

An Emerging Vision - Community Goals



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PHASE
RESULTS

To achieve our sustainability vision for the future, Prince George's goals are to...

Society



- a. Have a **clear identity** that the community can be proud of, with a strong downtown and connection to its rivers and natural surroundings. *(Sense of Place)* ★
- b. Be a **healthy and active community** with abundant recreational opportunities and opportunities for local food. *(Health and Wellness)* ★
- c. Be a community where **ethnic diversity is welcomed, everyone has good access** to educational, social, and other services, and marginalized people are included. *(Equity and Inclusion)* ★
- f. Reduce crime, and have a **safe** downtown and neighbourhoods. *(Safety and Security)* ★
- d. Have a **rich cultural life**, with more events, facilities, education, and community involvement in the arts. *(Cultural Richness)*
- e. Be a **friendly and supportive community** whose civic and community engagement is a great strength. *(Social Connections)*
- g. Offer **accessible, affordable and safe housing for all**, and eliminate homelessness. *(Housing)*

Environment



- a. Have **clean air**. *(Air Quality)* ★
- b. Be a **green city** with healthy habitat and forests, and a **strong environmental consciousness**, led by government and local organizations that demonstrate sustainable practices. *(Environmental Health)* ★
- c. Reduce **solid waste** production and landfilling. *(Resource Management)*
- d. Reduce **carbon** emissions and dependence on fossil fuels. *(Climate Action)*
- e. Have **clean water**. *(Water Quality)*
- f. Be a leader in **green energy**. *(Renewable Energy)*

Economy



- a. Be a centre for **vibrant economic growth** in Northern BC, attracting newcomers and business and service choice. *(Economic Prosperity)* ★
- b. Have a **diverse economy** to augment our forestry base, with a focus on local food, services and knowledge-based sectors. *(Economic Diversification)* ★
- c. Be a model for Northern cities in **green and local business, and bioenergy**. *(Sustainable Business)*
- d. Have many good **jobs to suit the diversity of people** in Prince George, and programs that support developing the skills and knowledge needed to fill them. *(Labour)*
- e. Have well established **international connections** and international partners. *(Global Connectivity)*
- f. Carefully **budget** to ensure effective use of financial resources. *(Fiscal Health)*



An Emerging Vision - Recommended Strategies



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To implement our goals and attain our vision, strategic directions include...

Land Use and Transportation

- a. Revitalizing **downtown** for a more vibrant, attractive and safe centre where people can live, work and play. 🍷💰
- b. Prioritizing **growth** where it will support a high quality of life downtown and in neighbourhood centres. 🍷💰🌿
- c. Improving **transportation** infrastructure, emphasising walking, cycling and transit. 🍷🌿
- d. Reconnecting Prince George to its **ivers** to invite respect and enjoyment by citizens. 🍷🌿

Environmental Services

- a. Improving **roads** and **public spaces** for a more functional and visually attractive city. 🍷💰🌿
- b. Expanding **recycling** services. 🍷🌿
- c. Improving and increasing **trails** and **green space**, using these to enhance connectivity to nature and throughout the city. 🍷🌿

- d. Encouraging residents, businesses, government and community groups to care for the environment. 🍷🌿
- e. Encouraging **green**, affordable, accessible buildings – residential, retail and industry. 🍷💰🌿

Social Development

- a. Enhancing **educational** opportunities, investing in diverse and affordable programming that includes both technical skills and higher education. 🍷💰🌿
- b. Taking **care** of disenfranchised residents with affordable housing and access to healthcare and quality food. 🍷💰
- c. Providing a wide range of **community facilities**, gathering places and programming for youth, families, and seniors. 🍷
- d. Addressing the growing gang problem and petty **crime**. 🍷💰
- e. Expanding opportunities for **musical/artisanic** entertainment. 🍷💰

Economic Development

- a. **Growing** and **diversifying** the economy by focusing on a service and knowledge-based economy, encouraging green business, and supporting local business. 💰🌿
- b. Leveraging **communications** tools externally for promotion of the community in order to attract residents and business and internally to educate about sustainability goals. 🍷💰
- c. Carefully managing our **budgets** by reducing unnecessary spending while finding new revenues. 💰🌿

Governance

- a. Encouraging government to take a **leadership** role, committing to strategies and moving forward with consciousness and professionalism. 🍷💰🌿
- b. Listening and involving all citizens, young and old, in decision-making, showing **transparency** in the process. 🍷💰🌿
- c. Leveraging **partnerships** to reach our goals. 🍷💰🌿
- d. Imposing stronger **regulation** on polluters while encouraging eco-friendly business and development. 💰🌿
- e. **Planning** long-term, directed by a shared vision and monitored through progression of specific actions. 🍷💰🌿

