



OPEN HOUSE SUMMARY

Midtown Kelowna 2040 Expo | September 28, 2019

Purpose: The Expo at the Orchard Park Shopping Centre was the last of four in-person opportunities to learn about and share feedback regarding development of the Official Community Plan (OCP), Transportation Master Plan (TMP) and 20-year Servicing Plan.

Format: The Expo featured displays and a “passport” to collect feedback on a range of topics based on the 2040 growth strategy endorsed by Council last spring, such as transportation, parks, infill housing and future land use.

Zoning Bylaw changes were included for public information but are not part of the overall Kelowna 2040 engagement.

What we heard

Some key themes emerged from the midtown Kelowna 2040 Expo, as received through conversations with staff and written responses.

- Positive feedback regarding the land use directions’ focus on urban density and green space
- Suggested changes to land use directions such as investing more in land for active transportation routes, limiting urban sprawl, and honouring suburban development needs.
- Improve walking infrastructure, bike lane connectivity, and transit frequency and connectivity.
- Improve pedestrian safety through more crossings, crosswalk lights, repaired sidewalks, pathway connectivity, and pedestrian-only streets.
- Reduce traffic congestion by adjusting traffic light timing and blocking left turns in some high congestion areas.

Additional comments: Focus on higher density growth with more parks and open space; consider climate change initiatives; ensure transportation infrastructure will accommodate growth; improve parking availability; and improve consideration of accessibility (e.g. those with vision loss) in infrastructure planning.

Several suggestions were made to improve crossings and turns at/across Highway 97; however, Highway 97 and its intersections and traffic signals are the jurisdiction of the Ministry of Transportation and Infrastructure.





458 people attended the Expo at Orchard Park Shopping Centre.



6% of attendees completed all or a portion of the Passport to 2040 questionnaire on site.



87% of respondents felt that participating was a valuable experience.



87% of respondents found the information was enough to provide an informed opinion.



93% of respondents understood the presentation materials.



93% of respondents understood how public input will be used in this process.

Staff in attendance

- Policy & Planning Department Manager
- OCP Project Planner
- Communications Coordinator
- Integrated Transportation Department Manager
- Transportation Engineer Planning & Development
- Transportation Planner
- Parks & Buildings Planning Manager
- Landscape Design Technician
- Senior Project Manager
- Utility Planning Manager
- Financial Analyst
- Urban Planning & Development Policy Manager
- Urban Planner Specialist
- Long Range Planner Specialist

About you

Most respondents were between the ages of 24 and 64 had two people living in their household, and were from the V1X, 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)
- email to Public Engagement subscribers (991 recipients, 30% open rate)
- email to Get Involved project subscribers (421 recipients, 48% open rate)
- email to Kelowna 2040 subscribers (1,827 recipients, 35% open rate)
- newspaper ads in Daily Courier on Sept. 11, 18 & 25
- Facebook Event for Midtown Expo (3,650 reach, 53 responses)
- project video promoting Expos (5,620 views on YouTube, Instagram & Facebook)
- paid and organic Facebook posts (9,958 reach, 393 engagements)
- Twitter posts (5,758 reach, 80 engagements)
- Instagram posts & stories (6,584 reach, 429 engagements)
- electronic message board on Hwy 97 near the mall
- posters at key locations in the midtown area
- landing page features on kelowna.ca (859 project pageviews Sept 11-30) and getinvolved.kelowna.ca (447 visits Sept 11-30)
- email to all business associations and all resident associations
- email to UBC Okanagan and Okanagan College