

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

From: Katie Allen, Partnership Developer

Meeting Date: March 29th 2018

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 March 29th be received for information.

Budget and Financial Implications

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

New Partner:

- Nourish
- Tiny Greens

Partner count: 156

Plan Alignment and Partnership Strategy:

Since last update, I have finished data input for the 2017 Report Card. All submissions have been entered into the database, and were included for the report card sub-committee content consideration.

Planning for the Partnership Awards and Recognition Event is ongoing. Award nomination packages have been sent to partners, as well as communicated regularly via social media platforms. Initial event invitations were sent to SP partners March 20th 2018. Communications regarding nomination process is ongoing with partners, until the due date of March 23rd at 4:30p.m.

In February, as Partnership Developer, I provided a letter of support to GreenUP for an OTF seed

funding grant to enhance Green Business Peterborough. This will enable SP partnership development to work with the collaborative providing deeper access to the business sector, and support for building green business aligning with the Economic Development and Employment theme priority action. Initial discussions have started with Sustainability Co-labs regarding potential involvement in their program and broader network. These conversations are ongoing, and will update as they progress.

Social media analytics:

Twitter

Month	Tweet Impression	Profile Visit	Mention	New Followers
February	23,000	189	22	3
March 1-20	17,500	146	9	6

Facebook

Month	Page Views	Page Likes	Post Engagements	Reached
Feb 21- Mar 20	31	5	260	577

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.

Submitted by,

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