

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

From: Katie Allen, Partnership Developer

Meeting Date: May 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 May 29th 2018 be received for information.

Budget and Financial Implications

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

New Partners:

- **Innovation Cluster**
- **EcoParent Magazine**
- **Peterborough Tool Library**
- **GreenLeaf Baby**

Plan Alignment and Partnership Strategy:

The 2017 Sustainable Peterborough Recognition Event & Awards was a huge success. Extensive planning, site visits, promotions, partner communications and award details encompassed much of March and April partnership development. The new event location- Peterborough County Agricultural Heritage Building at Lang Pioneer Village was well received, and the event provided an excellent opportunity to showcase the new building. Many thanks to the sub-committee and all of those whom worked to prepare the facility for the event. Next steps, will be to promote the new Award Winner Flyers via social media networks. Sharing the Award Winner Flyers via social media platforms will provide enhanced coverage of the event, promotion of partners, and build social media presence.

The release of the 2017 Report Card was well received by partners. The 2017 Report Card was the first to be promoted by individual partners featured for their initiatives.

I attended a communications sub-committee meeting that identified new opportunities for promotional materials for Sustainable Peterborough, and CCAP. The new materials will be created for promotion and outreach events. Currently, Kaitlyn and I are gathering a list of outreach opportunities that will branch out from the current list of events. The aim will be to reach new, and diverse partners to capture initiatives, and connect with sustainability leaders outside of the current target to effectively and efficiently utilize resources.

Social media analytics:

Twitter

Month	Tweet Impression	Profile Visit	Mention	New Followers
April	19,300	338	33	21
May 1-21	23,700	123	9	9

Facebook

Month	Page Views	Page Likes	Post Engagements	Reached
April 23-May 20	45	5	222	356

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. I will attend the Dandelion Day Festival, and Peterborough Pulse to network with potential partners and promote Sustainable Peterborough.

Submitted by,

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