

imagineKelowna



Vision and Goals

June 25, 2018



imagineKelowna

Voice of the Community



March 12th Council Feedback

Following Council's feedback at the March 12 Council Meeting revisions were made to the document and submitted through a peer review of academic professionals

The longer Imagine Kelowna document has been condensed and will be added as part of the collateral (e.g., print documents, videos and Story Map)



March 12th Council Feedback

- ▶ Structure

- ▶ Simplified
- ▶ Focus on future

- ▶ Style

- ▶ Increased formality
- ▶ Peer-reviewed

- ▶ Balance



Summary of products

- ▶ **Imagine Kelowna at-a-glance**

- ▶ Vision, Principles and Goals for Endorsement

- ▶ **Collateral and supporting**

- ▶ Imagine Kelowna Vision to 2040 document
 - ▶ Engagement summary
 - ▶ Engagement database
 - ▶ Engagement and market research reports
 - ▶ Video (Final)
 - ▶ Story Map (Final)
 - ▶ Other materials are in production
 - ▶ Blog series
 - ▶ Longer document
 - ▶ Etc.



Vision and Goals Document

imagineKelowna
Vision, Goals and Values



Video



At-a-Glance



THE VISION At-a-glance

In 2008, we are a city in transition and Imagine Kelowna is the community's vision for how to thrive in the face of unprecedented growth and change. The result of almost 4,000 resident contributions, this is a vision created by our community, for our community.

We need to be agile, resilient and daring to do things differently. The community has made it clear that, as we grow, we need to look out for one another and protect the stunning environment that sustains us.

In 2019, Kelowna is a thriving mid-sized city that welcomes people from all backgrounds. We want to build a successful community that honours our rich heritage and also respects the natural wonders that contribute to our identity. As a place with deep agricultural roots, Kelowna understands the need to protect our vision, to manage growth and be resilient as our future unfolds. We want a community that:

- **puts people first:** We try to balance the needs of everybody in our decision making. We recognize that inclusivity and diversity makes us a stronger and more innovative community.
- **values its history:** We celebrate our heritage, and learn from our past to reconcile it with a better, more inclusive future we see for ourselves.
- **encourages curiosity and creativity:** We learn continuously to respond and adapt to rapid change. We find innovative ways to meet social, economic and environmental challenges and opportunities.
- **recognizes the changing roles of individuals, businesses, governments and community organizations:** The well-being of our city is a shared responsibility and our shared needs to do their part to create opportunities for improvement.



PRINCIPLES

Principles and goals

The following principles and goals work together as a system to help the community achieve its vision.



Principle 1 – Collaborative: A community where people of all backgrounds work together to meet collective challenges.

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

We seek to honour our rich heritage while also following the lead of our local Indigenous communities towards a path of reconciliation.

Goal: Nurture a culture of entrepreneurship and collaboration.

Entrepreneurship is woven into Kelowna's cultural fabric, making our community more creative, collaborative and better able to meet the challenges of the future.

Goal: Foster resident-driven solutions.

We unleash our community's talents to solve the tough challenges of the future.

Draft principles and goals



Principle 2 – Smarter: A community willing to learn, adapt and grow so we can thrive amid rapid change.

Goal: Support innovation that helps drive inclusive prosperity.

We are building a nimble and resilient economy that doesn't leave anyone behind.

Goal: Take action and be resilient in the face of climate.

We will seize the opportunity to face climate change head on for a hopeful and sustainable future.

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

Everyone in our community should be able to find stable and appropriate housing.



Principle 3 – Connected: A community where residents are connected to their neighbours, their city and the wider world.

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

Making it easy for people to choose non-driving options protects the beauty of Kelowna and makes getting around more enjoyable.

Goal: Create great public spaces that bring people together.

We need great public gathering places like parks, plazas and community centres where people can meet and connect with others.

Goal: Provide opportunities for people of all ages, abilities and identities.

We all benefit when everyone in the community has access to economic, recreational and social opportunities.

Goal: Cultivate an accessible and engaging arts and culture scene.

Everyone can find something that interests them to engage in, from grassroots initiatives to professional endeavours.



Principle 4 – Responsible: A community where decisions are made ethically and where social and environmental concerns are prioritized.

Goal: Concentrate on growing vibrant urban centres and limit urban sprawl.

Denser neighbourhoods make our city healthier, more sustainable and easier to get around. They make our financial sense, too.

Goal: Preserve Okanagan Lake as a shared resource. Okanagan Lake is the jewel that makes Kelowna sparkle.

Goal: Strengthen the protection of our land, water and air resources.

Our stunning environment is the foundation that all of our other aspirations stand on.

Goal: Protect agricultural land and promote sustainable farming.

Supporting agriculture helps ensure food security while preserving vital green landscapes.

Now what?

Under the banner of Imagine Next, the City will use Imagine Kelowna to help shape its priorities and provide the foundation for future strategies and projects such as the Official Community Plan (Our City as we Grow), the Transportation Master Plan (Our City as we Move), Intelligent City Strategy, and many others.

The Imagine Kelowna goals are also aligned with the United Nations Sustainable Development Goals, linking what we are doing locally with larger global efforts to shift the world onto a more equitable, just, noble and resilient path.

However, Imagine Next doesn't only involve the City. It also provides direction to our entire community to change the way we work together, how we make decisions, and how we engage with residents. Ultimately, Imagine Kelowna is the community's vision to ensure a vibrant and resilient future. It is up to all of us to imagine what's next and help make Imagine Kelowna a reality.

Stay informed about Imagine Kelowna by subscribing to e-updates or get involved by visiting imagine.kelowna.ca.

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Imagine Kelowna supporting

- ▶ Longer Document
- ▶ Story Maps
- ▶ Videos
- ▶ Blog series
- ▶ Engagement



Imagine Next

OCP (Our Kelowna as we Grow) and TMP (Our Kelowna as we Move) are underway and using extensive IK engagement database and trends



Transformation

- ▶ **Explore** how IK will change how we do business
- ▶ **Start** with our organization
- ▶ **Focus** on community strengths





**Journey Home Design Lab
Developing Mental Health & Addictions Supports
March 6, 2018**

Map our Strengths

IK Goal	City of Kelowna	Community
Nurture a culture of entrepreneurship and collaboration		
Foster resident-driven solutions		
Support innovation to help drive inclusive prosperity		

Endorsement

Planned for July 16th, 2018

Guest Speakers & Collateral



Questions?