

# Report to Council



**Date:** June 25, 2018  
**File:** 0610-50  
**To:** City Manager  
**From:** Rafael Villarreal, Integrated Transportation Department Manager (Manager, Strategic Visioning Project)  
**Subject:** Imagine Kelowna Final Draft Vision and Goals Document

---

## **Recommendation:**

THAT Council receives for information the report from the Strategic Visioning Project Manager dated June 25, 2018 with respect to Imagine Kelowna Final Draft Vision and Goals Document;

AND THAT Council direct staff to bring Imagine Kelowna forward for final endorsement to an afternoon Council meeting.

## **Purpose:**

As directed by Council in the March 12th, 2018 workshop, staff reviewed the draft Imagine Kelowna document and is presenting a succinct draft vision, principles and goals document to Council for input with the goal to direct staff to bring Imagine Kelowna's vision, principles and goals for final endorsement on July 16th, 2018.

## **Background:**

The Imagine Kelowna, vision, principles and goals are the result of a comprehensive engagement process, spanning over 18 months and involving more than 4000 citizens. Imagine Kelowna will provide direction to shape our future and how the community and the City continue to work together to transform Kelowna into the vision articulated by residents.

## **Imagine Kelowna Vision, Principles and Goals for Endorsement**

Council is being asked to approve the Imagine Kelowna vision, principles and goals for endorsement as presented in the supporting documents.

- A two-page at-a-glance document introduces Imagine Kelowna, presents the vision, principles and goals and ends with Imagine Next which provides future steps. (Attachment 1 - Final draft vision and goals for endorsement);

- The Vision to 2040 Document summarizes the vision, values and principles (on pages 6, 7 and 8) and provides additional context for each goal (Attachment 2 - Imagine Kelowna presentation & collateral).

### **Preliminary Imagine Kelowna collateral and support materials**

Following Council's feedback at the March 12 Council Meeting revisions were made to the Imagine Kelowna document and submitted through a peer review of communications and academic professionals. Based on the outcomes of these recent activities, and input from the City of Kelowna Senior Leadership Team, a two-page at-a-glance document and an accompanying document that provides further context were developed to introduce the new vision to employees and citizens.

The two-page document is designed to be succinct, effectively delivering key content in an easy to read and quick to digest format. The larger document helps to visually tell the story and provides further context and background in clear language and will be available in print and digital formats. Additional supporting collateral includes a short video, audio of segment of community voices and interactive story map.

In order to support the long-term vision for Kelowna and the many impacted stakeholders additional collateral will be built out pending budget consideration.

### **Next steps:**

After receiving Council's input, the imagine Kelowna team is aiming to bring the final Imagine Kelowna vision, principles and goals for endorsement on July 16, 2018.

Formal endorsement will support the work of two Imagine Next initiatives: The *Official Community Plan (OCP) Update (Our Kelowna as we Grow)* and the *Transportation Master Plan (Our Kelowna as we Move)*.

Following Council's endorsement staff will begin an internal roll-out of Imagine Kelowna to begin the discussion regarding how will Imagine Kelowna change the way the City of Kelowna operates as an organization, how will Imagine Kelowna change the way Departments operate, and what staff need to enable this transformation (e.g. process, technology, culture).

During the internal roll-out, staff will begin developing a community-focused roll-out plan to present to Council for direction.

### **Internal Circulation:**

Divisional Director, Infrastructure

Divisional Director, Corporate Strategic Services

Divisional Director, Community Planning and Strategic Investments

Community Engagement Manager

Corporate Strategy & Performance Department Manager

### **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, Manager, Integrated Transportation Department Manager (Manager, Strategic Visioning Project)

**Approved for inclusion:**



A. Newcombe, Divisional Director, Infrastructure

Attachment 1 - Final draft vision and goals for endorsement

Attachment 2 - Imagine Kelowna presentation & collateral

Attachment 3 - Imagine Kelowna Final Draft Vision and Goals Document presentation

cc: Divisional Director, Infrastructure  
Divisional Director, Corporate Strategic Services  
Divisional Director, Community Planning and Strategic Investments