Ottawa, Gatineau and surrounding municipalities form the greater Ottawa-Gatineau area of almost 1.5 million people. It is one of the six largest metropolitan regions in Canada and a mid-sized global city comparable with cities such as Dublin, Helsinki, and Amsterdam.

The greater Ottawa-Gatineau area has many characteristics that make it a great place to live and provide a competitive advantage over other cities including an affordable high quality of life, an educated workforce, good post-secondary institutions, vibrant, healthy and safe neighbourhoods and access to parks and greenspace.

However, the area does have challenges including providing seamless regional transit and promoting trade within the region due to differing provincial regulatory regimes.

The greater Ottawa-Gatineau area will be competing against other global mid-sized cities and will need to emphasize what makes the region attractive to investment and to workers beyond simply being the capital. Ottawa will also need to develop better connections with Montreal and Toronto to act as a broader economic region of over 15 million people to compete globally against other large cities and economic regions.

As the greater Ottawa-Gatineau area grows, matures and diversifies, there is an opportunity to add to its brand as a capital city to include its urban, natural and rural character.