

Appendix D: Developing Sustainable Peterborough through Community Collaboration



March 2012

"Let's raise our eyes beyond the conventional horizon of a year and ask, What kind of world would we like to have in a generation?" – David Suzuki

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1. Introduction

This report outlines the various engagement and outreach approaches and techniques that were used in the development of the Sustainable Peterborough Plan.

For any planning process, there are key points along the path when input and feedback from the public, stakeholders groups, youth, business, industry, community groups and government agencies is required to ensure that the development of the plan is consistent with those who either have responsibility to implement the plan or will be affected by it. Our approach to community engagement and outreach was multi-pronged, utilizing a range of meetings, presentations, event attendance, and community open-houses. Information was gathered via surveys (online and hard-copy), face-to-face discussions, community cafes, and a Charrette. All activities were designed to empower, motivate, and engage as many community members as possible in the planning process.



Dorothy Taylor of Curve Lake First Nation opens the event, 'Greening Our Future'.

The Sustainable Peterborough plan was influenced by over 2,200 direct discussions with community members.

Through various mechanisms however, it is **estimated that at least 20,000 Greater Peterborough Area community members were reached** throughout the development of Sustainable Peterborough. The following table summarizes the communication and engagement mechanisms that have resulted in this estimate. Each mechanism is then outlined in further detail later in this report.

Reach	
Mechanism	Quantity
Newspaper Articles	29
Newsletters	12
Radio stories	4
CHEX News stories	2
Mailout	11,000 Households received
Informational hand-out	2,500 given out
Municipal and First Nations Council Meetings	37
Steering and Community Committee Meetings	24
Community Events attended	49 (estimated minimum of 1,470 conversations)
Meetings/Presentations with Community	59 (estimated minimum of 1,500 conversations)

Reach	
Mechanism	Quantity
Groups and Businesses	
Facebook	119 'likes'
Twitter	657 'followers'
Website	> 1,000 page views/month
Community Cafes	260 attendees (estimated)
Charrette	75 attendees
Multiple Emails Sent to	817 city staff/police recipients Approximately 600 community member recipients 60 GPA Politician recipients 50 community group/organization recipients
Number of 'visioning' surveys completed	1,831

2. Background

Planning Objectives

From the outset of the development of the Sustainable Peterborough Plan, a set of objectives were provided for the Project Team to achieve. These included:

- Engagement of the ten municipalities and two First Nations to integrate existing objectives, plans, and initiatives within and across jurisdictions;
- Endorsement of a region-wide Vision and Goals for sustainability that address current economic and environmental challenges, to be used by each Partner (based on applicability, jurisdiction, and ability to act);
- Development of common Strategic Directions for use by Partners;
- Development of a series of common Actions that foster collaboration between the Partners;
- Development of a set of management guidance tools to support informed decision-making;
- Development of a replicable process, lessons and strategies to assist other communities in developing their own sustainable community plans; and
- Development of new partnerships and different types of partnerships to advance sustainability practices countywide and beyond.



Mary Smith, Reeve of Smith-Ennismore-Lakefield with Chief Keith Knott of Curve Lake First Nation at the Curve Lake First Nation Cultural Centre grand opening.

Throughout this report, it will be explained how these objectives were achieved during the development of the Sustainable Peterborough Plan.

Community Collaboration – Guiding Goals and Principles

Goals

The goals our community engagement efforts were twofold. The first goal was to fully engage all community members of the Greater Peterborough Area to ensure broad collaboration in the development of the Sustainable Peterborough Plan. The second goal was to engage the community in a discussion about sustainability in hopes of inspiring Greater Peterborough Area community members to think and act in a sustainable manner, laying the foundation for developing social norms around sustainable lifestyles

Principles

Our communication of Sustainable Peterborough and our community engagement efforts were guided by a set of principles, centering on sustainability and transparency.

To ensure communications were as sustainable as possible, we:

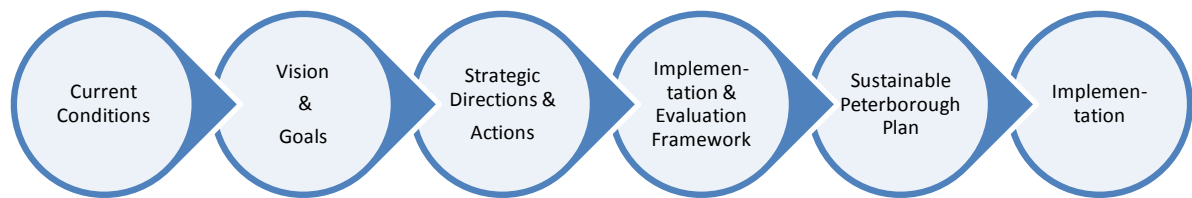
- Built on the work already being done in the Greater Peterborough Area;
- Practiced waste reduction where possible, using, for example, paperless communications; and
- Demonstrated sustainability in action by highlighting local examples.

To ensure that the development of the Sustainable Peterborough Plan was as transparent as possible, we:

- Demonstrated openness and inclusiveness;
- Used plain language and visual displays to communicate our messages;
- Showed that decision-making processes were traceable;
- Went to places in the community where people were already gathering as a means of engaging the silent majority; and
- Continually demonstrated the impact and importance of community input.

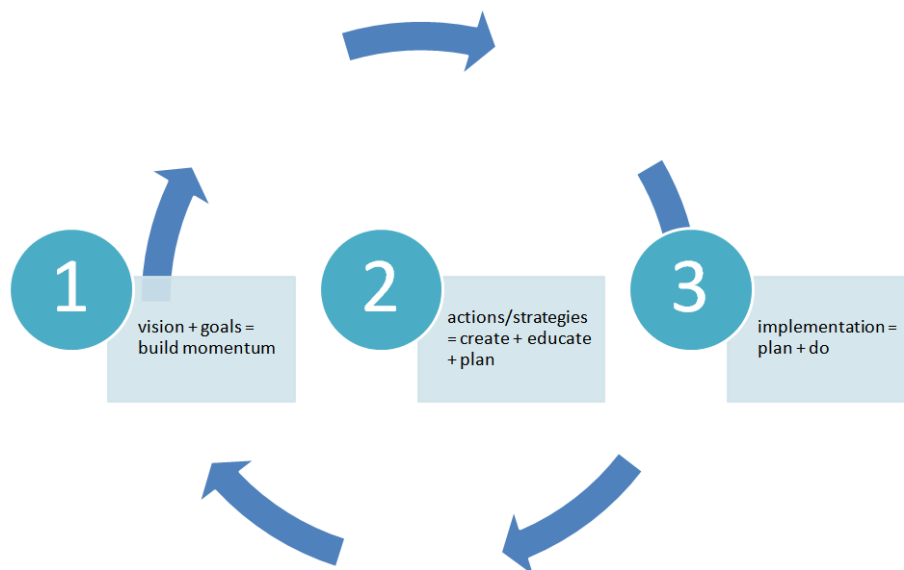
Planning Process and the Phases of Community Engagement

The development of the Sustainable Peterborough Plan was an 18-month endeavor and engaged thousands of people along the way. Development of the Plan was a locally driven process and evolved organically, along with the image and awareness of Sustainable Peterborough. There were six main phases to the project, as seen in the diagram below. A project Steering Committee, Community Committee, stakeholders, and members of the public shaped each phase of Sustainable Peterborough.



The first step in the process was assessing the current conditions to understand where we are now. The assessment was based on collected baseline data, plans, policies, and initiatives that are underway and identifies areas of strength and issues of concern based on the three sustainability pillars: environment, socio- cultural, and economic. The current condition of the Greater Peterborough Areas is documented in the Current Conditions Report (see Appendix E).

Overlapping, and in fact driving this planning process were three key phases of community engagement, demonstrated in the diagram below.



The first phase of community engagement overlapped with the vision and goals phase of the planning process. Thousands of community members were engaged as the Sustainable Peterborough Project

Team worked to develop an understanding of the community’s vision for its sustainable future. This phase was centred on raising community awareness about Sustainable Peterborough, and sustainability in general, and setting a high-level direction for the Greater Peterborough Area. Attendance at community events, presentations and meetings with community groups, organizations, and businesses, online discussions, and community cafes all served to develop this direction.

The second phase of engagement involved developing strategic directions and actions. In other words, this phase answered the question of how the Greater Peterborough Area is going to become a sustainable community. Working collaboratively in the Charrette and community cafes, strategies and actions were developed and prioritized to move us towards sustainability.

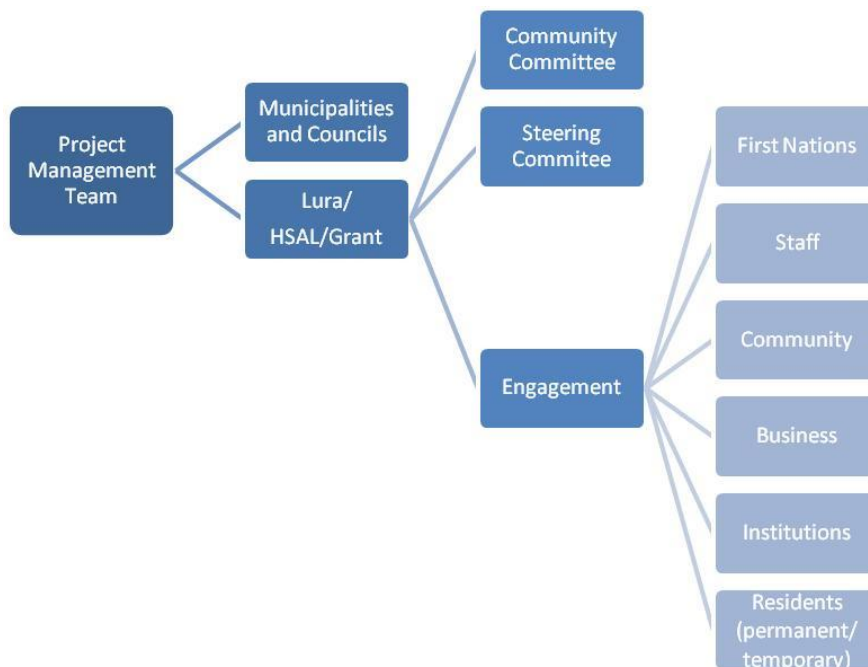
The third and final phase of community engagement involves bring the Sustainable Peterborough Plan to life. Partners are being pursued to ensure implementation, and a community celebration is planned for April.

The results of each phase are explained in greater detail in section six, ‘How We Arrived At...’

3. Key Audiences

A variety of key audiences were identified for the development of the Sustainable Peterborough Plan. The diagram below outlines the planning process’ organizational structure and the key audiences that drove its development.

The involvement of each of these key audiences is detailed in Section 5, ‘Community Engagement and Outreach’.



Project Management Team

The Management Team was responsible for the overall direction of the Sustainable Peterborough planning process.

Municipalities and Councils

Municipal Councils were invited to participate in the Sustainable Peterborough process at key points and kept informed of its progress along the way.

Lura Consulting, Hardy Stevenson and Associates Limited, and Grant Consulting

These three organizations formed the Sustainable Peterborough Project Team, who along with the Steering Committee and Community Committee, developed the Sustainable Peterborough Plan.

Steering Committee

The Steering Committee was composed of a wide range of stakeholders, outlined in the table below. The Committee provided overall direction to the process and guidance in the development of the Sustainable Peterborough Plan.

Steering Committee Members	
Name	Organization
Ken Doherty (Co-Chair)	City of Peterborough
Blane Harvey	Fleming College
Chantelle Held	Greater Peterborough Area Economic Development Corporation
Stephen Hill	Trent University
Melanie Kawalec	City of Peterborough
Ruth Kuchinad	Community Member
Iain Mudd	County of Peterborough
Linda Slavin (Co-Chair)	Community Opportunity and Innovation Network
Dan Taylor	Greater Peterborough Area Economic Development Corporation
Axel Tscherniak	Peterborough Green-Up

Community Committee

The Community Committee was made up of stakeholders that represented broader community interests. The Committee provided knowledge that guided the Plan's development, and ensured that the Sustainable Peterborough Plan remained relevant to his or her specific jurisdiction.

Community Committee Members	
Name	Organization
Donna Churipuy	Peterborough County-City Health Unit
Dave Clifford	Douro-Dummer
Tom Cowie	Hiawatha First Nation
Andrea Dicks	Community Foundation of Greater Peterborough
Ken Doherty (Co-Chair)	City of Peterborough
Brian Grattan	Havelock-Belmont-Methuen
Blane Harvey	Fleming College
Chantelle Held	Greater Peterborough Area Economic Development Corporation
Mike Hendren	Kawartha Heritage Conservancy
Jeanmarie Heriba	Transition Town Peterborough

Community Committee Members	
Name	Organization
Stephen Hill	Trent University
Jodie Holmes	Curve Lake First Nation
Shannon Hunter	North Kawartha
Yvette Hurley	Cavan Monaghan
Melanie Kawalec	City of Peterborough
Pat Kemp	Galway-Cavendish & Harvey
Ruth Kuchinad	Community Member
Janice Lavalley	Smith-Ennismore-Lakefield
Richard Morgan	Trent University
Iain Mudd	County of Peterborough
Valerie Przybilla	Asphodel-Norwood
Linda Slavin (Co-Chair)	Community Opportunity and Innovation Network
Richard Straka	City of Peterborough
Dan Taylor	Greater Peterborough Area Economic Development Corporation
Axel Tscherniak	Peterborough Green-Up
Liana Urquhart	Peterborough Utilities Inc.
Christine Wright	Otonabee-South Monaghan

Engagement

The audiences for engagement efforts included First Nations communities, municipal staff, community members, businesses, institutions, and organizations.



School children excitedly arriving at the Curve Lake First Nation Educational Pow Wow.

4. Communication and Community Awareness

A number of strategies were used to raise awareness of, and interest in the Sustainable Peterborough Planning process among Greater Peterborough Area community members. These strategies are outlined in this section, and include local print media and newsletters, local television and radio coverage, informative materials, and the project website and social media.



MPP Jeff Leal sharing a few words at the Sustainable Peterborough launch.

Local Print Media and Newsletters

Newspaper and magazine articles, as well as community newsletters were employed as a means of:

- Explaining the Sustainable Peterborough Planning process;
- Inspiring action (e.g., going online to share his/her vision) among community members;
- Promoting upcoming community events such as the Community Cafes and Policy Charrette;
- To demonstrating how community feedback was driving the planning process; and
- Marking project milestones.

Local print coverage is outlined in the table below.

Local Print Media and Newsletter Coverage	
Date	Newspaper, Magazine, or Newsletter
March 24, 2011	Peterborough Examiner article
March 26, 2011	Lakefield Herald article
April 2011	Peterborough Field Naturalists' newsletter
May 2011	Peterborough Field Naturalists' newsletter
May 2011	Peterborough County Agri-notes newsletter
May 17, 2011	Community Press article
June 16, 2011	ptbocanada.com story
July 2011	Dummer News article
July 2011	Apsley Voice article
July 2011	Keene Correspondent article
July 2011	Connection Newspaper article
July 2011	Peterborough & the Kawarthas Tourism Partnership Bulletin
July/August 2011	Voice of Business article
July 1, 2011	Lakefield Herald Article
July 29, 2011	Lakefield Herald Article
August 2011	Dummer News article
August 2011	Apsley Voice article
August 2011	Hiawatha First Nation Community newsletter

Local Print Media and Newsletter Coverage	
Date	Newspaper, Magazine, or Newsletter
August 2011	Energy Digital article
August 2011	Business Review Canada article
August 2011	Connection Newspaper article
August 2011	Peterborough Partnership Council on Immigrant Integration newsletter
August 3, 2011	Peterborough Examiner article
August 11, 2011	Peterborough Examiner article
August 11, 2011	EMC News article
September 2011	Connection Newspaper article
September 22, 2011	Peterborough Examiner article
September 23, 2011	Peterborough Examiner article
October 2011	Curve Lake First Nation Community newsletter
October 2011	Buckhorn Community Centre newsletter
October 2011	Kawartha World Issues Centre newsletter
October 2011	Peterborough & the Kawarthas Tourism Partnership Bulletin
October 18, 2011	Peterborough Examiner article
November 2011	Hiawatha First Nation Community newsletter
November 2011	Keene Correspondent article
November 2011	Connection Newspaper article
November 4, 2011	Peterborough Examiner article
November 8, 2011	Peterborough Examiner article
November 10, 2011	EMC News Article
January 2012	Hiawatha First Nation Community newsletter
February 14, 2012	Peterborough Examiner article



CHEX Television and the Peterborough Examiner in attendance for Sustainable Peterborough's 'Evening of Sustainability'.

Local Television and Radio Coverage

Stories were also featured on local television and radio stations, highlighting the ongoing community engagement efforts and informing the broader public about Sustainable Peterborough.

Local television and radio coverage is outlined in the table below.

Local Television and Radio Coverage	
Date	Station
May 17, 2011	FM 90.5 interview
May 26, 2011	Trent Radio interview
September 21, 2011	CHEX Television story
September 22, 2011	Kruz FM story
November 8, 2011	CHEX Television story
February 17, 2012	CBC Ontario Morning story

Informative Materials

Informational material was also disseminated to the public on a regular basis. While at attendance at community events, one-page information sheets were distributed to members of the public. Additionally, a flyer was mailed out to rural community members. Both mechanisms explained Sustainable Peterborough, and directed people to the website to learn more and to provide their thoughts and ideas to contribute to the planning process.

Informative Materials		
Date	Mechanism	Quantity Distributed
March – August 2011	One-page information sheet	>2,500
July 2011	Mail out to County and First Nations households	11,000

Website and Social Media

The internet played a critical role in the communication strategy for Sustainable Peterborough. The website served as a stationary place for community members to learn about the project, upcoming events, and how they could become involved and provide their input. Prior to the formal initiation of the Sustainable Peterborough Planning process, the website was averaging just over 100 page views per month. However, upon the planning process' launch, the website regularly exceeded 1,000 page views per month, demonstrating its value as a communications tool.

Social media was also a valuable communications tool throughout the entirety of the planning process. Both Facebook and Twitter were effectively utilized to:

- Raise awareness of the Sustainable Peterborough Plan;
- Engage community members in a discussion about the issues important to them;
- Direct community members to the online Vision and Goals survey;
- Raise awareness of upcoming Sustainable Peterborough events; and
- Share sustainability-related stories from within the community and abroad.

As of January 2011, the Sustainable Peterborough Facebook page had 118 'likes' and the Sustainable Peterborough Twitter account had 630 followers.

Social Media Interaction - Twitter

"I ride my bicycle for a more @sustainableptbo. @ptborides because we love it, and because it is good to do." – Michael, City of Peterborough

Social Media Interaction - Facebook

"This is awesome, thanks for sharing." – Nora, City of Peterborough

4. Community Engagement and Outreach

The results of extensive community engagement and outreach form the backbone of the Sustainable Peterborough Plan. This section details the engagement efforts undertaken by the Sustainable Peterborough Project Team.

Steering Committee and Community Committee

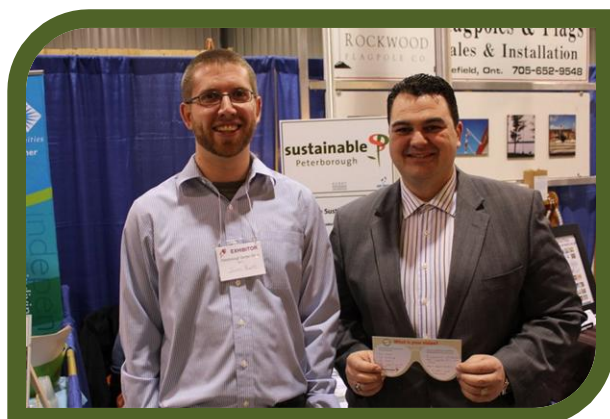
The Steering Committee and Community Committee met with the Sustainable Peterborough project team on a regular basis. These meetings ranged in focus from overall project guidance, to 'getting our hands dirty' and collectively working through key actions within the Sustainable Peterborough Plan. In all, over the course of the 18 month planning process the Steering Committee had 13 meetings and the Community Committee had 11. Meeting briefs for both committees can be found in Annex A.



The Sustainable Peterborough Project Team with members of the Community Committee in the Greater Peterborough Area Economic Development Corporation boardroom.

Community Events and Places and Spaces Discussions

In an effort to engage as many community members as possible, the Sustainable Peterborough Project Team attended a wide array of community events, and set up in and outside many community gathering spaces. By having a booth at events such as the Peterborough Garden Show, or by setting up outside of the Apsley Foodland, community members who wouldn't normally attend a public open house or information session had a chance to talk with the Sustainable Peterborough Project Team about issues that are important to them, and to offer their ideas for shaping a Sustainable Peterborough.



MP Dean Del Mastro shares his vision for a Sustainable Peterborough with Outreach Coordinator James Knott at the Peterborough Garden Show.

Through these ‘places and spaces’ discussions, over 1,900 community members provided their vision for a Sustainable Peterborough, and countless more had the opportunity to learn about Sustainable Peterborough and what it means for the community both now and in the future. A complete list of community events and places attended can be found in the table below.



Two City of Peterborough residents share their vision for a Sustainable Peterborough at the library.

Community Events and Places and Spaces Discussion	
Date	Event/Place
February 16, 2011	Cavan Monaghan Cultural Mapping Workshop
March 8, 2011	International Women’s Day
March 13, 2011	Seedy Sunday
March 22, 2011	Fleming College – World Water Day
March 28, 2011	Peterborough Public Library
March 29, 2011	Millbrook Public Library
March 30, 2011	Norwood Public Library
March 30, 2011	Westwood Public Library
March 31, 2011	Keene Public Library
April 1, 2011	Trent University – Early Earth Day
April 5, 2011	Bridgenorth Public Library
April 6, 2011	Havelock Public Library
April 6, 2011	Cordova Public Library
April 7, 2011	Apsley Public Library
April 8-10, 2011	Peterborough Garden Show

Community Events and Places and Spaces Discussion	
Date	Event/Place
April 11, 2011	Douro Public Library
April 23, 2011	Lakefield Public Library
April 29, 2011	Ennismore Public Library
April 30, 2011	Peterborough Green Expo
May 13, 2011	Greater Peterborough Chamber of Commerce Breakfast
May 14, 2011	Celebrate Havelock
May 20, 2011	Silver Bean Cafe
May 29, 2011	Camp Kawartha – Green-in-Motion Fundraiser
June 2, 2011	Peterborough Seniors’ Summit
June 6, 2011	Tourism Week Kick-off Event
June 11, 2011	Millbrook Fair
June 11, 2011	Galway-Cavendish & Harvey Municipal Open House
June 22, 2011	Curve Lake First Nation Educational Pow Wow
June 25, 2011	Apsley Market
June 25, 2011	Little Lake Musicfest
July 2, 2011	Upper Stoney Lake Association AGM
July 7, 2011	Lakefield Market
July 9, 2011	‘Save Our Shorelines’ community event
July 12, 2011	Buckhorn Market
July 15, 2011	Ennismore Public Library
July 18, 2011	Bridgenorth Public Library
July 18, 2011	Peterborough Public Library
July 20, 2011	Lakefield Foodland
July 20, 2011	Peterborough Wednesday Market
July 22, 2011	Norwood Foodland
July 22, 2011	Havelock Foodland
July 26, 2011	Peterborough Public Library
July 27, 2011	Warsaw Cruise Night
July 28, 2011	Keene General Store
August 5, 2011	Apsley Foodland
August 6, 2011	North Kawartha FunFest
August 6, 2011	Peterborough Saturday Market
August 12-14	Peterborough Exhibition
August 23, 2011	Norwood Foodland

Presentations, Meetings, and Special Discussions

Throughout the development of the Sustainable Peterborough Plan, a large number of community groups, organizations, and local businesses were met with. The purpose of these meetings and presentations were to inform groups and businesses about what the Sustainable Peterborough Plan would mean for the community, and to talk about issues and ideas specific to that group’s or business’ interests.

Many groups and organizations in the Greater Peterborough Area are already doing great work that is moving us closer to the vision of sustainability. Accordingly, it was important to meet with these groups to learn more about what they are doing, and how this work could be built upon and integrated into the Sustainable Peterborough Plan.

A successful business sector is key component of our community's vision for a sustainable future. As such, part of our Engagement process included connecting with various businesses and business groups to inform them about the process and gather input for the plan. Businesses provide a unique perspective on sustainability, given their requirement to remain financially viable, while at the same time attempting to be socially and environmentally responsible. We found many great examples sustainable initiatives from businesses both large and small.

A complete list of all meetings, discussions, and presentations to local community groups and organizations, as well as businesses, can be found in the table below.



Rob Arkell (right) talking sustainability at the Peterborough Garden Show with a community member.

Presentations, Meetings, and Special Discussions	
Date	Group, Organization, Business, etc.
February 14, 2011	Peterborough Green-Up
February 18; March 2, 3, 14, 16, 17	Trent University ERSC 1000 seminars
March 1, 2011	Kawartha Heritage Conservancy
March 6, 2011	Peterborough & the Kawarthas Tourism
March 8, 2011	Peterborough Social Planning Council
March 10, 2011	Fleming College Green Objectives Club
March 11, 2011	Peterborough Poverty Reduction Network
March 11, 2011	Kawartha Lakes Stewards Association
March 14, 2011	Workforce Development Board
March 16, 2011	Sustainable Trent
March 18, 2011	Transition Town Peterborough
March 24, 2011	Peterborough County-City Health Unit
March 25, 2011	Chandos Lake Association
March 26, 2011	Birchcliff Property Owners Association
April 13, 2011	Peterborough Field Naturalists
April 18, 2011	Bridgenorth Ennismore Lakefield Rotary
April 20, 2011	New Canadians Centre
May 7, 2011	Kawartha Lakes Stewards Association AGM
May 16, 2011	Greater Peterborough Chamber of Commerce

Presentations, Meetings, and Special Discussions	
Date	Group, Organization, Business, etc.
May 18, 2011	Swish Maintenance
May 19, 2011	Kawartha World Issues Centre and Ontario Public Interest Research Group
May 24, 2011	Green Eyewear Optical
May 25, 2011	Peterborough Downtown Business Improvement Association
May 25, 2011	Peterborough Youth Council
May 26, 2011	Habitat for Humanity
May 31, 2011	Peterborough Green-Up
June 2, 2011	Camp Kawartha
June 14, 2011	PepsiCo
June 14, 2011	Farms at Work
June 14, 2011	PK Tourism Advisory Committee
June 17, 2011	Lansdowne Place
June 20, 2011	Lett Architects
June 20, 2011	Kawartha Manufacturers' Association
June 21, 2011	AON Inc.
June 28, 2011	Elmhirst's Resort
July 5, 2011	Holiday Inn
July 14, 2011	Havelock-Belmont-Methuen Lake Association special meeting with Council
July 18, 2011	Havelock-Belmont-Methuen Chamber of Commerce
July 20, 2011	Lakefield Probus Club
September 8, 2011	Peterborough Museum & Archives Advisory Committee
September 8, 2011	Rotary Club of Peterborough-Kawartha
September 28, 2011	Trent University Sustainability Coordinator
October 3, 2011	REAL Alternatives Energy Ltd.
October 5, 2011	TD Canada Trust
October 5, 2011	Community Foundation of Greater Peterborough
October 13, 2011	Peterborough Golf & Country Club
October 13, 2011	Kawartha Credit Union
October 31, 2011	GE Hitachi
November 17, 2011	Siemens Milltronics
November 28, 2011	Trent University Urban Planning class
December 12, 2011	Swish Maintenance
January 13, 2012	Peterborough Community Garden Network
January 19, 2012	Royal Bank of Canada
February 2, 2012	Peterborough County-City Health Unit

Community Cafes

In August and November 2011, two rounds of community cafes were hosted in each of the eleven member communities that together comprise the Greater Peterborough Area. These cafes were designed to be different than traditional public open houses or information sessions. The goal was to have a laidback atmosphere, similar to that found in a coffee shop, and have open-ended conversations with community members about the issues important to them.

The first round of community cafes involved in depth discussions with community members about specific actions we can be taking to help us achieve our vision of sustainability. A summary of the August community cafes can be found in Annex B.

The second round of community cafes focused on prioritizing proposed actions within each of the eleven theme areas. Attendees were asked to vote for two actions within each theme area that they felt were most important. The results of this prioritizations exercise can be found in Annex C.



Attendees at the August Community Cafe in Hiawatha First Nation discussing sustainability issues.

Policy Charrette

In September 2011, the Sustainable Peterborough Project Team hosted a one-day policy Charrette with approximately 75 community members participating over the course of the day. The policy Charrette provided the foundation for much of the structure of the eventual Sustainable Peterborough Plan. Participants drafted goal statements for each of the eleven theme areas and strategic directions within those goals. The collaborative discussions also led to the development of ideas for specific actions that eventually became part of the Sustainable Peterborough Plan.

The initial results of the policy Charrette can be found in Annex D.



Community members diligently discuss energy and climate change issues at the September Charrette.

Council Delegations

Municipal and First Nations Councils were updated on the Sustainable Peterborough Plan's progress at key points in the process. Over the course of the planning process, from introduction to plan finalization, 37 delegations were delivered by the Sustainable Peterborough Project Team to local Councils.



County Warden J. Murray Jones (left) speaking at the Sustainable Peterborough launch.

Mayor Daryl Bennett (right) taking a look at the Sustainable Peterborough 'visioning' glasses.



5. How We Arrived At...

Our Vision

From March 2011 to August 2011, the Sustainable Peterborough Project Team worked with the broader community to establish the Vision for a Sustainable Peterborough. Through attendance at community events and community spaces such as the Peterborough Garden Show and Peterborough Public Library; presentations to groups such as the Rotary Club of Peterborough-Kawartha and the Peterborough Downtown Business Improvement Association; extensive online surveying and social media interaction; and hosting a round of Community Cafes in each of our eleven member communities, more than 1,900 community members took the opportunity to share what they love about the Greater Peterborough Area, and where their vision is for a Sustainable Peterborough. Using the ideas and concepts that emerged from this input, the Sustainable Peterborough Community Committee arrived at a Vision for a Sustainable Peterborough:

Caring communities balancing prosperity, well-being and nature.



A child's take on sustainability.

What do you love about the Greater Peterborough Area?

"I love the fact that within a 30 minute drive you can reach waterways and conservation areas to enjoy. We have the comfortable amenities of a small city without most of the big city problems."
Catherine, Douro-Dummer

What is your vision for a Sustainable Peterborough?

"A resilient community that grows more of its own food and focuses more on strengthening local economy." **Peter, City of Peterborough**

Our Themes

The Sustainable Peterborough Plan focuses on eleven specific theme areas, which are as follows:

- Agriculture & Local Food
- Climate Change
- Cultural Assets
- Economic Development & Employment
- Energy
- Healthy Communities
- Land Use Planning
- Natural Assets
- Transportation
- Waste
- Water

These themes were built from those originally identified as requirements by the Federation of Canadian Municipalities and are reflective of the community's priorities. Results from the vision and goals phase of the community engagement efforts moulded the above theme areas. The answers to two questions

(What do you love about the Greater Peterborough Area? And, What is your vision for a Sustainable Peterborough?) are displayed below in word clouds, where the larger the font size is, the more frequently that topic was raised by community members.

Quantification of the top responses to these questions can be found in Annex E.

1) What do you love about the Greater Peterborough Area?

Quality of People Farmers' Markets Walking &
Hiking Trails Biking Trails & Routes Outdoor
Recreation Size of the City Lakes &
Rivers Green Space
Size of the Rural Communities Access to Urban &
Rural Opportunities Downtown(s) Local Businesses
Small Town Feel & Pace Heritage Buildings
Arts & Music Scene Sense of Community

2) What is your vision for a Sustainable Peterborough?

Job Creation Local Products

Public Transit More Tourism

Increased Access to Social Services Local

Food Youth Retention Enhance

Recycling Protect Farming & Farmland

Protect Our Lakes &
Rivers Protect Access to Lakes

Composting Protect Our
Green Space Affordable

Housing Renewable Energy

Community Gardens Sustainable
Growth & Development

Increased Access to Health Care

Our Goal Statements, Strategic Directions, and Priority Actions

In September 2011, the Sustainable Peterborough Project Team hosted a one-day policy Charrette open to key municipal staff and members of the public, with the objective of collaboratively developing Goals and Strategic Directions for each theme. Through refinement with the Sustainable Peterborough Community Committee, the Goals and Strategic Directions outlined in this Plan were finalized.

Also emerging from the initial round of community engagement and the policy Charrette were Priority Actions; those that were continuously being cited as actions that should be the immediate focus for Sustainable Peterborough. In November 2011, a second round of Community Cafes was hosted in each of our eleven communities. At this round of Community Cafes, community members were able to vote for two actions within each theme that they felt were a top priority. This was complimented with online surveying over November and December 2011. From these results, and balanced against feasibility, practicality, and short-term achievability, Priority Actions were developed and refined by the Sustainable Peterborough Community Committee.

Our Sustainability Plan

The Vision, Themes, Goals, Strategic Directions, and Priority Actions defined by the community were pulled together by the Sustainable Peterborough Project Team to form the basis of the Sustainable Peterborough Plan. This Plan went through several draft phases, and was reviewed and refined by the Community Committee along the way. City of Peterborough Directors, staff, and Council were also provided with an opportunity to review and comment on the draft Plan.