



DRLUP Public Engagement Strategy

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1 - Project Frame

1.1 - Title

Our Dawson Region

1.2 - Project Tagline and Social Media Handle

- "On the land we walk together", "Nän kāk ndä tr'ädäl"
- #dawsonregion

1.3 - Focus Question

How can we best plan for the shared and respectful use of natural resources that is guided by the principles of sustainable development, respect for heritage and culture, and conservation of fish and wildlife habitats?

2 - Milestones



Information update and collection (June 2019 to January 2020)

- Present and validate *Draft Resource Assessment Report* and *Draft Issues Report*
- Collect additional information through public engagement
- Update the *Draft Resource Assessment Report* and *Draft Issues Report*

Plan Development (January 2020 - June 2020)

- A collaborative process with the Commission, Council and Parties

Draft Plan (July 2020 - onwards)

- Due to the Parties
- Public engagement in fall 2020 (TBC)

3 - Context

The previous Dawson Regional Planning Commission (DRPC) had developed a series of five different "Plan Alternatives" that they took out for public input before the Parties suspended the process. The new Commission is not required to use the previous Plan Alternatives but rather review the following work of the previous Commission, update if required and adopt/endorse the work (see Section 10 in Terms of Reference):

- Vision Statement and Planning Principles;
- Issues and Interests Report;
- Resource Assessment Report; and
- Cumulative Effects Report.

During the fall of 2019, the Commission will initially engage the public on a draft Resource Assessment Report and a draft Issues and Interest Report, for feedback, ideas, and validation. The Commission will continue to engage with the public as the planning process progresses, including engagement on the Draft Plan (TBC).

4 - Engagement Objectives

4.1 - Objectives

1. To host face-to-face and online engagement activities in order to collect information, to understand experiences, values and needs to inform the development of the Draft Plan.
2. To fulfill our obligations to undertake regional land use planning under Chapter 11 of the THFA in a manner that is respectful and collaborative.
3. To raise awareness of the purpose and benefit of planning in the Dawson Region.
4. To raise understanding of:
 - Strengths, weaknesses, opportunities and threats;
 - Connections between individual and community economic, environmental, and socio-cultural values;
 - Hopes and aspirations; and
 - The values of different types of knowledge: traditional, local and scientific.

4.2 - Outcomes (what people will experience)

- Participants will have had an opportunity to express their concerns, ideas, and perspectives in supported and culturally-appropriate ways;

- Participants to feel their participation and contribution is valued and will be incorporated in future decision-making;
- To experience a commitment to engage with residents of Dawson and interest groups in new, different and more meaningful ways; and
- To promote conversation and continue to build relationships with the community, interest groups, and the Commission.

4.3 - Outputs (the products or results)

- Validated and updated *Draft Resource Assessment Report* and *Draft Issues Report*
- Identification of Dawson's regional:
 - Strengths, weaknesses, opportunities, threats
 - Interconnections of economic, environmental and socio-cultural values
 - Hopes and aspirations

5 - Phase 1 - Key Discussion Questions:

5.1 - Values > “Getting Started: What Matters”

Objective: identify interests and values

1. *What are your hopes for the Dawson Region?*

5.2 - Perspectives > “Our Collective Story of the Dawson Region”

Objective: understand and share the diversity of needs, perspectives, and experiences (i.e. What is your Dawson story?)

2. *‘Thinking about **me**’*

The DRLUP will guide land use decisions in the Dawson Region. Dawson Region residents bring multiple insights and perspectives. What has been your personal experience in the Dawson Region?

3. *‘Thinking about **we**’*

A well-rounded conversation and a long-lasting DRLUP needs to incorporate all perspectives and viewpoints. In your experience, what have you heard other people say about the Dawson Region? Think of your family, friends, neighbours, colleagues, tourists.

5.3 - Strengths, Issues, and Key Considerations > “Improving our Foundation and Shaping our Thinking”

Objective: identify additional key considerations, strengths, and weaknesses, to guide the thinking of the Commission and fellow Dawson Region residents

4. *What is already working well? What can we build on and do more of?*
5. *What issues affect you? What issues do you see? What could be improved?*
6. *The future will look different than today. What trends should we pay attention to? (For example, climate change, the internet, changing wildlife patterns, demographics, changing nature of labour, ANWR). How will these changes affect you?*

5.4 - Baseline > “Checking our Foundation”

Objective: confirm the *Draft Resource Assessment Report* and *Draft Issues Report*

7. *What do you think about the issues and interests we have identified? Which ones resonate with you and what should we consider? Are we missing anything? Are we missing any key information?*

5.5 - Ideas and Recommendations > “Thinking Ahead”

Objective: generate new ideas, support creative thinking and problem-solving

8. *What do we want our future to look like? What would be the same and what would be different?*

5.6 - Wisdom in our Community > “My Best Advice”

Objective: best advice to the Commission

9. *What advice would you give to the Commission to consider as they develop a draft DRLUP?*
10. *Not everyone thinks the same. How should we navigate different opinions and think as one community?*

6 - Communication tool options

- Discussion booklet
 - What this process is about, why it matters, how it is beneficial to citizens
 - Process plus key milestones: forward and backwards
 - Commission identification, role, and commitment to the public
 - Synthesis of the *Draft Resource Assessment Report* and *Draft Issues Report*
 - Discussion questions this process is exploring
 - Call to action (how to get involved)
- Website
 - Depending on how you want to use your website, consider dividing up the booklet content in a user-friendly way, and / or create a downloadable PDF
 - Translation? YG French Language Services: Nancy.Power@gov.yk.ca
 - Option: invest in dedicated project website like Engagement HQ and Civicy
- Postcard
 - For mail-drop and to be left in high-traffic areas (e.g. library)
 - What this process is about, why it matters, how it is beneficial to citizens
 - Call to action
- Infographic
 - For various promotional pieces and engagement events
 - Focus on process and benefit to citizens
 - Call to action
- Whiteboard-video
 - Sharable on social media
 - Digital and synthesized version discussion document
- Social media
 - Effective use of social media is a two-way conversation and can be an amazing support if you are committed to dedicating the time and resources
 - Consider piloting a Facebook Group; other social media tools like Twitter and Instagram get limited use in Yukon
- Brand and tagline
 - See Section #1; consider investing a consistent process look and feel to professionalize the process and build recognition

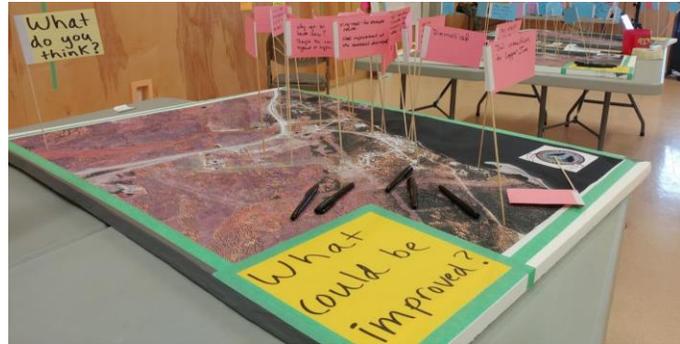
7 - Engagement tool options

Key stakeholders: 1:1 interviews and / or focus groups

In addition to the governments of TH and Yukon, and general citizens, a list of interest groups and organizations will be compiled to identify key stakeholders in the region.

In-person events

- Public drop-in Open House
- Public facilitated thematic discussions
- TH co-hosted (culturally appropriate)
- Dawson and Whitehorse (not all Dawsonites live in Dawson), and Mayo?



Pop-up: go to where people are

- Civic art: "My Dawson includes..."
- Deployable kiosk, does not need person
- College, grocery store, library, curling rink



Online engagement

- [Engagement HQ](#): full-service (online survey, discussion forum etc.)
- Idea generation: [All Our Ideas](#)
- Social media TBC
- Online surveys: YBS? Survey Monkey?

Other options

- Newspaper Op-Ed's
- Youth: high school social justice club
- At-home coffee chats (Discussion Booklet + tips)

