



CITY OF PRINCE GEORGE
DRAFT UPDATED STRATEGIC PLAN

December 16, 2024



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

STRATEGIC PILLARS

- ▶ City Government and Infrastructure
- ▶ Economic Diversity and Growth
- ▶ Social Health and Well-Being
- ▶ Environmental 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.



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