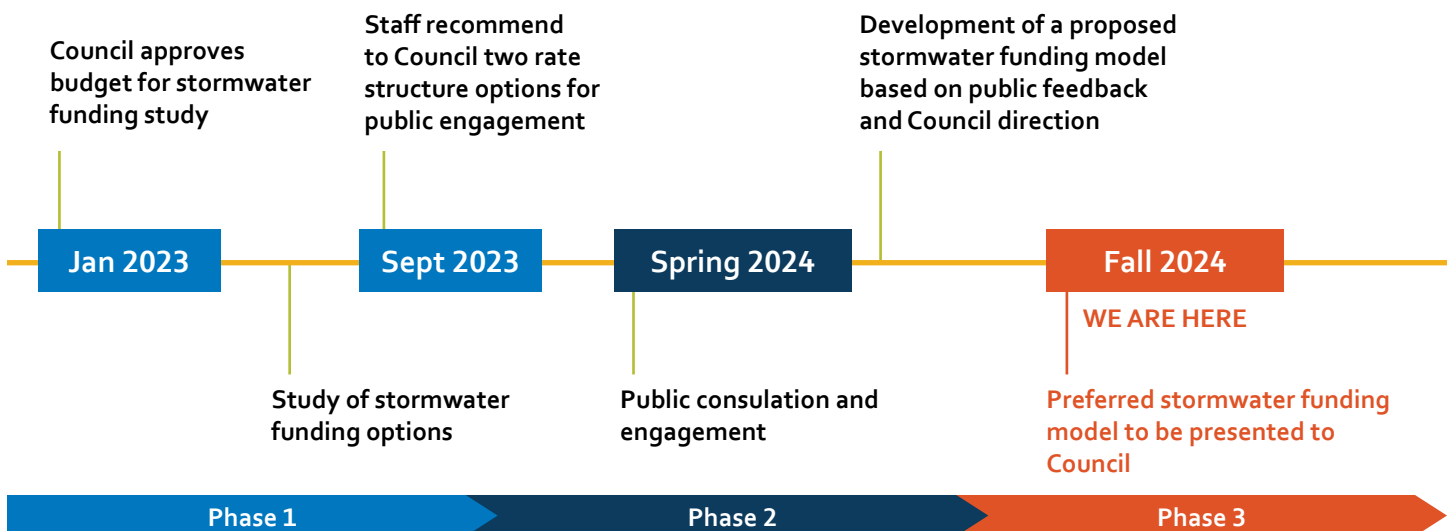


Executive Summary

Background

Stormwater and stormwater management affects everyone in Kelowna. We need to ensure that the water draining into our engineered and natural stormwater system is clean and flows at a rate that does not negatively impact people, property and the environment. This requires a stable funding source. While property owners have always contributed to stormwater funding, it has historically been based on the assessed value of that property rather than the load they place on the City's stormwater system. This means properties that don't contribute a lot to stormwater issues have sometimes paid the same as (or in some cases, more than) properties who contribute significantly to stormwater issues. It also means that there are no incentives to support action to reduce negative impacts on the stormwater system. **We believe we can do better.** This is why the City is conducting a study to review and recommend a predictable and dedicated funding source to support the City's current and future stormwater management program.

How did we get here?

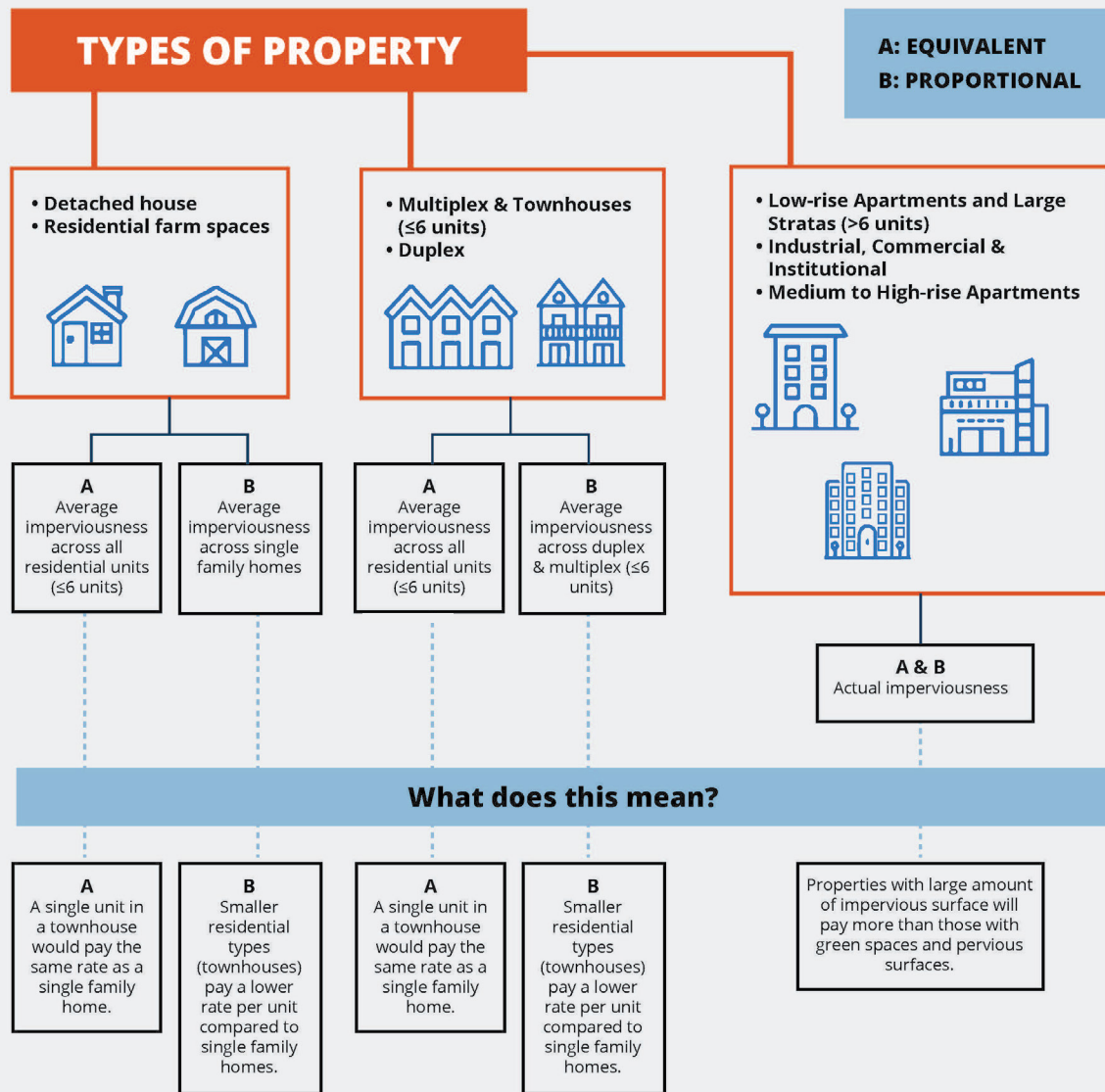


The goals of the new funding strategy are to:

- Protect Okanagan Lake water quality;
- Provide predictable funding;
- Promote good private stormwater practices;
- Be fair and equitable to rate payers; and,
- Be simple to implement and administer.

The City is considering a stormwater rate which would charge property owners based on the amount of hard (or impervious) surface on their property. If approved, this would be a change from using general tax revenue to fund stormwater management to a separate stormwater user fee based on impervious area. The amount property owners pay will no longer be dependent on their property's assessed value but will better reflect their property's impact on the City's stormwater system.

What are Kelowna's funding options?



Find your property type in the graphic above to see how it would be considered under both scenarios.

In accordance with Council's Engage Policy, a pre-engagement assessment was conducted for this Project. Public engagement was recommended due to the complexity of stormwater management funding and available solutions, as well as the anticipated amount of public feedback likely to arise from the topic. The engagement period launched on March 18, 2024, and ended on May 3, 2024.

Engagement Activities at a Glance

March 18
Get involved
page launch

April 1
Informational
videos launch

April 24
In-person
open house

April 27
In-person
open house

March 26
Survey launch

April 4
Virtual open
house

April 25
Virtual open
house

Engagement Activities at a Glance

Below is a high-level summary of the communication and engagement activities conducted during the engagement period.

- A dedicated [Get Involved Kelowna](#) page, including:
 - Background on stormwater and stormwater management;
 - An overview of the stormwater management funding and possible incentive programs, including the goals of these incentives and the importance of stakeholder and public engagement;
 - Council-endorsed guiding principles, applied when considering any changes in how stormwater management services are funded;
 - Information about virtual and in-person public meetings;
 - Online surveys;
 - » A survey for industrial, commercial and/or institutional (ICI) property owners, and large multi-residential property owners or operators to provide input on the study;
 - » A survey for residential property owners to provide input on the study;
- Stormwater open house educational display boards;
- Staff stories – “Meet your stormwater superhero” blogs;
- Frequently Asked Questions;
- An “Ask a Question” section for members of the public to ask questions directly to the Project team; and
- Related City reports, resources and links.
- Updates to the [City’s Stormwater Management Funding](#) page, with a link pointing visitors to the Get Involved page for more information;
- Two short informational videos posted on the City’s YouTube channel; the first was an overview of stormwater management, the proposed new stormwater funding models, incentive programs and a call-to-action to participate in the public engagement period. The second video focused on how the City monitors water quality in Kelowna, specifically focusing on how stormwater affects water quality and the potential negative impacts that can have.

Stormwater Funding Strategy (Phase 2) Engagement Summary

- Social media content highlighting the stormwater management funding engagement activities and general stormwater education were posted on four different social media platforms: Facebook, Instagram, LinkedIn and X.
- A blurb was added to the City's Cityviews e-newsletter and was circulated to subscribers on April 1, 2024, giving an overview of the proposed stormwater funding models and inviting readers to visit Kelowna.ca for upcoming engagement opportunities.
- Two virtual open houses; the first virtual open house was open to the general public and the second virtual open house was targeted to members of the local business community and strata management companies. The second open house involved a direct invitation to attend from the Project team to 20 ICI key contacts.
- Two in-person open houses; these were targeted to the general public.
- A common concern from respondents was that they don't feel they currently benefit from and/or contribute run-off to the stormwater system.
- There are overarching concerns with how impervious area will be assessed, and if this is the most accurate/fair way to determine rates.
- Understanding the costs and resulting rates of the proposed models would help residents select a preferred proposed model.
- Fairness, rather than equity, appears to be important to residents. Residents want to have the steps they've taken on their properties to mitigate stormwater's impact taken into account.
- Residents want to understand the potential benefits of the new proposed stormwater funding system.

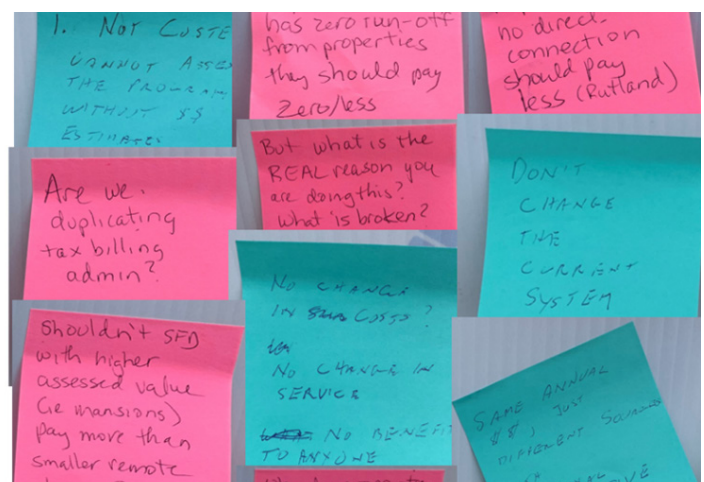
What We Heard

Input from targeted audiences and the general public was captured throughout the engagement period. A summary of the main feedback themes is below.

- The majority of respondents think stormwater is important and most residential respondents have already taken steps to mitigate stormwater's impacts to their property. While a smaller percentage of ICI respondents have taken mitigative measures, a large portion would be willing to do so in the future.
- There is interest from both residential and ICI respondents in a credit and/or rebate program to lower upfront costs which are seen as a barrier to implementation.
- Respondents are unsure which of the two proposed funding models would be their preferred choice.

Next Steps

Community and stakeholder communication and engagement is critical to the success of developing new infrastructure funding streams. Based on the feedback received, it is recommended that AECOM and the City determine resulting rates (user fees) associated with both funding options before further consultation with Council and the public.



Sticky notes with feedback on the program completed by members of the public at the open houses