



UNLOCKING POTENTIAL

Innovative Solutions for Sustainable Communities

PRIME Strategy & Planning (PRIME) is a professional services firm dedicated to helping public and private sector clients realize their vision for a resilient, low carbon future.

Key Focus Areas

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

PRIME works with all levels of government, the development industry and other corporate clients to create the innovative strategies, transformative policies, and leadership plans necessary for successful, future-focused, urban development projects.

Organizations come to PRIME when they need a fresh take on sustainable community development. PRIME pushes clients to engage in “What if” thinking: What will happen if we re-define our approach to city building? What if we incorporate cutting edge innovations from another jurisdiction? What would we do differently, if we could look ahead and understand the impact of today’s design on a community 50 years from now?

PRIME uses foresight, integrated thinking, and broad, multi-dimensional experience to help clients address the policy, regulatory and financial aspects of development with balance and flexibility.

Managing partnerships, navigating complex approvals, obtaining funding for priority projects, developing progressive policy and performance-based solutions—these are the areas where PRIME excels. With PRIME, change is not only feasible, it’s financially viable.

PRIME’s approach is collaborative and multi-disciplinary. With a large network of professionals and academics spanning diverse disciplines, PRIME will bring the right partners to the table on every project.

PRIME STRATEGY & PLANNING

www.primestrategyplanning.com

MAKING A DIFFERENCE, ONE PROJECT AT A TIME

Development Innovation Support, Mattamy Homes

- Strategic sustainability support for various sites in Ontario
- Facilitated stakeholder workshops for community-based innovations proposed for new development
- Community energy collaboration with Mattamy Homes, Enwave and the City of Markham

Enbridge Gas

- Revised building incentive program, Savings by Design, including a path to net zero and reporting on key energy and greenhouse gas metrics

Minimum Green Building Requirements*

- Directed development and implementation of performance based expectations for builder partners on the waterfront

- Updated green building requirements periodically to ensure representative of market transformation
- Tested feasibility and adoption by engaging major stakeholders including the development industry
- Globe Award for urban leadership

Corporate Social Responsibility & Sustainability Report (CSRSR)*

- Established key performance metrics for sustainability across all corporate business units
- Created corporate transparency by sharing priority key metrics via a living document microsite
- Followed the Global Reporting Initiative (GRI) standard and the real estate supplement
- Honourable mention by the Clean 50

Brownfields Strategy*

- Directed complex brownfield ap-

- provals, including a terms of reference to use a Community Based Risk Assessment approach
- Naturalize the mouth of the Don River and enable development
- A collaborative stakeholder approach enabled a unique stakeholder lead process for multiple properties

Resiliency & Innovation Framework*

- Developed implementation framework for advancing future development
- Focused on resiliency and innovation in approaches to implementation
- Added value through technology, pilots and partnerships
- Directed the process with a steering committee of global expertise
- A model for future community planning

*Work completed as the Director of Environment & Innovation at Waterfront Toronto



LISA A PRIME, PRINCIPAL A CHAMPION OF CHANGE

Lisa founded PRIME in 2016 to bring her wealth of experience to community planning and sustainability projects in North America. Responsible for millions of dollars of ground-breaking work, Lisa is the recipient of multiple project awards, including a Clean50 Honourable Mention.

Lisa speaks regularly at conferences and events, including internationally. She participates in non-profit sustainability work, including EcoDistricts studio, Portland and Future Cities Network, Toronto. A Past National Board Member of the Canadian Green Building Council, she continues in CaGBC committee work.

With a background in municipal planning and a conservation authority, Lisa was the Waterfront Toronto Director Environment and Innovation for over 10 years.



RESILIENCY & INNOVATION

Cultivating resiliency and leveraging innovation are key aspects of our approach, leading to solutions that are dynamic, adaptive and flexible.



BALANCE

Focused on community scale design, PRIME's objective is to ensure balance between natural systems and development.



PARTNERSHIP

We believe collaboration and partnerships are key opportunities to support funding and the advancement of innovation.