

A group of seven people, six men and one woman, are standing on a bridge with a chain-link fence. They are all smiling and looking towards the camera. The background shows a scenic view of mountains and trees under a cloudy sky. The bridge has a gravel base and a concrete wall behind the fence.

Consultation Summary Report

Council's Draft 2022 Strategic Priorities

March 2022

Background

Council's 2022 Strategic Priorities establish the framework to move forward with short-term and long-term key objectives. By establishing and implementing Council's priorities, the City positions itself for future community success as the Greater Westside grows and evolves.

On Nov. 13 Council directed staff to post the Council's 2022-Strategic Priorities for early public input prior to staff finalizing the document for Council's consideration, in conjunction with the 2022 Budget and Five-Year Financial Plan consultation program.

Summary

Two rounds of public consultation were held from Nov. 2021 to Feb. 2022. Notice of the public input opportunity was extended through the publishing of Council Highlights on Nov. 23 and further e-News updates to Community Neighbourhood Associations on Dec. 15. Additional consultation opportunities were promoted as part of the Draft 2022 Budget, open from Dec. 2021 to Feb. 2022. The community was invited to ask questions and comment on the document by completing a questionnaire on **OurWK.ca** and outcomes are highlighted below.

Round one: Early input

From **Nov. 23, 2021 to Jan. 19, 2022** the Draft 2022 Strategic Priorities document was made public through the City's website. On Dec. 13, the documents was posted on **OurWK.ca** for early feedback as part of the first round of consultation of the Draft 2022 Budget. Initial feedback was shared with Council at the Jan. 25 regular Council meeting.

See **Round One: Summary at-a-glance** at the end of this report or read the [full report online](#).

Round two

The last round of public input was held from **Jan. 31 to Feb. 13, 2022**. The consultation provided an opportunity for residents and stakeholders to share their priorities via a questionnaire, ask questions and learn more about *Council's 2022 Strategic Priorities*. Results of the final round of input are highlighted in this report.

In light of COVID-19 restrictions, both rounds of consultation took place virtually.

What we heard - highlights

The primary methods to provide input included:

- Online engagement platform **OurWK.ca/council** (link from the City's website **westkelownacity.ca**)
 - Online questionnaire
 - Ask us a question
- Invitation to attend a Question and Answer Session
 - Feb. 3 (12 p.m. – 1:30 p.m.)
 - Feb. 10 (6 p.m. – 8 p.m.)
- In person:
 - By visiting a pop-up display at the Westbank Library and Royal LePage Place Arena
 - Completing a printed questionnaire (available at pop-up displays and City Hall)
- Contacting the engagement team via email or telephone for additional information

During the engagement period, there were 94 visitors to the online engagement website (OurWK.ca/council):

- 13 people were informed (clicked through the content)
- 91 people were aware (visited at least one page)
- 39 people completed the questionnaire
- 4 people submitted comments

The following information was submitted through the questionnaire (hosted on Survey Monkey and via paper copies).

Of the 39 respondents:

- 58% said they do not work in West Kelowna (19 people)
- 29% have lived in West Kelowna for over 21 years (10 people)
- 21% live in Westbank Centre (7 people)

When asked to rank the following initiatives in order of importance from 1 (being the highest priority) to 4 (being the lowest priority), respondents said:

1. Major roadworks (Shannon Lake ATC, Road Rehab, TMP update)
2. Active Transportation Projects (sidewalk/bike lane projects)
3. Fire Hall #32 – plan, design and advance
4. Operations Yard (Public Works Yard) Design and begin building

Other outreach included:

- Emails to neighbourhood community groups to help spread the word
- Contacting the communications and engagement team via email or telephone for additional information
- Stakeholders and the community were notified about the public engagement opportunities using several notification methods – all of which included the link to the online engagement website (**OurWK.ca/council**) and the email address (info@westkelownacity.ca).

During the engagement period, we interacted with the community:



COUNCIL'S 2022 STRATEGIC PRIORITIES

Round Two: Summary at-a-glance
Jan. 31, 2022 - Feb. 13, 2022

Who we heard from



39

questionnaires received on
OurWK.ca



4

comments received

How we connected



94

visitors to online engagement
platform **OurWK.ca**

Aware: **91** (viewed the project page)

Informed: **13** (clicked through content)

Responses total: **43** (contributed to an online tool)



2,907

unique pageviews to
City's main webpage



2

e-News updates
issued



3,358

recipients of e-News

Social media interactions



7,602

social media
impressions



6,824 total views of our posts

345 post clicks, likes, shares, reactions and
comments



778 viewed our posts

14 link clicks from Tweet



1,228 total views of our posts

24 post likes and comments

Social media (combined with 2022 Budget)

Weekly posts were shared on the City's social media channels to create awareness of the engagement and how to participate, including: Facebook, Instagram and Twitter. During the engagement period, nine posts were shared across all channels, and two social media ads ran on Facebook and Instagram.

Highlights:

- 7,602 total social media impressions
- Facebook: 6,824 post views, 345 engaged with the post (likes, comments, shares, reactions)
- Twitter: 778 post views, 14 engaged with the post (likes, retweets, comments)
- Instagram: 1,228 post views, 24 likes

Print and electronic advertising (combined with 2022 Budget)

During the engagement period, we ran four print newspaper Feb. 2 and Feb. 9 ads in local West Kelowna weekly papers to promote the engagement period.

To help further inform residents, a leaderboard ad ran on the West Kelowna page on Castanet from Feb. 6-12. Total impressions or ad views was 471,810.

Pop-up displays (combined with 2022 Budget)

Two informal pop-up engagement displays were held at Westbank Library and Royal LePage Place Arena to provide information on the budget. Due to COVID-19 restrictions, no in-person events took place. Paper copies of the questionnaire and postcards advertising the engagement period were provided at the display.

What we heard - online engagement results

Strategic Priorities questionnaire was open from **Jan. 31 to Feb. 13, 2022**. During this time, the City's engagement platform gained 69 new subscribers.

The qualitative outcomes of the feedback reflect the opinions of those that participated in the process. Results of what we heard are summarized below.

The questionnaire was made available online at **OurWK.ca** and paper copies, along with engagement materials toolkits were also available at City Hall, Westbank Library, Royal LePage Place Arena or by request by email or phone.

A total of 43 submissions were received (includes four comments received). It is important to note that responses could be completed anonymously and participants were not required to answer all questions.

There were four methods that members of our community could provide feedback:

- completing a questionnaire (online or a paper copy)
- asking a question via the online Question and Answer portal
- attending an Online Interactive Question and Answer Session
- contacting the staff via email or telephone for additional information

The primary goal was to hear from members of our community to understand priorities, preferences for taxation and feedback into Council's Draft 2022 Strategic Priorities.

When asked to rank invest in infrastructure initiatives in order of importance from 1 (being the highest priority) to 4 (being the lowest priority), respondents said:

1. Major Projects
2. Active Transportation
3. Fire Hall #32 Plan: Plan, design and advance
4. Operations Yard (Public Works Yard)

When asked to rank economic growth and prosperity initiatives in order of importance from 1 (being the highest priority) to 3 (being the lowest priority), respondents said:

1. Pursue efforts to revitalize the Westbank Town Centre
2. Complete a review of the municipality's Development Cost Charges
3. Review/design new service and governance model options for Economic Development

When asked to rank community-related initiatives in order of importance from 1 (being the highest priority) to 4 (being the lowest priority), respondents said:

1. Completing the City's Official Community Plan initiative (a plan that guides our long term growth)
2. Nurturing community-building partnerships with Westbank First Nation, local governments and organizations in the region; along with inter-governmental partnerships involving Federal and Provincial agencies
3. Engaging the community in the design of a facility plan and programming use for the Mt. Boucherie Community Centre
4. Incorporating a celebration of culture and heritage into civic programs, events and festivals across the community, including in City's parks, Westbank Centre, neighbourhood centres and elsewhere

When asked to rank safety and well-being initiatives in order of importance from 1 (being the highest priority) to 7 (being the lowest priority), respondents said:

1. Infrastructure investments in active transportation, including sidewalks and other types of pedestrian pathways
2. Continued advocacy efforts aimed at securing a redundant power supply for West Kelowna and the Greater Westside
3. Wildfire preparation, mitigation and adaptation measures
4. Initiatives, guided by the results of the recent policing service review, aimed at increasing police resource levels, effectiveness and presence in West Kelowna
5. Advocacy for additional services connected to the West Kelowna Urgent and Primary Care Centre
6. Partnerships and initiatives aimed at meeting the supportive and other housing needs of West Kelowna's residents along the market housing spectrum
7. The development of a Climate Action Plan, with a Green Fleets Strategy, and a set of performance measures to track progress and bolster accountability

Age demographics:

- 65+: 18%
- 55-64: 24%
- 45-54: 26%
- 35-44: 24%
- 25-34: 9%
- 18-24: 0%
- Under 18: 0%

Neighbourhoods that provided the most feedback:

- Westbank Centre: 21%
- Lakeview Heights: 18%
- Shannon Lake: 18%
- Glenrosa: 15%
- West Kelowna Estates/Rose Valley: 9%

Comments

Participants had the option to provide feedback via 12 open comment boxes. Commenting was optional and not all respondents opted to provide input. There were a total of 232 comments from respondents.

Common themes included:

- Safety enhancements to roads
- Adding walkable areas in the city, including Westbank Centre
- Prioritizing the Fire Hall #32 project
- Indigenous relations and partnership opportunities
- Business development

When asked about the greatest challenge West Kelowna will face in 2022, the following themes were mentioned by respondents:

- Wildfires and fire response
- Cost of living and housing supply
- Crime and policing
- Older infrastructure and the cost of replacement

For a full list of comments, see **Attachment 5: Questionnaire Summary Report**.

Next steps

Results of both rounds of engagement for the Council's 2022 Draft *Strategic Priorities* were shared with Council for their consideration. Feedback from the public will be used to support Council's decision-making that balances taxation and demand for services prior to the second reading of the 2022-2026 Financial Plan Bylaw expected in the spring. To stay updated, subscribe for e-updates at westkelownacity.ca/subscribe.



2022 BUDGET CONSULTATION

Round One: Summary at-a-glance
Dec. 10, 2021 - Jan. 19, 2022

Who we heard from



7

questions/comments
made on **OurWK.ca**



2

emails received

How we connected



168

visitors to online
engagement platform
OurWK.ca

Aware: **108** (viewed the project page)
Informed: **59** (clicked through content)
Engaged: **7** (questions/comments made)



7,166

unique pageviews to
City's main webpage



3

e-News updates
issued



3,325

recipients of
e-News

Social media interactions



2,279

social media
impressions



2,172 viewed our posts

69 post clicks, likes, shares, reactions
and comments



757 viewed our posts

6 link clicks from Tweet