World Winter Cities Association for Mayors (WWCAM)

Working Level Official Meeting
City of Prince George Presentation:

- **Smart Growth**
- **Turn it off Campaign**

smart growth on the ground

Turn it off.
It's the easiest thing you'll do all day.
BC hydro powersmart

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Mark Fercho, City of Prince George, ICSP Leader

smart growth on the ground

Smart Growth is an international concept.

Principal is to develop, or re-develop in a better way within the community.

Smart, sustainable growth enhances quality of life, protects the environment, and is financially responsible.

We can leave a positive legacy for future generations by building our neighborhoods and cities according to the following Smart Growth principles:

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smart growth on the ground

Each Community is Complete

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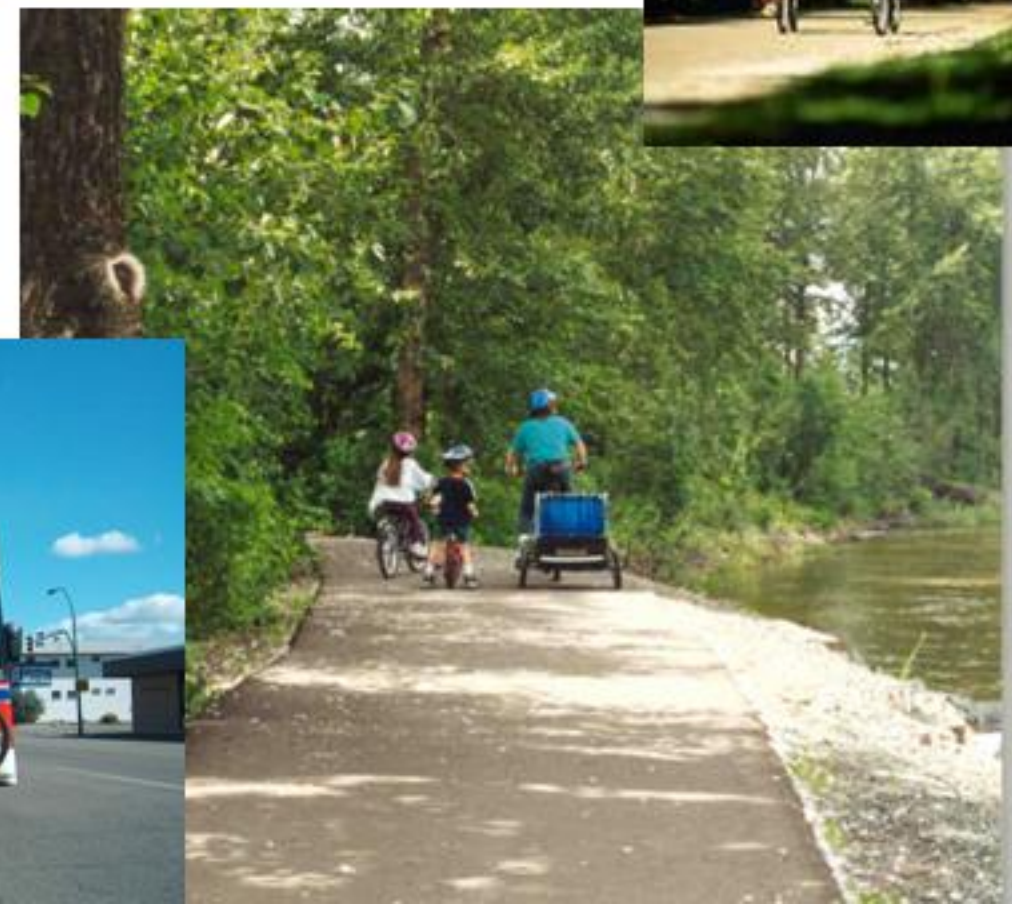
Options to the Car are Emphasized



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Work in Harmony with Natural Systems

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Housing Meets the Needs of the Whole Community

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The Spirit of Each Community is Honored

UNBC, City of Prince George

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Everyone has a Voice

Ft. George Park, City of Prince George

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TURN IT OFF CAMPAIGN

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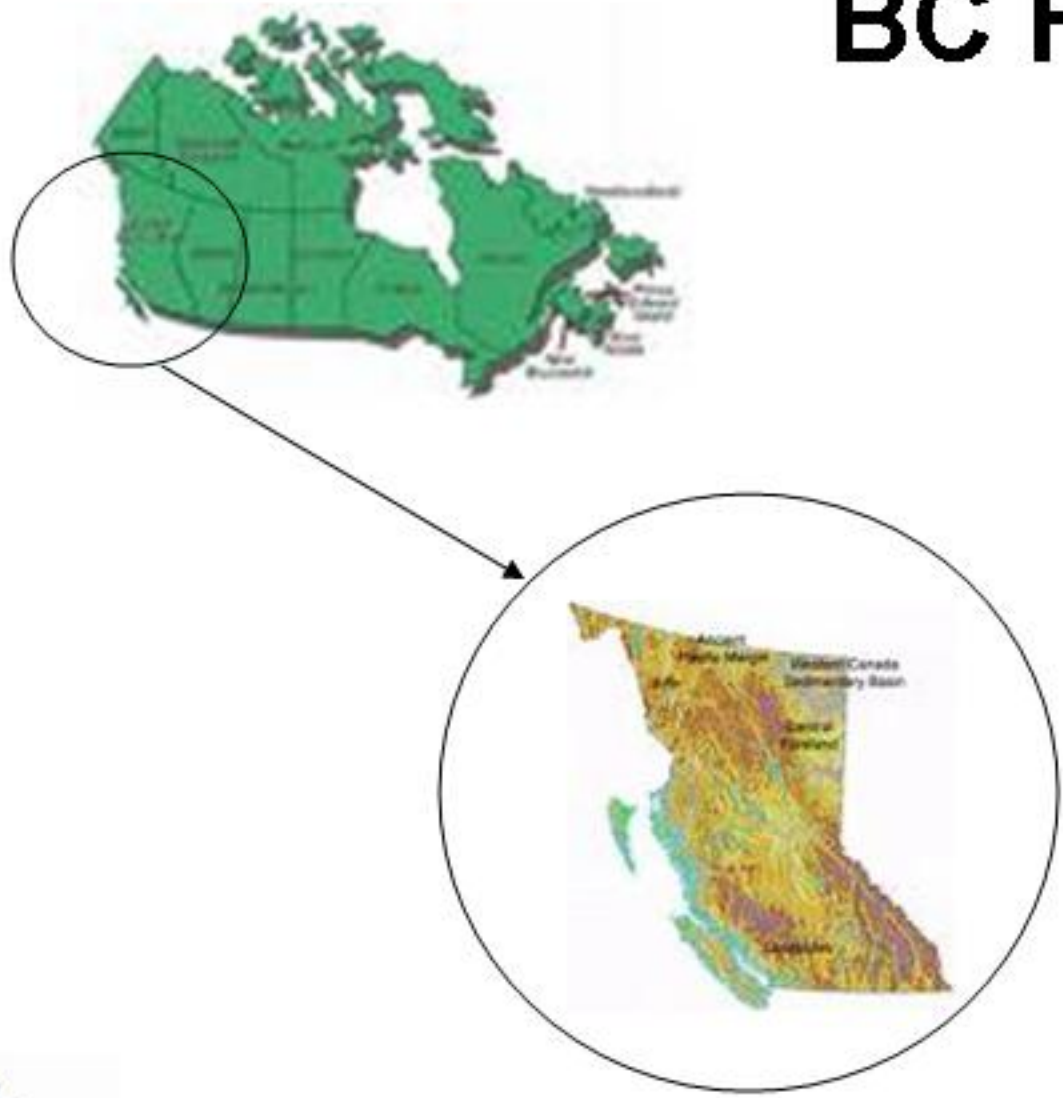

BC hydro
powersmart

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