

REVIVE



BRAMPTON

YOUTH ENGAGEMENT STRATEGY | 2026-2030

Council Presentation

June 4, 2025

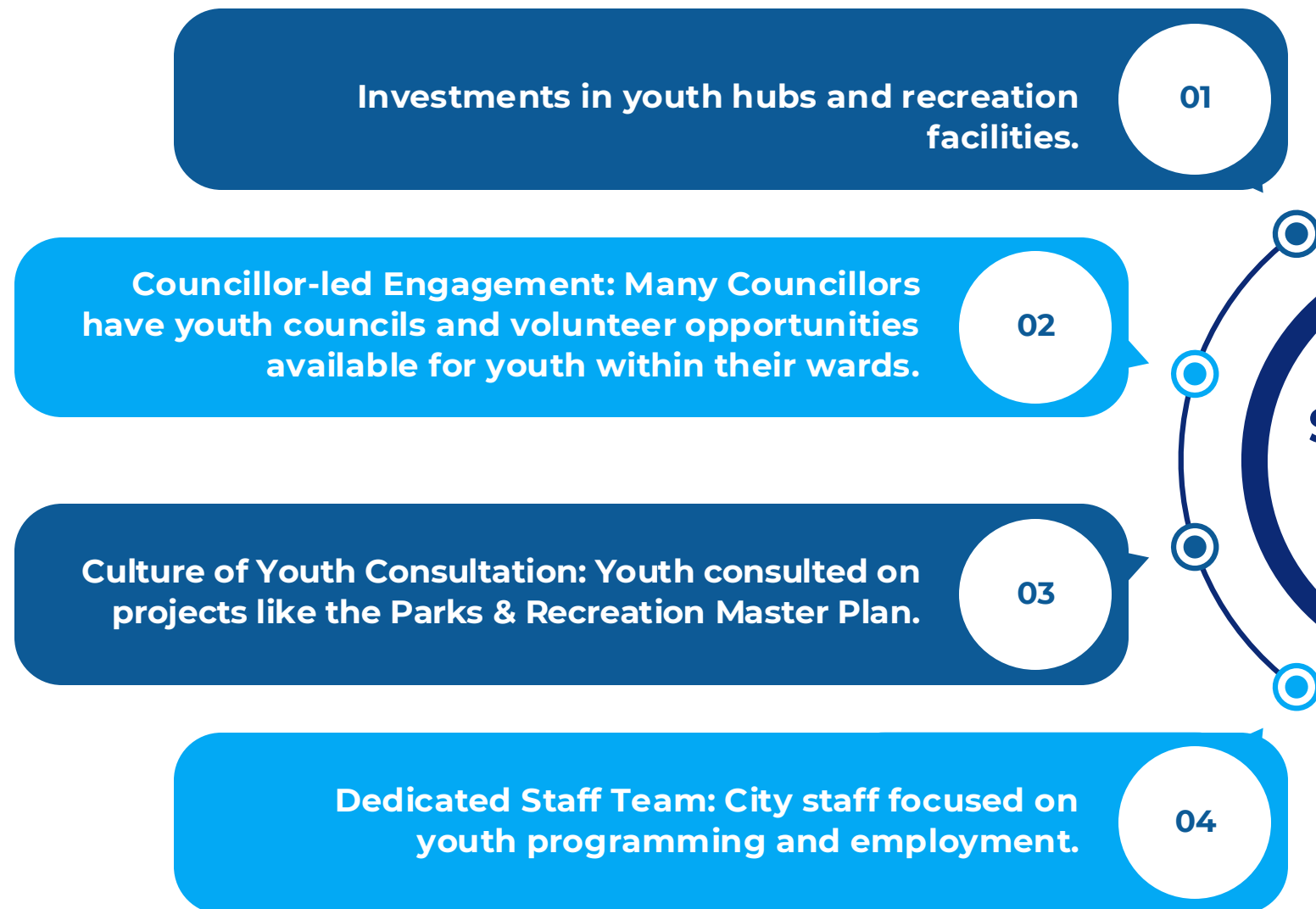
YOUTH ENGAGEMENT (2016-2024)

- **Brampton's Youthful Identity:** Brampton is one of Canada's youngest and most vibrant cities, with 23% of its population aged 14 to 29 in 2021.
- **Evolving Youth Priorities Post-COVID-19:** Youth have identified a significant shift in youth priorities since the COVID-19 pandemic, with mental health, housing, and inclusion emerging as critical focus areas.
- **Extensive Youth Service Ecosystem:** Brampton is supported by a robust network of youth programs and services delivered by a diverse mix of providers. The growing youth ecosystem creates a strong foundation for cross-sectoral collaborations to address youth priorities effectively.
- **Youth Programs & Initiatives Section:** The City of Brampton established a dedicated team in the Office of the Chief Administrative Officer to support youth engagement and employment initiatives. This team engages with youth in the community and those employed by the City.

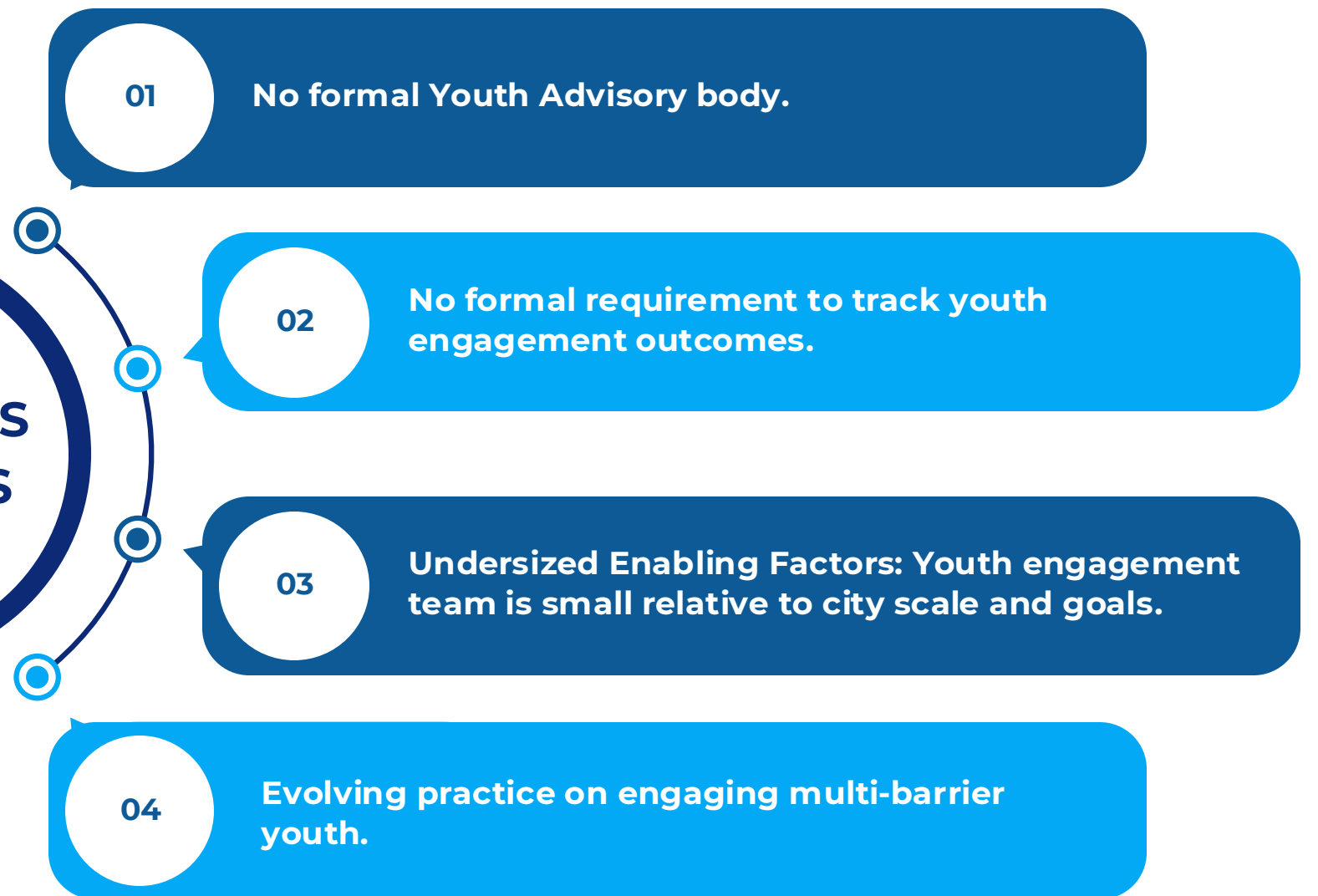


YOUTH ENGAGEMENT IN BRAMPTON:

STRENGTHS



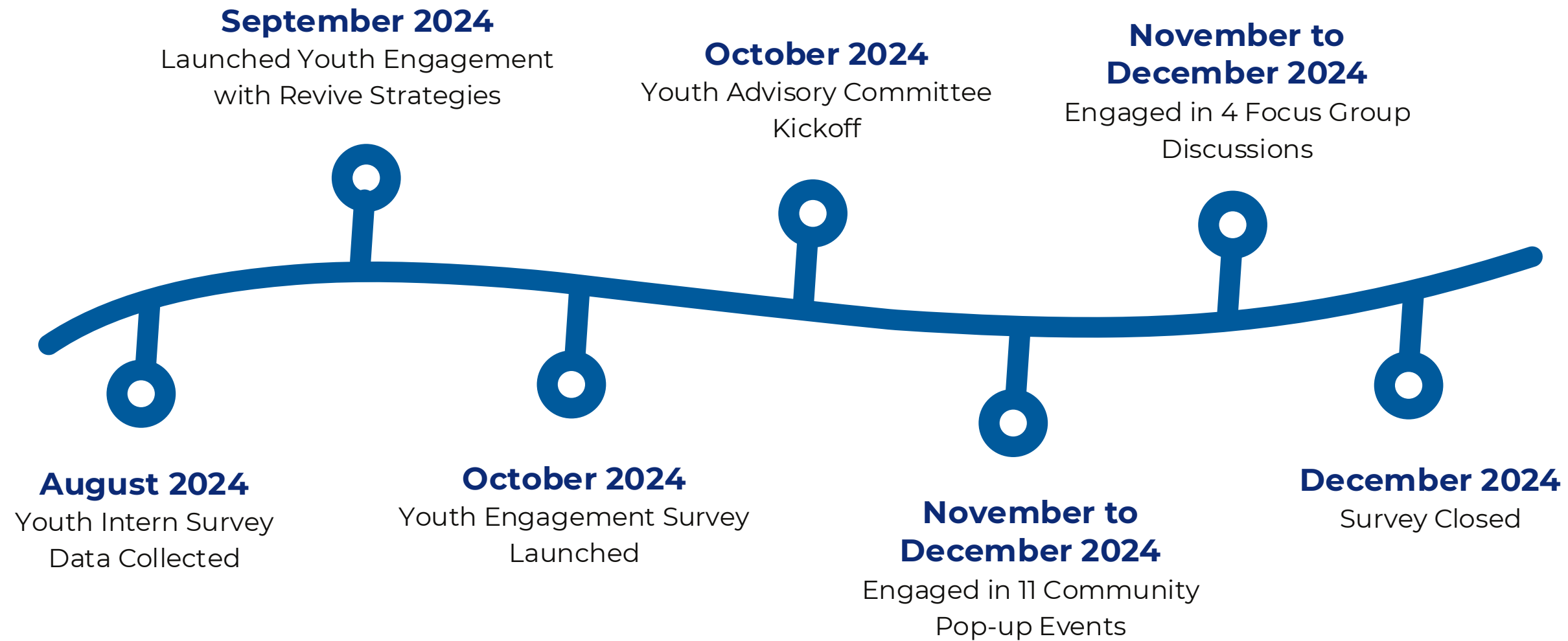
GAPS



YOUTH ADVISORY BODY

Municipality	Do they have a Youth Council/Cabinet?
City of Toronto	Yes
City of Mississauga	Yes
City of Hamilton	Yes
City of Markham	Yes
City of Kitchener	Yes
City of Orangeville	Yes
City of Brampton	No

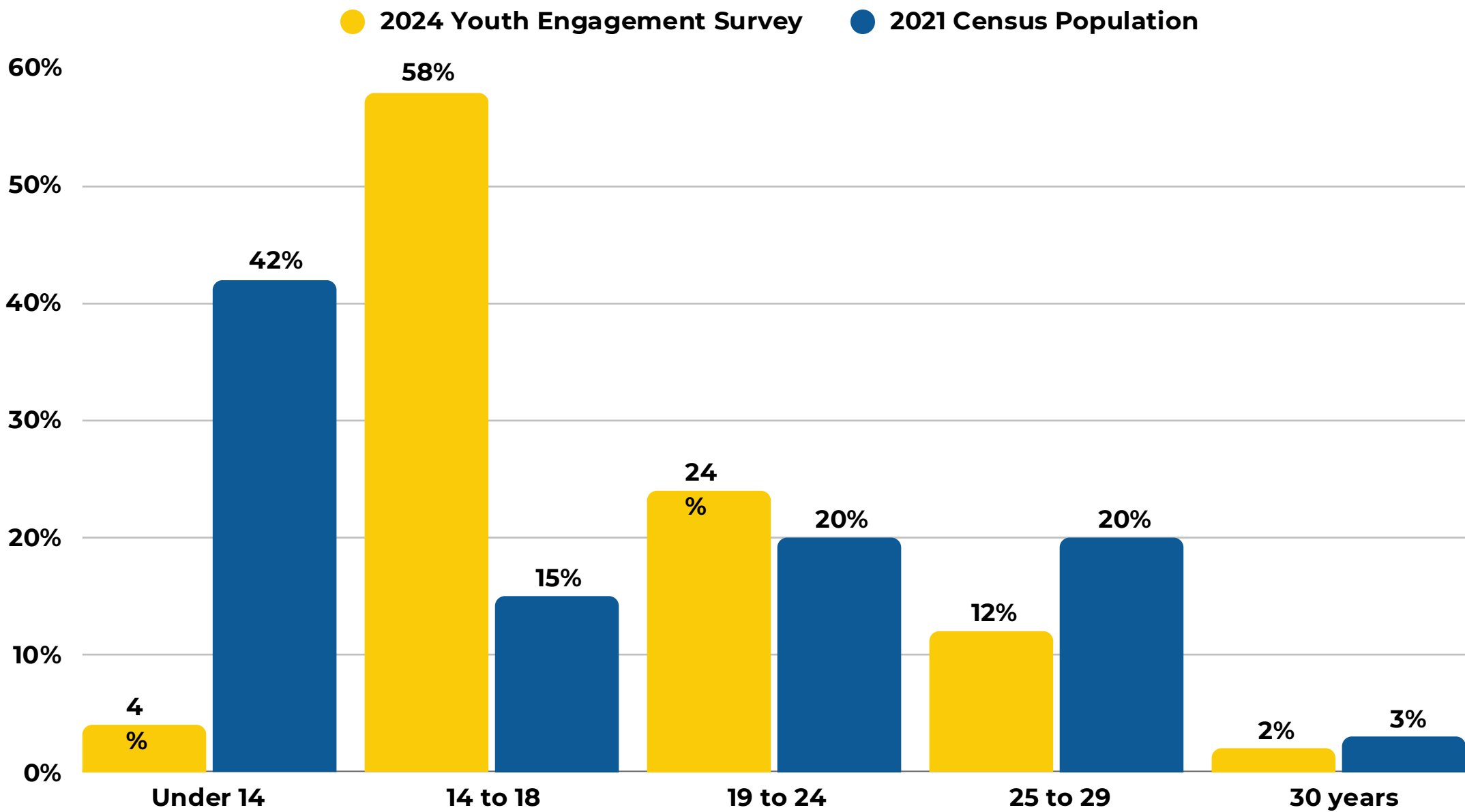
YOUTH ENGAGEMENT STRATEGY TIMELINE



To arrive at the
recommended YES,
over 1200 youth
participated in the
youth engagement
process.

YOUTH DEMOGRAPHICS

AGE DISTRIBUTION OF BRAMPTON'S YOUTH: 2024 SURVEY VS. 2021 CENSUS (30 & UNDER)



**YOUTH
INTERN
SURVEY**



**YOUTH
ADVISORY
CIRCLE**



**COMMUNITY
POP-UP
EVENTS (11)**



**YOUTH
FOCUS
GROUPS (4)**



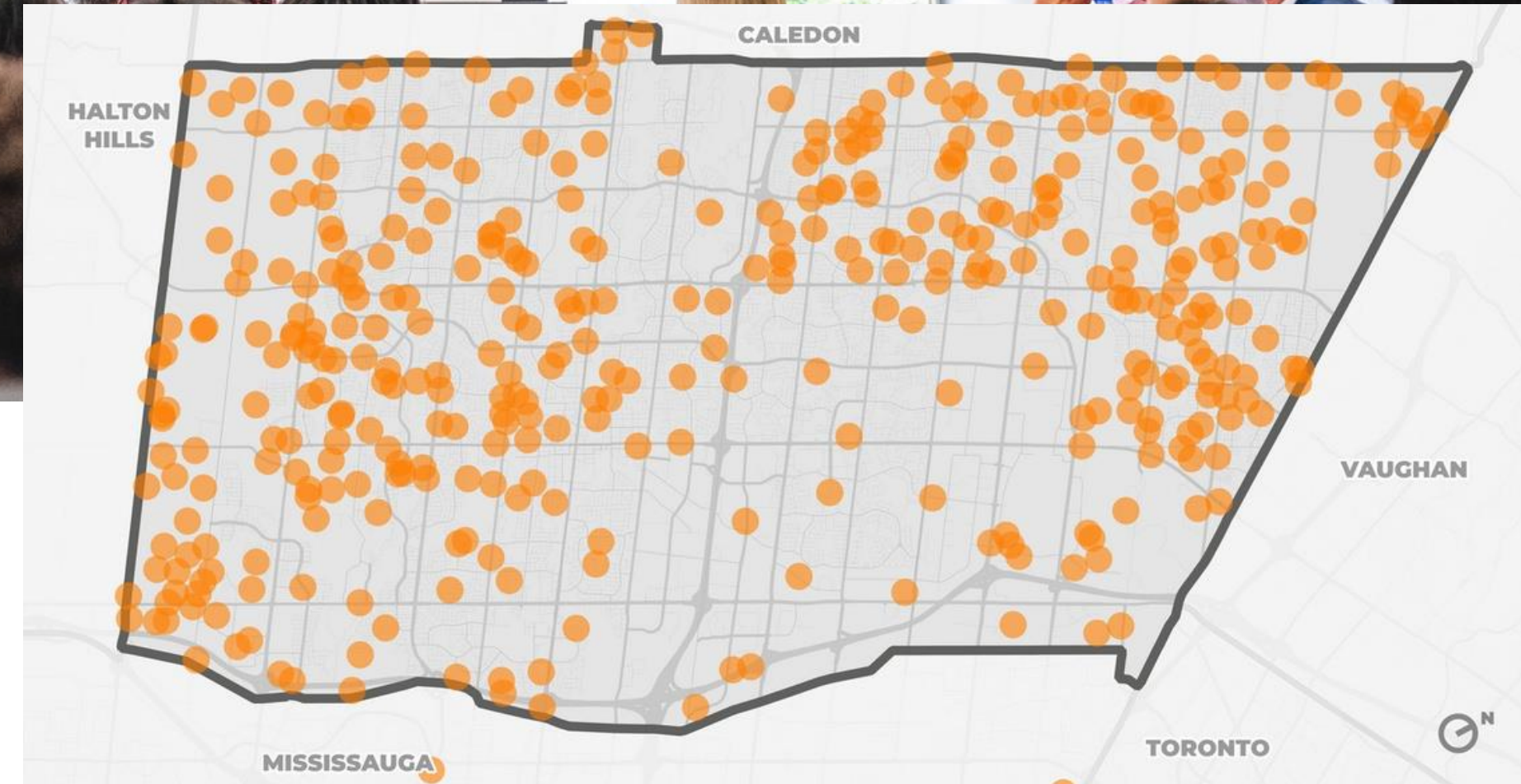
**YOUTH
ENGAGEMENT
SURVEY**



**SOCIAL
MEDIA
CAMPAIGN**

THE SURVEY HAD FOUR KEY GOALS:

- Understand how young people want to be involved in the municipal decision-making process.
- Identify the specific priorities of youth aged 14 to 29.
- Explore effective mechanisms for youth to engage with the City of Brampton.
- Discover how youth can advocate for municipal causes that are important to them.



Youth Engagement Survey Coverage In Brampton

Prepared by Untitled Planning
Data Source: Statistics Canada (2021), Revive Strategies

0 2.5 5 km



YOUTH FEEDBACK

**“Youth need more safe spaces to gather, meet mentors,
and be ourselves without judgment or barriers.”**

[Youth Focus Group Participant]

**“Young people are asking for more than just
announcements or information. They want to be a part of
the conversation, not just recipients of a message.”**

[Youth Advisory Circle Member]



YOUTH FEEDBACK

“Youth need more support in understanding how to transition from school to a stable career. We need workshops, training, and mentorship to help us navigate these steps.”

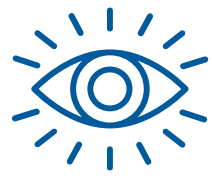
[Youth Advisory Circle Member]

“Youth need more support in understanding mental health, especially when the resources aren’t easily accessible or culturally sensitive. We need more opportunities to talk about mental health openly.”

[Youth Advisory Circle Member]

WHAT WE ARE TRYING TO ACHIEVE

VISION – CREATE A CITY WHERE YOUTH BELONG, CONTRIBUTE, AND THRIVE



Built with youth feedback, the Youth Engagement Strategy envisions a Brampton where every young person is recognized as an active shaper of their community and is empowered to make a meaningful impact through civic engagement, leadership, and community service.

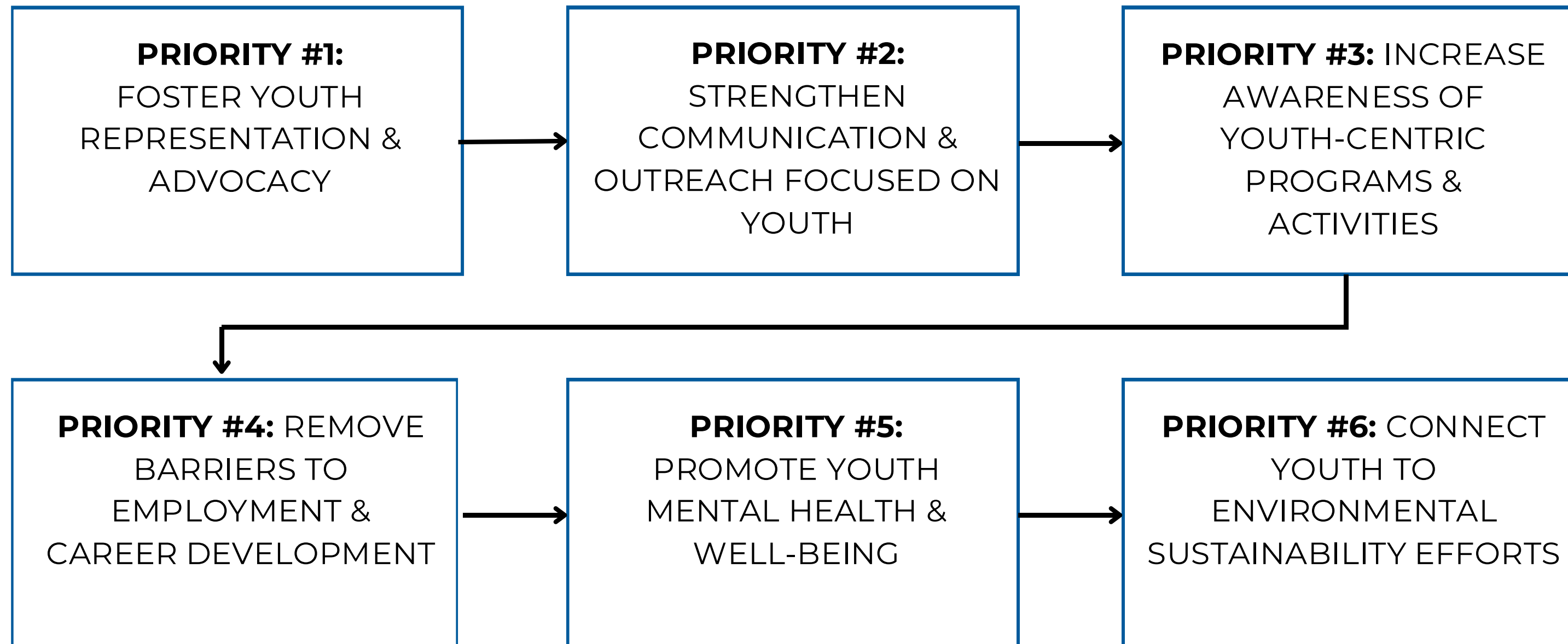
MISSION – AN EMPOWERED FUTURE FOR YOUTH – WITH PRIDE, PURPOSE, AND BELONGING



The Youth Engagement Strategy seeks to empower Brampton's youth to actively shape their city by fostering meaningful partnerships, prioritizing well-being, and creating pathways to engage, lead, and give back through advocacy, civic participation, and leadership development.



PRIORITY THEMES



IMPLEMENTATION SCHEDULE

PLANNING & DEVELOPMENT (2024-2025)

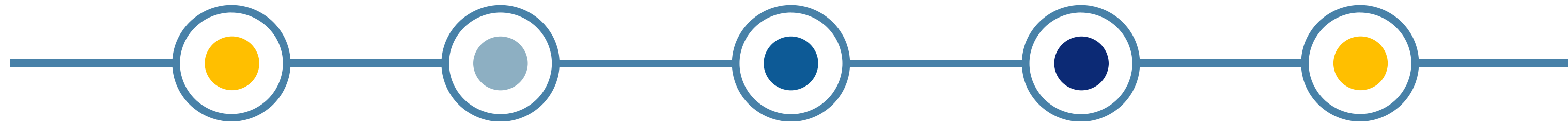
Develop Youth
Engagement Survey &
community consultations

PHASE 2 (2028-2029)

Expand engagement
programs &
employment pathways

NEXT STEPS (2030-2031)

Monitor, evaluate
& prepare for
Strategy 2030+



PHASE 1 (2026-2027)

Establish Youth
Cabinet &
enhance
communication

PHASE 3 (2030)

Sustain long-term
impact & integrate
into City governance



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