

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

From: Katie Allen, Partnership Developer

Meeting Date: April 3rd 2017

Subject: Staff Report

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 April 3rd be received for information.

Budget and Financial Implications

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

Details

New SP Partnership:

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

- Peterborough County Stewardship

Current partner count: 140

Plan Alignment and Partnership Strategy:

Partnership award event planning is ongoing, and will ramp-up in the next few weeks. Partnership communication via email, and social media is successful, with positive partner feedback and engagement. I am working on promoting partner initiatives to elevate their social media presence, and highlight partner events, initiatives and broader community partner projects. As well, I have been engaging partners regarding partnership award nomination packages, and event information.

I attended the Bee City community collaborative meeting in March to discuss moving forward designation for a Bee City designation for Peterborough. The collaborative is composed of SP partners, my capacity was to provide support and input where needed.

Social media analytics:

Twitter

| Month | Tweet Impression | Profile Visit | Mention |
|----------|------------------|---------------|---------|
| February | 3,971 | 156 | 9 |
| March | 14,007 | 215 | 24 |

Facebook

| Month | Page Views | Page Shares | Post Engagements | Reached |
|-------|------------|-------------|------------------|---------|
| March | 27 | 21 | 364 | 543 |

Next Steps

I will continue to showcase partners via social media, to promote sustainable activities, events and projects. Planning, and promotion the SP Partner Awards Recognition Event will be the main focus for partnership development. Partnership recruitment is ongoing.

Submitted by,

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Our legacy