

ENHANCING THE QUALITY OF LIFE IN BRAMPTON

Qualitative Research Findings

City of Brampton

2nd May, 2023

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BRAMPTON



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1. RESEARCH BACKGROUND, OBJECTIVES AND METHODOLOGY



Background and Objectives

The City of Brampton provides a range of services to meet the needs of its growing and diverse population. As part of The City's 2040 Vision, The City is constantly engaging residents to gain valuable feedback and insight into how well residents' needs and expectations are being met by the services that the municipality provides, while also identifying opportunities for enhancement.

The City of Brampton conducted a Community Satisfaction Survey between December 5, 2022, and January 7, 2023, to gain insight into residents' awareness, attitudes, and opinions towards the City of Brampton's services. Based on these findings, The City requested a qualitative phase of research to explore and understand citizens' perceptions, attitudes and opinions in detail. The discussions also identified solutions/recommendations on how to improve 'life in Brampton' from the residents' perspectives.

The qualitative phase was designed with three broad objectives:

- To understand the current state of '**quality of life**' in Brampton with a focus on associated positives and negatives.
- To decipher **perceptions** of public safety, crime, housing affordability, traffic, and public health amongst Bramptonians. Also, identify **solutions and recommendations** to address the key concern areas.
- To determine the **preferred modes of communication** with and from the City.

The following report outlines the findings of the qualitative research.

Methodology and Sample Design

WHO WE SPOKE WITH:

- A series of four (4) online focus group discussions were conducted on April 3rd - 4th 2023 with residents of Brampton, as outlined below:

YEARS LIVING IN BRAMPTON/ AGE OF RESIDENTS	18-39 YRS.	40-65 YRS.
Short term residents (living for 1-5 years in Brampton)	1	1
Long term residents (living for 10+ years in Brampton)	1	1
TOTAL	2	2

- The main criteria* for recruiting the residents is as below:
 - Age: Split into two groups 18-39 yrs. and 40-65 yrs.
 - Those living in Brampton for at least one year; split into two resident groups short-term and long-term residents.
- A good demographic mix of the following:
 - Gender, Ethnicity, Income, Education, Marital status, Those with and without kids, Those living in own vs. rented ohme.
- Six (6) participants were recruited per group for five-six(5-6) to show for each session.

***Criteria was based on insights from the quantitative community satisfaction survey.**

Details/ demographics of participants are provided in the last section of the report.



2. EXECUTIVE SUMMARY

Executive Summary



IN THE CURRENT SCENARIO, LIVING IN BRAMPTON GARNERS 'MIXED' ASSOCIATIONS BOTH FUNCTIONALLY AND EMOTIONALLY.

- The positive associations are around a great community, the cultural diversity and the suburbs and green spaces of Brampton, whereas the negative associations are around bad driving, traffic congestion, high car insurance and public safety.
- The negatives are intensified to an extent that they drive concern for Bramptonians, specifically, the long-term residents.
- Emotionally, Brampton is referred to as 'home' for long-term residents and a 'home away from home' for South Asians. Unfortunately, the public safety, road safety and the traffic concerns make the residents feel anxious and worried in the longer scheme of things.



Executive Summary



THE PERCEPTIONS OF **QUALITY OF LIFE IN BRAMPTON** VARIES FOR LONG TERM AND SHORT-TERM RESIDENTS, HOWEVER MOST HAVE WITNESSED A **SHIFT(DECLINE) OVER THE YEARS.**

- According to the residents, quality of life encapsulates attributes such as public safety (protection from crime), healthcare services, location, available amenities, community engagement, access to nature/green spaces, the current value of property and future potential of the city.
- Quality of life in Brampton is rated high for newer residents whereas long-term residents' rate QOL more moderately. They have witnessed a shift over the years – increased traffic, crime and safety concerns.
- Brampton is seen as a vibrant “central” place with people from diverse cultures, it has a great family and community environment, seen to be ‘forward-looking’ in terms of its growth plans, and is a “dream” for residents who love open and green spaces.
- However, it is perceived as compromised on the ‘safety’ aspect – including public safety, traffic safety and medical safety and is seen to be expensive and unaffordable with regards to everyday living.
 - Specifically, over the last year, residents have increasingly felt unsafe in their local neighbourhoods.
 - The traffic congestion has increased exponentially, and the traffic safety has been highly compromised.
 - Residents have felt a sense of “defeat” in the healthcare system during and post the pandemic, in that they are not receiving the care they need.
 - The sky-high prices of car insurance (attributed to the compromised traffic safety and increase in accidents), rentals and high cost of ownership are also seen as barriers for long-term living in the city.



Executive Summary



IN TERM OF PROGRAMS AND SERVICES AVAILABLE, THERE ARE MIXED REACTIONS.

- The community programs, activities, events, recreation centres and libraries are considered top-notch in their appeal and seen to keep Bramptonians, and their families 'engaged' as well as 'satisfied'.
- Also, Brampton is known for having the best ethnic food options (especially many references are made to Indian food).
- It is also seen as one of the cities expanding at a rapid pace and is giving focus to technological initiatives, which puts it ahead of other cities.
- Having said that, amenities such as hospitals, transit, schools, shopping plazas, and the road infrastructure are not seen to accommodate the needs of the residents and the rapid expansion.
 - There are many who feel there is a lack of planning and funding to meet the needs of the growing population in the city.



Executive Summary



THE KEY CONCERN AREAS FOR BRAMPTONIANS ARE:

- **Public Safety and Crime** → There is a considerable unease and nervousness with concerns related to public safety and crime. Need to implement measures that could allay some of these concerns for a less 'worrisome' future in Brampton.
- **Traffic Congestion and Road Safety** → Traffic congestion and road safety are seen to be highly compromised according to residents. There is an urgent need for better 'planning' of construction activities and using traffic calming methods to improve road safety standards in Brampton.
- **Inflated cost of living and housing affordability** → There is a pressure felt by residents every year in renewing their car insurances/ paying rents due to the absence of regulatory/ capping mechanisms.
- **Compromised healthcare system** → Brampton is seen to be lagging regarding health care support that it can offer to its residents. There is a dire need to provide improved patient care and restore the faith of residents in the system.



Executive Summary



SOLUTIONS THAT COULD HELP THE CITY TAKE A STEP IN THE POSITIVE DIRECTION: PUBLIC SAFETY AND ADDRESSING CRIME

- Higher and stricter bylaw enforcement to a point that it is difficult for residents to repeat any crimes as well as help in prevention of crime.
- More resources deployed towards crime and community safety.
- Building awareness and leveraging education
 - Learning from cities that have a lower crime rate.
 - Educating the kids at schools of what they need to be aware of.
 - Enhanced security at schools.
 - Inform parents what they need to do to keep their children safe.
 - Putting out pamphlets – ‘what to’ look out for and ‘how to’ safeguard oneself.
- Making police more ‘visible’ → Showing up to community events, frequent patrolling in ‘high-crime’ areas, and building relationships with residents to display police’s presence and involvement in the safety and upkeep of the city.
- More ‘accessible and affordable’ avenues for youth to keep them engaged and on the ‘right’ track.
- Genuine and consistent efforts to protect and safeguard the homeless population. Have more police patrolling around areas where there are homeless people, to show them that there is help available should they need it.



Executive Summary



SOLUTIONS THAT COULD HELP THE CITY TAKE A STEP IN THE POSITIVE DIRECTION: TRAFFIC CONGESTION AND ROAD SAFETY

- Expand roads by having additional lanes to ease the traffic congestion/facilitate movement.
- Better planning of construction activities is required. Using the night for construction activities could allow for better traffic movement during the day.
- Encourage carpooling, sharing and using public transit – incentivizing could help.
- There is a desire to have the work sped up for some projects as it has been going on “forever”.
- Could look at having alternate route options / better traffic measures running east to west and vice versa.
- Having just the required number of tow trucks in case of accidents instead of having multiple which becomes a bottleneck at most times.
- Implement road safety measures for traffic-calming. For example: having speed bumps, traffic light cameras and speed cameras that discourage speeders.
- Having a smart traffic lighting system to accommodate changing traffic patterns.
- Planning of the city needs to be done better – if constructions must happen, there needs to be a plan to manage/ divert traffic.
- Stricter law enforcement – revoking license of those who fail to follow rules, imposing fines/ penalties, instead of telling residents to deal with their insurers in the case of theft/accident.
- Public involvement in the planning of the city/ having a feedback mechanism to ask residents in the priority areas which need urgent intervention.



Executive Summary



SOLUTIONS THAT COULD HELP THE CITY TAKE A STEP IN A POSITIVE DIRECTION: ADDRESSING HIGH COST OF LIVING AND HOUSING AFFORDABILITY

- **Price Capping on car insurance prices** and the rise in insurance rates every year.
 - Having premiums reflective of the 'actual' records of the driver and not only dependent on the area one lives in.
- **Housing:**
 - For property taxes, increase on a year-on-year basis could be capped.
 - Rent-freeze or limit to rent increase every year.
 - Having more affordable options – having more condominiums/ high rises to support those who have a single-income or are single parents.
 - Have a 'fair' property tax levying system – equitable to the over-use of resources of other houses in the area, and proportional to the number of people living in the property
 - Have strict law enforcement for the illegal 'rooming' options.
- **On overall affordability of services:**
 - Having a university/ higher education institute within the city to save on everyday cost of commuting to other municipalities for education.
 - Creating a unique proposition that can help open a new revenue stream for the City. As an example, few suggested having a Theme Park to attract more tourism as well as employment opportunities.
 - Continue to offer flat electricity rates (as done during the pandemic), as people are still working from home.



Executive Summary



SOLUTIONS THAT COULD HELP THE CITY TAKE A STEP IN THE POSITIVE DIRECTION: IMPROVING A COMPROMISED HEALTHCARE SYSTEM

- Having another hospital to serve the existing residents and build in additional capacities for the increasing population.
- More funds diverted to the hospitals (and infrastructure). Some mentioned having more options for counselling/mental health services – addressing the increase of need since the pandemic.
- Investing in hiring a greater number of staff and showing appreciation, acknowledging the need for a focus on wellbeing and increased salaries for front-line workers.
- Need for experienced staff and specialized care to avoid negligence and mis/delayed diagnosis.
- Having all hospitals (and their emergencies) up and running 24*7.
- Having more doctors accepting patients so people do not have to go to the ER for “a cough”.
- Communication/ updates from hospitals and family doctors. As an example, letting the resident know if their file has been moved/is no longer being attended by the doctor, to make necessary arrangements to transfer files to new HCP.
- Education and awareness
 - Awareness of when to visit an emergency.
 - Comparing against other hospitals on similar set of metrics.



Executive Summary



COMMUNICATION WITH THE CITY:

- Brampton residents (a few who have contacted the City) had overall positive experiences contacting the City.
- However, there is a general feeling that the process could be made more efficient – particularly in reaching the correct individual to address their queries and concerns.
- Many reported receiving communications from The City via newsletters or flyers in the mail and phone calls – and seemed satisfied with the ease in which they could seek out City-related information.
- The low awareness of The City's social media communications may represent a need to further raise awareness of these avenues being used to share City-related information and updates. Further transparency in the allocation of City funds may be beneficial.
- In terms of preference for receiving communications, most prefer the same through telephone or email.
 - There was an emphasis placed on the need for multiple methods of receiving City communications to be available, so all individuals can have easy access to information.



3. DETAILED FINDINGS

3.1 QUALITY OF LIFE IN BRAMPTON



'Life in Brampton' in their own words:



I'm a mother with children. I find there's a **lot of things for kids, a lot of parks, a lot of recreation centres**. There's always something to do for us. – Younger Pop, Long-term



I just find there's a lot of very **anxious drivers** that are always in a hurry. No one seems to stop and just look at their neighbour and just relax. And it's just **everyone seems to be always go, go, go**. People take **pride in breaking the rules**, let me put it that way. – Older Pop, Long-term



Well, we'll **build some commercial stuff here and we'll build some shopping stuff here**, and we'll build a bunch of houses here, and it just seems to be **not as well planned as other communities**. . – Older Pop, Long-term



Yeah, **bad driving and expensive car insurance** for people that have cars. – Younger Pop, Long-term



It's kind of like **I'm cautious**. Especially when I'm **crossing the road**. I can't tell you how many times I've almost come into contact with someone, like, rushing to, like, make a right turn or something. And I'm just like, okay, it says cross. Like, let me cross first. But, yeah. Like, I'm always cautious about when I'm crossing the road and walking and stuff. – Younger Pop, Short-term



Unaffordable. So, it's very discouraging to continue to live here, to be honest, the **rents, buy a home** everything has become very expensive. – Younger Pop, Short-term



But within the last year, I've been **using it [the alarm] a lot** just where we are, it was always safe. And on the Northeast side here, **cars are being stolen out of the driveway**, which I understand, it's right across the city. But this is where I live, so I've got to speak to it. And **break-ins, there's been a lot of break-ins**. – Older Pop, Short-term



I've **never seen a place expand and be built up so fast like Brampton has**. No other city. I think it's a good thing. I would say, explosive. I love the fact it's multicultural, **I love the trails, I love Professor's Lake. I love Gage Park**. I love the **events** that Brampton puts on. It's a busy city like Toronto. – Older Pop, Short-term



Echoing the **multiculturalism**, and we have really **good food**. A lot of **artists** coming out of Brampton too, so there's a very active Black community, culture that comes out of Brampton. – Older Pop, Short-term



Life in Brampton is spontaneously linked to the positive aspects of multiculturalism and community-living, and equally to the negative aspects of congestion, bad driving, traffic, and high car insurance. Public safety/ crime are also top of mind.



Top of mind associations are positive however equally negative and drive concern for long-term living in Brampton unless solved for.

Emotionally as well, living in Brampton evokes mixed feelings – ranging from feeling ‘at home’ to feeling ‘cautious’ and ‘unsafe’.



Feeling at Home → Most long-term residents, those who are South Asians and those living with kids feel this.

- Many are brought up/ have raised their families in Brampton and hence there is a feeling of being at home.
- Living for many numbers of years has established a sense of comfort and familiarity with the City.
- Feels like ‘home’ to new immigrants as they can see a part of themselves and their communities in Brampton. Brampton is seen to have diverse, welcoming and friendly people.
- For South Asians, it is seen as a home away from home, as significant population of Brampton comprises of South Asians and has the best Indian food available.
- Those living with kids, also feel it is a good place for families as it has many activities for kids (parks, recreation centres, events etc.)



Feeling anxious and cautious → The other common emotion felt is being ‘cautious and anxious’ owing to:

- Traffic congestion, rash driving, and compromised traffic rules.
- Everyone seems ‘rushed’ with regards to driving, walking etc. and there is always a fear of road accidents looming over Bramptonians.



Concerned about ‘Safety’ → Safety is seen from two different views.

- There are some who feel living in Brampton is safe as it is safe to walk around a ‘friendly’ neighbourhood.
- Some feel crime is pervasive and everywhere, and not limited to Brampton.
- Others see the city as highly unsafe owing to rising car thefts, people breaking into houses and a target place for those involved in other crimes.
- Having said that, across all there is a perception of increasing level of crime and threat to public safety in the last two years.



Currently, Bramptonians do not feel incredibly positive about living in Brampton (long-term). There is a need to allay concerns around public and traffic safety.

Short-term residents rated “quality of life” in Brampton relatively high.

Short-term residents' rate between 6-8

Rating = 1

Rating = 5

Rating = 10



The **parks are nice to have**, like, the green space we do have available. Like, all the **walking trails** through, like, the forested areas. That is something that my family and I love to do. We do back onto a park that does that as well. So, sorry, there's a lot of negative but there are those little positives. So, it does make you feel like you're out of the city when you do take those bike trails and walking or whatever you're doing on them. So, I do find that **there's a lot of extracurricular stuff**, outdoor play that children can do as long as they have their imagination, of course. – Younger Pop, Short-term



I see my tax dollars at work, quite frankly. I actually do. I see **roads widening, community centres being expanded**. These are things that you expect. Sometimes, you see a pothole in the road, and it might be there for a while, and you're like, I hit it again. A couple weeks later, you see it patched up. I'm glad for that. – Older Pop, Short-term



It's obviously very busy. But not only that, like, **auto insurance is at an all-time high, the transit sucks**, to be honest. You know, sometimes you've got to...like, when I used to take public transit, I used to literally wait an hour. And sometimes even if you're waiting an hour there's literally, you've got to stand on the bus, you don't get any seat or anything, right? The **bus stands are, like, occupied**. Like, it's crazy busy. There's never a heater in any of the stations, right? – Younger Pop, Short-term



Long-term residents are more moderate in their QOL ratings, having witnessed a shift over the years – increased traffic, crime and safety concerns.



I gave it a one, because **over the years it's gotten worse**. People **cannot drive in Brampton**, and it's not even about the congestion. You see some things that go on. People, for example, going through red lights, you know, cutting you off, speeding. So, for me, the driving, it's gotten worse. – Older Pop, Long-term



I think **Brampton is so expensive**. Even I live in a two-bedroom, it's super expensive. If you don't really have your, quality of life, I think having savings and things like that, not **living cheque to cheque** also plays a part in that. I guess it has everything central, but you're paying for it too. Rent, car insurance. Those are the two main ones. – Younger Pop, Long-term



It seems like it's **not a very walkable city**. Everything is far apart. When you're in Toronto, it's interesting to walk, you're going from the shops and you're walking from one shop to the other, it's so much easier to walk. So, I find as a result, when I used to live in Toronto, when I moved to Brampton, literally – and I know it's partially my fault too – I gained like 20 pounds in almost like, within a year of moving here because I wasn't walking as much as I did. In Toronto, I walked everywhere. – Older Pop, Long-term



I really **love the free outdoor parks**, the skating rinks, anything that can get your family active. Because I feel like that's hard to do on its own, so when you have these things available to you outside, it keeps you engaged with the city, it **keeps you engaged with your family**. Overall, **maintaining a better health**. That's kept me here. I don't know what other cities are like as far as having those things available to you and your children or your families. – Younger Pop, Long-term



There are several positives associated with quality of life in Brampton. (1/3)

1. MULTICULTURALISM



- Many believe Brampton is a **home to diverse cultures**.
- This **includes** having **many ethnicities** in one place and being a home to culinary experiences and other exciting attractions (art/ music/ artists/ events depicting various cultures).
 - As an example, some spoke about budding artists from Brampton's Black community.
- Also of note is the notion amongst those with kids who feel **assured** that their kids will grow up in a multicultural and diverse environment, which in turn can result in kids being **'open-minded'**, and **'accepting'** of differences, and even **learn from each other's cultures**.
- Only a minority are of the impression that the food options are more 'Indian', and one must step out to experience other cuisines/cultures.

2. COMMUNITY LIVING



- **'Community'** is acknowledged and appreciated and is seen to add value to Bramptonians' lives in multiple ways:
 - **Friendly and helpful neighbourhood** – people look out for each other when needed. Get together for fun activities like neighbourhood barbeques and are always 'welcoming' to newer people.
 - **Community programs** have a lot to offer. They are also easily accessible as they have multiple time/place options.
 - There are **events** organized in various parts of the city. **Garden Square** is frequently mentioned as a popular event location.
 - **Numerous recreation centres** – having many of them in various parts of the city allow for residents to **engage** in indoor and outdoor activities and lead an active lifestyle all year round.
 - There are numerous **libraries** that the residents can access and spend time in.



Brampton is celebrated for its 'multicultural' and 'diverse' way of life, along with the many activities and engagement avenues for residents (and their families). It is desirable that it continues to stay engaging and offer an oasis of nature throughout the city.

There are many positives associated with quality of life in Brampton. (2/3)

3. SUBURBS/ GREEN SPACES



- Brampton has **numerous parks, open spaces, lakes and trails (hike, bike) and conservation areas** which is one of the biggest benefits for residents. These provide a lot of spaces for 'outdoor fun', both for kids and adults.
- Parks and trails are **spread across** Brampton which makes it easy for '**everyone**' to access these spaces.
- Some specifically mentioned Gordon Park, Heart Lake conservation area, and Professor's Lake.

4. ACCESSIBLE AND AVAILABLE



- Residents feel the **city is big** and there is **space to move around**.
- Brampton also has a **myriad of facilities and businesses** ranging from restaurants, to shopping centres and plazas, large grocery stores and other retail.
- Also, there are **multiple stores within a given location** (as an example Dollarama was cited as having two stores within the mall with varying closing hours).
 - **Some stores open late** (11pm/ midnight), offers shoppers a wider time window to shop.
- **Other facilities** are also **ample and modern** including gyms, religious sites, concerts/ events centres.
- The location is considered **central** and **accessible** to other amenities (e.g., Pearson airport) and cities like Mississauga, Toronto, Vaughan, Etobicoke. It is also only a couple of hours from the US border.

There are many positives associated with quality of life in Brampton. (3/3)

5. PROVIDING THE BENEFITS OF INVESTMENT



- Homeowners acknowledge that buying a property in Brampton is a worthwhile investment as property values increase owing to the city's **growth and expansion plans, its central location** and **being the most popular place amongst immigrants** which has resulted in easy renting opportunities as well.
- This is believed to lead to an exponential increase in property prices in the last 5-10 years.

6. EXPANDING FAST



- Many mention that the city is growing **rapidly** and **building up fast** to accommodate the needs of the population.
 - This is driven by maintaining road infrastructure – widening of roads, many road and house construction projects, expanding community centres, etc.
- City is seen **keen to adopt 'technology'** quickly. Believed to be the first city to have electric buses (unlike other cities).
- Many even praised the **initiation of GO train commute on weekends** starting April 2023.



Overall, residents believe the City has shown continuous and considerable growth in the last decade as well as the past 2-3 years, which makes it a place to live and continue to invest in. It's location and accessibility will continue to add to the convenience and increase property value.

Having said that, there has been a negative impact as well on the overall quality of life due to the below factors. (1/3)

1. TRAFFIC AND ROAD SAFETY



- Many complain of **traffic congestion on main roads** (including the Hwy 410), and roads being “packed” **throughout the day** (peak and non-peak times).
 - These are attributed to construction, road closures, and making way for bicycle lanes.
- There are also mentions of traffic congestion in residential areas and shopping plazas which has led to **deterioration of quality of everyday commute** in neighbourhoods.
- There are instances of **accidents, skipping red lights, and speeding** to an extent that pedestrians find it difficult to walk and cross the streets despite following the traffic signals. Also, drivers **find it hard to drive** in such conditions.

2. PUBLIC SAFETY AND CRIME



- Residents feel many parts of Brampton are **safe owing to a friendly neighbourhood**. Also, it is **safe to walk alone and in the nighttime** in areas occupied by older population. However, over the **last year, residents have increasingly felt unsafe specially in their local neighbourhood**. Indicators include:
 - **Crimes observed** include thefts, property crime, attempted break and enters, shootings, etc. Several shared instances/ firsthand experiences of being victims of these crimes. Many older participants brought up ‘robberies’ and ‘violent crime’ as the key safety issue.
 - **Inaction of police** and less policing in the surrounding areas.
 - Many observed police being around yet not acting instantly on being called upon in-person or via 911.
 - Some parents mentioned increased cases of **violence at schools**.
 - **Role of social media** is also evident in publicizing these crimes/ thefts.



Above are the clear top concerns affecting quality of life for Bramptonians. It would be essential to divert resources, time and money to these areas to allay some of the rising concerns and fears.

Having said that, there has been a negative impact as well on the overall quality of life due to the below factors. (2/3)

3. HIGH CAR INSURANCE AND OVERALL COST OF LIVING



- While owning and driving a car is considered the easiest way to get around in Brampton, the **car insurance** is deemed to be **exceptionally high** owing to the perceived (high) rate of accidents/ claims filed by Brampton residents. Some also feel the high rates are attributed to young and inexperienced drivers.
- **Despite having clear and good driving records** (no/few tickets issued), residents are forced to pay high insurance rates.
 - As an example, one participant mentioned paying close to a \$300/month, even though the car was fully paid-off a couple of years back.
- There is also a sentiment that felt the **city is no longer 'affordable'** with regards to **rentals or owing a home** in future. It is compared to the likes of Toronto, however offering living in a suburban area.

4. COMPROMISED HEALTHCARE SYSTEM



- Although a provincial issue, residents feel the healthcare system is at its **breaking point** and there is almost a sense of **loss of belief and giving up on** the system. This is captured by:
 - Being on waitlists for months and not been able to secure an appointment (for a public-funded health service).
 - Staffing issues (shortages and overworked staff) in hospitals are perceived to lead to:
 - Higher wait times in emergencies ~ 7-8 hours
 - Hurried/mistreatment
 - Lack of experienced doctors, leading to delayed/ misdiagnosis
- There is overall **less hope** amongst residents to recover from the current state of the medical system, in which case they **avoid** going to hospitals, and heighten focus on self-care.



Pertaining the above concerns, especially the healthcare system, the residents almost have a sense of defeat and have built in self mechanisms to cope with things by themselves. Any improvement will be valuable for residents.

Having said that, there has been a negative impact as well on the overall quality of life due to the below factors. (3/3)

5. BUSY AND CONGESTED



- Residents term Brampton as a **'busy' and 'congested'** city, where the density of population is felt to be high. People are 'always in a hurry' and the roads are congested. All these aspects give the city a **'chaotic'** vibe.
 - **Finding a parking spot** is another intense issue given the number of people shopping in any given plaza.
 - This is also depicted by instances when residents find it **hard to reach/ find a place in a restaurant** on a weekend and prefer going to the surrounding areas for a relaxed meal.
- Further, the **overpopulation** is seen to lead to **overdevelopment** which contributes to navigating through congested roads and urban sprawl, impacting the loss of green spaces.

6. TRANSIT SERVICES



- Those who have moved to Brampton from Toronto and Scarborough, feel the transit services are lagging in comparison to TTC, including:
 - Having to **wait for up to an hour** for bus services.
 - **Over-crowding** of buses
 - Perceived to be more **expensive** than what it is in Toronto
 - **GO** commute is also **considered expensive** given the vast ridership.
 - **Not having all bus stations 'heated'** and having to wait in the cold until the bus arrives

7. LACK OF AMENITIES FOR GROWING POPULATION



- Many feel the following are not enough to cater to the increasing population:
 - Hospitals
 - Transit
 - Schools maxed out to their capacities; some students must travel up to ten kilometers.
 - Need more parking options / larger lots
 - Shopping Malls, and specifically stand-alone premium stores.

3.2 DIVING INTO THE TOP AREAS OF CONCERN

1 Public Safety and Crime | General perception is that Brampton has become less safe in the last year which proportionally has impacted the quality of life. (1/2)

- The threat to **public safety is deemed to be 'moderately high'** as:
 - Perceived **rise in violent crimes including gun violence**. Few experienced issues in their neighbourhood/ at work which were brought up spontaneously. Mentions of having seen forensic teams visit their neighbourhood.
 - Cars and bikes stolen off driveways; this was a personal experience for many long-term residents.
 - **Mailboxes** broken into many times and mail was stolen (captured by on-site cameras).
 - **Road rage** – people fighting, yelling and swearing which creates an atmosphere of fear and worry that it may lead to violence.



*I've **seen one person even walking and checking our house**. Like, our **keys being touched**. I don't know, like you said, I **would never walk alone** in Brampton. – Younger Pop, Short-term*



*Living outside of Brampton, like, I've **constantly heard stuff about Brampton**. And then coming here and then it's just, like, I don't know if it increased but it was just as soon as we came here, it was, like, **nonstop, Brampton's on the news, Brampton's on 6ixBuzz**. And I'm just like, "**This is so overwhelming**". But it's been a city that is talked about a lot, and **it's not in a positive way most of the time**. – Younger Pop, Short-term*



i There is a considerable unease and nervousness with concerns related to public safety and crime. Need to implement measures that could allay some of these concerns for a less 'worrisome' future in Brampton.

1 Public Safety and Crime | General perception is that Brampton has become less safe in the last year which proportionally has impacted the quality of life. (2/2)

- **Not feeling safe while 'walking' at night** – this is mostly felt by female participants and those in low traffic areas.
- **Not enough policing/ delayed police help/ 'casual' attitude/ inaction of the police** also heightened concerns around safety for self and others. Residents have had instances personally where they have tried helping others and have been unable to get police help in time.
- Many feel that there is **lack of protection for those who are homelessness**, which could lead to violent and aggressive behaviours.
- For many, they have been constantly seeing **coverage on media** which is leading to deteriorating perceptions of safety in the city. A few mentioned rising sex-trafficking in the city, is overly concerning for those with kids.



I've seen a **woman getting threatened and I've called the police and been put on hold.** They then told me someone would go patrol the area, 30 minutes, nothing. I then walk over to the church, there's two cops sitting there, **literally one leaned all the way back in his chair doing absolutely nothing.** Because they're on lunch they said they'd get to it. I said, "The guy's literally screaming that he's going to stab a woman 25-feet away from you. Could you please go do something?" – Younger Pop, Short-term



I've heard **more gunshots in Brampton than when I lived at Victoria Park and Finch in Scarborough**, North York. So, to think that it's just something we haven't heard and maybe we have more resources that are pointing us in the direction of it, I think is not true. – Older Pop, Long-term



The only response you get is, '**Go and talk to your insurance guys**'. That means you're encouraging the thieves, you're encouraging the robbery, the guys who are doing the robbery, you're encouraging the people who are breaking into the houses. And, you know, at the same time, as somebody said, like, you know, cops do not give enough tickets to the people who drive rashly. So, you know, that also, and they're endangering the lives of people on the road. – Older Pop, Long-term



1 Public Safety and Crime | Measures and solutions taken by residents themselves

Solutions devised by residents:

- 1 Installed security systems like a security alarm, video cameras and smart lights to detect any human activity.
- 2 Have all doors and windows always closed and ensure all locking systems are in order.
- 3 Avoid going to areas/ pockets where one has heard of incidents.
- 4 Not stepping out alone at night.

*I have an **alarm system**, and I haven't used it, just pay for it for cheaper insurance purposes. But within the last year, I've been using it a lot just where we are, it was always safe. And on the Northeast side here, cars are being stolen out of the driveway, which I understand, it's right across the city. But this is where I live, so I've got to speak to it. And break-ins, there's been a lot of break-ins. – Older Pop, Short-term*

*I **don't feel safe living over here**, though we have **installed alarms and video camera, all that stuff**. That is just to, you know, deter the thieves, but still. And like about a month back, somebody came in and they opened all the cars, and took away stuff inside from the cars, in the whole neighbourhood. – Older Pop, Long-term*

1 Public Safety and Crime | Current support/ how should The City support? (1/2)

There is no/ low awareness of what The City has done or is planning to do to address these issues.

As potential solutions, residents suggested the following could be steps in the right direction:

- ✓ Higher and stricter bylaw enforcement to a point that it is difficult for residents to repeat any crimes as well as help in prevention of crime
- ✓ More resources deployed towards crime and community safety.
- ✓ Building awareness and leveraging education
 - Learning from cities that have a lower crime rate.
 - Educating the kids at schools of what they need to be aware of.
 - Enhanced security at schools.
 - Inform parents what they need to do to keep their children safe.
 - Putting out pamphlets – ‘what to’ look out for and ‘how to’ safeguard oneself.



They **don't ever come into our community, like, I don't know anyone.** But when I lived in Scarborough or Toronto, like, I knew them in the area, and who they were. You know what I mean? So those things would be a good start. – Younger Pop, Short-term



I think **police, more police visibility.** Because I personally know in this area, when we had it, things were okay. Once they started moving on the West side, the crime came back. . – Older Pop, Short-term



Or even the **police walking over and asking them,** ‘Can I help you? What can I do?’. So, just even that acknowledgement will either scare them away from the fake ones, or even the real, like someone who's authentically homeless will probably get some help, right? – Older Pop, Long-term



1 Public Safety and Crime | Current support/ how should The City support? (2/2)

- ✓ Making police more 'visible' → Showing up to the community events, frequent patrolling in 'high-crime' areas, and building relationships with residents to display police presence and involvement in the safety upkeep of the city
- ✓ More 'accessible and affordable' avenues for youth to keep them engaged and on the 'right' track.
- ✓ Genuine and consistent efforts to protect and safeguard the homeless population. Have more police patrolling around areas where there are homeless people, to show them that there is help available should they need it.



Sometimes **offering more to the youth**. Supporting them, and having, I don't know what's currently available to them, but I know when I think of different areas I've lived in, sometimes youth don't have an outlet, and they need that outlet. Maybe their homes aren't safe, and just being able to go somewhere, keep busy, and maybe there's sports that are available to them that maybe doesn't cost as much. Because my **kids played soccer, and it was expensive**. They played at a competitive level. If you can't afford it, then your kids are not involved in that, and then that's not good. Because then, kids have free time, they've got free times, what are they going to do? It leads to crime. They find things to occupy themselves. I think that would lower the crime. – Older Pop, Short-term



To **better protect ourselves from these crimes, and for parents to instill awareness**, and to our children, and what do we need to tell them to be aware of? – Younger Pop, Long-term



2

Traffic Congestion and Road Safety | Residents also feel that the fast-paced growth of Brampton is not able to keep up with rising infrastructure demands, leading to congestion and compromised safety. (1/2)

- The city is characterized by a lot of traffic jams and road safety issues which are seen because of:
 - **Addition of bicycle lanes** to offer a safe way for bikers to get around, however squeezing two lanes of traffic into one lane.
 - **Construction of roads and houses** leading to road closures, and diversions, which result in slowing of traffic and longer traffic jams.
 - Another aspect is the **construction work during daytime** which makes the commute tiring during the most useful hours of the day.
 - Many also refer to the construction work as **'never ending'** as many observe incomplete progress, and no real updates are provided by The City. One cited example of the Bramalea GO station where construction has been happening for years.



*Like, I live on Sandalwood and coming off the exit just to my house usually wouldn't have been like this, **but now with all the extra housing that are built, it takes me about 15 minutes just getting home.** So, I don't know, maybe expand the road? Younger Pop, Short-term*



*Because I find, even right now, like, **Williams Parkway is basically down to one lane between Main and the 410.** So, getting anywhere on Williams is just a nightmare at any given point of the day right now. So maybe if they did nighttime stuff instead. – Younger Pop, Short-term*



Traffic congestion and road safety are seen to be highly compromised according to residents. There is an urgent need for better 'planning' of construction activities and using traffic calming methods to improve road safety standards in Brampton.

Traffic Congestion and Road Safety | Residents also feel that the fast-paced growth of Brampton is not able to keep up with rising infrastructure demands, leading to congestion and compromised safety. (2/2)

- The **rush-hour windows** are considered too long, which spans through almost an entire day
- **Lack of road options** for moving from East to West and vice-versa of Brampton.
- Road Safety-wise,
 - There are recalls of **destruction of traffic cameras** which could be a reason for many to break rules.
 - **Rash driving** is seen to be 'common' as drivers are always in a hurry given the delays faced by traffic jams, narrow roads etc.
 - **High speeds in the residential areas** have many a times led to accidents/ pedestrian collisions, which again is a contributor to high auto-insurance
 - Driving is **difficult** owing to others speeding and skipping red signals.
 - **Inaction and lenient law enforcement** are observed by residents which leads them to believe that The City does not hold the wrong-doers accountable.



*I think it makes more sense to have two lanes so that there's more space for cars to drive. I understand, **trying to promote healthy living and getting people to ride bikes, but people aren't riding bikes.** There's not enough time to ride a bike to work if you have to get to work. – Younger Pop, Long-term*



*I don't think the **police are enforcing a lot of moving violations.** I've seen a police officer diagonally across an intersection from me, and somebody does a U-turn at the intersection, which is illegal, and nothing is done. So, until there's some enforcement issues on the moving violations, if you're not going to punish the people that break the law, they're going to keep breaking the law. There's no downside for them. If they can **swing across three lanes of traffic and make a left turn, they're going to do it** . – Older Pop, Long-term*



2

Traffic Congestion and Road Safety | Measures and solutions taken by residents themselves

Solutions devised by residents:

1

Avoid walking with kids in busy residential plazas.

2

Requesting The City to have traffic calming methods such as speed bumps in the residential areas.

3

Using transit services to save time on commute.



Actually, you bring up a really good point, because when I lived in that other area of Brampton, **my dog got hit right in front of my street.** It was really sad. He passed. This kid was just speeding, and just so sad. You could put, whatever you call it. **Speed bumps.** – Younger Pop, Long-term

2

Traffic Congestion and Road Safety | Current support/ how should The City support? (1/2)

There is no/ low awareness of what the City has done or is planning to do to address these issues.

As solutions, the residents suggested the following could be steps in the right direction:

1

Expand roads by having an additional lane to ease the traffic movement.

2

Better planning of construction activities is required. Using the night for construction activities could allow for better traffic movement during the day. If constructions must happen, there needs to be a plan to better manage/ divert traffic.

3

Encourage carpooling, sharing and using public transit – incentivizing could help?

4

There is a desire to have the work sped up for a few projects that have been going “forever”.

5

Could look at having alternate route options / better traffic measures running east to west and vice versa.

6

Having just the required number of tow trucks in case of accidents instead of having multiple which becomes a bottleneck at times.

7

Implement road safety measures for traffic-calming. For example: having speed bumps, traffic light cameras, speed cameras etc. that discourage speeding.

8

Having a smart traffic lighting system to accommodate changing traffic patterns.

9

Stricter law enforcement – revoking license of those who fail to follow rules, imposing fines/ penalties. Follow-up on reports of theft vs. telling victims to call their insurance company.

10

Public involvement in the planning of the city, i.e., having a feedback mechanism to ask the priority areas which need urgent intervention.

2 Traffic Congestion and Road Safety | Current support/ how should The City support? (2/2)



Speed bumps. Like, my kids, I can't leave them outside, even though we live in an inner street, just people rush through. So, speed bumps rather than those, because those fast cars will stop for those speed bumps [laughs]. So, I think that might help. We're trying to get one in our street, and they just keep saying no. – Younger Pop, Short-term



We have a lot of traffic in Brampton is because it's **more of a wide city than it is tall**. So, we **only have a few roads that run east to west, whereas we have a lot of roads that run south to north**. The traffic problem is mainly from east to west. I think we need **more roads that run that way**, but I honestly don't think we even have space to build those. The ones we have already just probably need to be widened rather than changed to one-lane roads. – Younger Pop, Long-term



You drive past one place, you're like, wow, I haven't seen that place in a while. **It's developed, but at the same time, it's not as developed as we need it to be**, especially with the population that we do have, and the needs that we do need, I don't think that. – Younger Pop, Long-term



We are too busy for such things, you can **"take compensation from your insurance company"**. – Older Pop, Long-term

3 High cost of living and housing affordability | Residents feel disheartened on paying high property taxes and auto insurance premiums – perceived to be the highest amongst the surrounding cities. (1/2)

- Residents chose to live in/move to Brampton for the 'affordability' (over living in Toronto) which is seen to be no longer present. The **property taxes and car insurance** are seen to be at their peaks which has made living 'unaffordable' and 'over the top'.
 - Many call it '**postal code discrimination**'.
 - There is no **logical explanation/reason** of paying high 'car insurance', other than the accidents in the area.
 - This is even **higher for the less priced used cars**.
 - Many feel while they are paying higher property taxes, they are **not able to access public services owing to dearth of resources** (healthcare).



So we **originally moved here for the affordability of the housing**, but now that's kind of completely swapped. Like, Brampton, I know auto **insurance and property taxes are, like, the highest**. Or, if not, definitely the top three.– Younger Pop, Short-term



I have a semi-detached and my property tax is, like, 6,600. And **my sister, she lives in Woodbridge, and she has, like, double the size of our house and hers is, like, 6,000**.– Younger Pop, Short-term

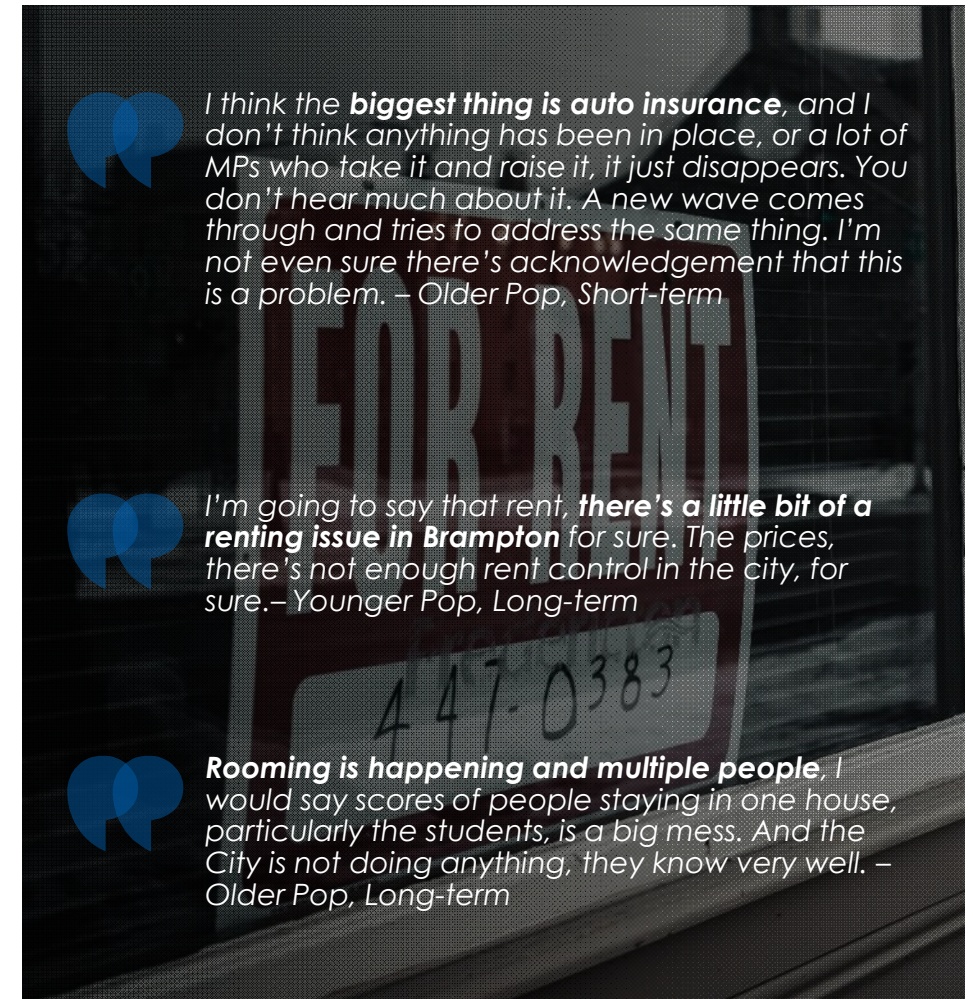


There is a pressure felt by residents every year in renewing their car insurances/ paying rents due to the absence of regulatory/ capping mechanisms.

3

High cost of living and housing affordability | Residents feel disheartened on paying high property taxes and auto insurance premiums – perceived to be the highest amongst the surrounding cities. (2/2)

- In terms of **housing**,
 - There is a **scarcity of rental houses** which has taken the rents “through the roof” and deemed one of the big concerns for Bramptonians.
 - Residents also **dread the rent increase every** year as there is no cap on the % increase. This has at times ‘forced’ residents to shift residences with little notice.
 - Problem of **‘rooming’** is also seen to lead to the owner extracting money from the tenants by accommodating a greater number of people than that for which the property is made.
 - In terms of **owning a house**, it has almost become ‘inaccessible’ and ‘unaffordable’ for newer residents.
 - Consider pricing as ‘exclusive’ as it is extremely hard for a single parent/ young working professional to own a house given the initial price barrier.
 - **Property taxes** also felt to be ‘unjustifiable’ and there is perceived ‘unfairness’ in the process of levying taxes.
 - Unequal for those living in the same area or within a couple of blocks.
 - Not proportional to the number of residents in a house – seen as the same for two as well as fifteen people living in a house.



3

High cost of living and housing affordability | Measures and solutions taken by residents themselves

Solutions devised by residents:

1

Those who are staying in rental accommodations, have many-a-times shifted places to accommodate for high rental increases.

2

Signing a petition to regulate auto-insurance premiums, however, the efforts have been in vain.

They had that during COVID, and I feel like a lot of times the landlords will try and take advantage of renters to use them to their benefit. **I've had this happen to me multiple times, where I rent, and landlords will sell their home, and then you're left to start over somewhere else.** It's frustrating being pushed out all the time. And the prices, how they can continuously keep putting up 2%, 2%, 2% each year. There's got to be some type of limit for that. – Younger Pop, Long-term

3 High cost of living and housing affordability | Current support/ how should The City support? (1/2)

Some are aware that there are conversations happening for a long-term solution to regulate auto insurance premiums however the issues are still in pipeline and not been addressed

As solutions, the residents suggested the following could be steps in the right direction:



Price Capping on car insurance prices and the rise in insurance every year.

1. Having premiums reflective of the 'actual' records of the driver and not only dependent on the area one lives in.



Per Housing:

1. Property tax increases (on a year-on-year basis) could be capped.
2. Rent-freeze or limit to % rent increase every year.
3. Having more affordable options – having more condominiums/ high rises to support those who have a single-income.
4. Have a 'fair' property tax levying system – equitable to other houses in the area, and proportional to the number of people living in the property
5. Have strict law enforcement for the illegal 'rooming' options.



On overall affordability of services:

1. Having a university/ higher education institute within the City to save on everyday cost of commute (to Toronto is deemed very high).
2. Creating a unique proposition that can help open a new revenue stream for the City. As an example, a few suggested having a Theme Park to attract more tourism as well as employment opportunities.
3. Continue to offer flat electricity rates (as done during the pandemic), as people are still working from home.

3 High cost of living and housing affordability | Current support/ how should The City support? (2/2)



I think the **cap on the insurance thing should happen, especially depending on the circumstances and if there's evidence and stuff like that.** They should be able to view that evidence and be like, we understand it's not your fault. We don't have to raise your insurance because of something that happened. Especially if you have a clean driving record, or even the fact that people who drive red cars have a higher insurance, because people with red cars are prone to have more anger, and rage, and stuff like that. – Younger Pop, Long-term



Let's say there's a random audit and **somebody finds that there are 15 people** living in that property and they have been avoiding taxes, there **should be heavy penalties.** – Older Pop, Long-term



I think the **land tax is just very high.** The property tax I think is quite high in general. I think the **increase is just too much.** Maybe every three years, every two and a half years you can get a break from an increase. It can stay the same a little bit and try and find the money somewhere else. – Older Pop, Short-term



I feel like the **City creating a new unique identity,** just something that differentiates it from the other Toronto-adjacent areas would probably add more to the taxpayer. It would add more income to the city. That could take away, alleviate from taxes, property taxes going up and all that. – Older Pop, Short-term



4 **Compromised healthcare system** | Residents draw attention to healthcare challenges and have almost given up 'hope' in the city's healthcare system. (1/2)

There are a gamut of reasons why the healthcare system in Brampton is seen to be 'unreliable', including:



Specific to hospitals

1. There is a perceived shortage of staff in hospitals who can disseminate required services, resulting in long waiting hours in emergency ~ 6-8 hours.
2. Having only one hospital to support this size of a population has led to longer waiting hours as well as compromised care due to extra pressure on the system. Few also mention some of the parts of the hospital are not operational 24*7.
3. Owing to overcrowding, there is not enough space to wait/sit.

Not being able to find 'specialized' care to treat urgent cases.

Lack of experienced staff treating severely complex cases, resulting in negligence/ mistreatment as well.

Lack of communication/ updates if the treating doctors has retired/ stopped practicing.

Doctor's **inability to take new patients** owing to limited capacity.



Brampton is seen to be lagging with regards to health care support that it can offer to its residents. There is a dire need to provide improved patient care and restore the faith of residents in the health care system.

4

Compromised healthcare system | Residents draw attention to healthcare challenges and have almost given up 'hope' in the city's healthcare system. (2/2)



We **can't take our kids to a hospital close by**. I'd rather go an hour away just because I know...for a lot of other reasons but I know like you said, **lack of staff members and I also heard tons of stories**, but I don't want to get into those. But, yeah, just a lack of staff.— Younger Pop, Short-term



And there's, like, **that one hospital. Where are you fitting all these people?** My family doctor has a **hundred patients coming a day**, you know what I mean? And they're all in the walk-in, then, right? So, I think it's a lot of people [needing care].— Younger Pop, Short-term



It's the **time taken to get to see that doctor**. I've been to the ER at Brampton Civic, and I know for sure, I'm not out of there for **at least eight to nine hours**, from the moment you step in the door. That's a fact. You can put your clock to it, and you can set your alarm in eight hours and wake up, or come back eight hours later, and then you can go for your appointment and have to wait another two. — Younger Pop, Short-term



Brampton Civic in general, even the **staff, they're overworked obviously**, so they're going to have some type of attitude sometimes. But **just the kindness towards your patients and stuff like that, it's not there**. Even some of the urgency, I would say, as well since it's overcrowded, there's not enough space for everyone. Even if you're talking about the mental health spaces and things like that, it's hard. **It's just very overcrowded, and you're not getting the attention that you need**. — Younger Pop, Long-term

Solutions devised by residents:

1

Most resolve to travel to another place (Orangeville, Alliston, Georgetown, Mississauga, etc.) and get treated in the emergency situations.

2

Resolve to have medication at home and treat themselves for everyday health issues.

3

Take better care of themselves and keep themselves healthy.

4

Waiting over night for the walk-in clinics/ urgent cares to open instead of rushing to the hospital.



For me, personally, I **avoid the doctor at all costs**, because I don't want to go. I don't like the care that's being provided. I can provide better care to myself, so overall, I try to keep myself healthy. – Younger Pop, Long-term



We need another hospital. They need another hospital in Brampton, for sure. As I said in the beginning, this city is so big that one is not enough. And yeah, I **don't even go there anymore, it's like Georgetown, Orangeville**. Because when you're not feeling well, eight hours in the waiting room is just unbearable. It's horrible. – Older Pop, Short-term



I work in healthcare myself and I agree. **I would not take my children**; I would not take myself to any hospital or clinic in Brampton. We always go to Mississauga for that. To say that the hospitals here are severely understaffed and the staff are overworked, is an understatement. So if you do go, you're **going to get staff that's overworked and they're not treating you**, and they're not treating the symptoms. They're turning away patients. **Patients are dying in the hallways**. It's not a good system here in Brampton. – Younger Pop, Short-term

4

Compromised healthcare system | Current support/ how should The City support? (1/2)

Some have heard about getting a second hospital for Brampton, however the timing and the plan for the same is unconfirmed amongst residents.

As solutions, the residents suggested the following could be steps in the right direction:

1

Having another hospital to serve existing residents and build in additional capacities for the increasing population.

2

More funds diverted to the hospitals (and infrastructure). Some mentioned having more options for counselling/mental health services.

3

Investing in hiring a greater number of staff and looking after their appreciation, wellbeing and salaries.

4

Need for experienced staff and specialized care to avoid negligence and mis/delayed diagnosis.

5

Having all hospitals (and their emergencies) up and running 24*7.

6

Having more doctors accepting patients so people do not have to run to emergencies for a cough.

7

Communication/ updates from hospitals and family doctors. As an example, letting the residents know if their file has been moved/is no longer being attended by the doctor, to enable making necessary arrangements to transfer files to a new HCP.

8

Education and awareness

1. Awareness of when to visit an emergency.
2. Comparing against other hospitals on similar set of metrics.

4

Compromised healthcare system | Current support/ how should The City support? (2/2)



They've **got to hire more staff, right?** Like, the nurses are getting underpaid, they're always complaining. If everything else goes up, like, in price, right? Nurse wages are never going up and they're working probably the hardest ones, right? Maybe if we can give a little bit more. – Younger Pop, Short-term



I think maybe people **need to have more awareness of what you go to the hospital for.** Because I think a lot of times, the hospitals are busy for nonsense things. And there's Urgent Care, I only go to Urgent Care now, you're only supposed to go to the hospital for a serious issue. – Younger Pop, Long-term



If the wait time in the ER is eight hours or whatever it is, measure it. **Let's see what these times are. And then, that's the only way you can put a solution in place to start to address that specifically.** If the quality of it is no good, then maybe the discharge time, from the time you've been seen to the time you've been discharged is another metric. And then, if there is a repeat visit, that's another metric on top of that. All these things together, I think you can't improve what you can't see, right? That's the thing. I think that's the first step. – Older Pop, Short-term



They **need to start paying people their proper wages and being more appreciative of the nurses and the staff that are in the hospital,** that are doing a great job. Like, they were so undervalued during COVID and stuff, and even now, like, you would think measures would be put in place to better equip these places. – Younger Pop, Short-term





3.3 COMMUNICATION WITH THE CITY OF BRAMPTON

While only a few participants had experience contacting the City, they reported positive experiences – with queries and concerns being addressed promptly and in a positive manner.

In terms of contacting the City, **several participants had personal experience doing so, primarily utilizing 311**. A few participants had experience using the online portals for information about Recreation programs, although felt that it needs to be improved.

The **reasons** for contacting the City tended to range from **service requests** (e.g., snow removal, potholes, garbage pickup) to **inquiries and questions** (e.g., related to bus routes and permits.)

Those who had contacted the City reported **positive experiences**, citing **“amazing customer service.”** For some, the only difficulty was **reaching the right person**. But once they were able to do, most felt that they were able to get the answers needed or their request was fulfilled promptly.



While Brampton residents had overall positive experiences contacting the City, the process could be made more efficient – particularly in reaching the correct individual to address their queries and concerns.



“When I call, they’re always very pleasant and very helpful. They always answer my question. I like being able to still speak with someone.”



“[...] I never called them, but I do fill out online forms. And nine out of ten times, the request does get fulfilled, and for that I’m very grateful to the City.”



“I call the City if I really need to. And I will wait until they give me the contact information for the person I need to and get whatever the extension number I need to talk to the person.”



“I mean, once I get a hold of them, they’re helpful. I mean, they try to do what they can. But trying to get a hold of them and trying to get answers is the hardest part.”



“[...]there’s a City of Brampton number. I’ve had to use it for water and different things. They’re very polite. 3-1-1 has amazing customer service.”

Participants primarily receive communications from The City via newsletters or flyers in the mail and phone calls – and seemed satisfied with the ease in which they could seek out City-related information. (1/2)



A **range of channels** through which they receive communications from the City, including newsletters in the mail, phone calls, and texts.

Additional sources of City-related information used by participants were the City of Brampton **website** and the **pamphlets located at public libraries**.

There was a **relatively low level of awareness** of City-operated **social media accounts** (e.g., Twitter), with only a few participants having seen them before.

Most **were satisfied with The City's communications they receive** – both the flyers and newsletters and the ease with which they can seek out information on **The City of Brampton's website**.

Only a **minority of participants were dissatisfied with the communication they receive from the City** – with some reflecting on the volume of phone calls received. One citizen stated that they “[heard] a lot from the PR team for the municipality,” expressing a sense of concern that they’re only being shown “less than five percent of the allocation” of City funds.



The low awareness of City's social media communications may represent a need to further raise awareness of these avenues being used to share City-related information and updates. Further transparency in the allocation of City funds may be beneficial.

Participants primarily reported receiving communications from the City via newsletters or flyers in the mail and phone calls – and seemed satisfied with the ease in which they could seek out City-related information. (2/2)



I think they're really good. I get newsletters in my mail. That's kind of nice. It's a quick pulse check as to what they're doing. That's pretty cool, actually.



My kids are in a lot of Rec programs. I appreciate them. They give me a call, or they give me a call and send an email for whenever something is canceled, or to let me know if you've been put on a waiting list. There's a whole process, and it seems to be very much fully automated. If, for example, we had a lot of snow days this past winter, so they would call and really try to get a hold of you to let you know it's been closed, or you shouldn't come in, or something like that. I have zero complaints with that. I think they've been very good. You can go on their website and see what's closed, what's not. I think all that stuff is put up there, and it's put up there in a timely manner.



[...] On the main website, it's kind of my homepage, as one of the pages that loads. When you go there, there's a Twitter link on the right-hand side, there's all the news and everything.



The City, they do text me to let me know if it's recycling or garbage day, so I do appreciate that.



Participants expressed a preference for receiving communications through telephone or email. (1/2)



Most preferred to receive communications **via email or telephone with City information or updates.**

A minority of participants **advocated for City information to be shared through social media,** although participants were divided on this.



Some expressed concerns about social media as a method to receive City communications, related to worries about **accessibility** for those without social media accounts, as well as a **concern about social media being an “unofficial”** means of communication.

As such, some advocated for more “old-fashioned” communication methods or the availability of “multiple options.”



A few participants suggested additional alternative methods of communication, particularly a City of Brampton mobile application, messaging on “the TV in Downtown Brampton” and “big billboards that light up.”



In terms of the types of information being received from The City, some wished for **updates that would allow the community** to better “organize their commute” (e.g., updates related to infrastructure, construction, and road closures).



One participant reflected on the **importance of advertising** where City information is being distributed.



There was an emphasis placed on the need for multiple methods of receiving or making available all City communications, so all residents can have easy access to information.

Participants expressed a preference for receiving communications through telephone or email. (2/2)



Calling would be best. I had a water thing where they had to turn off my water. I got something on my door, so I don't know if it's official or not. They put it on my door, so I don't even know if this is really the City or is it a scam. So, I'm not sure.



So maybe getting emails, because I'm constantly on my phone and constantly scrolling through my emails. So, I think that would be a better way.



If you have a website and say it's on the website, or you have an email address and it's from the email address, you can maintain that. But unless every person is on every social media [platform], you're leaving people behind and it's not a viable platform.



Yeah, because I think social media for communicating is good for the younger generation, but older people don't really use it. My mom doesn't really go on social media, and older seniors probably don't. I'm sure some do, but to get communication all the way across. Not everyone uses social media.



I think it's really important to advertise where they're actually sending this info to. I think that's where the key lack is. I know I see some tweets once in a while, but I don't have them followed or anything. Just making sure they do illustrate that and pay for some sort of advertising, because it's paying into Brampton's future.

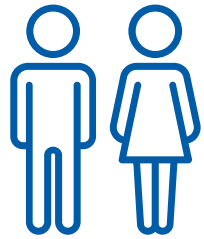


4. DEMOGRAPHICS



Demographics

GENDER



43%
Male
57%
Female

AGE



33%
18 to 34

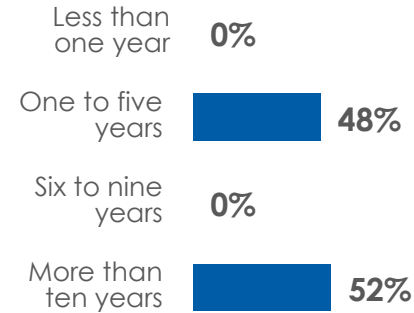


56%
35 to 54



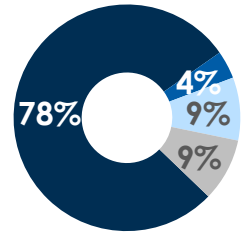
10%
55+

YEARS LIVED IN BRAMPTON



EMPLOYMENT STATUS

- Full time
- Part time
- Part time / student
- Self-employed



EDUCATION



10%
HS or less



48%
Some post-secondary



42%
Undergraduate degree or higher

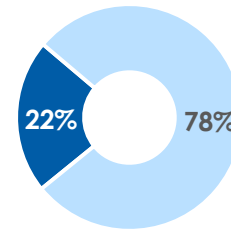
CHILDREN UNDER 18 IN HOUSE



43%
Yes

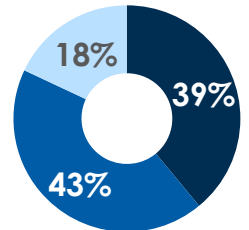
OWN VS. RENT

- Own
- Rent



MARITAL STATUS

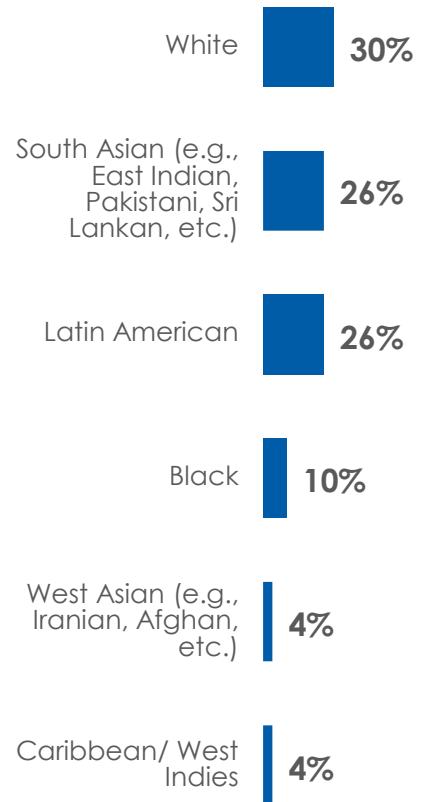
- Married
- Single
- Divorced



Base: All respondents (n=23)

Demographics (cont.)

ETHNIC OR CULTURAL ORIGINS



BORN IN CANADA?

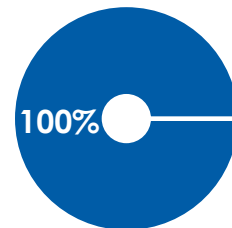


22%
Yes

78%
No

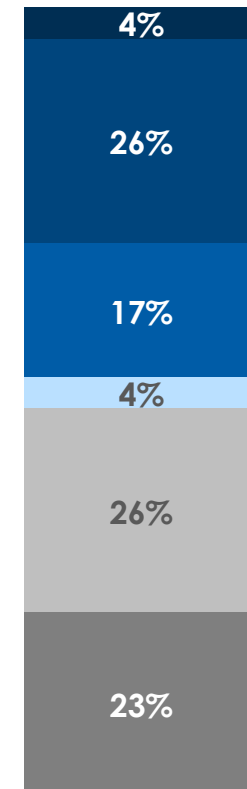
CAME TO CANADA...

More than 5 years ago



HOUSEHOLD INCOME

- \$20,000 to \$40,000
- \$40,000 to \$60,000
- \$60,000 to \$80,000
- \$80,000-\$100,000
- \$100,000 to \$125,000
- \$150,000 +



Base: All respondents (n=1,000)

About Ipsos

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

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Game Changers

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:

You act better when you are sure.

**THANK
YOU.**

