

Attachment L: 2026 Outreach and Communications Plan

The following are highlights of our community outreach and engagement efforts:

- Winter Walk Month – For Winter Walk Month, throughout February 2026, the City supported a social media campaign focused on the physical, environmental and mental health benefits of walking. The campaign was particularly focused on students and families, particularly the messaging for Winter Walk Day on February 4th. The campaign emphasized the importance of remaining active year-round and. It encouraged people to participate in an international campaign/event, explore Brampton, and engage with their community.
- Brampton Go Green Festival – The City is supporting a Community Ride and outreach and educational programming for cycling and active transportation more broadly at the 2026 Brampton Go Green Festival in June 2026. The City will support a Community Ride to the event and other outreach initiatives at the event and serve as a presence at the event.
- Community Rides – In collaboration with ATAC, the City is hosting and planning Community Rides programming from May to October 2026. The City is hosting collaborative rides, or additional rides/programs with Environmental Planning
- Community Programming Collaboration – Pursuing hosting walking and cycling workshops with different community organizations, including a spring workshop with Credit Valley Conservation (CVC), City Environmental Planning, and the Different Spokes Bike Hub.
- Community Walk Programming – As a part of work to enhance outreach and education for advancing walking, cycling, and micromobility, Active Transportation is pursuing partnerships with different City departments, including the Equity Office, Public Art, Tourism and Events, Brampton Public Library, and Downtown Revitalization, to support community walk programming during the summer and fall season, to encourage local engagement in active transportation.
- Outdoor Adventure Show - Organized and staffed a 3-day Outdoor Adventure Show with 16 committee members and Bike Brampton volunteers, along with City staff interacted with 712 attendees from 91 communities from Pond Inlet, Nunavut to Warton, Ontario. The event promoted Bike the Creek, Community Rides, and bike hub programming.
- Esker Lake Trail Wayfinding Project – As a part of the 2026 work on the pilot, signs, including trailhead signs will be installed, and considering the enlargement of current signs along the trail, based on the community feedback we've received. This year, we plan to order and install the signs, and after installation, we plan to consult with the community again to gather their feedback on the signage. We hope to similarly highlight the wayfinding capabilities of other trails in the City by piloting this initiative. Walktober- There are plans for a social media campaign for Walktober 2026, and International Walk Day on Wednesday, October 7th. The campaign will highlight the benefits of walking and how walking

- Bike to school week – The Region of Peel conducted Bike to School Week in 2025 from May 26 through June 27, 2025, to celebrate cycling in Peel, with schools being able to select their preferred week. The Region provided participants in Bike to School Week packages while supplies lasted. 67 Brampton schools registered for the 2025 season.