



CITY OF  
PRINCE GEORGE

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# MEDIA RELEASE

City of Prince George  
1100 Patricia Boulevard, Prince George, BC V2L 3V9

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June 21, 2010

For Immediate Release

## “Council Approves Completed myPG Plan”

**Prince George, BC-** City Council has approved myPG, the City’s first ever Integrated Community Sustainability Plan (ICSP). The completed sustainability plan is the result of community engagement followed by a series of workshops with community members and organizations. The ICSP outlines the community’s goals, and proposes actions to reach those goals to achieve a sustainable future for the community.

“Council has identified myPG as the number one priority project in the City of Prince George Strategic Plan,” said Mayor Dan Rogers. “myPG represents a shared vision for our community, developed by the citizens of Prince George, that will guide the City’s direction toward social, economic, and environmental sustainability.”

The myPG sustainability plan development process gathered goals from the community starting in October 2009 to January 2010, then conducted workshops to develop actions to reach the goals in early 2010. The community reviewed the proposed goals and actions in March and April 2010. The completed ICSP is a reflection of the community’s goals and actions for a sustainable Prince George. Implementation of the sustainability plan is beginning immediately with a re-write of the City’s Official Community Plan (OCP) to reflect the community’s vision of sustainability.

myPG is a community sustainability initiative supported by community organizations that empowers citizens to shape our future, to maintain the best of quality of life in Prince George in the face of global trends and local challenges.

myPG was supported by the Government of Canada’s Gas Tax Fund. The Union of BC Municipalities administers the Gas Tax Fund in B.C. in collaboration with the Federal and Provincial Governments. For more information on myPG, please visit [www.myPG.ca](http://www.myPG.ca)

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# MEDIA BACKGROUNDER

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## **“myPG, Prince George’s Sustainability Plan Announced”**

myPG is a community plan. Integrated Community Sustainability Plans (ICSPs) are typically coordinated by the City in which they are centered. Sustainability planning allows the community to identify those big-picture community-wide long-term goals that are important to the whole community.

Prince George City Council made a decision on May 28, 2007 to develop an Integrated Community Sustainability Plan (ICSP). Committees consisting of City staff and community partners were formed to develop each section of the ICSP. Results were reported to Council on October 27, 2008. Community engagement was underway with Council’s direction in April, May, and July 2009, the establishment of a City ICSP team to lead the work, and the hiring of HB Lanarc in July 2009. myPG (the ICSP) was launched publicly on October 26, 2009. The initial phase of myPG community involvement occurred from October 26, 2009 to January 14, 2010 when community members provided their ideas on goals for the future of the community. 1907 people provided their goals and ideas to myPG. A series of workshops were held in January, February and March of 2010.

The first workshop was a two day Scenarios Workshop to explore external factors that may affect Prince George in the future. It is impossible to predict what is going to happen even a year or two from now with any certainty. Developing a long-term plan to become a sustainable community must acknowledge this uncertainty. The results of the workshop were to describe four reasonably plausible “scenarios”, to use as a backdrop in developing strategies in the context of an unpredictable future.

Workshops were then held to develop actions (strategies) for each area of sustainability: Environment, Social, Economic and Land Use. Each workshop was attended by 35 to 45 representative stakeholder organizations and individuals with expertise or current experience in each focus area of sustainability. There were also specific workshops for Youth and Food Security. In total over 250 individuals representing many community organizations participated in the workshops. The next step in the myPG process was a Technical Review Workshop on March 16th, which assessed the draft strategies developed in the previous workshops to identify conflicts, gaps, links, and synergies between the draft strategies. The goal of the Technical Review was to develop the draft strategies together in an integrated format in preparation for the community review.

Starting with a “Walk-Through” Open House at the Pine Center Mall on March 27th, the community review of the myPG goals and actions continued until April 19th, 2010 in various locations. Community organizations and individuals reviewed the draft ICSP goals and the actions proposed to achieve the goals. There were also a series of focused meetings and presentations held with stakeholders in the community to receive feedback.

The result is the final draft of the Integrated Community Sustainability Plan (ICSP). The City, community partners (organizations in the City) and individuals all have a role to play in supporting the community’s plan for a sustainable community.

myPG has been strongly supported by residents and community organizations. myPG was presented as a community plan with City Council members on June 14<sup>th</sup> for discussion. Supporting presentations from community organizations involved in myPG were made by the Lheidli T’enneh First Nation, Recycling and Environmental Action Planning Society (REAPS), Northern Health Authority, University of Northern British Columbia, School District 57, Chamber of Commerce, Jim Pattison Group, Marie Soltis (for youth engagement), Canfor Pulp Limited Partnership, CUPE 399, CUPE 1048 and the Fraser Basin Council. myPG will be a foundation for future collaboration and coordination of resources by community organizations, myPG also has actions everyone can take on as individuals.