



# OPEN HOUSE SUMMARY

## East Kelowna 2040 Expo | September 21, 2019

**Purpose:** The Expo at the Rutland Boys and Girls Club was the second of four in-person opportunities to engage with information for the next steps in the development of the Official Community Plan (OCP), Transportation Master Plan (TMP) and 20-year Servicing Plan.

**Format:** The Expo featured displays and an activity Passport to collect feedback on a range of topics based on the 2040 growth scenario endorsed by Council last spring, such as transportation, parks, infill housing and future land use. Zoning Bylaw changes were included for public information but were not part of the project.

### Notable attendees

- MLA Letnick

### What we heard

These are the key themes that emerged from the Kelowna 2040 Expo that was held in Rutland.

General comments from attendees, as received through conversations with staff and written responses, included the following:

- Lack of parking, vehicle congestion on arterial roads and transit being at capacity during peak times
- General support for land use directions with interest in local services and amenities in their neighbourhoods to reduce vehicle trips
- Complete the Urban and Village centres





23 people attended the Expo in Rutland



11 completed the Passport to 2040 questionnaire onsite



100% of respondents felt that participating was a valuable experience



71% of respondents found the information was enough to provide an informed opinion



100% of respondents understood the presentation materials



86% of respondents understood how public input will be used in this process

## Staff in attendance

- Policy & Planning Department Manager
- Long Range Planner Specialist
- Sustainability Coordinator
- Community Engagement Advisor
- Strategic Transportation Planning Manager
- Transportation Planner
- Parks & Buildings Planner Specialist
- Utility Planning Manager
- Development Planning Department Manager
- Urban Planning Planner Specialist
- Community Development Coordinator

## About you

Most respondents were between the ages of 45 and 54, had two or four people living in their household, and were from the V1X, V1P, V1V and V1W postal code areas.

## Next steps

The online engagement and Passport to 2040 questionnaire is open from Sept. 16 to Oct. 4 at [getinvolved.kelowna.ca](http://getinvolved.kelowna.ca).

Staff will review and consider feedback as they continue the process to update the Official Community Plan, Transportation Master Plan, and 20-Year Servicing Plan.

Learn more about the process at [kelowna.ca/kelowna2040](http://kelowna.ca/kelowna2040).

## How we invited you to have your say

- news release on Sept. 6 (media, kelowna.ca and 4,964 email subscribers)
- public service announcement reminder on Sept. 17 (media, kelowna.ca and 4,964 email subscribers)
- ads in the Daily Courier on Sept. 11, 18 and 25
- Facebook Event for Rutland Expo (556 reach, 21 responses)
- project video promoting Expos (5,620 views on YouTube, Instagram & Facebook)
- paid and organic Facebook posts (8,858 reach, 353 engagements)
- Twitter (4,647 reach, 62 engagements)
- Instagram posts & stories (5,476 reach, 357 engagements)
- electronic traffic signboard on Highway 33
- posters at key locations in the Rutland urban centre
- landing page features on kelowna.ca (756 project pageviews Sept 11-27) and getinvolved.kelowna.ca (328 visits Sept 11-27)
- email to all business associations and all resident associations
- email to UBC Okanagan and Okanagan College