



COUNCIL REPORT

To: Paul Gipps, CAO

Date: February 23, 2021

From: Stirling Scory, Planner II – Long Range

File No: P20-01

Subject: **P20-01 West Kelowna Community Vision OURWK Final Draft**

RECOMMENDATION

THAT Council endorse the West Kelowna, OurWK Community Vision Final Draft.

STRATEGIC AREA(S) OF FOCUS

Strengthen Our Community – Undertake long-term planning initiatives, such as the *Community Visioning Exercise*

BACKGROUND

The Community Visioning process was officially launched on June 15, 2020, with the intent of undertaking extensive community engagement for the purpose of establishing a long-term vision for the community, a vision to 2040. The completion of the community vision marks the end of the first phase in updating the Official Community Plan.

Community engagement was conducted over two periods, and employed a variety of methods, including both digital and some limited in-person engagement; however, due to the Provincial Health Officer's (PHO) restrictions put in place in response to the COVID-19 pandemic, the focus of engagement was predominantly online.

Further information regarding the process may be found through the Council Report/Resolution History, and a summary of the key dates may viewed in the OurWK Community Vision Timeline (Attachment 4).

Round 1 Engagement Summary

The purpose of Round 1 Engagement was to gain early insights into the priorities, concerns, and ideas of our community members; the focus was to listen and learn in order to understand where we wanted to go collectively as a community. Round 1 engagement had a broad range of participation opportunities, including questionnaires, kid's activities, "Ideas" postcards, outreach to community stakeholders and community groups, online workshops, videos, and social media platform engagement. The team also set up posters

and created print copies of the questionnaires to provide more traditional physical, in-person engagement materials.

At the end of Round 1 Engagement, Council was provided a Draft Community Vision. The Draft Vision was presented to Council by the Consultant, along with a summary of the findings from Round 1 Engagement. Highlights of the presentation covered the key aspects of the Vision and the drafting process, and reviewed the key elements of the document:

- An overarching vision
- 5 Foundations (key themes/areas of focus)
- 20 Key Directions (action items for our future)
- Signs of Success (to measure progress)

Round 2 Engagement Summary

Round 2 Engagement was completed between November 10, 2020 and January 6, 2021. The purpose of the second round of engagement was to refine the Vision and to ask the community broadly if the Draft 'got it right', or if there were any comments, suggestions, or ideas for improvement. The PHO's recommendations continued to be followed, accordingly, engagement in the second round continued to be predominantly online. The project team created 'Choose Your Own Adventure' feedback forms to gather information on the Draft Vision, the forms included:

- Adventure A: Draft Community Vision Review
- Adventure B: 5-minute Feedback on the Draft Vision Statement and Foundations
- Adventure C: Working Together, Community Circles Collaboration
- Youth Feedback Form

In addition to the feedback forms, the community was able to participate virtually in two workshops that further analyzed the Draft Vision. Like the first round, the project team set up posters, delivered and prepared paper copies of the feedback forms, and continued to work with community leaders and stakeholders to be champions for engagement. New to Round 2 Engagement was the extensive effort taken by the team to engage with the community's youth, completed through the Youth Feedback Form. The team also tried to reach out extensively to senior centers, senior homes, and health care centers to engage our older demographic; however, the restrictions in place as the result of COVID made engagement difficult. Furthermore, members from the team were also able to meet with and share a copy of the Draft Vision with Westbank First Nation Council for their review.

Summary of Round 2 Changes

Through the Round 2 revision and review process, the project team made high level changes to better reflect the values, priorities, big ideas, and concerns of the public. A highlight of these changes were:

- Further refinement and creating a shorter overarching Vision
- Adding three additional Key Directions
- Adding a land acknowledgment respecting the land and territories of the Syilx Okanagan Peoples

- Further refinement of language on active transportation, networks and connectivity
- Revised language on emerging technologies and possibilities for West Kelowna in the future, with further mention of commerce and industry
- Updated language throughout to be more positive and forward thinking
- Identified further opportunities for commercial, industrial, and agricultural growth
- Updated language concerning waterfront development
- Updated language concerning West Kelowna's agricultural history and its role in the community in the future
- Updated language and ideas around the opportunities for Westbank Centre

Comparative Engagement Analysis

Despite the challenge of navigating through the COVID-19 pandemic, the team successfully engaged with the community and received a record 2157 questionnaires (online and physical copies) through the first and second round of engagement, the most of any initiative in West Kelowna. An approximate participation rate of 6%¹ was achieved.

By comparison, the City of Kamloops' OCP update, which also used MetroQuest, collected 427 surveys in their first phase of consultation, and had a total of 1000 residents that participated in the process; this is a participation rate of approximately 1%². The City of Kelowna had approximately 4000 people participate in their Imagine Kelowna (Vision to 2040) initiative, which made use of EngagemenHQ (Bang the Table) an online questionnaire platform; and had a participation rate of approximately 2.8%³. It is important to note that both these initiatives were completed prior to COVID-19; therefore, these projects were capable of hosting digital and in-person engagement as a part of their engagement strategy and communications outreach.

DISCUSSION

On February 1, 2021 the project team completed the Final DRAFT Vision document. A copy of the Final DRAFT Vision has been published on the project website, ourwk.ca, and a copy of the Final DRAFT Vision has been shared with Westbank First Nation. In addition, the project team presented the Final DRAFT Vision to Council's committees. The committees provided the following motions:

Economic Development Committee

The project team presented to the Economic Development Committee (EDC) on February 10, 2021. The Committee passed the following motion:

“THAT the Economic Development Committee supports the Vision as presented with consideration of ensuring collaboration with the RDCO, and that we are in favour with this being moved forward to Council for final adoption.”

^{1, 2, 3} Statistics Canada, Demographic Analysis Section, BC Stats, Ministry of Jobs, Economic Development and Competitiveness, Government of British Columbia. January, 2020.

The EDC had the following comments for consideration:

- Did not see specific mention on collaboration with RDCO with respect to future development of park land, or sports fields.

Agricultural Advisory Committee

The project team presented to the Agricultural Advisory Committee (AAC) on February 11, 2021. The Committee passed the following motion:

“THAT the Agricultural Advisory Committee supports the Community Vision Final Draft as presented.”

The AAC had the following comments for consideration:

- Page 29, trouble understanding that the area is considered a fragile system
- On Page 57 [35 sic], wondered if there could be mention of a farmers market

Advisory Planning Commission

The project team will be presenting to the Advisory Planning Commission (APC) on February 17, 2021. The team will provide an update to Council during the Regular Council Meeting on February 23, 2021 as part of the presentation of the Final Draft Vision.

FINANCIAL IMPLICATIONS

The project cost for the development of the Community Vision is \$100,000, which was allocated through the 2020 budget. The project has been completed on time and on budget. Almost all of the allocated budget has been consumed.

COUNCIL REPORT / RESOLUTION HISTORY

Date	Report Topic / Resolution	Resolution No.
May 26, 2020	Update on Community Visioning (Phase 1 OCP Review)	N/A
February 25, 2020	Update on Community Visioning (Phase 1 OCP Review)	N/A
July 23, 2020	Community Visioning Update – Information Report	N/A
May 21, 2019	Community Visioning Update – Information Report	N/A
February 26, 2020	THAT Council adopt the 2019-2022 Strategic Plan as presented	C118/10

October 13, 2020	West Kelowna Community Vision (Preliminary Framework) – Snapshot of Emerging Elements	N/A
October 27, 2020	Community Visioning Update (Phase 1 Review) – Information Report	N/A

CONCLUSION

The conclusion of the OurWK Community Vision marks the end of the first phase of the OCP update and prepares West Kelowna for the next stage in this process. West Kelowna has prepared a document that is intended to be inspiring, forward looking, and reflective of the values, priorities, and big ideas we as a community share for the future. The final version of the document will be recognized as West Kelowna's Community Vision, OurWK to 2040.

Alternate Motion:

THAT Council endorse the West Kelowna OurWK Community Vision with amendments.

REVIEWED BY

Brent Magnan, Planning Manager

Mark Koch, Director of Development Services

Shelley Schnitzler, Legislative Services Manager/Corporate Officer

APPROVED FOR THE AGENDA BY

Paul Gipps, CAO

Powerpoint: Yes ☒ No ☐

Attachments:

Attachment 1: FINAL DRAFT OURWK Community Vision FOR PRINT – 2021.01.29

Attachment 2: OURWK – Round 2 Summary - FINAL

Attachment 3: OURWK – Round 2 Summary Appendices – FINAL

Attachment 4: West Kelowna OurWK Community Vision Timeline