



INFORMATION REPORT  
Development Services  
For the July 23, 2019 Council Meeting

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DATE: July 16, 2019 File No. 6480-01  
TO: Paul Gipps, CAO  
FROM: Nancy Henderson, GM of Development Services  
RE: Community Visioning Update

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**PURPOSE:**

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

**STRATEGIC PRIORITY OBJECTIVE:**

Community Visioning and Involvement is identified as a 2019 Council Priority with the goal of increasing engagement within the community and developing long-range plans that meet the needs of residents and visitors alike. The establishment of a long-range community vision is intended to guide future strategic priority considerations, master planning, and policy development.

In response to Council's priority of Community Visioning and Involvement, Phase 1 of the Official Community Plan Review has been listed as a key project in the 2019 Operational Plan. Phase 1 of the review will be a comprehensive engagement and visioning process. The estimated completion date for this phase of the review is December 2019. Phases 2-4 of the OCP review will involve policy development, additional community consultation focusing on more specific policy direction and land use planning, mapping, agency referral and the final round of consultation, with an estimated completion date of December 2020.

**BACKGROUND:**

The purpose of the community visioning exercise is to engage with the citizens of West Kelowna to reflect on the community's current state and to help shape a shared direction for the community's future. Establishing a long-term community vision will be collaborative and based on input obtained through extensive community engagement.

The engagement process will include both active and passive forms of involvement ensuring diverse and extensive community participation. While traditional forms of outreach and participation such as community pop-ups, forums, open houses, and stakeholder consultation form the active component of involvement, the City will work with the consultant to formulate and launch a digital communications and engagement campaign to reach a broader sample of the community to achieve a greater diversity of engagement.

A Request for Proposals was issued on May 29, 2019 with a closing date of June 24, 2019. The City received 10 proposal submissions, and awarded the contract to Lanarc Consultants Ltd. on

July 4, 2019. Lanarc has extensive experience in the field of community engagement and the project team is well-versed with comprehensive community, neighbourhood, and revitalization engagement and planning as well as large projects that involve extensive community outreach and engagement. Additionally, the City of West Kelowna has worked with Lanarc in the past on a number of major projects, including:

- The Parks Master Plan (Initial 2010 Plan & 2015-2016 review/update);
- The CNR Wharf and Park Concept Design and Construction (2012-2014);
- The Recreational Trails Master Plan (2013);
- The Waterfront Master Plan (2011); and,
- The Westbank Centre Revitalization Plan (2010).

The visioning project was initiated on July 8<sup>th</sup> and a draft work plan for the initial stages has been developed.

A first step in this process is developing a plan on how we will raise awareness and encourage members of the community to participate. To launch the initial stage of community outreach, staff have coordinated a series of kick-off meetings on July 24<sup>th</sup> to introduce the consultant and engage a variety of community stakeholders early in the process.

The purpose of the kick-off event is to introduce the project, discuss roles, gather thoughts and comments on the proposed communications plan, and get feedback on and test some project ideas. A variety of broader community engagement activities will be launched mid-August and span into November.

## Proposed Timeline

The proposed timeline for the community visioning exercise is outlined in Table 1 below.

Table 1. Proposed Timeline for Community Visioning Exercise

<b>Task/Deliverable</b>	<b>Proposed Timeline</b>
Develop Request for Proposal and advertise for consultants	May/June 2019
Selection of Consultants, Initiation of Project and review of Background Materials (Council's Strategic Priorities, existing Official Community Plan, Master Plans, etc)	July 2019
Selection of Digital Media Platform with assistance from Consultant that will be suitable to engage the entire community	July 2019
Preliminary community engagement, graphic design, community surveys, data collection, development of draft vision	August-October 2019
Community Open House	October 24, 2019 (tentative)
Check in with community re: Draft Vision	November 2019
Refinement of Draft Vision	November 2019
Council review and consideration of endorsement of Draft Community Vision	December 2019

## COUNCIL REPORT/RESOLUTION HISTORY:

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

## FINANCIAL IMPLICATIONS:

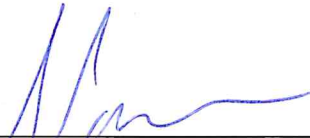
The 2019 capital budget includes \$100,000 to undertake Phase 1 of the Official Community Plan Review – Community Engagement and Visioning. The budget for the project fits within the allocated portion of the capital budget. The project budget will also include the purchase of the digital engagement platform.

## **Next Steps**

1. Staff and Consultants to conduct Community Visioning Kick-off Meetings on July 24, 2019.
2. Staff will purchase an appropriate digital media platform based on comparative research on available platforms, how well the platform can achieve the intended results, and consultant input.
3. Staff will present a detailed work plan and project update to Council in August 2019.
4. Launch of the digital engagement platform and community engagement activities in mid-August 2019.

Respectfully submitted,

  
Corey Scott  
Planner

  
Nancy Henderson  
General Manager of Development Services

  
Kirsten Jones  
Communications Supervisor

Approved for Agenda  
  
Paul Gipps, CAO  
July 18, 2019  
Date

Powerpoint: Yes ☒ No ☐