



Report
Staff Report
 The Corporation of the City of Brampton
 1/29/2025

Date: 2025-01-13

Subject: **Ward Boundary Review – Summary of Public Consultation (RM 65/2024)**

Contact: Shawnica Hans, Deputy Clerk, Elections, Accessibility and Lottery Licensing, City Clerk's Office

Report number: Legislative Services-2025-065

RECOMMENDATIONS:

1. That the report from Shawnica Hans, Deputy Clerk, City Clerk's Office to the Committee of Council Meeting of January 29, 2025, re: **Ward Boundary Review – Summary of Public Consultation (RM 65/2024)**, be received; and
2. That staff be directed to:
 - I. Conduct further public consultation on proposed boundary realignment Options 1 and 2, and report back to Committee of Council with the results of such consultation; or
 - II. Prepare a report and by-law to implement proposed boundary realignment Option 1; or
 - III. Prepare a report and by-law to implement proposed boundary realignment Option 2; or
 - IV. Develop further scenarios for ward boundary realignment based on Council direction; or
 - V. Maintain the current ward boundaries for the 2026 Municipal Election.

OVERVIEW:

- At the Committee of Council Meeting on October 2, 2024, staff presented four (4) options for ward boundary realignment. Under Resolution CW364-2024, Council identified two options (Option 1 and Option 2) to be put forth for public consultation.
- Public consultation was conducted over a four-week period in October-November, 2024. The results of the consultation were presented to Members of Council at a workshop on December 9, 2024.

- This report summarizes the results of the public consultation, and provides options for additional consultation.
- This report also seeks direction on how to proceed with the ward boundary review.
- Sufficient funding is available in capital project #241125-001 for any of the options presented in this report.

BACKGROUND:

Ward Boundary Review Proposed Options

At the October 2, 2024 Committee of Council Meeting, staff [presented](#) options for ward boundary realignment as part of the ward boundary review (WBR) project. Council selected two options to be put forward for public consultation under the following resolution:

CW364-2024

1. That the presentation from Shawnica Hans, Program Manager, Elections, City Clerk's Office, Legislative Services, to the Committee of Council Meeting of October 2, 2024, re: **Ward Boundary Review – Boundary Realignment Options**, be received;
2. That the report from Shawnica Hans, Program Manager, Elections, City Clerk's Office, Legislative Services, to the Committee of Council Meeting of October 2, 2024, re: **Ward Boundary Review – Update and Boundary Realignment Options**, be received;
3. That Options 1 and 2 be identified as the preferred ward boundary options to put forward for public comment;
4. That staff be directed to conduct public consultation on the identified ward boundary options, together with a recommended ward boundary distribution to be implemented in time for the 2026 Municipal Election;
5. That a Council Workshop be convened to review the results of the public consultation and the boundary realignment options; and
6. That staff report back thereafter with a recommended ward boundary distribution, to be implemented in time for the 2026 Municipal Election.

The maps and projected population distribution of Options 1 and 2 are included as Appendix 1 and 2 for reference.

A [Council Workshop](#) was held on December 9, 2024 to provide the results of the public consultation. Additional details, including a sampling of comments from respondents were included in the presentation.

This report summarizes the public consultation and feedback received.

CURRENT SITUATION:

Summary of Public Consultation

The public consultation took place over a four-week period, beginning on October 23, 2024 and concluding on November 20, 2024. The consultation included multiple in-person engagement opportunities as well as print and online communications to gather public feedback on the two proposed boundary realignment options. The following is a summary of the public consultation.

In-person Engagement:

- An information table was set up in the City Hall Atrium for the duration of the public consultation period
- Pop-up events were held at six recreation centres and the Winter Lights Festival:
 - October 24 – Susan Fennell Sportsplex
 - October 26 – Cassie Campbell Community Centre
 - October 28 – Gore Meadows Community Centre
 - November 6 – Earnscliffe Recreation Centre
 - November 9 – Save Max Sports Centre
 - November 13 – Century Gardens Recreation Centre
 - November 15 – City Hall (Winter Lights Festival)

These pop-up events were conducted in an “open house” format, with no formal presentation. This format provided residents the opportunity to view the two ward boundary realignment options and ask questions of staff.

Handouts were available to the public, including postcards with a QR code leading to the website and survey (also distributed to recreation centres, transit terminals and libraries), pamphlets with information on review criteria and options, maps and population data of the two options, FAQs, background information translated into 10 languages, plus French, hardcopies of the online survey, and maps of the city for residents to submit their own boundary realignment suggestions.

Staff interacted with over 250 residents during these events.

Digital Presence:

A variety of tactics were employed online to inform residents about the public consultation phase, including:

- Featured project on Let's Connect, with online survey (370 responses)
- WBR website (over 3,100 unique visits)

- Media Service and Information Update
- SMS message with link to website – confirmed delivery to over 111,000 residents
- Digital ads in Garden Square, recreation centres, railway overpass, hospital screens, elevator condos, Brampton Guardian, Weather Network
- Service Brampton hold message
- City Matters newsletter – over 6,800 successful deliveries
- Internal messaging: Connections employee e-newsletter article and OurBrampton Spotlight announcement

Social Media and Radio:

- 35 posts on social media (Facebook, Instagram and X)
- YouTube video (356 views)
- Over 26,000 total impressions
- Members of Council provided with social media toolkit
- 15-second and 30-second radio ads (mainstream and multiethnic)

Multicultural Media:

- Paid and earned multicultural media campaign included print and online stories, radio segments and social media. Collateral was translated into 10 languages, plus French.

Print:

In addition to material distributed at the pop-up events and at various City buildings, information about the WBR was included as an insert with the interim tax bill, which was mailed out to approximately 145,000 households in January 2025.

Results of the Survey

The following information combines responses from the online survey and hardcopy survey (available during in person engagements):

Respondent Profile:

- 365 respondents live in Brampton; of those who responded, 63% have lived in Brampton for more than 15 years
- 135 respondents work in Brampton; of those who responded, 42% have worked in Brampton for more than 15 years
- 84% of respondents own property in the city

Respondent Preferences:

- 192 respondents (52%) preferred Option 1
- 110 respondents (30%) preferred Option 2
- 68 respondents (18%) did not indicate a preference

- The majority of respondents in all wards, except for wards 7 and 8 preferred Option 1; majority of respondents in wards 7 and 8 preferred Option 2

The survey asked respondents to provide comments on why they preferred one option over the other. For Option 1, 142 comments were received; approximately 56% of the comments related to equal division of the wards and logical boundaries. For Option 2, 83 comments were received and approximately 25% of the comments were related to preservation of established neighbourhoods, with an emphasis on the Bramalea area.

Resident-Submitted Options

Eight resident-submitted maps were received; four of these were out of scope for the review (e.g. maps including more than 10 wards). Three maps included a similar suggestion to options already considered, with slight variances that did not meet the review criteria. One map proposed a southern border of ward 10 that does not follow a natural or physical boundary.

Other Consultation

Comments were invited from the Region of Peel, Peel District School Board, and Dufferin-Peel Catholic District School Board – no comments were received. Additionally, no known concerns were submitted by internal departments.

Population Data

The population data used for the ward boundary review was prepared for the Region of Peel by Hemson Consulting Ltd. The population data was updated for the 2021 Census. Based on Statistics Canada's recent update on population, Brampton continues to grow and its population has now surpassed that of Mississauga.

Next Steps

Staff is seeking Council's direction on how to continue with the WBR. The following options are available for Council's consideration:

Additional Public Consultation

At the Council Workshop, discussion took place regarding the results of the public consultation and Members expressed an interest in conducting additional public consultation to ensure as many residents as possible were informed about the review.

The following are additional tactics that can be implemented as directed by Council to obtain further feedback on the proposed options:

- Re-open the online survey on Let's Connect for an additional four-week period.

- Additional pop-up events at upcoming City community events, Transit hubs, recreation centres, malls, Councillor Town Halls, or other applicable events.
- Reprint of postcard and pamphlet for distribution at pop-up events and City facilities.
- Additional paid advertising and marketing to promote the online survey and community pop-ups (including ethnic media advertising).

A capital project was approved for the public consultation expenses. As of January 21, 2025, approximately \$51,000 remains available for additional public consultation efforts; an estimated cost of up to \$39,500 may be incurred depending on the public consultation tactics implemented.

If Council directs staff to conduct further public consultation, staff will report back to Council with the results of the engagement at the end of Q1 2025. As stated in earlier discussions, staff would require a decision on the WBR in early 2025 in order to implement any changes in time for the 2026 Municipal Election.

Proceed with Option 1 or 2

Council may choose to formally approve either Option 1 or 2. If Council proceeds with either option, staff will bring forward an implementation report and corresponding by-law. Ahead of the final report, staff will conduct additional meetings with Councillors from each ward pairing.

Public notice for the passing of a by-law will be required, which will incur an additional expense of up to \$3,500.

Develop Further Scenarios for Review

Council may direct staff to develop further options for ward boundary realignment, or propose slight adjustments to either Option 1 or 2. If any further options are developed or adjustments are made to the current options, staff recommends re-opening the public consultation process for a minimum two-week period in order to provide the opportunity for public comment. Depending on the public consultation tactics implemented, an estimated cost of up to \$34,000 may be incurred.

This option will extend the WBR timelines, which may in turn create implementation challenges for the 2026 Municipal Election.

Maintain Current Structure

Council may decide not to change ward boundaries at this time, and proceed with the current boundaries for the 2026 Municipal Election. Under the current direction to maintain ward pairings, the population variance for ward pairings remains within the acceptable threshold of 25% (see Appendix 3).

It is important to note that under Section 223 (1) of the *Municipal Act, 2001*, members of the public are permitted to petition Council to pass a by-law to divide, re-divide or dissolve its wards. If Council does not pass a by-law within 90 days after receiving the petition, a petitioner may apply to the Ontario Land Tribunal to divide, re-divide or dissolve the City's wards.

CORPORATE IMPLICATIONS:

Financial Implications:

Sufficient funding is available in the following project for any of the options presented in this report:

Project #	Balance Available
241125-001	\$51,661

The following are estimated costs for the various options included in this report:

Option	Estimated Cost
Option 1 – Additional Public Consultation	Up to \$39,500
Options 2 or 3 – Proceed with Option 1 or 2 identified in Council resolution CW364-2024	Up to \$3,500
Option 4 – Develop Further Scenarios for Review	Up to \$34,000
Option 5 – Maintain Current Structure	No further anticipated spend

Other Implications:

Legal Implications – A by-law would be required to ratify the final ward boundary changes. The by-law must be enacted (or approved/amended through an order by the Ontario Land Tribunal (OLT), if appealed) by December 31, 2025. The passing of a by-law for newly established ward boundaries can be appealed by a member of the public.

Communications Implications – Public consultation is a key phase of the ward boundary review project. Ensuring all residents are aware of the review and have an opportunity to review and comment on proposed options is of utmost importance. A comprehensive communications plan was developed for the public consultation phase. If additional consultation is directed by Council, the communications plan will be updated to include further opportunities to inform and educate residents, and to collect their feedback. Information regarding the public consultation will be translated into multiple languages.

If the review leads to revised ward boundaries, public notice would be required.

STRATEGIC FOCUS AREA:

This report achieves the Strategic Focus Area of Government & Leadership by facilitating a dialogue on representative government.

CONCLUSION:

Staff is requesting Council's direction on next steps for the ward boundary review. Any decision to change the current ward boundaries should be made early in 2025 to ensure legislated deadlines to implement any required changes are met. Any decision to change ward boundaries is open to appeal to the Ontario Land Tribunal, and must be resolved by December 31, 2025, in order for any ward boundary changes to have effect for the 2026 Municipal Election.

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Attachments:

- Appendix 1 – Ward Boundary Realignment – Option 1
- Appendix 2 – Ward Boundary Realignment – Option 2
- Appendix 3 – Projected Population Forecasts