



MEMO

To: Dallas Clowes, Senior Planner, City of West Kelowna
From: Jana Zelenski, Lanarc 2015 Consultants Ltd.
Date: 2020.06.05
Re: DRAFT Community Vision Document Framework

1 INTRODUCTION

The following memo is prepared to outline an initial framework for a DRAFT West Kelowna Community Vision document for Council’s initial preview and feedback. This framework is an opportunity to map out the general format, content, and emerging themes of the DRAFT Community Vision to identify potential gaps or changes in direction before the DRAFT is further developed. Once feedback is received, the DRAFT vision will be updated and presented to Council prior to being reviewed by the community in late fall.

2 ENGAGEMENT OVERVIEW

Phase 1 of the engagement process focused on raising awareness in the community about #OURWK and gaining early insights to people’s priorities, concerns, and ideas. The engagement was undertaken in the context of physical distancing requirements put in place due to the COVID-19 pandemic. The goals of the engagement remained the same: raising awareness in the community and seeking opportunities to involve and engage the West Kelowna community.

2.1 KEY ACTIVITIES

Community engagement was undertaken between June 15 and September 21, 2020 and included a broad range of outreach and input activities, including:

- ▶ A **project website** (ourwk.ca) that was updated weekly to post new information and encourage involvement.
- ▶ One main **“Ideas” Community Questionnaire** that asked participants about their values and concerns and to share their knowledge about special sites, places for improvement, and big ideas for the future of West Kelowna.
- ▶ A series of **eight “Weekly Topic” Questionnaires** that invited participants to delve more deeply into areas of interest including: Environment; Parks, Recreation & Culture; Transportation; Operations; Health & Learning; the Economy; Housing; and Growth & Development.



- ▶ Distribution of **hard-copy questionnaires** to any interested community members, with approximately 200 distributed over the course of engagement.
- ▶ A series of **nine Topic Backgrounders** that provided an overview of the project, key topic areas, including highlights on trends, current OCP directions, and observed issues and opportunities.
- ▶ **One project launch video** to introduce the community to the purposes and importance of Community Visioning.
- ▶ **Thirteen videos** featuring Mayor and Council to spread awareness in the community about the #OURWK process and share highlights about key topics being explored.
- ▶ **65 Facebook posts** on the City's Facebook page, with over 55,000 views and over 2,000 'engagements' (clicks, likes, shares, comments).
- ▶ **65 Instagram posts** on the City's Instagram page, with over 30,000 views and over 700 'engagements' (likes, comments).
- ▶ **63 Twitter posts** on the City's Twitter page with over 19,000 views and over 500 'engagements' (clicks, likes, retweets, comments).
- ▶ **Direct outreach** via email and phone to neighbouring jurisdictions, community groups and stakeholders to invite their participation in the process.
- ▶ **Three online Welcome Meetings** to introduce #OURWK to community leaders and ask for their support in sharing information and encouraging participation throughout the community.
- ▶ **Four online Topic Meetings** over the course of the summer to invite interested participants to a facilitated discussion on different key topics. Meetings included participation by City staff in key meetings representing parks and recreation, planning, engineering and operations, and economic development, as well as support and participation by Interior Health.
- ▶ A weekly **Instagram Photo Challenge** that asked participants to share their photos of West Kelowna to help build excitement about #OurWK among a younger demographic.
- ▶ **Project cards** distributed at City Hall, the Okanagan Regional Library Westside Branch, and the Westside Food Bank.
- ▶ Distribution of **Community Leader Kits** to Mayor and Council, members of our Council Committees and interested Community Leaders to help spread awareness of the project.
- ▶ **Two large project signs** – one stationary sign posted at Gellatly Bay Recreational Corridor and one rotating sign that was moved to alternate locations throughout the summer including Anders Park, Boucherie Pickleball Courts, Last Mountain Park, and Moonbeam Park.
- ▶ **Posters** at municipal and regional park trailheads within the City (with permission from the RDCO).



- ▶ **Kids Activity Kits** distributed through West Kelowna recreation summer programs, Boys and Girls Club, and local daycares with school-aged children in attendance.
- ▶ **Two Visioning postcard stations** at Johnson Bentley Memorial Aquatic Centre and City Hall to provide an opportunity for modified “in-person” engagement.
- ▶ Notifications in the City’s quarterly **Recreation Guides**.
- ▶ Announcements and updates by Mayor and Acting Mayor(s) at **Council meetings**.
- ▶ **Email blasts** distributed to the City’s mailing list (one per month), sharing upcoming opportunities for involvement in the process.
- ▶ **Media releases** (one per month) sharing information about the process.
- ▶ **Radio Interviews** by the Mayor.
- ▶ **Vehicle magnets** on City fleet vehicles to help build awareness about #OurWK.
- ▶ **Advertisements in the Westside Weekly** to announce launch of the process and remind people about participation before the engagement period closed.
- ▶ Support from **City Hall front-line staff** to share information about the process (including the distribution of project cards with issued Building Permits and customers paying property taxes).
- ▶ **Announcements by organizations** to their membership including the Greater Westside Board of Trade, UDI Okanagan, West Kelowna Shelter Society, Rotary, and Interior Health, and others.
- ▶ Support from Interior Health to distribute project cards and paper questionnaires to local health facilities and **senior’s residences**.

2.2 PARTICIPATION HIGHLIGHTS

A complete engagement summary is currently being prepared and will be shared with Council as part of the October 27 update. Key participation highlights include:

- ▶ 5,290 distinct comments submitted in questionnaires, postcards, kids’ activities, and written submissions.
- ▶ 1,409 responses to the main “Ideas” Community Questionnaire – largest participation to date in a West Kelowna questionnaire.
- ▶ 469 responses to the Weekly Topic Questionnaires.
- ▶ 58 participants in three online Welcome Meetings.
- ▶ 37 participants in four Topic Workshops.
- ▶ 107 written or drawn ideas in kids’ activity booklets.
- ▶ 193 total social media posts.



- ▶ 25 vision postcard submissions.
- ▶ 29 photo contest submissions.
- ▶ 1 written submission from the Lakeview Heights Neighbourhood Association.

This collective information is being used to form the building blocks of a DRAFT Community Vision.

3 COMMUNITY VISION DOCUMENT

3.1 OVERVIEW

The DRAFT Community Vision document is proposed to be:

- ▶ A stand-alone document that informs future City plans and policies but is structured particularly for future integration with the upcoming OCP Update.
- ▶ Focused and to the point (target length is <25 pages).
- ▶ Engaging and interesting to read for all audiences.
- ▶ Graphic in nature with figures and imagery to help depict the vision.
- ▶ Reflective of the input received through the Round 1 engagement process.

3.2 PRELIMINARY CONTENTS OUTLINE

The DRAFT Community Vision document is proposed to have the following components:

1) Welcome and introduction (1 page)

- Explains why West Kelowna has created a Community Vision and how it will be used, including how it will support the OCP Update.

2) The Visioning Process (1-2 pages)

- An infographic summary of process and participation (1 page).

3) #OURWK Vision (1-2 pages)

- A brief statement or series of statements that outline what West Kelowna wants to be in the future.

4) #OURWK Foundational Elements (1-2 pages)

- The base elements that will support West Kelowna's goals and directions.
- These are the touchpoints for organizing all that the vision seeks to achieve into a coherent framework.
- Format: 1-2 page graphic and introduction.

5) #OURWK Goals, Directions & Signs of Success (8-12 pages)

- Provides more details about community priorities for advancing the vision.
- Goals organized beneath each foundational element with content such as:
 - » Where we are today
 - » Where we want to go tomorrow



- » Strategic ideas or catalysts to set us on a strong path forward
- » Learning from others – examples of success in other communities
- » Signs of success

6) Our Next Steps (1-2 pages)

- Working together to advance the collective #OURWK Community Vision.
- Game-changing opportunities.
- The Community Vision as a foundation to the OCP update.

3.3 EMERGING THEMES

The project team is currently reviewing the 5,000+ comments received through the Phase 1 engagement and working to capture and organize emerging themes into a meaningful structure. While this process continues, the graphic and table below summarizes elements that appear to be emerging as potential directions for the DRAFT Community Vision for Council's early preview and feedback. This should be considered an initial list only to initiate review discussions with Council. The content will be refined as the DRAFT Community Vision is built and further feedback is received.



Foundational Element	Emerging Goals / Directions	Emerging Sample Ideas* (additions / refinements to follow)
OUR People	<ul style="list-style-type: none"> An opportunity for each of us to feel at home 	<ul style="list-style-type: none"> Continue to evolve policy to support innovative options that increase the diversity in our housing spectrum



Foundational Element	Emerging Goals / Directions	Emerging Sample Ideas* (additions / refinements to follow)
	<ul style="list-style-type: none"> Engaged young minds that will become future leaders 	<ul style="list-style-type: none"> Work with BC Housing and other senior levels of government to secure funding and lands to advance affordable housing initiatives
		<ul style="list-style-type: none"> Engage young citizens in our community by connecting the City and schools
		<ul style="list-style-type: none"> Promote multi-generational programs that connect children and older adults to support well-being and learning
	<ul style="list-style-type: none"> A healthy community that supports healthy individuals 	<ul style="list-style-type: none"> Partner with leading organizations to provide educational opportunities like the Farm to School Program that connects the local farming community with schools
		<ul style="list-style-type: none"> Create a “health” precinct that attracts health services to a centralized location and more health care providers to the local area
		<ul style="list-style-type: none"> Reduce trips across the bridge for primary health services
		<ul style="list-style-type: none"> Continue to build spaces and trails that encourage exercise and healthy lifestyles
		<ul style="list-style-type: none"> Increase the connectivity of the local food network to increase food security and better distribute resources
		<ul style="list-style-type: none"> Plan now for future renewal, replacement, or expansion of major recreational facilities like the aquatic centre and arenas
	<ul style="list-style-type: none"> A caring community that supports one another and recognizes our diversity 	<ul style="list-style-type: none"> Help identify opportunities that can connect people experiencing poverty with meaningful employment opportunities
		<ul style="list-style-type: none"> Create public spaces that are accessible and inclusive
OUR Places	<ul style="list-style-type: none"> A “City of compact neighbourhoods” where people have what they need close to home 	<ul style="list-style-type: none"> Create neighbourhood commercial nodes within walking distance for most
		<ul style="list-style-type: none"> Support neighbourhood social networks through great public spaces and programs
	<ul style="list-style-type: none"> A commitment to transforming Westbank Centre 	<ul style="list-style-type: none"> Increase density and mix of uses and consider incentives to catalyze downtown renewal
		<ul style="list-style-type: none"> Continue to monitor and reduce the impacts of Highway 97 on Westbank Centre



Foundational Element	Emerging Goals / Directions	Emerging Sample Ideas* (additions / refinements to follow)
	<ul style="list-style-type: none"> A fulfilled dream of a connected, accessible, and vibrant waterfront 	<ul style="list-style-type: none"> Establishment of a complete pedestrian/cyclist linkage from Bennett Bridge to Peachland
		<ul style="list-style-type: none"> Advancement in the creation of Gellatly Village to bring mixed use including cafes, shops, and residences to the waterfront area
		<ul style="list-style-type: none"> Ongoing efforts to secure additional public waterfront and increase / improve access to the West Kelowna's lakes
	<ul style="list-style-type: none"> Protection of our green spaces and connections for future generations 	<ul style="list-style-type: none"> Minimizing sprawl and promoting compact forms of development that preserve greenspace Building a network for green linkages for wildlife, water, and people
OUR Connections	<ul style="list-style-type: none"> A regional approach that benefits all Central Okanagan neighbours 	<ul style="list-style-type: none"> Recognize the integration of our region, choosing to collaborate rather than duplicate
		<ul style="list-style-type: none"> Continue participating in regional planning initiatives like the Regional Growth Strategy Implementation and the Regional Transportation Plan
	<ul style="list-style-type: none"> A noticeable and sustained shift in our transportation choices away from single-occupancy vehicle choices 	<ul style="list-style-type: none"> Prioritize trails that connect people to where they want to go – parks, waterfront, recreation destinations – without getting in a car
		<ul style="list-style-type: none"> Reframe our thinking about road rights-of-way, shifting them to be multi-modal public corridors that allocate space for many different mobility options as well as beautiful places
OUR Adaptability	<ul style="list-style-type: none"> A growing cultural scene that connects us to one another and to our community 	<ul style="list-style-type: none"> New spaces that support arts and culture
		<ul style="list-style-type: none"> Visible art in the community
	<ul style="list-style-type: none"> Preparing to be nimble and responsive to changes and new opportunities 	<ul style="list-style-type: none"> Seek opportunities to pilot new ideas including assessment, learning, and improvement
		<ul style="list-style-type: none"> Take time to record learnings from each emergency like flooding and the pandemic to be prepared to respond to future unknown events
	<ul style="list-style-type: none"> Taking bold actions to address the impacts of climate change 	<ul style="list-style-type: none"> Set and accept only high climate and environment standards for new development



Foundational Element	Emerging Goals / Directions	Emerging Sample Ideas* (additions / refinements to follow)
OUR Prosperity		<ul style="list-style-type: none"> Set and achieve aggressive targets for greenhouse gas emission reduction
	<ul style="list-style-type: none"> Planning ahead for our future infrastructure needs 	<ul style="list-style-type: none"> Look to the future to predict and prepare for major infrastructure needs and ensure it is paid for fairly and efficiently
	<ul style="list-style-type: none"> Reducing consumption and waste 	<ul style="list-style-type: none"> Increase programs and services that make it easy for people to participate in reducing their resource consumption and waste generation
	<ul style="list-style-type: none"> Learning from Syilx/Okanagan stewards 	<ul style="list-style-type: none"> Learning to become better stewards of the land that sustains us
OUR Prosperity	<ul style="list-style-type: none"> Attracting, retaining and expanding businesses that create meaningful jobs close to home 	<ul style="list-style-type: none"> Identify and market the downtown as a central location for professionals and business
		<ul style="list-style-type: none"> Recognize the increasing trend of working from home and develop support networks that help connect this business community
		<ul style="list-style-type: none"> Recognize that businesses and individuals are drawn to cities that provide high quality-of-life indicators like a variety of housing options, attractive design, walkability, and recreational assets
	<ul style="list-style-type: none"> Continuing and supporting our foundational roots in agriculture and industry 	<ul style="list-style-type: none"> Improve relations with those living and working within the interface between agricultural/industrial areas and residential areas
	<ul style="list-style-type: none"> Continuing a place for tourism to thrive 	<ul style="list-style-type: none"> Continue to create and collaborate to promote tourism through initiatives like the Farm Loop and Westside Wine Trail to market the Westside's assets

**The sample ideas have been generated through public engagement inputs and review of current literature and best practices. These sample ideas are a list in-progress that will be added to, revised, and refined as the engagement findings summary is completed.*



4 NEXT STEPS

Over the coming weeks, analysis of input and further development of a DRAFT Community Vision Document will continue. Upcoming deliverables to be shared at the October 27 Council Meeting include:

- ▶ **Detailed Round 1 Engagement Summary** – A full summary of all engagement methods and input received through the first round of engagement for the Community Visioning process.
- ▶ **DRAFT Community Vision Document** – A first full DRAFT of the Community Vision Document for Council's review and consideration prior to review by the community.
- ▶ **Round 2 Engagement Approach** – An overview of planned engagement activities and process for the community review of the DRAFT Community Vision Document.