A diverse, progressive, and vibrant regional 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.

**VISION**

**MISSION**

- Civic pride
- Inclusivity
- Integrity
- Optimism
- Resilience
- Vitality

**OUR VALUES**
PLANNING FOR OUR FUTURE

Council’s Strategic Plan is part of a series of plans, reports and policies to guide the city’s growth.

All are based on feedback from citizens and business owners.
SUSTAINABILITY PILLARS

CITY GOVERNMENT AND INFRASTRUCTURE

ECONOMIC GROWTH AND DEVELOPMENT

ENVIRONMENT LEADERSHIP AND CLIMATE ACTION

SOCIAL HEALTH AND WELL-BEING

2022 COUNCIL FOCUS AREAS

- Infrastructure
- Workplace Health
- Continuous Improvement
- Civic Precinct Vibrancy
- Safety
- Partnerships and Relationships
- Economic Resiliency
- Climate Change
CITY GOVERNMENT AND INFRASTRUCTURE GOALS

1. ENSURE INFRASTRUCTURE MEETS THE NEEDS OF A GROWING CITY

- Develop and enhance a strategy that results in a robust capital planning process.
- Establish goals for the District Renewable Energy System.
- Address the City’s infrastructure gap.
- Develop an implementation roadmap for the 2024 OCP renewal process.

2. CREATE AN ENVIRONMENT WHERE EMPLOYEES CAN THRIVE

- Support the implementation of psychologically-healthy workplace training.

3. ACHIEVE FUNDING, SUPPORT, PARTNER-SHIPS, AND SHARED COMMUNITY ADVANCEMENT OF THE CITY’S STRATEGIC PRIORITIES

- Build and maintain the relationships necessary to advance coordinated advocacy and action on shared goals.
Support the ongoing implementation of continuous improvement process to advance efficiency and effective service delivery.

Develop a communications policy that enables consistent and clear communication of City service levels and associated costs.

Continue development and implementation of the City’s Online Indigenous Awareness Training program.

Continue to build relations with the Lheidli T’enneh First Nation and Urban Indigenous organizations.
1. INCREASE THE POPULATION OF PRINCE GEORGE

Broadly market the affordability and quality of life in Prince George.

Maximize the quality of life for all residents.

2. BUILD A STRONG, INNOVATIVE, AND RESILIENT ECONOMY FOR PRINCE GEORGE

Support the continued implementation of the 2020-2025 Economic Development Strategy.

Support regional economic development.
ENVIROMENTAL LEADERSHIP AND CLIMATE ACTION GOALS

ADDRESS THE IMPACTS OF CLIMATE CHANGE

Support the continued implementation of the Wildfire Mitigation Strategy.

Support the creation and implementation of a storm water management plan.

Support the continued implementation of the Climate Change Mitigation and Adaptation Plans.
SOCIAL HEALTH AND WELL-BEING GOALS

1. CREATE A VIBRANT CIVIC PRECINCT

Initiate the Civic Precinct Plan, including a link to land use and infrastructure planning.

2. PROVIDE A COMMUNITY WHERE PEOPLE FEEL SAFE AND INCLUDED

Work with stakeholders to continue the implementation and promotion of initiatives that enhance community safety and perception of community safety.

Advocate for housing and health services to serve the diversity of need amongst residents.