

# Meaningful public consultation and engagement:

## HOW ARE WE DOING?

Understanding the principles so you can evaluate our public engagement activities.

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### GUIDING PRINCIPLES

Explaining each principle in action using stories and quotes directly from Yukoners.

NAMES AND PERSONAL DETAILS HAVE BEEN CHANGED.

**We will demonstrate care and respect for participants, recognizing that they have valuable, relevant knowledge and experience to contribute.**

#### STORY OF THIS PRINCIPLE IN ACTION

Kent was approached by a government employee to give feedback on an upcoming project. He was happy to be included and recognized for his activism and expertise. He felt he had a wealth of knowledge to contribute having been through a similar process that had gone sideways a few years before. Kent was an active member of the cycling community and was eager to have their views represented in the process.

**We will be clear about the goal of the public engagement and how public input will be considered in our decision-making. We will demonstrate what emerged from the conversations and connect input to action and activities.**

#### STORY OF THIS PRINCIPLE IN ACTION

Brenda was hesitant about participating in a public engagement process because she was worried that a decision had already been made and it would be a waste of time and energy. Her neighbour attended an evening workshop and convinced her to come to an upcoming event. She was pleasantly surprised that the public officials in attendance communicated the project goals and stated that a decision had not yet been made. Brenda felt like her feedback could impact the decision and that there was an openness and willingness to listen to those affected by the proposed decision.

### WE WILL RECOGNIZE & VALUE

THE UNIQUE CONTRIBUTION OF OUR PARTICIPANTS

#### IN THE WORDS OF YUKONERS

- “Curiosity in what others have to say, not just one person speaking at another.”
- “Respect — engaging, working with people who have lived experiences.”
- “People have a chance to explain, ask questions and understand. Early engagement is great so it is more of a collaboration instead of being told what is rolling out.”

### WE WILL BE ACCOUNTABLE AND ACT WITH INTEGRITY

#### IN THE WORDS OF YUKONERS

- “Be clear about what input you didn't use and why. We'll be okay if you're upfront with us, as long as we can see our input was heard.”
- “Feeling my feedback would be taken into consideration... that a decision hadn't already been made.”
- “Government was authentic in their desire for feedback. It wasn't just for show.”

### WE WILL BE TRANSPARENT AND CLEAR

#### IN THE WORDS OF YUKONERS

- “Send out communications as widely as possible so people know what's coming next.”
- “Criteria for public engagement projects is communicated clearly.”
- “Expectations of what people are coming with. Expectations of what is being asked.”

**We will create easily accessible processes for engagement and we will be clear about our intentions when we engage the public.**

#### STORY OF THIS PRINCIPLE IN ACTION

Tom lives in a rural area and does not have regular access to internet. He saw a poster at his local community centre and wanted to provide his feedback on a topic that's important to him. He noticed a phone number on the poster and decided to give the project manager a call and find out the best way for him to participate.

### WE WILL BE INCLUSIVE

#### IN THE WORDS OF YUKONERS

- “What's meaningful to me is to learn what are the perspectives coming in from participants that can help advance and shape my own opinions.”
- “A feeling that all voices mattered and that by the end of the day, we would get there together.”
- “Free exchange of ideas and suggestions being captured close to verbatim for consideration after the meeting.”

**We will be accessible to a broad range of voices and when we don't hear a voice, we will seek it out.**

#### STORY OF THIS PRINCIPLE IN ACTION

Carmel has been involved in a few public engagement processes since she moved to Yukon six years ago. The best process she participated in involved a wide array of Yukoners that were supported, but not overwhelmed, by outside expertise. It drew on traditional knowledge and experience and allowed for a lot of back-and-forth dialogue. The process allowed for an exchange of ideas and perspectives.

**We will help Yukoners to have conversations about complex topics in a productive way, and we will help government staff build their public engagement skills. We will build processes that provide an opportunity to listen, learn from one another and work together.**

#### STORY OF THIS PRINCIPLE IN ACTION

Vince, a lifelong Yukoner and former City Council member, knows times have changed in the world of public engagement. Citizens expect more and he's happy to see this new order of government utilizing techniques such as charrettes, community tours and surveys to inspire participation and build the skills of participants and practitioners alike.

### WE WILL BUILD SKILLS

#### IN THE WORDS OF YUKONERS

- “People learning from each other.”
- “I like consultations where the government actually shares what it knows, discusses some options, and engages people in finding good solutions.”
- “There is space for outliers, dissent, and not just the usual suspects.”