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Affirm Phase Engagement Report - March 2018

City of
Kelowna

INTRODUCTION

Imagine Kelowna is the product of an unprecedented level of citizen involvement. More than 4,000 resident contributions helped shape the draft community vision, along with its corresponding values, principles and goals.

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.

COMMUNITY PARTICIPATION

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.

Four public information sessions were held at different locations throughout Kelowna, while information panels were also on display in the foyer of City Hall from Jan. 29 to Feb. 13, 2018.
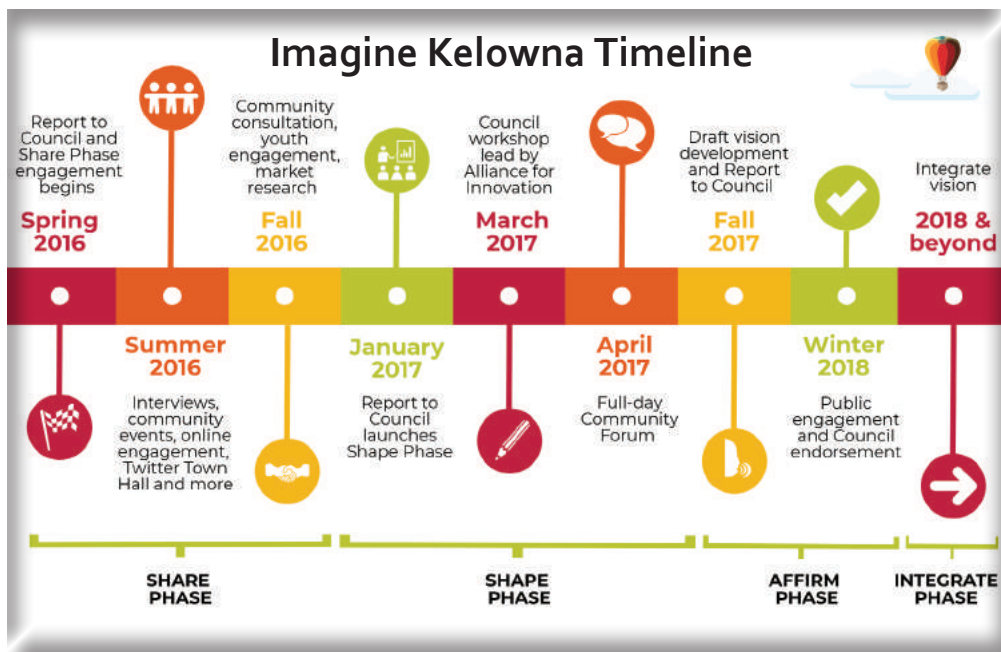
Information session attendance:
- 24 people attended session at Plaza 33 in Rutland on Jan. 23
- 31 people attended session at Parkinson Recreation Centre on Jan. 24
- 56 people attended session at the Capital News Centre in the Mission on Jan. 25
- 34 people attended the session on the UBC-Okanagan campus on Jan. 26

"This has been a great process - not only was it well publicized, but a commitment to dialogue … the vision generally looks good, and is reflective of the community's potential. "
– Survey respondent

Residents were invited to share their feedback on the draft Imagine Kelowna vision, values, principles and goals from Jan. 23 to Feb. 12 through an online survey. Paper versions of the survey were also available at the public information sessions.

Opportunities were promoted through the City's Get Involved website, news bulletins, kelowna.ca website, social media channels and four news releases which were picked up by local media. Two standalone ads were also placed in the Kelowna Daily Courier and Imagine Kelowna participants were directly invited to participate through a targeted e-mail. Three boosted Facebook posts were purchased for $150, reaching 16,230 people and generating 3,905 engagements (video views, link clicks, comments and shares.)

Imagine Kelowna information session at the Capital News Centre on Jan. 25, 2018

In addition, Urban Systems Ltd. facilitated a workshop with 18 community organizations to discuss Imagine Kelowna and the community's role in making it a reality (See Appendix B for a summary.)

Survey results

A total of 212 respondents completed the survey:
- 21 respondents completed paper surveys at the information sessions
- 77 respondents accessed it through a Facebook post
- 18 respondents accessed it through a Twitter post
- 41 respondents accessed it through an e-mail link
- 55 respondents accessed the survey through the City's Get Involved website (URL included in newspaper ads and news releases)

> *"This is a great vision which I hope the people of Kelowna embrace. "*
> – Survey respondent

Results from surveys such as this are a collection of opinions and perceptions from interested or potentially affected residents, and are not a statistically significant random sample of all Kelowna residents. This report contains results from the survey and due to its opt-in and open methods, results are qualitative in nature.
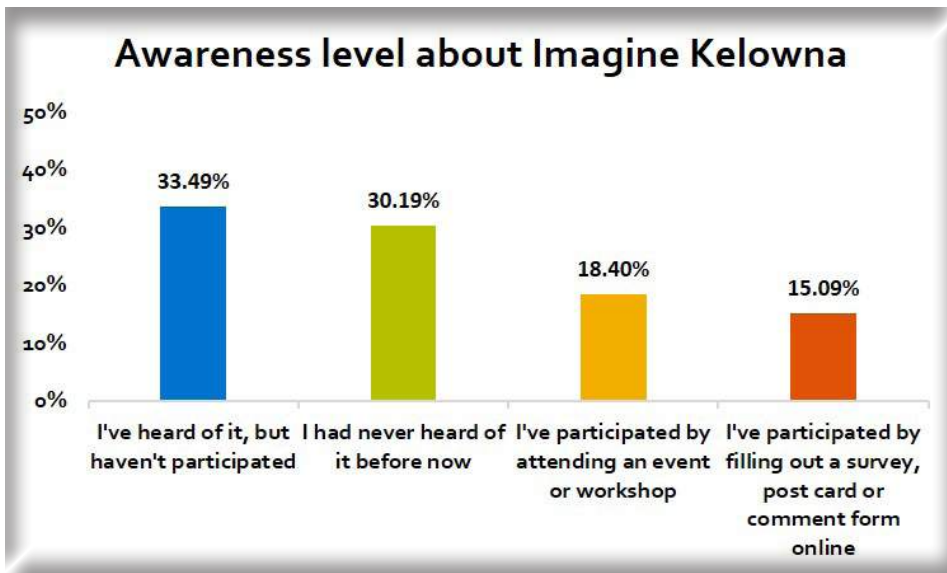
Who We Heard From

Respondents to the Affirm Phase survey represent a wide spectrum of Kelowna residents. While we heard from more women than men (56 per cent vs. 38 per cent) respondents represent a broad mix of ages and live in a variety of neighbourhoods across Kelowna.

A majority of respondents (53 per cent) have also lived in Kelowna for more than 10 years. See Appendix A for a complete breakdown of respondent demographics.

Almost 70 per cent of the 212 respondents reported having heard of Imagine Kelowna before filling out the survey. However, less than 25 per cent of respondents had previously participated in Imagine Kelowna.

Community Vision

> *"For thousands of years, the Syilx / Okanagan people have protected the beautiful lands and waters of the Okanagan, nurturing a healthy and sustainable balance. The first arrivals of European-descent fell in love with the beauty here and today we continue to celebrate all the Okanagan has to offer.*
>
> *In 2040, Kelowna is a thriving mid-sized city where people lead active and healthy lifestyles. It is a community that respects the natural wonders that shape its identity. As a place with deep agricultural roots, Kelowna understands the need to protect our environment, manage growth and be resilient in the face of an unpredictable future."*
>
> -draft Imagine Kelowna vision statement

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Support for draft vision statement
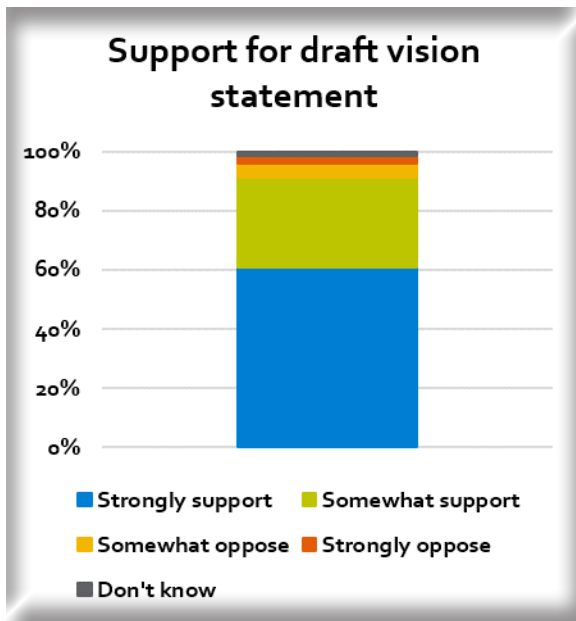
Respondents were presented with the draft Imagine Kelowna vision statement and asked to indicate their level of support.

More than 91 per cent of respondents indicated they either strongly support or somewhat support the vision statement.

COMMUNITY VALUES

Respondents were presented with the four draft community values that accompany the draft Imagine Kelowna vision. For each value, respondents were asked to indicate their level of agreement.
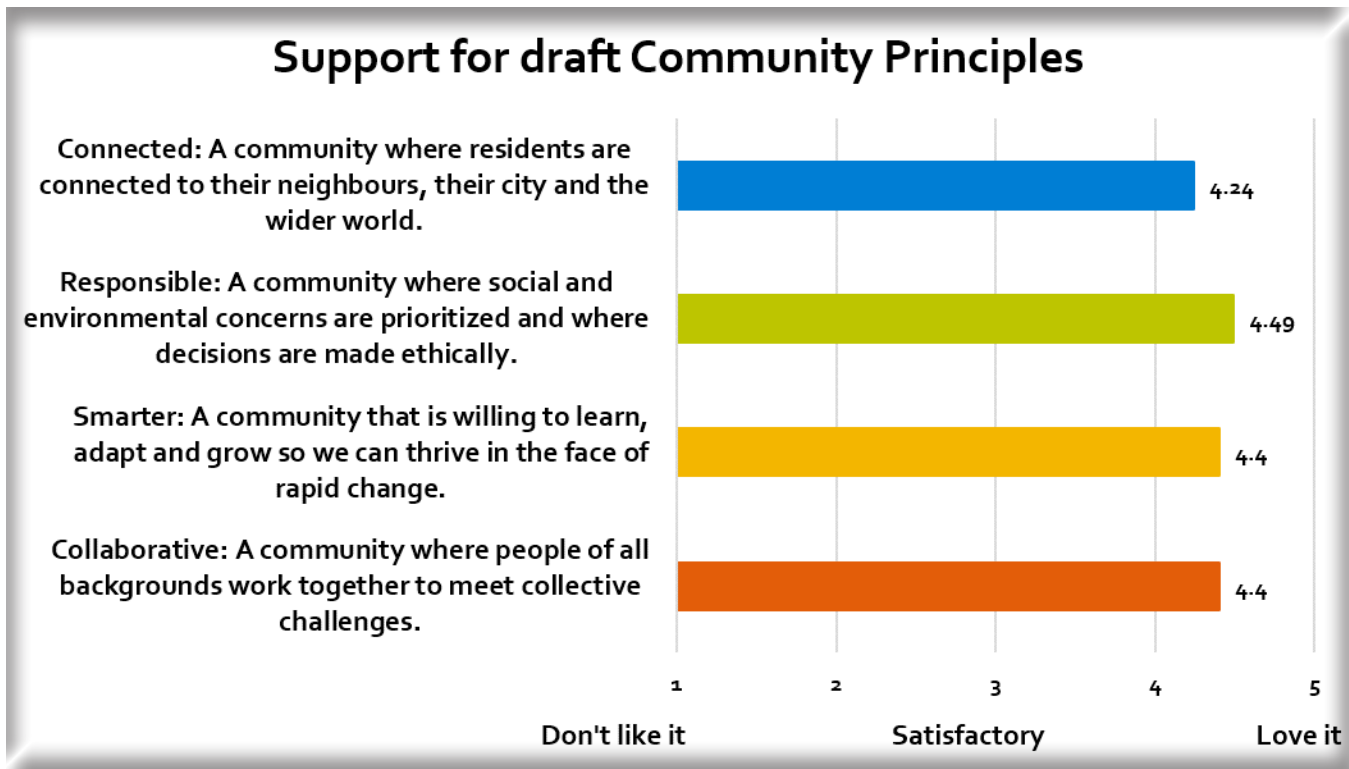
As the table below shows, all four values were either strongly agreed with or somewhat agreed with by at least 85 per cent of respondents, indicating widespread agreement with the values.

> *"Each and every single decision made by the City should be required to consider the long term values in Imagine Kelowna."*
> **– Survey respondent**

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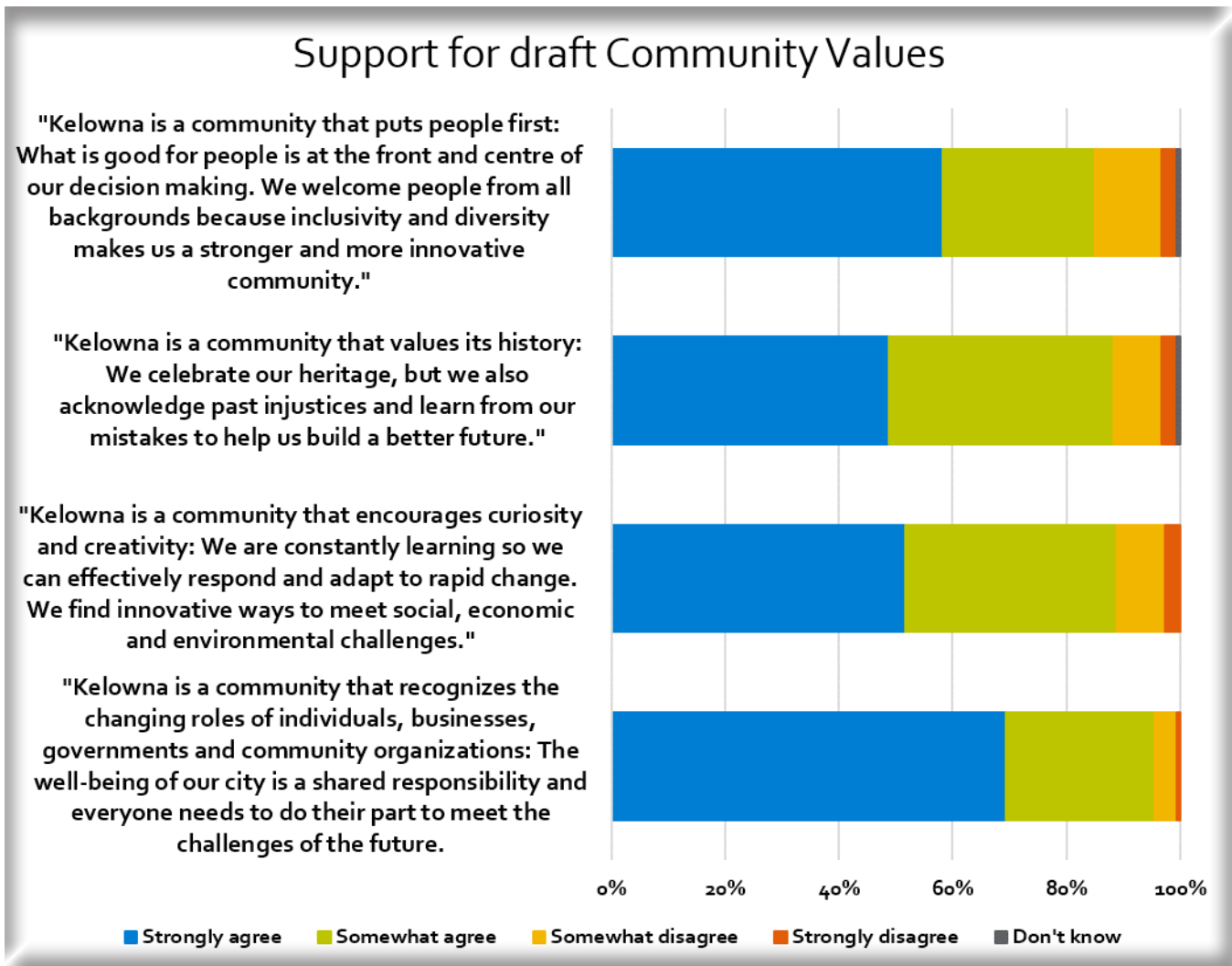
Community Principles

Respondents were presented with the four draft Community Principles. For each principle, respondents were asked to place a slider along a bar with options ranging from 1 (don't like it) to 5 (love it.)

The table below shows the average score for all four principles. As with the draft vision and values, there was widespread support for all of the principles.

Support for draft Community Principles

Connected: A community where residents are connected to their neighbours, their city and the wider world. — 4.24

Responsible: A community where social and environmental concerns are prioritized and where decisions are made ethically. — 4.49

Smarter: A community that is willing to learn, adapt and grow so we can thrive in the face of rapid change. — 4.4

Collaborative: A community where people of all backgrounds work together to meet collective challenges. — 4.4

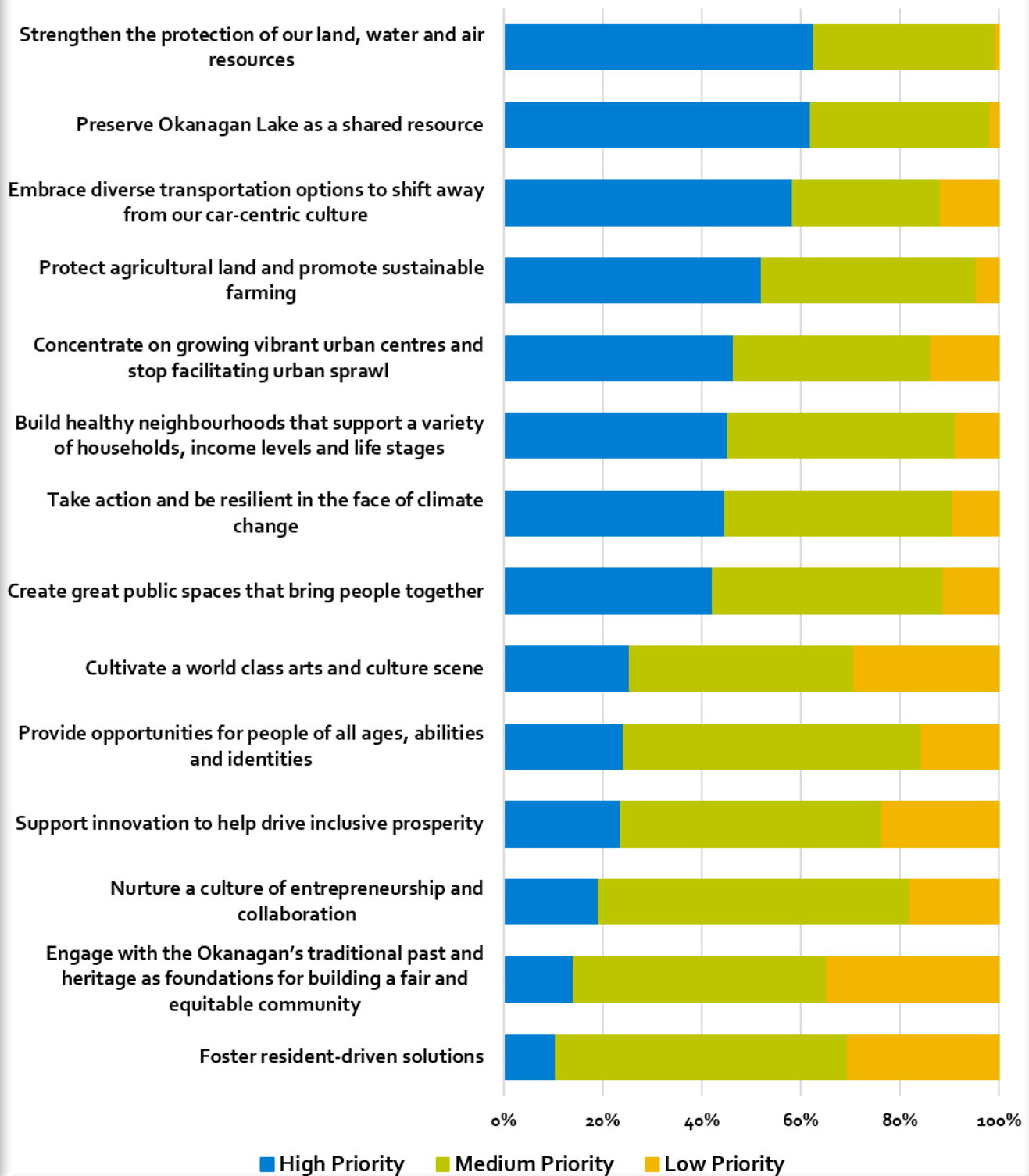| 1	2	3	4	5
Don't like it		Satisfactory		Love it

Community Goals and Priorities

Respondents were presented with the 14 draft community goals that were developed through a series of workshops, town halls, a community forum and feedback from City Council. Respondents were asked to assign a priority level to each of the goals but to only select a maximum of five goals as high priority and to select medium or low priority for the remaining goals.

"Preserving Okanagan lake as a shared resource would be high if there were six highs."
– Survey respondent

The five highest priority goals are: Strengthen the protection of our land, water and air resources (selected as high priority by 62.73 per cent of respondents); Preserve Okanagan Lake as a shared resource (62.11 per cent); Embrace diverse transportation options to shift away from our car-centric culture (58.39 per cent); Protect agricultural land and promote sustainable farming (52.17 per cent); and Concentrate on growing vibrant urban centres and stop facilitating urban sprawl (46.58 per cent.) All five of these goals have a strong environmental protection component to them.

It should also be noted however, that the sixth highest priority goal relates to housing: "Build healthy neighbourhoods that support a variety of households, income levels and life stages." This goal was selected as a high priority by 45.34 per cent of respondents, putting it very close to a tie with the fifth place goal. This indicates that while environmental protection is the most important priority for respondents, housing is also a top priority.

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Priority of draft Community Goals

Strengthen the protection of our land, water and air resources

Preserve Okanagan Lake as a shared resource

Embrace diverse transportation options to shift away from our car-centric culture

Protect agricultural land and promote sustainable farming

Concentrate on growing vibrant urban centres and stop facilitating urban sprawl

Build healthy neighbourhoods that support a variety of households, income levels and life stages

Take action and be resilient in the face of climate change

Create great public spaces that bring people together

Cultivate a world class arts and culture scene

Provide opportunities for people of all ages, abilities and identities

Support innovation to help drive inclusive prosperity

Nurture a culture of entrepreneurship and collaboration

Engage with the Okanagan's traditional past and heritage as foundations for building a fair and equitable community

Foster resident-driven solutions

0%   20%   40%   60%   80%   100%

■ High Priority   ■ Medium Priority   ■ Low Priority

Respondents were also given the opportunity to comment on the goals or identify other goals they believe are missing. We received 47 comments and once again, environmental protection was the dominant theme.

"Our health, lifestyles and Okanagan quality of life all depend on our natural environment. Conservation of natural spaces (forest, grasslands, lakes) and maintaining public access to these should be of highest priority, since everything else (resilience, well-being, etc.) depends on functional ecosystems."
– Survey respondent

A number of respondents also took the opportunity to emphasize the importance of economic development.

As for missing goals, a handful of respondents said they want a goal of making it easier to drive in Kelowna.

"Promote economic prosperity as without it most of the other goals above are not achievable."
– Survey respondent

Final comments from respondents

At the end of the survey, respondents were provided an opportunity to provide additional comments about Imagine Kelowna and we received 59 comments. The dominant theme was appreciation for Imagine Kelowna.

There were also a few respondents who were critical or dismissive of Imagine Kelowna. These criticisms were usually attached to other grievances respondents have about the City. However, what was more common than outright dismissal of Imagine Kelowna were comments from respondents who like the vision but are skeptical that it will lead to actual positive change.
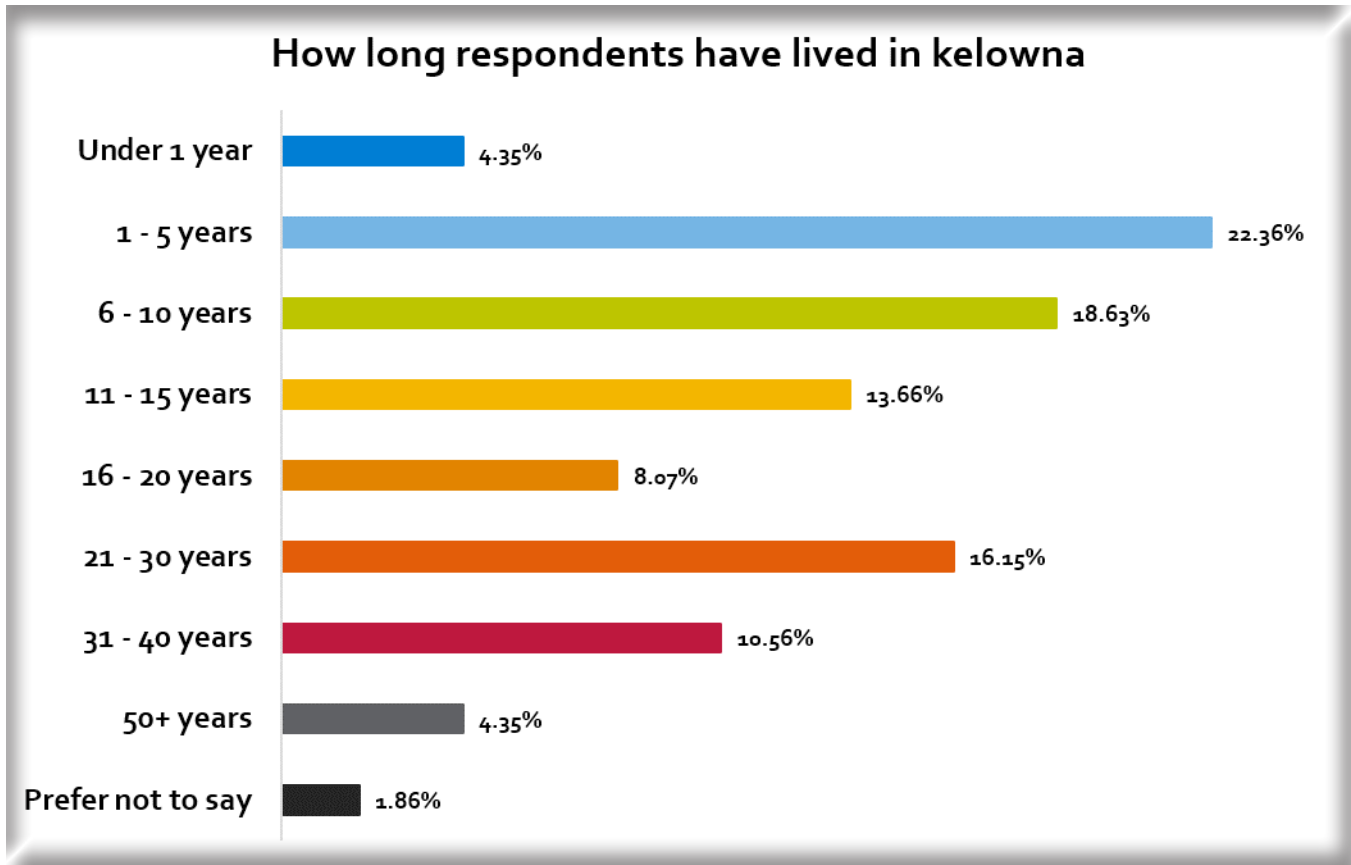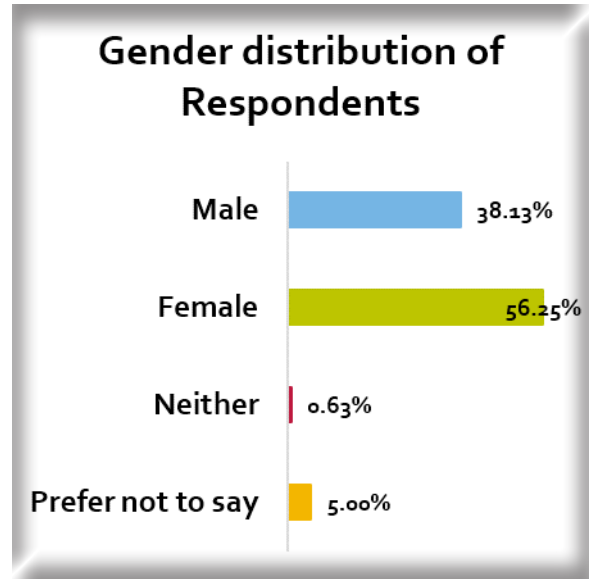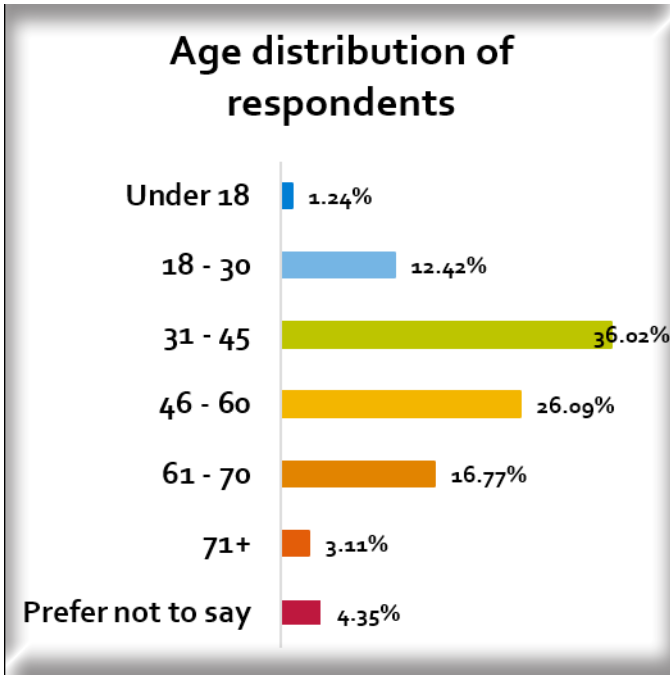
Conclusions

The draft Imagine Kelowna vision statement, community values, community principles and community goals all received widespread and strong support from survey respondents. It is also clear that the goals related to environmental protection are the highest priority for survey respondents. However, housing is also a top priority. Respondents also made it clear, especially in their comments, that ensuring Kelowna has strong economy is also very important to them.

"Been around long enough to see these programs come and go. What did this cost? And in 5 or 10 years will anyone even know what Imagine Kelowna was?"
– Survey respondent

While the survey revealed significant community support for Imagine Kelowna, it also revealed that there is some skepticism about whether the City will actually do anything to make Imagine Kelowna a reality. This skepticism is a challenge that will need to be addressed by future initiatives connected to Imagine Kelowna.
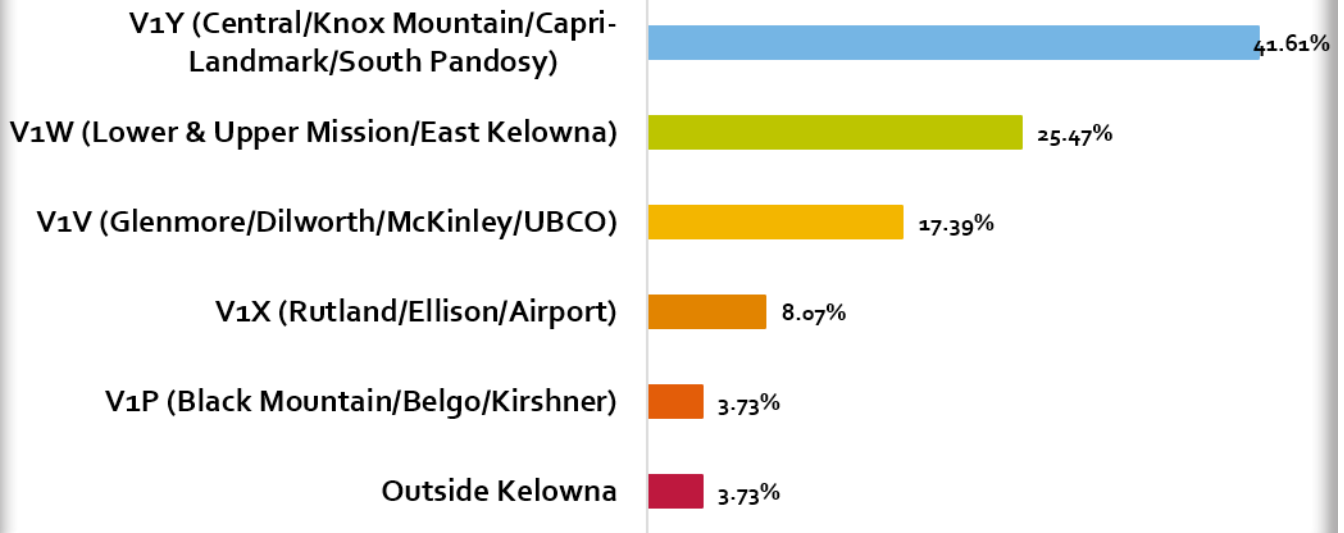
"I FULLY support the draft Imagine Kelowna vision, and really hope that the city will choose to take substantial steps to ensure it is followed. If this document guides everything we do as a municipality then we will have a fantastic and prosperous century ahead of us."
– Survey respondent

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APPENDIX A: SURVEY RESPONDENTS DEMOGRAPHICS

Age distribution of respondents

Category	Percentage
Under 18	1.24%
18 - 30	12.42%
31 - 45	36.02%
46 - 60	26.09%
61 - 70	16.77%
71+	3.11%
Prefer not to say	4.35%

Gender distribution of Respondents

Category	Percentage
Male	38.13%
Female	56.25%
Neither	0.63%
Prefer not to say	5.00%

How long respondents have lived in kelowna

Category	Percentage
Under 1 year	4.35%
1 - 5 years	22.36%
6 - 10 years	18.63%
11 - 15 years	13.66%
16 - 20 years	8.07%
21 - 30 years	16.15%
31 - 40 years	10.56%
50+ years	4.35%
Prefer not to say	1.86%

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Where respondents live (by postal code)

Region	Percentage
V1Y (Central/Knox Mountain/Capri-Landmark/South Pandosy)	41.61%
V1W (Lower & Upper Mission/East Kelowna)	25.47%
V1V (Glenmore/Dilworth/McKinley/UBCO)	17.39%
V1X (Rutland/Ellison/Airport)	8.07%
V1P (Black Mountain/Belgo/Kirshner)	3.73%
Outside Kelowna	3.73%

Where respondents live (map)
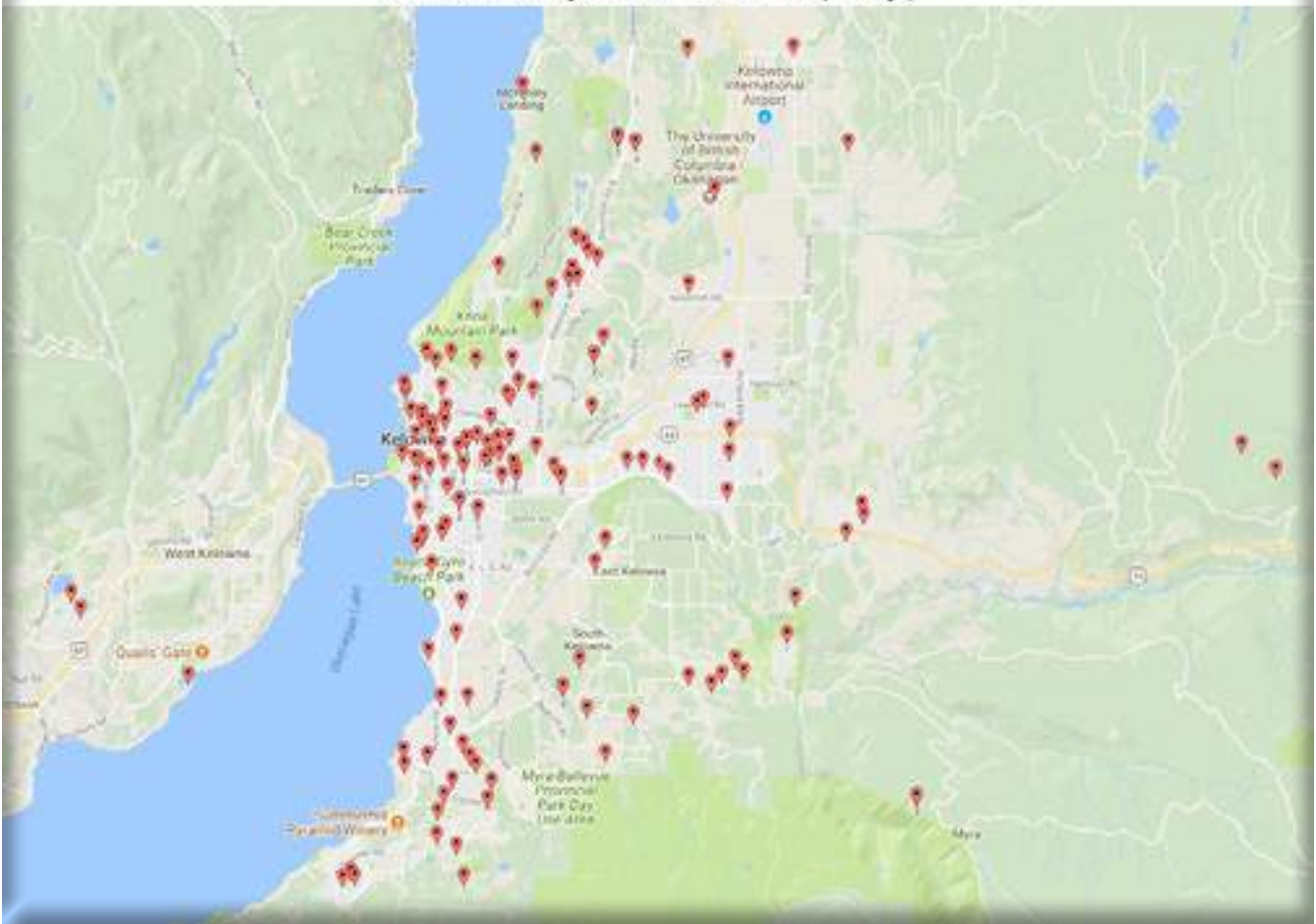
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Appendix B: Urban Systems Workshop Summary

IMPLEMENTING IMAGINE KELOWNA: COMMUNITY WORKSHOP

What We Heard Summary

Prepared by: Urban Systems Ltd.

WORKSHOP GOALS

On January 31st, the City of Kelowna and Urban Systems Ltd. hosted a workshop to discuss the role of the community in delivering on the Imagine Kelowna draft vision, principles, and community directions. Because Imagine Kelowna has always been a vision that will be owned and delivered by the community as a whole, with government one of the many players, this workshop was intended to explore the ideal roles for community organizations in implementing Imagine Kelowna.

EXPLORING THE ROLES OF THE CITY AND COMMUNITY

What is the community's role in realizing Imagine Kelowna's vision? What is the role of the City in implementing Imagine Kelowna?

Discussions with stakeholder groups at the workshop identified the City's role in implementing Imagine Kelowna as a facilitator and convener, including:

- Providing incentives for community organizations to adopt the IK principles, such as grants and community challenges;
- Creating action plans with recommendations for clear, measurable actions on how to implement the principles within practical timelines. These action plans will help organizations ensure that their strategic decisions align with the principles of IK; and
- Encouraging partnerships between organizations to implement the vision together.

Discussions with stakeholder groups at the workshop identified the community's role as including:

- Ensuring that organizational strategic goals and priorities align with the principles of IK and those of organizations with a purpose;
- Sharing with the community how they have successfully implemented one or more of the IK principles into their practice and the challenges they have experienced;
- Educating the public on the importance of the principles and how they can be implemented into general daily activities; and
- Collaborating with similar organizations to implement the IK principles and vision.

DEEP DIVE ON IMAGINE KELOWNA PRINCIPLES

For each of the 4 principles, participants were encouraged to brainstorm how they can take action on each of the community directions. The following questioned guided the conversations:

How can your organization contribute to the community directions/goals? Consider the roles identified in previous conversation. Consider what you might need from the City to help you.

Connected: The Connected community direction aims to ensure residents are interacting with and understanding the actions of their neighbours, their city, and the global community. Workshop discussions identified the following ideas:

- Focus on improving the vibrancy and quality of life within Kelowna's downtown and neighbourhood/town centres (i.e. Pandosy, Rutland);
- Increase usage of existing public spaces and facilities to enhance community interactions and encourage the addition of more green spaces in dense areas;
- Capitalize on the usage of existing shared spaces by creating a community resource directory to increase accessibility and awareness; and
- Promote the use of alternative transport methods through challenges such as Bike to Work Week and subsidizing transit costs.

Smarter:

Smarter aims to generate a community that is eager to learn, adapt, and grow as society continues to change. Workshop discussions generated the following ideas:

- Encourage the generation of new ideas in the community by:
- Providing opportunities for community organizations and private industry to collaborate;
- Incentivizing innovation through hosting competitions and challenges;
- Working with UBCO to align actions with research outcomes; and
- Using data collection as a means to generate solutions through evidence-based decision-making.

Responsible:

Responsible aims to foster a community where ethical decisions are made and issues pertaining to social and environmental factors are prioritized. Workshop discussions generated the following ideas:

- Educate the community about local issues and the impacts they have on different aspects of society;
- Focus on improving access to essential community needs that enhance Kelowna's quality of life, including clean water, lake access, public green spaces, and fresh food; and
- Provide opportunities that make Kelowna a desirable place to live for all, such as providing housing for youth and newcomers and subsidized shared work spaces for entrepreneurs.

Collaborative:

Collaborative aims to inspire teamwork amongst individuals of all backgrounds to solve complex challenges and problems. Workshop discussions generated the following ideas:

- Stimulate innovative ideas and an entrepreneurial spirit by engaging with diverse community groups and creating opportunities for partnerships;
- Acknowledge and appreciate community demographic differences / diversity by aiming to have diverse decision-making panels with individuals from a range of backgrounds; and
- Appreciate our local history and culture through incorporating short dialogues on indigenous peoples into local events.

WORKSHOP PARTICIPANTS

Attendees

Anna Warwick Sears	Okanagan Basin Water Board
Corie Griffiths	Central Okanagan Economic Development Commission
Paul van Donkelaar	Associate Vice-Principal, Research - UBC Okanagan
Andrew Greer	Accelerate Okanagan
Dr. Kyleen Myrah	Okanagan College
Helen Jackman	Executive Director, United Way
Jin Park	Okanagan Immigrant Collective Society
Laurel D'Andrea	Rutland Business Association
Abbey Jones	President of Enactus
Lisa Monster	Society of Hope
Ellen Boelcke	Kelowna Community Resources
Dustyn Baulkham	Arts Council of the Central Okanagan (also Okanagan Pride)
Wayne Wilson	Central Okanagan Land & Trust
Bruce Davies	Central Okanagan Foundation
Nataley Nagy	Tourism Kelowna
Alison Kyte	CMHA
Reanne Amadio	Manager, Community Investment United Way
Kusum Wijesekera	Global Empowerment Coalition of the Central Okanagan (GECCO)

Regrets

Ninette Ollgaard	Downtown Kelowna Association
Brett Mundle	RCMP, Superintendent
Edna Terbasket	Ki-Lo-Na Friendship Society Executive Director
Shane Worman	Worman Developments
Dr. Sue Pollock	Interior Health
Drew Vincent	Okanagan Young Professionals
Vianne Kintzinger	SD23 Assistant Superintendent
Dave Krysko	Davara Enterprises
Renee Wasylyk	Troika Group

VERBATIM NOTES

What is the community's role in realizing Imagine Kelowna's vision? What is the role of the City in implementing Imagine Kelowna?

City's Role

- Create measurable actions to achieve Imagine Kelowna
- Act as a facilitator and define roles to organizations
- Provide capacity
- Initiate action
- Provide funding to financially incentivize actions
- Provide funding on a project basis so organizations can act as change occurs
- Bring Imagine Kelowna to UBCM as a resolution
- Set the stage for change by taking action to get the ball rolling
- Help organizations collaborate with each other
- Ask organizations to align their strategic plans with Imagine Kelowna
- Provide framework/process for collaboration to occur. Communications and feedback instead of output driven
- More practical timelines for implementation
- Launch - community needs to know we are moving to action
- Network mapping - how you can act upon tactics
- Alignment of strategic decisions, goals, and toolkits
- Community organizations need to know the vision aligns with their efforts - City can track the projects that are happening
- The City needs to invite the surrounding communities to participate in taking the vision to action

Community's Role

- Think globally, act locally
- Work together with similar organizations
- Align goals and actions with other organizations
- Meet with the City to understand their direction and how their goals & priorities have changed to understand what action needs to be taken
- Educate the public on the IK principles and how they can be implemented daily
- Groups working together can encourage the City to take action in certain areas
- Implement IK principles in strategic plans
- Storytelling relating to IK to show support
- Evaluation to know how organizations have been successful
- Partnerships are not always the role of the city
- Tangible actions and projects
- Community suggestions are not always supported - lack of followthrough from a change in how people perceive being heard
- Empower ourselves (newcomers) to develop relationships and communication
- Collaborate to get delegations to Council and staff - responsibility to show up to events and meetings

How can your organization contribute to the community directions? Consider the roles identified in previous conversation. Consider what you might need from the City to help you.

Connected

- Lending libraries and block parties in neighbourhoods
- Encourage implementation of the UN SDGs
- Understand what other organizations are doing to provide direction
- Multi-modal corridors and spaces by fundraising and increasing use of the existing ones to encourage new ones

- Go Car / car share system (alternatives to driving)
- Free Bus Days / Bus to Work Week to remove the "stigma" of taking the bus
- Capitalize on what we already have (i.e. shared spaces) and increase accessibility to these (maybe create a resource directory?)
- Bike lockers at workplaces
- Incentives for alternative transport (i.e. employers subsidize cost of biking or transit)
- Encourage later store hours downtown to get people out and about
- Increase lighting in downtowns
- Promote town centres
- Tariff for driving downtown
- Group transportation from seniors centres
- Involve UBCO to lead initiatives
- Recognition for implementing good initiatives as an incentive for change (have challenges to generate new ideas)
- Property clean-up to enhance public aesthetic
- Communication about what exists for culture so awareness is increased
- Have a passport week for cultural facilities (like Dine Out)
- Bring in people from outer areas
- Integration of different demographics into housing

Smarter

- Affordable housing policy from the City
- City incentives for innovation - maybe a competition?
- Enable new ideas within City hall and have a solutions mindset
- Private industry and community organizations working together
- Community organizations can provide education on climate change
- Responsibility of building in neighbourhoods that are natural, etc. (choice: sprawl vs. density)
- Community groups providing leadership for healthy communities (i.e. UDI leadership)
- Cultural shift
- Expertise re: UBCO - time is a barrier, need funding models that leverage participation
- Align UBCO research to support community outcomes
- Use data to embrace smart cities and evidence-based decision making
- What do the principles mean in detail - clarity on principles and examples, how can organizations attract use of these
- Platform for innovative connectors - don't reinvent the wheel
- Asses to promote innovation and support a broader sector of it to strengthen the economic context
- Stimulate innovations through identifying challenges
- Direct capital to certain organizations

Responsible

- Community associations respond to community concerns
- Meet neighbours and educate them
- The lake is a regional resource - influence other organizations to be responsible
- Sustainable farming - support local farmers
- Engender change in behaviour
- Educate about water consumption
- City and community responsibility to think through communications for different generations
- Scale economies re: water amalgamation (but don't loose local knowledge?)
- Prioritize access to the foreshore, especially after the flood
- How we measure the impact of these ideas and story tell is important
- Encourage community gardens

- Diversification - need transportation options with better bus routes, organizations in the community need to connect
- Stop building roads - we need to build up, not out
- Education re: benefits to density
- Utilize daytime parking
- Long-term implications of water use in outlying areas
- Real cost for outlying areas - tax development outside of town
- City needs to stick to policy
- Incentives for rainwater capture
- Accelerate Okanagan and tech sector to enable subsidized work space and facilitate new comers
- Have newcomer housing to embrace newcomers
- Partnerships / coordination for partner hires for the new population
- Youth housing from private individuals - large, unused housing with capacity - may be ideal for short-term rentals, helps with social isolation
- Address farming - rooftop gardening
- Take ownership of protection Okanagan Lake
- Encourage City do have more public space on the lakeshore
- Big institutions should use space for kitchens and sharing food

Collaborative

- Attract varying demographics to neighbourhood associations
- Instill entrepreneurship in young people through applied learning (i.e. internships, projects)
- Include / partner with aboriginals in major discussions and decisions
- Acknowledge indigenous territory at beginning of events
- Think regionally
- Use your internal resources to solve issues - consultants are not always the answer
- Let residents decide how big public decisions will be made (i.e public spaces)
- Use non-profit structure and partnerships as best practice model
- Focus on how to achieve goals
- Explain why aboriginal acknowledgement is important - understand cultural significance
- Increase awareness of indigenous issues
- Engage indigenous peoples in decisions and overcome barriers
- Too much focus on tech sector in terms of entrepreneurship - create infrastructure to support all entrepreneurs
- Promote natural innovation through shared spaces
- Encourage community dialogues
- Increasing communication with younger demographics
- Have a user-friendly means to engage with citizens that is also accessible
- Enable storytelling
- Provide mentorship
- Free offerings are key to bringing people together