

Imagine Kelowna Goal



The overarching goal for community engagement in this project is to ensure there is community ownership, cooperation and participation to develop a long-term vision for the community. This process will also establish/confirm core community values and priorities to guide future planning, partnership and initiatives towards this vision.

Communications objectives

Throughout the past few months, City staff have been developing a timeline and a proposed engagement strategy based on the City's Engage Policy and guiding principles to meet the following communications objectives:

- Create awareness about the four phases: *share, shape, affirm* and *integrate*
- Inspire residents to become a part of the new Community Vision by making it easy to participate through a combination of traditional channels, tactics and varying degrees of involvement
- Identify opportunities and tactics to allow community leaders, youth and staff to take a role as Imagine Kelowna ambassadors or "Kelowna *Imagineers*"
- Achieve satisfactory participation of citizens involved in the community engagement activities through online and face-to-face events and statistically valid techniques

A draft of the engagement strategy and initial identification of stakeholders have been outlined for input from Council prior to formalizing the communications approach.

Proposed engagement strategy

Building on the momentum of *Open for Opportunity* (Council Priorities 2014-2018), the outcomes from the community and stakeholder engagement will help set the course for the next generation as the city continues to experience growth.

The engagement outcomes informing the vision, values and strategic direction, combined with technical analysis, will develop a strategic planning and partnership framework to align and integrate future planning activities. Some of those planning activities include, Council Priorities, Official Community Plan, Healthy City Strategy, multiple partnerships, Transportation Master Plan, Agricultural Master Plan, technology and innovation strategy, economic development strategy, Asset Management Plan, Infrastructure Plan, etc.

The following is a high-level look at the activities proposed to occur throughout the process:

- Delivery of four phases: *share, shape, affirm* and *integrate*
- Ongoing reporting to Council at each phase
- Using multi-channels and methods for engagement
- Deploying statistically significant methodology throughout each phase

- Creating awareness and opportunities to engage
- Closing the loop on what we heard and how input informed the Vision

May - September



Share Phase (Listen & Learn)

The launch of Imagine Kelowna includes kicking off with a facilitation session with Council, scheduled for May 16 with community engagement to follow.

Identifying strengths, challenges and opportunities:

- What do residents value about living, working and playing in Kelowna?
- What are the challenges that conflict with these values?
- What are the solutions to overcome these challenges? (Or ways to reduce the challenges reasonably)
- How do residents perceive Kelowna's preparedness for the future?

Multi-channels and methods to share and receive input:

Mix of face-to-face and online engagement:

- Kelowna *Imagineers* Campaign
 - Community leaders
 - Youth leadership program
 - City staff
- Community outreach at events: City-led and community-led (Strong Neighbourhood, Park 'N Play, Parks Alive and other City-led engagement activities)
- One-on-one interviews with community leaders
- Online platform "Get Involved Kelowna"
- Vision toolkit
- Online and face-to-face surveys

October - February



Shape Phase (Involve & Collaborate)

This phase will consist of a follow up with Council reporting on a summary of the first Phase results and ensuring the direction is supported. A more targeted engagement approach will occur from October to December which will include a statistically significant scenario that identifies pillars.

- Community workshops, focus groups, roundtables
- Youth leadership initiative
- Online platform

- Statistically significant methods for scenario planning and to weigh values and principles

March - August



Affirm Phase (Consult & Inform)

This phase will see the first draft of a “Made in Kelowna” Vision and supporting draft principles presented to Council, stakeholders and community-at-large for consideration. The following deliverables will result:

- Draft vision
- Draft values and principles
- Statistically valid survey to test draft direction (Citizen Survey)

Fall 2017

Integrate Phase (Inform & Celebrate!)

This phase will highlight the endorsement of the Vision by Council and finalization of documentation and recognition of community involvement. Activities will include:

- Council endorsement
- Finalize documents
- Report out to community
- *Celebrate* - e.g., time capsule event

Methods to create awareness

Under the brand “Imagine Kelowna” a promotional strategy will guide the most effective outreach to the broadest audience possible through the City’s communication channels and will enable involvement of citizens and community stakeholders. These channels include: Social media campaigns (Facebook, Twitter and Instagram)

- Media relations
- Advertising, print and online
- City eScribe (subscribe)
- Kelowna Imagineers street teams (City staff and volunteers)
- Community events
- Videos
- Marketing collateral
- Speaker’s toolkit



Draft Stakeholders Groups

Presented below is a list of stakeholders grouped by categories for discussion purposes. This initial review of proposed stakeholders will aid in the further development of the communications plan.

Category	Stakeholder
Business Enhancement, Economic Development, Innovation	Business Associations: DKA, URBA, Pandosy
	Chamber of Commerce
	Urban Development Institute
	Okanagan Young Professionals
	Accelerate Okanagan
	Aviation
	Economic Development Commission
Tourism, Arts & Culture	Kelowna Tourism
	Festivals Kelowna
	Cultural District Representatives
Multicultural	Intercultural Society of the Central Okanagan
	Kasugai Sister City Association
Churches, Temples	
Heritage	Kelowna Museum
	Heritage Council representatives
Academic	UBC Okanagan
	Okanagan College & Enactus
	Kelowna Jaycees
	School District No. 23
	Independent Schools
Intergovernmental and other agencies	WFN, OKIB, Okanagan Native Alliance
	Interior Health
	Canadian Mental Health Association
	BC Ministry of Technology, Innovation and Citizens' Services
	Ministry of Municipal Affairs
	MLAs & MP
Housing & Social Organizations	Partners for a Healthy Downtown
	Community Policing
	Housing/CMHC
	CHBA
	Kelowna Community Resource Centre
Environmental, Agricultural & Community NGOs	Central OK Naturalist Club
	COLT

	Friends of Mission Creek
	Friends of South Slope
	Agricultural community
	Rotary Club
	Lions Club
	Pathways Abilities Society
	Okanagan Boys and Girls Club
	YM/YWCA
	Central Okanagan Foundation
	United Way
	Residents Associations
	Community Action Toward Children's Health
	Okanagan Changemakers
	Okanagan Pride
	Kelowna Cycling Coalition
Seniors Societies	Rutland Seniors Society
	Parkinson Seniors Society
	Okanagan Mission Seniors Society
Other	Strong Neighbourhoods participants
	Community-at-large

**For discussion purposes*