

Area E Official Community Plan Review:

Round 2 Printable Survey

This is the final round of a three-round survey to help create the community vision for your Official Community Plan (OCP).

The vision determines the general direction for the community. Detailed policy decisions come later, once we better understand your broad preferences and priorities.

This survey consists of four sections:

1. An introduction to the survey methodology and scenarios
2. Head-to-head comparisons of the scenarios (**10 multiple choice questions**)
3. An opportunity to comment in favor or against each scenario (**10 optional open-ended questions**)
4. An opportunity to provide feedback about the OCP review process so far (**two optional questions**)

A note before you start:

Complex decisions require complex information and, as a result, these surveys expect a lot from you. Please know, however, that **the preference information you provide will have a significant impact on the future direction of your community.**

This survey performs best online on a computer. To sign up, please visit <https://bit.ly/3J8QAfh>

If you need support, then please reach out to Danielle DeVries, Planner 1, at 250-490-4213 or ddevries@rdos.bc.ca

1. Introduction

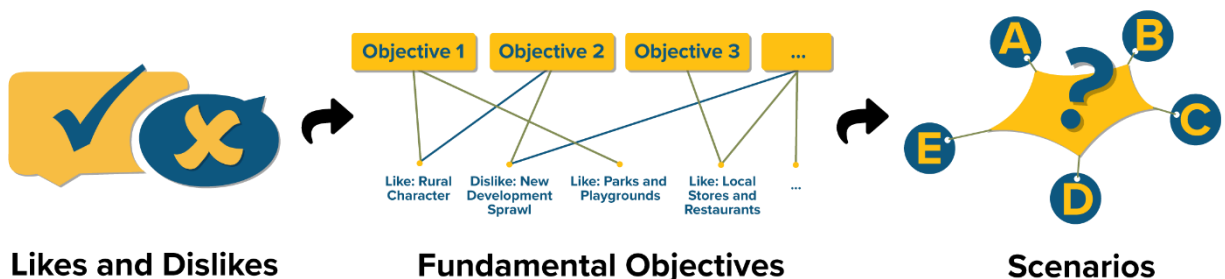
What follows is a brief overview of the survey methodology. ***You can read it if you are curious about the process or where the scenarios in this survey came from.***

The purpose of these surveys is to discover "what the community wants". Of course, it is never that simple: We might want lots of public infrastructure to make our lives easier, but we might also want low taxes. Since we generally cannot have both at the same time, we need to make *trade-offs*.

In addition, a community is a collection of individuals, each with different preferences, priorities, and interests. Thus, a trade-off that seems reasonable to you might be less attractive to your neighbor.

Overall process

These surveys use market research techniques to help us understand your preferences and priorities. You are asked to compare and rate a number of *stylized scenarios* that differ from each other in important ways. These scenarios are based on the results of the Round 1 survey, as shown below:



Likes and Dislikes

First, we needed to know what things are important to people in Naramata. So in Round 1, we asked you about your **likes and dislikes**. Don't worry if you did not complete Round 1—it was primarily for brainstorming. We received a large diverse set of responses, which have been summarized [here \(https://bit.ly/3fzAVJk\)](https://bit.ly/3fzAVJk).

Fundamental Objectives

We then used these likes and dislikes to identify a set of **fundamental objectives**: core things that people want from their community. For example, some people said

they like the natural beauty of the area. Similarly, some people said they *dislike* things that reduce natural beauty, such as pollution and clearcutting. Together these point to a fundamental objective: "preserve beauty".

Of course, not everyone has the same fundamental objectives, so our goal was to generate a complete list, even though some of the objectives clearly conflict or interact in complex ways. That is where trade-offs come in.

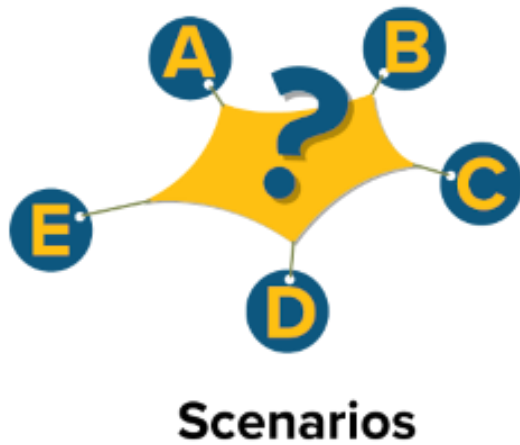
Scenarios

We measure your support for different trade-offs by presenting you with **scenarios**. We ask you to compare the scenarios and indicate which ones you like best. From this, we can determine the kinds of trade-offs that make the most sense to you.

The scenarios are not meant to be realistic policy proposals for Naramata. Instead, they can be thought of as *corner posts* that define the boundary of a space. The necessity of compromise means that Naramata will ultimately end up somewhere in the space between the corner posts. But *where* depends on the level of support in the community for each scenario.

Your task at this point is not to evaluate the scenarios in terms of *feasibility* but in terms of *desirability*. How well does each one correspond to your preferences for Naramata?

Scenarios



What follows is a brief summary of the five scenarios considered in this survey.

Beneath each is a summary of the arguments in favor (pro) and against (con). **These pros and cons were submitted by your neighbors during the Round 2 survey and have been combined and summarized by RDOS planning staff.** Please note that the pros and cons are not necessarily consistent with one another: they are what you told us.

The complete list of anonymized comments can be downloaded from the project home page at <https://rdosregionalconnections.ca/area-e-ocp>.

As in Round 2, you are asked to compare the scenarios head-to-head on the following pages. **The difference in Round 3 is that you may want to consider the arguments provided by your neighbors.** In each comparison, you express the strength of your preference using a scale from "strongly prefer" to "neutral" (if you like or dislike the two scenarios equally). Each comparison provides a graphical summary of the responses from Round 2. The mean score from Round 2 is indicated by a dashed line.

Pairwise comparisons take time and they might seem repetitive—there are 10 in total. But they are a good way for us to learn about your preferences over all the scenarios. Our advice is to take your time and consider each pair with an open mind.

Self-Funded Rural

Preservation of the hillsides and agricultural land and relatively little change to the size or commercial vibrancy of the village. New infrastructure, services, and public amenities are prioritized by the community and paid for with increased taxes and fees.



✓ Pro

✓ **Need new infrastructure and amenities**

I like the idea of the new infrastructure and more services and amenities. Things get old and upkeep is necessary. We need an adequate sewer system.

✓ **Allows community control over investment**

Like the idea of the community prioritising the direction of the area. Self funding of growth will keep development in check.

✓ **This approach is working/status quo**

Maintains the look, feel, and culture of Naramata. Things stay relatively unchanged and we only develop what we can afford.

✓ **Willing to pay fair share of costs**

I do not mind paying my fair share for properly run local services. It makes sense that any infrastructure improvement is paid through taxation.

✓ **Prevents large developments**

Good plan, no messing up our hillsides. Small growth to the village and paid by those desiring to live there, not developers. Maintain rural vibrancy and community control to avoid the "suburb-like" development.

✗ Con

✗ **It will be very expensive/community cannot afford it**

Don't think we currently have the year-round population to really support services and public amenities. I am opposed to having our taxes increased. Why limit your opportunities.

✗ **Need opportunities for growth to keep community strong**

If we do not provide *controlled* growth in housing and commercial activities, we will not be able to attract young families and workers to keep our community vibrant.

✗ **No opportunities for more businesses/services/employment**

Commercial activity will keep locals living and working locally. Any small town needs services to support residents.

✗ **Community won't be able to decide/come to consensus**

Allowing the community to prioritise capital investments will pit one segment of the community against the other. I am afraid of lobby group(s) that could sway community officials.

✗ **Misses out on developer contributions**

Developers should be required to provide infrastructure and community beautification

Preserve and Conserve

Preservation of the hillsides and agricultural land and relatively little change to the size or commercial vibrancy of the village. New infrastructure, services, and public amenities are kept to a minimum to keep taxes and fees low.



✓ Pro

✓ Preserve ecosystems/farm land/hillsides/beauty

The ecosystems that we live in are under threat by development. The natural landscape and agricultural lands are some of our greatest treasures

✓ Maintain the charm/status-quo of community

Preserves the nature and charm of the community. Everything we could want is in Penticton so no need to reproduce in Naramata. Keep Naramata peaceful, safe and harmonious!

✓ Prevent further water drainage/forest fire risks from clear cutting

Too many people and developments lead to more risks. Hillside development is eroding the ability of the land to naturally absorb water run off.

✓ Keeps taxes low

Little development of infrastructure and amenities is required when the full time population is so low. I think we have a good balance of RDOS funded infrastructure right now.

✗ Con

✗ Need more housing to make prices more affordable

I am getting priced out of the area along with the rest of my generation and preserve and conserve is only going to make it worse. All this does is drive up the price as more rich people move in and tear down existing homes.

✗ Need growth for commercial/services/families

Naramata is not a museum and some forward momentum in the village is desirable. If we want a thriving Naramata and not a dying one, balance is required. It is unreasonable to expect no changes.

✗ Growth needed to fund infrastructure

Costs for everything increase and without a plan for managed growth, the village would eventually find itself unable to pay for ongoing infrastructure repairs.

✗ Can allow some growth responsibly

I am not necessarily against some responsible development but concerns over water/drainage and forest fires still persist. I think there need to be limits to house sizes, and limits on water use.

Housing-Focused Village Growth

Preservation of the hillsides and agricultural land with an increase of housing in the village, including new opportunities for legal suites and carriage houses. Relatively little change in commercial vibrancy due to restrictions on commercial activity that aim to maximize housing available for families and workers. Increases in taxes and fees to support the infrastructure required for additional housing in the village.



✓ Pro

- ✓ **Creates opportunities for affordable housing**
Long term residents of this area can't afford to live here. We need to create smart density to allow families and young people to live here. We need more housing suitable to summer workers and young families.
- ✓ **Leaves hillsides and agriculture intact/ focuses growth to the core**
Thoughtfully allowing densification in the village would provide room without disrupting the landscape. It is smarter and better to place housing in the village than to sprawl over the hillsides or destroy precious agricultural land.
- ✓ **Focus on local, full-time residents and balance**
We do need to avoid the 'empty house' syndrome. I just can not see housing growth with without other infrastructure requirements.
- ✓ **Need controls and restrictions on use/types of housing**
There should not be a free-for-all when it comes to allowing more legal suites and carriage houses - primarily in the way of use. Wish that there was a plan for new build to be in keeping with its neighbours. I am opposed to more vacation rentals where the rental is stand alone and owners are not on the property.

✗ Con

- ✗ **Need more businesses and services in addition to housing**
Housing needs to come with jobs. Would make it necessary for village inhabitants to have to seek employment outside of Naramata. To keep the village healthy, we need to have amenities in place.
- ✗ **Do not want growth to ruin the village character**
May alter the character of the village for the worse. Growth can happen in Penticton which is very close by. The village would change the quaintness that visitors love!
- ✗ **Will require additional infrastructure to support more housing**
I am concerned that large housing developments will push us to move to sewers. Infrastructure and Naramata road are over their limit now.
- ✗ **Concerned that housing and fees will not be affordable**
The only people building are building homes my friends cant afford. Have concern about development that is not for the average resident.

Vibrant Village

Preservation of the hillsides and agricultural land with all growth channeled to the village. Relatively few restrictions on commercial activity to attract new small businesses and services. The cost of increased infrastructure required for additional commercial and residential activity is split between developers and residents.



✓ Pro

✓ **Attract more families and improve quality of life year-round**

Retail spaces can improve the mix & livability of the village. I would like to see a year round vibrancy to the community and I want to see opportunities for young families to settle in Naramata.

✓ **More opportunities for employment/businesses/amenities**

Reason to stay local and support the business and services it provides. Vibrant is good, jobs, tourism, more diverse business scene could benefit the local population.

✓ **Focuses growth at key point**

It provides for an attractive, aesthetically pleasing and a bit more commercially diverse community without impacting the surrounding rural areas. Preservation of hillsides and agricultural land a key priority.

✓ **Maintain low taxes and share infrastructure costs**

A vibrant core keeps our dollars and energy in our community. There are major concerns like a sewage system for the village to grow in this way. I do not want more increases in taxes.

✓ **Lead to more affordable housing**

Allow for some less expensive housing where people who work in the village could also afford to live here. We also need to add small multi unit housing for Naramata residents who would like to sell the farm and move into the village.

✗ Con

✗ **Need controls on the amount and type of businesses**

We do not want big box stores and chain franchises in the Village. We don't want to put commercial in the wrong places. The small businesses would need to fit into the Naramata charm.

✗ **Vibrancy will destroy the current village**

Offensive to what Naramata actually is, a rural village with few amenities. You want just enough vibrancy to make the village desirable, but not so much that it becomes a haven for partiers and troublemakers.

✗ **Significant infrastructure cost**

Cost should be borne by those who would gain financially. Puts stress on water and lake health; also exasperates the lack of parking. Will increase traffic and tourism on infrastructure that is inadequate already (i.e. Naramata Road).

✗ **Need to include affordable, local-focused housing**

Developers will not target affordable housing. Need more housing focussed in the village to support new small retail/commercial service.

✗ **Need growth elsewhere too**

I don't think business or commercial activity should be limited to the village itself. Residential neighbourhoods are enhanced by corner stores and bistros.

Welcome the World

New development on the hillsides and in the village (subject to the restrictions of the provincial Agricultural Land Reserve). Commercial opportunity and growth are maximized by attracting investments from outside the community. The cost of increased infrastructure required for additional commercial and residential activity is split between developers and residents.



✓ Pro

✓ Allows more growth and settlement for new families

The world is growing and I think some growth within Naramata should be welcome. I envision low density homes on the hillsides (min. 1 - 5-acre) set out with care for fires & climate change.

✓ Increases commercial opportunities and local businesses

More people year round would enable more businesses to thrive and create a community to sustain itself outside of Penticton. It will bring much needed amenities to the village.

✓ Agricultural land will be protected by the ALR and hillsides by Crown land

As long as the ALR remains in effect the beauty of our area will be maintained. Controlling development is better than pretending it can be completely prevented.

✓ Attracts developer investment in the community

Outside investment to make Naramata an even more desirable place to open businesses and welcome tourists. Increased tax base and amenities are needed.

X Con

X Destroy what makes Naramata special

This option will destroy the character of Naramata. I would hate to look up the hill and see row upon row of new houses. Charm of Naramata is its low density. We have a special magic place here. We like the peace and rural feel.

X May cause more negative flooding/erosion/fire/ecosystem impacts

The hillside is a critical ecosystem that protects us from erosion and fire. Enough erosion now, loss of green space, and driving wildlife from their natural habitat. It destroys valuable agricultural and native land.

X New development and businesses target rich tourists/unaffordable

The new housing developments were unaffordable, and often vacant. Massive subdivisions and increased vacation rental homes that do nothing to support our community. We'd be at the mercy of developers who only have profits at heart

X Not needed in Naramata/NIMBY

If I wanted to live in a city I would have moved to a city. There is enough opportunity in Okanagan in other jurisdictions.

✓ **Improve affordable housing and infrastructure**

This would hopefully bring in some affordable housing. Naramata is out of reach for people with modest or low income. We need more infrastructure currently and allowing more development will make living here more affordable.

✗ **Need restrictions and controls on the growth**

Provide a plan of tempered growth which allows for adaptation by residents and newcomers in an orderly fashion. Lets build there where it is already “commercial”. It has to be done in a considered and measured way.

✗ **Existing infrastructure cannot support more growth**

Naramata road does not support this level of development. Increase use of limited water supply. Huge sewage increase and associated capital expenditure. Reference the Drainage Related issues.

2. Comparisons

Comparison 1 of 10

Housing-Focused Village Growth

Preservation of the hillsides and agricultural land with an increase of housing in the village, including new opportunities for legal suites and carriage houses. Relatively little change in commercial vibrancy due to restrictions on commercial activity that aim to maximize housing available for families and workers. Increases in taxes and fees to support the infrastructure required for additional housing in the village.



VS.

Vibrant Village

Preservation of the hillsides and agricultural land with all growth channeled to the village. Relatively few restrictions on commercial activity to attract new small businesses and services. The cost of increased infrastructure required for additional commercial and residential activity is split between developers and residents.



Please circle *only one* of the following:

- strongly prefer **Housing-Focused Village Growth**
- moderately prefer **Housing-Focused Village Growth**
- slightly prefer **Housing-Focused Village Growth**
- neutral
- slightly prefer **Vibrant Village**
- moderately prefer **Vibrant Village**
- strongly prefer **Vibrant Village**

Comparison 2 of 10

Preserve and Conserve

Preservation of the hillsides and agricultural land and relatively little change to the size or commercial vibrancy of the village. New infrastructure, services, and public amenities are kept to a minimum to keep taxes and fees low.



VS.

Vibrant Village

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Please circle *only one* of the following:

- strongly prefer **Preserve and Conserve**
- moderately prefer **Preserve and Conserve**
- slightly prefer **Preserve and Conserve**
- neutral
- slightly prefer **Vibrant Village**
- moderately prefer **Vibrant Village**
- strongly prefer **Vibrant Village**

Comparison 3 of 10

Preserve and Conserve

Preservation of the hillsides and agricultural land and relatively little change to the size or commercial vibrancy of the village. New infrastructure, services, and public amenities are kept to a minimum to keep taxes and fees low.



VS.

Housing-Focused Village Growth

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Please circle *only one* of the following:

- strongly prefer **Preserve and Conserve**
- moderately prefer **Preserve and Conserve**
- slightly prefer **Preserve and Conserve**
- neutral
- slightly prefer **Housing-Focused Village Growth**
- moderately prefer **Housing-Focused Village Growth**
- strongly prefer **Housing-Focused Village Growth**

Comparison 4 of 10

Self-Funded Rural

Preservation of the hillsides and agricultural land and relatively little change to the size or commercial vibrancy of the village. New infrastructure, services, and public amenities are prioritized by the community and paid for with increased taxes and fees.



VS.

Vibrant Village

Preservation of the hillsides and agricultural land with all growth channeled to the village. Relatively few restrictions on commercial activity to attract new small businesses and services. The cost of increased infrastructure required for additional commercial and residential activity is split between developers and residents.



Please circle *only one* of the following:

- strongly prefer **Self-Funded Rural**
- moderately prefer **Self-Funded Rural**
- slightly prefer **Self-Funded Rural**
- neutral
- slightly prefer **Vibrant Village**
- moderately prefer **Vibrant Village**
- strongly prefer **Vibrant Village**

Comparison 5 of 10

Self-Funded Rural

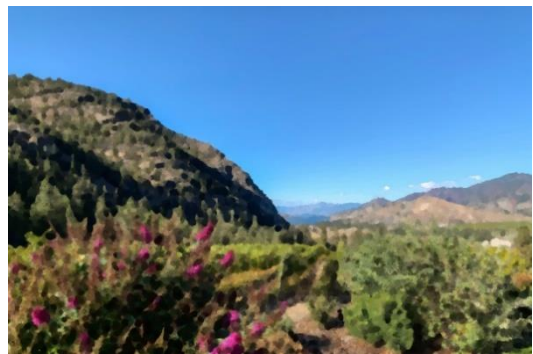
Preservation of the hillsides and agricultural land and relatively little change to the size or commercial vibrancy of the village. New infrastructure, services, and public amenities are prioritized by the community and paid for with increased taxes and fees.



VS.

Preserve and Conserve

Preservation of the hillsides and agricultural land and relatively little change to the size or commercial vibrancy of the village. New infrastructure, services, and public amenities are kept to a minimum to keep taxes and fees low.



Please circle *only one* of the following:

- strongly prefer **Self-Funded Rural**
- moderately prefer **Self-Funded Rural**
- slightly prefer **Self-Funded Rural**
- neutral
- slightly prefer **Preserve and Conserve**
- moderately prefer **Preserve and Conserve**
- strongly prefer **Preserve and Conserve**

Comparison 6 of 10

Welcome the World

New development on the hillsides and in the village (subject to the restrictions of the provincial Agricultural Land Reserve). Commercial opportunity and growth are maximized by attracting investments from outside the community. The cost of increased infrastructure required for additional commercial and residential activity is split between developers and residents.



VS.

Vibrant Village

Preservation of the hillsides and agricultural land with all growth channeled to the village. Relatively few restrictions on commercial activity to attract new small businesses and services. The cost of increased infrastructure required for additional commercial and residential activity is split between developers and residents.



Please circle *only one* of the following:

- strongly prefer **Welcome the World**
- moderately prefer **Welcome the World**
- slightly prefer **Welcome the World**
- neutral
- slightly prefer **Vibrant Village**
- moderately prefer **Vibrant Village**
- strongly prefer **Vibrant Village**

Comparison 7 of 10

Welcome the World

New development on the hillsides and in the village (subject to the restrictions of the provincial Agricultural Land Reserve). Commercial opportunity and growth are maximized by attracting investments from outside the community. The cost of increased infrastructure required for additional commercial and residential activity is split between developers and residents.



VS.

Housing-Focused Village Growth

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Please circle *only one* of the following:

- strongly prefer **Welcome the World**
- moderately prefer **Welcome the World**
- slightly prefer **Welcome the World**
- neutral
- slightly prefer **Housing-Focused Village Growth**
- moderately prefer **Housing-Focused Village Growth**
- strongly prefer **Housing-Focused Village Growth**

Comparison 8 of 10

Welcome the World

New development on the hillsides and in the village (subject to the restrictions of the provincial Agricultural Land Reserve). Commercial opportunity and growth are maximized by attracting investments from outside the community. The cost of increased infrastructure required for additional commercial and residential activity is split between developers and residents.



VS.

Preserve and Conserve

Preservation of the hillsides and agricultural land and relatively little change to the size or commercial vibrancy of the village. New infrastructure, services, and public amenities are kept to a minimum to keep taxes and fees low.



Please circle *only one* of the following:

- strongly prefer **Welcome the World**
- moderately prefer **Welcome the World**
- slightly prefer **Welcome the World**
- neutral
- slightly prefer **Preserve and Conserve**
- moderately prefer **Preserve and Conserve**
- strongly prefer **Preserve and Conserve**

Comparison 9 of 10

Welcome the World

New development on the hillsides and in the village (subject to the restrictions of the provincial Agricultural Land Reserve). Commercial opportunity and growth are maximized by attracting investments from outside the community. The cost of increased infrastructure required for additional commercial and residential activity is split between developers and residents.



VS.

Self-Funded Rural

Preservation of the hillsides and agricultural land and relatively little change to the size or commercial vibrancy of the village. New infrastructure, services, and public amenities are prioritized by the community and paid for with increased taxes and fees.



Please circle *only one* of the following:

- strongly prefer **Welcome the World**
- moderately prefer **Welcome the World**
- slightly prefer **Welcome the World**
- neutral
- slightly prefer **Self-Funded Rural**
- moderately prefer **Self-Funded Rural**
- strongly prefer **Self-Funded Rural**

Comparison 10 of 10

Housing-Focused Village Growth

Preservation of the hillsides and agricultural land with an increase of housing in the village, including new opportunities for legal suites and carriage houses. Relatively little change in commercial vibrancy due to restrictions on commercial activity that aim to maximize housing available for families and workers. Increases in taxes and fees to support the infrastructure required for additional housing in the village.



VS.

Self-Funded Rural

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Please circle *only one* of the following:

- strongly prefer **Housing-Focused Village Growth**
- moderately prefer **Housing-Focused Village Growth**
- slightly prefer **Housing-Focused Village Growth**
- neutral
- slightly prefer **Self-Funded Rural**
- moderately prefer **Self-Funded Rural**
- strongly prefer **Self-Funded Rural**

3. Explaining your preferences

This survey section is optional.

You had the opportunity in Round 2 to justify your preferences—to tell your neighbors what you like and dislike about each scenario. You may offer a brief (< 500 characters) rejoinder or clarification below. Please note, however, that we do not anticipate a Round 4 survey. **Any comments you submit (anonymously) below will be seen by planners and form part of the public record, but are unlikely to inform another round of rating.**

Self-Funded Rural

Preservation of the hillsides and agricultural land and relatively little change to the size or commercial vibrancy of the village. New infrastructure, services, and public amenities are prioritized by the community and paid for with increased taxes and fees.

I *like* **self-funded rural** because:



I *dislike* **self-funded rural** because:

Preserve and Conserve

Preservation of the hillsides and agricultural land and relatively little change to the size or commercial vibrancy of the village. New infrastructure, services, and public amenities are kept to a minimum to keep taxes and fees low.



I *like* **preserve and conserve** because:

I *dislike* **preserve and conserve** because:

Housing-Focused Village Growth

Preservation of the hillsides and agricultural land with an increase of housing in the village, including new opportunities for legal suites and carriage houses. Relatively little change in commercial vibrancy due to restrictions on commercial activity that aim to maximize housing available for families and workers. Increases in taxes and fees to support the infrastructure required for additional housing in the village.



I *like* **housing-focused village growth** because:

I *dislike* **housing-focused village growth** because:

Vibrant Village

Preservation of the hillsides and agricultural land with all growth channeled to the village. Relatively few restrictions on commercial activity to attract new small businesses and services. The cost of increased infrastructure required for additional commercial and residential activity is split between developers and residents.



I *like* **vibrant village** because:

I *dislike* **vibrant village** because:

Welcome the World

New development on the hillsides and in the village (subject to the restrictions of the provincial Agricultural Land Reserve). Commercial opportunity and growth are maximized by attracting investments from outside the community. The cost of increased infrastructure required for additional commercial and residential activity is split between developers and residents.



I *like* **welcome the world** because:

I *dislike* **welcome the world** because:

4. Final thoughts

This survey section is optional.

Here is your chance to tell us about the OCP review process. You will get this opportunity after every round of the surveys.

How satisfied are you with the OCP process to this point?

Please circle *only one* of the following:

- Don't know/can't say
- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

Is there anything you want to share with the RDOS about the OCP review process?

Please write your answer here:

Thank you for completing this survey.

Submit your survey by dropping it off at the store or the RDOS office.

Alternatively, you can mail it to the RDOS office at:

Regional District of Okanagan-Similkameen
Attn: Danielle DeVries
101 Martin Street
Penticton, BC, V2A 5J9