

CITY OF BRAMPTON

2026-2030

YOUTH ENGAGEMENT STRATEGY



LAND ACKNOWLEDGEMENT

The City of Brampton is located on the traditional territories of the Mississaugas of the Credit, the Haudenosaunee and the Wendat First Nations who have called this land home since time immemorial.

We acknowledge the Treaty agreed to in the Ajetance Purchase of 1818 and we are committed to our ongoing role in reconciliation through meaningful action that is rooted in truth, justice and respect. We are grateful to the original caretakers of this land who have ensured we are able to work, play and live in Brampton now and in the future.

ACKNOWLEDGEMENTS

Between August and December of 2024, 1,260 youth aged 14 to 29 in the city of Brampton were engaged through various platforms, including the Youth Advisory Circle, youth pop-up events, focus groups and surveys. Their valuable experiences, insights and recommendations were instrumental in shaping the Youth Engagement Strategy.

A special thank you to the Brampton youth who participated and contributed to this process. Your time, dedication and input have been crucial in shaping the future of youth engagement at the City of Brampton.

Capturing the perspectives and experiences of youth requires time, patience and a willingness to engage in meaningful conversations. We are grateful for the effort and commitment many youth dedicated throughout the engagement process.

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TRANSFORMING YOUTH ENGAGEMENT IN BRAMPTON



The City of Brampton, one of Canada's youngest and most diverse communities, is home to a vibrant youth population with 23% aged 14 to 29. To better support and engage this group, the City partnered with REVIVE Strategies to develop a refreshed Youth Engagement Strategy (YES).

This five-year plan empowers, connects and builds capacity among young people, drawing on REVIVE's in-depth research, benchmarking and review of current practices. YES is a forward-looking roadmap for Brampton's ongoing commitment to youth development and engagement.

Brampton youth played a crucial role in shaping the YES, offering valuable insights on how the City can better engage with and support young people. They expressed a strong desire for spaces, programs and opportunities that foster youth representation, career development and youth advocacy.

Emphasizing the importance of inclusivity, youth highlighted the need for initiatives that cater to diverse cultural backgrounds, abilities and experiences, ensuring all programs are welcoming to everyone. Their voices have been instrumental in guiding the direction of this Strategy, ensuring it reflects the diverse needs and aspirations of Brampton's young people.

A youth engagement strategy is timely for the City of Brampton. With a strong foundation of youth-focused programs and services, Brampton is well-positioned to strengthen support for its young population. Since emerging from the COVID-19 pandemic, service providers are seeing shifting priorities, especially around mental health, housing and inclusion – highlighting the need for coordinated, cross-sector collaboration.

Grounded in youth voices and built on Brampton's existing strengths, the strategy responds to today's evolving challenges while laying the foundation for a more connected, empowered future for all young people in the city.

SHAPING YOUTH ENGAGEMENT

The YES is rooted in 22 targeted initiatives and actions over the next five years, prioritizing efforts that foster inclusion, advocacy and well-being. The initiatives and actions are informed by insights from youth consultations and City staff. The goal of these initiatives and actions is to balance ambition with feasibility, focusing on what the City of Brampton and its stakeholders can realistically achieve. This serves as a roadmap, detailing practical steps the City can take to advance youth representation, improve access to opportunities and address critical issues.

Where applicable, initiatives and actions under the YES will be presented to Brampton City Council for consideration in the coming years through regular budget reviews and other decision-making processes. The timelines outlined in this Strategy should be viewed as guidelines, subject to adjustment by City Council and staff. These adjustments may be influenced by factors such as changes in youth demographics, participation trends, funding opportunities (e.g. grants), staffing capacity and other relevant circumstances.



VISION

Create a City Where Youth Belong, Contribute, and Thrive

Built with youth feedback, the Youth Engagement Strategy envisions a Brampton where every young person is recognized as an active shaper of their community and is empowered to make a meaningful impact through civic engagement, leadership, and community service.

MISSION

An Empowered Future for Youth – With Pride, Purpose, and Belonging

The Youth Engagement Strategy seeks to empower Brampton's youth to actively shape their city by fostering meaningful partnerships, prioritizing well-being, and creating pathways to engage, lead, and give back through advocacy, civic participation, and leadership development.



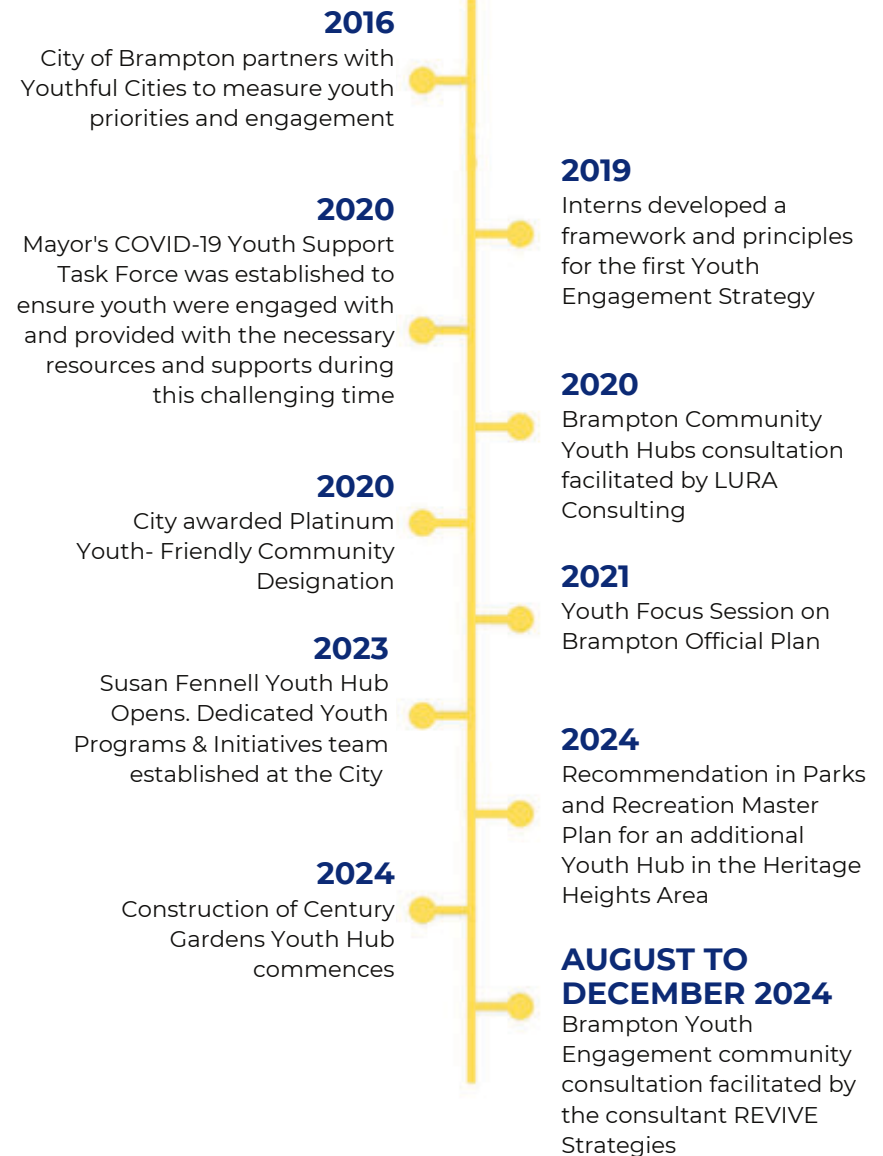
YOUTH ENGAGEMENT (2016-2024)

Youth Engagement Since 2016: The City of Brampton has actively engaged with young people since 2016, gathering valuable insights to shape programs, services and initiatives. The City has established youth passes with Recreation and Transit, organized full-scale National Youth Week events and created a Youth Support Task Force during COVID-19. This long-standing commitment has provided a clear understanding of youth priorities and needs.

Evolving Youth Priorities Post-COVID-19: Youth have identified a significant shift in youth priorities since the COVID-19 pandemic, with mental health, housing and inclusion emerging as critical focus areas.

Extensive Youth Service Ecosystem: Brampton is supported by a robust network of youth programs and services delivered by a diverse mix of providers. The growing youth ecosystem creates a strong foundation for cross-sectoral collaborations to address youth priorities effectively.

Youth Programs & Initiatives Section: The City of Brampton established a dedicated team in the Office of the Chief Administrative Officer to support youth engagement and employment initiatives. This team engages with youth in the community and those employed by the City. They visit trusted community spaces to engage with youth, host a series of summer events for youth employed by the City and identify grants, sponsorship programs and partnerships with academic institutions to boost youth employment within the City of Brampton.



ENGAGEMENT APPROACH

The YES builds on the successful framework of a youth strategy that was developed by City interns in 2019. While maintaining the core principles of the previous strategy, the YES adapts to the evolving needs and priorities of Brampton's youth. This continuity reinforces the City's commitment to engaging its young population in relevant and impactful ways. By incorporating lessons learned from past experiences, the YES aims to strengthen future youth engagement efforts. The Strategy acknowledges that youth encompass three distinct life stages:

1. High School Students (14-18 years old)
2. Young Adults (19-24 years old)
3. Young Professionals (25-29 years old)

Each stage comes with unique experiences, levels of financial independence, accessibility needs and emotional growth. Understanding these differences is key to shaping engagement efforts. The YES focuses on connecting with youth in ways that match their preferred communication styles. This approach recognizes that engaging youth is not only about providing opportunities but also about meeting them where they are, using the platforms and channels that resonate most with them. By considering these insights, the YES aims to create stronger, more meaningful connections with Brampton's youth, to ensure their voices are heard and their needs are met.

ENGAGEMENT STRATEGY

From August to December 2024, 1260 youth participated in surveys, focus groups, community pop-ups and advisory sessions, sharing their insights and helping shape the YES. These efforts reflect the City's ongoing commitment to amplifying youth voices, fostering representation and ensuring that youth play a central role in shaping Brampton's future.

The development of the YES was guided by an inclusive engagement process designed to authentically capture Brampton's youth's diverse perspectives. Throughout this period, REVIVE Strategies and the City conducted a range of activities to ensure broad representation across different age groups, communities and lived experiences.

Throughout the process, special emphasis was placed on accessibility and inclusivity. Engagement activities were conducted online and in person, ensuring participation from youth across the city's diverse neighbourhoods. Efforts were made to actively include marginalized and underrepresented groups to reflect Brampton's unique demographic landscape.

The multi-faceted engagement approach ensured that the YES was built on a foundation of genuine youth collaboration, creating a strategy that resonates with and is informed by the voices it aims to support.

All details of the engagement initiatives, including key dates, outreach efforts, stakeholder involvement, social media campaigns and applications, are outlined in the **Appendix 1 - Youth Engagement Initiatives**.



**YOUTH
INTERN
SURVEY**



**YOUTH
ADVISORY
CIRCLE**



**COMMUNITY
POP-UP
EVENTS (11)**



**FOCUS
GROUPS (4)**



**YOUTH
ENGAGEMENT
SURVEY**



**SOCIAL MEDIA
CAMPAIGN**

ENGAGEMENT APPROACH

Youth Intern Survey

In August 2024, 112 youth interns employed by the City of Brampton participated in an anonymous survey designed to assess the priorities, principles and values important to youth. This initial survey was conducted to gather insights on youth priorities, evaluate the effectiveness of the survey itself and determine if it adequately captured the concerns of young people. The results provided valuable early feedback, helping the City and REVIVE Strategies to identify key focus areas and set priorities for future youth engagement. From the dataset, three key priorities emerged for the City to consider when revising the Youth Engagement Strategy:

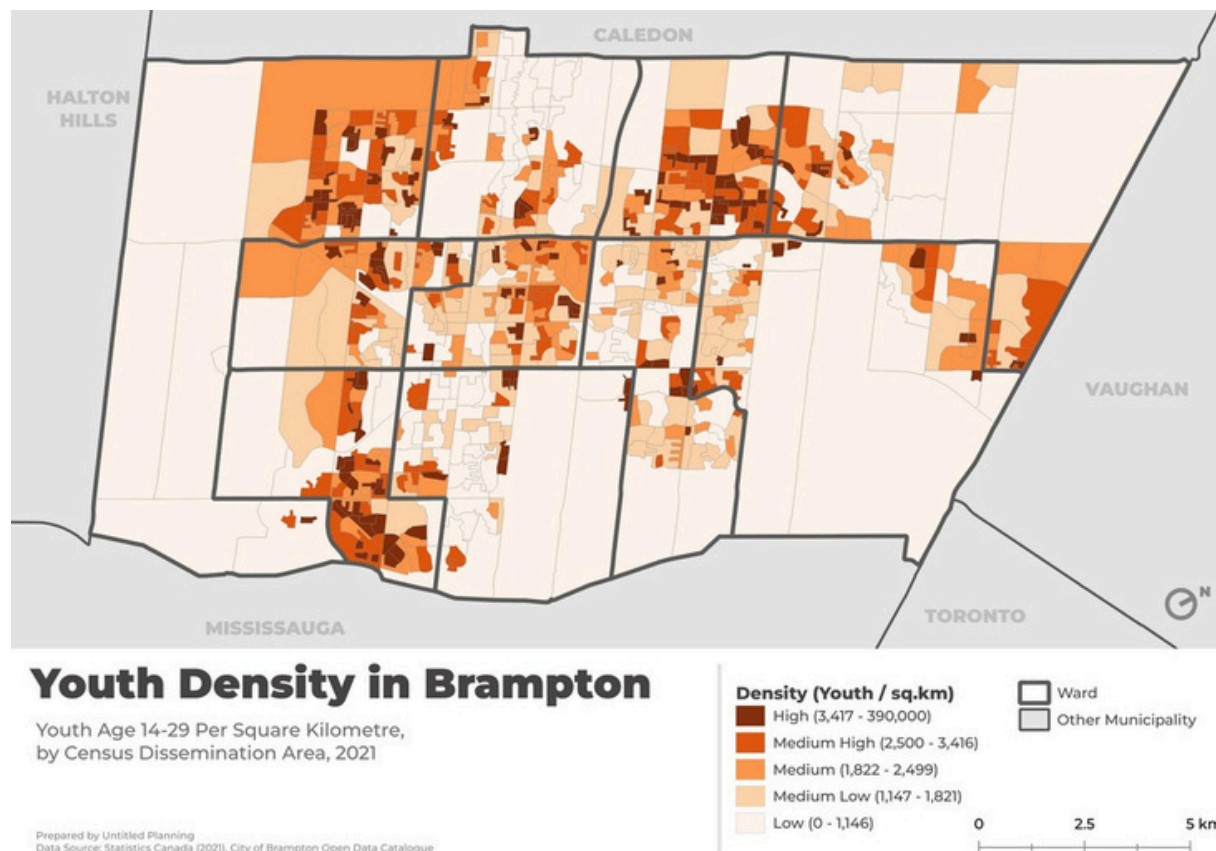
- 1. Inclusivity and Accessibility:** Ensuring that all youth, regardless of gender, cultural background, or disability status, feel included and supported.
- 2. Opportunities and Support:** Addressing key concerns such as housing, employment and mental health through targeted programs and initiatives.
- 3. Youth Representation:** Encouraging active youth participation in decision-making.

These insights helped the City better understand the needs and expectations of youth, guiding the development of a more inclusive and effective Youth Engagement Strategy.

Youth Advisory Circle

A Youth Advisory Circle (YAC) was established by REVIVE Strategies to guide the development of the YES, providing a platform for youth voices in shaping the future of youth engagement in Brampton. From September 6, 2024 to October 18, 2024, young people aged 14 to 29 were invited to apply through an online application on the City's website, with outreach conducted via various advertising methods.

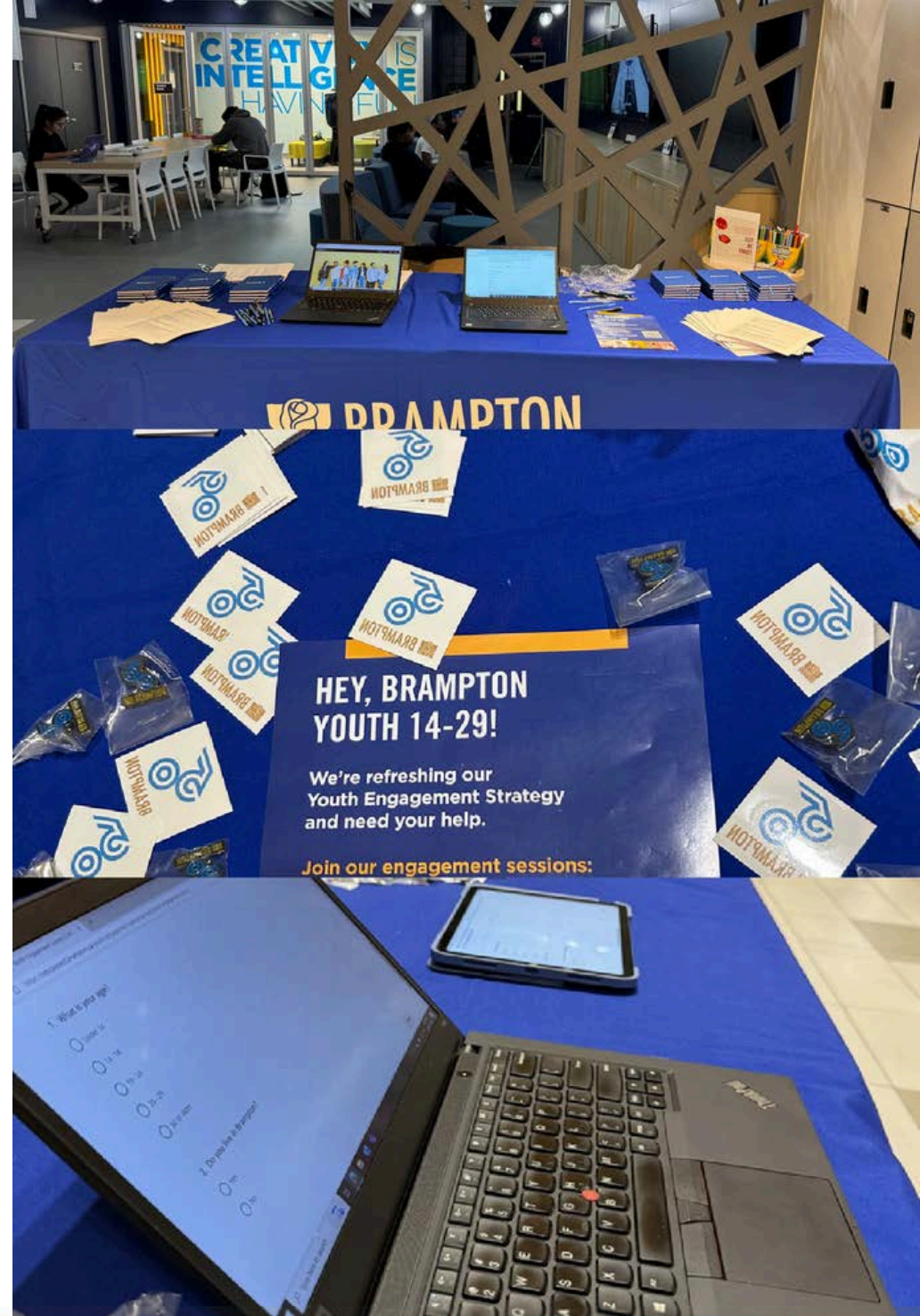
The YAC, which consisted of youth from diverse backgrounds, was a temporary group designed to establish early feedback loops. Of the 177 applicants, 10 were selected through a random draw, with inclusion criteria that considered geographic location, gender, ethnocultural background and disability to ensure diverse representation. The YAC played a pivotal role in shaping the YES by providing direct input, supporting the finalization of the survey, validating findings and ensuring alignment with youth needs. Their discussions, combined with feedback from surveys, focus groups and pop-up events, led to a set of actionable recommendations for revising and implementing the YES. As a token of appreciation for their valuable contributions, youth who participated in the YAC were given an honorarium at the end of their involvement.



COMMUNITY POP-UP EVENTS

Engaging with youth in their communities is a core principle of the YES. To ensure engagement was inclusive and accessible, REVIVE Strategies collaborated with the City of Brampton to host eleven pop-up events at strategic locations across the city between September and December 2024. These events took place at community centres, schools and public transit terminals, including the Susan Fennell Youth Hub, David Suzuki Secondary School, City Hall School Tours, Cassie Campbell Community Centre, Gore Meadows Community Centre, Bramalea Transit Terminal, Save Max Sports Centre and Trinity Commons Transit Terminal. The goal was to meet youth where they already spend their time and provide them with opportunities to directly engage with the City's youth initiatives.

At each event, youth were invited to complete the Youth Engagement Survey, share their opinions and ask questions about City programs. City staff were available to answer inquiries about youth-focused services, programs and advocacy efforts to provide a clear understanding of how young people can participate in shaping their community. While some events experienced low turnout due to weather or venue closures, the majority of pop-up sessions successfully connected with a diverse group of young people, allowing them to voice their priorities and gain insight into how the City is supporting youth engagement.



FOCUS GROUPS

In addition to the YAC and pop-up events, REVIVE Strategies also hosted four focus groups to further gather insights from a broader pool of youth. These focus groups included youth who had applied to the YAC but were not selected due to space limitations.

The first two focus groups focused on collecting ideas and feedback on how the City of Brampton should involve youth in municipal decision-making, with particular attention to youth perspectives on current engagement practices. The remaining two focus groups collected insights on proposed solutions that emerged from the earlier youth engagement efforts, ensuring that the views of a diverse group of young people were incorporated into the final recommendations for the Youth Engagement Strategy. To encourage participation, youth were offered an honorarium, ensuring their voices were valued in the process.



YOUTH ENGAGEMENT SURVEY

In late October 2024, the City of Brampton launched a youth survey to gather direct insights from young people and better understand their priorities and needs. The survey had four key goals:

- Understand how young people want to be involved in the municipal decision-making process.
- Identify the specific priorities of youth aged 14 to 29.
- Explore effective mechanisms for youth to engage with the City of Brampton.
- Discover how youth can advocate for municipal causes that are important to them.

To ensure broad participation, the survey was advertised through various channels, including social media, a media release and outreach through local schools and community organizations. REVIVE Strategies collaborated with the City to ensure that the survey reached a diverse group of youth, including those who may not typically engage with municipal initiatives. Additionally, the survey was made available both online and in person, increasing accessibility for youth across the city.

The survey was promoted at pop-up events across trusted community locations and incorporated into online focus groups, offering multiple opportunities for youth to engage and share their views. City staff were present at these events to encourage participation and address any questions. A total of 651 survey responses were collected, providing valuable insights into the diverse needs of Brampton's youth. This feedback has been crucial in shaping the development of the YES, ensuring that future initiatives align with youth preferences, priorities and aspirations.



YOUTH DEMOGRAPHICS

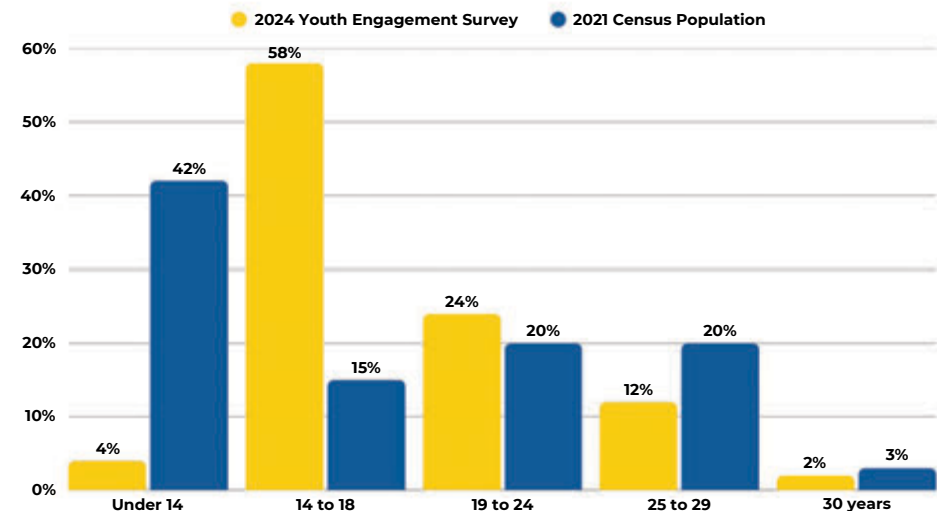
The City of Brampton has a notably diverse population, particularly among its youth. Given that 23% of Brampton’s population is between the ages of 14 and 29, young people are essential in shaping the community’s future. As such, understanding the demographic makeup of engaged youth is key to ensuring that youth engagement initiatives reflect the broader population. Once the survey was shared on the City’s website, it was distributed by internal divisions to key youth-serving areas to generate more responses. The list of all stakeholders can be found in **Appendix 1 – Youth Engagement Initiatives**.

AGE REPRESENTATION

The survey responses indicate strong engagement from younger youth, with approximately 58% of respondents falling within the 14 to 18 age group, followed by 24% of respondents in the 19 to 24 age group. This distribution reflects the broader youth population in Brampton. The active involvement of younger youth in engagement initiatives can likely be attributed to the wide range of organized activities available to them, such as school programs, sports leagues and youth drop-ins, which offer structured opportunities for participation.

However, the disproportionate representation of younger youth in the survey also highlights an opportunity to improve engagement with older youth (25-29). Unlike younger youth, older youth may not be as involved in structured activities and may not have the same avenues to engage with the City. To address this, more engagement is needed in this age group.

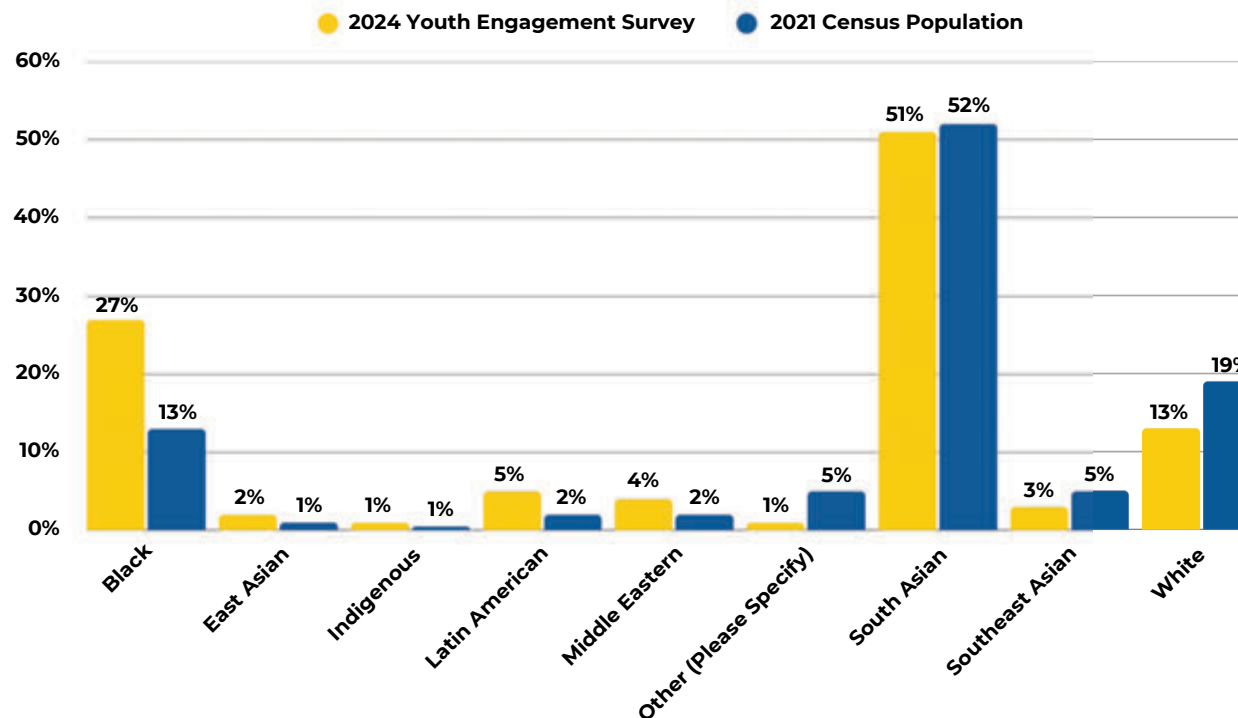
**AGE DISTRIBUTION OF BRAMPTON’S YOUTH:
2024 YOUTH ENGAGEMENT SURVEY VS.
2021 CENSUS (30 & UNDER)**



ETHNIC BACKGROUND

The survey data reflects the diversity of youth respondents. Of the ones that self-identified, 51% are South Asian, 27% are Black, 13% are White, 5% are Latin American, 4% are Middle Eastern, 3% are Southeast Asian, 2% are East Asian and 1% are Indigenous. This ethnic distribution mirrors Brampton's overall population, where South Asian residents form the largest ethnic group in the city. According to the 2021 census, South Asian communities make up about 52% of Brampton's total population, while Black residents account for around 13% and White residents comprise about 19% of the population. These figures suggest that the survey captured a representative proportion of South Asian youth, while Black youth are strongly represented. White and Southeast Asian youth are slightly underrepresented groups, warranting further attention in future engagement efforts.

ETHNIC IDENTITY DISTRIBUTION OF BRAMPTON'S YOUTH: 2024 YOUTH ENGAGEMENT SURVEY VS. 2021 CENSUS

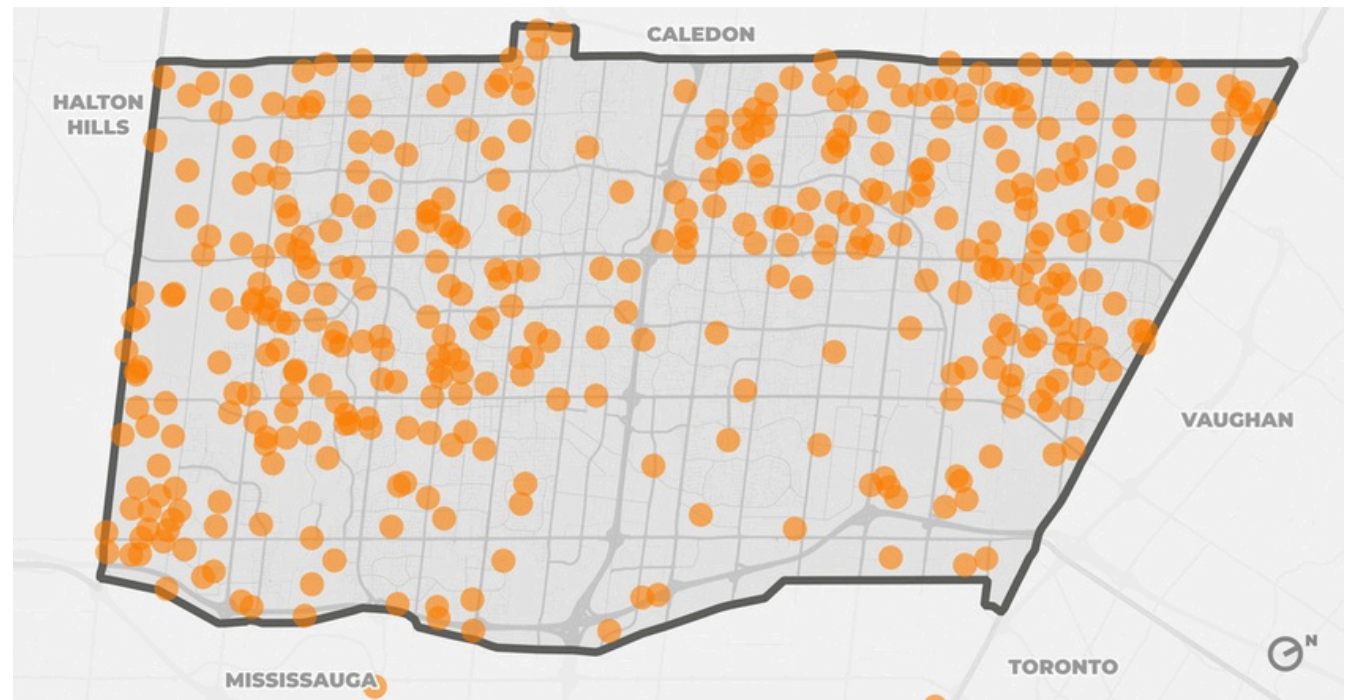


GEOGRAPHIC DISTRIBUTION

When comparing the geographic distribution of survey respondents to the broader population of Brampton, the data shows a well-represented spread across the city's neighborhoods. Brampton's youth population spans multiple postal code regions and the survey's heatmap reflects this broad geographic engagement. This distribution is crucial for ensuring that youth voices from various parts of Brampton are represented.

Survey data indicates that youth from various areas of Brampton participated, with notable engagement from the central and northern regions. Brampton East and Brampton West also saw significant participation, suggesting that outreach strategies were successful. Future efforts should continue to target underserved areas to ensure broader geographic representation.

Postal codes provided by respondents were validated and any invalid codes were replaced with "NA" (Not Applicable). Survey data was then matched with a Canadian postal code dataset to retrieve corresponding latitude and longitude coordinates.



Youth Engagement Survey Coverage In Brampton

Prepared by Untitled Planning
Data Source: Statistics Canada (2021), Revive Strategies

0 2.5 5 km

BENEFITS TO YOUTH ENGAGEMENT

Through feedback gathered from pop-up events, focus groups and survey responses, youth identified several key benefits of youth engagement, including:

- **Layered Engagement Outreach:** Offering both virtual and in-person opportunities accommodates youth with varying commitments.
- **Peer-to-Peer Engagement:** Youth are more likely to participate and provide honest feedback in peer-led environments, fostering a welcoming environment that leads to connection.
- **Leadership Development:** Engagement opportunities help youth develop crucial skills such as communication, decision-making and problem-solving, contributing to their personal and career growth.
- **Youth-Friendly Communication:** Using accessible, relatable language increases program appeal and ensures youth feel included and informed.
- **Collaboration with City Departments:** Working with City staff provides youth with valuable insights into local governance and helps create more youth-centered programs and initiatives.

"Using more inclusive language when naming programs can create a more uplifting and positive environment where everyone feels valued."
– Youth Advisory Circle Member

"Youth-led initiatives give youth a greater sense of purpose and agency without feeling micromanaged by older adults" – Youth Advisory Circle Member

BARRIERS TO YOUTH ENGAGEMENT

Based on insights gathered from pop-up events, focus groups and survey responses, youth identified several key barriers to engagement in Brampton, including:

- **Lack of Confidence in Impact:** Youth indicated fear that their contributions won't lead to meaningful change, which discourages them from getting involved.
- **Lack of Incentives:** Without rewards, certifications or recognition, youth are less likely to participate.
- **Financial Barriers:** Many youth highlighted the need for more affordable or free youth activities, particularly to support marginalized communities.
- **Awareness of Government Services:** Youth may not fully understand the role of government until they get involved, which can limit their participation in engagement opportunities.
- **Need for Increased Promotion:** Youth have expressed that more advertising in schools and universities, along with interactive webinars, would help increase engagement.

"Many young people fear their contributions won't lead to meaningful change, which further discourages their participation." – Youth Advisory Circle Member

"We need more free or affordable activities to eliminate financial barriers for marginalized communities." – Youth Advisory Circle Member

"There should be more advertising in schools and universities because the youth are always in those spaces. The City of Brampton should host webinars to inform and interact with youth." – Focus Group Participant

"Young people are aware that the job market is difficult to crack and volunteering is a step towards getting some necessary experience." – Focus Group Participant



GUIDING PRINCIPLES & PRIORITY THEMES

GUIDING PRINCIPLES

Based on the insights gathered from youth feedback during focus groups, Youth Advisory Circle meetings and surveys, the following six Guiding Principles should inform Brampton's youth engagement efforts and reflect aspirations for a city that listens to its youth and grows with them:



Consider the diverse backgrounds and accessibility needs of youth. Brampton youth come from diverse cultures, backgrounds and experiences. Programs and services should reflect this and ensure no one feels left out. Programs must address the socio-economic backgrounds of the city's youth while considering financial, physical and cultural barriers to participation.

Recognize young people as capable. Respect youth as capable, informed and valuable contributors. Validating youth perspectives, irrespective of age, providing capacity-building opportunities and fostering a welcoming environment are essential to driving youth engagement.



Make it relatable. Programs and initiatives should resonate with the lived experiences of youth and reflect the issues that matter to them. Given the three distinct stages of life within the youth demographic—high school students, young adults and young professionals—it's crucial to understand their unique experiences at each stage.

Consistency is key. Many youth initiatives begin with good intentions but are often cut short due to a lack of funding, post-program support, or inconsistent schedules. To build trust and meaningful engagement, it's essential to offer programs that run consistently, with clear avenues for youth to continue their involvement.



Building trust requires open communication and transparency. Youth often express a desire to get involved but are unaware of City initiatives. To effectively engage them, outreach must extend beyond social media and the City of Brampton website, actively reaching youth in spaces where they gather. Transparency in decision-making, providing regular updates and involving youth in shaping the process will foster greater trust and participation.

Put youth in positions of influence. Youth are the experts on their own struggles. Inviting them to shape decisions that directly impact their lives is key to meaningful engagement. Establishing clear feedback and accountability mechanisms demonstrates the City's commitment to seeing youth as equal partners, not just as tokens in the process.

PRIORITY THEMES

The YES is organized into six Priority Themes, each supporting the vision of empowering youth for the future by working alongside them. These themes are underpinned by specific initiatives designed to guide Brampton towards fostering a more engaged, inclusive and active youth community.

The Priority Themes are outlined below and will be further elaborated in the following pages. These initiatives ensure that Brampton's youth are at the forefront of decision-making, with ample opportunities for growth, connection and active participation in their community.

The six Priority Themes reflect the key priorities identified through engagement and consultation with Brampton youth, with each theme containing actionable initiatives to support the recommendations.

Priority #1: Foster Youth Representation & Advocacy

Priority #2: Strengthen Communication & Outreach Focused on Youth

Priority #3: Increase Awareness of Youth-Centric Programs & Activities

Priority #4: Remove Barriers to Employment & Career Development

Priority #5: Promote Youth Mental Health & Well-being

Priority #6: Connect Youth to Environmental Sustainability Efforts





PRIORITY #1: FOSTER YOUTH REPRESENTATION & ADVOCACY

YOUTH EMPOWERMENT

A key element of meaningful youth engagement in Brampton is ensuring that young people have a voice in the decisions that shape their lives. The theme of fostering youth representation and advocacy focuses on empowering youth to not only be heard, but to actively shape the programs, services and initiatives that impact their communities.

Youth in Brampton, with their diverse backgrounds and perspectives, must be at the forefront of conversations about the city's future. Many young people have expressed a strong desire for greater representation in decision-making processes, feeling that their voices are often undervalued or overlooked. For youth, meaningful participation is key to feeling included, respected and part of the decision-making that affects their everyday lives.

***"I never knew what the government did until I worked with the City of Brampton."
– Youth Advisory Circle Member***



By prioritizing youth advocacy, the City aims to create a more inclusive and responsive environment where young people feel supported, understood and empowered to drive change. This priority is grounded in the understanding that youth are not just future leaders—they are present leaders with valuable insights that can improve the community for all.

Efforts to promote youth representation and advocacy focus on creating platforms where youth can share their concerns, engage in decision-making and influence the development of programs and initiatives that directly affect them. By involving youth in decision-making, Brampton ensures their needs and perspectives are reflected in the City's programs and services. With strong advocacy efforts, youth are better equipped to tackle challenges that make a lasting impact in their community.

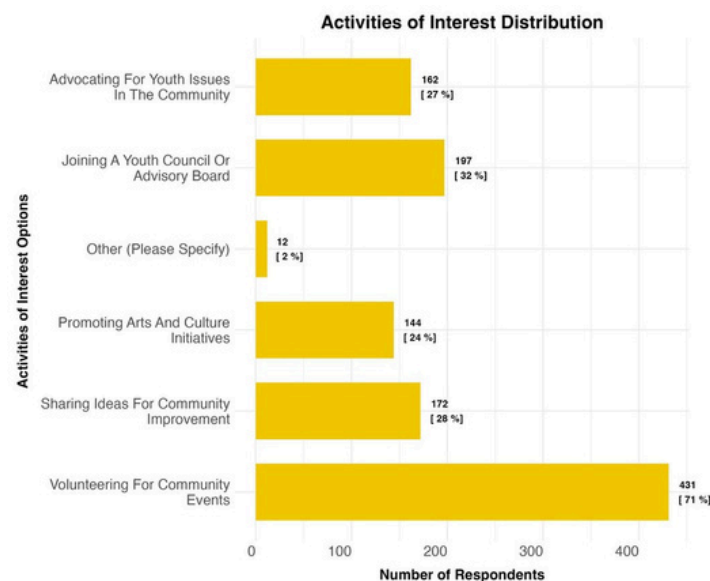
INCREASE YOUTH LEADERSHIP AND CIVIC ENGAGEMENT

Increasing civic participation and youth involvement in city-building is a core objective of the YES. Providing youth with opportunities to influence decision-making, contribute to community initiatives and take on leadership roles, the YES seeks to create a more inclusive, dynamic and engaged city. This multifaceted approach combines education, empowerment and opportunity. Key components such as the establishment of a Youth Cabinet, alongside volunteer programs, mentorship opportunities and age-specific workshops, will enable youth to play an active and influential role in shaping the future of Brampton. These initiatives will equip youth with the tools that will allow them to be leaders in their communities and create pathways for sustained engagement, ensuring they remain connected to their city's development for years to come.

ESTABLISH A YOUTH CABINET

A key action for fostering advocacy and representation for Brampton's youth is the establishment of a Youth Cabinet. This platform will create a dedicated space for young people to voice their concerns, share ideas and actively influence decisions that directly impact their lives and communities. Feedback gathered through focus groups, Youth Advisory Circle discussions and surveys reveals a strong desire among youth to be more involved in shaping programs and initiatives. The Youth Cabinet will be owned by the Youth Programs & Initiatives team but will involve a collective effort across various City departments. Sub-groups within the Cabinet will provide support for key focus areas, allowing youth to engage with City staff, participate in City initiatives and advocate for their needs. This includes strengthening Indigenous youth representation to align with Truth and Reconciliation commitments and ensuring that Black, Indigenous and 2SLGBTQ+ youth have meaningful leadership opportunities.

"A Youth Council would benefit the City because its members could relate to its youth."
– Youth Advisory Circle Member



2024 Youth Engagement Survey

To ensure the Youth Cabinet is inclusive and representative, the City should implement an open application process, prioritizing diverse membership that reflects the full spectrum of Brampton's youth population. This approach should ensure that all voices, including those from marginalized or underrepresented groups, are heard and involved. Offering incentives or volunteer hours to Cabinet members aims to ensure that youth from all socio-economic backgrounds can participate, making their involvement both accessible and valued. The Youth Cabinet should focus on advocating for the unique needs of youth. For example, areas of focus can include mental health, employment and access to opportunities.

Youth have always played a key role in providing guidance, leadership and stewardship in various civic capacities. The Youth Cabinet represents a significant opportunity to deepen this involvement, offering a higher level of engagement and influence. This aims to allow youth to be more integral to the City's decision-making, ensuring that their perspectives are embedded in City planning, program development and initiatives. The Youth Cabinet should function as an independent youth led group, with support from City staff, serving as an informal advisory body to the City Council. Discussions and initiatives that come out of the Youth Cabinet will be supported by the Staff Task Force, making it a valuable platform for youth-driven advocacy.



CREATE A STAFF TASK FORCE

To support the Youth Cabinet, the City aims to establish a Staff Youth Task Force composed of City staff from various operating departments with expertise in youth engagement. This task force should play a pivotal role in ensuring the Youth Cabinet's initiatives are well-supported, providing guidance, resources and opportunities for collaboration. The task force also aims to help foster strategic partnerships with community organizations and youth services, further enhancing the Youth Cabinet's ability to drive impactful change for Brampton's youth. The task force's coordination ensures a unified approach to youth engagement and the effective implementation of youth-led initiatives.

CREATE RECOGNITION PROGRAMS

Youth emphasize the importance of recognition for their involvement in City programs and activities. Developing awards or certification programs that acknowledge youth contributions to recreational, networking and leadership initiatives would celebrate their efforts and motivate continued participation. Recognition programs could be offered through the Youth Cabinet and other City-led initiatives, further encouraging youth to engage in activities that enhance their skills and build a stronger, more connected community.

EXPAND YOUTH PARTICIPATION

To increase youth participation and ensure inclusivity, Youth Cabinet members should engage directly with their peers through outreach initiatives in schools, community centres and youth hubs. This peer-to-peer model hopes to make it easier for youth to connect with the Youth Cabinet, share their concerns and get involved in advocacy efforts. By meeting youth in spaces that they already frequent, the Youth Cabinet can foster stronger relationships and reach those who might feel disconnected from formal channels of engagement.

The City aims to create a **youth-driven model** of advocacy and representation that is inclusive, transparent and responsive. Empowering youth to engage in these processes not only gives them a voice in shaping the future of their city but also provides them with valuable leadership skills that will serve them well beyond their time with the City. Through sustained involvement and opportunities for leadership, youth will actively shape Brampton's future, creating lasting change for generations to come.

INITIATIVES & ACTIONS – FOSTER YOUTH REPRESENTATION & ADVOCACY

- 1.1.** Establish a Youth Cabinet as a platform for young people to voice their concerns, share ideas and actively influence decisions that directly impact their lives and communities.
- 1.2.** Create a Staff Task Force dedicated to overseeing the establishment of the Youth Cabinet, its subgroups and other youth engagement initiatives. Ensure that the Task Force is diverse and includes staff experienced in youth outreach and community engagement.
- 1.3.** Establish peer-to-peer outreach opportunities where Youth Cabinet members can connect directly with their peers in schools, community centres and youth hubs.
- 1.4.** Explore opportunities for sustained youth involvement and recognition programs to acknowledge and celebrate young people's contributions to City initiatives.





PRIORITY #2: STRENGTHEN COMMUNICATION & OUTREACH FOCUSED ON YOUTH

ENHANCE COMMUNICATION AND YOUTH OUTREACH EFFORTS

Enhancing how the City of Brampton connects with youth through tailored approaches is essential for increasing engagement and fostering a sense of belonging within the community. Young people have expressed a desire for more accessible, relatable and youth-centric communication from the City, highlighting the importance of reaching them in ways that resonate with their lived experiences and interests.

Traditional communication channels often fail to engage youth meaningfully, as they can feel impersonal, difficult to navigate, or disconnected from youth culture. In order to address these concerns, the City should focus on leveraging innovative and inclusive outreach efforts that reflect the diverse backgrounds, values and priorities of Brampton's youth.

By shifting how information is delivered and who is involved in creating it, the City can develop a more engaging, relevant and authentic communication approach that speaks directly to youth. This approach will help break down the barriers between young people and City decision-making, ensuring they feel empowered to participate and make their voices heard.

“The City needs to meet youth where they are. Social media isn’t enough if it doesn’t feel authentic to us.” – Youth Advisory Circle Member

69% of survey respondents across all age groups cited social media as their primary source of information about City initiatives.

“Young people are asking for more than just announcements or information. They want to be a part of the conversation, not just recipients of a message.” – Youth Advisory Circle Member

There is a preference for in-person outreach alongside digital marketing efforts. Youth cited that they often miss information online due to overwhelming content and using social media for more personal purposes rather than as an information-seeking platform.

YOUTH-CENTRIC COMMUNICATIONS

During the engagement process, youth expressed a strong interest in the development of dedicated platforms specifically for youth engagement and services. They highlighted the need for communication channels that are tailored to their preferences—authentic, culturally relevant and interactive. Youth emphasized the importance of using social media accounts, mobile apps and digital platforms that speak directly to them.

“If there were dedicated social media for youth, it would help draw more people in.” – Focus Group Participant

“There should be outreach and updates via SMS...Or sponsored ads to get more people to view them and pop up on their timeline.” – Focus Group Participant

OUTREACH TASK FORCE

A Outreach Task Force made up of volunteer Youth Ambassadors should be formed to support on-the-ground outreach of youth programs and initiatives at the City. This Task Force should be a subgroup of the Youth Cabinet. It should engage with diverse youth voices from various neighbourhoods, schools and community groups across Brampton, ensuring the City's outreach efforts are inclusive and reflective of the lived experiences of all young people. The Task Force would provide guidance on the most effective outreach strategies, ensuring that methods of communication are both relevant and engaging to youth.

ENGAGEMENT CAMPAIGNS

Feedback suggested that campaigns focused on topics important to youth, such as mental health awareness, leadership opportunities and career development, would help sustain engagement. By consistently focusing on topics that resonate with young people, the City can create a more vibrant and dynamic connection with its youth residents, keeping them informed, engaged and motivated to participate.

PROMOTE TRANSPARENT FEEDBACK

Building trust and ensuring that youth feel heard requires establishing a transparent feedback system. The City should create clear pathways for youth to provide input on City programs and initiatives, such as dedicated surveys or forums. To foster a sense of transparency and accountability, communications should be shared to report on how youth feedback is being implemented to inform decisions.

Transparent feedback mechanisms are essential to building trust and ensuring continuous youth engagement. By establishing clear communication channels between the Youth Cabinet and community stakeholders, youth have the opportunity to track the impact of their contributions and see how their input influences decision-making.

INITIATIVES & ACTIONS – STRENGTHEN COMMUNICATION & OUTREACH FOCUSED ON YOUTH

- 2.1.** Leverage the City's existing youth webpage, social media accounts and outreach methods to raise awareness of the Youth Cabinet and youth initiatives. Develop a digital newsletter to highlight employment opportunities, workshops and ways to be involved.
- 2.2.** Update and expand existing distribution list to include all local schools, community organizations and non-profits. To ensure all relevant initiatives, information and opportunities are cascaded to youth who frequent those spaces or are engaged with those organizations.
- 2.3.** Create an Outreach Task Force of Youth Ambassadors to connect with youth, raise awareness of programs and initiatives, engage with them and solicit feedback, build positive relationships and understand their needs.
- 2.4.** Launch a dedicated Youth social media platform to engage with young people and share information in collaboration with the Youth Cabinet.
- 2.5.** Establish a transparent feedback system to provide updates to youth about the impact of their involvement in engagement efforts. Share and collect feedback through social media, surveys, forums and in-person engagements.



PRIORITY #3: INCREASE AWARENESS OF YOUTH-CENTRIC PROGRAMS & ACTIVITIES

CREATING ACCESSIBLE SPACES AND OPPORTUNITIES FOR YOUTH

Youth emphasized the importance of accessible spaces and programs that allow them to connect, grow and develop leadership skills. Many voiced frustrations with the lack of affordable opportunities. While some acknowledged that the City does offer some free programs (including the Youth Hub and the ActiveAssist program), youth are often unaware of these offerings.

This lack of awareness contributes to the belief that affordable programs are unavailable. Youth have expressed a strong desire for the City to create more spaces where they can feel safe, included and engaged in activities that promote both personal and professional growth. This feedback highlights the need for not only physical spaces but also specialized programs that support their development. Additionally, it emphasizes the importance of improving communication to ensure the youth community is aware of these opportunities.

PROMOTE YOUTH SPACES

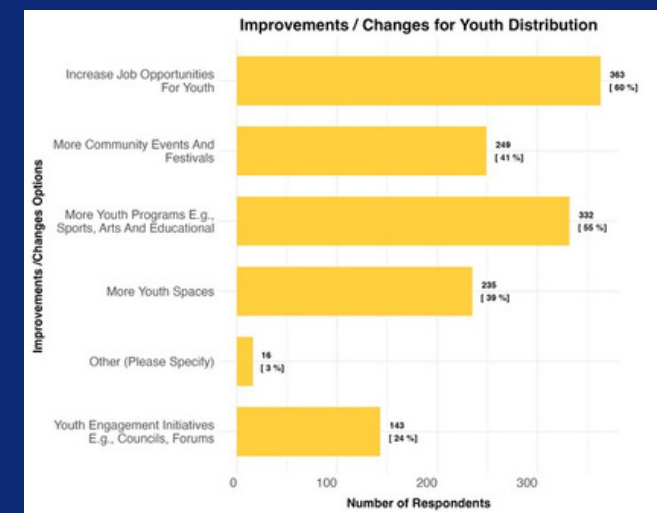
There has been a clear call for more accessible, safe and inclusive spaces in Brampton. Respondents have expressed interest in quiet zones, co-working spaces and recreational areas specifically designed with youth in mind.

“Youth need more safe spaces to gather, meet mentors and be ourselves without judgment or barriers.” – Focus Group Participant

“We need more safe spaces to gather, meet mentors and be ourselves without judgment or barriers.” – Focus Group Participant

“The Youth Hub should be more advertised as all my friends had a lot of fun on the trip they organized and wish we had known about it earlier. Knowing that these programs exist are essential.” – Youth Advisory Circle Member

Respondents expressed a need for more youth-focused events and programs, including creative workshops, leadership training, career advice and skills development.



2024 Youth Engagement Survey

Currently, the City has one Youth Hub, with a second underway. These Youth Hubs are intended to serve as safe spaces, creating welcoming, non-judgmental environments where young people can gather. While consultations for the development of the Youth Hubs took place in the Fall of 2020, many youth have expressed that they are still unaware of these spaces. As Youth Hubs continue to expand, it is important to continue including youth in conversations about their development. Promoting the second Youth Hub through the YES would be an excellent way to raise awareness and encourage youth to take ownership of these spaces.

In addition to the Youth Hub, the City has the Brampton Entrepreneur Centre (BEC) that is open to applicants. This is an excellent space for youth to explore entrepreneurship and business development, offering a variety of resources such as free consultations, workshops and co-working spaces to help young entrepreneurs grow their businesses. To ensure youth are aware of these opportunities, BEC staff collaborate closely with the Brampton Library and the Peel District School Board (PDSB). Further, Brampton is home to several initiatives aimed at empowering youth, including Hackathon sponsorship opportunities like the BramHacks event that brings together young innovators. The Brampton Library also provides valuable programming, such as Tech Talks, Coffee N Code and the Entrepreneur Zone, which support young people in building their tech and business skills. These combined efforts help foster a strong entrepreneurial spirit among the youth in Brampton, ensuring they have the resources and support they need to succeed.

Survey respondents reflected on challenges growing up in Brampton, particularly the lack of community spaces and fun activities in certain areas. Many mentioned travelling outside of Brampton to find engaging activities and places to socialize. While respondents acknowledged some progress, they stressed the need for improvement in areas like faster construction of community infrastructure.

EXPAND AWARENESS OF FREE & SUBSIDIZED OFFERINGS

Youth have expressed a desire to learn more about affordable activities available to them. While the City offers a range of free and low-cost programs, such as sports leagues, creative arts classes and wellness activities, many young people are still unaware of these opportunities. Programs like the Youth Hub already provide free activities and the ActiveAssist subsidy is available for certain programs; however, more needs to be done to raise awareness among youth. To address this, the City should improve outreach efforts through targeted communication campaigns that regularly inform youth about available free or affordable programs. By utilizing social media, partnering with schools and ensuring information is accessible at community centres, the City can better connect young people to these opportunities.

PROMOTE LEADERSHIP DEVELOPMENT

Youth expressed a strong interest in building leadership skills and taking on more leadership roles within their communities. Creating targeted programs focused on developing essential leadership skills—such as public speaking, project management and community organizing—would give youth the tools they need to lead initiatives in their neighbourhoods. These leadership programs could be linked to the Youth Cabinet, giving youth the opportunity to lead City projects and initiatives, to foster a sense of ownership and responsibility for their community.

TAILOR PROGRAMS TO MEET DIVERSE NEEDS

Youth suggested creating a broader and more diverse range of programs to support both personal growth and community involvement. These initiatives should cater to various age groups and include creative workshops, sports activities and skill-building programs. There was a desire for more targeted programs for older youth (25-29) to help them transition into their professional careers.



INITIATIVES & ACTIONS – INCREASE AWARENESS OF YOUTH-CENTRIC PROGRAMS & ACTIVITIES

- 3.1.** Leverage social media, local schools, community organizations and other communication channels to increase awareness of the City's programs and services, including any free and subsidized offerings.
- 3.2.** Develop and promote safer youth spaces where youth can feel safe, included and engaged in activities that promote both personal and professional growth.
- 3.3.** Identify and explore opportunities for leadership and skills development that will give youth the tools they need to lead initiatives in their communities.





PRIORITY #4: REMOVE BARRIERS TO EMPLOYMENT & CAREER DEVELOPMENT

REMOVE BARRIERS TO YOUTH EMPLOYMENT

Youth in Brampton identified facing significant barriers to employment and career development. These barriers include limited access to mentorship, skills training and professional networks, all of which hinder their ability to secure meaningful employment and progress in their careers. The survey showed that 'Youth Employment and Skills Development' was rated as 'Very Important' by 83% of respondents. Many young people have expressed the need for programs that bridge the gap between education and the workforce, support them through hands-on experiences and offer training and guidance. To address these challenges, Brampton must focus on building a more supportive framework for youth employment and career success.

"Youth need more support in understanding how to transition from school to a stable career. We need workshops, training and mentorship to help us navigate these steps." – Youth Advisory Circle Member

"Many people feel bad because they don't network or have connections to get jobs, so they don't even get an opportunity." – Focus Group Participant

"Young people feel disheartened by the lack of connections and transparency in the hiring process." – Focus Group Participant

"There should be more job opportunities in Brampton. A lot of people have to commute for their jobs outside of the City." – Youth Focus Group Participant

KEY BARRIERS

Several key barriers were identified by respondents, including:

- **Limited Entry-Level Positions:** Many young people struggle to find job opportunities that do not require prior experience. This is particularly challenging for youth entering the workforce.
- **Transportation Issues:** Access to employment is often hindered by transportation barriers, making it difficult for youth to travel to job sites. This is especially prevalent in areas that are not easily accessible by public transit.
- **Awareness of Existing Job Programs:** Despite existing job programs like Canada Summer Jobs, many youth are unaware of these opportunities, limiting their potential to gain valuable work experience.
- **Biases in Hiring Practices:** There were significant concerns around biases in the hiring process, with many respondents reporting that hiring practices in Brampton tend to favour candidates from specific cultural backgrounds, which undermines equal access to job opportunities.
- **Lack of Mentorship and Skills Training:** Youth emphasized the need for structured mentorship programs and opportunities for skill-building. Many youth feel underprepared for the workforce and unable to navigate entry-level job requirements successfully.

INCREASE YOUTH EMPLOYMENT & SKILLS PROGRAMS

Youth expressed a need for targeted employment and skills development programs that help them transition into the workforce. This can include offering resume-building workshops, mock interview sessions and job shadowing opportunities tailored to specific industries. By partnering with local businesses, the City can create valuable internships and apprenticeship opportunities for youth. These opportunities should be accessible to all youth, ensuring that those from marginalized or underrepresented backgrounds also have the chance to gain meaningful work experience and increase their employability.

LAUNCH A MENTORSHIP NETWORK

To help youth navigate their career paths, it's crucial to establish a mentorship network that connects them with professionals across various industries. This network would allow youth to gain insights into different careers, build professional connections and receive personalized guidance from experienced mentors. Many youth have expressed interest in connecting with mentors and professionals in their areas of interest. By partnering with local businesses, schools and community organizations, the City can create networking events, career development programs and mentorship opportunities to support them.

It is important that this network represents the diversity of Brampton's population, with mentors from a variety of cultural backgrounds and professions. By offering diverse role models, these initiatives can help youth see themselves in different career roles, inspiring them to pursue goals and opportunities for experiential learning that boost their skills and self-confidence.

HOST CAREER FAIRS

Regular career fairs and networking events can be an effective way to connect youth directly with employers, training providers and recruiters. These events should focus on high-demand industries such as technology, trades and creative arts, ensuring that youth have access to career opportunities in fields with strong job prospects. Specialized workshops can give youth the tools they need to approach job fairs with confidence. Hosting these events annually can create a lasting impact on youth career development by opening doors to internships, full-time positions and valuable industry connections.

PROMOTE WORKPLACE READINESS

Financial literacy and workplace readiness are essential for preparing youth to enter the job market. The City should offer workshops focusing on workplace expectations, professional communication and etiquette to help youth build the soft skills necessary for success in professional environments. These programs should be tailored to different stages of career development, ensuring that both students and young professionals receive the support they need as they navigate their career journey.

In addition, the City's Economic Development Office collaborates with organizations that help support and empower youth, such as the Skills Council of Canada and Support Ontario Youth. This collaboration aligns with the City's ongoing efforts with businesses, high schools and post-secondary institutions to provide workplace readiness programming. Notably, the Youth Employment Readiness Events, co-hosted by the Economic Development Office and the Equity Office, have been successful. A full-day workforce development workshop attended by 135 Brampton youth in early 2025 is a prime example.

Furthermore, the Summer Company grant program, administered by BEC, offers mentorship and financial support to youth interested in entrepreneurship. The program provides grants of up to \$3,000 to youth aged 15-29 to start and run a summer business. Additionally, the Ontario government offers the Starter Company Plus program, which provides training, mentorship and grants of up to \$5,000 for entrepreneurs aged 18 and older seeking to start, expand, or purchase a small business.

REMOVE BARRIERS TO ACCESS

Ensuring equal opportunities for all youth means addressing the systemic barriers that marginalized groups face when entering the job market. The City should actively encourage diversity in hiring practices and work to eliminate biases that disproportionately impact racialized and marginalized youth. By creating culturally sensitive programs that recognize the unique challenges these youth encounter, the City can help create a more equitable job market. This can involve targeted recruitment efforts for youth from underrepresented communities, providing them with the resources and support needed to overcome barriers and achieve their career aspirations.

INITIATIVES & ACTIONS – REMOVE BARRIERS TO EMPLOYMENT & CAREER DEVELOPMENT

- 4.1. Encourage diversity in hiring practices and undertake targeted recruitment efforts for youth from underrepresented communities. Require all hiring managers at the City to complete bias-free hiring training to eliminate biases that impact racialized and marginalized youth.
- 4.2. Offer workplace readiness and skills development workshops and host career fairs to help young people transition into the workforce.
- 4.3. Partner with local businesses and organizations to promote paid internship and apprenticeship opportunities for youth. Continue to enhance and expand the youth employment and part-time opportunities at the City of Brampton.
- 4.4. Establish a mentorship network that connects youth with professionals to gain insights into different careers, build professional connections and receive guidance.



PRIORITY #5: PROMOTE YOUTH MENTAL HEALTH & WELL-BEING

MENTAL WELL-BEING SUPPORT & AWARENESS

Youth in Brampton have identified mental health as one of their most pressing concerns, particularly in the aftermath of the COVID-19 pandemic. Many young people face academic pressures, social isolation and difficulties accessing adequate mental health support. Racialized and marginalized youth encounter additional challenges, including limited access to culturally sensitive services. While the City cannot directly provide public health services, it can play a vital role as a connector and resource hub. By partnering with organizations and promoting existing services, Brampton can raise awareness, reduce stigma and create more opportunities for youth to access mental health support. These efforts are especially important in a multicultural community where diverse needs must be addressed.

INCREASE ACCESS TO MENTAL HEALTH SERVICES

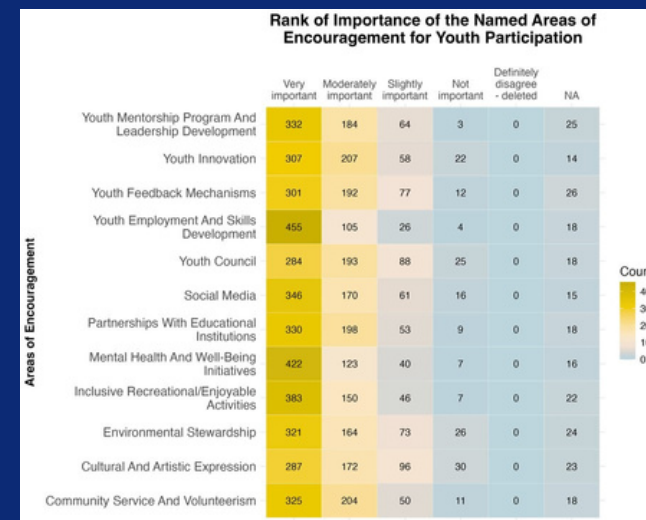
To enhance support for youth mental health, it is crucial to expand access to mental health services through collaboration with Peel Region's Public Health. The City should develop a comprehensive, youth-friendly directory of mental health resources that is easily accessible, regularly updated and available in both online and print formats. This directory would ensure that all youth, regardless of their background or location, can easily find the support that they need.

"It's hard to find mental health support that understands what we're going through, especially as racialized youth." – Youth Advisory Circle Member

"Mental health issues are important, especially in this age group [14-29]. There are many cultures in Brampton, but there is a huge stigma around mental health." – Focus Group Participant

"Using more inclusive language when naming [mental health and well being] programs can create a more uplifting and positive environment where everyone feels valued." – Youth Advisory Circle Member

64% of youth identified 'Mental Health & Well-being' as 'Very Important'.



2024 Youth Engagement Survey

INCREASE AWARENESS AND DESTIGMATIZE MENTAL HEALTH

One of the main barriers to mental health support for youth is the lack of awareness about available resources, coupled with the stigma surrounding mental health. To address these challenges, the City of Brampton, in partnership with Peel Region, should launch a comprehensive awareness campaign to educate youth about available mental health resources and reduce the stigma associated with mental health.

This campaign should utilize various platforms, including social media, school outreach, youth events and community partnerships to disseminate critical information. It should provide clear, accessible guides on how to access services, such as virtual and in-person counseling options, as well as crisis support.

To further destigmatize mental health, the campaign should focus on normalizing conversations about mental well-being, particularly within marginalized and racialized communities. Partnering with youth-led organizations to organize panels, workshops and open discussions will create safe spaces for young people to share their experiences and engage in meaningful dialogue. These efforts will help foster an environment where mental health is openly discussed, youth feel empowered to seek support and the stigma surrounding mental health is significantly reduced.



INITIATIVES & ACTIONS – PROMOTE YOUTH MENTAL HEALTH & WELL-BEING

- 5.1.** Collaborate with Peel Region to create a directory of mental health resources for youth that is easily accessible and regularly updated. Including any services that support the unique needs of racialized youth.
- 5.2.** Partner with Peel Region to launch a mental health and well-being awareness campaign to educate youth about mental health resources and reduce the stigma around mental health, utilizing various platforms.
- 5.3.** Organize and consolidate youth-specific events and initiatives during Mental Health Week and World Teen Mental Wellness Day to promote mental health and well-being awareness and connect youth with local professionals, peer support and resources.



PRIORITY #6: CONNECT YOUTH TO ENVIRONMENTAL SUSTAINABILITY EFFORTS

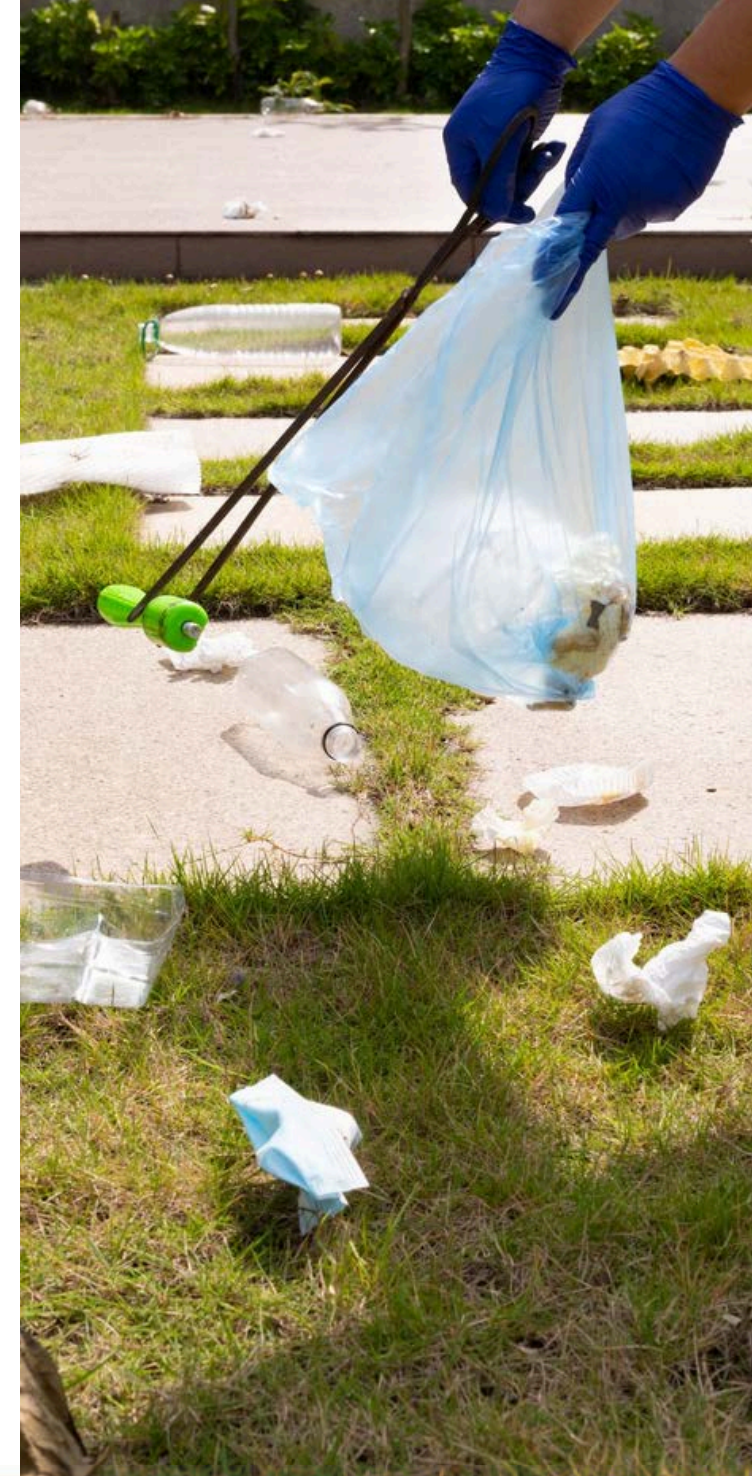
PROMOTE ENVIRONMENTAL SUSTAINABILITY

Youth in Brampton have shown a strong interest in environmental sustainability, recognizing its importance not only for their generation but also for the future of the planet. Youth feedback indicated that there is need for more opportunities to engage in eco-friendly practices, both locally and in broader contexts, with 59% of youth stating that environmental stewardship is 'Very Important' to them.

Many youth feel disconnected from the environmental initiatives in their city and are eager for more ways to get involved. Feedback from the YAC highlights the need to increase access to outdoor activities, expand green spaces and provide opportunities for participation in community-based sustainability projects. Youth are enthusiastic about contributing to efforts aimed at reducing their carbon footprints, conserving resources and protecting natural spaces.

There is also a shared desire for the City to facilitate more collaboration on environmental issues. Focusing on local actions will allow youth to learn about sustainability, engage in eco-friendly practices and create lasting, positive impacts in their communities. By investing in environmental programs, Brampton can harness the enthusiasm and energy of its youth to promote a greener, more sustainable future.

“Youth want to be more involved in protecting the environment. There need to be more programs where we can actively participate in making our community greener.” – Youth Advisory Circle Member



STRENGTHEN SUSTAINABILITY INITIATIVES

To promote environmental responsibility, the City should strengthen and preserve sustainability initiatives through youth-led efforts such as community-wide clean-up events and environmental projects. These initiatives offer youth a direct role in protecting the environment while fostering leadership, stewardship and a deeper connection to their local spaces. Building on feedback from the 2024 Park Satisfaction study, the City should continue to align park features and sustainability programming with community needs and priorities, especially those voiced by youth. These efforts work in tandem to cultivate a culture of environmental responsibility, encourage community collaboration and inspire the next generation of sustainability leaders in Brampton. Supporting youth-led environmental projects and introducing more advanced leadership opportunities will empower young people to take initiative in shaping Brampton's green future.

Increasing awareness of existing programs—such as the Backyard Gardens Program, the Residential Tree Program and the Adopt-a-Park Program will strengthen community-wide environmental engagement. These initiatives promote long-term stewardship by involving families, neighbourhoods and local organizations in preserving Brampton's parks and green spaces. Tree planting events, especially those geared toward youth, provide hands-on environmental education and encourage lifelong stewardship. The Parks Cleanup Program also offers youth opportunities to earn volunteer hours while contributing to cleaner, safer public spaces.

Complementing these efforts are programs and initiatives such as nature walk tours, tree giveaways and Bike the Creek events, which promote environmental awareness through outdoor recreation and education. The City's ongoing partnerships with Toronto and Region Conservation Authority and Credit Valley Conservation further support these goals through tree plantings, environmental clean-ups and community initiatives such as Earth Day, reinforcing Brampton's commitment to sustainability and environmental leadership.

ENHANCE ENVIRONMENTAL EDUCATION

The City of Brampton offers several existing programs through its Parks Maintenance & Forestry division, as well as its Environment & Development Engineering division, that promote environmental sustainability and provide youth with opportunities to engage in community-driven activities. These programs offer hands-on learning experiences and allow youth to actively contribute to the preservation of the city's natural spaces. Whether through educational workshops, volunteer opportunities, or environmental stewardship initiatives, Brampton's Parks and Environment divisions have created a strong foundation for youth to make a meaningful impact. By expanding and enhancing these programs, the City can further foster a culture of sustainability and empower youth to take an active role in protecting and preserving the environment.

Building on existing environmental education initiatives, the City should continue to expand youth-focused learning opportunities that explore topics such as waste reduction, conservation and sustainable living. These programs should build on the foundation of current offerings, such as interactive workshops from the Parks Maintenance & Forestry division and the Environment & Development Engineering division, while being tailored to better engage older youth (ages 14 to 29).

There is an opportunity to introduce more practical, skill-based learning experiences that empower youth to adopt and promote sustainable practices in their communities. While current sustainability initiatives include knowledge-sharing components, future efforts should prioritize hands-on, age-appropriate learning opportunities that support leadership, environmental responsibility and long-term engagement.

Brampton's Eco Park Strategy aligns closely with this vision. As part of the Brampton 2040 Vision, the Strategy aims to create a network of sustainable urban green spaces that connect residents with the natural environment. By protecting natural systems, supporting social services and showcasing nature throughout the city, the Eco Park Strategy provides a strong foundation for outdoor, place-based environmental education. These spaces can serve as living classrooms where youth can engage directly with sustainability in action.

The City's Litter Reduction Efforts also highlight the growing role of youth in environmental responsibility. The launch of the Litter Reduction Charter, endorsed by youth groups in October 2024 and the Ready Set Collect online litter competition introduced on Earth Day 2024 are examples of how youth can participate in meaningful, action-based programs. These initiatives not only support Brampton's clean neighbourhood goals but also create opportunities for youth to lead community-driven sustainability efforts.

INCREASE OUTDOOR ENVIRONMENTAL PROGRAMS

To strengthen youth connections with nature, there is a growing interest in expanding outdoor parkland activities. This can include nature hikes, eco-conscious recreation and outdoor environmental workshops that provide more in-depth learning and hands-on experiences. Youth could engage in more advanced activities such as gardening, nature hikes and Do-It-Yourself recycling projects, encouraging deeper participation and long-term environmental stewardship. By collaborating with local organizations, these programs will empower young people to make tangible environmental contributions, leveraging Brampton's trail system for walking and passive recreation and supporting efforts to reduce carbon footprints, conserve resources and protect natural spaces. These experiences help foster environmental awareness while encouraging youth to take an active role in preserving the planet's future.

INITIATIVES & ACTIONS – CONNECT YOUTH TO ENVIRONMENTAL SUSTAINABILITY EFFORTS

- 6.1.** Strengthen and preserve sustainability initiatives through youth-led efforts such as community-wide clean-up events and environmental projects. Build on insights from the 'Park Satisfaction' study to ensure park features reflect community needs and priorities.
- 6.2.** Enhance and expand the City's youth-focused environmental education programs by building on existing initiatives and tailoring them to older youth, with a focus on practical skills, leadership development and long-term engagement in sustainability.
- 6.3.** Offer outdoor environmental programs for more enhanced learning and hands-on experiences and allow youth to actively contribute to the preservation of the city's natural spaces.



SUMMARY OF YOUTH ENGAGEMENT STRATEGY INITIATIVES

YES IMPLEMENTATION SCHEDULE

The YES is more than just a strategy, it is a commitment to building a city where young people feel heard, valued and empowered. The Priority Themes and actionable initiatives ensure that the voices of Brampton's youth are at the forefront, addressing their priorities and reflecting their aspirations. Through the collective efforts of youth, community organizations and City stakeholders, the YES aims to create a Brampton that meets the needs of today's youth while investing in their potential for the future.

The YES transforms the input of Brampton's young people into a clear, actionable plan that fosters a city that is youthful and responsive to the aspirations of its younger population. The initiatives are summarized into an Implementation Schedule using the below format.

Priority			
Findings	Initiatives & Actions	Outcomes	Implementation
Related Youth Finding	Recommendation Number and Text	Desired Outcome of Priority	Resources



YES IMPLEMENTATION SCHEDULE

Findings

Identifies the Youth Engagement Survey, focus group or Youth Advisory Circle finding that triggered the initiative or action.

Initiatives & Actions

Outlines the necessary steps to support progress toward the priority's desired outcomes.

Outcomes

The desired outcome of the initiative or action to successfully address the priority. Together each outcome highlights what the initiatives and actions accomplish as a whole in each priority.

Implementation

Includes the timing of initiatives and identifies the City's primary division(s) that will lead and manage the initiative or action.

Note that some may require cross-departmental collaboration. Project Leads for YES initiatives and actions may change based on resources, workload, or shifting departmental priorities.

The timing is organized into following categories:

- Phase 1 – 2026 to 2027
- Phase 2 – 2028 to 2029
- Phase 3 – 2030



PRIORITY #1: FOSTER YOUTH REPRESENTATION AND ADVOCACY

Findings	Initiatives & Actions	Outcomes	Implementation
<p>"The impact of the youth's voice shouldn't be underestimated." – Focus Group Participant</p> <p>32% of youth are interested in joining a youth council or advisory board.</p>	<p>1.1. Establish a Youth Cabinet as a platform for young people to voice their concerns, share ideas and actively influence decisions that directly impact their lives and communities.</p>	<p>Empower Brampton's youth to engage with City staff, participate in initiatives and advocate for their needs, ensuring meaningful involvement in decision-making and program planning.</p>	<p>Phase 1</p> <p>Youth Programs & Initiatives</p> <p>City Divisions</p>
<p>"A Youth Council [Cabinet] would benefit the City because its members could relate to its youth." – Youth Advisory Circle Member</p>	<p>1.2. Create a Staff Task Force dedicated to overseeing the establishment of the Youth Cabinet, its subgroups and other youth engagement initiatives. Ensure that the Task Force is diverse and includes staff experienced in youth outreach and community engagement.</p>	<p>Establish and manage the Youth Cabinet and its subgroups to foster a cohesive and inclusive approach to youth engagement initiatives at the City.</p>	<p>Phase 1</p> <p>Youth Programs & Initiatives</p> <p>City Divisions</p>
<p>"Youth-led initiatives give youth a greater sense of purpose without feeling micromanaged by older adults." – Youth Advisory Circle Member</p>	<p>1.3. Establish peer-to-peer outreach opportunities where Youth Cabinet members can connect directly with their peers in schools, community centres and youth hubs.</p>	<p>Foster stronger connections to make it easier for youth who may feel disconnected from formal channels of engagement to share concerns, engage in advocacy and be included.</p>	<p>Phase 2</p> <p>Youth Programs & Initiatives</p>
<p>Youth cited the need for recognition systems to encourage them to continue engaging with the City.</p>	<p>1.4. Explore opportunities for sustained youth involvement and recognition programs to acknowledge and celebrate young people's contributions to City initiatives.</p>	<p>Motivate youth to remain actively involved in shaping Brampton's future and highlight the value of their input. Fostering a sense of pride and accomplishment in their contributions.</p>	<p>Phase 3</p> <p>Youth Programs & Initiatives</p>

PRIORITY #2: STRENGTHEN COMMUNICATION & OUTREACH FOCUSED ON YOUTH

Findings	Initiatives & Actions	Outcomes	Implementation
<p>"There should be outreach and updates via SMS...or sponsored ads and newsletters to get more people to view [City youth initiatives] and pop up on their timeline." – Focus Group Participant</p> <p>69% of survey respondents cited social media as their primary source of information about City initiatives.</p>	<p>2.1. Leverage the City's existing youth webpage, social media accounts and outreach methods to raise awareness of the Youth Cabinet and youth initiatives. Develop a digital newsletter to highlight employment opportunities, workshops and ways to be involved.</p>	<p>Enhance engagement and foster an informed and connected youth community through more accessible, relatable and youth-centric communication.</p>	<p>Phase 1</p> <p>Youth Programs & Initiatives</p> <p>Strategic Communications, Tourism and Events</p>
<p>"The City needs to meet youth where they are." – Youth Advisory Circle Member</p> <p>63% of youth identified that engagement opportunities should be easy to access.</p>	<p>2.2. Update and expand existing distribution list to include all local schools, community organizations and non-profits. To ensure all relevant initiatives, information and opportunities are cascaded to youth who frequent those spaces or are engaged with those organizations.</p>	<p>Promote inclusive youth involvement by fostering collaboration, increasing awareness, to ensure accessible opportunities for young people's civic engagement beyond traditional channels.</p>	<p>Phase 1</p> <p>Youth Programs & Initiatives</p> <p>Recreation</p>
<p>"Young people are asking for more than just announcements or information. They want to be a part of the conversation, not just recipients of a message." – Youth Advisory Circle Member</p> <p>60% of youth identified 'Collaboration' as 'Very Important'.</p> <p>28% of youth reported wanting the opportunity to share their ideas for community improvements.</p>	<p>2.3. Create an Outreach Task Force of Youth Ambassadors to connect with youth, raise awareness of programs and initiatives, engage with them and solicit feedback, build positive relationships and understand their needs.</p>	<p>Connect with youth in ways that resonate with their lived experiences and interests. Leveraging innovative and inclusive outreach strategies that reflect the diverse backgrounds, values and priorities of Brampton's youth.</p>	<p>Phase 2</p> <p>Youth Programs & Initiatives</p> <p>Strategic Communications, Tourism and Events</p>

<p>"If there were dedicated social media for youth, it would help draw more people in." – Focus Group Participant</p> <p>"Dedicating a page for events across the City and posting event details consistently to inform residents about activities will engage more youth." – Youth Advisory Circle Member</p> <p>69% of youth indicated that they learned about the City of Brampton initiatives through channels such as Facebook, Instagram, or TikTok.</p>	<p>2.4. Launch a dedicated Youth social media platform to engage with young people and share information in collaboration with the Youth Cabinet.</p>	<p>Develop a more engaging, relevant and authentic communication approach that is tailored to youth preferences.</p>	<p>Phase 2</p> <p>Youth Programs & Initiatives</p> <p>Strategic Communications, Tourism and Events</p>
<p>"Many young people fear their contributions won't lead to meaningful change, which further discourages their participation." – Youth Advisory Circle Member</p> <p>56% of youth identified 'Transparency' as 'Very Important'.</p>	<p>2.5. Establish a transparent feedback system to provide updates to youth about the impact of their involvement in engagement efforts. Share and collect feedback through social media, surveys, forums and in-person engagements.</p>	<p>Encourage youth by providing visibility into the impact of their contributions, reinforcing the City's commitment to integrating youth voices in programs and decision-making.</p>	<p>Phase 3</p> <p>Youth Programs & Initiatives</p> <p>City Divisions</p>

PRIORITY #3: INCREASE AWARENESS OF YOUTH-CENTRIC PROGRAMS & ACTIVITIES

Findings	Initiatives & Actions	Outcomes	Implementation
<p>"We need more free or affordable activities to eliminate financial barriers for marginalized communities." – Youth Advisory Circle Member</p> <p>Focus group participants acknowledged that the City offers free programs or subsidies, but they may not be aware of these offerings.</p>	<p>3.1. Leverage social media, local schools, community organizations and other communication channels to increase awareness of the City's programs and services, including any free and subsidized offerings.</p>	<p>Improve outreach efforts to ensure youth are informed about the City's range of free and low-cost programs, to increase participation and reduce barriers to access. Ensure information is accessible and connect young people to these opportunities.</p>	<p>Phase 1</p> <p>Youth Programs & Initiatives</p> <p>City Divisions</p>
<p>"The Youth Hub should be more advertised as all my friends had a lot of fun on the trip [the City] organized and wish we had known about it earlier. Knowing that these programs exist is essential." – Youth Advisory Circle Member</p> <p>"We need more safe spaces to gather, meet mentors and be ourselves without judgment or barriers." – Focus Group Participant</p> <p>39% of youth reported wanting more dedicated spaces for youth.</p>	<p>3.2. Develop and promote safer youth spaces where youth can feel safe, included and engaged in activities that promote both personal and professional growth.</p>	<p>Increase accessible, safe and inclusive spaces in Brampton, specifically designed with youth in mind. Create welcoming, nonjudgmental environments where young people can gather. Raise awareness and encourage youth to take ownership of these spaces.</p>	<p>Phase 2</p> <p>Youth Programs & Initiatives</p> <p>Recreation</p> <p>Equity Office</p> <p>Economic Development</p>
<p>60% of youth identified 'Youth Mentorship Programs & Leadership Development' as 'Very Important'.</p> <p>Respondents expressed a need for more youth-focused events and programs, including creative workshops, leadership training and skills development.</p>	<p>3.3. Identify and explore opportunities for leadership and skills development that will give youth the tools they need to lead initiatives in their communities.</p>	<p>Empower youth with the skills, opportunities and experience needed to become the leaders of tomorrow and foster a sense of ownership and responsibility for their community.</p>	<p>Phase 3</p> <p>Youth Programs & Initiatives</p>

PRIORITY #4: REMOVE BARRIERS TO EMPLOYMENT & CAREER DEVELOPMENT

Findings	Initiatives & Actions	Outcomes	Implementation
<p>“Young people feel disheartened by the lack of connections and transparency in the hiring process.” – Focus Group Participant</p> <p>Youth cited cultural and racial biases in hiring practices as isolating factors, with some establishments favouring candidates from specific cultural backgrounds.</p>	<p>4.1. Encourage diversity in hiring practices and undertake targeted recruitment efforts for youth from underrepresented communities. Require all hiring managers at the City to complete bias-free hiring training to eliminate biases that impact racialized and marginalized youth.</p>	<p>Promote a more equitable job market by removing biases in recruitment, ensuring equal access for marginalized youth and providing ongoing diversity and inclusion training for staff to support youth in overcoming barriers and achieving their career aspirations.</p>	<p>Phase 1</p> <p>Youth Programs & Initiatives</p> <p>Human Resources</p>
<p>“Youth need more support in understanding how to transition from school to a stable career. We need workshops, training and mentorship to help us navigate these steps.” – Youth Advisory Circle Member</p> <p>83% of youth identified ‘Youth Employment & Skills Development’ as ‘Very Important’.</p>	<p>4.2. Offer workplace readiness and skills development workshops and host career fairs to help young people transition into the workforce.</p>	<p>Encourage youth to see themselves in a variety of roles to increase their employability and help them navigate career paths. Inspire young people to pursue goals and seize opportunities for experiential learning that enhance their skills and self-confidence. Prepare youth to enter the job market and build the soft skills necessary for success in professional environments.</p>	<p>Phase 2</p> <p>Youth Programs & Initiatives</p>

<p>"There needs to be paid internship programs and workshops focused on diverse industries to help youth explore career paths beyond the restaurant and retail jobs." – Focus Group Participant</p> <p>"Getting people's feet out the door is essential." – Youth Advisory Circle Member</p> <p>Youth cited the need for more 'first job' opportunities locally, eliminating the need to travel outside of Brampton for jobs.</p>	<p>4.3. Partner with local businesses and organizations to promote paid internship and apprenticeship opportunities for youth. Continue to enhance and expand the youth employment and part-time opportunities at the City of Brampton.</p>	<p>Encourage youth to stay and grow their careers in Brampton by providing firsthand job experience and opportunities to build strong professional networks locally. Invest in employment pathways to support youth in envisioning a future in Brampton. Open doors to opportunities and valuable industry connections.</p>	<p>Phase 2</p> <p>Youth Programs & Initiatives</p> <p>City Divisions</p>
<p>"Many people feel bad because they don't network or have connections to get jobs, so they don't even get an opportunity." – Focus Group Participant</p> <p>"Sometimes, it feels like we're expected to figure everything out on our own. We need help navigating the options and opportunities available to us." – Youth Advisory Circle Member</p>	<p>4.4. Establish a mentorship network that connects youth with professionals to gain insights into different careers, build professional connections and receive guidance.</p>	<p>Empower youth with the tools and resources needed to make informed decisions about their futures while strengthening connections between youth and the local professional community. Ensure young people receive the support they need as they navigate their career journey.</p>	<p>Phase 3</p> <p>Youth Programs & Initiatives</p> <p>Economic Development & International Relations</p>

PRIORITY #5: PROMOTE YOUTH MENTAL HEALTH & WELL-BEING

Findings	Initiatives & Actions	Outcomes	Implementation
<p>"It's hard to find mental health support that understands what we're going through, especially as racialized youth." – Youth Advisory Circle Member</p>	<p>5.1. Collaborate with Peel Region to create a directory of mental health resources for youth that is easily accessible and regularly updated. Including any services that support the unique needs of racialized youth.</p>	<p>Improve access to mental health support by ensuring that all youth, regardless of their background or location, can easily find the support they need, leading to increased awareness of available services and timely connections to counseling, crisis intervention and wellness programs.</p>	<p>Phase 1</p> <p>Youth Programs & Initiatives</p> <p>Human Resources</p>
<p>"Mental health issues are important, especially in this age group [14-29]. There are many cultures in Brampton, but there is a huge stigma around mental health." – Focus Group Participant</p>	<p>5.2. Partner with Peel Region to launch a mental health and well-being awareness campaign to educate youth about mental health resources and reduce the stigma around mental health, utilizing various platforms.</p>	<p>Raise awareness about available mental health and well-being resources and encourage youth to use them, normalizing conversations around mental health. Foster an environment where mental health is openly discussed, youth feel empowered to seek support and stigma is significantly reduced.</p>	<p>Phase 2</p> <p>Youth Programs & Initiatives</p> <p>City Divisions</p>
<p>"Using more inclusive language when naming [mental health and well being] programs can create a more uplifting and positive environment where everyone feels valued." – Youth Advisory Circle Member</p> <p>64% of youth identified 'Mental Health & Well-being' as 'Very Important'.</p>	<p>5.3. Organize and consolidate youth-specific events and initiatives during Mental Health Week and World Teen Mental Wellness Day to promote mental health and well-being awareness and connect youth with local professionals, peer support and resources.</p>	<p>Increase access to mental health and well-being support by connecting youth with professionals, peer groups and wellness activities, backed by clear, consistent messaging to reduce stigma and encourage help-seeking. Create safe spaces for young people to share their experiences and engage in meaningful dialogue.</p>	<p>Phase 2</p> <p>Youth Programs & Initiatives</p> <p>City Divisions</p>

PRIORITY #6: CONNECT YOUTH TO ENVIRONMENTAL SUSTAINABILITY EFFORTS

Findings	Initiatives & Actions	Outcomes	Implementation
<p>Youth Advisory Circle and Focus Group Participants emphasized the need for more conservation efforts such as community clean-up days.</p> <p>Youth are interested in nature walks, gardening, eco-friendly workshops, creating more green spaces and community gardens.</p>	<p>6.1. Strengthen and preserve sustainability initiatives through youth-led efforts such as community-wide clean-up events and environmental projects. Build on insights from the 'Park Satisfaction' study to ensure park features reflect community needs and priorities.</p>	<p>Promote a sense of environmental stewardship among youth, encouraging them to become active participants in preserving and protecting the environment. Empower youth to take active leadership roles in conservation efforts, fostering environmental responsibility and a deeper sense of ownership. By coordinating these initiatives with community feedback, the City can create inclusive, sustainable spaces while supporting long-term environmental stewardship.</p>	<p>Phase 1</p> <p>Parks Maintenance & Forestry</p> <p>Youth Programs & Initiatives</p>
<p>"Youth want to be more involved in protecting the environment. There need to be more programs where we can actively participate in making our community greener." – Youth Advisory Circle Member</p> <p>"Youth involvement is a critical way to achieve the 3.5% Rule of Engagement needed to inspire change locally, nationally and globally." – Youth Advisory Circle</p> <p>59% of youth identified 'Environmental Stewardship' as 'Very Important'.</p>	<p>6.2. Enhance and expand the City's youth-focused environmental education programs by building on existing initiatives and tailoring them to older youth, with a focus on practical skills, leadership development and long-term engagement in sustainability.</p>	<p>Equip youth with the practical skills and knowledge needed to adopt sustainable practices. Fostering a generation of environmentally conscious individuals committed to making a positive impact on the planet. Allow youth to learn about sustainability, engage in eco-friendly practices and create lasting positive impacts in their community. The City can harness the enthusiasm and energy of its youth to promote a greener, more sustainable future.</p>	<p>Phase 2</p> <p>Youth Programs & Initiatives</p> <p>Parks Maintenance & Forestry</p> <p>Community Safety & Well-being</p>

<p>"Not enough environmental and outdoor engagement initiatives are being implemented to improve the City." – Youth Advisory Circle Member</p> <p>"We would love to see environmentally based youth activities. They could help with mental health, especially for university students who are always alone. Getting outside and having a sense of community would be a lot better." – Youth Advisory Circle Member</p> <p>55% of youth indicated that walking is their main method of transportation.</p>	<p>6.3. Offer outdoor environmental programs for more enhanced learning and hands-on experiences and allow youth to actively contribute to the preservation of the city's natural spaces.</p>	<p>Empower youth to make a tangible environmental impact by leveraging Brampton's trail system for walking, passive recreation and offering hands-on participation in sustainable environmental programs. Engage youth in protecting the planet's future, contributing to efforts to reduce carbon footprint, conserve resources and protect natural spaces. Offer opportunities for more advanced, hands-on activities like gardening, nature hikes and DIY recycling projects.</p>	<p>Phase 2</p> <p>Youth Programs & Initiatives</p> <p>Parks Maintenance & Forestry</p> <p>Environment & Development Engineering</p>
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APPENDIX 1 - YOUTH ENGAGEMENT INITIATIVES

STAKEHOLDER OUTREACH & CONSULTATION

Youth Advisory Circle

The Youth Advisory Circle (YAC) application process involved collaboration with various internal departments to ensure broad outreach and inclusivity. The application was posted on the City of Brampton's Youth webpage and shared with internal and external partners. Internal groups shared YAC application information and flyers with their youth networks and local youth organizations. The flyer was posted in City facilities and community centres, on social media and through traditional news media sharing.

Youth Engagement Strategy

The development and promotion of the Youth Engagement Survey involved extensive collaboration across various internal departments to ensure its effectiveness and broad reach. Survey questions were carefully reviewed and developed with input from multiple City departments, as well as the Youth Advisory Circle. Once finalized, the survey was posted on the City of Brampton's Youth webpage.

To promote the survey and associated events, City staff issued a public Service and Information Update and created a media toolkit to support the dissemination of information via social media and City facilities and community centres. In addition, internal groups were asked to share the survey with their youth networks and relevant organizations.



LIST OF ORGANIZATIONS

Youth Organizations

Achev	Catholic Family Services of Peel	Peel Children's Centre
African Community Services of Peel	Centre for Grief and Healing (BFO-HP)	Peel Family Education Centre Peel District
Algoma University School of Business & Economics	Chatting to Wellness	School Board Peel Region Police
Associated Youth Services of Peel	COSTI	GEMS PEYA - Peel Environmental Youth Alliance Prolific
Aspire for Higher	Credit Valley Conservation	S.T.A.R.S.
BCEEN	Dufferin-Peel Catholic District School Board	Punjabi Community Health Services
Beat the Streets	ECLYPSE Youth Centres	QTBIPOC sauga
Big Brothers and Sisters of Peel	Harvest Worship Centre	Rapport Youth & Family Services
Boys & Girls Club of Peel	Ecosource	Red Jac Region of Peel
Brampton Bombers Jr. B Hockey Club	Free For All Foundation	ResQYouth Rise Above Adversity
Brampton Caledon Community Living	Helping Hands	Roots Community Services (United Achievers)
Brampton Library	HOPCP	Safe Centre of Peel
Brampton Civic Centre (FOLD Festival)	Hope 24/7	Sheridan College Skills for Life
Brampton Multicultural Community Centre	I.C.O.N.I.C "In Collaboration of New Ideas Canada"	The.Projects The Centre for Education and Training (TCET)
Black Youth Success (BYSSI)	Indus Community Service	The Journey Neighbourhood Centre
Brampton Soccer Club	Kerry's Place	The Knight's Table Youth Dimensions
Brampton Union St. YMCA Centre - Youth Leadership Development Program	Kiwanis Club of Brampton	Toronto and Region Conservation Authority
Brampton Youth Volleyball	Learning Disabilities Association of Peel Region	
Bramalea Boxing Club & Youth Centre	LGBT Youth Line	
Bramalea Community Health Centre	Moyo Health and Community Services	
Bringing Talents to Life_Black Talents	Our Place Peel	
Canadian Mental Health Association, Peel Dufferin	Next Gen Men	
Cadets	Nexus Youth Services	
	One Voice One Team Brampton	

Victim Services of Peel
 Vision Brampton
 Volunteer MBC
 WellFort
 William Osler Health System - Mental
 Health Services for Children and
 Adolescents
 YMCA Youth Net (Canadian Mental Health
 Association)
 Youth Visual Arts Brampton
 Zamar Music Academy

Group Homes and Shelters

Wilkinson Road Shelter - Man's Shelter
 Cawthra Shelter
 Salvation Army - Honeychurch Family Life
 Resources Centre
 Hanrahan Youth Services
 Spectrum Foster Care Services
 Carpe Diem Foster Homes
 Brampton Community Living
 Salvation Army - Cuthbert House
 Brampton Queen Street Youth Centre
 Peel Youth Village Transitional Housing (16-
 24)
 St Leonard's Place
 Peel Family Shelter
 Our Place Peel Peel Youths 16-24

Corner Stone Group Homes Peel
 Youth Village Peel Alliance to end
 Homelessness
 Eizabeth Fry Society Salvation Army
 REST (Restoration and Empowerment for
 Social Transition Centre)
 Embrave: Agency to End Violence
 Ste. Louise Outreach Centre of Peel
 Regeneration Outreach
 Hope and Help for Women

Youth Groups

Aspire for Higher
 Advocate for Youth
 Brampton Multicultural Youth Council
 (BMYC)
 BrownTown Girls
 Broadening Horizons
 Black Talents
 Black Leaders Of Tomorrow - Peel (part of
 Roots -formerly United Achievers'
 Community Services
 Brampton Christian Fellowship
 Brampton Change Makers
 Brampton Hockey Club
 Constituency Youth Councils
 Chatting to Wellness
 Climate ChangeHers formerly and NOW

Community Climate Council
 Christ Church Youth Ministry
 CMHA Peel Dufferin - Youth Net
 Elizabeth Fry Society
 Future Majority
 Girls Empowerment Movement
 Hindu Sabha Youth Council
 Hammer Heads
 Human Impact
 I.C.O.N.I.C "In Collaboration of New Ideas
 Canada"
 International Humanitarian Peel Youth
 Council
 LGBT Youth Line
 Peel Environmental Youth Alliance
 Peel Students Presidents Council
 Prolific Stars Brampton
 Rameshwar Cultural Sabha Youth Group
 St. Andrew's Youth
 St. Anne's Parish Youth Ministry
 Stay Woke
 Th.Projects
 Visual Arts Brampton
 Vision Brampton
 We Rise Together
 The Young opinion
 Brampton Minor Ball Hockey
 Brampton Minor Basketball Association
 Bramalea Boxing Club
 Brampton Canadettes Girls Hockey
 Young Dragons Taekwondo

Brampton Girls Softball Association
Brampton Ontario Speed Skating
COBRA Swim Club
Brampton Track Club
Brampton Youth Volleyball
Brampton Racers Track Club
Brampton Hockey Inc
Tora Martial Arts
United Way
Skate Canada Brampton-Chinguacousy
BRAMS United Girls Soccer Club
Brampton Minor Lacrosse
Youth Net (Canadian Mental Health
Association)

YOUTH ADVISORY CIRCLE FLYER

A flyer for the Youth Advisory Circle. The top half has a blue background with white text. The bottom half has a yellow background with a photo of five diverse youth and a list of eligibility criteria. The City of Brampton logo is in the bottom right of the blue section.

YOUTH ADVISORY CIRCLE

The City of Brampton is seeking youth aged 14-29 to join a new voluntary Youth Advisory Circle (YAC). As a YAC member, you will help shape youth engagement in Brampton and work alongside other young leaders to make a difference.

Apply now to share your ideas and be part of a group of changemakers!



[Brampton.ca/youth](https://brampton.ca/youth)  **BRAMPTON**

Eligibility

- Brampton resident
- 14-29 years of age
- Enthusiastic about supporting youth initiatives

YOUTH ADVISORY CIRCLE SELECTION

To maintain transparency and ensure fairness, the application selection process for the Youth Advisory Circle (YAC) was conducted by REVIVE Strategies. Of the 177 applicants who expressed interest, 10 youth were selected through a random draw.

Diversity and Inclusion – Youth Selected

The selection process for the YAC was conducted in two stages to ensure fairness and diversity. In the first stage, five applicants were randomly selected through an unbiased process. After these initial selections, inclusion criteria—geographic location, gender, ethnocultural background and disability—were applied to ensure the group reflected the diverse demographic makeup of Brampton.

In the second stage, the remaining five applicants were chosen with a focus on filling any gaps in representation, using the first five selections as a guide. This approach ensured a more balanced group, with diverse representation across gender, race and disability. By prioritizing inclusivity, the process helped form a Youth Advisory Circle that mirrors the broader youth community in Brampton.

The final selection included youth from various geographic areas of Brampton, with applicants coming from a range of postal codes. Gender representation was balanced, with 5 males and 5 females. Ethnocultural representation included 5 South Asian youth, 3 Black youth, 1 White youth and 1 East Asian youth. Additionally, 1 youth identified as having a disability, while the remaining 9 reported no disability.

However, despite efforts to engage a broad range of applicants, there were no applications from youth identifying as Filipino, Latin American, or Indigenous—groups with representation in Brampton. The City plans to explore why these communities were underrepresented and develop strategies to better engage them in future initiatives.

YOUTH ENGAGEMENT SURVEY FLYER



YOUTH ENGAGEMENT SURVEY

Question 1 – What is your age?

- Under 14
- 14 – 18
- 19 – 24
- 25 – 29
- 30 or older

Question 2 – Do you live in Brampton?

- Yes
- No

Question 2.1 – Did you grow up in Brampton?

- Yes
- No

Question 3 – What is your postal code?

Question 4 – What is your gender identity?

- Male
- Female
- Non-binary
- Prefer not to answer
- Other (please specify)

Question 5 – Do you identify as having a disability?

- Yes
- No
- I don't know
- Prefer not to answer

Question 6 – What is your ethnicity/racial identity? Check all that apply

- Black – African, African Canadian, Afro-Caribbean descent
- East Asian – Chinese, Japanese, Korean and Taiwanese descent
- Indigenous – First Nations, Inuk/Inuit, Métis descent
- Latin American – Hispanic or Latin American descent
- Middle Eastern – Arab, Persian and West Asian descent (e.g., Afghan, Egyptian, Iranian, Kurdish, Lebanese, Turkish)
- South Asian – South Asian descent (e.g., Bangladeshi, Indian, Indo-Caribbean, Pakistani, Sri Lankan)
- Southeast Asian – Cambodian, Filipino, Indonesian, Thai, Vietnamese or other Southeast Asian descent
- White – European descent
- I don't know
- Prefer not to answer
- Other (please specify)

Question 7 – Where do you get your information on City of Brampton news events and initiatives? Check all that apply

- Social media e.g., Facebook, X (formerly Twitter), Instagram, TikTok
- News websites e.g., CNN, BBC, local news
- Online search engines e.g., Google, Bing
- Podcasts
- Television news
- Radio
- Books and magazines
- Friends and family
- Email newsletters
- YouTube or other video platforms
- City of Brampton website
- Other (please specify)

Question 8 – How do you get around the city? Check all that apply

- Walking
- Biking
- Driving
- Public Transit e.g., buses, trains, LRT
- Carpooling with friends
- Scooter or e-scooter
- Using a wheelchair or motorized mobility aid
- Other (please specify)

Question 9 – Are you signed up for any City programs? e.g. Recreation, City of Brampton fitness, youth transit pass, youth hubs:

- Yes
- No
- Prefer not to answer

Question 10 – What improvements or changes for youth would you like to see made by the City? Check all that apply

- More youth programs e.g., sports, arts and educational
- More youth spaces
- More community events and festivals
- Increase job opportunities for youth
- Youth engagement initiatives e.g., councils, forums
- Other (please specify)

Question 11 – Would you be interested in participating in any of the following activities? Check all that apply

- Volunteering for community events
- Joining a youth council or advisory board
- Advocating for youth issues in the community
- Promoting Arts and Culture initiatives
- Sharing ideas for community improvement
- Other (please specify)

Question 12 – Please rank the importance of the following City of Brampton strategic priorities to you.

Rank:

Very Important

Moderately Important

Slightly Important

Not Important

- **Health & Well-being** – ensuring there is a sense of community belonging, focusing on physical and mental wellness, supporting all residents and striving for a safe and healthy city.
- **Culture & Diversity** – value diversity in businesses, artist and community members, support indigenous heritage and culture and promote tourism in Brampton.
- **Growing Neighbourhoods** – focusing on supporting businesses and citizens with job opportunities, a city where residents want to work, live and one that meets their needs.
- **Transit & Connectivity** – prioritize sustainable transportation, Brampton Transit services, focusing on safe and connected green streets to balance different ways of transport.

- **Environmental Sustainability** – protecting and caring for the environment, increasing parks and open space, planting more trees, reducing waste and carbon footprint.
- **Government & Leadership** – ensuring that City services work smoothly, fairly and openly, always looking for new and better ways to do things and include resident feedback.

Question 13 – How important are these principles when it comes to designing programs and initiatives for youth in Brampton?

Rank:

Very Important

Moderately Important

Slightly Important

Not Important

- **Inclusion** – engaging youth from diverse backgrounds.
- **Respect** – valuing youth opinions and contributions.
- **Accessibility** – ensuring engagement opportunities are easy to access for all youth.
- **Transparency** – making the City's decision-making process clear and understandable.
- **Collaboration** – working with youth and others to achieve a shared goal.
- **Flexibility** – adapting to match the needs and interests of youth.
- **Relevance** – focusing on issues or problems that matter to youth.
- **Sustainability** – creating long-term engagement opportunities for youth.
- **Accountability** – measuring and reporting on youth engagement outcomes.

Question 14 – How important are the following areas to encourage more participation by youth in Brampton?

- Social media – to connect and share information with youth.
- Youth council – involving youth in the City's decision-making process.
- Youth innovation – staying up to date on youth-related topics/creations and strive to invent more.
- Youth employment and skills development – providing job opportunities and training for youth.
- Partnerships with educational institutions – creating opportunities for youth and address specific educational needs.
- Mental health and well-being initiatives – programs and initiatives to address physical and mental health.
- Environmental stewardship – taking care of our planet and its natural resources.
- Inclusive recreational/enjoyable activities – spaces where everyone is welcome no matter their abilities, background or identity.
- Youth mentorship program and leadership development – providing professional support, guidance and coaching to help young people achieve their goals.
- Community service and volunteerism – getting involved in the community and volunteering.
- Cultural and artistic expression – how people show their traditions, beliefs and ideas through art, music, dance and storytelling.
- Youth feedback mechanisms – sharing outcomes of decisions/processes and inviting youth to share their options and thoughts.

Question 15 – Is there any advice, recommendations, or concerns you would like the City of Brampton to consider when developing a youth engagement strategy?



SERVICE AND INFORMATION UPDATE



Service and Information Update

October 29, 2024

Calling Brampton Youth aged 14-29: Help Shape City's Youth Engagement Strategy

BRAMPTON, ON — The City of Brampton is refreshing its Youth Engagement Strategy and inviting youth aged 14 to 29 to get involved and play a key role in shaping it.

As one of the youngest cities in Canada with more than 153,000 youth, Brampton is committed to ensuring young voices are heard and the City's services and programs reflect the diverse needs of its youth population.

The updated Youth Engagement Strategy will build on the City's dedication to providing more opportunities for youth to actively participate in their community. By creating meaningful avenues for input and collaboration, the strategy will empower Brampton's youth to take a more active role in the decision-making process that affects their lives.

How Youth Can Get Involved

Take the Survey

Beginning October 29, youth aged 14 to 29 are encouraged to take part in an online survey to provide their insight and feedback. This survey is a key component of the City's efforts to ensure youth voices drive the direction of the new strategy. Through the survey, we aim to:

- Identify the key priorities and concerns of Brampton's youth
- Understand how young people want to engage in municipal decision-making
- Explore opportunities for youth advocacy on the issues that matter most
- Create clear channels for youth to connect with the City

The survey is open until December 6, 2024, at brampton.ca/youth.

Attend an Engagement Session

The City, in consultation with Revive Strategies, is hosting two drop-in sessions for youth to share their ideas in person, network with peers and learn how they can help shape the City's future services and programs.

Date: Tuesday, November 5, 2024

Time: 4-8 pm

Location: Susan Fennell Sportsplex Youth Hub, 500 Ray Lawson Blvd., Brampton, ON

Date: Saturday, November 30, 2024

Time: 5-7 pm

Location: Save Max Sports Centre, 1495 Sandalwood Pkwy. E., Brampton, ON

The Corporation of The City of Brampton
2 Wellington Street West, Brampton, ON L6Y 4R2 (311) TTY: 905.874.2130



Service and Information Update

Youth Advisory Circle

A core part of the City's refreshed approach is the establishment of a Youth Advisory Circle, composed of 10 local youth aged 14 to 29, who will directly contribute to shaping the Youth Engagement Strategy. These changemakers will collaborate with City staff, officials and youth-serving organizations to ensure that the strategy reflects the diverse needs of Brampton's youth.

New City Youth Web Page

The City has launched a comprehensive new web resource, brampton.ca/youth, designed specifically for young people aged 14 to 29, seeking a wide range of tools, from career advice and educational resources to community programs and services, all designed to help youth thrive!

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MEDIA CONTACT
City of Brampton Media Relations
MediaRelations@Brampton.ca

The Corporation of The City of Brampton
2 Wellington Street West, Brampton, ON L6Y 4R2 (311) TTY: 905.874.2130

SOCIAL MEDIA CAMPAIGN

Survey Promotions

- November 4, 2024
- November 11, 2024
- November 18, 2024
- November 25, 2024
- December 2, 2024
- December 5, 2024

Community Pop-Up Session Promotions

- November 1, 2024
- November 2, 2024
- November 3, 2024
- November 10, 2024
- November 17, 2024
- November 24, 2024
- November 28, 2024

MAPPING OUT COMMUNITY POP-UP EVENTS

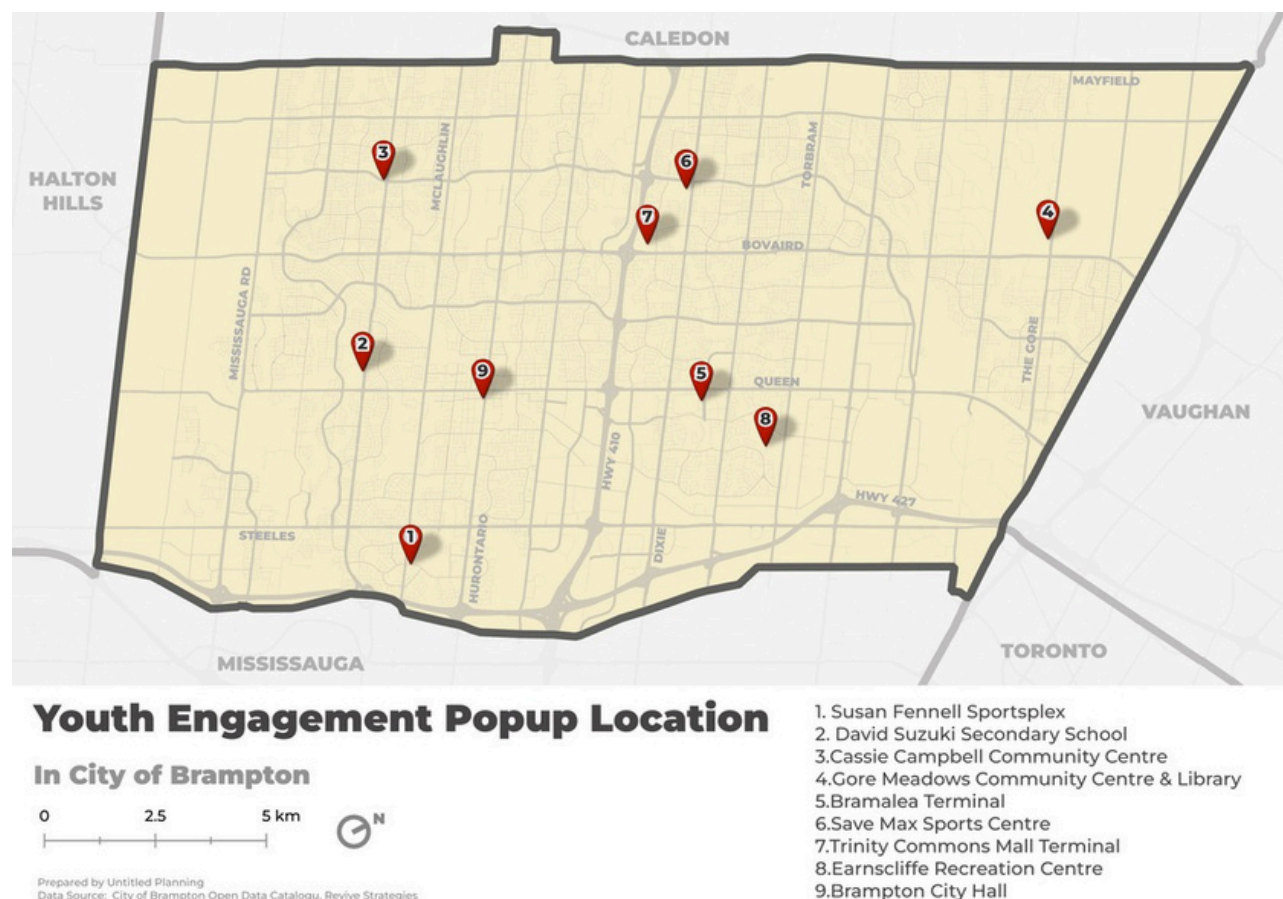
The City of Brampton and REVIVE Strategies strategically organized pop-up events at various community centres across the city to ensure broad and inclusive outreach, targeting youth from diverse backgrounds and various age groups. Special focus was placed on engaging underrepresented populations, particularly youth from communities near key locations such as community centres and transit hubs. These locations were selected based on the demographics of the surrounding areas, ensuring that events were held in neighbourhoods with high youth populations and diverse cultural backgrounds. By aligning the pop-up events with existing after-school and drop-in programs, there was an opportunity to engage with youth in spaces where they already spent their time. The events were mapped out to reflect Brampton's ethnic and socioeconomic diversity, with targeted outreach at community centre youth nights, aiming to connect with young people from various sectors, age groups and cultural communities.

The pop-up event at **Cassie Campbell Community Centre** was strategically scheduled on a Friday to coincide with the community centre's popular drop-in basketball programs. Fridays saw higher attendance, with after-school basketball sessions drawing youth from diverse age groups 14-17 and 18+, creating an ideal opportunity to engage a broad range of participants.

The pop-up at **Save Max Sports Centre** was timed to coincide with highly popular drop-in programs with Turf Drop-In sessions for 14+ on weekends. This provided direct access to youth engaged in sports and recreation activities, offering another key opportunity for engagement.

Similarly, at **Gore Meadows Community Centre**, the pop-up event was held on a Thursday, during the popular Volleyball Drop-In for youth aged 14 to 17 years, with an anticipated attendance of 30 youth. The evening also included a Ball Hockey session for 18+, which had about 20 attendees, allowing the City to engage a different demographic.

By strategically aligning the pop-up events with these well-attended programs, the City and REVIVE Strategies ensured that youth from a broad range of backgrounds and age groups were reached. These events also took place between September and December 2024, ensuring the engagement was timely and relevant. The locations and times were specifically chosen to reflect the city's population density and diversity, with the goal of engaging as many youth as possible and creating a diverse, representative space for them to share their input. The outcome of these efforts was a more comprehensive understanding of the priorities and needs of Brampton's youth, ensuring that the Youth Engagement Strategy would be shaped by a diverse range of voices.



YOUTH ENGAGEMENT ACTIVITIES – KEY DATES

YOUTH ADVISORY CIRCLE

Date	Time	Location	Type of Engagement
October 7, 2024	6 to 7 pm	Online	YAC Information Session
October 28, 2024	6 to 7:30 pm	Online	YAC Kickoff Meeting
November 4, 2024	6 to 7:30 pm	Online	YAC Meeting
November 18, 2024	6 to 7:30 pm	Online	YAC Meeting
December 2, 2024	6 to 7:30 pm	Online	YAC Meeting

COMMUNITY POP-UP EVENTS

Date	Time	Location	Type of Engagement
November 5, 2024	4 to 8 pm	Susan Fennell Sportsplex Youth Hub	Community Pop-up Event
November 7, 2024	5 to 8:30 pm	David Suzuki Secondary School	School Pop-up Event
November 8, 2024	6 to 7:30 pm	BramHacks City Hall Event	Community Pop-up Event

November 15, 2024	3 to 7:30 pm	Cassie Campbell Community Centre	Community Pop-Up Event
November 21, 2024	3 to 8 pm	Gore Meadows Community Centre & Library	Community Pop-Up Event
November 29, 2024	3 to 4 pm	Bramalea Transit Terminal	Community Pop-Up Event
November 30, 2024	5 to 7 pm	Save Max Sports Centre	Community Pop-Up Event
December 3, 2024	4 to 5 pm	Trinity Common Transit Stop	Community Pop-Up Event
December 4, 2024	3 to 5 pm	Earnscliffe Recreation Centre	Community Pop-Up Event
December 10, 2024	10 to 11 am	Brampton West Tower – School Tour	Community Pop-Up Event
December 12, 2024	10 to 11 am	Brampton City Hall – School Tour	Community Pop-Up Event

FOCUS GROUPS

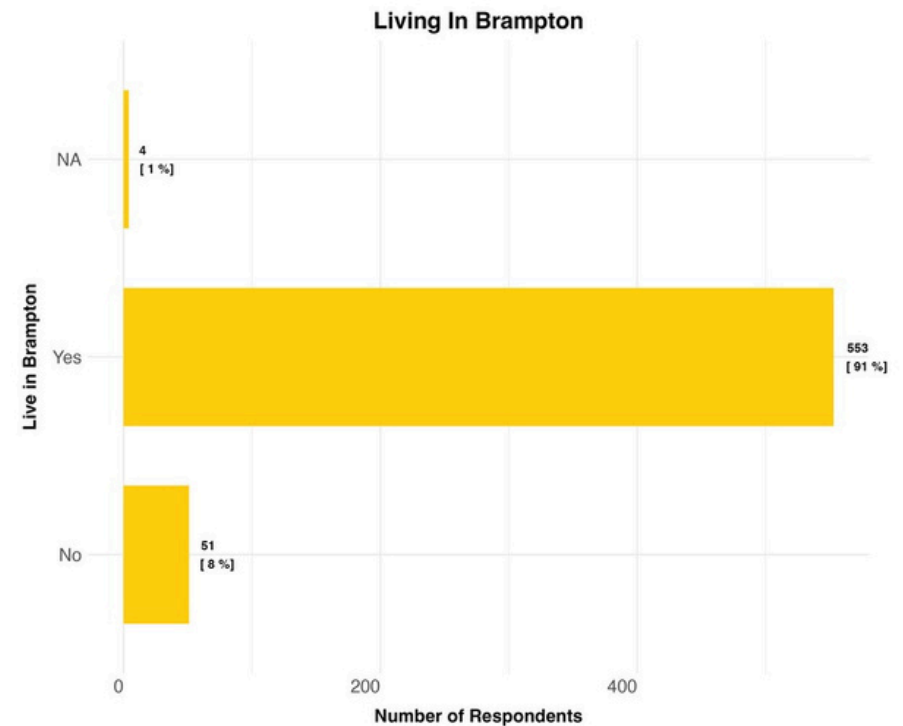
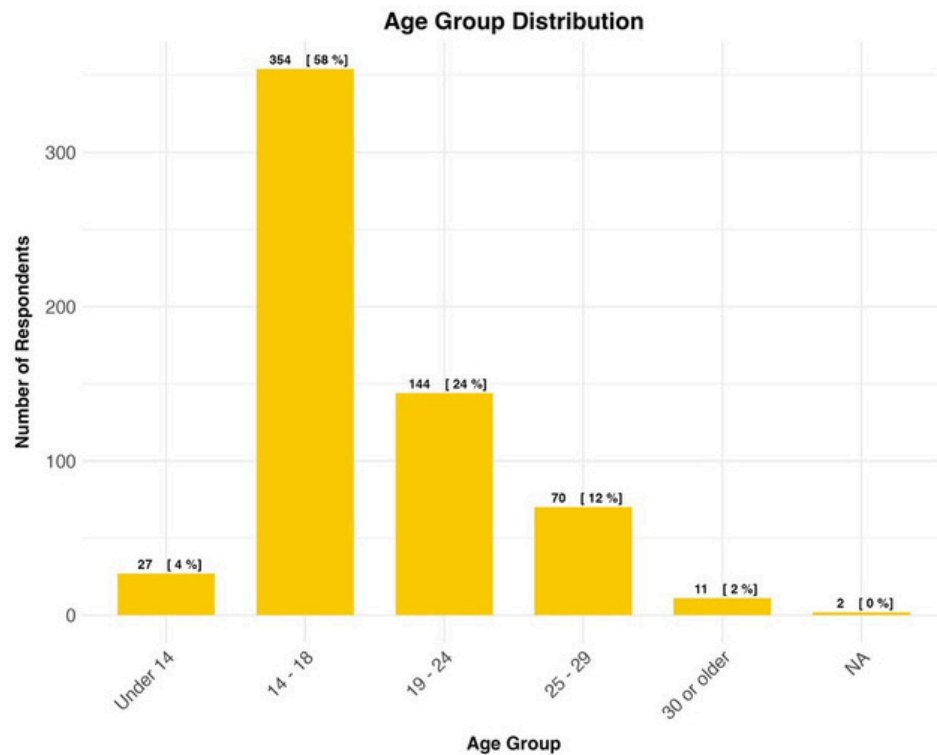
Date	Time	Location	Type of Engagement
November 14, 2024	6 to 7:30 pm	Online	Focus Group 1
November 19, 2024	6 to 7:30 pm	Online	Focus Group 2
November 28, 2024	6 to 7:30 pm	Online	Focus Group 3
December 5, 2024	6 to 7:30 pm	Online	Focus Group 4

SURVEY

Date	Location	Type of Engagement
August 13, 2024	City Hall	Youth Intern Survey
October 29, 2024	Online	Survey Launched
December 6, 2024	Online	Survey Closed

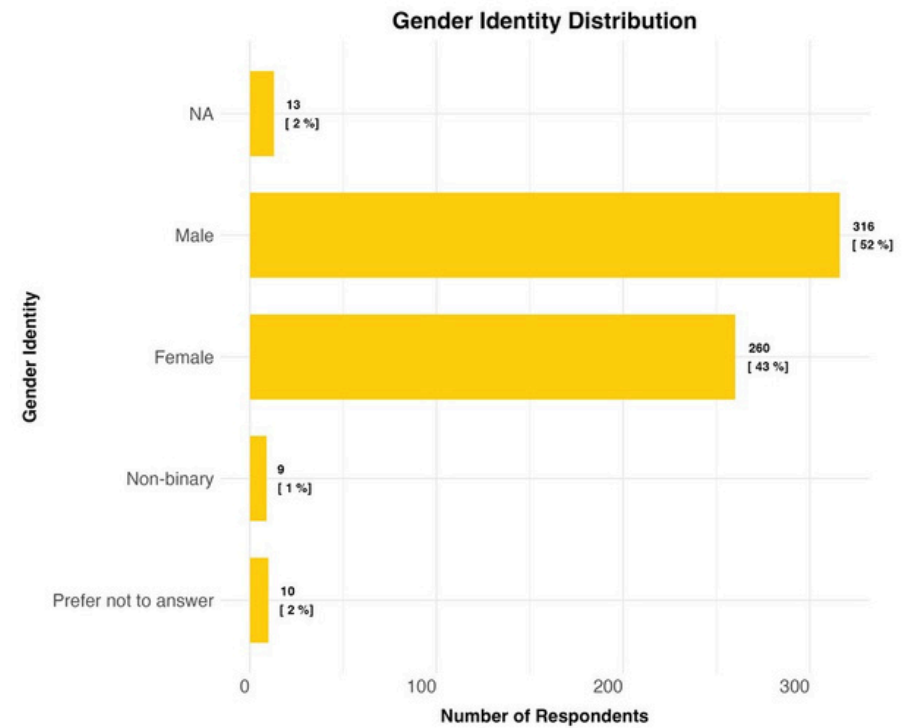
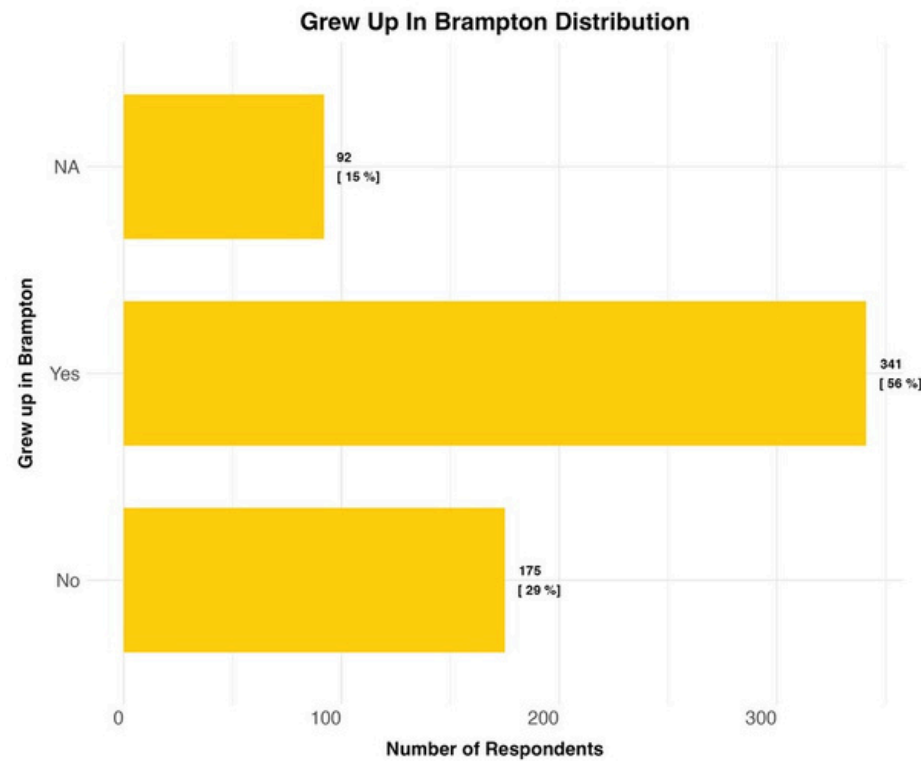
APPENDIX 2 – YOUTH ENGAGEMENT SURVEY RESULTS

Breakdown of Question: Q1 (What is your age?)



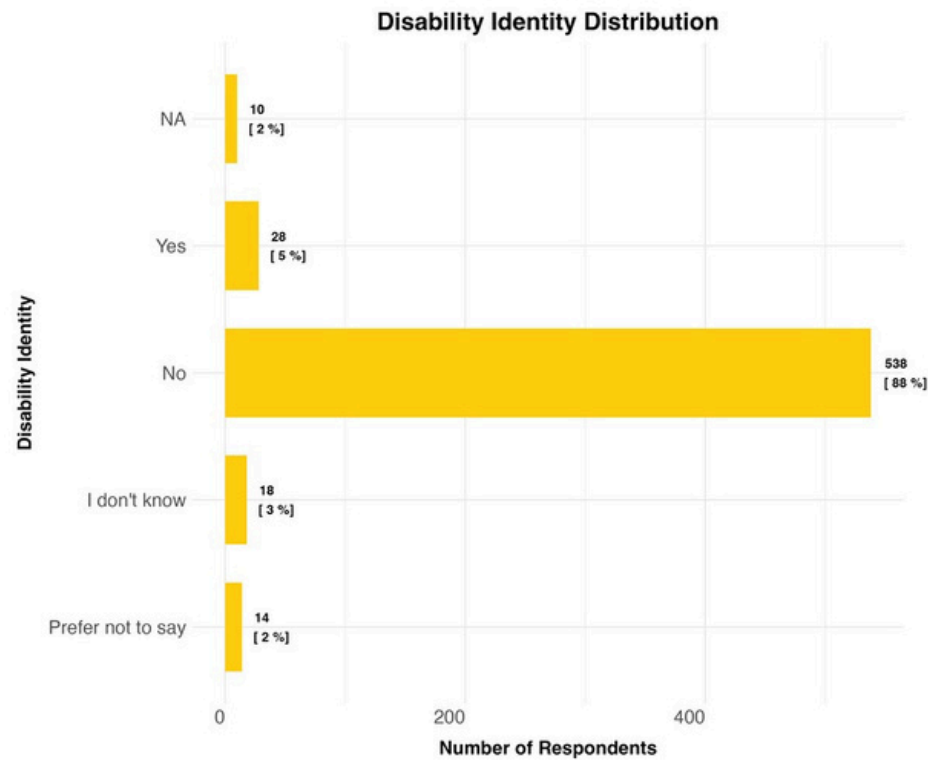
Breakdown of Question: Q2 (Do you live in Brampton?)

Breakdown of Question: Q2.1 (Did you grow up in Brampton?)



Breakdown of Question: Q4 (What is your gender identity?)

Breakdown of Question: Q5 (Do you identify as having a disability?)



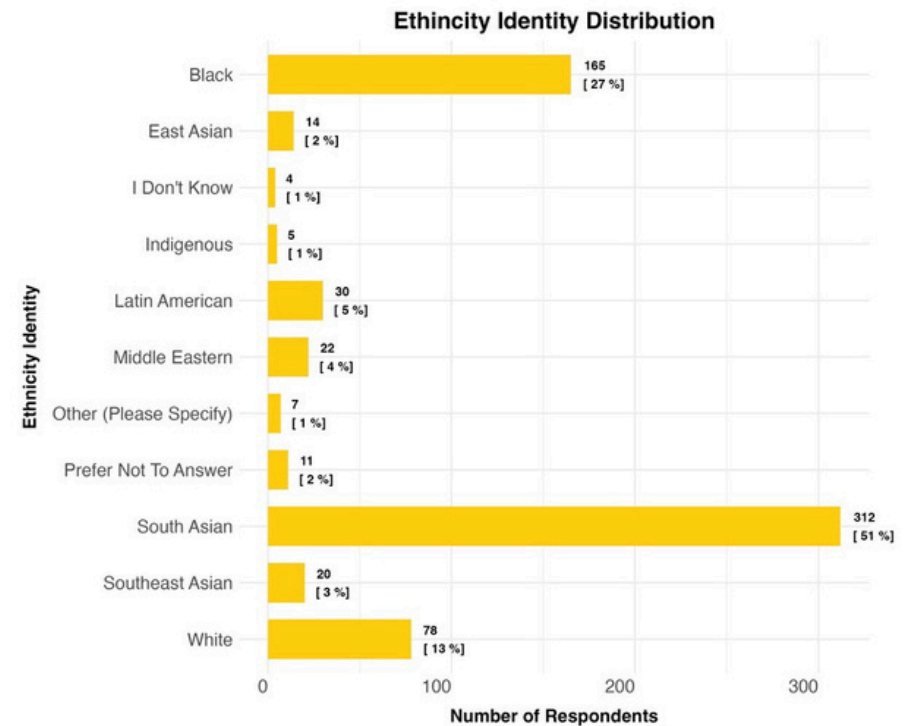
Breakdown of Question: Q6 (What is your ethnicity/racial identity?)

Findings: The majority of respondents identified as South Asian (51%), followed by Black (27%) and White (13%) respondents. Smaller proportions of respondents identified as Latin American (5%), Middle Eastern (4%) and East Asian (2%). A few respondents identified as Indigenous, Southeast Asian or provided an 'Other', 'I don't know' or 'Prefer not to answer' response.

Strong Representation of South Asian Population:

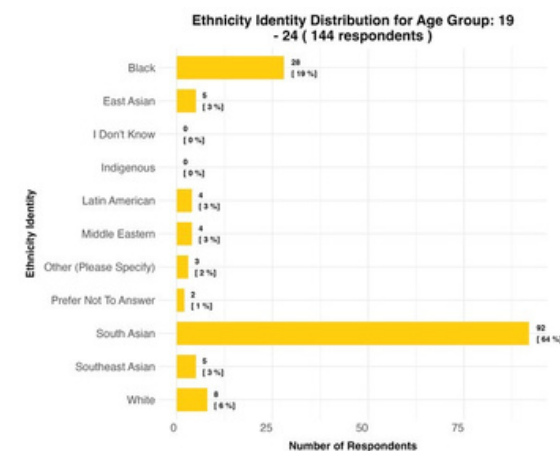
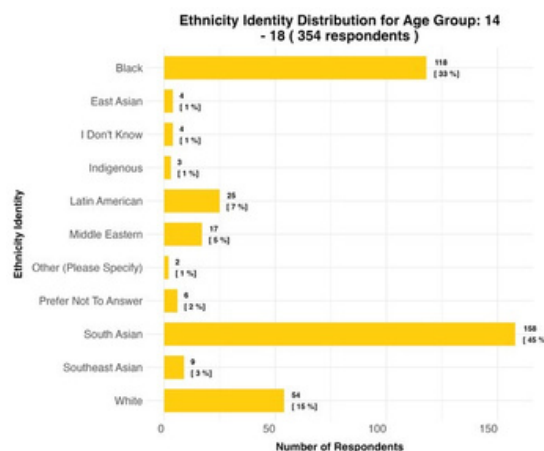
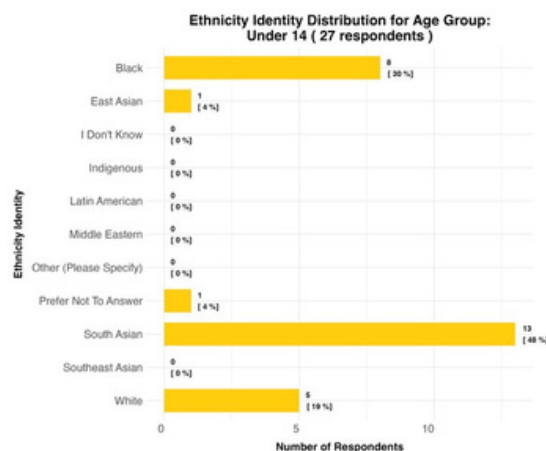
South Asian respondents were well-represented across all age groups, indicating broad engagement within this demographic.

These findings highlight potential gaps in participation and suggest opportunities for targeted outreach to ensure inclusivity in future surveys.



Breakdown of Question: Q6 (What is your ethnicity/racial identity?)

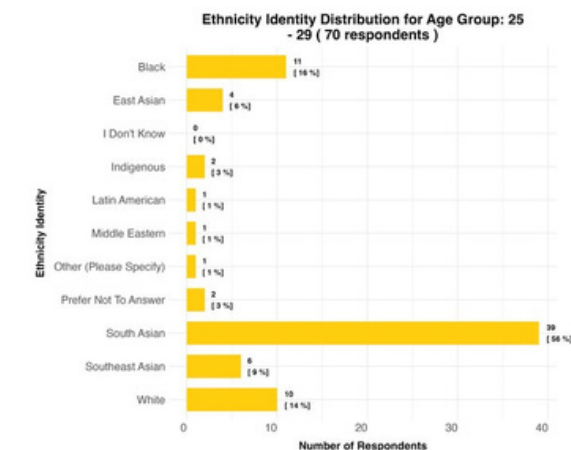
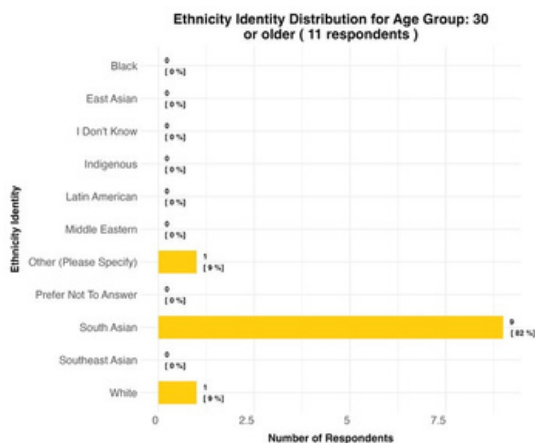
Ethnic Representation by Age Group



Breakdown of Question: Q7 (Where do you get your information on City of Brampton news, events and initiatives?)

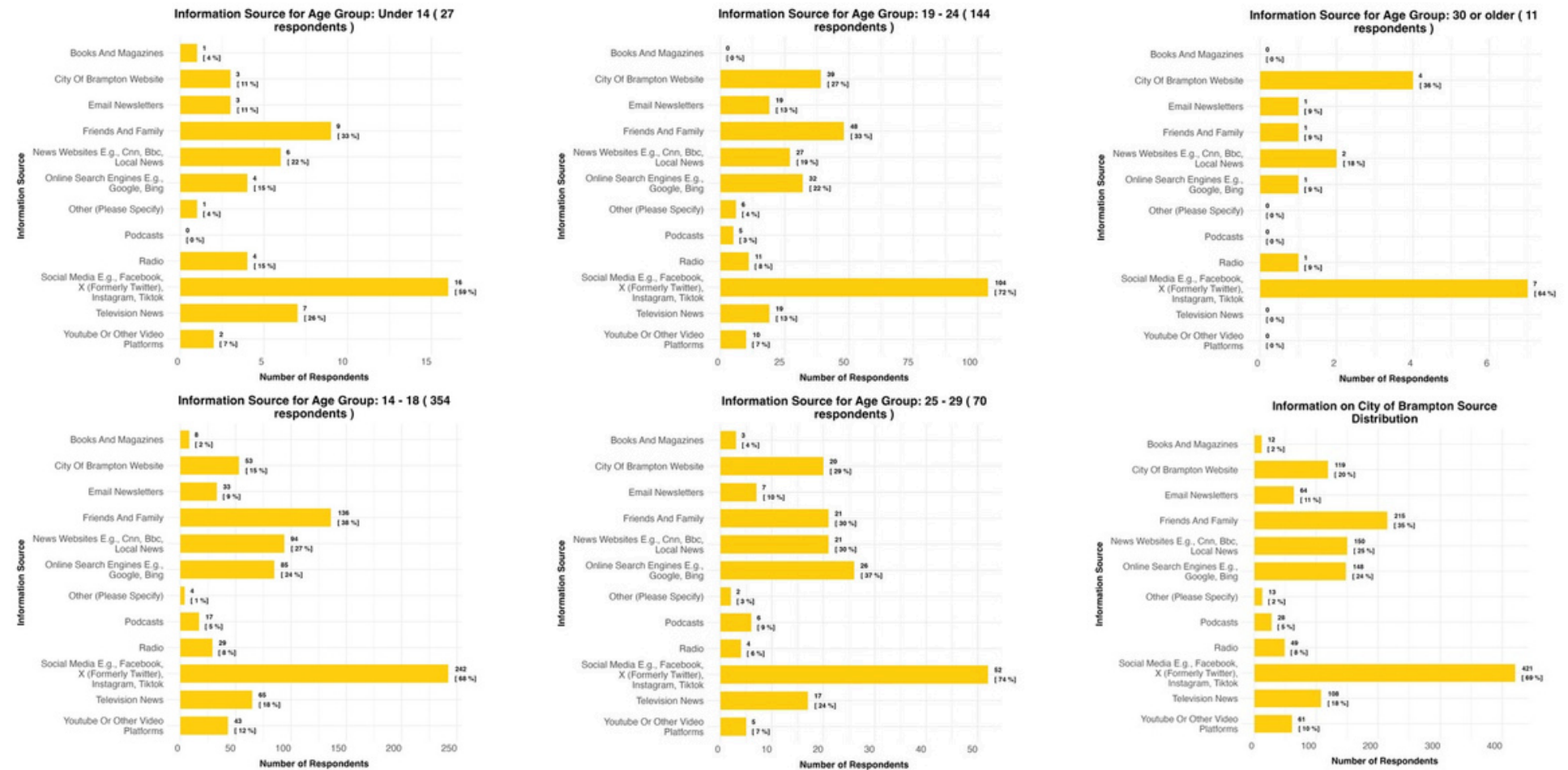
Purpose: To identify the primary sources of information through which respondents learned about events and initiatives.

Take Note: Although there were 12 options for the questions, we had multiple respondents identify in more than one group (i.e. we got 168 unique combinations).



Findings: The most common sources of information for respondents are social media platforms, with 69% indicating they learned about the City of Brampton initiatives through channels such as Facebook, Instagram, or TikTok. Other significant sources include news websites (25%), online search engines (24%) and friends and family (35%). Television news and radio were mentioned by 18% and 8% of respondents, respectively. Additional sources like podcasts (5%), YouTube (10%) and the City of Brampton website (20%) also contributed to awareness of City of Brampton initiatives, while 2% of respondents listed 'Other' sources.

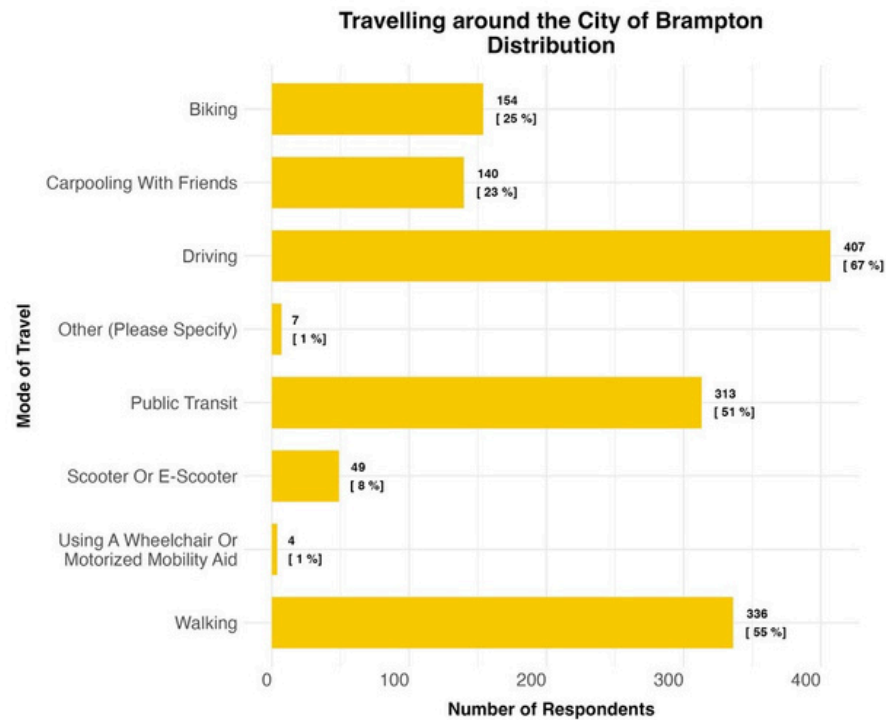
Information Sources by Age Group



Findings on Information Sources by Age Group

The City of Brampton website shows significantly lower popularity among younger age groups, particularly those between 14-18 years old. These age groups seem to prefer alternative information sources, suggesting a gap in engagement with the official City website. This insight could inform future strategies to increase website engagement among these demographics.

Breakdown of Question: Q8 (How do you travel around the city?)



Findings on Transportation Modes by Age Group

Walking: Walking is favoured by younger respondents, with around 60% of those under 18 reporting walking as a primary mode of transportation. As age increases, walking becomes less popular, with 46% of those aged 25-29 walking regularly.

Driving: Driving is the most common mode of travel across most age groups, except for 19-24-year-olds. Interestingly, even though those under 18 typically don't own cars, the youth respondents report driving as their most popular mode of transport, likely due to being driven by adults.

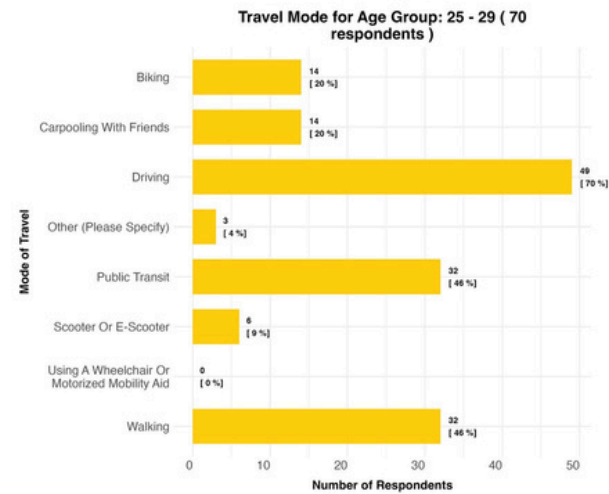
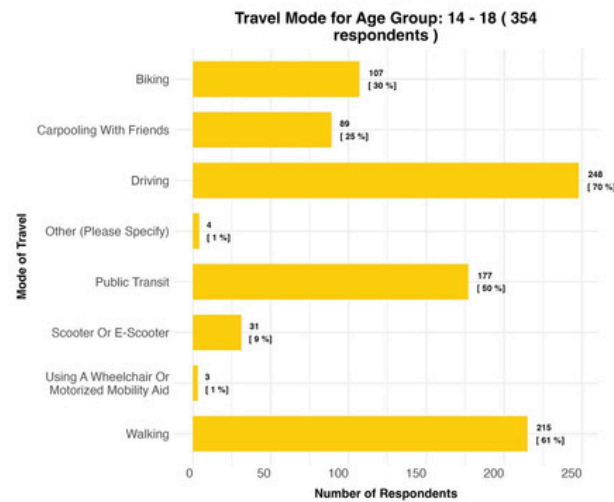
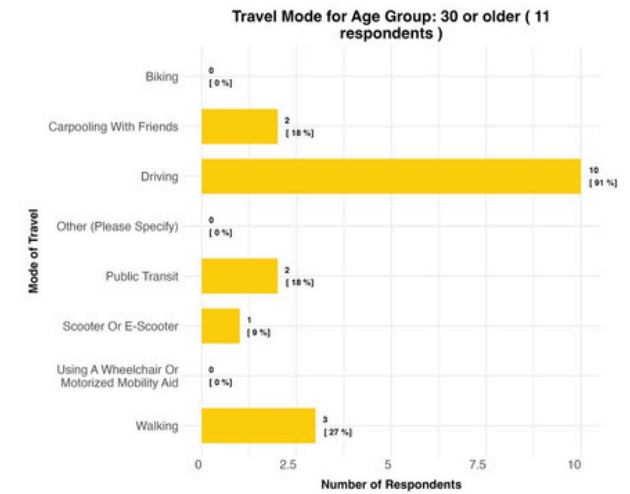
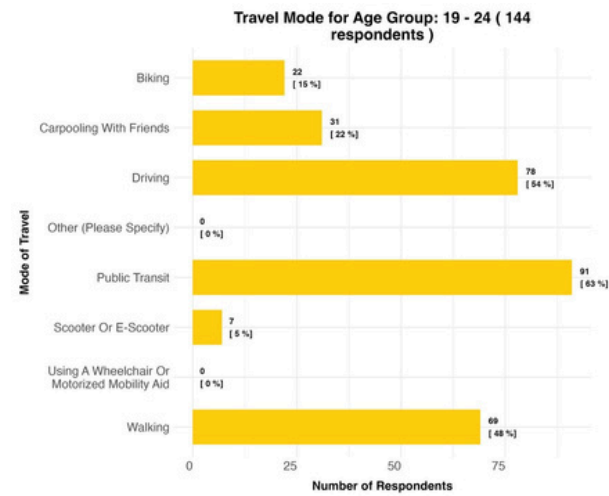
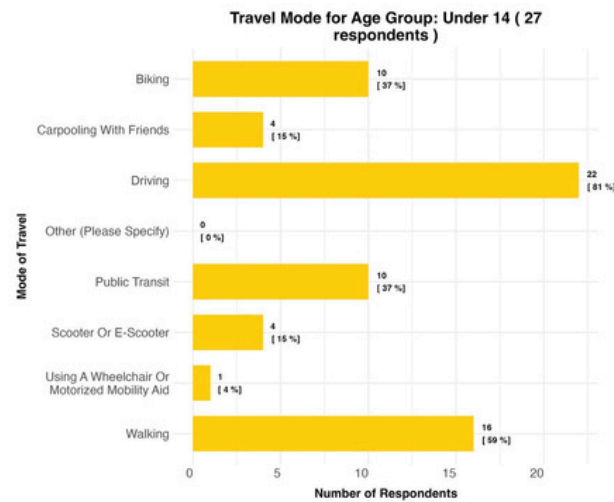
Public Transit: Public transit is the most popular option among the 19-24 age group, likely due to limited access to personal vehicles. All other age groups had driving as their most used option.

Purpose: To understand the modes of transportation most commonly used by respondents.

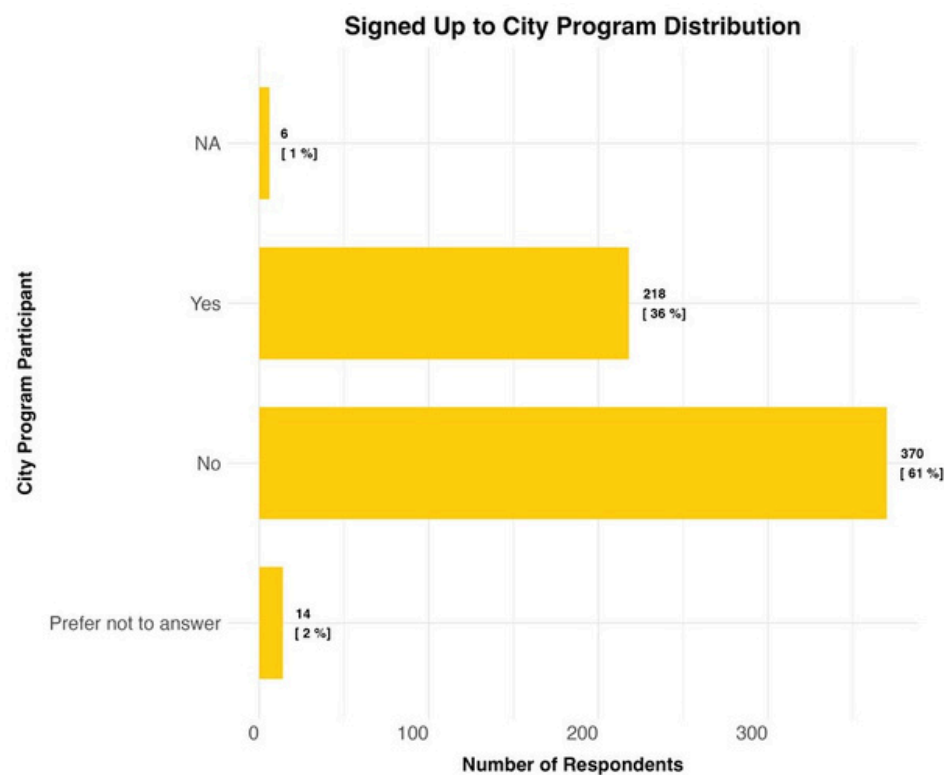
Take Note: Although there were 8 options for the questions, we had multiple respondents identify in more than one group (i.e. we got 60 unique combinations).

Findings: The majority of respondents primarily use driving (67%), walking (55%), or public transit (51%) for their transportation needs. Biking is also popular with 25% of respondents using it, while carpooling with friends accounts for 23%. Other modes such as scooters, e-scooters and mobility aids are less common, with minimal usage noted.

Mode of Travel by Age Groups



Breakdown of Question: Q9 (Are you signed up for any City programs? Yes or No? e.g. Recreation, City of Brampton Fitness, Youth Transit Pass, Youth Hubs.)



Breakdown of Question: Q10 (What improvements or changes for youth would you like to see made by the City of Brampton?)

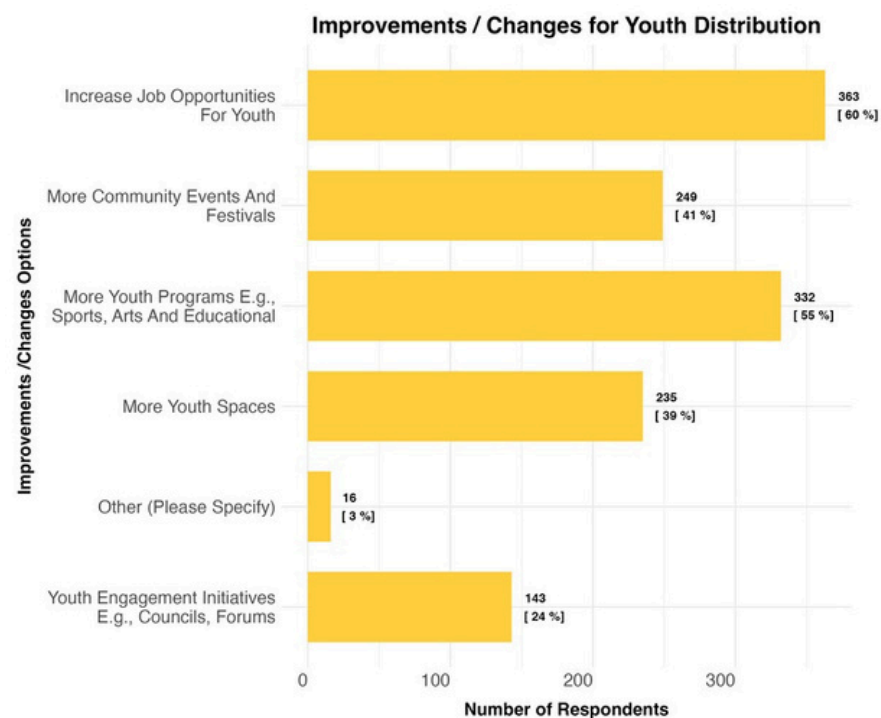
Purpose: To understand the types of programs and initiatives respondents believe should be prioritized for youth in Brampton.

Take Note: Although there were 6 options for the questions, we had multiple respondents identify in more than one group (i.e. we got 40 unique combinations).

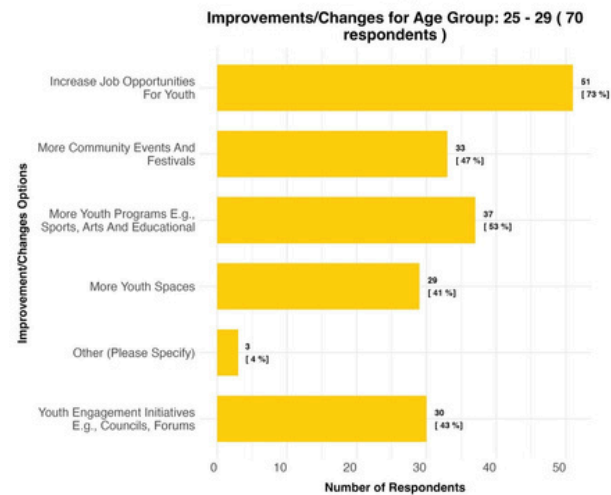
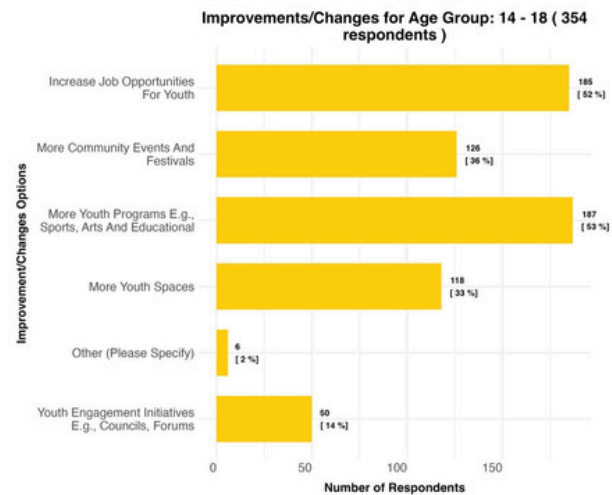
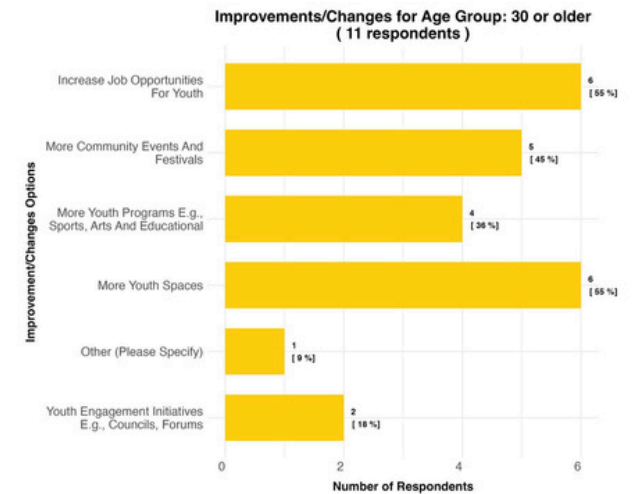
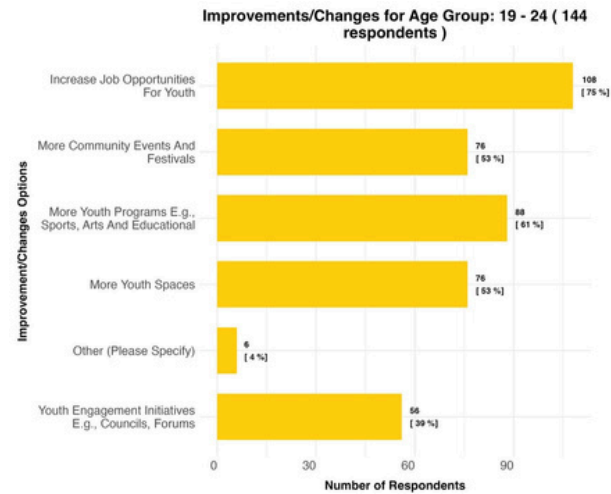
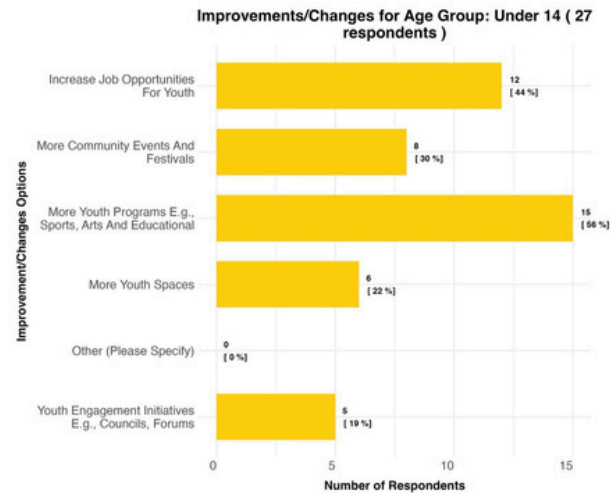
Findings: The most popular response (60%) was an increase in job opportunities for youth, followed by a call for more youth programs (55%) and more youth spaces (39%). Other priorities include more community events and festivals (41%) and youth engagement initiatives (24%). A small proportion (3%) specified other.

Findings on Improvements by Age Groups

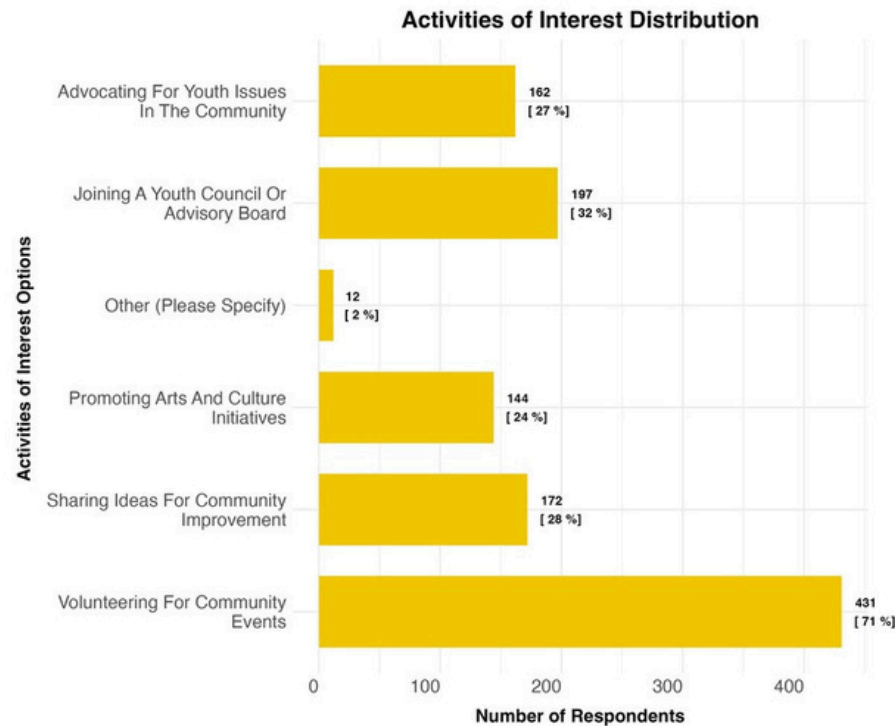
- **More Youth Spaces:** This option is particularly popular among respondents aged 19-24.
- **Increase Job Opportunities:** This is the most popular option across all age groups.
- **Youth Engagement Initiatives:** This option is most popular among the 19-29 age groups, indicating a strong interest in initiatives aimed at engaging youth in the community.



Improvements/Changes by Age Group



Breakdown of Question: Q11 (Would you be interested in participating in any of the following activities?)



Findings on Activities of Interest to Youth by Age Group.

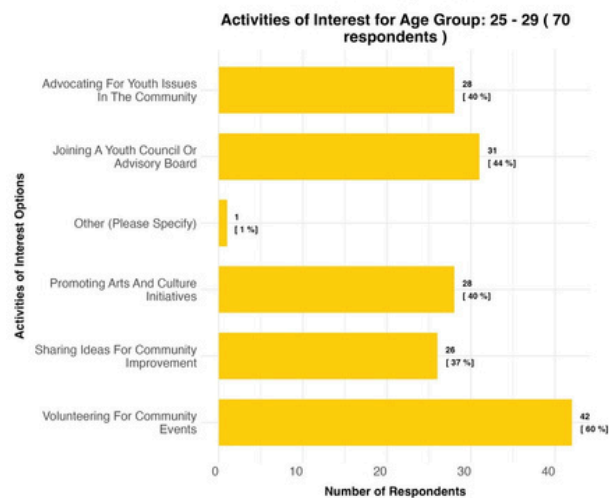
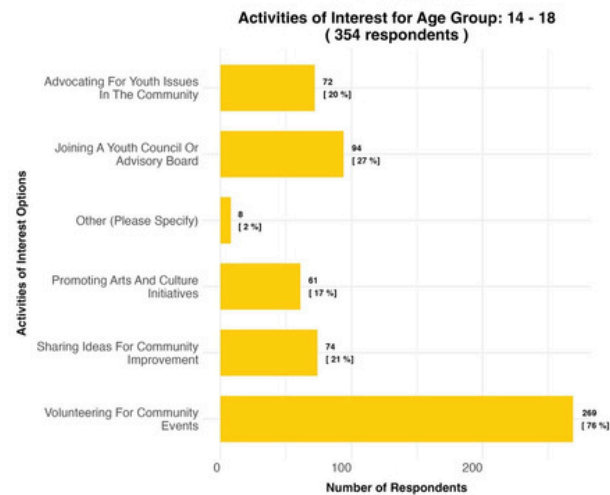
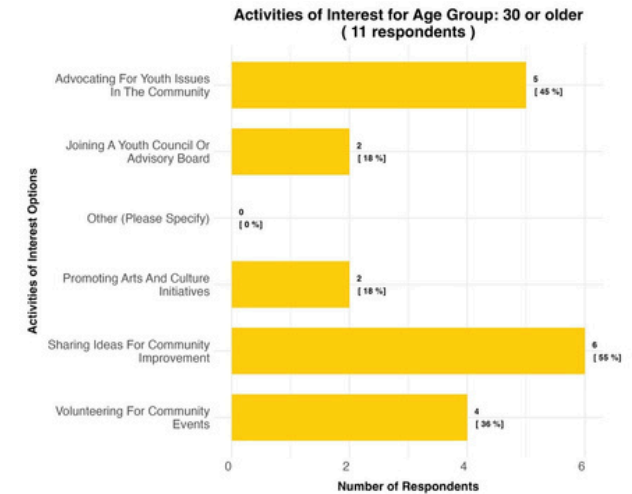
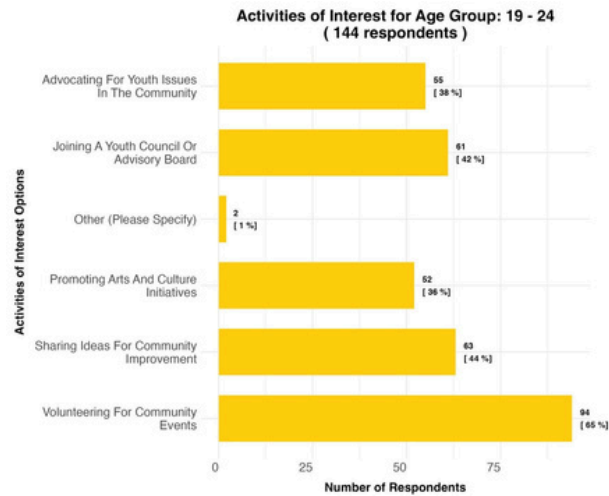
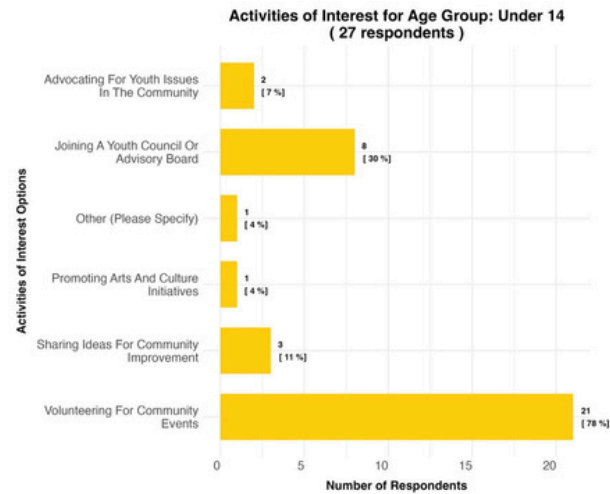
- **Volunteering for Community Events:** Volunteering is the most popular choice for all age groups.
- **Advocating for Youth Issues in the Community:** Interest in this activity alongside the interest in forming a Youth Council grows steadily with age, highlighting an increasing focus on advocacy among older respondents.
- **Promoting Arts and Culture Initiatives:** Popularity rises with age up to the 25-29 age group.

Purpose: To explore the types of youth involvement and leadership activities that respondents are interested in for contributing to their community.

Take Note: Although there were 6 options for the questions, we had multiple respondents identify in more than one group (i.e. we got 35 unique combinations).

Findings: The majority of respondents (71%) are interested in volunteering for community events, followed by joining a youth council or advisory board (32%) and advocating for youth issues (27%). Other activities include promoting arts and culture initiatives (24%) and sharing ideas for community improvement (28%). A small proportion (2%) specified other.

Participation in Activities by Age Group



Breakdown of Question: Q12 (Please rank the importance of the following City of Brampton strategic priorities to you.)

Purpose: To assess the importance of various City of Brampton strategic priorities as ranked by survey respondents.

For clarity and simplicity in visualization, the strategic priorities group descriptions have been shortened. **Below are the full descriptions of the strategic priority's options:**

- **Health & Well-being** – ensuring there is a sense of community belonging, focusing on physical and mental wellness, supporting all residents and striving for a safe and healthy city.
- **Culture & Diversity** – value diversity in businesses, artist and community members, support indigenous heritage and culture and promote tourism in Brampton.
- **Growing Neighbourhoods** – focusing on supporting businesses and citizens with job opportunities, a city where residents want to work, live and one that meets their needs.
- **Transit & Connectivity** – prioritize sustainable transportation, Brampton transit services, focusing on safe and connected green streets to balance different ways of transport.
- **Environmental Sustainability** – protecting and caring for the environment, increasing parks and open space, planting more trees, reducing waste and carbon footprint.
- **Government & Leadership** – ensuring that City services work smoothly, fairly, and openly, always looking for new and better ways to do things and include resident feedback.

Findings: The survey revealed that Health & Well-being was rated as 'Very Important' by 73% of respondents, making it the highest-prioritized area. Transit & Connectivity followed closely, with 64% of respondents marking it as 'Very Important'. Culture & Diversity and Government & Leadership were similarly rated as 'Very Important' by 57% of respondents and 60% of respondents, respectively. Environmental Sustainability also ranked highly, with 61% of respondents considering it 'Very Important', while Growing Neighbourhoods received a similar rating from 54% of respondents.

On the other hand, Culture & Diversity (32% of respondents) and Government and Leadership (32% of respondents) had notable 'Moderately Important' ratings, along with Growing Neighbourhoods (37% of respondents).

Rank of Importance of the Strategic Priorities

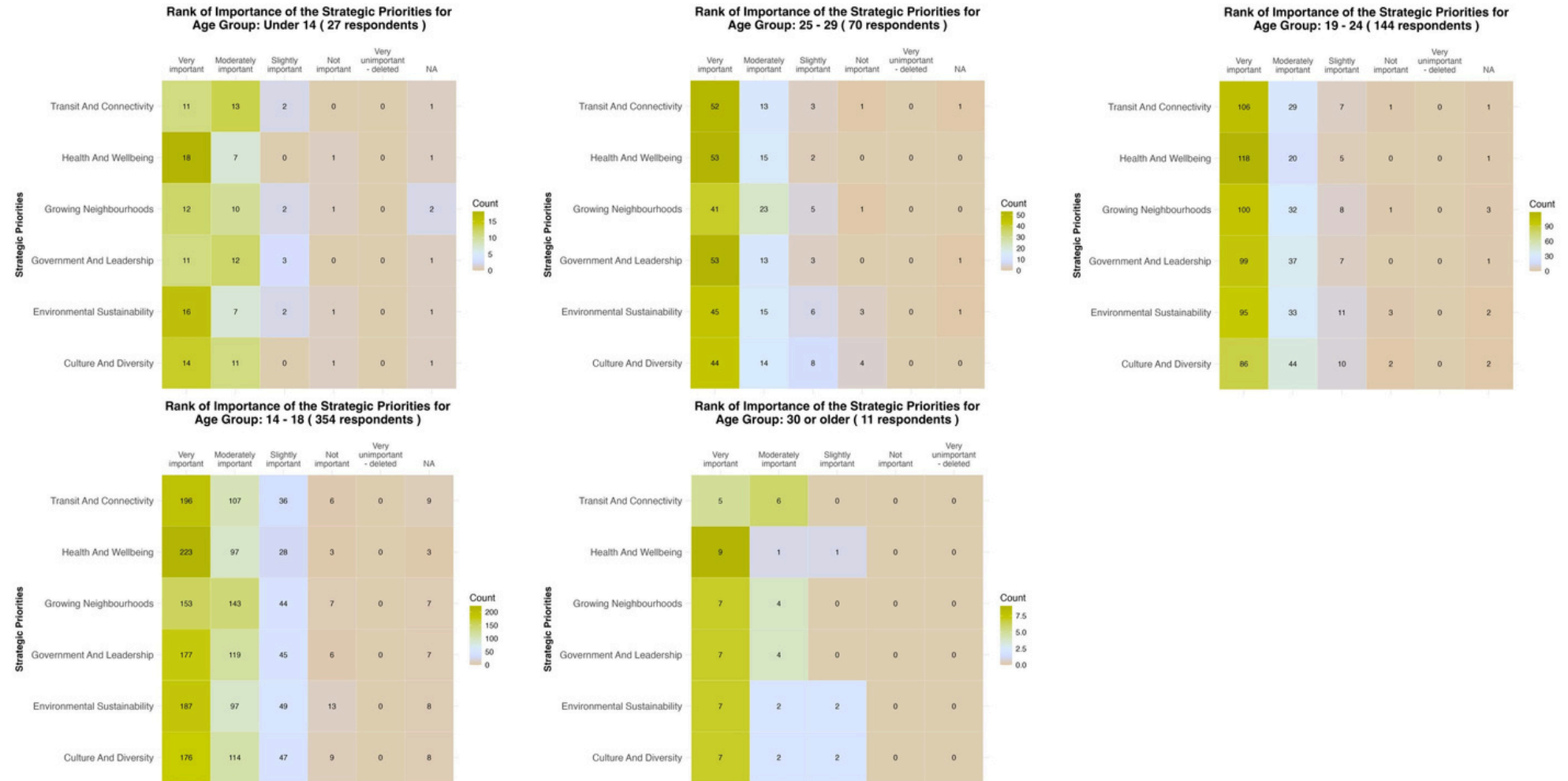


Findings on Strategic Priority Rankings by Age Group

Survey responses reveal notable variations in how age groups prioritize the City of Brampton's strategic priorities:

- **Health & Well-Being:** Consistently ranked as very important across all age groups.
- **Transit & Connectivity:** This priority was not ranked as very important by respondents under 14 and over 30, aligning with findings that driving is their most popular mode of transit.
- **Government & Leadership:** Respondents under 14 ranked this priority lower than other groups. The 14–18 age group also showed more variability, with responses spread across highly, moderately and slightly important.

Strategic Priorities by Age Group

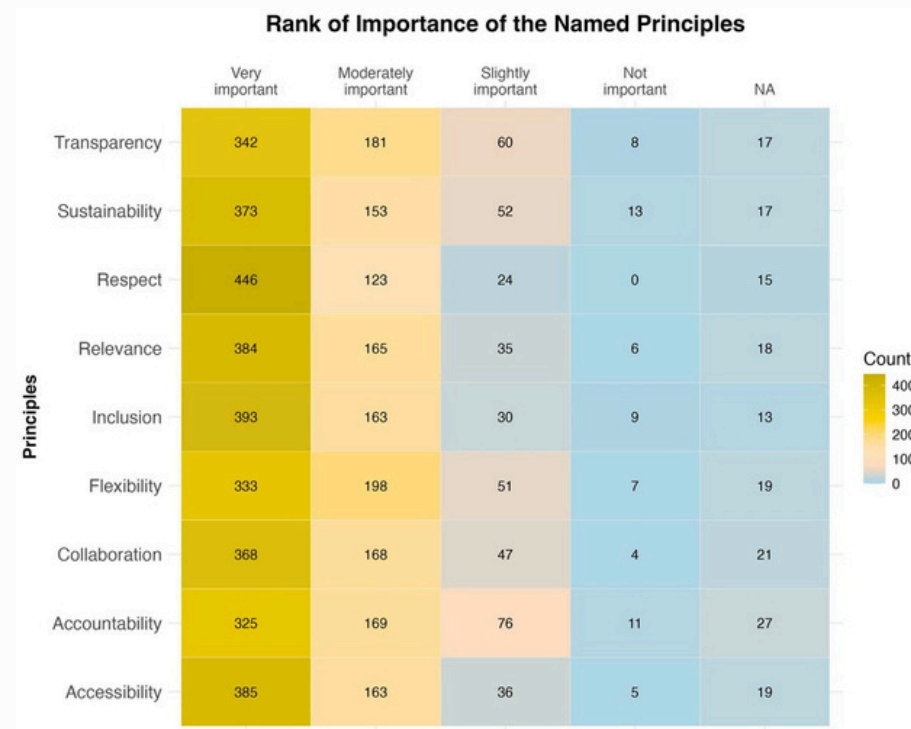


Breakdown of Question: Q13 (How important are these principles when it comes to designing programs and initiatives for youth in Brampton?)

Purpose: The purpose of this analysis is to assess the perceived importance of various principles in designing programs and initiatives for youth in Brampton, with a focus on Inclusion, Respect, Accessibility, Transparency, Collaboration, Flexibility, Relevance, Sustainability and Accountability.

Take Note: For clarity and simplicity in visualization, the principles group descriptions have been shortened. Below are the full descriptions of the principles options:

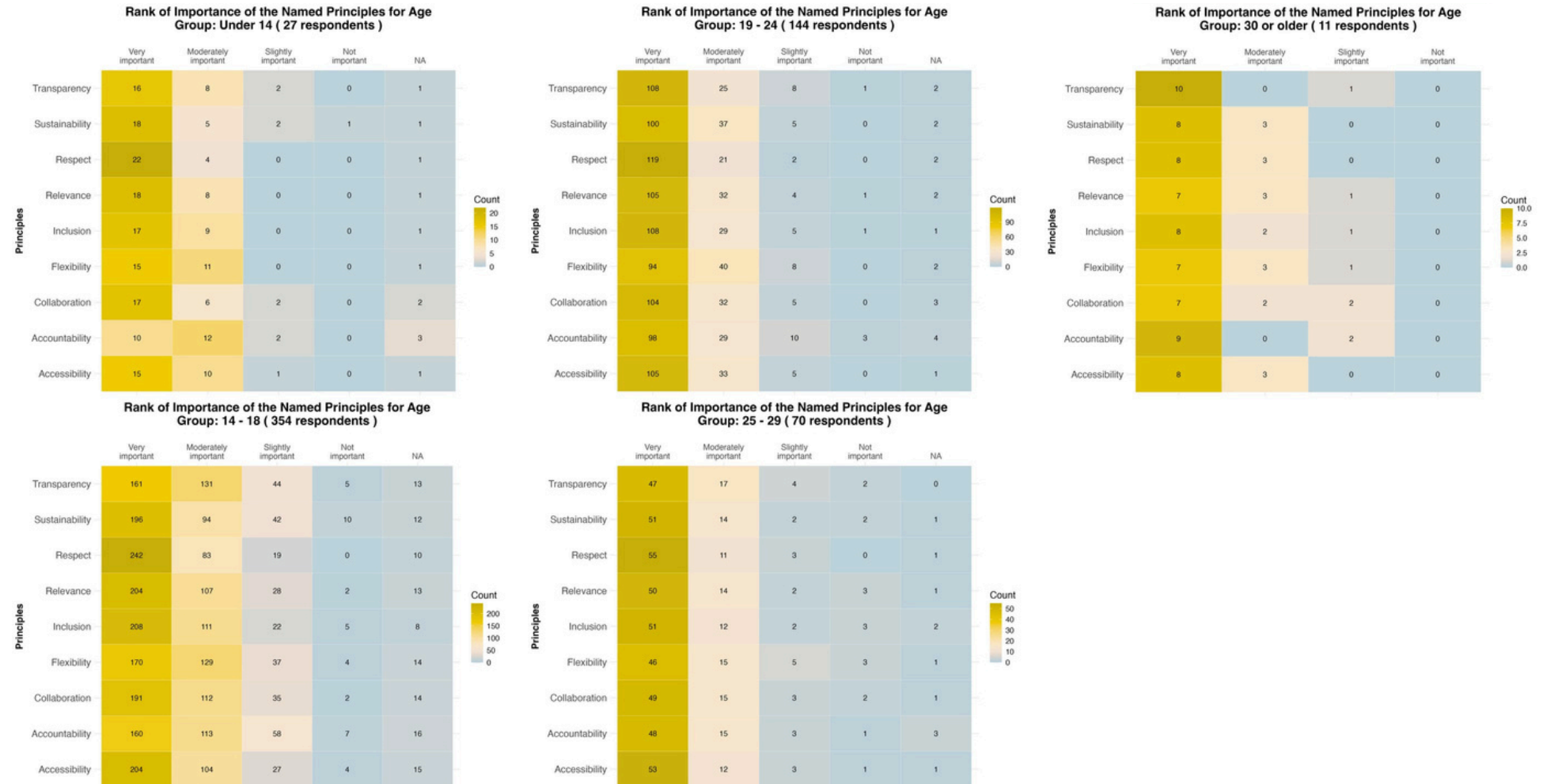
- **Inclusion** – engaging youth from diverse backgrounds.
- **Respect** – valuing youth opinions and contributions.
- **Accessibility** – ensuring engagement opportunities are easy to access for all.
- **Youth Transparency** – making the city's decision-making process clear and understandable.
- **Collaboration** – working with youth and others to achieve a shared goal.
- **Flexibility** – adapting to match the needs and interests of youth.
- **Relevance** – focusing on issues or problems that matter to youth.
- **Sustainability** – creating long-term engagement opportunities for youth.
- **Accountability** – measuring and reporting on youth engagement outcomes.



Findings: The majority of respondents rated Respect (73% of responses) and Inclusion (64% of responses) as 'Very important' principles for youth programs in Brampton. Accessibility (63% of responses), Relevance (63% of responses) and Sustainability (61% of responses) also ranked highly in importance. Transparency and Collaboration followed closely, with 56% and 60% responses marking them as 'Very important', respectively.

While most principles were viewed positively, Flexibility (54% of responses) and Accountability (53% of responses) had comparatively fewer respondents selecting 'Very important', though they still showed strong support.

Principles by Age Group

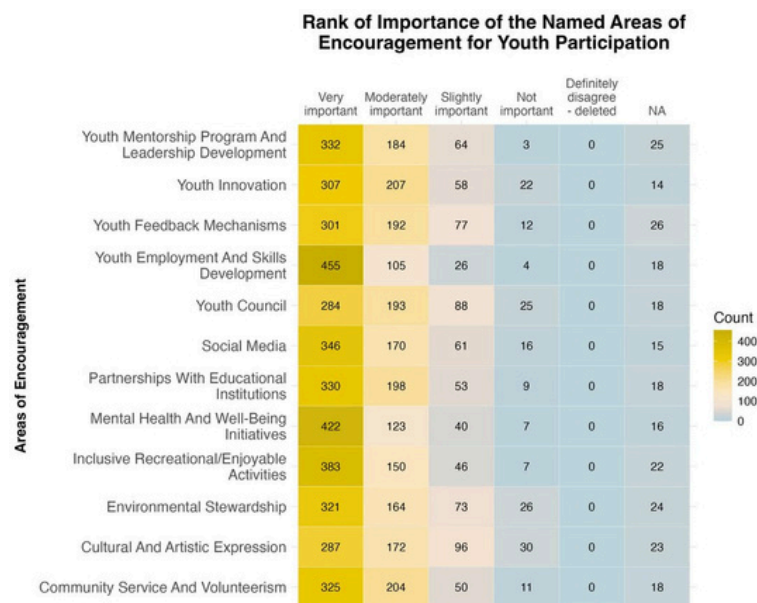


Breakdown of Question: Q14 (How important are the following areas to encourage more participation by youth in Brampton?)

Purpose: To assess the importance of various principles in designing programs and initiatives for youth in Brampton, focusing on factors like social media, youth employment, partnerships with educational institutions and mental health initiatives.

Take Note: For clarity and simplicity in visualization, the areas of encouragement group descriptions have been shortened. Below are the full descriptions of these options:

- **Social Media** – to connect and share information with youth.
- **Youth Council** – involving youth in the city's decision-making process.
- **Youth Innovation** – staying up to date on youth-related topics/creations and strive to invent more.
- **Youth Employment & Skills Development** – providing job opportunities and training for youth.
- **Partnerships With Educational Institutions** – creating opportunities for youth and address specific educational needs.
- **Mental Health & Well-Being Initiatives** – programs and initiatives to address physical and mental health.
- **Environmental Stewardship** – taking care of our planet and its natural resources.
- **Inclusive Recreational/Enjoyable Activities** – spaces where everyone is welcome no matter their abilities, background or identity.
- **Youth Mentorship Program & Leadership Development** – providing professional support, guidance and coaching to help young people achieve their goals.
- **Community Service & Volunteerism** – getting involved in the community and volunteering.
- **Cultural And Artistic Expression** – how people show their traditions, beliefs and ideas through art, music, dance and storytelling.
- **Youth Feedback Mechanisms** – sharing outcomes of decisions/processes and inviting youth to share their options and thoughts.



Findings: The survey revealed that Youth Employment and Skills Development (77% of responses, 'Very Important') and Mental Health and Well-Being Initiatives (77% of responses, 'Very Important') were the most critical areas for youth programs in Brampton. Other notable priorities included Inclusive Recreational/Enjoyable Activities (70% of responses, 'Very Important') and Partnerships with Educational Institutions (60% of responses, 'Very Important').

Programs such as Youth Innovation (56% responses, 'Very Important') and Community Service and Volunteerism (59% responses, 'Very Important') were also highly regarded, while areas like Environmental Stewardship (58% responses, 'Very Important') and Cultural and Artistic Expression (51% responses, 'Very Important') were considered slightly less essential.

A smaller portion of respondents deemed principles like Youth Mentorship Programs and Leadership Development and Cultural and Artistic Expression as 'Not Important', with 3 and 30 responses, respectively, indicating low prioritization. These findings emphasize a strong preference for initiatives that enhance youth skills, mental health and inclusive activities, while areas such as environmental and artistic programs received relatively less focus.

Relationship Between Age and Actions To Increase Youth Engagement

Relationship Between Age And Actions To Increase Youth Engagement

Survey findings reveal consistent and varied priorities across different age groups regarding areas to encourage youth participation in Brampton:

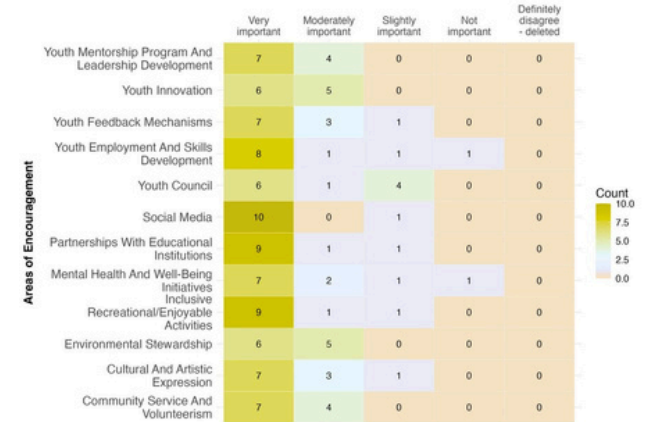
Shared Priorities: Youth Employment and Skills Development and Mental Health and Well-being Initiatives were universally ranked as very important by all age groups, underscoring their significance.

Variability by Age Group: The 14–18 age group exhibited the most variation in rankings, likely due to a larger representation of respondents. Some within this group rated areas such as Youth Innovation, Youth Feedback Mechanism, Youth Council, Environmental Stewardship and Cultural and Artistic Expression as not important.

Rank of Importance of the Named Areas of Encouragement for Youth Participation for Age Group: 14 - 18 (354 respondents)

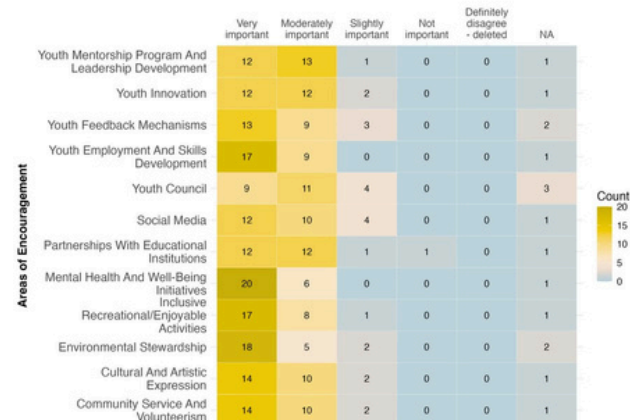


Rank of Importance of the Named Areas of Encouragement for Youth Participation for Age Group: 30 or older (11 respondents)



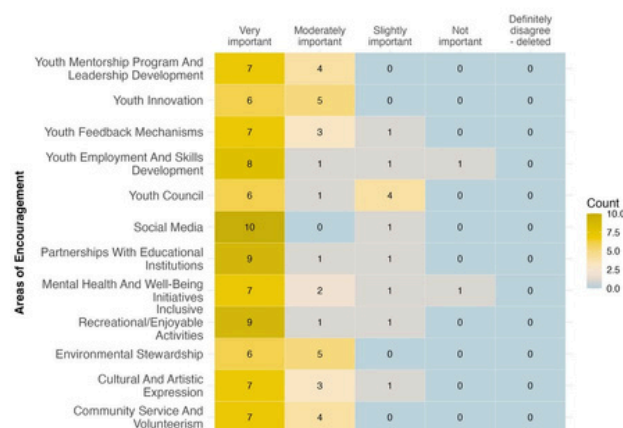
Areas of Encouragement by Age Groups

Rank of Importance of the Named Areas of Encouragement for Youth Participation for Age Group: Under 14 (27 respondents)



Rank of Importance of the Named Areas of Encouragement for Youth Participation for Age Group: 14 - 18 (354 respondents)

Rank of Importance of the Named Areas of Encouragement for Youth Participation for Age Group: 30 or older (11 respondents)



Rank of Importance of the Named Areas of Encouragement for Youth Participation for Age Group: 19 - 24 (144 respondents)



Overall Summary of Age Group Insights

Demographics

- 14–18 years was the largest group, making up 58% of respondents, followed by the 19–24 years group at 24%. This indicates the survey heavily represents teenaged and young adult demographics, offering valuable insights into these key groups.

Ethnic Representation

- South Asian youth were well-represented across all age groups.

Information Sources

- Social media was the primary source of information for all age groups. However, those under 14 and 14–18 years showed less engagement with City sources like the City of Brampton website, signalling a need for tailored communication strategies.

Transportation

- Driving was the most popular mode of transport across age groups, except for the 19–24 years, where public transit was preferred. Biking and walking were favoured by younger respondents but declined significantly with age.

Priorities for Youth Programs

- Health and Well-Being and Youth Employment were universally ranked as very important across all age groups.
- Younger respondents, particularly those aged 14–18, displayed more diverse rankings for principles like Flexibility and Sustainability, indicating differing priorities within this group.

Youth Engagement and Participation

- Volunteering for community events was popular across all groups.
- Youth councils and advisory boards was more popular amongst the 19 to 29 age group, highlighting an increasing focus on advocacy among older respondents.

Key Insights by Age Group

1. Under 14

- Prioritize accessible, youth-friendly communication.
- Offer recreational programs emphasizing creativity and inclusion.

2. 14–18

- Highlight mental health and wellness initiatives.
- Design more programs spanning various fields such as art, education and sport.

3. 19–24

- Expand opportunities for leadership, innovation and mentorship.
- Address barriers to participation, such as accessibility and affordability.

4. 25–29

- Focus on career development, including job training and skill-building.
- Promote youth engagement initiatives such as councils and forums to advocate for youth needs.

Further Analysis

Breakdown of Question: Q15 (Is there any advice, recommendations or concerns you would like the City of Brampton to consider when developing a youth engagement strategy?)

Note: Over 50% of survey respondents submitted a response to this question.

Summary of Key Insights

This collection of feedback from youth provides a wealth of insights and recommendations. Here's a categorized summary to structure the data for easier analysis and implementation:

1. Inclusivity & Diversity:

- Emphasize inclusivity for queer youth and youth with disabilities. Ensure youth feel safe and valued, particularly those from marginalized backgrounds (e.g., low-income, youth in conflict with the law).
- Avoid judgmental attitudes and include leaders who can relate to diverse youth

2. Accessibility:

- Develop strategies to reach youth directly, especially those without access to the internet (e.g., visits to schools, libraries and community spaces). Improve Brampton
- Transit, with cheaper fares, better availability and safer roads. Create accessible
- events with interpreters, wheelchair-friendly spaces and youth-centric locations.

3. Employment & Education:

- Increase job and volunteer opportunities for youth, including first-job programs and skills development.
- Introduce career talks and workshops by professionals (e.g., doctors, tradespeople) to inspire interest.

4. Engaging Events & Activities:

- Host engaging events, including sports, cultural programs, game jams and creative activities. Add interactive elements like educational games, prizes and hands-on
- participation.

5. Youth-Centred Approach:

- Involve youth actively in decision-making and strategy development. Ensure youth
- voices are not only heard but also visibly acted upon. Leverage social media, memes
- and trendy content to engage youth in their preferred mediums.

6. Infrastructure & Safety:

- Build more youth hubs and recreational spaces (e.g., for sports, study and gatherings). Address youth homelessness with dedicated housing
- supports.

7. Mental Health & Well-Being:

- Expand mental health resources and safe spaces for youth.
- Organize wellness programs and workshops addressing youth stress and emotional needs.

8. Marketing & Outreach:

- Use targeted social media campaigns to spread awareness of programs and opportunities. Engage with youth through innovative marketing techniques (e.g., short, engaging videos). Collaborate with schools, libraries and churches to promote initiatives

9. Sustainability & Environment:

- Encourage programs that focus on environmental awareness and sustainability.
- Ensure new strategies and programs reflect eco-friendly practices.

10. Community Building:

- Foster connections between youth and community members through collaborative events.
- Create programs that integrate youth from diverse cultures and generations.
- Emphasize neighborhood-level engagement to build tight-knit communities.

Word Cloud of Advice, Recommendations or Concerns:



APPENDIX 3 – YOUTH CABINET: PRACTICES & CASE STUDIES

YOUTH CABINET PROGRAMS

The City of Brampton will refer to the initiative as a "Youth Cabinet" rather than a "Youth Council" to avoid confusion with formal governance structures. Since the Youth Cabinet is intended to be an advisory group, rather than an elected body, the term "cabinet" is more appropriate. It reflects the group's role in providing guidance, offering feedback and engaging in discussions with city officials without the official electoral process. This distinction ensures clarity, emphasizing the Youth Cabinet's focus on advocacy and collaboration rather than formal representation in decision-making roles.

Youth Cabinets are youth-centred governance structures where a group of young people are appointed, selected, democratically elected, or assembled to represent and advocate for the needs of youth. These groups can support youth by helping them secure employment, connecting with potential employers to emphasize the benefits of engaging with youth, advocating for stronger funding support, expanding access to programs in both urban and rural areas and conducting youth participatory action research to inform the growth and establishment of youth-led and youth-serving initiatives.

As one of the youngest cities in Canada, with 23% of its residents aged 14 to 29, Brampton has a significant youth population. REVIVE Strategies conducted a jurisdictional scan of six neighbouring municipalities in the Greater Toronto and Hamilton Area (GTHA) and identified Youth Councils/Cabinets as a governance model used to advocate for youth and influence local decisions. Given Brampton's large and diverse youth demographic, the City may benefit from establishing a similar structure to a Youth Cabinet.

Research highlighted five common themes across various Youth Council/Cabinet mission statements that represent best practices for youth engagement, which include:

- **Youth Input:** Providing youth with the opportunity to share their voice, offer advice, and make recommendations to City Council and the Mayor on youth programs and initiatives.
- **Educate and Empower:** Offering youth training opportunities, which foster more educated and empowered youth passionate about participating in civic life.
- **Youth Impact:** Involving youth in the decision-making processes that shape programs aimed at improving the lives of young people.
- **Plan/Organize Activities:** Allowing youth to organize and manage a range of activities, including youth summits, conferences, fundraising events, cultural celebrations and recreational programs.
- **Partnerships:** Facilitating partnerships with government bodies and other organizations across the city.

Investing in the development of young people and enhancing their understanding of local government and civic institutions helps cultivate a future generation of socially responsible leaders, who will ideally play a key role in shaping a better Brampton for all.

Municipality	Do they have a Youth Council/Cabinet?
City of Toronto	Yes
City of Mississauga	Yes
City of Hamilton	Yes
City of Markham	Yes
City of Kitchener	Yes
City of Orangeville	Yes
City of Brampton	No

POTENTIAL CITY OF BRAMPTON YOUTH CABINET

Youth perspectives are increasingly recognized as vital for the success of community development and municipal growth. As such, the City of Brampton aims to bolster youth participation in municipal governance through the establishment of a Youth Cabinet. This initiative will provide young people with tangible opportunities to engage in their community and contribute meaningfully to local decision-making processes.

The inclusion of youth input in City matters is essential for fostering a well-rounded approach to governance. Historically, youth have played an instrumental role in offering leadership, guidance and stewardship across various spheres. The proposed Youth Cabinet represents an opportunity to enhance this involvement, offering a level of engagement and influence that is currently absent. It will allow youth to more effectively shape City programs, policies and initiatives, ensuring that their perspectives are integrated into the decision-making process.



PROPOSED STRUCTURE

The Youth Cabinet will be designed with an advisory model to ensure that youth voices are consistently heard in municipal discussions and decisions. Through this structure, members will have the opportunity to provide feedback, offer recommendations on key City issues and collaborate with municipal staff in the development and management of programs. This hands-on engagement will serve as a platform to build leadership skills while fostering a deeper connection between youth and local governance.

The advisory model will allow for flexibility and inclusivity, enabling some members to focus on program management, while others concentrate on providing strategic advice. This adaptability will ensure that the Youth Cabinet can address a broad range of topics and respond to the diverse interests and needs of the youth community in Brampton. The proposed structure for Brampton's Youth Cabinet draws inspiration from the City of Hamilton's successful model, which has demonstrated effective youth engagement in municipal activities. This framework aims to create a comprehensive, flexible and effective structure that will engage youth meaningfully while ensuring that their contributions have a tangible impact on the City's direction.

IMPLEMENTATION STRATEGY

To ensure the Youth Cabinet functions as an apolitical and inclusive body, the implementation strategy will focus on creating a framework that prioritizes neutrality, inclusivity and effective youth engagement.

1. Establish a Clear Framework: The Youth Cabinet's purpose, structure and operational guidelines will be clearly defined to ensure that the Cabinet operates as a non-partisan entity. This includes setting clear roles and responsibilities for members, establishing measurable objectives and developing a guiding charter that focuses solely on youth issues while ensuring neutrality.

2. Ensure Inclusive Recruitment: An inclusive recruitment campaign will be launched to encourage youth participation from all sectors of the community. The Brampton Youth Cabinet will be open to three distinct age groups: high school students, young adults and young professionals. Participants must be between the ages of 14 and 29, reside in Brampton or work within the City and demonstrate a passion for community involvement. To promote diversity and fairness, youth will apply through two registration forms—one for those under 18 and one for those 18 and older. A random selection process will be employed, with targeted outreach to underrepresented groups.

3. Develop Advisory Operational Model: The Cabinet will adopt an advisory operational model to further strengthen its apolitical nature. This will involve creating clear protocols for meetings, decision-making processes and communications that are designed to avoid political bias, ensuring that the focus remains on youth issues and community impact.

4. Monitor and Evaluate Effectiveness: Regular evaluation mechanisms will be implemented to assess the Youth Cabinet's activities and impact. These mechanisms will track progress towards the Cabinet's goals, gather feedback from participants and allow for ongoing adjustments to ensure that the Cabinet remains focused, relevant and effective in serving the youth community.





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[Brampton.ca/Youth](https://brampton.ca/Youth)