

To: Members of the Sustainable Peterborough Coordinating Committee (SPCC)
From: Katie Allen, Partnership Developer
Meeting Date: September 28th 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 September 28th 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:

- Purple Onion Festival
- Rocky Ridge Water
- Large Water Purification Technologies

Current partner count: 146

Plan Alignment and Partnership Strategy:

I completed a review of my current partnership development strategy, in order to identify gaps and address current challenges arising from recruitment. The review was completed as a part of a continual improvement cycle used to adapt new strategies to address challenges, and identify gaps. The review identified the main challenges as: visibility in the community, understanding of the SP mission, the partnership model, and the value of being a partner. Another emergent challenge is based on increasing

the response rate for potential partners by phone, email, or in person. To address these identified challenges, I have been working to increase social media presence, and reach out via social media tools to increase visibility, awareness, partner promotion and build new connections. The aim to increased social media presence is to build momentum, awareness and increase value-add for partnership. I have been connecting partner showcase pieces with events in the GPA, including Zero House, Pollinator Week, Peterborough Pulse, Peterborough VegFest, The Purple Onion, and the Love Local Expo (to be released). Utilizing promotional tools, telling partners stories, and promoting their events, aims to increase effectiveness and momentum for the recruitment process and share the great work in the GPA.

Community Outreach:

Unfortunately, due to an injury I was unable to attend Ptbo Pulse. However, I did work with the team to arrange planning details, and full coverage for the event (both in person and via social media). I attended Peterborough VegFest, and networked with the local vendors, as well as promoted the event via social media and a partner showcase. I will attend the Purple Onion Festival, as well as the Love Local Expo to increase SP visibility, and network for new partnership.

Social media analytics:

Twitter

Month	Tweet Impression	Profile Visit	Mention	New Followers
June	17,900	205	5	10
July	14,000	220	9	4
Aug	22,200	260	10	4
Sept (as of Sept 21)	12,500	189	5	0

Facebook

Month	Page Views	Page Likes	Post Engagements	Reached
June	17	7	316	2,191
July	14	5	165	1,119
Aug	12	7	135	1,581
Sept (as of Sept 21)	10	4	207	832

Next Steps

I will continue to create partner showcase articles and promote partner initiatives and their events. Partnership recruitment is ongoing.

Submitted by,



Our future...
Our legacy

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