

Natural Heritage System Communication Plan

& Social Media Strategy

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WHY IS THIS PLAN NEEDED?



- Brampton's Natural Heritage System (NHS) is a network of conservation lands and waters, including woodlands, valleys, wetlands, lakes, rivers, streams, ponds, and meadows
- The COVID-19 pandemic has made it increasingly important for people to connect with and protect nature
- The Communication Plan outlines objectives, target audiences, and tactics to support awareness, engagement, and stewardship of Brampton's natural legacy
- Environmental Planning staff will collaborate with the Stormwater Management and Parks staff to execute the plan



TARGET AUDIENCES



Youth



Businesses



New residents



Community groups



Homeowners



Engaged residents

OBJECTIVES

Core Message: Brampton's NHS is our legacy that should be protected for future generations

01. To raise awareness among Brampton residents of what the Natural Heritage System is through a city-scale social media campaign
02. To inform about the economic, social, and environmental services of the NHS through community outreach on a neighborhood-scale
03. To empower residents to maintain and enhance the NHS through education and stewardship programs
04. To attract visitors to the NHS



SURVEY



To measure how informed people are of the NHS

What does the term “natural heritage” mean to you?
How have you learned about the NHS in the past?
How do you want to learn about the NHS in the future?



To measure how residents relate and engage with the NHS

Where do you most frequently go to engage with nature?
Why do you visit these locations?
What do you typically do when you are there?
What barriers do you face that stop you from visiting the NHS?



To determine residents’ priorities on the NHS

What is important to you when it comes to protecting, maintaining, and enhancing the NHS?

ACTIONS

Objective 1: To raise awareness among Brampton residents of what the Natural Heritage System is through a city-scale social media campaign.

No.	Action	Description
1.1	Survey	Develop a survey to gauge residents' awareness level of the NHS and areas of improvement for outreach. Collaborate with Stormwater Management and explore opportunities for translated versions to reach representative audiences in Brampton. Repeat every 5 years.
1.2	Social Equity	Map all current City environmental initiatives, including Parks and Stormwater Management, and identify any trends based on high- and low-income neighborhoods to ensure equitable delivery of environmental programs.
1.3	Nature Guide	Develop a City-wide Nature Guide that details the types of NHS features in the City (e.g. woodland, valley land) and specific locations for residents to visit those types of features.
1.4	NHS Webpage and sub-webpages	Develop a webpage for the NHS that includes links to all other online content created (e.g. map, nature guide, etc.) and resources offered by partners (e.g. CA's).
1.5	NHS Map	Create a user-friendly, labelled, conceptual map of the NHS in collaboration with GIS to help residents understand where they are and the NHS features around them.
1.6	Geo Hub NH Restoration map	Continue to update the GeoHub NH Restoration map and explore ways to make it more accessible and easy to find to residents.
1.7	Social media posts	Advertise NHS areas to visit and resources and materials related to the NHS.
1.8	Home owners Guide	Create a guide for property owners highlighting how to co-habitat with NHS, care for the City's NHS near their property, and identify the terrestrial and aquatic flora and fauna areas/trails to go to enjoy near them.
1.9	Asses NHS signage	Evaluate signage at public NHS areas for improvement to include more information. Explore the opportunity to add Indigenous land acknowledgements to City park signs with Parks and Corporate Communications.
1.10	Data Collection	Collect data on engaged residents to add to a mailing list (e.g. Grow Green Network) for future events and outreach.
1.11	Projects Webpage	Work with Stormwater Management to create a public-friendly webpage that provides status updates for planned, ongoing, and complete projects.

ACTIONS

Objective 2: To inform about the economic, social, and environmental services provided by the NHS through community outreach on a neighborhood-scale.

No.	Item	Details
2.1	Consultation	Consult identified community groups to gauge interests, barriers, and needs for development of targeted toolkits and targeted nature guide from Actions 2.2 and 2.3.
2.2	Targeted Nature Guide	Adapt the general City-wide Nature Guide from Action 1.2 for specific community groups such as schools, faith-based groups, partners, newcomer centers, etc.
2.3	Targeted tool kits	Create activity toolkits that complement the Nature Guide to be distributed to community groups such as schools, faith-based groups, partners, newcomer centers, etc.
2.4	New residents' Program	Explore opportunities for local multicultural centers and/or libraries to provide workshops/day programs for new comers to familiarize themselves with the NHS and become comfortable in nature
2.5	Story Map	Develop an NHS story map on the Brampton GeoHub story maps website to share the history of natural heritage features and incorporate material from community engagement (e.g. pictures).
2.6	Social Media Posts	Create social media posts to “spotlight” specific natural heritage areas or neighborhoods and promote resources specific to those areas.
2.7	Neighborhood outreach	Deliver outreach material to neighborhoods through tactics such as mail cards, door hangers, and signage.

ACTIONS

Objective 3: To empower residents to maintain and enhance the NHS through education and stewardship programs.




No.	Item	Details
3.1	Community Event Outreach	Engage established partners and engaged residents to attend City stewardship events and other organizations' events.
3.2	Student Volunteers	Develop a program to allow high school students to complete their required volunteer hours through stewardship events.
3.3	Signage Strategy	Implement signage improvements to help wayfinding in NHS areas and install prominent project signs during ongoing projects.
3.4	Economic Development team	Inquire about Economic Development's program with businesses and distribute NHS communication and stewardship opportunities.
3.5	Stewardship Events	Host annual/bi-annual stewardship events with the new comer center (Brampton Multicultural Community Centre) and/or schools.

Objective 4: To attract visitors to the NHS.

No.	Item	Details
4.1	Paid articles	Partner with popular tourism blog such as BlogTO and Narcity to write articles about top NHS areas to visit.
4.2	Advertisement	Explore opportunities for paid advertisements on social media and local tourism websites to promote NHS areas.

SOCIAL MEDIA STRATEGY

OBJECTIVES

-  To identify advocates by leveraging the existing network of environmentally-focused organizations, residents and staff
-  To develop a clear, concise and powerful message that promotes environmental stewardship
-  To equip advocates with a message and materials to inspire action among their own networks

OVERVIEW

The Strategy outlines a weekly social media posting schedule for social media (Facebook, Instagram, and Twitter) that follows monthly themes consisting of the 6 Environmental Master Plan goals.



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HOW CAN BEAC HELP?

Provide Feedback

- Let us know what you think about the Communication Plan

Amplify Message

- Share communications among your own networks to amplify posts, newsletters, outreach materials, events, etc.

Integrate Outreach Efforts

- Include this Plan into the outreach efforts of the Engagement/Outreach Sub-committee and Events Sub-committee for the next 18 months
- Help develop outreach materials, coordinate and attend events, and build relationships with community groups

Thank you!

Questions or comments?

