



**Office of the Mayor**  
**City of West Kelowna**  
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January 19<sup>th</sup>, 2026

To the Members of the Ashes to Advocacy Committee:  
John Martin, Heather Larratt and Olivia Lawson

Re: Letter of Support for the Electronic Fire Danger Rating Sign Initiative

On behalf of the City of West Kelowna, I am pleased to extend our support for your community-led initiative to fund the installation of Electronic Fire Danger Rating signs in key locations throughout our city. Your group's efforts, grounded in the experience of the McDougall Creek Wildfire and its lasting impacts on our community, represent an outstanding example of civic leadership, resilience, and public-safety advocacy.

As your campaign highlights, the McDougall Creek Wildfire left a profound mark on our land, our water, and our collective sense of security, with thousands of hectares burned and significant damage to homes and local infrastructure. The community's recovery continues, and your initiative powerfully channels the lessons learned into meaningful action that will strengthen preparedness and public awareness.

This initiative is consistent with recommendations in our 2025 Community Wildfire Resiliency Plan, especially the recommendation to develop and implement new and innovative prevention technologies. The proposed signs—offering minute-by-minute updates on wildfire risk—will help residents and visitors make more informed decisions prior to and during wildfire season. The signs will provide real-time fire danger ratings and critical safety messaging, advancing public education and shifting mindsets around individual responsibility and fire-safe behavior. Importantly, the selected locations will be identified in consultation with our Fire Department to ensure the signage is strategically placed in high-traffic and wildfire-interface areas.

Your campaign embodies the community-driven spirit that strengthens West Kelowna's resilience. The City appreciates your leadership and fully endorses your fundraising efforts to bring these signs to West Kelowna. We recognize the value this project will bring in enhancing wildfire preparedness, supporting long-term watershed protection, and helping safeguard our neighbourhoods as wildfire seasons grow increasingly unpredictable.

Thank you for your dedication, collaboration, and vision for a safer West Kelowna.

Sincerely,

Gord Milsom  
Mayor, City of West Kelowna