



# ECONOMIC DEVELOPMENT COMMITTEE REPORT

To: Economic Development Committee Members      Date: February 10, 2021  
From: Stirling Scory, Planner II      File No: P20-01  
Subject: **P20-01, West Kelowna Community Vision (Final DRAFT Vision)**

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## BACKGROUND

On October 27, 2020, the first DRAFT Community Vision document was presented to West Kelowna City Council, following the completion of Round 1 Engagement for the OurWK Community Vision initiative which was completed between June 15 and September 21. At this meeting, Council provided feedback to the project team and direction to proceed with Round 2 Engagement.

On December 3, 2020, the first DRAFT Community Vision document was presented to the EDC for comment and feedback. The project team also outlined to the EDC the process by which Round 2 Engagement would be completed, and what efforts were being taken to engage with the community.

## DISCUSSION

The Final Draft Vision document (Attachment 1) represents West Kelowna's Community Vision to 2040 and is the foundation for the Official Community Plan (OCP) update. The Vision is intended to be a high-level document that provides direction and informs future policy considerations in the OCP. The document has been drafted to include:

- A DRAFT (overarching) Vision Statement that describes what West Kelowna wants to become by 2040
- Five foundations that provide a balanced focus on key areas/themes for action to support the implementation of the Vision
- Twenty-three key directions that could help the community make visible progress towards implementing the vision
- 'Signs of success' to help monitor progress towards achieving the draft vision

### Summary of Round 1 Engagement:

Due to the Provincial Health Officer (PHO) recommendations implemented in response to the COVID-19 pandemic, Round 1 Engagement was conducted predominantly online. The purpose of Round 1 Engagement was to listen to the community and gain early

insights into the priorities, challenges, and ideas of residents and stakeholders. This round was completed between June 15 and September 21.

### Summary of Round 2 Engagement

Due to the continuing PHO recommendations, in response to the COVID-19 pandemic, Round 2 Engagement was conducted predominantly online. The purpose of Round 2 Engagement was to review and refine the DRAFT Vision with the community. Participants were asked to consider if the DRAFT Vision “got it right”. Did the project team hear the community correctly? What needs improvement?

To complete this round of engagement the project team created a ‘Choose Your Own Adventure’ method for obtaining feedback on the Draft Vision through four different feedback forms:

- *Adventure A: Draft Community Vision Review*
  - Main feedback form which encourages individual or household response on the Draft Vision document (est. time: ½ hour)
- *Adventure B: 5-minute Feedback on the DRAFT Vision Statement and Foundations*
  - A shortened version of Adventure A to allow participants with minimal time to participate, and review the general direction of the Vision Statement (est. time: 5 minutes)
- *Adventure C: Working Together, Community Circles Collaboration*
  - A more in-depth version of Adventure A to enable participants the opportunity to ‘dig deeper’ and collaborate with others on a group submission (est time: a few hours)
- *Youth Feedback Form*
  - A form designed specifically for youth to encourage their review and participation in the review of the Draft Vision. (est time: 30 minutes)

In addition to the feedback forms, the project team also held two online workshops in the first week of December to encourage participants to engage in guided discussions and hear from others in the community while sharing feedback on the DRAFT Vision with the team. All information on the project is available on the project webpage, [ourwk.ca](http://ourwk.ca).

Respectfully submitted,

Stirling Scory, Planner II

Powerpoint: Yes ☒ No ☐

Attachments:

Attachment 1: OurWK Community Vision Final DRAFT