

# WE ARE Brampton Proud

ACCOMPLISHMENTS AND AWARDS  
2010-2014

In our city, kids learn to swim. Commuters travel efficiently. Pets find homes. People find jobs, build decks, open a business, or rent ice-time. Runners, bikers, hikers and picnickers play in parks. Complex construction projects become community hubs. Weekend guests are impressed with theatre, markets, shops and festivals.

City-building is about more than structures. It's about community, diversity and quality. It's about respect and celebration. City of Brampton Council and staff are a team of city-builders. We work hard to connect and preserve... so you can play and live. Our planning is sound. We carefully budget. We evaluate our actions alongside our Strategic Plan priorities.

We are pleased to present some of our accomplishments over the 2010-2014 Term of Council. These touch points influence your quality of life. And, they set the stage for our current and future priorities. With a vision to be a world-class city of opportunity, we're building Brampton forward.

We are proud to be part of your life, every day.

This is city-building.  
This is Brampton.



**BRAMPTON**  
Flower City

## Transit

Brampton Transit connects people and places – from home to work to school to family and back again. The NextRide app gives real-time next bus information on mobile devices. Transit signal priority technology – shortening a red light, or extending a green light – means buses remain on schedule, even in traffic. And, with a bike rack on every bus it's never been easier to move around the city. Züm is the city's bus rapid transit service, launched in 2010. With a focus on continuous improvement and reliable service, Züm service grows across the city with routes on Main, Queen, Steeles and Bovaird.

## Business

Brampton is home to more than 8,000 businesses across all major industries. This diversity helps protect our economy if a single major industry were to downsize. To build a strong city, we also have to be able to compete globally. Sometimes this means City staff travel internationally to make connections – the goal is to promote business diversity, job creation and investment in Brampton. We want to increase opportunities for residents to work locally. More business investment adds to the City's tax base, which enables us to provide you with high-quality public services.

## Structures

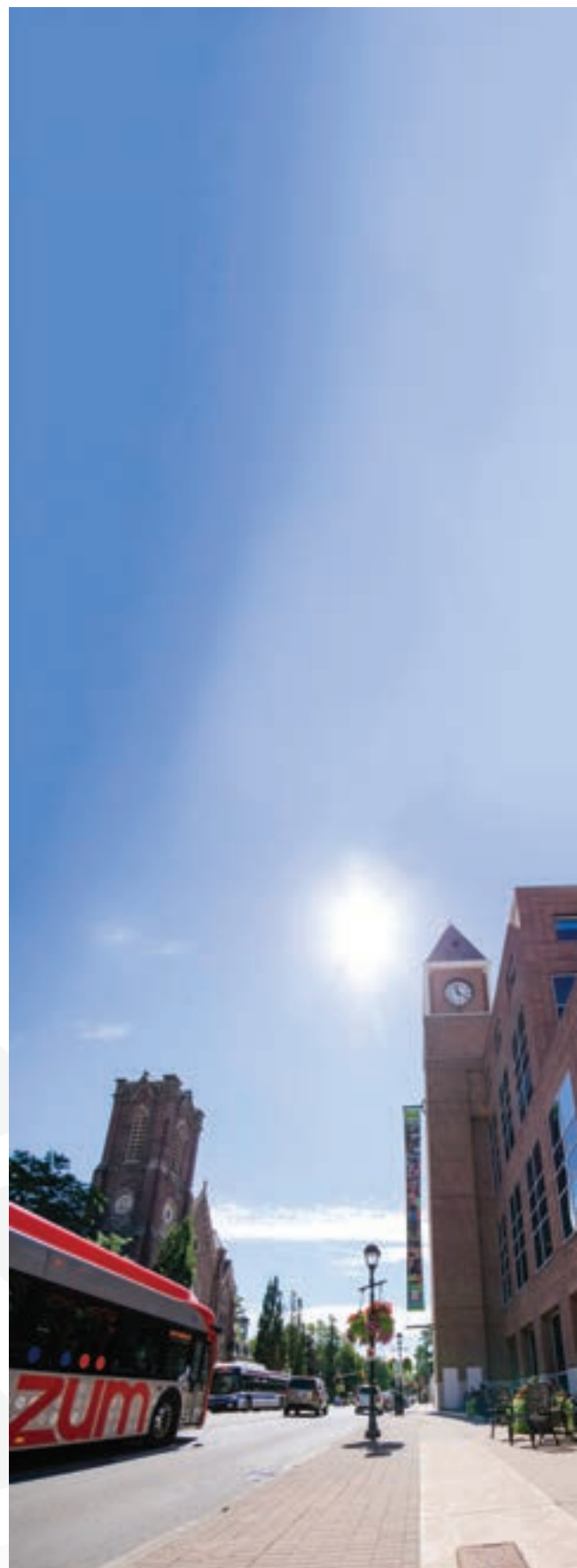
Brampton's built landscape is well-planned. Progressive plans lead to accessible designs that complement heritage and landscape – now and into the future. Gore Meadows Community Centre and Library shines in this way. The curved glass wave wall simulates the motion of planted harvest fields swaying in the breeze. Studio spaces, public spaces and recreation spaces abound. A full-service kitchen can cater a party or teach budding chefs. The patio and reading garden extend space outside. There's even a Brampton Transit stop right outside the front doors. Future plans add 300,000 square feet for an aquatics centre, a field house for cricket, a FIFA-regulation soccer pitch, a reflecting pool and a spray pad.



# E R V E P L A Y L I V E

## 2010-2014 Accomplishments

- Advocacy efforts have led to strong partnerships with the Provincial and Federal governments, earning the City \$200 million in funding for transit and recreation projects.
- The City's business attraction, retention and expansion program has assisted in attracting 798 business and 5,877 new employees.
- Façade and building improvement programs launched in 2013 have generated approximately \$2.3 million of construction activity in downtown Brampton.
- Customer service improvements allow residents to pay taxes online, and access 311 by phone, online or email 24/7. Visitors to City Hall can stop in at the new concierge reception, or consult TV screens for events or program updates. Residents can stay connected to City news from home via web including Twitter and YouTube, an e-newsletter subscription, or watch Council meetings live on Rogers Cable 10.
- The Office of Community Engagement was set up in 2013 to advance and extend the practice of public participation – a key priority in the City's Strategic Plan.
- Ward boundaries were revised in 2013 to ensure a more equitable representation of our fast-growing community in local and regional government.
- Between 2011 and 2013, Brampton Transit ridership increased by 40 per cent while the city's population grew by 11 per cent. In 2013, more than 19 million riders relied on Brampton Transit to connect them across the city. The national average for transit ridership growth is approximately 3 per cent annually.



## Environment

The City views “environment” broadly. From our diverse natural environment such as valleys, streams, woodlands and wetlands – to the built environment of our neighbourhoods and commercial and industrial centres – to constructing buildings, roads, sports facilities and parking lots. Volunteering for community cleanup days, planting a wildflower garden on your front lawn, walking to the corner store, carpooling and understanding environmental issues are just a few ways in which we all can make a difference and improve Brampton’s environment.

## Spaces

Brampton is growing – our city is projected to be home to 725,000 people by 2031. Planning for this growth is guided by the City’s Official Plan. The type of house you live in, the paths and sidewalks you use, the park at the end of your street, and the gas station around the corner are all part of this plan. The same goes for the transit stop, local schools, boulevards and trees. Community collaboration is key for land-use planning, and we make sure you have opportunities to be part of the process. Heritage initiatives like Alderlea, Mount Pleasant Community Centre, Ebenezer Community Hall, and the Pendergast log cabin are also factored into city planning.

## Emergency planning

Our safety response and emergency planning was tested in December 2013, when a fierce ice storm hit southern Ontario. Brampton had to declare a crisis. The City’s response focused on safety: clearing tree branches from power lines and roads, and opening emergency shelters for residents. Damaged trees and fallen limbs devastated yards, parks and boulevards. Parks and trails remained buried under thick ice for months. Cleanup and recovery continued through summer 2014. The city’s tree canopy will take decades to fully recover.





## 2010-2014 Accomplishments

- The City completed more than 23 energy-efficient retrofit projects since 2011, with 14 more underway in 2014. New City facilities have environmental sustainability and energy efficiency as a minimum design standard. Several projects are targeting LEED certification, including Gore Meadows Phase 1 and Fire Station 212.
- Since 2011, the City's annual Earth Hour participation has reduced 5,876 kw of energy, which is the equivalent to taking 2,444 cars off the road for one hour.
- On May 28, 2014 City Council approved "Brampton Grow Green", the City's first Environmental Master Plan. This plan directs the City's efforts to conserve, restore and enhance its urban, rural and natural environments.
- In 2014, Brampton received approval from the Province to amend its Downtown Special Policy Area. Approval of this policy allows for more flexibility in the revitalization of the historic downtown core.
- Spring and Harvest Cleanup events encouraged more than 510,400 participants to pitch in since 2011.
- Block plans ensure our City is well-planned and connected – recent approved plans are Mount Pleasant, Countryside Villages, and Vales of Humber.
- City street sweepings are repurposed for reuse as winter sand on slippery roads.
- "Pollinator patches" and meadow gardens are planted in city parks to provide spaces for bees, butterflies and other pollinating insects to live and breed.



# C O N N E C T P R E S

## **Celebration**

The diversity of our city is electric. Events like CeleBRAMPTON (which combines the former Brampton Day and Flower City Parade), Canada Day festivities, Christmas Tree Lighting and more celebrate our city's pride. In the summer, there are free live performances, movies and events in our downtown. We annually recognize our volunteers and sports community with award ceremonies. And our floral heritage is celebrated in a children's story book: "Brampton, the Flower City Story".

## **Sports**

People at play – whether sport or recreation – is part of healthy living. Helping youth find success in sport is important to us. We've established partnerships with the private sector to secure free swims and skates for youth. Brampton has played host to national and international sporting matches in field hockey, baseball and cricket. The Flower City Lawn Bowling facility is a favourite among our seniors groups. Our community centres cater to hockey, gymnastics, swimming and more.

## **Shop Local**

We take our agricultural roots seriously. It's one of the reasons our Farmers' Market has been in our downtown for more than 25 years. The market is a seasonal staple to our events roster, combining fresh food and unique artisans. It's also a great spot to meet neighbours, try new foods, and get outside. Many vendors have achieved success beyond the market borders, opening stand-alone shops in our downtown. The Brampton Farmers' Market runs for 17 weeks, from June to October.





## 2010-2014 Accomplishments

- The City hosted several provincial, national and international sporting events:
  - Women's World Softball Championship (2013) – 15 countries participated for seven days
  - Pan American Field Hockey (2013) – nine countries participated over eight days
  - Ontario 55+ Summer Games (2012) – attracted more than 1,800 participants in 18 events
- The Olympic Torch Relay Community Celebration was a key community-building event that vaulted Brampton into the national and international spotlight. Brampton made Olympic Torch Relay history with the first torchbearer to carry the torch via a sledge hockey sled.
- Since 2011, the City secured more than \$100,000 from the private sector to support recreation, including the Brampton Clean City's High School Green Club, summer camps, public swims and learn-to-skate programs.
- The Brampton Arts Walk of Fame launched in September 2014, recognizing Bramptonians who have achieved excellence in the arts and entertainment industry.
- Since 2011, the City has created 25.8 km of multi-use paths, helping to build communities and improve routes to walk or bike.
- The City annually maintains 10 spray pads/wading pools, two skating trails, 250 playgrounds and 276 km of trails.



# C O N N E C T P R E S

## **Safety**

Every resident plays a part to keep Brampton safe, healthy and attractive. City by-laws protect the environment and ensure public health. They protect you from harm, and define your rights as a resident or property owner. Regulations, fire services, traffic safety and neighbourhood watch groups have helped Brampton keep its International Safe Community designation by the World Health Organization since 2007.

## **Community**

Mount Pleasant Village is Brampton's shining example of a more sustainable approach to suburban community living. There's an elementary school and a library branch. In the winter, the public square turns into a skating rink. Commuters enjoy convenient access to Brampton Transit, Züm and GO transit. Shops are conveniently sited. Everything is walkable. Beyond geography, community pride is illustrated throughout Brampton by green-thumbed residents who use community gardens to grow produce and plants, and participants in the Parks Mural Program who help combat graffiti.

## **Education**

Securing a new university in our growing and diverse city is a key investment goal. It leads to new job creation, new businesses, and a stronger local economy. During the City of Brampton's 2013 strategic plan outreach efforts, residents clearly identified establishing a university presence in Brampton as a top priority. The City further committed to supporting the creation of Sheridan University – an institution committed exclusively to undergraduate professional education. The City has reached out to Ontario postsecondary institutions to attract a full undergraduate and graduate university to Brampton, including participation in Provincial proposal calls for university expansion.





## 2010-2014 Accomplishments

- In 2011 the Chinguacousy Park Children's Garden was the first Canadian garden launched through the Scotts Canada GRO1000, a program that will see 1,000 community gardens across Canada, the United States and Europe by 2018.
- Public art is a vital ingredient in the cultural fabric and streetscape of creative cities. Recent public art projects in Brampton include the George Street mural, the Teramoto sculpture and veteran statue restoration project.
- Flower City Seniors Centre has more than 3,800 members, 170 weekly programs and 160 volunteers.
- The City's Accessibility Plan (created in 2013) ensures City services, facilities and programs are accessible to all Bramptonians.
- In 2013, the 10th anniversary of Stephanie's Place was celebrated. Located at the Fire/Life Safety Education Centre, thousands of people have visited to learn important fire safety skills.
- Our Triple 'A' Standard and Poor's credit rating for eight consecutive years reflects the City's debt-free position and excellent economy. Brampton is one of only seven Canadian municipalities, and four global municipalities (excluding USA) to have this highest achievable rating.
- In December 2013, the City's Strategic Plan was approved by City Council. Focused on five priority areas – Thriving, Growing, Serving, Preserving, Engaging – the plan will drive city-building for the future.



# AWARDS

## INITIATIVE

2010 Annual Report

Creative Economy Summit

"Bring Your Passion to Play" Sports Tourism Video

Brampton Tourism Guide

National Public Works Week

Top Places to Invest in Ontario

Citizen Services Platform (CSP) Web Interactive Maps

Citizen Services Platform (CSP) Portal Initiative

City of Brampton Floral Displays

Mattamy Homes, Mount Pleasant Village

"A Walk Through Time: Downtown Heritage Walking Tour" Booklet

Mobile Brampton

Brampton Clean City - Green Education Program

Energy Conservation

2010 Züm Launch

SmartBus Intelligent Transportation System

Rose Theatre Brampton

City of Brampton Heritage Program

2010 Financial Report

Top 10 Cities in the Americas for Foreign Direct Investment



## 2011 AWARD

International Association of Business Communicators – *Gold Quill Award of Merit*  
Association of Marketing and Communication Professionals – *Platinum, overall publication*  
Economic Developers Council of Ontario – *Winner*  
Economic Developers Council of Ontario – *Winner*  
Economic Developers Council of Ontario – *Honourable Mention*  
Canadian Public Works Association – *First Place, Large Metro Centre*  
Real Estate Investment Network – *Ontario's Top Places to Invest, Ranked 5th*  
Geospatial Information & Technology Association – *International Innovator Award*  
CIO 100 Award  
Communities in Bloom – *National Outstanding Achievement Award for Floral Displays*  
Greater Toronto Home Builders' Association – *Project of the Year*  
Building Industry and Land Development (BILD) Association –  
*Low Rise Project of the Year and Best New Home Design: Semi or Townhome*  
Economic Developers Council of Ontario – *Honourable Mention*  
The Association of Municipal Managers, Clerks and Treasurers of Ontario – *E. A. Danby Award, Recognizing Municipalities for Outstanding Performance Improvement Through Innovative Practices*  
Parks and Recreation Ontario – *Innovation Award*  
Hydro One Brampton – *Partners in Power Reduction Award*  
Canadian Urban Transit Association – *Exceptional Service/Outstanding Achievement Award*  
International Association of Business Communicators – *Ovation Award of Excellence, Special Events*  
International Association of Business Communicators – *Ovation Award of Excellence, Marketing & Communications*  
Government Technology Exhibition and Conference – *GTEC Distinction Award*  
Brampton Guardian Readers' Choice Award – *Platinum, Live Entertainment and Theatre*  
Toronto Sun Readers' Choice Award - *Bronze, Live Entertainment*  
Lieutenant Governor's Ontario Heritage Award – *Community Leadership (population over 125,000)*  
Government Finance Officers Association – *Excellence in Financial Reporting*  
UK Financial Times Foreign Direct Investment (FDI) – *City of the Future in the Americas (North, South, Central), Best Infrastructure Large City*



# AWARDS

## INITIATIVE

2011 Annual Report

"Bring Your Passion to Play" Sports Tourism Video

Creative Economy Research Brief

Economic Development Annual Report

Fire Integrated Mobile 2.0 Technology Solutions

(assist the frontline mobile units, fire officers and staff to deliver their services safely, intelligently and optimally)

Inclusive Customer Service Training (Accessibility and Diversity)

National Public Works Week

Public School, Library and Community Centre, Mount Pleasant Village

Mattamy Homes, Mount Pleasant Village

Reconstruction of CPR Station, Mount Pleasant Village

Brampton Clean City - Norton Park Community Engagement and Stewardship Project

Newcomer Bus Tours

Implementation of SmartBus Technology

2011 Financial Report

Rose Theatre Brampton



## 2012 AWARD

Association of Marketing and Communication Professionals – *Platinum, overall publication*

Economic Developers Association of Canada – *Marketing Canada Award*

Economic Developers Council of Ontario – *Honourable Mention*

Economic Developers Council of Ontario – *Winner*

Municipal Information Systems Association – *Excellence in Municipal Systems*

CIO 100 Award

Association of Municipalities of Ontario – *Peter J. Marshall Innovation Award*

Government Technology Exhibition and Conference – *GTEC Distinction Award*

Excellence Canada – *Ontario Accessibility Award*

Ontario Public Works Association – *Bruce Brunton Award*

Canadian Public Works Association – *First Place, Large Metro Centre*

American School and University Educational Interiors Showcase – *Outstanding Design*

Greater Toronto Home Builders' Association – *Places to Grow Community of the Year*

Heritage Canada Foundation – *National Achievement Award*

TD Friends of the Environment – *\$25,000 grant*

Canadian Urban Transit Association – *Corporate Leadership Award*

Intelligent Transportation System Society of Canada – *Excellence Award*

Government Finance Officers Association – *Excellence in Financial Reporting*

Brampton Guardian Readers' Choice Award – *Platinum, Live Entertainment and Theatre*

Toronto Sun Readers' Choice Award – *Bronze, Live Entertainment*

# AWARDS

## INITIATIVE

2012 Annual Report

"City-building: Planned. Public. Progressive" Brochure

Economic Development Marketing Program – b...more Brand Strategy

Fire Pre-Plan Builder Program

Salt Storage and Snowfighting

Elgin Wood Park Tree Planting

Bicycle Facility Implementation Program

Energy Conservation

Mount Pleasant Library

Brampton Clean City - Calvert Park/Etobicoke Creek

Community Engagement and Stewardship Project

Volunteer Specialist Program

2012 Financial Report

Youth Friendly Designation

ADAPT Program

Top 10 Cities in the Americas for Foreign Direct Investment

National Public Works Week

## INITIATIVE

Smart Commute

County Court Park Tree Planting

Dixie/407 Park Tree Planting

Energy Conservation

Brampton Clean City - Calvert Park/Etobicoke Creek

Fresh Water Conservation Education

Andy MacDonald, Fire Chief





## 2013 AWARD

Association of Marketing and Communication Professionals – *Gold, photography*  
Association of Marketing and Communication Professionals – *Platinum, overall publication*  
Association of Marketing and Communication Professionals – *Platinum, photography*  
Association of Marketing and Communication Professionals – *Platinum, overall publication*  
Economic Developers Association of Canada – *Winner, brand identity*  
Economic Developers Association of Canada – *Winner, video promotion*  
CIO 100 Award  
Government Technology Exhibition and Conference – *Distinction Award*  
The Salt Institute – *Safe and Sustainable Snowfighting Award*  
TD Green Streets Designated Community – *\$10,000 grant*  
Share the Road Cycling Coalition/League of American Bicyclists – *Honourable Mention, Bicycle Friendly Community*  
Hydro One Brampton – *Partners in Power Reduction Award*  
Ontario General Contractors Association – *Ontario Builders Award*  
Ontario Ministry of the Environment – *Great Lakes Guardian Fund, \$25,000 grant*  
  
Parks and Recreation Ontario – *Innovation Award*  
Government Finance Officers Association – *Excellence in Financial Reporting*  
Ontario Partnership for Active & Engaged Youths – *Platinum Status*  
Parks & Recreation Ontario – *Innovation Award*  
UK Financial Times Foreign Direct Investment (FDI) – *City of the Future in the Americas (North, South, Central)*  
• *8th place, Overall* • *2nd place, Business Friendly City* • *8th place, Infrastructure*  
Canadian Public Works Association – *First Place, Large Metro Centre*

## 2014 AWARD

Metrolinx – *Smart Commute Gold Workplace*  
TD Green Streets Designated Community – *\$15,000 grant*  
CN EcoConnexions Designated Community – *\$15,000 grant*  
Hydro One Brampton – *Partners in Power Reduction Award*  
Ontario Ministry of the Environment – *Great Lakes Guardian Fund, \$8,000 grant*  
  
Ontario Municipal Fire Prevention Officers Association – *Fire Chief of the Year*

# OUR VISION

Brampton is a world-class city of opportunity.

We honour the past. We build on success. We plan for a future that thrives.

## OUR STRATEGIC PRIORITIES



THRIVING

### **Economic Development**

Strengthen Brampton's outstanding quality of life by encouraging economic growth, innovation and entrepreneurship that enhances the City's brand and residents' lifestyles.



GROWING

### **Growth Management**

Manage the benefits of growth to build a preeminent city with vibrant and connected communities. Efforts to reinforce Brampton's Downtown and Central Area as the heart of the city will also be prioritized to ensure it becomes the premier location for business, shopping, living, entertainment and cultural activities.



SERVING

### **Corporate Excellence**

A local government that provides value for taxpayers and offers excellent customer service is vital for a successful community. To realize Brampton's potential, the City must make the most of its resources, continue to hire and retain the best and brightest, and find ways to strengthen its commitment to customer service excellence.



PRESERVING

### **Environmental Stewardship**

We will strive to lead and educate on the preservation and conservation of our natural and built environments to ensure Brampton's heritage, identity, pride, vitality and economic prosperity is balanced.



ENGAGING

### **Community Engagement**

As one of Canada's most diverse communities, the need to engage Brampton's residents in effective ways has never been greater. The City is committed to finding ways to communicate the corporation's activities and priorities to the community, understand the community's concerns, foster a unique sense of civic pride and local identity, and be a community where citizens and businesses are safe and protected.

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Alternate formats available upon request



brampton.ca

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