

Report to Council



Date: July 16, 2018
File: 0610-50
To: City Manager
From: Rafael Villarreal (Manager, Strategic Visioning Project)
Subject: Imagine Kelowna Endorsement

Recommendation:

THAT Council receives the report from the Manager for Strategic Visioning Project dated July 16, 2018, with respect to Imagine Kelowna Endorsement;

AND THAT Council endorses the Imagine Kelowna vision report, its principles and goals.

Purpose:

As directed by Council in the June 25, 2018 workshop, staff is bringing the Imagine Kelowna vision, principles and goals forward for endorsement.

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 to 2040.

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.
- The Vision to 2040 Document summarizes the vision, values and principles (on pages 6, 7 and 8) and provides additional context for each goal.

Imagine Kelowna collateral and support materials

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.

Links:

- [Watch the video](#)
- [Voices of the Community \(Video\)](#)
- [Imagine Kelowna at-a-glance](#)
- [Read the Vision to 2040](#)
- [Imagine Kelowna 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:

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 (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 and collateral

Presentation – Imagine Kelowna online story map (<http://apps.kelowna.ca/imagine/vision/index.html>)

cc: Divisional Director, Infrastructure

Divisional Director, Corporate Strategic Services

Divisional Director, Community Planning and Strategic Investments

Community Engagement Manager

Corporate Strategy & Performance Department Manager