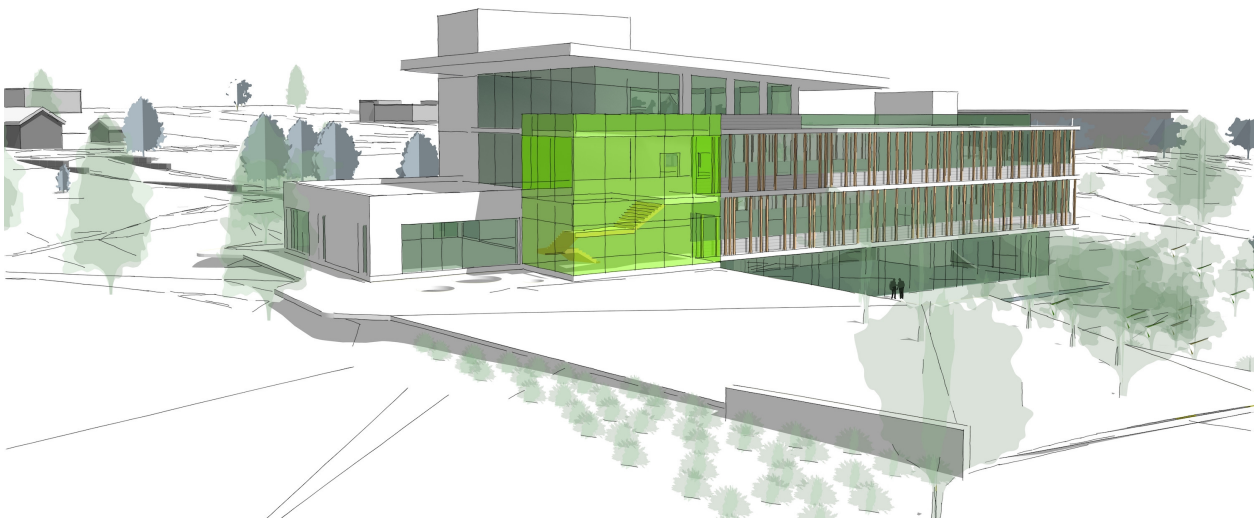

CITY HALL PROJECT



Consultation Summary Report Preliminary Design

August 2021

Background

The City of West Kelowna is advancing planning of the design and construction of its first City Hall since its incorporation in 2007. The City-owned site located at 3731 Old Okanagan Highway includes a new building that the Okanagan Regional Library is an equity partner in. The City Hall/Library Building will centralize the City's administration, provide a permanent home for the West Kelowna Library, and include constituency offices of the Member of Parliament and Member of the Legislative Assembly. By combining these public services in one location enables access to greater civic-centre services to the community.

Summary

From **June 14-July 4, 2021**, we asked for public feedback to help inform the design of the City Hall/Library Building. This was the first of two rounds of public consultation.

The first round of Preliminary Design input helped us understand:

- customer experiences when visiting City Hall/Library Building
- characteristics of great outdoor spaces for the community to gather
- preferences for landscaping and lighting elements around the building
- connectivity and accessibility throughout the site and area
- opportunities to celebrate public and Indigenous art and culture
- other elements that the community feels is important to consider

Elements of the project that are fixed are not open to public consultation include: project justification, site and building location, size of the building, no new tax increases to the City's budget, equity and tenant partnerships and use of land in the Agriculture Land Reserve.

The second round of consultation, taking place in September 2021, will provide more Detailed Design input that will guide the final design.

From **June 14-July 4**, residents and stakeholders completed a questionnaire for the Preliminary Design. During this time, there was a total of 1,300 visitors to the online engagement website (OurWK.ca/cityhallproject):

- 409 people viewed the project page
- 657 people were informed (clicked through the content)
- 347 people were engaged by completing a questionnaire or providing an idea through the Ideas tool.



Feedback highlights

From the 1,300 visits to the online engagement website, OurWK.ca, we received 308 responses to the questionnaire.

- **Customer experience:** 75% of people said an in-person information desk or customer service area was important to see within the building
- **Outdoor landscaping:** 75% of people said drought tolerant and sustainable vegetation was very important to incorporate into the landscape design
- **Exterior seating:** 62% said outdoor seating such as chairs, picnic tables and benches were very important and would contribute to the enjoyment of the space
- **Library space and services:** 41% said they visited the library once per month, most often to pick up books on hold
- **Community gathering spaces:** the top three activities people would like to see in the plaza are artisan markets, arts, cultural and heritage exhibitions, and small music events

Participation

Public consultation on the Preliminary Design of the City Hall/Library Building was held from June 14 through July 4, 2021. In light of COVID-19, engaging the community looked different this year due to restrictions to hold large in-person activities.

The primary methods to provide input included:

- online Engagement Platform OurWK.ca (link from City's main webpage)
 - o feedback form
 - o submit an idea through the Ideas tool
 - o ask us a question forum
- in-person at pop-up engagement events at key locations (Gellatly Beach, Johnson Bentley Memorial Aquatic Centre, Westbank Library and City Hall)
- social media posts on the City's Facebook, Twitter and Instagram channels
- printed feedback forms (available at City Hall and Johnson Bentley Memorial Aquatic Centre)
- signage at City Hall, Lions Hall and at popular locations throughout West Kelowna with the QR code to link mobile users directly to feedback form
- emails to neighbourhood community groups to help spread the word

During the engagement period, we interacted with the public and stakeholders in a variety of ways as shown on the following page:

CITY HALL CONSULTATION



Who we heard from



308

Questionnaires received



Demographics:

65+: 40% 25-34: 7%
55-64: 18% 19-24: 2%
45-54: 18% Under 18: 1%
35-44: 15%



Neighbourhoods:

Lakeview Heights: 16%
Shannon Lake: 14%
Glenrosa: 13%
Westbank First Nation: 9%
Westbank: 7%

How we connected



1,300

Visitors to online engagement platform **OurWK.ca**

Informed: 657 (clicked through webpage content)
Engaged: 347 (completed a questionnaire/provided an idea)



50

Total ideas contributed on our engagement platform, **OurWK.ca**



409

Unique pageviews to City's main webpage



4

Print newspaper ads



9

Digital and social media ads



5

News releases and public service announcements



4

In-person engagement sessions

Social media interactions



22,185

Social media impressions



2,574 Post views

243 Post clicks, likes, shares, reactions and comments



1,910 Post views

155 Post likes, retweets and engagement

Notification

Stakeholders and the community were notified about the public engagement opportunities using several notification methods – all of which included the link to the online engagement website (ourwk.ca/cityhallproject) and the email address (cityhallproject@westkelownacity.ca).

Social media

Weekly posts were shared on the City's social media channels to create awareness of the engagement and how to participate, including: Facebook, Instagram and Twitter. Nine Facebook and Instagram ads ran during the engagement period.

Highlights:

- 22,185 total social media impressions
- **Facebook:** 2,574 post views, 243 engaged with the post (likes, comments, shares, reactions)
- **Twitter:** 1,910 post views, 155 engaged with the post (likes, retweets, comments)
- **Instagram:** 2,091 post views, 102 likes

Stakeholder invitations

Three rounds of emails were sent to key stakeholders and businesses to provide information and invite feedback on the Preliminary Design.

Pop-engagement events

Four informal engagement events were held at key locations throughout West Kelowna (City Hall, Gellatly Beach, Johnson Bentley Memorial Aquatic Centre and the Westbank Library) during peak times to speak with residents and answer questions about the project. On average, 135 connections were made with the public at these events.

Engagement website

Information about the engagement period, including ways to participate and educational materials such as virtual tour of City Hall and the Library, display boards, Ideas tool and Frequently Asked Questions were available on OurWK.ca/cityhallproject

- 1,300 visitors to the online engagement project page
- 657 people informed (clicked through the content)
- 308 people engaged (completed an online questionnaire)

What we heard - online engagement results

An online questionnaire was available and hosted on OurWK.ca and paper copies of the questionnaire were also available at City Hall and Johnson Bentley Memorial Aquatic Centre or requested by emailing or calling the City Hall Project team. A total of 308 submissions were received (307 online submissions and one paper copy). It is important to note that respondents were not required to answer all questions.

The qualitative outcomes of the feedback reflect the opinions of those that participated in the process.

There were five methods that members of our community could provide feedback:

- completing a questionnaire (online or a hardcopy)
- asking a question via the online Question and Answer portal
- submitting an idea on the Ideas tool
- in-person at a pop-up engagement event
- contacting the engagement team for additional information

The primary goal was to hear from members of our community about the Preliminary Design of the City Hall/Library Building and provide input to help inform Detailed Design. (For complete results, see the attached Feedback Report).

Who completed the online feedback form?

Age demographics:

- 65+: 40%
- 55-64: 18%
- 45-54: 18%
- 35-44: 15%
- 25-34: 7%
- 18-24: 2%
- Under 18: 1%

Neighbourhoods that provided the most feedback:

- Lakeview Heights: 16%
- Shannon Lake: 14%
- Glenrosa: 13%
- Westbank First Nation: 9%
- Westbank: 7%

What services are people seeking for in-person visits to City Hall?

- payment of property taxes: 41%
- licensing and development applications and information: 30%
- general information: 30%

What customer experience elements are important?

- in-person customer service/information desk: 75%
- open and inviting outdoor and main foyer space: 51%
- arts, language and culture incorporated into public spaces: 41%
- wayfinding signage: 40%

When asked, respondents ranked the following specific features as very important:

- bike racks/parking for bicycles: 47%
- drop box for payments: 41%
- drop off/pick up area for passengers: 40%

Community gathering spaces

When asked what programming or activities should take place in the outdoor plaza, respondents said:

- arts, heritage and cultural events: 77%
- local and artisan markets: 82%
- small music events: 73%

Outdoor lighting, landscaping and seating

Respondents said the following outdoor lighting, landscaping and seating elements were the most important:

- drought tolerant, FireSmart sustainable landscaping: 75%
- outdoor seating options (benches, chairs, picnic tables): 62%
- night-friendly LED lighting: 54%

Library space and services

When asked what existing library services should be incorporated into the new space, respondents said:

- friendly and helpful staff
- children's reading area
- computer stations

Respondents said the main obstacles to visiting the Westbank Library branch:

- hours of operation: 32%
- insufficient catalogue: 28%
- informational signage (don't know where things are located): 17%

Providing feedback

When asked about the communications and engagement materials:

- 95% agreed the information was easy to understand
- 85% agreed participating in the engagement was a valuable experience
- 76% agreed they learned something new

Public consultation - Detailed Design

In September 2021, we will begin round two of consultation and share the Detailed Design of the City Hall/Library Building and seek public input. Feedback will be used to help inform the final design prior to construction of the building.