

West Kelowna Community Vision (DRAFT Framework)



Photo: Jonathan Behnke

Council Update: Snapshot of Emerging Elements
October 13, 2020



TODAY'S TOPICS

1

Engagement Highlights

2

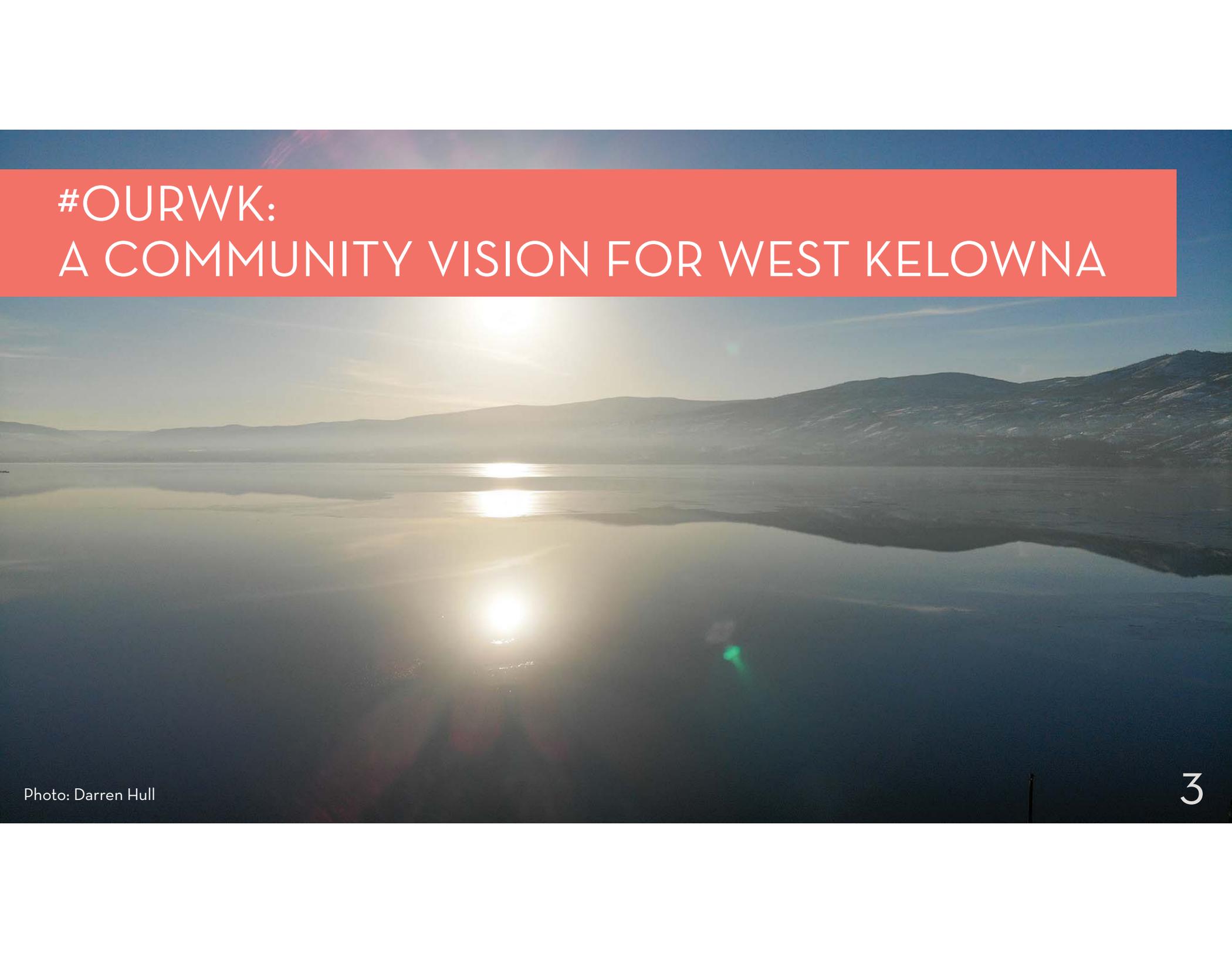
DRAFT Community Vision Document
Preliminary Contents Outline

3

DRAFT Community Vision Document
Emerging Themes

4

Next Steps



#OURWK: A COMMUNITY VISION FOR WEST KELOWNA

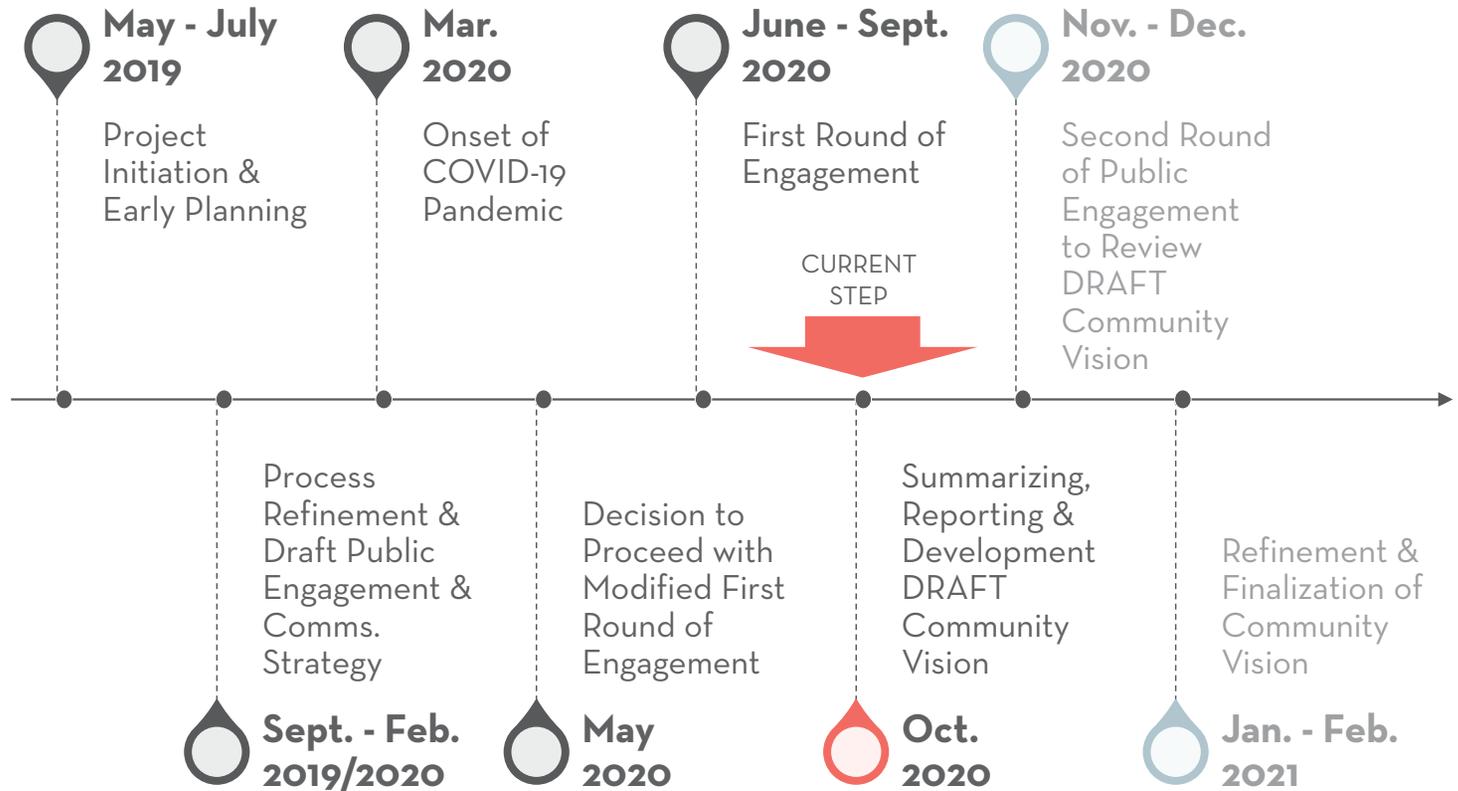
Photo: Darren Hull

Process Timeline for Step 1: Community Visioning



PROCESS DETAILS

How We've
Arrived Here
and What's Next



PHASE 1 ENGAGEMENT

building
blocks to
a draft
vision



a community conversation

PHASE 1 ENGAGEMENT ACTIVITIES

How did we connect
with participants?

1 Project Website	Community Leaders Kits
1 Main "Ideas" Questionnaire	Kids Activity Kits
8 "Weekly Topic" Questionnaires	2 Visioning Postcard Stations
9 Topic Backgrounders	2 Outdoor Project Signs
1 Project Launch Video	Posters at Trailheads
13 Videos with Mayor & Council	Rec Guide Notices
65 Facebook Posts	Council Meeting Announcements
65 Instagram Posts	Email Blasts & Media Releases
63 Twitter Posts	Radio Interviews
Direct outreach calls and emails	Vehicle Magnets
3 Online Welcome Meetings	Westside Weekly Ads
4 Online Topic Meetings	City Hall Front-line Staff
1000s of Project Cards	Organization Announcements
Weekly Instagram Challenge	Drops to Seniors Residences

PHASE 1 ENGAGEMENT PARTICIPATION HIGHLIGHTS

How many
submissions did
we receive?

5,290 distinct comments

1,409 responses to the Main “Ideas” Questionnaire

469 responses to the “Weekly Topic” Questionnaires

58 participants in the online Welcome Meetings

37 participants in online Topic Workshops

107 drawings or written ideas from kids

25 vision postcard submissions

29 photo contest submissions

1 written submission from LHNA

What Kids Told Us

Let's Draw!

Hi, I'm Hannah. I'm excited to help plan the future of our city together! What would West Kelowna be like if you could make it any way you wanted? Where do people live? How do they get around? What kinds of activities do they do? Draw your ideas here!

Where People live
Patterned normal houses.

How we would get around
like bikes every where.

The Nature around
trees, flowers, bushes, animals

The activities
an outdoor dog park, water park, mobile mall with all the shops

Need more space for your ideas? Add as many pages as you'd like!

Mayor for the Day

#1 make every body feel welcome.

#2 Help every body who needs it.

#3 make sure every body has fun!!! 😊

Hi, I'm Tristan. IF YOU were Mayor of West Kelowna for one day, what 5 things would you do to make it even better? Make it 5 today! WRITE your ideas above. Then compare your ideas with your friends.

Vision Postcards

Imagine our future West Kelowna in 10 to 20 years...

What is **one important thing** we've accomplished by then to make our community even better?

Better

- 1) Health care options
- 2) Education opportunities
- 3) safe drinking water
- 4) Parks & Play areas
- 5) Sense of community

TO:
#OURWK Community Vision
West Kelowna, BC

Please send your vision to the future by dropping it in the slotted box or by emailing your response to: ourwk@westkelownacity.ca with the subject line "Postcard to the Future"

OUR WEST KELOWNA

What is **one important thing** we've accomplished by then to make our community even better?

make JBMAC Bigger!!

Our city has out grown it 😊

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OUR WEST KELOWNA

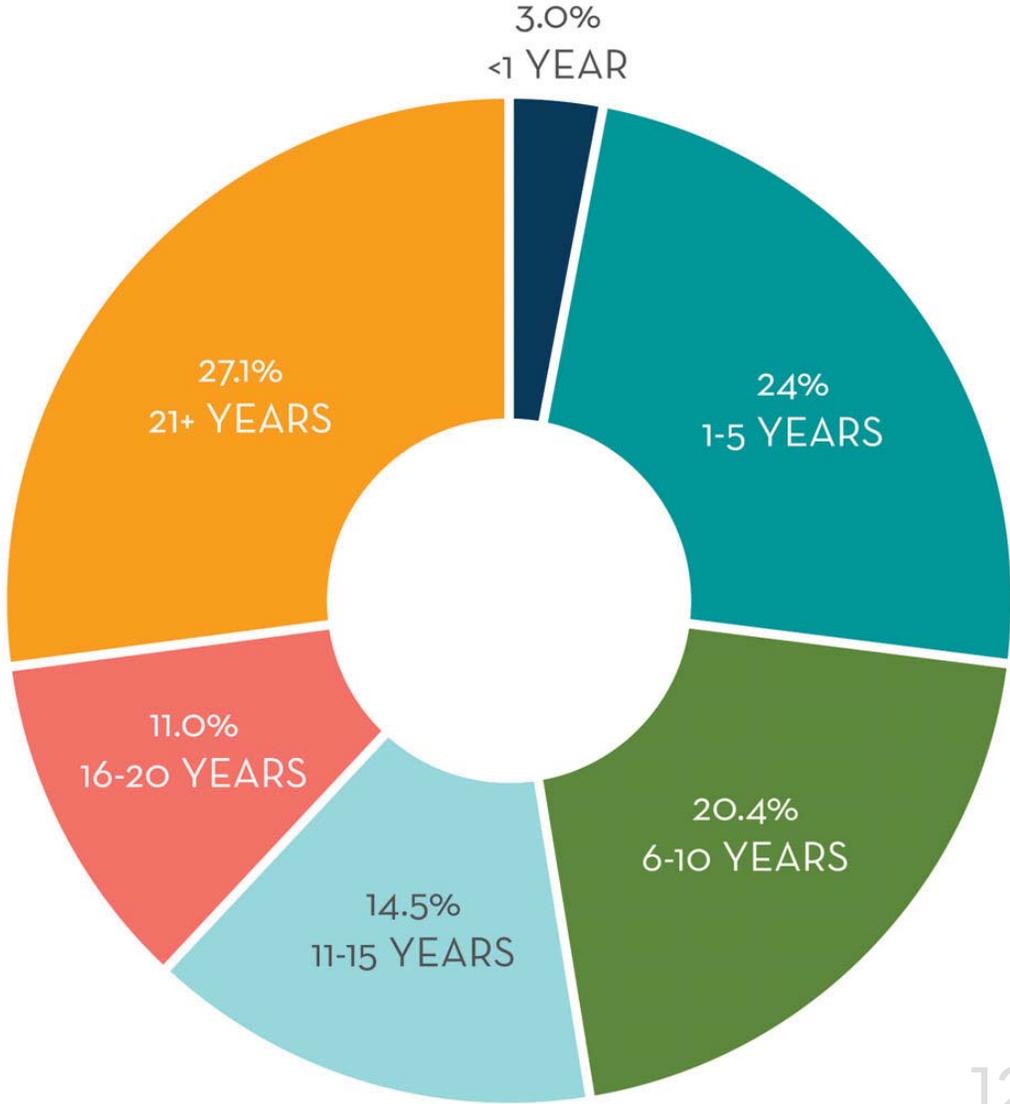
WHO
PARTICIPATED ?



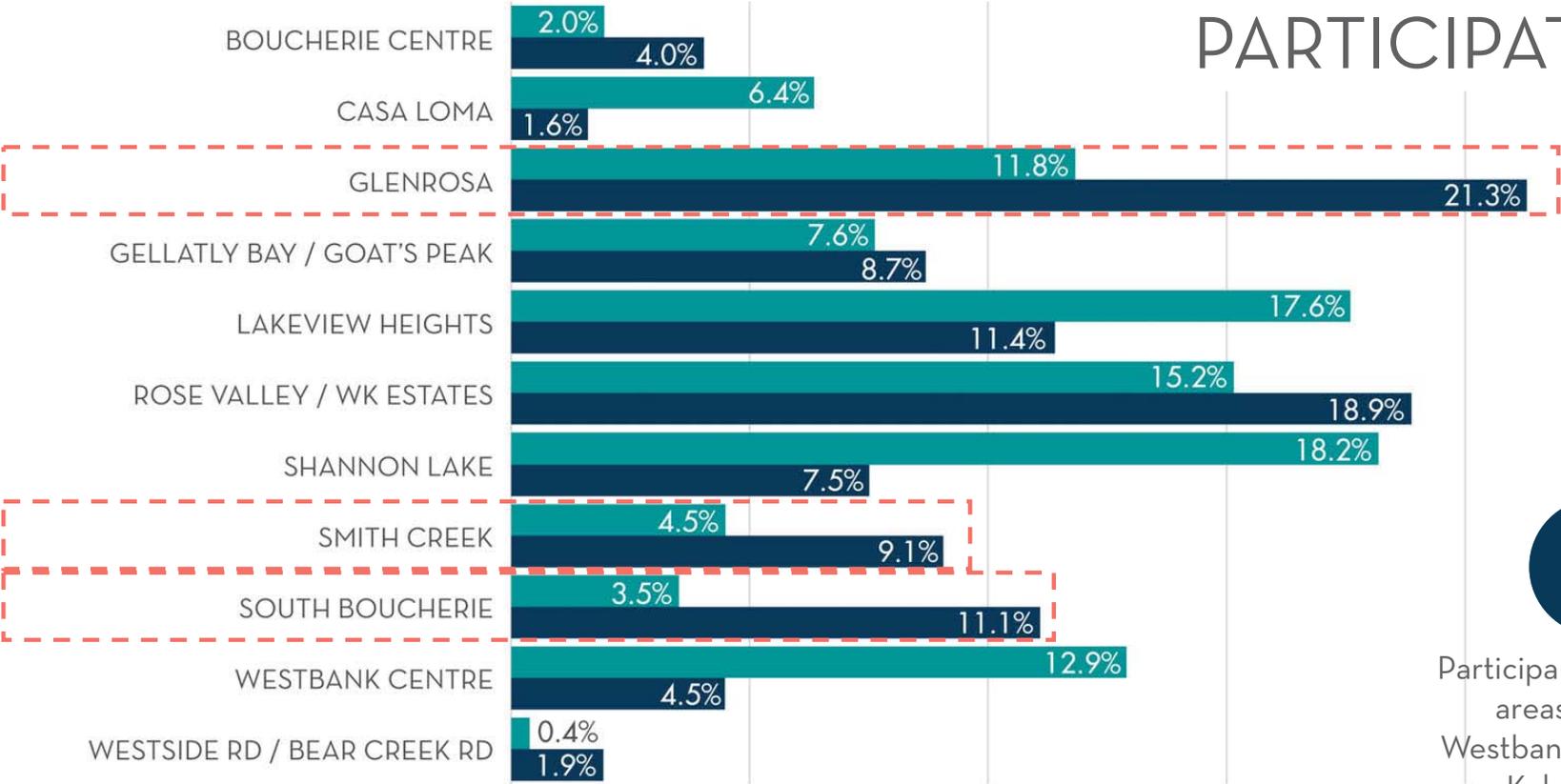
PARTICIPANT RELATIONSHIP
TO WEST KELOWNA



TIME LIVING IN WEST KELOWNA



NEIGHBOURHOOD PARTICIPATION



~80

Participants from other areas including Westbank First Nation, Kelowna, and Peachland



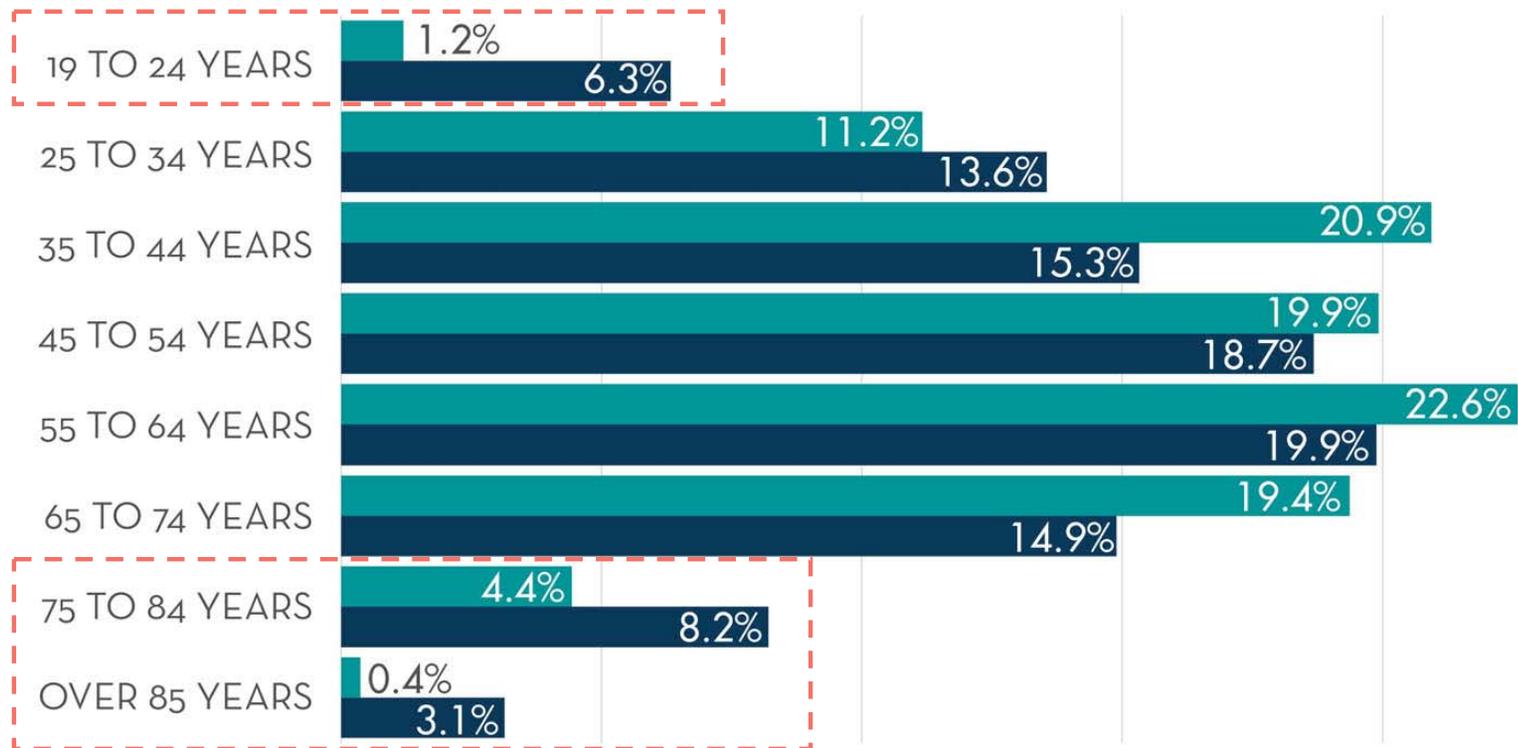
Lower Participation Rates
(potential for more targeted outreach in upcoming phase)

■ % Survey Participation

■ % City Population

Note: % City Population numbers based on 2016 Census data.

AGE OF PARTICIPANTS (OVER 19)



 Lower Participation Rates
(targeted outreach in additional
engagement activities)

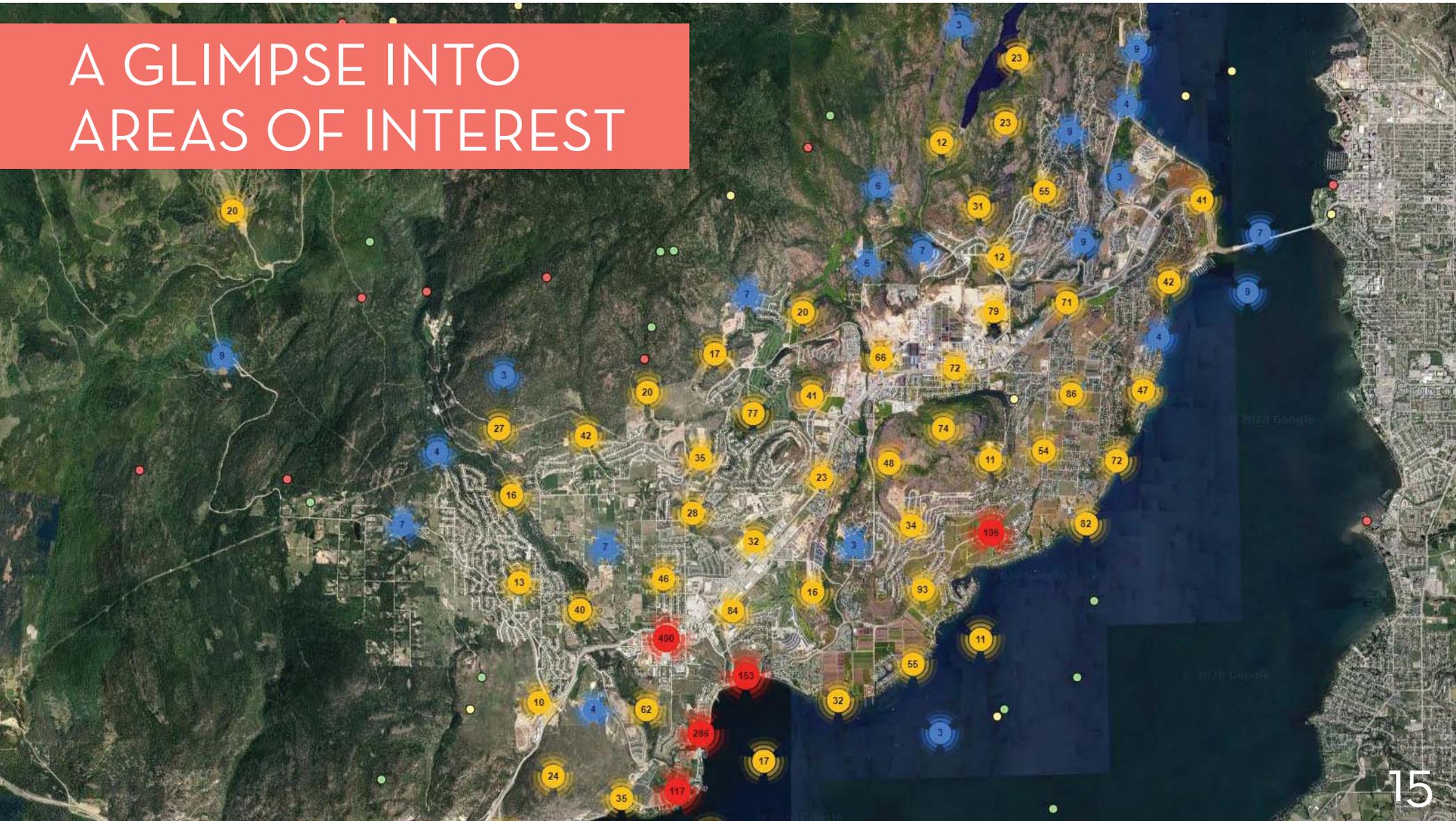


% Survey Participation



% City Population

A GLIMPSE INTO AREAS OF INTEREST



THE DRAFT
COMMUNITY
VISION
DOCUMENT



PRELIMINARY DOCUMENT PRINCIPLES

Stand-alone document that informs future plans

Focused and brief (<25 pages)

Accessible and engaging to all audiences

Graphic in nature with figures and imagery

Reflective of community input received

PRELIMINARY DOCUMENT CONTENTS (DRAFT)

- | | | | |
|---|----------------------------|---|---|
| 1 | Welcome & Intro | 4 | #OURWK
Foundational Elements |
| 2 | The Visioning
Process | 5 | #OURWK Goals,
Directions & Signs
of Success |
| 3 | #OURWK
Community Vision | 6 | Next Steps |

1

WELCOME & INTRO

- Why we're creating a community vision
- How the City intends to use its vision
- Length = 1 page





2

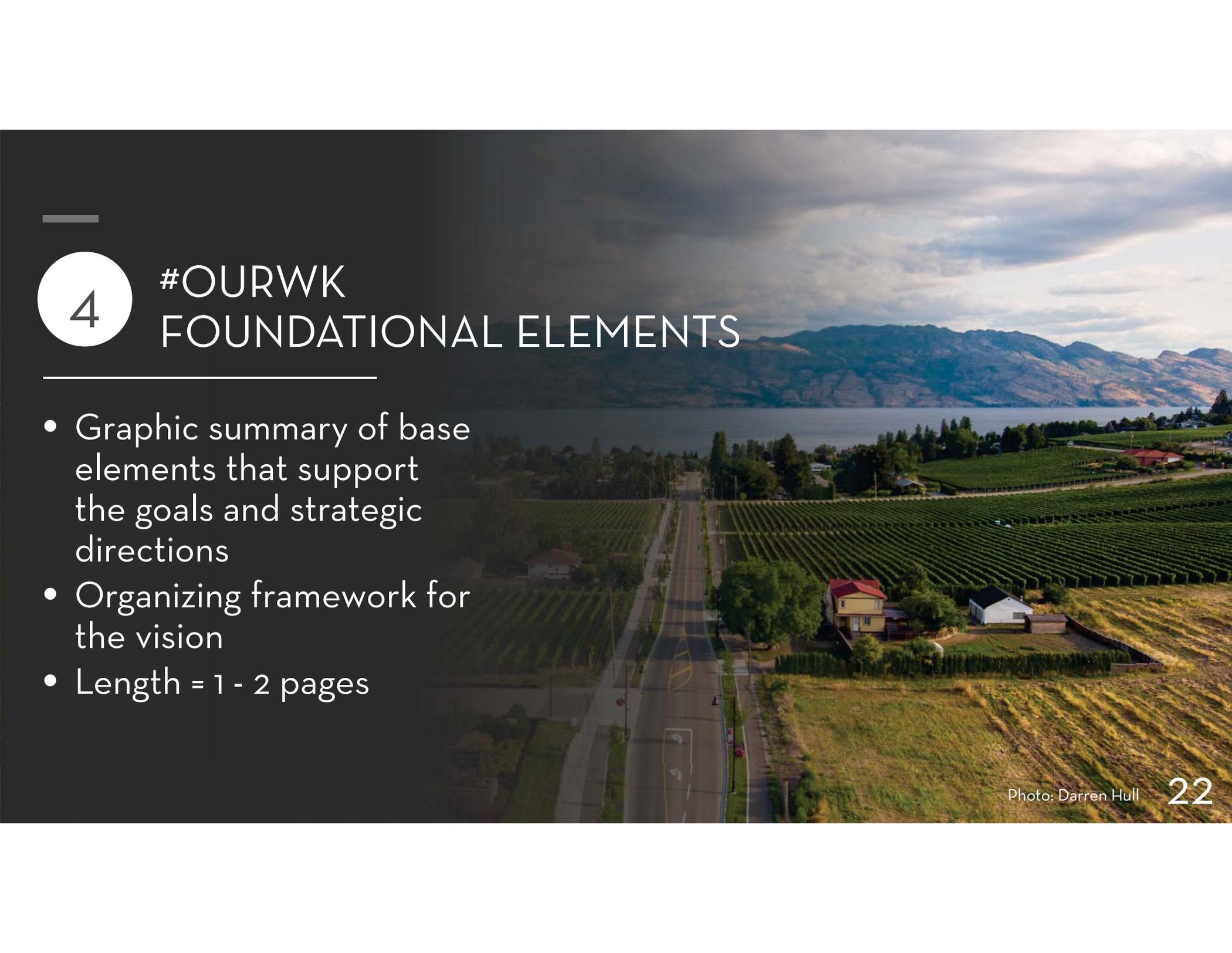
THE VISIONING PROCESS

- Infographic summary of process and participation
- Length = 1 - 2 pages

3

#OURWK COMMUNITY VISION

- Brief statement that sums up what West Kelowna wants to be in the future
- Length = 1 - 2 pages



4

#OURWK FOUNDATIONAL ELEMENTS

- Graphic summary of base elements that support the goals and strategic directions
- Organizing framework for the vision
- Length = 1 - 2 pages

5

#OURWK GOALS, DIRECTIONS & SIGNS OF SUCCESS

- Details on advancing the vision
 - Where we are today
 - Where we want to go tomorrow
 - A strong path forward
 - Learning from others
 - Signs of success
- Length = 8 – 12 pages

6

NEXT STEPS

- Collaboration
- Game-changing opportunities
- Connecting to an updated OCP
- Length = 1 - 2 pages



A SNAPSHOT OF
EARLY THEMES
(THESE WILL EVOLVE)



EMERGING FOUNDATIONAL ELEMENTS OVERVIEW (PRELIMINARY)



OUR PEOPLE



OUR CONNECTIONS



OUR ADAPTABILITY



Photo: Darren Hull

OUR PROSPERITY



OUR PLACES



UPCOMING INFORMATION

(October 27 Update)

- Detailed Round 1 Engagement Summary
- DRAFT Community Vision Document
- Round 2 Engagement Approach

Photo: Darren Hull



Photo: Jonathan Behnke



Thank you!