



LISA A PRIME

MES, MCIP, RPP, LEED AP

Key Focus Areas

- Community-scale Development
- Low Carbon, Resilient, Smart Solutions
- Stakeholder Collaboration
- Environmental and Planning Policy and Approvals

LISA A PRIME, PRINCIPAL

A CHAMPION OF CHANGE

The Founder and Principal of PRIME Strategy & Planning, Lisa started PRIME in 2016 to bring her wealth of experience to community planning and sustainability projects in North America.

Clients benefit from Lisa's insight, strategic thinking and broad vision. Her true value lies in her ability to bring stakeholders together, identify opportunities, and integrate environmental, business and social considerations into major infrastructure revitalization projects, development plans and policy.

Previously a municipal planner, a conservation authority planner, and Waterfront Toronto Director Environment and Innovation, for over 10 years, Lisa understands government and stakeholder needs.

Lisa knows how to find solutions to complex problems and when to seek alternative resources to accomplish her clients' goals. This has included identifying partnership funding for infrastructure projects, piloting innovative programs and technologies, and drawing on her global network for international peer reviews.

The recipient of multiple project awards, including a Clean50 Honourable Mention, Lisa is recognized as a leader in both innovative thinking and implementation process. She is responsible for millions of dollars of ground-breaking work in many areas, including: leading some of Waterfront Toronto's most complex revitalization efforts; partnership collaborations with organizations such as Mattamy Homes, City of Markham and En-wave; and a leadership policy for the Metrolinx Regional Transportation Plan.

Lisa participates in non-profit sustainability work, including EcoDistricts studio, Portland, Future Cities Network, Toronto, Ryerson Urban Water Board and other university work. A Past National Board Member of the Canadian Green Building Council, she continues in CaGBC committee work.

A regular speaker at conferences and events, she also facilitates collaborative sessions with international experts, sharing her broad knowledge and lessons learned for leading practice and innovation in sustainable community development.

Lisa holds undergraduate and master's degrees from the University of Waterloo and York University in Environmental Planning. She also has Executive Business Administration training from McGill.

PRIME STRATEGY & PLANNING

www.primestrategyplanning.com