



Westside Road Upgrades

Where we are Today;
Working for the Future





- People driven priorities
- The majority, if not all priorities will be done in 3-4 years





- Committee of the MLA.
- WRIC had no hierarchy – consensus driven.
- Members from Traders Cove to Killiney initially.
- Members had to show willingness and capability to work with people.
- Members had to learn to ask, then listen, learn, see task to end.
- Did gain trust of MOTI by their ability to understand and work with MOTI's processes and procedures, and by living within the limitations the MOTI must work under.





Complaining is Contagious!!

- The majority of the input the MOTI had received was of a demanding, complaining nature – some of it table thumping!
- To help gain the trust of the MOTI the WRIC avoided that by:
 - Recognizing lack of funds was an issue, but encouraging planning;
 - Kept confidential things confidential;
 - Realizing how small a piece of the action the Westside Road was in BC.
- ✓ Regular meetings were set up on Murray Tekano of the MOTI's suggestion;
- ✓ The MOTI prepared plans for improvements for the people driven priorities;
- ✓ When monies became available, small improvements were made. This continued for 10 years and \$10 million.



BCAA Web Survey

Add to the mix the Westside Road being voted the Worst Road in BC in 2013 and 2014!

Two more vital events THEN occurred, which led to where we are today:

- Nancy Cameron, the President and CEO of Tourism Kelowna, phoned the WRIC offering their support and help where they could;
- Premier Clark was elected, travelled the Road, saw its beauty and potential, and arranged to get first another \$1 million then \$45 million more for the more than shovel ready project.



Please Think About it!

- It took 10-11 years of people working together with mutual respect to plan things out so when funds came free, we were ready!
- It took the support of three MLA's over that time!
- Tourism Kelowna demonstrated that there were those who saw the tourism potential!

Persistence, patience and understanding were the rule.

Question: if Premier Clark had decided to get that \$45 million and the plans were not there, how many more years would it have taken to possibly even start? Would the project even have started??

November 8, 2015 Email from Murray Tekano:

“With respect to our (MOTI and WRIC) work together on Westside Road, it was always just that, a team work approach they all pulled together on – and look at it now. Always happy to have been part of it.”



So How Does This Affect the RDCO?

- One of the major complaints people have about living out along the Westside Road is the Road itself.
- If the Road is improved such that people see it for the beautiful thing it is, then perhaps more people will want out live out there, buy the vacant lots, and build on them.
- This means more work for the RDCO

I am suggesting the RDCO take this under advisement and plan for when the upgrades are completed.



Promoting the Central Okanagan to the World

*Westside
Road
Style!!*



*A Hidden
Canadian
Treasure!!*



WHY WAS THE ARTICLE WRITTEN?

- The Westside Road is the only paved road between Kelowna/West Kelowna and Vernon where you can see the northern part of Okanagan Lake.
- It has two major and beautiful Provincial Parks (and many Regional Parks) along it.
- Tourism Kelowna supported the article and the promotion.
- Premier Clark and her government support the Road and all its potential.
- The Road is connected to Highway 97 at the north and south.
- Highway 97 starts in California and ends in Watson Lake, YT. 30% of #97 is the Alaska Highway.
- The Westside Road is a neighbor to Kelowna/West Kelowna and all their amenities.
- This all led to printed and web articles promoting the use of these amenities. The web article contains links to Tourism Kelowna, Provincial Parks, and Lake Okanagan Resort.
- When the upgrades are done, this beautiful scenic road will be much safer!
- The Westside Road is part and parcel of what the Central Okanagan can offer for travellers who wish to take advantage of all the Central Okanagan has to offer.*



While I titled the article “A Hidden Canadian Treasure”, the Editor at the Wing World noted that I had reason to suggest to Tourism Kelowna we use an unofficial name of “The Tail of the Ogo-pogo”. The Editor changed the title, and added the First Nations graphic above. ***International people did notice and act on this!!***

It is my hope today that we have given you some encouragement to further believe we have a wonderful area in the Central Okanagan with tons of potential to further promote and work with via the Westside Road.

It is my further hope that you will see how working with people, effectively communicating with them, encouraging them, and listening and learning from them will accomplish great things. Be ready to ask then embrace what all Regional and Provincial government staff can and cannot do in a fashion where a culture of trust, patience and persistence exists and is encouraged.

http://wingworldmag.com/wing_featured/the-canadian-tail/

