

Report to Council



Date: May 30, 2016
File: 1210-22
To: City Manager
From: Community Planning (TG)
Subject: Agriculture Plan Update Engagement Strategy

Recommendation:

That Council receives, for information, the report from Community Planning dated May 30, 2016, with respect to the Agriculture Plan Update Engagement Strategy.

Purpose:

To obtain Council's input on the draft vision for the update to the Agriculture Plan and to inform Council of the engagement strategy for this plan.

Background:

The Agriculture Plan Update, currently underway, will provide clear direction for the land zoned for agriculture in the City of Kelowna (currently representing more than 55 per cent of the land base) and will allow the following goals to be integrated into a current and responsive policy document:

1. Develop clear policies that serve to protect and to promote agriculture while preserving the character of the city of Kelowna;
2. Identify opportunities to strengthen farming and to develop agriculture as an economic driver;
3. Increase the amount of, and access to, locally grown and produced food; and
4. Build resilience in the community against rising costs of food and risks from changing conditions.

The Agriculture Plan Update project will take approximately 15 months to complete according to the timeline illustrated in figure 1.



Figure 1

The background scoping and Agricultural Profile development is currently in progress. Information is being compiled pertaining to the number of farms, farm type, production levels, under-utilized agricultural land, and demographic and financial information. When complete, this profile will include updated maps, including land use inventory, farmland use and availability, crops currently being grown, presence of agricultural constraints and presence of value added activities.

Public consultation and issues identification started earlier this month. Facilitating meaningful dialogue amongst stakeholders and input from the community will be a critical goal of this phase. In all forms of consultation, emphasis will be placed on considering both collective and individual needs, ensuring all voices are heard and analyzing the range of issues.

Guided by an engagement strategy and communications plan, consultation with stakeholders and the public will take place at three key times throughout the project:

- Spring 2016 - Input on draft vision, goals and objectives and identify opportunities and challenges.
- Fall 2016 - Input on recommended draft actions and policies.
- Winter 2017 - Input on draft Agriculture Plan.

Further, key organizations, such as Ministry of Agriculture and the Agriculture Land Commission, will be engaged throughout the process to obtain guidance on issues and policies that arise throughout the process as well as to gain support for the updated Agriculture Plan.

The Agriculture Advisory Committee (AAC) was the first to be engaged. To date, staff and the project consultant have had two workshops with the AAC. At the first, the AAC provided input to the engagement strategy and helped identify people, organizations and industries to engage. At the second workshop, held on May 11, the AAC helped draft a vision statement for the Agriculture Plan Update:

“Kelowna is a resilient, diverse, and innovative agricultural community that celebrates farming and values farmland as integral to our healthy food system and economy.”

The City of Kelowna’s current Agriculture Plan (1998) does not have a vision statement. A vision statement is key element, providing plan direction, and offering guidance for what future needs might look like in order for the plan to be deemed successful.

Throughout the month of June, stakeholders and the public will have an opportunity to provide input on the draft vision as well as identify opportunities and challenges that need to be considered. A variety of in-person and online techniques will be utilized to gather input:

What	When	Where
Online Survey	May 31 - June 30	www.kelowna.ca/planningprojects www.getinvolved.kelowna.ca
Stakeholder Session	June 8	EECO Center, Mission Creek Park
Open House	June 8, 4 pm - 6:30 pm	Mission Creek Park
Mini Open House	June 11 10 am - Noon	Save on Foods, 101 - 1876 Cooper Road Kelowna

Summary & Next Steps:

This fall, staff will report back to Council with a summary of the spring engagement, and will gather Council's input on draft policy and actions arising from public and stakeholder feedback.

Once complete, the Agriculture Plan Update will be used to inform the Official Community Plan review as well as provide information to the Healthy Food Systems theme area of the Healthy City Strategy.

Internal Circulation:

Divisional Director, Community Planning & Real Estate
Suburban and Rural Planning Manager
Planner Specialist, Suburban and Rural Planning
Communications Advisor
Director, Business and Entrepreneurial Development

Existing Policy:

One of the goals of the Official Community Plan is to *Enable Healthy and Productive Agriculture* by promoting healthy and productive agriculture through diverse strategies that protect farmlands and food production. Policies in the OCP that support this goal include:

- OCP Objective 5.33 Protect and enhance local agriculture. (and all associated policies)
- OCP Objective 5.34 Preserve productive agricultural land. (and all associated policies)
- OCP Policy 7.20.1 Water Availability for Agriculture. Work with stakeholders to ensure the continued delivery of sufficient quantities of water as per best practices for water conservation to ensure continued agricultural productivity.
- OCP Chapter 15 Farm Protection DP Guidelines

Agriculture policy is also guided by the 1998 Agriculture Plan.

Financial/Budgetary Considerations:

The cost to complete the Agricultural Plan Update is \$60,000. The City of Kelowna acknowledges the support of the Real Estate Foundation of BC who recently granted \$20,000 towards this project. An application has also been made to the Investment Agriculture

Foundation for further funds to support the project. The remainder of the funds will be funded by existing Community Planning budget.

Communications Comments:

An engagement strategy and complimentary communications plan have been developed and approved by Communications.

Information on upcoming engagement as well as a link to the online survey will be available on the Agriculture Plan Update webpage (kelowna.ca/planningprojects). Further, the community will also be engaged on the City's public engagement platform at getinvolved.kelowna.ca.

Considerations not applicable to this report:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Personnel Implications:

External Agency/Public Comments:

Alternate Recommendation:

Submitted by:

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Approved for inclusion:



JM

cc:

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