

Date: 2021-01-20

Subject: BramptonU Update

Contact: Gurdeep Kaur, Director, Corporate Projects, Policy & Liaison, gurdeep.kaur@brampton.ca, 905-874-3694

Recommendations:

1. That the report from Gurdeep Kaur, Director, Corporate Projects, Policy & Liaison dated January 20, 2021 re: BramptonU update be received.

Overview:

- This report serves to update the Mayor and members of Council on developments on BramptonU covering the time period June 2020 – January 2021

Background:

On September 25, 2019, City Council directed staff to proceed with steps towards developing and establishing a University in the City of Brampton. City Council requested that organizations be retained to undertake advocacy efforts in order to obtain confirmation of support for the establishment of a University in the City of Brampton and initiate work on potential University program offerings that reflect the types of identified and required skills in the future economy.

Mayor Brown and Brampton Councillors along with MPP Amarjot Sandhu and Minister Prabmeet Sarkaria hosted a teletown hall on December 13, 2019 during which over 14,000 Brampton residents participated. Polling during the teletown hall showed that 83% of participants felt it was very important that Brampton have its own university.

From December 5-11, 2019, Maintstreet Research conducted a telephone survey of a random sample of 1066 adults, 18 years of age or older, living in Peel Region. The survey revealed that 78% of Peel Region residents (79% among Brampton residents) say a university should be close to home and 80% of Brampton residents wants more online learning options. The two main types of degrees residents are looking for are professional (engineering, business, nursing, pharmacology) and technology based (IT, software engineering, environmental tech).

On April 20th, 2020 the City received confidential correspondence from the province regarding the BramptonU proposal and was requested to remain in the strictest of confidence while the province works towards the framework for its post secondary education expansion.

On July 24, 2020 the City released a preview of key strategic elements of its proposal for bringing a full accredited university to Brampton. The three chapters of the proposal that were made public highlighted how the envisioned BramptonU aligned with the Provinces updated Major Capacity Expansion Policy Framework. Through the media release the City was able to publically disclose many of the internationally renowned educational institutions we have been in discussions with for potential partnerships including The London School of Economics and Political Science, Queen Mary University of London, D2L and The University of Guelph-Humber.

The City has also continued to support existing post secondary institutions as highlighted below:

Ryerson

- The G. Raymond Chang School of Continuing Education at Ryerson University offers innovative courses at the City Hall West Tower site
- June 2019 - **\$5M over 5 years (2019-2023 - \$1.3M included in 2021 budget)** - Cyber Secure Catalyst in partnership with Ryerson, Government of Canada, RBC, and Rogers Communications.
- January 2020 - **\$5M over 5 years - \$425,000 in 2020** - Milestone agreement between City and Ryerson to establish Ryerson Innovation Zone

Algoma

- April 2019 - **\$575,000** - Grant to renovate space and upgrade the rear façade of 24 Queen St E
- August 2019 - **\$7.3 million over 3 years (\$2.4M included in 2021 budget)** - grant funding to facilitate a planned second phase expansion of Algoma University's academic programming and facilities within Garden Square.

Current Situation:

Stakeholder Engagement

In September 2020, staff coordinated with residents who have connected with the BramptonU project through the www.bramptonu.ca webpage to record short video clips of why they support BramptonU with support from Strategic Communications. Due to capacity limitations at City Hall, staff provided residents who responded to an initial call out with 15 minute time slots over two days to come in and record a clip following Covid-19 safety procedures. The purpose of the video is to show that the residents of Brampton support the City having a standalone university and we hope to schedule a release of the video in line with potential announcements from the Province.

Stakeholder Research Associates (SRA) has continued to build on stakeholder engagement, specifically with local businesses, to ensure there is awareness of the BramptonU project and to determine how local stakeholders might become further involved in the development of the university. Due to restrictions on in person gatherings, SRA coordinated a series of virtual workshops to obtain key strategic insights from employers and business owners on themes that were identified through initial one-on-one conversations. Additional workshops are scheduled to take place later this month. A briefing note on the workshops is included in the attachment to this report.

Prepared by:	Submitted by:
<hr/>	<hr/>
Gurdeep Kaur, Director, Corporate Projects, Policy & Liaison	David Barrick. Chief Administrative Officer

Attachments:

210120 BramptonU SRA Business Community Engagement Update