design draft / final pieces, coordinate development, purchase CWK: Confirm option, house elements and distribute for use during engagements
Project T-Shirts	<ul style="list-style-type: none"> All Audiences Project duration 	<ul style="list-style-type: none"> Project t-shirts for staff / ambassadors who will be facilitating public activities to identify representatives and promote project at events Extras could be used for giveaways Includes project logo and a possible phrase (e.g., Let’s talk about #OURWK!) 	<ul style="list-style-type: none"> Mar 13, 2020 	<ul style="list-style-type: none"> Lanarc: Provide quotes for production; design draft and final shirt; coordinate production CWK: Review, approve, distribute to representatives, identify approximate numbers / sizing
Small Give-Aways	<ul style="list-style-type: none"> All Audiences Project duration 	<ul style="list-style-type: none"> Small give-aways with project identity to be handed out at events Examples: stickers, temporary tattoos, balloons 	<ul style="list-style-type: none"> Mar 13, 2020 	<ul style="list-style-type: none"> Lanarc: Design draft / final, coordinate production, purchase CWK: Approve, support distribution
Medium Give-Aways	<ul style="list-style-type: none"> All Audiences Project duration 	<ul style="list-style-type: none"> Medium give-aways branded for WK to be “won” at events Utilize existing WK “gear” 	<ul style="list-style-type: none"> Mar 13, 2020 	<ul style="list-style-type: none"> Lanarc: Identify give-away opportunities CWK: Identify existing prize options

Activity	Audience / Time	Description	Target Date	Responsibilities
Large Give-Away	<ul style="list-style-type: none"> All Audiences End of questionnaire 	<ul style="list-style-type: none"> Single large give-away at end of questionnaire to motivate people to submit questionnaires Examples: iPad or other tech, local recreational pass (e.g., season pass to local ski hill / golf course / etc.) Need to set up clear contest rules, timing, and process for winning e.g. entry upon completion of a questionnaire 	<ul style="list-style-type: none"> Mar 13, 2020 	<ul style="list-style-type: none"> Lanarc: Suggest prize options and costs CWK: Select preferred option, purchase
Video Interviews at Events (Mobile Device)	<ul style="list-style-type: none"> All Audiences Project duration 	<ul style="list-style-type: none"> Low tech option using mobile device (device should be on a tripod for stability) Short interviews with targeted questions: (e.g., what do you think is the very BEST thing about West Kelowna? What one trend do you think is most impacting the way West Kelowna residents live?) Participants need to sign a release form Typically a task best accomplished by ambassadors during events Footage could be used as part of promotions 	<ul style="list-style-type: none"> TBD 	<ul style="list-style-type: none"> Lanarc: Develop questions, review / incorporate video into promotional information CWK: Review questions, support filming, obtain releases

Activity	Audience / Time	Description	Target Date	Responsibilities
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ENGAGEMENT ACTIVITIES

COMMUNITY “POP-UP” ENGAGEMENT SERIES²

Format:

- Go-to engagement or "pop-ups" to engage people where they are or at highly-trafficked locations such as:
 - Grocery stores or recreation centres to target those during regular activities and “hard to reach” people
 - Locations for key user groups such as schools or seniors’ activity centres
- Intended to provide high-level information (vs. in-depth discussion) to generate awareness and encourage participation in process

Materials:

- Booth table / signage; project cards / handouts; questionnaires; directional signage; interactive identity pieces; give-aways; background materials

Other Support:

Community Pop-Ups	<ul style="list-style-type: none"> ▪ All Audiences ▪ Project launch (pop-up event series) 	<p>Potential Locations to Attend / Announce:</p> <ul style="list-style-type: none"> ▪ Key Community Events: Activities, booth, or other elements at key events in the community – see Appendix B for detailed event list ▪ Around Town Pop-Up Series: Manned booth at grocery stores, malls, etc. 1-week period (TBD) ▪ Around School Pop-Up Series: Youth-manned booths middle and secondary schools, led by students to collect input from peers 1-week period (TBD) ▪ Around Home Pop-up Series: Manned booth at retirement residences 1-week period (TBD) Timing varies based on availability 	<ul style="list-style-type: none"> ▪ Various – April through July 	<ul style="list-style-type: none"> ▪ Lanarc: Contact locations for opportunities to be involved, provide materials, prepare / meet with facilitators, facilitation of key events ▪ CWK: Confirm locations, provide booth set-up support on location, confirm insurance requirements, facilitation of key events ▪ CWK Student: Facilitate booths and events
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² See Appendix B: “Go-to” Engagement Detailed List for additional details and dates for pop-up events.

Activity	Audience / Time	Description	Target Date	Responsibilities
Static Input Display Stations	<ul style="list-style-type: none"> All Audiences 	<ul style="list-style-type: none"> Refer to Appendix B for detailed location list <p>Format / Materials Options:</p> <ul style="list-style-type: none"> → Sign-Post or Sealed Comment Box: Allow people to provide comments on location → Community Poster Boards: Board will display comments that people have added for all to see → Scrawl Wall: People can add notes directly on the activity <p>Potential Locations:</p> <ul style="list-style-type: none"> → West Kelowna Municipal Hall → Westbank Library (ORL Branch) → Westside Learning Lab → JBMAC → Westside Seniors Centre → Central Okanagan Food Bank Westside Branch → Interior Health May Bennett Meal Program for Seniors → Westside Youth Centre → High School, Middle Schools (Glenrosa, CNB, Mount Boucherie) → WK Elementary Schools (Rose Valley, Mar Jok, Hudson Road, Chief Tomat, Shannon Lake, George Pringle, Glenrosa, Helen Gorman, Our Lady of Lourdes) 	<ul style="list-style-type: none"> April through May 2020 	<ul style="list-style-type: none"> Lanarc: Coordinate posting locations, prepare materials CWK: Coordinate posting locations, review / approve materials, print-in house (as available), drop to locations

Activity	Audience / Time	Description	Target Date	Responsibilities
Community Event	<ul style="list-style-type: none"> All Audiences Project launch 	<ul style="list-style-type: none"> Format: Public event with interactive, hands-on activities for public to have a deeper conversation about the future. Could include a community forum and youth forum, or combined event. Activities / Materials: <ul style="list-style-type: none"> → Community speakers to inspire (pecha kucha-style, or “short” speeches) → Mapping activities → Building Blocks to the future activity that focuses on vision and targets / goals → Discussion groups that encourage people to share their ideas with one another → Sharing input from youth and children (i.e., posting outcomes of “play” activities) → Brief input actions – e.g., scrawl wall → Inviting atmosphere – music, refreshments → Opportunity to coordinate with other engagement activities 	<ul style="list-style-type: none"> w/o May 25 final date TBD to align with other City events 	<ul style="list-style-type: none"> Lanarc: Prepare event plan, coordinate materials and logistics, develop materials, facilitate, collect feedback CWK: Provide input to event design, coordinate venue and logistics, coordinate with other WK events, support recruitment of speakers, support facilitation, provide refreshments / entertainment CWK Students: Support facilitation as required

PROJECT MEETINGS & REPORTS

Meeting #2: Engagement Materials Review & Event Prep	<ul style="list-style-type: none"> Project Team 	<ul style="list-style-type: none"> Meeting to review engagement materials prior to engagement launch Coordinate with training for ambassadors and staff to prepare for events 	<ul style="list-style-type: none"> Mar 2020 	<ul style="list-style-type: none"> Lanarc: Prepare questions and action items, facilitate meeting CWK: Coordinate meeting venue and staff, participate
Engagement Summary #1: Building Blocks to a Draft Vision	<ul style="list-style-type: none"> Project Team 	<ul style="list-style-type: none"> Compilation of input from Phase 2 Summary of key themes Overview of emerging vision directions 	<ul style="list-style-type: none"> July 2020 	<ul style="list-style-type: none"> Lanarc: Prepare draft / final document CWK: Review, approve, post

Activity	Audience / Time	Description	Target Date	Responsibilities
Meeting #3: Initial Engagement Debrief, Engagement Plan Updates, Preliminary Visioning (in West Kelowna)	<ul style="list-style-type: none"> Project Team 	<ul style="list-style-type: none"> Debrief of the initial engagement, discuss changes to engagement approach / next steps Outline emerging vision foundation document and discuss 	<ul style="list-style-type: none"> July 2020 	<ul style="list-style-type: none"> Lanarc: Prepare agenda and presentation, facilitate CWK: Schedule, support discussions
Draft Vision Foundation Document	<ul style="list-style-type: none"> Project Team Mayor & Council 	<ul style="list-style-type: none"> Development of emerging directions into vision framework document 	<ul style="list-style-type: none"> August 2020 	<ul style="list-style-type: none"> Lanarc: Prepare draft / final document CWK: Review, approve
Council Meeting #2	<ul style="list-style-type: none"> Mayor & Council 	<ul style="list-style-type: none"> Provide summary of initial input outcomes Outline emerging vision foundation document and discuss 	<ul style="list-style-type: none"> Sept 8, 2020 	<ul style="list-style-type: none"> Lanarc: Prepare agenda and presentation, facilitate CWK: Schedule, support discussions

PHASE 3: REFINING THE VISION & PREPARING FOR WHAT'S NEXT

July - December 2020

Activity	Audience	Description	Target Date	Responsibilities
FOUNDATIONAL ELEMENTS				
Engagement Plan Updates	<ul style="list-style-type: none"> Project Team 	<ul style="list-style-type: none"> Reflect on Phase 2 and update the engagement plan for Phase 3 accordingly 	<ul style="list-style-type: none"> August 2020 	<ul style="list-style-type: none"> Lanarc: Update plan for CWK review CWK: Review, approve
PUBLIC OUTREACH & MATERIALS				
Outreach Package Updates	<ul style="list-style-type: none"> All audiences 	<ul style="list-style-type: none"> Review Phase 2 outreach outcomes and update outreach accordingly 	<ul style="list-style-type: none"> August 2020 	<ul style="list-style-type: none"> Lanarc: Prepare draft / final outreach materials CWK: Review, approve, support distribution
Public Posting of Final Vision Document	<ul style="list-style-type: none"> All audiences 	<ul style="list-style-type: none"> Announce the outcome of the visioning exercise and outline next steps for the OCP update 	<ul style="list-style-type: none"> Nov - Dec 2020 	<ul style="list-style-type: none"> Lanarc: Prepare draft / final CWK: Review, approve, distribute

Activity	Audience	Description	Target Date	Responsibilities
ENGAGEMENT ACTIVITIES				
Public Questionnaire #2 (MetroQuest)	<ul style="list-style-type: none"> All audiences 	<ul style="list-style-type: none"> Community questionnaire to refine the vision and prepare next steps MetroQuest format (online option) and print copies at events, consider iPads for onsite digital entry Manage updates required to MetroQuest 	<ul style="list-style-type: none"> Sept – Oct 2020 	<ul style="list-style-type: none"> Lanarc: Prepare draft / final content on MetroQuest CWK: Review, approve, coordinate posting of link on City project webpage
Community Circles Program	<ul style="list-style-type: none"> All audiences 	<ul style="list-style-type: none"> Format: Resident-led small-group discussions within interest groups or neighbourhoods (volunteer participants) Topics: Review Phase 2 input, comment on draft vision framework, discuss next steps Materials: Instruction handouts and guides with key questions Other Support: Potential incentive for those who host events (e.g., food voucher) 	<ul style="list-style-type: none"> Mid-Sept – Mid-Oct 2020 	<ul style="list-style-type: none"> Lanarc: Coordinate draft / final materials including instructions and key questions, coordinate with City for pick-up / drop-off by participants CWK: Review / approve materials, coordinate printing, assemble packages, arrange pick-up for event hosts, confirm incentive for hosting
Community Visioning Workshops	<ul style="list-style-type: none"> All audiences 	<ul style="list-style-type: none"> Format: Public workshops focused on specific emerging priority topics (sign-up to attend sessions) Topics: Focused discussions on the draft vision, principles, goals as they relate to priority topics. Opportunity for Community Circle groups to present their findings Materials: Agenda, presentation, discussion guide / questions, electronic polling, interactive activities and instructions 	<ul style="list-style-type: none"> Mid-Oct 2020 	<ul style="list-style-type: none"> Lanarc: Coordinate meetings and logistics, prepare draft / final materials, facilitate workshops, document summary notes CWK: Review / approve materials, coordinate venue and staff support, support facilitation, document summary notes
PROJECT MEETINGS & REPORTS				
Meeting #4: Vision Foundation Review and Engagement Preparation (Teleconference)	<ul style="list-style-type: none"> Project Team 	<ul style="list-style-type: none"> Review vision framework and finalize refinements Review questions to ask the public Materials review and coordination for Community Circles and Visioning Workshops 	<ul style="list-style-type: none"> Early Sept 2020 	<ul style="list-style-type: none"> Lanarc: Prepare questions and agenda, facilitate meeting, summarize action items CWK: Coordinate meeting venue and internal staff, participate, summarize notes

Activity	Audience	Description	Target Date	Responsibilities
Meeting #5: Second Engagement Debrief, Recommended Vision Directions, Next Steps (Teleconference)	<ul style="list-style-type: none"> Project Team 	<ul style="list-style-type: none"> Debrief of the second engagement process including outcomes, participation, and issues Discuss recommended vision directions and confirm next steps including communications 	<ul style="list-style-type: none"> Mid Nov 2020 	<ul style="list-style-type: none"> Lanarc: Prepare questions and agenda, facilitate meeting, summarize action items CWK: Coordinate meeting venue and internal staff, participate, summarize notes
Engagement Summary #2: Finalizing the Vision	<ul style="list-style-type: none"> All audiences 	<ul style="list-style-type: none"> Compilation of input from Phase 3 Summarize key themes 	<ul style="list-style-type: none"> Mid-Nov 2020 	<ul style="list-style-type: none"> Lanarc: Develop draft / final summary CWK: Review, approve, post final summary to website
Stakeholder Referral	<ul style="list-style-type: none"> Subscribers to City List, Project Updates and Identified Community Stakeholders 	<ul style="list-style-type: none"> Refer engagement summary 2 and Email communications that shares the outcomes of the Project and outlines the next steps in the process for council presentation and Phase 2-4 OCP Review 	<ul style="list-style-type: none"> Mid-Nov to Early Dec 2020 	<ul style="list-style-type: none"> Lanarc: Prepare draft / final email CWK: Review / approve final; distribute to email lists
Meeting #6: Draft Vision Document Review, Council Presentation Prep (Teleconference)	<ul style="list-style-type: none"> Project Team (CWK & Consultants) 	<ul style="list-style-type: none"> Review draft vision document and discuss refinements Prepare for Council presentation of the draft vision 	<ul style="list-style-type: none"> Early Dec 2020 	<ul style="list-style-type: none"> Lanarc: Prepare questions and agenda, facilitate meeting, summarize action items CWK: Coordinate meeting venue and internal staff, participate, summarize notes
Council Presentation	<ul style="list-style-type: none"> Council Public 	<ul style="list-style-type: none"> Presentation of draft community vision before finalization / submission of final documents 	<ul style="list-style-type: none"> Dec 8, 2020 	<ul style="list-style-type: none"> Lanarc: Develop presentation, facilitate CWK: Support presentation
Final Vision Document	<ul style="list-style-type: none"> All audiences 	<ul style="list-style-type: none"> Submission of final vision document 	<ul style="list-style-type: none"> Dec 23, 2020 	<ul style="list-style-type: none"> Lanarc: Finalize document CWK: Approve, post

5 COMMUNICATIONS

5.1 PRINCIPLES OF ENGAGEMENT

Project engagement and communications should align with the following principles:

- ▶ **Accessible:** Create public engagement processes, locations, and communications materials that appeal to a wide range of audiences.
- ▶ **Inclusive:** Promote an inclusive process that fosters a respectful environment for participants so that they are comfortable providing input and asking questions. Use varied methods, formats, and activities.
- ▶ **Consistent:** Ensure that communications are clear, concise, and consistent through all materials so that the process is recognizable.
- ▶ **Transparent:** Undertake a process that is open and transparent so that public trust may be built, issues are informed, and long-term objectives are ultimately supported.
- ▶ **Collaborative:** Promote cooperation amongst community members to develop a shared vision that respects all voices.
- ▶ **Ongoing:** Engage the public early and often, documenting all input received and reporting back so people can see how their input has influenced the process.
- ▶ **Responsive:** Show participants that the City is listening by being responsive to queries and questions.

5.2 PRELIMINARY KEY MESSAGES (TO BE REFINED)

Key messages are targeted messages that we want audiences to understand and remember. The messages are designed to communicate the most relevant information about the process including the “why” and the “how.” Initial key messages have been developed and will be refined as project materials are developed:

Calls to Action

- ▶ Help shape West Kelowna's Vision for 2040! Our community, our future.
- ▶ We are planning the future for our City. What do you imagine?
- ▶ What needs to change? What should stay the same? Join a community conversation to imagine an ideal future for West Kelowna's next 20 years.
- ▶ West Kelowna has changed over the past decade – with many positive transformations and some emerging challenges. Let's talk about where we go next!
- ▶ The City of West Kelowna is engaging with our community members to better understand what matters to you. Help shape #OURWK!

What a Vision Does

- ▶ The City of West Kelowna is developing a Community Vision to reflect on current community conditions, think about how we've gotten here, and consider where we want to go next.
- ▶ The community vision will help guide West Kelowna's growth and evolution over the next 20+ years.
- ▶ The vision will determine future strategic priorities, how we plan, how we spend, and how we develop.
- ▶ Land use, environment, climate change resiliency, business and innovation, transportation, parks, and housing can be part of a community vision. With so much to consider, how do we balance priorities?
- ▶ Current residents love West Kelowna's quiet residential areas, rural atmosphere, lovely waterfront, scenic hills, and accessible services. Visioning is an opportunity to leverage what we love so that it is protected and built upon in the future.
- ▶ Change happens. Community visioning brings fresh thinking and offers new perspectives about how a community manages change so it takes us in the direction we want to go.
- ▶ How can the City of West Kelowna move sustainably and successfully into the future? Sustainable growth will be at the heart of the community's future so that the valued elements that define West Kelowna today are maintained for future generations – even as the City evolves.

Background

- ▶ The City's existing Official Community Plan Bylaw was adopted in July 2011 following a three-year planning process. Although the OCP has undergone several minor amendments, it has not been reviewed since its initial adoption.

- ▶ A community vision is the first step towards an updated OCP. It sets the foundation so that the planning takes us towards our collective desired future.
- ▶ West Kelowna is expected to grow by over 12,000 residents by 2040. A strong community vision is essential to ensuring our City remains a great place to live as we change, grow, and adapt to issues facing our community.

Community Participation

- ▶ West Kelowna today is not the West Kelowna of 2011. Change is happening. Faster, bigger, more diverse, more plugged in. Our new generations are learning, working, and living differently. Our climate is changing. Our resources are evolving. The time has come to bring together all the voices – long-time residents, new arrivals, and emerging generations – into a community conversation on the future of this incredible place we call home.
- ▶ Input from community residents is an integral part of building a shared vision for the future. Join us to include your voice.
- ▶ Learn more about #OURWK by:
 - Visiting the project webpage
 - Subscribing to the City email distribution list
 - Joining us at events around the community
 - Emailing us with questions
 - Staying tuned on West Kelowna social media
 - Talking with others in our community – start a conversation about our shared future!
- ▶ We're working on a collective vision that reflects all the voices of our community. Learn more at: ourwk.ca

5.3 PROJECT IDENTITY

A unique project name and graphic should be confirmed and used consistently through the process to help build recognition and encourage participation. This identity would be used across all materials to help build awareness that the project is happening. It is intended that the identity would continue to be used throughout all phases of the OCP Update.

TITLE: OUR WEST KELOWNA

- ▶ The title is simple and empowering. It encourages West Kelowna's residents to take pride in their home and help plan for its future.
- ▶ The theme celebrates the landscapes that make West Kelowna beautiful and unique (past, present, and future); from the lake, rolling hills and mountains, to the stunning sunrises and sunsets.

TAG LINE: Our vision, Our community

- ▶ The tag line is short and catchy.
- ▶ Using the term "our" emphasizes the collective nature of the visioning process and illustrates that it will be a collaboration of many voices. It encourages the community to speak their truth and help shape their city.

HASHTAG: #ourwk

- ▶ Brief, easy to remember.

COLOURS

- ▶ Inspired by the region's natural palette, throughout the seasons
- ▶ Bright, optimistic, energetic
- ▶ Incorporates City of West Kelowna colours (navy blue and green)

ICON AND GRAPHIC CHARACTER

- ▶ The graphic character is illustrative, simple, and straight-forward.
- ▶ Includes local landmark Mt. Boucherie to create a strong sense of place, while reinforcing a recreational and environmental focus.
- ▶ The sun emphasizes West Kelowna's position on the sunny side of the lake and create an optimistic, forward thinking energy.
- ▶ Subsidiary graphics to the logo could incorporate elements such as silhouettes and gradients to reinforce the overall theme.

The following provides a recommended project identity.



#OURWK

CONTACT INFORMATION

Website: ourwk.ca

Email: ourwk@westkelownacity.ca

5.3.1 Materials Review

Any communications distributed during the Community Visioning Exercise should be considered public information, as the project team cannot fully control further distribution of these materials. It is important that all materials prepared are reviewed and approved by the City's project team to adhere to communications protocols. To meet timelines for integrating engagement materials and for reporting deadlines, council communications, etc., it is recommended that review processes follow the approach outlined in the table below. However, it should be recognized that there will be periods that timelines will need to be adjusted to meet project deadlines.

Table 1: Suggested Review Process

Engagement Activity	Process	Responsibility (TBC)	Timing
Draft Materials	Lanarc	<ul style="list-style-type: none">▪ Submission of draft materials to City	1.5 weeks min. prior to release of public materials
Review of Draft Materials	City of West Kelowna	<ul style="list-style-type: none">▪ Internal reviews coordinated by City▪ One round of consolidated feedback to Lanarc	0.5 week min. prior to release of public materials
Final Materials	Lanarc	<ul style="list-style-type: none">▪ Submission of final materials to City	2 days min. prior to release of public materials

6 ANTICIPATED CHALLENGES

During any engagement process challenges can arise. Advance planning and response strategies can help manage these challenges. The following potential engagement challenges and preliminary response plans have been identified based on previous similar work.

Table 2: Potential Engagement Challenges and Proposed Response Plan

Potential Challenge	Proposed Response Plan
Differing values, priorities, and directions	<ul style="list-style-type: none"> Clearly outline the purpose and anticipated outcomes of the project Emphasize the complex, multi-interest nature of community needs Identify early that compromises are part of the process Use issue-based discussions and questions for engagement Frame an approach that recognizes and fairly considers all values underlying different positions and consider if there is common ground Facilitate in a way that makes people feel included and that their opinions and feelings matter
Sensitive issues such as potential community growth and development, density, impacts to property, etc.	<ul style="list-style-type: none"> Maintain consistent, open communications providing as much information as possible about the process including what is currently known and not yet known Develop key messaging and an internal response guide to prepare consistent messaging for all those communicating on behalf of the project Be prepared to explain why (or why not) particular information is being provided Enlist the support of City staff, policy makers, or specialists to provide facts
Communicating complex information about the OCP process and how it will shape future decision-making so that it is easily understood	<ul style="list-style-type: none"> Before developing engagement materials, confirm desired engagement outcomes / feedback for each contact Focus communications on graphics and maps to the extent possible and use plain language where text is required Structure events that include the attendance of key individuals that can address municipal and/or policy questions Work with the project team to distill information to the key points, recognizing “less can be more” when working on long-term processes Provide background documents that help facilitate understanding of the overall OCP Update process and anticipated outcomes

<i>Potential Challenge</i>	<i>Proposed Response Plan</i>
Limited public participation	<ul style="list-style-type: none"> ▪ Promote the engagement principles of inclusivity and transparency ▪ Encourage participation from a broad range of voices providing opportunities for engagement in multiple formats (online and in-person) ▪ Meet people “where they are” and make it easy for them to provide input ▪ Keep communications clear and concise to inform and engage ▪ Limit the time commitments required to allow people to provide meaningful input ▪ Provide sufficient timelines for participation and robust outreach that supports participants’ awareness ▪ Coordinate engagement activities to avoid conflicts with other community events or seasonal activities, or to align with related initiatives or events ▪ Develop engagement activities that including fun and interactive components ▪ Consider offering an incentive (e.g., prize) to complete a questionnaire ▪ Utilize community partners within the community to “spread the word” as well as engage during self-facilitated events with friends and neighbours ▪ Use bright, fun project communications and materials to spark interest and promote understanding ▪ Adapt outreach strategies that target under-represented audiences
Maintaining a Consistent Voice	<ul style="list-style-type: none"> ▪ Summarize the findings of past projects, and how they’re being used in this project ▪ Ensure all facilitators are up to speed on communications ▪ Take questions from the public and develop an overview of key information
Building Continuity in the Process	<ul style="list-style-type: none"> ▪ Ensure comments are recorded and shared back to the community ▪ Remind the public there will be further engagement as the process unfolds ▪ Enlist the support of City staff and council to communicate, inspire, and continue the conversation with the public
Public concern and/or frustrations that identified issues are not being addressed immediately (as Vision Plans are long-term)	<ul style="list-style-type: none"> ▪ Help people understand that the process is a long-term and ongoing process that includes changes over time ▪ Provide context about how the project outcomes will be used to prioritize and undertake future steps in order to help people see a clear path forward to change ▪ Look for “quick wins” that could be implemented in the short-term to demonstrate visible change and help build momentum
Engaging hard-to-reach communities (e.g. seniors, youth, recent immigrants, Indigenous groups, etc.)	<ul style="list-style-type: none"> ▪ Use traditional outreach (e.g., posters, news media), along with digital engagement, social media, and schools ▪ Develop an input questionnaire that is brief, easy to complete, uses plain language, and works on mobile devices ▪ Utilize graphics and illustrations to promote understanding ▪ Consider attending demographic-specific activities and locations, e.g. senior centre, youth centre, food bank, resource centre, etc.
Limitations to engagement resources / expenses	<ul style="list-style-type: none"> ▪ Confirm early what engagement resources are available to maximize public outreach and participation (e.g., volunteers, staff availability, students, etc.) ▪ Capitalize on other concurrent activities that may align with the project

Appendix A: Outreach List

The following list identifies information for outreach items identified in the engagement strategy. Costs are based on initial research and are subject to updates / refinement as items are confirmed. It should be noted that these are estimates only and quantities / items may be adjusted to align with project budget.

DIGITAL OUTREACH RESOURCES

Resource	Estimated Costs	Costs By	Requirements from Lanarc	Requirements from CWK	Timing
Project Website	n/a	n/a	<ul style="list-style-type: none"> Prepare draft content in Word doc 	<ul style="list-style-type: none"> Coordinate posting / management 	<ul style="list-style-type: none"> Initial Launch: Mar 10 Updates: 3-6 during project
Facebook Posts	n/a	n/a	<ul style="list-style-type: none"> Prepare draft posts and graphics in Word doc 	<ul style="list-style-type: none"> Coordinate posting / management Monitor comments 	<ul style="list-style-type: none"> Initial Launch: Mar 11 Frequency: 1-4/wk depending on project activity
Twitter Posts	n/a	n/a	<ul style="list-style-type: none"> Prepare draft posts and graphics in Word doc 	<ul style="list-style-type: none"> Coordinate posting / management Monitor comments 	<ul style="list-style-type: none"> Initial Launch: Mar 11 Frequency: 1-4/wk depending on project activity
Instagram Posts	n/a	n/a	<ul style="list-style-type: none"> Prepare draft posts and graphics in Word doc 	<ul style="list-style-type: none"> Coordinate posting / management Monitor comments 	<ul style="list-style-type: none"> Initial Launch: Mar 11 Frequency: 1-4/wk depending on project activity
Facebook Ads / Boosts	Varies (\$5-\$100+)	CWK	<ul style="list-style-type: none"> Identify target audiences based on feedback Prepare draft ads 	<ul style="list-style-type: none"> Coordinate boosts through City account Pay for ads / boosting 	<ul style="list-style-type: none"> TBD based on response / requirements Reassess in June 2020
Photo Contest	Prizing Costs (TBD – potentially rec passes or other non-cost item)	CWK	<ul style="list-style-type: none"> Recommend contest framework / theme / rules 	<ul style="list-style-type: none"> Host contest on website / social media Manage entries Internal legal review of contest rules / use of photos Select winner Provide prizing 	<ul style="list-style-type: none"> Launch: May 1 End: August 31

Resource	Estimated Costs	Costs By	Requirements from Lanarc	Requirements from CWK	Timing
Mini Videos (General)	n/a	n/a	<ul style="list-style-type: none"> Develop video shorts (animated / photo only) 	<ul style="list-style-type: none"> Posting 	<ul style="list-style-type: none"> Initial Launch: Apr 1 Number depends on capacity
Mini Video Interviews	n/a	n/a	<ul style="list-style-type: none"> Develop video shorts (incorporating interview materials) 	<ul style="list-style-type: none"> Coordinate recordings (e.g., kids, Mayor, senior staff), send to Lanarc Posting 	<ul style="list-style-type: none"> Initial Launch: Apr 1 Use throughout Number depends on interview content
E-Notifications via City's Subscriber List	n/a	n/a	<ul style="list-style-type: none"> Draft emails 	<ul style="list-style-type: none"> Provide format requirements Distribution 	<ul style="list-style-type: none"> Initial Launch: Mar 11 Photo Contest Start: Apr 1 Key Announcements: 5-8 during project
City Calendar Items	n/a	n/a	<ul style="list-style-type: none"> Provide event list 	<ul style="list-style-type: none"> Provide format requirements Posting 	<ul style="list-style-type: none"> All events
Castanet Calendar Items	n/a	n/a	<ul style="list-style-type: none"> Post events 		<ul style="list-style-type: none"> All events
Public Computer Links	\$50	Lanarc Budget	<ul style="list-style-type: none"> Contact public computer locations (e.g., libraries) Design / print signs to place at computer terminals 	<ul style="list-style-type: none"> Drop off link signs to locations 	<ul style="list-style-type: none"> Questionnaire Start: Apr 1
Wifi at JBMAC	n/a	n/a	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Confirm with IT the opportunity / process for making the link 	<ul style="list-style-type: none"> Questionnaire Start: Apr 1

PRINT OUTREACH RESOURCES

Resource	Estimated Costs	Costs By	Requirements from Lanarc	Requirements from CWK	Timing
Media Release	n/a	n/a	<ul style="list-style-type: none"> Draft content 	<ul style="list-style-type: none"> Provide template / timing requirements Coordinate release 	<ul style="list-style-type: none"> Initial: Apr 1 Updates: 3-4 during project

Resource	Estimated Costs	Costs By	Requirements from Lanarc	Requirements from CWK	Timing
Westside Weekly Ads	Use of WK's existing ad space	n/a	<ul style="list-style-type: none"> Draft content 	<ul style="list-style-type: none"> Provide template and timing requirements Coordinate per existing process 	<ul style="list-style-type: none"> Initial: Apr 1 Ongoing: Weekly, but may be displaced by other events
Quarterly WK Online Newsletters	n/a	n/a	<ul style="list-style-type: none"> Draft content 	<ul style="list-style-type: none"> Provide template and timing requirements Coordinate inclusion in letter 	<ul style="list-style-type: none"> April July October
WK Rec Guide (full page)	n/a	n/a	<ul style="list-style-type: none"> Prepare draft content 	<ul style="list-style-type: none"> Confirm preferences 	<ul style="list-style-type: none"> Feb 13 deadline for spring content April (summer content) June (fall content)
Project Cards	2,500 cards = \$200	Lanarc Budget	<ul style="list-style-type: none"> Prepare Coordinate printing 	<ul style="list-style-type: none"> Approve prior to printing 	<ul style="list-style-type: none"> By Mar. 11
Westbank Lions Digital Event Board	TBD – is there a cost?	CWK	<ul style="list-style-type: none"> Event info 	<ul style="list-style-type: none"> Coordinate posting 	<ul style="list-style-type: none"> Prior to key events
Large-scale Outdoor Sign / Banner	1 large vinyl banner or flag = \$500	Lanarc Budget	<ul style="list-style-type: none"> Prepare Coordinate printing 	<ul style="list-style-type: none"> Approve prior to printing 	<ul style="list-style-type: none"> Apr 1
Retractable Indoor Banners	2 retractable banners @ \$250 each = \$500	Lanarc Budget	<ul style="list-style-type: none"> Prepare Coordinate printing 	<ul style="list-style-type: none"> Approve prior to printing 	<ul style="list-style-type: none"> Apr 1
Printed Posters – small / medium (waterproof)	25 @ \$5 each = \$125	Lanarc Budget	<ul style="list-style-type: none"> Prepare Coordinate printing 	<ul style="list-style-type: none"> Internal printing of non-waterproof versions for indoor postings 	<ul style="list-style-type: none"> Apr 1

Resource	Estimated Costs	Costs By	Requirements from Lanarc	Requirements from CWK	Timing
Printed Posters – large format	n/a (CWK to print in-house)	n/a	<ul style="list-style-type: none"> Prepare 	<ul style="list-style-type: none"> Provide sizing details for CWK locations (e.g., rec bulletin boards such as CNR Wharf) Internal printing Coordinate postings 	<ul style="list-style-type: none"> Apr 1
Vehicle Magnets	6 @ \$30 each = \$180	Lanarc Budget	<ul style="list-style-type: none"> Prepare Coordinate printing 	<ul style="list-style-type: none"> Confirm fleet options / provide sizing specs Distribute to vehicle managers 	<ul style="list-style-type: none"> Apr 1
Tactile OURWK Object (e.g., large letters, box seats, etc.)	~\$1,000	Lanarc Budget (TBC)	<ul style="list-style-type: none"> Prepare Coordinate production 	<ul style="list-style-type: none"> Approve 	<ul style="list-style-type: none"> Apr 1
T-Shirts	\$15/\$20 ea.	Lanarc Budget	<ul style="list-style-type: none"> Prepare Coordinate printing 	<ul style="list-style-type: none"> Identify quantities required (i.e., for all participants representing project at events or “go-to” engagements) 	<ul style="list-style-type: none"> Apr 1

GIVE-AWAYS / PRIZING

Resource	Estimated Costs	Costs By	Requirements from Lanarc	Requirements from CWK	Timing
Free small give-aways (stickers)	~\$300	Lanarc Budget	<ul style="list-style-type: none"> Prepare Coordinate printing 	<ul style="list-style-type: none"> Confirm appropriate give-aways Identify existing small-scale WK swag 	<ul style="list-style-type: none"> Starting Apr 1
Medium give-aways (door prizes at events, photo contest prize)	TBD	CWK	<ul style="list-style-type: none"> Identify give-away opportunities Incorporate into information 	<ul style="list-style-type: none"> Identify items (e.g., WK branded materials through tourism, give-aways provided by local businesses) 	<ul style="list-style-type: none"> Starting Apr 1

Resource	Estimated Costs	Costs By	Requirements from Lanarc	Requirements from CWK	Timing
One large give-away (end of questionnaire – e.g., tech or major rec pass)	~\$500-\$1,000 depending on giveaway	CWK / Lanarc Budget (TBD)	<ul style="list-style-type: none"> ▪ Incorporate into information 	<ul style="list-style-type: none"> ▪ Identify appropriate prize ▪ Facilitate contest / legal review of rules 	<ul style="list-style-type: none"> ▪ Prize identified by Mar 15 ▪ Prize Draw: June (end of questionnaire)

PEOPLE / WORD OF MOUTH

Resource	Estimated Costs	Costs By	Requirements from Lanarc	Requirements from CWK	Timing
Community Leaders Kit	n/a	n/a	<ul style="list-style-type: none"> ▪ Prepare content / resource list 	<ul style="list-style-type: none"> ▪ Assemble kits ▪ Internal printing ▪ Make available for pick-up or drop-off 	<ul style="list-style-type: none"> ▪ Apr 1
FAQs Backgrounder	n/a	n/a	<ul style="list-style-type: none"> ▪ Prepare backgrounder 	<ul style="list-style-type: none"> ▪ Distribute to staff – Front-line staff, CWK teams, rec staff ▪ Provide briefings as required 	<ul style="list-style-type: none"> ▪ Initial: Mar 11 ▪ Updates: At key points in process
School District Coordination	n/a	n/a	<ul style="list-style-type: none"> ▪ Contact school leadership ▪ Coordinate with staff on involvement 	<ul style="list-style-type: none"> ▪ Provide existing contact names 	<ul style="list-style-type: none"> ▪ Start reaching out in March
City Event Piggybacking	n/a	n/a	<ul style="list-style-type: none"> ▪ Identify and prepare materials required 	<ul style="list-style-type: none"> ▪ Identify appropriate City events ▪ Facilitate project presence at events 	<ul style="list-style-type: none"> ▪ Per other events

OUTREACH OPTIONS NOT BEING PURSUED AT THIS TIME

Resource	Estimated Costs	Costs By	Notes
Castanet Ads	Embedded Banner = \$350/week on News by Region Pages 1 week prior to each major event = \$700		<ul style="list-style-type: none"> ▪ Currently not in budget ▪ Limited value for cost

Resource	Estimated Costs	Costs By	Notes
Radio Ads	Unknown (typically high)		<ul style="list-style-type: none"> Currently not in budget Limited value for cost
Billboard	Unknown (typically high)		<ul style="list-style-type: none"> Currently not in budget Mixed opinions about billboards in community
Transit Shelter / Bus Ads	Unknown (typically high)		<ul style="list-style-type: none"> Currently not in budget Routes not guaranteed (may not be in West Kelowna) Consider exploring option to put posters up at bus stops?
Community-wide Postal Mail-out	\$5,000		<ul style="list-style-type: none"> Not in current budget May warrant consideration depending on participation

Appendix B: Engagement Event Detailed List (IN PROGRESS)

The following list identifies upcoming events to be considered for engagement opportunities. Confirming participation of organizations and facilitator capacity will be key considerations.

Facilitator Resources

We anticipate the following facilitator resources will be available:

Resource	Individuals	Likely Role
Consulting Team Members	<div>▶ Jana</div> <div>▶ Kristen</div> <div>▶ Kate</div>	<div>▶ Provide training to other facilitators</div> <div>▶ Support large events where multiple resources are required</div> <div>▶ Resources allocated to be present to facilitate events at three different times (dates TBC with staff)</div>
WK Project Team	<div>▶ Dallas</div> <div>▶ Stirling</div> <div>▶ Brent</div> <div>▶ Mark</div> <div>▶ Sandy</div>	<div>▶ Support large events</div> <div>▶ Help coordinate with project team (provide information, help set-up, facilitate pick-up/drop-off of tents, etc.)</div> <div>▶ Facilitate key events as required</div>
WK Summer Students	<div>▶ Molly (April 6 on)</div> <div>▶ Jayden (May 4 on)</div>	<div>▶ Man booths and/or walk around sharing information at events or key locations</div>
Mayor & Council	<div>▶ Mayor</div> <div>▶ Councillors</div>	<div>▶ Announcements during speeches / events</div>
Project Stakeholders	<div>▶ Varies</div>	<div>▶ Announcements during events</div>

We recommend that all people representing the process be provided with a project identity t-shirt. This helps identify the person as a project representative and provides a visual cue to members of the public when they are approached.

Static Information Stations / Activities (IN PROGRESS)

The purpose of the static stations is to pique community interest and generate conversations. Each station will direct people to the online questionnaire and announce the public forum. Input will be incorporated into reporting. We're recommending a variety of different questions / activities throughout the community to allow different experiences at different locations. Activities to be determined based on space / opportunity available.

Date(s)	Station	Suggested Activities	Coordination Required	Yes / No
Mon. March 30 to project end	West Kelowna Municipal Hall	<ul style="list-style-type: none"> ▶ Retractable banner in Municipal Hall ▶ Includes project identity, direction to website ▶ Project cards placed at front-counter stations 	<ul style="list-style-type: none"> ▶ Lanarc to print banner stand / cards ▶ WK Project team to place station 	
Mon. March 30 to Fri. July 17	Westbank Library (ORL Branch)	<ul style="list-style-type: none"> ▶ Cards taped to computer monitors directing people to questionnaire ▶ Small posters in visible locations ▶ Large poster with question: "Imagine you are West Kelowna's Fairy Godmother and can wave your wand to instantly make one improvement to our community. Tell us what it is." ▶ Request programming staff to announce project and distribute cards during library events (e.g., Writers' Group, Granny Squares, Tech Corner, Book Club, Games Night, etc.) ▶ http://www.orl.bc.ca/hours-locations/westbank 	<ul style="list-style-type: none"> ▶ Lanarc to prepare materials ▶ Lanarc to contact library to make arrangements ▶ WK Project team to drop materials / do set-up 	
Mon. March 30 to Fri. July 17	Westside Learning Lab	<ul style="list-style-type: none"> ▶ Cards taped to computer monitors directing people to questionnaire ▶ Small posters in visible locations ▶ Large poster with images of West Kelowna – "What makes #OURWK special? Add a sticky dot to the image you think best represents West Kelowna." ▶ Request to programming staff to inform participants about visioning and distribute cards during events 	<ul style="list-style-type: none"> ▶ Lanarc to prepare materials ▶ Lanarc to contact library to make arrangements ▶ WK Project team to drop materials / do set-up 	
Mon. March 16 to Fri. July 17	JBMAC	<ul style="list-style-type: none"> ▶ Postcard to the future activity – small poster, stack of postcards with question "In 2040, West Kelowna will..." ▶ Participants write their response on the postcard, then "mail" it to the future by placing it into a mailbox (or other box) 	<ul style="list-style-type: none"> ▶ Lanarc to prepare materials ▶ WK Project team to provide JBMAC contact to facilitate arrangements ▶ WK Project team to drop materials / do set-up 	
Mon. March 16 to Fri. July 17	Arenas	<ul style="list-style-type: none"> ▶ Postcard to the future activity – small poster, stack of postcards with question "In 2040, West Kelowna will..." ▶ Participants write their response on the postcard, then "mail" it to the future by placing it into a mailbox (or other box) 	<ul style="list-style-type: none"> ▶ Lanarc to prepare materials ▶ WK Project team to provide arena contact to facilitate arrangements ▶ WK Project team to drop materials / do set-up 	
Mon. March 30 to Fri. July 17	Westside Seniors Centre	<ul style="list-style-type: none"> ▶ Small posters in visible locations ▶ Large "post-it" poster where people adds their responses to a range of statements designed to look like post-in notes (e.g., One improvement I think would make West Kelowna better is...; My future West Kelowna needs...; I'd like to see West Kelowna be more...; The top issue that needs to be addressed is...; etc.) 	<ul style="list-style-type: none"> ▶ Lanarc to prepare materials ▶ WK Project team to provide Westside Seniors Centre contact to facilitate arrangements ▶ WK Project team to drop materials / do set-up 	
Mon. March 30 to Fri. July 17	Central Okanagan Food Bank Westside Branch	<ul style="list-style-type: none"> ▶ Project cards placed in food packages or alternate location ▶ Possible large "post-it" poster where people adds their responses to a range of statements designed to look like post-in notes (e.g., One improvement I think would make West Kelowna better is...; My future West Kelowna needs...; I'd like to see West Kelowna be more...; The top issue that needs to be addressed is...; etc.) ▶ https://cofoodbank.com/client-services/client-services-westside/ 	<ul style="list-style-type: none"> ▶ Lanarc to prepare materials ▶ Lanarc to contact food bank to make arrangements ▶ WK Project team to drop materials ▶ WK Project team to drop materials / do set-up 	
Mon. March 30 to Fri. July 17	Interior Health May Bennett Meal Program for Seniors	<ul style="list-style-type: none"> ▶ Project cards placed in food packages that go out for delivery ▶ Request program reps to consider an option to drop off a project activity card or hard copy of the questionnaire for residents to fill in and have picked up during the next delivery ▶ http://www.okmeals.info/west-kelowna-meals.html 	<ul style="list-style-type: none"> ▶ Lanarc to prepare cards ▶ Lanarc to contact program to make arrangements ▶ WK Project team to drop cards 	

Date(s)	Station	Suggested Activities	Coordination Required	Yes / No
Mon. March 30 to Fri. July 17	Westside Youth Centre	<ul style="list-style-type: none">▶ Cards taped to computer monitors directing people to questionnaire▶ Small posters in visible locations▶ Large “post-it” poster where people adds their responses to a range of statements designed to look like post-in notes (e.g., One improvement I think would make West Kelowna better is...; My future West Kelowna needs...; I’d like to see West Kelowna be more...; The top issue that needs to be addressed is...; etc.)▶ Contact: 250-718-7065	<ul style="list-style-type: none">▶ Lanarc to prepare materials▶ WK Project team to provide Westside Youth Centre contact to facilitate arrangements▶ WK Project team to drop materials / do set-up	
Mon. March 30 to Fri. June 26	High School, Middle Schools (Glenrosa, CNB, Mount Boucherie)	<ul style="list-style-type: none">▶ Scrawl Wall Poster in the hallway where students can write their ideas and build upon the ideas of others▶ Consider two “big” questions: (e.g., Imagine living in West Kelowna in 2040. You’ll be in your 30s. What does West Kelowna have in 2040 that makes it a great city?; Have you ever visited another city or town you think is AMAZING! Where is it and why is it so great?)	<ul style="list-style-type: none">▶ WK Project team to provide contacts at School District to facilitate arrangements (e.g., can we post something on a hallway wall for a long period? What are the logistics needed?)▶ Lanarc to prepare materials▶ WK Project team to drop materials / do set-up	
Mon. March 30 to Fri. June 26	WK Elementary Schools (Rose Valley, Mar Jok, Hudson Road, Chief Tomat, Shannon Lake, George Pringle, Glenrosa, Helen Gorman, Our Lady of Lourdes)	<ul style="list-style-type: none">▶ Handout sheet that asks elementary students to either draw a picture or write a story about their future West Kelowna.▶ Teachers are provided with a brief overview about the Visioning Exercise to help them explain the purpose of the activity to children.▶ Participating classes send or drop the completed drawings back to the City. Information is used in reporting and may be displayed at an upcoming event.▶ Consider awarding a prize (e.g., rec passes selected at random) to the most creative entry and inviting a selected entrant to read their story at the public event. Post drawings for people to see at public event.	<ul style="list-style-type: none">▶ Lanarc to prepare materials▶ WK Project team to provide contact at School District▶ WK Project team to drop materials	

Pop-up Event Dates (IN PROGRESS)

The following table outlines candidate events / locations for pop-ups. Locations will be confirmed based on support from locations and availability of resources. It should be noted that not all events may require in-person attendance by project team members – some opportunities may exist to request announcements by others on behalf of the project.

Legend (the table is colour-coded to identify anticipated involvement / effort at each event)

- Major event – Lanarc + WK Team Members + Student Support
- Minor event – Lanarc Team Member
- Minor event – WK Team Member
- Minor event – Student

Date	Event	Time	Suggested Process / Activities	Coordination Required	Facilitator	Yes / No
Monday, March 23	Jim Lind Arena Spring Break Stick & Puck	1 pm – 5 pm	<ul style="list-style-type: none">► Manned project table / retractable banner► Contact: TBC	<ul style="list-style-type: none">► WK Project team to ask about set-up at Jim Lind Arena	<ul style="list-style-type: none">► WK Project Team member► Prior to student starts (capacity permitting)	
Thursday, March 26	JBMAC Spring Break Red Cross Swim Kids	8:00 am – 12 pm	<ul style="list-style-type: none">► Manned project table / retractable banner► Contact: John Douglas / Jane Diachuk – 778-797-7665	<ul style="list-style-type: none">► WK Project team to ask about set-up at JBMAC	<ul style="list-style-type: none">► WK Project Team member► Prior to student starts (capacity permitting)	
Friday, March 27	JBMAC Spring Break Private Swim Lessons	8:30 am – 12 pm	<ul style="list-style-type: none">► Manned project table / retractable banner► Contact: John Douglas / Jane Diachuk – 778-797-7665	<ul style="list-style-type: none">► WK Project team to ask about set-up at JBMAC	<ul style="list-style-type: none">► WK Project Team member► Prior to student starts (capacity permitting)	
Wednesday, April 1 – Targeted Questionnaire Launch Day						
Wednesday, April 8	Stakeholder Invitational Workshop	5:30 – 7 pm (TBC)	<ul style="list-style-type: none">► Workshop with stakeholders to hand-out “stakeholder kits,” talk about how to engagement broadly, arm them with information to take out to their contacts and community► Opportunity to provide snacks / food through City?► Option to record videos of participants (or their kids) for use in promotions	<ul style="list-style-type: none">► WK to distribute invitation to community stakeholder list	<ul style="list-style-type: none">► Lanarc to make presentation, facilitate discussions	
Thursday, April 9	West Kelowna Daybreak Rotary	7 – 8 am	<ul style="list-style-type: none">► Participation in regular meeting (date TBC with Rotary)► Short introductory presentation / potential facilitated discussion on visioning► Distribution of “stakeholder kits” to encourage participants to spread the word throughout the community► http://westkelownarotary.com/► Option to record videos of participants for use in promotions	<ul style="list-style-type: none">► Lanarc to contact Rotary to set-up date	<ul style="list-style-type: none">► Lanarc to make presentation	
Thursday, April 9	Take a Hike! Goat’s Peak	10 am	<ul style="list-style-type: none">► Participation at hike start, share information with participants► Contact: RDCO Parks – 250-469-6232 or parks@rdco.com	<ul style="list-style-type: none">► Lanarc to contact RDCO	<ul style="list-style-type: none">► Lanarc to meet hiking group	
Thursday, April 9	Greater Westside Board of Trade Business After Hours	5 – 7 pm	<ul style="list-style-type: none">► Manned project table / retractable banner► Location TBD► Contact: Calvin Barr (vice-president) 250-300-7830► https://www.gwboardoftrade.com/event-calendar/#!event/2020/4/9/business-after-hours► Option to record videos of participants for use in promotions	<ul style="list-style-type: none">► Lanarc to contact GWBOT to identify opportunity to be involved	<ul style="list-style-type: none">► Lanarc to attend and man booth / hand out cards	
Thursday, April 9	Tremendous Trivia at Kelly O-Bryan’s	8 pm	<ul style="list-style-type: none">► Announcement by emcee during Trivia, cards available for patrons, attendance for chats► Contact: 250-768-8442 brad.shave@kellyobryans.com	<ul style="list-style-type: none">► Lanarc to contact restaurant to enquire	<ul style="list-style-type: none">► Emcee to make announcement (Lanarc to provide information for announcement)	
Saturday, April 11	Easter Egg Scramble	12 - 2 pm	<ul style="list-style-type: none">► Manned project booth with tent► Contact: Re/max – 250-768-3339	<ul style="list-style-type: none">► Lanarc to contact Re/Max Westside Office	<ul style="list-style-type: none">► Lanarc + Student	

Date	Event	Time	Suggested Process / Activities	Coordination Required	Facilitator	Yes / No
Wednesday, April 15	WK Women of Influence	5 pm	<ul style="list-style-type: none"> ▶ Participation in regular meeting (date TBC with WK Women of Influence) ▶ Short introductory presentation / potential facilitated discussion on visioning ▶ Distribution of “stakeholder kits” to encourage participants to spread the word throughout the community ▶ https://e-clubhouse.org/sites/westbank/ ▶ Option to record videos of participants for use in promotions 	▶ Lanarc to contact WK WOI to set-up date	▶ WK Staff to make presentation	
Tuesday, April 21	Westside Seniors Activity Centre Hamburger Day / Social Gathering	12 - 2:30 pm	<ul style="list-style-type: none"> ▶ Participation in Hamburger Day (12 pm hamburger lunch, 1:30 pm social) ▶ Manned project table / retractable banner ▶ Contact: Carla – 250.863.1068 ▶ Option to record videos of participants for use in promotions 	▶ Lanarc to contact organizer	▶ Student	
Wednesday, April 22	Westbank Lions Club	6:45 pm	<ul style="list-style-type: none"> ▶ Participation in regular meeting (date TBC with Lions) ▶ Short introductory presentation / potential facilitated discussion on visioning ▶ Distribution of “stakeholder kits” to encourage participants to spread the word throughout the community ▶ https://e-clubhouse.org/sites/westbank/ ▶ Option to record videos of participants for use in promotions 	▶ Lanarc to contact Lions to set-up date	▶ WK Staff to make presentation	
Saturday, April 25	Take a Hike! Goat’s Peak	1 pm	<ul style="list-style-type: none"> ▶ Participation at hike start, share information with participants ▶ Contact: RDCO Parks – 250-469-6232 or parks@rdco.com 	▶ Lanarc to contact RDCO	▶ WK Staff (only one student available and conflicting date)	
Saturday, April 25	Nimble Bear Race	9 am – 2 pm	<ul style="list-style-type: none"> ▶ Manned project table / retractable banner 	▶ Lanarc to contact race organizer	▶ Student	
Sunday, April 26	West Kelowna Art Exhibition	11 am - 3 pm	<ul style="list-style-type: none"> ▶ Manned project table / retractable banner ▶ Contact: Rec & Culture Department ▶ Option to record videos of participants for use in promotions 	▶ WK Project team to coordinate with Recreation Department	▶ Student	
Friday, May 1	West Kelowna Lion’s 6 th Annual Spring Craft Fair	3 - 7:30 pm	<ul style="list-style-type: none"> ▶ Manned event table with signs and handing out cards / questionnaires ▶ https://www.facebook.com/events/2579802795642546/ ▶ Option to record videos of participants for use in promotions 	▶ Lanarc to contact organizer	▶ Student	
Saturday, May 2	FireSmart Family Day	11 am - 2 pm	<ul style="list-style-type: none"> ▶ Location: Station 31 ▶ Manned event table with signs and handing out cards / questionnaires ▶ Option to record videos of participants for use in promotions 	▶ WK Project team to coordinate with Fire Department	<ul style="list-style-type: none"> ▶ Student ▶ Potential WK Staff support 	
Week of May 4 – 8 (timing varies based on availability)	Retirement Residences Pop-up Series	Times will vary	<ul style="list-style-type: none"> ▶ Manned project table / retractable banner at seniors residences (Westbank Lions Assisted Living, Lakeview Lodge, the Heritage, Village at Smith Creek, Brookhaven Care Centre, Westwood Retirement Resort (?), Pine Acres Lodge) to gain input from seniors and direct to questionnaire ▶ Reps help residents complete the questionnaire by recording their input on ipad or hard copy ▶ Times and locations TBC based on input from resident managers ▶ Option to record videos of participants for use in promotions 	▶ Lanarc / WK Project team to contact seniors residences to request set-up	<ul style="list-style-type: none"> ▶ School volunteers to man booths ▶ WK Students may have to provide support for set-up 	

Date	Event	Time	Suggested Process / Activities	Coordination Required	Facilitator	Yes / No
Weeks of May 4 – 22 (timing varies based on availability)	Around school Pop-up Series	Times will vary	<ul style="list-style-type: none"> ▶ This activity will require student / school support ▶ Encourage students to set-up project table / retractable banner at middle and secondary schools to gain additional input from peers and direct students to questionnaire ▶ Times and locations TBC based on availability of student leaders and permission of schools ▶ Lanarc or WK staff would meet with students to introduce project (possibly during school hours if supported by SD) ▶ Option for students to record videos of participants for use in promotions (potential release requirements) 	<ul style="list-style-type: none"> ▶ Lanarc / WK Project team to contact schools to request set-up ▶ Lanarc / WK Project team to prepare reps 	<ul style="list-style-type: none"> ▶ Students to man booths ▶ WK Project Team may have to provide support for set-up 	
Weeks of May 11 – 22 (timing varies based on availability)	Around town Pop-up Series	Times will vary	<ul style="list-style-type: none"> ▶ Manned project table / retractable banner set up at key locations where participants will pass through including grocery stores (Superstore, Nesters Market, Buy-Low Foods, Save-on-Foods, Nature's Fare, etc.) but also considering other busy locations (e.g., malls, movie theatre, etc.) ▶ Some locations may require additional insurance requirements to be provided by the City (TBC) ▶ Times and locations TBC based on permission of owners 	<ul style="list-style-type: none"> ▶ WK Project team to brainstorm candidate locations ▶ Lanarc / WK Project team to contact locations to request set-up 	<ul style="list-style-type: none"> ▶ Students to man booths ▶ WK Project Team may have to provide support for set-up 	
Wednesday, May 13	JBMAC Pool – noon period	11:30 am - 1:30 pm	<ul style="list-style-type: none"> ▶ Manned project table / retractable banner at pool ▶ Contact: John Douglas / Jane Diachuk – 778-797-7665 	<ul style="list-style-type: none"> ▶ WK Project team to ask about set-up at JBMAC 	<ul style="list-style-type: none"> ▶ Students 	
Thursday, May 14	JBMAC Pool – morning period	6:30 - 9 am	<ul style="list-style-type: none"> ▶ Manned project table / retractable banner at pool ▶ Contact: John Douglas / Jane Diachuk – 778-797-7665 	<ul style="list-style-type: none"> ▶ WK Project team to ask about set-up at JBMAC 	<ul style="list-style-type: none"> ▶ Students 	
May 17-23 (TBD)	Public Works Week Day	TBD	<ul style="list-style-type: none"> ▶ Manned event table with signs and handing out cards / questionnaires ▶ Option to record videos of participants for use in promotions 	<ul style="list-style-type: none"> ▶ WK Project team to coordinate through communications as plans develop 	<ul style="list-style-type: none"> ▶ Students 	
Tuesday, May 26	#OURWK Event	TBD	<ul style="list-style-type: none"> ▶ Specific collaboration event on the Community Visioning Process ▶ Speakers series ▶ Entertainment & activities (incl. child minding) ▶ Collaborative visioning sessions 	<ul style="list-style-type: none"> ▶ WK / Lanarc to identify venue ▶ WK / Lanarc to coordinate other participation and format 	<ul style="list-style-type: none"> ▶ Lanarc + WK Staff + Students 	
Monday, June 1	JBMAC Monthly Coffee Club	8 am - 12 pm	<ul style="list-style-type: none"> ▶ Manned project table / retractable banner at JBMAC during coffee club ▶ Contact: John Douglas / Jane Diachuk – 778-797-7665 	<ul style="list-style-type: none"> ▶ WK Project team to ask about set-up at JBMAC 	<ul style="list-style-type: none"> ▶ Students 	
Saturday, June 6	Soccer Saturday CNB Fields (TBD)	9 am - 4 pm	<ul style="list-style-type: none"> ▶ Manned event tent with signs and handing out cards / questionnaires ▶ http://www.centraloksoccer.com/ ▶ Option to record videos of participants for use in promotions 	<ul style="list-style-type: none"> ▶ WK Project team to contact stakeholder to confirm participation 	<ul style="list-style-type: none"> ▶ Students 	
Monday, June 22	Larry Cohen Bridge Event, Westbank Lions Community Centre	12 – 1 pm	<ul style="list-style-type: none"> ▶ Manned project table / retractable banner set up at event to encourage participants to complete a questionnaire or have a chat during lunch break ▶ Contact: 250-768-3317 	<ul style="list-style-type: none"> ▶ Lanarc to contact organizer to request potential participation 	<ul style="list-style-type: none"> ▶ Students 	
Friday, June 26 (TBC once 2020 schedule released)	Music in the Park at Annette Beaudreau Amphitheatre	6:30 – 9:30 pm	<ul style="list-style-type: none"> ▶ Manned event tent with signs and small activity ▶ Project ambassadors handing out cards / questionnaires / kids activity ▶ Announcement 	<ul style="list-style-type: none"> ▶ WK Project team to coordinate tent availability and set-up location ▶ WK Project team to coordinate with Mayor or emcee for announcement 	<ul style="list-style-type: none"> ▶ Welcome address including request to complete survey that evening (Lanarc to provide information for announcement) ▶ Lanarc team to support set-up / man booth ▶ Students to circulate through crowd – hand out project cards, kids activity, etc. 	

Date	Event	Time	Suggested Process / Activities	Coordination Required	Facilitator	Yes / No
Saturday, June 27	Waterfront & Parks Tour (Gellatly Nut Farm, Marina Park, Willow Beach, Gellatly Recreation Corridor, CNR Wharf, Rotary Beach, Pritchard Park, Casa Rio Park, Raymer Bay, etc.)	9 am – 3 pm	<ul style="list-style-type: none"> ▶ Project team circulating at waterfront to hand out cards / questionnaires ▶ Will require driving / disbursing of team members to different locations 	<ul style="list-style-type: none"> ▶ WK Project team to coordinate with parks and operations staff to identify best locations / any events or activities happening ▶ Lanarc to prepare schedule for the day ▶ WK Project team to confirm team availability 	<ul style="list-style-type: none"> ▶ Lanarc to organize / distribute reps ▶ Lanarc, students, WK staff (as available) to circulate handing out project cards, kids activity 	
Wednesday, July 1	Canada Day Celebration	10 am - 4 pm	<ul style="list-style-type: none"> ▶ Manned event tent with signs and small activity ▶ Project team members circulating to hand out cards / questionnaires / kids activities ▶ Mayor or emcee announcement(s) 	<ul style="list-style-type: none"> ▶ Lanarc to contact organizer to request potential participation 	<ul style="list-style-type: none"> ▶ WK Project Team + Students 	
Friday, July 3 (TBC once 2020 schedule released)	Music in the Park at Annette Beaudreau Amphitheatre	6:30 – 9:30 pm	<ul style="list-style-type: none"> ▶ Manned event tent with signs and small activity ▶ Project ambassadors handing out cards / questionnaires / kids activity ▶ Announcement(s) 	<ul style="list-style-type: none"> ▶ WK Project team to coordinate tent availability and set-up location ▶ WK Project team to coordinate with Mayor or emcee for announcement 	<ul style="list-style-type: none"> ▶ Welcome address including request to complete survey that evening (Lanarc to provide information for announcement) ▶ Students to circulate through crowd – hand out project cards, kids activity, etc. 	
Saturday, July 4	Westbank Farmers Market	9 am – 1 pm	<ul style="list-style-type: none"> ▶ Manned event tent with signs ▶ Students handing out cards / questionnaires ▶ Need to contact Vendor Coordinator for a spot vendors@westbankfarmersmarket.com ▶ http://www.westbankfarmersmarket.com/ 	<ul style="list-style-type: none"> ▶ Lanarc to contact vendor coordinator (unless WK has a contact already?) 	<ul style="list-style-type: none"> ▶ Students 	
Friday, July 10	Westside Daze	7 – 10 pm	<ul style="list-style-type: none"> ▶ Manned event tent with signs and small activity ▶ Project team members circulating to hand out cards / questionnaires / kids activities ▶ Emcee announcement(s) ▶ Contact: 250-999-7210 or admin@westsidedaze.com 	<ul style="list-style-type: none"> ▶ Lanarc to contact organizer to request potential participation 	<ul style="list-style-type: none"> ▶ Lanarc + Students 	
Saturday, July 11	Westside Daze	10 am – 5 pm	<ul style="list-style-type: none"> ▶ Manned event tent with signs and small activity ▶ Project team members circulating to hand out cards / questionnaires / kids activities ▶ One project team member at Cycle Kart races ▶ Emcee announcement(s) 	<ul style="list-style-type: none"> ▶ Lanarc to contact organizer to request potential participation 	<ul style="list-style-type: none"> ▶ Lanarc + Students 	
Sunday, July 12	Westside Daze	9 am – 4 pm	<ul style="list-style-type: none"> ▶ Manned event tent with signs and small activity ▶ Project team members circulating to hand out cards / questionnaires / kids activities ▶ Emcee announcement(s) 	<ul style="list-style-type: none"> ▶ Lanarc to contact organizer to request potential participation 	<ul style="list-style-type: none"> ▶ Lanarc + Students 	
Friday, July 17 (TBC once 2020 schedule released)	Music in the Park at Annette Beaudreau Amphitheatre	6:30 – 9:30 pm	<ul style="list-style-type: none"> ▶ Manned event tent with signs and small activity ▶ Project ambassadors handing out cards / questionnaires / kids activity ▶ Announcement (last chance to provide input) 	<ul style="list-style-type: none"> ▶ WK Project team to coordinate tent availability and set-up location ▶ WK Project team to coordinate with Mayor or emcee for announcement 	<ul style="list-style-type: none"> ▶ Welcome address including request to complete survey that evening (Lanarc to provide information for announcement) ▶ Students to circulate through crowd – hand out project cards, kids activity, etc. 	

Wednesday, April 1 – Targeted Questionnaire Close Day

Potential “OURWK” Announcements / Outreach by Others (IN PROGRESS)

The following table outlines potential locations in the community that could support awareness by providing announcements at their events or displaying project information. Format of information shared would be based on discussions with the different locations. Other organizations may be added to the list as identified. Organizations could also be requested to donate prizes to be given away at the public event.

[illegible]

Date	Location / Event	Time	Suggested Process / Activities	Coordination Required	Facilitator	Yes / No
Varies	Kind Brewing	Varies	<div><div>▶ Announcement prior to events</div><div>▶ Cards and stickers available</div><div>▶ Sunday night Trivia @ 6pm weekly</div><div>▶ Other events TBD</div><div>▶ Contact: (250) 768-6891 or Kindbrewery@gmail.com</div></div>	<div><div>▶ Initial contact through John Perrott & Salina Curtis</div></div>	<div><div>▶ Event coordinator to make announcements (Lanarc to provide info)</div></div>	
OTHER EVENTS						
Fri. May 1	GWBOT Golf Tournament at Shannon Lake Golf Course	TBC	<div><div>▶ Announcement and retractable banner at event to raise awareness about the project</div><div>▶ Contact: Calvin Barr (vice-president) 250-300-7830</div><div>▶ https://www.gwboardoftrade.com/event-calendar/#!event/2020/5/1/golf-classic</div></div>	<div><div>▶ Lanarc to contact GWBOT to identify how to be involved</div></div>	<div><div>▶ Event emcee to make announcement (Lanarc to provide information for announcement)</div><div>▶ Student set-up support</div></div>	