

FACT SHEET

April 2018

The result of more than 4,000 resident contributions, Imagine Kelowna is a vision created by the community for the community.

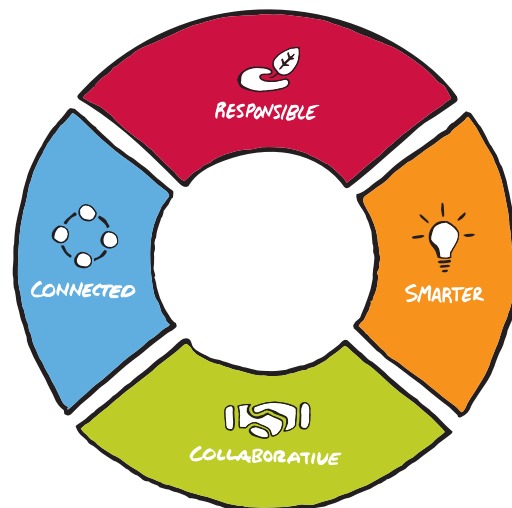
The draft vision

For thousands of years the syilx / Okanagan people have protected the beautiful lands and waters of the Okanagan, nurturing a healthy and sustainable balance. The first arrivals of European descent fell in love with the beauty here and today we continue to celebrate all the Okanagan has to offer. In 2040, Kelowna is a thriving mid-sized city that welcomes people from all backgrounds. It is a community that respects the natural wonders that shape its identity. As a place with deep agricultural roots, Kelowna understands the need to protect our environment, manage growth and be resilient in the face of an unpredictable future. Kelowna is a community that:

- **puts people first:** We try to balance the needs of everybody in our decision making. We recognize that inclusivity and diversity makes us a stronger and more innovative community.
- **values its history:** We celebrate our heritage, but we also acknowledge past injustices and learn from our mistakes to help us build a better future.
- **encourages curiosity and creativity:** We are constantly learning so we can effectively respond and adapt to rapid change. We find innovative ways to meet social, economic and environmental challenges.
- **recognizes the changing roles of individuals, businesses, governments and community organizations:** The well-being of our city is a shared responsibility and everyone needs to do their part to meet the challenges of the future.

*"We can't predict the future.
Flexibility and adaptability is what is going to help us
through all the changes. Values last longer than plans,
we can't prepare for everything in the future."*

- Imagine Kelowna participant



Principles

Draft principles and goals

The following principles and goals work together as a system to help the community achieve its vision.



SMARTER

Principle 1 – Smarter Community: A community that is willing to learn, adapt and grow so we can thrive in the face of rapid change.

- *Goal: Support innovation to help drive inclusive prosperity*

We are building a nimble and resilient economy that doesn't leave anyone behind.

- *Goal: Take action and be resilient in the face of climate change*

Dealing with climate change is not just about making sacrifices – we're seizing the opportunity to create a hopeful and sustainable future.

- *Goal: Build healthy neighbourhoods that support a variety of households, income levels and life stages*

Everyone in our community should be able to find stable and affordable housing.

"We need better, less precarious jobs."

-Imagine Kelowna participant





Draft principles and goals



Principle 2 – Connected Community: A community where residents are connected to their neighbours, their city and the wider world.

- *Goal: Embrace diverse transportation options to shift away from our car-centric culture*

Making it easy for people to choose non-driving options opens up road space and makes getting around more enjoyable.

- *Goal: Create great public spaces that bring people together*

To be a great city we need great public gathering places like parks, plazas and community centres where people can meet and connect with others.

- *Goal: Provide opportunities for people of all ages, abilities and identities*

We all benefit when everyone in the community has access to economic, recreational and social opportunities.

- *Goal: Cultivate an accessible and engaging arts and culture scene*

A rich arts and culture scene boosts a city's economy and quality of life.



Principle 3 – Responsible Community: A community where social and environmental concerns are prioritized and where decisions are made ethically

- *Goal: Concentrate on growing vibrant urban centres and limit urban sprawl*

Denser neighbourhoods make our city healthier, more sustainable and easier to get around.

- *Goal: Preserve Okanagan Lake as a shared resource*

Okanagan Lake is the jewel that makes Kelowna sparkle.

- *Goal: Strengthen the protection of our land, water and air resources*

Our stunning environment is the foundation that all of our other aspirations stand on.

Goal: Protect agricultural land and promote sustainable farming

Supporting agriculture helps ensure food security while preserving vital green infrastructure.

"Dense doesn't mean to be cheap and ugly ... if we want to accommodate thousands more people in the next 20 years, we will need to get more dense, efficient and culturally aware of our limited resources."

-Imagine Kelowna participant



Principle 4 – Collaborative: A community where people of all backgrounds work together to meet collective challenges.

- *Goal: Engage with the Okanagan's traditional past and heritage as foundations for building a fair and equitable community*

We will honour our rich heritage while also following the lead of our local First Nations onto a path of reconciliation.

- *Goal: Nurture a culture of entrepreneurship and collaboration*

Entrepreneurship is weaved into Kelowna's cultural fabric, making our community more creative, collaborative and better able to meet the challenges of the future.

- *Goal: Foster resident-driven solutions*

Unleashing our community's hidden talents can help us solve the tough challenges of the future.

"Our natural environment is really the underpinning of everything in our community."

-comment by an Imagine Kelowna participant

Now what?

This is the community's vision, and while the City of Kelowna will use it to guide its future plans and strategies, it is ultimately up to all of us to work together to make Imagine Kelowna a reality.

Stay informed about Imagine Kelowna by subscribing to e-updates or get involved by visiting imagine.kelowna.ca.



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