

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

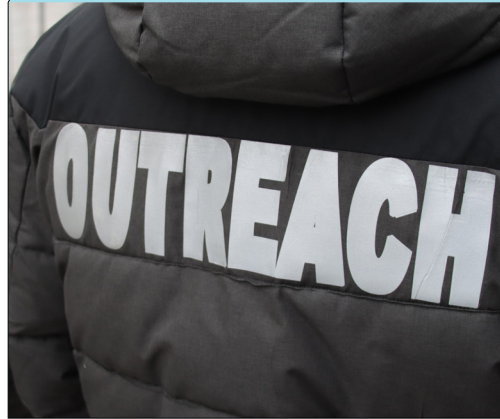
I. CITY GOVERNMENT AND INFRASTRUCTURE



II. ECONOMIC DIVERSITY AND GROWTH



III. SOCIAL HEALTH AND WELL-BEING



IV. ENVIRONMENT STEWARDSHIP AND CLIMATE ACTION



I. CITY GOVERNMENT AND INFRASTRUCTURE PRIORITIES

Grow the city.

- Create and share a long-term vision roadmap with targets (including population targets) and milestones that reflect the integration of capital planning, asset management, infrastructure planning, and Official Community Plan renewal processes, and associated financial commitments.

Focus on meaningful communication and relationship development to advance shared priorities.

- Develop a strategy to implement the United Nations Declaration on the Rights of Indigenous Peoples that builds on the City's relationships with the Lheidli T'enneh First Nation and urban indigenous service providers.
- Build and maintain the relationships necessary to ensure co-ordinated advocacy, responsive service delivery, and the acquisition of external funding to meet the diverse needs of all residents.

Continue to improve processes and practices to support effective and efficient service delivery.

II. ECONOMIC DIVERSITY AND GROWTH PRIORITIES

Market Prince George as a place to invest, live, and visit.

- Promote presence and use of local assets and amenities in a way that aligns with growth goals.

Build a strong, resilient, and diverse economy for Prince George.

- Update the 2020-2025 Economic Development Strategy to reflect the current context, including immigration, and support its continued implementation.
- Identify and support the development of catalysts that enable and expedite the diversification of the economy.

III. SOCIAL HEALTH AND WELL-BEING PRIORITIES

Maximize the quality of life for all residents.

- Create a vibrant civic core.

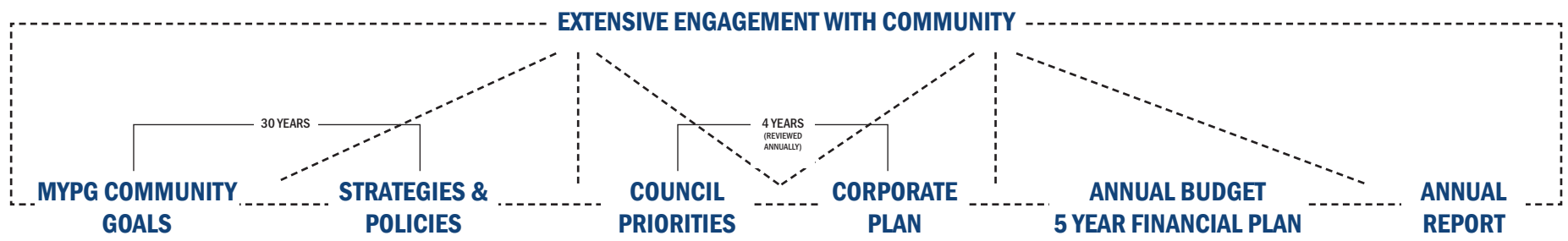
Ensure a safe, healthy, and clean community for all.

- Document, communicate, and implement the city's homelessness and public safety strategies to support advocacy efforts and enhance service delivery.

IV. ENVIRONMENTAL STEWARDSHIP & CLIMATE ACTION PRIORITIES

Preserve the environment.

- Implement local government actions that advance environmental protection including climate change and adaptation.



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.