



ECONOMIC DEVELOPMENT COMMITTEE REPORT

To: Economic Development Committee

Date: December 9, 2020

From: Dallas Clowes, Senior Planner and Stirling
Scory, Planner II

File No: P20-01

Subject: **P20-01, West Kelowna Community Vision (Phase 1 OCP Review)**

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 the project team with feedback on the DRAFT Vision and directed staff to continue with Round 2 public engagement to hear the community's feedback on the document. All Council committees (APC, AAC, and EDC) are being referred the DRAFT vision at this time for preliminary feedback.

Summary of Draft Vision Document

The Draft Vision document (Attachment 1) represents West Kelowna's Community Vision to 2040 and is the foundation to the Official Community Plan (OCP) update. It is currently organized with:

- a DRAFT (overarching) Vision Statement that describes what West Kelowna wants to become by 2040
- Five foundational elements that provide a balanced focus for action to support the vision
- Twenty key directions that could help the community make visible and sustainable progress
- 'Signs of success' to help monitor progress towards achieving the draft vision

Summary of Round 1 Engagement: (completed September 21)

Due to physical distancing requirements necessitated by the COVID-19 pandemic, Round 1 public engagement occurred predominantly online from June 15 to September 21 2020.

The purpose of Round 1 Engagement was to listen to the community to gain early insights into the priorities, concerns and ideas of residents and stakeholders. This round of engagement included a broad range of participation opportunities including questionnaires, kid's activities, "Ideas" postcards, outreach to community stakeholders and community groups, online meetings, videos and newspaper and social media presence.

The Round 1 Engagement Summary and Appendices can be viewed in detail at ourwk.ca.

Summary of Round 2 Public Engagement: (Anticipated completion Dec 18)

Similar to Round 1, Round 2 Engagement will also be predominantly online due to COVID-19 physical distancing requirements. The purpose of Round 2 engagement is to review and refine the DRAFT community vision with the community. We are asking participants to review the Draft vision statement, foundational elements and the key directions to help refine and shape a path forward for West Kelowna's future.

We have created a 'Choose Your Own Adventure' method for obtaining feedback on the Draft Vision through three online feedback forms:

- *Adventure A: Draft Community Vision Review*
 - The main feedback form which encourages individual or household feedback of the Draft Vision document (estimated time: ½ hour)
- *Adventure B: 5-minute Feedback on the DRAFT Vision Statement and Foundational Elements*
 - A shortened version of Adventure A to enable those with minimal time to participate (estimated time: 5 minutes)
- *Adventure C: Working Together, Community Circles Collaboration*
 - An expanded version of Adventure A to enable those who wish to 'dig deeper' and collaborate with others on a group submission (estimated time: a few hours)

In addition to the above feedback forms, we also created a specific feedback form for youth (for Mount Boucherie Secondary School, Glenrosa Middle School and Constable Neil Bruce Middle School students) and are planning outreach to our Senior's Centre and Interior Health facilities (with hardcopy versions of the feedback forms).

Two online workshops were also held the first week of December. These virtual workshops will include guided discussions that allow participants to hear from others in the community and share their feedback on the draft vision with the project team.

Requested Feedback from EDC Members

As this is the first time the EDC will be viewing the DRAFT Vision document, it is requested that members provide preliminary feedback (i.e. through general discussion, not a formal resolution at this time). Following this meeting, the project team will review the feedback received from the EDC (as well as feedback received through Round 2 Public Engagement) and revise the DRAFT Vision document. It is anticipated that a revised Vision document will be presented to the EDC in the New Year, following the conclusion of the public engagement process. At this next meeting, the EDC will be asked to formally weigh in (i.e. via a resolution) prior to the document being considered by Council.

How Can the EDC Help with the Community Visioning Process?

Similar to the first round of Community Engagement, the project team is asking all Committee members to help us spread the word about the project and encourage feedback on the draft Vision. Following the EDC meeting, staff will send an email with details about Round 2 Engagement and digital links to our online feedback forms. EDC members are encouraged to share widely with their networks.

Respectfully Submitted By:

Dallas Clowes

Dallas Clowes
Senior Planner

Stirling Scory

Stirling Scory
Planner II

PowerPoint: Yes ☒ No ☐

Attachments:

1. DRAFT Community Vision Document
2. Draft Vision Review Guide

OUR COMMUNITY VISION

2020-2040

DRAFT

NOVEMBER 10, 2020



DRAFT

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West Kelowna is truly a unique community and is a great place to live. The things that make it so wonderful are the lake, the agriculture including wineries, and the small community vibe. As a new city there is such an opportunity to build upon these strengths and make this an even greater place to live.

- #OURWK Participant

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DOCUMENT PHOTO CREDITS

We gratefully acknowledge the contribution of
photographs for this document by:
Darren Hull, Jonathan Behnke, and T. Stechman

DRAFT



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Big thinking precedes great achievement.

- Wilferd Peterson

THIS IS #OURWK!

#OURWK is West Kelowna's Community Vision to 2040. It sets our desired destination – the future West Kelowna we want to create. This vision is for all of us – built by our community to guide our shared future.

#OURWK'S COMMUNITY VISION INCLUDES:

a **vision statement** that describes what West Kelowna wants to become by 2040

five **foundational elements** that will provide a balanced focus for action to support the vision

twenty **key directions** that could help the community make visible and sustained progress

signs of success that will show us that we're making progress

an **invitation** for all of the West Kelowna community to work together to make this vision come alive

next steps that connect this Community Vision to the City's Official Community Plan update

SETTING OUR PATH FORWARD

West Kelowna is the quintessential Okanagan city. Sun-soaked lakeshores, agricultural charm, and access to urban jobs and living have made West Kelowna a rising star. Our city ranked 12th on Maclean's list of Canada's Best Communities in 2019 and its appeal continues to be proven by steady growth.

With this popularity comes a responsibility to look ahead to West Kelowna's future and think carefully about how to support its thoughtful evolution – maintaining what makes this place so unique while making noticeable strides towards where our community wishes to go next.

A Community Vision defines what it is we want to achieve. In a world that's evolving faster than ever before, a strong vision grounds us and prepares us to successfully navigate change. While we cannot predict every change that will come our way in the next 20 years – setting and sticking to a bold Community Vision gives us a powerful lens for making thoughtful decisions.

Change is coming to West Kelowna. We cannot ignore it, but we need not fear it. Together we can shape change to fulfill our dreams. With this Community Vision as our guide, we will create an amazing quality of life for all the people of West Kelowna – those who are here today and those yet to come. **This is #OURWK!**

A COMMUNITY INSPIRED

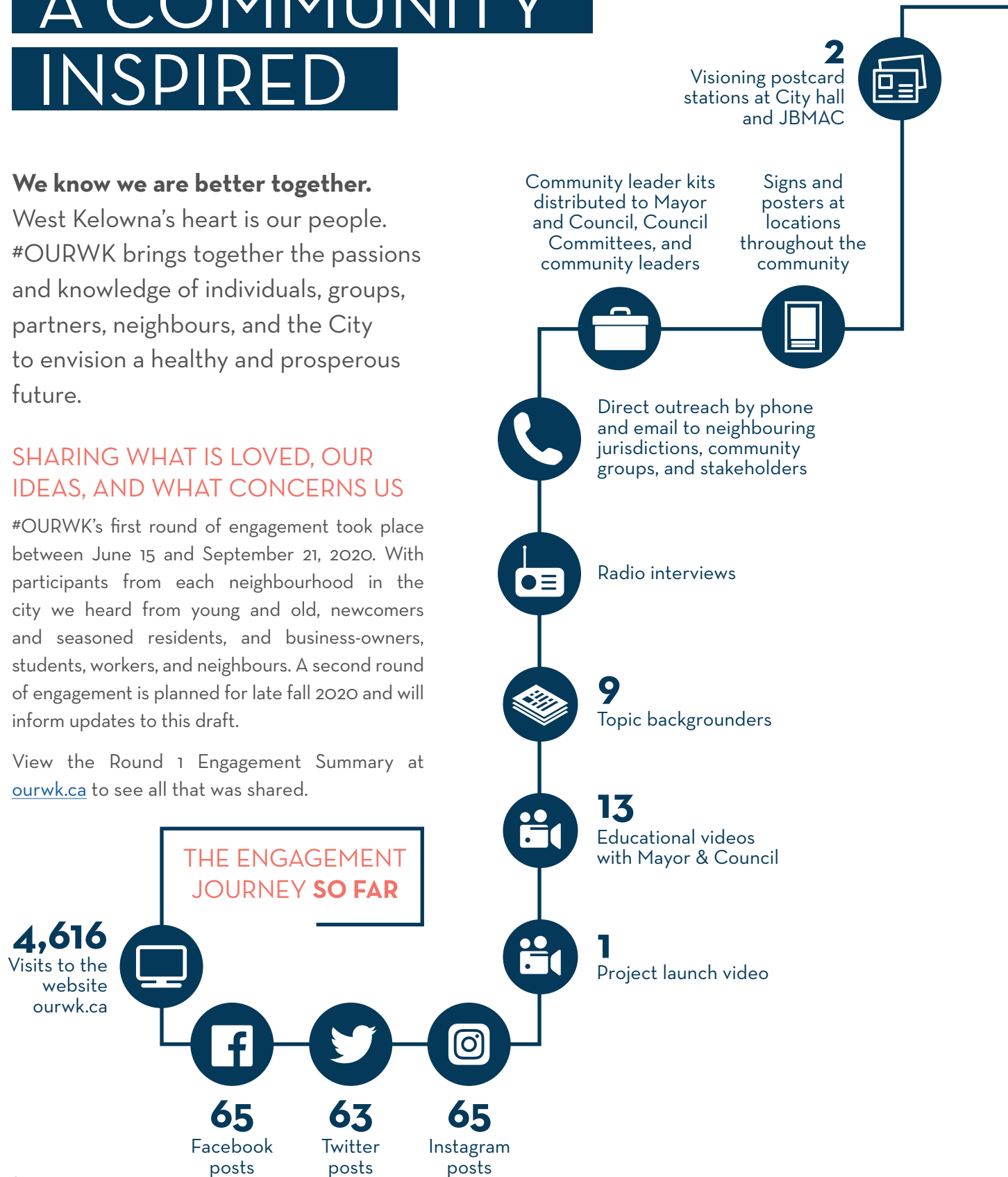
We know we are better together.

West Kelowna's heart is our people. #OURWK brings together the passions and knowledge of individuals, groups, partners, neighbours, and the City to envision a healthy and prosperous future.

SHARING WHAT IS LOVED, OUR IDEAS, AND WHAT CONCERNS US

#OURWK's first round of engagement took place between June 15 and September 21, 2020. With participants from each neighbourhood in the city we heard from young and old, newcomers and seasoned residents, and business-owners, students, workers, and neighbours. A second round of engagement is planned for late fall 2020 and will inform updates to this draft.

View the Round 1 Engagement Summary at ourwk.ca to see all that was shared.



Support from local organizations

Support from City hall front-line staff

Vehicle magnets on the City fleet

“

Focus on what will unify
and not divide our town
and work towards that.

- #OURWK Participant



Ads in the Westside Weekly



Media releases



Email blasts to the City's mailing list



Announcements and updates by Mayor / Acting Mayors at Council Meetings



1

Letter from the Lakeview Heights Neighbourhood Association



29

Photo contest submissions



25

Vision postcard submissions



58

Participants in three Online Stakeholder Welcome Meetings



37

Participants in four Online Topic Meetings



5,290

Distinct inputs received (so far!)



1,409

Community Ideas Questionnaires completed



469

Weekly Topic Questionnaires completed



107

Written or drawn ideas in kids' activity booklets

AND THERE'S MORE TO COME. ROUND 2 ENGAGEMENT IS PLANNED FOR FALL 2020!

WEST KELOWNA'S DRAFT VISION STATEMENT

OUR VISION STATEMENT DESCRIBES OUR DESIRED STATE FOR WEST KELOWNA IN 2040

We are a livable community — one where everyone can find their place to belong, their cozy home, and their opportunity to succeed. We are a model for thoughtful growth, welcoming newcomers while recognizing the character that long-time residents cherish.

We are in harmony with our neighbours, our region, these lands, and one another. We are connected. We have what we need close to home and we have sustainable transportation options to take us where we need to go.

We embrace change, choosing together how we adapt, face challenges, and evolve. We tackle the difficult challenges with determination and do our part to support a healthier world.

We live sustainably, alongside the agricultural fields and forests, the watercourses and lakeshores, the businesses and industry that support us. We care for these lands and waters, working to understand how we can live in harmony with our environment.

We care about quality. Our buildings, our infrastructure, our amenities, and our environment are thoughtfully planned and cared for, reducing risk, creating efficiency, and showcasing beauty.

We celebrate and express our unique sense of place and its energy runs through our places and our people, calling to the curious to explore what makes us uniquely West Kelowna. Our community spirit pulses through our energized Westbank Centre, our inviting waterfront, and our distinct, complete neighbourhoods.

We are doing this together! It is #OURWK.



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Destiny is not a matter of chance, but of choice.

Not something to wish for, but attain.

- William Jennings Bryan

FOUNDATIONAL ELEMENTS

The five **foundational elements** are the focus areas for achieving balance in our vision. Together, they represent what is important for West Kelowna.

A STRONG FOUNDATION LEADS TO TRANSFORMATIONAL CHANGE

Each foundational element represents our hopes and ambitions, but it is the combination and intersections between them that will make our community truly whole.

OUR PEOPLE, as the heart of our community, sits at the top. West Kelowna wishes to be a place where you say hello to your neighbours. Where you raise your children. Where you live a lifetime surrounded by friends and family. We are creating a West Kelowna for all of us.

OUR CONNECTIVITY is how we experience our community. Our physical connections make it easy and enjoyable to move around and our social and spiritual connections link us within the region and with one another.

OUR ADAPTABILITY is how we embrace change and prepare our city to be successful. This is where we commit to making the best possible choices that will keep our city healthy, safe, and resilient for years to come.

OUR PROSPERITY starts with taking care of the lands and waters that support us. It is also about supporting new businesses that will provide good jobs and places to shop. It involves defining West Kelowna's sense of place and sharing it proudly with the world.

OUR PLACES are the neighbourhoods and destinations we love. This is where we commit to changes that tackle challenges and catalyze improvements in places like Westbank Centre, our waterfront, and our compact neighbourhood centres, creating great places to be.

“You’ve got to think about big things while you’re doing small things, so that all the small things go in the right direction.”

- Alvin Toffler



KEY DIRECTIONS

Twenty **key directions**, organized around the five foundational elements, are our priorities for moving forward. They represent the opportunities and challenges we will focus on tackling in the coming years.

SETTING PRIORITIES TO MAINTAIN FOCUS

There are many directions a city can choose to take – but it's impossible to do everything at once. Achieving great progress requires focus and commitment to what's been identified as important to the community. Completing key steps towards our Community Vision shows our commitment and inspires others – individuals, stakeholders, community organizations, developers, neighbours, and more – to get involved.

#OURWK has engaged people from across West Kelowna in conversations about the future. Many of these conversations focused on our values – what is important for us to maintain and build upon for the future. These values form the basis for key directions – what we believe are important focal points for progress towards our future.

DRAFT

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Keep your eyes on the stars and
your feet on the ground.

Franklin D. Roosevelt

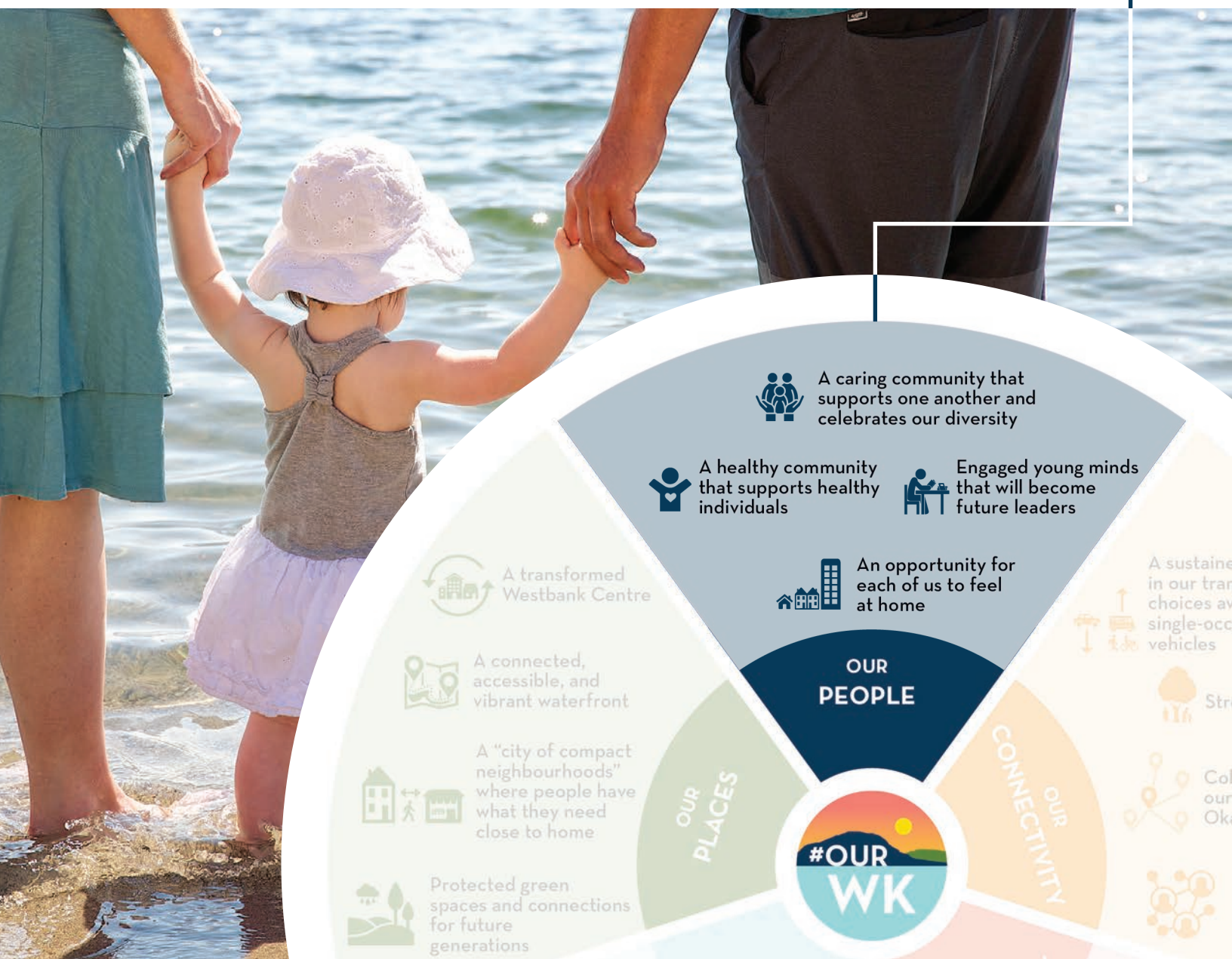


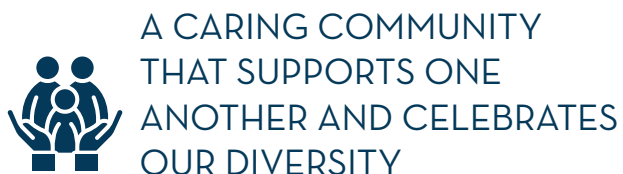
DRAFT

OUR PEOPLE

“When we know who lives in our neighbourhood
we take care of each other and care about
our community.

- #OURWK Participant





We are all different – and these differences influence the experiences that we have in West Kelowna. These differences also make our community interesting, innovative, and vital.

Embracing our diversity builds community spirit and engages all citizens in our city. A sense of belonging is an essential part of a high quality of life – and West Kelowna wishes to be the kind of city that provides a high quality of life to all its citizens. Working together to advance equality and inclusiveness for all people to live their best lives in West Kelowna is important to achieving livability for all.

WHAT WE SEE IN 2040:

- ▶ Community spaces that are accessible and inviting to all abilities
- ▶ A welcoming community that includes all of us, regardless of race, nationality, gender, sexual orientation, religion, economic status, physical or mental ability
- ▶ Continuation on the journey of reconciliation between Indigenous and non-Indigenous communities
- ▶ Many opportunities for sharing our diverse cultures through events, celebrations, art, and more
- ▶ Resources that warmly welcome newcomers to the community and help them successfully navigate their way into the fabric of neighbourhoods and the workforce
- ▶ Resources that make West Kelowna a great place for families like access to affordable child care, programs for children and families, and spaces and activities for youth



A healthy community has good access to health care; a well-built physical environment that promotes healthy living; access to basic living standards; and inclusive programs.

With an aging population, demand for local health care is rising and community members are seeking more access to primary health services in West Kelowna. We also have a growing recognition of the importance of mental health and well-being that is supported by access to green space, recreation, programs, community connections, and health services.

Recreation is an important part of a healthy community, connecting us through sport, leisure, and play. Access to recreation encourages healthy living, reduces crime, and builds social connections. As we look ahead, investing wisely in high-quality facilities that make recreation and leisure available to all is desired.

WHAT WE SEE IN 2040:

- ▶ A local health precinct that attracts a wide range of health services in a central area of our city
- ▶ More residents able to access the health services they need right in West Kelowna
- ▶ Opportunities for our most mature residents to live, work, and enjoy leisure as they age in place in their neighbourhoods
- ▶ Neighbourhood hubs where residents gather, socialize, and connect with one another
- ▶ Great access to fresh, local foods that are produced within our community
- ▶ Modern recreation facilities that are easy to access for all residents and continue to meet the needs of a growing population



ENGAGED YOUNG MINDS THAT WILL BECOME FUTURE LEADERS

West Kelowna wishes to be a place that young people “come to” not “come from.” Creating opportunities for our younger citizens to be part of their community and recognizing the value their voices and participation bring, leads to lasting connections that attract and retain bright young minds.

Learning about our lands, our people, and our community should begin in our youngest years, setting our youth on a path to success.

The growing Okanagan College and Okanagan campuses for UBC and BCIT in Kelowna have added more post-secondary opportunities close to home and the community would like to continue supporting growth of quality educational and training in and near West Kelowna.

WHAT WE SEE IN 2040:

- ▶ Young citizens engaging in civic processes and seeing changes that are the result of their involvement
- ▶ Multi-generational programs that connect children and elders to support mutual well-being and transfer of important knowledge
- ▶ Hands-on educational programs that connect children with the lands and waters and instill a life-long appreciation for how they sustain us
- ▶ Great opportunities to pursue post-secondary training and education while remaining in West Kelowna
- ▶ Jobs in our city that are attractive to youth and young adults



AN OPPORTUNITY FOR EACH OF US TO FEEL AT HOME

Everyone needs a place to live comfortably. Each person’s housing needs are unique and evolve over a lifetime. For many, rising costs have made home ownership and rental challenging.

The 2019 Regional Housing Needs Assessment found that there are groups facing housing challenges in the Okanagan including moderate-income householders trying to enter homeownership, seniors, youth and young adults, low-income households, persons experiencing homelessness, and persons experiencing mental health issues.

Many living in West Kelowna today expressed a desire to remain part of their neighbourhood and community through all life stages, even as their housing needs shift. Taking steps to fill housing gaps is important to welcoming people “home.”

WHAT WE SEE IN 2040:

- ▶ A sensitive increase of housing choices throughout the community that provide good housing options for differing needs
- ▶ Addition of affordable housing in partnership with BC Housing, senior levels of government, non-profits, and other agencies
- ▶ Effective programs, in partnership with our neighbours, other levels of government, and non-profits, that are helping people to break the cycle of homelessness

SIGNS OF SUCCESS

There are many signs that could show us that we're making progress towards the vision for **Our People**. During the OCP update specific measures will be selected to help us monitor our progress. Some examples of signs of success could include:

- ▶ Universal accessibility in community destinations
- ▶ More residents feeling as if they belong to the West Kelowna community
- ▶ Fewer reported incidences of discrimination
- ▶ More primary health services available
- ▶ More residents with high levels of physical, mental, and social health
- ▶ More people using recreation facilities and programs
- ▶ Increasing participation in civic life and municipal elections
- ▶ More opportunities for post-secondary training or education
- ▶ A growing number of young adults (19-24) living in West Kelowna
- ▶ A greater diversity of housing options throughout the community
- ▶ More households spending a smaller percentage of their household income on housing
- ▶ Less people experiencing or at risk of experiencing homelessness
- ▶ A feeling of safety in all neighbourhoods



DRAFT

OUR CONNECTIVITY

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I love our little town. I would like to see more sidewalks and biking trails. With all the new housing development I am concerned about roads and traffic flow.

- #OURWK Participant



A caring community that supports one another and celebrates our diversity

ny community supports healthy als



Engaged young minds that will become future leaders



An opportunity for each of us to feel at home

OUR PEOPLE

OUR CONNECTIVITY



A sustained shift in our transportation choices away from single-occupancy vehicles



Streets for people



Collaboration with our Central Okanagan neighbours



A growing cultural scene that connects us to one another and to our community

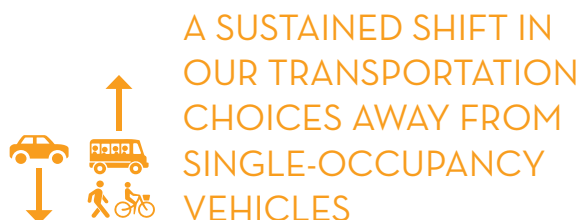


Preparing to be nimble and responsive

OUR
ERITY

OUR ADAPTABILITY

#OURWK



Everyone in our community needs to get around. The type of future community West Kelowna envisions – one that is sustainable, beautiful, equitable, and efficient – is not a community that relies primarily on single-occupancy vehicles. It is a community that has a range of viable and attractive ways to move.

Congestion is a growing concern with impacts to environmental health and quality of life. Those without access to a car, including seniors, youth, people with disabilities, and newcomers, face difficulties getting around. The amount of and width of roads a city can provide is limited by physical space and financial constraints. We also know that an unlimited supply of roads cannot solve all transportation challenges.

Complete, compact neighbourhoods that bring daily needs closer to home, along with attractive transportation choices that are efficient and less costly – including transit, active transportation, sharing options, and new technology – will allow us to step out of our cars and into a future with many movement options.

WHAT WE SEE IN 2040:

- ▶ Safe walking and cycling routes in all neighbourhoods that connect people where they want to go – work, school, parks, shopping
- ▶ Many residents living close to jobs and services, allowing them to walk or cycle more
- ▶ A well-connected transit network that is convenient for residents throughout the city
- ▶ A shift in how we choose to move, with more people selecting sustainable options like walking, cycling, or transit
- ▶ Adoption of new transportation technologies including electric vehicles and bicycles, autonomous vehicles, and what comes next



STREETS FOR PEOPLE

Our streets are a critical component of the public space network. Streets provide a lasting impression of a community. In addition to enabling our movement, streets shape our community's physical landscape, our social expectations, and our cultural values.

Streets for people are those that are enjoyable no matter how you move – as a pedestrian, as a cyclist, as a motorist, or something else – and regardless of your age or ability. These are public places that care about comfort – universal accessibility, shade, lighting, art, trees, and places to linger and rest.

WHAT WE SEE IN 2040:

- ▶ A shift in how we use our road rights-of-way, not only as places for vehicles, but as beautiful, multi-modal public corridors that allocate space for all
- ▶ Key streets that have become attractive multi-use corridors
- ▶ A welcoming and attractive experience of our city when viewing it from Highway 97
- ▶ Spaces that are not essential to vehicle travel re-purposed as spaces for pedestrians and cyclists



COLLABORATION WITH OUR CENTRAL OKANAGAN NEIGHBOURS

West Kelowna's success will be realized alongside the success of our neighbours. Our close connections with Westbank First Nation provide many opportunities to collaborate, allowing our collective efforts to support the success of both communities. The community recognizes this strong relationship and wishes to encourage more collaboration in the future.

Working together with all Central Okanagan communities means we can align our plans and create networks that bring our region together, attracting the attention of the global community. A strong region means our businesses and entrepreneurs will thrive and all Central Okanagan communities will enjoy the prosperity achieved.

WHAT WE SEE IN 2040:

- ▶ Regular sharing of knowledge and resources between the region's communities
- ▶ A global recognition of the Okanagan Region as a destination to the benefit of all communities
- ▶ An inter-city transportation network that efficiently links residents in all communities to the resources of the others
- ▶ Collaborations that deliver projects that benefit all residents



A GROWING CULTURAL SCENE THAT CONNECTS US TO ONE ANOTHER AND TO OUR COMMUNITY

Culture connects us and defines us; it is about our history, values, and beliefs and evolves over time. West Kelowna recognizes the importance of creativity, innovation, arts, and culture to a healthy community and sees many opportunities to celebrate both West Kelowna's history as well as its future.

Building culture into our planning and decision-making will help increase a unique "sense of place" for West Kelowna. Supporting arts and culture will strengthen our city's economy, improve quality of life, and enhance community pride.

WHAT WE SEE IN 2040:

- ▶ Celebration of the culture of the Syilx/Okanagan peoples
- ▶ Encouragement for all people to share and celebrate their culture
- ▶ Continuation of celebrations like Music in the Park, Westside Daze, and the Winter Light-up and addition of new events that bring our communities together
- ▶ A hub in our city where cultural activities and programs take place
- ▶ Visible art woven through the community sparking conversation, sharing stories, and enriching our public spaces
- ▶ An environment that is welcoming and attractive to people in the arts community

SIGNS OF SUCCESS

There are many signs that could show us that we're making progress towards the vision for **Our Connectivity**. During the OCP update specific measures will be selected to help us monitor our progress. Some examples of signs of success could include:

- ▶ More people using sustainable modes like walking, cycling, or transit instead of single-occupancy vehicles to travel to work or services
- ▶ More sidewalks and bike lanes throughout all neighbourhoods
- ▶ Enhanced transit that operates with higher frequency and to more local destinations
- ▶ More people using transit
- ▶ More streets that are beautiful and comfortable for all modes of transportation
- ▶ Projects and initiatives in collaboration with Westbank First Nation
- ▶ Regional initiatives that lead to shared improvements
- ▶ More arts and culture events in West Kelowna
- ▶ More visible art throughout West Kelowna
- ▶ More facilities for arts and cultural activities and programs
- ▶ A greater understanding and appreciation of all cultures
- ▶ More jobs related to culture in the community



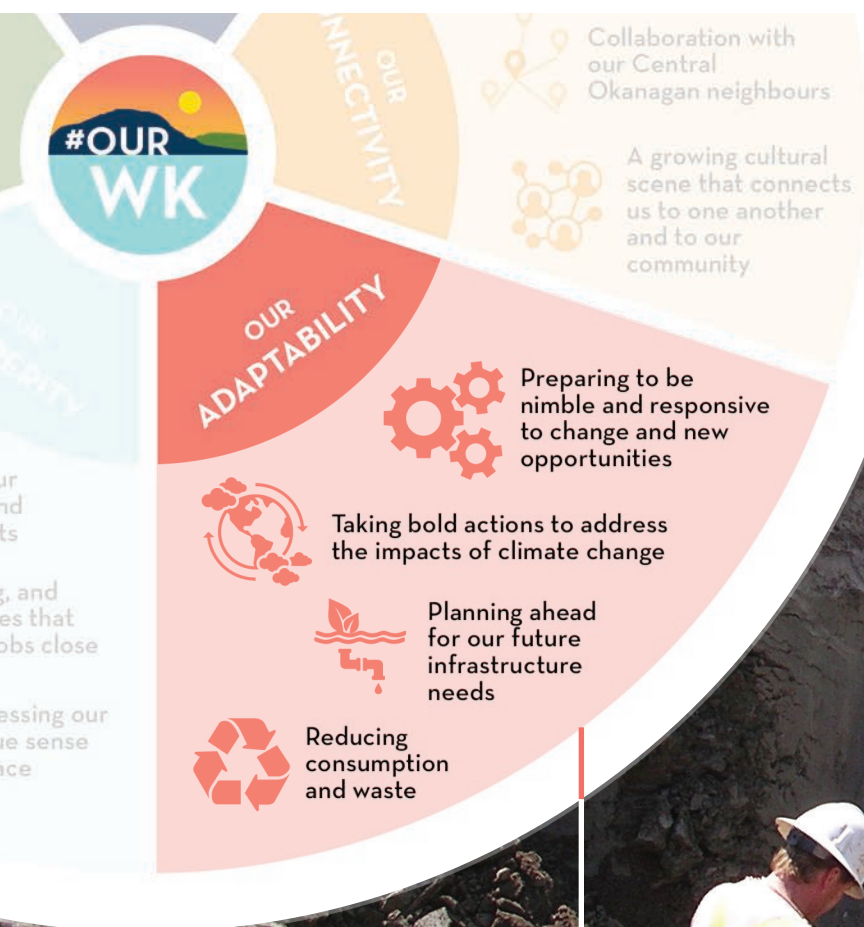
DRAFT

OUR ADAPTABILITY

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Nature is important to our wellbeing as humans
and having these resources is a gift.

- #OURWK Participant





PREPARING TO BE NIMBLE AND RESPONSIVE TO CHANGE AND NEW OPPORTUNITIES

Historical practices have assumed that the future is singular and predictable; today we can see that our technological advances, societal differences, environmental shifts, and new business models are rapidly shifting predictions making our future less certain. Having experienced emergencies like the COVID-19 pandemic, flooding, and fire threats, West Kelowna residents understand that unplanned events occur. Through these experiences, cumulative knowledge is being built and we can use this knowledge to prepare for a future that we know will evolve.

In the coming years, pro-activity will be essential. Creating a bold vision – saying no to some ideas that do not fit that vision, but being prepared to say yes and moving fast when a new idea does – will help us adapt in a changing world. Our community is focused on finding a balance that supports innovation and progress, while always respecting our shared vision for the future.

WHAT WE SEE IN 2040:

- ▶ Learnings from previous events and from the experiences of others being used to prepare us for the future
- ▶ Proactive planning and efforts that reduce risk related to fire, floods, or other impacts
- ▶ A willingness to try new and innovative ideas using pilot projects or tests that allow us to learn, adapt, and improve
- ▶ Use of this Community Vision to evaluate new ideas and pursue those that will take us in the direction we need to go
- ▶ Continuing community dialogue that invites and considers public input on community decisions



TAKING BOLD ACTIONS TO ADDRESS THE IMPACTS OF CLIMATE CHANGE

Our climate is changing and we need to prepare to protect people, businesses, and infrastructure. Major weather events including extreme droughts and wildfires, heavy storms and flooding, have been part of our recent past – and more climate change impacts can be anticipated.

Our community is ready to take action! The efforts of all individuals, businesses, and industries will help protect our precious environment. Climate change considerations will be at the forefront as we find ways to improve our energy efficiency, conserve water, reduce our greenhouse gas emissions, and more.

WHAT WE SEE IN 2040:

- ▶ A reduction in greenhouse gas emissions in our community, even as our population grows
- ▶ Buildings being designed and developed with high standards for climate-consciousness
- ▶ A growing reliance on clean energy sources and a reduction in the energy we use
- ▶ Water conservation efforts preserving this precious resource
- ▶ Long-term protection of environmentally-sensitive areas including natural watercourses, lakeshores, and hillsides
- ▶ Green stormwater management helping to clean and infiltrate our run-off naturally
- ▶ A commitment from all – the City, developers, community groups, stakeholders, and individuals – to make climate conscious choices



PLANNING AHEAD FOR OUR FUTURE INFRASTRUCTURE NEEDS

Our infrastructure – our water, sewer, stormwater, and energy networks – are the bones of our community. They support us. As a previously rural area that has grown into a city, much of West Kelowna's infrastructure was installed earlier and to a rural standard. As we become a more modern and urban community, our infrastructure needs have evolved.

While water quality issues have been a focus in recent years, the Rose Valley Water Treatment Plant will help modernize our drinking water system. Continuing this process of renewal will help keep our city running smoothly.

The cost of building, operating, and maintaining infrastructure is one of the highest costs a community faces, requiring preparation and saving. Our community wishes to plan ahead so that new investments are added equitably and efficiently.

WHAT WE SEE IN 2040:

- ▶ Leading assessments, forecasting, and life cycle planning practices for city infrastructure to predict and prepare for our infrastructure needs
- ▶ Upgrades to our infrastructure so that it meets current standards and is designed to our accommodate anticipated future needs, including consideration of climate change and growth
- ▶ Efficiency and conservation efforts by all to reduce demand and allow our investments in infrastructure to be as efficient as possible



REDUCING CONSUMPTION AND WASTE

Current human lifestyles can generate large amounts of waste. But it doesn't have to stay this way. Often we take resources from the ground, make products to use, and when we no longer want them, we throw them away. This system of take-make-waste consumes a lot of resources, energy, and space. But communities and citizens around the world are changing how we view goods and waste.

Shifting to a circular economy that removes waste and pollution means keeping products and materials in use through reusing, recycling, and re-purposing. There are efforts both at the City and individual levels that can reduce waste and West Kelowna citizens are ready to embrace their role in this process.

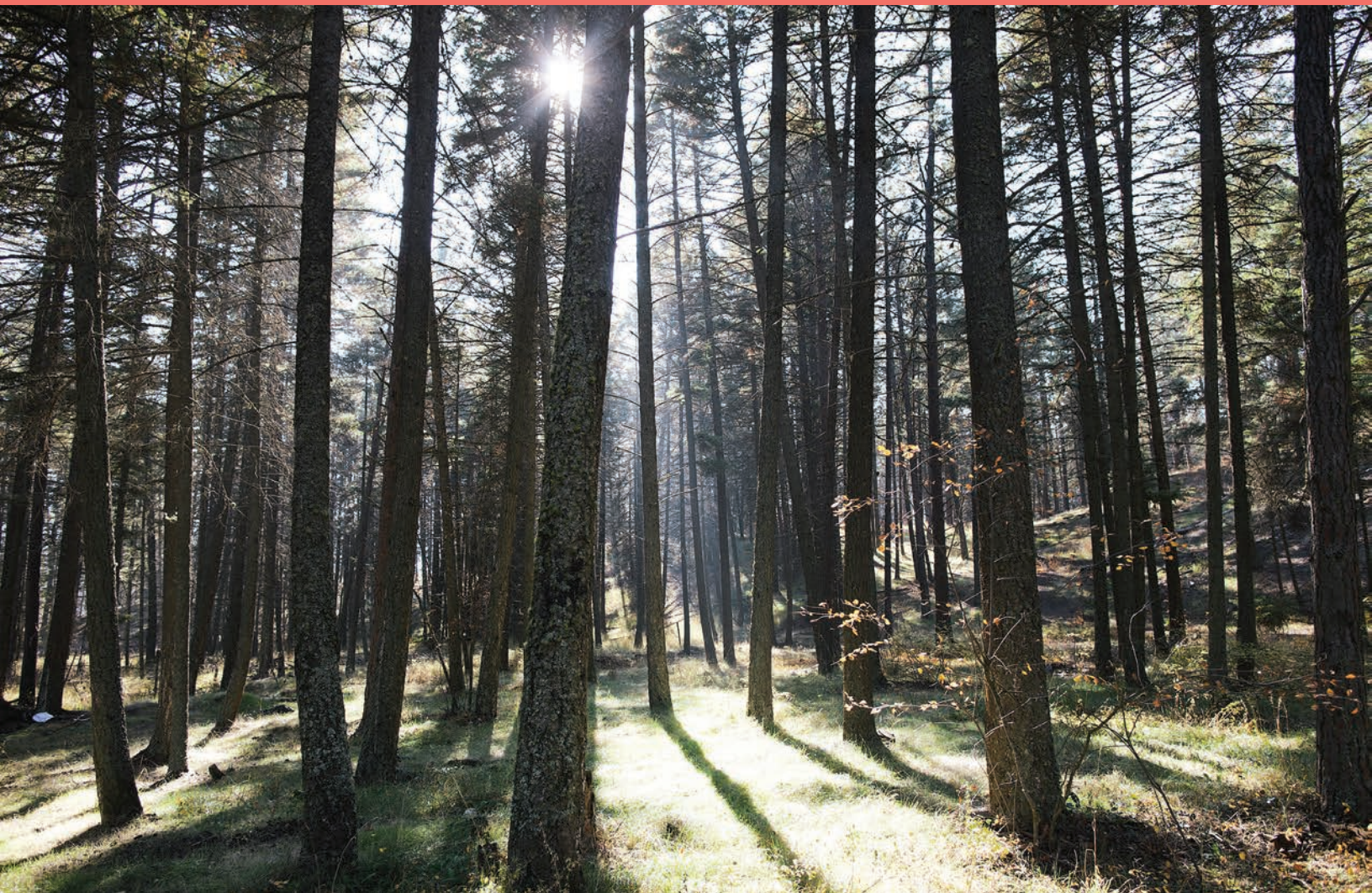
WHAT WE SEE IN 2040:

- ▶ Waste programs including public composting that makes it easier for people and businesses to participate in reducing their waste
- ▶ Increased understanding about the value of waste reduction and what can be done at the individual- or organizational-level to minimize waste generation
- ▶ Elimination of illegal dumping and littering that impacts our environment and visual landscape
- ▶ A circular economy that values the reuse of materials and resources

SIGNS OF SUCCESS

There are many signs that could show us that we're making progress towards the vision for **Our Adaptability**. During the OCP update specific measures will be selected to help us monitor our progress. Some examples of signs of success could include:

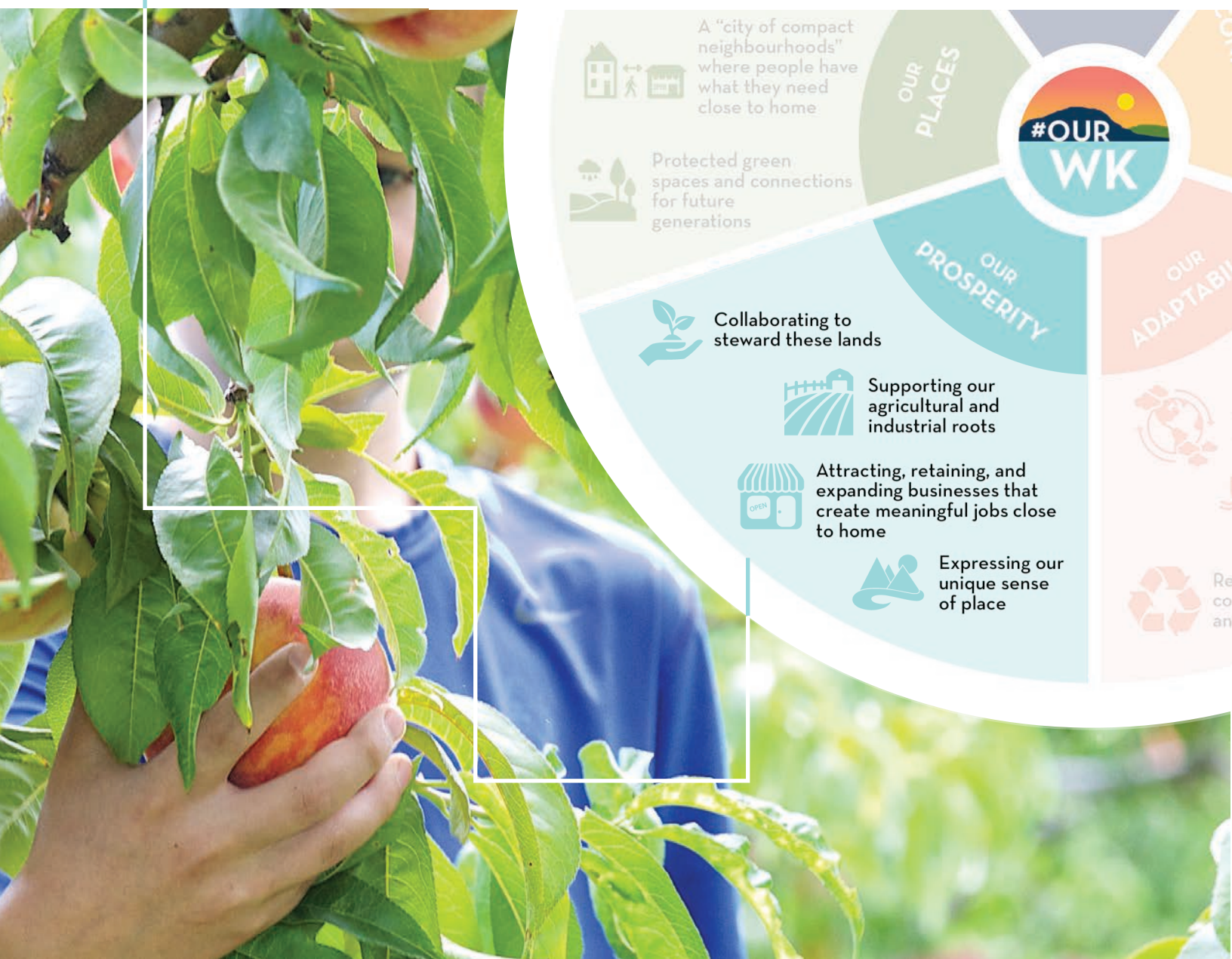
- ▶ Reduced community risk and impacts from flood, fire, or other weather events
- ▶ Thoughtful consideration of innovative ideas using the Community Vision and active pursuing of those that support it
- ▶ Reduced greenhouse gas emissions, even as the population grows
- ▶ New developments built to high green-building standards
- ▶ Shifts to renewable energy sources
- ▶ Reduced water consumption
- ▶ More stormwater run-off being captured and treated naturally
- ▶ Environmentally sensitive areas being protected in perpetuity
- ▶ Our city being recognized for leadership in sustainable practices
- ▶ Innovative forecasts and plans for renewal of infrastructure
- ▶ High water quality
- ▶ Reduction in our waste generation
- ▶ Reduction in littering and illegal dumping



OUR PROSPERITY

“One of the beauties of this area is looking over pastures and orchards and the food security that it can bring.

- #OURWK Participant





We recognize that the lands and waters that sustain the West Kelowna community need to be supported and protected. It is a fragile and productive system that relies on healthy natural areas, lakes, and streams.

We continue to build our collective knowledge about stewardship and living in harmony with these lands and water. Learning to be better stewards will be important to ensuring a resilient and harmonious future.

WHAT WE SEE IN 2040:

- ▶ Ongoing efforts to build our understanding of this environment and become active stewards of the lands and waters that sustain us
- ▶ Collaboration with Westbank First Nation to share knowledge and work together to support healthy lands and waters
- ▶ Healthy, natural watercourses and water bodies that are protected, restored, and enhanced
- ▶ An abundance of trees and vegetation intermixed into our urban environment providing shade, habitat, and beauty
- ▶ More pervious landscapes that help absorb rainwater and stormwater, reducing run-off and maintaining our natural cycles



Currently 11% of West Kelowna's landbase is agricultural. This agricultural character is highly valued by the community and is considered unique and central to the city's long-term success. The mix of farmland throughout the city means agriculture is a visible part of the urban fabric. In recent years, the wine, cider, brewery, farm-gate, and orchard industries have bloomed, increasing the agricultural charm of West Kelowna.

Industry, including forestry and aggregate extraction, are core employment drivers for West Kelowna providing many good jobs. People understand the importance of industry in this community, but are also interested in learning more about how these areas evolve in the future.

WHAT WE SEE IN 2040:

- ▶ Agricultural lands remain abundant and mixed into the community and are actively being farmed
- ▶ Industrial lands are maintained providing many local jobs, with plans in place to direct a long-term and sustainable future
- ▶ Attractive and mutually-beneficial interfaces exist between agriculture and industrial lands, and residential uses
- ▶ Positive relationships are established between those working on agricultural / industrial lands and those living in residential areas, acknowledging the unique, integrated nature of West Kelowna



ATTRACTING, RETAINING, & EXPANDING BUSINESSES THAT CREATE MEANINGFUL JOBS CLOSE TO HOME

Today, a number of West Kelowna's workforce leave the city for employment. However, recent business license trends have shown new businesses opening in our city. In addition, "work from home" options continue to rise in popularity, providing attractive opportunities for people to live and work here. Attracting, retaining, and expanding businesses within West Kelowna will allow more people to work close to home, reducing commuting and contributing to a high quality of life.

While West Kelowna is not yet well-known as a hub for professional and commercial services, many of the seeds are in place for this to emerge in the coming years. A particular existing strength for our community to build on is our diverse economy that helps us weather global economic trends and changes.

WHAT WE SEE IN 2040:

- ▶ Westbank and Boucherie Centres are central locations for professionals and businesses with growing employment options and services
- ▶ Networks that support working from home are connecting this growing business segment
- ▶ The city's quality of life indicators like housing options, attractive design, sense of place, walkability, and recreational assets are attracting and retaining businesses and individuals



EXPRESSING OUR UNIQUE SENSE OF PLACE

We are many things to many people. West Kelowna has a wide range of unique and special elements – an integrated agricultural fabric, a stunning waterfront, a growing wine, cider, and brew culture, trails and adventures at our fingertips, and much, much more. Expressing this unique sense of place means harnessing our assets and communicating them in a way that really calls to people. Communities with a strong sense of place share characteristics like walkability, vibrant public areas, high-quality buildings, attractive gateways, active waterfronts, and experiences that draw people to visit. We need to embrace, build upon, and communicate what makes West Kelowna so special.

As an attractive location for development, West Kelowna can strive for high standards of design and building that support the Community Vision and continue to elevate the city's attractiveness. Cultivating the essence of West Kelowna and marketing it in a way that sets this community apart will support tourism, livability, and attraction of bright talent.

WHAT WE SEE IN 2040:

- ▶ Attractive and high-quality buildings and spaces and buildings that make the city stand out
- ▶ Tourism being actively promoted, inviting people to visit and experience West Kelowna
- ▶ Agriculture front and centre in the city's identity, with examples such as an enhanced community market space and a strong winery, cidery, brewery, and distillery industry
- ▶ Attractive and welcoming city gateways and corridors that make a great first impression and encourage people to linger

SIGNS OF SUCCESS

There are many signs that could show us that we're making progress towards the vision for **Our Prosperity**. During the OCP update specific measures will be selected to help us monitor our progress. Some examples of signs of success could include:

- ▶ Enhanced natural areas, watercourses, and lakes
- ▶ More urban trees and green spaces throughout the city
- ▶ Agricultural lands being actively farmed
- ▶ Industry continuing to provide many good employment opportunities close to home
- ▶ A positive interface between agricultural and/or industrial uses and residential uses
- ▶ Recognition of Westbank and Boucherie Centres as thriving employment centres
- ▶ More jobs in the West Kelowna community
- ▶ New businesses opening in the city
- ▶ West Kelowna recognized as a unique Okanagan destination
- ▶ More tourists visiting and staying in West Kelowna
- ▶ More attractions that draw people to our community
- ▶ Attractive areas that make a great first impression when people arrive in West Kelowna

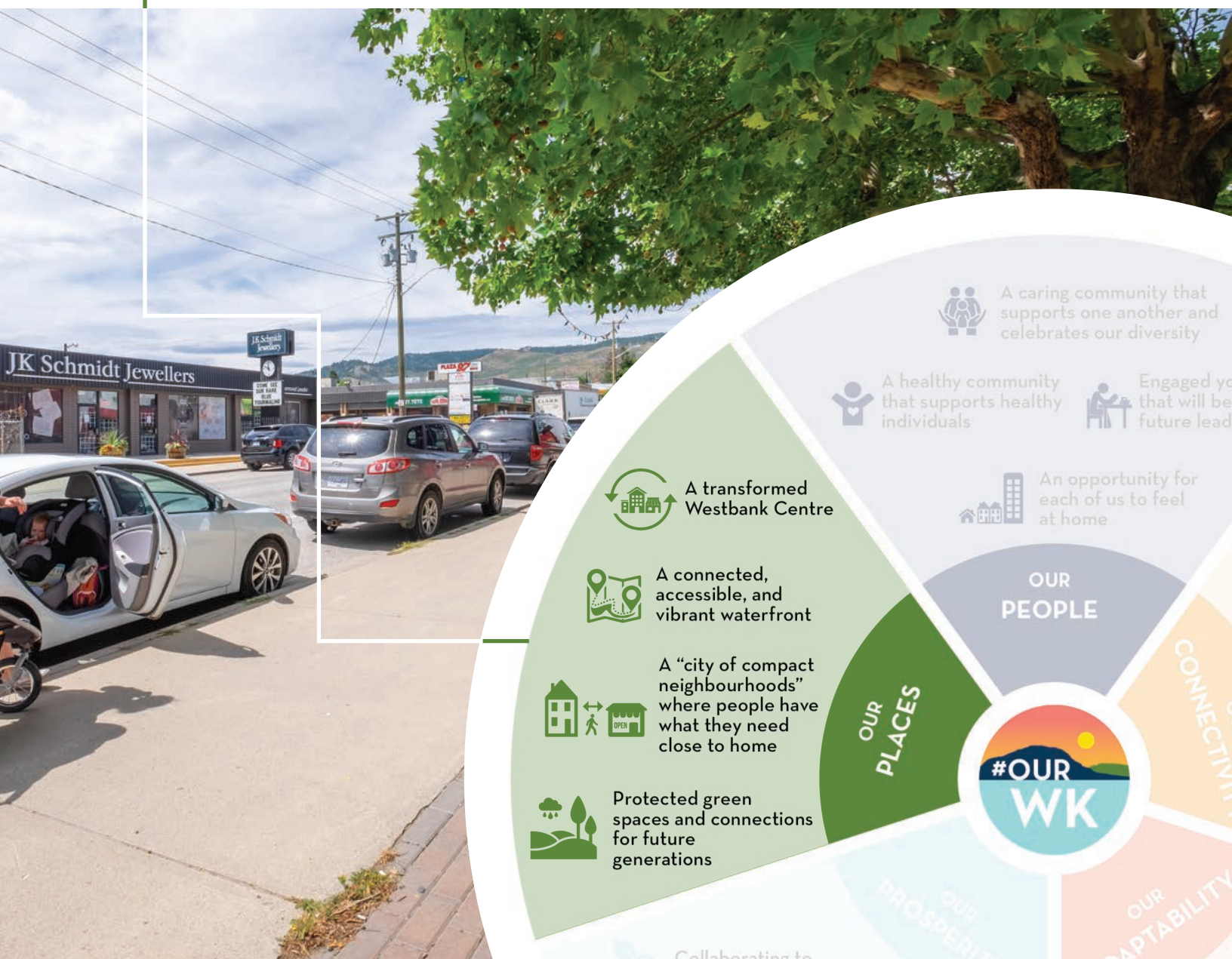


DRAFT

OUR PLACES

“ I own a business and building on Main Street in West Kelowna. I take pride in it and I would like to see real improvements to the downtown area.

- #OURWK Participant





A TRANSFORMED WESTBANK CENTRE

Westbank Centre is our downtown. The community envisions its transition from an auto-oriented area into a walkable, inviting city centre. While recent development has supported more living, the business core continues to see challenges.

There are many concerns about the impacts of the Highway 97 couplet on Westbank Centre and a feeling that steps to reduce these impacts are needed. Changes to Highway 97 are complex and multi-jurisdictional and will take time and innovation to advance. Equally important will be taking action now to support visible progress through key investments and desirable new development that become catalysts towards transformational change.

Westbank Centre is envisioned as a place where people come together and community ideas like a central market, an arts and culture centre, great plaza spaces, and an enhanced civic precinct were suggested to increase activity, employment, and services. A shift to a pedestrian-focused environment will help to create an inviting and animated Westbank Centre.

WHAT WE SEE IN 2040:

- ▶ More people living in, working in, and visiting Westbank Centre due to a mix of quality residences, businesses, and open spaces
- ▶ Continued efforts to reduce the impacts of Highway 97 on Westbank Centre
- ▶ A beautiful and walkable downtown that feels safe and is easy to get to using any transportation option
- ▶ Destinations and businesses that attract people to visit and stop in Westbank Centre
- ▶ New development contributing to a growing character and sense of place



A CONNECTED, ACCESSIBLE, AND VIBRANT WATERFRONT

West Kelowna's waterfront is a source of pride for the community – with the Gellatly Recreation Corridor and CNR Wharf jewels in our city. People envision linked waterfront destinations continuing to the north and south – connecting eventually all the way from the Bennett Bridge to Peachland.

A key challenge for West Kelowna's Gellatly Bay area is its limited services – like access to food or shops – and its limited connectivity to other parts of the community, meaning most people drive to it. Participants envision a more vibrant waterfront that brings shops, services, and more options for accessing the area without a vehicle. However, the community holds a range of opinions about the scale of both commercial and residential development suitable for this area, suggesting further discussions will be needed.

WHAT WE SEE IN 2040:

- ▶ A continuous active transportation linkage from Bennett Bridge to Peachland
- ▶ A Gellatly Village that brings appropriately-scaled mixed use including cafes, shops, and residences to the waterfront area
- ▶ Ongoing efforts to increase and improve access to West Kelowna's lakes and waterfront areas
- ▶ Strong multi-modal transportation connections to the water from Westbank Centre and other parts of West Kelowna



A “CITY OF COMPACT NEIGHBOURHOODS” WHERE PEOPLE HAVE WHAT THEY NEED CLOSE TO HOME

With a rural past, West Kelowna has mostly grown at low densities which has meant that many residential areas do not have nearby access to employment areas and places to shop.

People throughout the community are keen to have services closer to home. Complete, compact neighbourhoods with employment opportunities and services like groceries and businesses make it easy for residents to access their daily needs in close proximity to home – in turn decreasing car trips through the community and beyond.

To be successful, retail services require clientele – and neighbourhood centres rely on the residents who live nearby. Creating mixed use centres that sensitively increase density alongside services is important to creating the customers that will support them. Opportunities exist to create unique neighbourhood centres that bring value to the residents who live in West Kelowna’s neighbourhoods.

WHAT WE SEE IN 2040:

- ▶ Neighbourhood centres with jobs and essential services within walking distance for many residents
- ▶ Sensitive infill on underutilized lands that bring new housing options, employment, and public spaces
- ▶ Great public spaces and programs that support neighbourhood connections



PROTECTED GREEN SPACES AND CONNECTIONS FOR FUTURE GENERATIONS

Green spaces and trails are highly valued by West Kelowna residents. A priority for the community is securing future green spaces, especially as development occurs. Continuing to identify and allocate park lands and connected greenways will help provide community residents with great places to play, even as the population grows.

Continuing to add high-quality parks and trails in West Kelowna will create a legacy for us to enjoy today and for future generations to enjoy tomorrow.

WHAT WE SEE IN 2040:

- ▶ Compact development that maximizes protected green space
- ▶ An expanded network of open spaces that has grown alongside the population
- ▶ An integrated network of green linkages for wildlife, water, and people
- ▶ New amenities like play spaces that support residents living in compact development areas

SIGNS OF SUCCESS

There are many signs that could show us that we're making progress towards the vision for **Our Places**. During the OCP update specific measures will be selected to help us monitor our progress. Some examples of signs of success could include:

- ▶ New commercial and mixed-use development in Westbank Centre
- ▶ An improved relationship between Highway 97 and Westbank Centre
- ▶ New destinations in Westbank Centre that attract people to visit
- ▶ A first impression that attracts people to stop and explore Westbank Centre
- ▶ A walkable Westbank Centre
- ▶ Growing professional employment and retail services in Westbank Centre
- ▶ Extension of the waterfront recreation corridor
- ▶ More services at Gellatly Bay
- ▶ More public waterfront access
- ▶ Better transportation connections to the waterfront
- ▶ Neighbourhood centres with services throughout the community
- ▶ More residents walking or cycling to jobs and local services
- ▶ Growth sensitively added throughout the community
- ▶ An expanded network of interconnected green spaces throughout the community



WORKING TOGETHER

West Kelowna's heart is our people.

We are a community planning our future together. This Community Vision calls us on each of us to collaboratively build a healthy, beautiful, and climate resilient West Kelowna that supports a prosperous region.



WE ALL HAVE A ROLE TO PLAY

Our Community Vision provides direction, purpose, and focus for West Kelowna government, residents, public and private sectors, and non-profit organizations. It outlines the efforts we must make to benefit all our community members today and tomorrow. This vision was built by West Kelowna and it will require all of us to bring it to life.

Working together means acknowledging we have different roles to play and unique strengths and resources to contribute. Sharing accountability for our Community Vision requires all of West Kelowna to tackle challenges and embrace opportunities. It won't always be easy. At times our opinions about the best way to achieve our vision will differ and we'll need to make the best decisions possible based on our collective knowledge.

#OURWK invites all who care about West Kelowna to take leadership at various times to make great things happen. Collaborative, aligned, and purposeful actions will be critical to our success.

Let's do this together!

“

Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.

NEXT STEPS

#OURWK is a simple idea: figure out what we want to achieve and then get it done. This Community Vision is the first step – identifying our desired future. Now it’s time to figure out how to achieve it – leading us to the next step: the Official Community Plan (OCP) Update.

FROM A COMMUNITY VISION TO FOCUSED DIRECTIONS

The #OURWK Community Vision is the beginning of an ongoing process to plan collaboratively for a prosperous, attractive, and sustainable West Kelowna. Moving forward from a vision to plans and then to actions will realize the vision we have created together.

Building on what’s been achieved through #OURWK so far, the Official Community Plan will outline the choices we will make to set us on a course towards our desired future. The OCP will describe how we will design, build, and animate our city.

The OCP will confirm what we will continue to do and the new initiatives that are needed to support the Community Vision. Through this process, the City will continue to engage the community, building our future West Kelowna together.

SETTING PRIORITIES

We cannot achieve all our dreams at once. Logical, thoughtful actions will be critical to sustained progress. The OCP will begin to outline priorities and the City’s Annual Strategic Plans will choose which steps to take when on our journey towards our future.

MONITORING CHANGE

As we move forward we’ll want to keep tabs on how we’re doing. There is value in seeing how our collective efforts are moving us towards our vision. Monitoring allows us to look back, take stock, and shift directions so our efforts keep us on the right path. An important component of the OCP is developing a monitoring system that helps us mark our progress.





ourwk.ca



OUR COMMUNITY VISION 2020-2040

Photo Credit: Darren Hull

DRAFT VISION REVIEW GUIDE

#OURWK is West Kelowna's Community Vision to 2040. We need your help to refine it!

This past summer, we heard many ideas from community members about West Kelowna's future during the first round of engagement for the #OURWK Community Visioning process.

From this input, a DRAFT Community Vision has been created to focus in on shared aspirations for the future. The DRAFT vision covers topics including our people, our connectivity, our adaptability, our prosperity, and our places.

We invite all who care about West Kelowna to review this DRAFT Community Vision and provide your feedback. We want to hear what you support, what you think needs changes, and what may be missing. This will help us create a final Community Vision that is bold and truly reflective of our community.

This is important.

Your input will help set our course for the future.

**Let's work together to make our
Community Vision come alive!**

WHAT'S IN THE DRAFT COMMUNITY VISION?

1 **VISION STATEMENT** - that describes what West Kelowna wants to become by 2040

5 **FOUNDATIONAL ELEMENTS** - that will provide a balanced focus for action to support the vision

20 **KEY DIRECTIONS** - that will help the community make visible and sustained progress on the topics we care about



SIGNS OF SUCCESS - that could help us see where we're making progress



NEXT STEPS - that connect the Community Vision to the next step in planning our future: the Official Community Plan update

Choose Your Own Feedback ADVENTURE!

We know that people participate in different ways. We've created a "Choose Your Own Feedback Adventure" process so you can share your feedback in a way that works for you!

ADVENTURE **A** DRAFT COMMUNITY VISION REVIEW

In this adventure you will review the DRAFT Community Vision document and share your individual or household feedback. Review the materials and provide feedback online or request a printed package, then enter into a draw for a chance to win a gift certificate to a great local WK business!

Estimated Time: a half hour or so

ADVENTURE **B** 5-MINUTE FEEDBACK ON THE DRAFT VISION STATEMENT & FOUNDATIONAL ELEMENTS

Only have a few minutes but still want to share your input? Choose this adventure to review key excerpts from the DRAFT Community Vision and provide your feedback on them.

Estimated Time: a few minutes

ADVENTURE **C** WORKING TOGETHER: COMMUNITY CIRCLES COLLABORATION

This adventure is for collaborators! The best outcomes happen when we share our ideas. Work together to review the DRAFT Community Vision using the Discussion Guide to support an interactive conversation. Invite family, friends, neighbours, or people in your organization to join your discussion. Please follow current COVID-19 guidelines and consider an online discussion for people outside your bubble. Groups can be any size but are typically best with 3 to 8 people.

Estimated Time: a few hours

**The engagement period closes at
4 pm on Friday, December 18, 2020.**

COMMUNITY WORKSHOPS!

Want to learn more about the DRAFT Community Vision before providing feedback? Join us for one of two virtual workshops. These workshops will have opportunities to ask questions, hear from others, and share your feedback:

- ▶ Tues, Dec. 1, 12:00 - 1:30 pm
- ▶ Wed, Dec. 2, 7:00 - 8:30 pm

Register online at ourwk.ca

WHERE DO I GET MATERIALS TO PARTICIPATE?



The DRAFT Community Vision document and related feedback forms for each adventure are online at ourwk.ca. Simply select your adventure and get started!

Or get a printed package! Email ourwk@westkelownacity.ca or call 778-797-8830 and we will arrange a safe way for you to receive it.

WIN GREAT LOCAL PRIZES!

- ▶ Participate in Adventure A and you can enter a draw to win one of ten \$25 gift certificates to great local WK businesses!
- ▶ Lead a Community Circle in Adventure C and increase your odds! All hosts will be entered to win one of twenty additional \$25 gift certificates.

OURWK.CA

