



OPEN HOUSE SUMMARY

Downtown Kelowna 2040 Expo | September 19, 2019

Purpose: The Expo at the **Kelowna Community Theatre** was the first of four in-person opportunities 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

- Councillor Donn
- Cycling Coalition members
- Former Alderman (1973-76)
- Development company staff

What we heard

Some key themes emerged, as received through conversations with staff and written responses.

- Comments for changes to the land use directions included making suburban neighbourhoods more sustainable by adding services, ensuring land use near ALR is compatible and adding active transportation routes
- Several comments mentioned the need for better bike lane connectivity and more separated/protected bike lanes
- Comments also included improving safety for pedestrians through crossings at specific locations and separating pedestrians from other path users such as bikes and e-scooters
- Increased transit and reduction of car trips were also mentioned

Additional comments included the desire for larger land use posters, as well as information about parking, future school plans, bridge improvements, short-term projects that are being planned, the loss of green space that comes with densification, clarity around park development and consultation on future sidewalk and bike lane construction projects.





71 people attended the Expo at the Community Theatre



23 completed the Passport to 2040 questionnaire onsite



77% of respondents felt that participating was a valuable experience



64% of respondents found the information was enough to provide an informed opinion



95% of respondents understood the presentation materials



73% 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 74, had two people living in their household, and were from the V1Y 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.

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.

How we invited you to have your say

- news release on Sept. 6 (media, kelowna.ca and 4,964 email subscribers)
- public service announcement on Sept. 17 (media, kelowna.ca and 4,964 email subscribers)
- ads in the Daily Courier on Sept. 11 and 18
- Facebook Event for Downtown Expo (915 reach, 29 responses)
- project video promoting Expos (5,620 views on YouTube, Instagram & Facebook)
- paid and organic posts on City's Facebook (8,858 reach, 353 engagements)
- Twitter (4,647 reach, 62 engagements)
- Instagram posts & stories (5,476 reach, 357 engagements)
- Kelowna Community Theatre signboard
- posters at key locations in the downtown 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 UBCO and Okanagan College