

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

**From:** Katie Allen, Partnership Developer

**Meeting Date:** February 6<sup>th</sup> 2018

**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 February 6<sup>th</sup> be received for information.

### **Budget and Financial Implications**

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

### **Plan Alignment and Partnership Strategy:**

Partnership plan alignment and strategy focussed on partner communications regarding 2017 initiative data submissions. Communications were sent to partners in December, and followed-up in January highlighting the deadline of January 31<sup>st</sup> for submission to be considered for the 2017 Report Card. As data rolls in, it will be entered into the Sustainable Activities database.

Social media strategy will expand from partner focus to Sustainable Peterborough, and partner promotions. This will encompass a broader focus of both sustainability related pieces and partner promotion. Partner showcase articles have been well received, and continue throughout 2018.

In December, I participated in a LEAN planning session to strategize the emerging SP governance structure for 2018. The next steps of this meeting will be followed-up in February.

## Social media analytics:

### Twitter

Month	Tweet Impression	Profile Visit	Mention	New Followers
December 2017	17,000	165	18	12
January 1-25	38,300	125	14	7

### Facebook

Month	Page Views	Page Likes	Post Engagements	Reached
Dec 27-Jan 23	33	7	209	340

## Next Steps

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

Submitted by,

Katie Allen  
Sustainable Peterborough Partnership Developer  
kallen@gpaedc.on.ca  
705.957.3118