



the  
inspired  
city

  
CHARLOTTETOWN



2012 ANNUAL REPORT

# GREETINGS

On behalf of the Council, staff and residents of the City of Charlottetown, it is my pleasure to report on progress made toward our goals and actions in the Integrated Community Sustainability Plan.

The City of Charlottetown adopted our Integrated Community Sustainability Plan (ICSP) in February 2010. The ICSP provides the City with a long term, forward thinking strategic plan. Developed in consultation with the community, this plan is designed to support the realization of our community's sustainability objectives for its environmental, economic, social and cultural dimensions. The goal of many of the activities highlighted in this portfolio is to contribute to a healthier, more vibrant and sustainable city with a resilient economy for future generations.

We have taken this plan to heart, aligning the goals of the ICSP with our actions here at City Hall. We're building new relationships that enhance not only internal sustainability, but our Community's. Developing community partnerships and capacity building is the key to making our plan a reality.

We extend a sincere thank you to all those community members, organizations and businesses that supported us in realizing many goals during the past year and look forward to continuing the momentum. Partnerships play



**MAYOR  
CLIFFORD  
LEE**

a huge role in maintaining the vibrancy of our community and in realizing many of our goals and actions. This report outlines a few examples of projects that have been undertaken in 2012.

Our capital city is one of the premier cultural destinations in the Maritimes. We have an important leadership role to play in protecting its natural heritage, managing our resources responsibly and ensuring we leave a vibrant and resilient community legacy to those that follow us.

Sincerely,

**Mayor Clifford Lee**  
City of Charlottetown  
Chair, Integrated Community Sustainability Plan



## INTEGRATED COMMUNITY SUSTAINABILITY PLAN COMMITTEE MEMBERS

**Rob Lantz** - COUNCILLOR CHAIR

**Terry Bernard** - COUNCILLOR CO-CHAIR

**Danny Redmond** - COUNCILLOR MEMBER AT LARGE

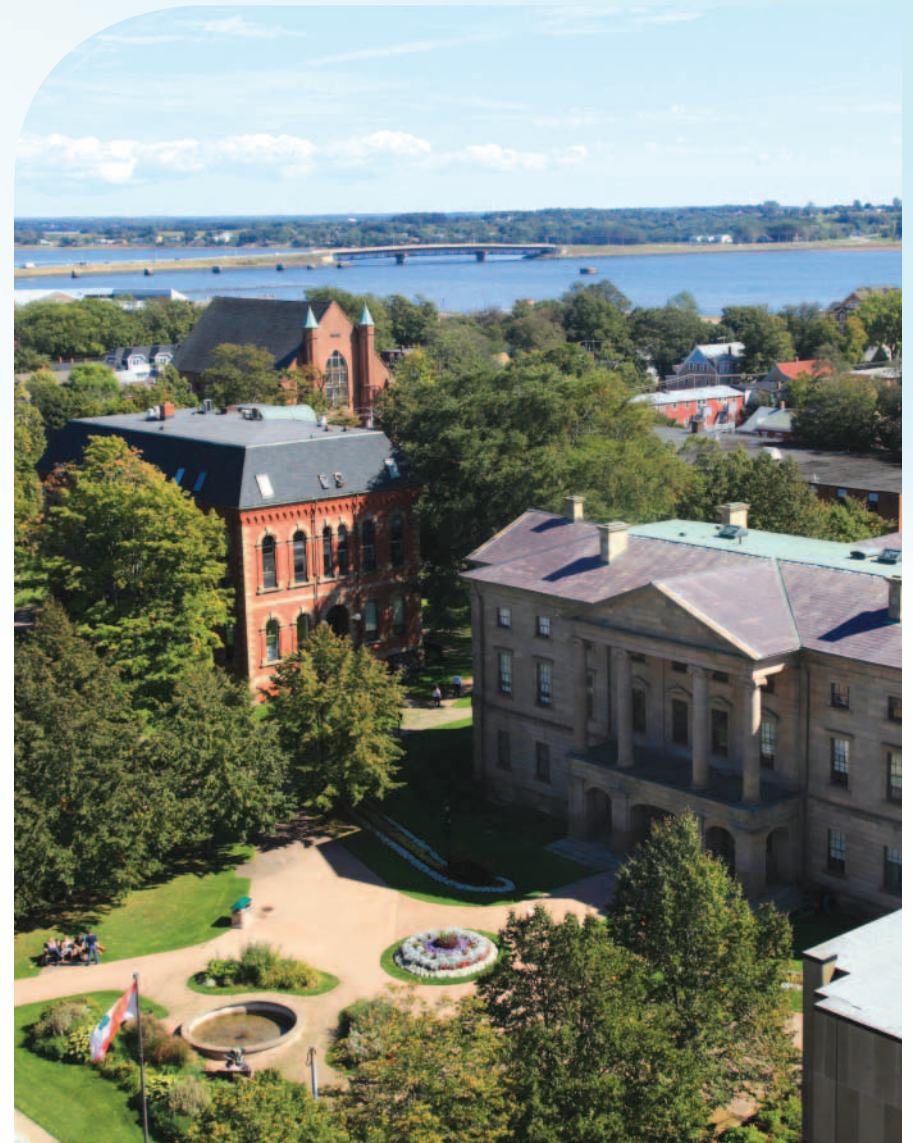
**Roy Main** - CHIEF ADMINISTRATIVE OFFICER

**Sue Fraser** - MANAGER PARKS AND RECREATION

**Laura MacPherson** - SUSTAINABILITY COORDINATOR

# TABLE OF CONTENTS

	Page
Greetings	2
Community Profile	4, 6
The Inspired City	5
Community Profile	6
Heritage	7
Internal Sustainability	8
Urban Beautification	9
Developing Community Partnerships & Capacity	10, 11
Special Projects	12
Events	13
Leadership For Active Communities	14
Be Water Friendly Programs	15
City Corporation Water Efficiency	16
Sustainable Economic Impact	17
Media	18



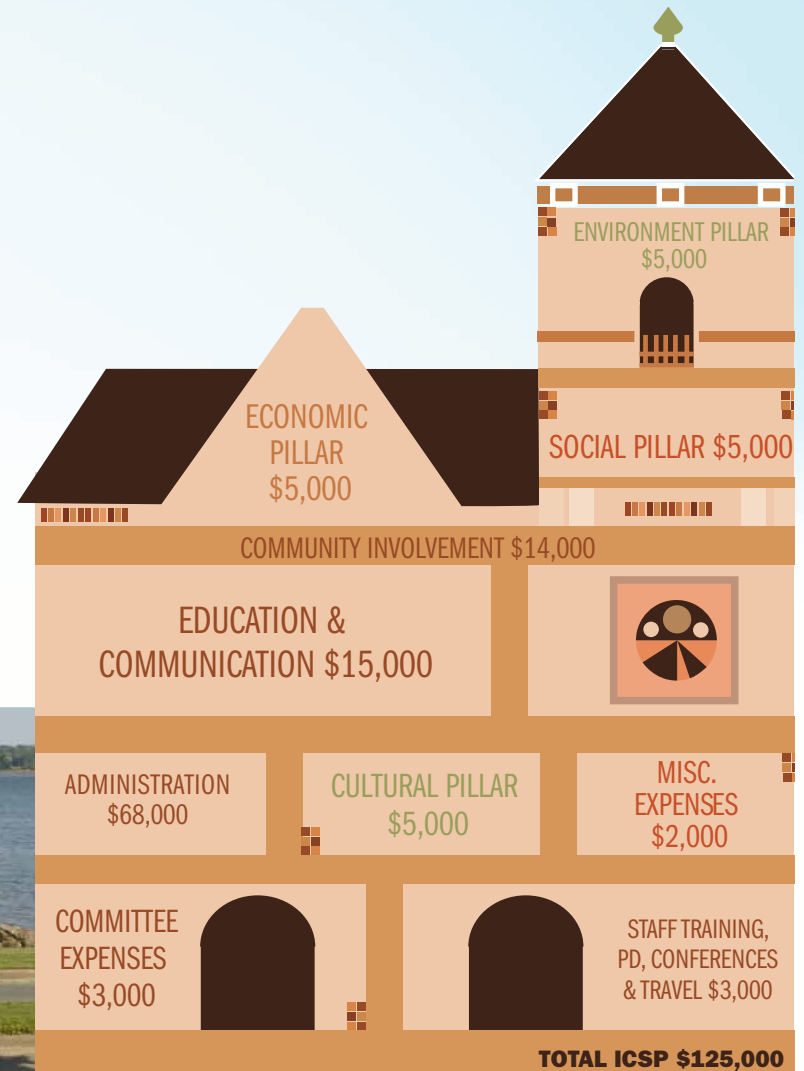
# COMMUNITY PROFILE

The City of Charlottetown is a flourishing community of over 32,500 located on the south shore of Prince Edward Island. Charlottetown is the capital City of Prince Edward Island, and is called the “Birthplace of Confederation” after the historic 1864 Charlottetown Conference which led to Confederation.

**Municipality: City of Charlottetown**  
**Parks & Green Space: Aprox. 500 acres**

**Total Area: 42 square kilometres**  
**Population: Aprox. 32,500**

This report highlights the activities and projects we can celebrate as a community. The progress we have made towards achieving our goals and actions as described in the Integrated Community Sustainability Plan (ICSP) is creating momentum for a more sustainable Charlottetown. The City of Charlottetown adopted our ICSP in February 2010 and provides the City with a long term, forward thinking strategic plan for fostering sustainability. Developed in consultation with the community, this plan is designed to support the realization of our community’s sustainability objectives for the city’s environmental, economic, social and cultural dimensions. The common thread of the programs and activities highlighted in this report is that they contribute to a healthier, more vibrant and sustainable city with a resilient economy for future generations.



# THE INSPIRED CITY

## Investing in Our Future

The City of Charlottetown is approaching the implementation of its ICSP with a focus on 3 main phases:

- **Phase One: Internal Sustainability**
- **Phase Two: Developing Community Partnerships and Capacity**
- **Phase Three: Plan Maintenance and Monitoring**

Working on Phase Two: Developing Community Partnerships & Capacity, the City kicked off 2012 with the creation of the micro site, [www.theinspiredcity.com](http://www.theinspiredcity.com), showcases local case studies and community sustainability champions who are working towards creating a more healthy, vibrant and sustainable future for Charlottetown. The Inspired City micro site is being used as a tool to share and celebrate the great things happening in Charlottetown while profiling upcoming events and connecting people through social media.

Have a story to share? Please contact us!

**OUR CITY IS  
OUR PEOPLE,  
THEIR STORIES,  
AND THEIR IDEAS.**

**MOST IMPORTANTLY,  
OUR CITY IS  
ABOUT SHARING,  
CONNECTING AND GROWING.**



**THEINSPIREDCITY.COM**

TWITTER



FACEBOOK

# COMMUNITY PROFILE

The City of Charlottetown worked with local filmmaker Millefiore Clarke of One Thousand Flowers Productions to create a three part video series. All footage was filmed locally and features streetscapes and familiar scenes from our City, various community events, public forums and workshops. The City chose this medium as a way to start a conversation with the community and to reach a broad audience, while also depicting the new initiatives and perspectives of our residents. Mille's boundless talent incites the audience to connect and share experiences in their community. The videos can be viewed on the inspired city website, [www.theinspiredcity.com](http://www.theinspiredcity.com)

## **Charlottetown, What Does 'Sustainability' Mean to You?:**

Imagine four nights in October, sixteen passionate people sharing stories and an audience ready to share their ideas about 'What Makes a Healthy, Vibrant and more Sustainable City'. This video showcases footage of local sustainability champions and how they are contributing to our community.



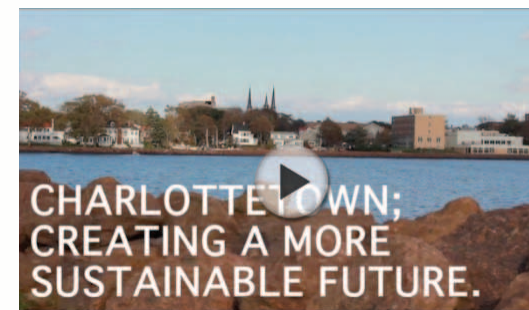
## **Sustainability. It's Happening Here, Charlottetown:**

We can all be catalysts for a conversation about community sustainability, with our family and friends, neighbours, local businesses and organizations. All the footage for this video was taken in Charlottetown, PEI with streetscapes and people that inspire us to make our City a place to share, grow and connect. This video provides the context for the dialogues happening in our City around sustainability issues and what possibilities we imagine for our future.



## **Charlottetown; Creating a More Sustainable Future:**

What is the City of Charlottetown doing about sustainability? Hear about initiatives that are happening locally, and engage and connect with our city and its services.



# HERITAGE

Our citizens take seriously their role as stewards of our city's built heritage and the City of Charlottetown supports this commitment through the Heritage Grant Program. This year city residents leveraged all available Grant funds (\$73,500) to complete nearly \$300,000 of heritage preservation work. This is significant as the reuse of existing physical structures and development in established areas makes use of existing infrastructure i.e. water and sewer lines and roads rather than development of new. Reuse of existing building is labour intensive (good for local economy) rather than material intensive (requires extensive transport etc.)

The 500 Lots plan supports both new development and reuse of existent buildings in established and historically significant area of the city. It will promote the urban core as both a place to live and work, hence less dependence on transportation.



# INTERNAL SUSTAINABILITY

## CONTINUOUS LEARNING

City employees have attended a number of local and national events, conferences and webinars to stay up-to-date on leading municipal sustainability initiatives best practices.

- 2012 Sustainable Communities Conference and Trade Show, Feb 8-10, 2012 Ottawa, ON, 'Building the Business Case for Sustainability'
- Regional Active Transportation Plan: Steering Committee member, Spring 2012
- Art in the Open: Festival Committee member



The City recognizes the importance of education and awareness in creating momentum in our move toward sustainability. Piloting internal education and training opportunities for city staff has supported the alignment of the goals and actions of the sustainability plan with policy and new initiatives. During 2012 staff participated in:

### TWO SUSTAINABILITY WORKSHOPS FOCUSED ON:

The Municipal Government Sustainability Self-Assessment Tool (MGSSAT).  
Creating performance statements for monitoring the City's actions.

#### Lunch and Learn sessions about:

- Local Food Security
- Energy from Waste
- Water Conservation

Two month long eco-challenges (Feb. & Oct. 2012)





# URBAN BEAUTIFICATION

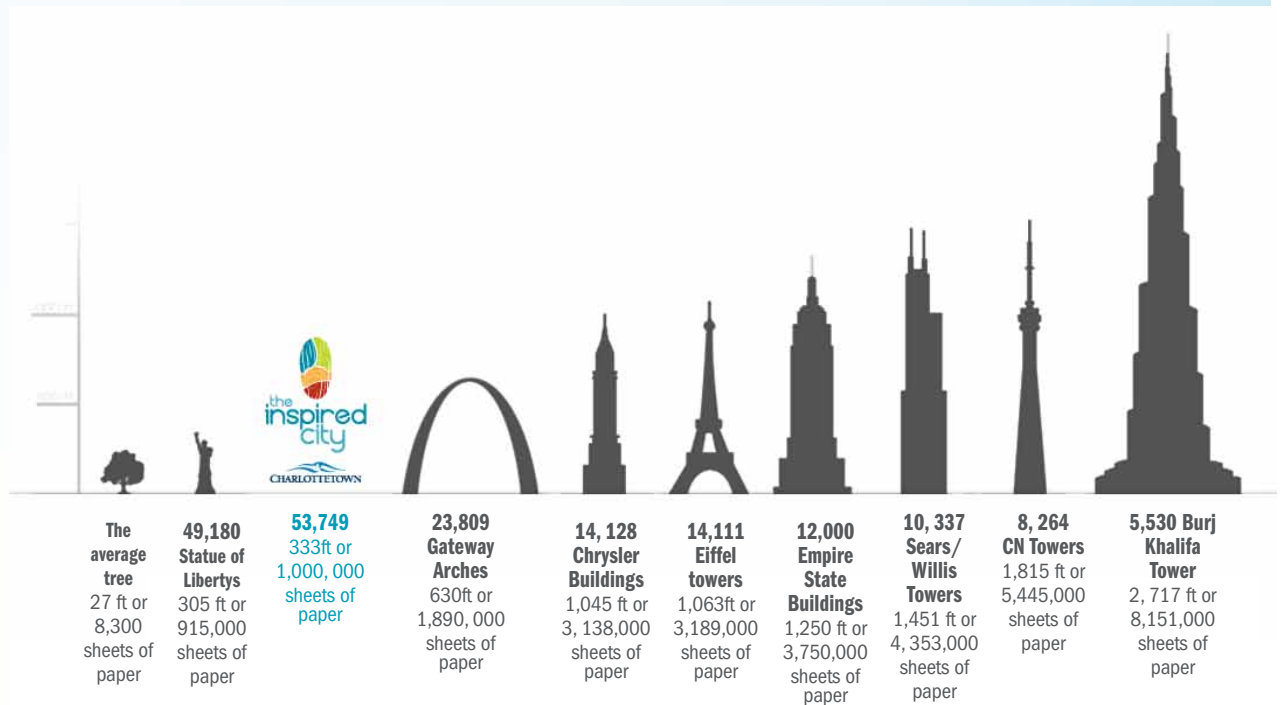
## CITY STAFF HAS FOCUSED ON MAINTAINING AN AESTHETICALLY BEAUTIFUL COMMUNITY,

while ensuring sustainable and efficient use of our water resources. During 2012 water consumption was reduced by 50% from the previous year through a number of conservation initiatives and water was also sourced from a lower demand watershed relieving pressure on the Winter River basin. More perennials, plants which typically require less water, have been more broadly incorporated into City plantings and planters.

A second rain barrel was installed at City Hall by Public Works staff to collect water at the back of City Hall coming from the building's air-conditioning system. The water from these barrels can then be used to water flower beds located within the vicinity of City Hall.

The Xeriscape demo garden is a garden bed located outside City Hall that shows some examples of plants that need little to no watering. This year a number of new plants were added to the garden by Urban Beautification staff.

104 trees were planted during 2012 while 40 were removed (15 due to Dutch Elm infection and the remaining due to public safety concerns.) 36,000 tulip bulbs were planted throughout the City to ensure a colourful, vibrant streetscape for the spring of 2014 and, there were 75 participants in the City's popular "Adopt-a-Corner" program.



# DEVELOPING COMMUNITY PARTNERSHIPS & CAPACITY

## Community Micro Grants

The City of Charlottetown invited citizens to be architects of our City's future and our Integrated Community Sustainability Plan once again. Following up on the pilot Community Micro Grants Project in the Fall of 2011, the City offered financial support for the development of community initiatives that demonstrate a commitment to create a healthier, more vibrant and sustainable city.

These micro-grant projects stimulated community action and engaged citizens in creative community efforts, and generated results that our citizens can take pride in. The panel selected the following projects based on their ability to:

- Move toward achieving goals and actions as laid out in the City's Sustainability Plan
- Improve the visibility and knowledge of the City's Sustainability Plan
- Contribute to actions that foster principles of sustainable development and sustainability principles in decision making
- Foster community partnerships and collaboration
- Engage community members in fun, meaningful and impactful projects that create an awareness of the importance and value of the City's Sustainability Plan

## Community Culinary Workshops

Food is a tool to connect with others and has a huge impact on our personal health. The Holland College Community Garden, located at the Culinary Institute of Canada in Charlottetown, is an edible demonstration garden. This group's vision created a venue for market gardening, local events and community outreach. This team delivers the link between the garden and the dinner table!

**PROMOTE A CULTURE OF SUSTAINABLE TRANSPORTATION WHILE INCREASING HEALTH AND WELL-BEING THROUGH ACTIVE LIFESTYLES,**

## Building Mobility

In partnership with the Cooper Institute, this project was designed to promote a culture of sustainable transportation while increasing health and well-being through active lifestyles, increasing accessibility and inclusivity. In addition, this project is working towards bridging cultural gaps and facilitating grassroots integration of temporary foreign workers while celebrating the spirit of community engagement, building cross-cultural relationships, and providing support for marginalized communities. Building Mobility is a creative response to one of the needs that has been identified in the context of broader work on the subject of Temporary Foreign Workers in Charlottetown.



# DEVELOPING COMMUNITY PARTNERSHIPS & CAPACITY

## The Island Fringe Festival

The Island Fringe Festival was PEI's first official Fringe, joining a national and international network of Fringes. The Festival took place from August 24 to 26, 2012, in downtown Charlottetown. 'The Fringe' created venues in unconventional spaces, showcasing how theatre can enliven public spaces, and thrive outside of typical cultural institutions.



## Richmond St. Transformation

This project made a colourful arrival in Downtown Charlottetown last spring. A team created a complete streetscape that welcomed all people by using plants, chalk, art, benches, and games to make an otherwise lonely street alive and welcoming. The project was filmed and the video can be seen at: [www.huffingtonpost.ca/2012/08/01/transform-a-street-charlottetown\\_n\\_1717409.html](http://www.huffingtonpost.ca/2012/08/01/transform-a-street-charlottetown_n_1717409.html)

## The Green Machine

The Green Machine is a student group based at Holland College that concentrates on building a culture of sustainability by making it easy for our community to access new behaviors and participate in fun, informative and low cost workshops that have a long term impact on resource use and behavior change. This is a very new, keen group who are open to ideas and have demonstrated their ability to take action and make things happen on campus. Their first workshop about 'Water' hosted over 30 people to a guest speaker presentation.

## Queer Spaces

Queer Spaces created forums for sustainability learning and action, artistic expression, and community engagement with Charlottetown's queer youth throughout the summer and fall. This project enabled the LGBTQ youth of Charlottetown to participate in educational events about the environment & marginalized communities. Through hosting a bike-in movie screening at a local café, this project supported vibrant social networks and created social spaces for marginalized LGBTQ youth while increasing the profile of the services available to them.



## Inspired Garden

Want to grow food in the City? Now is your chance! The Inspired Garden is an urban garden site featuring edible landscapes grown to engage and involve our whole community. The Inspired Garden is an interactive demonstration of the fundamental concepts of a resilient local economy. Using food as the universal point of interest, the Inspired Garden brings awareness to and initiates discussion around food security, the sustainability of our local economy, health, nutrition and environment with direct links as well to local culture and heritage. Their demonstration garden can be seen in front of the Murphy's Community Centre.

# SPECIAL PROJECTS

## Walk 'Our' City

The City of Charlottetown ICSP Committee and the Parks & Recreation Department have begun piloting 'Walk OUR City' – Charlottetown. This pilot project involves posting walking signage around our city to encourage residents and tourists to walk to specific locations or points of interest around our city. It's unique in that people are guided by wayfinding signs that describe destinations in terms of 'minutes walking to', instead of distances making it easier for people to relate to.

This pilot project has been piloted successfully in other communities and supports goals and actions in both the Integrated Community Sustainability Plan (Adopted February 2010) and the Regional Active Transportation Plan (Adopted June 2012) Specifically this project supports the following recommendations of the Regional Active Transportation Plan:

- Creating a visible network (recommendation 1)
  - Links sidewalks & walking paths to critical activity hubs
  - (recommendation 1.a) Part of a way-finding strategy that promotes short distances (or time) to regional activity hubs
  - (recommendation 1.d) Creates a great platform for further expansion of other recommendations.

This project also supports goal two of the ICSP to, "Reduce commuter traffic by developing an integrated transportation plan that considers the relationship between different modes of transportation (trails, bike paths, public transit etc.)." (ICSP)

“IT'S UNIQUE IN THAT PEOPLE ARE GUIDED BY WAYFINDING SIGNS THAT DESCRIBE DESTINATIONS IN TERMS OF 'MINUTES WALKING TO', INSTEAD OF DISTANCES MAKING IT EASIER FOR PEOPLE TO RELATE TO.”



## Poetry in Transit

"How do we experience our City?" was the question asked to community members when a call went out for poetry submissions in 2011. Poems were collected during an open call to community members in 2011, in partnership with PEI Poet Laureate Hugh MacDonald and ([www.poetrypei.com](http://www.poetrypei.com)). Sixteen poems were selected and during the fall of 2012 The City began working with Holland College Graphic Arts Students to illustrate these poems under supervision of Gwyneth Branch Rice. Once complete, these illustrated poems will be displayed on city buses and empty store fronts in Charlottetown.

# EVENTS

“THE EVENT CREATED A SPACE FOR OUR COMMUNITY TO WORK TOGETHER WITH LOCAL ARCHITECTS AND ARTISTS TO EXPLORE THE URBAN DIMENSIONS OF OUR CITY’S HERITAGE, PARKS, PUBLIC SPACES.”

## World Water Day Movie Screening: March 22, 2012

March 22 is World Water Day, a UN designated worldwide event to recognize the importance of freshwater management globally. For the 2nd year the Utility sponsored a free movie screening open to the public at City Cinema. This year the documentary Flow: For the Love of Water was shown at the theatre and over 50 people attended.

## Earth Hour: March 31, 2012

The City of Charlottetown joined hundreds of millions of people across the planet and switched off our lights for Earth Hour. On Saturday, March 31, 2012, the City showed its support for this global event by turning out the lights at Victoria Park, Confederation Landing Park and City Hall. It was a great chance to raise awareness of energy consumption and production.

## Earth Day: April 22, 2012

Our community was invited to celebrate Earth Day at the Earth Day Expo on April 22, 2012. Organizers of the 2012 Earth Day Expo and Concert created a fun-filled experience for all ages, with lots of activities that supported environmental action and awareness. The event was hosted at Murphy’s Community Centre on Richmond Street in Charlottetown. The event began with the Environmental Expo of information booths, live music, activities and displays from 2 to 7pm, followed by a concert. The City hosted a ‘Random Acts of Greenness Photo Booth’ and a City Display. Over five hundred people attended. There was also an article in The Buzz and The Guardian newspapers about this event.

## Youth Art Exhibit: Canada Water Week: March 2012

As part of the World Water Day celebration, the Utility Projects Officer visited the Murphy’s Community Centre to talk to the after school groups and the Teen Zone about the importance of water and water conservation in Charlottetown. Both groups, joined with kids from the mARTch Break Art Camp at Confederation Centre created water-inspired artwork that was displayed at the Confederation Centre for the week.

## Culture Days: September 28-30, 2012

Culture Days is a collaborative coast-to-coast-to-coast volunteer movement to raise awareness, accessibility, participation and engagement of Canadians in the arts and cultural life of their communities. Culture Days weekend took place September 28, 29 and 30, 2012. It featured many free, hands-on, interactive activities that invited the public to participate “behind-the-scenes,” to discover the world of artists, creators, historians, architects, curators, designers, culinary artists and other creative people in their communities. Building upon the themes from the 2011 Urban Planning Conference ; “Celebrating Sense of Place (Spirit of Community)”, the City of Charlottetown welcomed our community to a three day interactive, hands on build of ‘Our Cardboard City’. The event created a space for our community to work together with local architects and artists to explore the urban dimensions of our City’s heritage, parks, public spaces, and built environment. Our materials were up-cycled cardboard boxes and our greatest tools were our imaginations.

# LEADERSHIP FOR ACTIVE COMMUNITIES

## **‘Inspiration to Action’: August 21, 2012**

Following the success of the Speaker Series in 2011, the City partnered with the Atlantic Summer Institute (ASI) to host a keynote speaker at the Opening Ceremonies of the seventh Atlantic Summer Institute on Healthy and Safe Communities, August 21, 2012. The program of the 2012 ASI explored how to influence conditions of people’s lives to promote their social and economic inclusion, how to inspire active communities and create an environment where women and men work as allies in providing community leadership.

The keynote speaker, Nathalie Boivin, a nurse by training, earned a Master’s degree in Community Health and a Ph.D. in Nutrition. Her research interests lie in health promotion, community health, and health literacy and aligned with the Institute’s current work in developing capacity for community leadership amongst women and girls. Please see the following link for more details.

## **Trail Walk and Tree Planting**

On June 2nd, 2012 the Utility co-hosted the 2nd annual tree planting and trail walk event in the Winter River watershed. The Winter River-Tracadie Bay Watershed Association has held a walk annually for several years in the watershed to get people out to enjoy the Winter River trails in Suffolk. In 2011, the Utility partnered with the Watershed Association to include a tree planting activity surrounding the wellfields in Winter River. In 2012, trees were planted on the Suffolk pumping station property. Afterwards participants joined hikers on the Winter River trails and enjoyed a free hot lunch at the Winter River cabin.

---

**“Presentations 2012**  
The City was involved in many community outreach events this year. This involved over eight public presentations to audiences that collectively numbered more than 800 people.”

---

## **Town Hall on Water**

In October 2012, Sean Casey MP for Charlottetown hosted a Town Hall on Water at the Arts Guild. This was a follow-up to the previous years’ town hall on water that focused on combined sewer overflows, nitrates levels in groundwater and water conservation. This year, presenters included the Utility Projects Officer, Ramona Doyle, Don Mazer from the Winter River-Tracadie Bay Watershed Association and Megan Harris, Watershed Coordinator for the West River Watershed Association.

# BE WATER FRIENDLY PROGRAMS

## Voluntary Metering

The Voluntary Metering Program began in 2010 with a bylaw change that allows flat-rate customers to switch from a flat-rate bill to a metered-rate bill. This is an important element of the Utility's water conservation program as being billed based on consumption makes customers more aware of the water they use and allows the Utility to measure water going to each customer sector. 2012 has had the highest uptake for the program with over 350 applicants. Two promotions were offered in May and October of 2012 that are thought to have caused the increase in interest. The promotions targeted customers that had straightforward switches that didn't require the work of a plumber. In these cases the Utility offered to install the meter for the customer at no cost to them. Without any upfront costs, this offer decreased any perceived financial risk to the customer.

## Rain Barrel Sale

In the spring of 2012 the Utility offered the first Rain Barrel Sale to customers. The rain barrels were purchased in bulk by the Utility and the discounted price was passed on to residents. Customers paid \$55 + taxes for a rain barrel. Rain barrels sold out during the short period of time they were made available and a waiting list of over 40 customers has been made for a potential sale in 2013. Rain barrels collect water from downspouts and store the water for use outdoors including watering lawns & gardens and other outdoor water uses.

## Water Saving Devices

In September 2012 the Utility began offering low-cost water saving devices to customers. These can be purchased at the Utility desk. Below is a list of items and their prices (taxes included)

**Water Conservation kits \$10.00**

**Low-flow showerheads \$4.00**

**Faucet aerators \$1.00**



**BeWaterFriendly.com**



## Toilet Rebate Program

The Toilet Replacement Rebate Program began in May 2011 and was reoffered in January 2012. The program provides rebates of \$60-\$75 when a customer replaces a high-flush volume toilet with a low flow model (4.8L, dual-flush or 6L). To date over 500 standard flush toilets have been replaced through this program. Annual water savings for these replacements are estimated at 18 million litres. Originally, the program was only meant to run until allotted program funds were awarded, however due to the positive response from the community and number of applicants for the program, it was decided that the program would continue for the remainder of 2012.

# CITY CORPORATION WATER EFFICIENCY

## Water Efficiency Policy

On October 9, 2012 City Council officially adopted a Water Efficiency Policy that applies to all City operations. Some of the highlights of the Policy are that all new fixtures in City facilities are required to be low-flow. The Policy requires that summer outdoor water use must adhere to the water use restrictions and encourages looking for new water-efficiency technologies when upgrading or replacing equipment that uses water.

## Xeriscaping, Perennials & City Rain Barrels

The Xeriscape demo garden is a garden bed located outside City Hall that shows some examples of plants that need little to no watering. This year a number of new plants were added to the garden by Urban Beautification staff. Both Parks & Recreation and Urban Beautification have added more perennials to their plantings this year and reducing the amount of annuals in their planters that require a lot of watering in the summer months.

A second rain barrel was installed at City Hall by Public Works staff to collect water at the back of City Hall coming from the building's air-conditioning system. The water from these barrels can then be used to water flower beds located within the vicinity of City Hall.



## City Corporation Summer Water Use

The City responded to water shortages this summer by reducing plant watering by 50% at all public parks and gardens. It also stopped washing all vehicles in its fleet and delayed flushing maintenance. A new irrigation well was developed in the City to be used by City departments for all horticultural needs. City watering trucks filled up at a well located within the City to decrease the amount of water being removed from the Winter River watershed. Firefighter training that required water was delayed until the restrictions were lifted.

## City Hall Energy, Water & Waste Challenges

The City's Sustainability Coordinator and a team of City Hall staff had two Eco Challenges in 2012 that encourage all City Hall staff to curb energy and water use and reduce waste in the workplace and at home. The challenges ran for one month and included weekly trivia and contests to win energy bills. The weekly challenges included volunteer trials of low-flow showerheads at home and coming up with new ways to conserve water. The department with the highest number of energy bills at the end of the month wins a coffee break for their department.

## City Facility Toilet Upgrades

In 2012, the City replaced high flush volume toilets at three of its City buildings – City Hall, Sherwood Recreation Hall and the West Royalty Community Centre. In total 13 toilets were replaced and preliminary meter readings show that water consumption has decreased by 70% at City Hall and 60% at the West Royalty Community Centre. The City's Public Works Department plans to replace toilets at several other City buildings.



# SUSTAINABLE ECONOMIC IMPACT

## CHARLOTTETOWN HOSTED 8 NATIONAL SPORTS EVENTS

### IN 2012,

promoting an active and healthy lifestyle and further motivating City residents and youth to actively participate in sport and take advantage of the quality sport infrastructure located throughout the City.

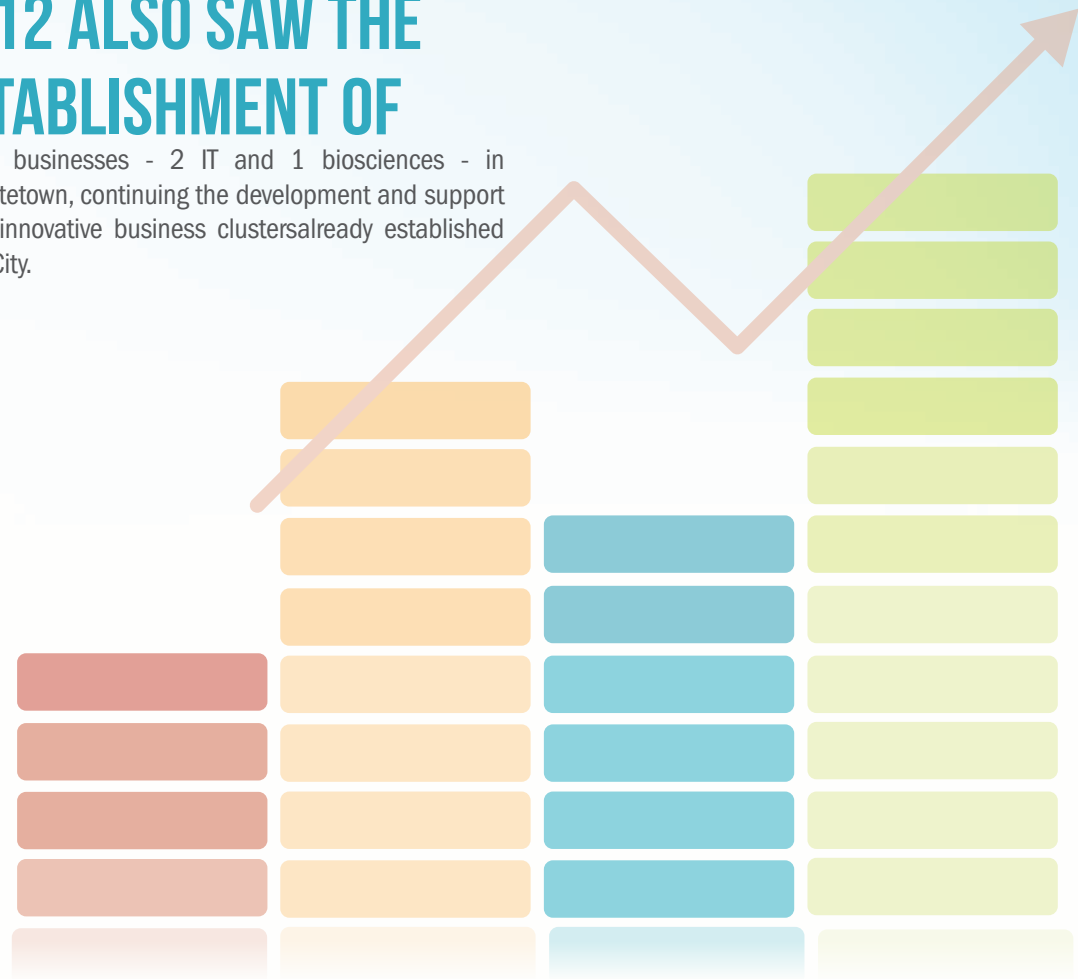
## THE CITY'S CULTURAL INFRASTRUCTURE WAS FURTHER ENHANCED

### IN 2012,

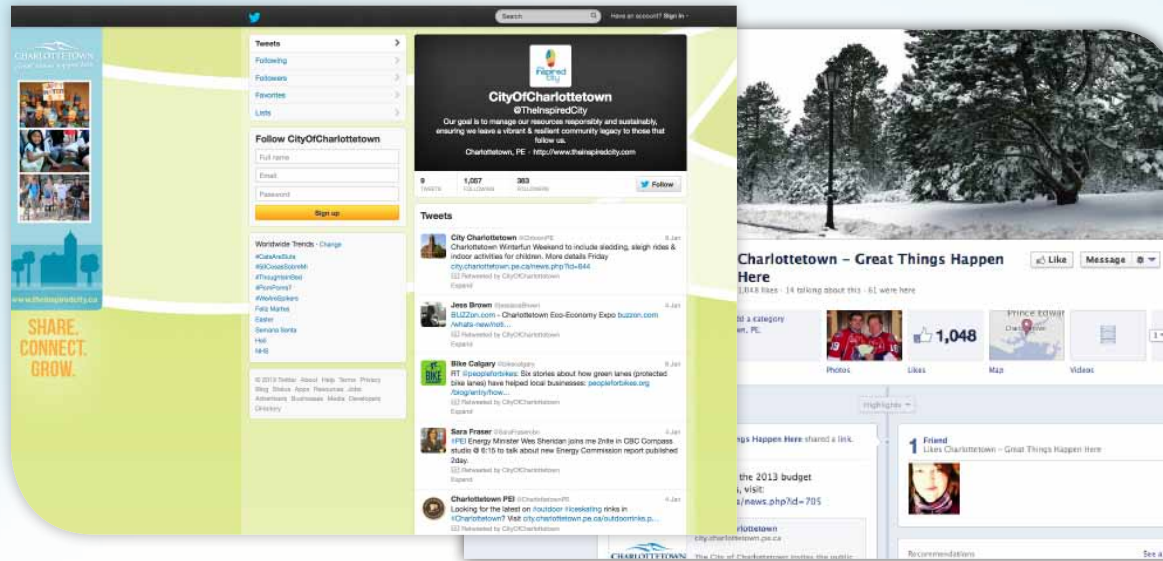
with the Charlottetown Area Development Corporation completing the Festival & Events site on the waterfront; and the APM redevelopment of the landmark Kays Building on Water Street, as a significant heritage preservation project.

## 2012 ALSO SAW THE ESTABLISHMENT OF

3 new businesses - 2 IT and 1 biosciences - in Charlottetown, continuing the development and support of the innovative business clusters already established in the City.



# MEDIA



## Making Connections/ Communications

More than 2,000 tweets, with more than 3,700 followers  
Outside of Canada, we have reached Facebook users from  
19 different countries.

Since beefing up our communications 6 months ago, we've  
been averaging: 98 tweets per month on Twitter and 28  
news releases, public service announcements and other  
notices per month. Each of our Facebook posts reach an  
average of 290 engaged users. This month alone, we have  
driven 200 additional Facebook users to more information  
on our website. We also have driven some users to our Be  
Water Friendly page and Inspired City page.

There were a number of press releases put out by both the City and its partners celebrating and sharing stories of the Sustainability Plan that appeared in both The Buzz newspaper and/or The Guardian newspaper. In addition, articles related to Micro Grant projects or the City's Plan have been published on the following websites:

- CBC News Site
- Guardian Website
- Huffington Post Website

The Sustainability Coordinator conducted a live interview with Matthew Beardsley on 'the View' which aired in March 2012 on Eastlink Community Network. Lastly, the Sustainability Coordinator gave a number of radio interviews on the subjects of: Micro Grants, Culture Days, The Cardboard City, Earth Day and The Inspired Garden, which increased the publicity of the City's initiatives. For more information, please view press releases from 2012 here.

PLEASE VISIT  
[theinspiredcity.com](http://theinspiredcity.com)

FIND US ON

**facebook** **twitter**

[1,046 + Likes]

[377 + Followers]



the  
inspired  
city



CHARLOTTETOWN

Karen Murchison

Tel: 902-629-4094

Interim *Sustainability Coordinator*  
City of Charlottetown

[kmurchison@charlottetown.ca](mailto:kmurchison@charlottetown.ca)

THEINSPIREDCITY.COM