### Social Development

**Affordable, Accessible Housing**  
Prince George has eliminated homelessness and offers all of its citizen’s accessible, affordable and safe housing.

**Clear Identity and Pride**  
Citizens of Prince George share a clear identity that the community can be proud of, with a strong downtown and connection to its rivers and natural surroundings.

**Cultural Richness**  
Citizens enjoy a rich cultural life, with more events, facilities, education and community involvement in the arts.

**Equity and Inclusion**  
People of all backgrounds, ethnicities, and income levels can access services that help to meet their needs and improve their quality of life.

**Health and Wellness**  
Prince George is a community that encourages and supports health and wellness.

**Safe Environment**  
Prince George is a community where all citizens feel safe.

**Supportive and Engaged Community With Strong Neighbourhoods**  
Prince George is a friendly and engaged community with strong social connections that recognizes, celebrates, and protects neighbourhood identities.

### Environment

**Clean Air**  
Citizens enjoy clean air.

**Clean Water**  
Waterways and the water supply are protected and consumption is reduced.

**Green City, Green Practices**  
Prince George is a green city with healthy habitat and forests, and a strong environmental consciousness, led by government and local organizations that demonstrate sustainable practices.

**Green Energy**  
Prince George is a green energy leader.

**Reduce Carbon Emissions and Adapt for Climate Change**  
Prince George has reduced carbon emissions and dependence on fossil fuels, and is prepared for climate change.

**Reduced Waste**  
Prince George has reduced solid waste production and landfilling.

### Economic Development

**Diversified Economy**  
Prince George is a sustainable knowledge-based resource economy, connected to the world, able to respond well to changing global trends.

**Vibrant Economy**  
Prince George is the primary education, business, health care, and supply and services centre supporting economic growth in Northern BC. Our local economy has a vibrant downtown, a growing population, competitive and resilient businesses, diversified resource development, and is an education and research centre.

**Employment Diversity and Accessibility**  
Prince George is a city with many employment and investment opportunities that suit the diversity and aspirations of its residents, and offers a variety of research, training and educational programs to ensure residents can access these opportunities.

**International Connections**  
Prince George is a global city, with a growing population of immigrants and international students, and a well-established reputation as an international transportation hub on Canada’s Northern Gateway.

**Sustainable Business**  
Prince George is home to a highly competitive business climate that supports sustainable development within the region.

### City Government

**Sustainable Infrastructure**  
The City manages the procurement, construction, maintenance, rehabilitation, and replacement of its physical assets considering lifecycle cost, risk, and service level continuity.

**Sustainable Fiscal Management**  
The City will be financially sustainable, with the revenue resources required to support its plans and infrastructure and provide services that citizens and businesses need.

**Organizational Excellence**  
The City is a responsive, cost effective, people centered service delivery organization that understands customer needs and strives to exceed the expectations of those it serves.

**Healthy Workplace**  
The City fosters and supports an environment that encourages employees to reach their full potential, involves its employees in addressing issues related to well-being, and ensures that the barriers that prevent employees from efficiently doing their best work are identified and addressed.

**Effective Governance**  
The City works cooperatively with its partners in the government, education, health, and business sectors, and with the Lheidli T’enneh and other aboriginal organizations.