

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

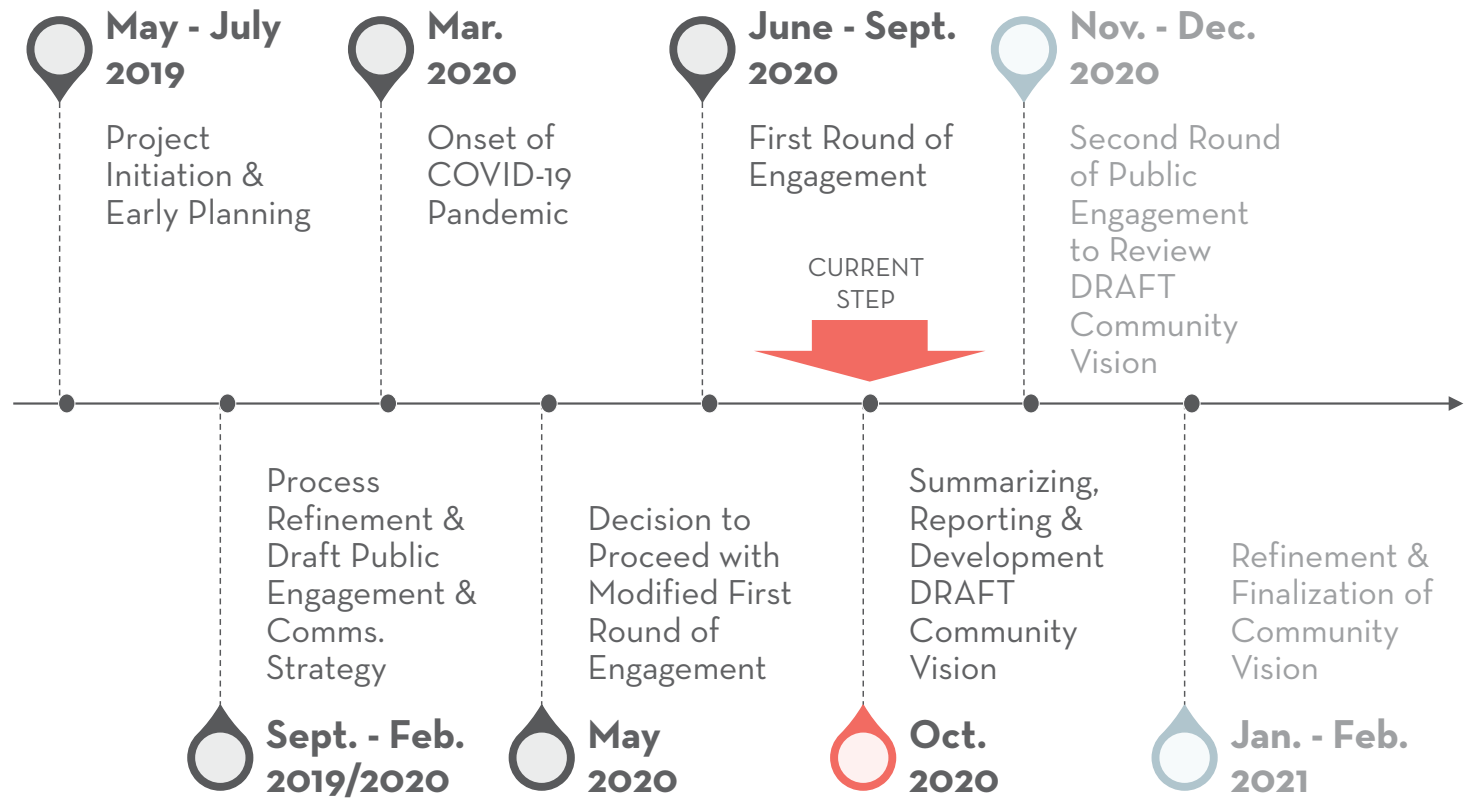
Photo: Darren Hull

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

1 Main “Ideas” Questionnaire

8 “Weekly Topic” Questionnaires

9 Topic Backgrounders

1 Project Launch Video

13 Videos with Mayor & Council

65 Facebook Posts

65 Instagram Posts

63 Twitter Posts

Direct outreach calls and emails

3 Online Welcome Meetings

4 Online Topic Meetings

1000s of Project Cards

Weekly Instagram Challenge

Community Leaders Kits

Kids Activity Kits

2 Visioning Postcard Stations

2 Outdoor Project Signs

Posters at Trailheads

Rec Guide Notices

Council Meeting Announcements

Email Blasts & Media Releases

Radio Interviews

Vehicle Magnets

Westside Weekly Ads

City Hall Front-line Staff

Organization Announcements

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

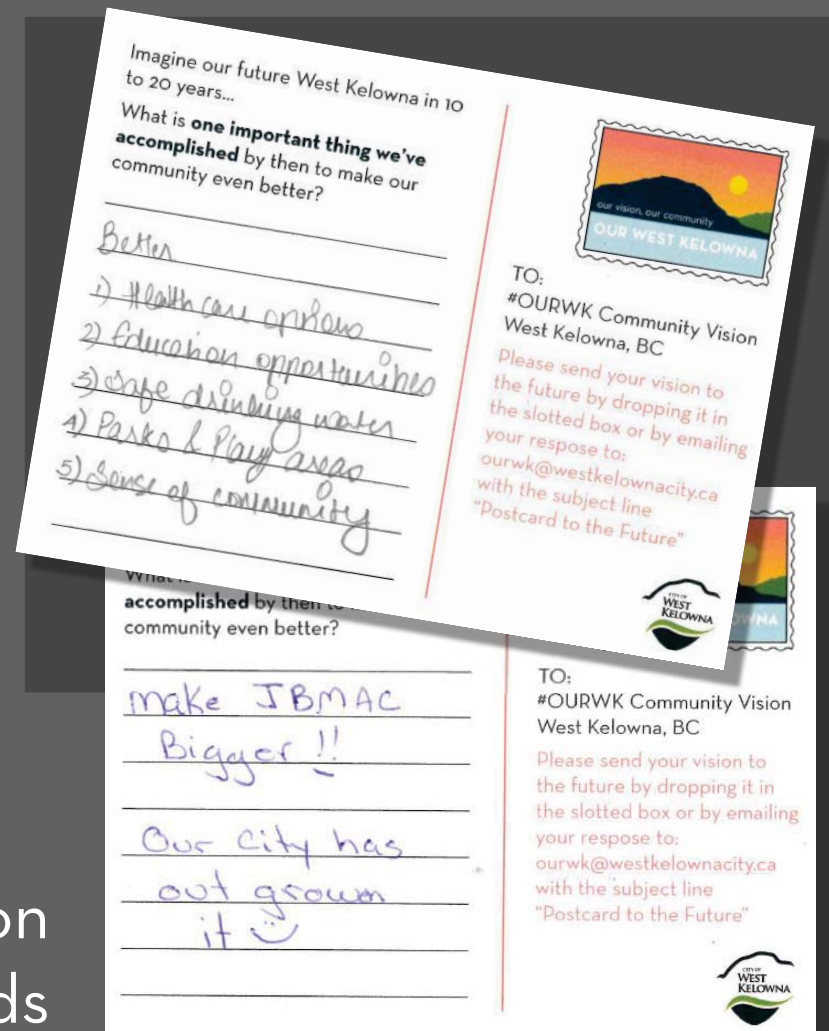
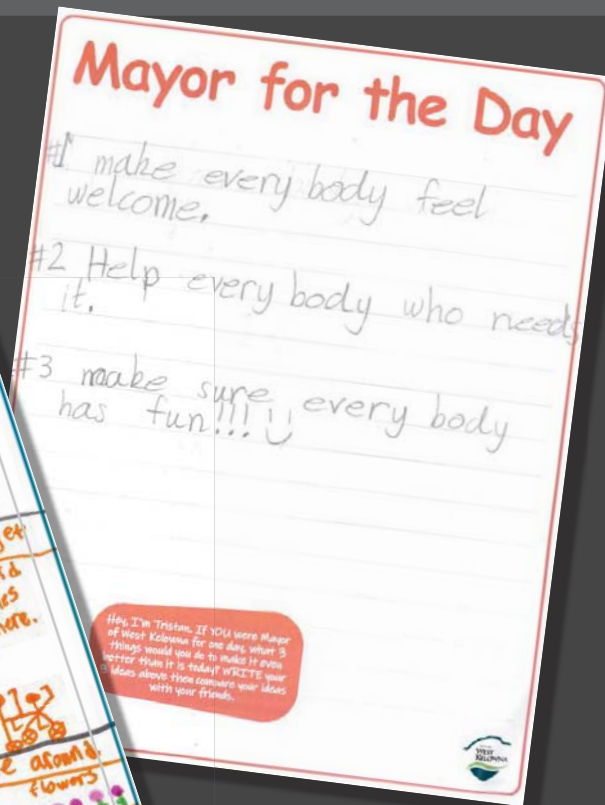
107 drawings or written ideas from kids

25 vision postcard submissions

29 photo contest submissions

1 written submission from LHNA

What Kids Told Us



Vision Postcards

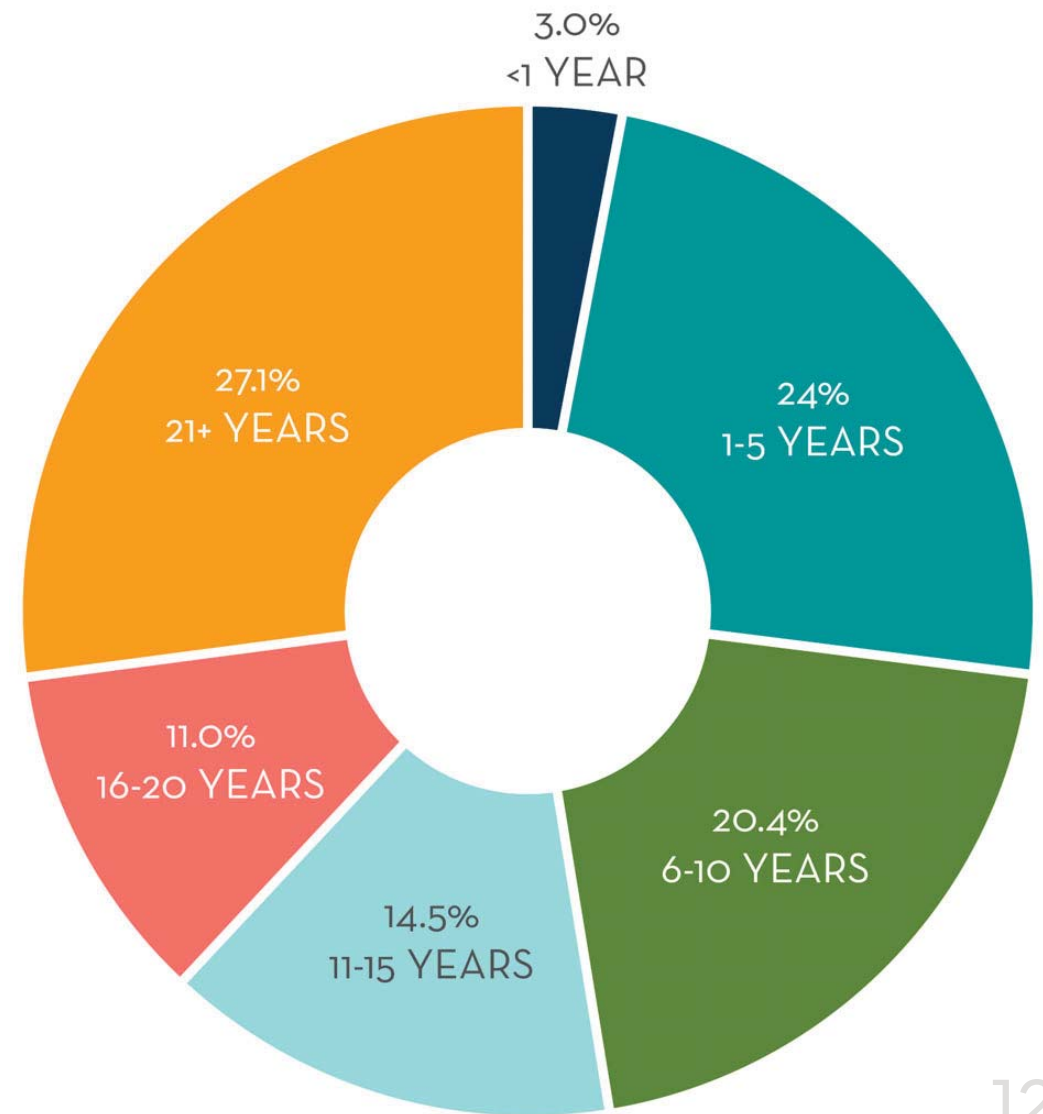
WHO
PARTICIPATED ?



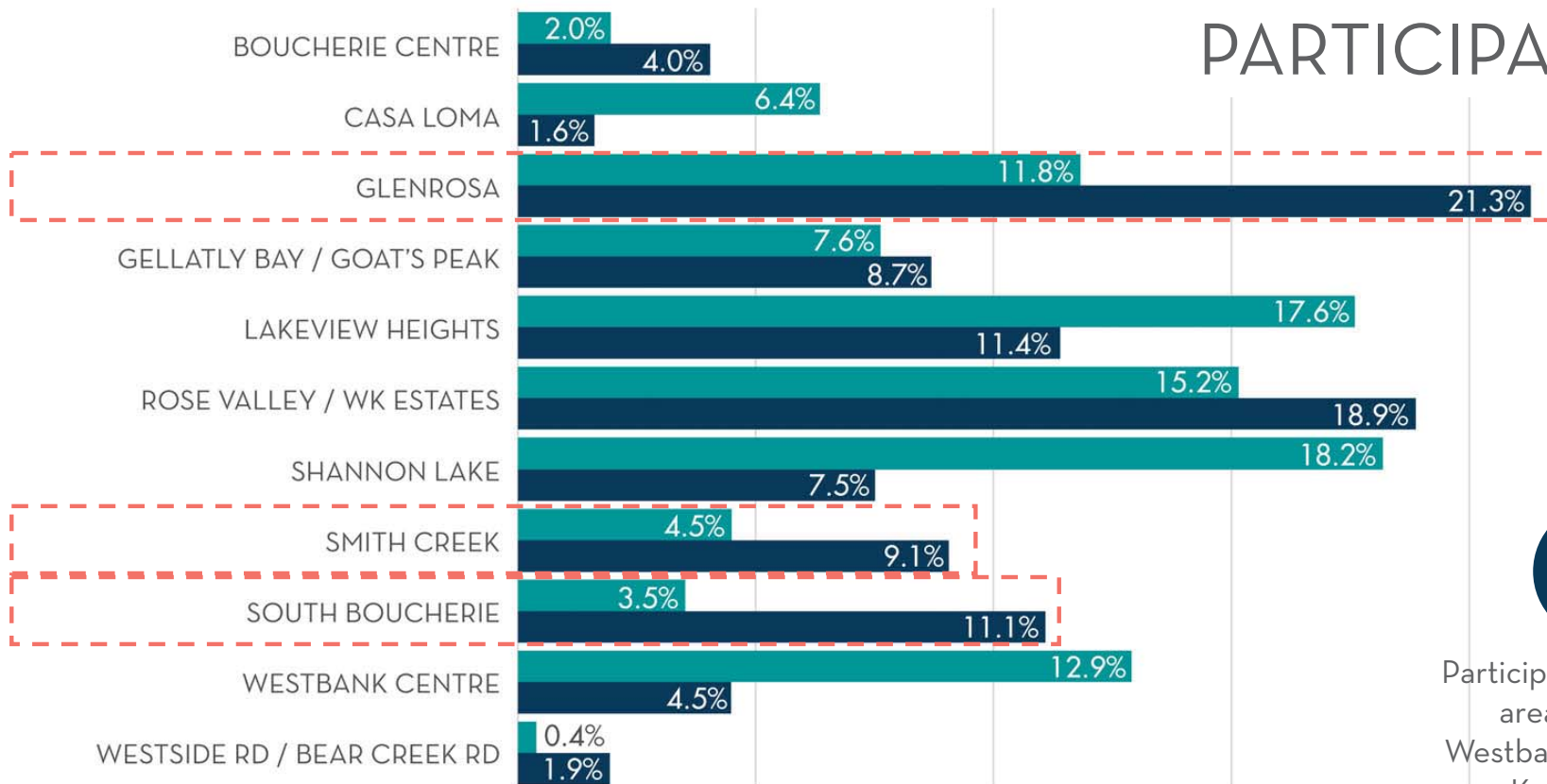
PARTICIPANT RELATIONSHIP TO WEST KELOWNA



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)



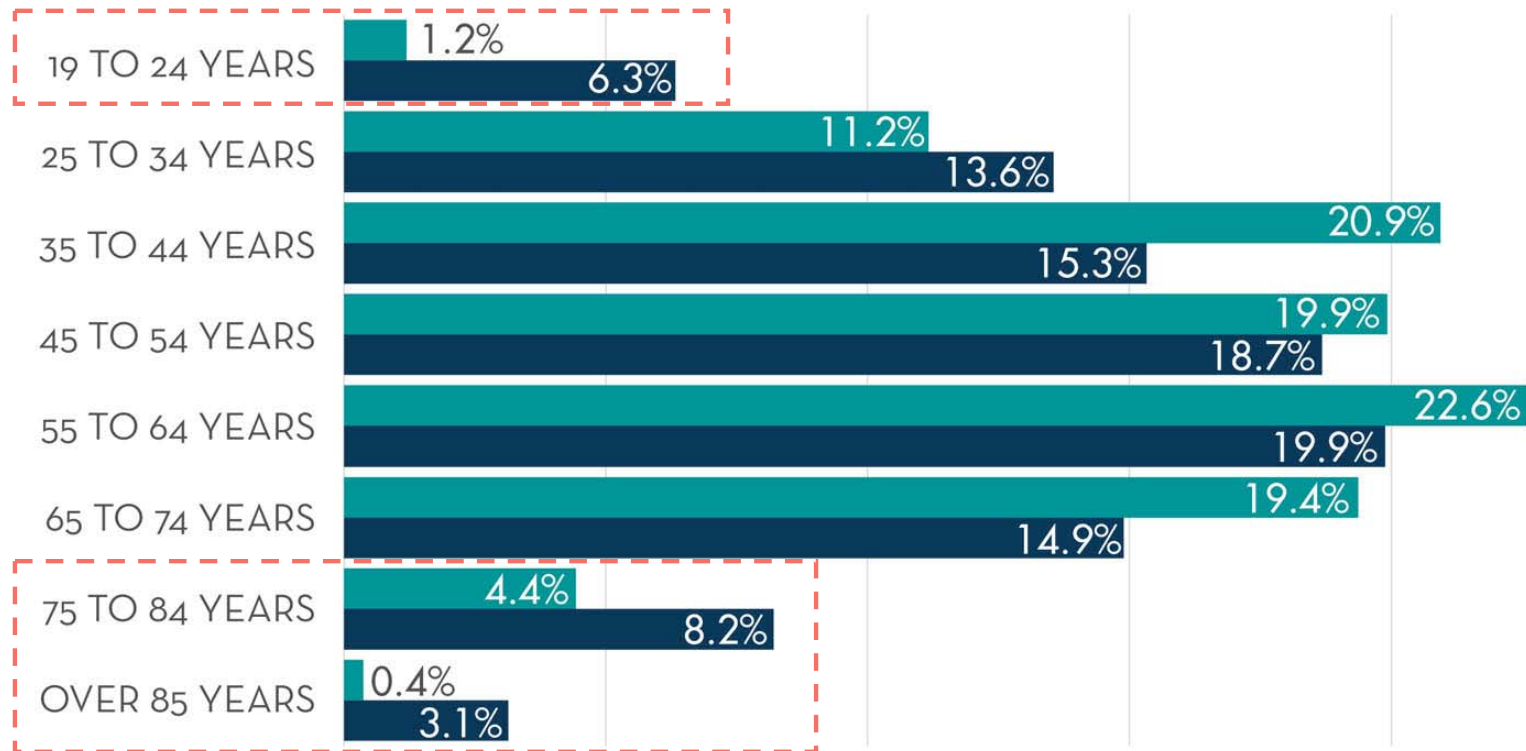
% Survey Participation



% 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

2

The Visioning
Process

3

#OURWK
Community Vision

4

#OURWK
Foundational Elements

5

#OURWK Goals,
Directions & Signs
of Success

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

An aerial photograph of a vineyard with a road running through the center. The vineyard is divided into neat rows of grapevines. A road with a yellow center line runs from the foreground towards the background. On the right side of the road, there are a few houses, including a prominent yellow one with a red roof. In the background, a large body of water (likely a lake) is visible, followed by a range of mountains under a cloudy sky.

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



Photo: Darren Hull

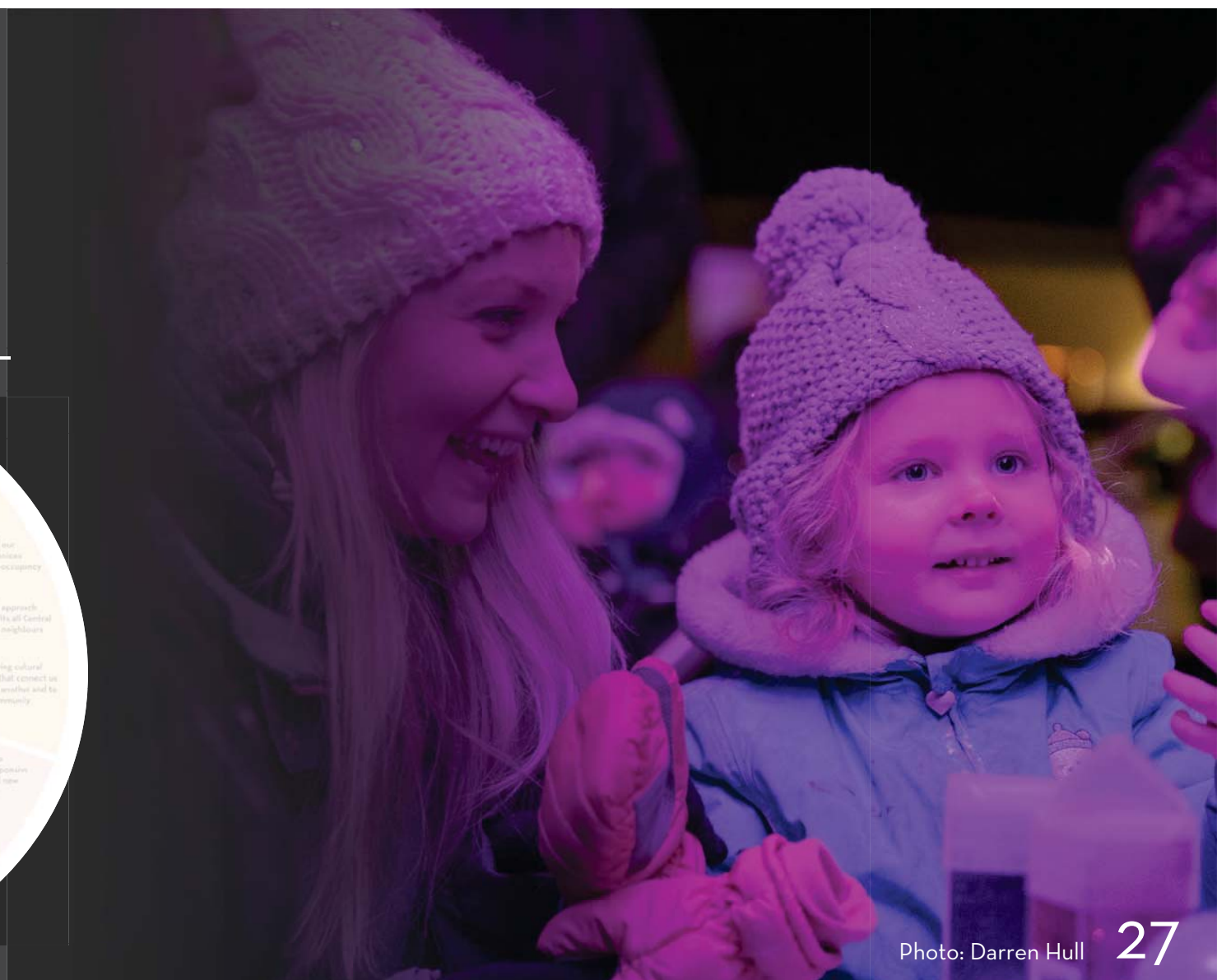
A SNAPSHOT OF EARLY THEMES (THESE WILL EVOLVE)



EMERGING FOUNDATIONAL ELEMENTS OVERVIEW (PRELIMINARY)



OUR PEOPLE



OUR CONNECTIONS



OUR ADAPTABILITY



Photo: Darren Hull

OUR PROSPERITY



OUR PLACES



Photo: Jonathan Behnke

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!