

To: Members of the Sustainable Peterborough Coordinating Committee (SPCC)
From: Katie Allen, Partnership Developer
Meeting Date: December 7th 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 December 7th 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:

- St. Peters Secondary School

Current partner count: 154

Plan Alignment and Partnership Strategy:

The focus for November included partner recruitment, support and communications, event planning, and work plan development for 2018.

Partnership showcase releases are ongoing, and social media platforms are updated daily. Communications to partners regarding 2017 report card data collection have been sent out, with a due date of January 31st 2018. The initiatives will be entered into the online database as they are submitted. As a part of this process, partner contact information will be updated. Event planning for the Annual

Partnership Recognition Event and Awards commenced in November. Site location scouting and initial logistics have been discussed, and will be ongoing throughout the next few months. I have developed a 2018 work plan, to direct the activities of Partnership Development for 2018. The work plan outlines the description of tasks, 2017 metrics, and 2018 work plan update highlighted per task. This strategy will provide a proactive opportunity for measurement moving forward, with aim to further align Partnership Development activities with Sustainable Peterborough plan directives.

Social media analytics:

Twitter

Month	Tweet Impression	Profile Visit	Mention	New Followers
Nov 1- 25	9,446	130	8	2

Facebook

Month	Page Views	Page Likes	Post Engagements	Reached
Nov 1- 25	29	7	121	440

Next Steps

I will continue to create partner showcase articles and promote partner initiatives and their events. Partnership recruitment is ongoing. Input and database updating, as initiatives are submitted.

Submitted by,

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