



# WESTSIDE COMMUNITY VISIONING FORUM

March 03<sup>rd</sup>, 2007

Prepared For:



## THE WESTSIDE COMMUNITY VISIONING FORUM WAS A PROJECT OF THE WESTBANK and DISTRICT CHAMBER OF COMMERCE

This project was led by **Michael Trenn**, Past President of the Westbank and District Chamber of Commerce. As Project Chair, he was assisted by a team that included the following dedicated participants:

CO-CHAIR: **Mike Scarlett**

TEAM MEMBERS: **Eric Steinback, Per Christophersen, Ian Graham, Jo-Anne Blau, Marci Paynter, Rebecca Fouchard, Corie Griffiths, Carol Zanon, Rusty Ensign and Leah Thordarson.**

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*Please note: The colours used above to identify the four major sections have been used throughout the plan in tabs on the top right-hand corner of each page. For example, when looking for information on Livability, flip to any **red tab** and you will be in the appropriate section.*

## INTRODUCTION

The Westside Community Visioning Forum took place on March 3<sup>rd</sup>, 2007 from 9:00 am to 12:00 pm at Mount Boucherie Hall. The forum was designed to give citizens, businesses and other interested stakeholders of the Westside an opportunity to voice their opinions on how the future of the Westside should be shaped. This was done in an interactive, round table discussion format.

The event was led by Paul de Burger, of Edge Communications. He was assisted by twelve table facilitators who volunteered their time to lead participants and record information.

102 participants took part in the event, with 76% of participants aged 45+. All regions of the Westside were represented, with the bulk of participants coming from Westbank (21%), Glenrosa (19%), Shannon Lake (13%), and Lakeview Heights (11%).

Participants were asked for their thoughts on four key areas of interest: infrastructure, livability, community services, and business attractions. These topics were discussed through the use of focus questions in order to ensure consistency in the discussions. The forum proved to be extremely active, with participants generating more than 90 large sheets of raw brainstorming data.

## EVENT PURPOSE

“The Westside Community Visioning Forum was an opportunity for Westside residents, businesses, and other interested stakeholders to: (a) create awareness of issues of importance to Westside residents, businesses, and stakeholders, (b) actively involve Westside residents, businesses and stakeholders in the planning of the future of the Westside, and (c) provide residents, businesses, and stakeholders a forum to participate in the planning process that will shape the future of the Westside.” \*

\*As described by the Westbank and District Chamber of Commerce website

## REPORT INTRODUCTION

This report is meant to be an accurate reflection of the thoughts and ideas generated at the Westside Visioning Forum. This report has compiled the collected data in a straight-forward manner that will allow the reader to immediately find the highlights of each discussion.

Within each section (infrastructure, livability, community services, and business attractions), an introduction page outlines topics discussed and provides a one paragraph summary of the data collected. This is followed by a listing of the top 20 participant answers, shown in order of popularity.

## EVENT AREA DEMOGRAPHICS and RECENT POPULATION GROWTH

The Westside Community Visioning Forum was attended by participants from throughout the Westside Electoral District. This district, according to the 2006 census, had a total population of **28,972**. This represents an **11.4%** increase in population over the 2001 census results.\* During the same period, British Columbia as a province realized a **5.3%** increase, indicating that the Westside region is growing at a substantially faster rate than the rest of the province. In order to keep up with such growth, the need for adequate planning and a strong community vision is critical. \* (Census data source – Statistics Canada)

## PARTICIPANTS

Based on registrations and a full count of participants at the tables, 102 people took place in this first-ever Westside Community Visioning Forum.

Demographics for these participants were determined by those who completed post-event evaluation forms. Of those who attended, 75% (76 of 102) completed these forms. Based on this information, the demographics break down as follows:

### Age of participants:

0-24	0%
25-44	11%
45-64	47%
65+	39%
Undeclared	3%

### Location of participants - based on postal codes:

V4T	75%
V1Z	21%
V1X	1%
Undeclared	3%

### Location of participants - based on neighbourhood / area as indicated by participants:

Gellatly Bay	1%
Lakeview Heights	11%
West Kelowna	9%
Westbank	21%
Glenrosa	19%
Vineyard Estates	3%
Smith Creek	8%
Shannon Lake	13%
Westlake Gardens	1%
Rose Valley	1%
Kelowna	5%
Undeclared	8%

## EVENT METHODOLOGIES

All participants were invited to get involved in an interactive discussion surrounding four major areas of interest. These areas of interest were determined by a project team designated by Project Chair Michael Trenn. His Co-Chair for this project was Mike Scarlett and other team members included: Eric Steinback, Per Christophersen, Ian Graham, Jo-Anne Blau, Marci Paynter, Rebecca Fouchard, Corie Griffiths, Carol Zanon, Rusty Ensign and Leah Thordarson.

The four major areas of interest included:

**I: Infrastructure**

**II: Livability**

**III: Community Services**

**IV: Business Attractions**

Each participant was given the opportunity to voice their thoughts on each of these areas through interactive discussions led by table facilitators. Tables were arranged to allow no more than nine participants per table, in order to ensure that each person's input could be heard.

Specific questions were formulated within each topic to ensure consistency in the discussions. For example, all tables that were discussing "Infrastructure" were following the same two leading questions in order to keep the discussions structured, consistent, and on topic.

30 minutes were given to each topic, so all participants would be given ample time to discuss all four areas. At the conclusion of each 30 minute discussion, participants were rotated to a new table, where the next topic for discussion was addressed and led by a new facilitator. Twelve table facilitators volunteered their time in order to lead discussions and guide participants.

The event began at 9:00 am and ended promptly at 12:00 pm, on time and as scheduled.

Over 90 pages of raw brainstorming data was recorded at the Westside Community Visioning Forum. Data recorded from the event was then compiled into a database from which this report was written. All comments made by participants were recorded and organized accordingly.

## FORUM QUESTIONS and RESULTS

### INFRASTRUCTURE

#### Questions:

- 1/ What projects related to infrastructure would you like to see Westside make a priority in its long-term planning?
- 2/ What three things related to transportation need to be addressed in the next five years?

#### Infrastructure summary of results:

##### Long-Term Projects

The building of a hospital or a full health care centre was the top priority related to long-term infrastructure projects, with 17% of respondents identifying this as an important part of Westside's growth. Other top priorities included building a village centre (16%), creating a Highway 97 bypass (11%), and continued work on sewer systems to facilitate development (11%). Participants actively discussed many other issues, including eliminating the couplet, building more sidewalks, improving access to the lake, low-cost housing, and improving transit scheduling.

Overall, Westside residents are looking for better health care options, creating a town centre, and improving both roadways and transit efficiency. Participants indicated a need to invest in the community as they would rather "live, work, and play" in the same area, as opposed to having to commute to Kelowna.

##### Transportation Needs in the Next 5 Years

The need for improved transit scheduling and better bus systems was top of mind for many participants, as this issue topped the category with 26% of respondents listing this as important. Overpasses at high traffic areas, improved bike and pedestrian roadways, and a Highway 97 bypass rounded out the top four most important issues for Westsiders in relation to transportation needs.

Other priorities included: eliminating the couplet, producing an official community plan for improved roadways, removing signal lights on Highway 97, and improving lighting on highways and roads.

Overall, Westside residents would like to see improved public transit, a higher quality of roads, increased speed and efficiency on traveled routes, and improved lighting as priorities for the future. Many of the ideas brought up were in relation to traffic congestion on Highway 97, as many participants feel that this well-traveled route needs to undergo significant change in order to meet the demands of a quickly growing population base.

## INFRASTRUCTURE PARTICIPANT RESPONSES

### Question 1:

What projects related to infrastructure would you like to see Westside make a priority in its long-term planning?

### Results:

Top 20 responses (including ties) in order of frequency:	# of Responses	% of Participants
• Build a hospital or full health care centre	17	16.7
• Create a village centre, including civic buildings and square	16	15.7
• Create a Highway 97 bypass, avoiding downtown	11	10.8
• Continued work on sewer system to facilitate development	11	10.8
• Eliminate couplet	9	8.8
• More sidewalks	7	6.9
• Improved public access to the lake	6	5.9
• Additional route options / roads	5	4.9
• Low cost / affordable housing	5	4.9
• Improved lighting / more street lights	5	4.9
• Improved transit scheduling / bus system	5	4.9
• Positive growth strategy for citizens	4	3.9
• Improved quality of life for disabled (ie. bus, ramps, sidewalks)	4	3.9
• Add "Park 'N Ride" option for commuters	4	3.9
• Create town centre in North Westside area	4	3.9
• Safe pedestrian pathways in commercial areas	3	2.9
• Create plans to address highway 97 traffic	3	2.9
• Beautification of downtown area	3	2.9
• Review speed and safety requirements for heavy equipment	3	2.9
• Road upgrades, including shoulders	3	2.9
• Increased police presence	3	2.9

**INFRASTRUCTURE PARTICIPANT RESPONSES**

**Question 2:**

**What three things related to transportation need to be addressed in the next five years?**

**Results:**

Top 20 responses (including ties) in order of frequency: # of Responses: % of Participants

	# of Responses:	% of Participants
• Improved transit scheduling / bus system	26	25.5
• Introduce car overpasses at high traffic areas	19	18.6
• Improve bike and pedestrian roadways	13	12.7
• Build Highway 97 bypass, avoiding downtown	13	12.7
• Eliminate couplet	7	6.9
• Produce official community plan for improved roadways	7	6.9
• Integration of roads, sidewalks and bike paths	7	6.9
• Remove signal lights on Highway 97	6	5.9
• Plan to improve traffic pre- and post- bridge	6	5.9
• Add “Park ‘N Ride” option for commuters	5	4.9
• Collector roads to link to Highway 97	4	3.9
• Improve lighting on highways and roads	4	3.9
• Pedestrian overpass / underpass at high traffic areas	4	3.9
• Produce official community plan for transport	4	3.9
• Increase boat parking / add boat and trailer valet at Gellatly	3	2.9
• Add a second bridge	3	2.9
• Collector road, Glenrosa to Shannon	3	2.9
• Widen / increase lanes for high traffic roads	2	2.0
• HandyDART system for those in need	2	2.0
• Work, live, play in same area	2	2.0
• Plans to remove local traffic from Highway 97	2	2.0
• Improve maintenance standards of highways and roads	2	2.0

## FORUM QUESTIONS and RESULTS

### **LIVABILITY**

#### Livability: Summary of results

##### Recreation, leisure, and tourism facilities to be **added** to the region long-term

Creating more places for families to bike and walk safely was the most important issue in regards to recreation, leisure and tourism facilities to be added to the Westside, with 28% of participants responding favourably for more bike paths, boardwalks and sidewalks. Adding more beach access points was next on the priority list (16%), while creating an arts and cultural area on the Westside was important to others (12%). Building a family oriented water park was a common suggestion (11%), while others argued that the Westside is definitely in need of more parks, playgrounds, and playing fields (10%).

Other priorities included: more camping facilities, addition to Johnson Bentley pool, more recreational activities for youth, secure waterfront property for future “downtown area”, and more boating facilities.

Overall, Westsiders would like the opportunity to use their community more for recreational activities. Safe areas to walk, ride, swim and play were paramount, and the addition of an arts and cultural area would be welcome.

##### Improvements in the next 5 years to public parks and facilities that residents **already have**

Creating an improved large recreational facility, including playing fields and swimming pool is the number one priority for residents looking to improve public parks and facilities (11% of participants mentioned this issue as being important). More cycling paths were next on the list (8%), with clean beaches (6%), and creating a waterfront downtown core, similar to the one in Peachland (6%), rounded out the top of the list.

Other priorities include: increase personal safety (improved lighting), easier walking paths, preserve trails (such as Goat’s Peak), eliminate ducks and geese in picnic areas, more playgrounds, increase options for community theatre.

Overall, public parks and facilities are not as well used on the Westside as they could be. Larger recreational facilities, more cycling paths, clean beaches with amenities, and improved personal safety would help to increase activity levels at Westside’s public parks and facilities.

##### Things that Westside residents would like to do in the region that they cannot currently do

Westside residents do not feel that the downtown area is safe enough to walk around and enjoy. This issue was most important to participants of the forum, as 14% felt that they would like to see the downtown area cleaned up and improved for better pedestrian shopping and leisure activities. Boutique

shopping with extended hours (8%) was next on the list for residents, while more arts and culture was critical to 7% of respondents.

Other priorities included better hospital / ambulance accessibility, the use of a new heli-pad for emergencies, enjoying fine dining, riding public transit with improved schedules, using the community centre more, and creating a village feel to the city centre.

Overall, Westsiders would like to use their downtown core more, but feel that it is unsafe and requires a refurbishment that would improve shopping options, restaurants, safety, and atmosphere.

**Question 1:**

**What recreation, leisure and tourism facilities could be added to the region to enhance quality of life for residents and visitors?**

**Results:**

Top 20 responses (including ties) in order of frequency: # of Responses: % of Participants

• Bike paths and boardwalks for families (roads not safe)	29	28.4
• Make beach access points accessible and welcoming	16	15.7
• Arts and cultural area (live theatre, galleries, cultural centre)	12	11.8
• Family-oriented waterpark and sandy beach with amenities	11	10.8
• More parks, playgrounds, playing fields	10	9.8
• Increase in camping facilities	8	7.8
• Addition to Johnson Bentley – bigger pool needed	7	6.9
• More child / adolescent recreational facilities	6	5.9
• Secure waterfront property for new “downtown area”	6	5.9
• Boating facilities (including launches, trailer storage and parking)	6	5.9
• Central “passive” park with bandshell and gazebo	6	5.9
• More family fun and free entertainment	5	4.9
• Work on Goat Peak development	3	2.9
• Promote orchards and agri-tourism	3	2.9
• More public beaches and waterfront activities	3	2.9
• Preserve park space	3	2.9
• Concrete walking trails that link parks (rollerblade, walk, cycle)	3	2.9
• Publish “secrets” – advertise where the parks are	3	2.9
• Town centre beautification	3	2.9
• Increase access to nature, additional beach parks	3	2.9

## FORUM QUESTIONS and RESULTS

### LIVABILITY

#### Question 2:

In the next five years, what could be done to improve the public parks and facilities that we already have?

#### Results:

Top 20 responses (including ties) in order of frequency: \_\_\_\_\_ # of Responses: % of Participants

• Improved recreational facilities (including playing fields and pool)	11	10.8
• More / improved cycling paths	8	7.8
• Improve beaches on Westside - sandy, clean, washrooms clean	6	5.9
• Create waterfront downtown core (like Peachland)	6	5.9
• Increase personal safety (address issues like lighting)	5	4.9
• Easier walking paths/parks and easy to access for all	5	4.9
• Goat's Peak - preserve trails	4	3.9
• Get rid of ducks and geese in picnic areas	4	3.9
• More / improved playgrounds	4	3.9
• Outdoor theatre	4	3.9
• Improved info, directions - park signage and park signs on highway	4	3.9
• Secure access and repair parks	4	3.9
• Work with WFN to get continuity (ie. bike Kelowna to Peachland)	4	3.9
• Build park in West Valley (like Kettle Valley)	3	2.9
• Enhance/beautify parks that exist in natural form	3	2.9
• Expansion of Johnson-Bentley or add similar facility at Rose Valley	3	2.9
• Bike and walk on safe pathways	3	2.9
• Decrease traffic through downtown (bypass)	3	2.9
• Establish regulations to guide, maintain and enhance livability	3	2.9
• Clean up waterfront, develop coffee shops, music, no drugs	3	2.9
• Connect parks	3	2.9
• Increase police enforcement	3	2.9

## FORUM QUESTIONS and RESULTS

### LIVABILITY

#### Question 3:

What would you like to be able to do on the Westside that you currently can't do?

#### Results:

Top 20 responses (including ties) in order of frequency: \_\_\_\_\_ # of Responses: % of Participants

• Walk around and enjoy downtown - not safe / more pedestrian friendly areas	14	13.7
• Boutique shopping with extended hours / more shopping	8	7.8
• Arts and culture (theatres, galleries, studios, music)	7	6.9
• Hospital /ambulance accessibility	6	5.9
• Hospital, airport/heliport for emergency & medivac	6	5.9
• Eliminate one way couplet	5	4.9
• Need fine dining (destination dining) / family restaurants (Swiss Chalet)	5	4.9
• Take bus directly downtown to Kelowna (eliminate Stevens Exchange)	5	4.9
• Use community centre more	4	3.9
• Village "feel" to centre	4	3.9
• Go to live community theatre	3	2.9
• Need transit hub, more bus stops / connect to Greyhound	3	2.9
• Closer planning with WFN re: recreation facilities	3	2.9
• Timely travel to downtown and Kelowna	3	2.9
• Access to lake	3	2.9
• Special needs advisory for Westside	3	2.9
• Bring things like groceries/doctors closer to bridge	2	2.0
• Farmer's Market	2	2.0
• Be able to host field sports events (ie: softball)	2	2.0
• Take my child to a daytime facility that is child-friendly	2	2.0
• Social and recreation opportunities on waterfront (ie: get an ice cream)	2	2.0
• Interpretive centre	2	2.0
• Affordable housing	2	2.0
• Safely walk/bike along major roads (maintenance and lighting)	2	2.0
• Restore Westbank core	2	2.0
• Recreational activities such as curling and bridge	2	2.0
• Seniors community activities	2	2.0
• Boat activities (launch, rentals, storage, dry marina)	2	2.0
• Drive-in movie theatre	2	2.0
• Bowling	2	2.0

## **FORUM QUESTIONS and RESULTS**

### **COMMUNITY SERVICES**

#### **Community Services summary of results:**

##### Health care services to be offered that are currently unavailable

A formidable 73% of participants identified that a new health care centre (38%) or the building of a full hospital (35%) are critical for the Westside's development as a community. According to respondents, Westside is simply too big a community not to have at least one of these essential services available to residents.

Creating a professional building housing doctors and specialists was next on the priority list, while the building of a wellness centre was an important issue for some. Other topics of discussion included greatly expanding long-term care facilities, adding alcohol / drug treatment and rehab/support systems, a helicopter facility to transport patients to Kelowna, and adding more doctors and health care workers.

Overall, Westside residents feel underserved when it comes to medical services and would like to have more facilities to serve the growing needs of this constantly expanding population.

##### Additions / Improvements to educational services in the next five years

Building a satellite campus for Okanagan College and UBC-O is the top priority for Westside residents when discussing changes related to education. 20% of participants felt that this was an important issue. Adding more adult education and continuing education programs was a popular discussion, with expanded training for trades and vocational education rounding out the top three.

A new library, a second high school, and more educational opportunities for seniors were other gaps in educational services that Westside residents would like to see addressed in the next five years. Additional daycare, career centres, and better planning between school district #23 and regional developers would all make a positive impact on educational services on the Westside.

Overall, Westside residents would like more options for educational services on the Westside, and would like to explore post secondary education without having to go to Kelowna or elsewhere. Adult education, and options for seniors to continue learning would be positive additions to services currently offered.

## Community Services summary of results, continued:

### How to build a stronger feeling of community

Creating a downtown centre that residents could identify with and be proud of was a common theme throughout the forum. When discussing how to build a stronger feeling of community, this issue immediately came to the forefront, and was the most popular point for discussion, with 21% of participants listing it as a priority. Defining the region under one name, as opposed to the various names that currently identify Westbank, the Westside, and surrounding areas, was also important to forum participants (20%).

Improving the downtown core, making it more attractive and accessible, creating more family-oriented kids events, holding more open discussion forums and creating a strong “community focus” were all key points in the discussion of how to build a stronger feeling of community. Other topics discussed included creating a community theatre for family events and building a cultural centre for the arts.

Overall, participants felt that residents do not currently identify with their downtown core, and it ought to be a priority to make positive changes to rectify this. Choosing a single name for the community and providing more events for families were key points in building a stronger sense of community.



*Forum participants hard at work!*

**Question 1:**

**Question 1: What health care services would you like to see offered on the Westside that are not currently offered?**

**Results:**

Top 20 responses (including ties) in order of frequency: # of Responses: % of Participants

	# of Responses:	% of Participants
• New health centre containing ER (EMS), Trauma unit, X-ray, acute care	39	38.2
• Build a full hospital	36	35.3
• A professional building housing doctors and specialists	9	8.8
• Wellness centre	7	6.9
• Greatly expanded long term care facilities	5	4.9
• Alcohol / drug treatment and rehab facility / support program	5	4.9
• Helicopter facility to transport to Kelowna	4	3.9
• More doctors and health care workers	3	2.9
• Larger permanent facilities on Westside	3	2.9
• Care centres for independent / assisted living	3	2.9
• Palliative care centre / Hospice	3	2.9
• Counselling and support groups	3	2.9
• Better ambulance support	2	2.0
• Home care programs	2	2.0
• Health services – physiotherapy	2	2.0
• Rehab centre for post-surgery	2	2.0
• Improve health care transportation	2	2.0
• Improved info on services available	2	2.0
• Increased regional cooperation between facilities	2	2.0
• Attract health care professionals	2	2.0
• “Aging in place” facility for couples	2	2.0

**FORUM QUESTIONS and RESULTS**

**COMMUNITY SERVICES**

**Question 2:**

**What improvements or additions to educational services offered in Westside would you like to see in the next 5 years?**

**Results:**

Top 20 responses (including ties) in order of frequency: # of Responses: % of Participants

• Satellite campus for Okanagan College and UBC-O	20	19.6
• Adult education centre / Continuing education	13	12.7
• Expanded training for trades and vocational	11	10.8
• New/update library	9	8.8
• Add a 2nd high school	7	6.9
• Planning between SD#23 and development	7	6.9
• No tolerance for drug issues at schools	6	5.9
• Educational services for adults and seniors	5	4.9
• Build career centre and mentorship program	5	4.9
• Expanded day care services	4	3.9
• Additional French immersion options	3	2.9
• Public use of school grounds year-round	3	2.9
• Liaison with schools and police	3	2.9
• Smaller community schools	3	2.9
• Transportation to OUC and UBC-O	2	2.0
• Improve location of schools to facilitate long-term development	2	2.0
• More funding for after-school teen activities	2	2.0
• Promotion of available courses	2	2.0
• Community awareness education and info	2	2.0
• Facilities for sport	2	2.0

## FORUM QUESTIONS and RESULTS

### COMMUNITY SERVICES

#### Question 3:

How can Westside build a stronger feeling of community?

#### Results:

Top 20 responses (including ties) in order of frequency: # of Responses:    % of Participants

• Create a downtown centre / heart of community	21	20.6
• Need to define ourselves under one name	20	19.6
• Improve downtown / attractive and accessible	9	8.8
• Family-oriented kids events	8	7.8
• More large forum discussions / focus groups	4	3.9
• Need a "community focus"	4	3.9
• Promote Westbank as the key to the Okanagan	3	2.9
• Community theatre used for events	3	2.9
• Create a downtown identity	3	2.9
• Create a cultural centre / arts and live theatre	3	2.9
• More First Nations involvement	3	2.9
• Shared vision for community development	3	2.9
• Improve transportation	3	2.9
• Effective governance	3	2.9
• Governance location should be in community it represents	3	2.9
• Need a public service centre (police, fire, library, coffee shop)	2	2.0
• Create gathering spots	2	2.0
• Encourage voter participation	2	2.0
• Integrate sub-communities into one	2	2.0
• Improve / promote Shannon Lake facilities and usage	2	2.0
• Incorporate	2	2.0
• Multiple uses of facilities	2	2.0
• An additional community centre	2	2.0
• Better promotion and coordination of recreation	2	2.0
• Expand day care services	2	2.0

## **FORUM QUESTIONS and RESULTS**

### **BUSINESS ATTRACTIONS**

#### **Business Attractions summary of results:**

##### Special events or attractions that could be offered on the Westside to attract more people

Cultural centres (10%), a new town centre (9%), and more boardwalks and walking trails along the lake (8%), were identified as key special attractions that could be offered on the Westside to attract more people. A stronger Westside identity was next on the list, with water parks and trade shows listed as other popular choices.

Westside residents may also benefit from more boat launches and marinas, sports tournaments, and music festivals (blues, folk, and classical).

Overall, participants at the forum mentioned a number of opportunities to use the lake as a springboard to build new tourist attractions and events, and a major focus on cultural centres, re-building the downtown core, and working towards creating a strong Westside identity were all critical in developing events and attractions that could be offered to attract more people.

##### Gaps in retail shopping options / specific stores and services required

Higher-end family restaurants such as the Olive Garden, Red Lobster, and Joey's are sorely missed by Westside residents, who identified this gap in retail and restaurants as being one of the three most important issues to confront when looking at shops and services required on the Westside (13%).

Improving the downtown core to include more pedestrian shopping options (13%) and adding in more boutique shops to the downtown core (13%) were key points. Centralized shopping areas, sporting goods and ski supply stores, bowling, fine dining, an indoor mall, Ikea, and clothing stores were other popular items for discussion.

Overall, participants indicated that they would like to shop more on the Westside and would do so if more shopping options were made available to them. Better restaurants, more boutique and specialty stores, and an improved downtown core would all be integral in achieving a strong retailing environment on the Westside.

**Question 1:**

**What special events or attractions could be offered in Westside that would attract more people to the region?**

**Results:**

Top 20 responses (including ties) in order of frequency: # of Responses: % of Participants

	# of Responses:	% of Participants
• Cultural centre	10	9.8
• Build a town centre	9	8.8
• Boardwalk/walking trail along lake	8	7.8
• Need Westside identity to attract business	7	6.9
• Water park	7	6.9
• Car, boat, and trade shows	7	6.9
• More boating launches and marinas	6	5.9
• More sport tournaments	5	4.9
• Lake activities (ie: dragon boat, music festival, diving platforms)	5	4.9
• Music festivals (blues, folk, classical)	5	4.9
• Wine museum and tours	4	3.9
• Events around the lake / plan for waterfront activities	4	3.9
• More children / family tourist services (ie: Old McDonald's Farm)	4	3.9
• Community theatre for concerts	4	3.9
• Farmer's market	4	3.9
• Massive playground	4	3.9
• Develop lakeshore (like Peachland) / Enhance waterfront	4	3.9
• Better marketing and communication of our wine industry	3	2.9
• Westside wine festival	3	2.9
• More hotels	3	2.9
• Alley of boutiques on dome-covered street with ice rink	3	2.9
• Improved connection to lake and downtown	3	2.9
• Campgrounds	3	2.9
• Theme for downtown	3	2.9
• Create loggers sports with major TV coverage	3	2.9
• Expand Westside Daze	3	2.9
• Create "village" concept	3	2.9
• Larger info/visitor centre	3	2.9
• More sports facilities	3	2.9
• Build bandshell / amphitheatre	3	2.9
• Cultural focused events with WFN	3	2.9

**FORUM QUESTIONS and RESULTS**

**BUSINESS ATTRACTIONS**

**Question 2:**

**Are there any gaps in retail shopping options in Westside? If so, where are the gaps? Specifically, what stores and services need to be added?**

**Results:**

Top 20 responses (including ties) in order of frequency: # of Responses: % of Participants

• Higher-end family restaurants: Olive Garden, Red Lobster, Joey's	13	12.7
• Improved downtown with pedestrian shopping	13	12.7
• Boutique shopping (bistro, bakery, gift shops, specialty, artisans)	13	12.7
• Attractive centralized shopping / town retail centre	9	8.8
• Sporting goods and ski supplies	8	7.8
• Bowling	7	6.9
• Fine dining	6	5.9
• Indoor mall / regional shopping centre	6	5.9
• Ikea	6	5.9
• Menswear	6	5.9
• Car dealership	6	5.9
• Book stores	6	5.9
• Electronics retailers (ie. Future Shop)	5	5.9
• Nightlife	5	5.9
• Well-planned industrial centre	5	5.9
• Specialty stores that attract tourists (ie: Tickleberry's)	4	3.9
• Create commercial zone (ie: office space)	4	3.9
• High-end accommodation	4	3.9
• Farmer's market	4	3.9
• Weekend flea market	4	3.9

Special note regarding clothing stores: Individually, specific clothing store types (ie. children's or young women's) did not make the list of top responses from Westside residents; but when grouped as a category, clothing stores do make an impact. The breakdown for clothing stores is as follows:

Clothing stores (breakdown by type): # of Responses: % of Participants

• Menswear	6	5.9
• Ladies	1	0.9
• Children	1	0.9
• All others	3	2.9
<u>Total clothing store:</u>	<u>11</u>	<u>10.8</u>

## EVENT FEEDBACK OVERVIEW

Following the forum, participants were asked to fill out a post-event evaluation. Based on information gathered from this evaluation, it would appear as though the day was a success.

**76 participants filled out evaluation forms** on the Westside Community Visioning Forum.

From these 76 people surveyed, the following data was collected:

### Future Forums:

- 92% indicated that they would be interested in future forums on Westside issues, while 8% abstained from answering

### Questions Asked

- 97% of participants felt that the questions asked were informative, while 1 participant indicated “too much overlap” and 1 participant indicated “marginally effective”
- 93% of participants felt that the questions asked had substance, with 2 participants abstaining from answering, and 3 participants looking for “more distinct”, “wider scope”, and more content related to economic development
- 97% of participants felt that the questions asked were relevant, with 3 % abstaining

### Location

- 95% of those surveyed approved of the location for the event. 1% abstained

### Facilitator and Table Leaders

- 97% of respondents approved of the forum facilitator, Paul de Burger
- 93% of respondents approved of table facilitators, with 7% abstaining

## FINAL CONCLUSIONS

The valuable input given by the 102 participants at the Westside Visioning Forum will assist leaders, government, developers, business owners, planners and community groups in understanding how the people who live and work in the region would like the future of their community to be shaped.

While thousands of ideas were generated, there was one common theme that permeated all discussions – people would like to be able to do more on the Westside, without having to travel to Kelowna to meet their basic needs. From shopping to learning, and recreation to health care, Westside residents are enthusiastic about creating a community that they can identify with and call their own.



*Planning for the future of the Westside!*