

Strategic Priorities	Strategic Objectives	How are we going to accomplish the objective?	Measure	Priority/Target	2016 Annual Update
				Lead	
Communication & Engagement	Communication Strategy	Form Communications Sub-Committee	New templates for: <ul style="list-style-type: none"> <li>- Letterhead</li> <li>- News releases</li> <li>- Key messaging</li> <li>- Banner</li> </ul>	Communications subcommittee	Subcommittee formed. Templates completed. Popup banners completed. Rack cards to be developed annually featuring award winners
				Short Term	
			Website Updates	Anca	Revised homepage mockup complete, Anca waiting on feedback from communications subcommittee; website content will be reviewed part of the Trent Business internship project in May/June
				Ongoing	
	Identify new champions within each municipality, community or group to become partners		Partnership letter & information package to be updated	Communications Subcommittee	Letter and package updated
				Short Term	

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			Katie to work with ED/PED staff to encourage pushing sustainability and SP partnership through ED	Katie	Ongoing
				Short Term	
		Utilize engagement efforts like CCAP & other community initiatives	Coordinate SP community engagement events and speaking opportunities through a master list of events. Report to SP CC at each meeting with speaker engagement opportunities, who is speaking, resources & support.	Anca	Events list circulated with each SPCC meeting package; events added as an item to each meeting agenda
				Ongoing	
Priority Actions	Review existing priority actions and identify whether anything is missing	Host event to celebrate successes		Anca	
		Review existing priority actions as to where they are at in terms of completion	Anca to record and track the status of SP Priority Actions through the SPCC minutes, Working Group chairs, Strat Plan report , LURA	Anca	Preliminary research completed, priority actions reviewed with the Coordinating Committee at the June 23 <sup>rd</sup> and October 28 <sup>th</sup> meeting.
				Short Term	
		A new set of criteria to be defined and identified and select new actions.	To be part of the 2016 SP review	Melanie and Sheridan	

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		SP CC to meet regularly to review, discuss, & re-evaluate priority actions to ensure advancement of key actions	Anca to coordinate SP CC meeting schedule and add to agenda	Anca	Operational issues discussed at each meeting, with one meeting per year exclusively dedicated to operational issues.
				Ongoing	
		Opportunity to engage the public to collect feedback on next priority actions thru SP partners &/or web site	To be part of the 2016 SP Review	Melanie and Sheridan	
Process Related Actions	Continued need to get the word out about SP & build momentum	Establish a Land Use Planning Working Group	To be set up originally through the CCAP Land Use Planning Task Force in September 2015	Jeannette and Dawn	
		Establish a Water Working Group		Meredith and Melanie	
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Indicators	Need to build in metrics, indicators	Need to select measurements & tracking tools that work for GPA & SP that tell the story; meaningful, hard data and	-Anca to coordinate, through the Working Groups, the need to identify indicators.	Anca	Few metrics received and

	and measurements that work for SP	CCAP results	-Need metrics for each theme area, preferably each priority action	Ongoing	used in the Report Card from specific partners; no metrics were received from any the Working Groups, was advised that most do not record metrics. Difficult for SP to collect and maintain metrics as we do not mandate that our partners record and report metrics, nor is there an established baseline. SP CC recommendation going forward to report on metrics provided by SP partners.
		Need to report out annually on measurements & tracking through report card and web site	-Form a Report Card Subcommittee - Report Card to display metrics, charts, data, statements, testimonies; changes should also be reflected on SP web site	Anca	



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Coordination and Support	Re-assess the work, effectiveness & direction of SP	Does SP CC have what it needs to support implementation of the plan	discussion on implementation, gaps, needs - consider surveying the SP CC and Working Groups  Part of 2016 SP Review	Executive Committee	
		What are future needs and direction of SP CC - implementation, staff, resources	Part of 2016 SP Review		
		Plan and budget for refresh of SP in 2016; how, when, and how much? Include broader engagement and communication.	-discussion on single sourcing consultant or not, cost, scope of work, level of community engagement, what would we hope to accomplish?	Executive Committee	

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Plan Integration	Need to fill in the gap between SP policy and plan integration within partner organizations	Engage current and future partners to promote SP, seek buy-in, support of shared vision, launch a call to action	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 partner accomplishments as it becomes available, including updating and connecting partners through twitter.	Katie	Social media campaign ongoing; a new weekly partner showcase resides on the website and is circulated via social media
		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	<ul style="list-style-type: none"> <li>-send thank you letter to each of the councils that received the Report Card Presentation, thanking them for their time and recognition and also offer SP as a resource tool on Council matters and extend the invitation for corporate support and assistance on any sustainable issue</li> <li>- need to develop a canned presentation for SP, with note pages complete for a train the trainer approach</li> <li>- plan to present to SP CC at a fall meeting = will add to agenda once presentation complete</li> </ul>	Road Show Subcommittee Ken, Sheridan, Stephen, Anca	



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Sustainable Peterborough Legacy	SP is a success story & a best practice, should be recognized locally, provincially, and nationally as such	Apply for awards, seek media coverage, speaking at events and webinars	<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 January 2016</li> <li>-nominated for Chamber's Business Excellence Awards in 2016, 1 of 3 finalists</li> <li>- need to actively use media releases to report progress and successes</li> <li>- Start by 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>	Anca	SP CC meetings and agenda posted to SP website calendar



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		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 website etc.	Elevator pitch	Communications Subcommittee	Sustainable Peterborough is a partnership comprised of community groups, residents, businesses, local government and First Nations. We work together to ensure a sustainable future, balancing prosperity, well being and nature.
		Establish roles of SP CC, partners, WG & public	Review SP CC and Working Group's Terms of Reference for roles, goals, objectives, purpose  - have SP CC accept SP CC and WG membership list annually - on Nov 26 SP CC agenda	Executive Committee	
		Integrate SP as a key decision making tool for government, non-profits, businesses, etc.	'- consider applying a sustainability lens for reporting on municipal reports, annual budget, and in strategic plans  - plan to have David Clifford present to CSC and SP CC on Douro-Dummer Reports	Executive Committee	



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Coordinating Committee	Role of SP CC as a bigger picture functionality of SP to ensure operational effectiveness	Dedicate one regular SP CC meeting to operational matters, consider as an annual refresher, team building, review of what SP is, roles	Anca to add to agenda	Anca	
				Ongoing	
		Explore annually what is working, what needs improving, needs, resources, gaps	Anca to add to SPCC agenda for annual review	Anca	
				Ongoing	

Priority	Timeframe
Ongoing	Process spans 2015-2019
Short Term	2015
Medium Term	2016-2017
Long Term	2017-2019

Status	
Not started	
In Progress/Ongoing	
Complete	
Issue	



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