

**To:** Members of the Sustainable Peterborough Coordinating Committee (SPCC)  
**From:** Anca Pascalau, Sustainable Peterborough Coordinator  
**Meeting Date:** Dec. 7, 2017  
**Subject:** Staff Report

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### **Purpose**

A report to advise the SPCC on the bimonthly activities of the Sustainable Peterborough Coordinator.

### **Recommendation**

That the report be received for information.

### **Budget and Financial Implications**

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

### **Details**

#### **2017 Report Card Subcommittee Chair**

Work on the 2017 Report Card is underway. The sub-committee met mid-November to discuss concept, layout, front and back cover, etc. I am working with a new graphic designer on this year's project. 2017 data submission deadline is January 31<sup>st</sup>. Katie has sent the initial call for submissions to SP partners and I will reach out to the townships and first nations 1<sup>st</sup> week of December. Data submission reminders will be issued mid January. The Report Card is intended to be completed and go to print no later than March 26, and released publicly at the SP annual event and awards on April 19, so we are working with very tight deadlines once again. Due to budget constraints, the Coordinating Committee approved a limited print of 2000 copies, as the 47,000 copies and distribution through Peterborough This Week was costly and is not within the 2018 SP budget, as the majority of the 2018 budget dedicated to marketing and communications will be spent on the Indicators and Metrics report.

#### **Sustainable Peterborough Business Initiative Working Group Coordinator**

I am adding resources to the online toolkit on an ongoing basis, as they are submitted by the working group members. Ongoing admin assistance and coordination as needed (minutes, scheduling, etc).

#### **Website**

Weekly update of the Partner Showcase slider and page. Performing web content management updates, calendar updates and web maintenance on an ongoing basis. Consistently working with the Healthy Kids Community Challenge Coordinator on updating their section of the website, and assisting Kaitlyn Ittermann with CCAP section of the website questions and updates, as needed.

#### **SP Event Subcommittee Chair**

Work on the 2018 SP partnership recognition event and awards has commenced. The planning process is underway. I have assembled the sub-committee once again, with our initial meeting to take place in

December. Award nomination packages will be released at the beginning of February, with a tentative due date of March 23.

### **Sustainable Peterborough Coordinating Committee**

Ongoing administrative support including communications, meeting preparation, minute taking, website maintenance, budget management, information sharing, etc. All 2018 SP CC meetings have been booked.

### **Communications & Marketing Subcommittee Chair**

The annual rack card, featuring all 2016 award winners, was completed in July, and intended to become an annual marketing and partnership recognition document. We will produce a similar document for 2018 award winners. Will schedule a meeting with the Communications Subcommittee to discuss communication strategy, partnership related communication, social media, decals, etc. in late fall. Since starting in my SP Coordinator role I have been collecting photos for a SP photo library to be used in marketing materials and website, the photo library now contains over 325 photos.

### **SP Indicators and Metrics Subcommittee**

Member and coordinator of the newly formed SP Indicators and Metrics Subcommittee. Following our initial meeting in July, I created a Google spreadsheet to which all subcommittee members can contribute proposed indicators. Following our second meeting I created a Google doc to which all subcommittee members will contribute their theme area's proposed indicators and other metrics ideas. The third meeting was scheduled for Nov. 22, however due to changes in subcommittee members' availability it had to be postponed. I'm in the process of scheduling our 3<sup>rd</sup> meeting, to take place mid-late January.

### **Partnership Development**

Oversee Katie Allen's partnership development role, including generating leads and ideas, user profile content for the website (contact information, descriptive paragraph and logo) and community outreach. Oversee data collection and entry in the sustainable activities database. Liaise and meet with Katie on an as needed basis.

### **Community Engagement**

Coordinated the SP/Otonabee Conservation booth at farmers' markets throughout the Greater Peterborough Area, and SP participation in Love Local. I maintain a master spreadsheet of events in which SP participated and continuously source out community engagement opportunities. Ongoing engagement via social media.

Submitted by,

Anca Pascalau  
Sustainable Peterborough Coordinator  
[apascalau@peterboroughed.ca](mailto:apascalau@peterboroughed.ca)  
705-743-0777 ext. 2159