



CITY OF  
PRINCE GEORGE

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## MEDIA RELEASE

Development and Operations  
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# Prince George Launches the Smart Growth on the Ground Project

## *Leading the Way on Envisioning Energy and Climate Change Solutions for Downtown Prince George*

On July 8<sup>th</sup>, 2008, from 4-8:30pm at the Coast Inn of the North, the City of Prince George will be **the first Northern community in BC** to launch a Smart Growth on the Ground project. Communities throughout the province apply to join the Smart Growth on the Ground partnership and the City of Prince George was the successful applicant for 2008. Previous communities that have worked with Smart Growth on the Ground include Maple Ridge, Squamish and Oliver. Smart Growth on the Ground 2008 will focus on forging community-specific solutions for the downtown core of Prince George, particularly around energy and climate change issues, and has potential to serve as a model for the rest of the City—and beyond.

The Smart Growth on the Ground project seeks to galvanize community involvement in land use and urban design issues. It aims to inform the Prince George community while learning about the issues that are important to local stakeholders and about their vision for the future of downtown Prince George. To this end, Smart Growth on the Ground will bring together a broad range of community members and organizations, including residents, business leaders, developers, students, government officials, youth, researchers and local community advocacy associations. Project participants will create a vision for their downtown that integrates residential, commercial and public land uses in a sustainable, energy-efficient and climate-friendly neighbourhood.

The City of Prince George is actively engaged in the Partners in Climate Protection Plan and committed to supporting its residents as they face skyrocketing oil prices. The City has set out targets in its Energy and Greenhouse Gas Management Plan to reduce GHG emissions by 10% in corporate operations, and by 2% community wide below 2002 levels, by 2012. The Smart Growth on the Ground process will assist Prince

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George in meeting, and possibly surpassing, these targets. This will make it easier for Prince George residents to adopt healthier transportation options such as biking, walking and taking public transit, and to survive the soaring gas prices.

We encourage all Prince George community members to get involved in this groundbreaking initiative. The City and its Smart Growth on the Ground partners are launching the project on July 8<sup>th</sup>, 2008 with an Opening Forum to introduce the initiative, hear from the community about important downtown issues, and begin a community mapping exercise. Through this activity, community members will be able to identify their favourite places and also those locations that present opportunities for improvement and change.

Further workshops will be held through the fall and into 2009 to create a vision for a vibrant and sustainable downtown neighbourhood. To find out more, please visit the city's website at [www.city.pg.bc.ca](http://www.city.pg.bc.ca) or Smart Growth on the Ground at [www.sgog.bc.ca](http://www.sgog.bc.ca) for project and event information.

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*Smart Growth on the Ground is a partnership between the Design Centre for Sustainability at the University of British Columbia, the Real Estate Institute of BC and Smart Growth BC.*  
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