

Date: 2022-06-16

Subject: **Nurturing Neighbourhoods 2021 Program Update**

Contact: Razmin Said, Manager, Community Safety & Well-Being Office
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Report Number: Community Services-2022-663

Recommendation:

1. That the report from Razmin Said, Manager, Community Safety and Well-Being Office, dated June 16, 2022, to the Committee of Council Meeting of June 22, 2022, re: **Nurturing Neighbourhoods 2021 Program Update**, be received.

Overview:

- The 2021 Program was delivered virtually, with limited in-person engagements, in collaboration with internal City of Brampton staff, Toronto Regional Conservation Authority, Peel Regional Police, the Region of Peel, and Credit Valley Conservation.
- The 2021 Nurturing Neighbourhoods Program developed 15 virtual neighbourhood tours, which resulted in over 900 completed surveys, 450 online mapping tool comments, 3600 website visits, and 1100 residents engaged through in-person attendance at community engagement events.
- The Nurturing Neighbourhoods Program has secured corporate sponsorship from Enbridge Gas and Alectra Utilities, with increasing interest as organizations better understand the program and its outcomes.
- The Nurturing Neighbourhoods Program aims to evolve to capture the growth rate of Brampton by auditing new neighbourhoods.
- The Nurturing Neighbourhoods Program aims to create connected neighbourhoods by empowering residents to take civic action, address safety concerns, and raise awareness of municipal resources.

Background:

The Nurturing Neighbourhoods Program (NNP), as approved by Council May 2019 and recommended through the Brampton 2040 Vision, has conducted 41 neighbourhood audits since 2018. From June to October 2019, the NNP conducted 11 in-person neighbourhood audits across all 10 Wards in collaboration with partner agencies and city staff. In 2020, the program adapted to a completely virtual strategy due to COVID-19 restrictions and delivered 15 online neighbourhood audits across all 10 wards. Neighbourhood tours were video recorded and released to the public on a bi-weekly basis, highlighting neighbourhood gems and sharing relevant community information. The 2020 program engaged over 400 residents with over 400 completed surveys.

Current Situation:

In 2021, the NNP joined the Community Safety & Well-Being Office (CSWO) as a foundational initiative aimed at building awareness, improving safety, and empowering neighbourhood action. In accordance with COVID-19 safety measures, the 2021 NNP was offered through fifteen virtual neighbourhood tours. The virtual tours highlighted area gems, shared relevant community information and resources, and featured internal staff, members of Council and program partners.

2021 Neighbourhoods Visited

Royal Orchard	Heart Lake North	Norton Park	Bramalea N Section	Springdale
Downtown	Huttonville	Ridgehill	Bramalea H Section	Sandalwood East
Centre	New Springbrook	Fletchers West	River's Edge/ Castlemore Crossing	Vales of Castlemore

Collaborative Measures:

The Nurturing Neighbourhoods Program team continues to work collaboratively with the following external program partners:

- Region of Peel - Public Health (ROP)
- Toronto and Region Conservation Authority (TRCA)
- Credit Valley Conservation (CVC)
- Peel Regional Police (PRP)

The Brampton Sponsorship Team was able to secure corporate sponsorships for the program, with Enbridge Gas and Alectra providing \$5000 each, for a total of \$10,000 in sponsorship to

assist with resources. These partnerships and investments are a tribute to the value and success of the NNP.

2021 NNP Results

The NNP was adapted from the previous year to include partner and staff participation in the virtual tours, and in-person attendance at community engagement events throughout the season. Notable in person and virtual statistics for the 2021 program are captured below:

- Over 1100 residents engaged at in-person community engagement events
- 3600 total visits to the NNP website
- 500,000 total impressions reached through various social media posts

The digital mapping tool received over 450 comments from residents across the City. Residents pinned a location on the city map and provided feedback on what they love, wished to see improved, and wished was there. All 450 comments were collected and analyzed to identify actionable service requests; 39 service requests were sent to Service Brampton for action and resolution.

Through various engagements, it was evident that in-person events yielded more completed surveys than virtual outreach. A raffle contest was also promoted to encourage participation. The online survey gained over 900 completed entries, which were analyzed and used to inform various components of the 2022 NNP as well as the work of the CSWO. Results varied across neighbourhoods and wards, and predominant themes were identified through analysis.

Moving the Program Forward

Between July and October 2022, the NNP will complete the Council commitment of auditing all Brampton neighbourhoods by visiting the 15 neighbourhoods. It will be delivered through a hybrid model, incorporating in-person walks and partnering engagements, as well as a virtual component featuring important gems.

As the population growth rate of Brampton was 13% between 2016 and 2021 and forecasted growth of 11% from 2021 to 2026, the NNP recognizes that there will be a need to visit new and emerging neighbourhoods to incorporate them into the program. There will also be a need to re-visit neighbourhoods using a focused approach to strengthen neighbourhood connectedness by prioritizing safety, empowerment, and awareness.

Corporate Implications:

Financial Implications:

There are no financial implications directly associated with the recommendations of this report for the 2022 year. Staff will ensure any additional resources required for this program will be incorporated in the 2023 Budget Submission, pending Council approval.

Term of Council Priorities:

The Nurturing Neighbourhoods Program directly fulfills the “Brampton is a Mosaic” Term of Council Direction, in particular, the Council Priority “Innovative Engagement” that includes the Key Initiative to “Develop and implement the Nurturing Neighbourhoods Program to engage a diverse range of stakeholders in more meaningful ways to identify neighbourhood needs and building capacity to empower residents.

Brampton 2040 Vision – Living the Mosaic

The report aligns with the *Brampton 2040 Vision: Living the Mosaic*, in particular Action #3-1, establishing a Complete Neighbourhood Audit to systematically update and revitalize existing neighbourhoods to ensure the full provisions for comfortable living.

Conclusion:

As a foundational program within the Community Safety & Well-Being Office, the collected data is used to inform future services and programming, strengthen existing initiatives, and make recommendations to address concerns.

Through the implementation of the Program, we can collaborate with multi-level partners to address and overcome community concerns together. The Program will continue to encourage civic action, and help residents become champions of their neighbourhoods and communities.

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Attachments:

Appendix A – Nurturing Neighbourhoods 2021 Community Heartbeat