

**To:** Members of the Sustainable Peterborough Coordinating Committee (SPCC)

**From:** Katie Allen, Partnership Developer

**Meeting Date:** June 1<sup>st</sup> 2017

**Subject:** Staff Report

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### **Purpose**

A report to advise the SPCC on the bimonthly activities of partnership development for Sustainable Peterborough.

### **Recommendation**

That the report with respect to the activities of the Sustainable Peterborough Partnership Developer for June 1<sup>st</sup> be received for information.

### **Budget and Financial Implications**

There are no budgetary or financial implications associated with the recommendation.

### **New SP Partnership:**

#### **New partners that have been added to the growing Sustainable Peterborough network include:**

- Dandelion Day Festival
- Tour de Lion
- Regenerative Landscapes Design & Build

Current partner count: 142

**Plan Alignment and Partnership Strategy:**

The Partnership awards and Recognition event was highly successful. The event was held on April 20<sup>th</sup> and received acclaim from partners, and community. The event was a great success, and celebrated throughout the community. It was an excellent forum to celebrate local leaders in sustainability, and promote the continued initiatives of Sustainable Peterborough, moving forward the sustainability vision for the GPA.

I attended the Green Economy Workshop hosted by Evergreen to provide input, and connect with new and existing partners. Attending this event provided the opportunity to open discussions with potential partners, and look for new ideas to help build the Sustainable Peterborough network. As well, I attended Environment Day at Lansdowne Place to connect with community, promote Sustainable Peterborough, and highlight the newly released 2016 Report Card. I recently met with Random Acts of Green to discuss opportunities to move forward partner promotions, and grow new networks within the community.

The Bee City Collective is comprised of SP partners working towards certification for the City of Peterborough to be certified as a “Bee City”. I have been providing insight, community connections and network building as well as social media support. I will be working on a number of partner showcases that will highlight local pollinator gardens and initiatives within the GPA for Pollinator Week.

Partner showcase articles have been promoted and supported through social media and the SP website, and continue to be a positive value add and promotional piece for community partners to highlight their sustainability work.

**Social media analytics:**

Twitter

| Month | Tweet Impression | Profile Visit | Mention | New Followers |
|-------|------------------|---------------|---------|---------------|
| April | 15,800           | 459           | 86      | 11            |
| May   | 7,148            | 108           | 24      | 6             |

Facebook

| Month     | Page Views | Page Likes | Post Engagements | Reached |
|-----------|------------|------------|------------------|---------|
| April/May | 12         | 7          | 316              | 687     |

### Next Steps

I will continue to work on partner showcase articles, connecting the Bee City Collective. Partnership recruitment is ongoing.

Submitted by,

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