

# CITY OF WHITEHORSE

## COUNCIL POLICY

### Land Use Master Plan Policy

<b>Policy Number:</b>	<b>2024-04</b>
<b>Approved by:</b>	<b>Council Resolution 2024-10-05</b>
<b>Effective date:</b>	<b>May 27, 2024</b>
<b>Department:</b>	<b>Planning and Sustainability Services</b>

### **PURPOSE**

1. To establish the procedures and criteria for the City of Whitehorse to accept, assess, update, or waive a Master Plan as required in the *Whitehorse 2040: Official Community Plan* (OCP).

### **POLICY STATEMENTS**

2. A Master Plan is a high-level planning document that directs how an area should be developed. Master Plans are critical to achieving the City's long-term growth strategy as outlined in the OCP. The Master Plan process aims to integrate community values at a local scale. It responds to site-specific opportunities and constraints and considers community, neighbourhood, and landowner(s) aspirations in shaping the physical, social, and economic development of an area.
3. Master Plans can be prepared either by private or public landowners (including the City) and are approved by the City. They provide the overarching framework for proceeding with future zoning amendment, subdivision, detailed engineering design, development permit, and other regulatory requirements for the development of an area.

### **SCOPE**

4. This Policy shall apply to all properties over 1.5 hectares in size, requiring a zoning amendment and/or subdivision within the boundary of the City of Whitehorse.
5. This Policy shall not apply to Master Plans already underway or completed prior to the adoption of this Policy and for which public engagement was undertaken.
6. City-led Master Plans and Master Plans for City-owned land are also subject to this Policy.

### **DEFINITIONS**

7. In this policy,

“Act” means the *Yukon Municipal Act* as amended from time to time.

“Applicant” means a person or persons applying to undertake a Master Planning Process, whether as the owner of the property subject to a Master Plan requirement or as agent for the owner or their contractor, including an agent representing multiple owners of land(s).

“Bylaw” means a regulation lawfully enacted by the City of Whitehorse.

“City” means the Corporation of the City of Whitehorse.

“Council” means the duly elected Council of the City of Whitehorse.

“Council Procedures Bylaw” means the City of Whitehorse Council Procedures Bylaw adopted by Council and amended from time to time.

“Developable Area” means an area appropriate and suitable for development as demonstrated by feasibility assessments and including as a result of Granular Resource Extraction.

“Development” means the carrying out of any activity involving a material change to any use on, over or under the land or buildings on the land that results, or is likely to result, in a change of use or intensity of use that requires a development permit under the Zoning Bylaw or subdivision approval under the Subdivision Control Bylaw.

“Development Review Committee” means a committee composed of individuals from various City departments and other relevant organizations, such as utility providers and Federal, Territorial, and First Nation government agencies, that undertakes comprehensive technical reviews of development proposals.

“Engagement Report” means a document analyzing and summarizing input gathered from the public, governments, stakeholders, and other relevant community members or experts during a consultation or engagement process.

“Feasibility Assessment” means an assessment designed to analyze the viability of a development and determine whether the development is likely to be achievable.

“Granular Resource Extraction” means any quarrying, crushing, processing, and removal of sand, gravel, earth, rock, or other similar aggregate materials, including site preparation work, which results in a net removal of viable aggregate material from the site.

“Master Plan” means a series of documents establishing the vision and framework for an area and contains a land use concept map and report.

“Master Planning Process” means the process of preparing a Master Plan through multiple iterations of information gathering, conceptualization, analysis, engagement, and strategic decision-making.

“Master Plan Review Group”, means a group comprised of individuals from various City departments and other relevant organizations, such as utility providers and Federal, Territorial and First Nation governments, that will stay informed of the Master Planning Process and provide recommendations at various review steps throughout the Master Planning Process.

“Official Community Plan” means the City of Whitehorse Official Community Plan adopted by Council and amended from time to time.

“Planning and Sustainability Services or PSS” means the City’s department of Planning and Sustainability Services.

“Planning Area” means the defined geographic area being considered in the Master Planning Process.

“Project Proposal” means the submission of an information package proposing to undertake a Master Planning Process.

“Subdivision Control Bylaw” means the City of Whitehorse Subdivision Control Bylaw adopted by Council and amended from time to time.

“Urban Containment Boundary” means a mapped boundary drawn to contain urban densities, growth, and servicing (community, sewer, water, and storm), that outlines the serviced urban areas of Whitehorse, as shown on Map 3 Urban Growth Areas of the Official Community Plan.

“Zoning Bylaw” means the City of Whitehorse Zoning Bylaw adopted by Council and amended from time to time.

## **GENERAL POLICIES**

8. A Master Plan will be required for all development of parcels over 1.5 hectares in size, prior to zoning amendments and/or subdivision, whichever comes first.
9. The Master Plan will relate to a defined Planning Area proposed by the Applicant and may include one or more lots and have one or more owners.

10. A Master Plan shall fall under one of the following tiers:

**10.1 Tier One**

- (1) Planning Area is located within the urban containment boundary, is less than five hectares, and Granular Resource Extraction is not proposed; or
- (2) Planning Area is located outside of the urban containment boundary, is less than 20 hectares, and Granular Resource Extraction is not proposed.

**10.2 Tier Two**

- (1) Planning Area is located within the urban containment boundary, is less than five hectares, and Granular Resource Extraction is proposed;
- (2) Planning Area is located within the urban containment boundary and is between five and 10 hectares;
- (3) Planning Area is located outside the urban containment boundary, is less than 20 hectares, and Granular Resource Extraction is proposed; or
- (4) Planning Area is located outside of the urban containment boundary and is between 20 hectares and 80 hectares.

**10.3 Tier Three**

- (1) Planning Area is located within the urban containment boundary and is more than 10 hectares; or
- (2) Planning Area is located outside of the urban containment boundary and is more than 80 hectares.

11. Master Plans must be prepared in accordance with the key milestones listed below and as detailed in Appendix A and also referred to as the Master Planning Process:

**11.1 Project Proposal**

- (1) Pre-Project Proposal Meeting;
- (2) Project Proposal Submission;
- (3) Development Review Committee Review;
- (4) Project Proposal Acceptance;

**11.2 Master Plan**

- (1) Master Plan Preparation;

(2) Master Plan Submission.

12. Project Proposals and Master Plans must include the information listed for the applicable tier in the Project Proposal Information Requirements and Master Plan Information Requirements sections of this Policy. A Project Proposal and a Master Plan shall not be considered complete until all required information has been submitted to the satisfaction of the Manager of PSS.

13. A Project Proposal must demonstrate that the Planning Area is appropriate and suitable for the proposed development and conforms with the OCP in order to proceed with the Master Planning Process, including demonstrating:

(1) How the Developable Area was determined; and

(2) How the Planning Area meets the applicable tier conditions.

Justification of these areas must be based on feasibility assessments.

14. PSS will confirm the appropriateness and suitability of the Planning Area as part of the Project Proposal Acceptance milestone.

15. Any required feasibility assessments must have been completed within 10 years of submitting a Project Proposal. Exemptions may apply where conditions are expected to have remained stable. More recent assessments may also be required if a situation has materially changed since the completion of an assessment.

16. The Planning Area must include all lands that are logically connected and where development in one area may impact development elsewhere. This includes non-developable areas that could be impacted by development and/or be planned for other uses, such as trails or open spaces.

17. A Project Proposal must confirm if Granular Resource Extraction is proposed to prepare the Planning Area for development. A Master Plan must meet the requirements of the Granular Resource Extraction section of this Policy if Granular Resource Extraction is proposed.

18. A subdivision approval and/or execution of a development agreement for significant groundwork or infrastructure development related to a Master Plan, unless for Granular Resource Extraction, must be issued within the following period succeeding City approval of the Master Plan or otherwise the Master Plan must be updated or expire and the Master Planning Process restarted:

(1) Tiers One and Two – Five years; and

(2) Tier Three - 10 years.

Exemptions may apply where conditions are expected to have remained stable.

19. PSS shall be the main point of contact for the Applicant. Applicants shall meet with PSS during each key milestone of the Master Planning Process to ensure requirements are followed.
20. PSS shall review Project Proposals and Master Plans to ensure that Applicants have followed the applicable requirements and submitted the required information under the applicable tier.
21. Requirements in this Policy may be waived, reduced, or modified through the review process. PSS may consider additional or alternative methods to meet requirements.

### **PROJECT PROPOSAL INFORMATION REQUIREMENTS**

22. All Project Proposal Applications must include:

- (1) Application form and Applicant details, including who is leading the process and preparing the Master Plan;
- (2) Proof of ownership(s) of the proposed Planning Area and/or owner authorization;
- (3) Proposed Planning Area map showing size, boundaries, legal description, easements, and zoning;
- (4) Justification for the proposed Planning Area boundaries and applicable tier, including confirmation of Developable Area, anticipated use(s) and estimated development intensity;
- (5) Public Engagement Plan describing how the Master Planning Process will meet the Public Engagement and Input Requirements section of this Policy; and
- (6) Estimated Master Planning Process timelines.

23. Tier Two and Three Master Plan Project Proposals must also include:

- (1) Brief description of the history of the proposed Planning Area, surrounding uses, and existing opportunities and constraints;
- (2) Brief description of how the proposed project is in alignment with City policies, plans, bylaws, and studies and other approved First Nation, territorial, and federal plans and legislation;

- (3) Feasibility brief demonstrating the proposed Planning Area is appropriate and suitable for development, including:
  - a. Heritage assessment assessing potential impacts and proposing in consultation with First Nation governments mitigation measures to protect heritage resources;
  - b. Environmental site assessment to determine if areas of potential environmental concern and potential contaminants of concern exist in the Planning Area;
  - c. Geotechnical study and topographical survey of the Planning Area to confirm slope stability, appropriate top-of-bank setbacks, and Planning Area suitability; and
  - d. Municipal servicing assessment to confirm existing infrastructure, connections for on- and off-site infrastructure, servicing capacity and the threshold where feasible infrastructure upgrades would be required.

- (4) Any additional items requested by PSS.

24. Where required, section 23 items may also be requested by PSS for Tier One Master Plan Project Proposals.

### **MASTER PLAN INFORMATION REQUIREMENTS**

25. All Master Plans must include:

- (1) Overall vision for what is being proposed for the Planning Area;
- (2) Description of proposed land uses and community amenities, with associated map(s) and shapefile(s);
- (3) Proposed land use area calculations with anticipated dwelling and/or commercial units, densities, and population and/or job projections;
- (4) Description of how the Master Plan aligns with City policies, plans, bylaws, and studies and other approved First Nation, territorial, and federal plans and legislation;
- (5) Municipal servicing assessment and plan to establish on- and off-site infrastructure upgrades and costs;

- (6) A summary of public engagement activities, results, key findings and actions taken to address key findings;
- (7) Description of how the Master Plan will be implemented and development build-out timelines; and
- (8) Summary of Project Proposal items.

26. Tier Three Master Plans must also include the following:

- (1) Transportation plan showing major internal on- and off-site roadways and connectivity to the City's surrounding transportation and mobility network, including active transportation and transit;
- (2) Transportation impact assessment to establish on- and off-site infrastructure upgrades;
- (3) Environment and special places assessment assessing potential impacts and proposing mitigation measures to protect natural resources, including the design and impact of trails, parks, or other recreational facilities in the Planning Area;
- (4) Engineered grading plan and phasing plans;
- (5) Baseline stormwater modeling assessment to establish the existing stormwater runoff patterns and behaviors in the Planning Area, to understand environmental impacts and inform sustainable land use and infrastructure planning;
- (6) Water and wastewater infrastructure assessments to establish offsite impacts/upgrades required; and
- (7) Any additional items requested by PSS.

27. Where required, section 26 items may also be requested by PSS for Tier One and Two Master Plans. PSS will confirm the applicable information requirements as part of the Project Proposal Acceptance milestone.

### **PUBLIC ENGAGEMENT AND INPUT REQUIREMENTS**

28. The preparation of Tier One Master Plans must include at least an Initial Engagement conducted at the launch of the project.

29. The preparation of Tier Two and Three Master Plans must include all of the following types of public engagement:



- (1) Initial Engagement – conducted at the launch of the project;
- (2) Concept Engagement – conducted after drafting the land use concept(s); and
- (3) Plan Engagement – conducted after drafting the Master Plan.

30. Master Plans must include a Public Engagement Plan as part of the Project Proposal that identifies the public engagement activities to be undertaken and how they will meet the below objectives and as further described in Appendix B:

- (1) Value based – Engagement is focused on talking to people about what matters most to them and what matters most to the Applicant. It should include identifying participants and understanding any cultural, organizational, and/or subgroup values, interests, and lived experiences that might be represented.
- (2) Goal driven – Engagement is driven by a clear purpose, intention and goals. It should include actively seeking the input, views, and perspectives of engagement participants and, in return, committing to do something with the input.
- (3) Impact oriented – Engagement is oriented towards making decisions, having an impact, or implementing a change. It should include a clear understanding of the problem to be solved, the opportunity to be explored, or the decision to be made.
- (4) Equity centered – Engagement is focused on ensuring more power sharing in decision making and that all people are intentionally included, feel welcome and valued. It should include a clear understanding of how the engagement process is equitably designed, who is reached, whose voices are heard, and how the engagement fosters a sense of safety, belonging and connection.
- (5) Relationship focused – Engagement is focused on establishing a meaningful relationship with participants. It should include a commitment to be in conversation and to seek to understand participants as human beings rather than through the lens of the role they play in the process.

31. All public engagement activities and their findings must be summarized in an Engagement Report accompanying the Master Plan. Where appropriate, the Applicant shall provide any raw data (e.g. verbatim survey responses) to PSS with the Engagement Report.

32. The Engagement Report must include, but is not limited to, the following information:

- (1) Engagement Activities – This section should provide an overview of the various activities and methods used to engage the public, stakeholders, and governments. It should encompass details regarding the intended audience, scheduling, venue selection, promotional channels utilized, and methods for reaching a diverse range of individuals and organizations.
  - (2) Engagement Results – This section should present a summary of the data and information collected during the engagement activities. This may include survey responses, summary of interviews, webinar comments or summaries of discussions. The data should be in a clear and organized manner, using charts, graphs, or tables to illustrate key findings.
  - (3) Key Findings – This section should outline the most prominent insights, trends, and common themes that emerged from the engagement results in a high-level summary. These findings should provide a concise and comprehensive overview of what the public, stakeholders, and governments expressed as their main concerns, desires, or opinions.
  - (4) Next Steps – This section should outline the actions that were taken to address the findings identified in the report.
33. The Applicant shall facilitate and undertake at their cost all required public engagement activities and their notification. PSS may assist in facilitating public engagement activities, such as hosting and advertising online surveys, upon request by the Applicant.
34. All engagement material must be submitted to PSS for review prior to distribution. This may include surveys, presentation slides, display boards, or any other information for the public. PSS may recommend additional material or information is included, such as specific survey questions.
35. Prior to a public input session under the Council Procedures Bylaw, PSS shall:
- (1) Notify the following recipients of an engagement activity or public input session at least 10 working days prior to the event:
    - a. Kwanlin Dün First Nation;
    - b. Ta'an Kwäch'än Council;
    - c. Government of Yukon;
    - d. any relevant stakeholder and community organization; and

- e. within the urban containment boundary, all property owners and residents within 500 m of the Planning Area, and outside of the urban containment boundary, within two km outside of the Planning Area.
- (2) Advertise a Notice of Public Input Session at least twice using a method agreed upon by the Manager of PSS.
  - (3) A notification sign shall be placed within the Planning Area or in a visible location near the Planning Area, at least 10 working days prior to a public input session. Such sign shall remain in place until after the end of the public input session.
    - a. The Notice of Public Input Session and notification sign must describe:
      - i. The location of the Planning Area;
      - ii. A general description of the Master Plan;
      - iii. The date, time and place of the public input session; and
      - iv. Contact information where further information can be obtained.
36. Public input sessions and submissions will meet the requirements of the Council Procedures Bylaw.

### **GRANULAR RESOURCE EXTRACTION**

37. This section does not apply to any quarrying, crushing, processing, and removal of sand, gravel, earth, rock, or other similar aggregate materials which does not result in a removal of aggregate material from the Planning Area.
38. The Master Plan shall include the following information if Granular Resource Extraction is proposed to prepare the Planning Area for development:
- (1) An estimate of the aggregate material to be extracted, an estimate of volumes removed from the Planning Area, an estimated time frame for completion of extraction, location of any proposed on-site processing, and off-site haul route location;
  - (2) An assessment of aggregate quality prepared by a qualified professional demonstrating it is viable to extract;
  - (3) An assessment demonstrating that Granular Resource Extraction will optimize the development potential of the Planning Area.

- (4) An overview of the potential impacts of extraction activities, including noise, dust, and traffic, and proposed mitigation measures;
- (5) Indicate whether the material needs to be processed (e.g. crushing or screening), stockpiled, and if the activity will take place within the Planning Area;
- (6) A grading plan demonstrating finished grades, cut/fill balance, depth to the water table, and an appropriate and suitable area for development; and
- (7) Any additional items requested by PSS.

39. Granular Resource Extraction is not allowed within Future Planning, Greenspace, and Agriculture designations, unless the designation is amended when a proposed Master Plan does not conform to the OCP.

40. Granular Resource Extraction will meet the requirements of the Zoning Bylaw. The approval of a Master Plan that includes the additional information listed in section 38 will enable the City to issue temporary use development permits for an interim Granular Resource Extraction land use that aligns with the approved Master Plan.

### **APPROVALS**

41. Tier One Master Plans must be approved by both the Director of Development Services and the Director of Operations. The Directors may approve, deny, or refer the Master Plan back to PSS. At their discretion, they may also elevate the decision to the City Manager or Council.

42. The authority to approve Tier Two and Three Master Plans resides with Council. Council may approve, deny, or refer the Master Plan back to PSS.

43. If approved, the Applicant may proceed with subsequent regulatory requirements. If referred back to PSS, PSS may provide the Applicant with a list of items that need to be addressed within five working days of the decision. The Applicant shall have the opportunity to address the comments and resubmit the Master Plan to PSS for Director or Council decision. If denied, another proposal for the same or substantially the same Master Plan shall not be submitted within 12 months of the date of the refusal.

44. Council approval is made by resolution and typically includes a public input session. Council may waive the public input session if it appears that all applicable public engagement requirements of this Policy have been appropriately and suitably met.

45. Zoning amendment and/or subdivision applications that relate to a Master Plan may be brought forward concurrently through the Council approval process if the Master

Plan is considered to have met all applicable requirements of this Policy, subject to applicable Act and Subdivision Control Bylaw requirements.

46. In making a decision on a Master Plan, the approving authority may consider, but is not limited to, the following:

- (1) Relationship to and compliance with the Official Community Plan, Zoning Bylaw, City bylaws and policies, and other approved First Nation, territorial, and federal plans and legislation;
- (2) Compatibility with surrounding lands in terms of land use function and scale of development;
- (3) Relationship to, or impacts on, infrastructure such as stormwater, water, and sanitary systems, transportation systems including active transportation routes and public transit, other utilities, and public facilities such as recreational facilities and schools;
- (4) Relationship to public land, rights-of-way, or easement requirements;
- (5) Risk of natural hazard impacts to people, property, infrastructure, and the environment;
- (6) Any documented concerns of area residents, land owners, and the public regarding the proposal and proposed mitigations;
- (7) Financial impact of the proposed development to the City in terms of municipal operation and maintenance costs;
- (8) Any documented concerns of First Nations regarding impacts on treaty rights, settlement land, or powers associated with the Final and Self-Government Agreements; and
- (9) Any additional impacts considered relevant by the City.

#### **MASTER PLAN WAIVER OR UPDATE REQUIREMENTS**

47. The requirement for the preparation of a Master Plan may be waived if it can be demonstrated there is minimal impact to municipal infrastructure, drainage, surrounding properties, or other considerations.

48. Master Plans not initiated within the required period outlined in section 18 of this Policy must be updated or will expire and no longer be applicable. A request to update a Master Plan may also be submitted at any time following its approval.

49. Requests to waive the Master Plan requirement or to update an existing Master Plan must be submitted to PSS by the Applicant.

50. Requests for waivers will be assessed using the following criteria:

- (1) Zoning amendment and/or subdivision does not require additions or upgrades to City infrastructure;
- (2) Zoning amendment and/or subdivision does not require access and/or easements from surrounding properties;
- (3) Zoning amendment will not result in new or additional uses (e.g. text amendment);
- (4) Total zoning amendment, subdivision and/or Developable Area is less than 1.5 hectares;
- (5) Zoning amendment and/or subdivision is required to formalize existing occupations as lots and/or leases or for the purpose of consolidating lots and/or leases; and
- (6) Any additional criteria considered relevant by the City.

51. Requests for updates will be assessed using the following criteria:

- (1) Update does not result in a new or substantially different Master Plan;
- (2) Update does not involve an increase of the Planning Area;
- (3) Update is required to meet servicing requirements;
- (4) Update results in an increase of public land uses; and
- (5) Any additional criteria considered relevant by the City.

52. PSS will present the request for waiver or update to the Development Review Committee. The DRC will provide a recommendation to PSS and PSS shall bring the Master Plan waiver or update request forward for a Director decision.

53. The waiver of the Master Plan requirement or an update of an existing Master Plan must be approved by both the Director of Development Services and the Director of Operations. At their discretion, the Directors may elevate the decision to the City Manager or Council.

54. If approved, the Applicant may proceed with subsequent regulatory requirements. If denied, the requirements of this Policy will apply. Another request for the same or substantially the same Master Plan waiver or update shall not be submitted within 12 months of the date of the refusal.

**ROLES AND RESPONSIBILITIES**

55. The authority to administer the requirements of this Policy resides with Planning and Sustainability Services.

56. The City shall advocate for the best interests of the City as a whole and work with the Applicant to provide review comments and information in a timely manner.

57. Applicants shall endeavor to provide complete and accurate submissions to the City and acknowledge that the turnaround time for submissions is largely influenced by the quality and completeness of the material submitted.

**HISTORY OF AMENDMENTS**

Date of Council Decision	Reference (Resolution #)	Description

## Appendix A

### **MASTER PLAN KEY MILESTONE DETAILS**

#### Project Proposal

1. **Pre-Project Proposal Meeting** – The Applicant shall meet with PSS to discuss the Project Proposal and Policy requirements.
2. **Project Proposal Submission** – An initial Project Proposal shall be submitted in writing to PSS using the application form provided by PSS and accompanied by the required information. PSS shall review for completeness within 10 working days of receiving a Project Proposal deemed complete. If deemed incomplete, PSS shall provide the Applicant with a list of items that need to be addressed. The Applicant shall have the opportunity to address the comments and resubmit the Project Proposal to PSS for review.
3. **Development Review Committee (DRC) Review** – PSS shall present the Project Proposal to the DRC. A complete Project Proposal Submission must be provided three weeks prior to the DRC meeting. The DRC shall provide recommendations to PSS. This may include recommended changes to the Project Proposal.

Following the DRC meeting, PSS shall provide the Applicant within five working days of the DRC meeting a list of items that need to be addressed, if any. The Applicant shall have the opportunity to address the comments and resubmit the Project Proposal to PSS for review.

4. **Project Proposal Acceptance** – PSS shall review the revised Project Proposal for completeness within 10 working days of receiving a Project Proposal deemed complete. If deemed incomplete, PSS shall provide the Applicant with a list of items that need to be addressed. The Applicant shall have the opportunity to address the comments and resubmit the Project Proposal to PSS for review.

The Manager of PSS shall notify Council within 10 working days of an application being deemed complete that a Master Planning Process is being launched. The Applicant may be allowed to proceed with the Master Planning Process following Council notification.

Following Project Proposal acceptance, PSS shall form a Master Plan Review Group (MPRG). MPRC members shall represent the City for the purpose of engagement with the City. PSS shall be the main point of contact for the Applicant throughout the Master Planning Process. PSS shall communicate MPRC recommendations to the



Applicant, and if necessary, request changes to the Master Plan throughout the Master Planning Process.

### Master Plan

5. **Master Plan Preparation** – The Applicant shall undertake the preparation of the Master Plan in accordance with the applicable tier requirements.
6. **Master Plan Submission** – Master Plans shall be submitted to PSS for Director or Council Decision. PSS shall review for completeness within 20 working days. If deemed complete, PSS shall bring the Master Plan forward for Director or Council Decision as required for each tier.

The Manager of PSS shall notify Council within 10 working days of a Tier 2 or 3 Master Plan application being deemed complete that a Master Plan will be brought forward for Council consideration.

If deemed incomplete, PSS shall provide the Applicant with a list of items that need to be addressed. The Applicant shall have the opportunity to address the comments and resubmit the Master Plan to PSS for review.

Any new or substantially different information provided may require previous steps to be redone (e.g. public engagement, council presentation, etc.).

## Appendix B

### PUBLIC ENGAGEMENT OBJECTIVES DETAILS

1. **Value based** – The Public Engagement Plan shall describe how the Applicant will engage the public in discussions that target the relevant organizations and individuals and their core concerns and values, aligning them with the Master Plan’s priorities. To achieve this, the Public Engagement Plan shall:
  - a. Identify members of the public, stakeholders, community associations, City, Government of Yukon, First Nation Governments, and others targeted for engagement;
  - b. Outline the value each identified participant will provide to the decision-making process; and
  - c. Identify priorities, topics and materials that will resonate with the identified participants’ concerns and values;
  
2. **Goal Driven** – The Public Engagement Plan shall describe the purpose of the engagement, outline the roles of participants, and the anticipated impact of their input. To achieve this, it shall:
  - a. Describe the purpose and intent of each engagement activity, detailing when and to what extent input is sought; and
  - b. Describe what is being asked of each identified participant and what will be done with their input.
  
3. **Impact oriented** – The Public Engagement Plan shall outline the process for analyzing engagement results and how it informs decision-making. To achieve this, the Public Engagement Plan shall:
  - a. Outline methods for reporting back to the public and other identified participants on findings, decisions made, and next steps, summarizing input in an Engagement Report prioritizing transparency and accountability in the decision-making process; and
  - b. Outline methods for public distribution of engagement reports, ensuring accessibility and broad dissemination of the findings for informed input and decision-making.
  
4. **Equity centered** – The Public Engagement Plan shall outline measures to promote equity and inclusion in engagement activities, recognizing systemic barriers to meaningful participation. To achieve this, the Public Engagement Plan should:

- a. Identify diverse outreach methods and communication channels to facilitate discussions, remove barriers to participation, and to collect input from a diverse audience, ensuring at least one citywide engagement opportunity;
  - b. Outline methods for undertaking culturally sensitive engagement with members of different cultures and demographics, including historically marginalized or underrepresented communities;
  - c. Identify engagement times and locations, whether in-person or virtual, that accommodate diverse schedules and accessibility features, such as:
    - i. Scheduling events during weekday evenings (4pm – 8pm) and weekends;
    - ii. Hosting in-person events near the Planning Area and/or within venues near transit routes and equipped with accessibility features;
    - iii. Hosting virtual events on platforms that incorporate assistive technologies; and
  - d. Outline methods for public distribution of event recordings and/or materials, ensuring accessibility and broad dissemination of the event for informed input and decision-making.
5. **Relationship focused** – The Public Engagement Plan should provide strategies for building and nurturing meaningful relationships with participants targeted for engagement. To achieve this, the Public Engagement Plan should:
- a. Describe the nature of the relationship between the Applicant and the identified participants and how the public engagement activities will help build and nurture long-term relationships and trust in the decision-making process;
  - b. Outline how the participant will be provided with the necessary information and tools to meaningfully provide input for each engagement activity; and
  - c. Identify timeframes for receiving input from each identified participant, ensuring sufficient time for meaningful engagement.