

# Brampton Grow Green Webpage Renovation



# Brampton Grow Green **Webpage**

- [www.brampton.ca/growgreen](http://www.brampton.ca/growgreen)
- Key platform for making information publicly available
- Website was recently renovated to:
  - update content
  - modernize appearance
  - improve user experience
  - standardize/align webpages
  - ensure accessibility
- Guided by feedback on the previous webpage provided by the Engagement & Outreach Subcommittee



# Recommendations from Engagement & Outreach Sub-committee

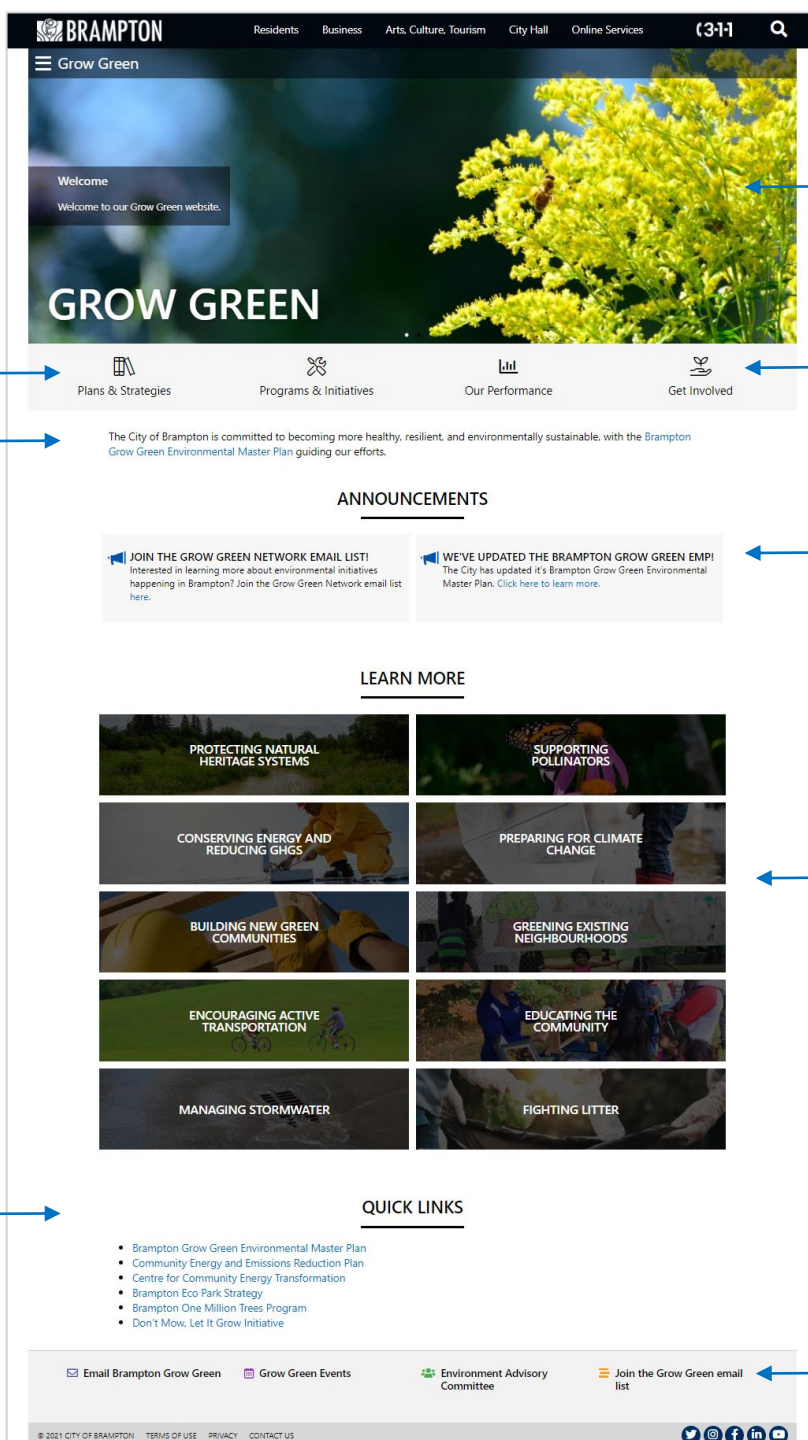
Engagement & Outreach Sub-Committee reviewed previous webpage(s) and provided feedback to inform website refresh, such as:

1. Include short intro statement about the Brampton Grow Green EMP at the top of the homepage
2. Move away from structuring the webpages around People, Air, Water, Land, Energy, Waste
3. Structure webpages so that users can find answers to the following questions:
  - a. Why is environmental sustainability important?
  - b. What is the City of Brampton doing?
  - c. What are the key documents?
  - d. How is the city performing?
  - e. What resources are available to me?
  - f. How can I get involved?
4. Create easy access to performance metrics
5. Include an Announcements section on the homepage
6. Provide clear lists of relevant plans and programs
7. Make the Grow Green Calendar, Canvas of Environmental Initiatives, and Email Grow Green buttons more visible

# Prioritizes a User Perspective

Buttons to key info  
Immediate intro to EMP

Quick links to popular projects



Scrolling banner to highlight important messaging

Clear access to ways to get involved

Announcements section

Organized around important environmental topics

Access to calendars, contact info, mailing list



# Reduces Number of Clicks to [Access More Details](#)



BRAMPTON  
Residents Business Arts, Culture, Tourism City Hall Online Services 3-1-1

Grow Green

## PROTECTING NATURAL HERITAGE SYSTEMS

**What is the Natural Heritage System?**

The Natural Heritage System (NHS) is the network made up of Brampton's natural features and areas, including woodlands, valleys, wetlands, lakes, rivers, streams, ponds, and meadows. The NHS provides benefits and vital services to the City and its residents, such as cleaning our air and water, maintaining biodiversity, reducing flooding, providing recreational opportunities, and absorbing and storing greenhouse gas (GHG) emissions.

Brampton's NHS is widely accessible through trails and parks where residents can enjoy the physical and mental health benefits of connecting with nature.

**Brampton's Natural Heritage System**



# Uncluttered Design Quickly Connects Users to Information



The City has a range of plans and strategies that set out goals, objectives, actions, and targets to help make Brampton more sustainable and resilient.

- [Brampton 2040 Vision: Living the Mosaic](#)
- [City of Brampton Official Plan](#)
- [Brampton Grow Green Environmental Master Plan](#)
- [Community Energy and Emissions Reduction Plan](#)
- [Corporate Energy and Emissions Management Plan](#)
- [Transportation Master Plan](#)
- [Active Transportation Master Plan](#)
- [Parks and Recreation Master Plan](#)
- [Natural Heritage and Environmental Management Strategy](#)
- [Natural Heritage Restoration Program Strategy](#)
- [Brampton Eco Park Strategy](#)
- [Brampton One Million Trees Strategy](#)



The City of Brampton has a wide range of current programs and initiatives that support that goals and targets of the Brampton Grow Green Environmental Master Plan, and illustrate leadership in environmental, social, and economic sustainability.

- [Adopt-a-Park Program](#)
- [Advance Brampton Fund \(Green City Stream\)](#)
- [Backyard Garden Program](#)
- [Brampton One Million Trees Program](#)
- [Brampton Transit iRide Program](#)
- [Cleanup Program](#)
- [Community Gardens Program](#)
- [Don't Mow Let it Grow Initiative](#)
- [Electric Bus Pilot Program](#)
- [Grow Green Network](#)
- [Lighthouse Program](#)
- [Natural Heritage Restoration Program](#)
- [Naturalization Program](#)
- [Our Ecosystem, Our Home, Our Responsibility Campaign](#)
- [Parks Environmental Education Program](#)
- [Stormwater Management Charge](#)
- [Sustainable Neighbourhoods Action Program](#)
- [Sustainability Metrics for New Developments](#)

# Actively Offers Users Education and Engagement Opportunities

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## GET INVOLVED

We all have a role to play in creating a greener Brampton. Participating in environmental programs and events allows you to try new activities, learn new information and skills, and meet new people.

Due to the COVID-19 pandemic, in-person events and programs have been put on hold.

### Event Calendars

- City of Brampton events calendar (environmental events will be noted under the Grow Green category)
- Toronto and Region Conservation Authority events calendar
- Credit Valley Conservation events calendar

### Ongoing Programs

- Parks Cleanup Program
- Adopt-a-Park Program
- Community Gardens Program
- Tree Planting Programs

### Public Meetings

- Environment Advisory Committee
- Centre for Community Energy Transformation

Join the Brampton Grow Green Network [email list!](#)

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## RESIDENTS

Brampton residents play a critical role in improving Brampton's energy efficiency and reducing overall GHG emissions. Transportation accounts for 60% of Brampton's GHG emissions and energy costs and homes and building account for around 20%. Many of the changes needed to meet our Community Energy and Emission Reduction Goals rely on the everyday decisions made by residents. To achieve success, changes in our daily habits and everyday decisions needs to be championed and implemented.

### CEERP BENEFITS TO RESIDENTS

- Lower Energy Costs**
- Protecting Your Family's Future**
- Cleaner Air**
- Better Homes and Communities**

### HOW CAN I HELP?

**Transportation:** Change your transportation habits: walk, cycle, transit or carpool to work and for daily errands.

- Invest in fuel efficient, low carbon or electric vehicles

**Home**

- Purchase energy efficient appliances such as those certified with Energy Star
- Arrange for your EnerGuide Home Evaluation
- Undertake home energy retrofits
- Make smart decisions: unplug unused electronics, hang your laundry to dry, grow your own food or buy local etc.
- Buy local and "green" products and support environmentally sustainable businesses
- Get involved in your community: join a local environmental organization, plant trees and native gardens, adopt a park, organize or participate a green event, and celebrate and support the actions of leaders who strive to address climate change.

### OPPORTUNITIES

#### Energy Rebates, Financing and Opportunities

**For Transportation**

- Federal Rebate for Electric Vehicles
- Peel Affordable Transit Program
- Brampton Resident Senior Reduced Fares

**For the Home**

# Give Us **Your Feedback**

- Explore the site
- Provide us with feedback
- Share the website with your contacts



Thank you!

