



# AGRICULTURAL ADVISORY COMMITTEE REPORT

To: Agricultural Advisory Committee Members

Date: February 11, 2021

From: Stirling Scory, Planner II

File No: P20-01

Subject: **P20-01, West Kelowna Community Vision (Final Draft) AAC**

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## BACKGROUND

On October 27, 2020, the first DRAFT Community Vision document was presented to West Kelowna Council, following the completion of the first round of public engagement in September. At this meeting, Council provided feedback on the DRAFT Vision and directed staff to proceed with Round 2 public engagement. Starting on November 10, 2020 and ending on January 6, 2021, staff engaged with the public to conclude the second and final round of engagement for the DRAFT Community Vision. For Round 2 engagement, participants were encouraged to think about how the DRAFT Vision reflected the collective feedback from the first round of engagement; accordingly, participants were asked to think about whether the Vision “got it right” or if further revisions were necessary. All Council committees (AAC, APC, and EDC) are being referred the Final DRAFT Vision for their review and endorsement of the document.

## DISCUSSION

### Purpose of the Community Vision

The development of a Community Vision was one of Council’s 2020 Strategic Priorities and forms the first phase of the Official Community Plan (OCP) update. The Community Vision is created through an extensive engagement process that allows participants to provide feedback and direction on their (and the greater community) interests, values, opportunities, challenges, and aspirations for the future. West Kelowna’s Vision will look forward to the year 2040. The intent of the Vision document is to provide high-level direction for future

### History of West Kelowna’s Community Visioning Process

The Community Visioning process was initiated in May 2019 with the issuance of a Request for Proposal for consulting services to undertake the extensive community engagement required to complete the initiative, as part of Phase 1 of the OCP update. Lanarc Consultants was selected as the successful applicant for the 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; however, the project was placed on hold to better understand Council's expectations of the project. From September 2019 to February 2020, the project was refined, and the scope, budget, and schedule were revised to better align with Council's vision for the project.

On February 25, 2020, Council was provided with an update on the Community Vision process, including an overview of the revised items, and a draft public engagement and communications strategy which included both in-person engagement and a platform for digital outreach. At this meeting, Council confirmed that the direction of the project. A launch was scheduled for the beginning of April, and would end in mid-July. However, in mid-March Canada recorded its first COVID-19 cases, and as a result the project was once again placed on hold.

On May 26, 2020, the B.C. government announced the BC ReStart Plan, and Council was provided with an update in context to how COVID-19 could impact the proposed engagement and communications strategy for the Community Visioning project. At this meeting, Council directed staff to proceed with the project, but that necessary changes would need to be made to the community engagement plan to ensure that the project could follow the Provincial Health Officers (PHO) guidelines with respect to physical and social distancing. Following this meeting staff and the consultant revised the engagement strategy, shifting to a predominantly online approach, with some opportunities for physical engagement where the PHO guidelines could be followed. On June 15, the project website and first community questionnaire went live.

#### 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. Access to all documents for the project are available on the project webpage, [ourwk.ca](http://ourwk.ca).

Respectfully submitted,

*Stirling Scory*

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Powerpoint: Yes  No

Attachments:

Attachment 1: OurWK Community Vision Final DRAFT