



CITY OF  
PRINCE GEORGE

# Official Community Plan

What We Heard Report:  
Phase 3



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## We acknowledge the unceded ancestral lands of the Lheidli T'enneh.

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The City of Prince George respectfully acknowledges the unceded ancestral lands of the Lheidli T'enneh, on whose land we live, work, and play.

# Introduction

## Background

In June 2023, the City of Prince George initiated the Official Community Plan (OCP) Review process to set a new long-term vision for the community. The City's existing OCP was adopted in 2011, and much has changed within the community since that time. This review process will develop a new vision for the community, with input from as many groups of people as possible with the resources available. Figure 1 below outlines the OCP Review process timeline.

The City of Prince George is also undertaking a Complete Community Assessment, in parallel to the OCP process. This new initiative will provide a platform for data collection and analysis that will help municipalities answer key questions about their communities and achieve their goals.

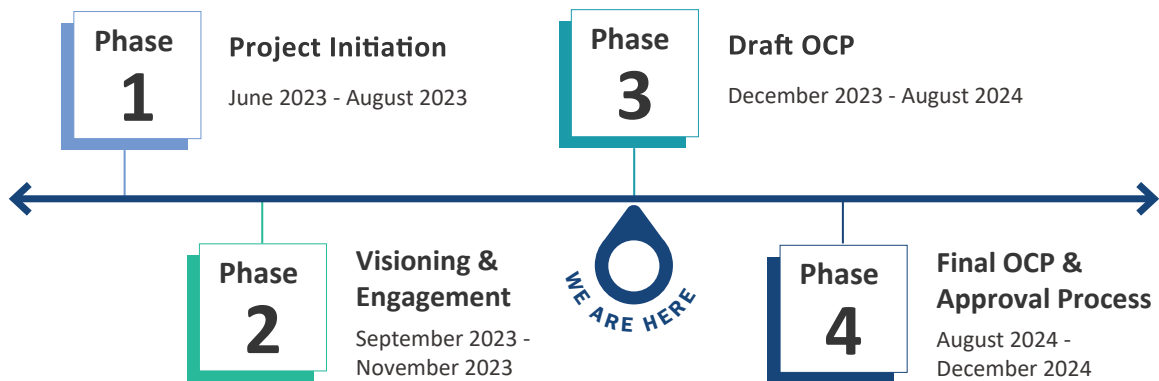


Figure 1. OCP Review Process



Throughout Phase 1 and 2 of the OCP Review process, the City hosted various engagement opportunities to gather feedback and ideas from residents about the future of Prince George. That feedback informed the draft vision statement, guiding principles, goals, and objectives for the updated OCP being refined throughout Phase 3. Phase 3 will also focus on policy development. The Complete Community Assessment project will also help inform this policy development, by providing more detailed data, analysis, and feedback.

## COMMUNITY ENGAGEMENT

Community input is essential to the OCP planning process. This What We Heard Report summarizes the feedback received through all engagement sources between December 5, 2023, and April 24, 2024. The engagement process was voluntary. The results summarized in this report do not reflect the views of the entire community.

## FIRST NATIONS ENGAGEMENT

The OCP Review is an opportunity to advance truth and reconciliation with the Lheidli T'enneh First Nation and Urban Indigenous members of the community. Engagement with the Lheidli T'enneh First Nation is being conducted through a separate but parallel government-to-government process.



# Our Approach

A full timeline of communications and engagement materials and activities can be found in [Appendix A – Communications and Engagement Timeline](#).

## How We Informed

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### PROJECT WEBPAGE

A [dedicated project webpage for the Prince George OCP Review](#) was launched on September 18, 2023. The webpage provided the community with an overview of the OCP planning process, a summary of engagement hosted to date, and details of upcoming engagement. The project webpage was updated throughout the planning process. The project webpage received **1,917 views** between January 1, and April 24, 2024.

### SOCIAL MEDIA

Social media posts were shared across Facebook, Instagram, Twitter, and LinkedIn, announcing and promoting the pop-up events and community open houses. In total, there were more than **90,000 impressions** across all platforms.

### NEWSLETTERS AND PRESS RELEASES

Information about the OCP Review process, the winter pop-up events, and the community open houses was included in three (3) newsletters distributed to Super Citizens subscribers on January 3 and January 18, 2024, and one (1) Beyond Business newsletter distributed on April 5, 2024. This information was also broadcast in 34 radio ads on Country 97FM and another 34 on 94.3 the Goat, from April 2 to April 10, 2024. The community open house was advertised in the Prince George Citizen (approximately **17,500 copies printed**) on March 21, March 28, and April 4, 2024.

### EMAIL BLASTS

An email blast was sent out to all community interest groups invited to the roundtable discussions in Phase 2 of the OCP Review. In total, 148 community groups received this information.

# How We Engaged

## WINTER POP-UP EVENTS

Municipal staff held a series of pop-up events throughout the winter, attended by a total of 444 community members. Details of the pop-up events are shown in Table 2 below. At each event, there were four (4) information boards about the planning process, and four (4) interactive boards about different policy areas. Over **400 comments** were collected on the interactive boards across all events.

Table 1. Municipal pop-up events

Date	Time	Location	# Attendees
Dec 28, 2023	5:00 – 8:00pm	CN Centre (Cougars Game)	40
Jan 5, 2024	10:00am – 5:00pm	Pine Centre Mall	98
Jan 13, 2024	5:00 – 8:00pm	CN Centre (Cougars Game)	76
Jan 26, 2024	10:00am – 5:00pm	Pine Centre Mall	58
Feb 5, 2024	9:00am – 4:30pm	UNBC	80
Feb 12, 2024	1:30 – 4:00pm	Civic Centre (Golden Age Social)	54
Feb 17, 2024	11:00am – 4:00pm	Downtown Winterfest	38

Attendees were also invited to participate in a bike, walk, and roll mapping exercise. A large tabletop map of Prince George was available at each event. Attendees were prompted to identify areas they would like to see enhancements or new connections for cycling (pink Play-Doh), pedestrian (orange Play-Doh), and shared (green Play-Doh) networks. Comments could also be provided on sticky notes. A total of **85 comments** were collected on the mapping exercise.

## COMMUNITY OPEN HOUSES

Two (2) in-person community open house events were held at the House of Ancestors, on April 9, and April 10, 2024, from 4:30pm to 8:00pm. The events included a welcome from Elder Helen Buzas of Lheidli T'enneh First Nation, and a short presentation summarizing the OCP process and engagement held to date. There were information boards, interactive boards, and four (4) table-top mapping exercises (described below). Staff from the city's Planning and Development Department were available to answer questions from visitors and facilitate the interactive exercises. Approximately **177 people attended** the two events, including four (4) councillors.

The information boards included neighbourhood profiles, showing a demographic snapshot of different neighbourhoods across Prince George (as shown in Figure 2 below). This included population growth, average household size, average household income, and average monthly housing costs.

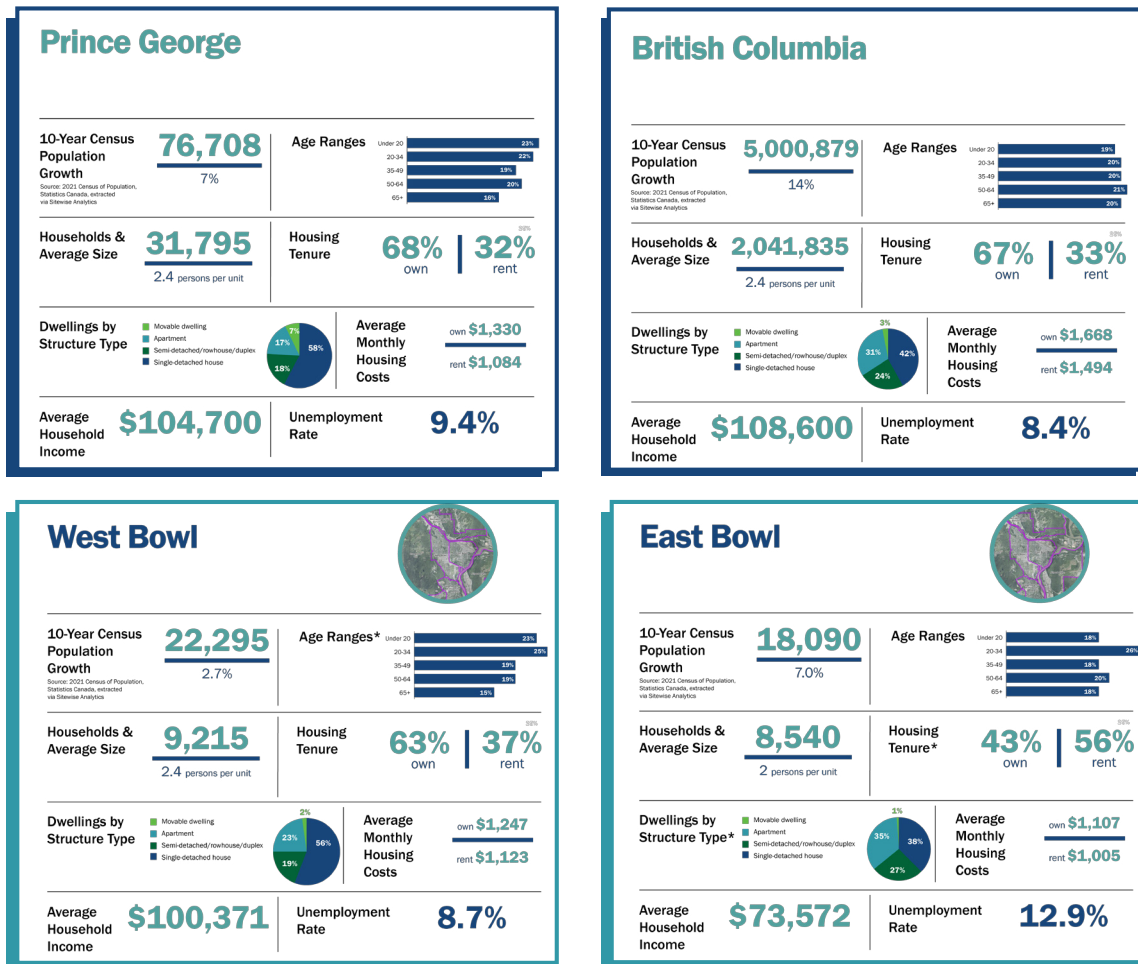


Figure 2. Prince George Neighbourhood Profiles

## COMMUNITY OPEN HOUSES - COMMUNITY MAPPING

At each community open house, there was an opportunity for participants to leave location-specific comments on four (4) different maps of Prince George. On a **growth management map**, participants were prompted to identify areas where they think growth and development should be focused (yellow LEGO bricks), and areas where they think taller buildings (6-storeys) would be most appropriate (blue LEGO bricks).

On **conceptual cycling, walking, and parks and open space network maps**, participants were prompted to share their thoughts or identify areas for improvement on sticky notes or by marking improvements and connections on the maps themselves. The enhancements and connections shown on the conceptual network maps were based on the feedback gathered at the municipal pop-up events. Over **160 comments** were left on the maps.

## COMMUNITY OPEN HOUSES - COMMENT CARDS

Community open house attendees were also invited to share their thoughts on any of the proposed OCP policy directions on comment cards. A total of **120 comment cards** were collected.

## YOUTH ENGAGEMENT

Municipal staff engaged with youth at Prince George Secondary School on March 12, 2024. In total, 95 students across five (5) classes engaged in conversations around housing, transportation, and parks, open space, and recreation.

## WRITTEN SUBMISSIONS

A dedicated email address was provided so the community could share their thoughts on the project with municipal staff and the consultant team. Between the closure of Phase 2 (November 2023), and April 23, 2024, **18 written submissions** were received, including 17 via email and one (1) given to staff at an in-person event.

The image shows two overlapping comment cards. The top card is titled "Official Community Plan" and asks participants to "Share your thoughts on any of the proposed policy directions for the OCP." It has a "Comment:" field. The bottom card is also titled "Official Community Plan" and has the same sub-header. It has a "Topic:" field, a "Comment:" field, and the City of Prince George logo in the bottom right corner.

# Engagement by the numbers

## How We Informed

**7 social media posts**  
across **4 platforms**  
(**97,000 impressions**)

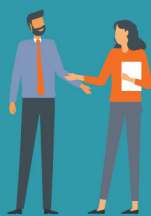


**3 Super Citizens**  
e-newsletters &  
**1 Beyond Business**  
newsletter

(**1,305 impressions** across all editions)

**34** radio ads on  
**2** stations

**1** print ad



**3** town hall  
meetings  
**46** attendees

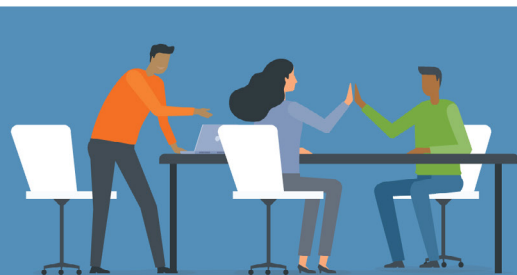


**1,917**  
website  
visitors

## How We Engaged

**444** pop-up event attendees  
(7 events)

**177** community open house attendees  
(2 events)



conversations with  
Prince George  
Secondary students **95**

**700+**  
comments  
collected

**18**  
written  
submissions

# What We Heard

What We Heard:

## Winter Pop Ups

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### INTERACTIVE DISPLAY BOARDS

At each municipal pop-up event, there were four (4) information boards about the planning process, and four (4) interactive boards about different policy areas. Attendees were invited to leave their thoughts and comments on sticky notes on the interactive boards. Over **400 comments** were collected on the interactive boards across all events. The most common responses, and unique responses specific to the question being asked, are summarized below.

#### HOW CAN WE IMPROVE OUR PARKS, OPEN SPACES, AND TREES? (130 COMMENTS)

How could the OCP's policies be changed to enhance our parks? (55 comments)

- Prioritize accessibility – create accessible parks and playgrounds, incorporate mixed-age equipment, e.g. senior friendly workout equipment.
- Dog parks – create more dog parks throughout the city, e.g. in Gladstone Park.
- More amenities – provide more public amenities such as washrooms and water fountains throughout parks and trails.
- Wildlife – protect wildlife and retain wildlife corridors.
- Prioritize native species – protect and increase native plants and wildlife and remove invasive species.
- Informative signage – provide more information throughout parks, such as trail maps and species information.
- Community gardens – create more community gardens in parks, with free or affordable access.

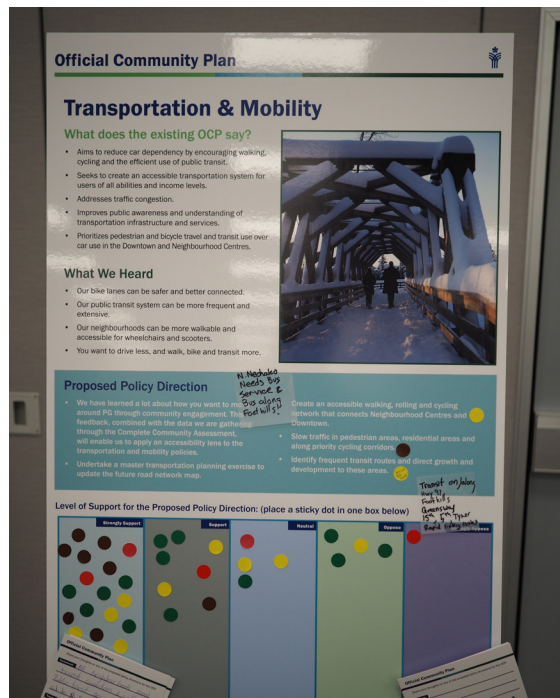
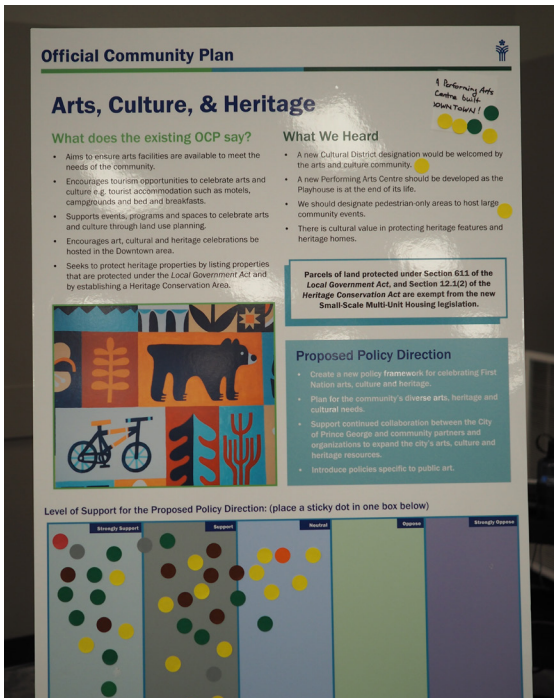


How could the OCP's policies be changed to better protect our natural areas? (39 comments)

- Retain and protect parkland, particularly Ginter's Green
- Fire prevention – prioritize proactive fire prevention, plant fewer flammable species.
- Riparian areas – protect riparian areas from development.
- Density – prioritize density over sprawl to maintain existing parks and greenspace.

How could the OCP's policies be changed to increase our tree canopy? (36 comments)

- Protect from development – require tree retention, replacement, or inclusion in all new developments.
- Include in growth management – reduce the urban growth boundary to protect existing trees, and infill vacant lots with greenspace.
- Tree inventory – create an inventory of existing trees, with lifespan planning for tree replacement.
- Events and education – introduce residential and urban tree planting events, education, and programs.
- Fire prevention – prioritize proactive fire prevention to retain trees.
- Consider soil rejuvenation.
- Include qualified arborists and forestry professionals in planning process.



## TELL US MORE ABOUT HOW OUR PARKS AND OPEN SPACE SYSTEMS COULD BE IMPROVED (127 COMMENTS)

Where do you see opportunities to connect existing parks and open spaces? (61 comments)

- Bike lanes – expand and improve the network of bike lanes across and throughout the city to increase connectivity.
- Riverside parks – connect the riverside parks (Wilson, Moore’s Meadow, Nechako, Birdsong, Cottonwood, and Lheidli T’enneh) through trails.
- Foothills – walking and cycling trails along the foothills.

Where do we need more playgrounds, sport fields, and recreation spaces? (31 comments)

- Hart – more playgrounds, water parks, and dog parks.
- College Heights – more playgrounds and water parks.
- University Heights – more parks.
- Blackburn, Parkview, Carrie Jane Grey Park, Charella Park, Rainbow Park – more playgrounds.

How could we better manage our land to accommodate wildlife? (35 comments)

- Limit sprawl – prioritize density over sprawl, and infill with greenspace, to protect and enhance existing wildlife areas.
- Protect from development – protect greenspaces and wildlife corridors from development.
- Prioritize native species – protect and plant more native trees and plants to feed wildlife and attract native pollinators. Reduce the use of artificial grass.
- Manage animal attractants – proactively manage animal attractants, particularly in residential areas, i.e. provide more bear safe garbage containers.

## WHERE SHOULD WE SPEND MONEY ON INFRASTRUCTURE? (136 COMMENTS)

Existing parts of the City (including areas where plans have already been approved (47 comments)

- Prioritize cycling and pedestrian infrastructure – expand, improve, and maintain sidewalks and bike lanes throughout the city.
- Update water, wastewater, and sewer infrastructure, including the storm drain on McGill.

- Provide pedestrian crossings on Ospika.
- Road maintenance in the Heritage/High Glen area.
- Make Third Ave pedestrian only and replace unused buildings with parking.

#### New development areas (34 comments)

- Prioritize cycling and pedestrian infrastructure – ensure new developments are connected and serviced by sidewalks and bike lanes.
- Prioritize greenspace in new development areas – protect existing greenspace from development and require new developments to include new greenspace.
- Consider boundary road connection for growing south to west trucking traffic.
- Prioritize infrastructure in the Hart for business development.
- Prioritize stormwater management and fire-safe green corridors in all new developments.
- Prioritize infill and development around existing infrastructure, instead of new developments further out.

#### Tell us how we could manage our land to provide better infrastructure (55 comments)

- Prioritize transit and active transportation – improve and expand transit, and develop more pedestrian and cycling infrastructure to shift away from vehicle infrastructure.
- Housing for seniors – provide smaller, more senior-suitable housing.
- City boundaries – shrink or do not expand the city land boundaries and prioritize infill development.
- Parking – enforce parking regulations, particularly in residential streets.
- Limit sprawl – prioritize density over sprawl, particularly in the Hart.

### HOW CAN WE REACH OUR CLIMATE CHANGE TARGETS? PLACE A STICKY DOT NEXT TO YOUR TOP 3 CHOICES.

Attendees were invited to place a sticky dot next to their top three (3) choices for how to reach our climate change targets. A total of **194 sticky dots** were placed. The top three (3) choices were:

- Land use (46 votes, 24%)
- Waste management (45 votes, 23%)
- Transportation (45 votes, 23%)

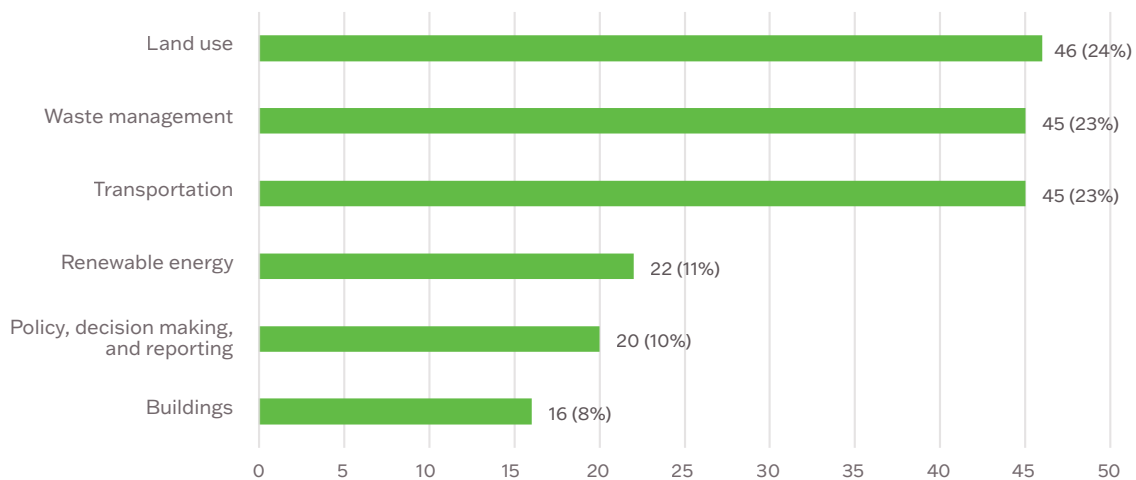


Figure 3. Counts and percentages (% of total 194) of sticky dot votes

There were also 19 sticky note comments added to the, providing specific suggestions for how to reach our climate change targets, including:

- Provide transit to the airport,
- Adjust garbage and recycling collection cycles,
- Introduce industry requirements for monitoring and reporting on emissions.
- Introduce household or community composting.

## BIKE, WALK, ROLL TABLETOP EXERCISE

A large tabletop map of Prince George was available at each event. Attendees were prompted to identify areas they would like to see enhancements or new connections for cycling (pink Play-Doh), pedestrian (orange Play-Doh), and shared (green Play-Doh) networks. Comments could also be provided on sticky notes. A total of **85 comments** were collected on the mapping exercise.

The enhancements and new connections for cycling and walking suggested by attendees are shown on the map(s) below, as 'future walking and cycling connections.'

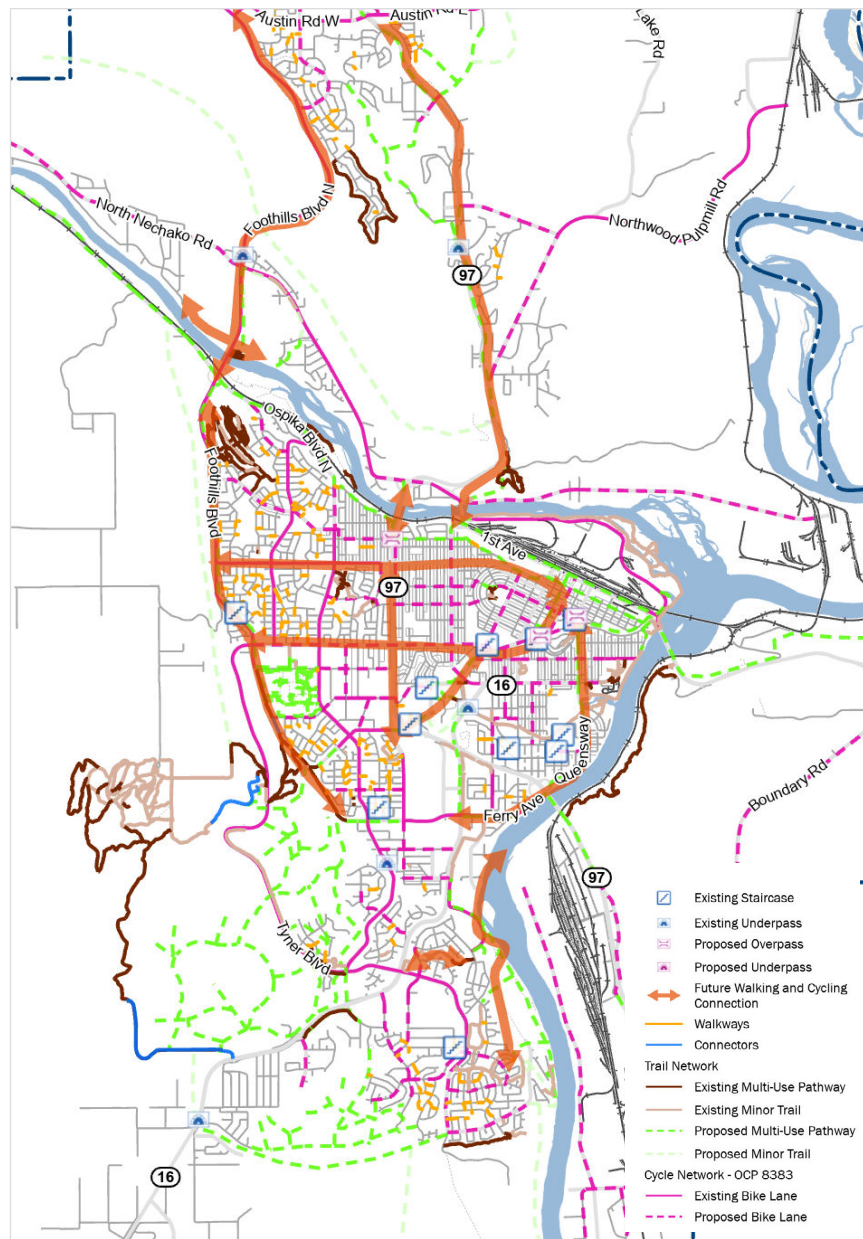


Figure 4. Conceptual cycling map



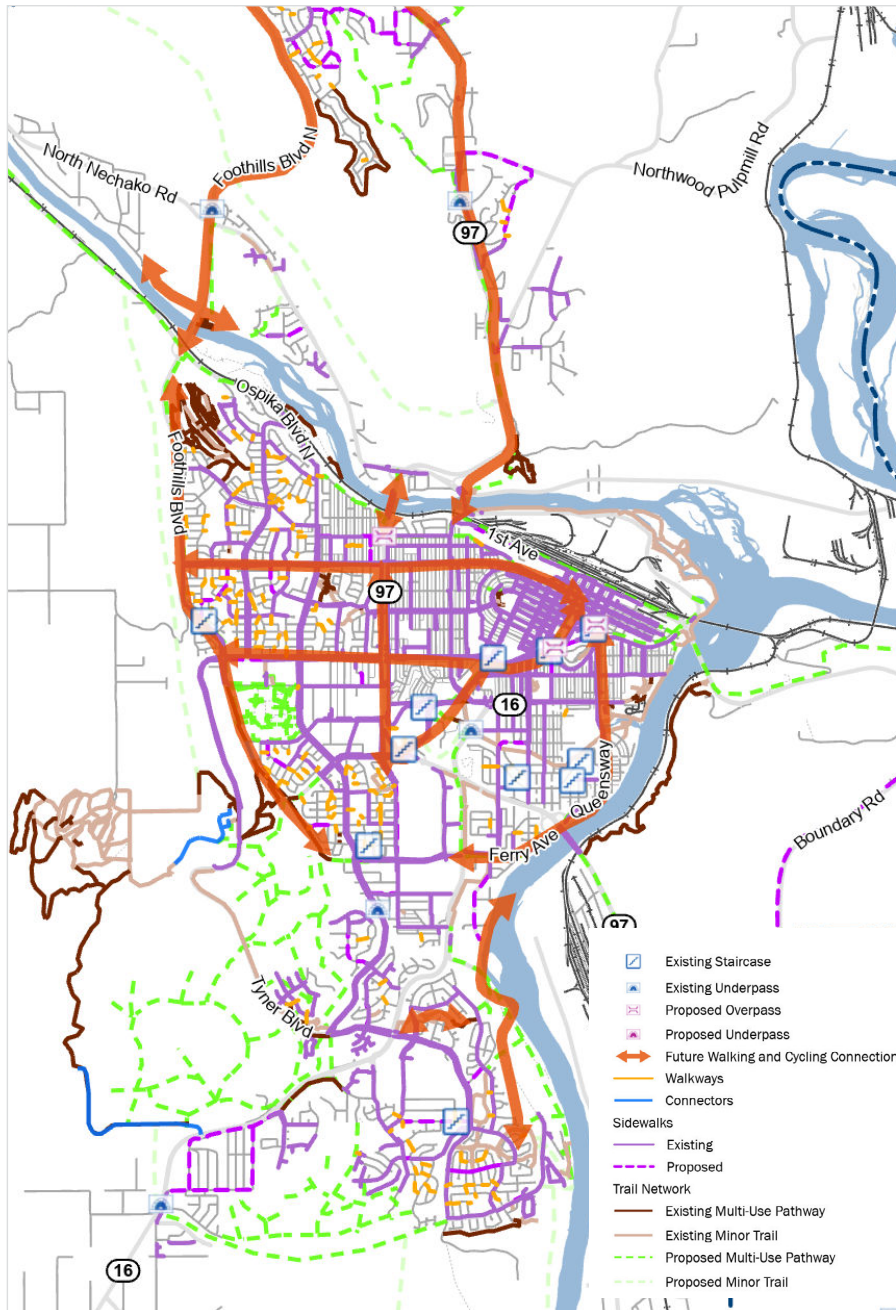


Figure 5. Conceptual walking map

## What We Heard:

# Community Open House

## INTERACTIVE DISPLAY BOARDS

At the open house events, there was an opportunity for participants to indicate their level of support for the proposed OCP Vision, and proposed direction for key policy areas, by placing a sticky dot in one (1) of the boxes on the board (as shown in Figure 6 below).

The City has recorded and considered all feedback received on the interactive boards. However, it was observed and reported by several individuals that some attendees were placing multiple (sometimes 5+) sticky dots in the “strongly oppose” column on the boards without reading the proposed policy directions. This behaviour was particularly evident at the community open house on April 9, 2024 (Open House 1), where several community members protested the OCP Review in its entirety based on inaccurate information. Some concerns were raised about how that feedback would be considered.

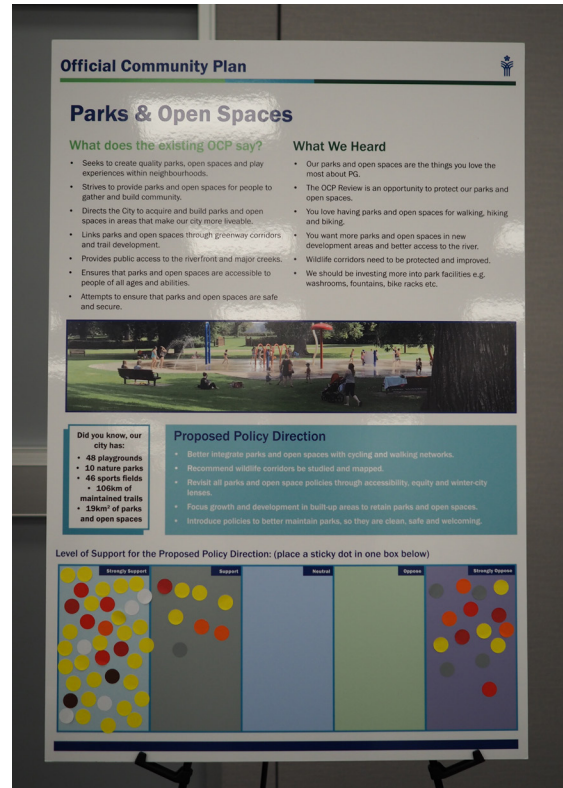
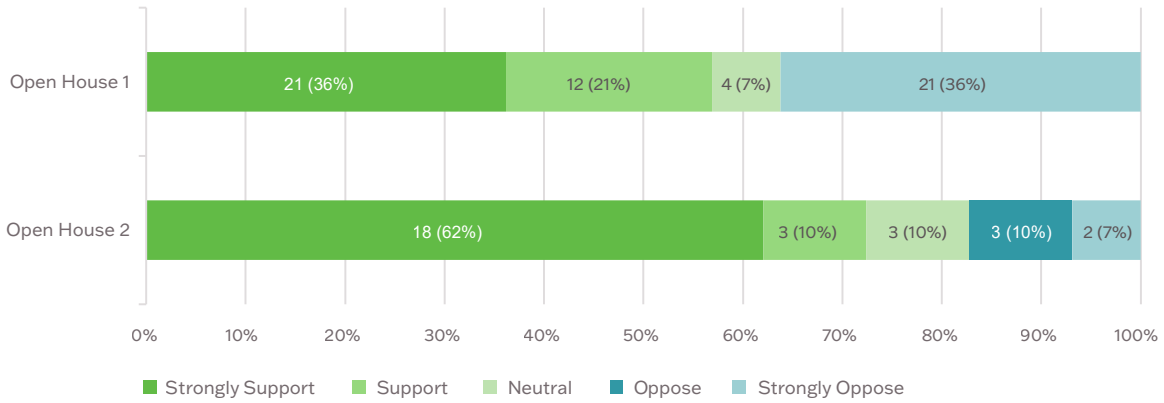
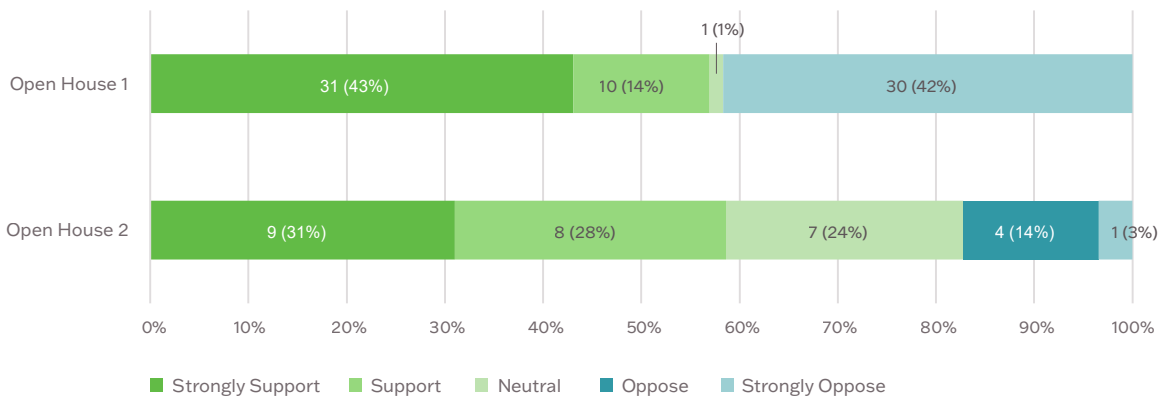


Figure 6. Interactive display board with sticky notes from the community open house on April 9, 2024

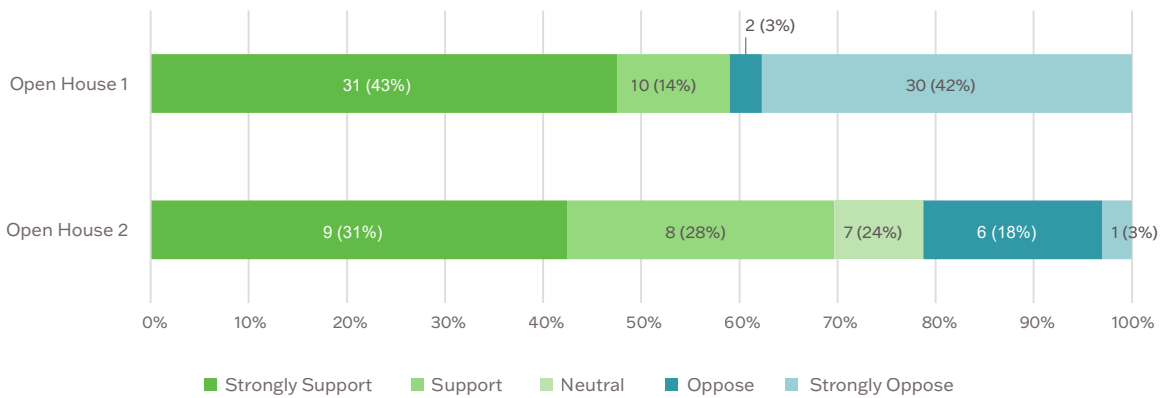
### LEVEL OF SUPPORT FOR THE PROPOSED OCP VISION



### LEVEL OF SUPPORT FOR THE PROPOSED HOUSING POLICY DIRECTION

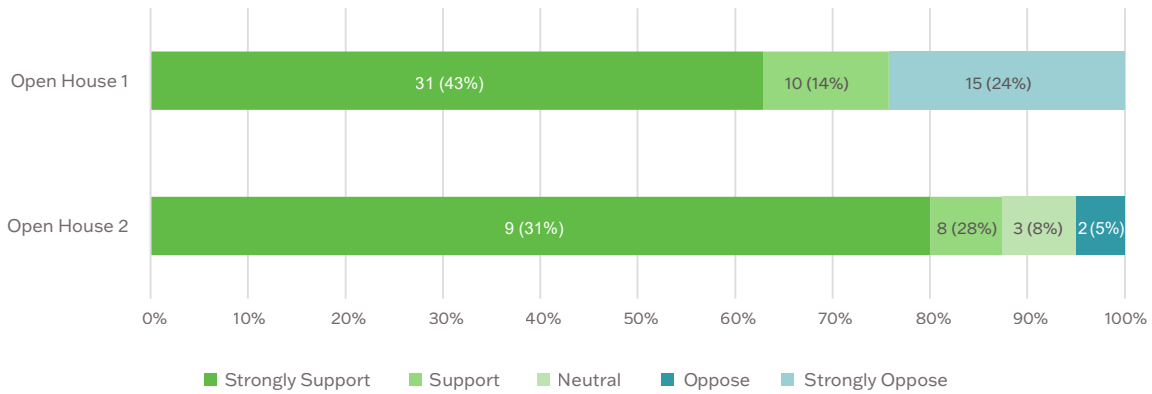


### LEVEL OF SUPPORT FOR THE PROPOSED ENVIRONMENTAL PROTECTION & CLIMATE PREPAREDNESS POLICY DIRECTION

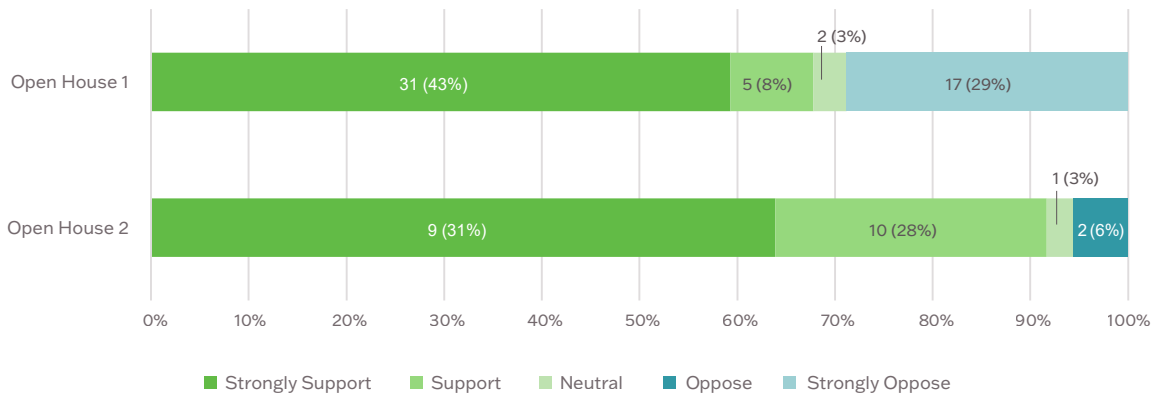




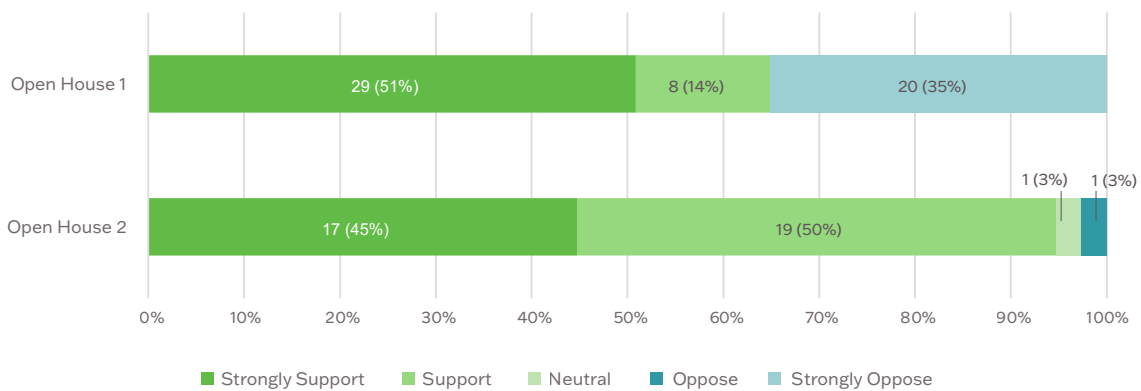
### LEVEL OF SUPPORT FOR THE PROPOSED PARKS & OPEN SPACES POLICY DIRECTION



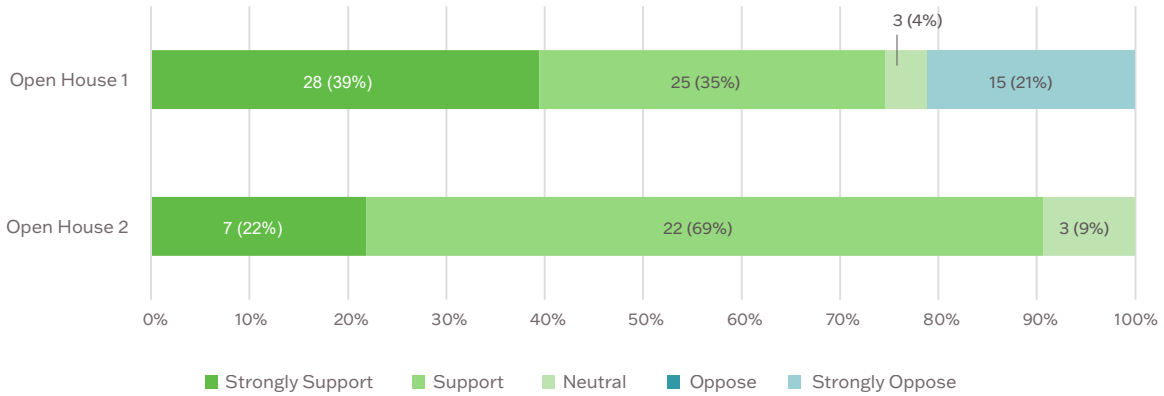
### LEVEL OF SUPPORT FOR THE PROPOSED INFRASTRUCTURE POLICY DIRECTION



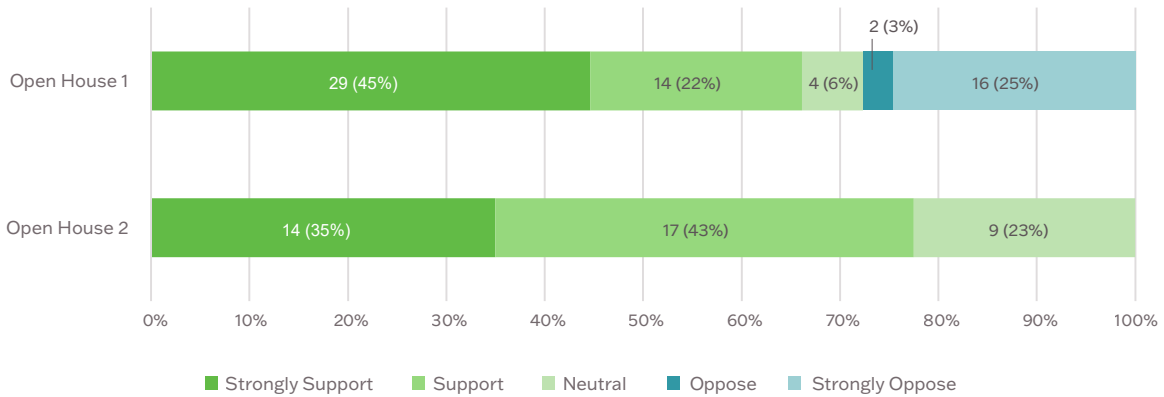
### LEVEL OF SUPPORT FOR THE PROPOSED AGRICULTURE & FOOD SYSTEMS POLICY DIRECTION



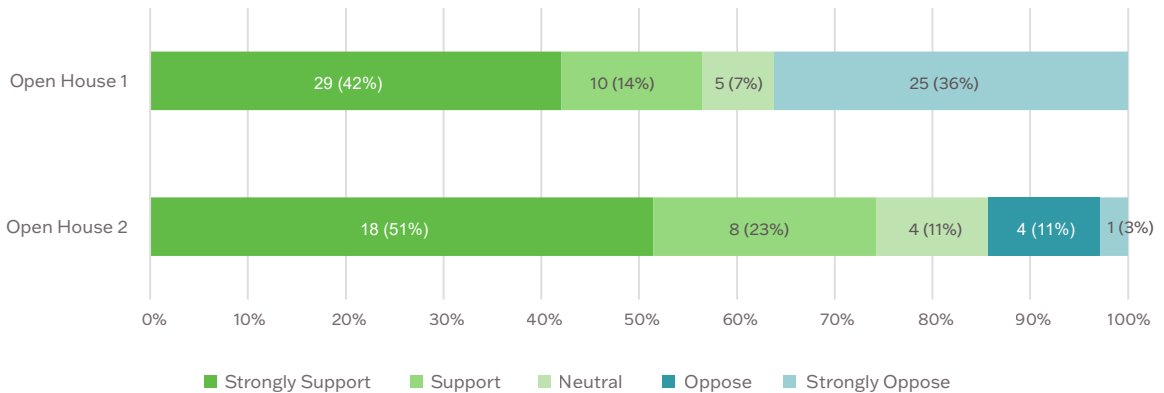
### LEVEL OF SUPPORT FOR THE PROPOSED ECONOMIC DEVELOPMENT POLICY DIRECTION



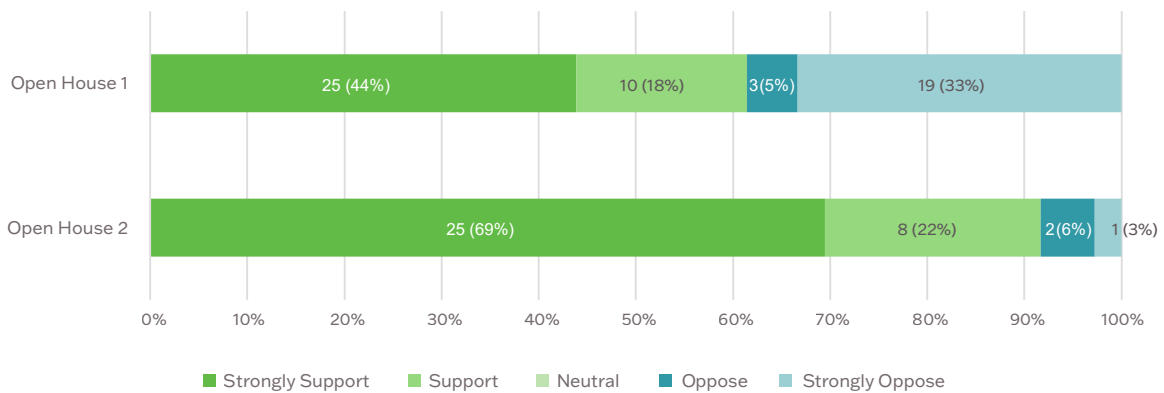
### LEVEL OF SUPPORT FOR THE PROPOSED ARTS, CULTURE & HERITAGE POLICY DIRECTION



### LEVEL OF SUPPORT FOR THE PROPOSED TRANSPORTATION & MOBILITY POLICY DIRECTION



## LEVEL OF SUPPORT FOR THE PROPOSED GROWTH MANAGEMENT POLICY DIRECTION



## COMMUNITY MAPPING

At each community open house, there was an opportunity for participants to leave location-specific comments on four (4) different maps of Prince George. **Over 160 comments** were left on the maps. The City of Prince George has read and considered all feedback. For this report, a summary has been included below.

### Growth Management Exercise

On a **growth management map**, participants were prompted to identify areas where they think growth and development should be focused (yellow LEGO bricks), and areas where they think taller buildings (6-storeys) would be most appropriate (blue LEGO bricks). The placement of LEGO bricks is summarized in Figure 7 below.

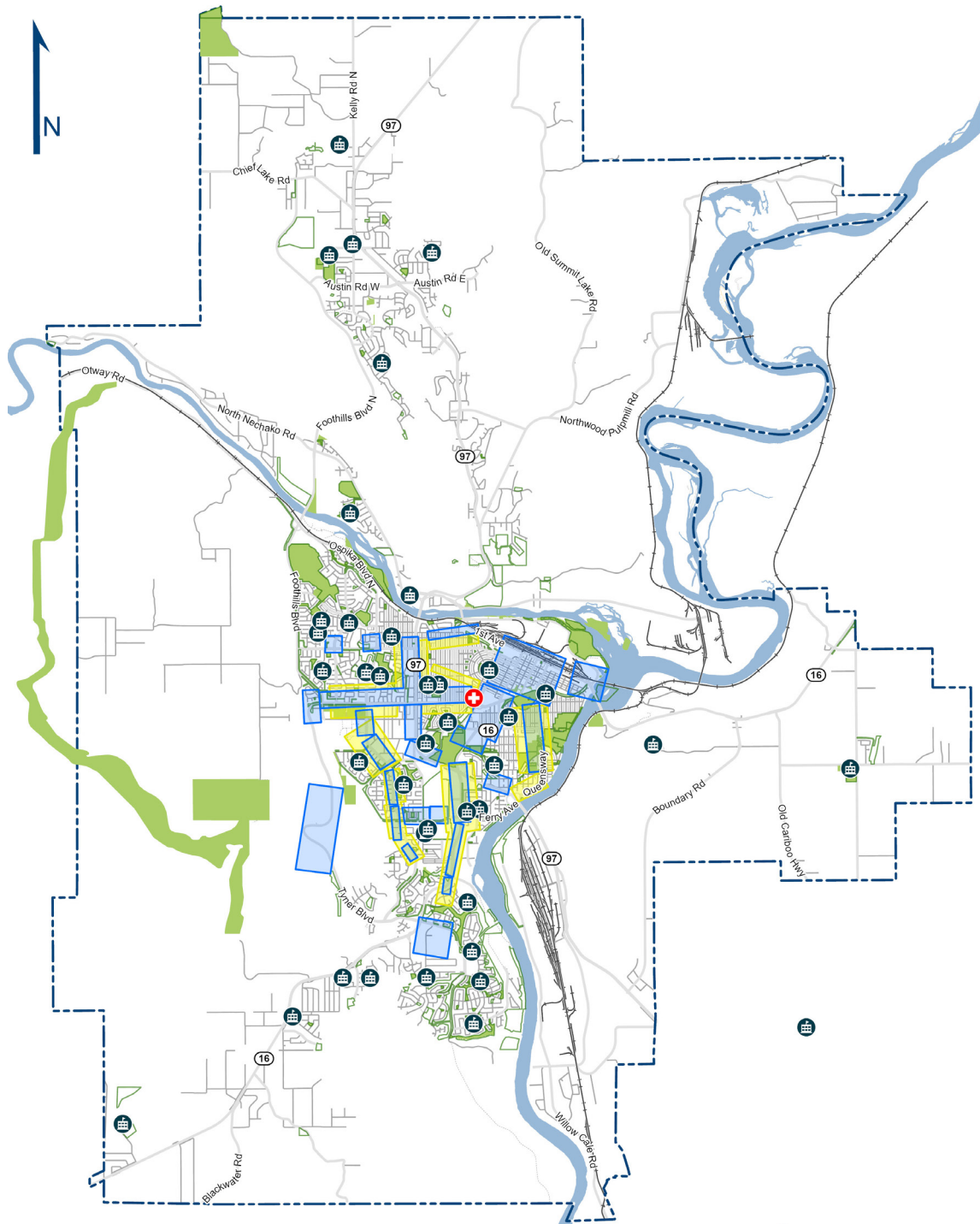


Figure 7. Growth management map with summarized attendee feedback

Some participants also left feedback on sticky notes, including:

- Retain character and heritage homes,
- Opposition to high-rise construction,
- More housing development on Queensway.

### Conceptual Walking and Cycling Network

On conceptual walking and cycling network maps, participants were prompted to share their thoughts or identify areas for improvement on sticky notes. The 'future walking and cycling connections' shown on the conceptual network maps were based on the feedback gathered at the winter pop-up events. Walking and cycling connections suggested by participants have been shown in Figure 8 below.

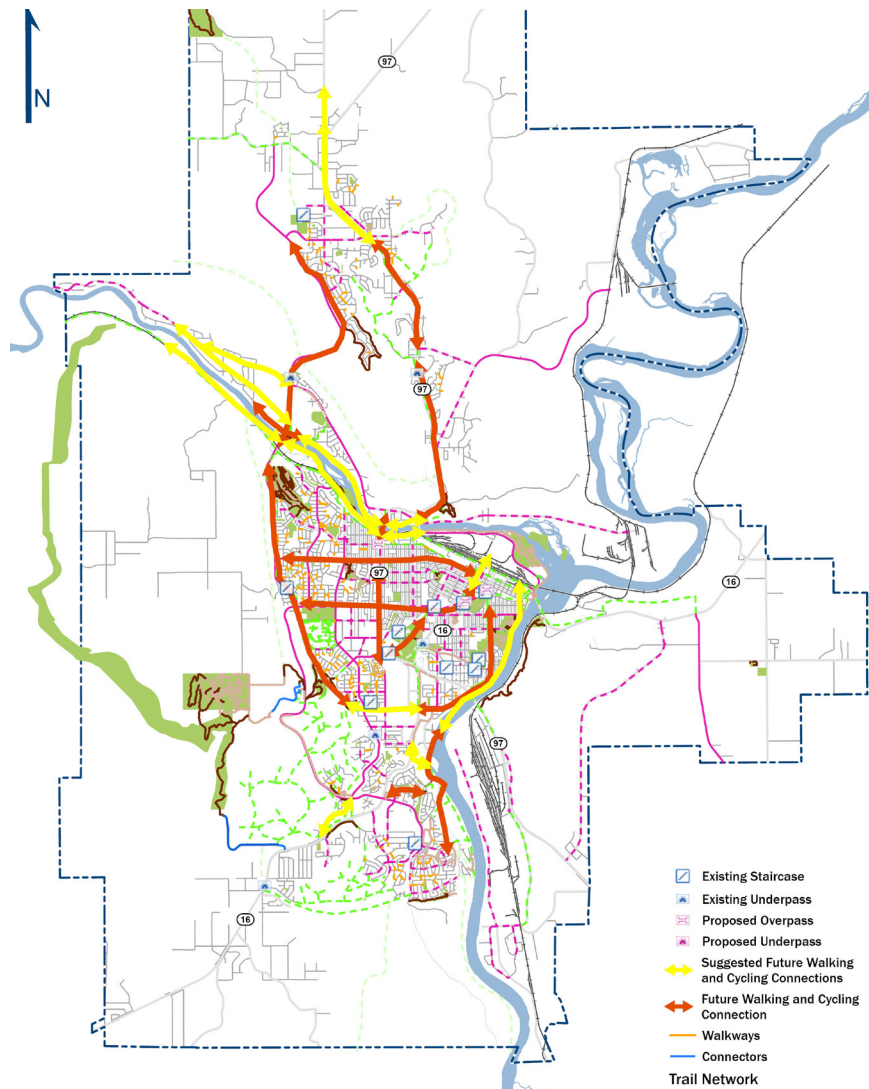


Figure 8. Conceptual walking and cycling network map with summarized attendee feedback

**Over 100 comments** were left on the conceptual walking and cycling network maps. Some comments reflected suggestions that have been captured on the updated maps, others were standalone suggestions. Some common, specific suggestions were:

#### Shared networks

- Connections – create more walking and cycling connections to Downtown, the university, Lheidli T’enneh Park and Cottonwood Park, Otway, and the riverfronts.
- Safer crossings – improve the safety of cyclist and pedestrian crossings by installing cyclist- or pedestrian-controlled lights.
  - Specific locations mentioned included Queensway and Central Street.
- Traffic calming – more traffic calming is needed to improve the safety of cyclists and pedestrians, particularly around Lheidli T’enneh Park.

#### Cycling

- Bike lanes – create more bike lanes (particularly near schools), wider bike lanes, protected bike lanes, and bike lanes free of car parking. Some specific suggestions were:
  - Use street trees to separate bike lanes from vehicle traffic.
  - Separation from traffic along Highway 97 is particularly important.
- Bike storage – provide secure bike storage in more places, and near transit stops.

#### Walking

- Sidewalks and pedestrian safety – widen, improve, and maintain sidewalks to increase pedestrian safety throughout the city. Street trees could be used to provide more separation between vehicle traffic and pedestrians.
  - Specific locations mentioned included downtown, Queensway and Patricia Boulevard, Otway Road, and 15th Ave.
- Create more pedestrian only areas downtown.

## Parks and Open Space

On conceptual parks and open space network maps, participants were prompted to share their thoughts or identify areas for improvement on sticky notes. The ‘future trail connections’ shown on the conceptual network maps were based on the feedback gathered at the municipal pop-up events. Trail connections suggested by participants have been shown in Figure 9 below, as ‘suggested future trail connections.’

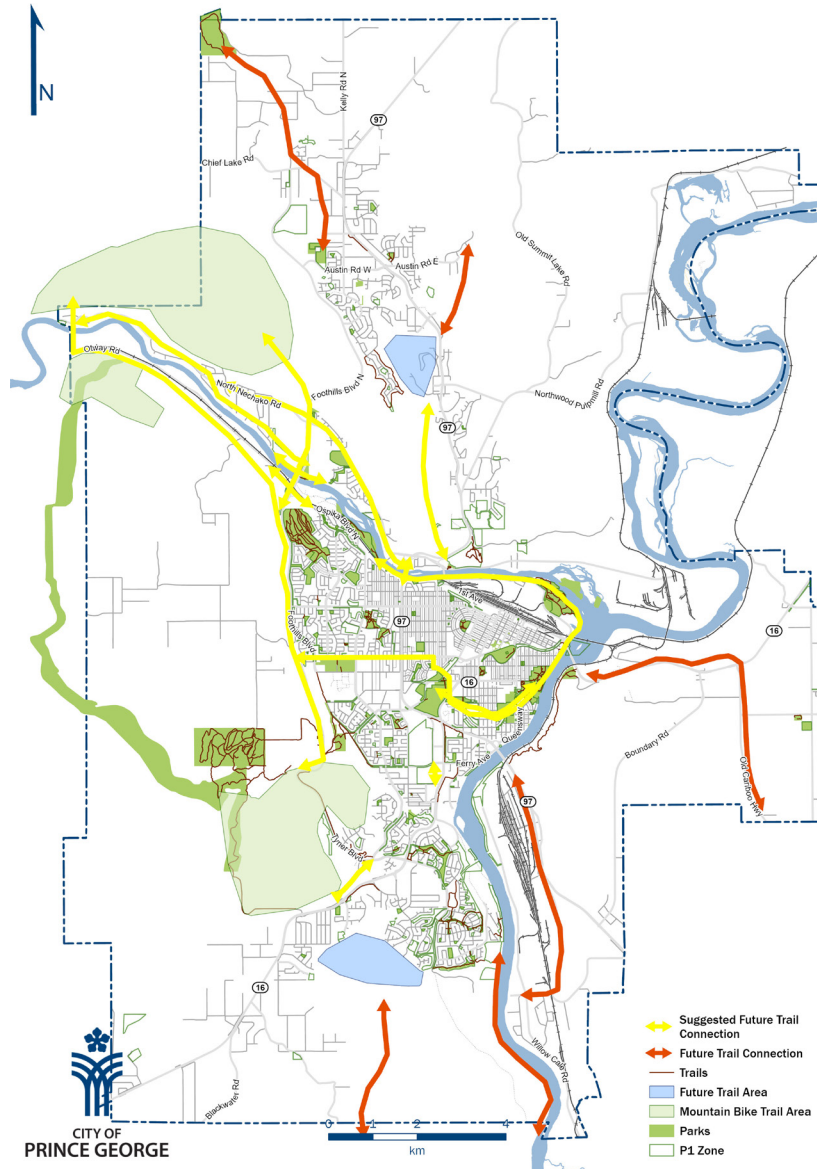


Figure 9. Conceptual parks and open space network map with summarized attendee feedback

**More than 50 comments** were left on the conceptual parks and open space network maps. Most comments reflected suggested connections that have been captured on the map. Other specific improvements suggested were:

- Create community gardens and food growing spaces in City owned parks.
- Upgrade the playground at Gladstone Park.
- Create sports fields in the open space north of Ospika.
- Include greenspace in new developments and/or infill vacant lots with parks.
- Provide more parking at trail heads.

## COMMENT CARDS

Community open house attendees were invited to share their thoughts on any of the proposed OCP policy directions on comment cards. A total of **120 comment cards** were collected, some contained comments relating to multiple policy topics. The most common themes and some unique suggestions relating to the proposed OCP policy topics are summarized below.

The image shows two overlapping comment cards for the Official Community Plan. Each card has a header with the title 'Official Community Plan' and a subtitle 'Share your thoughts on any of the proposed policy directions for the OCP.'. Below the subtitle is a 'Comment:' field with a horizontal line for input. At the bottom of each card is a 'Topic:' field with a horizontal line for input. The bottom card also features the City of Prince George logo in the bottom right corner.

### Transportation & mobility (38 comments)

- Improve and add more sidewalks
- Add a gondola
- More separated bike lanes
- Improve walking safety in winter
- Provide secure bike lockers downtown
- Create a transit hub at the university

### Agriculture & food systems (15 comments)

- Create community gardens, orchards, and greenhouses
- Allow chickens in resident gardens
- Create a food charter and food policy council

### Parks & open spaces (15 comments)

- Protect parks and greenspace, including Ginter's Green
- Provide amenities at parks, like public washrooms



#### Housing (14 comments)

- Create more housing options in more locations
- Include greenspace in new housing developments

#### Growth management (12 comments)

- Support increased density and limited sprawl
- Include greenspace in new and high-density developments

#### Environmental protection & climate preparedness (9 comments)

- Limit tree removal
- Provide community support during extreme weather events, e.g. free access to indoor clean air spaces during heat waves and wildfire smoke seasons

#### Infrastructure (8 comments)

- No new roads to the University
- Introduce electric trains for shunting
- Bring water and sewer infrastructure to North Nechako

#### Arts, culture, & heritage (5 comments)

- Provide more opportunities, funding, and support for the arts
- Prioritize local arts options/facilities in more neighbourhoods, over a central performing arts centre, or repurpose vacant buildings downtown into performing arts centres

Several comment cards provided other feedback, not related to the OCP policy topics. The most common themes were:

#### Engagement and awareness (17 comments)

- More public awareness is needed, information should be provided to every home
- More public engagement is needed, and every citizen should have a say, such as a through public forum or referendum

#### Provincial legislation (3 comments)

- Opposition to the designated Transit-Oriented Area (TOA)

The TOA requirements are provincially mandated, so we must comply.

## What We Heard: Written Submissions

A dedicated email address was provided so the community could share their thoughts on the project with municipal staff and the consultant team. Between the closure of Phase 2 (November 2023), and April 23, 2024, **18 written submissions** were received, including 17 via email and one (1) given to staff at an in-person event (shown in Figure 8 below).

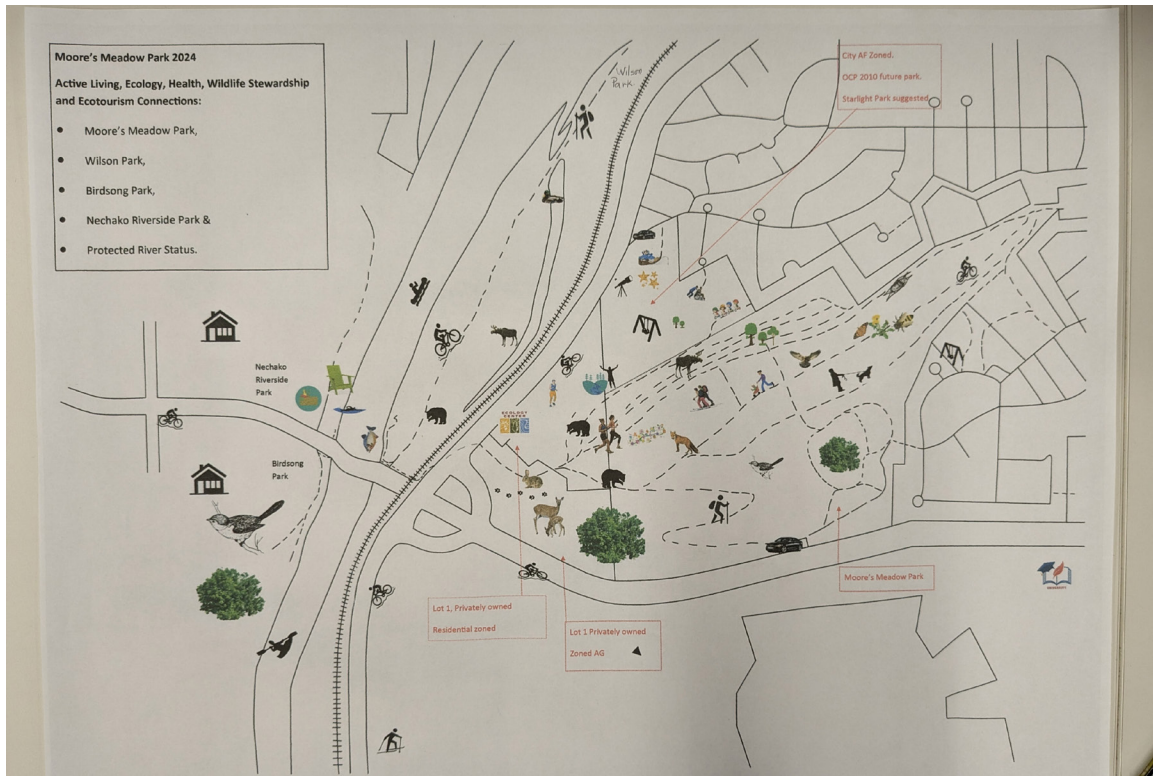


Figure 10. Written submission from engagement attendee, 'wildlife and ecotourism connections in Moore's Meadow'

Most of these emails mentioned one or more of the OCP Policy areas. The City of Prince George has read and considered all feedback. For this report, a high-level summary has been included below.

### Environmental protection & climate preparedness (5 emails)

- Assess the long-term yield of community aquifers,
- Assess wildfire risk outside city boundaries,
- Protect riparian areas,
- Prioritize natural asset management (particularly forests and wetlands),
- Plant more trees and manage invasive species.

#### Transportation & mobility (5 emails)

- Increase pedestrian safety and connectivity,
- Improve transit to the airport,
- New roads are necessary,
- Create protected bike lanes.

#### Arts, culture, & heritage (4 emails)

- Protect historic and heritage sites,
- Prioritize the performing arts centre,
- Provide more art installations and creative spaces downtown.

#### Housing (4 emails)

- Provide more senior suitable housing,
- Provide inclusive and accessible housing.

#### Parks & open spaces (3 emails)

- Connect parks and greenspace with trails,
- Maintain access to nature and wildlife,
- Improve safety and cleanliness of parks.

#### Economic development (3 emails)

- Diversify the economy,
- Focus on outdoor, recreational, and wildlife-based tourism.

#### Infrastructure (3 emails)

- Provide a community water fill station in southern/eastern suburbs,
- Prioritize infrastructure,
- Pave gravel roads.

#### Growth management (2 emails)

- Limit sprawl and increase density,
- Redevelop vacant sites.

# Conclusion

There were several common themes that consistently emerged across the engagement events and activities:

- Protect, enhance, and connect our **parks and open spaces**. Prioritize greenspace in new developments. Protect wildlife corridors and native species.
- Prioritize pedestrian and cycling infrastructure in our **transportation and mobility** planning. Create safer networks, pathways, and crossings. Create more connections to parks and riverfronts.
- Provide more **housing** options in more areas, particularly for seniors.
- Prioritize active transportation to action our **environmental protection and climate preparedness plans**.
- Protect and enhance riparian areas, green corridors, and tree cover.
- Prioritize infill development and density over sprawl in **growth management**.

# Next Steps

This What We Heard Report will be presented to Council for their information on June 24, 2024. The feedback provided through this phase of engagement will be used to refine the proposed OCP Vision and policy directions, and to draft the policies.

Phase 4 of the OCP Review process will begin in August 2024 and continue to December 2024. In Phase 4, the OCP will be finalized and progress through the approval process. Community members will have an opportunity to provide feedback on the Draft OCP through a survey, the project email address and written submissions. Community members will also be able to provide feedback through the approvals process.

Future engagement opportunities will be published on the project webpage: [www.princegeorge.ca/ocp](http://www.princegeorge.ca/ocp) and through social media.

# Appendix A

## COMMUNICATIONS AND ENGAGEMENT PHASE 3 TIMELINE

Date	Activity
January 3, 2024	Prince George OCP Review webpage updated featuring information about Phase 3 engagement opportunities.
Dec 5, 2023	Winter pop-up event at CN Centre (Cougars Game)
Jan 3 to April 12	Social media campaign promoting the winter pop-up events and community open houses, with posts across Meta (Facebook), LinkedIn, X (Twitter), and Instagram.
Jan 3 & 18	Newsletters distributed to Super Citizens subscribers (765 impressions total).
Jan 5	Winter pop-up event at Pine Centre Mall
Jan 13	Winter pop-up event at CN Centre (Cougars Game)
Jan 26	Winter pop-up event at Pine Centre Mall
Feb 5	Winter pop-up event at UNBC
Feb 12	Winter pop-up event at Civic Centre (Golden Age Social)
Feb 17	Winter pop-up event at Downtown Winterfest
Mar 12	Engagement with 95 students across five (5) classes at Prince George Secondary School.
March 21, 28 & Apr 4	Community open house promoted in the Prince George Citizen (approx. 17,500 copies).
Apr 5	Monthly Beyond Business e-newsletter distributed to Chamber members (540 impressions).
Apr 2 to 10	Radio ads on Country 97FM (34 plays) and 94.3 the Goat (34 plays).
Apr 9	Community open house event at the House of Ancestors
Apr 10	Community open house event at the House of Ancestors



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