

# COMMUNITY STRATEGIC VISIONING



Strategy: Kelowna Strategic Vision, a guide to the future



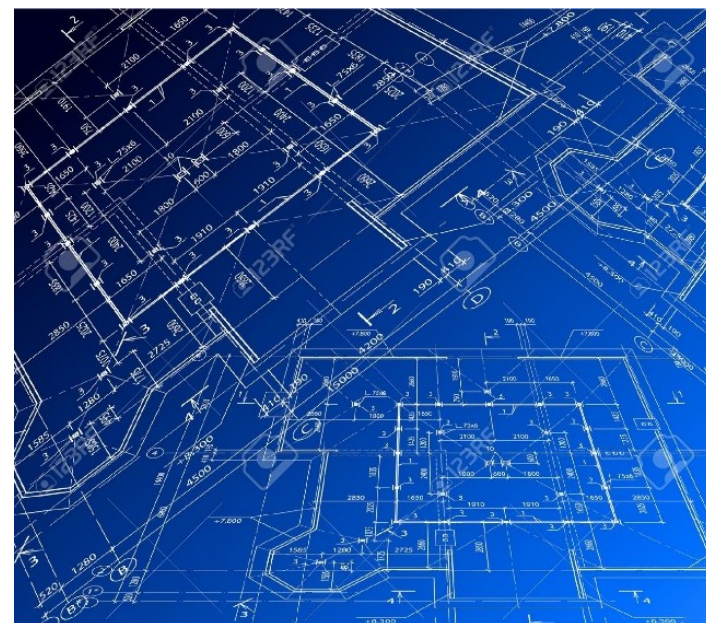
# THE PLANNING PROCESS

## Community visioning: Vision, values and principles

*“Community aspirations: what the residents want the community to be in the future”*

## The blueprint

### Comprehensive Plans

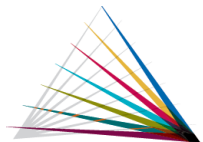


Source: Haus-Plan. Vector Blaupause

## WHAT IS COMMUNITY VISIONING?

*“Community Visioning is a planning process that encourages visionary, yet strategic thinking about the future direction of the City.”*

# IMAGINE Boston



TRANSFORMING | **EDMONTON**  
BRINGING OUR CITY VISION TO LIFE



our future  
mississauga

- ▶ Long-term ambitions, aspirations & community values
- ▶ System approach to integrate comprehensive plans
- ▶ Consider future trends

**VISION2030**  
A GUIDE TO THE FUTURE  
Stockholm



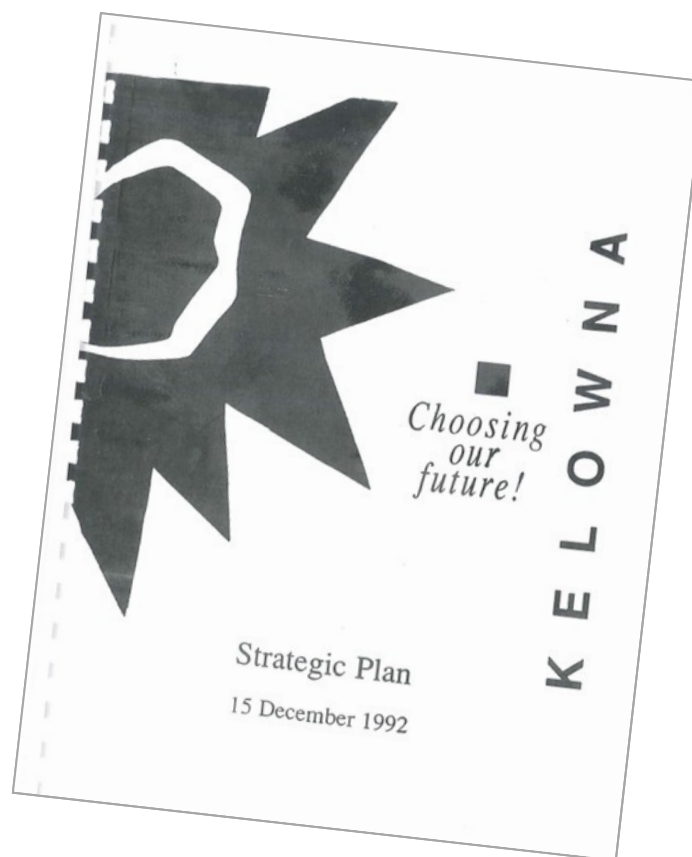
**SA2020®**



# 1992 STRATEGIC PLAN

► 18 goals

- building a healthy and sustainable local economy;
- protecting the natural environment even as growth occurs;
- protecting agricultural land from urban encroachment;
- focusing urban growth to take advantage of existing services and infrastructure; and
- providing a range of transportation options for residents.



## 2017 STRATEGIC VISION

(beyond traditional planning)

Future trends in:

- ▶ Technology
- ▶ Demographics
- ▶ Governance
- ▶ Resources
- ▶ Global & Local Factors

Examples...

# BEYOND BUILT ENVIRONMENT

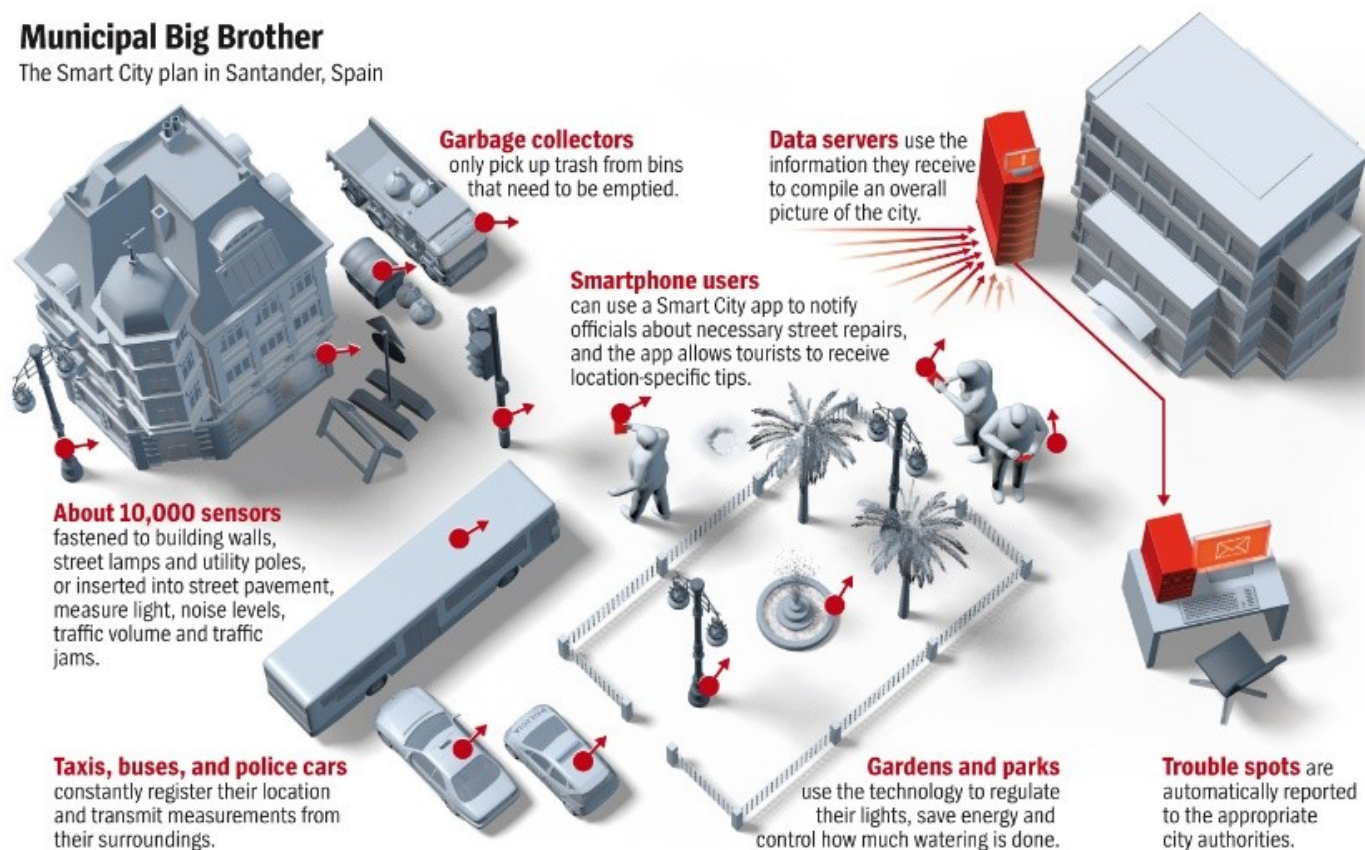
Smart Cities: it's all about sensors & performance management

## Santander in Spain

EU Grant for 10 M Euros)

### Municipal Big Brother

The Smart City plan in Santander, Spain



Source: <http://www.spiegel.de/international/world/bild-888480-473193.html>

# FUNCTIONAL INFRASTRUCTURE & VEHICLES

Solar panel bike lanes  
Krommenie in the Netherlands



Source: <http://www.citylab.com/tech/2015/11/netherlands-dutch-solar-powered-bike-lane-cycling-solaroad/416601/>

Pilot Electric re-charging lanes in England



Source: <http://www.citylab.com/commute/2015/08/the-uk-is-testing-roads-that-recharge-your-electric-car-as-you-drive/401276/>

Driverless cars



Source: <http://www.autoevolution.com/news/california-to-impose-more-stringent-rules-for-driverless-cars-103027.html>

## OTHER EXAMPLES

- ▶ Waste water technologies
- ▶ Data, data, data
  - ▶ Moving data not people
  - ▶ Data driven management systems
  - ▶ Performance monitoring
    - ▶ CityStat (e.g. Baltimore)
- ▶ E- Governance
- ▶ New construction technologies

# Change

# Adaptability/Resiliency



It is not the strongest  
of the species that  
survives, nor the  
most intelligent, but  
the one most  
responsive to  
*change.*"

- Charles Darwin, 1809

# STRATEGY

*“Valuable position, trade-offs, integration  
& consistency.”*

*- Michael Porter (Harvard Business Review, 1996)*

# COMMUNITY VALUES

public value?

# VISION

Without vision & values, there is no direction,  
no strategy, no plan.

## EXPECTED OUTCOMES

### Principles for adaptability

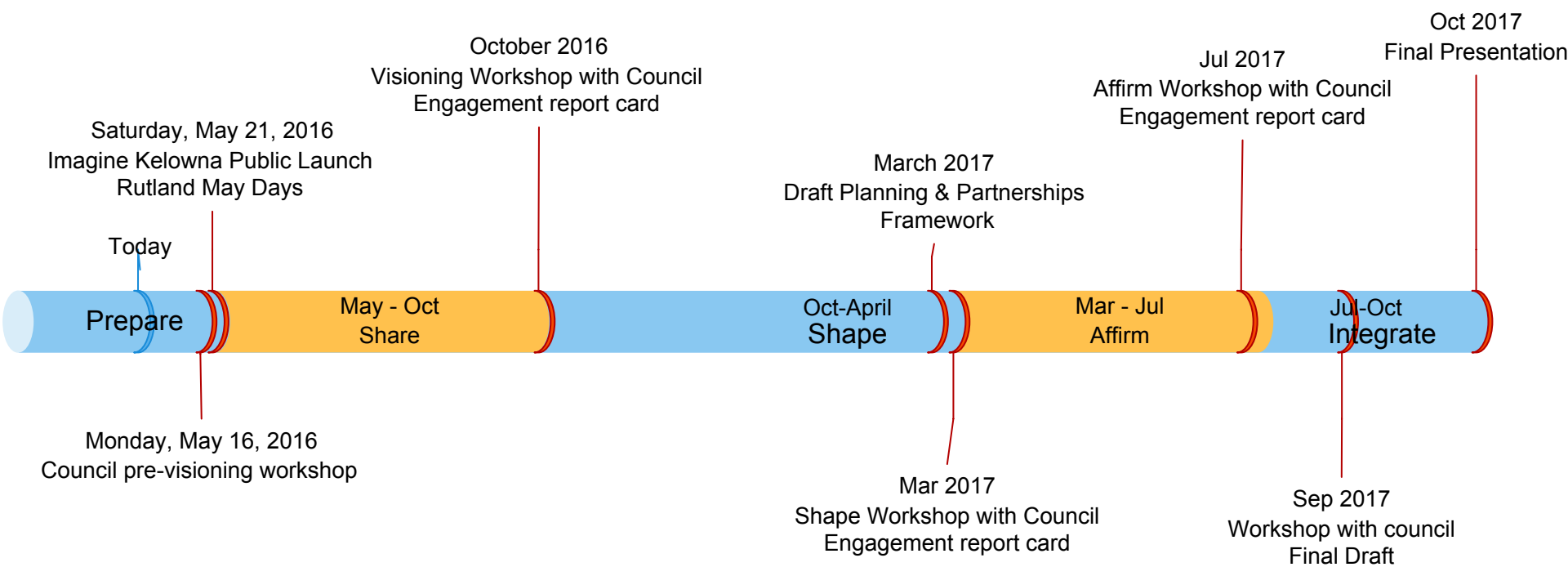
Strategic Directions

### Strategic planning & partnerships framework

Systems approach

Integration and alignment of plans,  
partnerships & strategies

# PROJECT MILESTONES



# OVERALL PROJECT FEEDBACK

► Thoughts?

# *Imagine*Kelowna



SHARE YOUR VISION, SHAPE THE FUTURE



## GOAL

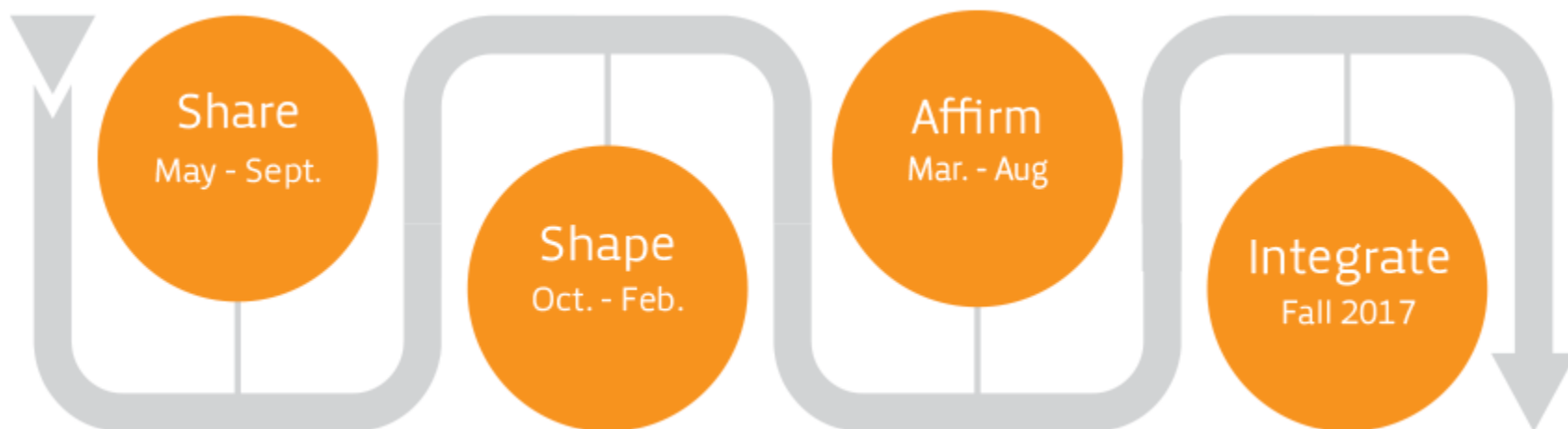
### *Imagine*Kelowna

*“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.*”

## PROPOSED ENGAGEMENT DELIVERABLES

- ▶ Four phases: share, shape, affirm and integrate
- ▶ Ongoing reporting to Council
- ▶ Using multi-channels and methods
- ▶ Deploying statistically significant methodology
- ▶ Creating awareness and opportunities to engage
- ▶ Reporting back to the community

# ENGAGEMENT TIMELINE





## SHARE PHASE ENGAGEMENT METHODS

- ▶ Mix of face-to-face and online engagement:
- ▶ *Kelowna Imagineers* Campaign
  - ▶ Community leaders
  - ▶ Youth leadership program development
  - ▶ City staff
- ▶ Community outreach at City-led events
- ▶ One-on-one interviews with community leaders
- ▶ Online platform “Get Involved Kelowna”
- ▶ Vision toolkit
- ▶ Online and face-to-face surveys



## SHAPE PHASE ENGAGEMENT METHODS

- ▶ Community workshops, focus groups, roundtables
- ▶ Youth leadership initiative
- ▶ Online platform
- ▶ Statistically significant methods for scenario planning and to weigh values and principles

# STAKEHOLDERS



# ENGAGEMENT FEEDBACK

► Thoughts?

# NEXT STEPS

## 1. May 16, pre-visioning workshop

