



City of
Kelowna

Engagement summary report:

2040 Official Community Plan | Phase 4

Spring 2021

Purpose of engagement: To inform and consult with citizens and stakeholders on key directions being taken with the Official Community Plan

Engagement timeline: January to May 2021





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Executive summary

Kelowna is a uniquely desirable place to live, offering a wide array of opportunities to work, play, learn and belong. As a result, it's quickly growing and evolving – how we grow matters because it affects all of us. The 2040 Official Community Plan (OCP) is about making the right choices in shaping our community's collective future.

Public engagement

The 2040 OCP journey has brought many people and perspectives to build the policy framework of our city's future – the result is a bold, forward-thinking plan that reflects the spirit and intent of our community vision, outlined in Imagine Kelowna.

The draft 2040 OCP, presented to the public for feedback in early 2021, is the result of years of dialogue with the public and stakeholders.

This final round of consultation sought to build on earlier engagement to ensure the plan's key directions met the community's expectations and to understand how or where it might be improved.

This report recaps the entire engagement process to date and provides detailed overview of Phase 4 engagement activities (page 3) and results, including: key themes (page 4) and what we heard via survey participation (page 5), virtual focus groups (page 17), online discussion forums (page 18), and stakeholder meetings (page 19).

Next steps

As we harness input to complete plan refinements, the final plan will represent the collection of voices from across our community.



The road to 2040: looking back on our engagement journey

In 2018, the City of Kelowna began the process to update its Official Community Plan and Transportation Master Plan (TMP); however, the development of the OCP began, in large part, with our Imagine Kelowna community vision.

The goals within Imagine Kelowna acted as the foundation for the OCP, and the OCP's key directions set out to achieve the goals laid out by the community through this extensive visioning exercise.

Participation pathway, OCP 2018-2021

Following Imagine Kelowna, both the OCP and TMP projects have undertaken separate and joint public and stakeholder engagement initiatives. The complete journey is summarized here.

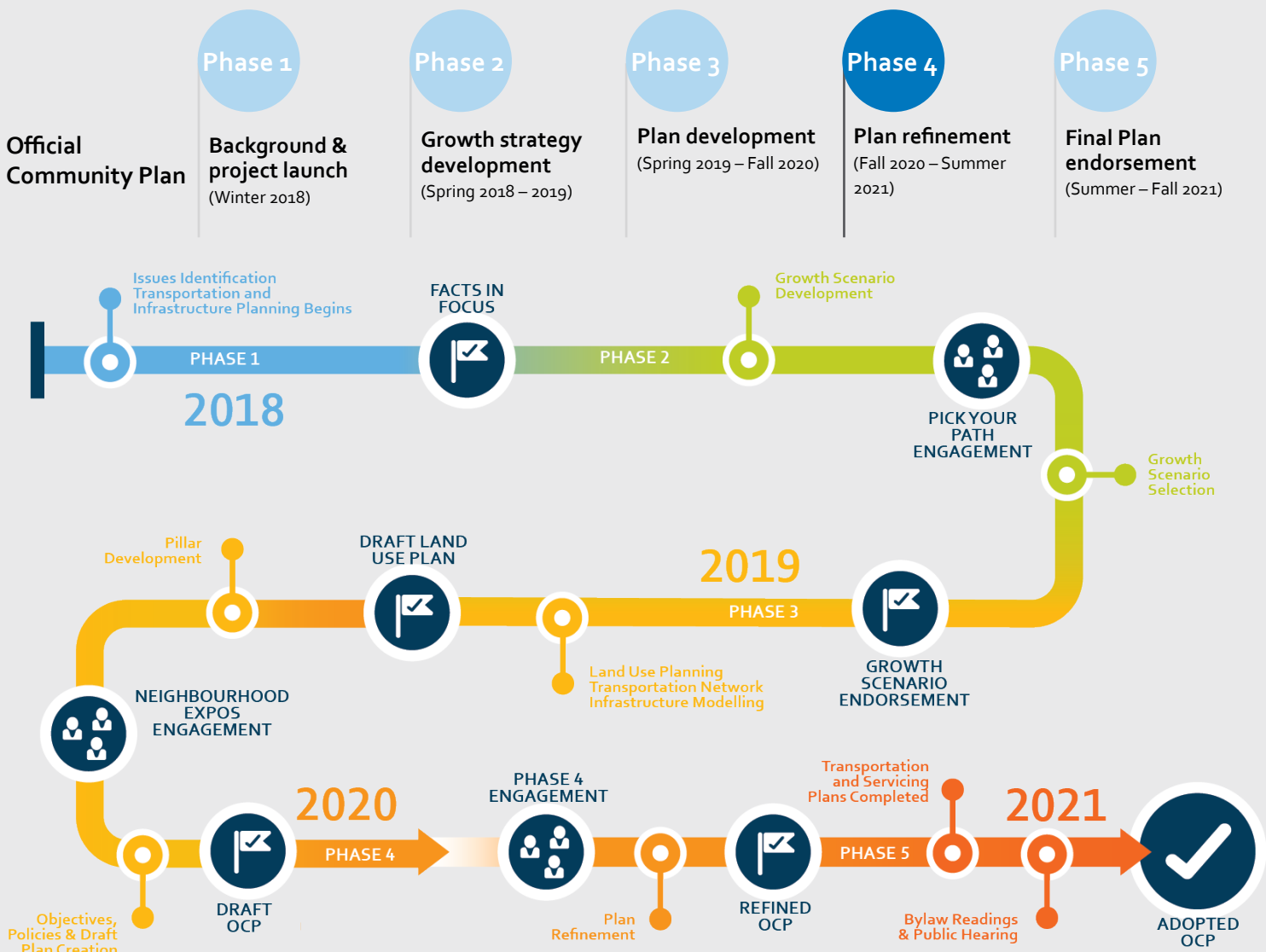




Figure 1. Summary of public participation, 2018-2021. See Appendix A for a detailed summary of OCP engagement phases 1-3

Phase 4 engagement overview

In 2021, the draft 2040 OCP was presented to the public and engagement was designed to build on earlier rounds of public engagement, including Imagine Kelowna. The remainder of this report focuses on feedback received through 2020 public engagement activities and includes brief summaries of stakeholder engagement activities and results.

Engagement strategy

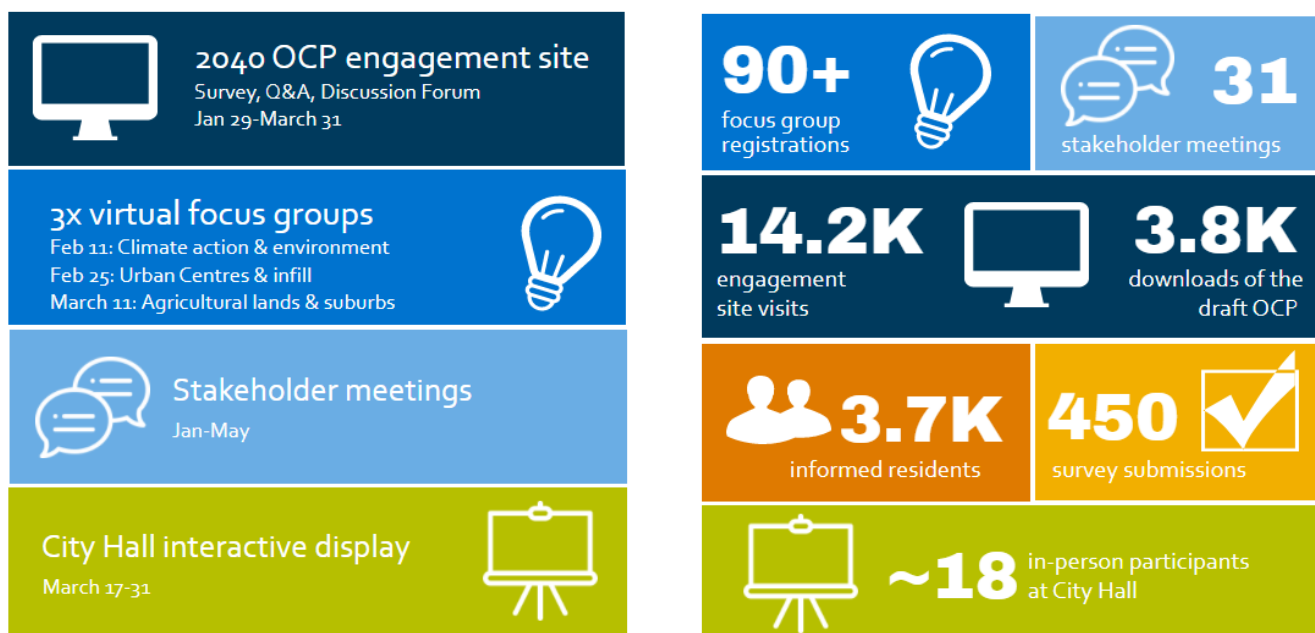
Because the draft 2040 OCP has been shaped over the course of several years, through multiple rounds of engagement, the team did not revisit topics where the public's preferences are already well understood or endorsed by Council (e.g. the growth scenario).

This final phase of engagement set out to inform and consult with public and stakeholders on:

- Urban Centre key directions
- residential infill key directions
- climate action and environment key directions
- agricultural lands and suburban neighbourhood key directions

Ways that we engaged

Phase 4 engagement spanned the course of approximately two months and included a variety of participation options. Because COVID-19 prevented in-person gatherings, engagement took place primarily online.



Limitations

While a variety of tactics were used to reach a diverse range of citizens (see: Public outreach), results from open surveys such as the one provided during this final phase of OCP engagement do not represent a statistically significant, random sample of all Kelowna citizens. Due to the opt-in and open nature of participation, results do not necessarily reflect the views of all Kelowna citizens.

What we heard

The foundations of the Plan continue to see strong support. In keeping with the feedback heard during the Imagine Kelowna, Pick Your Path and the Neighbourhood Expos process, the OCP Pillars, the growth strategy and the key directions that guide the draft plan's objectives continue to be supported by participants in the engagement process.

Key themes

Housing affordability

Many comments spoke to the need for a greater focus on the affordability of housing, citing rapidly rising prices for all housing types across the city. Comments ranged from supporting infill housing to address housing prices, concerns that infill housing continues to sell at high prices, and that limiting future suburban growth would put further pressure on housing prices. Questions about greater tenure/tenancy variety were raised as well, with options like rental and co-op housing being cited as areas that also needed attention beyond home ownership.

Plan administration and implementation

A common theme throughout the engagement process was a concern about the City's capacity to deliver on OCP implementation items and to consistently apply the policies of the plan when delivering projects or considering development proposals. This theme was prevalent across the survey's topic areas, with a feeling that the OCP's policies will not withstand the pressure from the development community and that the City has been moving too slowly in implementing its own strategies, such as addressing climate action, for example.

Building heights/dispersed density

Building heights have been a major topic of discussion amongst Kelowna residents, both as part of and outside this engagement process. Recent proposals for tall towers and larger scale projects Downtown and in Pandosy have further galvanized the discussion on building heights in the community and the role that they play in the city's future growth.

Comments related to building heights as part of Phase 4 Engagement were varied and nuanced, but a clear theme emerged that there are concerns with the height of buildings being proposed in the Urban Centres, particularly Pandosy and Downtown, as well as in some parts of the Core Area. However, there was also discussion about the role that taller buildings play in a city that is aiming to densify, and some taller buildings would be supported in areas farther from the lake or in Urban Centres like Capri-Landmark or Rutland.

Parks, public spaces and greenery

The need for more green space, parks and public spaces was a frequent theme throughout the engagement results. Participants were very supportive of the draft Plan's key directions, but some wanted to see more emphasis on parks and public space, and more acquisition of parks to align with high growth areas. Others focused on opening up more of the lakeshore for public use, whether it be new parks or better public access to and along the lake. Other participants still spoke to the need to maintain and grow our tree canopy, lamenting the loss that has come with redevelopment and infill in the Urban Centres and Core Area.

Public safety

Concerns about crime and safety, particularly Downtown, but also in other neighbourhoods, was cited as an issue that seemed to be missing in the draft OCP, with many comments citing homelessness as a barrier to achieving the vision of the draft plan.

OCP Pillars

While the directions outlined in the draft OCP's pillars received a high level of support from participants, there were some comments that descriptions of the pillars used too much technical language, and didn't provide enough clarity on how they would be realized. Feedback indicated that the Pillars would benefit from greater clarity in their description and be more strongly linked to the objectives, policies and implementation actions outlined in the draft plan.



The 2040 OCP survey consisted of several multiple-choice options with opportunities for qualitative input.

The survey provided background on the OCP's key directions and sought to understand how well respondents support various goals identified through earlier phases of consultation. Participants were also asked for input on how to improve upon the key directions in order to help identify any necessary refinements to the draft.

Imagine Kelowna: Top 5 goals

When asked which of the goals from Imagine Kelowna will be most important as we grow, survey respondents said:



This was followed closely by:

- Take action on climate change
- Grow vibrant urban centres and limit sprawl

Our 10 OCP Pillars



Focus investment in Urban Centres



Stop planning new suburban neighbourhoods



Target growth along transit corridors



Promote more housing diversity



Incorporate equity into city building



Strengthen Kelowna as the region's economic hub



Protect agriculture



Prioritize sustainable transportation & shared mobility



Protect & restore our environment



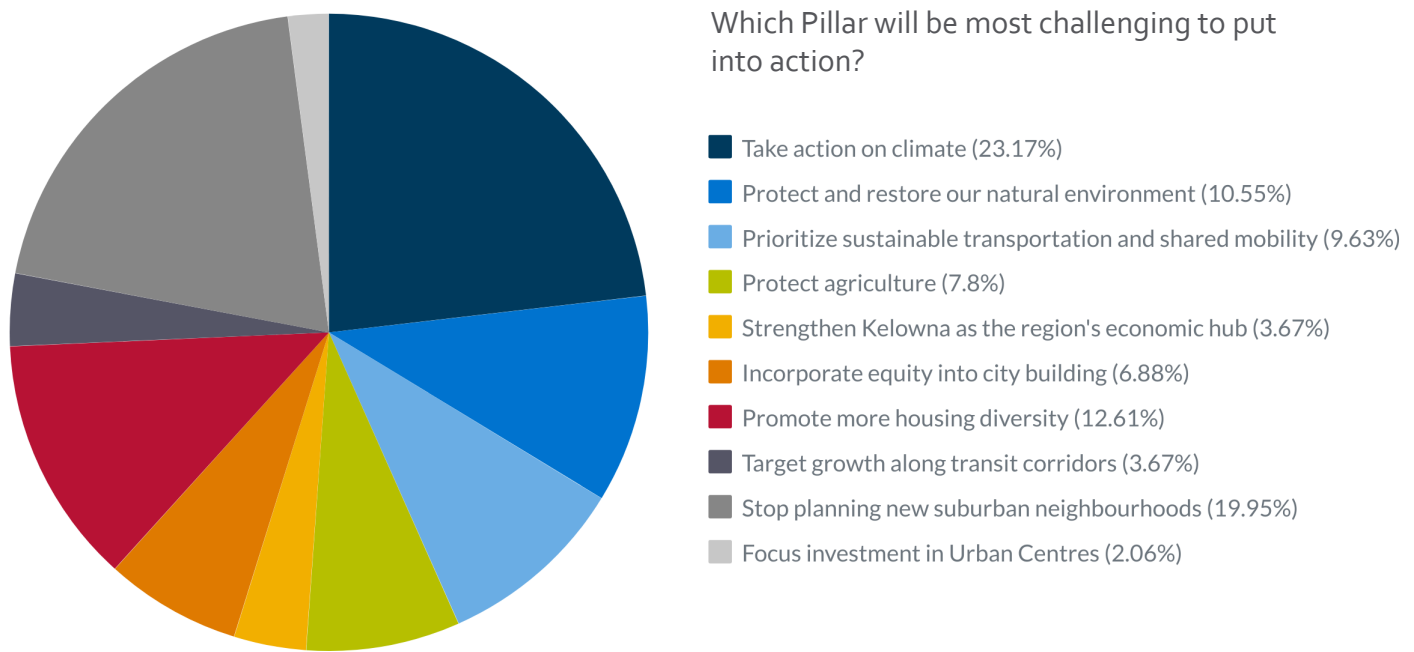
Take action on climate

Respondents indicated that all 10 pillars were "very" or "somewhat" important; however, support for the "incorporate equity into city building" and "stop planning new suburban developments" Pillars was somewhat divided.

While most respondents agreed that the Imagine Kelowna goal “protect and restore the environment” will be a topmost priority as Kelowna grows, at the same time, respondents felt the most challenging Pillar to put into action will be “take action on climate,” citing: development pressure and competing priorities, difficulty changing peoples’ individual behaviours, and concerns that Kelowna on its own has limited ability to make meaningful change on this front. This was followed by “stop planning new suburban neighbourhoods.” Respondents felt that challenges related to the success of this pillar included market demand, development pressure and affordability issues.

75 per cent of survey respondents felt the 10 OCP Pillars were easy, or mostly easy to understand. Suggestions for improvements included simplifying language (less jargon) or being more explicit (less broad/vague) in what the Pillars set out to achieve. The term “equity” appears not to be very well understood, based on comments and conflicting survey responses (i.e. respondents who said equity was not very important, but felt housing access/affordability was a pressing issue).

Other themes that emerged included climate skepticism and a desire from the community to see a strong commitment to following through on the Pillars and Plan. Additionally, some respondents expressed concerns and confusion related to “stop planning new suburban developments.”



Many people will not prioritize climate action. People will find it difficult to change their habits. Developers looking for profit over embracing measures to be sustainable. Unfortunately many people do not believe that climate change is real.

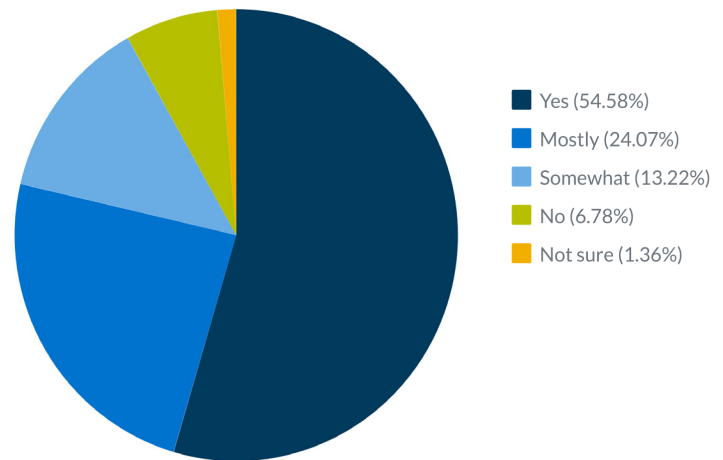
Survey response

Urban Centres

Participants were asked whether the following key directions support the vision of creating more complete, vibrant Urban Centres:

Key directions:

- Directing new larger office buildings and post-secondary campuses into Urban Centres
- Supporting new sidewalk patios and mobile uses like food trucks in the Urban Centres
- Directing the city's taller buildings to Downtown and Capri-Landmark while focusing on mid-rises and shorter buildings in select locations in Pandosy, Rutland and Midtown
- Designing new buildings to be more visually interesting and unique, particularly at street level
- Prioritizing public amenities, services, shops and infrastructure investments in Urban Centres
- Encouraging diverse cultural experiences and creating great public spaces like new parks, plazas and more lively, walkable streets



Recommendations

When asked how the key directions might be improved, common responses identified a need for more affordable housing, greater emphasis on crime and safety concerns, more parks, more parking, and general concerns related to building heights (typically calling for lower building heights). More specific feedback related to building heights and density called for spacing between towers/view corridors and the need to spread density out across the city.



I believe in higher density, but Kelowna must be really careful in spacing tower buildings, so we do not create a sunless city centre

Survey response

Greenspace, trees and interactions with nature are incredibly important to quality of life in urban environments. This is not captured here.

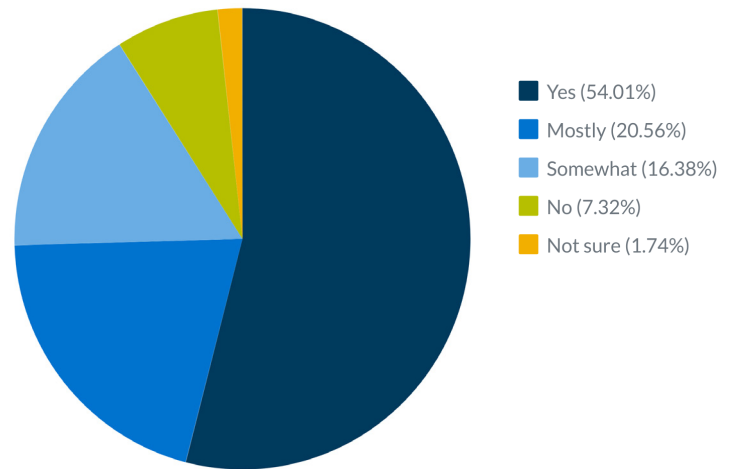
Survey response

Housing diversity in the Core Area

Participants were asked whether the following key directions support the vision of creating more housing choice in the Core Area:

Key directions

- Designing new missing middle housing so that it fits the character of the existing neighbourhood
- Supporting site design that provides onsite parking and preserves mature trees as much as possible
- Keeping higher density housing types like apartments focused along corridors and Urban Centres
- Considering limited opportunities for infill in the Heritage Conservation Area consistent with heritage development guidelines. Infill may include suites, carriage homes, second homes, subdivisions, and multiple dwelling housing. Large infill projects requiring lot consolidations would be discouraged



Recommendations

When asked how the key directions might be improved, the most common response was related to the need for more affordable and/or low-income housing in the Core Area. Other common themes included: the need for more trees/greenery, parks/greenspace, and family-oriented housing; concerns related to building heights and the variety and design standards of infill in the Core Area were also heard.



I think higher density housing gives families the opportunity to live in Core Areas rather than keeping them along corridors and Urban Centers. Families deserve to live in neighborhoods even if they can only afford a small apartment

Survey response

Development currently is knocking down single family houses and eliminating the character of the existing neighbourhood, building large fourplex units, not in keeping with surrounding environment and not offering diverse housing for seniors and families.

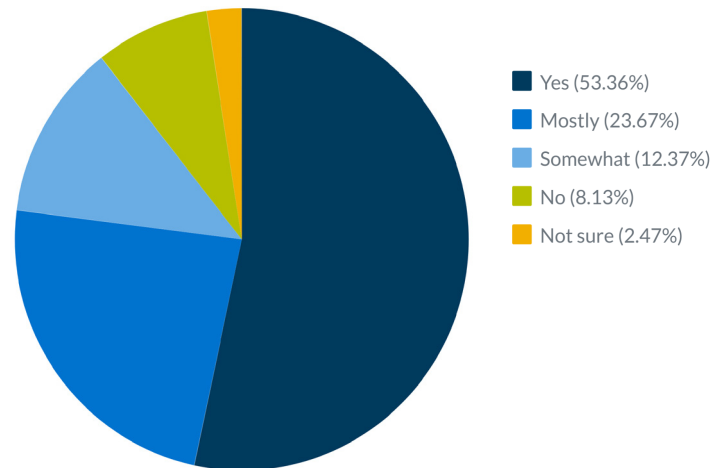
Survey response

Transit supportive corridors

Participants were asked whether the following key directions support the vision of enhancing connectivity by transit:

Key directions

- Supporting investments in transit along key corridors that connect our Urban Centres and Core Area neighbourhoods
- Focusing low rise apartments along current and future transit corridors like Richter Street, Pandosy Street, Rutland Road and Clement Avenue
- Keeping buildings residential along most of the corridor, but allowing for some commercial uses like cafes and corner stores at certain intersections



Recommendations

When asked how the key directions might be improved, the most common responses were related to actions needed from the Transportation Master Plan, including more cycling and pedestrian infrastructure, better transit service and measures to improve general traffic flow along the corridors themselves.

When it came to the OCP, common themes included a desire to explore more mixed-use along transit supportive corridors as well as concerns related to building heights in Pandosy and Downtown, as well as noise and livability near corridors.



A commitment to walking/biking corridors away from busy streets [is needed]. There also needs to be ample green spaces for people to enjoy. Those are important when you get hemmed in by tall buildings and lose your view of the surrounding mountains

Survey response

You forgot about the people who really need alternate transport. The ones who can't afford to drive and who don't live in convenient apartments in the preferred zone

Survey response

Parks & public spaces

Participants were asked whether the following key directions support the vision of creating and enhancing shared spaces for more people to enjoy:

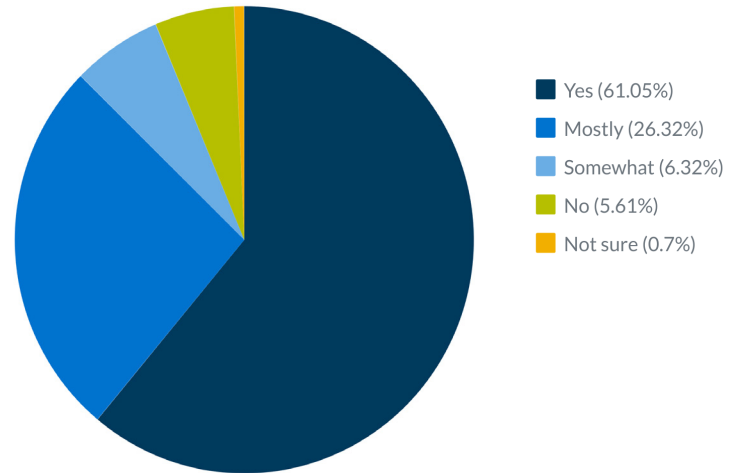
Key directions

- Building more parks in the Urban Centres and the Core Area
- Opening up more waterfront for public use
- Undertaking streetscape and laneway projects in our Urban Centres
- Designing parks to be more inclusive, safe and welcoming
- Promoting more public art and more cultural facilities



87%

of survey respondents indicated that the key directions listed fully (61.1%) or mostly (26.3%) support the vision of creating and enhancing shared spaces for more people to enjoy.



Recommendations

When asked how the key directions might be improved, the most common themes included the need for more lake/beach access, more sports facilities and recreation park expansion, general park acquisition in areas targeted for growth, a focus on safety and accessibility in parks and public spaces, more naturalized areas, and improvements in park design.



As long as green spaces and urban parks are increased while housing density increases as well. More people need more access to nearby nature.

Survey response

Missing more playgrounds for kids in the new living areas. Lots of apartment buildings have been built and their amount is keep growing but not many kids facilities are being developed for new living areas.

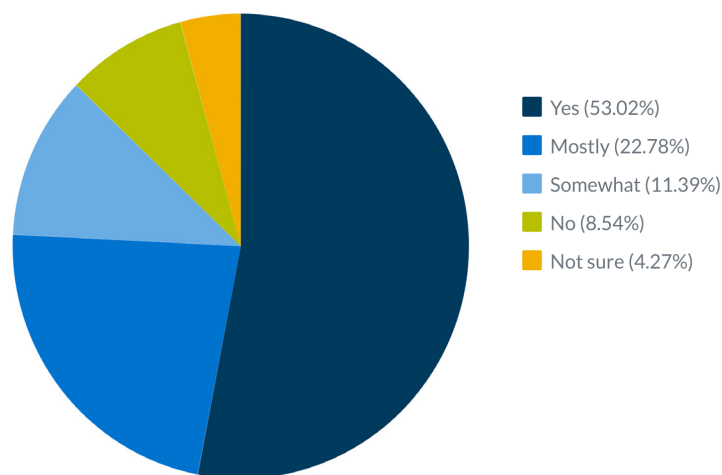
Survey response

Equity

Participants were asked whether the following key directions support the vision of building a more inclusive, equitable community with better access to housing and services as we grow:

Key directions

- Taking action on Reconciliation with Indigenous peoples
- Providing a greater variety of housing types and tenures, including housing with supports
- Prioritizing the location of childcare, schools, medical services and social supports in our Urban Centres and Core Area
- Reducing the effects of displacement due to gentrification
- Investing in more inclusive parks and public spaces
- Celebrating of culture and diversity



Recommendations

When asked how the key directions might be improved, common themes included need for better outreach and engagement with those who have been historically excluded and who tend to be most affected by worsening inequality, clarity around implementation and action items, more supports/services for marginalized populations, homelessness action rooted in Indigenous knowledge/culturally safe practices, and greater consideration of individuals with diverse abilities and mobility challenges. In a shift compared to past engagement, growing concerns related to housing affordability for middle-income earners (as opposed to those experiencing or at greatest risk of experiencing homelessness) were also expressed.

As a young nurse raised in Kelowna, the possibility of starting a family in a detached home is becoming more unattainable every year. I would love to see more multi family housing geared towards young families

Survey response

I hope to see a priority shift to addressing the housing issues in the city, particularly in regards to affordability. We are rapidly turning into a city where only the rich can afford to live here, the people making their coffee can't.

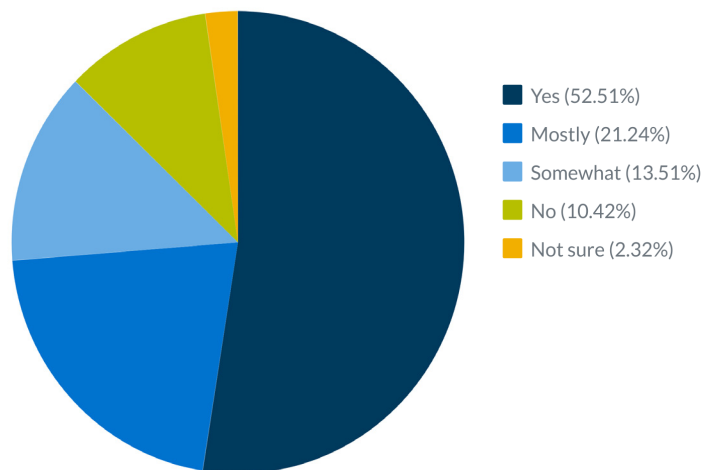
Survey response

Agricultural lands

Participants were asked whether the following key directions support the vision of protecting agricultural lands and hillsides from sprawl:

Key directions

- Minimizing growth in outlying areas – no new suburbs beyond those approved under the 2030 OCP
- Protecting agricultural land from encroachment – lands outside of the permanent growth boundary would not be supported for further development unless designated in the 2030 OCP



Recommendations

When asked how the key directions might be improved, respondents were somewhat divided. Some suggested that hillside and suburban development is necessary and that more ALR land should be made available for development, while others indicated that more should be done to curb outward growth; comments also suggested skepticism that the Permanent Growth Boundary will be upheld.



Support [is] needed for struggling farmers to make agriculture, particularly smaller scale agriculture, profitable and desirable.

Survey response

I'm skeptical that this permanent growth boundary will actually be enforced.

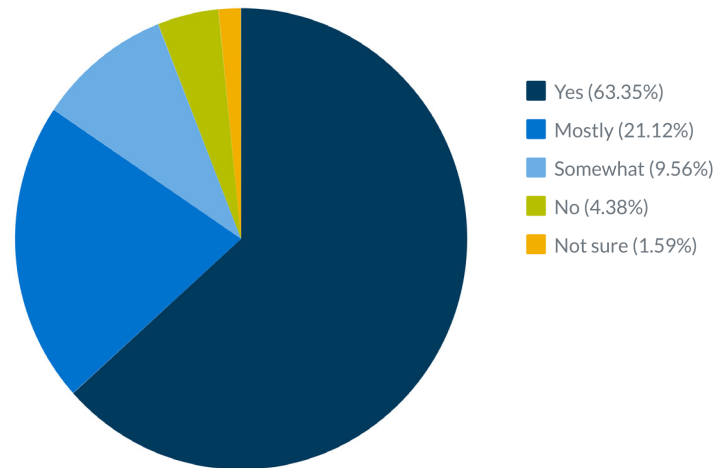
Survey response

Completing suburban neighbourhoods

Participants were asked whether the following key directions support the vision of making existing suburban neighbourhoods more complete:

Key directions

- Completing village centres to serve the surrounding neighbourhood
- Improving the pedestrian experience and walkability
- Encouraging corner stores, cafes and other amenities in suburban neighbourhoods
- Supporting ground-oriented multi-family dwellings



Recommendations

When asked how the key directions might be improved, respondents cited concerns related to affordability and equity. Respondents also called for a greater variety of housing types, more density and amenities (retail/commercial) and better walkability in suburbs: in other words, respondents felt the key directions could go further in order to create more complete suburban neighbourhoods. Other concerns were related more closely to the TMP, calling for the expansion of active transportation amenities and transit service in the suburbs.



Create 15 minute cities, healthy buildings, design centres for walking and biking and gathering instead of cars. And encourage stores to provide healthy options (such as plastic free items & organic food, bulk items) so the people can be healthy.

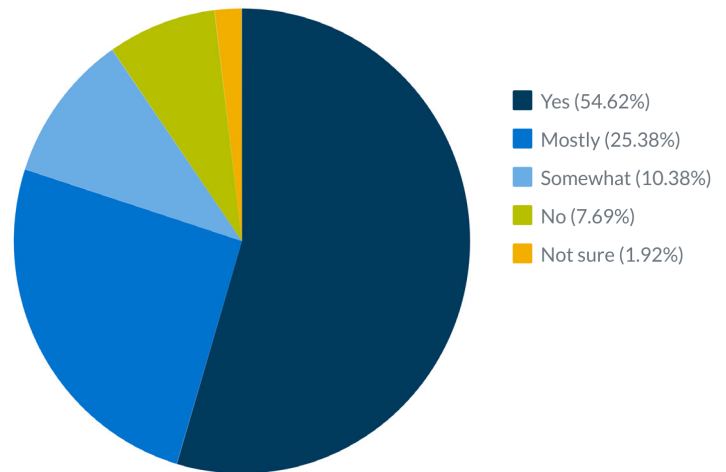
Survey response

Growing sustainably

Participants were asked whether the following key directions support the vision of creating more compact communities that minimize our environmental impact as we grow:

Key directions

- Supporting more compact housing forms to limit sprawl, protect agriculture and leave more land in a natural state
- Encouraging energy-efficient, multi-unit housing
- Focusing employment growth in Urban Centres
- Creating amenity-rich neighbourhoods that meet more of people's daily needs and require less trips by car
- Continuing to protect and preserve ecologically sensitive lands
- Growing in areas that best support transit, walking, and biking to lower greenhouse gas emissions



Recommendations

When asked how the key directions might be improved, respondents called for more actions to reduce auto-dependency – while most recommendations fit more closely within the scope of the TMP, many are also supported by the OCP's growth land use plan. Participants also wanted to see concrete steps taken to ensure successful implementation.

This was accompanied by a call for more affordable housing, more green space, along with concerns about potential environmental impacts of densification. In addition, respondents wanted to see more electric vehicle (EV) infrastructure and more sustainable development and/or greener construction. Respondents also wanted to see concrete steps taken to ensure successful implementation.



Incorporate more green space into city planning, whether that is green roofs, more trees on streets and in gardens, creating green corridors, limiting water use on lawns, restricting the residential use of pesticides, etc.

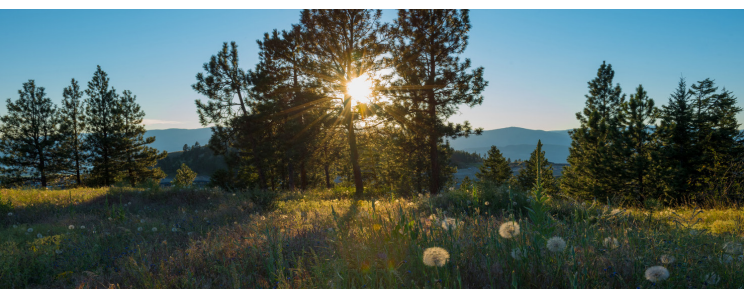
Survey response

Protecting our environment

Participants were asked whether the following key directions support the vision of protecting our natural environment from the impacts of development:

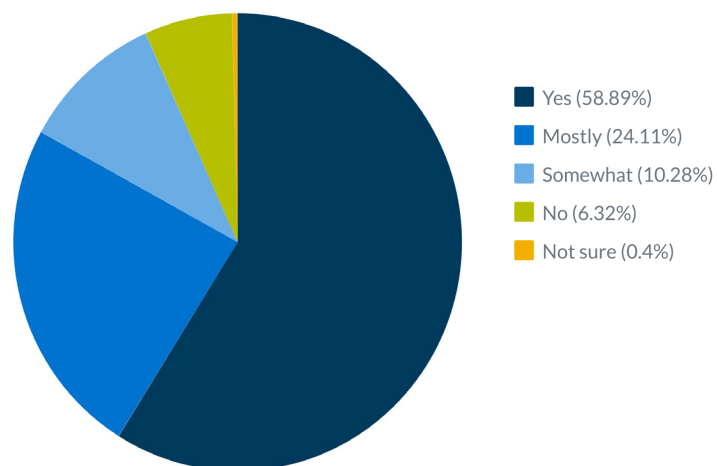
Key directions

- Reducing air pollution from motor vehicles by discouraging land uses and activities that require idling and encouraging other modes of transportation
- Preserving the health of Okanagan Lake
- Protecting ecologically sensitive lands and species at risk
- Enhancing biodiversity and landscape diversity
- Protecting and expanding a healthy urban forest
- Minimizing growth in outlying areas
- Preserving ecosystem corridors for habitat connectivity, migration and wildlife populations



83%

of survey respondents indicated that the key directions listed fully (58.9%) or mostly (24.1%) support the vision of protecting our natural environment from the impacts of development.



Recommendations

When asked how the key directions might be improved, respondents called for an aggressive EV strategy, pesticide bans, and protection of local waterways. Respondents also wanted to see policies related to vehicle idling and a strong commitment to putting environmental policies into action. Additional comments were related to the need to support alternative modes of transportation, better transit, and more meaningful collaboration with Indigenous communities.



In addition to supporting other modes of transportation Kelowna could adopt a more aggressive EV plan - I think Kelowna is lagging in this aspect compared to other cities in BC.

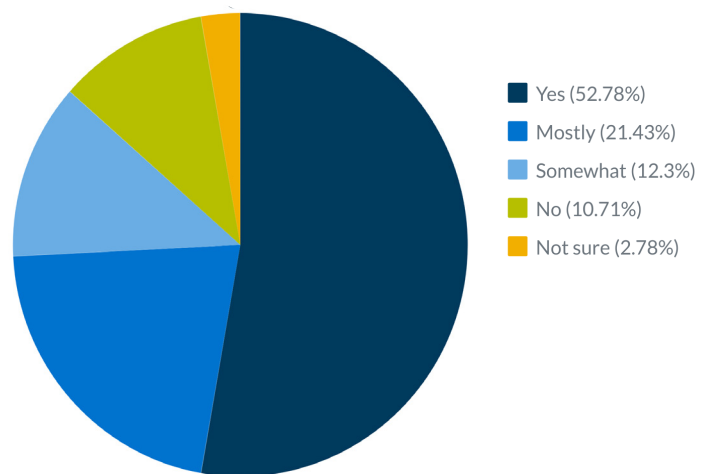
Survey response

Taking action on climate change

Participants were asked whether the following key directions support the vision of demonstrating leadership and accountability on climate action, while building community resilience in the face of climate change:

Key directions

- Transitioning to 100% renewable energy by 2050
- Improving energy efficiency in new and existing buildings
- Reducing our GHG emissions by 80% by 2050
- Supporting low-carbon transportation options like cycling or electric vehicles
- Limiting growth in car-dependent areas, such as suburban hillsides, and investing in active transportation and transit networks
- Prepare for and become resilient to the impacts of climate change by improving vulnerable infrastructure and adapting to extreme weather events
- Collaborating with syilx/Okanagan People to incorporate Indigenous knowledge in climate change action



Recommendations

When asked how the key directions might be improved, the most common response called for more aggressive timelines and goals related to climate action. Next, calls for more energy efficient buildings were heard. Some comments expressed concerns that the pace of growth may negatively impact the environment due to congestion/vehicle emissions and unsustainable building practices or building types.



Built up areas should also respect the ecological functions of the land. Plantings to mitigate the urban heat island effect (trees), encouraging water infiltration, native plantings to support pollinators, etc. should be part of any future development.

Survey response

Virtual focus groups

During each 90-minute session, dozens of participants were presented with an overview of the Plan's development process, the 10 OCP Pillars and specific key directions. Participants were then asked what they **liked** about the key directions, **what needed improvement** and what was **missing**.

Participants also had the opportunity to ask questions which were answered by subject matter experts during the live session. Any questions that went unanswered during the session were posted and responded to on Get Involved.

Focus Group #1: Climate action and environment

DO MORE TO LIMIT SPRAWL DENSITY/CENTRALIZED GROWTH
PROTECTING SENSITIVE LANDS/SPECIES AT RISK AG EMISSIONS
GREENER CONSTRUCTION METHODS REDUCING CAR-DEPENDENCY
SOLAR PROJECTS VALUES-ALIGNED REGIONAL APPROACH
PRESERVING OKANAGAN LAKE STRONGER WORDING/CLARITY
TREE COVER CAR-FREE ZONES ENHANCING BIODIVERSITY
MORE AGGRESSIVE TIMELINES ADDRESSING ENERGY POVERTY
ACTIVE TRANSPORTATION STRONGER EMISSIONS TARGETS
ONGOING EDUCATION/OUTREACH/PROGRAMMING DATA/MONITORING
EV STATIONS IN NEW BUILDINGS PASSIVE HOUSE DESIGN
IMPLEMENTATION/FOLLOW THROUGH/STICK TO PLAN

Focus Group #2: Urban Centres and residential infill

COMMUNITY GARDENS ADHERENCE TO OCP WALKABILITY
UNIQUE APPROACH FOR EACH CENTRE GREAT STREETSCAPING
SUPPORT INDEPENDENT BUSINESS VS. 'BIG BOX' COMMERCIAL DENSITY
DIVERSE HOUSING TYPES/TENURES CO-HOUSING/ALTERNATIVE HOUSING
MIXED USES TRAFFIC CALMING HOUSING DIVERSITY IN CORE AREA AMENITIES
SENSE OF COMMUNITY/CONNECTION LIMITS ON BUILDING HEIGHTS HEIGHT MAPS
ACTIVE TRANSPORTATION COMPLETE THE BOULEVARDS FOR CORE AREA STREETS
CALIBRATING DCC RATE TO SQUARE FOOTAGE COMPLETE COMMUNITIES
PARKS / PUBLIC SPACE CLARITY AROUND APPROVAL PROCESS
BUILDING THAT REFLECT THEIR NEIGHBOURHOODS / VISUALLY INTERESTING

Focus Group #3: Agricultural lands and suburban neighbourhoods

HOUSING VARIETY DENSER SUBURBS
DISCOURAGE BIG CORPS IN VILLAGE CENTRES
MORE WALKABLE SUBURBS INFILL INCENTIVE
SUPPORT SMALL FARMERS VILLAGE CENTRES
TRAFFIC MITIGATION STRONGER LANGUAGE PLAYGROUNDS
PROTECTING AG LAND BROADER RANGE OF USES ON AG LAND
LIMIT NON-FARM USE OF AG LAND TRANSPORTATION OPTIONS
MORE COMPLETE SUBURBS TRAIL PRESERVATION COMMUNITY GARDENS
SMALLER FOOTPRINT FOR HOUSES SUSTAINABLE BUILDINGS
GREENER LANDSCAPING/DISCOURAGE LAWNS LIMITING NEW SUBURBAN DEV.



Online discussion forums

Comments on the discussion forums spanned a number of topic areas and were focused on the Plan's key directions.

Comments from 18 participants in the discussion forum echoed feedback via other mechanisms and included:

General support for key directions such as:

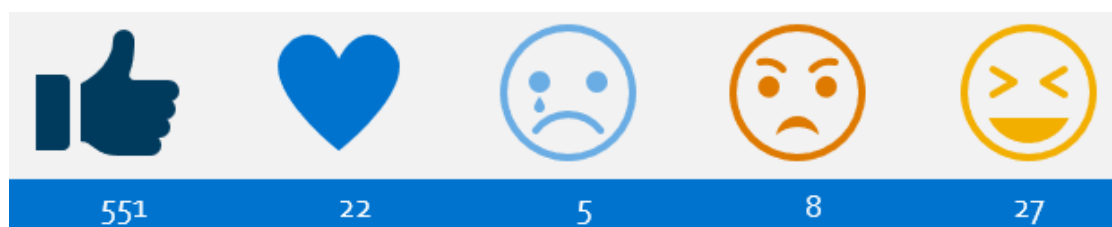
- Building more community resilience, by mitigating and adapting to climate change, fostering more food security and protecting the natural environment
- Focus on equity and inclusion
- Context-sensitive missing middle housing in the Core Area
- Application of an Indigenous lens in the Plan's development
- Support for the directions of the Plan overall

Concerns / recommendations related to:

	<p>Affordability</p> <ul style="list-style-type: none"> • Concerns that the growth strategy will not lead to lower housing prices • Comments that infill and redevelopment will advance further gentrification • Need for monitoring of housing affordability in the Plan
	<p>Waterfront access</p> <ul style="list-style-type: none"> • Request for greater emphasis on lake access, parks and walkways
	<p>Action on Reconciliation / collaboration with Indigenous communities</p> <ul style="list-style-type: none"> • Calls to center Indigenous knowledge within the Plan, with more details about how it will be used. If and when used, credit should be given
	<p>Transportation/mobility challenges</p> <ul style="list-style-type: none"> • Need for more holistic approach to transportation planning
	<p>Residential infill</p> <ul style="list-style-type: none"> • Worries that multi-family housing is not family-friendly • Concerns related to lack of private yards and greenspace in neighbourhoods seeing residential infill • Need for new, varied and different designs for ground oriented multi-family housing
	<p>Climate & environment</p> <ul style="list-style-type: none"> • Concerns about the demolition of existing buildings for infill and redevelopment and the impact on waste • Need to protect more natural areas and mature trees • Need for more aggressive targets and timelines

Social media key themes

When gauging sentiment (reactions) on the City's OCP-related social media posts, the results were favourable/ positive. However, social media comments themselves tended to be critical.



Although not uncommon for comments on social media to skew in this direction, the concerns raised are worth noting, echo comments received via the survey, and were related to:

- Pace of growth – Kelowna is growing too fast, infrastructure isn't keeping up
- Affordability – Kelowna is no longer affordable and new development isn't helping
- Growing inequality – quality of life eroding for Kelowna's middle-to-low income earners
- Building heights – buildings are too tall, should be setback from Okanagan Lake
- Density – should be more dispersed, human-scale, avoid 'tall and sprawl'
- Consistency in decision-making/application of OCP policies (sticking to the plan)
- Influence of developers in shaping growth
- Use / impact of variances – concerns that 'extreme' use of variances in relation to building heights undermines the OCP and public trust

Stakeholder feedback

Staff hosted a series of over 30 workshop sessions with key community stakeholders between December 2020 and May 2021. The purpose of these sessions was to review the draft plan with local business, education, community and health and wellness interests, as well as other levels of government, to get detailed feedback on its content.

Participants included:

- School District #23: December 15
- Urban Development Institute: February 2, 4 and 26 and April 7, 13, 20, 22
- Kelowna South-Central Association of Neighbourhoods: February 3
- Tourism Kelowna: February 3
- KLO Neighbourhood Association: February 5
- Okanagan College: February 8
- University of British Columbia: February 10
- Regional District of Central Okanagan (Regional Growth Strategy Steering Committee): February 10
- Kelowna Business Associations: February 17
- Regional District of Central Okanagan (District Staff): February 19 and March 19
- Heritage Stakeholders: February 23
- Equity and Inclusion Stakeholders: February 25
- Ministry of Transportation and Infrastructure and BC Transit: February 26
- Ministry of Agriculture: March 4
- Environmental and Climate Stakeholders: March 8
- Agricultural Land Commission Executive: March 10
- Okanagan Mission Residents Association / Kettle Valley Neighbourhood Association: March 17
- Agricultural Stakeholders: March 18
- Kelowna Downtown Knox Mountain Association: March 23
- Uptown Rutland Business Association: March 25
- Engel and Volkers: March 29
- Tourism Kelowna (Stakeholder Plug-In Session): March 30
- Kelowna Arts Council: April 8
- Agricultural Advisory Committee: April 8
- ReMax Kelowna: April 20
- Kelowna Chamber of Commerce: May 5
- Agricultural Land Commission (Site visits): May 12

Themes raised by stakeholder groups and others who provided feedback were varied. In no particular order, this included:

Redevelopment in Urban Centres and the Core Area

- Refinement of heritage policies and stronger protection for the Abbott Street and Marshall Road Heritage Protection Areas
- Faster advancement of neighbourhood planning initiatives (Rutland, Pandosy and the North End Industrial Redevelopment Plan)
- Requests for greater participation and partnerships to develop and implement new neighbourhood plans
- Concerns about building heights signaled in the Urban Centres, specifically Pandosy and Downtown for lower heights, coupled with feedback to explore taller buildings in Rutland
- Concerns about redevelopment, infill and units signaled for specific neighbourhoods
- Requests for clearer directions for transportation policies, specifically road and streetscape designs

Development in suburban neighbourhoods and protection of agricultural lands

- Concerns about the impacts of slowing suburban growth on housing prices as well as impacts on regional growth
- More detailed policy guidance for Village Centres in Suburban Neighbourhoods
- Requests for greater investment in transportation infrastructure of all types, including active transportation, transit and road projects
- Recommendations for stronger protection of agricultural lands, aligned with greater emphasis on improving the economic viability of the agricultural sector

City-wide directions

- More robust policy language in Chapter 9: Equitable Community
- Concerns about the impacts on owners of properties signaled in the draft plan for park uses
- Refinements and considerations for the OCP Monitoring and Indicators components of the Plan
- Comments related to transportation issues, including emphasis on beautification along highways through urban centres and a desire to see goods movement emphasized more
- Requests for greater collaboration and coordination of planning efforts with regional partners
- Requests for changes to the Future Land Use map for specific properties

Document structure and clarity

- Request for a smaller, leaner more condensed document
- Questions about the clarity of policy maps



Indigenous engagement

In keeping with the Truth and Reconciliation Calls to Action, the City has worked to ensure that the development of the 2040 OCP is representative of the diverse voices of Indigenous communities in the area. In September 2019, the City engaged the services of a local Indigenous consultant to assist in the development and delivery of a process to engage with Indigenous communities and to ensure policies are crafted with an Indigenous lens. Engagement sessions followed shortly after and concluded in early 2020 with the following governments and communities:

- Westbank First Nation (including Chief and Council, the Elder's Council, the Youth Council, the Family Programming Group and staff)
- Okanagan Indian Band (OKIB), including Chief and Council and staff
- Okanagan Nation Alliance
- Ki-Low-Na Friendship Society
- Kelowna Metis Association

At their request, OKIB staff have informed OKIB Chief and Council about the directions of the draft OCP with materials provided by the City. Staff have confirmed that no additional comments or concerns were raised during these discussions. Westbank First Nation and the Okanagan Nation Alliance will be available to provide feedback in June 2021, and staff will strive to incorporate any such feedback as part of the OCP refinement process during Phase 4.

Conclusion

Through this final phase of public engagement, it remains clear that the residents continue to support the community's Imagine Kelowna vision. That vision continues to be a compass for the OCP as we work together to solve some of our community's most pressing issues.

The community has again expressed that the Kelowna of tomorrow should be inclusive, equitable, and sustainable. This means protecting our natural environment, making meaningful progress towards Reconciliation, and ensuring that everybody who lives here can make a living, find suitable housing, and get around easily and safely. To do this, we must be bold and unafraid to do things differently.

As we look ahead, the challenges of the future require us to make a plan and commit to it wholeheartedly.



Public outreach

Channel	Reach
Get Involved	Aware: 10.7K Informed: 3.8K Engaged: 543
Castanet ads x 2 months	2.7 million impressions
Daily Courier ads x 3	33,000 readers (average 11,000 readers per ad)
Organic Facebook and Instagram posts	57,200 reach / 58,900 impressions
Twitter posts	11,400 reach / 185,000 'potential' reach
Social media ads	81,200 reached / 387,400 impressions
5 GovDelivery emails : 2x News Releases, 3x e-bulletins	Kelowna 2040, Engagement, News Release, Environment, Imagine Kelowna lists 10,000+ subscribers
Posters	Various locations

Engagement feedback

Public engagement met objectives to inform and consult with interested members of the public on the various project topics. Nearly all (91 per cent) in-person respondents indicated that they understood the presentation information, while more than half (58 per cent) of all respondents indicated that the material provided enough information for them to provide an informed opinion about the project.

Survey

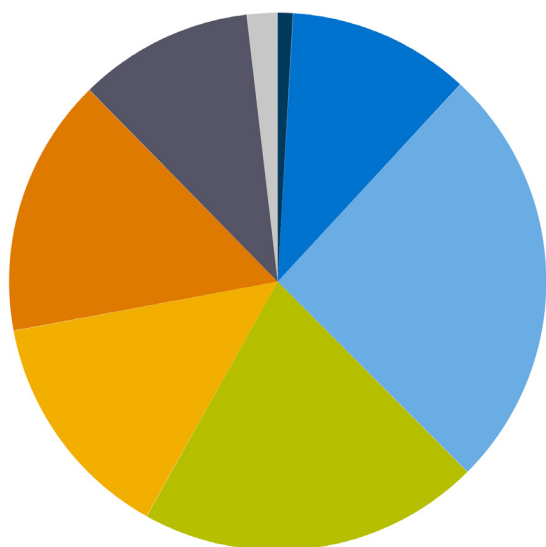
93%	of survey respondents said the information was clear / easy to understand (73% answered "yes" , 20% answered "mostly")
86%	said they had enough information to participate in a meaningful way (answered 65% "yes" and 21% answered "mostly")
70%	said they understood how their input was going to be used. Respondents who answered no to this received an explanation of how feedback will help inform the development of the final plan.

Focus groups

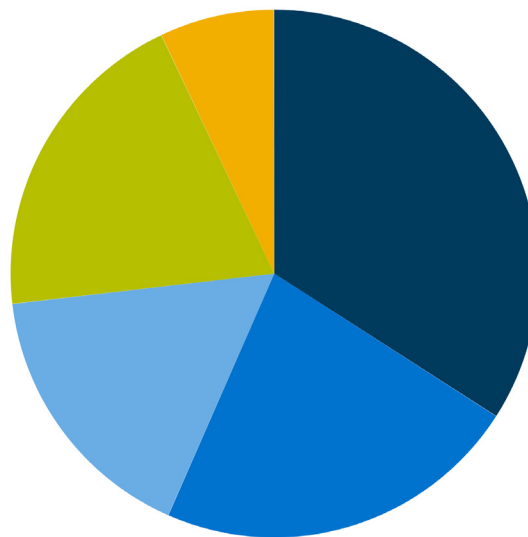
90 %	of respondents said the sessions provided the right level of information
73%	said they learned something new
55%	found the online format allowed participants to share their thoughts and learn about other participants' views. Another 36% said "somewhat." One respondent answered "no."
82%	said the virtual format was more convenient than an in-person session
70%	said they understood how earlier phases of engagement have helped shape the draft OCP
70%	said they understood how their involvement in the focus groups will help inform revisions to the draft plan

About our survey respondents

More than 25% of respondents were aged 25-34. This represents the largest age group. Well over half of respondents were younger than 45.



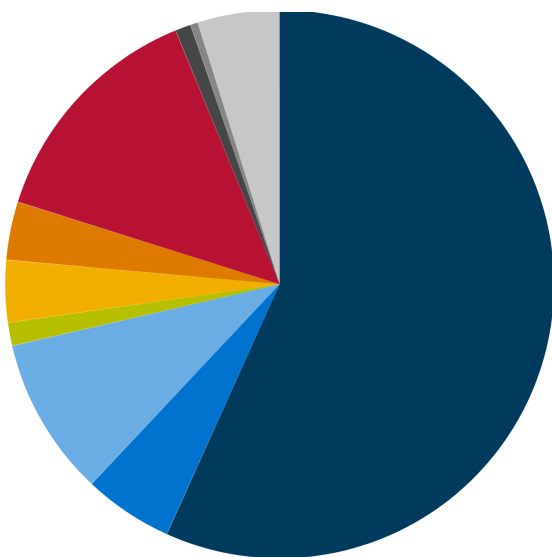
Respondents' ages



How long respondents have lived in Kelowna

Respondents most commonly said they have lived in Kelowna for over 20 years. Over half of respondents said they were born here or relocated from within B.C. About 43% moved to Kelowna from another province or country.

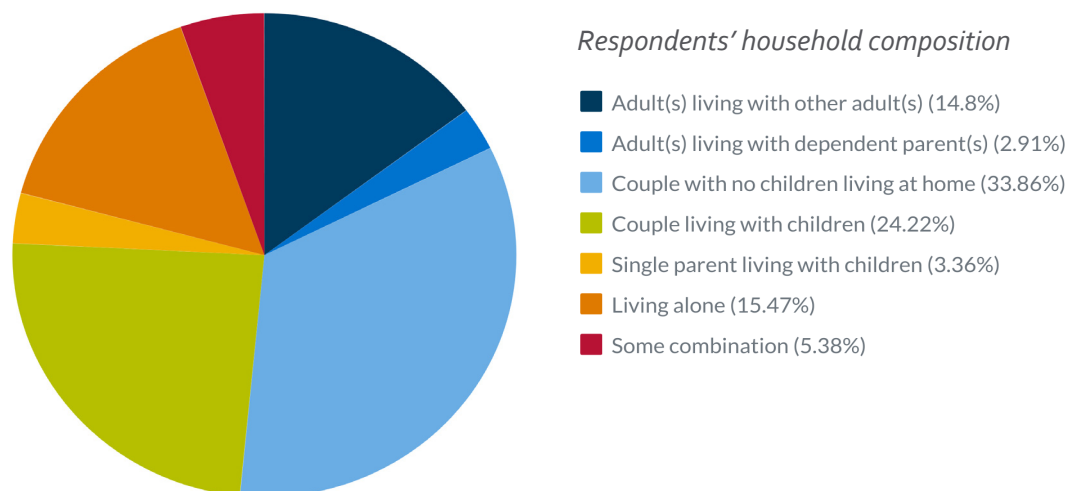
Consistent with demographic data, the vast majority of respondents live in single-detached homes.



What type of homes respondents live in

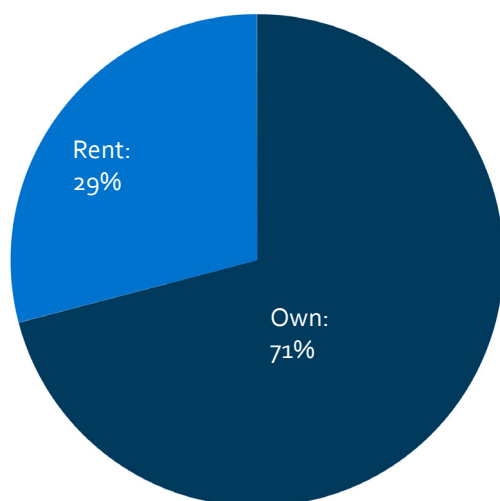
- Single detached house (56.75%)
- Semi-detached house (5.26%)
- Rowhouse/townhouse (9.38%)
- Mobile/modular home (1.37%)
- Apartment/flat in duplex (3.66%)
- Apartment in a building that has 5+ storeys (3.43%)
- Apartment in a building with <5 storeys (13.96%)
- Other single-attached house (0.92%)
- Currently without stable housing (0.46%)
- Other (4.81%)

The most common household composition reflected among respondents was “couple living with no children living at home.” This is consistent with demographic data, however, this household type represents nearly half of Kelowna residents but only a third of respondents.

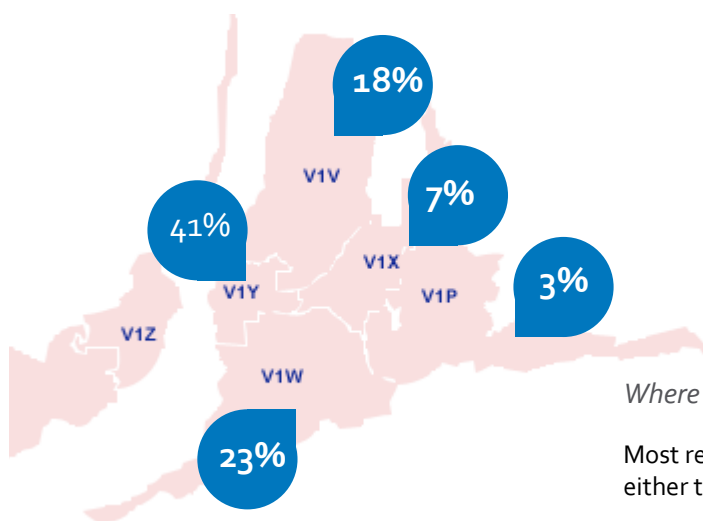
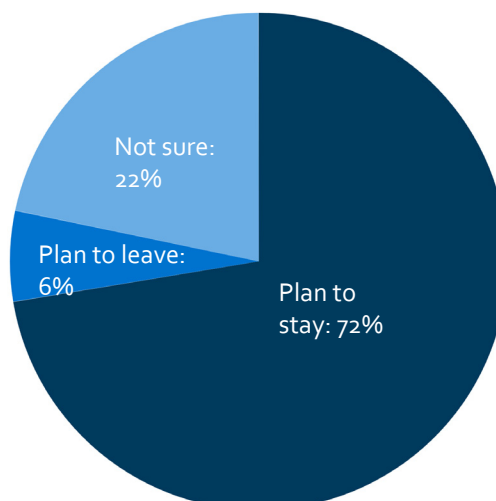


Consistent with demographic data, the majority of participants own their homes. The vast majority of respondents plan to stay in Kelowna for the next 10 years. Those who said “no” or “not sure” commonly cited reasons which included: lack of job opportunities, high cost of living and Kelowna’s evolution from a small town to a bigger city.

Respondents' tenure type: rent or own



Respondents' intent to stay in Kelowna



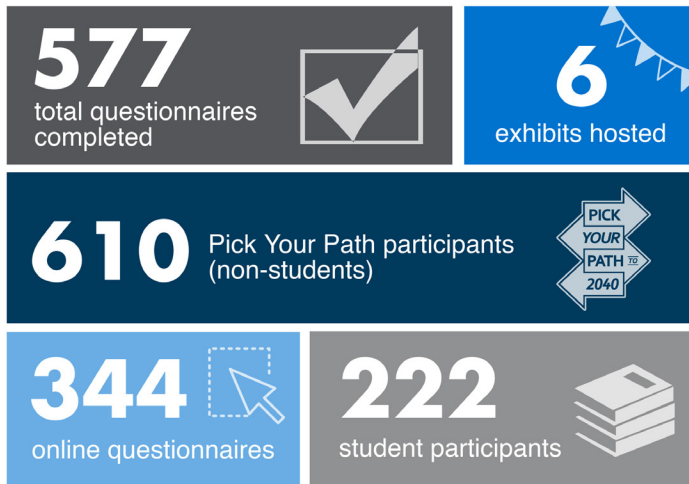
Where respondents live

Most respondents indicated they live in either the V1Y and V1W postal code areas.

Appendix A: engagement phases 1-3

Phase 1-2 Recap: Pick Your Path

An early step in the development of the 2040 OCP was to develop a 20-year growth strategy. This was done through an exercise called Pick your Path, which allowed residents to participate in a "Choose your own adventure"-style exercise where, based on their responses, they would arrive at their preferred growth scenario.



Key findings

Based on public input collected through the Pick Your Path to 2040 engagement process, most of the 577 participants indicated they wanted to see Kelowna move toward a progressive shift in growth with a focused Urban Core.

The questionnaire showed:

- A divide in preference for how residential growth should be focused and/or distributed between the Urban Core and suburban areas.
- A desire to live close to amenities and employment.
- A divide in preference for either a mix of development in the Urban Core and suburban areas or more development in the Urban Core. Very few respondents wanted to see dispersed development in suburban areas with higher infrastructure maintenance costs.
- Some concern regarding how the City will manage growth and the increased traffic that might come along with it.
- Some concern about what increased density will look like in terms of building height, as some respondents indicated a preference for increasing density through a variety of building heights rather than only through high-rise buildings.

Following Pick Your Path, Council endorsed a growth strategy in winter 2019, which identifies generally where future residential growth would be targeted between 2020 and 2040.

The growth strategy has guided the draft Future Land Use Plan and other policies for the Official Community Plan, Transportation Master Plan, and 20-Year Servicing Plan.

Phase 3 Recap: Neighbourhood Expos

The next phase of public engagement and communication, conducted in 2019, sought to keep residents informed of directions being taken and decisions being made for these plans, as well as to consult with them on key elements in order to inform policy development.



Proposed land use directions that respondents' liked

The most common comments received about what respondents like about the directions include: increasing density, urban centre developments, limiting suburban development in rural areas, protecting ALR, limiting sprawl, and the general direction of the land use map.

Other positive comments about proposed directions referred to mixed-use development, supporting UBC growth, Okanagan College expansion, growth in the hospital area, and protecting heritage areas.

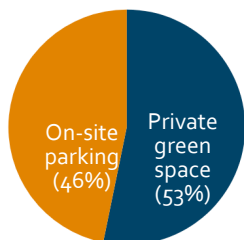
Changes suggested by respondents

The most common comments received about what respondents want to see more of in the land use directions include: improving diverse transportation options, limiting sprawl, increasing density, reducing growth-related traffic congestion, and increasing commercial development in neighbourhoods (including suburban neighbourhoods).

Other comments related to a desire to increase parks, protect natural areas (including by not developing on hillsides), protect the tree canopy, and allow only low building heights near the lake.

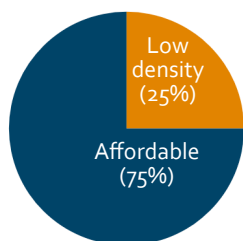
Infill housing preferences

As infill housing can provide diverse housing choices in areas that are primarily single-family and generate density to support transit and local amenities, the public was asked to identify their priorities for these areas in a series of trade-off questions.



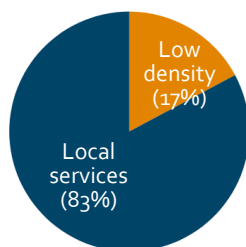
Private green space and on-site parking

Results for this question are somewhat even, with the majority of respondents (53 per cent) indicating that they would prefer more private green space and less on-site parking on infill property.



Density and affordability

When considering that, as a general rule, the greater number of units that can be accommodated on an individual lot, the more affordable those units can be, most respondents (75 per cent) indicated a preference for affordability compared with low density.



Density and local services

When asked to consider how adding more housing diversity through, for example, townhouses and houseplexes, to support new neighbourhood services in Kelowna's core area, most respondents (83 per cent) indicated a preference for more local services rather than low density.

