



HAYS 2.0

A MODERN VISION FOR PRINCE RUPERT

NOVEMBER 2015



PRINCE RUPERT

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This **vision statement** is a declaration of the City's objectives and guiding values, intended to direct our decision-making for decades to come.

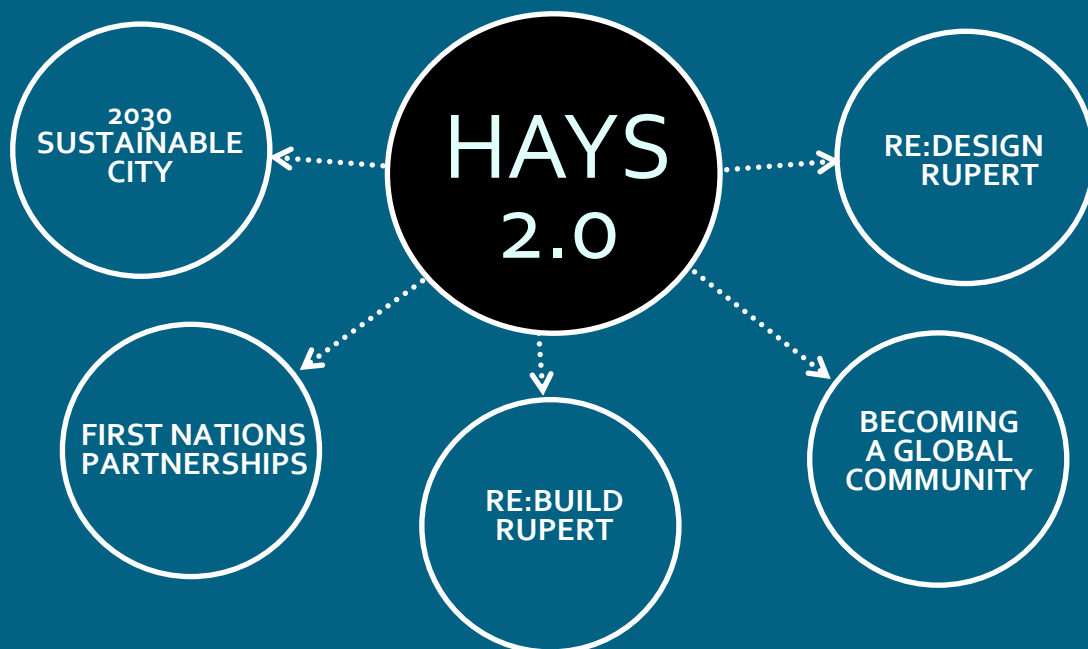
INTRODUCTION

Hays 2.0 is a future-oriented vision for the City of Prince Rupert that builds upon the ambitious vision of a global port metropolis developed by Charles Hays in the early 1900s. A century after his tragic death on the Titanic, Hays' hope for Prince Rupert to be a world class port city is beginning to be realized.

Hays 2.0 aims to capture what Prince Rupertites care so deeply about: promoting economic resilience, protecting our natural environment, and working together to enhance our collective quality of life. The City of Prince Rupert's Hays 2.0 vision is about inclusivity, diversity, First Nations partnerships, and our goal to be a sustainable, resilient and thriving community for the next 100 years.

Undertaking this vision is no small task. It will require optimism and patience, but in equal measure, hard work, determination, and cooperation.

Let's work to get there, together.



DISCLAIMER: This is a living document that will be updated, revised and expanded throughout 2016 to adapt to shifting circumstances and opportunities over time.

HAYS' VISION 100 YEARS AGO




In 1910, Charles Hays founded Prince Rupert because of our location as the closest strategic point to Asia by sea. Hays worked to bring the Grand Trunk Pacific Railway from the East to Prince Rupert, with a plan to make our City the metropolitan center of British Columbia and northwestern terminus for the North American rail system. In 1912, Hays went to England to raise additional funds, bringing with him plans to build a hotel that would rival Victoria's Empress. However, with the loss of Hays in the sinking of the Titanic, much of his vision stalled.

Though not everyone will find him a compelling figure, the story of Charles Hays is imprinted throughout Prince Rupert—with statues bearing his image, and the high school and adjacent mountain taking his name. Our reference to Hays' vision is about acknowledging our history, while the '2.0' is about moving on from those embedded stories and refocusing our direction towards new, unexplored horizons.

Hays' plans are often associated with 'what could have been'. **Now is the time for the City of Prince Rupert to refocus on 'what can be'.**

WHAT'S TO COME IN 2016 AND BEYOND...

A key part of crafting a vision for Prince Rupert is identifying the most compelling needs and wants of our City, those that are also within the reach of a municipal government. From City strategic planning sessions, information collected from community surveys both past and present, and economic and environmental forecasting, the City has developed the following components to our plan – all of which come together to make up the Hays 2.0 vision. Items relating to affordable housing, planning for major projects, economic growth, infrastructure upgrades, sustainability and many other topics are addressed in the vision. **The following sections will be more thoroughly expanded upon in 2016.**



Within a few decades, it is anticipated that regular access to Russia & Europe from Prince Rupert may be possible through the Northern Sea Route, saving 9-12 days of sailing time in relation to existing global shipping routes.

BECOMING A GLOBAL COMMUNITY

To empower this bold vision of a resilient and thriving community, the City of Prince Rupert is soliciting investment that will generate revenues, create employment, and also align with our focus on building a sustainable future. The growth of port-related projects and potential LNG development are currently drawing global interest towards our community. The City of Prince Rupert also controls port-related properties such as DL Lot 444 (2200 acres) and Watson Island (280 acres), which are potential sites for future development. The City vision is to work towards securing and promoting future investment that is economically diverse, so that going forward our community can weather the inevitable ups and downs of a globalized economy.

Within the next few decades, it has been projected that passage through new global trading routes via the Northern Sea Route (above Russia), the Northwest Passage (above Canada) and the Arctic will become increasingly more accessible. The global implications of these new possibilities are only beginning to emerge, but there is significant possibility that global trade will head north in the 21st Century. Prince Rupert is strategically located to be the next global port for these new emerging trading routes due to reduced shipping times, a naturally deep ice free harbour, and intercontinental rail and road connectivity throughout North America.

The City's long-term Hays 2.0 vision seeks to build upon Prince Rupert's global competitive advantages, contributing to the national trade network and enriching Canadian-international partnerships.

In this section, discover our global competitive advantage and new global trade routes emerging in the 21st Century:

- ⇒ [ASIA-PACIFIC TRADE GATEWAY](#)
- ⇒ [INTERCONTINENTAL NORTH AMERICAN HUB](#)
- ⇒ [NORTHERN PASSAGE / ARCTIC TRADE GATEWAY](#)
- ⇒ [TSIMSHIAN PENINSULA ACCESS PROJECT](#)
- ⇒ [ALASKAN TRADE GATEWAY](#)

ASIA-PACIFIC TRADE GATEWAY



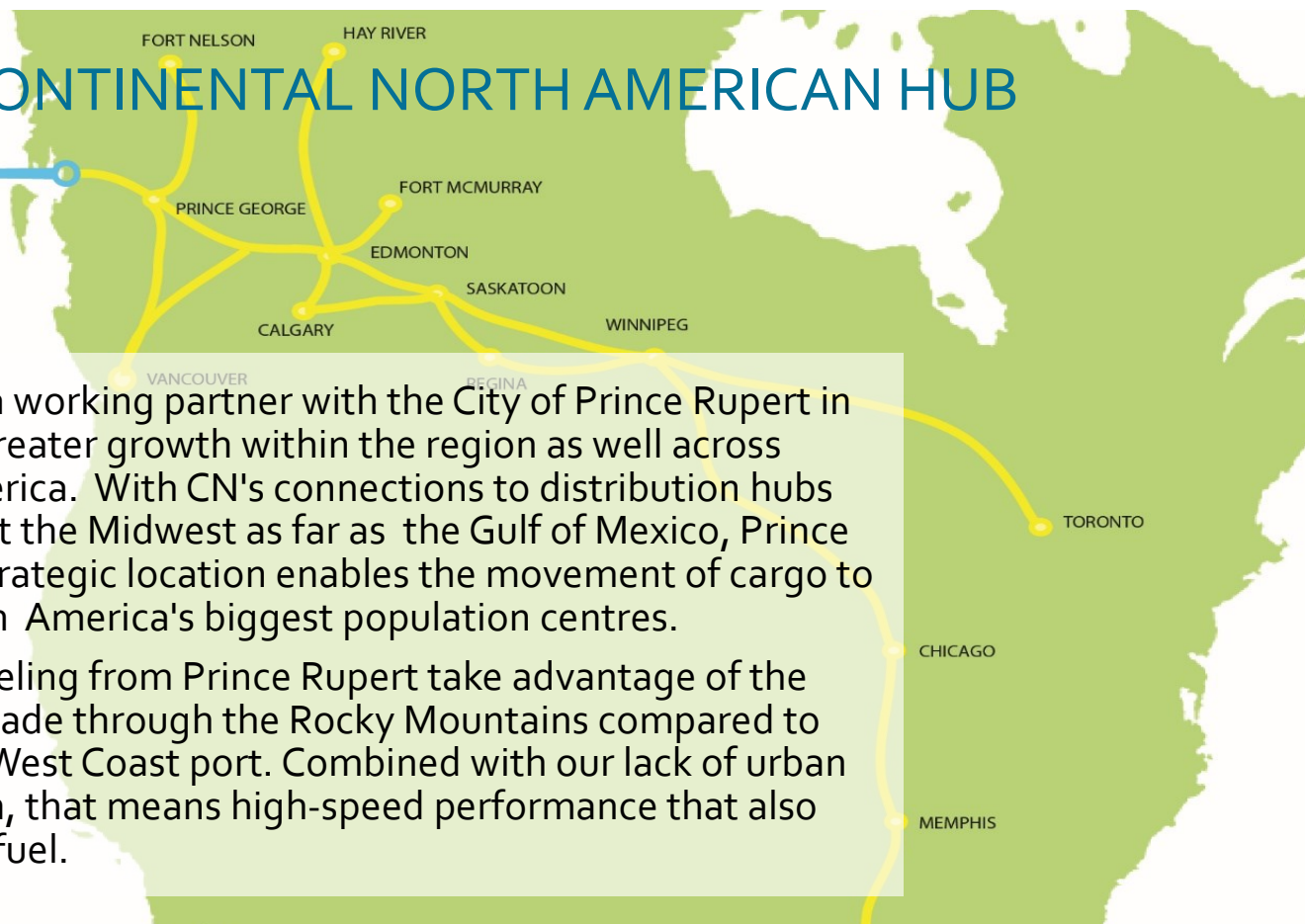
Closer by up to 3 days sailing than any other port on the coast of North America, Prince Rupert's status as a gateway to the Asia-Pacific is among the most entrenched of our current trade advantages. Prince Rupert's port is 36 hours closer to Shanghai than Vancouver and over 68 hours closer than Los Angeles. Prince Rupert offers shippers immense savings and risk reduction for goods transported along the Asia-Pacific trade corridor.

Thanks in great part to the hard work of the Port of Prince Rupert and CN Rail, Hays' original plan for Prince Rupert as a gateway to the Asia-Pacific has now largely come to fruition. Prince Rupert has increased trade volumes to Asia through our port, a goal outlined in the Port of Prince Rupert's own 2020 Gateway vision. Meanwhile, DP World, the new owner/operator at Fairview Container facility, is currently undergoing an expansion northward to deliver more than 1.2 million TEUs (shipping containers), with the possibility of future expansion to come.

More information about the Port of Prince Rupert, its vision and its operations can be found online at www.rupertport.com.

INTERCONTINENTAL NORTH AMERICAN HUB

PRINCE RUPERT



CN Rail is a working partner with the City of Prince Rupert in realizing greater growth within the region as well across North America. With CN's connections to distribution hubs throughout the Midwest as far as the Gulf of Mexico, Prince Rupert's strategic location enables the movement of cargo to all of North America's biggest population centres.

Trains traveling from Prince Rupert take advantage of the gentlest grade through the Rocky Mountains compared to any other West Coast port. Combined with our lack of urban congestion, that means high-speed performance that also burns less fuel.

NORTHERN PASSAGE / ARCTIC TRADE GATEWAY

Within the next few decades, it has been suggested that the global trading system will have the ability to move north due to advancements in technology and receding ice, greatly reducing shipping time and expense. Currently, the two major trade routes are through the Panama Canal (Panama) and Suez Canal (Egypt), however more open and safe access to the Northwest Passage above Canada, and also the Northern Sea Route above Russia are becoming a reality. In 2012 a record of 30 ships completed transit through the Northwest Passage, with the first bulk carrier making the trip in 2013. Using these northern routes, Prince Rupert is

estimated to be 9-12 days sailing time closer to Europe than existing trade routes, making Prince Rupert a logistically competitive location for shipping between Europe/Asia and the North American market.

The implications of potential northern routes may offer great opportunity for Prince Rupert, yet are not to be over-estimated, as their viability has yet to be fully determined by the scientific community.



(Above) Map showing potential northern routes for trade, as compared to the existing route through the Panama Canal. Suez Canal route not shown.

TSIMSHIAN PENINSULA ACCESS PROJECT

Also known as the Prince Rupert & Area Corridor Project, this ambitious yet necessary proposed project would be a shared ferry and road network to connect the two First Nations neighbouring Prince Rupert—Metlakatla and Lax Kw'alaams, our Airport, three potential LNG facilities, and provide access to Alaska in a comprehensive logistical network. Currently we are in an exploratory phase through Partnerships BC and exploring an opportunity to partner with Federal and Provincial Governments (a "P3" partnership) on this project. Executing this project would open up new possibilities for the region and also provide regular access for residents and visitors to our airport.

It should be noted that the route design and format is subject to alteration, as required.

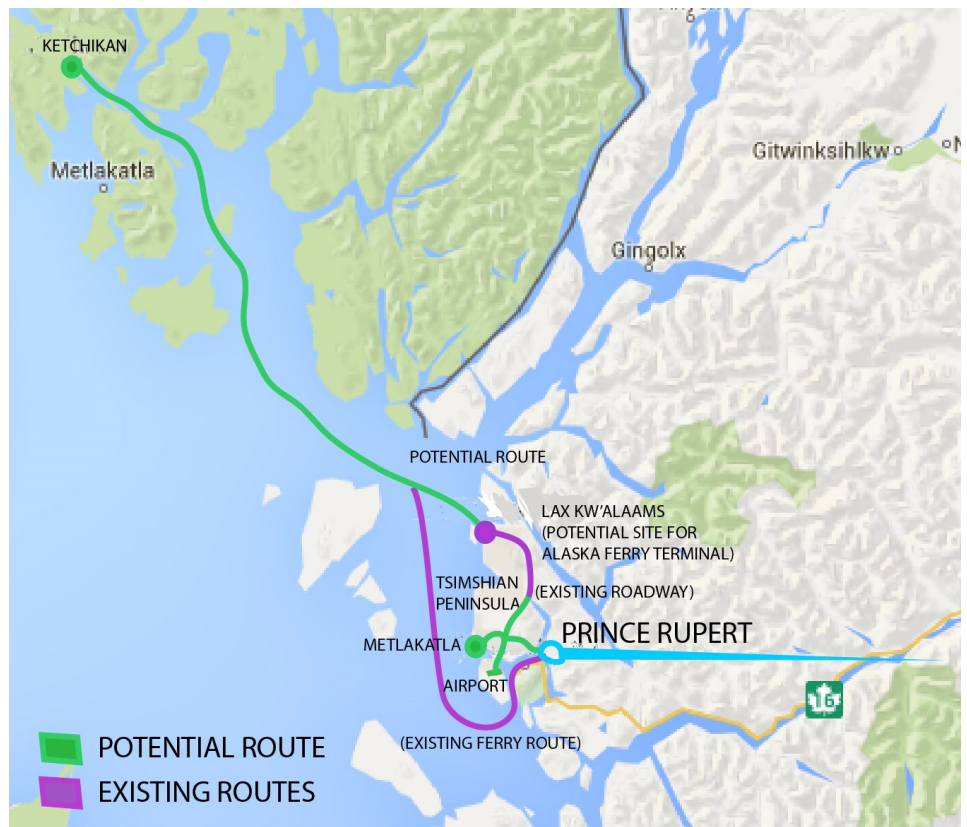


Please note—above route is not exact and may be subject to change



ALASKAN TRADE GATEWAY

The Alaskan Government is currently experiencing budget challenges, and has considered cuts to the existing Alaska Marine Highway System, including the ferry service that stops in Prince Rupert. By enabling the Tsimshian Access Project, we would like to suggest a new opportunity for the Alaskan Government to look at alternative locations to their current route – one that could realize efficiencies in time and cost, improving access to Alaska through Lax Kw'alaams.



In turn this would greatly increase tourism and economic benefits for Prince Rupert and the region. We are also hoping to initiate communications between the U.S. and Canadian Federal Governments to develop mutually beneficial policies that might enable trade through Prince Rupert, and open the region to become a potential Alaskan Trade Gateway.

FIRST NATIONS PARTNERSHIPS

Working together towards social and economic benefits through meaningful partnerships with neighbouring First Nations is one of the City's key priorities. Currently, City Council is working closely with regional First Nations on a variety of topics and projects. In 2016, the City is endeavouring to establish a more formal working partnership with neighbouring First Nations communities. Furthermore, the City supports initiatives that relate to the improvement of relationships with First Nations, for instance a national inquiry into missing and murdered aboriginal women and the execution of the recommendations of the truth and reconciliation commission.

RE:BUILD RUPERT

Prince Rupert is facing a \$300 million dollar infrastructure deficit, including roads, sidewalks, bridges, water, sewer, and more. Re:Build Rupert is City Council's plan to complete critical infrastructure renewal projects including securing the municipal water supply while setting aside funds towards infrastructure maintenance and improvements. In the past year, the City has devoted \$1.1 million to the Fraser Street renewal project, has seen \$4.4 million jointly committed from Provincial and Federal Governments to upgrade the City water supply, and put \$1 million from Prince Rupert Legacy Inc towards road improvements.

In 2016, the City is planning to allocate additional funding towards infrastructure renewal projects and asset management. These upgrades are necessary to prepare for potential growth, and also to ensure the quality of life for residents.

To keep you informed, the City will continue to release regular progress reports related to the Re:Build Rupert initiative.



RE:DESIGN RUPERT

Civic engagement surrounding how the community envisions itself after major industrial development occurs is of critical importance. During this 18-month engagement process, topics such as housing, downtown revitalization, recreation, waterfront access, economic development, trail networks and more will be discussed. It is the goal of City Council to create a process to build a culture of civic participation in our city. In 2016, the City of Prince Rupert will actively contribute and participate in the Re:Design Rupert initiative to be led by the Community Development Institute, based at the University of Northern B.C, which includes participation from a wide range of local partner organizations.

The underpinning of community engagement will be based on the Planning for Major Projects baseline data which includes the data collected from the 2015 *Go Plan surveys. The goal from here is to develop community-driven public policies relating to land use, recreation and socioeconomics.

2030 SUSTAINABLE CITY

Recognizing the realities of climate change as we move into the 21st Century, the demand to move towards renewable energy sources such as wind, tidal and solar are all part of a diversified economy. City Council wishes to work towards becoming a community that showcases a balance between economic growth and environmental protection. Sustainability is not only modeled by adopting and promoting alternative sources of energy, but also social enterprises, local food production and distribution, and other components such as investing in community green spaces that promote happy, healthy residents.

In 2016, the City is planning to partner in the redevelopment of the McKay Street Park as an engaging neighbourhood space. Moving forward, the City will offer residents similar opportunities to provide input into the continued sustainable redevelopment of City spaces. Public participation will set the tone for future sustainability-related policy development.

*The City's 2015 Go Plan survey collected information from residents to understand and manage impacts with regards to Major Projects, including housing, population, infrastructure, and more.

CONCLUSION

Building on the strengths of the ambitious vision of Charles Hays, Hays 2.0 is a modern roadmap for what the future could look like for the City of Prince Rupert. The City believes that there is 'something for everyone' in this five part vision. Losing the most notorious of our original visionaries does not mean we are left without a vision: the City of Prince Rupert now has the opportunity to capitalize on our potential as a world class port city—bringing the greatest possible benefits to the community, while retaining our pristine environment.

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Sundays and Holidays CLOSED

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