

Vision and Goals

June 25, 2018





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



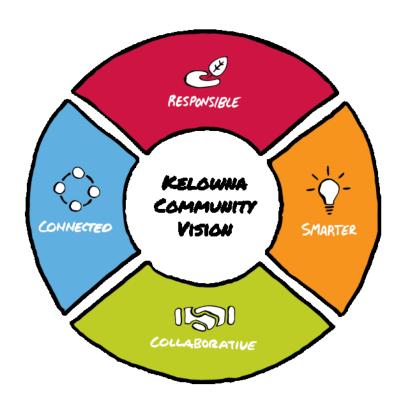
Summary of products

- ► 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 2018, we are a city in transition and Imagine Kelowiia. is the community's vision for how to thrive in the face of unprecedented growth and change. The result of almost 4, odo resident contributions, this is a vision created by our community, for our community.

We need to be agile, resilient and unafraid 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

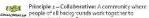
In 2040, Kelowna is a thriving mid-sized city that welcomes people from all backgrounds. We want to build a successful community that honours our rich heritage and also respects the natural wonders that contribute to our identity. As a place with deep agricultural roots, Kelowna understands the need to protect our environment, 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 divensity makes as a stronger and more impossible community.
- · values its history: We relebrate our heritage, and learn from our past to reconcile it with a better, more inclusive future we see for curseives.
- · encourages curiosity and creativity. We earn 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 rilly is a shared responsibility and everyone needs to do their part to seize opportunities for improvement.



Principles and goals

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



courses 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 will behave our our heritage while also following the head of our local tediaenous communities (ascents a parti a).

Goal: Nurture a culture of entrepreneurship and collaboration

Entrepreneurship is weaved into Kelawno'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 arreash our community's tridden latents to solve the locali challenges of the fature.

Draft principles and goals



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

Goal: Support innovation that helps drive inclusive

We are building a nimble and resilient economy that doesn't

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

We will seize the appartualty to face climate change head on for a hopeful and systeinable between

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

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

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 apportunities

Goal: Cultivate an accessible and engaging arts and

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

IMAGINE KELOWHA



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.

Denset originachoods make our city healthier, more sustainable and easier to get around. Trey make more financial sense, ton.

Goal: Preserve Okanagan Lake as a shared resource.

Okanagan Lake is the jewel that makes Kelovina sparkle.

Goal: Strengthen the protection of our land, water and

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

Goal: Protect agricultural land and promote sustainable farming.

Supporting agriculture below ensure food security while preserving vital green infrastructure.

Now what?

Under the canner 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 Linited Nation's Sustainable Development Goals, linking what we are doing locally with larger global efforts to shift the works onto a more equitable, sustainable and

However, Imagine Next doesn't on vinvolve the City. It also provides direct on 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 Kelownaiz rezitty.

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







Map our Strengths

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

Endorsement

Planned for July 16th, 2018

Guest Speakers & Collateral





Questions?