



# **PARTICIPATE**

## **WOOD BUFFALO**

### ***WHAT WE HEARD REPORT DRAPER ENTRANCE SIGN***

*August 10- September 7, 2022*



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*We humbly acknowledge that the land on which we live, learn, work and play is Treaty 8 Territory, the traditional and ancestral lands of the Cree, Dene, and unceded territory of the Métis.*

## **ABOUT THE PROJECT**

One of Council's values in the 2022-2025 Strategic Plan is rural and Indigenous communities and relationships. The Public Works department is installing a new community entrance sign to align with Regional Municipality of Wood Buffalo (RMWB) brand standards and elevate community pride and beautification. Gaining community feedback will guide administration towards community priorities and ambitions.

Draper residents and property owners were encouraged and empowered to participate in their preferred location – based on options identified by administration including the existing location and two new viable locations. If a new location was chosen, residents were asked what they would like to do with the existing sign. In addition, choose an icon that best depicts community history and culture.

An online survey was launched August 10 to September 7, 2022, on Participate Wood Buffalo. Residents were also engaged at an in-person engagement BBQ on August 13, 2022. Draper residents were empowered to provide direction on the final decision of a long-term community asset. The following report summarizes the insights that were heard during the engagement period.

## STAKEHOLDER LIST

All residents could participate however, feedback gained from Draper residents and property owners supported the final decision.

## COMMUNICATION CHANNELS AND TACTICS

The project was promoted through the project's Draper Project page, social media, electronic signs, community posters, email communications, and in-person engagement.

## ENGAGEMENT TACTICS



27

Online Submitted Surveys



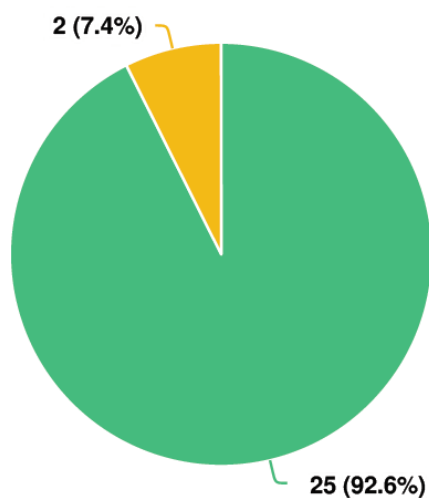
40

Visitors at the In-person BBQ

## ONLINE POLL RESULTS

### QUESTION 1

Are you a Draper resident or property owner?



All residents were able to participate in the quick poll however, specific responses by Draper residents determined the final decisions.

Residents had to provide their contact information including Draper address or property information and was cross referenced by Administration. The result shows that 2 submitters were not residents of Draper.

### Question options

● Yes ● No



## QUESTION 2

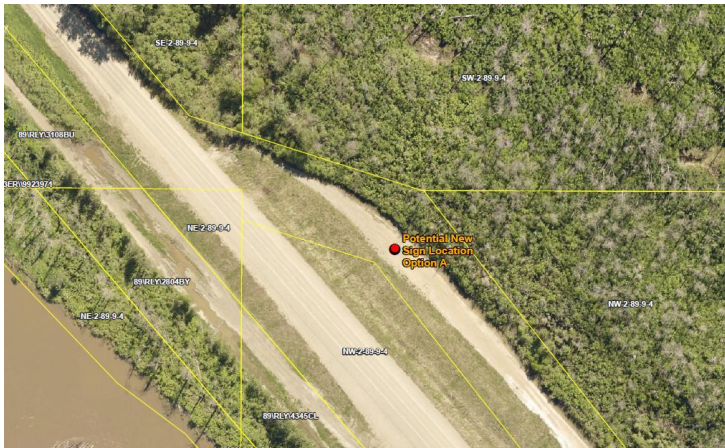
Which location do you prefer?

- Existing location - Continue using the existing sign



- Option A: Before Draper

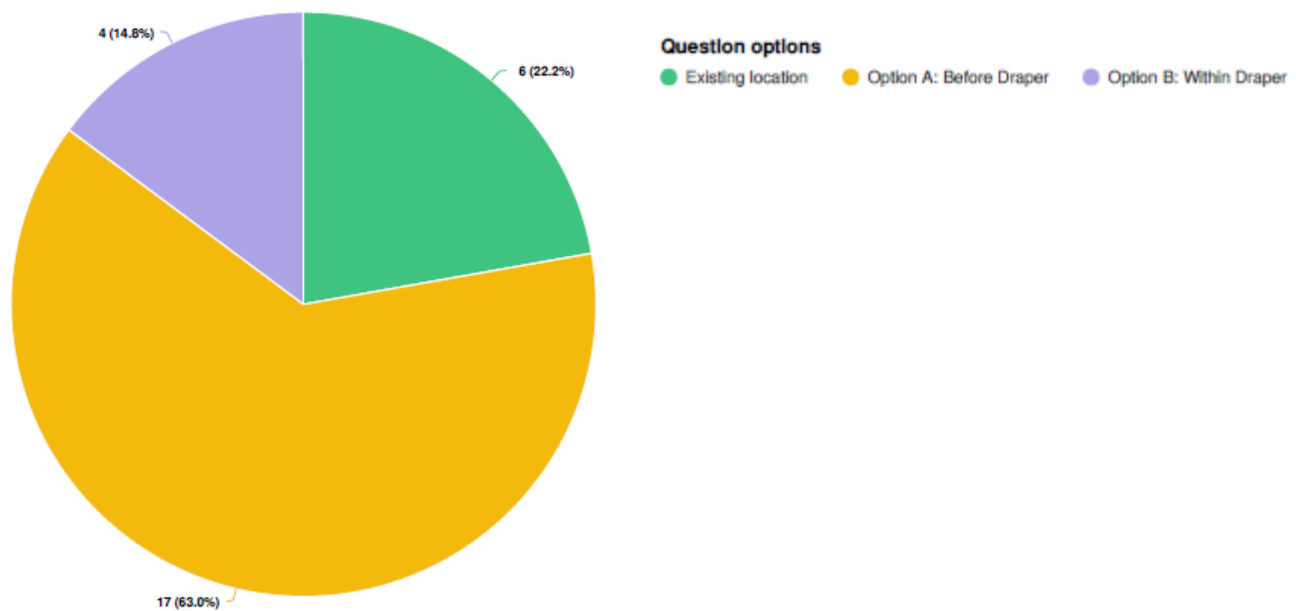
The design of the entrance sign will be similar to current wayfinding and brand standards. Approximate installation timeline in 2024 after the completion of Reach 11 flood mitigation construction.



- Option B: Within Draper

Within Draper on Municipally owned land. Approximate installation timeline 2023 due to construction season timelines.



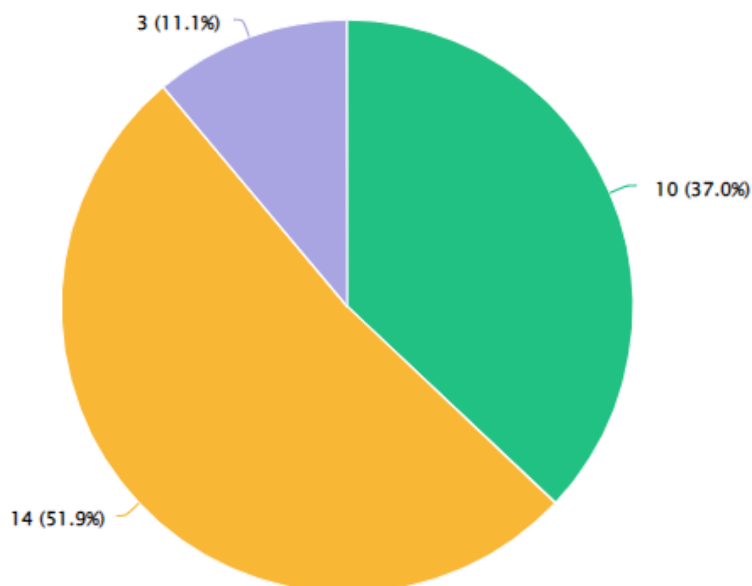


Results showed that 63% chose Option A the location before entering Draper. Appropriate photos were provided to demonstrate where the available options were located.

### QUESTION 3

Would you like the current sign to remain?

- Yes
- No
- I don't know

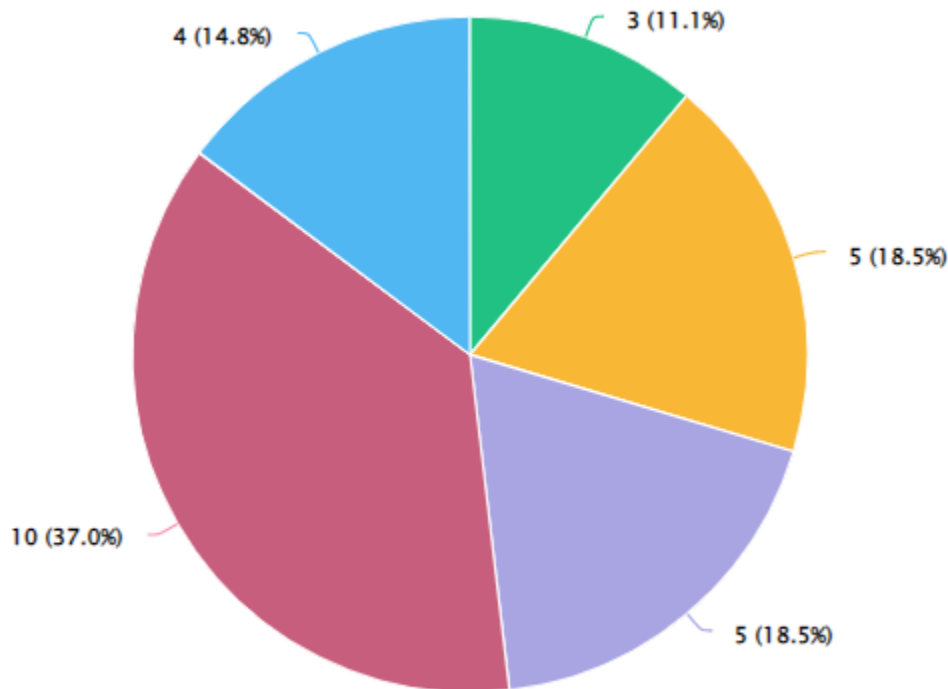


Results showed that 51.9% wouldn't like the current sign to remain, followed by 37% would like it to remain.



## QUESTION 4

The RMWB partnered with Fort McMurray Heritage Society to determine which symbol provides historical significance to the Draper community. Which symbol do you prefer?



### Question options

- Circular Saw Blade: McInnes Products Corporation sawmill operated in Draper. Recently two circular saws were unearthed during construction for the new Draper Road alignment.
- Scow: Many shipyards and docks were situated along the Clearwater River in Draper, supporting freight and travelers.
- Animal trap: The initial draw to the region was for the fur trade.
- Train tracks: Draper was originally the last stop on the Alberta and Great Waterways Railway.
- Other (provide detailed information)

Residents had many preferences on the icon options for their community sign. The train tracks had the majority of votes with 37%, followed by animal tracks and scow tying with 18.5%. Other options that were provided were Tarsand Mine, Thomas Draper operated a tarsand mine in the area and a pick representing a shovel and wheel barrow.

## QUESTION 5

Do you have additional considerations?

Residents requested to see beautification surround by the new entrance sign.





## NEXT STEPS

Administration has reviewed the survey results and comments from the Draper community, and the direction aligns with these results. A new entrance sign will be installed before the entrance of Draper including a train icon representing the culture and history of the area.

Due to the current Reach 11 flood mitigation construction the signs anticipated installation will be in 2024. The exact locations will be determined after flood mitigation has completed. The RMWB thanks residents for their feedback and supporting the decision for the Draper entrance sign. To gain updates regarding the construction of the sign subscribe to the Draper page at [participate.rmwb.ca/draper](https://participate.rmwb.ca/draper).

