

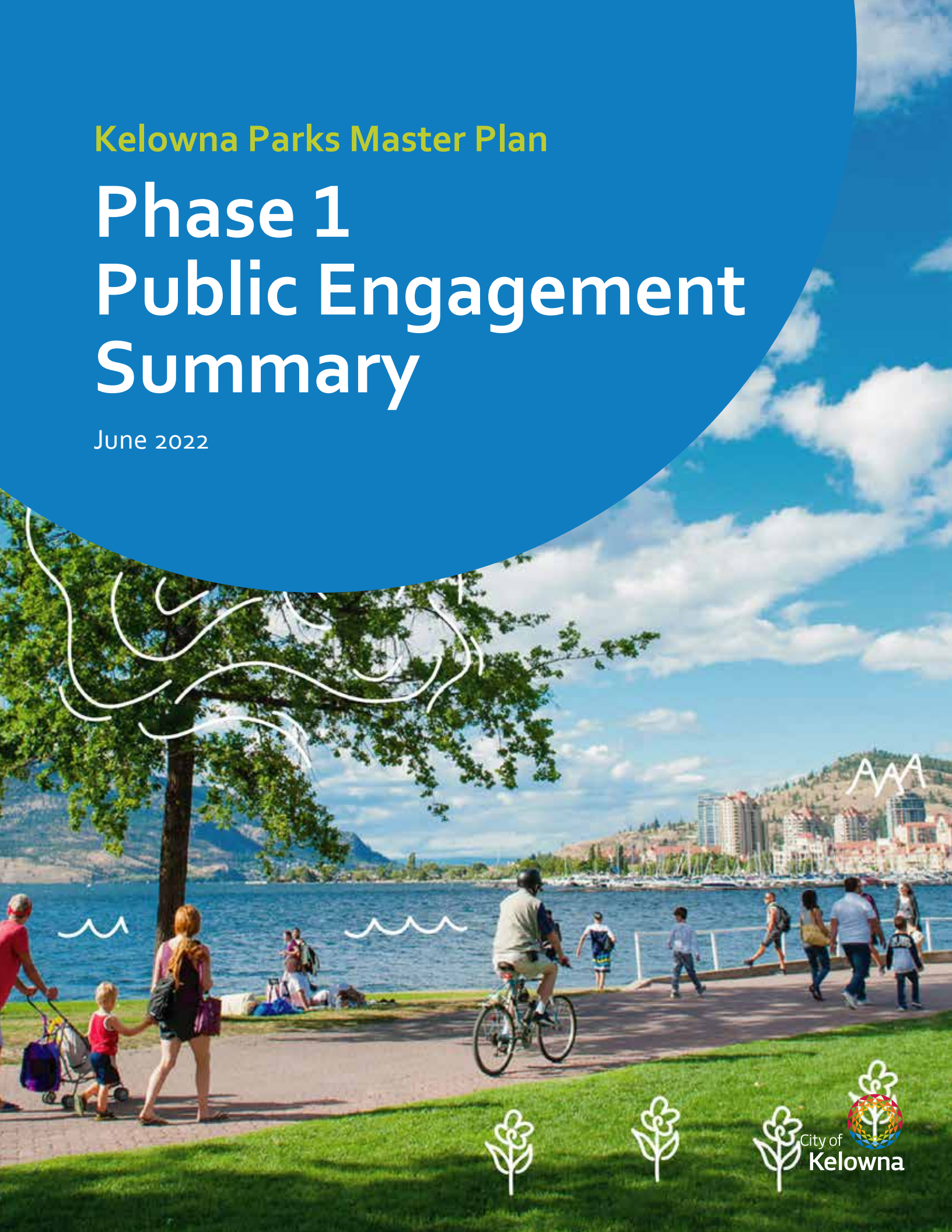
Appendix C:

What We Heard

Kelowna Parks Master Plan

Phase 1 Public Engagement Summary

June 2022



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Engagement Approach

Purpose

The City of Kelowna is creating a City Parks Master Plan to guide the expansion, development, and operations of our parks system as the City grows. This master planning process will guide what the future of parks in Kelowna look like by defining a collaborative vision and goals. Residents and community stakeholders will have an opportunity to influence the decisions about the key priorities for our parks system over the next 20-40 years.

The first phase of engagement sought ideas and insights to guide future direction for the parks system. The feedback will be used to develop the city-wide vision and park priorities. The future phases of the project will focus on neighbourhood specific priorities and eventually the creation of a draft City Parks Master Plan.

The first phase of engagement was hosted from November 2 – December 12, 2021.



Who We Engaged

Engaging with stakeholders and members of the community is essential to creating a collaborative vision and goals for Kelowna's parks system. In Phase 1, members of the general public and community organizations were invited to participate in this initial visioning stage. Community organizations representing a variety of park users and interests, including neighbourhood associations, stewardship groups, environmental and recreation organizations, tourism organizations, and business associations were invited to participate in focused workshop activities.

The City also engaged with a number of Indigenous groups including the Okanagan Nation Alliance, Westbank First Nation, and Okanagan Indian Band. Our engagement with local Indigenous groups will not be limited to this single project phase nor milestone deliverables but is intended over the duration of all three project phases. We began with a 'first-touch' meeting with the Okanagan Nation Alliance to explore their willingness to participate, level of involvement and topic appropriateness. A series of follow-up sessions will explore:

- what First Nation core values should be added into the Master Plan,
- increasing inclusivity for Indigenous groups in our parks, programs, and public art;
- ensuring significant cultural and natural areas are considered; and
- decolonization initiatives throughout our parks system.

How We Engaged

A variety of methods were used to reach a wide and diverse audience. These methods were primarily online due to the COVID-19 pandemic, but alternative methods to give feedback were provided, including a paper survey option. The following engagement methods were used during Phase 1.

- **Public Survey:** The online survey at getinvolved.kelowna.ca/parks-master-plan ran throughout Phase 1 (from November 2 – December 12, 2021) and was the main form of engagement with the general public. Paper copies of the survey were also available.
- **Sounding Boards:** A large display was located in City Park, Stuart Park, Ben Lee Park and Mission Recreation Park throughout the engagement period. This board provided park users with project information and an opportunity to share feedback on-site with sticky notes.
- **Quick Answer Online Questions:** QR codes were distributed on posters located in parks around Kelowna, which led to a series of 3 open questions about Kelowna parks. This was available for the same duration as the online survey for participants who only had a few moments to provide feedback.
- **Stakeholder Workshops:** Two virtual stakeholder workshops were held with representatives from invited stakeholder organizations, on November 30 and December 2, 2021. Some groups invited to participate were identified by the project team, while others registered their interest through the project website, to ensure all relevant groups were provided with the opportunity to share in the process.

970

GET INVOLVED
KELOWNA
VISITORS

371

TOTAL SURVEYS
COMPLETED

8

STAKEHOLDER
PARTICIPANTS

4

STAKEHOLDER
DISCUSSION
GUIDES RECEIVED

- **Stakeholder Discussion Guides:** Discussion guides were distributed to stakeholders as an additional format to provide comments. These interactive PDFs provided background information and space to provide written feedback.
- **Indigenous Engagement:** The following Indigenous engagement process was adopted for this project. First, the City of Kelowna will invite Indigenous Elders, Knowledge Keepers, youth, band governance and administration from the syilx/ Okanagan community to a series of workshops. The workshops would gather input on a variety of park-related topics 'bundled' together, such as: 1) Inclusivity and removal of barriers; 2) Locations of significance; 3) Stewardship of the natural environment; 4) Climate resiliency; and 5) Public space: cultural events, programming, and public art. The workshop will continue to be held on an annual basis to address a variety of emerging park topics within the City of Kelowna, even after the Parks Master Plan is completed. Compensation for syilx/ Okanagan time will be crucial for the success of the workshops. Additional break-out sessions will follow the workshops with invited syilx/ Okanagan representatives for more comprehensive dialogue of each of the bundled park-related topics. Results of our upcoming Indigenous engagement will be documented in phases 2 and 3 of the Park Master Plan.

Communications

A full summary of the communications tactics is provided in Appendix D. Engagement events were promoted on a variety of City spaces, including social media, email bulletins, and news releases. Both paid and organic social media posts were used, including a giveaway post to incentivize survey completions. Engagement events were also promoted through a media release picked up by Kelowna Now and Castanet, an email bulletin, ad space in the City's Winter Recreation Guide, and a 2-week ad purchased on Castanet.net.

Engagement information was available at the online portal at www.getinvolved.kelowna.ca/parks-master-plan.

What We Asked

In Phase 1 we asked residents and stakeholders about their existing use of Kelowna parks and future aspirations for the parks system. We wanted to learn about what people love about the existing parks, how people access parks, and which activities they wish they could do in Kelowna in the future. The public survey was broken into 3 main sections and allowed participants to provide feedback on their favourite parks, their current use of parks, and park priorities (Appendix A). The discussion guides asked stakeholders about the challenges and opportunities that their organizations had identified within the current parks system (Appendix B). We also asked stakeholders about their priorities for the parks system over the next 20 years.

Optional demographic information was also collected from survey participants to help the City to determine how representative the engagement results are of the diversity of Kelownians. The questions help to identify who is participating and who may not be participating, informing future outreach and communication efforts, and context of the insights gathered.

Finally, survey participants were also invited to provide feedback on the engagement approach itself. This feedback will inform future engagement activities.

Engagement Findings

Public Survey

The public survey ran from November 2 – December 12, 2021 and was available in both online and paper formats. A total of 371 surveys were completed. There were five sections in the survey:

- Great Public Spaces
- Benefits of Parks
- Travelling to Parks
- Park Activities
- Park Planning Priorities

A copy of the survey is included Appendix X. It is important to note that the opinions expressed through this survey represent a selection of Kelowna's population and do not necessarily reflect the perspectives of all Kelownians.

Great Public Spaces

Favourite Parks in Kelowna

In this section, participants were encouraged to share their favourite parks in Kelowna and what makes these spaces great. Participants could provide photos of their favourite parks. The top ten Kelowna Parks mentioned were:

- Knox Mountain Park
- City Park
- Boyce-Gyro Beach Park
- Rotary Park
- Ben Lee Park
- Munson Pond Park
- Kinsmen Park
- Cedar Creek Dog Beach
- Dilworth Mountain Park
- Sarson's Beach Park

In addition to City parks, Mission Creek Greenway and Myra-Bellevue Provincial Park were also frequently mentioned as favourite parks in the area.

Participants provided many reasons they loved their parks—from specific amenities to their overall sense of place. A significant theme was access to trails and pathways for a variety of activities such as hiking, walking dogs, horseback riding, and mountain biking. Access to the waterfront was another key themes, with participants loving the beaches, waterfront walkways, dog parks, and boat access points. This was particularly true of City Park in Downtown. Several survey participants also spoke about views, natural habitat, mature trees, and loving the overall connection to nature in park spaces.

What Makes a Great Public Space

The survey asked participants to describe what makes a great public space. Participants told us that great public spaces are:

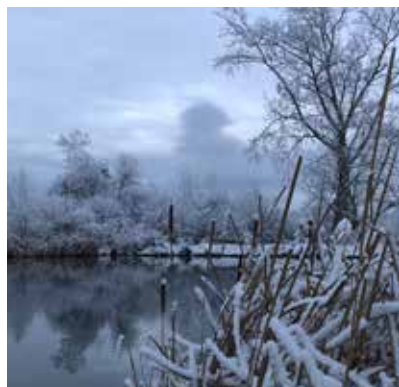
- Easy to get to
- Universally accessible for all ages and abilities
- Clean and safe
- Spacious and have room for many different activities (not overcrowded)
- Natural and treed
- Relaxing and provide a sense of retreat within the City

Some participants shared amenities they felt contribute to great public spaces, including:

- Seating
- Playspaces for children
- Flexible green space
- Spaces for dogs
- Washrooms
- Shade
- Beaches / water access
- Gathering spaces

Share a photo of your favourite place in Kelowna's parks

Selected photos shared by survey participants.



Other Places Kelowna Can Learn From

The survey asked for examples of great parks around the world that Kelowna can learn from. Participants could also attach a photo of the place they described. The responses spanned many continents, from closer to home in North America, to Europe, Asia, South America, Africa, and Australia. The most frequently provided examples were from closest to home, including:

- Vancouver, primarily Stanley Park, the Seawall, and Granville Island
- Toronto, including the Don Valley Trails, Trinity Belwoods Park, Waterfront, and Sorauren Park
- Calgary, including Fish Creek Provincial Park, Nose Hill, and Edworthy Park
- Edmonton, primarily the North Saskatchewan River Valley

New York's Central Park and Highline Park were frequently mentioned international examples, as well as London's Hyde Park.

There were many reasons why participants chose their example places. Many people mentioned specific amenities that they loved in these parks, such as playgrounds, dog parks, large open green spaces, and picnicking areas. Others spoke about their love of the trails in these spaces for walking and cycling. Nature connection was another important element of these places and many described beautiful views and scenery. Several participants also noted that Kelowna could learn about accessibility in park space, describing accessible playgrounds, pathways, and waterfront access.

Share a photo of a place Kelowna can learn from

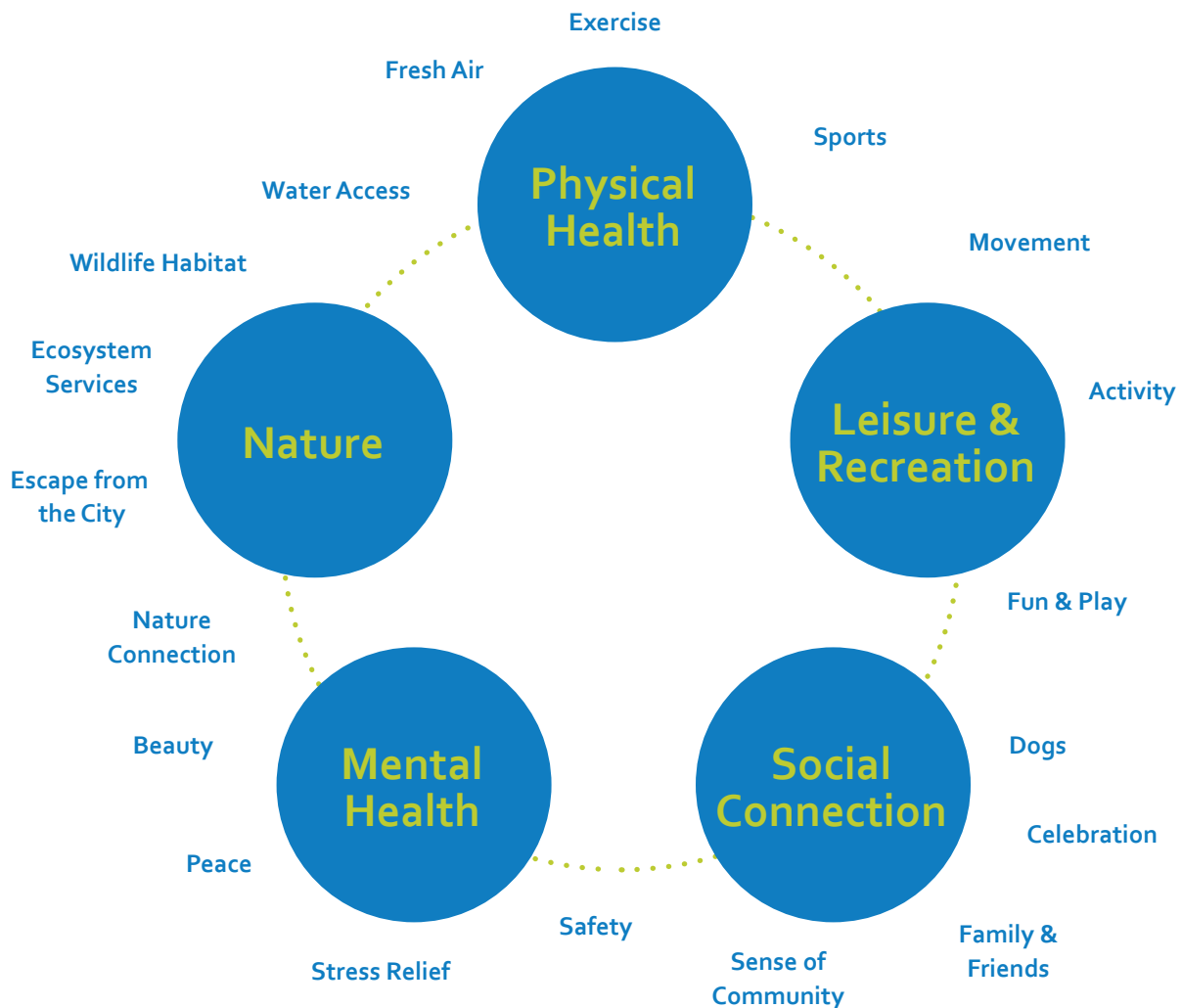
Selected photos shared by survey participants.



Benefits of Parks

Parks and outdoor greenspace within urban areas provide many benefits. Participants were asked to share the specific benefits that parks have provided in their own lives.

The most common theme throughout the responses was how parks contribute to overall health and wellbeing. Participants said that parks provide significant mental health benefits, offering a place to retreat, relax, connect with loved ones, connect with their community, and connect with nature. They also provide a range of physical benefits and ways to stay active through sports, trail based activities, and other recreational activities. Parks provide spaces for all ages to play, get moving, and connect with each other.



Travelling to Parks

As public spaces, it is important that parks are easy to access for everyone. Participants were asked how they usually travel to parks in Kelowna and how long it takes them.

Mode of Travel

Most participants indicated that they drive to get to parks, followed by walking and cycling. Out of the people who often drive to parks, about half indicated it takes them more than 15 minutes to get there. Most people that walk and cycle travel less than 15 minutes to get to a park. A small number of people indicated that it takes them more than 30 minutes to get to a park by any of the modes.

Few people said that they usually get to parks by skateboard/rollerblades or transit. A few people commented that they would be willing to take transit if it were available or when the pandemic is over.

Some of the alternate ways that people get to parks included: paddling, motorized scooter, running, and unicycling.

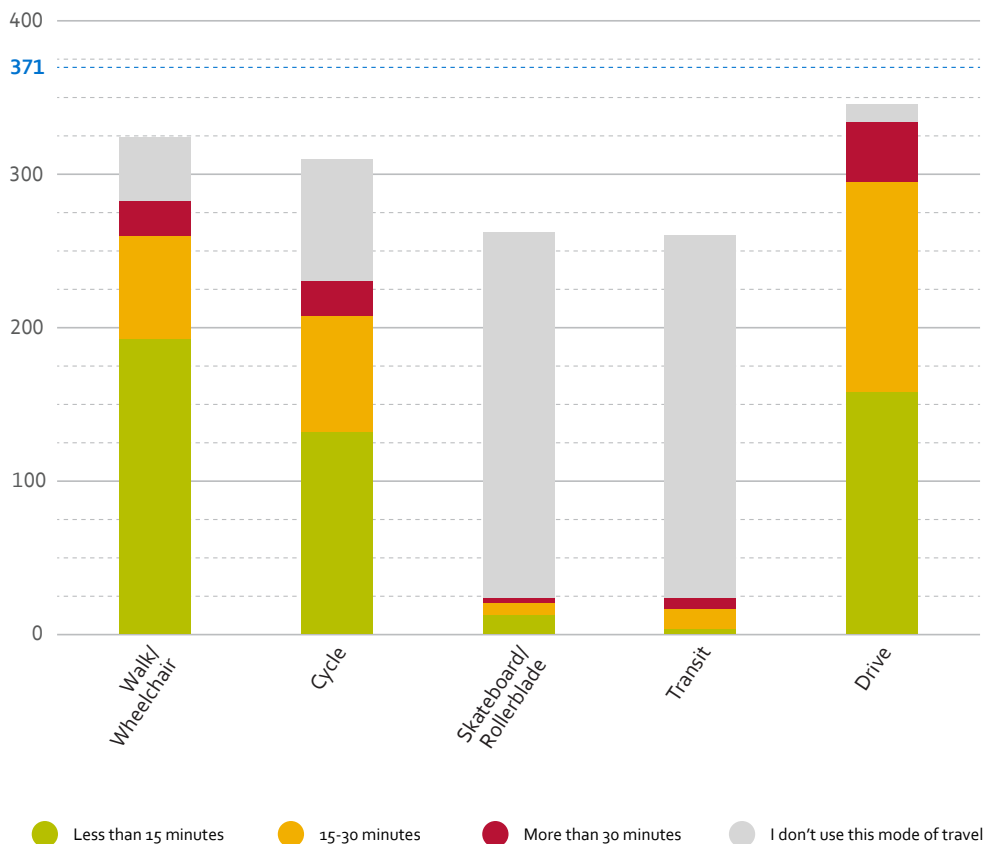
43%

of participants said they drive less than 15 minutes to get to parks

52%

of participants said they walk / wheelchair less than 15 minutes to get to parks

How do you usually travel to get to parks in Kelowna?
How long does it typically take?

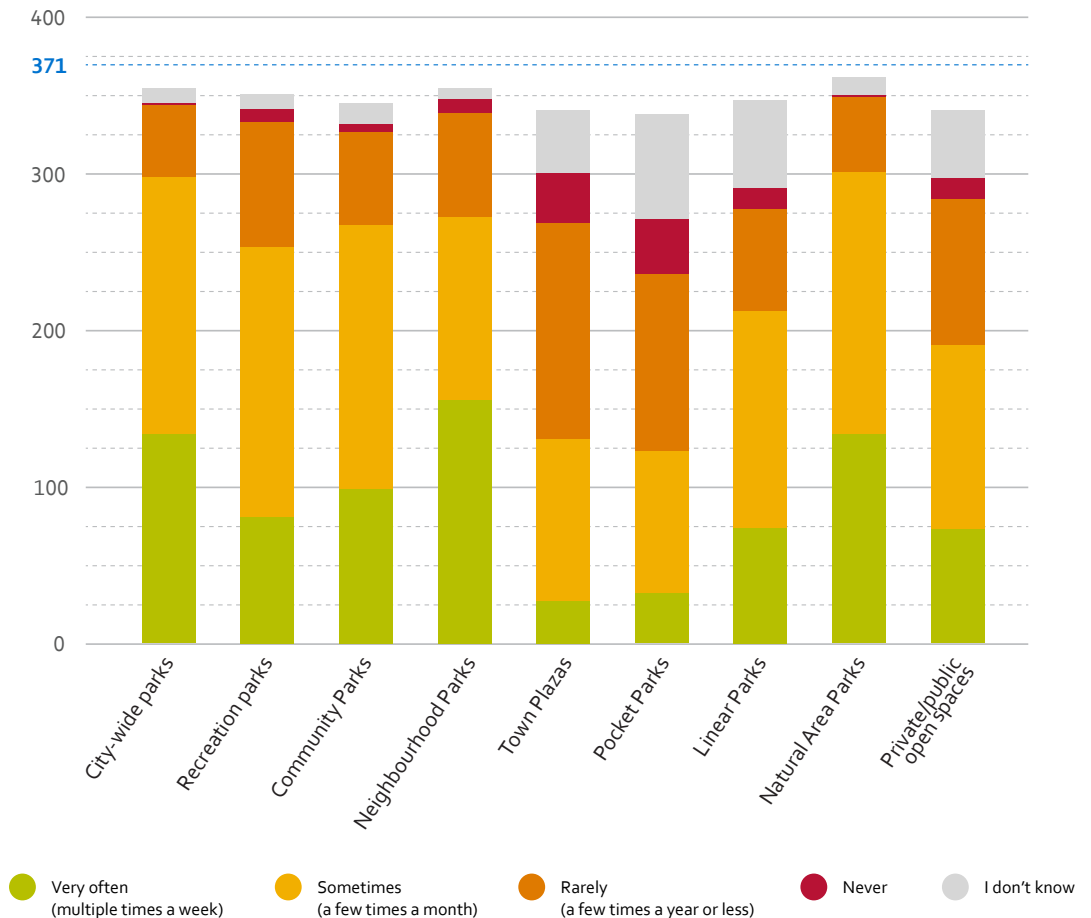


Types of Parks Visited

Survey participants were asked which types of parks they visited the most. A link was provided to a summary of the City of Kelowna parks classifications as background information to answer the question; however, several participants noted that they did not know the classification of the park(s) they visit.

Neighbourhood parks were the most frequently selected as visited "very often", followed closely by City-wide and Natural area parks. Town plazas and pocket parks were the least visited.

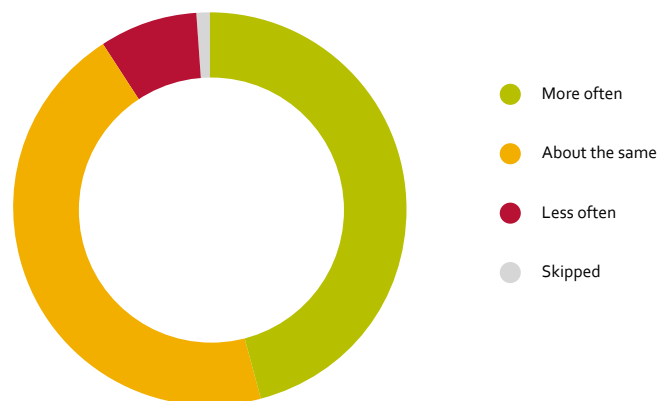
How frequently do you visit the following types of parks?



Impacts of COVID-19 on Park Use

Survey participants were asked if their use of parks changed during the pandemic. About 46% said that their use increased while 46% said that their use remained the same. 8% said that their use decreased.

To what extent has the COVID-19 pandemic changed how you frequently use parks?



Barriers to Accessing Parks

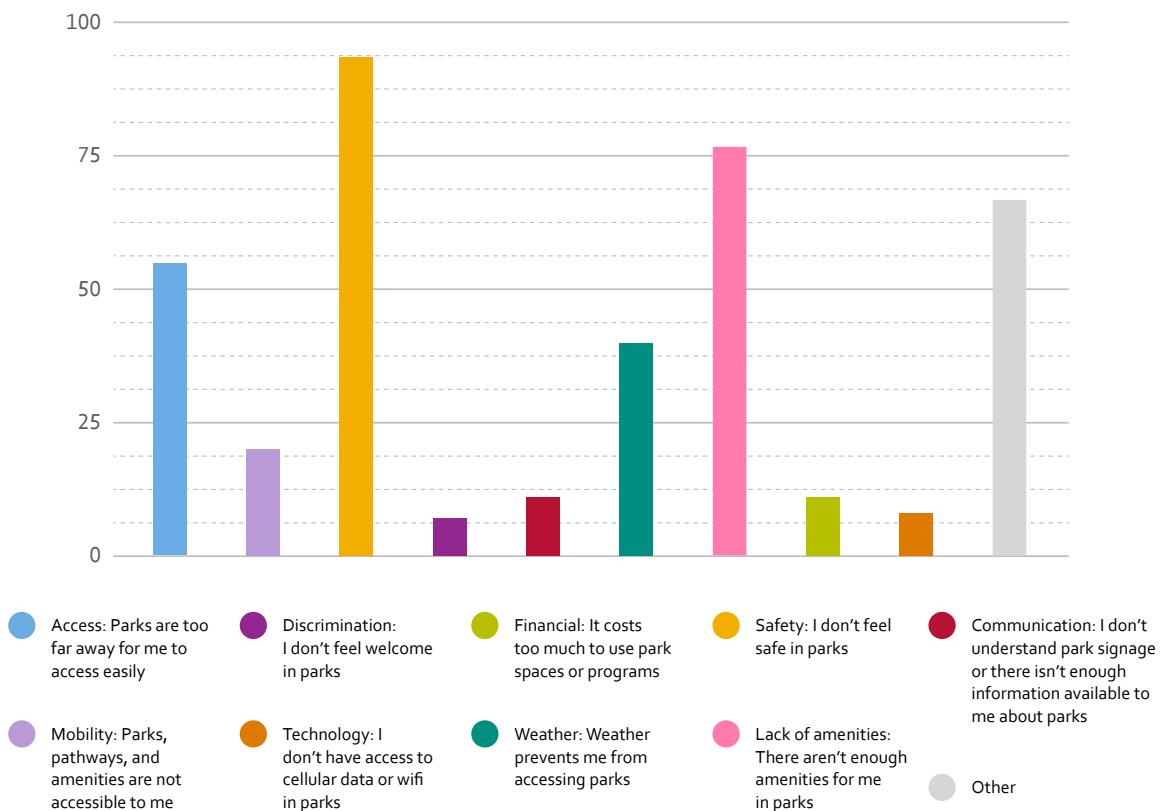
There are different types of barriers that prevent individuals from being able to access parks. Approximately 63% of participants indicated they had faced at least one of the listed barriers. The most selected barriers were safety (not feeling safe in parks), lack of amenities, other, and access (parks too far away). Some participants also faced mobility, financial, technological, and discrimination barriers.

Throughout the survey, participants shared some other barriers they face to access parks in Kelowna, including:

- Inability to take their dogs
- Overcrowding concerns, particularly related to the COVID-19 pandemic
- Lack of parking
- Specific safety concerns related to drug-use and homelessness presence in parks
- Accessibility barriers caused by ice/snow in winter

63%
of participants face
barriers to accessing
parks

Have you experienced any barriers to accessing parks?



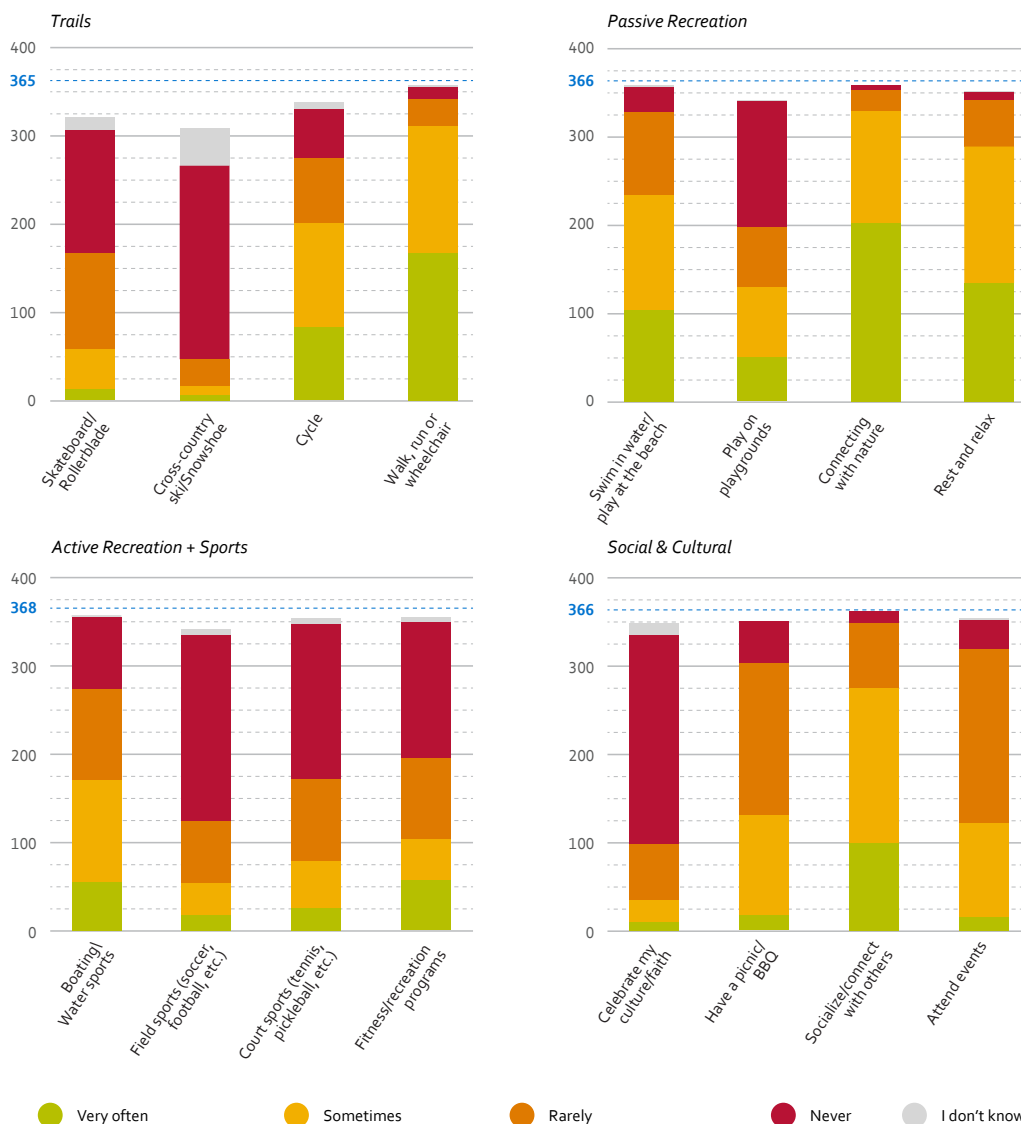
Park Activities

Participants were asked to share the activities they participate in at parks and how frequently they do them. The activity that participants indicated they participate in most frequently in parks was spending time connecting with nature, closely followed by walking / running / travel by wheelchair. Many participants also indicated that they use parks to rest and relax, socialize / connect with others, and swim / play at the beach very often. Generally, celebrating culture / faith, skateboarding / roller blading, attending events, playing field sports, and cross-country skiing ranked as less frequent activities that participants do in parks. This indicates an overall preference towards more self-directed passive outdoor leisure and recreation activities.

70%

of participants felt 'protecting and/or restoring natural areas/habitat' and 'preserving alignments of our natural creeks and surrounding native forests' were very important.

How frequently do you do the following activities in Kelowna's parks?



Other activities:

- Walking / playing with their dog
- Yoga
- Tai Chi
- Metal detecting
- Photography
- Painting
- Knitting
- Reading
- Juggling
- Paddle boarding
- Kiteboarding
- Nordic power walking
- People watching
- Playing games
- Rock climbing
- Birding
- Hiking
- Mountain biking
- Horseback riding
- Skating
- Attending weddings

Other activities people wish they could participate in at Kelowna parks:

- Use outdoor swimming pools / splash parks
- Consume alcohol in parks
- Rent bikes, paddleboards, & mobility scooters
- Food trucks / concession / cafes
- Bike skills park / skate park / roller blading
- More events and activities for kids and teens
- More indoor activities
- Fishing
- More dog agility parks / off-leash parks / beaches and being able to take a dog to certain parks
- Parkour
- Chess
- Rock climbing
- Cross country skiing, tobogganning, skating
- Marine trails / rowing
- Camping
- Orienteering
- Running, mountain biking, and cycle cross events / races
- More pickleball / tennis and volleyball courts
- More disc golf
- More markets / festivals / events / live music / movies in the park
- Boules / bocce ball
- Interactive attractions powered by renewable energy
- Public orchards / u-pick, botanical\horticultural gardens
- Guided tours
- More programmed activities like yoga, tai chi, dance, pickup sports, art
- More parking at the waterfront
- Public BBQ pits
- Continuous path along the waterfront
- Public golf course
- Adaptive parks/sensory gardens
- Volunteer / participate in habitat conservation and trail design
- Art walks
- Outdoor gyms

Park Planning Priorities

Participants were asked how important they think different parks planning considerations are for the future of Kelowna's parks system. These include considerations related to connectivity and access, acquisition and parks development, amenities, environmental sustainability, inclusivity, sense of place, and maintenance and operations. Overall, all priorities were indicated as important, with very few people ranking any of the listed priorities as "not important".

Environmental Sustainability considerations were ranked the highest overall. Of these priorities, "Protecting and/or restoring natural areas/habitat" was the most important, closely followed by "Preserving alignments of our natural creeks and surrounding native forests". These two choices were selected by over 260 participants (70%) as being very important to the future of the parks system.

Sense of Place considerations were ranked as the lowest priority overall. Of these priorities, public art was the lowest ranked, with only 51 participants (13%) saying this was very important to them. However, the majority still felt that this was still important or slightly important, with only 64 participants (17%) saying it was not important. tourism and sporting events was the second lowest ranked priority, with 59 participants (16%) ranking it as not important.

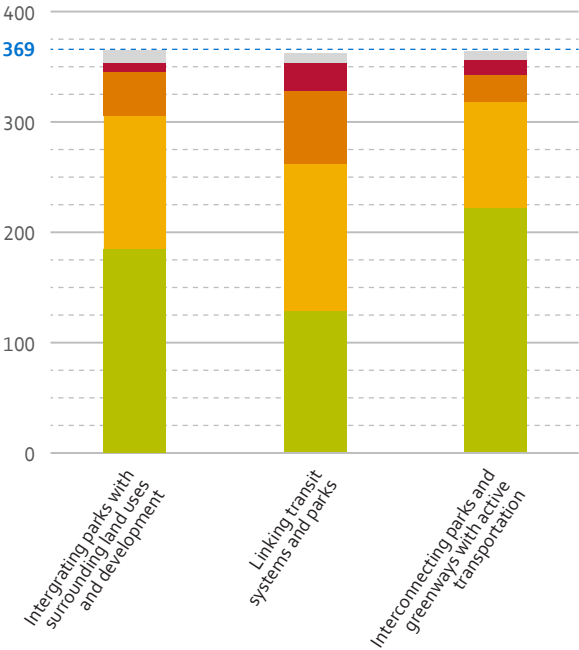
Outside of the Environmental Sustainability priorities, some additional high importance priorities were in the Acquisition and Park Development and Maintenance and Operations considerations. These included:

- "new waterfront parkland to create a continuous waterfront experience"
- "new parks within growth areas"
- "focusing on neighbourhoods that are underserved by parks"
- "naturalization initiatives to reduce irrigation and upkeep"
- "maintenance and upgrades for existing amenities"

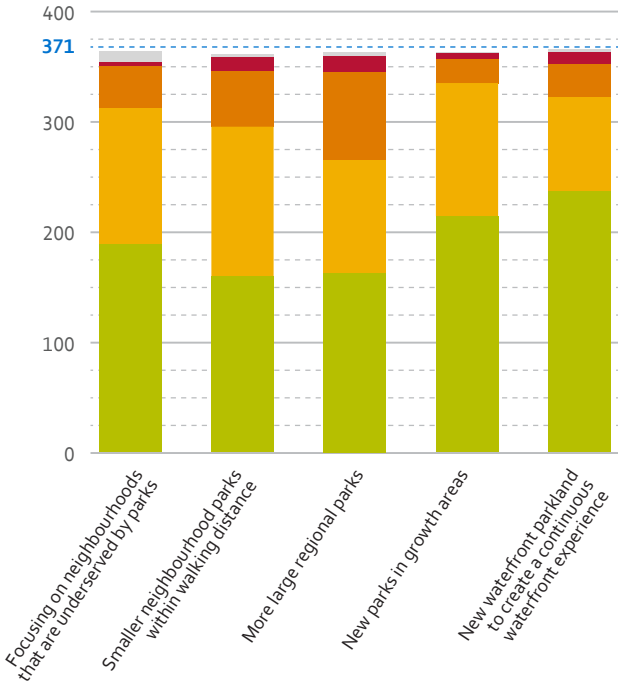
In summary, there was very little disagreement with the priorities listed, but some considerations like environmental sustainability and acquisition & development were considered to be the most important for the future of Kelowna's park planning.

How important do you think the following are to the future of Kelowna’s parks system?

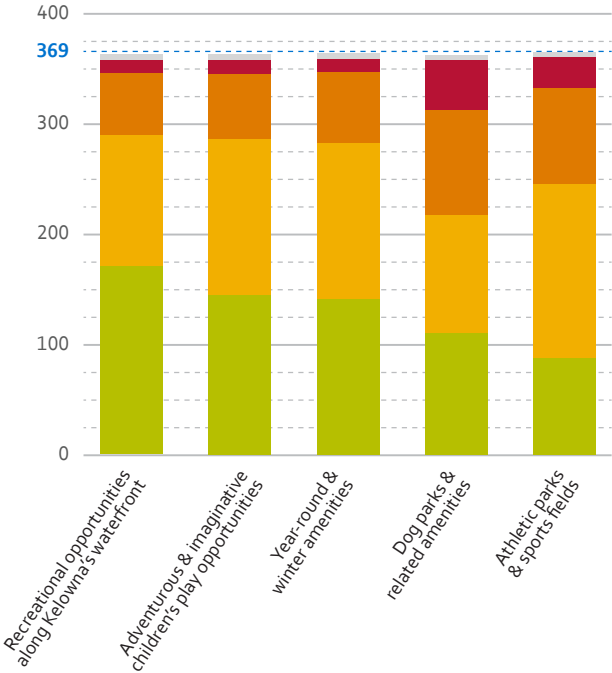
Access & Connectivity Considerations



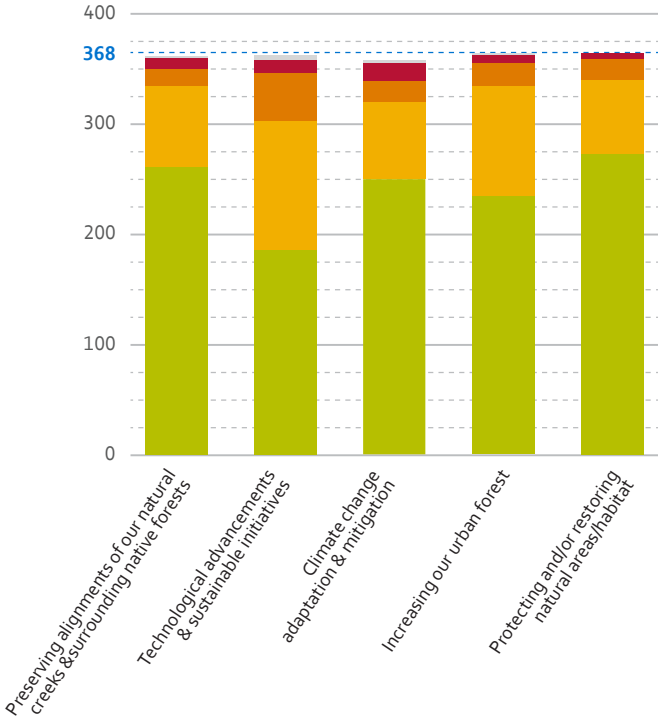
Acquisition & Park Development



Amenity Considerations

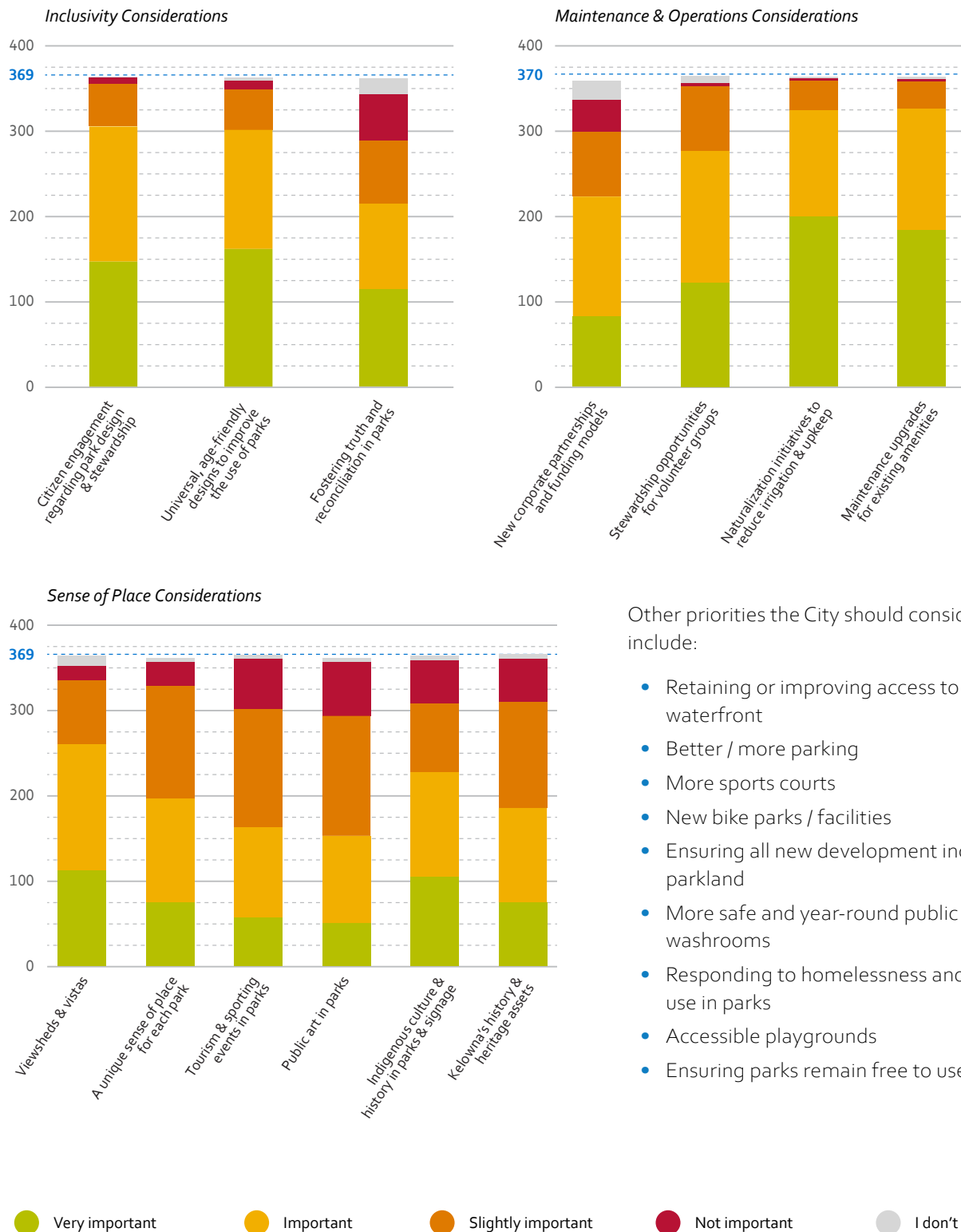


Environmental Sustainability Considerations



Very important Important Slightly important Not important I don't know

How important do you think the following are to the future of Kelowna's parks system?



Stakeholder Discussion Guides

The discussion guides were provided to stakeholders as an additional method to share comments. Four stakeholder organizations completed discussion guides. The guide provided background information on the project and asked stakeholders about how their organizations use parks and what their park needs will look like over the next five years. Stakeholders were also asked about:

- Park barriers
- The benefits that their communities receive from parks
- What makes a great park
- Key parks priorities for their organizations

Key Insights

Trends in Park Use

Stakeholders expect park use to increase in the next five years as the City grows and participation in outdoor recreation increases. Park usage has especially increased over the course of the COVID-19 pandemic, as the benefits of parks become more apparent. Some benefits shared include ecological benefits, serenity, and sense of community that parks provide. Parks promote healthier lifestyles and provide a place for kids to play and learn about nature. Parks also protect biodiversity, help mitigate the effects of urban heat island effect, and are a sustainable means of flood control.

What Makes Great Public Spaces

Participants shared that parks should provide a connection to nature, space for contemplation, and educational opportunities. Parks should also provide green space close to residents and provides amenities that foster healthy living and play, including sports fields, playgrounds, event space/facilities, shelters, and seating. Washrooms, water, and appropriate lighting and safety measures are also essential. The park system should be sustainable and climate friendly. Some examples of excellent park spaces include Central Park in New York, Oliver Linear Park along the Okanagan River, and Peachland Linear Park.

Barriers to Accessing Parks

Participants mentioned a number of barriers to recreation that their community members face, including limited access, a lack of parking, and expensive fees. Another barrier was missing amenities including a lack of washrooms, drinking water, wheelchair accessibility, and playgrounds. Safety concerns, especially involving drug use or homeless populations in parks were also shared. Stakeholders also noted concern with limited space for biodiversity uses rather than recreational uses.

Park Priorities

Participants shared in the importance of ensuring connectivity and access, inclusivity, and environmental sustainability in Kelowna's future parks system. There was also support for the need to acquire and develop more park space and to maintain these spaces. However, there were differing opinions on the level of importance of certain amenities in parks. Some participants viewed waterfront amenities as very important while others advocated for keeping the waterfront in its natural state. In general, there were differing opinions amongst stakeholders about prioritizing natural park spaces focused on biodiversity and the need for amenities. Some participants felt creating a sense of place was not a top priority. In particular, public art and tourism were not seen as important, with concerns over the commercialization of Kelowna's park space.

Stakeholder Workshops

Two stakeholder workshops were held as part of Phase 1 of engagement. Attendees from 8 different organizations participated in the workshops. The small group discussions were facilitated virtually, with the use of an online whiteboard, where participants could provide comments while the facilitators documented the conversation in real-time.

The discussion was focused on challenges and opportunities in parks and park priorities.

Challenges

Participants shared a number of challenges facing parks, including access/connectivity, specific amenity gaps, and the transparency or effectiveness of City decision making about parks.

Access and Connectivity

Stakeholders mentioned the need for public transportation connections and accessible trails, as well as a desire for a greater connected trail system. Parking was a noted issue, including parking overflow into residential communities and the need for accessible parking spots.

Overuse of park amenities and trails was indicated as an issue. Separating uses and trails could help mitigate this barrier. Trails need to be maintained to minimize the creation of informal trails that harm the surrounding ecological areas. Education on proper trail etiquette and care is also needed.

Amenity Gaps

Stakeholders mentioned several gaps in amenity provision across the City park system, including a lack of accessible water access points, amenities for youth, event infrastructure, washrooms and drinking water facilities. Some shared that there is not currently adequate space for dog owners, as many dog parks are too small for dogs to safely run around.

Decision Making

Stakeholders voiced concerns over some of the City's past decisions related to parks. There was a desire for better communication between the City and communities

before decisions are made about parks. It was also suggested that a clear vision for each park is also needed as a basis for conversations about park programming.

Some raised concerns about amenities becoming obsolete as recreation trends change (such as playgrounds in neighbourhoods where children have grown up).

Opportunities

Participants shared a number of opportunities for Kelowna's park system, including providing additional interpretation in parks, enhancing volunteer opportunities, and capitalizing on new recreation trends. In general, stakeholders also felt there were opportunities to create more parks, trail connections, and natural areas.

Park Interpretation

Stakeholders expressed that there is an opportunity to provide more educational and interpretive opportunities in parks, particularly along trails. There are several organizations already doing historical research that the City could work with.

Volunteer Network

Kelowna has an extensive volunteer network. There is an immense opportunity for the City to collaborate with these groups more. Volunteers could support trails maintenance and ecological restoration and conservation.

New Recreation Trends

Participants cited a number of new recreational trends that Kelowna should consider as future opportunities within the parks system. The City could provide more courts for growing sports like tennis and pickleball. Water parks and splash pads are also increasing in popularity, as are skate and BMX parks, climbing, and trail-based recreation (such as mountain biking). Electric bikes are increasing and the City will need to contend with the unique needs and concerns that come with this, such as conflicting use of park spaces.

Park Priorities

Stakeholders were asked to rank the same priorities as presented in the public survey. There was general agreement on the importance of acquiring parkland in

Opinions differed on the importance of public art and dog parks. There was also some disagreement about the importance of having a clear park vision. Some stakeholders felt that a clear vision should be a priority as

Stakeholder Session 1 - Virtual Whiteboard Prioritization Activity (Mural.com)

Activity 2 | Prioritization Activity

Instructions:

Move the priorities from the left onto the scale and sort them from least important to most important for the future planning and development of Kelowna's Parks. If something is missing, add it to the chart. Feel free to edit priorities or provide comments using sticky notes.

Parks Strategy

Connectivity
 Integrate parks with surrounding development
 Link transit to parks

Amenities
 Year-round / winter activities
 Adventure / leisure opportunities
 Waterfront recreational opportunities

Sense of Place
 Incorporate Indigenous culture & heritage
 Tourism & events
 Views & vistas

Maintenance & Operations
 Maintain / upgrade existing amenities
 Naturalize areas in parks (reduce upkeep)
 Provide more stewardship opportunities
 Seek new partnerships & funding opportunities

Acquisition & Park Development
 Create more large regional parks
 Create more small, walkable local parks
 Focus on underserved neighbourhoods

Inclusivity
 Universal / age friendly park design
 Citizen engagement in park design & stewardship

Environmental Sustainability
 Protect / restore natural areas & heritage
 Increase our urban forest
 Sustainable water use (water / wastewater efficiency)
 Preserve open spaces, ecosystems & forests

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Parks Strategy

Strategic priorities for Kelowna's Parks, categorized by importance (Not Important to Very Important) and impact (Low to High).

Strategic Priorities:

- Connectivity:** Integrate parks with surrounding development, Link transit to parks.
- Amenities:** Year-round / winter activities, Adventure / leisure opportunities, Waterfront recreational opportunities.
- Sense of Place:** Incorporate Indigenous culture & heritage, Tourism & events, Views & vistas.
- Maintenance & Operations:** Maintain / upgrade existing amenities, Naturalize areas in parks (reduce upkeep), Provide more stewardship opportunities, Seek new partnerships & funding opportunities.
- Acquisition & Park Development:** Create more large regional parks, Create more small, walkable local parks, Focus on underserved neighbourhoods.
- Inclusivity:** Universal / age friendly park design, Citizen engagement in park design & stewardship.
- Environmental Sustainability:** Protect / restore natural areas & heritage, Increase our urban forest, Sustainable water use (water / wastewater efficiency), Preserve open spaces, ecosystems & forests.
- Is something missing?** Add text, Add text, Add text, Add text.

Strategic Priorities (Detailed):

- Connectivity:**
 - Integrate parks with surrounding development
 - Link transit to parks
- Amenities:**
 - Year-round / winter activities
 - Adventure / leisure opportunities
 - Waterfront recreational opportunities
- Sense of Place:**
 - Incorporate Indigenous culture & heritage
 - Tourism & events
 - Views & vistas
- Maintenance & Operations:**
 - Maintain / upgrade existing amenities
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 - Seek new partnerships & funding opportunities
- Acquisition & Park Development:**
 - Create more large regional parks
 - Create more small, walkable local parks
 - Focus on underserved neighbourhoods
- Inclusivity:**
 - Universal / age friendly park design
 - Citizen engagement in park design & stewardship
- Environmental Sustainability:**
 - Protect / restore natural areas & heritage
 - Increase our urban forest
 - Sustainable water use (water / wastewater efficiency)
 - Preserve open spaces, ecosystems & forests
- Is something missing?**
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 - Add text
 - Add text

Strategic Priorities (Detailed):

- Connectivity:**
 - Integrate parks with surrounding development
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 - Preserve open spaces, ecosystems & forests
- Is something missing?**
 - Add text
 - Add text
 - Add text
 - Add text

Strategic Priorities (Detailed):

- Connectivity:**
 - Integrate parks with surrounding development
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- Acquisition & Park Development:**
 - Create more large regional parks
 - Create more small, walkable local parks
 - Focus on underserved neighbourhoods
- Inclusivity:**
 - Universal / age friendly park design
 - Citizen engagement in park design & stewardship
- Environmental Sustainability:**
 - Protect / restore natural areas & heritage
 - Increase our urban forest
 - Sustainable water use (water / wastewater efficiency)
 - Preserve open spaces, ecosystems & forests
- Is something missing?**
 - Add text
 - Add text
 - Add text
 - Add text

Strategic Priorities (Detailed):

- Connectivity:**
 - Integrate parks with surrounding development
 - Link transit to parks
- Amenities:**
 - Year-round / winter activities
 - Adventure / leisure opportunities
 - Waterfront recreational opportunities
- Sense of Place:**
 - Incorporate Indigenous culture & heritage
 - Tourism & events
 - Views & vistas
- Maintenance & Operations:**
 - Maintain / upgrade existing amenities
 - Naturalize areas in parks (reduce upkeep)
 - Provide more stewardship opportunities
 - Seek new partnerships & funding opportunities
- Acquisition & Park Development:**
 - Create more large regional parks
 - Create more small, walkable local parks
 - Focus on underserved neighbourhoods
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 - Maintain / upgrade existing amenities
 - Naturalize areas in parks (reduce upkeep)
 - Provide more stewardship opportunities
 - Seek new partnerships & funding opportunities

Conclusion and Overall Themes

The feedback we heard in Phase 1 covered a wide variety of issues, opportunities, and insights. Participants shared with us many reasons why they value Kelowna's parks and many considerations for future planning to make them even more vibrant, inclusive, and active. The following subsections speak to some of the main themes heard throughout all forms of engagement in Phase 1.

Leisure & Respite

Parks provide respite, places to connect with nature, and a retreat from the business of urban environments. Though events and other programmed activities were also mentioned, many value parks as spaces to get away from noise, relax, and walk. Passive recreation and leisure activities like socializing, playing, and relaxing were mentioned more frequently in responses than organized sports and events.

This theme was tied closely to how parks have helped people during the ongoing COVID-19 pandemic - by providing a place of retreat and space to recreate safely with others.

Waterfront parks were noted as particularly special as places for leisure, especially in the summertime.

Nature

Natural areas are important for people, wildlife, and the planet. Protecting and restoring natural areas were cited as the top priorities for future park planning. Stakeholder feedback also highlighted that there is a significant community of volunteers dedicated to conservation activities in Kelowna. There are many potential opportunities for the City to work together with these groups in the future to collaboratively work towards environmental sustainability goals in parks.

Overall, participants value their opportunities to connect with nature and said that this was important to their wellbeing and overall health. Enjoying views of the natural areas and going for nature walks, hikes, or bike rides were key reasons why people said they love existing parks in Kelowna. Being in nature was also mentioned as something commonly shared with future generations, with many participants noting how they loved to explore natural areas with their families, children, and pets. Preserving natural areas for both ecological health and citizen wellbeing will be important for future parks planning.

Dogs in Parks

For many people, not being able to bring their dog to a park or trail is a barrier to use. There are not enough local dog facilities and these facilities require users to drive to get there. Greater enforcement of rules for dog owners and restrictions on which parks dogs are allowed in are also needed.

Park Access

Neighbourhood access to parks and active transportation connections to parks will be important to address within the Parks Master Plan. Focusing on growth areas and underserved neighbourhood parks was considered a greater priority than creating more regional parks. This aligned with how people travel to parks. Currently, many people use active transportation (walking and cycling) to access parks, but more people still drive to parks. There was a desire expressed to make parks more accessible, either through better pathway connections, additional parking, or transit access. Overflowing parking in residential communities from highly subscribed parks will need to be considered.

Waterfront connectivity was another theme throughout the engagement. There was a desire to see a more continuous public pathway along Kelowna's waterfront and to generally have more space and access to the water, given how busy it gets in the summer.

Safety & Inclusivity

Parks should be accessible and inclusive of everyone, regardless of age, mobility, culture, gender, sexual orientation, or ability. Many people said that they wanted to see more universally accessible facilities in parks to support access, like washrooms, pathways, parking, playgrounds, and beach access points. Washrooms and drinking water facilities were seen as particularly important amenities to make parks inclusive, and many wanted to see these facilities open year-round.

A major concern to address is the perception of safety in parks. Many people expressed that they did not feel safe in parks because of the presence of people experiencing homelessness and drug use. Parks are also an important space for people experiencing homelessness, and often the only safe place for them to go during the day. Moving forward, the needs of both those experiencing homelessness and other park users will need to be considered to ensure that everyone feels safe and welcome in parks.

In conclusion, we heard that parks are vital to the health and wellbeing of the community. There are many things to love about Kelowna's existing parks, from the stunning views of the landscape, the beaches along the waterfront, amenities, and trails. There are also many opportunities to make Kelowna's parks even more accessible, inclusive, safe, and vibrant. The Parks Master Plan will bring together stakeholder and public insights to create a plan that embraces what makes Kelowna's parks great while addressing challenges to the park system.

Next Steps

Thank you to everyone who participated in Phase 1!

Your feedback will be used to create the vision and priorities for the Kelowna City Parks Master Plan. The public will be given another opportunity to contribute to the creation of the Parks Master Plan during Phase 2. Stay tuned!

Visit www.getinvolved.kelowna.ca/parks-master-plan for more information about the project and to sign-up for project updates.

Appendix A : Public Survey

Kelowna Parks Master Plan

Phase 1 Public Survey

Introduction

The City of Kelowna is creating a City Parks Master Plan to guide the expansion, development, and operations of our parks system as the City grows. This master planning process will guide what the future of our parks in Kelowna will look like by defining a collaborative vision and goals. Residents and community stakeholders all have an opportunity to influence the decisions about the key priorities for our parks system over the next 20-40 years.

Get Involved!

We are currently in Phase 1 and are seeking your ideas and insights to guide future direction for our parks system. Your feedback will be used to develop the city-wide park vision and priorities. The future phases of the project will focus on neighbourhood specific priorities and eventually the creation of the draft City Parks Master Plan.

This survey has five sections:

- **Part 1:** Memories & Stories
- **Part 2:** Current Use of Parks
- **Part 3:** Parks Priorities
- **Part 4:** About You
- **Part 5:** Participant Feedback

Please complete and return this survey by December 5th:

Scan and email to engage@o2design.com

OR drop off a physical copy at:

- Lobby Reception - City Hall,
1435 Water Street, Kelowna, BC V1Y1J4

Thank you for your participation!

Part 1: Memories & Stories

What is your favourite place in Kelowna's parks? What do you love about it?

What benefits do parks provide in your life?

Great Parks & Public Spaces

The Kelowna Official Community Plan (OCP) identifies public spaces, including parks, as one of its goals:
"Create great public spaces that bring people together".

In your words, what makes a great park or public space?

What are some parks and public spaces from around the world Kelowna could learn from? Why?

Part 2: Current Use of Parks

How frequently do you visit the following types of parks?

(Check the boxes that apply)

	Very Often (multiple times a week)	Sometimes (few times a month)	Rarely (few times a year or less)	Never	I Don't Know
City-wide Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreation Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighbourhood Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Town Plazas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pocket Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Linear Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Natural Area Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Private Public Open Spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

To what extent has the COVID-19 pandemic changed how frequently you use parks?

- ☐ More often
- ☐ About the same
- ☐ Less often

If you wish, please explain:

Park Access

How do you usually travel to get to parks in Kelowna?

(Check the boxes that apply)

	Less than 15 minutes	15-30 minutes	More than 30 minutes	I don't use this mode of travel
Walk/wheelchair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skateboard/rollerblade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other:

Share the mode of travel you use if not listed.

Park Activities

How frequently do you do the following activities in Kelowna's parks?

Trails

	Very Often (multiple times a week)	Sometimes (few times a month)	Rarely (few times a year or less)	Never	I Don't Know
Walk/wheelchair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skateboard/rollerblade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cross-country Ski or Snowshoe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Passive Recreation & Leisure

	Very Often (multiple times a week)	Sometimes (few times a month)	Rarely (few times a year or less)	Never	I Don't Know
Rest and relax	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spend time connecting with nature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play on playground	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swim in the water/play at the beach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Active Recreation & Sports

	Very Often (multiple times a week)	Sometimes (few times a month)	Rarely (few times a year or less)	Never	I Don't Know
Participate in organized fitness/recreation programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play court sports (e.g. tennis, pickleball, basketball)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Play field sports (e.g. soccer, football, rugby, ultimate frisbee)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access the water for boating/water sports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Social & Cultural

	Very Often (multiple times a week)	Sometimes (few times a month)	Rarely (few times a year or less)	Never	I Don't Know
Attend events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Socialize/connect with others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have a picnic/BBQ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Celebrate my culture/faith	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other:

Share the activities you use parks for, if not listed.

What activities do you wish you could participate in within Kelowna's parks that are unavailable today?

Barriers to Park Use

Have you experienced any barriers to accessing parks? Select all that apply.

- ☐ **Access:** Parks are too far away for me to access easily.
- ☐ **Mobility:** Parks, pathways, and amenities are not accessible to me.
- ☐ **Safety:** I don't feel safe in parks.
- ☐ **Discrimination:** I don't feel welcome in parks.
- ☐ **Communication:** I don't understand park signage or there is not enough information available to me about parks.
- ☐ **Weather:** Weather prevents me from accessing parks.
- ☐ **Lack of Amenities:** There are not enough amenities for me in parks.
- ☐ **Financial:** It costs too much to use park spaces or programs.
- ☐ **Technology:** I don't have access to cellular data or wifi in parks.

Other:
Please specify.

Part 3: Park Priorities

How important do you think each of the following considerations are to the future of Kelowna's parks system?

Connectivity & Access

	Very important	Important	Slightly Important	Not Important	I Don't Know
Interconnecting parks and greenways with active transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Linking transit systems and parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integrating parks with surrounding land use and development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Acquisition & Park Development

	Very important	Important	Slightly Important	Not Important	I Don't Know
New waterfront parkland to create a continuous waterfront experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New parks in growth areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More large regional parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smaller neighbourhood parks within walking distance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focusing on neighbourhoods that are underserved by parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Park Priorities

Amenities

	Very important	Important	Slightly Important	Not Important	I Don't Know
Athletic parks and sports fields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dog parks and related amenities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Year-round and winter amenities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adventurous and imaginative children's play opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreational opportunities along Kelowna's waterfront	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Environmental Sustainability

	Very important	Important	Slightly Important	Not Important	I Don't Know
Protecting and restoring natural areas and habitat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increasing our urban forest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Climate change adaptation and mitigation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technological advancements and sustainable initiatives (Ex: solar or waste diversion)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserving alignments of our original creeks and surrounding native forests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Inclusivity

	Very important	Important	Slightly Important	Not Important	I Don't Know
Fostering truth and reconciliation in parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Universal, age-friendly designs to improve the use of parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Citizen engagement regarding park design and stewardship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sense of Place

	Very important	Important	Slightly Important	Not Important	I Don't Know
A unique sense of place for each park (themes, attractions, views, ecology)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indigenous culture and history in parks and signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public art in parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism and events in parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kelowna's history and heritage assets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viewsheds and vistas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Maintenance & Operations

	Very important	Important	Slightly Important	Not Important	I Don't Know
Maintenance and upgrades for existing amenities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Naturalization initiatives to reduce irrigation and upkeep	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stewardship opportunities for volunteer groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New partnerships and funding models	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What else do you think is important to consider in planning the future of Kelowna's parks?

Part 4: About You

We are collecting this information in order to better understand who we're reaching - and who we're not - so that we can work towards creating engagement opportunities that are more inclusive and equitable.

What's your postal code?

Do you have access to outdoor space at home?

- ☐ Private yard/greenspace
- ☐ Private balcony/deck
- ☐ Shared yard/greenspace
- ☐ Shared balcony/deck
- ☐ No outdoor space

How long have you lived in Kelowna?

- ☐ Less than 1 year
- ☐ 1-5 years
- ☐ 6-10 years
- ☐ 11-20 years
- ☐ More than 20 years
- ☐ I don't live in Kelowna

What gender do you identify with?

- ☐ Female
- ☐ Male
- ☐ Non-binary/Gender-fluid
(specify, if you wish)
- ☐ Prefer not to answer

Which of the following best describes your racial identity?
(select all that apply)

- ☐ Prefer to not say
- ☐ Asian
- ☐ Black
- ☐ Indigenous
- ☐ Mixed-race
- ☐ South Asian
- ☐ White

What best describes your household composition?

- ☐ Living alone
- ☐ Single parent living with children
- ☐ Couple living with children
- ☐ Couple with no children living at home
- ☐ Adult(s) living with dependent parent(s)
- ☐ Adult(s) living with other adult(s) (related or unrelated)
- ☐ Some combination of the above

Part 5: Participation Feedback

To ensure we are providing participation opportunities that work for you, we want to know how we did and what can be improved for next time.

Was the information easy to understand?

- ☐ Yes
- ☐ Mostly
- ☐ Somewhat
- ☐ No

Did you have enough information to participate in a meaningful way?

- ☐ Yes
- ☐ Mostly
- ☐ Somewhat
- ☐ No
- ☐ Not sure

Do you understand how your input will be used?

- ☐ Yes
- ☐ Somewhat
- ☐ No

Do you have any additional feedback you would like to share with the team?



Appendix B : Stakeholder Discussion Guide

Kelowna Parks Master Plan

Phase 1 Stakeholder Discussion Guide

Introduction

The City of Kelowna is creating a City Parks Master Plan to guide the expansion, development, and operations of our parks system as the City grows.

This master planning process will guide what the future of our parks in Kelowna will look like by defining a collaborative vision and goals. Residents and community stakeholders all have an opportunity to influence the decisions about the key priorities for our parks system over the next 20-40 years.

Get involved!

We are currently in Phase 1 and are seeking your ideas and insights to guide future direction for our parks system. Your feedback will be used to develop the city-wide vision and park priorities. The future phases of the project will focus on neighbourhood specific priorities and eventually the creation of the draft City Parks Master Plan.

How to provide your feedback:

1. Gather members of your organization to discuss the questions/ topics outlined in this PDF
2. Use Adobe Reader to open the PDF and type your responses into the form fields. Click Save.
3. Send your completed PDF to engage@o2design.com by December 12, 2021.

Thank you for your participation!

Name of business or organization:

Contact name:

Email address:

Part 1: Current Use of Parks

Tell us about your organization and how you use Kelowna’s parks system.

Briefly outline your organization’s main purpose and activities

Who does your organization serve in the community and how?

Approximately how many people do you serve?

How does your organization use parks and park facilities/amenities?

Do you use bookable or non-bookable spaces?

For what age groups do you provide programs and activities?

- ☐ Children (0-5)
- ☐ Adults (18-39)
- ☐ Youth (6-12)
- ☐ Adults (40-64)
- ☐ Teens (13-17)
- ☐ Seniors (65+)

How frequently does your organization use parks?

What is your organization’s expected need over the next five years for use of parks?

- ☐ Increase
- ☐ Decrease
- ☐ Remain Stable

If you said ‘increase’ to the previous question, do you expect to require additional space as well as more frequent use? Please explain.

For example, are trends such as growth in membership, change in user demographics, or change in user preferences/needs contributing factors?

Has your organization experienced any barriers to using Kelowna’s parks? Please explain.

For example:

- Funding/fees
- Challenges booking facilities
- Availability of amenities
- Location/Transportation

Do the communities you service experience barriers to access parks? Please explain.

For example:

- Access (distance or mode of transportation)
- Mobility
- Safety
- Discrimination
- Communication
- Weather
- Lack of Amenities
- Financial (such as permit fees or cost of recreational equipment)
- Technological
- Time

Part 2: Visioning

Share your insights on what we should achieve through this parks master planning process.

Benefits

How do parks benefit the people and the communities you serve?

Great Public Places

The Kelowna Official Community Plan (OCP) identifies public spaces, including parks, as one of its goals:

"Create great public spaces that bring people together".

In your words, what makes a great park or public space?

What are some other parks and public spaces from around the world Kelowna could learn from? Why?

Part 3: Priorities

The City Parks Master Plan will expand on the direction within the OCP, setting out the priorities for the system for the next 10, 20, and 30 years.

Key Priorities

What do you think are the most important priorities to address for the future of the parks system?

Connectivity & Access

	Very important	Important	Slightly Important	Not Important	I Don't Know
Interconnecting parks and greenways with active transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Linking transit systems and parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Integrating parks with surrounding land use and development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Amenities

	Very important	Important	Slightly Important	Not Important	I Don't Know
Athletic parks and sports fields	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dog parks and related amenities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Year-round and winter amenities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adventurous and imaginative children's play opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recreational opportunities along Kelowna's waterfront	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Inclusivity

	Very important	Important	Slightly Important	Not Important	I Don't Know
Fostering truth and reconciliation in parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Universal, age-friendly designs to improve the use of parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Citizen engagement regarding park design and stewardship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Environmental Sustainability

	Very important	Important	Slightly Important	Not Important	I Don't Know
Protecting and restoring natural areas and habitat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increasing our urban forest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Climate change adaptation and mitigation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technological advancements and sustainable initiatives (Ex: solar or waste diversion)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preserving alignments of our original creeks and surrounding native forests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Acquisition & Park Development

	Very important	Important	Slightly Important	Not Important	I Don't Know
New waterfront parkland to create a continuous waterfront experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New parks in growth areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More large regional parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smaller neighbourhood parks within walking distance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Focusing on neighbourhoods that are underserved by parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sense of Place

	Very important	Important	Slightly Important	Not Important	I Don't Know
A unique sense of place for each park (themes, attractions, views, ecology)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indigenous culture and history in parks and signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public art in parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism and events in parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kelowna's history and heritage assets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viewsheds and vistas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Maintenance & Operations

	Very important	Important	Slightly Important	Not Important	I Don't Know
Maintenance and upgrades for existing amenities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Naturalization initiatives to reduce irrigation and upkeep	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stewardship opportunities for volunteer groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New partnerships and funding models	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

General Comments

Of those you selected as important, why do you think they are important?

What else do you think is important to consider in planning the future of Kelowna's parks?

Appendix C : Poster

Let's imagine the future of Kelowna's Parks!

The City of Kelowna is creating a City Parks Master Plan to guide the expansion, development, and operations of our parks system as the City grows over the next 20-40 years.

Get Involved!

Scan the QR code to share your parks experience now.

To learn more and take the survey visit getinvolved.kelowna.ca/parks-master-plan



We are currently in Phase 1.
Survey closes December 5.



Appendix D : Communications Tactics

Communications Tactics Summary

Building public engagement is part of creating a stronger community, stronger democracy, and a stronger Kelowna. To enhance the number of meaningful engagement opportunities offered the public, and to augment the types of mass communication tools used within Phase One of the Parks Master Plan, the City of Kelowna chose to erect: sound-off boards; and, (ii) digital engagement posters throughout prominent park and trail locations within Kelowna. In addition, the City forwarded: (iii) media releases, (iv) undertook a month-long communication advertisement campaign through local newspaper outlets, and (v) started a five-week social media campaign in order to improve the chances of our public engagement messages being received.

SOUND-OFF BOARDS

A series of sound-off boards were installed to engage directly on-site with park users at four prominent locations: City Park near the Sails Sculpture, Stuart Park; Brent Lee Park; and, Mission Recreation Park near the H2O Centre.

A sound off board is a vertical 4-feet by 8-feet, self-standing and double-sided panel used for displaying engagement posters with an overhead roof structure so that it can be located in outdoor environments. Through written messages on self-adhesive posting notes placed onto sound-off boards, the participants were encouraged to share their experiences and their challenges with the existing parks system, and how the City can do better to meet participants' park needs and the needs of the community in the future.

The sound-off boards were located within four of the City's largest and most visited parks from November 4 to December 6, 2021. The boards provided highly visible and valuable information about the Parks Master Plan project for hundreds of passersby, with over 50 participants choosing to post their opinions and concerns on the boards.

City Park / The Sails Sculpture: November 4 to 10, 2021



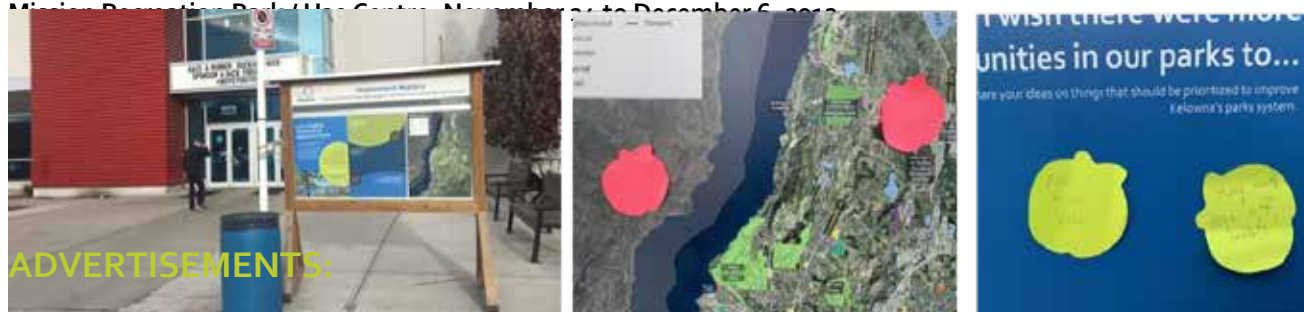
Brent Lee Park: November 17 to 24, 2021

Stuart Park: November 10 to 17, 2021





Mission Recreation Park (Upper Centre) November 4 to December 6, 2021



Although communication technology has evolved considerably over the past decades, Advertisements in newspapers remain the oldest method of mass public engagement. Advertising in local newspapers remains one of the most popular, and trusted engagement methods, to reach and engage the public using its long-established audience range. Moreover, local newspapers are available to practically every household in Kelowna and has the ability to gain further visibility especially in digital form.

The City began its advertisement campaign from November 4 to December 2, 2021 with the placement of project and engagement survey notices in community newspapers.

DIGITAL ENGAGEMENT POSTERS

Digital engagement posters were exhibited as a stand-alone mass engagement method to raise the project's awareness, draw-in our prospective parks' audience, and to encourage them to participate in our electronic survey. Sixteen, one-sided, A1-sized posters were secured within all urban cores. Locations included light standards located in a number of popular City parks, along linear trails and within lobbies of recreation centres throughout Kelowna. The posters remained in place from November 1 to December 20, 2021.

The digital engagement posters were used to attract viewers' attention and interest while being inexpensive to produce. With strong imagery, attractive signage, and short and concise text, the digital engagement posters provided colorful, attractive learning media with fast and efficient delivery of key engagement information used to attract park survey participants, particularly when placed in high traffic locations with good exposure. A quick response, or QR code was prominently featured on the posters by which large amounts of digital information could be easily accessed, or decoded by participants through the camera of their smartphones. The QR code

worked with the smartphone's Internet browser to direct participant to online parks master plan engagement content quickly and efficiently. People also had the opportunity to access our resident survey via online questions to ask staff directly involved with project.

SOCIAL MEDIA:

Social networking sites enabled the City of Kelowna to promote and share information on our park master plan engagement process through videos, photos and text. The social media campaign was in place from November

1 to December 20, 2021.

Over the duration of our Phase One engagement campaign the following networking sites were engaged: Instagram, Facebook and Twitter. Facebook, in particular, also provided the opportunity to connect with people interested in particular topics and be endorsed by others engaged in the online community. Members could comment on park system survey materials or take part in polls. Many others, especially younger demographic groups, were actively involved with the social media campaign and this tool was an excellent way to reach this audience.

Social Media – Facebook



Social Media – Twitter

