



CITY OF
PRINCE GEORGE

STRATEGIC PLAN

2022 - 2024







VISION MISSION

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.

OUR VALUES

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



CITY OF
PRINCE GEORGE

STRATEGIC FRAMEWORK



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.

CITY OF
PRINCE GEORGE

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

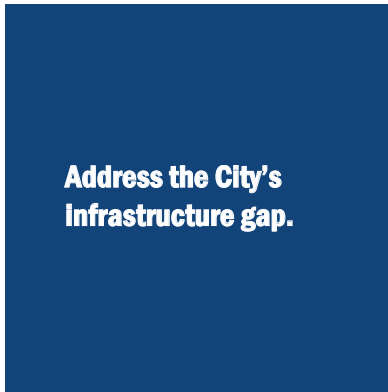
Develop and enhance a strategy that results in a robust capital planning process.



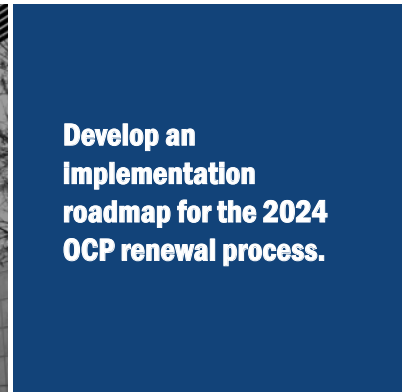
Establish goals for the District Renewable Energy System.



Address the City's infrastructure gap.

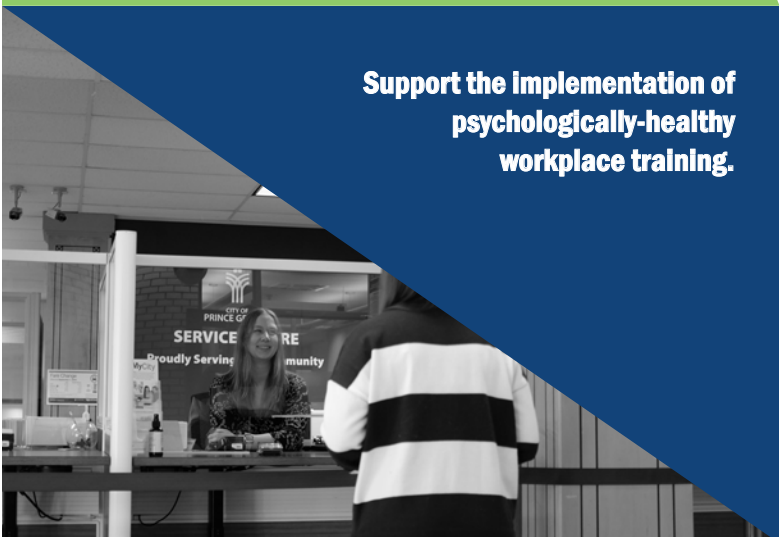


Develop an implementation roadmap for the 2024 OCP renewal process.



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 ADVANCE- MENT OF THE CITY'S STRATEGIC PRIORITIES

Build and maintain the relationships necessary to advance coordinated advocacy and action on shared goals.



CITY GOVERNMENT AND INFRASTRUCTURE GOALS

4. PROVIDE COST-EFFECTIVE SERVICE DELIVERY

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.

5. ACT ON RELEVANT CALLS-TO-ACTION ESTABLISHED BY THE TRUTH & RECONCILIATION COMMISSION OF CANADA



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.

ECONOMIC GROWTH AND DEVELOPMENT GOALS

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.



ENVIRONMENTAL LEADERSHIP AND CLIMATE ACTION GOALS

ADDRESS THE IMPACTS OF CLIMATE CHANGE

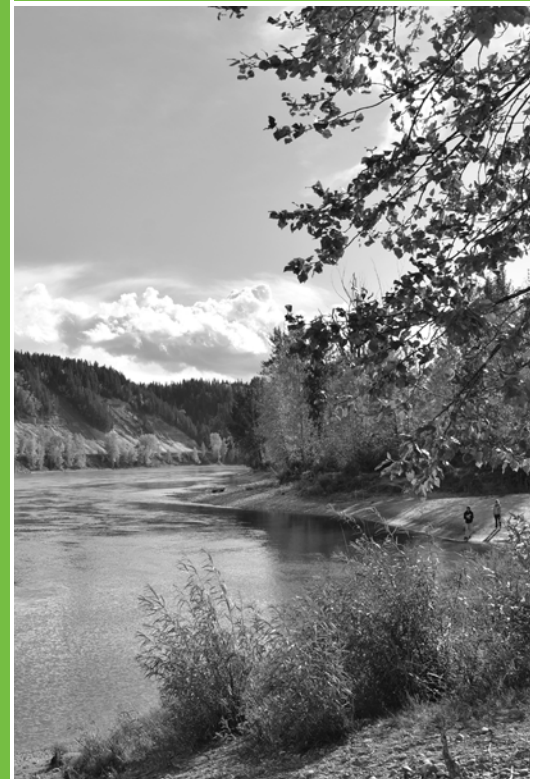
**Support the continued
Implementation of the
Wildfire Mitigation Strategy.**



**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

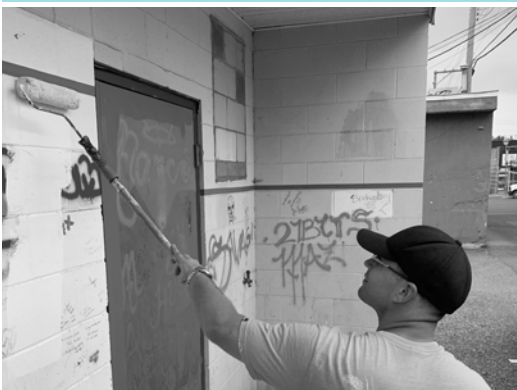
1. CREATE A VIBRANT CIVIC PRECINCT

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.



CITY OF PRINCE GEORGE

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<https://princegeorge.ca>

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