

OFFICIAL COMMUNITY PLAN UPDATE

Phase 1&2: What We Heard Report

JANUARY 2024



AGENDA

- Project Timeline
- Measures of Success
- Engagement by the Numbers
- Demographics
- What We Heard
- Next Steps



PROJECT TIMELINE

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Where are we in the planning process?



MEASURES OF SUCCESS

- 10 percent of the population has been informed of the OCP Review
- 6 percent of the population has participated in the OCP Review (1,000 touch points)
- Input has been collected through a wide variety of events and platforms
- Input gathered through the engagement process represents a wide range of perspectives that reflect Prince George's socio-economic diversity
- Input gathered reflects the perspectives of all ages and abilities
- The City's relationships with Lheidli T'enneh First Nation and Urban Indigenous groups have been strengthened through regular communication and meaningful engagement

ENGAGEMENT BY THE NUMBERS

How We Informed

12 social media posts
across **4** platforms
(**32,269** impressions)



2 digital
newsletters
(**449** impressions
across both
editions)



68 radio ads
over **8** days

1 print ad in
the Prince
George Citizen

50
posters
distributed

116
community
organizations
emailed



1,313
website
visitors



Official Community Plan



Tell us what you think!

The City of Prince George has kicked-off the Official Community Plan (OCP) Review! The existing OCP was adopted in 2011 and a lot has changed since that time.

What is an OCP?

An OCP...

- Communicates a community's vision, goals, and objectives.
- Outlines long-term development plans for a community.
- Guides planning and land use management.

Where are we in the planning process?



Get involved and help plan the future of Prince George:

Online survey:
https://www.surveymonkey.ca/r/pg_ocp
between September 18th - October 20th.

Community Open House:
Tuesday October 17th, 4:30pm - 7:30pm
Two Rivers Gallery, 725 Canada Games Way.

We welcome all feedback. The new OCP will guide growth and development to 2050. Look for opportunities throughout the community to share your thoughts.

To learn more about the OCP Review process visit: www.princegeorge.ca/ocp



URBAN
SYSTEMS

How We Engaged

397 survey responses

48 written submissions 

176 open house attendees
(**500+** comments collected)



54 roundtable discussion participants

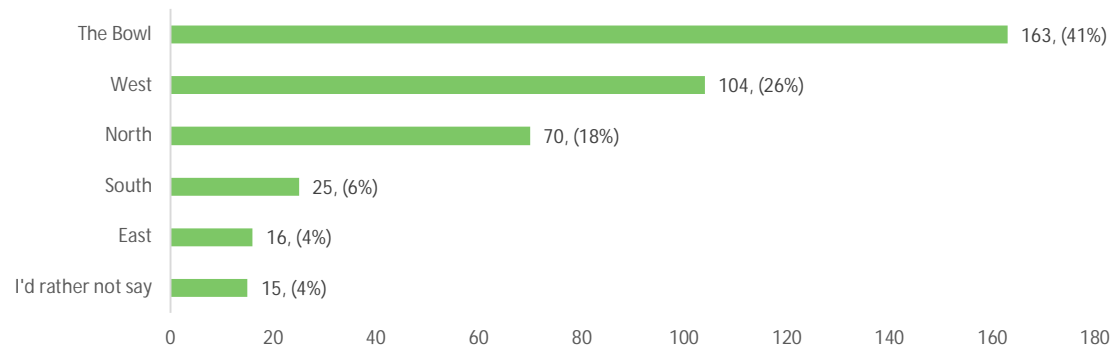
500+ comments collected from roundtable discussions 

3 pop-up booths



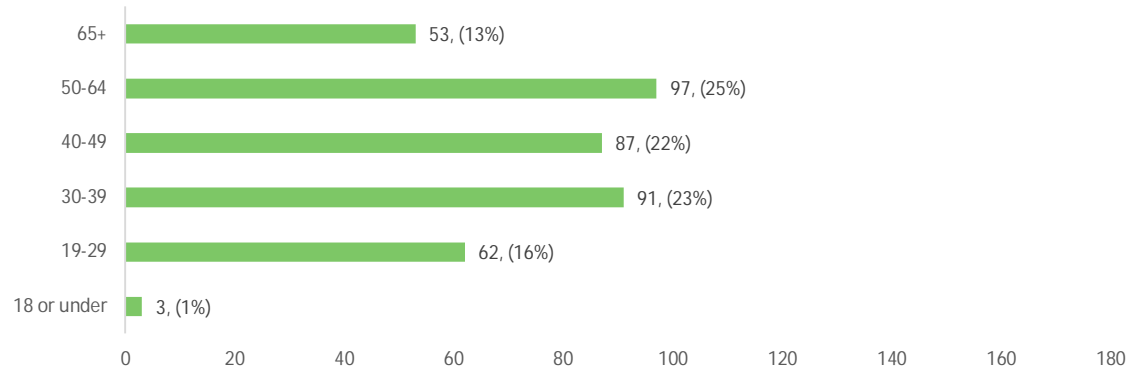
DEMOGRAPHICS - SURVEY

- What region of Prince George do you live in?



DEMOGRAPHICS - SURVEY

- What age group do you belong to?



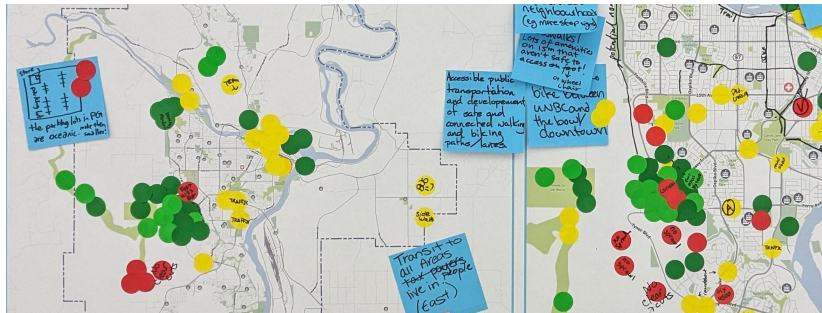
ROUNDTABLE DISCUSSIONS

- We heard from the following community groups:
 - Arts and Culture Groups (12)
 - Environmental Groups (16)
 - Business and Development Groups (19)
 - Community Organizations (7)
- Invitations were sent to 114 community groups
- A total of 39 community groups were represented



COMMUNITY OPEN HOUSE

- 1 Community Open House: October 17, 2023
- Hosted at the Two Rivers Gallery
- ~176 community members
- Ginters Green Forever were well represented

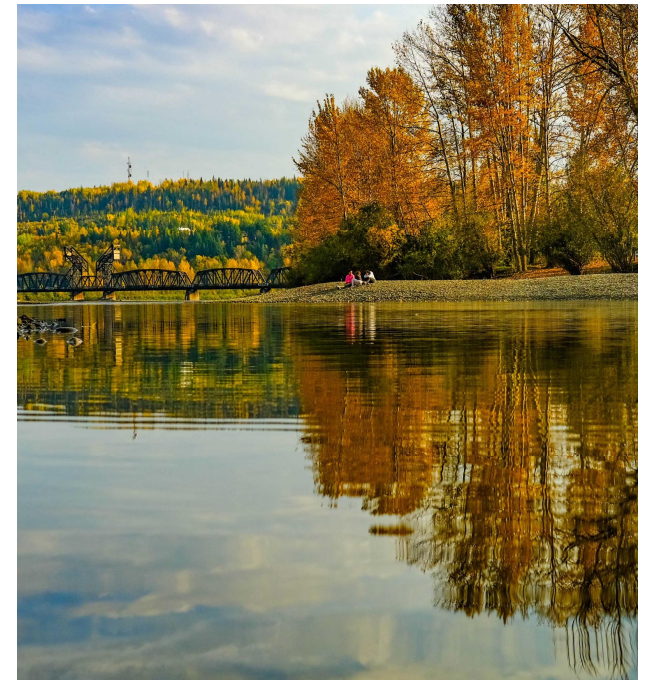


WHAT WE HEARD

KEY THEMES

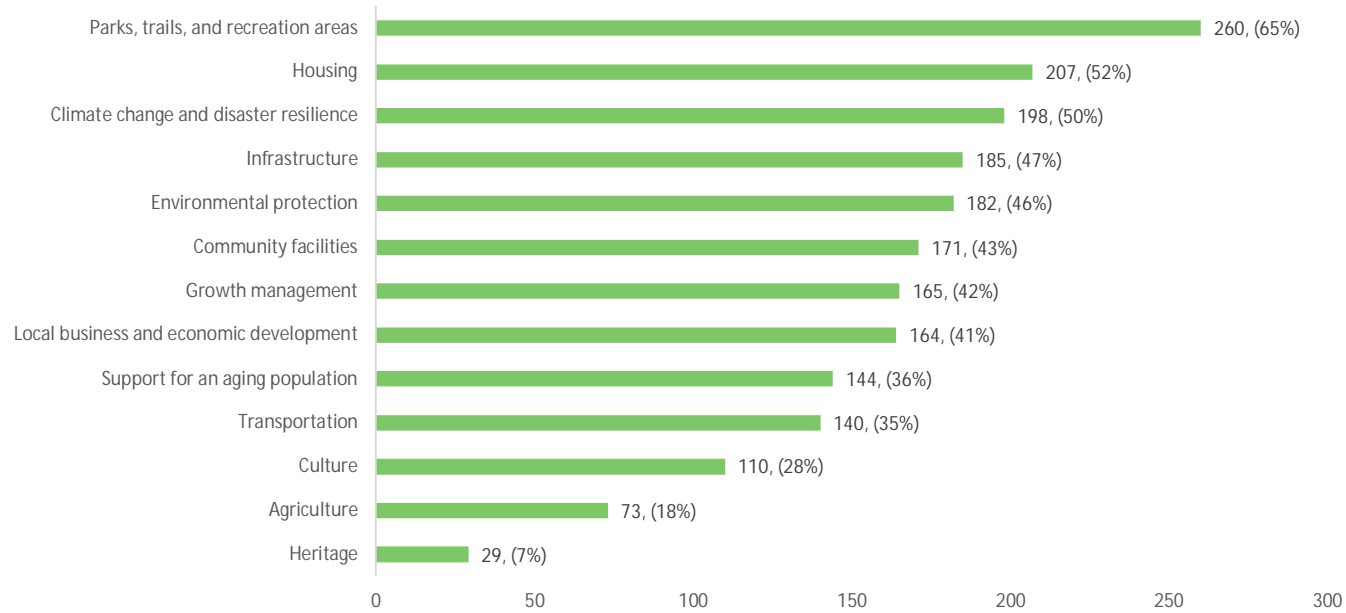
ACROSS ALL ENGAGEMENT ACTIVITIES

- Preservation of parks and open spaces
- Expansion of active transportation and pedestrian networks
- Upgrades to existing infrastructure
- Environmental protection and climate preparedness
- Growth, density, built form and housing



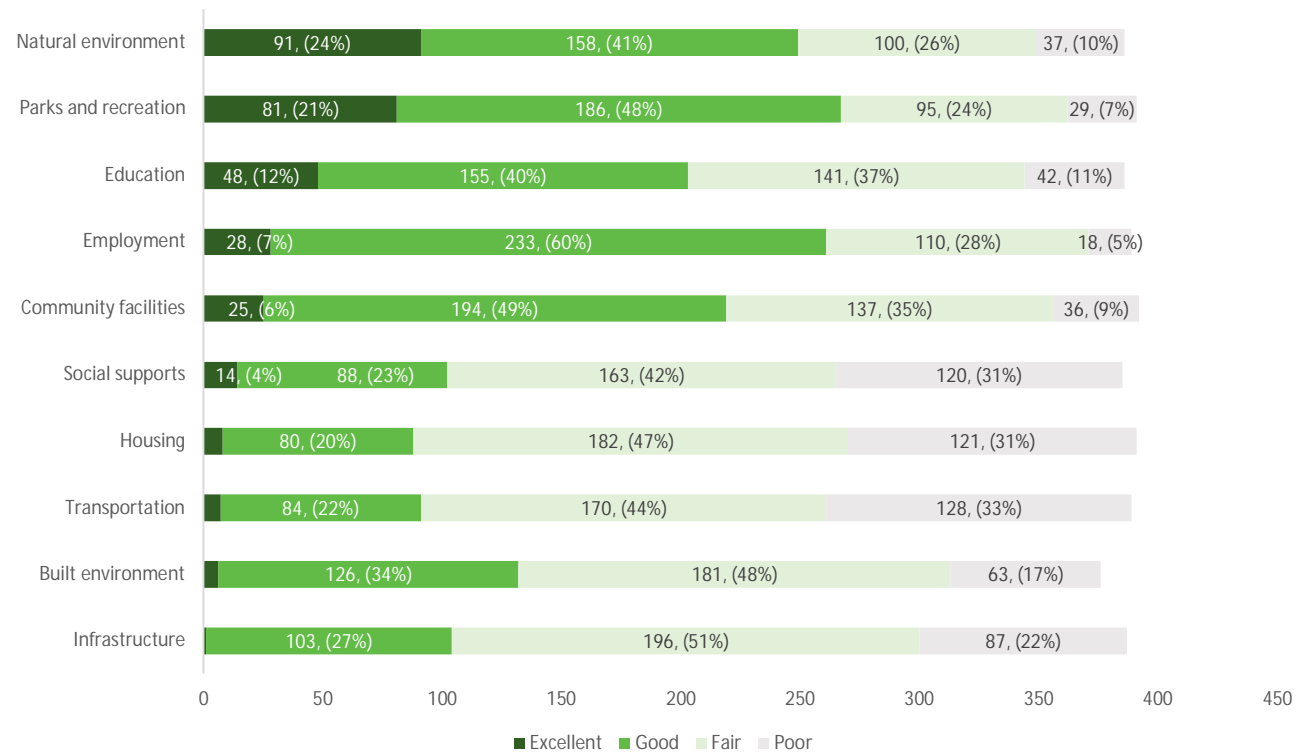
COMMUNITY PRIORITIES

- What are your top priorities for the OCP Review?



REPORT CARD

- How well do you think Prince George is doing in each of the following areas?



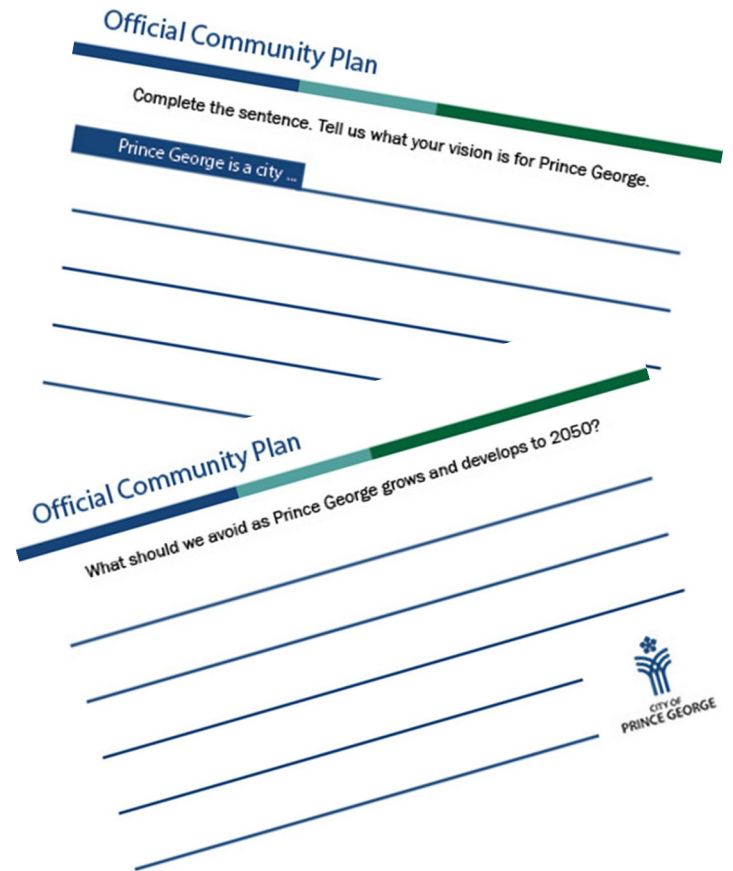
OCP OPPORTUNITIES

- What is the greatest opportunity the OCP Review presents for Prince George?
 - The opportunity for the community to have their say (53 comments)
 - Protecting greenspace including parks, forests, wildlife corridors and specific outdoor sites such as Ginters Green (48 comments)
 - Improving and expanding transportation (40 comments)
 - Planning for the future (37 comments)
 - Reducing sprawl and increasing density (31 comments)

KEY THEMES

VISION FOR THE CITY

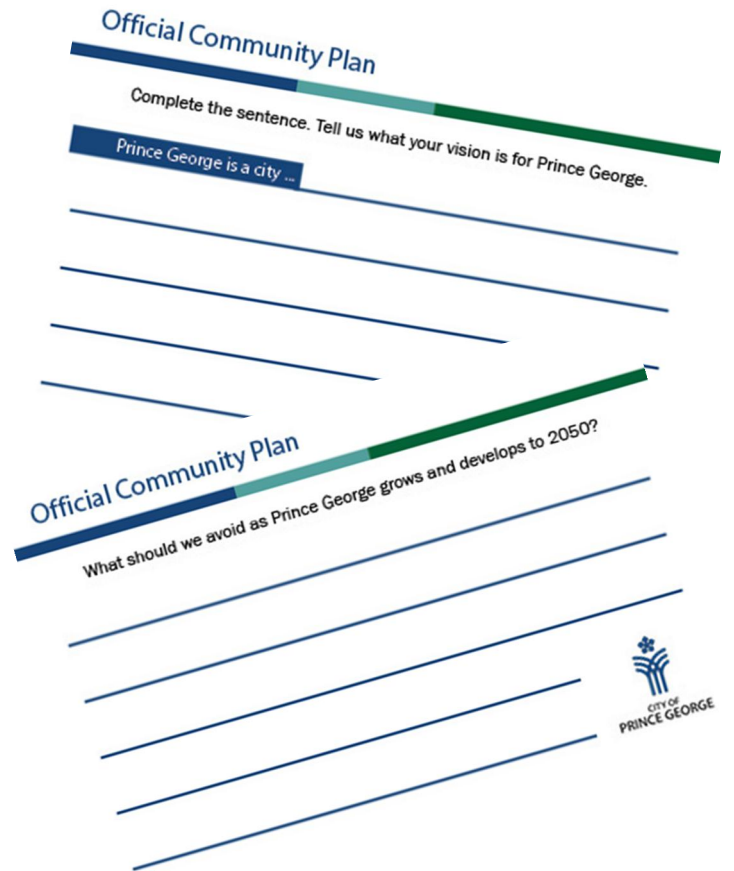
- Prince George is a City...
 - That preserves and values nature and greenspace
 - With effective transit and active transportation
 - With diverse and affordable housing
 - That is inclusive, safe, accessible, and diverse



KEY THEMES

THINGS TO AVOID

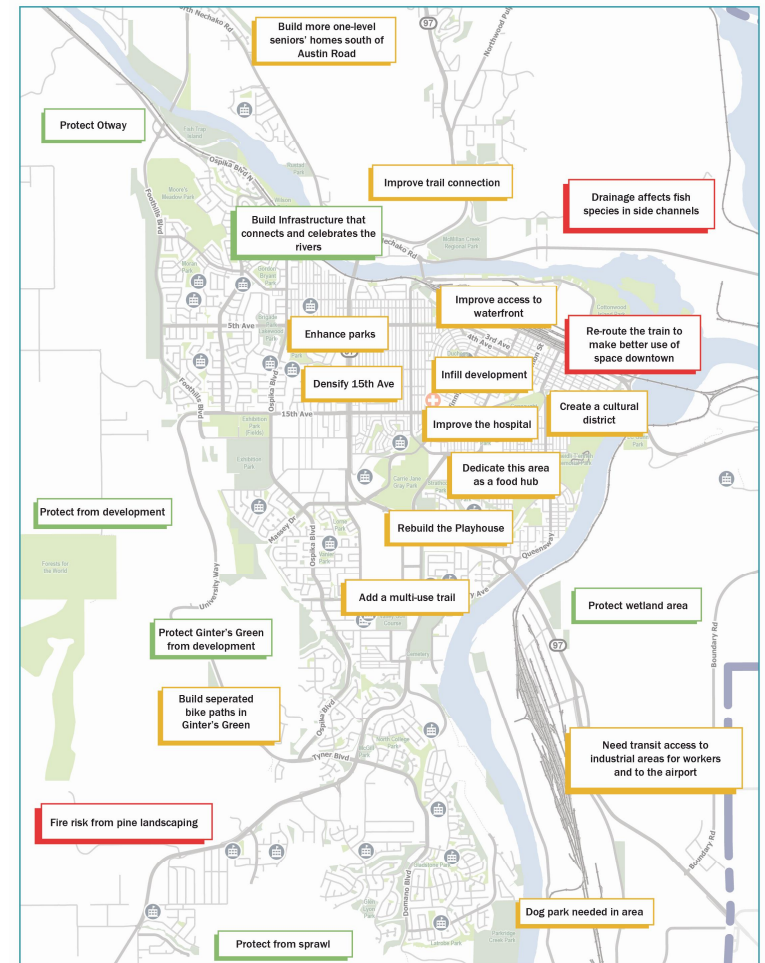
- What should we avoid as Prince George grows to 2050?
 - Avoid losing or damaging greenspace
 - Avoid sprawl
 - Address ongoing homelessness
 - Lessen dependence on cars



KEY THEMES

COMMUNITY MAPPING EXERCISE

- **Protect**
 - green areas from development and sprawl
- **Remove**
 - fire risk to the community and trains from downtown
- **Improve**
 - trails, parks, community facilities and transit
 - housing for seniors and access to the waterfront
 - hospital (especially parking areas)
 - increase density along 15th Avenue



NEXT STEPS

NEXT STEPS

- **PLANNING**

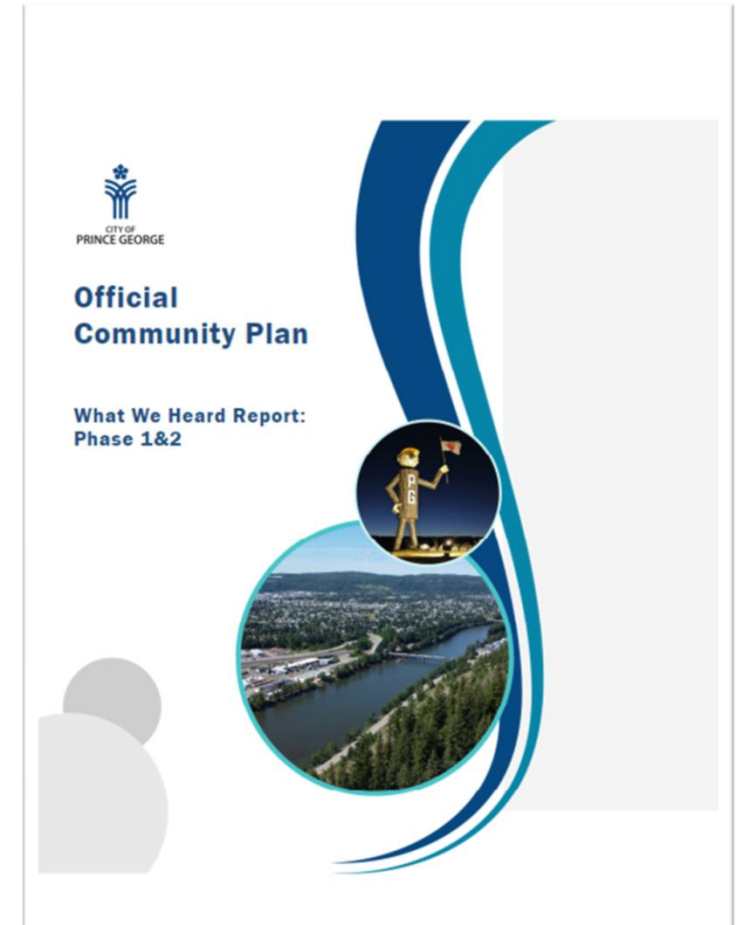
- Launch Phase 3: Draft OCP
- Draft a vision statement, guiding principles, goals and objectives to take back to the community
- Update policies / draft new policies
- Assess impact of new provincial legislation
 - Small-scale Multi-Unit Housing (SSMUH)
 - Transit-Oriented Development (TOD)



NEXT STEPS

- **COMMUNICATION / ENGAGEMENT**

- Council Presentation: January 8, 2024
- Post “What We Heard Report” on project webpage
- Municipal Pop-up Events
- Set a Public Launch Date for Phase 3
- Draft Communications
- Community Open Houses (2) in April 2024
- What We Heard Report



THANK YOU!
