



# Tactical DRLUP Public Engagement Strategy

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## Project Frame

### Title

Our Dawson

### Project Tagline and Social Media Handle

- Our Dawson: planning a healthy and prosperous future moving forward together?
- #ourdawson

### Focus Question

**How can we best plan for a healthy and prosperous future in the Dawson Region for all people and living things that balances environmental, economic, and cultural values in a way that provides both certainty and adaptability?**

## Milestones



### Information update (June - November 2019)

- Continue to update the *Draft Resource Assessment Report* and *Draft Issues Report*
- Present to public in the fall for feedback and validation

### Plan Development (December 2019 - June 2020)

- Internal collaborative process with the Commission, Council and Parties

### Draft Plan (July 2020 - onwards)

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

## 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 early fall of 2019, the Commission will initially engage the public on a draft Vision Statement, a draft Resource Assessment Report, and a draft Issues and Interest Report for feedback, ideas, and validation.

The Commission will later engage the public on a Draft Plan (TBD).

## Engagement Objectives

### Objectives

1. To host face-to-face and online engagement activities? in order to understand experiences, values and needs to inform the development of the Draft Plan.
2. To raise awareness and understanding of:
  - Planning in the Dawson Region,
  - Strengths, weaknesses, opportunities and threats,
  - Identifying connections between individual and community economic, environmental, and sociocultural values

### 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 Yukoners and stakeholders in new, different and more meaningful ways,
- To promote conversation and continue to build relationships with the community, interested stakeholders, and Commission

## Outputs (the products or results)

- To gather and understand various Dawson region perspectives and experiences
- To gather input and feedback on DRLUP key products
- To gather insight into opportunities and challenges

## Phase 1 - Key Discussion Questions:

### Getting Started: What Matters

**Objective:** identify interests and values

1. *What are your hopes and expectations for this conversation about a healthy and prosperous future in the Dawson Region?*

### Our Dawson Story

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

2. *(Option A) 'Thinking about **me**'*

*The DRLUP will guide future decision making in the Dawson Region. Dawson Region residents bring multiple insights and perspectives.*

*What has been your experience on the Dawson Region?*

*(Option B) '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?*

3. *How should we navigate individual and community economic, environmental, and sociocultural values?*

### Checking our Foundation

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

4. *What do you think about the issues and interests we have identified? Which ones resonate and what should we consider?*

5. *Have we accurately captured the regional resource information? What information is missing?*

## Improving our Foundation

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

6. *In regards to improving the health and prosperity of the Dawson Region, and regardless of whose responsibility it is:*
  - a. *What is already working well? What can we build on and do more of?*
  - b. *What could be improved? What are the roadblocks and barriers of a health and prosperous Region?*
7. *Think about yourself as well as your neighbours, your community, colleagues or sector partners: what do you think are the 5 most important things that need to be considered for a healthy and prosperous future for our community?*

## Thinking Ahead

**Objective:** generate new ideas, support creative thinking, and best advice to the Commission

8. *What are your ideas, suggestions or recommendations for a future healthy and prosperous future of the Dawson Region?*
9. *What advice would you give to the Commission to consider as they develop a draft DRLUP?*