

REDESIGN RUPERT



Executive Summary



Acknowledgements

The Community Development Institute at the University of Northern British Columbia would like to thank and acknowledge our partners, the City of Prince Rupert, particularly Mayor and Council; Robert Long, City Manager; and Corinne Bomben, Chief Financial Officer as well as Community Futures of the Pacific Northwest, especially John Farrell, General Manager. We would also like to thank the project funders, City of Prince Rupert, BG Canada, DP World, Nexen, Pacific Northwest LNG, and WCC LNG for their support. Without these organizations, this project would not have been possible.

We would also like to thank all of the organizations who supported Redesign Rupert by hosting, publicizing, and helping to implement Redesign Rupert events and initiatives. Then there are the Prince Rupert residents who participated in this project; those who took part in one-to-one meetings, community mapping events, the Redesign Rupert Recharge workshop, and the community action groups. Your time and input were central to the success of the project.

Finally, a very special thank you to the members of the Redesign Rupert Advisory Committee, Carmen Elduayen, George Emes, Scott Farwell, Laurie Gray, Sandra Jones, Jacquie Ridley, and Paul Vendittelli for your time, advice, and support. Your involvement enriched the project and leaves a lasting legacy for the community to draw upon.

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Accessing This Report

The reports from this project may be accessed through the Community Development Institute's website at: <http://www.unbc.ca/community-development-institute/research-projects>. Seven reports make up the final Redesign Rupert Report:

- Executive Summary
- Redesign Rupert Report 1: Project Governance
- Redesign Rupert Report 2: Initial Meetings
- Redesign Rupert Report 3: Community Mapping
- Redesign Rupert Report 4: Redesign Rupert Recharge Community Workshop
- Redesign Rupert Report 5: Redesign Rupert Action Groups
- Redesign Rupert Report 6: Community Profile

For further information about this topic and the project contact Marleen Morris or Greg Halseth, Co-Directors of UNBC's Community Development Institute:

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Redesign Rupert: Executive Summary

The City of Prince Rupert is a vibrant community with a rich history and exciting future of possibilities. While it has faced economic and social challenges over the past several decades due to economic instability, moving forward it will have many opportunities for growth and diversification.

The project was a partnership between the City of Prince Rupert, Community Futures of the Pacific Northwest, and the Community Development Institute (CDI) at the University of Northern British Columbia (UNBC). Our goal was to tap into the passion, energy, and resilient spirit of the people of Prince Rupert to build a community that is ready for the future.

The CDI was the partner responsible for the design and implementation of the Redesign Rupert Project Plan. The purpose of Redesign Rupert was to develop and implement strategies for economic diversification and community resilience for Prince Rupert.

The project focused on the following areas:

- Working with a broad range of stakeholders (business, industry, community organizations, government, and First Nations) to identify and build upon economic assets and opportunities.
- Engaging organizations and individuals to identify and pursue opportunities to build community capacity and enhance quality of life.
- Developing working partnerships to secure resources to support economic and social development in the community.
- Creating a strong and adaptable foundation to allow Prince Rupert to monitor, anticipate, and adjust to changing issues and opportunities.

Redesign Rupert involved working with community groups and individuals to support positive change. The Redesign Rupert project consisted of five elements:

- Establishing a governance structure for the project.
- Conducting meetings with community leaders from business, industry, government, First Nations, and community organizations.
- Conducting a community mapping exercise.
- Hosting a community workshop.
- Establishing community action groups.

The project was carried out over a 20-month period, from October 2015-May 2017. Key highlights included the following:

- 1,300 residents participated, which is just over 10% of the population.
- 31 initial meetings were held, involving 39 individuals from industry, business, government, First Nations, the social service sector, and community groups.
- 1,200 residents of all ages participated in the community mapping exercise.
- 150 people attended the community workshop, Redesign Rupert Recharge.
- 3 community action groups were established, involving approximately 40 people.
- 6 projects were initiated by the community action groups; three were completed and launched by project wrap-up while the others were still in progress.

The Redesign Rupert Final Report provides information about each of the five elements of the project. The Final Report consists of five sub-reports, each covering one of the project elements. Each sub-report includes a description of the project element followed by key documents and information related to that element. The sub-reports are:

- Redesign Rupert Report 1: Governance
- Redesign Rupert Report 2: Initial Meetings
- Redesign Rupert Report 3: Community Mapping
- Redesign Rupert Report 4: Redesign Rupert Recharge Community Workshop
- Redesign Rupert Report 5: Community Action Groups
- Redesign Rupert Report 6: Community Profile

It is important to highlight that realizing economic growth and diversification and building community resilience are long-term undertakings. The 20-month time frame of Redesign Rupert must necessarily be seen as only a beginning. In this short time frame, however, much was achieved, particularly in identifying strategies that, if pursued over the long-term, have the potential to transform the future of Prince Rupert.

In preparing the Redesign Rupert Final Report it is the hope and goal of the CDI to provide information that can enable the strategies and initiatives to continue moving forward now and into the future. The intent is that this report serves as a record of the successes achieved through Redesign Rupert and the activities, pathways, and processes that led us there.