The role of post-secondary education in fostering economic development in Ontario’s communities has never been more significant than today in this post-recessionary period.
1. INTRODUCTION

Higher learning is a vision and commitment shared by the Province of Ontario, post-secondary education institutions and industry. As will be demonstrated in this Strategy, the City of Brampton is a strong advocate and supporter of this shared vision.

Creating and preserving knowledge-based jobs by enabling investments in post-secondary education, research, innovation and commercialization activities is at the heart of Brampton’s economic vision. In this post-recessionary period, economic expansion is highly dependent on strategies designed to achieve this outcome.

University Strategy

We are pleased to present Brampton’s Strategy for post-secondary university education in Brampton, a two-pronged approach:

**Goal #1: Support the Creation of Sheridan University that is Committed Exclusively to Undergraduate Professional Education:** The City of Brampton supports the vision and mission of a new Sheridan University as a global leader in undergraduate professional education. To support this vision, the City of Brampton is advocating and prepared to invest its local share in a new undergraduate paradigm in Ontario that is exclusively committed to undergraduate professional education; features a strong focus on students, teaching and learning, creativity and innovation; offers undergraduate research that is connected to industry; and produces professional accreditations that achieve the highest standards of quality programming and faculty. The City of Brampton is proposing that Sheridan University have a profound presence in Downtown Brampton.

**Goal #2: Attract a New Research-Oriented University Campus in Brampton:** To support the growing demand for undergraduate and graduate programs in the Toronto-centered region (Zone 7), the City of Brampton is prepared to invest its local share in a new university campus that features research capabilities for students, faculty and industry. The City is prepared to partner with an existing Ontario university or participate with the Province of Ontario in the start-up of the next publicly funded institute in Ontario, located in Brampton.

A key underpinning of this Strategy is that the two goals described above are complementary and intrinsically related from an advancement and institutional perspective.
Demand Drivers

The core drivers of demand that justify the expansion of post-secondary education in Ontario, particularly in the Greater Toronto Area, are well documented.

What we present in this Strategy, however, is a local community perspective that defines a compelling need for a new wave of post-secondary expansion driven by innovative thinking on undergraduate professional education, as well as on undergraduate and graduate education with a focus on research-oriented programs, classrooms and labs for faculty, students and industry.

In our recent strategic planning and community engagement process, we found an interesting human spirit and positive cultural attitude toward higher learning in Brampton. This community perspective was captured through extensive engagement approaches and multiple primary and secondary information-gathering methods.

As a result, we have developed a Strategy that paints the picture of a growing, diverse and committed Brampton community ready for university development, and a municipality that is prepared to invest and lead a process that facilitates its community’s vision.

Structure

This document is structured as follows:

Part 2 – The Need – Meeting the Increasing Demand for Post-Secondary Education

Part 3 – Defining the Opportunities in Brampton

Part 4 – Brampton’s Strategic Partnership – a Track Record of Success

Part 5 – Commitment to this Strategy

Part 6 - Next Steps – Our Proposed Implementation Plan

Part 7 – Key Contacts

A Note on Benchmarked Regions in Ontario

Ontario’s geography for student registration statistics (OUAC) includes a ‘Zone 7’ comprised of the City of Toronto, York Region, Peel Region (including Brampton) and Simcoe County. This was the reference zone used in our comparative analysis.
2. THE NEED - MEETING THE INCREASED DEMAND FOR POST-SECONDARY EDUCATION

“\[\text{The economic benefits of the youth and vitality that a new college or university campus would bring are not lost on the City’s residents, as a large majority view it to be a top priority for economic development (64%), particularly among “influencers” (84%)}\]

Residents of Brampton, Compiled by Environics, 2013

Our Community Speaks Out

In 2013, the City invited its community to participate in a comprehensive strategic planning program. It has been ten years since the City last undertook a strategic planning exercise. The community has changed in that time, and will continue to change as our population rises in keeping with the Province of Ontario’s Places to Grow Act.

It began with initial research to identify the priorities of Brampton's residents and businesses, figure out what the City is doing well, and where there may be room for improvement. This phase was completed through meetings with a variety of community groups and organizations, and a telephone survey to learn about the public’s priorities, perceptions and concerns. From the information we have collected, we identified five Strategic Priorities for Brampton’s future.

Next we completed the community engagement phase of the process, through a series of Town Hall meetings and other feedback options, including the City’s website, Twitter, email, voicemail, and of course, one-on-one.

The feedback from residents has been impressive. The vision and direction offered by the public is persuasive, articulate and focused on these priorities:

- Economic Development
- Growth Management
- Environmental Stewardship
- Community Engagement
- Corporate Excellence
Economic development and growth management were identified as the most important areas of focus for the City. The public was clear that attracting large “brand name” companies and developing local talent were among the major themes for the City’s economic development. Similarly, the two most important economic development initiatives identified by Brampton residents, were: first, attracting new businesses to the City (69% “top priority” rating) and second, the building of college and university campuses (64%). These two priorities are intrinsically related to each other.

<table>
<thead>
<tr>
<th>Economic Initiatives</th>
<th>Top Priority</th>
<th>Secondary Priority</th>
<th>Not a Priority</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote Brampton Internationally</td>
<td>48%</td>
<td>32%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Support SME's</td>
<td>58%</td>
<td>34%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Build College and University Campuses</td>
<td>64%</td>
<td>25%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Attract New Business</td>
<td>69%</td>
<td>23%</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Environics, 2013 (Prepared for the City of Brampton Strategic Planning Engagement)

Growing Population

Brampton is a designated growth centre in the Province of Ontario. With an official population of 523,911 (2011), Brampton is the 9th largest City in Canada; 4th largest in Ontario and 3rd largest in the Greater Toronto Area. Between 1981 and 2011, Brampton’s population grew by an extraordinary rate of 8.4% per year. Brampton’s population is expected to reach approximately 843,000 people by 2031.

At 21%, Brampton’s population grew more than the benchmarks during the period between 2006 and 2011. With a total population increase of 90,105 persons during this time-frame Brampton was ranked 3rd in Canada behind Toronto and Calgary, and ahead of Edmonton, Surrey, Ottawa and Vaughan.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Brampton (Zone 7)</td>
<td>433,806</td>
<td>523,911</td>
<td>20.8%</td>
</tr>
<tr>
<td>York Region (Zone 7)</td>
<td>892,712</td>
<td>1,032,524</td>
<td>15.7%</td>
</tr>
<tr>
<td>Peel Region (Zone 7)</td>
<td>1,159,455</td>
<td>1,296,814</td>
<td>11.8%</td>
</tr>
<tr>
<td>Toronto CMA</td>
<td>5,113,149</td>
<td>5,583,064</td>
<td>9.2%</td>
</tr>
<tr>
<td>Canada</td>
<td>31,612,897</td>
<td>33,476,688</td>
<td>5.9%</td>
</tr>
<tr>
<td>Ontario</td>
<td>12,160,282</td>
<td>12,851,821</td>
<td>5.7%</td>
</tr>
<tr>
<td>Simcoe County (Zone 7)</td>
<td>422,204</td>
<td>446,063</td>
<td>5.7%</td>
</tr>
<tr>
<td>City of Toronto (Zone 7)</td>
<td>2,503,281</td>
<td>2,615,060</td>
<td>4.5%</td>
</tr>
</tbody>
</table>

Source: Statistics Canada, 2006 & 2011

In 2006, the population in Zone 7 was 4.98 million representing 41% of the total population in Ontario. By 2011, the population in this zone soared to 5.39 million featuring an impressive 8.2% growth rate, above the provincial and national averages.

This is a sound level of household formation during a difficult period in Ontario’s economic history. Most of the population and household growth occurred in Peel and York Regions, a high demand zone for future university expansion.

Brampton is ideally situated in Zone 7 to host Ontario’s next wave of university expansion.
A Young and Family Oriented Community

Brampton is a young City with a median age of 34.7 years according to Statistics Canada. Brampton’s population is younger than the ten most populated cities in Canada, as well as the nation, the province of Ontario and the Toronto region.

<table>
<thead>
<tr>
<th>Municipality</th>
<th>Median Age 2011</th>
<th>Median Age Rank 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brampton</td>
<td>34.7</td>
<td>1</td>
</tr>
<tr>
<td>Edmonton</td>
<td>36.0</td>
<td>2</td>
</tr>
<tr>
<td>Calgary</td>
<td>36.4</td>
<td>3</td>
</tr>
<tr>
<td>Mississauga</td>
<td>38.5</td>
<td>4</td>
</tr>
<tr>
<td>Montreal</td>
<td>38.6</td>
<td>5</td>
</tr>
<tr>
<td>Winnipeg</td>
<td>39.0</td>
<td>6</td>
</tr>
<tr>
<td>Toronto</td>
<td>39.2</td>
<td>7</td>
</tr>
<tr>
<td>Ottawa</td>
<td>39.2</td>
<td>7</td>
</tr>
<tr>
<td>Vancouver</td>
<td>39.7</td>
<td>9</td>
</tr>
<tr>
<td>Hamilton</td>
<td>40.9</td>
<td>10</td>
</tr>
<tr>
<td>Toronto CMA</td>
<td>38.6</td>
<td></td>
</tr>
<tr>
<td>York Region</td>
<td>39.3</td>
<td></td>
</tr>
<tr>
<td>Peel Region</td>
<td>36.9</td>
<td></td>
</tr>
<tr>
<td>Simcoe County</td>
<td>41.8</td>
<td></td>
</tr>
<tr>
<td>Ontario</td>
<td>40.4</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>40.6</td>
<td></td>
</tr>
</tbody>
</table>

Source: Statistics Canada, 2011

The typical post-secondary education enrollment age group between 20 and 39 includes more than 151,800 Brampton residents, representing a growth rate of 28% between 2006 and 2011.

Immigration is a Driver of Economic Growth

For the first time in its history, the number of residents living in Brampton that was born outside of Canada exceeded 50% of the population. In other words, the foreign-born population in Brampton is greater than the Canadian-born population.

Immigration continues to be a major influence in the growth and diversification of Brampton’s population, labour force, employment, household income, business enterprises and institutions.

This is a differentiating factor that is shaping a new, highly energetic image of the City of Brampton.
Brampton is a magnet for new Canadians. The peak immigration period in Brampton’s statistical history is indeed the present time. The most recent immigration figures from the 2001 and 2006 Census Surveys, and the 2011 National Household Survey revealed that more than 83,000 people settled in Brampton between 2001 and 2011. This represents an average annual rate of 8,300 new foreign-born residents, or approximately 3.3% of the total immigration into Canada, into Brampton.

<table>
<thead>
<tr>
<th>Geography</th>
<th>Foreign-Born Population, Total 2011</th>
<th>Foreign Born Population, 2011 As a % of Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brampton</td>
<td>263,670</td>
<td>50.6%</td>
</tr>
<tr>
<td>Peel Region</td>
<td>650,530</td>
<td>50.5%</td>
</tr>
<tr>
<td>City of Toronto</td>
<td>1,252,215</td>
<td>48.6%</td>
</tr>
<tr>
<td>Toronto CMA</td>
<td>2,537,410</td>
<td>46%</td>
</tr>
<tr>
<td>York Region</td>
<td>463,125</td>
<td>45.2%</td>
</tr>
<tr>
<td>Ontario</td>
<td>3,611,365</td>
<td>29%</td>
</tr>
<tr>
<td>Canada</td>
<td>6,775,765</td>
<td>21%</td>
</tr>
<tr>
<td>Simcoe County</td>
<td>50,915</td>
<td>11.6%</td>
</tr>
</tbody>
</table>

Source: Statistics Canada, 2011

Between 2006 and 2011, the major countries of birth for new Brampton residents included:

1. India - 52.5%
2. Philippines - 6.8%
3. Pakistan - 6.3%

Languages Spoken in Brampton

Panjabi (Punjabi), Hindi and Urdu were the top three non-official languages in 2011, accounting for 66% of all of the non-official languages spoken in Brampton, making this City one of a few in Canada with significant allophone representation.

Rounding out the top ten languages spoken in Brampton were Portuguese (#4), Spanish (#5), Tamil (#6), Tagalog (#7), Gujarati (#8), Italian (#9) and Vietnamese (#10).

In total, eighty-nine languages were reported in the 2011 National Household Survey as being spoken in Brampton homes.

Post-Secondary Educational Attainment

At 51%, post-secondary education attainment in Brampton is below key benchmarks. However, it is the municipality’s goal to increase this level to meet the provincial (55%) and national (54%)
average by promoting and facilitating post-secondary facilities and access to programs that are next-to-home.

<table>
<thead>
<tr>
<th>Geography</th>
<th>Post-Secondary Certificate, Diploma or Degree, 2011</th>
<th>Percentage of Total Population 15 and Older, 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Toronto</td>
<td>1,271,545</td>
<td>58%</td>
</tr>
<tr>
<td>Toronto CMA</td>
<td>2,629,970</td>
<td>58%</td>
</tr>
<tr>
<td>York Region</td>
<td>487,945</td>
<td>58%</td>
</tr>
<tr>
<td>Peel Region</td>
<td>576,995</td>
<td>56%</td>
</tr>
<tr>
<td>Ontario</td>
<td>5,717,340</td>
<td>55%</td>
</tr>
<tr>
<td>Canada</td>
<td>14,805,190</td>
<td>54%</td>
</tr>
<tr>
<td>Brampton</td>
<td>206,770</td>
<td>51%</td>
</tr>
<tr>
<td>Simcoe County</td>
<td>180,650</td>
<td>50%</td>
</tr>
</tbody>
</table>

Source: Statistics Canada, 2011

The City’s strategic economic growth initiatives will continue to result in a more diversified and talented labour force. Such initiatives include residential and commercial intensification of Brampton’s central commercial corridor, attracting knowledge-based industries, expansion of executive housing supply, investment in arts and culture, and supporting programs that promote entrepreneurship, innovation and commercialization.

**Household Income**

At $77,787, Brampton had the 2nd highest reported household income among the regions in this sample.

<table>
<thead>
<tr>
<th>Geography</th>
<th>Median Household Total Income, 2010</th>
<th>Benchmark Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>York Region</td>
<td>$89,100</td>
<td>1</td>
</tr>
<tr>
<td><strong>Brampton</strong></td>
<td>$77,787</td>
<td>2</td>
</tr>
<tr>
<td>Peel</td>
<td>$77,588</td>
<td>3</td>
</tr>
<tr>
<td>Toronto CMA</td>
<td>$70,365</td>
<td>4</td>
</tr>
<tr>
<td>Simcoe County</td>
<td>$67,468</td>
<td>5</td>
</tr>
<tr>
<td>Ontario</td>
<td>$66,358</td>
<td>6</td>
</tr>
<tr>
<td>Canada</td>
<td>$61,072</td>
<td>7</td>
</tr>
<tr>
<td>City of Toronto</td>
<td>$58,381</td>
<td>8</td>
</tr>
</tbody>
</table>

Source: Statistics Canada, 2011

Further, between 2005 and 2010, the total number of Brampton households reported in the highest income category, being $100,000 and more, increased by 42.5%.
Population Growth is Complimented by Strong Employment Growth

The Brampton economy has been projected to attract approximately 120,000 net new jobs by 2031, for a total of 291,000 people working in Brampton based business establishments.

<table>
<thead>
<tr>
<th>Employment</th>
<th>2011</th>
<th>2016</th>
<th>2021</th>
<th>2026</th>
<th>2031</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brampton</td>
<td>171,000</td>
<td>204,000</td>
<td>239,000</td>
<td>263,000</td>
<td>291,000</td>
</tr>
<tr>
<td>Peel</td>
<td>730,000</td>
<td>820,000</td>
<td>880,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Hemson Consulting Ltd, Oct 2013

Brampton will lead economic growth in Peel over the next two decades, attracting 80% of the employment forecasted in the region. Brampton is home to 8,075 businesses. Brampton businesses contribute approximately $12.9 Billion to the GDP or 5.2% of the output in the Toronto Region. The City’s output is dominated by a mixed economy, heavily structured on goods-producing, trades and professional business services industries.

The major non-government industries dominating the economic base of Brampton, by place of work employment, include:

- Manufacturing
- Retail and Wholesale Trade
- Professional and Business Services
- Transportation and Warehousing

This skilled and educated workforce in Brampton represents the 3rd highest concentration of labour in the Toronto Region.

Major Corporations

Brampton’s corporate community is vibrant, featuring an impressive list of corporations from Canadian and International enterprises that have invested in office, production and/or logistics facilities in this community.

- Rogers Communications
- Chrysler Canada
- Loblaw Companies
- Maple Lodge Farms
- Canadian Tire Corporation
- Coca Cola Bottling
- Waste Management of Canada
- Gamma Dynacare
- Olymel LLP
- Air Canada Strategic Operations Centre
- Bacardi Canada
- Export Packers Ltd
- HBC Canada
- Ford Motor Company
- Nissan Canada
- Medtronic Canada
- MDA Robotics
- Q9 Canada
- Aircraft Appliances and Equipment
- Para Paints Canada
- Brita Water Filter
- Clorox Canada
- Hunter Douglas Windows
- Mandarin Restaurant Corporation
- Nestle Canada
- Maple Leaf Foods
- Hankook Tire
- Smuckers Canada
- Parmalat Canada
- Miele Canada
- Best Buy Canada/Future Shop Canada

**Small and Medium Sized Enterprises (SMEs)**

The backbone of Canada’s economy is found in the entrepreneurs and innovators who own and operate small and medium-sized enterprises. While Brampton has an excellent portfolio of corporate brand names, the SME sector is an active contributor to economic growth. Ninety-four per cent (94%) of all businesses in Brampton had less than 50 employees. Small businesses remain strong in professional, scientific, and technical support sectors as well as in business services and the retail and wholesale trades.

Canon Canada recently announced the relocation of their national headquarters to Brampton, Ontario.
Brampton business establishments with less than ten employees had 23,000 workers on their payroll in 2011.

**Public Sector Employment**

A diverse economic base such as Brampton’s is also characterised by very good representation from institutions in the public sector.

Major employers include:

- Regional Municipal of Peel
- William Osler Health System
- Peel Regional Police
- Corporation of the City of Brampton
- Sheridan College Institute of Technology and Advanced Learning
- Ontario Courthouse – Grenville Davis

**University Application Statistics**

The Ontario Universities’ Application Centre (OUAC) produces an annual report of application and registration data for secondary school and other applicants.

In 2011, 514,596 applications were administered by the Ontario University system. In the ten-year period between 2002 and 2011, Ontario saw the number of applications received grow by approximately 135,000. During the same time-frame the number of registered applicants increased by approximately 23,000 or 33.6%. In 2011, Ontario universities hosted 78,434 registered applicants.

A key finding of the 2011 OUAC Report is that universities located in geographic zone 7, these being the Ontario College of Arts and Design, York University, Ryerson University and the University of Toronto, attracted the highest proportion of registered applicants from their home-zone when compared to all other universities in Ontario.
This point is highlighted in the following table.

<table>
<thead>
<tr>
<th>Universities in Geographic Group Zone 7 (includes: Peel Region, York Region, Simcoe County and City of Toronto)</th>
<th>Registered Secondary School Applicants Originating From Zone 7 in 2011 (% of Total Registered for Each University)</th>
<th>Registered Other Applicants Originating from Zone 7 in 2011 (% of Total Registered for Each University)</th>
</tr>
</thead>
<tbody>
<tr>
<td>York</td>
<td>86.5%</td>
<td>59.2%</td>
</tr>
<tr>
<td>Ryerson</td>
<td>82.2%</td>
<td>61.6%</td>
</tr>
<tr>
<td>Toronto</td>
<td>74.3%</td>
<td>20.9%</td>
</tr>
<tr>
<td>OCAD</td>
<td>64.3%</td>
<td>54.2%</td>
</tr>
<tr>
<td><strong>Average – System Wide</strong></td>
<td><strong>45.4%</strong></td>
<td><strong>30.6%</strong></td>
</tr>
</tbody>
</table>

Source: Ontario University Application Centre, 2011

Given the large population, demographic composition, socio-economic characteristics and cultural attitudes of residents living in Zone 7, it is clear that there is a positive bias for students, particularly secondary-school students, to attend a university where they can live near or stay within their family and community structures.

This is a prevalent trend in Peel Region, York Region, Simcoe County and the City of Toronto (the communities that comprise Zone 7), more so than any other region in Ontario.

As a summary of the complex set of demand factors highlighted in this section of the report, we see tremendous justification for additional university services on the outer edge of the Greater Toronto Area.
3. DEFINING THE OPPORTUNITY

Goal #1 - Sheridan University Campus in Downtown Brampton

Project Vision: A profound and holistic Sheridan Downtown Brampton Campus connected to its 9500 plus students at Brampton Davis Steeles Campus supported by enhanced transit to its HMC Campus I and II, and Oakville Campus.

Site Options: 1. Nelson Square Garage (Phase II SWQRP) and Phase III Lands 2. Heritage Theatre Block

Mobility: These sites are within a 5-minute walking distance to the existing Brampton GO Train Station (with service to Union Station and Kitchener/Waterloo) and the ZÜM Bus Rapid Transit service on Queen Street and Main Street, with service to Sheridan Davis Campus, Guelph-Humber University Campus, Mississauga City Centre (HMC I and II) and York University. The proposed Hurontario-Main Light Rapid Transit system is also within walking distance of the site and offers a direct link to HMC I and II.

Infrastructure Type: Post-Secondary Education Campus and Related Uses
Project Type: DBFM or DBF: Design Build Finance Maintain or Design Build Finance (the final business model is subject to a detailed feasibility study).

Goal #2 – A New University Campus in Brampton

Project Vision: A new university campus that offers undergraduate and graduate degrees with research-oriented programs for students, faculty, industry.

Site Option #1: 65-acre site at McLaughlin Road and Queen Street West, southwest corner, known municipally as “Flower City Community Campus”. This site was formerly owned by the Province of Ontario (OPP Headquarters and Training Centre) and is currently being used by the municipality.

Mobility: This site is located in the Central Area of Brampton with Brampton Transit service provided to the property. The site is 1.5 kilometres from the Downtown GO Train Station and the Downtown ZUM BRT Station on Main Street, and 3 km to the Brampton ZUM BRT station at Shoppers World - Steeles Avenue.
The road network provides easy access to the major 400 series highways, for example ETR 407 is 3.5 km south of this site and Highway 410 is 4.5 km east of the site.

**Site Location Option #2:** 2719 Bovaird Drive West at Heritage Road, southwest quadrant. This 87-acre site was formerly owned by private industry. Today, the site is owned by the City of Brampton and is being used by the municipality for maintenance and operation services.

**Mobility:** The Mount Pleasant GO Train Station is 2.2 km east of the site at Creditview Road. The major Highway 401 and ETR 407 juncture is approximately 8 km by automobile. Future infrastructure serving this area includes the GTA West Corridor, immediately north and east of the subject property.

**Infrastructure Type:** Post-Secondary Education Campus and Related Uses

**Project Type:** DBFM or DBF: Design Build Finance Maintain or Design Build Finance (the final business model is subject to a detailed feasibility study).
4. BRAMPTON’S STRATEGIC PARTNERSHIPS – A RECORD OF SUCCESS

With its strategic partners, the City of Brampton has demonstrated an excellent record of success in building and delivering physical and human infrastructure projects designed to expand public services and improve Brampton’s economic development competitiveness.

Ultimately, these partnerships have created and preserved Ontario jobs. In this section, we showcase a few of these strategic projects.

Transit Infrastructure Project –
Züm Bus Rapid Transit Project

Züm is Brampton Transit’s Bus Rapid Transit (BRT) service. With its limited stops, advanced technology and real-time next bus information, Züm connects people and places within Brampton and throughout the Greater Toronto Area (GTA). Züm Queen Street service began in the fall of 2010. Züm Main Street service began operating in September 2011 and Züm Steeles Avenue started in the fall of 2012.

Züm was funded by all three levels of government, with investments of $95 million each from the Federal, Provincial and Municipal governments for a total allotment of $285 million.

Phase I of the project required $159 million. Phase II, which expanded services along Queen Street and Steeles Avenue as well as introduce new services on Bovaird Drive, will require $126 million when fully completed.

This is a DBFM – Design Build Finance and Maintain project led by the City of Brampton.

Brampton designed, built, financed and maintains all aspects of the Züm system-wide capital and operating costs related to:

- Roadway infrastructure, intersection modifications and signal priority equipment.
- New terminals and station stops with high-quality passenger amenities.
- Capital equipment including new vehicles for expanded and rebranded service.
- Intelligent Transportation System technologies including real-time passenger information.
**Post-Secondary Education Infrastructure Project – Sheridan Centre for Advanced Manufacturing and Design Technology (CAMDT)**

In response to the changing face of manufacturing in Central and Southern Ontario, Sheridan College and the City of Brampton embarked on a vision to assist Canadian manufacturers to compete globally, with knowledge and technology as the keys to their success.

Led by Sheridan College ITAL, the CAMDT $8 million venture is a partnership with more than 20 regional manufacturers, the Province of Ontario and the City of Brampton. Together, we are growing regional talent in this important sector. In 2005, CAMDT opened its doors.

Seen as a strategic economic development initiative, the City of Brampton was a major funding and local knowledge partner, contributing $2.5 million to CAMDT - the largest investment it has ever made as a municipality in post-secondary education. City Council’s investment in Sheridan is intended to address the demand (in the manufacturing sector) for graduates with a broad range of advanced technical and management skills, as well as to provide enhanced training for those already in the workforce.

CAMDT uses a consortia approach with the following goals:

- New full-time courses and industry/college projects
- Applied research initiatives and student projects
- Contract training and continuing education courses
- Strengthen program enrolments and graduate placements

The Centre for Sustainable Manufacturing (CSM) is located in Brampton, and houses 18,000 square feet of state-of-the-art labs and a flexible automation and fabrication centre. The labs support academic programs in integrated manufacturing, computer-aided drafting/manufacturing, and manufacturing management.

The Centre helps meet current and future needs of local manufacturers to stimulate regional economic development and prosperity. Sheridan, government and local industry have collaborated for nearly a decade to position the Centre to address critical skills gaps in the manufacturing sector. The Centre is now partnering with industry to support technical, financial and knowledge development to facilitate adoption of innovative technologies that minimize resource consumption, harmful emissions, waste and use of toxic materials.
Health Care Infrastructure Project –
Peel Memorial Centre for Integrated Health and Wellness

The new Peel Memorial Centre in Brampton will support the William Osler Health System’s vision for an integrated health system by providing primary ambulatory and outpatient-based care.

This is a DBFM – Design Build Maintain Finance project led by Infrastructure Ontario (IO).

Scheduled to open in 2016, Peel Memorial CIHW will provide specialized outpatient-based care including urgent care, day surgery and specialty clinics with a focus on helping individuals better manage chronic conditions like asthma, diabetes and kidney disease.

According to Osler Health System, Peel Memorial will introduce new models of care to shift the focus from illness to wellness and encourage patients to take a more active role in managing their own health and well-being.

Representing the leading edge in integrated health care delivery, Peel Memorial will provide access to specialized, patient-centred care in a state-of-the-art facility that offers a wide variety of traditional and alternative health care services. It will help people to get and stay well through a series of education, prevention, disease management and healing programs.

In the fall of 2012, Osler received government approval to move forward with a request for qualifications to design, build, finance and maintain the new facility. Following this announcement, Brampton City Council decided to invest 50% of the community share with a $60 million levy in support of the new Peel Memorial.

Downtown Intensification Infrastructure Project –
Southwest Quadrant Renewal Plan: Municipal Office and Commercial Retail Development

On August 10, 2011, Brampton’s City Council approved the terms of agreement for the Southwest Quadrant Renewal Plan, which enables the City to move forward with a creative solution to meet the City’s future administrative space needs and plans for revitalization of Brampton’s downtown. The successful proposal, submitted by Dominus Construction Group, is a plan for a mixed-use development, with several new features including new administrative, parking and retail space and a pedestrian-friendly cityscape for completion in 2014.
This is a DBF – Design Build Finance project led by Dominus Construction Group. The City is a tenant in the building on a long-term lease.

Phase 1 of this LEEDS project, now under construction, includes a new nine-storey building at 41 George Street that can accommodate:

- 126,398 foot building for administrative space
- 10,147 square feet for ground retail space
- 10,545 square feet for multi-purpose meeting rooms
- 443 parking spaces (five levels of parking)

Phase 1a, also under construction, includes a two-storey addition to the current City Hall that can accommodate:

- 2,507 square feet for committee rooms
- 6,187 square feet for ground retail space

Phases 1 and 1a of the Southwest Quadrant Renewal Plan (SWQRP) represents a $94M investment in the downtown, and all 3 Phases of the combined SWQRP represents an estimated investment of $251M.

This investment in the Southwest Quadrant Renewal Plan is another major building block in the ongoing evolution and revitalization of downtown Brampton, both in terms of contributing to the urban landscape as well as attracting private sector investment and opportunities.

Combined with other major projects like the Rose Theatre Brampton, the launch of Züm on Queen and Main Streets, restoration work at Alderlea and Peel Heritage Complex and several new condominium projects, Brampton’s Downtown is experiencing an exciting resurgence.

The City of Brampton is planning to add another signature building in our downtown core, further evidence of Brampton’s commitment to economic development.

**Sustainable Community Development Project - Mount Pleasant Mobility Hub**

The project includes a number of elements that serve to establish Mount Pleasant as a transit-oriented development, exemplifying a more sustainable approach to suburban community living.
In partnership with the Ontario Government, Metrolinx/GO and Mattamy Homes, the City has invested approximately $23 million in the following infrastructure:

- **Community Transit Infrastructure**: station stops and related passenger amenities, Intelligent Transportation Systems (ITS) and transit enhancements at intersections;

- **Mobility Hub facility**: bus layovers, sheltered passenger areas, clock tower, bike storage areas and related amenities;

- **Cultural Heritage**: reconstructed historic CPR station structure to be used as a cultural facility in the Mt. Pleasant civic square shared with the Peel District School Board and the Library.

- **Pedestrian amenities**: Civic Square and Village Green incorporating a reflection pool/skating facility, public art, canopy structures, play area and landscaping features.

Through development and stewardship, the Mount Pleasant Community will restore and enhance individual features that currently cover approximately 8% (or 41 hectares) of the area, and create a Natural Heritage System that will cover approximately 19% (or 97.6 hectares) of the community. As development proceeds within the Mount Pleasant Community, the NHS will come into public ownership. The City will be responsible to manage the NHS, and our goal is to support natural processes and regeneration that are beneficial to the health and diversity of the natural features, functions and habitat. This will generally mean:

- Planting no-maintenance vegetative buffers between natural areas and private properties, using native trees, shrubs and groundcovers;
- Not mowing, pruning or spraying natural areas for weeds and insects;
- Allowing for annual flooding and ponding of water along East Huttonville Creek, and within wetlands and woodlands to maintain a natural hydrology that is critical for plant and wildlife health and diversity;
- Allowing for the natural loss of vegetation and regrowth of young trees and shrubs;
- Managing natural areas for invasive species such as Buckthorn and Norway Maple;
- Managing the urban trees along streets and parks for invasive species such as Emerald Ash Borer.

The Mount Pleasant Mobility Hub represents a large project that has created one-time employment within the stipulated 2-year construction period, as well generating annual multipliers supporting Brampton’s economic development for future generations.
5. OUR INVESTMENT – A COMMITMENT TO POST SECONDARY EDUCATION

The City of Brampton is committed to investing in this Strategy. Below is a summary of the types of financial and in-kind investments the municipality is prepared to make in order to realize this Strategy.

- Municipal Land Contribution
- Municipal Commitment to Economic and Market Growth Policies
- Municipal assistance on site servicing for digitally linked and virtual classrooms, laboratories, office
- Shared Infrastructure related to municipal services, such as library, field house, gymnasium
- Design an extensive planning process and design exercise that represents the highest standard of excellence including: engaging the community and surrounding land-owners, LEEDS, Community and Environmental Design
- Facilitating municipal and community partnerships to maximize utilization of spaces during the May – August shoulder period
- Economic development research grant to support research that fosters innovation and commercialization
- Support industry partnerships and innovative enterprises
- Demonstrate commitment to a shared provincial, municipal and university relationship focused on a culture of open communication, shared values, community engagement and volunteerism
- Staff time and expertise dedicated to teams assigned to this Strategy
- Leverage City of Brampton AAA Credit Rating by Standard & Poor’s
6. IMPLEMENTATION STEPS

The following decision milestones guide the municipal commitment and stewardship of this Strategy.

- Exploratory Meetings with Sheridan Executive and Chair of Governing Council.
- Presentation to Premier Wynne – Receive and Endorse Proposed Strategy.
- City Council approval of final post-secondary strategy and approval to enter into a Memorandum of Understanding with Sheridan College ITAL to explore the feasibility of establishing Sheridan University in Downtown Brampton.
- Execute an MOU with Sheridan.
- Complete the Feasibility Study for Goal 1.
- Form a project team to prepare the technical documents in support of an RFP related to Goal 2 – Attract a new undergraduate and graduate research-oriented university campus aligned with Brampton’s vision and proposed site locations, with reporting to Council.

7. CONTACTS

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Creating and preserving knowledge-based jobs by enabling investments in post-secondary education, research, innovation and commercialization activities is at the heart of Brampton’s economic vision.