

Natural Heritage & Stormwater Survey

Jessica Yadav, Environmental Planning
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NATURAL HERITAGE SYSTEM COMMUNICATION PLAN



- 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 Communication Plan outlines objectives, target audiences and tactics to support awareness, engagement, and stewardship of Brampton's natural legacy.
- The COVID-19 pandemic has made it increasingly important for people to connect with and protect nature.
- **The Natural Heritage and Stormwater Survey was an action identified in the Communication Plan.**



SURVEY OBJECTIVES



To measure how informed residents 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?

HOW CAN BEAC HELP?

Representatives needed at the Farmer's Market and Bikes in Brampton roadshow to:

- Hand out postcard slips with QR code and link to survey, provided by City
- Encourage people to fill out the survey (blurb about survey provided by City)
- Answer any questions people may have



HOW CAN BEAC HELP?

Representatives needed at the Farmer's Market (x2 volunteers for each date)

- Saturday, August 21st
- Saturday, September 18th
- Saturday, October 9th

Farmers Market shifts:

7am – 10am

10am – 1pm

Representatives needed at Bikes in Brampton roadshow (x1 volunteer for each date)

- Sunday, September 5th – Chris Gibson Park
- Sunday, September 19th – Chinguacousy Park
- Sunday, September 26th – Knightsbridge Park

Bikes in Brampton shifts:

3pm – 6pm

HOW CAN BEAC HELP?

To sign up for a volunteering slot by Friday, August 13th, please contact:

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Environmental Planning Student
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Please remember to include the date and location that you would like to sign up for in your email.

Thank you!

Questions or comments?

