

# Leveraging Sustainability

53<sup>rd</sup> IMCL Conference

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\*Peterborough  
Profile

\*Sustainable  
Peterborough

\*3 Projects

\*Impact

\*Lessons



Peterborough Pulse 2015





# The Heart of Ontario

**Lieutenant Governor's  
Ontario Heritage  
Award 2010**

**CARP's most Age-  
Friendly Canadian  
City 2009**

**Prince of Wales  
Heritage Award  
2011**



**Silver Bicycle  
Friendly Award  
2015**

**5<sup>th</sup> Most Walkable  
Canadian City 2009**

**Silver Walk  
Friendly Award  
2015**

# City of Peterborough

## Medium-sized City & Regional Centre

- **Public Sector**
  - Regional Hospital
  - 2 School Boards
  - City
  - Trent University
  - Fleming College
  - Ministry of Natural Resources (Prov HQ)
  - Central East Community Access Centre
- **Private Sector**
  - General Electric Canada
  - AON Incorp
  - Pepsico-Quaker Oats
  - Sysco
  - Siemens
  - Ventra Plastics
  - General Motors (Oshawa)

**Highest Unemployment**  
**Now Lowest!**



**By 2026 the population**  
**over 65 will be 27.3%**



City of  
Peterborough





**Peterborough  
GreenUP  
1992**

**Peterborough  
Sustainability  
Network  
2000**

**Task Force  
Report  
1990**

**City & County  
Endorse  
Sustainability  
Planning  
Initiative 2007**

**Mayor's  
Committee on  
Sustainable  
Development  
1990 – 1992**

**Integrated  
Community  
Sustainability  
Plan  
2010 – 2012**

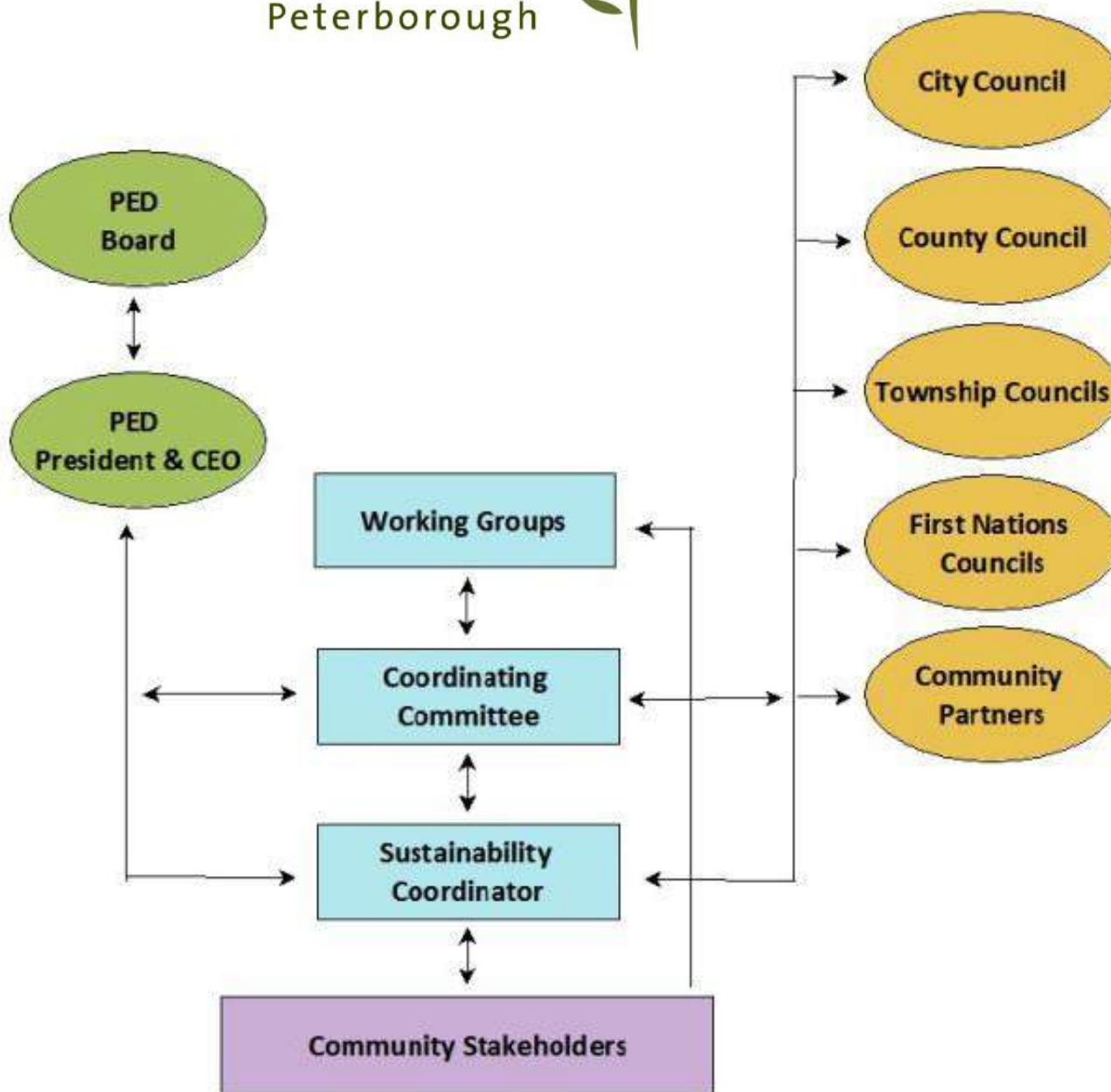
**Our Common  
Future  
Forum 1989  
& 1991**

**Climate  
Change Local  
Action Plans  
2014 – 2016**



**sustainable**  
Peterborough

The logo graphic for Sustainable Peterborough, featuring a stylized green leaf and a red circular element that resembles a flower or a stylized 'P'.



## Coordinating Committee

City of Peterborough  
Peterborough County  
Townships of Selwyn;  
Cavan Monaghan;  
Havelock, Belmont, and  
Methuen  
Hiawatha First Nation  
Peterborough Economic  
Development  
Trent University  
Fleming College  
GreenUp  
Transition Town  
Otonabee Region  
Conservation Authority  
County-City Health Unit  
2 Community Reps

# OUR VISION: Caring communities balancing prosperity, well-being, and nature.



## Themes

- **Agriculture & Local Food**
- **Climate Change**
- **Cultural Assets**
- **Economic Development & Employment**
- **Energy**
- **Healthy Communities**



# OUR VALUES: Education, Collaboration, Engagement, Plan alignment, Integration

## Themes

- Land Use Planning
- Natural Assets
- Transportation
- Waste
- Water



# Working Groups

- **Future of Food and Farming (2012)**
- **Climate Change (2012)**
- **Energy (2012)**
- **Sustainable Peterborough Business Initiative (2012)**
- **Healthy Kids Community Challenge (2014)**
- **Water (2015)**
- **129 Partners**

# Sustainable Peterborough 2015 Annual Report Card

*Caring communities  
balancing prosperity,  
well being and nature*



Our future...  
Our legacy

**sustainable**  
Peterborough



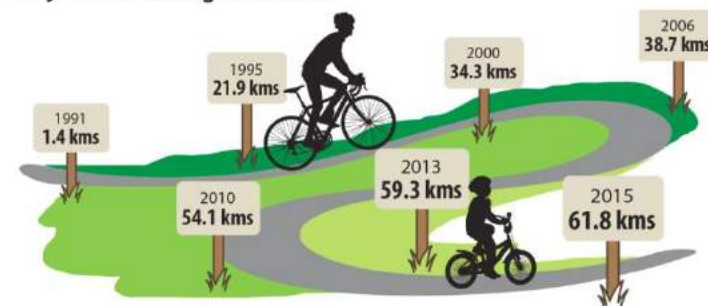
Total number of community gardens within the Greater Peterborough Area over time.



Since 2011 ORCA has planted over 50,000 native trees, shrubs and plants!



Total # kms of cycling routes within the City of Peterborough over time:





# Leverage

- Transformed from “**resigned, reluctant and resistant**” to proud owners!
- Report cards have encouraged “**creative swiping**” and **healthy competition**
- **Hiawatha First Nation** actively engaged
- Community engagement: **pop-up events**
- City Sustainability Manager, Division
- SP **Staff Resources**
- **Dare to dream!**

# Climate Change



- **Goal:**
- **we will reduce our contributions to climate change while increasing our ability to adapt to changing conditions**
- **Priority Action:**
- **Become active members in the Partners for Climate Protection Program to establish a baseline greenhouse gas emissions, set a reduction, and create a climate change action plan**
- **Action Plan:** \$444,500 from FCM, Trillium and City

# Climate Change Action Plan

## Corporate & Community Plans



### Municipal and First Nations Internal Operations

#### Focus Areas

- Buildings/Facilities
- Fleet/Transportation
- Corporate Policy
- Infrastructure/Assets
- Corporate Waste

### Community

#### Focus Areas

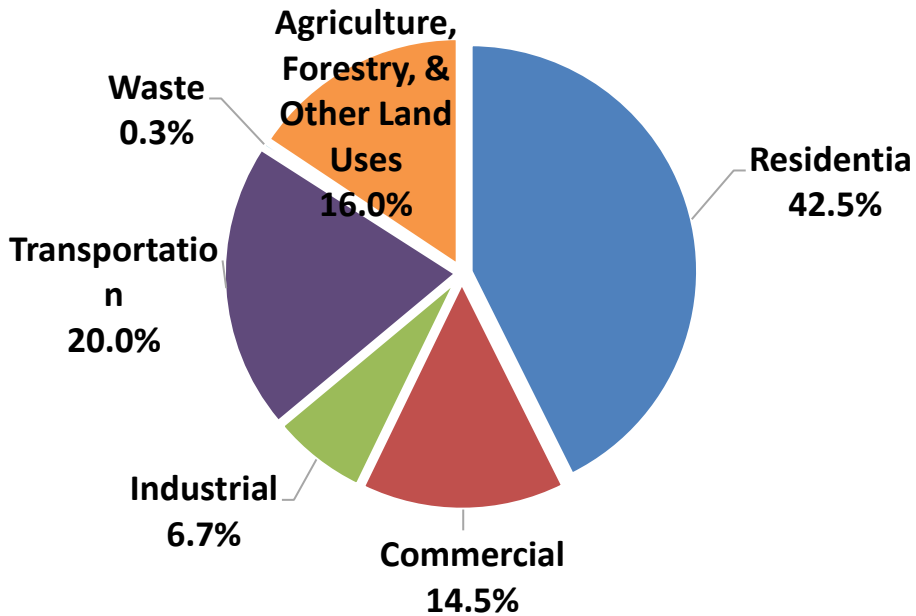
- Land Use Planning
- Transportation
- Community Energy
- Community Waste
- Natural Assets & Water
- Agriculture & Food
- Economic & Business
- People & Health



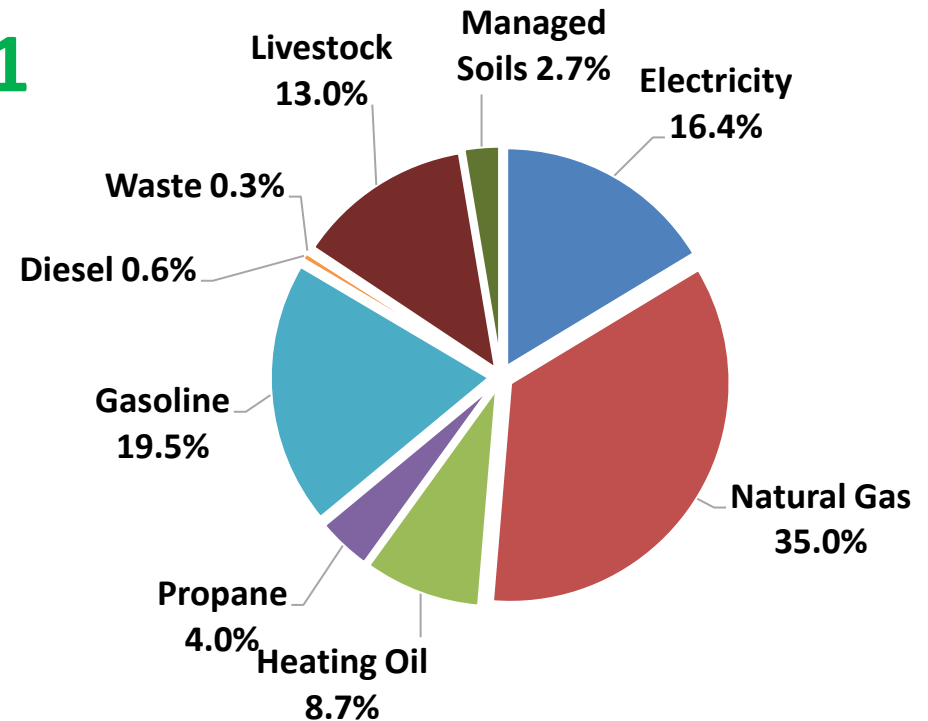
# Climate Change Action Plan



**Total tCO<sup>2</sup>e:  
669,169 in  
2011**



**GPA Sector Emissions**



**GPA Source Emissions**

# Climate Change Action Plan



- 8 Task Forces: Land Use Planning, Transportation, Waste, Energy, Natural Assets & Water, Agriculture & Food, Economics & Business, People & Health 100+/ 70+

**Local Impact!**  
< emissions from  
electricity, heating,  
and transportation



# Leverage



- **Curve Lake & Hiawatha: 1<sup>st</sup> First Nations in Canada to be awarded PCP Milestone 1; recognized leaders, nationally and provincially**
- SP recognized for regional/ rural approach
- **FCM National Spirit Award, 2016**
- **All local governments ahead of their peers!**
- **Chamber of Commerce engaged and supportive**
- **Engaged Largest Public and Private Sector Employers; now telling their stories**
- **Feature Stories: Corporate Best Practice/ Empowerment**



# Healthy Communities

- **Goal:**
- **We will become a community where everyone has the opportunity and support to achieve their physical, social, mental, emotional, and spiritual potential**
- **Priority Actions:**
- Increase the availability of affordable housing
- **Encourage health and social services that focus on preventative care, are accessible, and meet the needs of our community as it changes**
- **Action Plans:**
- **Age Friendly Plan, Healthy Kids Community Challenge**

# Age Friendly Plan 2014-17



- Canadian Association of Retired Persons' (CARP) highest Age-Friendly score in Canada, 2009
- **Seniors Summit** 2009, 2011, 2013, 2014, 2015
- Seniors Planning Table (2011) evolved into **Peterborough Council on Aging** (2014)
- **Trent (University) Centre For Aging and Society** (2014)
- **Trillium \$175,000 over 3 years**
- **Tp. of Trent Lakes/ Social Services/ Health Unit**
- **World Health Organization's 8 theme areas**

# Community Engagement



- 1084 surveys
- 24 focus groups
- 4 specific focus groups on Housing, Transportation, Outdoor Spaces & Buildings, and Community Support and Health Services
- 4 service provider meetings
- PRHC Caregiver Interviews
- 8 township meetings
- 20+ Council Presentations



# Key Findings

- **Working Well**
- Community Support Providers
- Medical Clinics & Health teams
- Regional Hospital
- Regional trails
- Sense of Inclusion
- Retirement living housing options (range)
- Parks & Greenspace
- **Needs Improvement**
- **Respite care**
- **Rural service access**
- < ing Family Doctors
- **Rural Transportation**
- Snow removal
- Road/Sidewalk Maintenance
- Inter-generational relations
- **Affordable housing**
- **Age-in place supports**

# Leverage

- Seniors Website
- **Aging Workforce Research Pilot Project 2011**
- **Peterborough Council on Aging** established 2014
- >ed profile; Seniors Month
- **Best Before Clio award winning ad**  
<http://www.yourbestbeforedate.ca>
- Project Coordinator hired (keep!)
- **Trent Centre for Aging and Society**
- **formed 2014**
- **Peterborough Regional Hospital engaged**
- Baseline Mapping = more leverage



# Healthy Kids Community Challenge



- Provincial pilot project to counteract decreased physical activity, consumption of fruits and vegetables, and sleep; and increased sugar consumption
- Children 0-12 years of age
- Launched challenge: \$30m over 3 years
- **Peterborough 1 of 45; \$825,000**
- **SP Working Group**
- **Champions: Mayor, Warden, First Nations**

# Projects



- Community Profile
- **Theme 1: Run, Jump, Play ... Every Day**
- (January – June 2016)
- Car Free School Days
- Increased Programming
- Access to Recreation Map
- **Theme 2: Healthy Eating Focus**





# Leverage



- Community Services Map (Children & Youth)
- [http://peterborough.ca/living/City\\_Services/Social\\_Services/Community\\_Social\\_Plan/Community\\_Services\\_Map.htm](http://peterborough.ca/living/City_Services/Social_Services/Community_Social_Plan/Community_Services_Map.htm)
- Project Coordinator hired (Keep!)
- All **Regional Schools Boards** engaged
- **Child Care Agencies** engaged
- **Access to Recreation Group** engaged
- **YMCA & YWCA** engaged

# Influencing Plans & Projects



- **County/ Townships/ First Nations**
  - County Active Transportation Master Plan
  - Shimano Bike Routes
  - Lang Pioneer Village First Nation Lodge Project
  - Peterborough's Environmental Framework for Children & Youth
  - The Future of Food and Farming Summits 2012, 2013, 2015
- **City:**
  - Urban Forest Strategic Plan
  - Municipal Cultural Plan
  - Plan It Peterborough
  - Transportation Plan 2012
  - Energy Plan
  - Housing & Homelessness Plan, 2013
  - **Vision 2025 (in Progress)**
  - **Community Wellness (Regional 2016-17)**

# Shaping Our City for the Future



## Strategic Framework

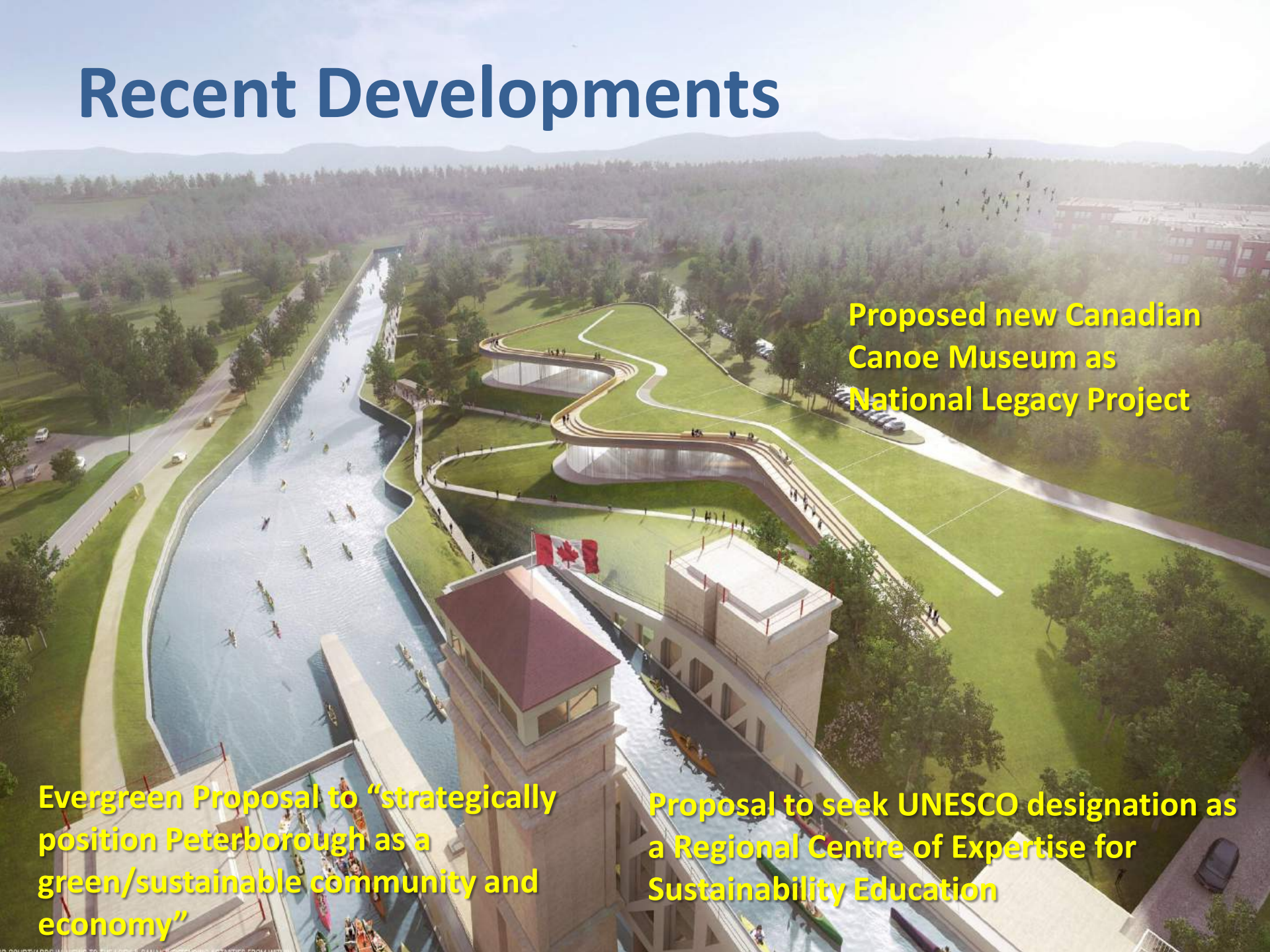


# Recent Developments

Proposed new Canadian  
Canoe Museum as  
National Legacy Project

Evergreen Proposal to “strategically  
position Peterborough as a  
green/sustainable community and  
economy”

Proposal to seek UNESCO designation as  
a Regional Centre of Expertise for  
Sustainability Education





# Key Lessons

- Find Partners you can work with; make the others jealous
- **Report Cards:** Council reports; healthy competition
- **Relationship building:** communication, trust, respect (Watch out for “fair weather friends”)
- Focus on coordination not advocacy
- **Keep breaking down the silos:** involve, engage, integrate
- **Plan alignment!!**

# Key Lessons

- **Pop-up style engagement** versus traditional public meetings
- **Hire coordinators** whenever possible
- Move away from isolated **projects to programs**
- Draw from community expertise
- **Inclusion:** First Nations, Youth, Seniors,
- **Shared vision; Collective Pride**
- **From Livable City to Livable Communities!**

# Last Word

- Chief Williams, Curve Lake First Nation quoted **Water Walker Grandmother Josephine Mandamin**
- She walked all 5 Great Lakes, the length of the St. Lawrence River, and smaller lakes and rivers with a pail of water to raise awareness about changing water quality
- **“It is up to us to change it for the good... there is always hope that together we can change things around.”**





City of  
**Peterborough**

