

Appendix 3.2.

Communication Methods and Materials

Pre-Round	Timing	Goal	Notes
Meeting with Grand Chief of the Council of Yukon First Nations and several other Yukon First Nation Chiefs	Sep 2015	Engagement: to seek advice on engagement with FNs throughout the resource planning process.	<ul style="list-style-type: none"> Yukon Energy received feedback that First Nations should be engaged as governments, and as potential business partners/investors, and as members of the Yukon public.
Information sheet	Sep 2015	Electricity literacy: to provide a summary of what a resource plan is and the steps that Yukon Energy expected to follow to complete the plan.	<ul style="list-style-type: none"> This backgrounder was shared with Yukon First Nation governments and Development Corporations, along with stakeholders and members of the Yukon public.
Technical Advisory Committee meeting #1	Sep 2015	Engagement	<ul style="list-style-type: none"> A summary of this meeting is posted on Yukon Energy's resource planning website.
Yukon-wide mailer #1	Oct 2015	Electricity literacy: to increase general understanding of utility issues.	<ul style="list-style-type: none"> Mailer provided summaries of several "Electricity 101" information sheets, with links to the resource planning website where people could read full text. Copies of mailer provided to First Nations as well as the Yukon general public.
Yukon News/l'Aurore boreale newspaper infomercials	Late 2015/early 2016	Electricity literacy: to increase general understanding of utility issues.	<ul style="list-style-type: none"> Eight Electricity 101 information sheets were created both in English and French. Each of the 8 sheets ran twice in the Yukon News and once in the French newspaper. Sheets were provided to First Nations and electronic copies were posted on Yukon Energy's resource planning website.
RFP ads	Nov. 2015	Information: advising local contractors of employment opportunities and informing local First Nations of research that would be completed in their traditional territories.	<ul style="list-style-type: none"> RFP ads were placed in both local newspapers and on Yukon Energy's website. Copies of the ads were provided to First Nations on whose traditional territory the research would be carried out.
Media coverage	Fall 2015	Information	<ul style="list-style-type: none"> Coverage by local radio, TV, and newspaper media regarding the resource planning process.

Round 1	Timing	Goal	Notes
Yukon-wide mailer #2	Jan. 2016	Information and electricity literacy	<ul style="list-style-type: none"> Explanation of the resource planning process, how people can be involved, and a summary of the meaning of a load forecast. Copies were provided to First Nations.
“News from the Future” worksheet/discussion paper	Feb. 2016	Engagement and electricity literacy	<ul style="list-style-type: none"> Used with six classes of F. H. Collins High School students to introduce the idea of resource planning.
Technical Advisory Committee meeting #2	Feb. 2016	Engagement	<ul style="list-style-type: none"> A summary of this meeting is posted on Yukon Energy’s resource planning website.
Radio ads for public meetings	Feb. – Mar. 2016	Information and engagement	<ul style="list-style-type: none"> Ads notifying Yukoners about the first round of public meetings.
Newspaper ads for public meetings	Feb. 2016	Information and engagement	<ul style="list-style-type: none"> Placements in Yukon News, Whitehorse Star, and What’s Up Yukon notifying Yukoners about first round of public meetings.
Posters	Feb. and early March 2016	Information and engagement	<ul style="list-style-type: none"> Posted at various public locations in Dawson, Mayo, Haines Junction, Carcross, and Teslin notifying Yukoners about first round of public meetings.
E-invites	Feb. and early March 2016	Information and engagement	<ul style="list-style-type: none"> Notification to Yukoners, including First Nations, about first round of public meetings.
Social media (Yukon Energy blog, Facebook, Twitter, and LinkedIn)	Feb. 2016	Information and engagement	<ul style="list-style-type: none"> Notification to Yukoners about first round of public meetings.
Media coverage	Feb. – March 2016	Information	<ul style="list-style-type: none"> Local media coverage (radio and newspaper) of first round of public meetings.
Resource Planning website	Late 2015 and throughout 2016	Information and engagement	<ul style="list-style-type: none"> Regular updates on resource planning work, notification of public meetings, and two-way conversation with Yukoners sharing information, ideas and opinions.
Electricity 101 information sheets (both English and French)	Feb. 2016	Increase electricity literacy	<ul style="list-style-type: none"> Shared at all public meetings and posted on the Resource Plan website.
Public meetings	Feb. 29 – Mar. 17, 2016	Information and engagement	<ul style="list-style-type: none"> Meetings in downtown Whitehorse, Whitehorse campus of Yukon College, Haines Junction, Carcross, Teslin, Dawson City, and Mayo.

Round 1	Timing	Goal	Notes
PowerPoint	Feb. 29 – Mar. 17, 2016	Information and engagement	<ul style="list-style-type: none"> PowerPoint presentation for public meetings. Presentation was recorded and posted on Yukon Energy's resource planning website and YouTube channel.
Values survey	May – June 2016	Gather information about what Yukoners value when considering effects of future electricity projects.	<ul style="list-style-type: none"> One-third of Yukoners from throughout the territory selected for survey. Survey results posted on the resource plan website and shared at public meetings.
Technical Advisory Committee meeting #3	Aug. 2016	Engagement	<ul style="list-style-type: none"> A summary of this meeting is posted on Yukon Energy's resource planning website.

Round 2	Timing	Goal	Notes
Technical Advisory Committee meeting #4	Sept. 2016	Information and engagement	<ul style="list-style-type: none"> Summary notes of the meeting are posted on Yukon Energy's resource planning website.
Maps	Nov. 2016	Information and engagement	<ul style="list-style-type: none"> Maps were provided to Yukon First Nations showing potential energy projects by traditional territory.
Newspaper ads	Nov. 2016	Information and engagement	<ul style="list-style-type: none"> Placements in Whitehorse Star and Yukon News notifying Yukoners about Round 2 public meetings.
Facebook and Google ads/boosted Facebook posts	Nov. 2016	Information and engagement	<ul style="list-style-type: none"> Ads ran two weeks ahead of public meetings to notify Yukoners about Round 2 sessions.
Radio ads	Nov. 2016	Information and engagement	<ul style="list-style-type: none"> Ads notifying Yukoners about Round 2 public meetings
Social media (Yukon Energy blog, Facebook, twitter, LinkedIn)	Nov. 2016	Information and engagement	<ul style="list-style-type: none"> Notification of Round 2 public meetings
Posters	Nov. 2016	Information and engagement	<ul style="list-style-type: none"> Posted at various public locations in Dawson, Mayo, Haines Junction, Carcross, and Teslin notifying Yukoners about Round 2 public meetings.
E-invites	Nov. 2016	Information and engagement	<ul style="list-style-type: none"> Notification to Yukoners, including First Nations, about Round 2 public meetings.

Round 2	Timing	Goal	Notes
Information sheets/poster boards	Nov. – Dec. 2016	Information and engagement	<ul style="list-style-type: none"> Fourteen information sheets and poster boards outlining each of the energy options we considered. Sheets were available at all of the public meetings and were posted on the resource planning website.
Public meetings	Nov. 22 – Dec. 1, 2016	Information and engagement	<ul style="list-style-type: none"> Meetings at Mount McIntyre in Whitehorse, in Dawson City, Mayo, Haines Junction, Carcross and Teslin
PowerPoint	Nov. 22 – Dec. 1, 2016	Information and engagement	<ul style="list-style-type: none"> PowerPoint presentation for public meetings
Yukon-wide mailer #3	Dec. 2016	Information and engagement	<ul style="list-style-type: none"> Summaries of all the energy options considered with link to the resource planning website for more information.
Resource Planning website	Late 2015 and throughout 2016	Information and engagement	<ul style="list-style-type: none"> Regular updates on resource planning work, notification of public meetings, and two-way conversations with Yukoners sharing information, ideas and opinions.
Media coverage	Nov. 2016	Information	<ul style="list-style-type: none"> Media coverage of second round of public engagement on resource plan.

Round 3	Timing	Goal	Notes
Technical Advisory Committee #5	Jan. 13, 2017	Information and engagement	<ul style="list-style-type: none"> Summary of the meeting minutes was posted on Yukon Energy's resource planning website.
Newspaper ads	Jan. 2017	Information and engagement	<ul style="list-style-type: none"> Ads ran in Yukon News and Whitehorse Star advising the public about the third round of public meetings.
Radio ads	Jan. 2017	Information and engagement	<ul style="list-style-type: none"> Ads advising the public about the third round of public meetings.
Online ads	Jan. 2017	Information and engagement	<ul style="list-style-type: none"> Facebook ads advising the public about the third round of public meetings.
Social media	Jan. 2017	Information and engagement	<ul style="list-style-type: none"> Posts on Yukon Energy's Facebook, Twitter, and LinkedIn pages, advising the public about the third round of public meetings.

Round 3	Timing	Goal	Notes
Posters	Jan. 2017	Information and engagement	<ul style="list-style-type: none"> Posted at various locations in Haines Junction, Carcross, Mayo, Dawson City, Teslin and Faro informing people about the third round of public meetings.
E-invites	Jan. 2017	Information and engagement	<ul style="list-style-type: none"> Notification to Yukoners, including First Nations, about the third round of public meetings.
First Nation meetings	Jan. – Feb. 2017	Information and engagement	<ul style="list-style-type: none"> Yukon Energy President and Vice-President met with several First Nations, including Carcross-Tagish First Nation, Kwanlin Dun First Nation, and Little Salmon/Carmacks First Nation.
NDP briefing	Feb. 16, 2017	Information	<ul style="list-style-type: none"> Yukon Energy President and vice-President met with the NDP MLAs to provide a briefing on the resource planning process and proposed action plan.
Information sheet	Jan. – Feb. 2017	Information	<ul style="list-style-type: none"> Summary sheet of presentation given at public meetings. It was provided to First Nations, given out at public meetings, and posted on Yukon Energy's resource planning website.
PowerPoint	Jan. – Feb. 2017	Information	<ul style="list-style-type: none"> Presentation given at public and First Nation meetings.
Media coverage	Jan. – Feb. 2017	Information	<ul style="list-style-type: none"> Media coverage (newspaper and radio) on third round of public engagement on the resource plan.

Draft Plan	Timing	Goal	Notes
Draft of 2016 Resource Plan	Late Feb. 2017	Information and engagement	<ul style="list-style-type: none"> Draft posted on Yukon Energy's resource planning website.
E-mails	Late Feb. 2017	Information and engagement	<ul style="list-style-type: none"> Yukoners who had indicated they wanted to be kept up to date on the resource planning process and who had provided Yukon Energy with their email address received notification that the draft plan was available for review.
Social media/website	Late Feb. 2017	Information and engagement	<ul style="list-style-type: none"> Posts on Yukon Energy's Facebook, Twitter, and LinkedIn pages, along with the Corporation's website, inviting people to provide

Draft Plan	Timing	Goal	Notes
			comments on the draft resource plan.