



## INFORMATION ONLY COUNCIL REPORT

To: Paul Gipps, CAO

Date: October 13, 2020

From: Dallas Clowes, Senior Planner

File No: P20-01

Subject: **P20-01, West Kelowna Community Vision (Preliminary Framework) – Snapshot of Emerging Elements**

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### STRATEGIC AREA(S) OF FOCUS

Strengthen Our Community – Community Visioning

### BACKGROUND

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

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

From September 2019 to February 2020, the project was refined and a revised scope, budget, and schedule were created to better align with Council's vision for the project.

On February 25, 2020, Council was provided with an update on the Community Visioning process, including an overview of the draft public engagement and communications strategy, which identified a combination of digital engagement and in-person community outreach to achieve a collective vision for the community's future. At this meeting, Council confirmed the direction of the project and the project team subsequently worked with the consultant to move towards a public launch that was scheduled to occur at the beginning of April, with the initial first phase of public engagement continuing until mid-July. However, in mid-March, the project was placed on hold due to the COVID-19 pandemic.

From March to May 2020, the project team redesigned the community engagement plan in context of physical distancing requirements necessitated by the COVID-19 pandemic. In May 2020, Council was provided with an option to proceed with the development of a

Community Vision, with a predominant shift to online community engagement. Following this meeting, the project team engaged the community from June 15 to September 21 2020 to gain early insights into the priorities, concerns and ideas of our community members. This round of engagement included a broad range of participation opportunities including questionnaires, kid's activities, "Ideas" postcards, outreach to community stakeholders and community groups, online meetings, videos and social media presence.

#### Purpose of Today's Presentation

Jana Zelenski, the OCP Consultant from Lanarc, will be (virtually) present at the Council meeting to summarize the highlights of the public engagement methods undertaken to-date as well as provide an overview of the emerging themes stemming from this consultation that are being considered to build the draft Community Vision (*Attachment 1 and 2*). The purpose of the presentation is to obtain Council's preliminary comments and feedback on the draft framework to further inform the building of West Kelowna's Community Vision.

#### Next Steps

Following the meeting, the project team will incorporate Council's feedback and will refine the draft Community Vision. It is anticipated that a follow-up presentation will be scheduled for the October 27, 2020 Council Meeting for a more in-depth review of the public engagement findings and a refined first draft of the Community Vision. The Draft Community Vision will then be reviewed through a second round of community engagement, anticipated to occur November to December 2020. Following the completion of the second round of community engagement, the draft Vision will be further refined and will be presented to Council in the new year.

### **FINANCIAL IMPLICATIONS**

The project cost of the development of a Community Vision is \$100,000, allocated from the 2020 budget. Future phases of the OCP review will require additional funds, to be deliberated as part of 2021 budget discussions.

### **COUNCIL REPORT / RESOLUTION HISTORY**

<b>Date</b>	<b>Report Topic / Resolution</b>	<b>Resolution No.</b>
May 26, 2020	Update on Community Visioning (Phase 1 OCP Review)	<b>N/A</b>
February 25, 2020	Update on Community Visioning (Phase 1 OCP Review)	<b>N/A</b>
July 23, 2020	Community Visioning Update – Information Report	<b>N/A</b>
May 21, 2019	Community Visioning Update – Information Report	<b>N/A</b>

February 26,  
2020

**THAT** Council adopt the 2019-2022 Strategic Plan  
as presented.

**C118/10**

**REVIEWED BY**

Brent Magnan, Planning Manager

Mark Koch, Director of Development Services

**APPROVED FOR THE AGENDA BY**

Paul Gipps, CAO

Powerpoint: Yes ☒ No ☐

**Attachments:**

1. #OURWK Memo - Emerging Draft Vision Plan Directions
2. Presentation – West Kelowna Community Vision (Preliminary Framework)