



STAFF REPORT TO THE COMMITTEE OF THE WHOLE CITY MANAGER'S OFFICE

1100 Patricia Boulevard, Prince George, B.C., V2L 3V9

DATE: October 18 2010

TO: COMMITTEE OF THE WHOLE

FROM: MARK FERCHO, SUSTAINABILITY MANAGER

SUBJECT: myPG ICSP Implementation Plan

ATTACHMENT(S): 1. myPG Implementation PowerPoint Presentation. 2. ICSP Information Structure. 3. City of Prince George ICSC Membership Memo

RECOMMENDATION(S):

1. **THAT the Staff Report be received.**
2. **THAT the Committee of the Whole recommend Council approve the Integrated Community Sustainability Plan (ICSP) Implementation Plan as proposed in this report.**
3. **THAT the Committee of the Whole recommend Council approve the Integrated Community Sustainability Plan (ICSP) Information Structure as proposed in this report.**
4. **THAT the Committee of the Whole recommend Council approve City membership with the International Center for Sustainable Cities as proposed in this report.**

This report is to:

- provide the Committee of the Whole with the implementation plan for myPG, Prince George's first Integrated Community Sustainability Plan (ICSP), and request approval of the plan.
- provide the Committee of the Whole with an overview on organizing information for the systems within the City and the ICSP, and request approval of the information structure.
- provide the Committee of the Whole with information on joining the International Center for Sustainable Cities, and request approval to become a member municipality.

STRATEGIC PRIORITIES:

myPG is a Council priority project in Council's Strategic Plan. The progress of myPG is consistent with Council's progress targets for myPG in 2010.

DISCUSSION:

myPG, Prince George's Integrated Community Sustainability Plan (ICSP) is the result of a community engagement process 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 approved the ICSP on June 21, 2010 and directed staff to develop an

implementation plan. Council also approved the Official Community Plan (OCP) update to begin, considering the community's vision of sustainability developed during the ICSP process.

The community now has a sustainability plan, and it is a milestone. However, the key to future success is not in the plan, it is in the implementation. myPG can be a platform first for communication, then coordination of efforts, and finally collaboration with other organizations and residents to make our community a better place for current and future generations.

While there is no single "best practice", or formal legislation or guide to implement a sustainability plan, there is an opportunity for Prince George's leadership to shape how we do this.

There are three distinct program areas for implementation of myPG:

- 1. Internal to the City as an organization**
- 2. To provide a platform for communication and coordination with other organizations**
- 3. To support citizen involvement**

1. Internal to the City as an organization

Many communities working on implementation of their sustainability plans are working on "getting their own house in order", prior to engaging the community. As many partners in this community have been working with the City in the development of myPG and are learning with us, the proposed implementation process is to work both internally and externally concurrently through implementation.

Immediate or Underway:

Strategies are being developed through a review of the myPG Integrated Community Sustainability Plan, Council's Strategic Plan, and existing City initiatives to define policy for each area of sustainability; socially, environmentally, economically (with Initiatives Prince George), for Council debate, consideration and approval. The myPG Social Development Strategy, approved by Council in June 2010 provides a strategy framework to be utilized for the economic and environmental areas. Land use direction is via the OCP process that is underway.

Shorter Term (today to 3 months):

Council Direction is requested for approval on the proposed Information Structure for the ICSP and City of Prince George systems. If approved, the Social, Economic and Environmental goal areas have been developed through myPG. The "Government Services" area will require a process to define the goal areas. The structure is shown as attachment #2 of this report.

Longer Term (2011):

Begin a process to develop and then move to a performance management system to integrate planning, budgeting, evaluation and reporting. This will allow the organization to connect performance with strategic direction by establishing outcomes and measures that connect with the long term community goals in myPG and Council's strategic directions.

2. To provide a platform for communication and coordination with other organizations

Many communities including Prince George have many successful models of collaboration between organizations to achieve specific program or project outcomes, local examples include the 2015 Winter Games bid, PGAIR, Live and Work in PG, and the Northern Medical Program. myPG implementation would create an ongoing platform for better communication and coordination between organizations in Prince George. Local Government has a role in providing basic services while other organizations have their roles in the community as well. There is no one organization that serves all roles in the community overall. We have an opportunity to move beyond that to be leaders, to communicate, cooperate and collaborate with our community partners to work for the long term benefit of the whole community.

Immediate or Underway:

Many organizations already myPG Partners, more are joining.

Shorter Term (today to 3 months):

The City and partners will continue to develop myPG Partnerships with other organizations, informally and through presentations. Key to implementation is engaging organizations as myPG partners. Presentation format:

- Present myPG sustainability plan
- Request organization become a myPG partner
- Request their administrative (*or political*) leader meet with once or twice annually with other myPG Partners to review the ICSP, develop action plans and report on progress.

Longer Term (2011):

Develop a long term formal system to engage and coordinate efforts with other organizations.

3. To support citizen involvement

Prince George is noted for its “can-do” spirit and high rate of volunteerism. Citizen involvement support requires leadership in developing clear direction, opportunities for involvement, recognition, and reporting the results back to the community. This area of implementation is about creating a culture of responsibility for everyone to take part in making the community a better place.

Immediate or Underway:

Provide clear information on how individuals can contribute, currently set out in the myPG final plan.

Shorter Term (today to 3 months):

Develop focused information bites, and relationships with the media to bring messages to the community on how people can contribute to specific efforts as individuals.

Longer Term (2011):

Develop communications tools, collaborative opportunities, incentives, and recognitions.

International Center for Sustainable Cities (ICSC) Membership

The International Center for Sustainable Cities (ICSC) is a small organization, and its intention is to remain small with global representation. Western Canada is well represented already, however, there is an opportunity for Prince George to join as a member. The ICSC has recognized our work and helped us through the myPG process to date. Council, staff and partner organizations in Prince George represent a significant potential leadership opportunity to develop a community sustainability initiative and serve as a model of success to others.

Through the ICSC Prince George has an opportunity to gain support from other communities around the world that are leading the way on community sustainability. We also have the opportunity to share our experiences on a world stage with others through this organization, and gain global profile and recognition in sustainability.

The ICSC is funded by the Canadian International Development Agency (CIDA). The cost for Prince George to join is \$1000.00 for annual membership fees, plus staff time and travel to a few meetings. Sharing of the lessons we learn to help others is also part of the commitment. The cost of City membership and support from the ICSC for one year is less than the cost of a consultant in this field for one day. Becoming a member will also develop internal capacity within the City and partner organizations to become leaders in this field.

Additional Tasks for myPG Implementation

Advance early actions on implementation and brand recognition

Any sustainability actions that can be implemented or are being implemented should be highlighted to both recognize the leading people and organizations, and create linkage to the overall myPG brand. The OCP rewrite and Prince George 2.0 communications improvements are early examples. Brand recognition by bringing sustainability initiatives together with the myPG brand will also encourage collaboration, develop support and community understanding of sustainability and local sustainability initiatives through a common brand name.

Determine a maintenance and renewal program

As sustainability goals are achieved, and as priorities change, a proposed program for how the ICSP could be maintained and renewed over time will be developed and presented to Council for consideration.

Determine indicators and measures

Developing measures and indicators in parallel with the development of the goals has been underway throughout the myPG process. Indicators drive outcomes, and have considerations in plan implementation for costs, transparency, unintended consequences, process timelines and many other considerations that are as important to the success of a sustainability plan as the goals themselves. This is the major work-plan item and is similar in scope and importance as the initial ICSP development itself. Indicators will be developed and presented to Council for consideration.

Formalize ongoing reporting of myPG goals

The proposed frequency, methodology, medium and format of reporting the progress in reaching the goals set out by the community in the ICSP will be determined, and then presented to Council for consideration.

The cost of ICSC membership and any costs proposed for implementation above existing internal resources will be presented to Council through the regular budget process.

SUMMARY AND CONCLUSION:

myPG, Prince George's Integrated Community Sustainability Plan (ICSP) is the result of a community engagement process 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 approved the ICSP on June 21, 2010 and directed staff to develop an implementation plan. Council also approved the Official Community Plan (OCP) update to begin, considering the community's vision of sustainability developed during the ICSP process.

While there is no single "best practice", or formal legislation or guide to implement a sustainability plan, there is an opportunity for Prince George's leadership to shape how we do this.

There are three distinct program areas for implementation of myPG:

- 1. Internal to the City as an organization**
- 2. To provide a platform for communication and coordination with other organizations**
- 3. To mobilize citizens**

This report is to:

- provide the Committee of the Whole with the implementation plan for myPG, Prince George's first Integrated Community Sustainability Plan (ICSP), and request approval of the plan.
- provide the Committee of the Whole with an overview on organizing information for the systems within the City and the ICSP, and request approval of the information structure.
- provide the Committee of the Whole with information on joining the International Center for Sustainable Cities, and request approval to become a member municipality.

Council approval and direction is requested for the implementation of myPG, Prince George's Integrated Community Sustainability Plan. Any costs proposed for implementation above existing internal resources will be presented to Council through the regular budget process.

Respectfully submitted:

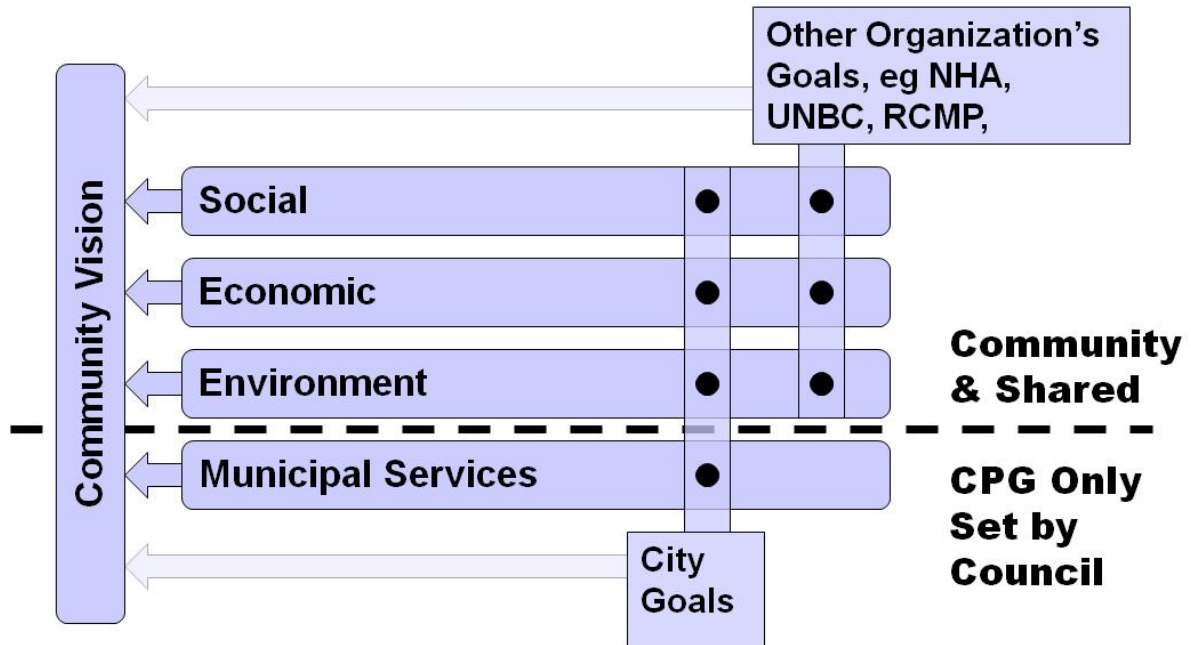


Mark Fercho
Sustainability Manager
Corporate Management

To: Mayor and Council



myPG Implementation Plan Attachement#2:
Proposed ICSP and City of Prince George Information Structure



myPG Implementation Plan Attachement#3:
Proposed International Center for Sustainable Cities and City of Prince
George Membership Memorandum.



MEMORANDUM OF UNDERSTANDING
October 25, 2010 – DRAFT

This is a Memorandum of Understanding between the **International Centre for Sustainable Cities (ICSC) and the City of Prince George** concerning membership in the Sustainable Cities: *PLUS Network*.

The City of Prince George agrees to:

1. Commit to a path of sustainability (by continuing the myPG integrated community sustainability planning process, from plan development and approval, through implementation).
2. Adapt its planning frameworks/ processes to incorporate a long-term time horizon (e.g., including a 100-year vision, a 30-year strategy and shorter-term plans for implementation).
3. Use an integrated (comprehensive) planning approach - incorporating environmental, social and economic well-being, preferably at both the local and regional level.
4. Identify a short-term project that illustrates action towards long-term sustainability. (This can be an existing project that will be profiled in *PLUS Network* communications).
5. Acknowledge the interests of all community members (e.g., by using a participatory planning process involving citizens, city representatives/ staff as well as private and educational sectors).
6. Establish a reference group/sustainability team that guides the city on its path toward sustainability and in its involvement with the *PLUS Network*.
7. Identify a *PLUS Network* contact person.
8. Share its experiences in integrated long-term planning and short-term action projects with other members of the *PLUS Network* (e.g., through *PLUS Network* events, such as the biennial conference, peer-exchange workshops, the *PLUS Network* website and other electronic and print media).
9. Provide sufficient resources to participate in the *PLUS Network*. This includes at a minimum: staff time and financial resources associated with the communities' long-term planning initiatives; local costs of workshops hosted in the community; annual *PLUS Network* membership fees; and travel expenses for attending some meetings.

Agreed and Accepted:

Dan Rogers
Mayor
City of Prince George

Jane McRae
CEO
International Centre for Sustainable Cities