



BRAMPTON

Community Benefits

Lunch and Learn
February 28, 2025

Land Acknowledgment

The City of Brampton is located on the traditional territories of the Mississaugas of the Credit, Haudenosaunee, and Wendat Nations who have called this land home since time immemorial. We acknowledge the agreements made in Treaty 19 — the Ajetance Purchase of 1818 — and are committed to our ongoing role in reconciliation through meaningful action 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.

Agenda

- 1) Community Benefits 101
- 2) Role of procurement
- 3) Overview of Sustainable Procurement Strategy
- 4) Community Benefits Policy Overview
- 5) Community Benefits Plan
- 6) OEE Plan
- 7) Workshops and Programs
- 8) Q & A



What are Community Benefits?



- A range of outcomes that create positive social change, such as poverty reduction, economic development, and training and employment opportunities.
- Social procurement is used interchangeably with “community benefits”
- Not to be confused with Community Benefit Charges in the Planning Act.
- Advancing community benefits requires a holistic and purposeful approach that considers the long- term benefits for the community and environment before project development and execution.

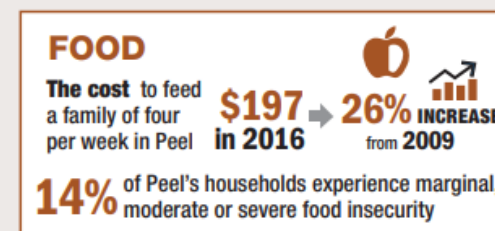
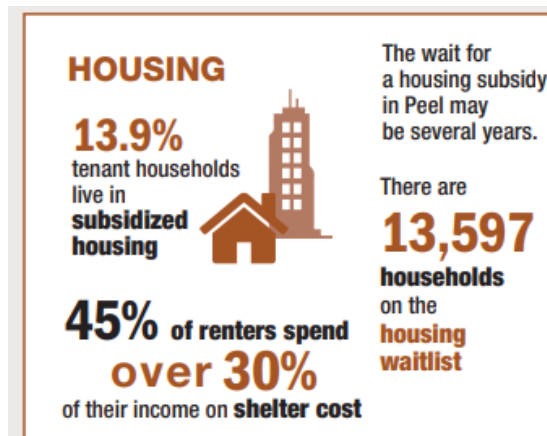
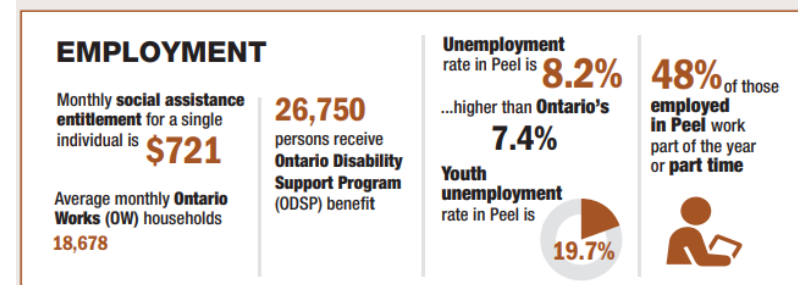
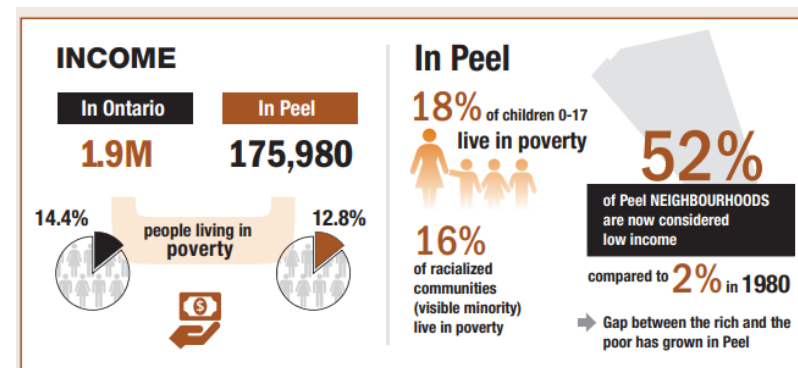
Community Benefits According to Four Pillars



Why Do We Need Community Benefits

- At the center of a healthy built environment is one core value: inclusion. You cannot achieve resilience, sustainability, nor growth without addressing inclusion.” [Think Upstream: What does inclusive infrastructure look like](#)

- Sustainability = strong economy = social equity and inclusion = protected environment



Why are large infrastructure projects ideal?

- **Economic stimulus**
 - Fuel local business and supply chains
- **Skills development and employment opportunities**
 - Multi-phases = multiple opportunities
- **Local improvements**
 - Access to facilities and services
 - Improved quality of life
 - Increase pride and over-all wellbeing
 - Future forwards benefits like environmental sustainability



Key Players

The community benefit ecosystem consists of a range of stakeholders:

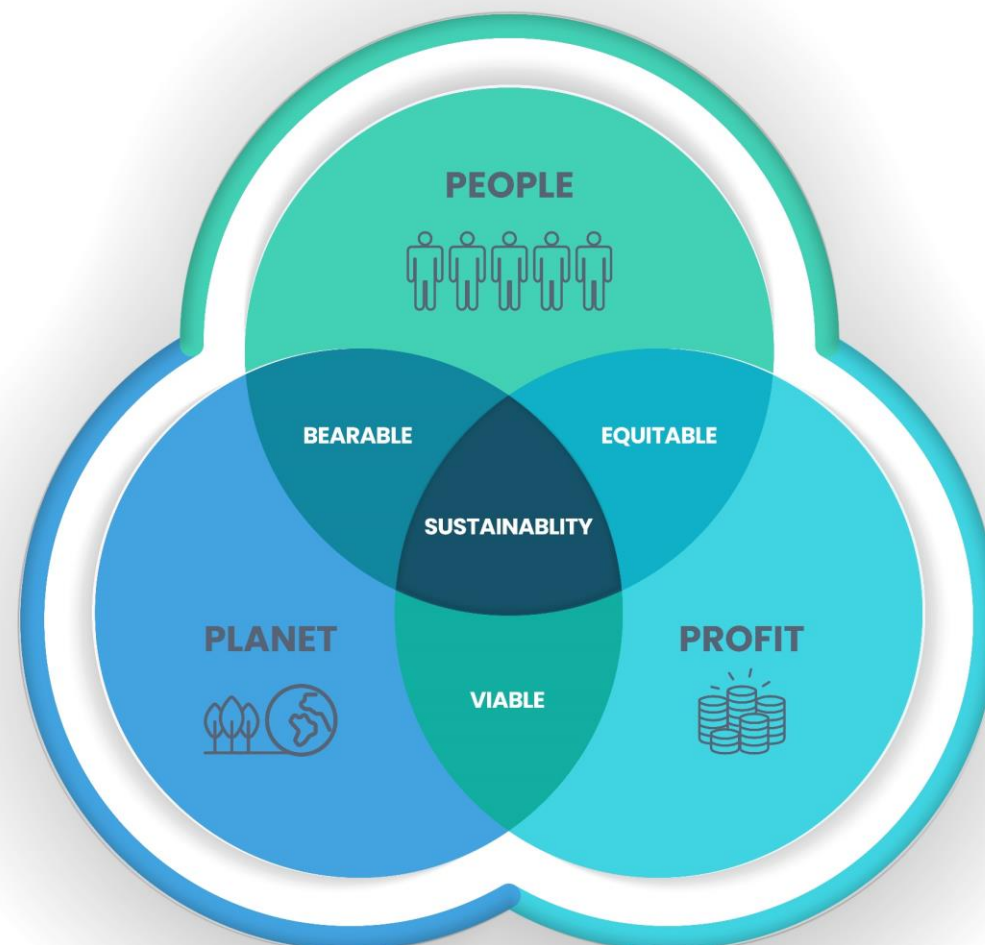
- Community based organizations
- Environmental organizations
- Developers / Contractors /Unions
- Businesses
- Educational Institutions
- Non-governmental organizations



Role of Public Procurement



- Public Procurement in Canada represents approximately 13-15% of national GDP or 200 billion
- 80% or 160 billion is spent at the local level
- City of Brampton procures approximately \$300 million worth of goods, services and construction annually.



City's Commitments and Activities



GOAL	DIRECTLY ENABLED	GOAL	INDIRECTLY ENABLED
	<p>No Poverty Wages increase the purchasing power of households, reducing income insufficiency for the satisfaction of basic needs.</p>		<p>Zero Hunger Wages increase the purchasing power of households, reducing income insufficiency for the satisfaction of basic needs, specifically food needs, and ensure safe, nutritious and sufficient food all year round.</p>
	<p>Gender Equality Many of the lowest-paid people are women; ensuring these women are paid a decent salary, in line with men doing work of equal value, tangibly contributes to women's economic equality, participation and empowerment.</p>		<p>Good Health and Well-being Improved purchasing power through enhanced wages enables workers and their families to meet their nutritional needs, to avoid intense and long hours of work, and to invest in their human capital.</p>
	<p>Decent Work and Economic Growth A decent wage, determined through mechanisms underpinned by social dialogue, is core to the achievement of decent and productive work for all. Inclusive and sustainable economic growth requires fair returns to labour, driving domestic demand.</p>		<p>Quality Education Improved wages can provide households with sufficient means for parents to send their children to school.</p>
	<p>Reduced Inequalities National wage, industrial relations and social protection policies are key to progressive reductions in inequality within and between countries. Boosting wage incomes for the lowest-paid is a powerful driver of social, economic and political inclusion for all.</p>		<p>Clean Water and Sanitation Improved purchasing power through enhanced wages enables workers and their families to ensure access to safe and clean water and sanitation.</p>
			<p>Affordable and Clean Energy Improved purchasing power through enhanced wages enables workers and their families to ensure access to affordable and clean energy.</p>
			<p>Industry, Innovation and Infrastructure Decent wages can drive inclusive and sustainable industrialization and raise industry's share of employment and gross domestic product.</p>
			<p>Sustainable Cities and Communities Improved purchasing power through enhanced wages enables workers and their families to ensure access to adequate housing and mobility within their communities.</p>
			<p>Partnerships for the Goals The coordination platforms and initiatives required to address supply chains wages are a leading example of new forms of partnership required to meet the SDGs. Dialogue and coordination with trade unions to support effective bargaining on wages across sectors should be seen as a key enabler towards this goal.</p>

Overview

Community Benefits Policy

- Approved and launched in 2024 for designated constructions projects
- Enables the City to leverage the procurement of large infrastructure projects to increase training and employment opportunities
- The policy contributes to the City's goal of advancing reconciliation with Canada's Indigenous Persons.
- Aligns with and advances the implementation of the City's Sustainable Procurement Strategy
- Advances the United Nations Sustainable Development Goals

Policy Outcomes



Expand opportunities for training and employment



Recognize the equity and inclusion initiatives and practices that many contractors and unions have already implemented and encourage others to do the same.



Evidence to assess outcomes of policy to enable measurement of social benefits of city's investment



Better position City to access infrastructure funding from other levels of government

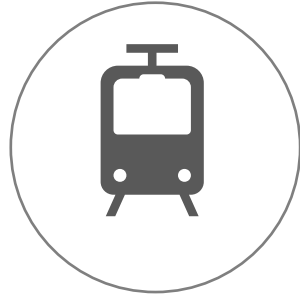
Application

Applies to all construction with a procurement value of \$5,000,000 or more



Heavy Construction

Roads, sidewalks, bridges and related structures



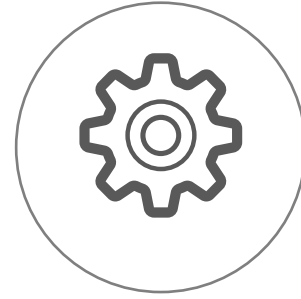
Roads

Transit and transit rights-of-way



Sewers & Watermains

Sewers and watermains and other utility installations



IC&I

Buildings including their electrical, plumbing, heating and cooling



Parks

Construction of new parks

Requirements



- Community benefits plan submitted with proposal
- Submit using City's template



- Assessed to ensure plan is valid as per Guidelines
- Plan will become part of contract



- Prior to contract award, review obligations of plan and confirm details



- Semi-annual or at project completion
- Must include contact information
- Participant consent is required

Foundational Components



Community Benefits Plan Proposal

CONTRACT NAME			
JOB LOCATION			
ESTIMATED START DATE		ESTIMATED FINISH DATE	
COMPANY			
CONTACT NAME		ADDRESS	
PHONE			
EMAIL			
1. Outreach Strategies and Activities <i>How will you raise awareness, engage and recruit Brampton residents</i>			
<small>Please describe the activities that will be undertaken to recruit Brampton residents, particularly those from Equity Deserving Groups and Indigenous Persons. Will the activities be conducted directly by you, the vendor, a union, or a community-based organization acting on your behalf? Please include the anticipated start and end date of activities or the project year (i.e. Year 1, Year 2, Year 3).</small>			



Community Benefits Participant Registration Form

Participant Information			
First Name		Last Name	
Street Address			Suite/Unit Number
City/Town		Province	Postal Code
Telephone	<input type="checkbox"/> Best way to contact	Email	<input type="checkbox"/> Best way to contact
Age Range		Best time to Contact	
<input type="checkbox"/> 16-29 <input type="checkbox"/> 30-40 <input type="checkbox"/> 41-50 <input type="checkbox"/> 51+		<input type="checkbox"/> Morning <input type="checkbox"/> Afternoon <input type="checkbox"/> Evening	
Do you identify yourself with any of the following? (Check all that apply)			
<input type="checkbox"/> Woman <input type="checkbox"/> Youth (age 16-29) <input type="checkbox"/> Black <input type="checkbox"/> Indigenous <input type="checkbox"/> Racialized			
<input type="checkbox"/> Newcomer <input type="checkbox"/> Veteran <input type="checkbox"/> Caucasian			
Please indicate how you self-identify (select all that apply)			
<input type="checkbox"/> Female <input type="checkbox"/> Male <input type="checkbox"/> Trans <input type="checkbox"/> Two-Spirit <input type="checkbox"/> Genderqueer / Non-Binary			
<input type="checkbox"/> Another / Prefer to specify _____ <input type="checkbox"/> I prefer not to respond			
Current Employment Status			
<input type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Unemployed <input type="checkbox"/> Under-employed <input type="checkbox"/> Social Assistance			
Level of Education			
<input type="checkbox"/> High School Diploma <input type="checkbox"/> College <input type="checkbox"/> University			
<input type="checkbox"/> Apprenticeship <input type="checkbox"/> Other (Please explain) _____			



[Brampton's Community Benefits Webpage](#)

Community Benefits Plan

Plan components:

1) Outreach to Brampton Residents

- *How will you raise awareness, engage and recruit Brampton residents*

2) Partnerships

- *Who will you engage and work with to help with outreach and training activities?*

3) Targets

- *Who and how many residents will you engage, educate, train and employ?*

4) Training or Employment Opportunities

- *What will you offer Brampton residents and/or Indigenous Persons*

5) Documentation of Success

- *How will you measure and document your community benefits plan accomplishments? How will you know you've reached your targets?*



Community Benefit Agreement (CBA) Vs Community Benefits Plan (CBP)

CBP - (non-core approach)

- Strategic framework required as part of bid
- demonstrate best efforts
- Not evaluated to win bid
- Limited organizational and/or market experience
- No benchmark data

CBA - (core approach)

- Negotiated
- Binding commitments – accountability, tracking and monitoring to ensure targets are met
- Evaluated / subject matter of contract
- Experienced – not breaking new ground
- Benchmark data

Community Benefits – Examples

Source: Ontario Construction Secretariat, “Community Benefits: Growing Trend in Public Sector Projects in Ontario

INVENTORY OF CONSTRUCTION PROJECTS WITH COMMUNITY BENEFITS AGREEMENTS

(as of September 2019)

Region/City	Project Name	Project Value
Greater Toronto	GO Expansion: ONCorr	\$10,000,000,000
Windsor	Gordie Howe International Bridge	\$5,700,000,000
Toronto	Eglinton Crosstown LRT	\$5,300,000,000
Toronto	Toronto Community Housing Corporation	\$3,200,000,000
Toronto	Finch West LRT	\$2,500,000,000
Toronto	City of Toronto Projects	\$2,000,000,000
Peel	Hurontario LRT	\$2,000,000,000
Windsor	Windsor Regional Hospital	\$2,000,000,000
Toronto	Macdonald Block Reconstruction	\$1,536,000,000
Toronto	West Park Healthcare	\$1,200,000,000
Greater Toronto	GO Expansion: Lakeshore West Corridor	\$1,000,000,000
Hamilton	Hamilton LRT	\$1,000,000,000
Toronto	Casino Woodbine at Rexdale	\$1,000,000,000
Windsor	Ambassador Bridge	\$1,000,000,000
Ottawa	Heron Gate	\$1,000,000,000
Halton	Halton Region Consolidated Courthouse	\$500,000,000
Thunder Bay	Thunder Bay Correctional Complex	\$500,000,000
Toronto	GO Expansion: Union Station Upgrade/Platform Expansion	\$499,000,000
Greater Toronto	GO Expansion: Lakeshore East, Central Corridor	\$499,000,000
Greater Toronto	GO Expansion: Lakeshore East, West Corridor	\$499,000,000
Windsor	Grace Hospital Site Redevelopment (Hotel Dieu Proposal)	\$250,000,000
Greater Toronto	GO Expansion: Milton Corridor Upgrades	\$199,000,000
Toronto	Dufferin Mall	\$40,000,000
Toronto	Parkdale-UHN Lakeside Long Term Care Centre Expansion	\$23,000,000
Toronto	Sheppard East LRT/Subway Extension	N/A
Windsor	Glengarry Community Centre	N/A
Ottawa	LeBreton Flats	N/A
TOTAL VALUE CBA PROJECTS		\$43,445,000,000

Eglinton Crosstown LRT

- **5.3 Billion Dollar Project**
- **Project Requirements**
 - Community Benefits and Liaison Plan
 - Community awareness and events
 - Partnerships
 - Local procurement opportunities
 - Apprenticeship Plan
 - Opportunities for apprenticeships for each trade on the project
 - Supports to help complete apprenticeship during and after project
 - Target youth-at-risk and historically disadvantaged groups
 - Declaration – 10% of work conducted on project from equity –deserving groups
- **Outcomes (TCBN)**
 - Apprenticeships: 202 placements
 - Professional, Administrative, Technical, & Service Positions: 222 placements
 - Social Procurement: Local spending \$8 Million, Social spending \$809,932





Community Benefits Woodbine Casino Expansion

- **Rexdale Community Benefit Agreement**
- **1 Billion Dollar Project**
- **CBA Requirements**
 - 40% new hires via local and social hiring
 - 10% construction hours for apprenticeships
 - 10% local and social procurement annually
 - A childcare center
 - 50% total employees to have full time jobs
 - Make entertainment space available to community
- **Outcomes:**
 - Operations Employment
 - 2768 hired since 2018 (44% social & 9% local)
 - Construction Employment
 - 2740 hired since 2018 (28% social & 2% local)
 - Social Procurement: \$92.3 million
 - Neighbourhood & Environment: \$5 million for childcare centre

Outreach, Education & Engagement Strategy

Objective

- Engage, educate and empower all community benefit stakeholders to build capacity to deliver and enhance the outcomes of the Community Benefits Policy.

Goals

- Establish partnerships
- Understand the education, training and workforce development ecosystem
- Foster ongoing communications
- Build capacity and train stakeholders
- Develop resources and tools

Activities

- Community Benefit Ecosystem Workshop
- Informational Sessions
- Community Benefit Plan Training workshop
- Networking opportunity (TBC)

Photo by [Jason Goodman on Unsplash](#)

Community Benefits Workshop

Developing a Community Benefits Plan

April 11, 2025

9:00 a.m. – 12: 00 p.m.

Rose Studio – 1 Theatre Lane, Brampton

RSVP: jodi.houston@brampton.ca



Photo by [Jason Goodman on Unsplash](#)

Reverse Vendor Tradeshow

Rose Theater

May 27, 2025

9:00 a.m. – 1:00 p.m.

Registration Open April 2025



SUPPLY CHAIN DIVERSITY PROGRAM



- Invitational Procurements \$25,000 - \$100,000 are issued through bids&tenders by the User Department
- Invite at least three Suppliers, which includes one Certified Diverse Supplier

SUPPLY CHAIN DIVERSITY PROGRAM

The City of Brampton is creating an opportunity to embed supplier diversity as part of the City's Invitational Procurement process. Suppliers who would like to participate in this program will have to be certified as a diverse supplier through established non-profit supplier certification organizations such as:

- Canadian Aboriginal and Minority Supplier Council (CAMSC)- <https://www.camsc.ca/>
- Women Business Enterprises Canada Council (WBE Canada) - <https://wbecanada.ca/>
- Canadian Gay and Lesbian Chamber of Commerce - <https://www.cglcc.ca/>
- Inclusive Workplace Supply Council of Canada - <http://iwsc.ca/>
- Canadian Council for Aboriginal Business - <https://www.ccab.com/>
- Buy Social Canada - <https://www.buysocialcanada.com/>
- Black Entrepreneurs and Business of Canada Society (BEBC) – <https://www.blackentrepreneursbc.org>

Note: Some membership fees may apply. Contact the certification organizations directly for more information.

CERTIFICATION CRITERIA



In order to be certified as a diverse-owned business, the applicant must satisfy the following criteria:

- Be a for-profit enterprise
- Operate in Canada
- Be a Canadian citizen / permanent resident
- Be able to operate as a supplier of products or services
- Be 51% + owned and operated by self-identified and verified diverse individuals



Thank you!

Community benefits are about more than just policy—they're about creating real, lasting change in our communities. By working together, we can ensure that every dollar spent creates social, environmental, and economic value.

Jodi Houston
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