

# 2015 Sustainable Peterborough Strategic Plan Implementation Summary

updated July 24, 2015

Communication & Engagement				
Direction	Action	Responsibility	Actions & Progress	Timing & Outcomes
Continued need to get the word out about SP & build momentum	Develop a SP communication strategy - press release, branding, key messages, target audiences, website	Communications Subcommittee (CS) consisting of Jeannette, Anca, Brigid, Meredith, Sheridan, Dawn & Melanie	<ul style="list-style-type: none"> <li>- Melanie has prepared a draft SP Communication Strategic Plan framework for review</li> <li>- Melanie to book a meeting to initiate action asap</li> <li>- need for consistent branding, messaging, appearance</li> <li>- CS to incorporate metrics &amp; reporting into Report Card &amp; web site, including charts, data, statements, tag lines, testimonies</li> </ul>	- Need products for Purple Onion Festival for September 20th
	Identify new champions - within each municipality, community or group to become partners - consider new initiatives, new priority actions, implementation	Katie	<ul style="list-style-type: none"> <li>- Partnership letter &amp; information package to be updated through CS</li> <li>- Katie to work with Economic Development staff and PED staff to encourage pushing sustainability and SP partnership through economic development</li> <li>- Katie to prepare list of partners with best practices to feed into SP's Celebration Event in Nov 2015</li> </ul>	- Katie to report back on new focus on partnership development and follow up on Partner's plan alignment through her Committee Reports
	Utilize engagement efforts like CCAP & other community initiatives as a catalyst to spur engagement in SP, i.e. Purple Onion Festival, Curve Lake Health Fair, Peterborough Pulse, Service Clubs	Anca	<ul style="list-style-type: none"> <li>- Anca to coordinate SP community engagement events through a master list of events based on criteria and value added, to be developed by CS</li> <li>- Anca to research speaking opportunities, reporting back to SP CC at each meeting with speaker engagement opportunities, who is speaking, resources &amp; support</li> </ul>	- Anca to update at each SP CC meeting
	Profile SP success - host event to celebrate successes	Anca	<ul style="list-style-type: none"> <li>- Anca to put out a call for members to join the Celebration Event Subcommittee to plan for SP's first event in November 2015, tied to PCP milestone awards &amp; CCAP official launch, to include business sector speaker's series of local best practices</li> <li>- Note that County will host a Warden's Business Reception in the Douro Arena in mid-September</li> </ul>	- plan for SP's first Celebration Event in November 2015

**Priority Actions**

Direction	Action	Responsibility	Actions & Progress	Timing
Priority Actions have been a catalyst to SP success, so where are we now & how are we doing? Anything missing?	Review existing priority actions as to where they are at in terms of completion	Anca	- Anca to record and track the status of SP Priority Actions through SP CC minutes, Working Group Chairs, Strat Plan Report, LURA, Meredith	- Anca to provide updates as quarterly reports on SP business
	A new set of criteria should be defined to identify and select new actions	Melanie & Sheridan	- To be part of the 2016 SP Review	- Part of 2016 SP Review
	SP CC to meet regularly to review, discuss, & re-evaluate priority actions to ensure advancement of key actions	Anca	- SP has committed to devoting one meeting every quarter to operational issues - Anca to coordinate the SP CC meeting schedule	- SP CC to review status quarterly
	Opportunity to engage the public to collect feedback on next priority actions thru SP partners &/or web site	Melanie & Sheridan	- To be part of the 2016 SP Review	- Part of 2016 SP Review

**Process Related Actions**

Direction	Action	Responsibility	Actions & Progress	Timing & Outcomes
Continued need to get the word out about SP & build momentum	Establish a Land Use Planning Working Group	Jeannette & Dawn	- To be set up originally through the CCAP Land Use Planning Task Force in September 2015	- set up through CCAP Task Force, Sept 2015
	Establish a Water Working Group	Meredith & Melanie	- Meredith & Melanie to set up Water Working Group with initial meeting on Wednesday, September 16	- Initial meeting on Wednesday, September 16

**Indicators**

Direction	Action	Responsibility	Actions & Progress	Timing & Outcomes
Need to build in metrics, indicators and measurements that work for SP	Need to select measurements & tracking tools that work for GPA & SP that tell the story; meaningful, hard data and CCAP results	Anca	- Anca to coordinate, through the Working Groups, the need to identify some of the indicators that make a strong statement based on SP Plan. WGs to report back to SP CC with their findings & direction - Need metrics for each theme area, preferably each priority action that is meaningful, consistently applied & easily understood	- metrics to be developed in Fall 2015, to be incorporated in the 2015 SP Report Card
	Need to report out annually on measurements & tracking through report card and web site	Anca	- Anca to put out a call for members to form a Report Card Subcommittee; work with the Working Groups to prioritize submissions in their theme area - need to change the Report Card to build in metrics & reporting including charts, data, statements, tag lines, testimonies; changes should also be reflected on SP web site	- Report Card Subcommittee to be formed Fall 2015 to revise format, structure, metrics

**Coordination & Support**

Direction	Action	Responsibility	Actions & Progress	Timing & Outcomes
Re-assess the work, effectiveness & direction of SP	Does SP CC have what it needs to support implementation of the plan	Executive Committee	- discussion on implementation, gaps, needs - consider surveying the SP CC and Working	July - September 2015
	What are future needs and direction of SP CC - implementation, staff, resources	On hold for now	- consider building into the 2016 SP Review	
	Plan and budget for refresh of SP in 2016; how, when, and how much? Include broader engagement and communication.	Executive Committee	- discussion on single sourcing consultant or not, cost, scope of work, level of community engagement, what would we hope to accomplish? - need for a 2016 balanced budget	City & County Budget

**Plan Integration**

Direction	Action	Responsibility	Actions & Progress	Timing & Outcomes
Need to fill the gap between SP policy and plan integration within partner organizations	Engage current & future partners to promote SP, seek buy-in, support of shared vision, launch a call to action	Katie	- Katie to develop an approach to encourage plan alignment with SP partners & illustrate on SP web site, updating the site regularly with up to date info as it becomes available	priority in 2015
	Extend the SP annual report "road show" to more than just municipalities; what groups would be priority to present to? Consider a Train the Trainer approach with a canned presentation	Road show Subcommittee consisting of Ken, Sheridan, Stephen, Anca, & Peter	- Anca will help Ken write a thank you letter to each of the municipalities & First Nation that received the 2014 Report Card Presentation, thanking them for their time and recognition, but also offering SP as a resource tool on Council matters and extend the invitation for corporate support and assistance on any sustainable issue - Anca to send around the 2014 Report Card Presentation with specific pages for each - need to develop a canned presentation for SP, with note pages complete for a train the trainer approach - seek direction from CS - plan to present to SP CC at a fall meeting	Fall 2015

Sustainable Peterborough Legacy				
Direction	Action	Responsibility	Actions & Progress	Timing & Outcomes
SP is a success story & a best practice, should be recognized locally, provincially, and nationally as such	Establish ways to seek recognition for SP by applying for awards, seeking media coverage, speaking at events & at webinars	Anca	<ul style="list-style-type: none"> <li>- City Civic Awards recognized SP CC in 2014; County Awards in May - consider self nominating</li> <li>- FCM will award for PCP milestone completion - plan for November 2015</li> <li>- Stephen recommended article writing, he may have someone to help out with this task</li> <li>- need to actively use media releases to report progress and successes</li> <li>- consider posting SP CC agenda on SP, City and County event/meeting calendars and inviting media to SP CC meetings</li> <li>- consider issuing public service announcements as a synopsis of each SP CC meeting to the media</li> </ul>	- start by posting SP CC meetings with agenda on Sp event calendar
	Need consistent description and understanding of SP on SP CC and in community - review with SP CC staff and SP CC regularly, develop elevator pitch used on web site & outreach	Communications Subcommittee	<ul style="list-style-type: none"> <li>- CS will develop elevator pitch, branding, consistent messaging for SP for use in report card, web site, media releases</li> </ul>	Fall 2015
	Establish roles of SP CC, partners, WG & public	Executive Committee	<ul style="list-style-type: none"> <li>- Review SP CC and Working Group's Terms of Reference for roles, goals, objectives, purpose</li> <li>- have SP CC accept SP CC and WG membership list annually</li> </ul>	Fall 2015
	Integrate SP as a key decision making tool for government, non-profits, businesses, etc.	Executive Committee	<ul style="list-style-type: none"> <li>- consider applying a sustainability lens for reporting on municipal reports, annual budget, and in strategic plans</li> <li>- plan to have David Clifford present to CSC and SP CC on Douro-Dummer Reports</li> </ul>	Ongoing

Sustainable Peterborough Coordinating Committee				
Direction	Action	Responsibility	Actions & Progress	Timing & Outcomes
Role of SP CC as a bigger picture functionality of SP to ensure operational effectiveness	Dedicate on regular SP CC meeting to operational matters, consider as an annual refresher, team building, review of what SP is, roles	Anca	- Anca to add to SP CC agenda quarterly	quarterly review
	Explore annually what is working, what needs improving, needs, resources, gaps	Executive Committee	- Anca to add to SP CC agenda for annual review	annual review