

## Our Vision and Mission

A diverse, progressive, and vibrant provincial centre with accessible opportunities, a strong and stable economy, and an enviable quality of life.

Along with our regional neighbours, we are leading the way to a strong and prosperous future. We grow by attracting and celebrating innovative people, businesses, and organizations.

## Our Values

- Civic Pride
- Inclusivity
- Integrity
- Accountability
- Optimism
- Resilience
- Vitality
- Transparency

## Our Four Strategic Pillars

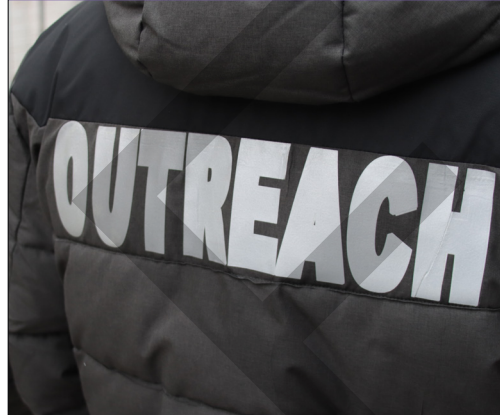
### I. City Government and Infrastructure



### II. Economic Diversity and Growth



### III. Social Health and Well-Being



### IV. Environment Stewardship and Climate Action



### I. City Government and Infrastructure Priorities

#### Engage the community in exploring expectations, needs and priorities.

- Identify, develop, resource, and implement a range of one-way and two-way engagement methods to connect with the community.

#### Advance reconciliation through collaborative action on shared priorities.

- Engage the Lheidli T'enneh First Nation in the development of shared initiatives, including advocacy, aimed at meeting the needs of both governments and the communities they serve.

#### Build a strong foundation for growth.

- Update master plans for infrastructure, parks, facilities and services.
- Develop an inventory of City-owned lands to inform strategic decisions on the disposition and acquisition of lands.

### II. Economic Diversity and Growth Priorities

#### Promote Prince George as a place for business to thrive.

- Explore incentives and supports designed to attract and retain professionals, businesses and entrepreneurs to Prince George.

#### Build a strong, diverse and resilient economy.

- Create a new five-year economic development strategy to target investment in and support for key economic sectors including energy, manufacturing, transportation and warehousing.
- Pursue, in collaboration with partner organizations, an agreement with the provincial government on the sharing of benefits from industrial investment in central British Columbia.

### III. Social Health and Well-Being Priorities

#### Create a complete community that welcomes people of all backgrounds and abilities.

- Develop a comprehensive plan for the East Queensway neighbourhood that repurposes the area for community use, creates a trail connection to the riverfront, and achieves other community goals.

#### Ensure safety, and the perception of safety, in the community.

- Engage the RCMP and provincial government in understanding the City's community safety priorities.
- Explore the use of Community Protection Officers, RCMP Auxiliaries, and other approaches to optimize the impact of City resources.

#### Promote the use of public spaces as places for outdoor community connection.

- Optimize, through targeted public investment and collaborative approaches, the use of existing City parks, fields, and related amenities.
- Enhance arts and culture in Prince George through collaboration with and support for community partners.

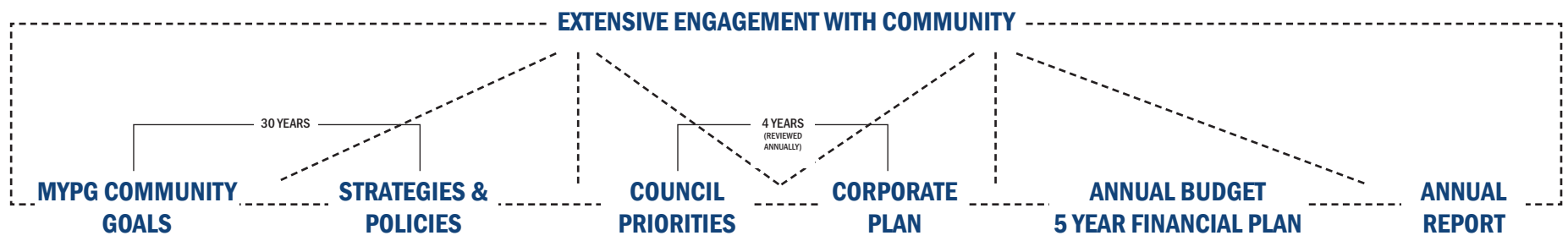
### IV. Environmental Stewardship & Climate Action Priorities

#### Preserve the community's natural areas.

- Manage existing green assets in Prince George, including the community's tree canopies and parks.
- Promote the use of active transportation and public transit modes to reduce the impact of vehicles on the local environment.

#### Protect the community from the impacts of a changing climate.

- Assess the City's capacity and resources required to update and action the Climate Action Plan.
- Bolster the resiliency of City infrastructure, facilities, and neighbourhoods in the face of climate change.



**COMMUNITY ENGAGEMENT**

Community engagement informs each step of the strategic planning process. Without regular input from residents and partners, this framework would not be successful in accurately representing the City’s goals and long-term vision.

**myPG Community Goals:**

Planning at the City of Prince George is based on an integrated community sustainability plan, known as myPG, that was completed in 2010 and subsequently incorporated into a strategic framework the following year. The myPG plan for a sustainable and prosperous community captures the results of extensive public and stakeholder engagement that created a shared vision of the **long-term future** of Prince George. myPG was originally organized around four pillars: social development, the environment, economic development, and City government and is intended to improve alignment of the entire community’s efforts to achieve its shared vision of a sustainable future.

**myPG Strategies and Policies:**

Strategies defining how to achieve the community’s goals comprised part two of the myPG planning process. The strategic directions reflect principles of sustainability by being integrative (i.e., they incorporate action in many disciplines) and long term. Each one will be most successful when the City, partner organizations, and individual community members contribute together.

**Council Priorities:**

The City retained the original myPG pillars but refined the titles as follows: city government and infrastructure, economic diversity and growth, social health and well-being, environmental stewardship and climate action.

In conjunction with the election cycle, Council priorities are established every four years and reviewed annually. They reflect Council’s consideration of how the City can contribute to long-term community goals and strategies established during the myPG planning process, extensive and ongoing engagement with community members, a review of recent actions and measures associated with each of them, as well as the identification of opportunities to enhance what is working well and address areas requiring improvement.

Council’s priorities are established during a facilitated workshop. Priorities provide high-level, strategic direction and help inform decision-making.

**Corporate Work Plan:**

The Corporate Work Plan is updated annually following Council’s approval of the Strategic Plan. It identifies the specific actions administration will undertake to address Council’s priorities. Council receives information about Corporate Work Plan activities through staff reports comprising open Council meeting agendas and regular updates.

**Annual Budget (5 Year Financial Plan):**

The City’s Financial Plan aligns with its Strategic Plan and Corporate Work Plan and reflects the revenue generated from and the cost of delivering its services. As required by the Community Charter, a process of public consultation precedes finalization of the budget.

**Annual Report:**

The City’s Annual Report includes audited financial statements, a list of permissive tax exemptions, and highlights progress made to address Council’s priorities in the previous year. The report also includes information about goals and objectives for the upcoming year.