

North End Neighbourhood Plan

Engagement summary report: Phase 1-2

Purpose of engagement: To inform citizens and stakeholders about the North End Neighbourhood Plan and seek input on key priorities for the future of the neighbourhood

Engagement timeline: July 2021-February 2022





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Engagement overview

The North End Neighbourhood Plan will guide growth and redevelopment in the area over the next 20 years and beyond. The detailed strategy will include locations of parks and public spaces, development standards, and transportation solutions.

This report focuses on feedback received through early public engagement activities and includes brief summaries of stakeholder engagement activities and results.

Project timeline



Engagement strategy

Early engagement set out to inform the community about the North End Neighbourhood Plan and consult with the public stakeholders on their aspirations and priorities for the future of the neighbourhood. During the early phases of the NEP process, a Community Liaison Committee was also formed, and committee activities got underway.

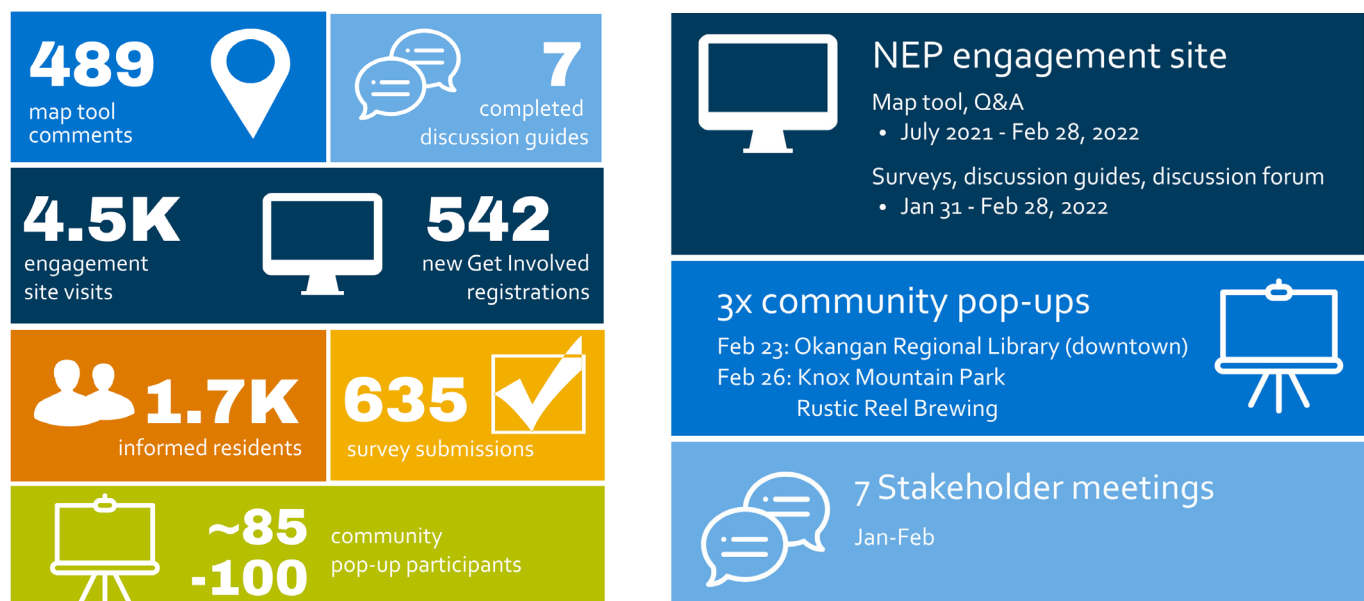
Ways that we engaged

Preliminary engagement started in July 2021, with more robust engagement taking place through early 2022. This latter engagement period spanned approximately one month and included a variety of options for participation. While engagement took place primarily online, staff also hosted three community pop-up events in late February.

Limitations

While a variety of tactics were used to reach a diverse range of citizens (see: Public outreach), results from open surveys such as those provided 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. Advertising efforts spanned a number of channels, including news releases, social media, e-newsletters, and traditional media. Additional efforts were made to connect with harder-to-reach communities via stakeholder and community liaison networks; however, under-represented groups and individuals remain under-represented in the overall results. Questions related to housing will need to be explored in greater detail as it appears the difference between housing options may not have been well understood. Additionally, results may not be representative of groups experiencing the greatest housing need, including those experiencing homelessness or accessing housing with supports.

Participation at a glance



What we heard

In keeping with the feedback heard during engagement for Imagine Kelowna and the 2040 Official Community Plan, residents continue to value vibrant public spaces, equity, and housing affordability.

Some comments received from the public fall outside of the scope of the project and will be considered separately. Comments specific to the former Tolko Mill site will be shared with the site's development team and will inform their site planning process.

Key themes



Local businesses and services

Participants were generally pleased with the influx of new businesses that have recently moved into the neighbourhood. At the same time, participants indicated many basic services—including especially food and groceries—are still missing, and that this needs to be addressed with the Plan. In particular, there was strong interest in keeping neighbourhood businesses small-scale and local.



Housing availability and affordability

Many participants expressed a need for greater affordability of housing, citing rapidly rising prices for all housing types across the city. In connection with this, participants spoke to the increasing presence of homelessness in the neighbourhood, and the need for more permanent housing solutions and supports for people experiencing homelessness.



Waterfront access

Participants expressed a strong desire to see more of the waterfront opened up to public access with parks, public spaces and pathway connections. Support for prioritizing active recreation in the lake—including swimming and non-motorized boating—was also heard.



Parks and recreation

In addition to increasing public access to the lake, there was also support for increasing park and green space in the neighbourhood more generally. In connection with this, many participants noted the need for additional recreation opportunities to serve a growing population. As part of this, many also highlighted the increasing presence of people with dogs and the need to provide more dog parks to accommodate them.



Walkability and bikeability

Many commenters voiced a need for better pedestrian and biking infrastructure in the neighbourhood, including better sidewalk connections, protected bikelanes, and pathway connections. Participants also asked for more green space, street trees and pedestrian-friendly design to increase overall walkability.



Art, culture and heritage

There was widespread acknowledgment that the area has a rich history—beginning with the syilx/Okanagan culture. Out of this there was a strong sentiment in favor of preserving and commemorating the many layers of local history. In addition, participants expressed the need to incorporate art, entertainment, culture and maker spaces to enliven the neighbourhood.

Map Tool

Residents were able to provide location-specific comments that indicated what they like about the North End today and what they hoped to see in the future. The map tool was made available in July 2021, ahead of broader engagement with the community, as a preliminary mechanism for gathering input.

What participants like

Participants showed a strong affinity for the parks and naturalized areas in the neighbourhood and nearby vicinity—including Knox Mountain Park, Sutherland Bay Park and other waterfront parks and accesses; as well as Rotary Marsh Park and the naturalized area of Brandt's Creek to the east. There was also significant mention of the Rail Trail for walking and biking, and other recreational opportunities in the neighbourhood—including the dog park, disc golf course, tennis courts, sports fields, boating, and curling.

Participants also expressed broad support for the growing presence of breweries, wineries, cideries and other local businesses in the area.

Finally, respondents spoke to the quiet residential areas in the neighbourhood, and the greenery and older trees found in the North End.

What participants want to see

In the neighbourhood as a whole:

- A greater variety of local businesses and services to cater to the everyday needs of residents—particularly a grocery store
- Improved walkability and bikeability through better active transportation connections, infrastructure, and safety provisions
- More equitable/affordable housing options—taking special care to house and support people experiencing homelessness and otherwise marginalized/vulnerable populations

On the Former Mill Site:

- A mixed-use waterfront destination at a human scale that is people-friendly and highly walkable
- An eclectic mix of uses including: local markets and shops; arts and culture venues and displays; maker-spaces; and community spaces
- High-quality parks and active public spaces—with an emphasis on great public access to the waterfront with attractive amenities

Sutherland Bay Park:

- Improve the park by offering a greater range of amenities and recreational opportunities, including:
 - an improved playground and dog park
 - on-land recreation—including basketball, tennis, pickleball, volleyball etc.
 - prioritizing active recreation in the lake, including swimming and non-motorized boats

Manhattan Point

- Expand public access to the waterfront—with the ultimate goal of establishing a publicly accessible corridor with pathway along the entire waterfront from Rotary Marsh Park to Sutherland Bay Park

Recreation Park

- Keep existing sports and recreational facilities, but improve and expand to include tennis, soccer, pickleball etc.

North End Residential Area

- Traffic calming along with measures to prevent added traffic and parking spilling over from a redeveloping former Mill Site
- Allow more ground-oriented “missing middle”/infill housing, including houseplexes
- Urbanize the streets with sidewalks, street-trees, and better paving

North End Industrial Area

- Maintain and enhance the growing brewery district, but provide better walking and biking access between these businesses and the downtown
- Relocate heavy industry to another location and transform the area into more of a mixed-use area including more parks and green space
- Generally enhance the area and provide more green space and landscaping

The Rail Trail

- Improve the environment and area alongside the Rail Trail, adding landscaping and greenery and naturalizing Brandt's Creek
- Take measures to increase safety of the Rail Trail, such as by separating walking and biking, and adding better bike protection at the intersection of Gordon Dr. and Clement Ave.
- Connect the Rail Trail all the way through to the waterfront

Resident survey

The North End Plan visioning survey consisted of several multiple-choice options, with opportunities for open-ended input.

The survey sought to understand how people experience the neighbourhood today, what inspiration the North End could take from elsewhere, what to prioritize for the future of the area, and how the area should grow and develop.

Part 1: Great Neighbourhoods

When asked what makes a neighbourhood great the most prevalent response centered on the presence of great parks and public spaces—and, in connection with this, the inclusion of extensive greenery, trees and nature. Other common themes included the presence of local businesses and services; great walkability and active transportation infrastructure and connections; a sense of safety and community cohesion; and diversity and a variety of housing types.

When asked what features of other Kelowna neighbourhoods the North End should include responses were similar to those found above. Specifically, the most common response focused on great parks and public spaces. Also valued was a mix of uses and the availability of local shops, services and amenities; as well as great walkability—including a good sidewalk and pathway network.

Asked about neighbourhoods around the world the North End should take inspiration from the most prevalent response, and by a significant margin, was Granville Island, Vancouver. Other neighbourhoods in Vancouver also featured prominently, including Kitsilano, False Creek, Yaletown and Lonsdale Quay in North Vancouver. That said, responses varied widely and included neighbourhoods from many parts of the world—with European cities in particular receiving strong representation. Although responses spanned a diverse range of places, participants tended to value the following characteristics: the inclusion of many different uses, such as local shops, restaurants, cafes and markets; public art, entertainment venues and preservation of heritage; great public spaces, plazas and parks with excellent access to a waterfront area; and all-round great walkability and people-friendly scale.

What makes a great neighbourhood?

A variety of amenities, safe walkable areas and bike lanes, trees and green spaces, affordable housing so that a variety of family types can live in the area and kids can grow up playing with their neighbourhood friends, and there's spaces to connect.

- Survey response

Diversity: of activities, people, housing types, and experiences. Good neighbourhoods reflect their entire community -- it can't be just for one demographic or another.

- Survey response



Granville Island, Vancouver

What neighbourhoods around the world should the North End take inspiration from?

Barcelona - parks on streets; New York local small scale restaurants and retail; Paris - patio restaurants; Montpellier - plazas and a great open space for connecting, gathering, events.

- Survey response

Vancouver Granville Island. Local small businesses. Eateries pubs restaurants with an open air farmers market A place to eat outdoors, boutiques that bring small business and the tourists to visit.

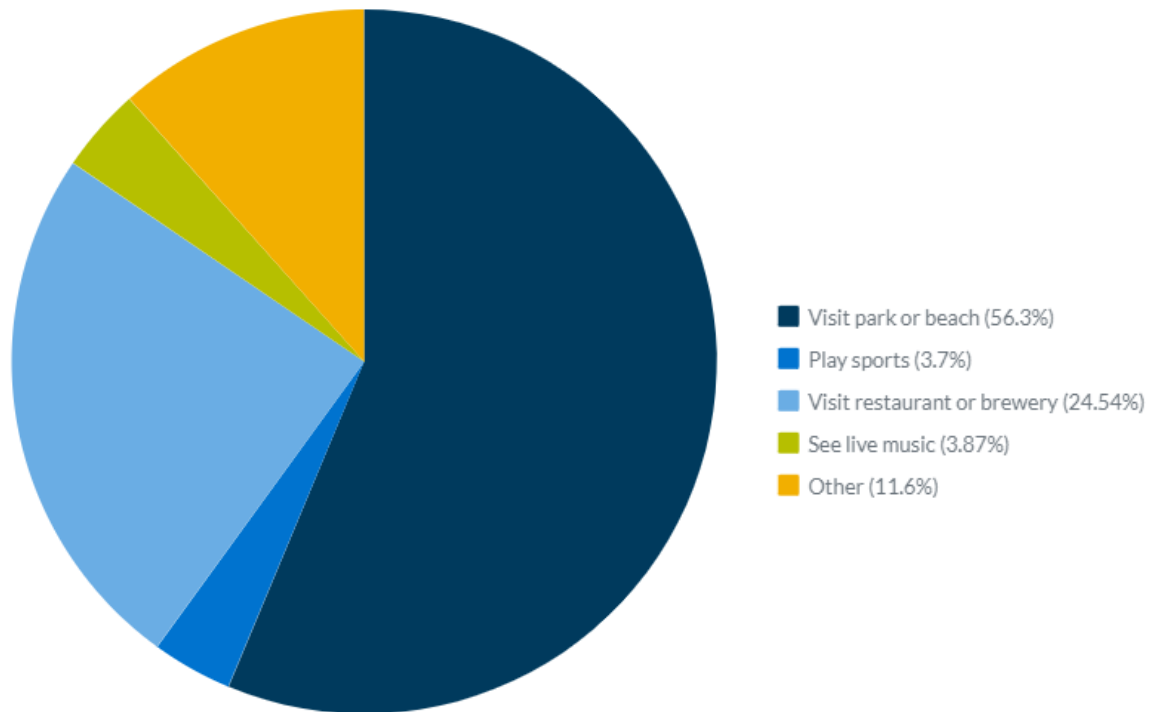
- Survey response

Part 2: Your North End Experience

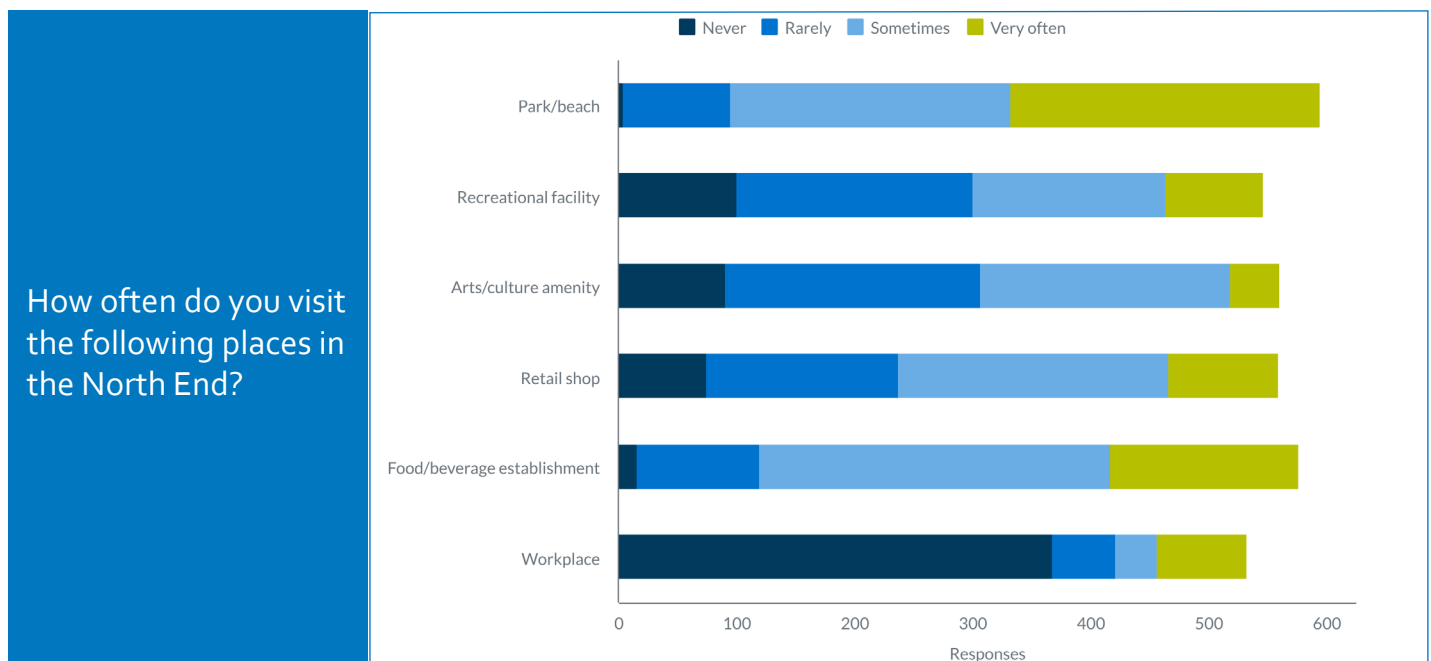
Participants were asked a series of questions to provide information about how residents experience and interact with the North End as it is today.

Over half of respondents (56 per cent) said their favourite North End activity involved visiting a park or a beach. The next most popular response was visiting a restaurant or brewery.

What is your favourite thing to do in the North End?

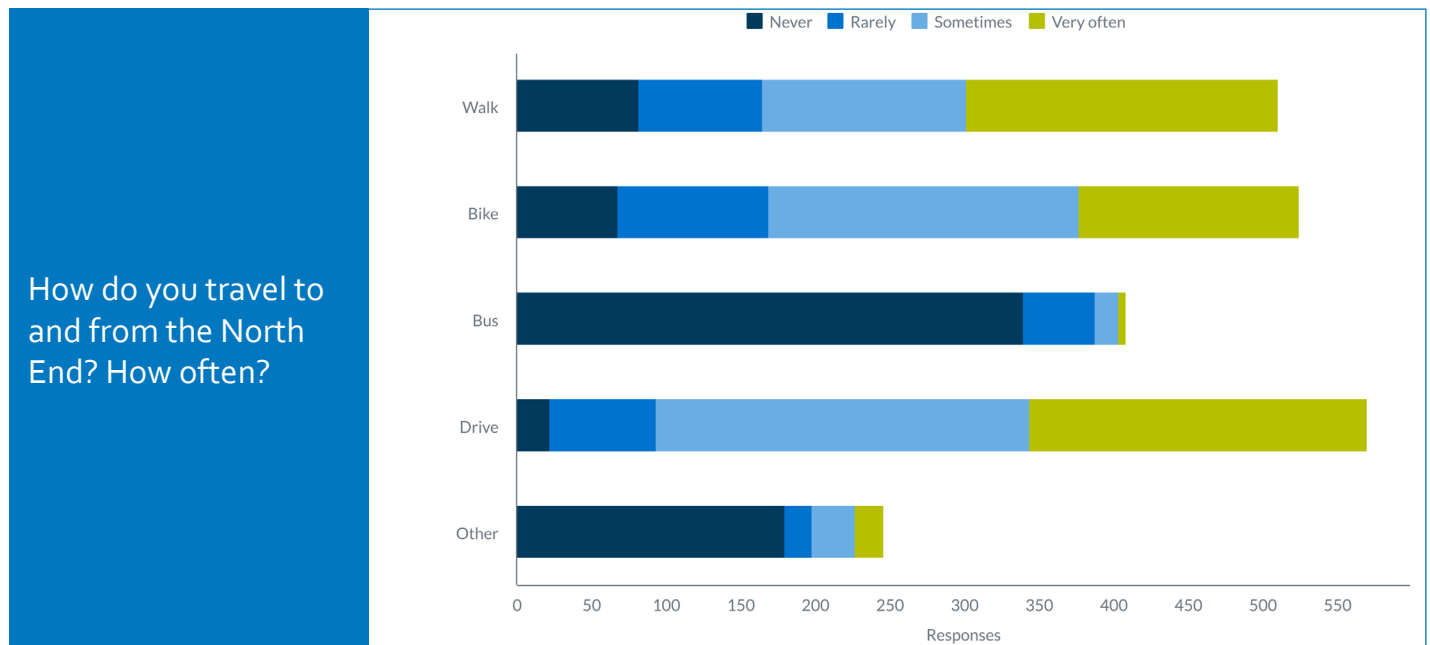


Parks and beaches were also the most frequented destinations in the neighbourhood with food and beverage establishments following as the second most frequented.



How often do you visit the following places in the North End?

Respondents were least likely to use the bus as their mode of travel, and most likely to drive, to and from the North End. Walking and biking were similarly popular and not far behind driving.



Asked which places and features of the North End matter most to people the most popular response was Knox Mountain Park, followed by Sutherland Bay Park and other waterfront accesses and beaches. The areas' restaurants, breweries and other businesses also featured prominently. Finally, the character and history of the neighbourhood emerged as a common theme.

When asked what is the one thing that would make the North End even better, the most popular response focused on greater access to the waterfront—including a continuous waterfront pathway. Connected with this, improved parks, green spaces and recreational opportunities also figured prominently. Other themes included more local shops to meet daily needs; better active transportation infrastructure to get around—including sidewalks, bike lanes and pathways; a greater sense of safety; greater representation of art, entertainment, culture and local history; and more affordable housing options.

What unique features of the North End matter most to you?

Knox Mountain and lake access are iconic natural gems of the north end. I love the recreation! Badminton Hall, Curling, Baseball. Small Local business make it interesting and attractive. Walking and Biking through the North End make it feel desirable. - Survey response

The breweries. Hands down the best part of the north end. Also Knox and the waterfront park and its views of Knox and lake and other mtns. - Survey response

What would make the North End even better?

More amenities! The community, views and outdoor access are great - it would be fantastic to have grocery stores, markets, shops, cafes, etc. so it can be truly walkable/bikeable for residents, and bring people to this area. - Survey response

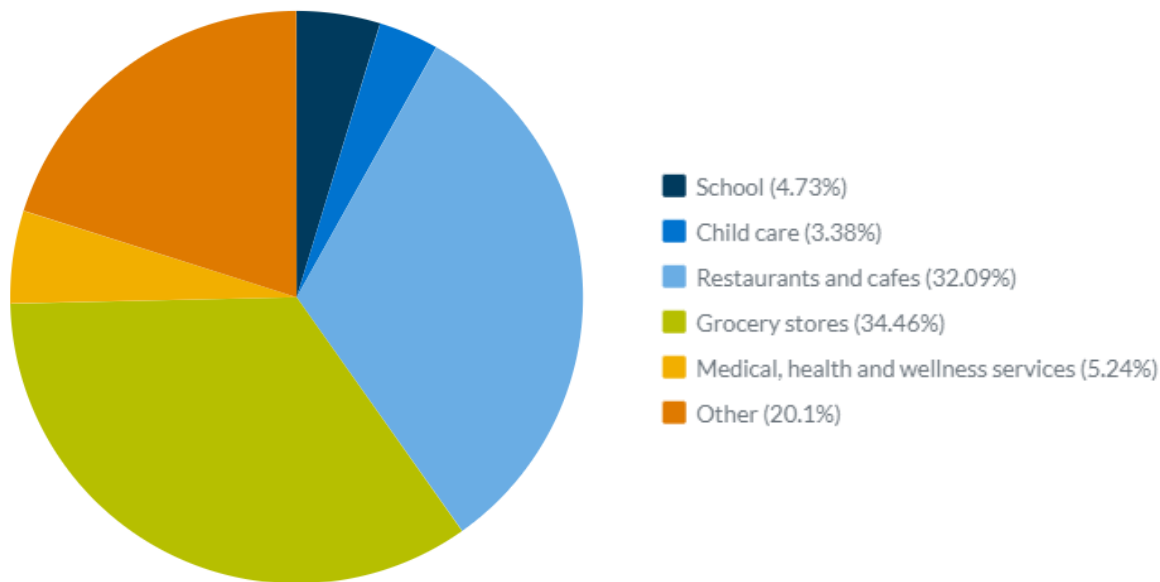
A market for the local vendors, which includes fruits, vegetables, artisan bakeries items, art and crafts, food vendors, street entertainers. - Survey response

Connecting the boardwalk that goes from Abbott Street all the way to Knox mountain and increasing green spaces and beach areas for families to bike, walk and relax together. - Survey response

Part 3: Neighbourhood Priorities

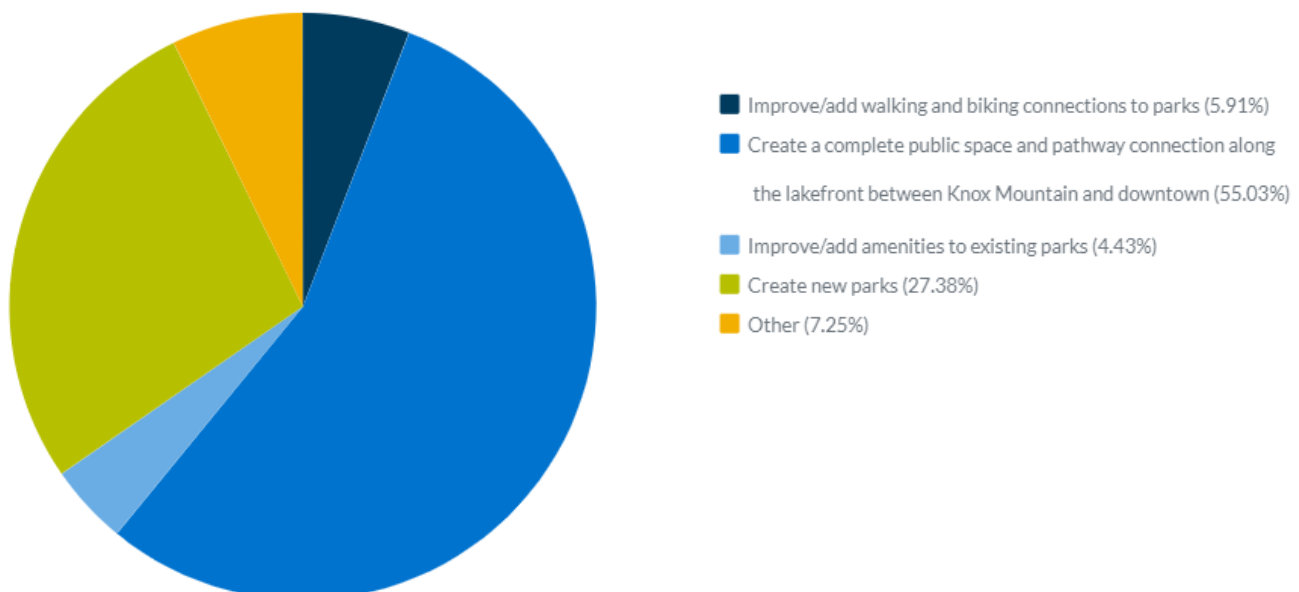
Asked which services should be the top-most priority for the neighbourhood, there was greatest support for grocery stores followed closely by restaurants and cafes. Among the respondents that chose 'other' there was strong support for arts and entertainment venues, as well as a greater variety of local shops and businesses in general.

Which of the following services should be the most important priority for the North End?



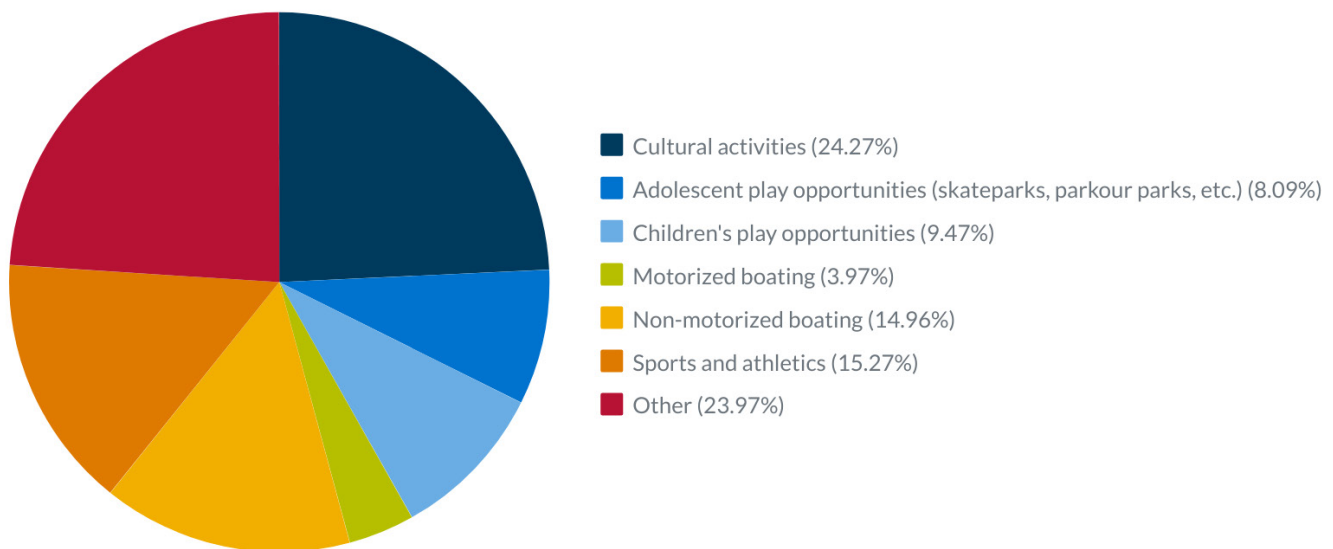
Of the various park development considerations, there was overwhelming support for creating a complete public space and pathway connection along the lakefront between Knox Mountain and downtown. Among the respondents that chose 'other' there was strong support for increasing the accessibility of parks, as well as greater accommodations for dogs.

Which of the following parks considerations should be the most important priority for the North End?



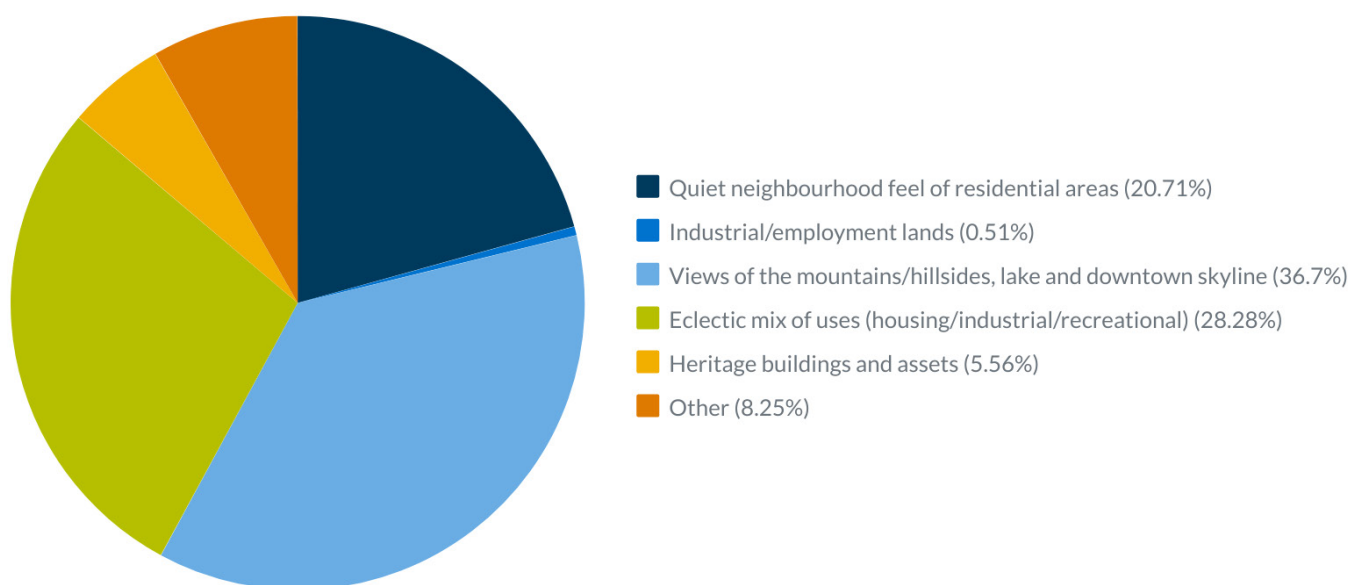
Cultural activities saw the greatest amount of support among respondents, with 'sports and athletics' coming in second. Non-motorized boating was the next most popular activity priority and received approximately four-fold more votes than motorized boating. Among respondents that chose 'other' the most popular responses were walking, hiking and biking.

Which of the following activities should be the most important priority for the North End?



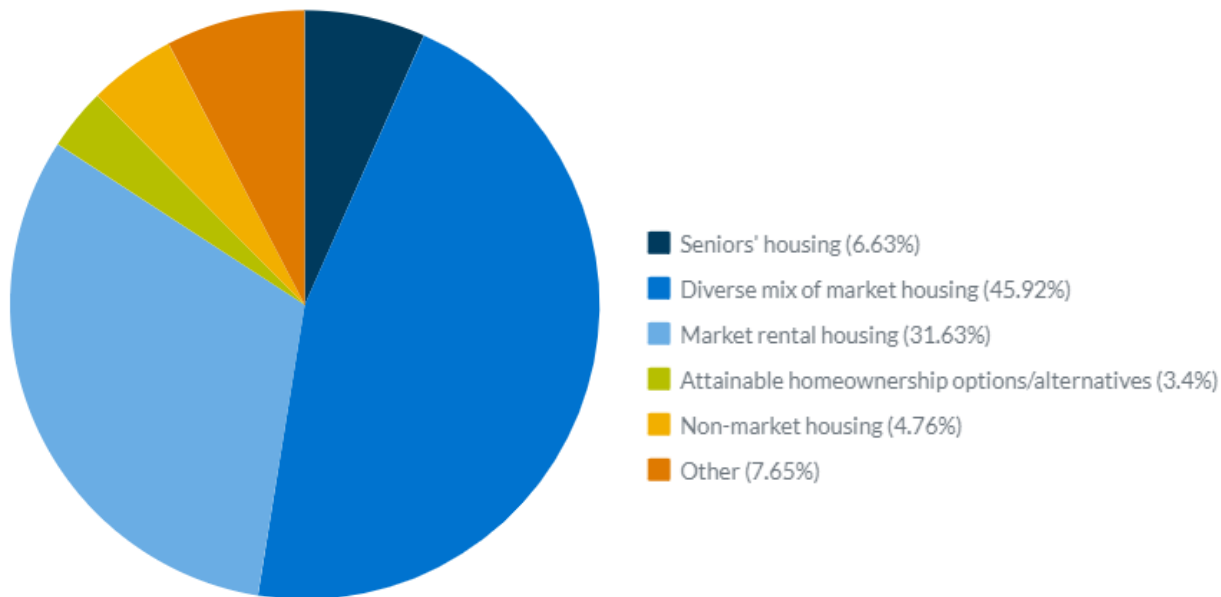
When asked which attribute of the North End is most important to be preserved the top response was the views of the mountains, lake and downtown skyline. The second most popular response was the eclectic mix of uses, followed by the quiet neighbourhood feel of the residential areas. Among respondents that chose 'other' the most popular responses centered on the waterfront access and the neighbourhood's many parks and green spaces.

Which of the following attributes is most important to preserve in the North End?



With regards to affordable housing priorities, the most popular option, with nearly half the vote, was a 'diverse mix of market housing.' Attainable/alternative home ownership options was the second most popular option, with just under a third of the vote. Among respondents that chose 'other' the most popular response was student housing.

Which of the following affordable/equitable housing considerations is most important for the North End?



The top **transportation priority** (40 per cent) among respondents was to connect the North End to other neighbourhoods (including the downtown) through improved active transportation infrastructure—including cycling routes, sidewalks and pathways. The second most important priority (16 per cent) for participants was to improve the pedestrian experience within the North End, through improved sidewalks and pathways.

Asked which **transit approach** should be prioritized, more frequent transit service to downtown received marginally more support (46 per cent) than offering a greater variety of transit routes connecting to other areas of the city (41 per cent). Among respondents that chose 'other' the most popular response was to improve the frequency and reliability of transit service generally, and to use smaller buses/shuttles for greater efficiency.

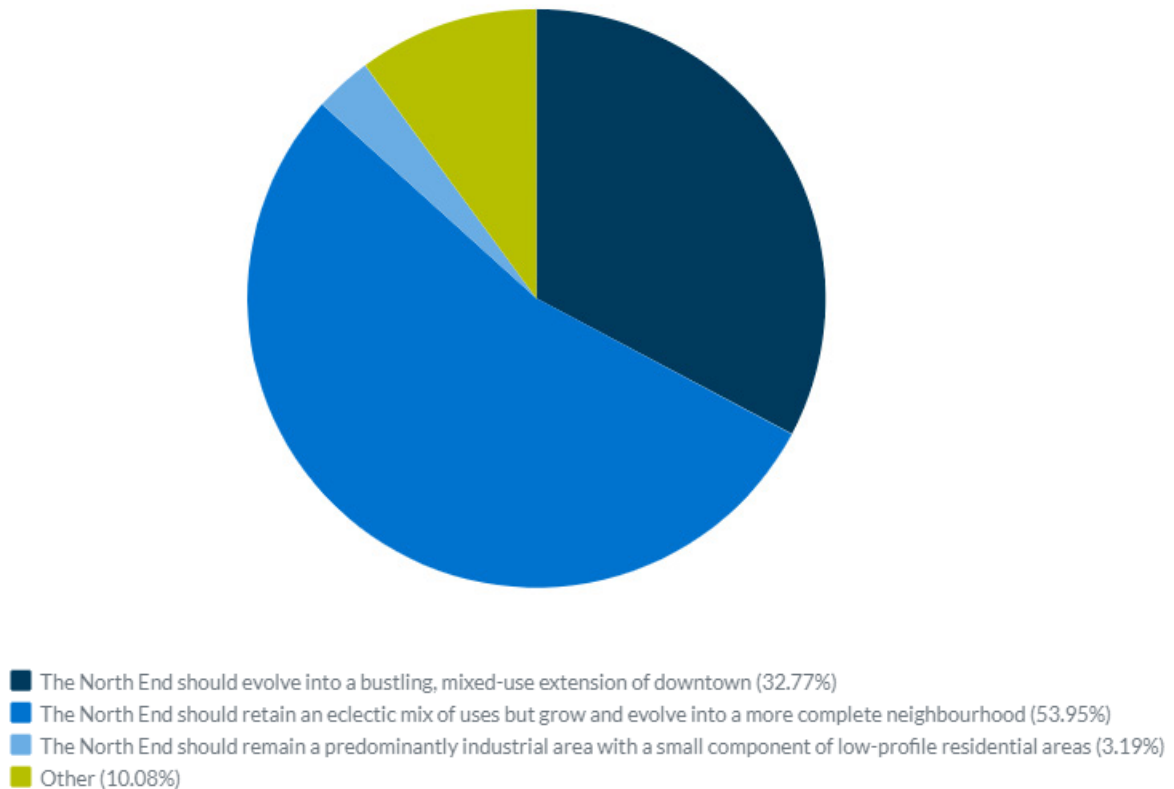


Part 4: Big Picture

In this section, participants were asked about the overall direction the North End neighbourhood should take when it comes to growth and change. Three options were given and these broadly reflected a small, medium and high degree of growth and change. Over half of respondents favored a medium degree of growth and change reflected by the response 'the North End should retain an eclectic mix of uses but grow and evolve into more of a complete, mixed-use neighbourhood with a broader range of services, facilities and amenities to serve local residents.' The second most popular response, chosen by just under a third of participants, favored a high degree of growth and change, with the North End growing and evolving into an extension of the downtown. Just three per cent of respondents chose the option reflecting a small amount of growth and change with the neighbourhood maintaining near-status-quo. Of the respondents that chose 'other' the most popular response involved phasing out the industrial uses over time. Preserving the neighbourhood exactly as is, with no growth and change, also received some support.

In terms of rationale, those who favored a medium degree of growth and change for the North End focused mainly on wanting to ensure the neighbourhood retains a distinct identity and a smaller scale than that of downtown. Those who favored a high degree of growth and change pointed out that the city is growing quickly and that the North End represents a very favourable location to direct more growth and housing as it is in very close proximity to the downtown, waterfront, and numerous popular parks and amenities. Those who favored a small degree of change, or who preferred the status quo, focused on the existing quiet neighbourhood feel and heritage homes and wanting to preserve these.

Of the following big-picture visions of the North End, which do you most support?



*Downtown Kelowna is beautiful with the potential to grow and have something for *every* resident of Kelowna. A larger 'downtown' including the north end would expand the possibility of use for residents and add to the beauty of Kelowna.*

- Survey response

I think that development is inevitable. The appeal of the North End is the eclectic mix that it currently displays. It would lose character, and the sense of neighbourhood, if it was just an extension of the downtown.

- Survey response

Important to retain the character of the Northend but expand amenities so people don't have to drive everywhere.

- Survey response

Online discussion forums

Comments on the online discussion forum spanned a number of topic areas but focused mainly on two issues in particular: the redevelopment potential of the Mill Site, and homelessness in the area.

A distinct theme emerged around wanting to see the Mill Site be redeveloped as a mixed-use waterfront destination similar to Granville Island with market space; local businesses, including restaurants, pubs and cafes; arts and cultural displays and venues; waterfront parks and plazas to ensure public access to the water; and all with a very pedestrian-friendly and walkable urban design. Commenters also expressed a strong desire to ensure the area remains affordable and accessible to all, along with concerns about homelessness in the area. In general, there was support for housing, accommodating and supporting people experiencing homelessness in order to reduce the need for temporary shelters and over-reliance on outdoor camping areas.

Social media

An independent review of data collected from social media and news outlets showed that between October 2021 and March 2022, the online social media discourse about Kelowna's North End Neighbourhood Plan generated 2.5K organic interactions (interaction count consists of all social media engagements (posts, tweets, likes, comments, shares, retweets, etc). Almost all of the conversation occurred on unofficial channels (95 per cent). News outlets alone generated 42 per cent of the discourse. The analysis does not include sentiment and opinions expressed on private social media discussion boards and groups, only those expressed in fully public forums. Sources included: Facebook, Twitter, Instagram, Direct RSS and News Queries (which are collecting information from sites such as news outlets, non-profit organizations, citizen forums, local businesses, public figures or regional sources).

Discourse saw its highest peaks when the City approved the Mill Site area development plan in December and following the council's visit to the Tolko site in late March. Beyond those two peaks, discourse remained relatively limited and was driven by posts encouraging residents to participate in the survey and additional announcements about the plan's progress.

A sentiment analysis reveals that residents expressed higher dissatisfaction in the online discourse than satisfaction, as measured by 18 per cent negative sentiment and 12 per cent positive sentiment. Comparatively, the City saw 29 per cent negative sentiment and 17 per cent positive sentiment across all other topics, indicating that sentiment for the North End was more balanced.

Most of the negative sentiment included concerns about the characteristics of proposed development and the possibility of building towers in the area; environmental concerns; and concerns that the City would not sufficiently consider residents' feedback.

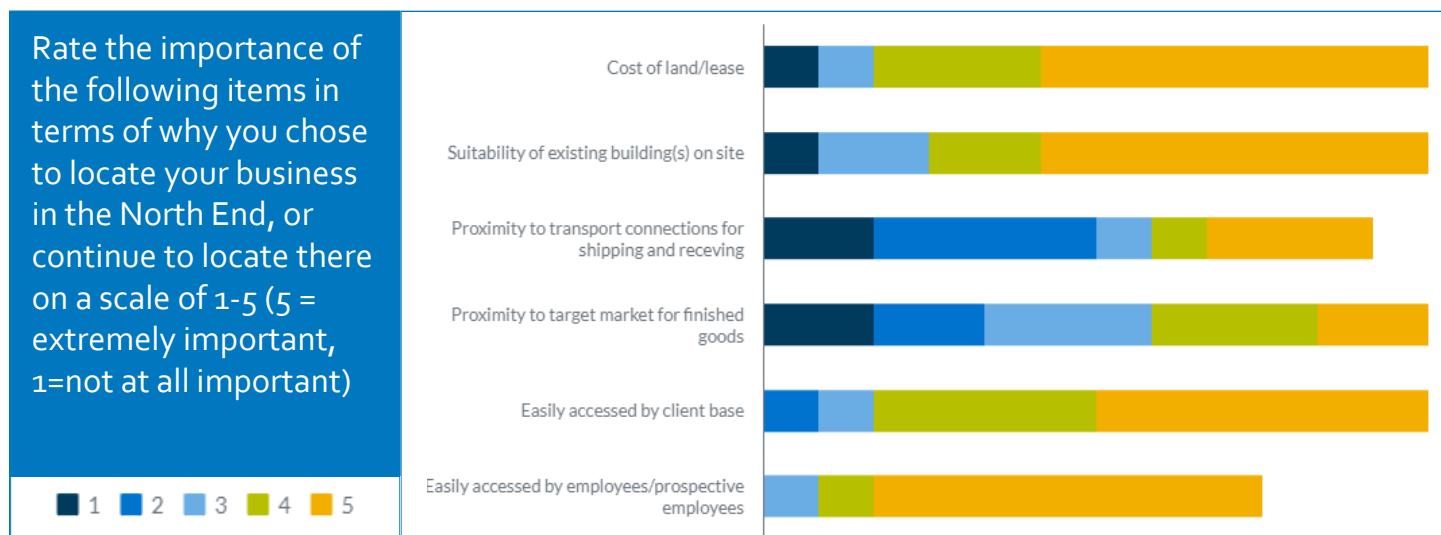
Most of the positive sentiment was generated by supportive likes and shares following the Council's tour of the site and the subsequent conversation about ideas for the development. Several commenters suggested increasing connectedness along the waterfront.



Business survey

Businesses are a vital part of the North End neighbourhood and have a long history in the area. North End businesses were invited to complete a survey and offer insight into what is working well for them today, and what might better support their success in the future. Businesses outside of the North End were also able to complete the survey, but those in the North End were the primary focus for this feedback opportunity. Accordingly, in this section we focus on responses from businesses located in the North End.

When asked to rate the North End in terms of overall suitability as a location for their business, over two thirds of respondents chose 'very good' with just under a quarter indicating 'neutral'. Only eight per cent of respondents chose 'poor' and none chose 'very poor'.



Respondents were also asked to rate a number of factors related to their business needs and interests. Cost of the land/lease; the suitability of existing buildings on site; and easy accessibility by both client base and employees received similarly high ratings from most respondents, with the majority giving the highest rating. Proximity to transport connections for shipping and receiving; and proximity to target markets for finished goods, received marginally less favourable ratings with a greater range of responses.

Participants were asked to describe what about the North End is working well for their business. Similar to the question above, the most common response focused on the central location of the area and that it is easily accessed by both employees and clients.

Asked what about the North End is not working well for their business respondents mentioned the threat of property crime and homelessness; inadequate parking; and the relative lack of foot traffic in the area. Some respondents also said they are concerned industrial businesses will be pushed out of the area in the future.

When asked what about the North End they want to see changed respondents said they wanted to see more permanent housing and supports for people experiencing homelessness; a greater diversity of businesses; and more housing as well as better green space, amenities and walkability to increase livability and draw more customers in and through the area.

All respondents indicated they intend to keep their business in the North End into the future. Also, a full 85 per cent of respondents indicated they intend to expand their business in the next 1-2 years, while the remaining 15 percent indicated they are not planning on expanding any time in the near future.



We would like to see better mental health and addiction supports as the homeless population along the rail trail is significant. - Business survey response

We would like to see a larger variety of businesses develop. Not just more breweries. Although we are passionate about beer, we don't see a diverse and inclusive business community developing. A grocery store, and more housing would be beneficial.
- Business survey response

Stakeholder feedback

Staff hosted a series of 1:1 interviews with key community stakeholders in February and March. The purpose of these sessions was to understand the perspectives of local business, development, education, environmental, community and health and wellness interests, about what considerations to prioritize in planning the future of the North End.

Participants included:

- Interior Health
- Kelowna Chamber of Commerce
- Kelowna Downtown & Knox Mountain Neighbourhood Association (KDKM)
- Lived Experience Circle on Homelessness (LECoH)
- Okanagan Collaborative Conservation Program (OCCP)
- School District 23
- Tourism Kelowna
- Urban Development Institute (UDI)
- Central Okanagan Economic Development Commission (COEDC)

Out of these stakeholder interviews, the following feedback emerged:

Housing & equity

- Consider the need for affordable housing to serve lower-income households
- Consider our commitment to provide permanent housing, supports and services for people experiencing homelessness—and, as we move towards this, providing adequate shelter and accommodation
- Consider public spaces and public events that are accessible to all, as well as a dedicated day-use space for people accessing emergency shelter or experiencing unsheltered homelessness
- Consider incorporating social enterprises to create employment opportunities for those traditionally excluded from the job market

Economic development, tourism

- Consider the importance of industrial lands in the economy of the city and the region more broadly—and especially in the context of very low vacancy rates for serviced industrial land
- Consider the redevelopment potential of the Mill Site—and especially in a location that is so close to the city's downtown and numerous attractive public amenities

Natural environment

- Consider naturalizing areas of the waterfront and other corridors to address environmental concerns, and provide wildlife habitat and connections

Parks & public space, services & amenities

- Consider the numerous benefits of a continuous public space and pathway connection along the waterfront
- Consider the need for additional school space and facilities to accommodate a significant growth in population in the area and adjacent downtown
- Consider the city's need for additional conference, event space and recreation facilities to host events

Heritage & culture

- Consider incorporating indigenous culture through indigenous story-telling, maker spaces, interpretive installations and exhibits
- Consider preserving significant heritage assets and incorporating an acknowledgement of the unique history of the area

Transportation

- Consider the nuisance effects of parking and traffic overflowing from a redeveloping Mill Site into adjacent areas
- Consider mobility and access to amenities for all residents, including those with diverse abilities and those using mobility devices

Other

- Consider viewscales in urban design



Community discussion guides

In addition to the 1:1 interviews, Stakeholders were given the opportunity to submit their feedback through an open-ended discussion guide. The discussion guide was also made available to any community group or organization that wanted to make their interests and voice heard in this way. In all, seven groups completed and submitted a discussion guide, including:

- Kelowna Gospel Mission
- Kelowna Museums Society
- Okanagan Basin Water Board
- Pickleball Kelowna
- Rotary Centre for the Arts

Key feedback that emerged included:

Arts, culture, history, recreation

- Consider incorporating arts, entertainment and cultural opportunities in the neighborhood
- Consider opportunities for historical story-telling and retain heritage assets to help tell this narrative

Climate & environment

- Consider the water quality of Lake Okanagan
- Consider the potential of flooding events and plan to minimize and mitigate these
- Consider water conservation to help protect natural resources

Health & equity

- Consider that pickleball is a very fast-growing sport that is already underserved in Kelowna
- Consider the need for affordable housing to serve lower-income households
- Consider our commitment to provide permanent housing, supports and services for people experiencing homelessness—and, as we move towards this, providing adequate shelter and accommodation

Community Liaison Committee activities

In Fall 2021, North End area residents and businesses—as well as members of the broader community—were invited to submit an expression of interest for the Community Liaison Committee (CLC). Dozens of citizens applied, and final selection was based on applicants' history of community-building through volunteerism and similar activities, as well as a variety of demographic considerations aiming to incorporate diversity among participants.

Members of the CLC attend meetings, offer input, and help facilitate dialogue and information-sharing between the City project team and various groups within the community as the process unfolds. Through Phase 1-2, the CLC participated in two formal meetings; a walking tour of the North End and Mill Site; and an information session to learn about and discuss the topics of housing and transportation as they relate to the North End neighbourhood.

Conclusion

Key considerations that emerged from this early phase of engagement include the need to prioritize local shops and community services to cater to the daily needs of residents; the need for a greater variety of diverse housing options; the desire to expand waterfront access and investment in amenities. Public and stakeholder input during the early phases of the project will help shape a draft vision and objectives for the North End which will inform the development of preliminary neighbourhood concepts. Concepts will be shared later in 2022 and will be the focus of the next phase of public engagement.



Public outreach

Channel	Reach
Direct Mail	1,006 households 177 businesses
Get Involved	Aware: 3.7K Informed: 1.7K Engaged: 726
Daily Courier ads x 7	Average 11,000 readers per ad
Organic Facebook posts	6990 impressions / 8799 reach
Instagram posts	2616 impressions / 2394 reach
Twitter posts	2032 impressions / 63,640 potential reach
LinkedIn posts	2811 impressions
Social media ads	279,565 impressions / 62, 846 reach
9x direct email bulletins:	4x News release list: ~4200 subscribers 4x Get Involved lists ~ 3600 subscribers 1x e-subscribe engagement list: 628 s
3x community pop-up events	85-100 participants

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

96%	of survey respondents said the information was clear / easy to understand (79% answered "yes", 17% answered "mostly")
89%	said they had enough information to participate in a meaningful way (answered 66% "yes" and 23% answered "mostly")
42%	said they understood how their input was going to be used. Another 45% said they somewhat understood.

Community pop-ups events - Feb. 26, 2022

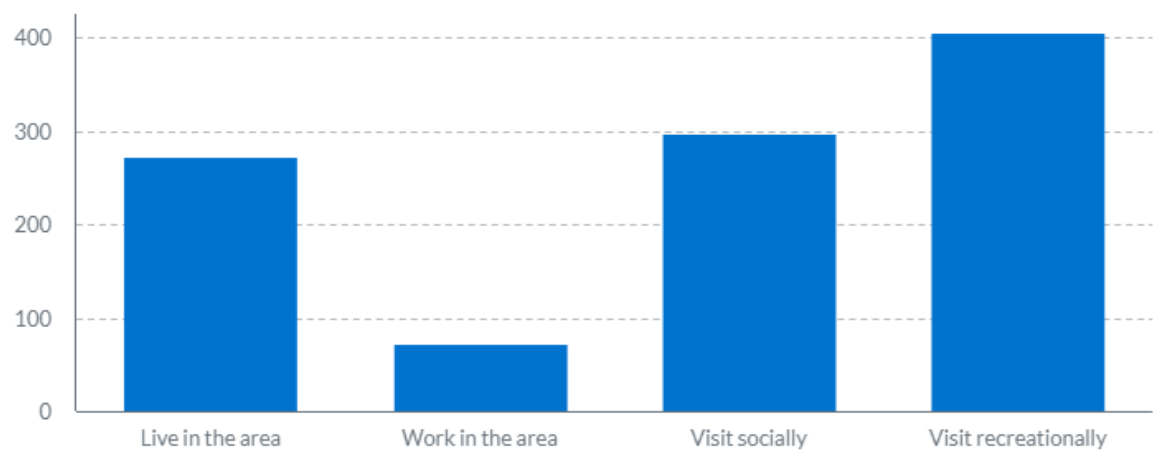


About our survey respondents

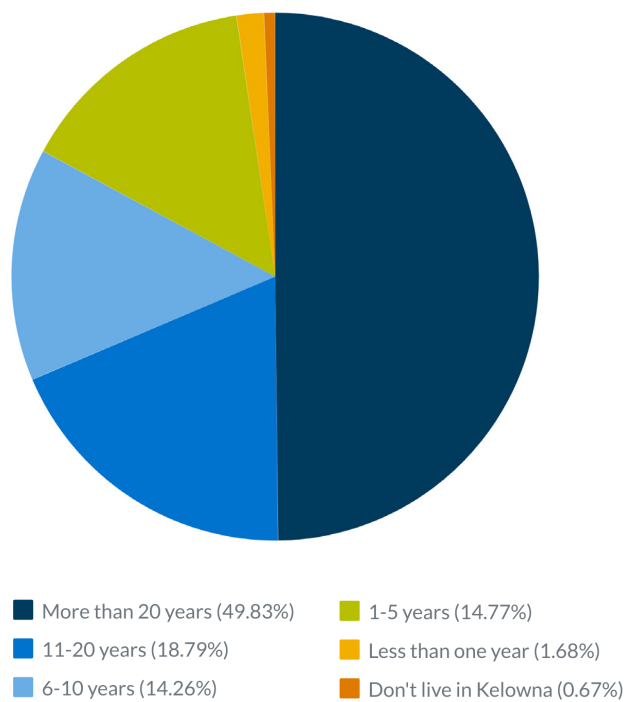
Respondents were able to describe their relationship to the North End by selecting any of the following characteristics that apply. Nearly half live in the area.

Respondents most commonly said they have lived in Kelowna for over 20 years. Approximately 47% of respondents were aged 55 or over.

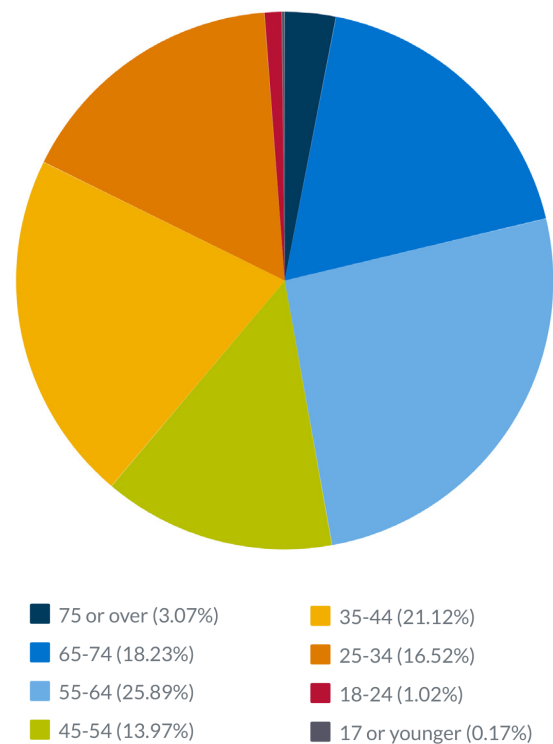
Respondents’ relationship to the North End



How long respondents have lived in Kelowna

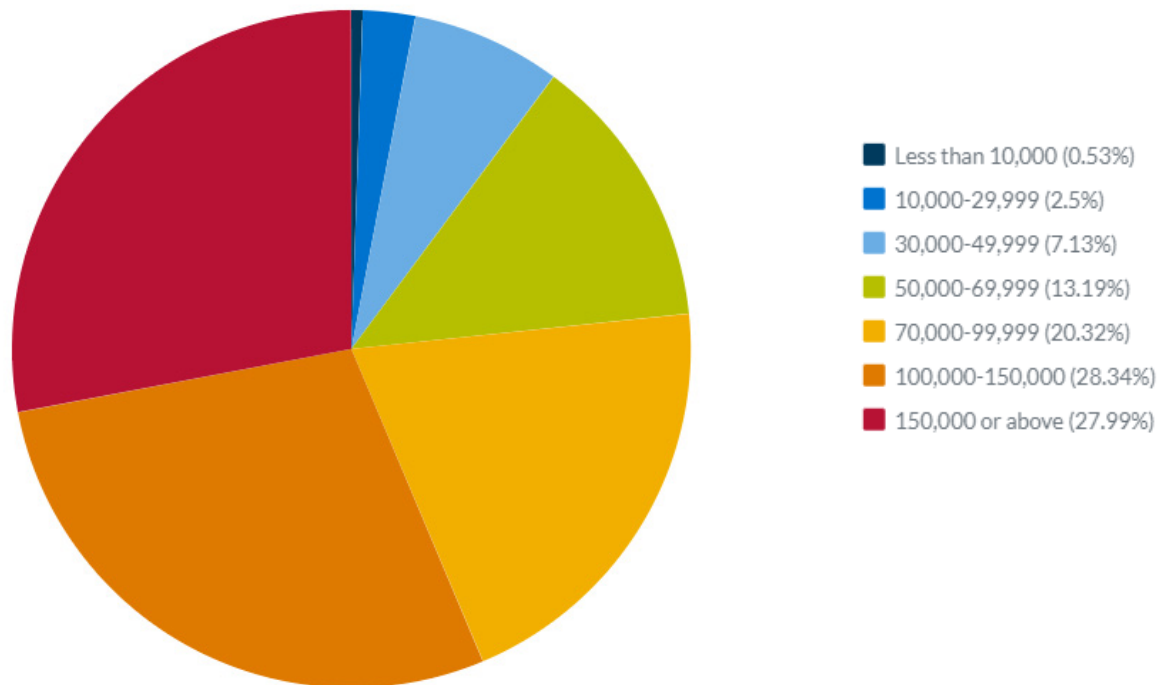


Respondents’ ages

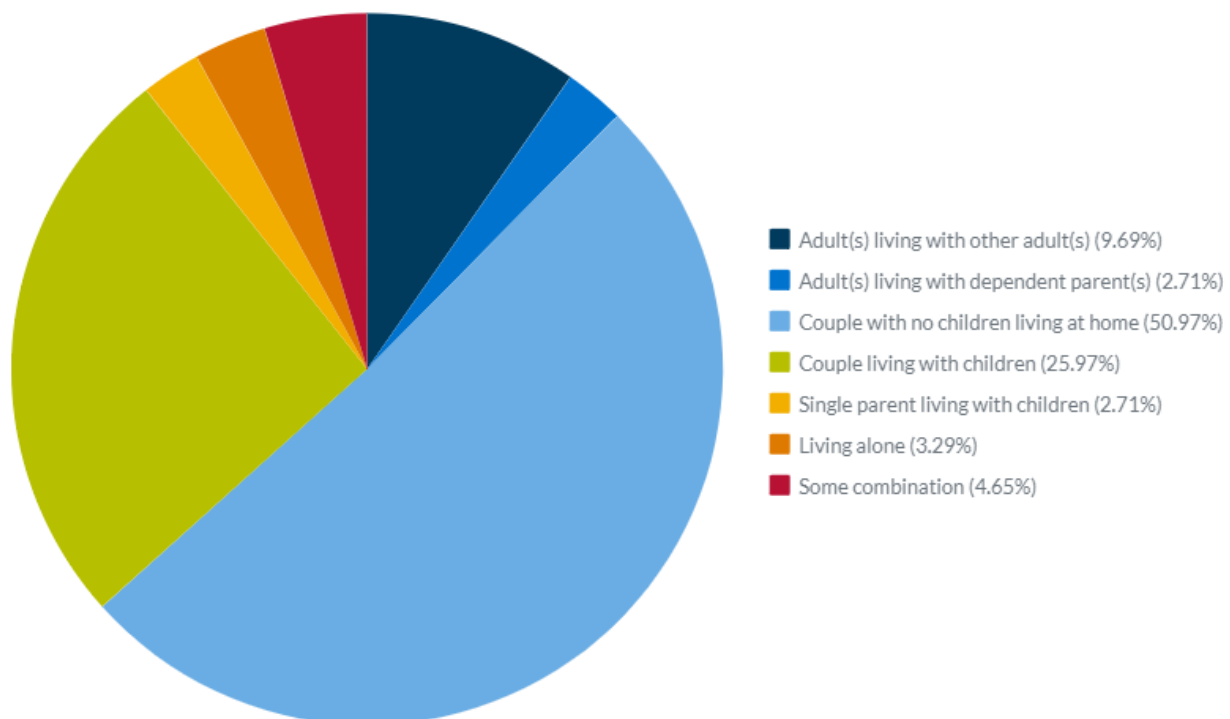


Over half of the survey respondents earned more than the median household income of \$90,000. The most common household composition reflected among respondents was "couple living with no children living at home." This is consistent with demographic data, however, this household type represents nearly half of Kelowna residents but only a third of respondents.

Annual household income (\$)



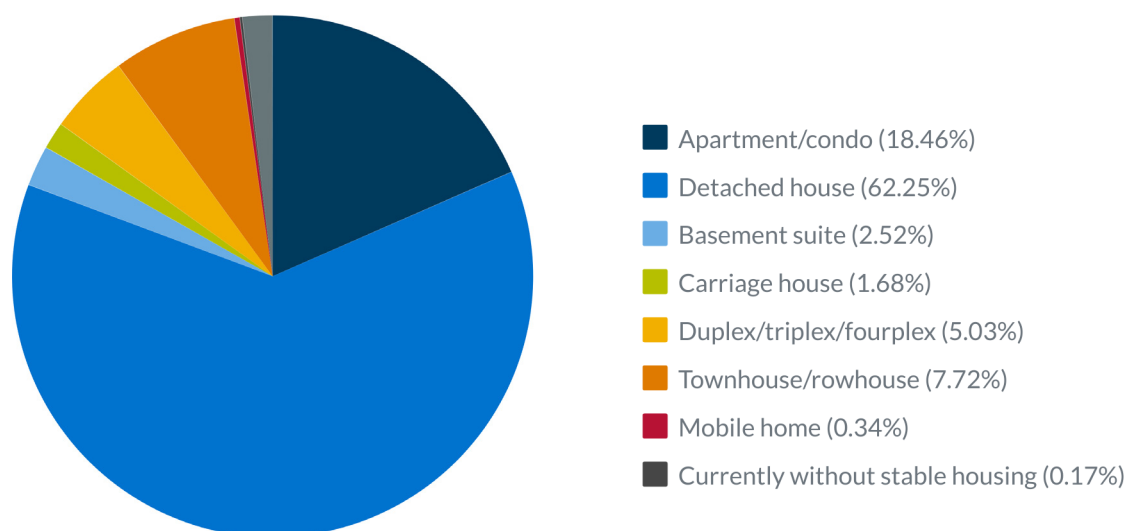
Household composition



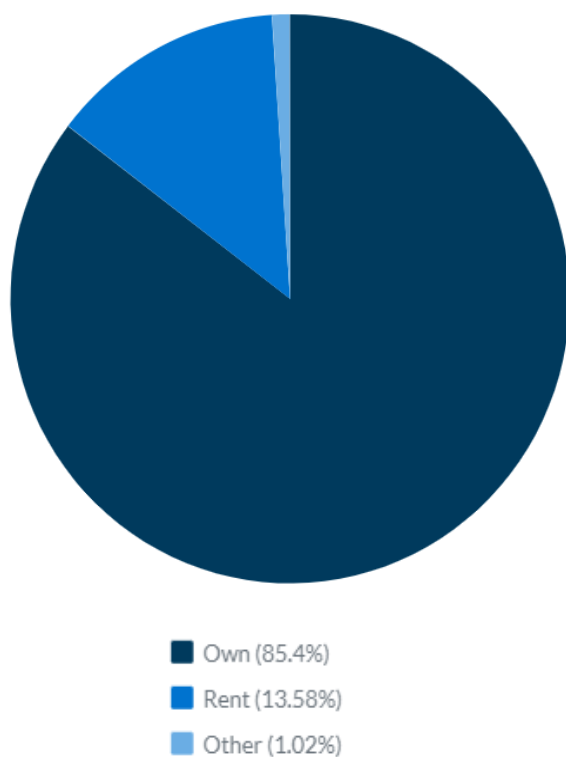
Consistent with demographic data, the vast majority of respondents live in single-detached homes.

Homeowners are overrepresented in the survey results, making up 68% of the population but over 85% of respondents.

What type of homes respondents live in



Rent or own



Where respondents live

