

Broad Strategies

Most Relevant Goals

- improved air quality
- reduced carbon emissions
- protected habitat
- affordable, safe housing
- healthy recreation, local food
- safety & security
- community connections
- diverse economy
- global connections
- reduced taxes, careful budgeting



Existing Strategies

Major multi-agency initiatives underway

Logistics – driven by IPG

- Air cargo – increase traffic of large aircraft landing at the PG Airport, develop a logistics park around the airport (joint w. PG Airport Authority) Containers – promote opportunity of inland container port to manufacturers (joint w CN Rail)

High-capacity bandwidth – PG Advanced Networks

- City-mandated task force promoting the expansion of the municipal fiber-optic network to allow traffic from the private sector, expand data-oriented uses it handles.

Market access

- IPG – Plans to facilitate growth in sales of at least 100 PG firms into the mining, oil & gas sectors.
- 16/97 Economic Alliance – assisting local firms to access mining opportunities.

Labour – covered in “Labour” section

- ATEEC – Engineers, technicians, technologists
- Live & Work – skilled worker attraction
- Northern Health – recruit health care professionals
- First Nations initiatives in a variety of skills-training entities to provide the technical capacity and facilitate access to opportunities.
- K-12 – promotion of priority areas (trades, technicians, engineering) to students in high school.

Bio-Energy

- Northern Bio-Energy Partnership – promote policy and access responses that will facilitate growth.
- Bio-Energy Conference – links to world players.

Self-Employment promotion, training, financing, funding

- ABDC – direct delivery of business counselling, training, facilitate access to money to start / expand their firms;
- Community Futures – direct delivery of business counselling, training, funding, risk financing.
- IPG – Lead ec dev service provider, primary coordinator of many initiatives noted to in the left column, also directly promoting PG as a destination for relocation.
- IRC – involved in many larger initiatives noted here, provides direct service to firms to gain insights on technology-oriented fields.
- NRC – direct delivery of business counselling to firms developing technology-oriented products, funder of some costs related to new product development.
- PG Chamber – Networking, promotion of business perspective to governments (policy).

OBAC / Omenica Beetle Action Coalition

- Establish a regional economic development office and implement OBAC’s industrial sector strategies.
- Market the region’s considerable assets by establishing a brand for the Omenica region and developing a regional marketing program.

Implications

Effectiveness:

- boost the ability of PG-based firms to sell into global markets.
- could increase efforts to Diversify economy into “green” segments.
- broaden activity from a variety of sectors.
- boost data-intensive functions, allows for technology-oriented expansion.
- how well do we work to improving the quality of life aspects of PG that also attract businesses and employees

Comments and additions:

Green Sector

Most Relevant Goals

- improved air quality
- reduced carbon emissions
- protected habitat
- renewable energy
- affordable, safe housing
- healthy recreation, local food
- safety & security
- community connections
- diverse economy
- global connections
- reduced taxes, careful budgeting

Existing Strategies

Bio-Energy Conference

- The 2nd-largest bio-energy conference in the world occurs in Prince George every two years. The next show is in June 2010.
- Links firms, researchers, policy makers with trends in the field.

Northern Bio-Energy Partnership

- A broad-based partnership of industry, education and dev agencies. Lead coordinator is IPG.
- Focus is on identifying and removing barriers to the development of bio-energy in the central interior.
- Actively working on policy and tactical areas to facilitate growth in production of wood pellets, as well as other bioenergy-related fields.

UNBC

- Maintains a University Industry Liaison Office to connect research capacity with industry needs.
- Wood Innovation Centre of Excellence announced, details anticipated shortly.

BC Hydro

- Policies promoting purchase of “green energy” present opportunities for electrical co-generation from independent power producers, including “run of river” and wood-waste sources.

Innovation Resource Centre

- Delivering a cluster development initiative to assist firms in the “Clean Technology” area to expand / address their inhibitors to growth.
- Activities include access to markets, capital, research.

National Research Council.

- Works directly with firms to assist them to develop innovative products in technology-oriented fields.
- Green-related products have been a major focus, and continue to be a top priority.
- Strong promotion of the annual Globe event in Vancouver to local / regional firms – gain attendance, links into this major global show.

OBAC / Omenica Beetle Action Committee

- Remove impediments to the flow of wood fibre and other fibrous fuels to biomass energy projects.
- Conduct research on alternative energy opportunities and make relevant information readily available to industry and government decision makers.
- Provide ‘Leadership by Example’ alternative energy programs and initiatives at federal, provincial, and local government levels.
- Increase the regional use of alternative energy systems in order to provide overall economic, social, and environmental benefits.
- Provide training and certification for installation and systems operation to help build regional expertise in alternative energy.

Implications

Effectiveness:

- Strong support for transition to bio-energy sector is in place
- Bio-energy and GLOBE conferences provide good international exposure
- Increased access to leading-edge research for local firms;
- Much higher use of wood fiber in electricity generation (directly or via fuel production);
- A forest sector that has a greater balance between housing, paper and energy

Comments and additions:



Sustainable Operations

Most Relevant Goals

- improved air quality
- reduced carbon emissions
- protected habitat
- renewable energy
- safety & security
- community connections
- diverse economy
- global connections
- reduced taxes, careful budgeting

Existing Strategies

City - Corporate Support & Financial Systems

- **Bio diesel and fleet anti idling program** – supports Council's visions of Environmental Stewardship and Social Development through their contributions to health and wellness in the community.
- **Efficiency to reduce energy costs** - activities include retrofits to nine municipal buildings; LED traffic lights; building energy audit to identify potential future; Kin centre ice plant upgrade with partial funding by BC Hydro; Wastewater Treatment Plant uses microturbines digester gas to produce energy; lighting and water conservation programs
- **Workforce sustainability** – efforts to improve organizational culture through continued focus on such programs as Health and Safety, Training and Development, and Performance Management supports current employees and contributes to increased employee retention as well as attraction of new employees, important factors in reducing turnover costs and ensuring a competent, productive workforce adaptable to the changing needs of the future.
- **Community technology fibre** – a recent business plan has been developed by interested community members with City representation to use and extend existing corporate fibre for further development of communications infrastructure to be made available to the community. The business plan provides insight into possible future development and revenue opportunities and is currently being reviewed by Administration.

UNBC - Green University

- Partners with Canadian company, Calstone Inc. to refurbish used office furniture to prevent it from being deposited in a landfill.
- The University also recycles asphalt that needs to be removed from the campus.
- All major publications are printed on recycled paper, and pdf versions are provided online. UNBC has halved the number of academic calendars it prints every year.
- All grade statements and course schedules are provided online, reducing the need to print and mail thousands of documents.
- The student funded group Prince George Public Interest Research Group (PGPIRG) operates a compost garden that annually deals with eight tonnes of organic material produced on the campus. It's the biggest composting program of any BC university.

Others?

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Implications

Effectiveness:

- significant energy and budget savings
- increased potential for diversification
- employee retention and well-being; competent, productive workforce

Comments and additions:

Labour Supply

Most Relevant Goals

- skilled, educated labour
- affordable, safe housing
- safety & security
- diverse economy, job variety
- global connections
- healthy recreation, local food

Existing Strategies

UNBC

- Degree-track education, incl. Northern Medical Program, MBA, and targeted First Nations programs.

CNC

- Technical and trades-oriented education, University Transfer program, and targeted First Nations training.

PGNAETA

- Employment training for First Nations.
- Partnerships with firms and communities to increase access to opportunities for First Nations.

Live and Work PG

- Work with local employers to identify areas of skills shortage, market to prospective workers living outside the city, offer recruitment literature about PG, and coordinate with firms and agencies that offer services to new arrivals to PG, including immigrants to Canada.

Northern Health

- Recruit health care professionals to the region.

ATEEC

- K-12 initiatives to increase student, parent and counsellor interest in technical careers
- Post-sec. initiatives, based on known labour shortages
- Improve access and success rates for at-risk students in technology-related programs and careers
- Engage industry to support students through award programs, work experience and internships.
- Promotion of career tracks and skills to K-12 students.

Schools in SD 57

- Working with initiatives such as Junior Achievement to promote careers & enhance math and science skills.

Aboriginal Business & Community Development Association

- Foster self-employment by promoting it as a career path, training, helping with income support and risk financing.
- Develop strong partnerships between First Nations, firms, and local communities.

Community Futures of Fraser Fort George

- Foster self-employment by promoting it as a career path, training, delivery of income support and risk financing.
- Assemble and promote information on opportunities to new and existing entrepreneurs.

Initiatives Prince George (IPG)

- Promotion of global opportunities – and related skills training – to firms in the city.
- Primary deliverer of Live and Work, involved in ATEEC.

Innovation Resource Centre (IRC)

- Promotion (and provision) of training targeted to technology-oriented self-employed, and those considering this path.
- Informing students about emerging tech trends & mentors.
- Spearheads the ATEEC initiative.

Northern BC Construction Assoc.

- Promotion of trades to students in the K-12 system.
- Liaise with educators to ensure adequate trades-oriented training available to residents.
- Apprenticeship Toolkit to help employers and employees to increase trades in the labour market

OBAC / Omenica Beetle Action Coalition

- Assist residents to access training, obtain jobs
- Facilitate growth in self-employment opportunities.

- Identify and develop the services and amenities required to attract and retain workers.
- Develop and implement improved service delivery models to better meet health care and education needs.

PG Chamber of Commerce

- Involved in labour-oriented initiatives (Live & Work, ATEEC, etc.)

Implications

Effectiveness:

- Strong elements of a labour supply strategy to support matching labour supply with business needs
- Elements support improved accessibility for First Nations
- Support level for skills development in “green” sectors is not clear from research

Comments and additions: