

Ward Boundary Review

Council Workshop
City Clerk's Office, Legislative Services
December 9, 2024



Agenda

- Basic Assumptions, Guiding Principles and Review Criteria
- Timelines for Conducting the Review
- Proposed Options for Public Consultation
- Public Consultation
 - Engagements and Tactics
 - Survey Results and Analysis
 - Public Feedback
- Other Consultation
- Next Steps



WBR – Basic Assumptions, Guiding Principles and Review Criteria

Basic Assumptions

- 10 wards
- 10 Councillors, plus Mayor
- Maintain ward pairings

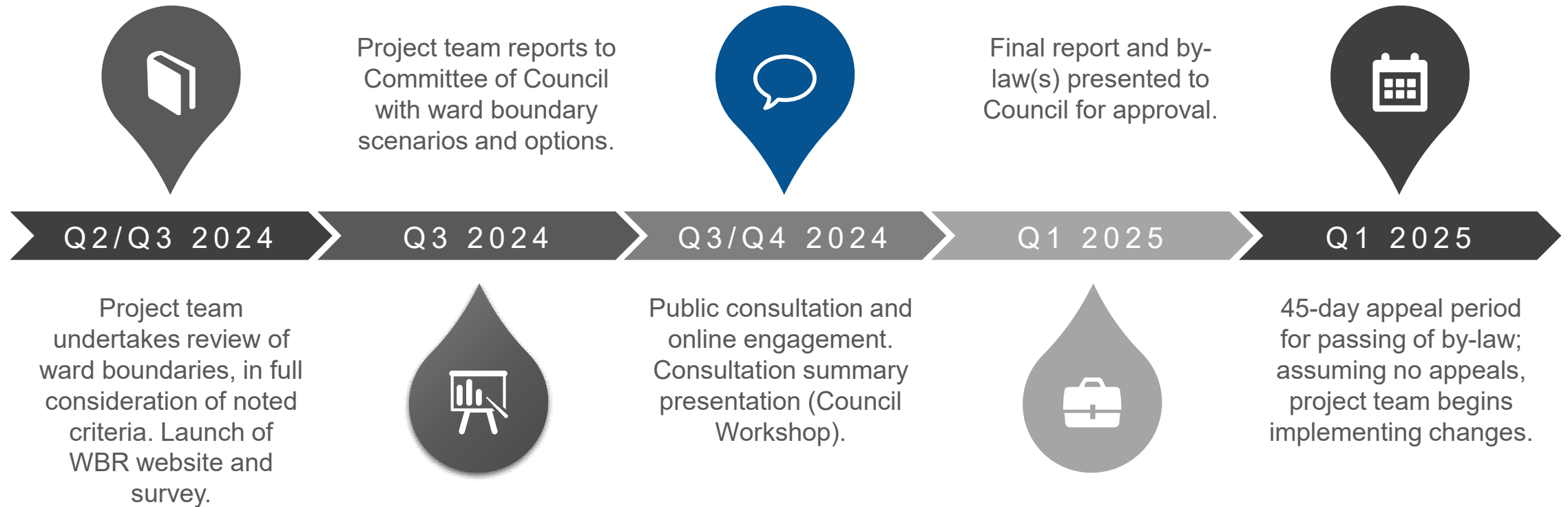
Review Criteria

- Effective representation – primary goal of review
- Representation by population
- Population trends and growth
- Physical boundaries
- Protection of established neighbourhoods and communities

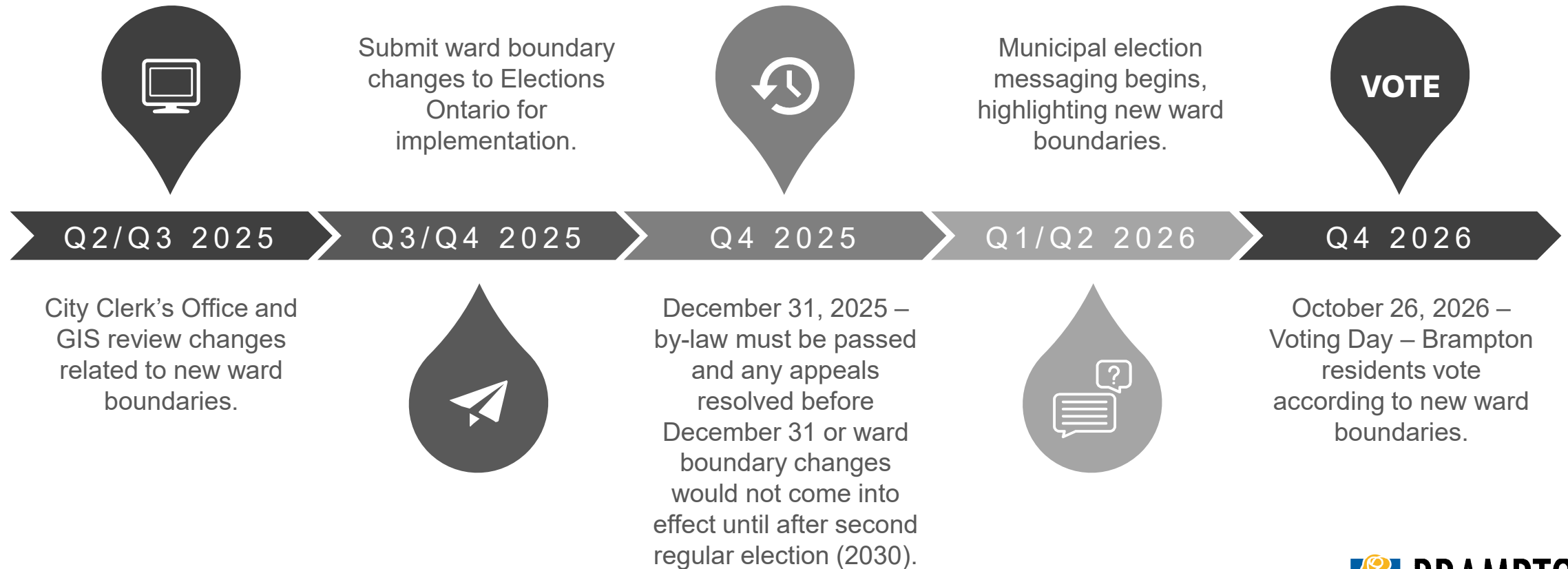
Additional Considerations

- History of previous ward boundary changes
- Outcomes of relevant Ontario Land Tribunal hearings and Supreme Court case decisions
- Future growth with the intent that any ward boundary changes will be relevant for the next 2-3 elections
- Public input
- Political representation at both City and Region of Peel
- Various catchment areas for City services (e.g. recreation, snow maintenance, Fire, etc.)

Timelines for Conducting the Review



Timelines Post-Review



Proposed Options

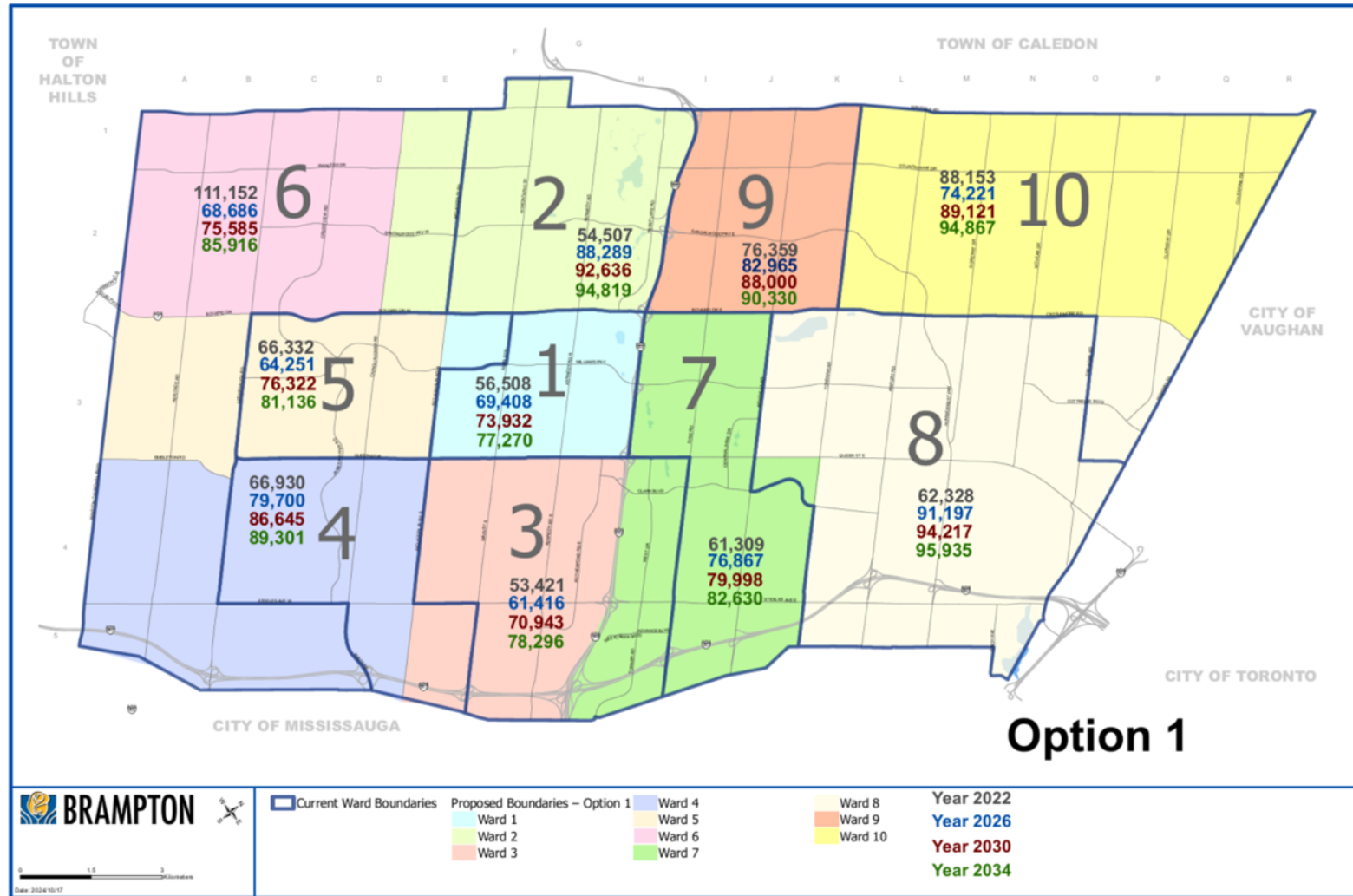
- Council was presented with four (4) proposed options for boundary realignment (options 1-4).
 - Each option divided west side of city and east side with Highway 410 as a physical boundary.
 - All options met review criteria, falling within generally acceptable population variance of 25%; for some wards, population variance was under 10%.
 - Population variance for ward pairings was under 15% in most cases.
- Additional scenarios were developed based on review criteria considerations and requests from some Members of Council.
 - In each additional scenario, all review criteria was not met.

Council Resolution

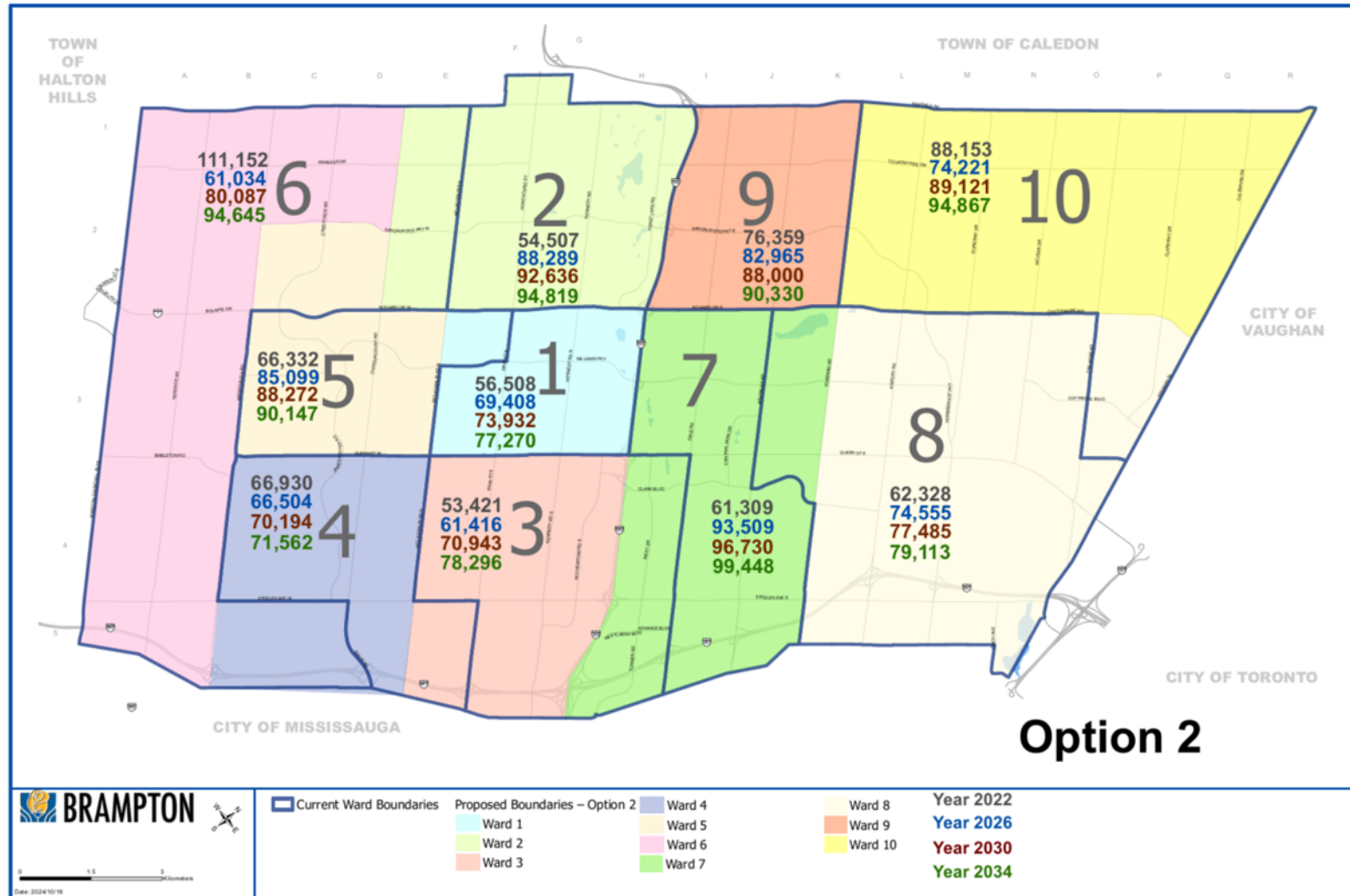
Resolution CW364-2024

3. That Options 1 and 2 be identified as the preferred ward boundary options to put forward for public comment;
4. That staff be directed to conduct public consultation on the identified ward boundary options, together with a recommended ward boundary distribution to be implemented in time for the 2026 Municipal Election;
5. That a Council Workshop be convened to review the results of the public consultation and the boundary realignment options; and
6. That staff report back thereafter with a recommended ward boundary distribution, to be implemented in time for the 2026 Municipal Election.

Proposed Option 1



Proposed Option 2



Option 2

Public Consultation

In-person engagements and print and online communications over a four-week period to gather public feedback on the two proposed boundary realignment options.



In-Person Engagements

- Information available in City Hall Atrium for four-week period (Oct 23 – Nov 20)
- Pop-up events at six recreation centres and Winter Lights Festival – conversations with over 250 residents
- Key marketing/communications tactics:
 - Featured project on Let's Connect, with online survey
 - Postcards* with QR code leading to website and survey
 - Pamphlets with information on review criteria and options
 - Population maps of proposed options
 - Maps of city for residents to submit their own realignment option
 - Background information translated into 10 languages
 - Hardcopies of surveys for residents unable to visit website
 - FAQs
- Questions from residents about why the City is conducting the review, how it will impact the residents, etc.





Have Your Say!

Your feedback in the Ward Boundary Review survey will help shape Brampton's municipal ward boundaries.

Digital Presence

- Over 3,100 unique visits to WBR website
- Media Service and Information Update
- SMS message with link to website – confirmed delivery to over 111,000 residents
- Digital ads in Garden Square, recreation centres, railway overpass, hospital screens, elevator condos, Brampton Guardian, Weather Network
- Service Brampton hold message
- City Matters newsletter – over 6,800 successful deliveries

Internal messaging:

- Connections employee e-newsletter article
- OurBrampton Spotlight announcement



Social Media and Radio

- 35 posts on social media (Facebook, Instagram and X)
- YouTube video (356 views)
- Over 26,000 total impressions
- Members of Council provided with social media toolkit
- 15-second and 30-second radio ads (mainstream and multiethnic)





ਵਾਰਡ ਬਾਉਂਡਰੀ ਸਮੀਖਿਆ

ਸਿਟੀ ਆਫ ਬ੍ਰੈਂਪਟਨ ਉਸ ਵਾਰਡ ਦੀਆਂ ਬਾਉਂਡਰੀਜ਼ ਦੀ ਸਮੀਖਿਆ ਕਰ ਰਹੀ ਹੈ, ਜਿਸ ਵਿੱਚ ਤੁਸੀਂ ਰਹਿੰਦੇ ਹੋ, ਅਤੇ ਜੇ ਇਸਤੇ ਅਸਰ ਪਾ ਸਕਦਾ ਹੈ ਕਿ ਤੁਸੀਂ 2026 ਦੀਆਂ ਮਿਉਨਿਸਿਪਲ ਚੋਣਾਂ ਵਿੱਚ, ਕਿਹੜੇ ਵਾਰਡ ਵਿੱਚ ਵੋਟ ਦਿਓਗੇ ਅਤੇ ਤੁਹਾਡੇ ਮਿਉਨਿਸਿਪਲ ਪ੍ਰਤੀਨਿਧੀ ਕੌਣ ਹੋਣਗੇ।

ਸਿਟੀ ਆਫ ਬ੍ਰੈਂਪਟਨ ਦੀ ਵਾਰਡ ਬਾਉਂਡਰੀ ਸਮੀਖਿਆ (ਡਬਲਯੂ.ਬੀ.ਆਰ.) ਦਾ ਟੀਚਾ, ਕਾਉਂਸਿਲ ਦੀ ਟੇਬਲ ਤੇ ਨਾਗਰਿਕਾਂ ਦੀ ਸੰਤੁਲਿਤ ਪ੍ਰਤੀਨਿਧਤਾ ਦੇ ਨਾਲ ਜਾਇਜ਼ ਅਤੇ ਨਿਰਪੱਖ ਵਾਰਡ ਸਥਾਪਤ ਕਰਨਾ ਹੈ।

ਸਮੀਖਿਆ ਹੇਠਾਂ ਦਿੱਤੇ ਸਿਧਾਂਤਾਂ ਦੁਆਰਾ ਨਿਰਦੇਸ਼ਿਤ ਹੈ:

- ਪ੍ਰਭਾਵੀ ਪ੍ਰਤੀਨਿਧਤਾ
- ਅਬਾਦੀ ਵੱਲੋਂ ਪ੍ਰਤੀਨਿਧਤਾ
- ਅਬਾਦੀ ਦੇ ਰੁਬਾਨ ਅਤੇ ਵਾਧਾ
- ਫਿਜ਼ੀਕਲ ਬਾਉਂਡਰੀਜ਼
- ਸਥਾਪਤ ਗਵਾਂਢਾਂ ਅਤੇ ਕਮਿਊਨਿਟੀਜ਼ ਦੀ ਰੱਖਿਆ

ਦੇ ਬਾਉਂਡਰੀ ਰੀਅਲਾਈਨਮੈਂਟ ਵਿਕਲਪਾਂ ਤੇ ਵਿਚਾਰ ਕਰਨ ਦਾ ਪ੍ਰਸਤਾਵ ਪੇਸ਼ ਕੀਤਾ ਜਾ ਰਿਹਾ ਹੈ।



ਆਪਣਾ ਫੀਡਬੈਕ ਪ੍ਰਦਾਨ ਕਰਨ ਲਈ,
QR ਕੋਡ ਸਕੈਨ ਕਰੋ ਜਾਂ
brampton.ca/wbr
ਤੇ ਜਾਓ

Multicultural Media

The paid and earned multicultural media campaign included print and online stories, radio segments, and social media. Collateral was translated into the following languages:

- Punjabi
- Urdu
- Hindi
- Gujarati
- Tamil
- Italian
- Spanish
- Portuguese
- Tagalog
- Vietnamese

Examples (selected): Ajit Weekly, Urdu Post, Toronto Caribbean, Asia Metro, South Asian Pulse

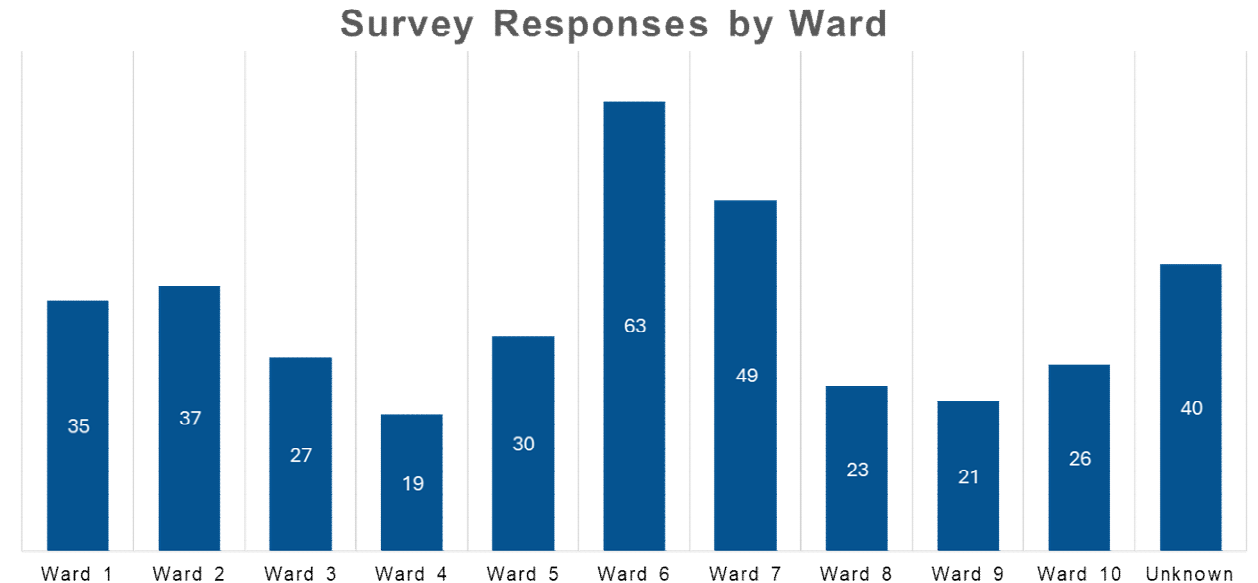
Results of WBR Survey

370 residents responded to the survey, with eight residents submitting their own ward boundary realignment option.

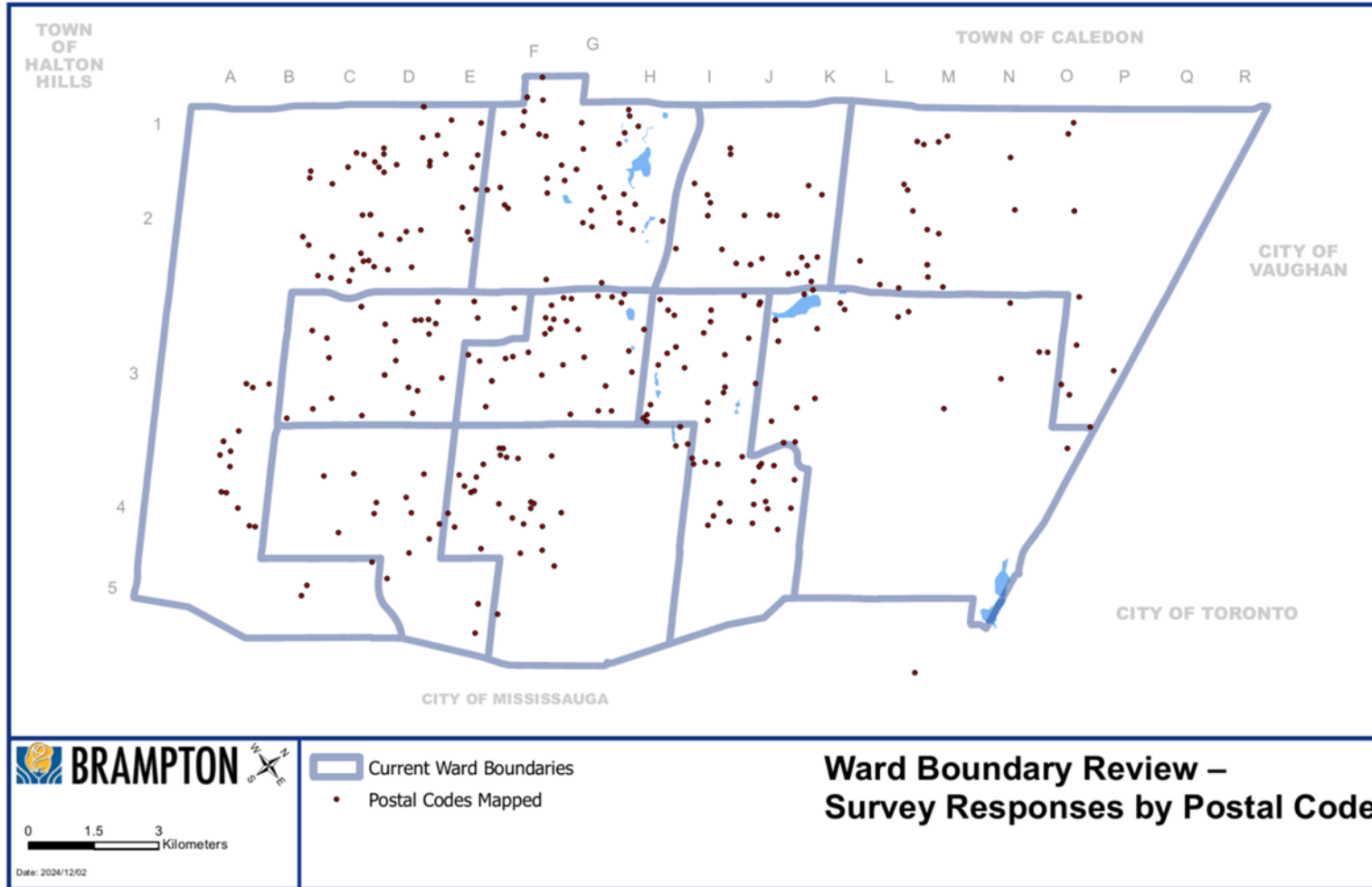


Respondent Profile

- 365 respondents live in Brampton
 - Of those who responded, 63% have lived in Brampton for 15+ years
- 135 respondents work in Brampton
 - Of those who responded, 42% have worked in Brampton for 15+ years
- Of those who responded, 135 noted that they live *and* work in Brampton
- 84% of respondents own property in Brampton



Respondent Location



- Survey responses mapped by postal code
- Postal code not provided by all respondents

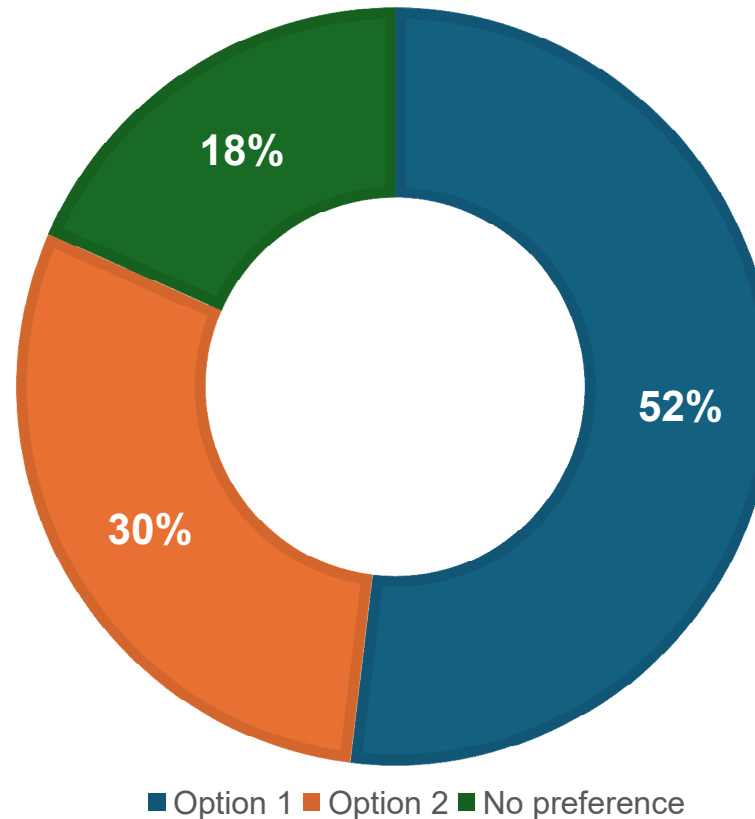
Review Criteria Ranking

Respondents were asked to rate the review criteria in order of importance, where 1 is most important and 5 is least important.

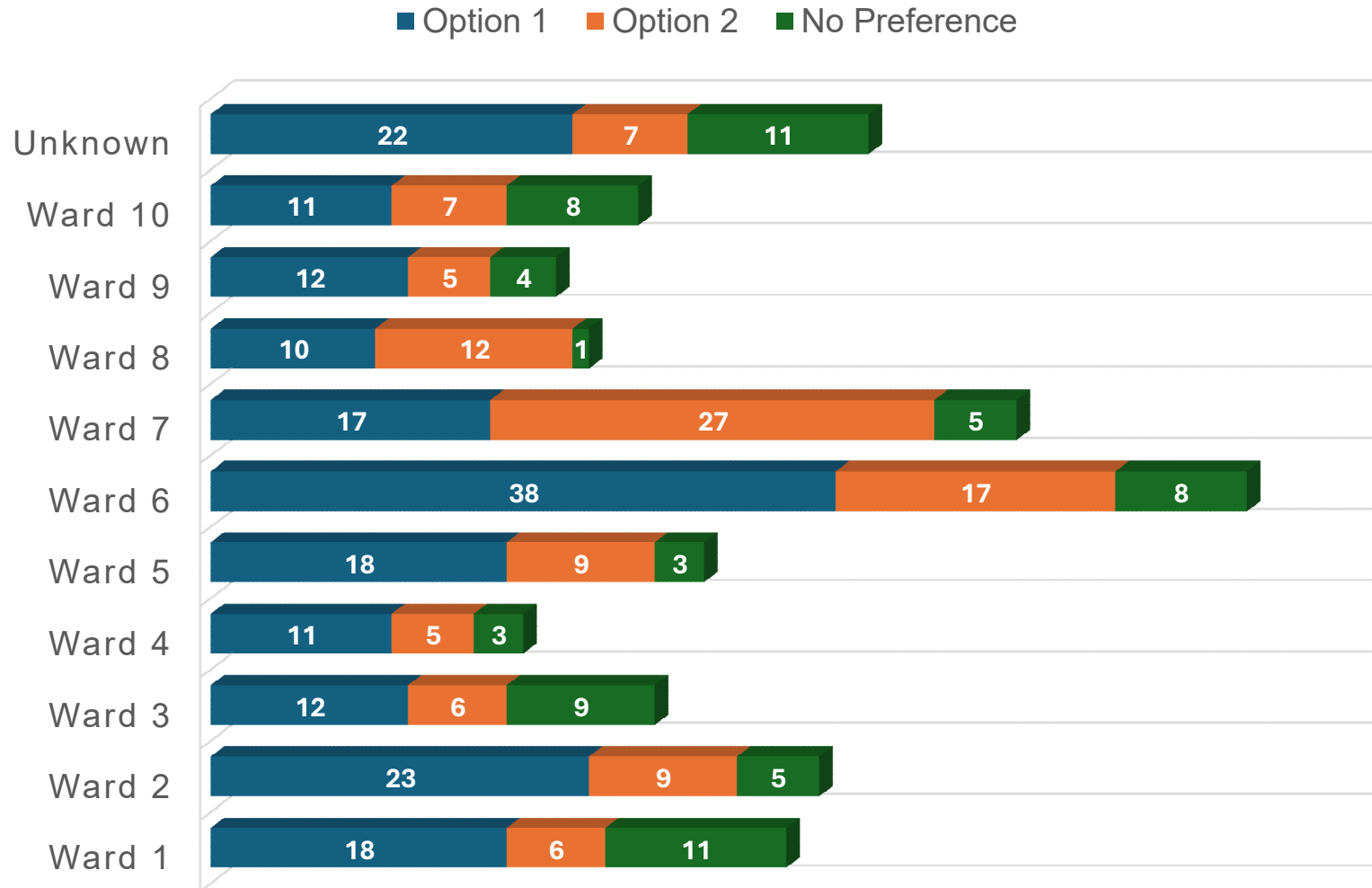
Criteria	Ranked as Most Important
Effective representation	120
Protection of established neighbourhoods and communities	94
Representation by population	57
Population trends and growth	46
Physical boundaries	40

Preferred Boundary Realignment Option

Option	Votes
Option 1	192
Option 2	110
No preference	68



Preferred Option by Ward



- Majority of respondents in all wards, except for wards 7 and 8, prefer option 1
- Majority of respondents in Wards 7 and 8 prefer option 2
- “Unknown” respondents prefer option 1

Resident Feedback on Option 1

- When asked why residents preferred this option:
 - Better division of wards (41)
 - Boundaries make sense (24)
 - Balanced population growth (24)
 - Balanced in size (13)
 - Similar neighbourhoods grouped together (5)
- 142 comments were received regarding preferred option 1. Although not all comments were relevant to the review, approximately 56% of the relevant comments were related to equal division of the wards and logical boundaries.

“It seems more organized and evenly distributed.”

“Boundaries seem more uniform and balanced.”

“Better population distribution and vote representation.”

Resident Feedback on Option 2

“Maintains what I think of as Bramalea.”

- When asked why residents preferred this option:
 - Equal distribution of population (22)
 - Keeps Bramalea in one ward (17)
 - Looks cleaner (8)
 - Boundaries follow a logical path (7)
 - Boundaries make sense (7)
 - Makes sense for the east side of the city (3)
- 83 comments were received regarding preferred option 2. Although not all comments were relevant to the review, approximately 25% of the relevant comments were related to preservation of established neighbourhoods, with an emphasis on Bramalea.

“Keep it simple for the average resident to know where the boundaries are and who represents them.”

“The boundaries follow a more logical path. It seems a cleaner and simpler model to follow.”

Feedback from Residents with No Preference

- Resident feedback:
 - Consider increasing number of wards to 11 or 12
 - Bram West neighbourhood should be adequately represented
 - Desire not to change the boundaries
 - Would prefer to leave ward 3 as it currently is

Featured Projects



Ward Boundary Review

Brampton is conducting a review of the 10 municipal ward boundaries that make up the city.

[View Project](#)

Additional Feedback

“Increase number of wards.”

“Change ward pairings to 1 & 2, 3 & 4, 5 & 6, 7 & 8, and 9 & 10.”

“Ensure preservation of heritage areas.”

“Leave wards as they currently are.”

“Adopt what is most efficient and best for taxpayers.”

“Wards should be similar in geographical size.”

“Group downtown together.”

“Prefer west option 1 together with east option 2.”

“Reduce number of wards and councillors.”

Resident-Submitted Options

Eight resident-submitted maps received:

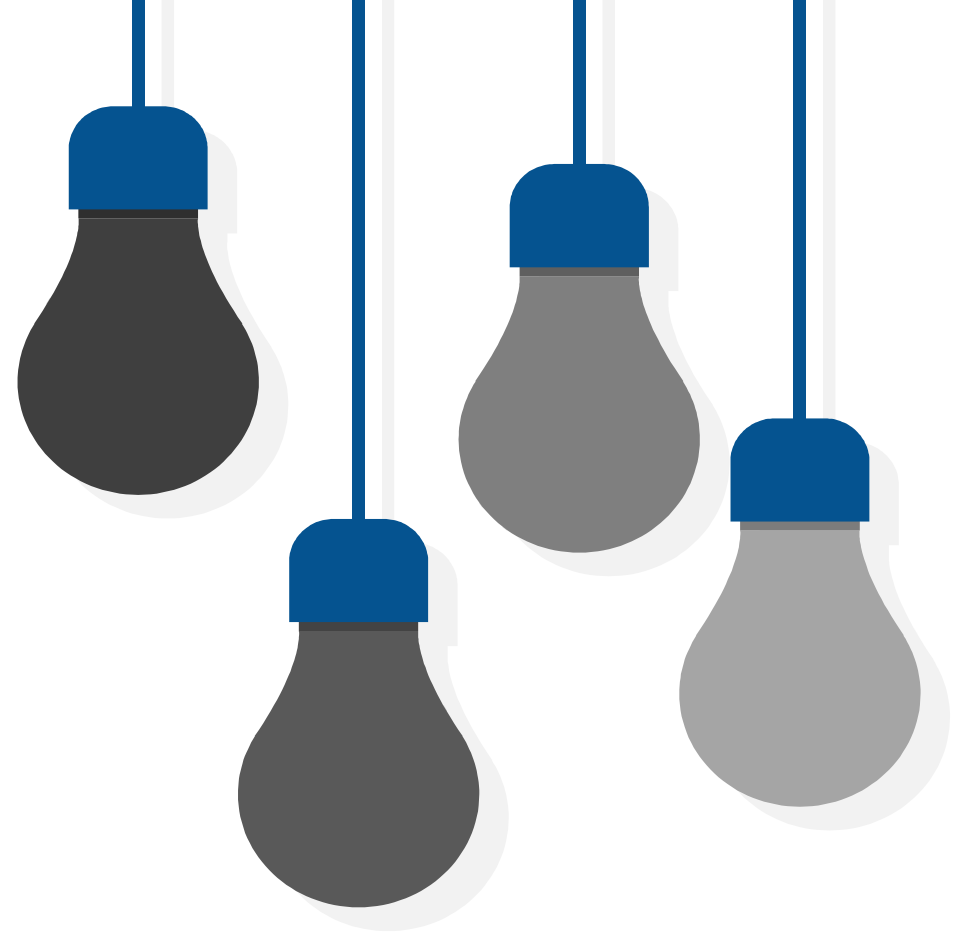
- Four maps were outside scope of the review
- Three maps had a similar suggestion to options already considered, with slight variances that did not meet the review criteria
- One map proposed a southern border of ward 10 that does not follow natural or physical boundaries

Other Consultation

- Letters were sent to the Region of Peel, the Peel District School Board and the Dufferin-Peel Catholic District School Board as stakeholders in this review; no response received
- No known concerns from departments have been submitted to date
- While public consultation phase has ended, a further communication is included in the 2025 interim tax bill – insert to remind residents to keep up to date with the review (145,000 circulation)

Next Steps

- Council direction
- A subsequent final report will be presented, along with by-law(s)
- 45-day appeal period for passing of by-law(s); assuming no appeals, project team begins implementing changes
- Changes must be finalized by the end of 2025 to take effect for the 2026 municipal election



Thank you!

