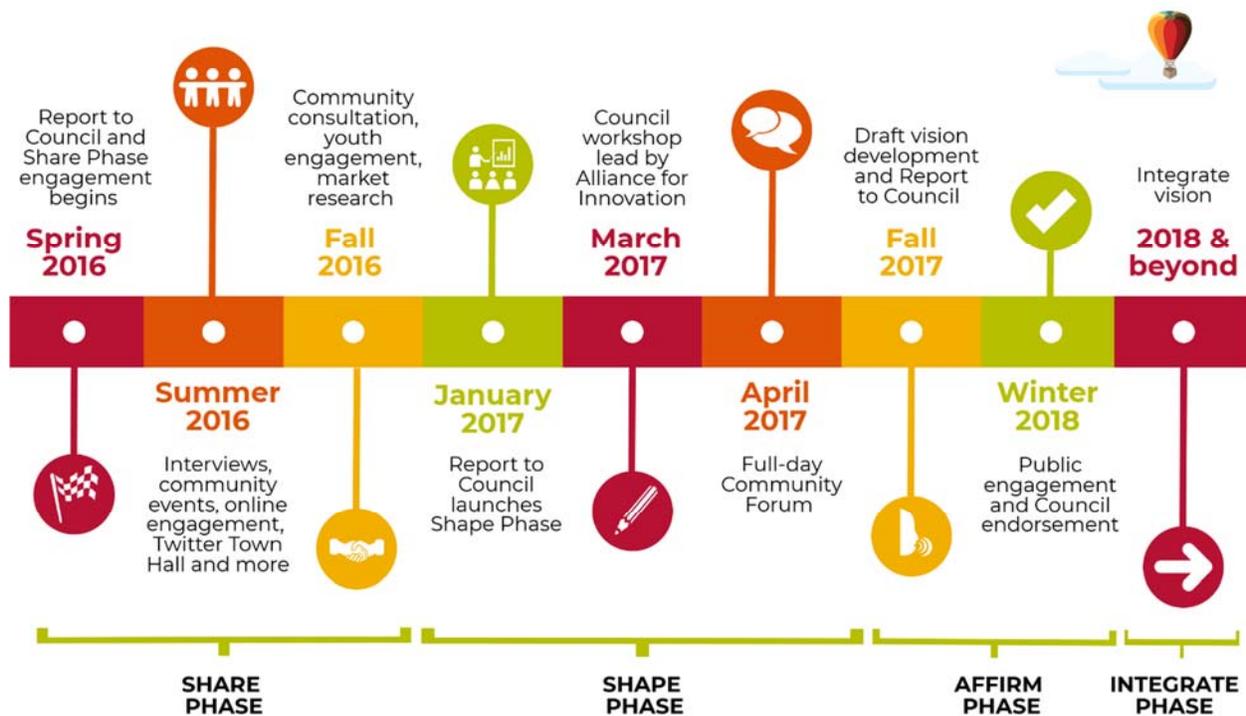


Engagement Summary to December 2017

Imagine Kelowna is the most comprehensive community dialog the City has ever done. The result is hundreds of hours of recorded interviews with thought leaders and academic advisory sessions, hundreds of pages of written materials from community members and subject matter experts through the Imagine Kelowna blog post series, five comprehensive research reports that help summarize the data, and thousands of residents engaged.

Through conversations with the community, thought leaders, subject matter experts, academics and the City's partnership with the Alliance for Innovation, we identified some key structural challenges – both global and local – that will have direct impacts on our community's future.

The imagine Kelowna engagement was divided in four phases as shown below, and today we start with Phase 3 and 4 Affirm and Integrate.



Phase 1: Share Phase

The first phase of engagement occurred from May to December 2016. Data was collected from two major streams: citizens and market research.

Major techniques included: one-on-one interviews with thought leaders and academic advisors, [Upside-Down On-Point series of events](#), Youth Leadership Initiative with School District 23, discussion forums with students from UBC- Okanagan and Okanagan College, Elders Workshop, Community

Conversations, guest speakers, Twitter Town Hall, UBCO/BRAES Resiliency Forum, youth survey of major urban centres in Canada, [community blog-posts](#), and participation at community events.

Analysis of the inputs (e.g. one-on-one interviews, postcards, sounding board, community conversation toolkits, and youth leadership initiative, etc.) were synthesized and coded to understand key common themes from close to 4,000 interactions. These common themes were then later tested with more targeted engagement.

Phase 2: Shape Phase

The second phase occurred from January to September 2017 which included a mix of workshops, presentations to stakeholders, attendance at community events and a community forum.

DATES	ACTIVITY	WHO	PURPOSE
FEB 17	Workshop on scenario planning and testing	Consultants, Senior City staff, thought leaders, representatives from agencies, organizations and subject matter experts	Develop and test scenarios. Assess the resiliency of the principles against a set of future scenarios in order to determine our "future ready" state
MAR 13	Council Workshop on global forces and scenarios	Council, City staff and facilitated by representatives from Alliance for Innovation	Overview of the global forces & local trends and a discussion on the future readiness of Kelowna
APR 8	Community Forum	Randomly selected residents from the community, City staff and subject matter experts	Review emerging themes and identify community priorities through an iterative process of education and debate to develop a set of draft principles
MAY – SEP	Data consolidation and vision development	Market research, Consultants, IK team	Develop draft vision, principles and goals

Community Forum outcomes

The Community Forum was a key deliverable of the Imagine Kelowna engagement process that has not previously been reported to Council. The purpose of the forum was to shape the vision and test principles and scenarios. It was facilitated in a mini-conference format with a cross-section of citizens to identify community priorities and go through an iterative process of education and debate. This process was also informed by Council recommendations, guiding principles, subject matter experts and citizen input.

The methodology for the recruitment of participants was conducted with a hybrid of opt-in and randomly selected residents facilitated by NRG Research to ensure a broad mix of representation of age, gender and household income.

Outreach strategy included: random landline and mobile phone recruitment and opt-in online registration led by NRG Research. Promotion was done through direct notification to 30 stakeholder and community organizations, three news releases and advertising in print and online.

Principles

The Community Forum was designed to invite feedback on four community principles and 12 associated goals that were based on initial public engagement outcomes during the Share phase. In all, 78 participants gathered for a full day of presentations, group discussions and rating of goals pre- and post- discussion.

Participants rated the principles at the beginning of the session and again at the conclusion. Although all of the principles saw a post-forum ratings bump, it was not a significant change. This suggests that community discussions are not needed for the public to understand the importance of these principles.

Goals

When it came to the goals associated with each principle however, there was a big change between many of their pre-forum and post-forum ratings. This suggests that discussing the trade-offs needed to realize a goal and its related emerging ideas can have a significant impact on people's perceptions of them. The results from the Community Forum were instrumental in helping refine the goals. A summary of results has been included as *Appendix A*.

Engagement reports

Five comprehensive reports were produced to analyze and summarize the outcomes of the engagement activities. These reports are available for download by the public at the Imagine Kelowna website:

- Young Professionals Survey study, in partnership with Central Okanagan Economic Development Commission. Report prepared by ENRG research group (December, 2016)
- Phase One Engagement report including Youth Leadership Initiative. Report prepared by ENRG research group (January, 2017)
- On Point Event summaries, in partnership with Urban Systems. Report prepared by Urban Systems (January, 2017)
- Thought Leaders Workshop Summary. Report prepared by Juliet Anderton and Allan Nielson-Welch (February, 2017)
- Community Forum Report. Report prepared by ENRG research group (July, 2017)

Next Steps

Phase 3 – Affirm (December 2017 to February 2018)

The draft vision, values, principles and goals will be presented to the community through the City's existing communications channels, online, and through partnerships and presentations/workshops with community groups, as well as three information sessions to be held in Rutland, Mission and Central areas.

The community will provide comments online and through face-to-face interactions prior to a final version being presented for Council's consideration with a final report later in January or early in February.

Phase 4 – Integrate (February 2018 - 2040)

This phase will aim to conclude the project and deliver a final version of Imagine Kelowna including a complete document and supporting materials (videos, animations, booklets and photos), as well as engagement summaries and full reports.