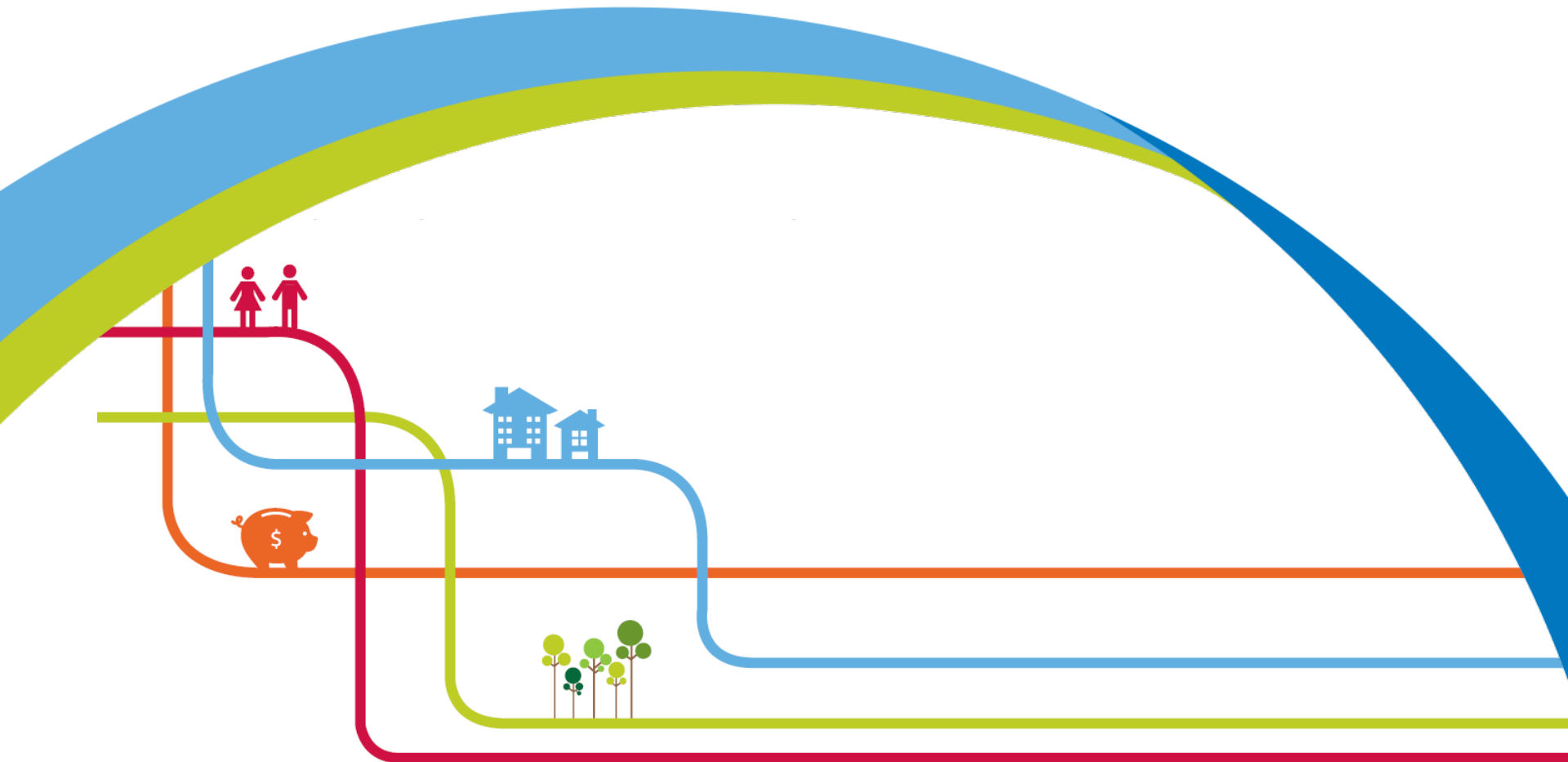


# OUR FUTURE IN FOCUS

2015 Community Trends Report



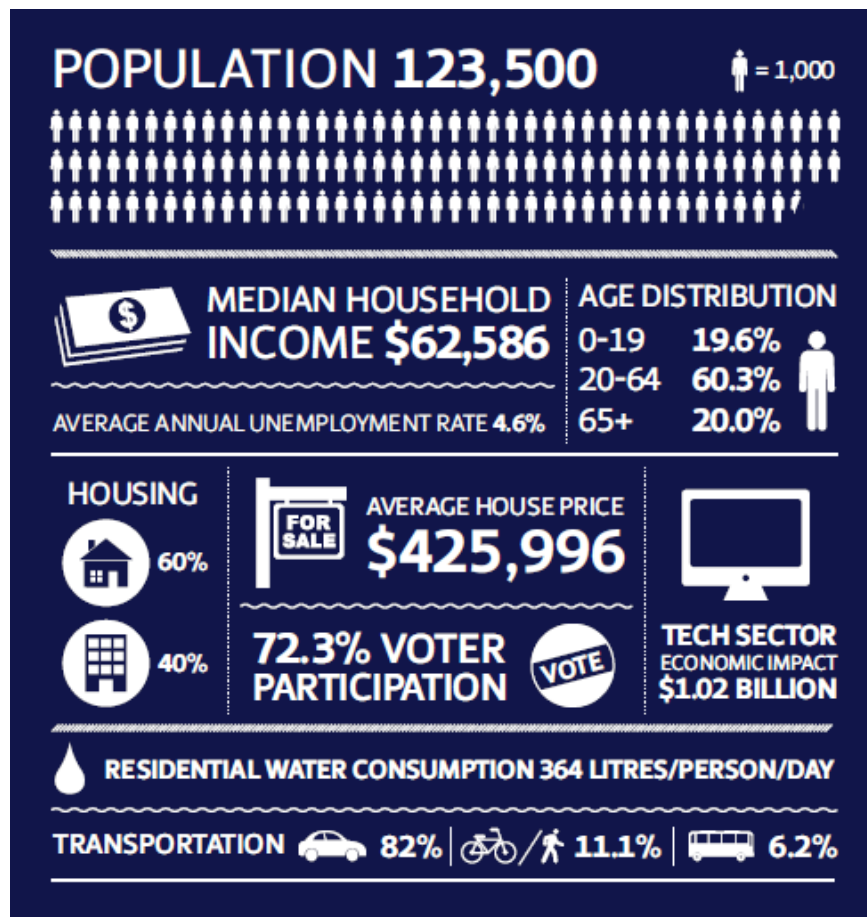
## PURPOSE

- ▶ Second report
- ▶ Monitor baseline indicators
- ▶ Identify major trends
- ▶ Corporate & community resource



# FOUR KEY AREAS

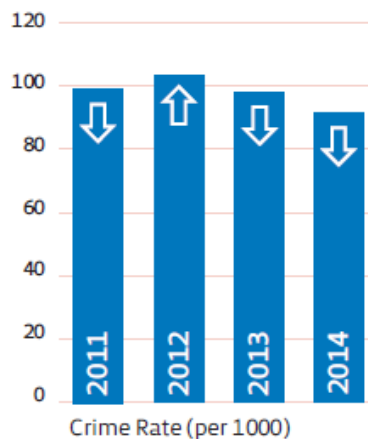
- ▶ Our people
- ▶ Our economy
- ▶ Our homes
- ▶ Our environment



## OUR PEOPLE HIGHLIGHTS

- ▶ Population approximately 123,500
- ▶ Percentage of seniors to increase
- ▶ Crime rate is declining
- ▶ Residents feel they have a high quality of life

Crime rate



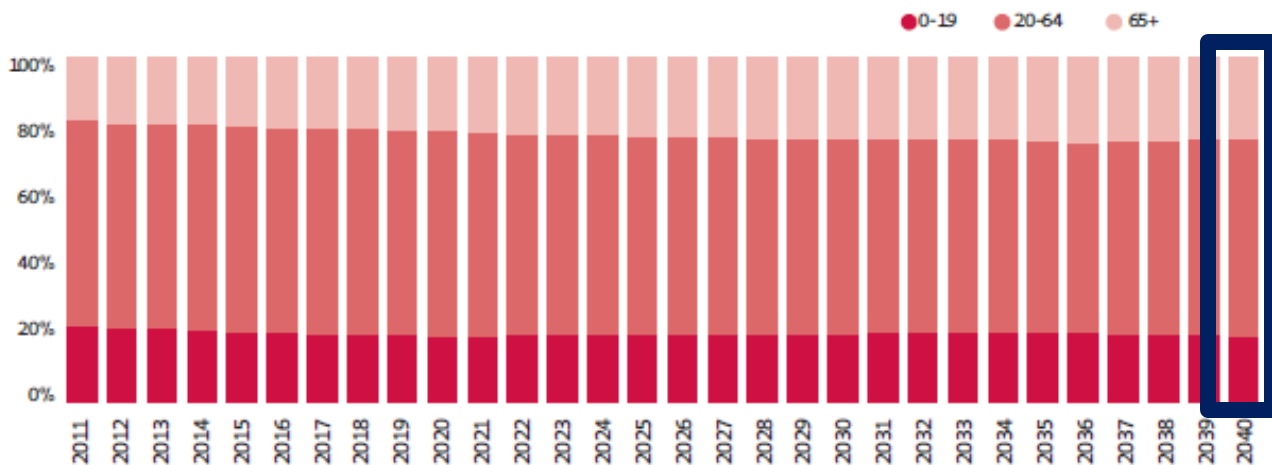
Source: RCMP (Crime Rate)



# OUR PEOPLE TRENDS

- ▶ Aging community:
  - ▶ 65+ will outnumber youth
  - ▶ City-wide impacts
  - ▶ Age-Friendly Strategy

Projected age distribution, Kelowna CMA



Source: BC Stats

## OUR PEOPLE TRENDS

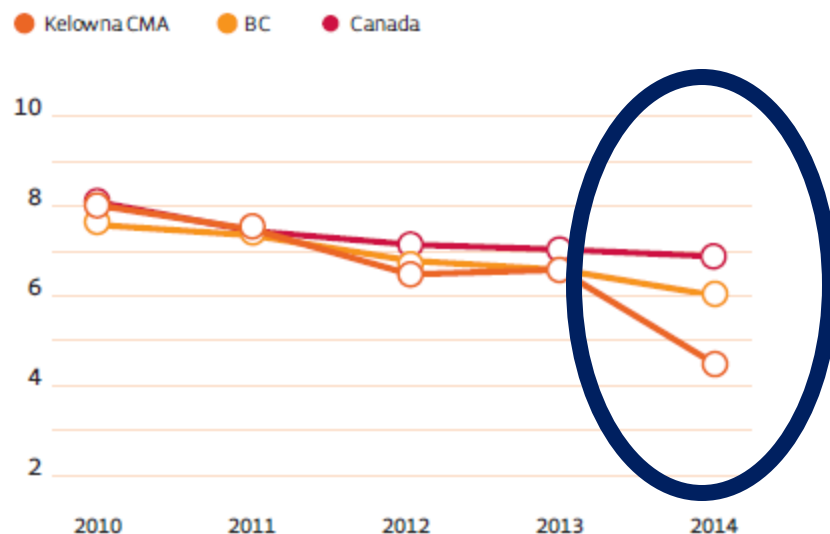
- ▶ Feeling congested:
  - ▶ Transportation is top of mind
  - ▶ Congestion is a challenge
  - ▶ Solution is counter-intuitive
  - ▶ Great examples



## OUR ECONOMY HIGHLIGHTS

- ▶ Declining unemployment
- ▶ More business licenses
- ▶ Passengers at YLW continue to increase
- ▶ Value and number of building permits up

Unemployment rate

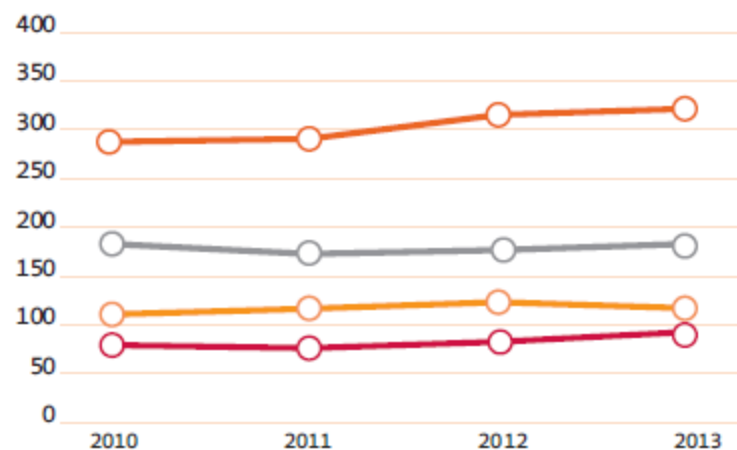


Source: Statistics Canada, Labour Force Survey Estimates, Consim Table 282-0110

## OUR ECONOMY TREND

- ▶ The tech sector:
  - ▶ Rapid growth recently
  - ▶ A major player (\$1.2B)
  - ▶ International competition
  - ▶ Collaboration & innovation

Thompson/Okanagan Tech Business Growth



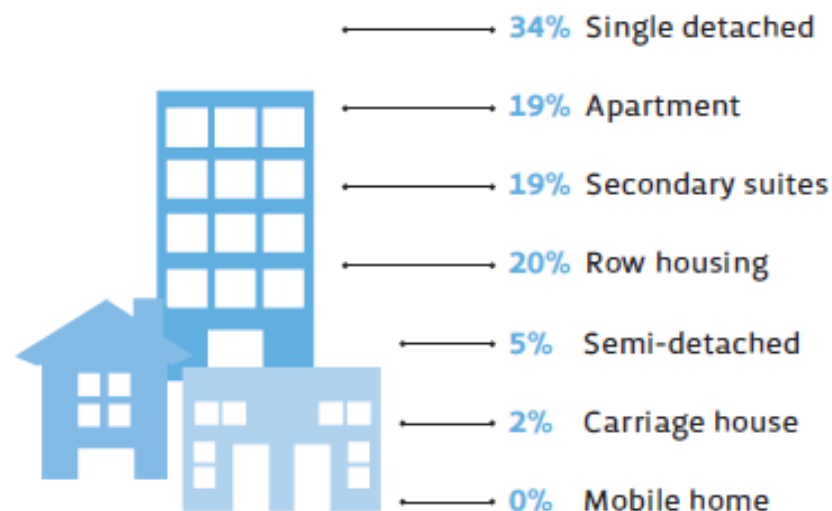
Source: BC Stats, Profile of the British Columbia High Technology Sector: 2014 Edition



## OUR HOMES HIGHLIGHTS

- ▶ Strong ownership housing market
  - ▶ new & resale
- ▶ Highly constrained rental market
  - ▶ Forecast to improve

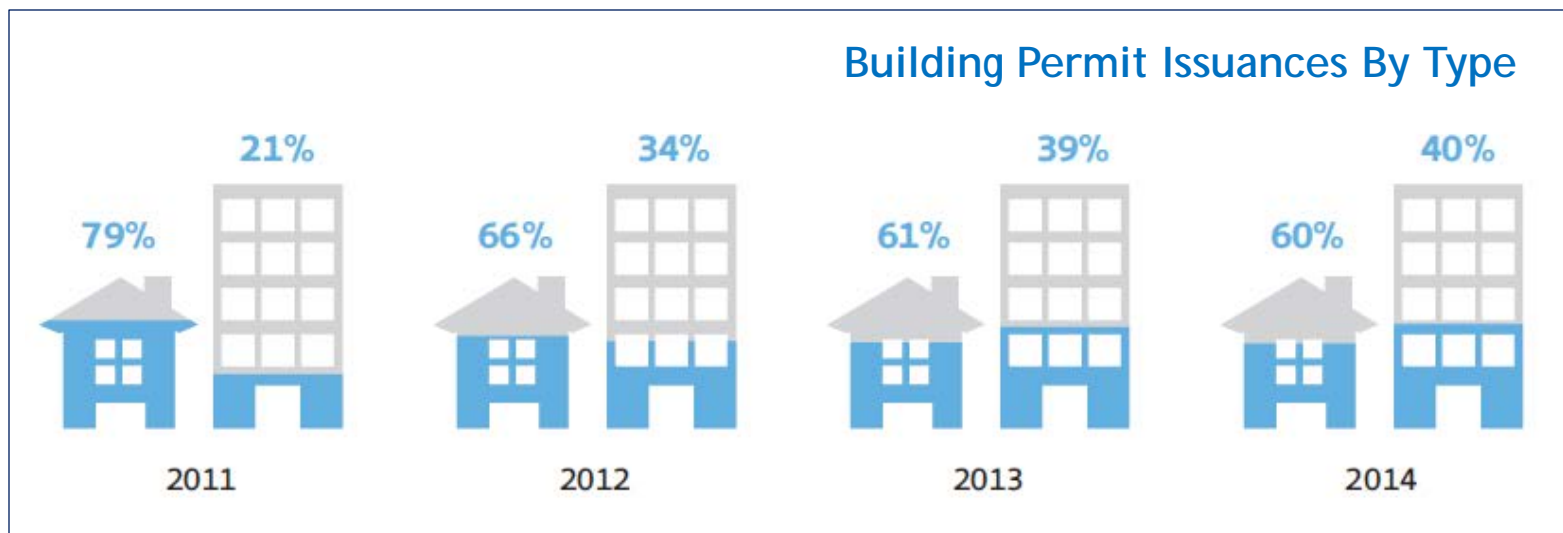
2014 Kelowna development by unit type



Source: City of Kelowna Annual Developments Stats Report

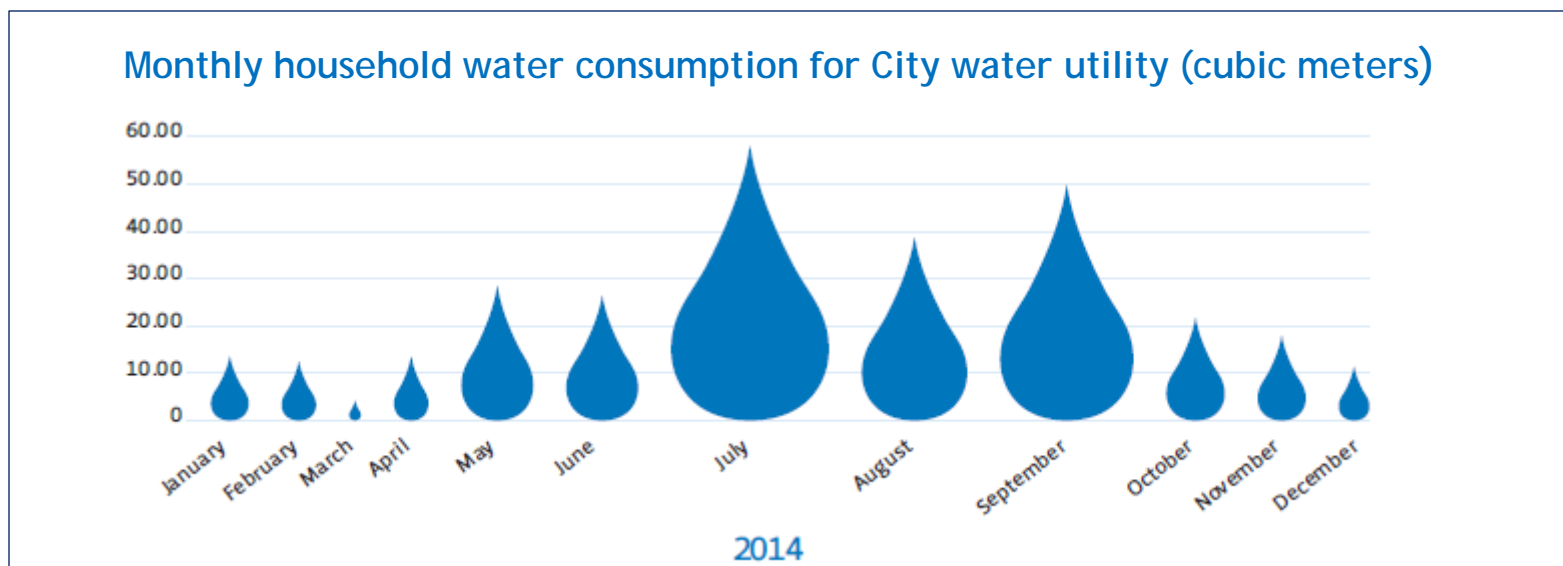
## OUR HOMES TREND

- ▶ Growing up:
  - ▶ Recent resurgence in multi-unit housing
  - ▶ Convergence of demand
  - ▶ Focus on Urban Centres



## OUR ENVIRONMENT TREND

- ▶ Changing climate:
  - ▶ Hotter and drier summers
  - ▶ GHG emissions reduction



## NEXT STEPS

- ▶ Tracking annual data
- ▶ Continue to take action
  - ▶ Plans
  - ▶ Infrastructure
  - ▶ Partnerships
- ▶ Looking for new trends

