

Dawson Creek Public Comments Analysis

COMMENTS APPENDIX

Introduction:

This appendix provides verbatim text of the comments received from the Public in the form of completed comment forms. The numbers after each comment refer to the unique number assigned to each comment form. Numbers included in a yellow colour refer to the total answers provided for a specific question. Numbers in green refer to the total number of answers supporting a category of answer – categories created by us by organizing the comments by similarity to one another. This allowed us to extend our analysis to include the primary reasons provided for specific answers.

Most of this appendix documents specific answers (and comments) to questions in order to allow the reader to assess for themselves the legitimacy of our categories and the appropriateness of our assignments of answers to a particular one. The small last section documents comments that were not assigned or were not clearly related to a specific question in the comment form. Approximately five comments were not included in this analysis either because they were illegible, or their meaning was not clear.

Contents:

Complete comments - categorized by question
- includes comment form number

Comments not associated with a specific question or strategy

Dawson Creek: Alaska Highway Corridor

1. Do you support linking Alaska Highway communities in order to benefit tourism?

“Yes” = 48: 2, 3, 4, 5, 7, 8, 9, 11, 12, 13, 15, 16, 17, 18, 21, 22, 23, 24, 27, 29, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 33, 46, 47, 49, 50, 51, 55, 56, 58, 59, 60, 61, 62, 65, 67

Why?

Tourism Benefits (43)

- β Great to work in partnership and makes more for tourists-2
- β Gives a consistent link to a great time-3
- β Because the highway includes all of these communities-4
- β The more communities involved in Tourism the better for Northeastern BC. Would also help to make the Northern Dino Tour a sustainable operation-5
- β It will benefit everyone-7
- β It links the cities and towns along the highway with a common theme. The highway was and is a historic event-8
- β Each community needs to develop and promote their own unique history. Then share info at all tourist centers but to spend a lot of money promoting a “highway”-10
- β Joins communities-11
- β If everyone works together to make the whole journey along the Alaska Hwy memorable, it will bring more travelers. If we can make the whole journey eventful, that would be better than just a few good stops along the way-13
- β We must all work together to attract tourists to come to and spend time in our beautiful corner of the world-16
- β It makes sense-17
- β Collaboration as opposed to competition, eliminate repetitive enterprises-18
- β Power in numbers-19
- β In order to strengthen the message that tourism is important-21
- β Some cooperation is needed-24
- β We all enjoy the same tourist season and can work to maximize their time in our/their locations-25
- β Highways are a continuum-supply lines, communication, movement of people. Everyone can benefit working together-30
- β Total hwy experience with total continuity for the traveler-31
- β To provide a consistent theme and information to tourists the entire route-32

- ℞ It provides a service to the tourist (i.e. not duplicating items from place to place) better utilizes resources and improves the trip. Also provides clarity to the story-33
- ℞ The more to see the longer tourists will stay-34
- ℞ It is already a RV route. This certainly could be expanded and maximized with development of themes – biomes/attractions/First Nations/ 1942 war – 35
- ℞ There can be some synergy in cooperation and cost sharing. Down-side, cooperation between communities competing for the same tourist \$ could get difficult. – 36
- ℞ Joint marketing – better bang for \$. – 37
- ℞ Benefit from each others promotion. – 38
- ℞ Branding builds – 39
- ℞ Provide a destination for travelers to stop in each town. But do not flood travelers with 100 places to checkout. Just one in each town (like a park or centre) and let them decide if they want to stay and check out local scene – 42
- ℞ Gateway to Northern adventure – 43
- ℞ I think the Peace Country is a mix of many lovely communities together – 46
- ℞ Strength in numbers. Joint strategies 2 funding can accomplish greater things – 47
- ℞ We (the communities) have the same common denominator. Using the “Alaska” highway as an economic benefit. – 49
- ℞ As each community has different offerings, it provides its opportunity for the visitor to see/take part in a variety of options. It’s better to promote the big picture rather than work in isolation.
- ℞ It makes sense for highway communities to work together; helps prevent repetition; making the experience more interesting for the traveler. –54
- ℞ So there is not duplication of information and events. –55
- ℞ These communities have such great distance between them that the adventure is all about getting from one community to the next. If they can have a consistent link for tourism, the adventure becomes that much more exciting.
- ℞ Because all the communities were part of making the hwy famous. Tourists don’t travel thousands of miles just to see old radios and typewriters and stuffed animals. –58
- ℞ It will encourage more people to stop for longer periods of time. They will have a longer and more meaningful vacation. –59
- ℞ It is win/win to cooperate. If all we do is compete with one another, everyone loses. –60
- ℞ Yes. –62
- ℞ Keeping the highway maintained to an acceptable standard for all traffic every community has something different to offer. –65
- ℞ Depends what you mean by linking-if you mean communication between communities, yes it’s good to know what’s happening in all the communities. –64
- ℞ Self-evident -67
- ℞ This isn’t a back item. –53

History (3)

- β It makes it more sense when the story is told in a logical format-15
- β Much needed history-29
- β So the whole story of its construction, need to build it, use in wartime (i.e., plane jumping off spots in D.C.), the people working on it, the people who stayed both in Canada and Alaska – 40

Other (4)

- β Not really for the tourism. But an outlet for travel to locals and visitors from along the highway. Local residents-28
- β Use Alaska Highway Joke Book, man up to his waist in mud on 102 – is offered a ride (No thanks I am riding a horse) – 50
- β Meaning what? –57
- β Are we not already linked by the Alaska Highway? –63

“No” = 5; 14, 26, 45, 48, 68

Why?

Other (2)

- β I think every community has it's own selling point and too big of a group is sometimes less effective. I think if you want to attract tourism you need to be in the planning stages before the tourists leave their homes-14
- β The tourist come through Dawson because they have to – to go to Alaska that is the only reason – 45

Cost (3)

- β I think this money should be used on a better water supply-26
- β Spend too much on tourism for the amount of revenue coming to our businesses [sic] – 48
- β Aren't we linked already? Because of the massive debt you will incur if you go with this plan. -68

2. Why is the Alaska Highway important to the City of Dawson Creek?

Part of History / Connection to the rest of the World - 26

- β The highway is the only thing we have going for us. 99% of the people (tourist) don't purchase our goods, diesel and gas, or only as necessary-1
- β The international recognition as mile 'O', the gateway north to Alaska, next to farm/ranch/fur trade history, it is our claim to fame-18
- β It is a part of our roots and allows us to be an important part of province as whole-21
- β Because it is our claim to fame-23
- β *Why is my aorta important to my circulation –24*
- β We are the only Mile O "he road North to Alaska begins here-25
- β A link to all the rest of the highways leading in and out of the city-28
- β It is our history-29
- β Dawson went from a village to a city with the building of the Hiway [sic] –44
- β Because everyone needs to realize it's important significance, the huge sacrifices made and he incredible small amount of time it took to get things done! –46
- β It gives us world wide recognition, especially in North America. – 47
- β It is our history and a wonder of the world. It is our responsibility as Mile 'O' to showcase it-15
- β Provides history to our town and creates a common bond for people traveling through. Gives us something to talk about-33
- β It is a large part of our heritage-34
- β It is the spine of the city. It was a major factor in the develop [sic] – 35
- β It is/was the second reason for the location of a community here. The first was agriculture. – 36
- β The Alaska Highway is important to the people living n Dawson and who are working in Taylor, Fort St John or further. – 48
- β Same as above – 49
- β Gives us easier access to the north and it's opportunities for exploration, business, and adventure. –54
- β For commercial moving of supplies and for people in the area. –55
- β It is our claim to fame. –62
- β Its one of four roads leading into Dawson Creek and in the summer it's the one leading north to the Yukon and Alaska. –64
- β Gives needed access to the northern part of our province, the Yukon, and Alaska. Our main source of attraction for the tourist trade and a wonderful vacation route for local people. Bus tours (1 per year) to the Liard Hot Springs for local people. –65
- β Transportation north, connection with highways 97 S, 49, and 2. –66

- β It's a highway for ALL purposes – we live here. We (Dawson Creek in general) do not prosper economically even though the odd business might. –68
- β On major arterial route to our zone-3

Tourism - 34

- β History, Tourist draw-2
- β It's where it all started. It's a big part of our history-4
- β Increased tourism dollars-5
- β Increased community awareness-5
- β It's the Highway to the North-6
- β Because of tourism-7
- β Thousands of Americans came through here as the starting point of the Alaskan Hwy, also tourism is a factor-8
- β Tourism-9
- β A good advertising gimmick. The Alaska Hwy per se starts here but only benefits us in the sense that visitors arrive here in order to get to it! I don't really see a lot of impact flowing down from Alaska to here. –10
- β Brings US tourists to Dawson Creek-11
- β It is one of the main attractions we have going for us. It defines why Dawson Creek is here-13
- β Nostalgia, tourism, identity, history: It is the gateway to the Serengeti of the North-14
- β It links us to everything north of here-16
- β It is central to the city's tourism-17
- β We are Mile 0 city, American tourists, Road to adventure and to Alaska, link to Pan American hwy-19
- β Why tourists come, our hx, transport hub, international perspective-30
- β We are Mile 0
- β It brings people here! –32
- β Tourism traffic – 37
- β Tourism, natural resource traffic flow – 38
- β The gateway to Alaska, the final frontier! The road to adventure. – 39
- β It is the jumping off spot for the Highway – 50
- β D.C. is mile zero. People have to start here to tour the Highway. We have to have a reason for them to stay here longer. It's the only reason to come here – 41
- β Heritage, culture, tourism? – 42
- β This is mile "0" – 43
- β Mile "0" start of the A.H., our claim to fame. – 50
- β It's an attraction/starting point of the journey north. We need to make it more attractive as the staging area for their trip north. –51

- β The Alaska Hwy because of the history of the building is probably the only item that brings tourists to the city. –53
- β It is either the beginning or the end of the Al-Can circuit and an important mile marker for a destination adventure. –56
- β To the tourist-Dawson Creek is important to the Highway. It is the beginning of the Alaska Hwy experience. –58
- β Dawson Creek is Mile Zero, where the historic adventure began. –59
- β It places DC at hub of North/South East/West traffic flow. It is a drawing card for people to visit. –60
- β Transportation, tourism. –61
- β Because it was the end of the steel and the beginning of the construction of the highway and travelers can come this way and drive it. –63

Other - 3

- β Is this a trick question? Or does it mean should the Alaska Hwy be the most important or only link/theme for Dawson Creek Tourism? If the latter, the answer is “no”. –57
- β Self-evident –67
- β A few American tourist stay overnight at Walmart, won't even pay for campsite. Shows how much they spend in Dawson. Buy gas, a qt of milk and maybe a few fresh fruit and veg. I was a cashier in a grocery store for 20 years. – 45

3. Three themes have been developed for interpretation along the Alaska Highway and in Dawson Creek. They are:

The Alaska Highway changed the North forever

The Alaska Highway was built for war.

The Alaska Highway is the road to northern adventure.

What are your thoughts on these themes?

ALL - 23

- β All true themes-1
- β Sounds good-2
- β Create current excitement-3
- β These are the main themes-4
- β All are true, that's what made the Alaska hwy what it is. -5
- β All great themes-8
- β Great-9
- β Good-12
- β They're good-17
- β All are valid and easily promoted/supportable-18
- β All of them are okay. It depends if we want past, present, or future-25
- β These are the themes to Alaska and Dawson-29
- β Great themes, logical-30
- β I think that this properly addresses the past/present/future of the hwy and communities along it. It also ties into question #1-31
- β I like them because they promote our area in a nice simple package-32
- β Sounds good – 37
- β All true. It is a once in a life-time trip for most tourists and the more interesting it's made the greater the memories and thus promotion of it. – 40
- β All good – 43
- β I like them all but the pioneer spirit has to be incorporated in all of this. – 46
- β OK – 50
- β 1) Helped opening up the area faster. 2) Speaks for itself. 3) Gives the US a way to see Alaska. -55
- β True. -61
- β The three reasons the highway was built-for the war- it did change the North forever and is certainly the road to northern adventure. -63

Combinations - 4

- β Like #1 and #3 – 38
- β I like #1 and #3 but #2 is so far in the past the people travelling it now are not there because of the war. – 49
- β Themes 1 + 3 to me should become more of an emphasis. The last frontier. Younger travelers will become less familiar to the impact of the highway and the war!! -51
- β Option 1) Maybe, Option 2) No, Option 3) Yes

Changed the North Forever - 3

- β Focusing on the war aspect turns me off. Looking at how it changed the North and focusing on the Northern adventure aspect is great. Theme involving all of our history not just the hwy. We were here long before '42' and without DC there wouldn't be a Mile O here-23
- β The Alaska Highway changed the north forever-27
- β Prefer the first. The WWI story is becoming less important with time. 36

Northern Adventure - 13

- β The Alaska Highway is the road to northern adventure-Focus on this! –6
- β The Alaska Hwy is the road to Northern adventure-The third theme has possibilities which we already have been developing-10
- β Alaska Hwy is the road to Northern Adventure-I like the third idea-11
- β I agree there are many catch phrases one can use. I like to think of it as the Gateway to the North. If I had to agree with one, it would be built forever-14
- β (1) Ok, tourists may not care that it changed the North; (2) Not really; (3) I think is the best to get travelers interested in the hwy, although to older travelers they may not want a big adventure-13
- β The Alaska hwy is road to Northern adventure-This should be main focus; the history is interesting but may be lost on younger generations-16
- β The last theme I like the most as it makes me want to travel the highway and explore-21
- β The Alaska Hwy is the road to Northern adventure- this the most important-33
- β The Alaska Hwy is the road to Northern Adventure-34
- β Downplay the “built for war”, play up the beginning of adventure. –39
- β I prefer emphasizing the road to northern adventure more than the others. The other themes are important historical events but are “past” items. –47
- β [Asterisk next to third theme] People want to travel to Alaska and from Alaska. – 48
- β 1st choice- The Alaska Hwy is the road to Northern adventure. –62

Built for War - 2

- β I just think the stories of what the soldiers went through is so important. This is a great way to discover the Dawson story-15
- β A wartime effort that should be preserved-28

Other - 14

- β In Germany they call the Alaska Hwy-Die Traumstrape de Welt = The dream street of the world connecting Alaska to Tierra del Fuego in Argentina-19
- β Add or integrate the rest of the history of the region, how the highway fits in to the bigger historical picture-22
- β Poor choices. The Alaska Highway, adventures North
- β Include biomes/wildlife etc. – 35
- β *The Alaska hwy could be a historic theme added to the Northern adventure: There could be a historic theme added to the Northern adventure. –52
- β (The 3rd choice): All the changes in scenes, the weather and perhaps the chance to see wild animals. –53
- β Option 2: Changed the peace. –54
- β When you think that it has only been 60 years since the highway being built, the modern age pioneer idea is very unique to the Alaska Hwy. It really has opened up a real adventure zone. -56
- β The Alaska hwy was built for war: Why the war theme? How about using a construction theme instead? The historical context would be addressed, but the emphasis could be on the incredible engineering feat. I don't think the Alaska hwy theme should be the only emphasis in Dawson Creek.... The city logo is very effective at visually representing Dawson Creek's two main themes-agriculture and the Alaska Hwy. (Agriculture and Energy Interpretive Region-Dawson Creek to Ft. Nelson) –57
- β I don't or wouldn't want to emphasis of the Alaska Highway being placed on any one category as each category describes a different era for the highway-each being equally important. –59
- β War, no way. We have too much in the world today to try to capitalize on a past war. Can we not recognized the reason for existence and leave it that? The Alaska Highway did change the North forever but as you travel North, you realize there is a lot that will never change in our life time. It is the last frontier. –60
- β Any highway changes the territory. The Alaska Highway is also the road to coal and oil and gas development and who knows what else besides Northern adventure. –64
- β The Alaska Hwy changed the North forever: The Alaska House will provide the theme as planned at the workshops. Encourage the local population to enjoy the highway as well. –66
- β *Each individual has their own personal interpretation of the above. -68*

Thematic Strategy for Dawson Creek

1. Do you support upgrading and linking Dawson Creek's heritage and tourism attractions?

"Yes" = 42: 4, 5, 6, 7, 8, 10, 11, 16, 17, 18, 19, 21, 22, 23, 24, 26, 27, 29, 30, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 43, 44, 46, 47, 50, 51, 54, 56, 59, 60, 61, 62, 67

- β The more communities involved in tourism the better for Northeastern BC. Would also help to make Northern Dino Tour a sustainable operation. - 5
- β Clean up the streets and building facades. Have some local artwork incorporated in street improvements. Benches with statuaries on them (farmers, Natives, locals)-6
- β Please consider advertising the wooden Kiskatanaw Bridge as a tourist attraction-8
- β Integrate existing tourism resources-18
- β Cultural tourism is the buzz word –19
- β But have the downtown businesses do something with the front of their businesses-26
- β I think it's much needed-29
- β It will make them all more attractive and be able to encourage tourists to see everything when they get here. Working together as a community-32
- β Better utilization of resources, provides clarity, provides direction by finding commonalities-33
- β Within reason. NAR = "Mile 0 Park" does not have room for more buildings. Travellers are not interested in looking at road building equipment. - 36
- β Please integrate, theme - 39
- β Easier access. – 44
- β But most importantly we need educated, excited people to tell the story of these attractions. – 46
- β *It would only make sense in that the recognition for the city would be ?(respondent not identified yet)*
- β Take a theme (identify) that we become well known as. It seems a natural process to me. –51
- β Let's do this carefully. The existing NAR park contains buildings of the right era and good parking for the big tourist vehicles. Keep Pioneer Village relevant to the area and it's farming heritage. –54
- β I feel linking is important to keep interest up for the construction of the highway. –56
- β That's like asking if you support Motherhood! Yes, but it must be planned and inherent in that is 'agreement' and it must be affordable which likely means doing it in stages. –60
- β If there's funding available. –61
- β Yup! –62

- β As we are Mile O it is up to us to provide as many elements to the tourists as we can. Also it will have a positive impact on residents as well through increased revenue in Dawson-31
- β As long as it does not disrupt regular traffic flow-3
- β This would work if it is done without going over board. –53
- β I support upgrading our heritage attractions. –64

“No” = 6: 1, 45, 48, 55, 65, 68

- β Why spend money when there is no income from it. – 45
- β We spend enough on tourism, help local people and farmers they support our area. – 48
- β These are two separate things. –55
- β There is not sufficient parking in the NAR park for too much activity. The museum, tourist information, Roots Society, and the art gallery are sufficient. There should not be any structure built in front of the museum-the view from the museum looking down 10th St. should be preserved. –65
- β Dawson Creek would get left “holding the bag” for the costs and maintenance, and when it was decided to change back we would get left holding the bag again. –68
- β The art gallery is wonderful. Why or how could that be ‘linked’? Also the museum and the Walter Wright village. There is no need to be linked. Tourists and visitors can be directed to there very easily. –63

“Other”

- β What does that mean? –9
- β I believe that we need to compress our attractions and have it all in one location to better provide information, and for better focus on informing tourists-14
- β I don’t think the parking is great enough to add more attractions at the NAR park-25
- β Neutral. I see benefits and costs. – 42
- β If tourism was the only objective, linking Dawson Creek’s attractions for a ‘seamless visitor experience’ might be appropriate, but it’s the resident’s heritage which we value for itself. If the ‘linking’ is done logically, it will work for both visitors and residents, but if the locations are linked artificially just so that they fit into whatever theme is chosen, residents will probably not have a sense of connection. For instance, most residents probably identify the railway and grain elevator more with our agricultural background than with American troops and so a large sculpture of American soldiers unloading a box car, may seem more like a prop designed to appeal to American visitors than a reflection of something of significance to the railway station and the elevator. (There’s no mention of the Multiplex in this strategy-Isn’t it supposed to play a role in attracting visitors to Dawson’s Creek? How will it be linked to a common theme and other attractions in this plan?)
- β I believe they should be separate. –58

2. Do you support the concept of positioning Dawson Creek as “Mile O” of the Alaska Highway?

“Yes” = 41: 3, 4, 5, 7, 8, 12, 13, 14, 17, 18, 19, 20, 22, 23, 27, 29, 30, 31, 32, 33, 34, 35, 37, 38, 39, 41, 43, 46, 47, 48, 50, 51, 54, 55, 56, 58, 59, 61, 62, 65, 67

- β But how will I know how to turn the corner? –4
- β It’s world renowned-5
- β Yes that’s what we’ve always been-14
- β That’s what it is-capitalize on it, brand it, promote it, then sell it-18
- β Yes, it’s always been that way-19
- β Yes, isn’t it already? –23
- β Good idea-29
- β Reinforce absolutely-30
- β It is our single largest claim to fame-31
- β Sounds good to me-are there other options? How many Mile O’s can there be? –32
- β Absolutely – 38
- β I think it is, and needs to continue to be branded as such. – 39
- β However, I feel that it’s already been done. It could be improved on – 41
- β It always been known as the Mile 0 city of the Alaska Highway and should keep that title. – 48
- β Yes, isn’t it regardless? –52
- β Absolutely. The rail lines ended here to bring everything to this point for the construction of the highway. –56
- β Absolutely –59
- β We already are Mile Zero – we need to retain that recognition but what do you mean by positioning? –60
- β Where else would it be? However Delta Function is where it merges with the Richardson Hwy. Which was there long before. –61
- β Yup! –62
- β It’s been the position since the beginning so where would you put it? -65

“Other” (no clear “yes” or “no” response given)

- β It is the #1 position as of now but there is the bypass thru Chetwynd to Fort St. John and the Hudson Hope Dam for a circle tour-1
- β It already is, Dan! –6
- β It already is-9
- β I thought we already are-10
- β It always has been mile ‘O’-11
- β I thought we already were-16

- β We are Mile O already, what does this mean? –21
- β It is, isn't it? –24
- β Dawson Creek is Mile O. I don't mind if the O post is moved where the parking is larger-25
- β It already is-26
- β It already is Mile O
- β I though we already were. – 36
- β Hasn't it always been? – 40
- β Isn't it already? – 42
- β Isn't it now? – 44
- β It's always been called the Mile 0 of the Alaska Highway so why this question? Do your homework in a more knowledgeable way. - 45
- β That has always been it's "position". – 49
- β We need to control to emphasize there are....Must become a key component that attracts visitors.-51
- β Has this not already been done? –53
- β Yes. –55
- β Meaning what? Dawson Creek is Mile "0" and every resident and visitor knows it...But it's also more than Mile Zero – as mentioned above, I think Dawson Creek should continue to combine the themes and pay tribute to both our agricultural and transportation (Mile 0) roots. –57
- β The Mile Post-museum and art gallery and (souvenir) shops are already gifts. Within a short walk of one another. –63
- β Dawson Creek always has been Mile 0 of the Alaska Hwy. When we had our radio station CJDC we were always the Mile 0 city. But businesses and chamber of commerce have not kept up the concept. –64
- β If you move the Mile 0 o the other side of the highway most tourist would not even venture downtown. One suggestion I would make if you insist on moving it. Place it on the property where the old hotel will be taken down. And create the square on that property eliminating the need of changing roads and sidewalks. –66
- β My God! I must be dreaming!! Have we not been Mile 0 of the Alaska Highway forever since the late 40's anyway?
- β

3. Do you support the development of a central downtown area that has a number of attractions within a short walk of one another?

"Yes" = 50: 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 16, 17, 18, 19, 20, 21, 22, 23, 27, 30, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 46, 47, 49, 50, 51, 52, 54, 55, 56, 57, 59, 62, 65, 66, 67

- β Walking must be encouraged-healthier. Town square or Market Square is great! –2
- β A summer market entertainment (singing, dancing, jugglers, artists) –6

- β Yes, if you mean the ones we already have-13
- β I enjoy that type of venue when I am traveling-18
- β Dawson Creek downtown is dying, only dollar and budget stores (like Nelson, BC) no chain stores and more franchises-19
- β I work downtown and it would be nice to go for a walk on my lunch hour and do some shopping, have lunch and a coffee without starting the car. Foot traffic is very important as part of impulse buying to increase sales-21
- β Makes it really accessible for people and encourages them to stay and visit-32
- β Yes, which begs the question, why is the swimming pool being built out of town? – 36
- β Yes, anchor development, safety, residential redevelopment, events, marketing, all play a part. Oh, and incentive for business – 39
- β Yes, but will you be relocating current ones and displacing downtown businesses? – 40
- β However something has to be done about the street light in the downtown area. Either no left turns or turning lanes, the lights need to be in sink [sic]. Right now cars lined up from one light to the other at lunchtime. Also you need a turning land on 8th Street at the credit union and the Co-op corner. (This is needed now.) – 41
- β Competition/development along 8th Street is harming downtown, needs something to distinguish it and bring people to it. Residential mixed use can do this. – 42
- β Yes, assuming a reasonable costing – 47
- β Flies to the flame; Thoughts: I like things positioned close to each other. It provides more opportunities for the folks. It needs to ensure adequate parking (a start season?). How do we expand? (Winter activities-Draw people?)
- β ...but I have not seen anything I like yet, the problem is that there is a corridor 8th st/Alaskan hwy that passes the downtown, therefore (participant not finished) –52
- β To a degree. Let us remember that the tourism season is short so the most important users are local, so it's their needs to be considered first. Also, all our banks are in that core (in addition to other businesses) so parking needs and sufficient room for vehicle movements are important. With our long winters we cannot expect the luxury of large vehicle-free areas (that might drive business and customers away from downtown). –54
- β As long as it does not interfere with the commerce and traffic that is already there. –55
- β A centralized downtown with a number of attractions for residents would be great. –57

“No” = 7: 1, 14, 48, 58, 61, 64, 68

- β I believe that the entire city should be developed under one theme. Why are the downtown business more important then? –14
- β You want to destroy our historical buildings – roads. We cannot lose any more business downtown. If you take away angle parking people will go to box stores with parking. It's time our city alderman and mayor wake up and preserve our history, we don't have much left in the city. – 48

- ⌘ WE need the downtown area for businesses. –58
- ⌘ No! Don't believe in a one-theme town. PEI has "Anne of Green Gables" and it's tiresome. –61
- ⌘ The attractions are a short walk from one another, now. The best central downtown area would be one that had businesses, a bank, furniture store, and two old hotels do not invite people to walk. The one souvenir store has closed for lack of business. –64
- ⌘ For many, many reasons. Dawson Creek is beautiful as is. But keep up the maintenance on already existing: trees, sidewalks, etc... -68

“Other” - 6 (no response to first part of question)

- ⌘ Not at the cost of our wide streets. Remember we live here year round and tourists only 2 months-25
- ⌘ That's business jobs. Are you going to tell the familiar...what tourist needs them? –24
- ⌘ Be careful of the changes you make as you need to consider the people who live here all year. We do need some changes done to keep the tourists here longer-29
- ⌘ In a time where most downtown cores are all but deserted we are fortunate to have a vibrant core. Anything we can do to enhance this will ensure continued vibrancy-31
- ⌘ What is the matter with our mayor and alderman? Don't they ever go on Main Street? If they did they would see how busy the parking is. A lot of our stores have closed in the downtown. You are going to force the few that are left to leave. – 45
- ⌘ Don't need sidewalk size changes, nor the parking. Need sidewalks kept in better condition and streets kept cleaner. –53

Downtown Revitalization

1. Do you support an attractive and pedestrian-friendly downtown core? If yes, how can we accomplish this?

“Yes” = 33: 2, 7, 8, 10, 11, 13, 15, 16, 17, 18, 21, 23, 27, 30, 31, 32, 33, 35, 36, 37, 42, 43, 46, 47, 48, 49, 51, 56, 59, 60, 62, 65, 66

Appearance / pedestrian-friendly:

- β Clean up facades on main streets and encourage it everywhere-6
- β I agree with improving building façades as shown in the presentation. Increase stores in the downtown. Possible residential development in the core, improved sidewalk and road widths (Possible budding of sidewalks to shorten crossties) Improved sidewalk snow clearing (possibly by the city)-15
- β Lobby with business owners to synchronize their storefronts. Maybe offer an incentive and guidelines –8
- β I approve of the Aldrich Pears presentation re: false fronts/signage being uniform, integrating NAR park-18
- β Trees, flowers, attractive store fronts, it's a plausible theme. Make it easier like the prairie town and contemporary vs. historical, scale is important-awnings, signage-30
- β With the use of common design elements/wider walks/outdoor plants and trees and a public square-31
- β It would be nice to encourage shopping locally and this would make this happen. I would like to see a pedestrianized area with specialty shops, cafés, etc...-32
- β Pedestrian only town square is a great idea. Control the drunks! – 37
- β Greenery and signage, cleanliness – 46
- β Encourage people to open retail clothing, hardware and shoe stores and you will have pedestrian traffic. Tourist ladies also like to shop. –48
- β Get rid of traffic lights. Have tent awning for merchants/entertainers. – 49
- β Clean it up. Flower gardens on corners should be planted with some plants that come up early with others for summer flowers in between. –53
- β Slightly wider sidewalks. A greater presence of security. Vacant store fronts should be kept in a very presentable manner. Table and chair set ups in front of café areas. –56
- β Streets are wide. More landscaping, trees etc... Eliminate traffic control lights at 102 and 100 and 103 and 104th st. Clears traffic much faster. –62
- β In Europe all downtown cities have pedestrian zones which are appreciated by tourists and locals alike-19
- β Get the cars out, and let the people in-22
- β Good for community and tourism-33

- β I like example #3 – possible foot traffic only, theme downtown. – 41
- β Yes –62
- β Yes, year round attractions not just summertime. Pedestrian friendly but still need vehicular access. –60
- β I support it! Money. Lots of it. Maybe some given to local merchants to upgrade facades-7
- β I feel this has been needed for a long time, this is a tough town to make changes in-29
- β Create a festive appearance-3
- β Empower officials to move skateboarders, drunks, etc. -3
- β I like canopies-somewhat wide and transfer of heat-9
- β Seniors and other citizens first, trees should be evergreens-25
- β Partially, but keep it vehicle friendly. - 38
- β The only way you will get pedestrian traffic is to have stores for people to shop in. In the '60s and '70s there were a lot of pedestrian we had stores to shop in. – 45
- β It would make customers feel more welcome if businesses with double doors, would unlock both doors when they're open for business. –58

Other = 10

- β Need a plan? Cost factor? = Short term gain. 1) Develop the theme. 2) Attract more business to the Core. 3) Move the mall!?! 4) Sell the concept. –51
- β But some changes could be impact my business in a negative fashion. –59
- β But I do not have the expertise for constructive suggestion-10
- β As we are a winter city, the cost/benefits of creating a minimal usage for the better (summer) months of weather should be looked at. Maybe we should look at a permanent indoor/outdoor market (for crafts, etc.) –52
- β Upgrade what we have for now. Sidewalks in the surrounding area (hospital, by Central school)-1
- β I agree with Lisa-5
- β Start with a small program for the entire city. I think that you need to sell the entire city-14
- β Dumb question. Friendly is as friendly does - attractive store need public washrooms! –24
- β Restrict vehicle size – 44
- β Attractive yes, but not really. More places for loiters and vagrants. Others there on business. Hard to get parking anytime of year. –61

Safety & Comfort - 10

- β More activity, think about heating coils in sidewalks to eliminate ice/slipping on it-2

- β We need to do something with the driving mentality in DC. Drivers rarely stop at marked crosswalks. I am sure US elderly tourists don't want to risk crossing 4 lanes of big trucks to get to the mall. Also, we could use some police enforcement for drivers and pedestrians-13
- β Widen sidewalks and put in landscaping-17
- β By closing off perhaps part of 10th and 102nd Ave and putting in nice pavement stones-21
- β Improve design and maintenance of the downtown core and main access roads to support safe, comfortable pedestrian and bicycle access. – 35
- β Longer sidewalks, easily crossed roads, street ceiling (i.e., canopy from trees) for shelter/shade, its windy and very bright in summer. Residential uses in downtown – get people living downtown. – 42
- β Accommodate pedestrian traffic with lower vehicle speeds and pedestrian rite of way. We still need to allow cars and pickups to travel in this northern climate. 47
- β One suggestion-close 10th St. from Alaska Ave. to 102nd St. to motor traffic. Make it an attractive area for tourists to gather and take pictures and stroll on down to Alaska Hwy house. –65
- β Wider sidewalks, attractive store fronts-34
- β Safety, wider sidewalks, better lighting, clean, anchor development, residential redevelopment, events, marketing. – 39

NO – 6 ---36, 63, 64, 68, 26

- β But I don't think the designers have a clue about what we have and what winter means. – 36
- β It is already a pedestrian friendly downtown core. With nice wide streets-hanging flower baskets, nice sidewalks and free parking. –63
- β What would we be walking to? Most people park as close to where they want to shop as possible, go in to the store, and get back to their car. –64
- β We already have it. –68
- β Most of the downtown should be left as it is. Tourists want to see how we live, not some imitation of something else.
- β We already have this-26

“No” = 0

“Other” (no response to first part of question)

2. Three options are offered for downtown's main streets. Which do you prefer and why?

“Option 1” = 11: 3, 5, 9, 12, 29, 30, 33, 43, 50, 47, 59

- β Medians won't work for winter-3
- β I believe the bicycle lane should be in front of the vehicles angle parking. This would avoid collisions-5
- β No flowers or trees in median-29
- β Trees in the middle block views of other drivers. People in small towns like seeing each other on the street-30
- β Allows for more parking – 43
- β But retain 3 meter sidewalks (improved), not 5 m - 50
- β Allows for all forms of travel – 47
- β Allows for the most amount of parking in downtown. Essential. -59

“Option 2” = 12: 6, 8, 16, 17, 18, 20, 21, 23, 26, 31, 38, 62

- β Keep angle parking. Wider sidewalks-6
- β Trees in median with lampposts would be nice, very hardy shrubs or none as well as trees. Could have brick tiles. Salt in the winter may pose problems-8
- β Because it keeps angle parking and wide driving lanes but keeps trees shorter-16
- β Bike lanes are not appropriate-17
- β Because I like the trees and flower planters median with angle parking-18
- β Keeps diagonal parking median would prevent and cross over-the double line parking as happens all too frequently. Especially at the post office! –20
- β Very pretty to look at and it is much the same parking as we have now-Do not need parallel parking-21
- β I like the median but #3's bike lane would be wasted most of the year-23
- β The best option because it provides a pedestrian friendly environment as well as accommodates vehicle traffic (most important in the winter)-31
- β Friendly – 38
- β I like option 2. Is the median a concern with snow-clearing? The feel looks good, trees etc... -51
- β Option 2 on the streets. What will you do with the commercial traffic that comes from the circle heading west? –55
- β Median. 4.0 meters could be less and still look ok parking 5.5 not long enough our trucks! - 19
- β Longer 3.5 lane. Kind of narrow. -62

“Option 3” = 8: 2, 4, 15, 22, 32, 37, 41, 42

- β Wider sidewalks, more greenery, less space for vehicles-2
- β Angle parking sidewalks not so wide-4
- β If the bike lane was next to the sidewalk, it could serve as a snowbank in winter. I like the 5.5m sidewalk and narrow lane J -15
- β Seems most people friendly-22
- β ...with the tree median and parallel parking. It is more attractive and safer also-32
- β Wider sidewalks promote walking. – 37
- β #3 without trees – 41
- β Option 3 – best; Option 2 – 2nd best; Option 1 – 3rd best. – 42
- β Improve building appearances. At present there is rather a hodge-podge and untidy mix. -54
- β I prefer the wider sidewalk option with the extra room for trees and planters. -56

“None” = 5: 11, 14, 40, 48, 64, 68

- β I don't think we need to widen sidewalks, parallel parking isn't user friendly, and less vehicle parking. Street is too narrow for median, and we don't need bike lanes-11
- β I like the city streets and the uncluttered approach-14
- β But widen sidewalks a bit more than 5 in, leave the angle parking and do not put centre median in. – 40
- β Really none of them. We worked over the years to get our streets wider and paved. When you have mountains of snow down the middle of the street you are happy to have wide streets. Fifteen years ago we gave Dawson Creek a face lift. New sidewalks, trees down 102nd Ave. Planters, new light standards. How many times do want to do this in 20 years. A pagoda bus stop was in front of Bings. It had to be taken down. Benches at different spots were vandalized or used as beds for drunks. We don't need any places for the bar patrons to congregate after hours. –64
- β None of these. -68

“Other” - 16 (no preferred option given)

- β Widen sidewalks and keep angle parking-7
- β Bars are open to 4 am, no tourist will go downtown with 2 bars and a pub, a bunch of drunks and street people on streets. – 45
- β Until the problems with vagrants and others urinating in flower plants and doorways – (participant did not finish sentence) –53
- β Mile 'O' Plaza-19
- β Keep angle parking-nothing in centre. Sidewalks could be a little wider but trees are not necessary. Summer planters are good. Do not close of 10th St. Coming from circle cannot turn south on 9th St. now.
- β Small towns like seeing each other on the street-30
- β A mix of #1 and #3, depending on the streets. Can't have safe cycling environment with angle parking. But this is a truck town and you'll need some angle parking. – 35

- β Widen the sidewalks, nothing else. Leave the streets wide. No trees in the middle. – 36
- β One where the mile 0 post is not in the middle of the intersection – 44
- β Not sure – 49
- β Leave Mile “0” post and create a large green space (grass) around it and perhaps put right turn only (no left turns) thus creating a more pedestrian friendly(participant not finished) –52
- β Suggest a left-turn lane on 10th St. at the intersections of 102 and 103 avenues. I have seen 10th St. traffic all stopped because of one car waiting to turn left. –58
- β Did not see 3 option-only saw blocking off 10th St. and creating a market square. How does this affect existing businesses. Is it realistic to relocate famous market-they need they have now in Coop Mall and lots of parking. I don’t think this is realistic. –60
- β Leave our wide streets and nice sidewalks as they are. –63
- β A small shuttle bus could run from Bing’s corner down 10th St. to Alaska House and make a circle tour back on 102nd Ave. (Stop at a sidewalk café) If the Dawson Hotel is demolished, perhaps a souvenir shop, ice cream parlour, coffee shop could locate there, with commercial offices upstairs. –65
- β See attached. (Lengthy discussion supporting wider sidewalks, facades, glazing, signage, and not supporting the other proposals) -67

3. Which components proposed for the downtown do you like the most?

Pedestrian benefits - 8

- β Block off roads for pedestrians-making a town square effect-2
- β The “square” idea-3
- β 2x-Cordoning off 1 block on 10th street-8
- β Widen the sidewalks. I would look at shifting the Mile 0 post north to create a plaza. Sitting areas for “drunks” is a concern. – 36
- β Wider sidewalks; smaller streets; residential – D.C. needs more apartments and housing choice; trees – street trees for shelter/shade – 42
- β More benches for the tired-footed tourists to sit on-16
- β Benches and figurines. Banners. –60
- β Like the driving suggestion for 10th street-9

Store Facades - 11

- β Store facades if the merchants will go for it-4
- β Store fronts, signage, lighting –5
- β Narrow appearing storefronts-7
- β The unification of materials and store fronts with regulated signage, wider sidewalks, green it up-18

- β Facades, evergreens, not narrowing the streets-25
- β Store fronts, who pays for this? –29
- β Common design elements, no more bubble canopies, pedestrian access-31
- β I really like the consistent store frontage idea and the added landscaping also moving the Mile 0 post and pedestrianizing that area-32
- β False fronts – 41
- β Improve the look of some downtown buildings without going overboard. This is not Victoria or Chemainus. –53
- β Like the fake-front idea with a theme. Works well in other places. –54

Market Square - 7

- β Putting in market venues with colorful canopies. –8
- β Market Venues-Good quality and guidelines-No flea market stuff, but antiques and barn brand ok-8
- β I like the market square idea! –20
- β Park square idea, building facades-23
- β The marketplace/pedestrian zone. Increased downtown residential – though this will depend on market interest. Focus on improved cycling and walking access – 35
- β Pedestrian town square, wider sidewalks – 37
- β Allow pedestrian, bicycles, and vehicles – 47

Moving Mile Post - 6

- β Moving Mile 'O Post-Good idea-8
- β Moving Mile O' Post and landscaped meridian-17
- β Moving the mile 0 cairn just north of its present position and the summer market – 40
- β Move Mile 0 post out of the intersection – 44
- β Making 10th street from the "0" post to the hwy an activity centre, although I wonder what it will do to the traffic flow. I use that street a lot when traveling to areas north, west, and east. –55
- β I like the link between the NAR park to the downtown area and keeping the Mile "0" of Dawson Creek in the Alaska Ave to 104th area to the north, just outside of the traffic of the intersection. –56

General - 5

- β Downtown revitalization-10
- β The prospect of having a theme or look that enhances the downtown core-14
- β Integration of attractions O plaza etc. O precinct-30
- β I like them all, just do something! –22
- β The streetscape, friendly atmosphere – 38

Plants - 7

- β I would like to see more trees, flower planters, block off 102nd Ave to 103rd rather than 102nd to Alaska for market square etc. Entertainment could play there evenings -11
- β I like the street trees, the signage standards, I like the focus that is on the intersection of 10th and 102. -15
- β Making everything green and inviting, getting rid of the Mile O hotel for e.g. encouraging more foot traffic and moving Mile O post to better location -21
- β Greenery -34
- β Beautification – 43
- β The meridian on 10th St. could have a fountain with shade trees and seating. In winter it could be opened for traffic. -65
- β I would like to see more plants. -66

Other: - 6

- β Hire a bylaw officer and get people to clean their property. A clean city is better than one street. A lot of dirty areas along highway Alaska Ave – 45
- β Keep wide streets, keep maximum parking, do not extend sidewalks – 50
- β Mile “0” Post intersection, median/freed, facades-unified design, boundaries, key streets, and avenue designated. -51
- β The creating of residential (more needed) as if you build residential where people are then there will be a need for services nearby. -52
- β Desirable and make provision in Band Shell on Shelter for entertainment centre. Kiwanis community Band about 35 members. 104th st between Alaska ave and 102 Ave. could be a good area for activities. -62
- β Fixing the potholes and maintaining the sidewalks. -63

4. Which components proposed for the downtown do you like the least?

Medians - 5

- β Center medians-3
- β Any kind of median. Any reduction in parking. – 36
- β Meridian on 102 Ave – 43
- β I don't like the centre meridian idea as much for fear of winter snow problems. I don't like the idea of extended bumper zones on crosswalks in the intersection. –56
- β Centre medians – aren't a good idea for downtown-look good but not functional for businesses having deliveries. –59

Closing off streets - 3

- β Do Not: close off 10th street to traffic, make narrower roads, reduce parking at NAR park, Block 2nd entrance to NAR park.
- β No median-19
- β None – 48

Narrow Streets - 9

- β Street narrowing-24
- β Narrow streets, wasting parking areas-25
- β Narrowing streets. Widening sidewalks and then cluttering them with plants, trees, and bikes, defeats the purpose. –54
- β Do not want widened sidewalks and bicycle paths on the street. Want the streets left wide for traffic movement. –55
- β Leave the streets as wide as they are today. No central meridian. How would we manage snow removal in the winter. This is not just a summer time proposal for tourists. It is a year round proposal for residents. –60
- β Narrowing the streets and centre boulevard, widening the sidewalks, bigger bump outs. Too crowded. –63
- β Do not changed the width of 102nd Ave. Seniors don't like parallel parking. Let the merchants decide what to do to make it more attractive for tourists. A narrow meridian would be attractive. –65
- β The narrower streets and widening the sidewalks and closing 10th St. from past to Alaska Ave. -68
- β Trees less paneling our blocks are very short and since the oil and gas, quite congested-14

Parallel Parking - 9

- β No. 3- don't like parallel parking, looks too busy-4
- β Parallel parking-5
- β The parallel parking option-17
- β Parallel parking-18
- β Parallel parking-21
- β Keep the angle parking – 37
- β Planting trees in downtown area or changing parking and sidewalk size. –53
- β Parallel parking, trees, wider sidewalks, bike trails, and making business change store fronts. It all stinks. We have a lot of buildings older than our post office in the area they want to change. These buildings should be classed as historical sites. – 45
- β Parallel parking, store fronts to change historical buildings, new sidewalks – 48

Moving Mile “O” Post - 3

- β Do not move Mile O' Post-9
- β No traffic circle mentioned at M O Post – 49
- β Moving the Mile zero post towards Alaska are between Bings/ and Bank of Montreal. –52

Bike Lanes - 3

- β Bike lanes if I had to choose, but I like all the ideas-30
- β I like the bike land but not many cyclists here – 42
- β #2 – no bicycle lane – 47

Facades - 2

- β Façade: I think that to that to the tourist it would look like a revitalized ghost town. When I travel I like to see it as it is and not camouflaged. Do not make streets narrower for everyone's sanity, and maintain parking on the streets. –66
- β The Prairie town “theme”, themes are problematic and should probably be avoided-22

Other – 10 (+ 2 with no least liked)

- β Make sidewalks on north side of 102 and 103 larger than south side(sun heat) –9
- β Thematic strategy-10
- β Utilizing old post office as NHH, it's too far away-8
- β Alaska restaurant and diner/deli could have outside seating (patio)
- β No residential for downtown hand on parking-12
- β I don't like turning the plaza in to a parking lot. I like the idea of a downtown plaza for pedestrians or a park like feel. It's great for public use! –15

- β How can you mandate narrow development frontages when some large businesses need big spaces-you don't want to chase them out of the downtown-16
- β No.3 looked too busy-29
- β Alaska Hwy running between attractions and the Core (truck traffic?). -51
- β Wider sidewalks! Improve what we have now. - 50

Cost - 3

- β Cost uncertainty - 38
- β Building height and set back restrictions and cost to businesses - 40
- β Initial cost to businesses. What is the city going to do for us, public bathrooms (we need them)-31

5. Which of the following revenue sources do you prefer for funding these improvements if approved? Please check your preferred option. (Note: respondents who chose multiple options are recorded under each option.)

Provide tax breaks or incentives for businesses and agencies participating in the improvements or programs: 1, 2, 9, 10, 12, 16, 19, 20, 22, 25, 27, 29, 30, 34, 38, 39, 41, 43, 47, 50, 51, 67 **(Total = 22)**

- β [Ranked this option as third in preference] - 42
- β How long? -51

Direct funding from the City that is based on taxes: 7, 10, 12, 19, 22, 27, 43, 50, 51, 53 **(Total = 10)**

- β No-30
- β [Ranked this option as fourth in preference] - 42
- β Need some city support. Need long term support. What can they pay for? -51
- β We have multiplex to pay for. Need no more taxes. -53

Business improvement tax where local businesses pay a special levy for the downtown area improvements: 2, 4, 14, 30, 39, 47 **(Total = 6)**

- β Definitely not this - 9
- β No, definitely not taxes, they are high enough. If the downtown businesses are taxed they will all leave - 26
- β [Ranked this option as second in preference] - 42

A combination of the above mentioned: 2, 3, 5, 8, 11, 13, 15, 18, 21, 23, 24, 27, 28, 30, 31, 32, 33, 34, 35, 37, 38, 40, 44, 46, 59, 65 (**Total = 26**)

- ℞ Yes, should have a combo. It would benefit the city as well as the downtown businesses and other local businesses. We all need to pitch in for this. Good luck getting everyone in on that! - 13
- ℞ The taxes at present are becoming beyond the means of average citizens. For how long, what a legacy to leave to our grandchildren - 28
- ℞ A combination of one and two – 36
- ℞ [Ranked this option as first in preference] – 42
- ℞ Yes-54
- ℞ To revitalize the downtown area, giving businesses more expenses is not going to do it. Possible help from the Province? –55
- ℞ Yes –56
- ℞ Yes –58
- ℞ Yes – 60
- ℞ Yes –63
- ℞ Should be worked out with the merchants and the city businesses need to be encouraged to participate. -65

None:

- ℞ I don't want lies from council about cost, we are seniors, our taxes are high enough. Council lied about Price for Complex and they are already lying saying not cost to taxpayer. So why this question? Talked to Mayor and Powell and they said no cost to taxpayer, which in my book is a lie. – 45
- ℞ The person who is in charge of tourism should do his homework. It should not have to be taxpayers paying for tourist. – 48
- ℞ A tourism tax or tax break from provincial government which benefits from tourism dollars brought in. –52
- ℞ None of these. -68

Other responses:

- ℞ I think the focus of Dawson Creek's downtown revitalization should be primarily for the residents of our city. If it works for the residents and business owners, it will probably have the added benefit of working for tourism as well. Reconfiguring the downtown to improve "the sequential experience of the visitor" should not be considered if it will not improve the resident's experience as well. I certainly support a vibrant downtown core that is well used by all of it's citizens. I'm not sure that integrating tourist attractions, changing the streetscape and altering traffic patterns is the most effective way to achieve this however. Dawson Creek needs a drawing card like a larger retailer or something similar to Fort St. John Cultural centre or Grande Prairie's Crystal Garden. (Are there any plans for the Old Post Office or the soon to be 'old' swimming pool?). Residents of Dawson Creek have always appreciated it's wide main streets, particularly after returning from other cities that have narrow cramped streets (and especially when backing out onto the streets when parked between two extended cab trucks) I think most residents see the wider streets as an

advantage rather than as a problem to be solved. Tree and shrub plantings along 10th St. similar to those on 102nd would be nice in the summer and sidewalks could afford to be extended from 3 meters to 4 meters to accommodate this. (Just a reminder though-the trees on 102nd have taken 15 years to attain their present nature.) I've never considered the present sidewalks as being particularly narrow or pedestrian 'unfriendly'. Trees down a centre meridian are impractical in the winter and in the summer would actually serve to block the view of the Mile 0 post and NAR park. Block off 10th st. and move the Mile 0 post???? Aside from the fact that the location of the post is part of our heritage and tradition, moving it to the proposed location would mean limiting it's visibility. By planting trees across 10th St at Alaska Ave., not only would accessibility be impeded but so would sight lines-both looking south from Alaska Avenue and north towards the train station. The post (and the Christmas tree in the winter) would no longer be a focal point as it would only be visible when traveling north on Tenth St. As for the square itself, the seating etc. might be appreciated by the present clientele, but it might not prove to be such an inviting place for other residents and tourists, unless the present drinking establishments are planning on locating elsewhere. (Didn't the bus shelter located in front of Bings' (same area) have to be dismantled because of vandalism?) The proposed design for this seems to be somewhat impractical. Blocking the access to the 10th St. and the frontage road next to Alaska Avenue will greatly inconvenience local residents and it won't help the tourists either. Decreasing parking and limiting access to only one entrance is not an enticement to stop and visit, especially for those visitors traveling in large motor homes. Also an entrance located at a controlled intersection is much easier and safer to access than one located between intersections and only accessible from one direction. The name change just to fit the theme doesn't seem to honour the present structures and reason for the Station Museum and Elevator complex being in that location in the first place. Again the City's logo is a perfect amalgamation of the two main themes. Improved facades, increased glazing, appropriate signage, etc. should most certainly be encouraged. (What is the rationale behind promoting increased residential space downtown? Who would this housing cater to?)

- ⌘ Grants from federal and provincial –66
- ⌘ Also Ryan's idea re: bus license fee increase for tourism marketing. -67

Alaska Highway House

1. Do you support a new Dawson Creek attraction that focuses on the Alaska Highway's history? Why?

"Yes" = 32: 4, 5, 6, 8, 12, 16, 17, 18, 19, 21, 22, 29, 30, 31, 32, 33, 34, 35, 37, 38, 42, 44, 47, 48, 49, 50, 55, 56, 59, 60, 65, 67

Tourism – 18

- Should have happened years ago-4
- Many tourists are retired US military and their families heading to Alaska-16
- It is the selling feature of tourism in DC which is the first step on the A. Hwy-18
- This will encourage visitors to explore and this-"Stay another day" and spend more money-21
- It should of happened years ago-29
- Fabulous idea-30
- This is a major source of tourism-34
- The history is under represented. People are planning vacations based on viewing/visiting historical sites, etc., particularly the "boomer" generation. – 35
- We are Mile 0 and it is our opportunity and responsibility. - 37
- Gives a reason for tourist to stay, provides culture for residents – 42
- If there is money to do it – 44
- We need a centre where the main adventure is portrayed. A place to whet the appetite for tourists and potential tourists. - 47
- Encourage people to open retail clothing hardware and shoe stores and you will have pedestrian traffic. Tourist ladies also like to shop. – 48
- Starting to wonder when we might lose the effect of the highway-what attraction will replace it..."branding the place"-3
- In part only, together with adventure-7
- That is what we've always done. I think you sell what you know best –14
- I don't think DC has any other year round attractions or a greater draw of visitors for any other reason-15
- That's what tourists stop here for. –58

Important History - 11

- Yes, in part. I think the history of the start of the Alaska Highway should be done, but I would leave the rest of the history to points of interest along the highway. - 5
- Definitely. We are the start of the Alaska Highway and the story needs to be told-8

- Because it's our claim to fame! –19
- It is why we are all here-31
- Consolidates the story to one place-33
- Yes, it is part of our history. –55
- It creates a starting point to a story of pioneering adventure. –59
- To tell the story from beginning to present day. –60
- It is important to the history of Dawson Creek and the youth who are growing up in the area of course it should be a great tourist attraction also. –65
- Many good reasons listed. -67
- It's interesting-The stories should be kept and shared-2

Other - 4

- It already is so why change it? –22
- As long as the museum stays and doesn't feel like it does the same things-32
- Because the Alaska Highway display in the stairwell of Art Gallery is inadequate. – 50
- If it is done well – kept very clean and updated – 46

"No" =7: 1, 9, 10, 11, 13, 36, 63

- We have enough older buildings to deal with and utilize. –1
- Develop and improve what we have. Just keep it up to date-10
- We already have pioneer village and the museum, can't we restructure them to include this? I think for all the "face-lift" of DC we need to work with what we already have and look at new buildings in the future-13
- Use-existing facility-20
- The core of any development should be focused on local population needs. The American tourist[s] are here only a couple of months and have been "stop of interested" out by the time they get here. We need to pursue tourist dollars that originate within a couple of hundred miles from here, not a couple of thousand miles. – 36
- No to any type of expenses for building for tourism. – 48
- We already have it, films shown at the museum are popular. -63

"Other" - 11 (no response to first part of question)

- I would, but I'd also like to see a focus on D.C. also-23
- Not if it means more taxation-25
- Need a more defined area which is accessible by the disabled (current elevator stairway in Art Gallery not possible for a lot of older tourists and residents or younger disabled). – 40
- We already have this, why not just improve what we have? – 41
- Maybe? Costs? – 43

- Restrict vehicle size – 44
- If you build more at NAR Park you will have less tourists, there will be no parking left. – 45
- Not totally focused on the need to (have?) after focuses as well. What else do we stand for? Farm stuff: Ride a combine, Gas & oil: See a rig. Having traveled the highway each community seemed to focus on something. Do we need an interest like Watson Jakes Street Signs? –51
- Only if this is done at Walter Wright Pioneer Village. –53
- Yes and No. Would be a big project. Other places have very nice displays already. Maybe more appropriate to show what they will see now on trip. –61
- What's wrong with the Walter Wright park? That was started and has never been kept up and maintained. Put all the rusty old equipment there and direct the tourists to visit there. -68

2. Do you support the themes or stories that are proposed? Are we missing any stories?

“Yes” = 22: 2, 3, 4, 5, 8, 17, 18, 20, 31, 33, 34, 35, 37, 38, 40, 44, 46, 47, 49, 59, 65, 67

Good themes - 18

- Very good-3
- And don't know to the last [second follow-up] question -4
- Definitely-5
- Support all themes-8
- Support the stories, No we aren't missing any-17
- I do, and that covers it very well-31
- Done really, really well-34
- The themes are excellent, need to add First Nations – 37
- It all seems to be covered. – 44
- Missed stories? Probably, but none I know – 47
- Yes. I like the approach and design. –51
- Probably. –58
- Key, key -9
- Looks good-22
- None I can see-30
- Not sure-32
- Mostly – 43
- Looks good, but a big project. Where do we get funding for such? -61

Possible additions - 7

- History doesn't start here- think about First Nations as well -2
- One other could be a location where the tourists could look up the names and history of their ancestors that worked on the highway-21
- I think the stories and themes need to be passed on to the children of DC. They need to know what's important about Dawson Creek and who the forefathers were. History is for the locals and the children – not just the tourists. – 46
- Yes, have high school students (dressed in period costume) reading stories from our history books lure of the south peace 'and' roll of members. Seniors could be present to answer questions or tell their experiences during the building of the highway and pioneer days. –65
- Stories of soldiers first experience in the town/north-15
- You need more interactive things. Example: people in period costumes interacting with tourists, nightly plays at Heritage Village (the catskinner, a moment in time). These could be arranged through tourist department and are a great re[a[son to spen[d] a night in our town. More pioneer history. – 41
- Seems okay but keep out actual road-building equipment shed. –54

"No" = 1

- No – 48

"Other" - 9 (no response to first part of question)

- Good use of development dollars, need new VC facilities, station museum requires huge infrastructure updates and improvements, archives require humidity control, etc., and appropriate storage facilities not currently available-18
- You are missing many stories, they always reflect on who's telling them-14
- Remember whatever you do that tourism is: Brief-June to August; Resident population supports business and entertainment-24
- I am disappointed that the consultants presentation has not changed since the original concept was presented at the very first workshop. Color has been added but it doesn't look like much else. The term cookie cutter presentation comes to mind. –36
- Demonstrations of wind power, wind farm going on Bear Mountain – 42
- One where the Mile 0 Post is not in the middle of the intersection – 44
- More emphasis should be on our pioneers and the farming industry. The farmers, workers, etc...will be here when the oil, gas, Etc. run their course. –55
- There are many stories told and untold about Dawson Creek, it's pioneers and the Highway years. Dawson Creek and area heritage has many stories in itself. –56
- Work in conjunction with Pioneer Village – don't duplicate. i.e. Compete. –60

3. Do you support linking the Alaska Highway House with other facilities, i.e. a visitor information centre, museum, archives. Why or why not?

“Yes” = 27: 3, 8, 12, 13, 17, 19, 22, 23, 29, 31, 32, 33, 34, 35, 37, 38, 41, 43, 44, 47, 48, 49, 50, 54, 56, 59, 67

- Continuity is key for maximum pleasure of trip-3
- But could be spread around, linking NAR park with Walter Wright Pioneer Village-8
- The more convenient for tourists the better. It means parking that huge RV only once-19
- Should be integrated into one big visiting event, don't separate house, info, and museum-22
- One stop shopping for tourists and locals alike-31
- Absolutely there needs to be a link between everyone and it makes sense-32
- Linkages will help promote each site – 35
- All should work together – 37
- I do. If you won't put them in the same location you need a reason for people to go from one location to the other. – 41
- Joint advertising etc keeps cost's down - 43
- Put it in an existing building to save on costs – 44
- Lets give the people as many reasons as possible to stay longer. – 47
- In visitor information centre. – 48
- But where? Need new site. 50
- So long as it's not in the NAR park. That space is perfect now with easy access and parking. –54
- It is all about history and a link between these facilities would give visitors a real feel for what-when-how and why Dawson Creek exists. –56
- See attached. -67

“No” = 7: 5, 7, 42, 55, 58, 63, 68

- I believe the Alaska Highway House is a very viable stand-alone product. –5
- To promote better traffic flow, they should be separate-7
- Threatens to keep visitor on one side of Alaska Highway, put into booth by Mile 0 Post. Mega project (everything-in-one-building or economy-of-scale) threatens to run over budget, plan for disaster, to severe [sic] something, not just scale back – 42
- Do not need Alaska Highway House. Have enough with museum, archives, art gallery and Walter Wright Pioneer Village. –53
- These are two separate things. –55
- Museum and archives are of local interest. –58
- No because these places are already pedestrian friendly –63
- No! The biggest reason is tax money has to support all of this. -68

“Other” (no clear “yes” or “no” response given)

- Either way-2
- Not necessarily. The old post office would be a good place-4
- Not sure I support the AHH-10
- Far too many attractions fighting for the same attention or dollars-14
- It would be nice to have everything in one facility to reduce operational costs-21
- That would depend on how it is done-24
- Not enough parking-25
- Economies of scale and everything in one place. All related, big impact if well done professional facility. People will definitely stay longer just to see it all. Really sets of a journey and primes people for all that is to come-30
- Not in the NAR Park. Have them more downtown to see it – 36
- Link by signage and pathways OK, need to link to Wrights Museum – 40
- It could be incorporated although the Archives should be protected in its own area. – 46
- Not sure. I think this could stand alone. Lets spread things out. –51
- What do you mean by liking ie. Physical –may not be physically possible. Our present NAR Park is an accomplishment – enhance it yes. Replace it, no. Train station and Art Gallery have historical significance. I am one person who helped to pay to move the elevator/art gallery to it’s present location. –60
- Not downtown. Should be separate from town. Visit our town now the way it is, visit hwy history on it’s own. –61
- Alaska Highway House, archives, Roots Society would complement each other and be an attraction for tourists and locals as well. –65
- Information centre, could be an empty lot where hotel will be taken down as well as Mile 0. The alternative info centre – Alaska Hwy history. –These two might work better together. -66

4. Where would you locate a new Alaska Highway House attraction?

Downtown: 2, 4, 6, 17, 22, 29, 36, 39, 41, 42, 47, 65 (**Total = 12**)

Old Pool Building - 3

- Old pool building – 6
- Put it in the old pool building and move K-Pac to old office building-6
- Where the swimming pool now stands close to the arena parking lot local people could browse while their kids are practicing their skating. (Tours of the arena’s could be arranged for tourists.) –65

Dawson Hotel - 4

- The old hotel? : being torn down – 24
- Dawson Hotel site-easily accessed. Close to traffic lights, good size, close to other facilities and downtown. –54

- On the corner where the Dawson Hotel was, and I understand is to be demolished. –55
- Right where the old Dawson Hotel in now – 41

Other Downtown - 3

- On undeveloped lots between Penny? Mart and 15th St – 50
- Visitor Information Center – 48
- Buy the Alaska hotel and turn it into the Alaska Hwy House-19

Old Post office building: 1, 2, 3, 4, 7, 12, 16, 17, 28, 29, 38, 43, 44, 45, 46, 47, 58, 68 (Total = 18)

- May be a good use for Post Office. Has the advantage of being old history itself – 2
- This would draw tourists all the way from NAR park through downtown to 104th-16
- It's a heritage building. Lots of space. Gets people into the core. –51
- This would link the park with downtown and cause pedestrian traffic to move only a few blocks to 'experience' Dawson Creek. –56
- Parking? –58
- Possible, does have potentially more parking availability. –60

N.A.R. Park: 5, 15, 18, 21, 22, 23, 26, 30, 31, 32, 33, 34, 35, 37, 40, 42, 49, 59, 67 (Total = 19)

- Expand on the museum and NAR park-11
- This should be (appreciate) with the museum. A building done to the museum connected by a covered walkway would sense that purpose-24
- Central and very crucial to success of downtown revitalization plans - 18
- Probably best so existing facilities aren't marginalized - 22
- Needs to be visible (pioneer village is hidden from tourists) – 35
- Put a major parking lot across the tracks from NAR Park – 40
- Ideal but probably not physical space. –60
- If room on lot between NAR and liquor store, but no shed! –61
- Integrate it in Multiplex or NAR building. Machinery if any could be in Pioneer Museum. Why not fix the elevator and put museum in there as well as working model of the elevator. -66

Other: _____

Pioneer Village - 3

- Walter Wright Pioneer Village – (4 votes) 8, 14, 25, 39
- Two campgrounds nearby, utilize Pioneer Village more, move construction equip to Village as well as Army Tent, First Nations at Pioneer Village as well – 8 and ?

- By Pioneer Village and Camp ground. More appropriate for machinery, more parking area. On the Alaska Hwy. Good for both! –61

Bingo Hall -3

- Land on other side of railroad tracks, Bingo Hall-19
- Old bingo hall. (2nd choice). 1) We know that people do travel this way, but it's a short season. 2) We need to really promote the area if we put the effort and funds into the project. 3) If we do this how many more travelers do we need to make it worthwhile? 4) Expand the idea that we are just a summer destination (all season) 5) We need to also become an events community-sail to Multiplex 6) Good presentation and information. I like the concept of doing something instead of the status-quo. –51
- Bingo Hall and lot. –58

Additional Comments not associated with a specific question or strategy:

Go for it all – 30

Good luck. We need to make changes, we need to honour the families that pioneered in this area. - 46

The questions in this survey doesn't really give a chance for one to express their opinion. Questions are set up to get answers that people with the forum can use to do what they want. Tables and benches in downtown area just don't work. When I visit the downtown, I park as far away as possible and walk where I need to go. Great way to see what's happening. We have had very little snow but walks are still not cleared. In the last week I have picked up a broken beer bottle and a cooler bottle on walks in front of bar on 103rd Ave (900 block). Remember the gazebo located in front of Bings? It was removed because of party goings on-broken glass and mess. Just clean it up. No major changes required. (signed: tax payer)

The concept of a facility to tell the story of the Alaska hwy is great. The details of where and what it will look and how it will relate to the present Station Museum and visitor information centre will determine it's acceptance however. It would be unfortunate if the Alaska Highway House and the story of the whole AK highway overshadowed Dawson Creek's story and Station Museum/grain elevator complex. The proposal to locate an interim AHH downtown in a 'heritage' building right across from the Mile 0 post seems most appropriate and should attract visitors downtown. A location in/next to NAR park would probably attract more tourists however, as it would be closer to parking (and they wouldn't have to downtown). If located next to the Station Museum, however, it is important that it not overpower the station in scale or form. -57

The people (planners) who make up these drawings must not know anything about snow or the removal of it or how the salt that is put on it –kills grass and other plantings. We all don't live in hot climates. -63

Downtown Revitalization: 1. I believe that pedestrian friendliness need take second place to ease of vehicular movement and parking. Years ago the City invested in widening 102nd and 10th because the narrowness impeded traffic. I would wary of an experiment which could not be easily reversed and would make the downtown core less vehicle friendly. Much depends on the future of the Dawson Hotel Property and the Silverado. For so many months per year people want to park as close as possible to their destination. I was very supportive of the plan for the Mile 0 post enhancement put forward by the previous administration, however shelved at the displeasure of enough citizens of the day. I like having the Mile 0 post where it is and believe the modest danger the photo-taking poses is part of the attraction and lends it a certain cache. Not quite the peak of Everest but you do have to watch out for yourself. The image of Mile Zero being a place where one can start over, as many have done who moved to the Peace, is worthwhile in my opinion. There is a certain philosophical value and attraction to this symbol which presents another angle, another opportunity. We may enhance the value of a person reaching Mile Zero, as it were. For my part I would rather see us move forward on the Art Walk throughout the back lanes; the Memory Lane concept I have been promoting and which is continuing. The cost would be more in thousands than millions and there is no risk of the medians being a nuisance and impediment at snow time or the too pedestrian friendliness attracting the wrong people and presenting a policing issue. The Heritage Walking Tour and commercial development of the lanes starting from the Mile 0 Post/Plaza. Some of the mural and Tromp D'Oi is pretty good. Were we to attract and add some well known artists an art museum would evolve in our alleys. Tourists would

double the exploration potential of the downtown. Merchants could take better advantage of back doors and outdoor marketing in summer in the lane ways. Alaska Highway House: 2. The large empty land behind NAR Park has long been my favorite spot for a park and additional parking. With the Bingo Hall moving is a perfect time to that land, too. The railway track is a minimal obstacle. The parks attractions could include larger outdoor displays, walking paths, and the Interpretation Centre. This Mile Zero of the Alaska Hwy is the Gateway to a Living Museum linking that 16th Engineering Wonder with anything relevant all the way to Delta Junction. The old road via Trutch could be one restored section reconnecting the old road with the new Mile 225? The Scenic Hwys connection will tie in easily. -67

RE: Communications Plan- We hope City Council will not go these plans at this time. We would consider a small part of the plan after a couple of years of seeing if our Multiplex Operational and Maintenance costs along with the final cost of the Multiplex are in. We also feel Bud Powell our representative on the Tourist Association should be working moiré for the tax payer and our wishes instead of the Tourist Association. Also we have noticed on our introductory pages most of "other participants" were mostly friends of the Multiplex. I don't think you had a good cross-section of input. I have been to 90% of town hall open meetings-so how darn interested can these people be? Perhaps they all have a personal agenda?? Our priority is A New Water Supply and lets quit wasting time over money on reservoirs to keep up the demand. -68