



Report
Staff Report
 The Corporation of the City of Brampton
 6/4/2025

Date: 2025-05-27

Subject: **Budget Amendment and Endorsement of the City of Brampton 2026-2030 Youth Engagement Strategy (RM 7/2023)**

Contact: Barinder Bhatti, Manager, Youth Programs and Initiatives, Strategic Services and Initiatives

Report number: CAO's Office-2025-440

RECOMMENDATIONS:

1. That the report from Amrit Koonar, Advisor, Youth Programs and Initiatives, Strategic Services and Initiatives to the Committee of Council Meeting of June 4, 2025, re: **Budget Amendment and Endorsement of the City of Brampton 2026-2030 Youth Engagement Strategy (RM 7/2023)**, be received;
2. That Council endorse the City of Brampton 2026-2030 Youth Engagement Strategy (Attachment 1) and the implementation schedule in Table 1; and
3. That a budget amendment be approved and a new capital project be established in the amount of \$287,600 for Youth Engagement Strategy Project, funded from Reserve #4 via return of funding from 221542-001 – Land Acquisition – Due Diligence and 231542-001 – Land Acquisition – Due Diligence.

OVERVIEW:

- **Based on Council direction from February 2023, staff engaged REVIVE Strategies to refresh the 2019 Youth Engagement Strategy.**
- **This report presents the City of Brampton 2026-2030 Youth Engagement Strategy, including the engagement process, findings, key priorities, initiatives and actions.**
- **The Strategy proposes a five-year implementation schedule and identifies resourcing needs to realize the objectives and outcomes.**
- **Staff propose a budget amendment be approved and a new capital project be established in the amount of \$287,600 for Youth Engagement Strategy Project, funded from Reserve #4.**

BACKGROUND:

In 2019, two interns from the Community Services developed a draft Youth Engagement Strategy aimed at creating practical avenues for young people to participate in their community and to improve their access to the City's youth offerings. The Strategy included four guiding principles to inform the City's future youth-related decisions, three focus areas that young people care about most and fifteen strategic actions, which are researched recommendations for future programs, activities and opportunities. It further proposed two engagement actions to connect Brampton's young people to all of the City's offerings. As the recommendations were conceptual in nature, Council directed staff to validate and update the Strategy, and identify any required resources to implement existing, new and future youth-focused initiatives.

At the February 22, 2023 Committee meeting ([CW060-2023](#)), staff provided an update on City's youth employment and engagement. The report detailed the decision history of all initiatives related to youth at the City. It summarized all available opportunities at the City and made specific recommendations to enhance existing programs and activities, including an internal corporate framework, refreshing the 2019 Youth Engagement Strategy, consolidating all youth events, developing mentorship opportunities, creating a consolidated youth webpage, leveraging partnerships, and establishing a Brampton Youth Council. Of the three directions provided to staff, one was to review, refresh and implement a comprehensive Youth Engagement Strategy.

In 2024, the City secured REVIVE Strategies through a public process to undertake the exercise with the goal of refreshing and enhancing the existing youth engagement strategy by incorporating the perspectives and priorities of youth, staff, and stakeholders. The Strategy was aimed to be a more impactful and relevant plan for engaging young people, leading to increased participation, a stronger youth voice, and enhanced civic engagement.

Engagement Process

A total of 1,260 local Brampton youths were engaged through a multi-layered approach, including:

- **Youth Survey** – Over 600 surveys were administered online and in person to collect firsthand feedback from young people and gain a deeper understanding of their priorities and needs.
- **Community Pop-Up Events** – 11 pop-up events were held at key City locations across the city to engage youth in spaces they frequent to complete the youth surveys and have in-person dialogues on youth engagement methods and feedback.
- **Youth Advisory Circle** – 10 youths were selected through a public call-out. They participated in a series of meetings to validate and support the Strategy's

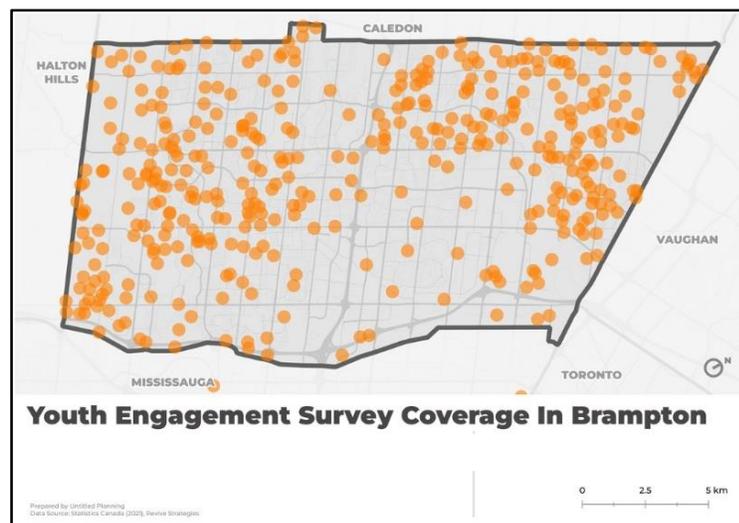
development. An honourarium was given for their contribution.

- **Focus Groups** – Four focus groups were facilitated to validate survey outcomes and supplement any gaps and gather additional insights from a broader pool of youth. An honourarium was given for their contribution.

The Youth Programs & Initiatives team worked closely with internal departments and divisions to ensure a consolidated approach to youth engagement across the City. Internal areas include Parks Maintenance & Forestry, Recreation, Human Resources, Community Safety & Well-being, Economic Development and International Relations, Environmental Planning, Brampton Transit, Strategic Communications, Tourism & Events and the Equity Office.

Survey Demographics

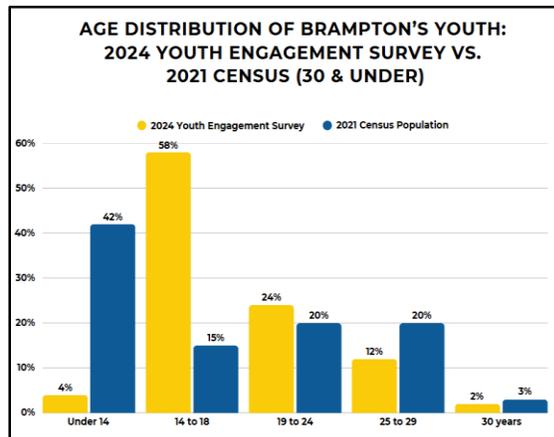
The City received over 600 responses from local Brampton youth on the Youth Engagement Survey. Figure 1 shows the geographical distribution of survey respondents based on postal codes. Youth from various areas of the City participated. In comparison to the broader population of Brampton, the data shows a well-represented spread across the City's neighbourhoods.



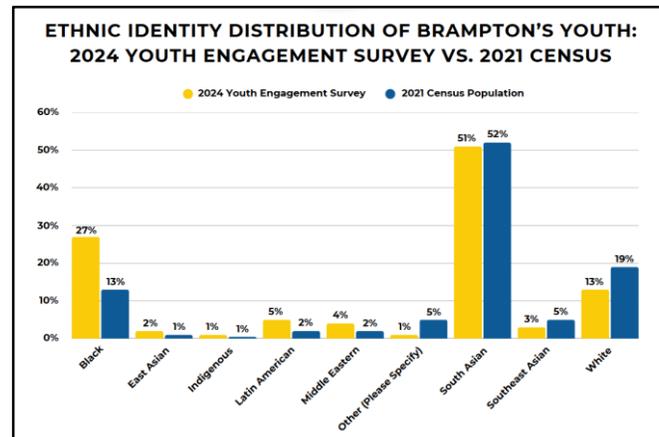
(Figure 1)

The survey responses indicate strong engagement from younger youth, with approximately 58% of respondents between 14 and 18 years old, followed by 24% of respondents in the 19 to 24 age group. This distribution reflects the broader youth population in Brampton. However, the disproportionate representation of younger youth highlights the opportunity to improve engagement with older youth between the ages of 25 and 29 in the implementation of the strategy and future iterations.

The ethnic distribution of the survey data mirrors Brampton's overall population based on the 2021 census data, with Black youth strongly represented. White and Southeast Asians are slightly underrepresented groups, warranting further engagement efforts, which will be ongoing throughout implementation.



(Figure 2)



(Figure 3)

CURRENT SITUATION:

The City of Brampton 2026-2030 Youth Engagement Strategy is structured around a vision, a mission and six guiding principles. The Strategy is complemented by an implementable five-year work plan, with 22 actions designed to guide the city toward realizing its vision for the future. The Youth Engagement Strategy builds upon the successful framework of the previous strategy, preserving its core principles while adjusting to the changing needs and priorities of Brampton's youth.

Vision: Create a City Where Youth Belong, Contribute, and Thrive

Mission: An Empowered Future for Youth – With Pride, Purpose, and Belonging

Guiding Principles:

1. Consider the diverse backgrounds and accessibility needs of youth.
2. Recognize young people as capable.
3. Make it relatable.
4. Consistency is key.
5. Building trust requires open communication and transparency.
6. Put youth in positions of influence.

The Youth Engagement Strategy is organized into six priority themes and actionable initiatives that ensure the voices of Brampton's youth are at the forefront, addressing their priorities and reflecting their aspirations. Through the collective efforts of youth,

community organizations and City stakeholders, the strategy aims to create a Brampton that meets the needs of today's youth while investing in their potential for the future.

The initiatives are summarized into a five-year implementation schedule:

	Phase 1 2026-27	Phase 2 2028-29	Phase 3 2030
Priority #1: Foster Youth Representation and Advocacy			
1.1. Establish a Youth Cabinet	x		
1.2. Create a Staff Task Force	x		
1.3. Establish peer-to-peer outreach		x	
1.4. Explore recognition opportunities			x
Priority #2: Strengthen Communication & Outreach Focused on Youth			
2.1. Raise awareness and develop digital newsletter	x		
2.2. Update and expand distribution list	x		
2.3. Create an Outreach Task Force		x	
2.4. Launch a dedicated Youth social media platform		x	
2.5. Establish a transparent feedback system			x
Priority #3: Increase Awareness of Youth-Centric Programs & Activities			
3.1. Increase awareness of subsidized offerings	x		
3.2. Promote safer youth spaces		x	
3.3. Explore leadership development opportunities			x
Priority #4: Remove Barriers to Employment & Career Development			
4.1. Encourage diversity in hiring practices	x		
4.2. Offer workplace readiness workshop		x	
4.3. Promote paid internships and apprenticeships		x	
4.4. Establish mentorship network			x
Priority #5: Promote Youth Mental Health & Well-Being			
5.1. Create a directory of mental health resources	x		
5.2. Launch a mental health awareness campaign		x	
5.3. Organize Mental Health Week initiatives		x	
Priority #6: Connect Youth to Environmental Sustainability Efforts			
6.1. Strengthen sustainability initiatives	x		
6.2. Enhance environmental educational programs		x	
6.3. Offer outdoor environmental programs		x	

(Table 1)

To support the successful implementation of the Strategy, the following staffing resources are required:

- **2025–2026:** Two temporary staff positions to commence Phase 1 initiatives and actions, including the planning, coordination, and rollout of the Youth Cabinet, as well as youth recruitment and stakeholder engagement.
- **2027–2029:** Three full-time regular staff positions to align with each phase to ensure sustained operational support, program development, and administrative oversight.

Staff recommend that Council endorse the City of Brampton 2026-2030 Youth Engagement Strategy and support the implementation in accordance with the schedule in Table 1, including support for the proposed staffing plan.

CORPORATE IMPLICATIONS:

Financial Implications:

Should the recommendations in this report be approved, as part of the Youth Engagement Strategy, a budget amendment will be required to establish a new capital project in the amount of \$287,600 to fund the strategy's 2025/2026 temporary staffing requirements. This will be funded from Reserve #4 via return of funding from capital projects 221542-001 – Land Acquisition – Due Diligence and 231542-001 – Land Acquisition – Due Diligence.

	Amount	Funding Source
221542 – Land Acquisition – Due Diligence	\$207,057	Reserve #4
231542 – Land Acquisition – Due Diligence	\$80,543	Reserve #4
Total Budget	\$287,600	

Future resource requirements for ongoing implementation of the strategy are estimated at \$379,700 for the 2027–2029 period and will be brought forward for the Mayor's consideration through the respective annual budget processes.

2027 Staff Request – Advisor	\$143,000
2028 Staff Request – Coordinator	\$117,200
2029 Staff Request – Coordinator	\$119,500
Total Future Staff Requirements	\$379,700

In addition, sufficient funding has been identified within the Strategic Services & Initiatives Division's existing budget to support anticipated total operational costs of approximately \$53,000 for initiatives related to the Youth Engagement Strategy through to Phase 3 (2030).

Other Implications:

Communications Implications –

Staff is collaborating with Strategic Communications to develop a comprehensive communications and engagement plan aimed at raising awareness of the new strategy and supporting its successful implementation and rollout.

STRATEGIC FOCUS AREA:

The City of Brampton 2026-2030 Youth Engagement Strategy aligns with the Strategic Focus Areas of Health and Well-Being, Culture & Diversity, Growing Urban Centres & Neighbourhoods, Environmental Resilience and Sustainability and Government and Leadership. The initiatives and actions in the Strategy focus on supporting youth citizens' mental health and well-being, removing barriers to employment and ensuring diversity in hiring practices, promoting employment opportunities and environmental sustainability efforts, driving public engagement and participation and elevating performance and service standards.

CONCLUSION:

The Youth Engagement Strategy highlights the need for the City of Brampton to increase youth representation, improve communication and outreach tailored to young people, and strengthen connections to youth-focused programs. The Strategy promotes health and well-being, addresses employment barriers, and encourages youth involvement in environmental sustainability initiatives. These efforts aim to empower the next generation and foster a more inclusive, resilient community. Staff is seeking approval of the Strategy's findings and the proposed next steps for advancing its key priorities.

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Attachments:

- Attachment 1 – City of Brampton 2026-2030 Youth Engagement Strategy