

# Report to Council



**Date:** March 12, 2018  
**File:** 0610-50  
**To:** City Manager  
**From:** Rafael Villarreal, Integrated Transportation Department Manager (Manager, Strategic Visioning Project)  
**Subject:** Imagine Kelowna Draft Content and Affirm Phase

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## **Recommendation:**

THAT Council receives, for information, the report from the Integrated Transportation Department Manager (Manager, Strategic Visioning Project) dated March 12, 2018, with respect to Imagine Kelowna Draft Content and Affirm Phase.

## **Purpose:**

**To report on the Imagine Kelowna affirm phase, to receive Council's input and to direct staff to bring Imagine Kelowna for final endorsement in April, 2018.**

## **Background:**

Imagine Kelowna is a long-term vision for building a prosperous and sustainable city in the face of an uncertain future. The result of an unprecedented level of public engagement, Imagine Kelowna is a vision created by the community for the community. Once endorsed by Council, the vision, principles and goals will be implemented under the umbrella of Imagine Next. Imagine Kelowna is not a plan; it is a vision that highlights:

- The world, including Kelowna, is changing in ever-faster and unpredictable ways. If we want our community to thrive in this chaotic world, we need to be bold and unafraid to do things differently than we have in the past.
- As a result, the focus of the vision goes beyond traditional bricks and mortar. While infrastructure and basic services are a starting point; the way we provide and prioritize services needs to evolve to support community competitiveness in the knowledge economy.
- Building in town centres and controlling urban sprawl boosts our overall economic vitality but also helps to mitigate infrastructure and servicing deficits.
- Water and nature are key to our community values, identity and future.
- We need to act on inclusion and reconciliation towards a more balanced community.

Kelowna's identity is complex and diverse. It can't be neatly summarized in a tagline. However, that complex and diverse identity is our community's strength.

The enclosed draft content document only contains text. There are no design files, graphs or charts, as the intention is to obtain Council's input, and to direct staff to bring a final version for endorsement in April, 2018.

### **What is Imagine Next?**

Imagine Next represents an integrated approach to planning and community participation.

**Imagine Next is a framework for aligning the City's plans, strategies, community partners and other initiatives to implement the Imagine Kelowna Vision**

The principles and goals of Imagine Kelowna will help unify and provide a foundation for the plans, strategies and other initiatives the City will be developing and updating over the coming years. These plans, strategies and other initiatives will use the rich database of public input received during the Imagine Kelowna process, which will be complemented by project-specific engagement.

Imagine Next doesn't only involve the City. It also provides direction for our other partners, including other levels of government, to shape the way we work together, how we make decisions, and how we engage with Kelowna residents.

### **Imagine Next upcoming initiatives:**

**Official Community Plan (OCP) Update (Our Kelowna as we Grow) and Transportation Master Plan (Our Kelowna as we Move), 2018-2020:** As presented to Council on February 5, the Official Community Plan in coordination with the Transportation Master plan are the first two tactical plans being updated under the Imagine Next umbrella. As the leading components of the coordinated growth approach, the Official Community Plan dictates how the City grows. Transportation and land use are interdependent and benefits accrue when transportation and land use planning are coordinated. Kicking off both plans under the umbrella of Imagine Next allows for a principle alignment and a detailed and ongoing coordination of both plans.

### **Last phase of engagement - Affirm:**

For the project's Affirm Phase (December 2017 to February 2018), the draft vision, values, principles and goals were taken back to the community for a final round of dialogue. The results of that dialogue, along with feedback from City Council, will help refine the final version that will be presented to Council in April 2018.

During the Affirm Phase, the draft Imagine Kelowna vision, values, principles and goals were presented to the community through the City's existing communications channels, online, and through partnerships and presentations/workshops with community groups:

- Imagine Kelowna engaged Urban Systems to facilitate a workshop with 18 community organizations to discuss the vision, values, principals and goals and the role of the community in delivering on Imagine Kelowna.
- 145 participants attended open houses at Plaza 33 in Rutland, Parkinson Recreation Centre, the Capital News Centre and UBC Okanagan.
- 212 respondents completed the Imagine Kelowna vision, values and principles review survey.

The results of the affirm phase are attached to this report.

**Next steps:**

After receiving Council’s input, the imagine Kelowna team will be bringing the final Imagine Kelowna document for endorsement in April 2018.

The final product will include:

- Imagine Kelowna Vision, Values, Principles and Goals, including supporting creative and audio visual materials.
- Story map, a summarized version of the final document and other supporting materials
- Web presence, a landing page with values principles and goals
- Imagine Next planning and operationalization with OCP (Our Kelowna as we Grow) and Transportation Master Plan (Our Kelowna as we Move)

**Internal Circulation:**

- Divisional Director, Infrastructure
- Divisional Director, Corporate Strategic Services
- Divisional Director, Community Planning and Strategic Investments
- Long Range Policy Planning Manager
- Community Engagement Manager
- Project Portfolio Manager
- Performance Improvement Consultant
- Communications Advisor

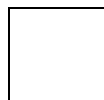
**Considerations not applicable to this report:**

- Legal/Statutory Authority
- Legal/Statutory Procedural Requirements
- Financial/Budgetary Considerations
- External Agency/Public Comments
- Communications Comments
- Alternate Recommendation

Submitted by:

R. Villarreal, Integrated Transportation Department Manager (Manager, Strategic Visioning Project)

**Approved for inclusion:**



A. Newcombe, Divisional Director, Infrastructure

Attachment 1 - Draft content document (Imagine Kelowna)

Attachment 2 - Affirm phase engagement report

Attachment 2 - Affirm phase engagement report

cc:     Divisional Director, Infrastructure  
          Divisional Director, Corporate Strategic Services  
          Divisional Director, Community Planning and Strategic Investments  
          Policy & Planning Department Manager  
          Corporate Strategy & Performance Dept Manager