

Date: 2021-04-21

Subject: **Downtown Town Hall Community Engagement**

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Report Number: Corporate Support Services-2021-582

Recommendations:

That the report titled **Downtown Town Hall Community Engagement, all wards, report # I 51 / 2020** to the Committee of Council Meeting of Wednesday, May 12, 2021, be received.

Overview:

- The City hosts Tele Town Halls to share key updates and gather community input on a variety of key City initiatives, programs and priorities.
- Tele Town Halls are an accessible, efficient and effective way to gather information from the largest possible number of residents while sharing key updates that affect their daily lives.
- Residents, businesses and stakeholders who participate in Tele Town Halls all play a critical role in providing feedback that helps City staff and Elected Officials make informed decisions on building a City that reflects the needs of its community.

- **As of 2021, Council approved \$275M in continued investment and projects for Downtown Brampton (\$80M has been spent already) on key priorities that matter most to residents and business owners, including transportation, road and building improvements, infrastructure maintenance, innovation district projects, safety, enforcement, emergency initiatives, environmental enhancements, and postsecondary partnerships.**
- **To facilitate meaningful dialogue with the community and outline the investments that have been made, the City's Community Engagement team conducted a Downtown Town Hall on April 8, 2021, from 6:30 pm to 8 pm.**

Background:

The City of Brampton strives to effectively communicate with and engage Brampton residents, to build trust, make more informed decisions, and share key updates on City services, programs and Term of Council Priorities.

Since 2018, multiple projects, initiatives, and investments have been made in downtown Brampton. A breakdown of the investments by Term of Council Priority and by project can be found in Appendix 1.

These investments will play a critical role in supporting local economic growth and the City's recovery from the COVID-19 pandemic and to keep the public updated on these key developments, the City hosted a Tele Town Hall on April 8, 2021, from 6:30 to 8:00 pm, with City Staff, Members of Council representing downtown Wards 3, 4, 1 and 5, and the Mayor.

The City shared the event on the City's corporate social media channels through organic posts and there were no additional expenses associated with the promotion of the event.

Residents had the opportunity to register online to receive a call from the vendor for the Town Hall. The vendor's dial-out calls twice in the event that a resident missed the first call. The Tele Town Hall's audio livestream was also available online and promoted on social media for those who wished to participate through this channel. Any resident could access the event while in process, through these means.

Current Situation:

On April 14, staff received an information request from Council to provide additional details around participation, promotion and cost for the community engagement event.

Additional details are outlined below:

- **# of Residents called:** 102,454 residents were called on both home and mobile lines.
- **# of Participants:** 10,383 Brampton residents participated in the Town Hall. Based on residents general interest in the downtown, the call went out to all Brampton residents, not just those living in the downtown Wards.
- **Discussion Topics:** Updates and discussion regarding a number of topics took place, including: By-law Enforcement Updates, Events and Tourism, Planning, Riverwalk, Social Services, Roads, and BramptonU. A full list of questions asked is included in Appendix 2. Please note not all could be answered live and follow-up was completed afterwards as required.
- **Town Hall Cost:** The cost of the Downtown Town Hall was \$19,500. This fee includes call list management, costs for dial-out to 102,452 lines, and night of technical platform support.

Corporate Implications:

Financial Implications:

The City used an existing vendor to support the downtown town hall at a cost of \$19,500 through the Strategic Communications, Culture and Events operating budget.

The Town Hall was promoted on corporately owned social media channels at no additional cost.

Term of Council Priorities:

Engaging the community and facilitating meaningful dialogue with residents, businesses, and stakeholders is foundational to being a *Well-Run City*. This information enables Council and Staff to consider ways to enhance or adjust project delivery, customer service and communication.

Through Tele Town Town Halls like the April 8 event, residents are kept apprised of Council's critical work on Term of Council Priorities – including progress on Riverwalk, Transit, Community Safety, and Post-Secondary Education, showcasing how Brampton is a *City of Opportunities*.

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Attachments: Appendix 1
 Appendix 2