



MEMO

To: Dallas Clowes, Senior Planner, City of West Kelowna
From: Jana Zelenski, Kristen Falconer, Lanarc 2015 Consultants Ltd.
Date: 2020.10.22
Re: #OURWK Phase 2 Public Engagement Outline - DRAFT

INTRODUCTION

This memo provides an outline for the second round of engagement related to the City of West Kelowna's (City) #OURWK Community Vision process (Phase 1 OCP review).

A DRAFT Community Vision has been created based on the input and ideas generated through the first round of engagement between June 15 and September 21, 2020. The purpose of the second round of engagement is to review and refine the DRAFT Community Vision with the community. Participants will be asked to review a vision statement, foundational elements that support the vision, and key directions that outline a path forward for West Kelowna's shared future for the next 20+ years.

ROUND 2 ENGAGEMENT GOALS

- ▶ Continue to connect with a broad cross-section of the West Kelowna community including participants that represent all neighbourhoods, age ranges, and time living in the city.
- ▶ Reach groups and individuals who may not have participated in the first round of engagement, notably groups that were under-represented including youth and seniors, as well as participants from the Glenrosa, Sunnyside, and Smith Creek neighbourhoods.
- ▶ Continue to build understanding about why a community creates a vision and how it will be used, including provision of the foundation to the Official Community Plan update.
- ▶ Report back on what we heard from the round 1 engagement.
- ▶ Ask participants to review a DRAFT vision statement, foundational elements, and key directions.
- ▶ Identify areas of support and areas of refinement for the DRAFT Community Vision.
- ▶ Identify potential gaps or missing elements in the vision, foundational elements, or key directions.
- ▶ Introduce next steps in the OCP Update process (phases 2 to 4).



TIMELINE

Feedback from the round 2 engagement will be used to refine the Community Vision prior to Council review anticipated in winter 2021. The Community Vision will be the foundation for the next steps in the OCP Update process. It is anticipated that round 2 engagement will commence in November 2020 and conclude in December 2020.

Overall Timeline:



Detailed Round 2 Engagement Timeline:

KEY ACTIVITY	APPROX. DATE
Council Update 1	Oct. 13, 2020 (COMPLETE)
Round 2 Materials Development (DRAFT Community Vision document, outreach, feedback form, feedback guide, etc.)	Oct. 13 – Nov. 4, 2020
Council Update 2	Oct. 27, 2020
Round 2 Engagement Launch	Nov. 5, 2020
Community Circles Program	Nov. 5 – Dec. 14, 2020
Online Community Workshop	~Nov. 19, 2020 (TBD)
Youth Engagement	Nov. 10 – Dec. 14, 2020
Round 2 Engagement Close	Dec. 14, 2020
Round 2 Engagement Summary	Mid January, 2021
Final Community Vision Document	Late January, 2021
Presentation of Final Community Vision to Council	Early February, 2021
Final Deliverables	Mid February, 2021



OUTREACH & MATERIALS

The following list of potential outreach and materials are provided for consideration.

COVID-19 Protocols

Engagement will continue to be primarily online due to the ongoing COVID-19 pandemic. Engagement activities will either be delivered online or following physical distancing guidelines to minimize potential transmission risks. Considerations will be made to groups and individuals who may not typically engage online through provision of print materials, coordination of material drop-offs, and other efforts to provide an inclusive process.

Tool	Description / Use	Roles	Timing
FOUNDATIONAL			
Round 2 Engagement Outline <i>This Document</i>	<ul style="list-style-type: none"> Confirmation of round 2 engagement process including outreach, materials, activities 	<ul style="list-style-type: none"> Lanarc: draft, finalize City: Review, confirm details 	<ul style="list-style-type: none"> Draft: Oct 19 Final: Oct 22
OUTREACH			
DIGITAL			
Webpage	<ul style="list-style-type: none"> Update ourwk.ca Post round 1 engagement summary, DRAFT Community Vision, upcoming activities, how to be involved 	<ul style="list-style-type: none"> Lanarc: draft content City: review, post 	<ul style="list-style-type: none"> Draft: Oct 29 Final: Nov 4
Media Releases and Public E-Notifications	<ul style="list-style-type: none"> 4 points during round 2 engagement: <ul style="list-style-type: none"> » Launch (Nov. 5) » Mid-way point (~Nov. 26) » “Last Chance” (~Dec. 8) » Posting of round 2 engagement summary / revised Community Vision (Feb. 2020) 	<ul style="list-style-type: none"> Lanarc: draft content City: review, distribute 	<ul style="list-style-type: none"> Draft: 1 week prior to release Final: 2 days prior to release
Social Media Posts (Twitter, Facebook, Instagram)	<ul style="list-style-type: none"> 2 to 3 posts / week during input window (~Nov. 5 to Dec. 14) 	<ul style="list-style-type: none"> Lanarc: draft content / graphics City: review, refine, post 	<ul style="list-style-type: none"> Draft: Oct 29 Final: Nov 4
Electronic Sign	<ul style="list-style-type: none"> Electronic message board moved to different neighbourhoods to raise awareness 	<ul style="list-style-type: none"> Lanarc: collaborate on messaging / locations City: collaborate on messaging / locations, move sign 	<ul style="list-style-type: none"> Starting Nov. 5
Mini-Video	<ul style="list-style-type: none"> 1 mini-video to announce launch of round 2 engagement (similar style to initial launch mini-video) 	<ul style="list-style-type: none"> Lanarc: draft, finalize City: review, post 	<ul style="list-style-type: none"> Draft: Oct 29 Final: Nov 4



Tool	Description / Use	Roles	Timing
Mayor / Council Video	<ul style="list-style-type: none"> 1 educational video to report out on input to date and encourage involvement in round 2 (similar style to round 1 videos) Promote during mid-way engagement updates 	<ul style="list-style-type: none"> Lanarc: outline high-level themes City: coordinate with Council, record, post 	<ul style="list-style-type: none"> Final: Nov 16
Stakeholder Outreach	<ul style="list-style-type: none"> Emails / calls to stakeholders and project participants to encourage their participation in round 2 Initial outreach at launch, one to two follow-up reminders during engagement 	<ul style="list-style-type: none"> Lanarc: draft content City: review, circulate 	<ul style="list-style-type: none"> Draft: Oct 29 Final: Nov 4
PRINT			
Newspaper Ads	<ul style="list-style-type: none"> Two ads over the course of round 2 – one at launch, one mid-way 	<ul style="list-style-type: none"> Lanarc: draft content City: review, submit 	<ul style="list-style-type: none"> Draft: Oct 29 Final: Nov 4
Large Park Signs	<ul style="list-style-type: none"> Prepare sticker to be placed on (2) existing 34x48 signs to announce onset of round 2 engagement Gellatly Bay sign to remain; mobile sign to be moved to 2 or 3 locations during round 2 engagement (including arenas and JBMAC) 	<ul style="list-style-type: none"> Lanarc: prepare sticker, coordinate printing City: review, coordinate posting of sticker, moving of sign 	<ul style="list-style-type: none"> Draft: Oct 23 To Printers: Oct 28
Small Posters	<ul style="list-style-type: none"> Updated version of 8.5 x 11 posters Post in community locations around City, encourage leaders to post in other locations 	<ul style="list-style-type: none"> Lanarc: prepare poster City: print in-house, coordinate posting 	<ul style="list-style-type: none"> Draft: Oct 29 Final: Nov 4
Project Cards	<ul style="list-style-type: none"> Continue distribution – library, food bank, City Hall, JBMAC, etc. Confirm if additional cards are required If additional cards are required, consider slight modification to announce round 2 engagement 	<ul style="list-style-type: none"> City: confirm locations, distribute 	<ul style="list-style-type: none"> Distribute starting Nov 5
Vision Postcards	<ul style="list-style-type: none"> Fillable vision postcards that allow people to share a comment or idea quickly Circulated to MBSS, seniors centre, food bank and other locations identified 	<ul style="list-style-type: none"> City: confirm locations, distribute 	<ul style="list-style-type: none"> Distribute starting Nov 5
“Ask Me” Cards / Signs (optional)	<ul style="list-style-type: none"> Signs or cards displayed at public facility front desks to encourage visitors to “ask me about #OURWK!” 	<ul style="list-style-type: none"> Lanarc: develop, coordinate printing City: confirm locations, distribute 	<ul style="list-style-type: none"> Draft: Oct 28 To Printers: Nov 2
Winter Rec Guide	<ul style="list-style-type: none"> Updated #OURWK announcement in the rec guide about the next round of engagement Potential ad in print version of “feature” guide 	<ul style="list-style-type: none"> Lanarc: update City: coordinate submission 	<ul style="list-style-type: none"> Draft: Oct 29 Final: Nov 4
Vehicle Magnets	<ul style="list-style-type: none"> Maintain existing magnets on fleet, with consideration for shifts to seasonal vehicles where appropriate (e.g., snowplows) 	<ul style="list-style-type: none"> No action 	<ul style="list-style-type: none"> n/a
Stickers	<ul style="list-style-type: none"> Distribute as feasible, potentially through library, front desks and facilities, and/or schools 	<ul style="list-style-type: none"> City: Identify distribution locations 	<ul style="list-style-type: none"> Nov 5 – Dec 14



Tool	Description / Use	Roles	Timing
PEOPLE / WORD OF MOUTH			
Request for Distribution	<ul style="list-style-type: none"> Forwarding of a “copy / paste” message for organizations and groups to forward on to their distribution lists Simplifying how people share with their membership 	<ul style="list-style-type: none"> Lanarc: develop content City: review, send to organizations 	<ul style="list-style-type: none"> Draft: Oct 30 Final: Nov 5
Updated Community Leaders / Discussion Kits	<ul style="list-style-type: none"> New kits distributed to Mayor / Council, City staff, Committee Representatives, Community Leaders, front-line staff, etc. Also available for Community Circles Program Contents: <ul style="list-style-type: none"> » One copy of DRAFT Community Vision » One copy of Community Feedback Guide » One copy of printed Feedback Form » One copy of printed youth feedback form » Updated project poster(s) » Updated FAQs document » Additional project cards / stickers (as required) 	<ul style="list-style-type: none"> Lanarc: develop content City: review, print / compile, distribute 	<ul style="list-style-type: none"> Draft: Oct 30 Final: Nov 5
Pop-ups	<ul style="list-style-type: none"> Manned booth at key community locations to raise awareness / pass out materials TBD pending physical distancing protocols / capacity 	<ul style="list-style-type: none"> Lanarc: outline materials, approach City: coordinate locations and staff 	<ul style="list-style-type: none"> Between Nov. 5 to Dec. 14
Activity Piggybacking	<ul style="list-style-type: none"> Materials dropped or delivered to groups / individuals facilitating other meetings (e.g., announcements at Council meetings, other events, etc.) 	<ul style="list-style-type: none"> Lanarc: outline materials, approach City: coordinate locations and staff 	<ul style="list-style-type: none"> Between Nov. 5 to Dec. 14
ENGAGEMENT MATERIALS			
DRAFT Community Vision	<ul style="list-style-type: none"> DRAFT Community Vision document Available online and print 	<ul style="list-style-type: none"> Lanarc: draft, finalize City: review, post, print 	<ul style="list-style-type: none"> Draft: Oct 30 Final: Nov 5
Community Circles Feedback Guide (see Engagement Activities Section for Community Circles Overview)	<ul style="list-style-type: none"> Brief intro on how to review and provide feedback on the DRAFT Community Vision Includes link to online Feedback Form Printed copies included in Community Leaders kit or upon request 	<ul style="list-style-type: none"> Lanarc: draft, finalize City: review, post, print 	<ul style="list-style-type: none"> Draft: Oct 28 Final: Nov 5
PowerPoint Presentation	<ul style="list-style-type: none"> Summary slides adapted for: <ul style="list-style-type: none"> » Council updates » Public workshop 	<ul style="list-style-type: none"> Lanarc: draft, finalize, deliver City: review 	<ul style="list-style-type: none"> Draft: Oct 22 Final: Oct 26
Narrated Presentation	<ul style="list-style-type: none"> Narrated presentation for viewers to watch/listen online in their own time Adapted from PowerPoint presentation 	<ul style="list-style-type: none"> Lanarc: draft, finalize, deliver City: review, post 	<ul style="list-style-type: none"> Draft: Nov 5 Final: Nov 12



Tool	Description / Use	Roles	Timing
Online Feedback Form to Collect Comments on DRAFT Community Vision (MetroQuest)	<ul style="list-style-type: none"> MetroQuest feedback form designed to collect feedback on draft Community Vision Potential to win small incentives for participation 	<ul style="list-style-type: none"> Lanarc: draft, finalize, coordinate launch City: order, review 	<ul style="list-style-type: none"> Draft: Oct 28 Final: Nov 5
Youth Feedback Form	<ul style="list-style-type: none"> MetroQuest feedback form focused on gathering feedback and input from youth participants Adapted from the Online Feedback Form Potential to win small incentives for participation 	<ul style="list-style-type: none"> Lanarc: draft, finalize, coordinate launch City: order, review 	<ul style="list-style-type: none"> Draft: Oct 28 Final: Nov 5
ENGAGEMENT ACTIVITIES			
Council Meeting Update 1	<ul style="list-style-type: none"> Highlights presentation to Council to provide a “snapshot” of round 1 engagement findings and emerging DRAFT Community Vision directions 	<ul style="list-style-type: none"> Lanarc: prepare slides, facilitate City: review, prepare report, coordinate 	<ul style="list-style-type: none"> Oct 13 (COMPLETE)
Council Meeting Update 2	<ul style="list-style-type: none"> Detailed summary of round 1 engagement Overview of DRAFT Community Vision document Round 2 engagement process 	<ul style="list-style-type: none"> Lanarc: prepare materials and slides, facilitate City: review, prepare report, coordinate 	<ul style="list-style-type: none"> Oct 27
Community Circles Program	<ul style="list-style-type: none"> Invitation to all community members to review and provide feedback on the DRAFT Community Vision Feedback will be collected through MetroQuest Feedback Form with a supporting feedback guide to help participants navigate the information Options for online or printed versions of the materials will be provided The program will encourage self-facilitated discussions with family and neighbours (following social “bubbles” or physical distancing), while also supporting individual responses Potential to win small incentives for participation 	<ul style="list-style-type: none"> Lanarc: draft, finalize approach and materials City: review, post / distribute, collect / input hard copy submissions 	<ul style="list-style-type: none"> Nov 5 – Dec 14
Online Vision Review Workshop	<ul style="list-style-type: none"> Online presentation and discussion on the DRAFT Community Vision Interactive discussions Pre-registration required 	<ul style="list-style-type: none"> Lanarc: prepare agenda, format, materials, facilitate City: review, host session, participate 	<ul style="list-style-type: none"> ~ Nov 19
Youth Activities	<ul style="list-style-type: none"> Adaptation of materials to the youth audience at a Youth Feedback Form Collaboration with staff at Mount Boucherie Secondary School to tailor materials to suit the time / opportunities available in the school 	<ul style="list-style-type: none"> Lanarc: adapt content City: coordinate with MBSS, support adaptation of materials, distribute 	<ul style="list-style-type: none"> Nov 10 – Dec 14



Tool	Description / Use	Roles	Timing
FOLLOW-UP			
Phase 2 Engagement Summary	<ul style="list-style-type: none"> Summary of input based on feedback form, online workshop, MBSS input Outline of recommended changes to the DRAFT Community Vision 	<ul style="list-style-type: none"> Lanarc: draft, finalize City: review 	<ul style="list-style-type: none"> Mid-Jan
Final DRAFT Community Vision Document	<ul style="list-style-type: none"> Revisions to the Community Vision to reflect community feedback 	<ul style="list-style-type: none"> Lanarc: draft, finalize City: review, approve 	<ul style="list-style-type: none"> Late Jan
Presentation to Council	<ul style="list-style-type: none"> Presentation of Final DRAFT Community Vision 	<ul style="list-style-type: none"> Lanarc: prepare materials and slides, facilitate City: review, prepare report, coordinate 	<ul style="list-style-type: none"> Early Feb
Phase Wrap-up Message	<ul style="list-style-type: none"> Video and/or photo message with Mayor and Council wrapping up the round 1 engagement and encouraging participation in the next phases of the OCP Update 	<ul style="list-style-type: none"> Lanarc: support messaging City: coordinate development 	<ul style="list-style-type: none"> Early Feb
Web page Update & Document Sharing	<ul style="list-style-type: none"> Update to stakeholders / interest groups to thank them for participating in the process, summarize next steps, and share final documents 	<ul style="list-style-type: none"> Lanarc: draft, finalize City: review, circulate 	<ul style="list-style-type: none"> Mid Feb