



SUMMARY REPORT & RECOMMENDATIONS FOR FUTURE PLACEMAKING INITIATIVES



Funded by:



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The Federal Economic Development Agency for Southern Ontario established the [My Main Street](#) program support the recovery and revitalization of main streets and local businesses in Southern Ontario. My Main Street is helping to rebuild local communities across southern Ontario as Canadians recover from the pandemic.



[The Canadian Urban Institute](#) delivered the My Main Street Community Activator program to support local community placemaking projects designed to draw visitors and increase local vibrancy.

Thank you:

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LAND ACKNOWLEDGEMENT

This land is situated upon the Mississaugas (mis-si-saw-ga) of the Credit First Nation treaty lands and territory, covered by the Ajetance Treaty #19 (1818). It is also the traditional territory of the Haudenosaunee (hau-de-no-sho-né), Huron (hue-ron)-Wendat (wēn-dat). We also acknowledge the many First Nations, Metis (mé-ti) and Inuit (in-oo-it) peoples who have cared for this land since time immemorial and who continue to contribute to the strength of our community.

We are honoured to have worked on and enjoyed this land.

EXECUTIVE SUMMARY

Activate Downtown Brampton was a series of interactive installations and activations that took place in downtown Brampton’s laneways and public gathering spaces from May to October 2022. The project was a collaborative partnership between 80 Cities, the City of Brampton (City), and the Downtown Brampton Business Improvement Area (BIA). A project team was comprised of key members from these three groups.

The project was funded through the My Main Street Community Activator Program, a two-year \$23.25-million investment by the Government of Canada through the Federal Economic Development Agency for Southern Ontario (FedDev Ontario) that is being delivered by the Canadian Urban Institute (CUI) and the Economic Developers Council of Ontario (EDCO).


Through the Activate Downtown Brampton program, downtown Brampton was activated for 23 weeks. This included:

- 1 23 Saturdays of live music across four locations in downtown Brampton namely Daily Times Square, Garden Square, Main Street South Patio and Vivian Lane;
- 2 The physical transformation of Vivian Lane which included eight weeks of community programming in Vivian Lane;
- 3 The Flavours & Vibes Party in Buffy Lane; and finally
- 4 The Salsa Dance Party in McArter Lane.

The goal of Activate Downtown Brampton was to attract residents to the heart of the city and create opportunities for social connection in underused public spaces. This was achieved through bold laneway installations, community programming, and live music that celebrates the City’s rich cultural diversity.


The project team conducted before and after public life studies, intercept surveys and community engagement to better understand the impact of these interventions.

What Activate Downtown Brampton highlighted to us:

1  The community is looking for regular and reliable activities for all ages, shopping, pop-up markets, culturally diverse art and entertainment, health and wellness activities in downtown Brampton as well as opportunities to learn and contribute to the community.

2  More people were choosing to hang out in Vivian Lane after the transformation than before.

3  The transformation of Vivian Lane increased feelings of safety, comfort, socialness and playfulness.

4  The most popular activations in Vivian Lane were the pop-up night market, live music and health and wellness activities.

5  Most residents would like to be informed of downtown events and would happily attend if notified.

Section 6 of this Report includes recommendations that the City of Brampton and the Downtown Brampton BIA can pursue for sustaining placemaking initiatives that activate downtown supporting local businesses, artists and non-profits while contributing to a healthier, more equitable and sustainable city.

COLLABORATION FOR IMPACT



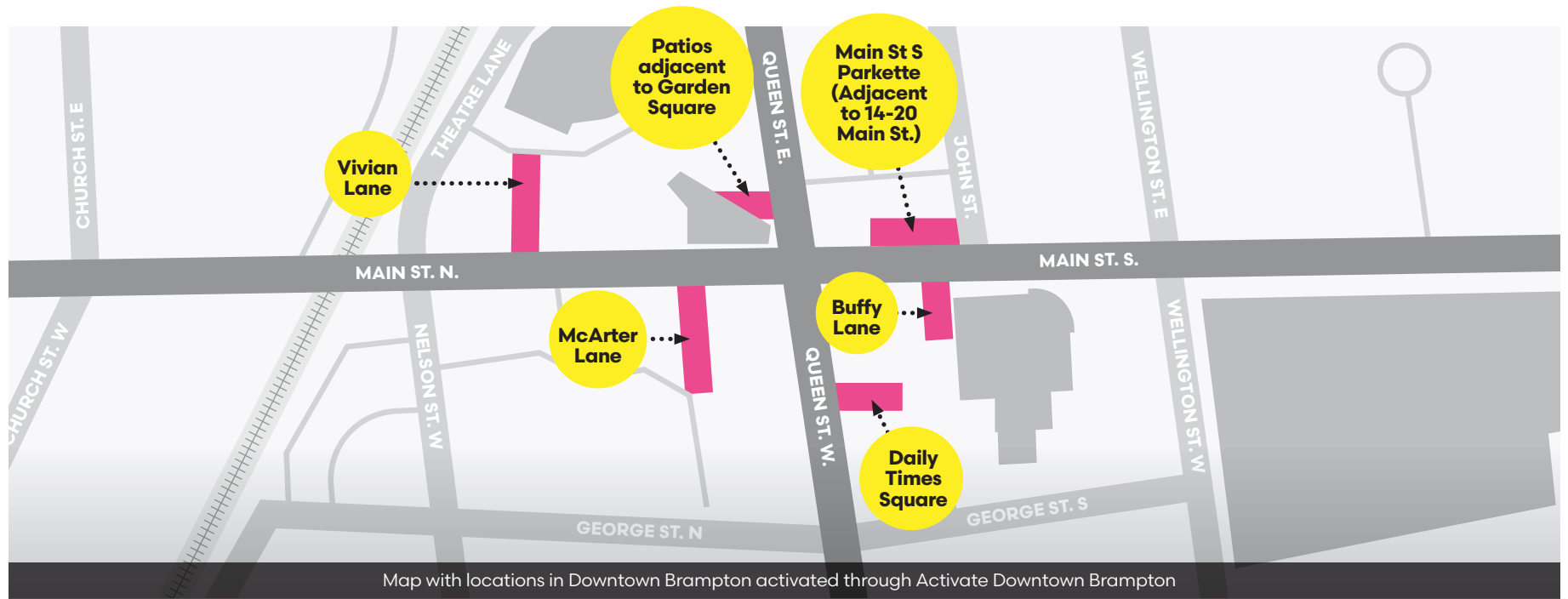


The Activate Downtown Brampton project was conceived in response to addressing the challenges faced in our Downtown community and the impacts to local Downtown businesses after more than a year of the COVID-19 pandemic. The Downtown Brampton BIA was looking to support local business through economic recovery, while infusing energy and vibrancy into downtown Brampton.

In addition, the Region of Peel's Water and Wastewater infrastructure upgrades capital project was planned, and had begun construction from April 2022 to late 2024, which ultimately would impact local businesses already impacted by the COVID-19 pandemic. The City recognized the importance of revitalizing its Downtown to provide vibrant and inclusive spaces to support its community through COVID-19 recovery and navigate disruptions due to the Region of Peel's Water and Wastewater infrastructure upgrades.

In conjunction, the City is undertaking the Integrated Downtown Plan (IDP), which is a road map to coordinate ongoing capital initiatives and infrastructure projects planned for the downtown, while directing the future vision and growth to 2051. As part of the Meanwhile Strategies of the IDP, the City proposed laneway activations to improve pedestrian circulation while enhancing the public realm with street furniture and public art.

In partnership with 8 80 Cities' expertise in placemaking and inject community engagement, the City and BIA collaborated to form the Activate Downtown Brampton project and applied to the My Main Street Community Activator program with the objective to attract local residents to the heart of the city and create opportunities for social connection in underused public spaces through bold laneway installations, community programming, and live musical showcases that celebrate the City's rich cultural diversity.



PROJECT GOALS

The goals of the Activate Downtown Brampton project were to attract local residents to the heart of the city and create opportunities for social connection in underused public spaces through bold laneway installations, community programming, and live musical showcases that celebrate the City's rich cultural diversity.

LOCATIONS

By centring the needs and assets of the community, Activate Downtown Brampton transformed underused laneways and other public spaces in downtown Brampton such as Vivian Lane, Daily Times Square, the patios adjacent to Garden Square, Buffy Lane, McArter Lane and Main Street South Parklette adjacent to 14-20 Main Street South through installations, art, music and other community events.

Placemaking is defined by [People for Public Spaces](#) as 'a **collaborative process** by which we can shape our public realm in order to maximize its shared value. Placemaking occurs when local communities have the **power, capacity and resources** to actively shape public spaces in a way that meet their needs and improves everyday quality of life.' Closer home, Jay Pitter, author and placemaker, defines equitable placemaking as 'a **radical act of collaboration** and on-going process of knowing when to lead, cede space, listen deeply and ask courageous questions.'



LISTENING TO THE COMMUNITY

One of the goals of the project was to celebrate the city's rich diversity. Thus, the improvements and programming were informed by the community including residents and other stakeholders especially the equity deserving communities.



COMMUNICATIONS & ENGAGEMENT ACTIVITIES & GOALS

Throughout the month of June 2022, the team engaged with the community through various methods to understand their needs, such as focus groups, one-on-one interviews, pop-up engagement, public life studies, social media, and volunteer engagement. Community engagement for the project was focused on understanding Brampton's residents' perceptions of downtown Brampton and their ideas on how to activate it. **The goals of the engagement process were to:**

- 1 Gather ideas from residents of Brampton to inform pilot activations in Vivian Lane in the summer of 2022.
- 2 To utilise feedback and lessons learned through the pilot to inform the longer term activation and redesign of other downtown underused spaces and laneways beyond 2022.
- 3 Engage a diverse range of perspectives and lived experiences.
- 4 Strengthen the BIA's and City's presence and relationships within the community.
- 5 Directly engage community members and volunteers in building temporary installations in Vivian Lane and in actively programming the downtown.

The team also undertook a variety of activities to communicate about the project to the public. **The goals of the communication process were:**

- 1 Build awareness, excitement, and support for the Activate Downtown Brampton project and downtown revitalization efforts.
- 2 Drive people to the project webpage and participate in the engagement and volunteer opportunities.
- 3 Coordinate all of the laneway and public realm activities in the Downtown under one brand.
- 4 Deliver communications in at least the top three spoken languages in Brampton's Downtown.
- 5 Deliver communications through a diverse network of supporters including but not limited to the Project Steering Committee.

The team used the following methods to communicate about the project to the public:

- 1 Print assets like storefront posters, garage posters, postcards, wayfinding decals, print ads and engagement boards.
- 2 Digital engagement using social media, project webpage and banner on the BIA website, e-blasts and promotion on screens inside the City of Brampton.

URL of project webpage:

downtownbramptonbia.ca/activatedowntownbrampton

- 3 Media engagement through press releases and two media events.



4 Exhibit and Silent Auction at Gallery 35

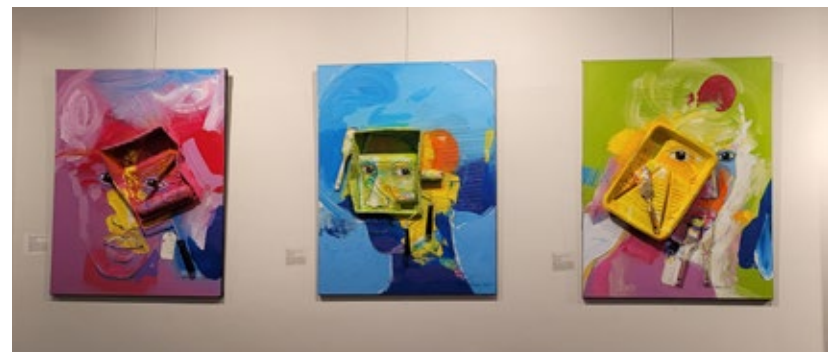
At the end of the one year Activate Downtown Brampton pilot, the City and BIA hosted an exhibit and silent auction from December 7th to the 14th using a curated collection of photographs taken throughout the past 23 weeks of activation. The Exhibit included a Silent Auction that was comprised of original and limited-edition artwork by Abiola Idowu, photographic prints signed by Mayor and Downtown-area Councillors, and greeting cards with images of Vivian Lane. The City and BIA were able to successfully raise \$925.00 from the silent auction, with all proceeds donated to Regeneration Outreach Community – an organization that supports and provides basic needs to vulnerable Bramptonians. An Opening Night Reception was held Wednesday December 7th from 5:30pm to 8:00pm at Gallery 35 located at 35 Queen Street West, Brampton, ON and had an attendance of approximately 30 people.



Councillor Paul Vicente speaking at the Opening Night of the Exhibit and Silent Auction at Gallery 35 in Brampton



Opening Night of the Exhibit and Silent Auction at Gallery 35 in Brampton



POP-UP ENGAGEMENTS

These were held in downtown Brampton on Saturday June 11, 2022 at three locations:

- 1 Farmers' Market in Gage Park
- 2 Outside the Four Corners Library
- 3 Outside the Chapelview Seniors' Residence

The key question asked in the pop-up engagement sessions was 'What would you like to do in downtown Brampton?' with the options to vote for their favourite ideas such as 'Visit and buy from pop-up shops and markets', 'Watch and participate in outdoor cinema and performing arts events like dance, music, spoken word etc.', 'Participate in sports & fitness activities like yoga, tai-chi, zumba, soca etc.', 'Sit, relax and hang out', 'Watch public art (art installations, murals, photo exhibitions etc.' and 'Celebrate cultural events and festivals' and the opportunity to add more ideas through sticky notes.



WHAT WOULD YOU LIKE TO DO IN DOWNTOWN BRAMPTON?



Pop-up setup at Four Corners Library



Pop-up engagement at the Farmers' Market in Gage Park



Pop-up engagement board at the Farmers' Market in Gage Park



FOCUS GROUPS & ONE-ON-ONE INTERVIEWS

Virtual focus groups were held in June 2022 to understand the needs of the:

- 1 Business owners and employees
- 2 Youth
- 3 People with disabilities
- 4 Arts & creative community
- 5 Black & Caribbean community

In addition to this, we also engaged with the older adults' community through conversations with the Brampton Age-Friendly Committee, the Brampton Seniors Council, the Brampton Cycling Committee and the Heart Lake Rotary Club. We reached out to The Indigenous Network but were not successful in engaging with them. At the report writing stage, we were able to establish a connection with Mississauga of the Credit First Nation (MCFN). We recommend the City of Brampton continue to foster this relationship and establish partnerships with MCFN in addition to doing additional outreach to the Indigenous Network. We were not successful in connecting with the Muslim community as well.

The team also conducted one-on-one interviews with community leaders from organizations such as My Poss-abilities,

International Women Achievers' Awards, Punjabi Community Health Services and Alzheimer Society of Peel.

The key questions asked in these sessions were:

- 1 How do you/your organisation currently engage in activities in the downtown?
- 2 What kinds of activities would you like to see happening in the downtown's public spaces?
- 3 What are the most important things you would like us to know about the community you represent as it relates to activating downtown's public spaces?

SOCIAL MEDIA & WEBSITE

We also asked the community to share an idea for activating downtown through social media and an online form on the BIA's website. We received many suggestions some of which were later incorporated.

This social media post on May 31, 2022 was the fourth-most popular social media post of the Activate Downtown Brampton social media campaign.



PROJECT STEERING COMMITTEE

The Project Team established a Project Steering Committee, which consisted of representatives of the Brampton community and prioritize representation from equity deserving communities. The Steering Committee's role was to provide key insights into the project from the community's perspective, while being advisors and amplifiers of the Activate Downtown Brampton project. The Steering Committee was also responsible for supporting outreach and engagement to build relationships with communities and networks that were not well established by the City or BIA. The Steering Committee was instrumental in identifying community assets and priority groups in Brampton and how to engage with them. They also had a direct impact in the Activate Downtown Brampton branding, concept plan, programming, and feedback for the final report and recommendations.

From the various engagement sessions held, the team heard the community wanted to do the following activities in downtown Brampton:

- 1 FUN & GAMES FOR ALL AGES** like movie nights, playful activations, clown shows, plays, chalk, face painting, arts and crafts, homework help, lawn games, ice cream, temporary sports/play equipment, rock climbing wall, hopscotch, storytime, kiddy carnival, afterschool programs, arts and crafts for toddlers, and karaoke
- 2 MORE SHOPPING, POP-UP SHOWS, VENDORS & MARKETS** like Night markets, culturally relevant food markets, local artist vending space, local crafts and artisanal pop-up shops, fashion and clothing
- 3 CULTURALLY DIVERSE ART & ENTERTAINMENT** like Caribbean folk music, bhangra, different types of music and dances, live paintings, blind art, pride events, walking tours
- 4 HEALTH & WELLNESS ACTIVITIES** like Tai Chi, fitness classes, yoga, chair yoga, zumba, health seminars and flash mobs
- 5 COMMUNITY & LEARNING OPPORTUNITIES** like volunteer opportunities, Second Harvest food bank, interesting lectures, print making workshops, learn to sew, English classes, Climate café, Human Library, drop-in programs and bike repair.





HOW WE RESPONDED TO THE NEEDS OF DIVERSE COMMUNITIES

The project team collected the feedback received through the various engagement approaches and responded to these needs through design and programming.

- 1 Physical design of Vivian Lane
- 2 Fun & games for all ages
- 3 Night markets & culturally relevant food market
- 4 Culturally relevant art & entertainment
- 5 Health & wellness activities
- 6 Opportunities to learn & contribute to the community

1 PHYSICAL DESIGN OF VIVIAN LANE

Vivian Lane is a public laneway in downtown Brampton located off Main Street North which connects Main Street North and Garden Square. Vivian Lane is mainly used by pedestrians, those who cycle and use mobility devices as a passage or shortcut. Flanked by two-storey buildings which housed the former Beaux Arts Gallery and Cyclepath, the laneway, before transformation, consisted of permanent chess tables, art on the walls, overhead lights, and greenery in the form of plants and ivy on the walls.

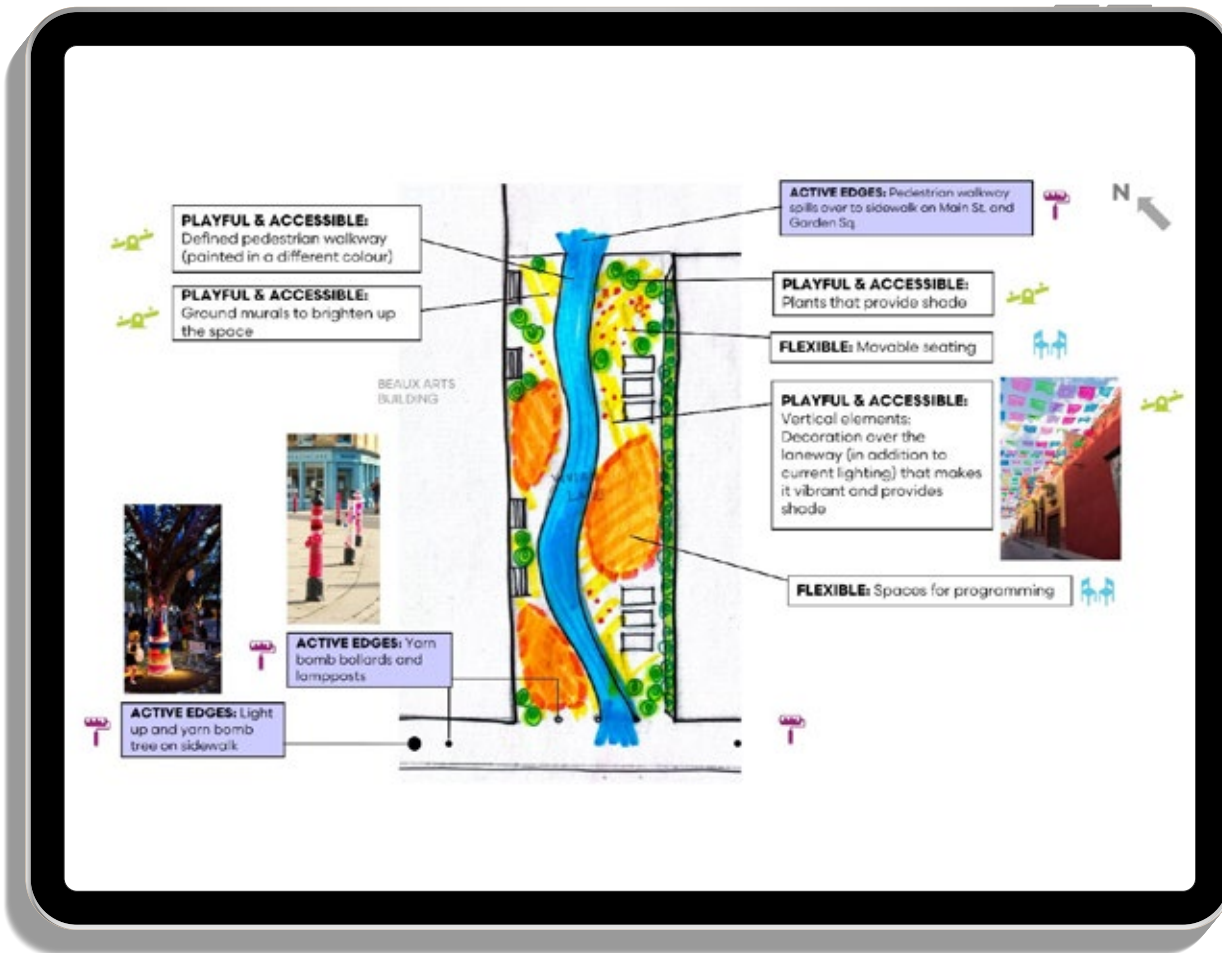


Location of Vivian Lane





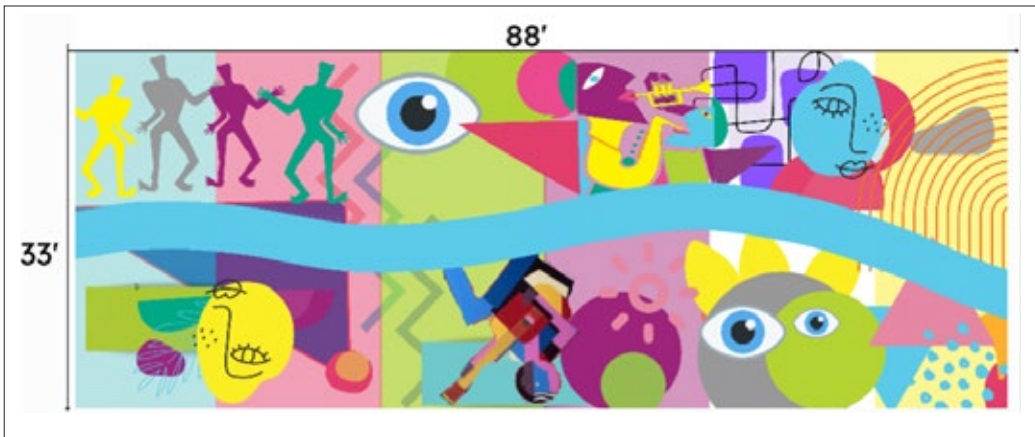
Vivian Lane (before transformation)



CONCEPT SKETCH FOR THE TRANSFORMATION OF VIVIAN LANE

Vivian Lane was transformed into a space that could host activities summarized at the end of Section 2 by designing it to be:

-  Playful & accessible
-  Flexible
-  Active on the edges



Original concept of ground mural at Vivian Lane by Abiola Idowu



PLAYFUL & ACCESSIBLE

The team wanted Vivian Lane to enable play, relaxation, and participation for all ages and abilities. One way of achieving this was by painting a colourful ground mural that extended throughout the laneway. Public art, ground murals in this case, is a great way to brighten up underused public spaces like Vivian Lane. The process of painting the mural also brought the community together and helped spread the word about the Activate Downtown Brampton initiative.

The ground mural was to act as the “stage” for various activities in the laneway. It was to have a 1.5 metre wide defined walkway that met AODA guidelines. After conversations with Alzheimer Society of Peel, the team decided to not include any black paint on the ground mural or black materials as this could be disorienting for people with dementia.

The project team solicited a ‘Call for Artists’ inviting Brampton-based artists in July to submit an application to paint ground murals on the pavement of Vivian Lane. Brampton-based artist, Abiola Idowu, was chosen through the call, his concept included the use of bright geometric shapes to create a scene of celebration and togetherness. The vibrant colours used in the ground mural correspond with the colour scheme of the Activate Downtown Brampton program. He was helped by over 40 community volunteers and residents over a one week period.

THE GROUND MURAL WAS TO ACT AS THE “STAGE” FOR VARIOUS ACTIVITIES IN THE LANEWAY.



Images of Vivian Lane ground mural

To enhance the landscaping in Vivian Lane, four new elements were introduced:

- 1 Clusters of young trees and plants to create shade and comfort;
- 2 Two vegetable gardens in planters with plants such as rhubarb, lavender and strawberries;
- 3 Two empty planters filled with sand and sand toys to create raised sandboxes; and,
- 4 Two visitors parking spots at the end of the laneway, were converted into a parklet and extending the laneway further and designed with astroturf and painted picnic tables.



We also added solar lighting throughout the laneway. The last design element to make the space accessible and provide much needed shade during the summer was adding a shade structure or material. The shade structure was not included in the final design due to technical challenges and City permits.



Parking spots next to Vivian Lane converted to public space with AstroTurf & picnic tables



Newly added sandbox



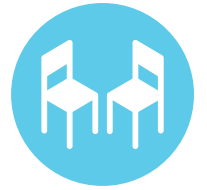
Picnic tables and new trees & greenery in Vivian Lane



FLEXIBLE

The lane was designed to maximize flexibility so that temporary design elements can be adapted, moved, and changed based on the types of programming and activities. This included having a flexible surface that can host activities such as live music, fitness activities and even a night market. Once the ground mural was in place, we added white chairs with armrests, round tables made from large wooden spools, children's table

and children's stools. All the furniture selected were intentional to ensure they were cost-effective, light-weight, comfortable, and moveable. The armrests on the chairs were selected to help those who had dementia and the elderly. Both the chairs and the tables could easily be moved around allowing users to configure the space as they wanted to allow intimate or group seating.





ACTIVE EDGES



We beautified the edges and entryways of the lane to attract and draw people into the lane. On the Main Street Side, we added yarn bombing to the bollards at the edge of the laneway as well as around a tree and a couple of lampposts on the sidewalk. The yarn bombing was done by CNIB Deafblind Community Services. It is one of their initiatives to help raise awareness about the Deafblind community. On the Garden Square side, we added a parklet by adding astroturf, plants and picnic tables to two parking spots.



Yarn bombing to activate the edge of Vivian Lane on Main Street. (Image credit: CNIB Deafblind Services)

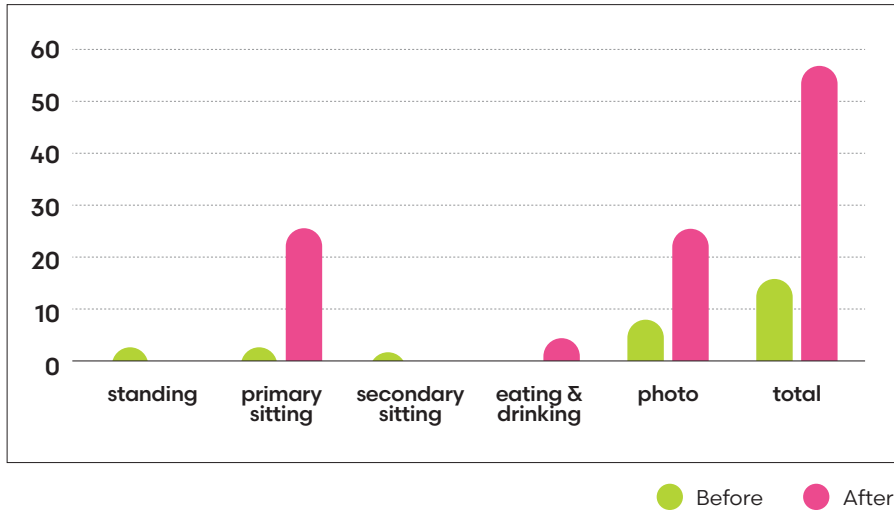
IMPACT ON ACTIVITY IN THE SPACE

We asked the community to rate the design elements from 'Not Important' to 'Very Important'.

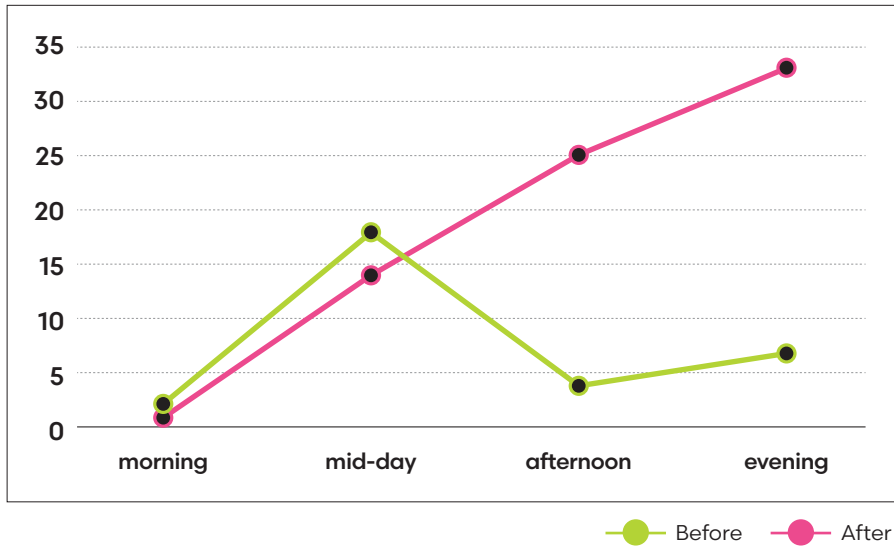
We also compared the activity in Vivian Lane before and after the transformation on both a weekend and a weekday and found that more people were hanging out in Vivian Lane after the transformation.



Activity in Vivian Lane on Saturday



Movement through Vivian Lane on a Saturday

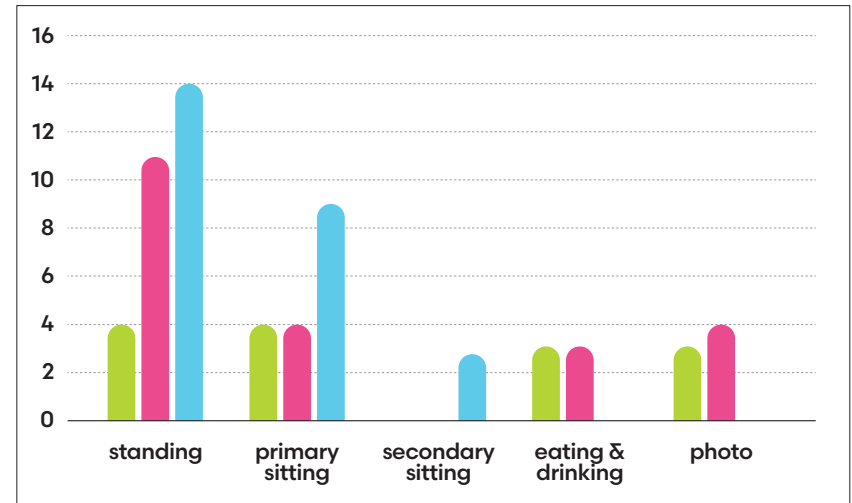


In the weekend, we found that after the physical transformation of Vivian Lane, the number of people **hanging out in Vivian Lane increased by 242%** and the number of people **moving through Vivian Lane increased by 136%**.



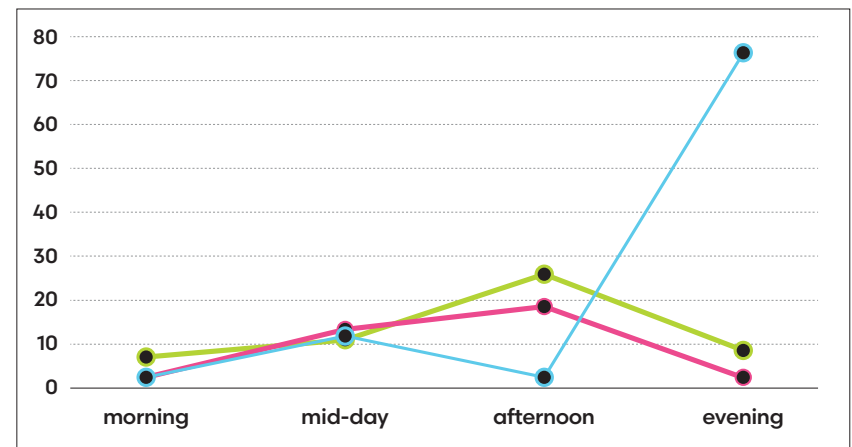
In the weekday, we found that after the physical transformation of Vivian Lane, the people **hanging out in Vivian Lane increased by 57%** but the people **passing through Vivian Lane after the transformation decreased by 32%.**

Activity in Vivian Lane on Weekdays



● Before: Weekday without Activation
 ● After: Weekday without Activation
● After: Weekday with Activation (Day of Night Market)

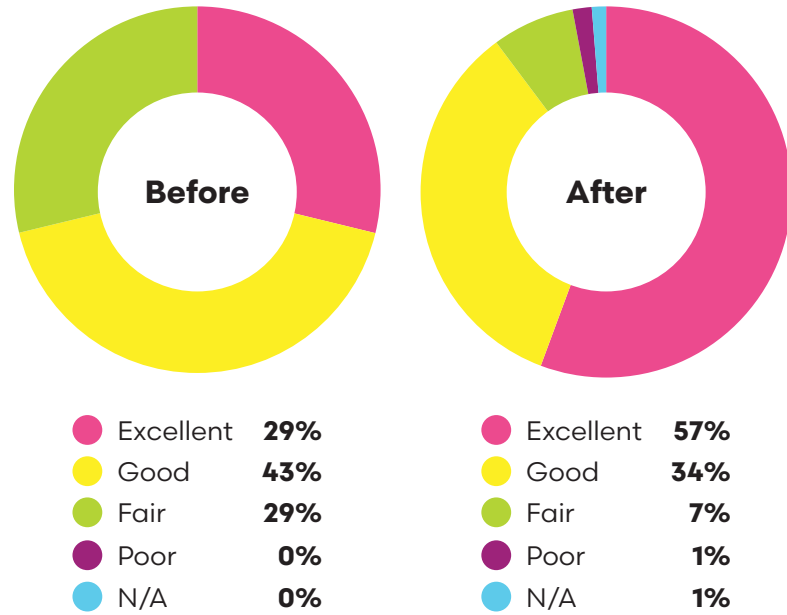
Movement through Vivian Lane on Weekdays



● Before: Weekday without Activation
 ● After: Weekday without Activation
● After: Weekday with Activation (Day of Night Market)

We also intercepted residents and surveyed them about how they felt in the space. They overwhelmingly said their feelings of comfort, safety, playfulness and socialness had improved after the physical transformation of Vivian Lane.

Comfort



Before the transformation, **71%** rated the comfort of the space to be 'excellent' or 'good'. After the transformation, this was **90%**.





Safety

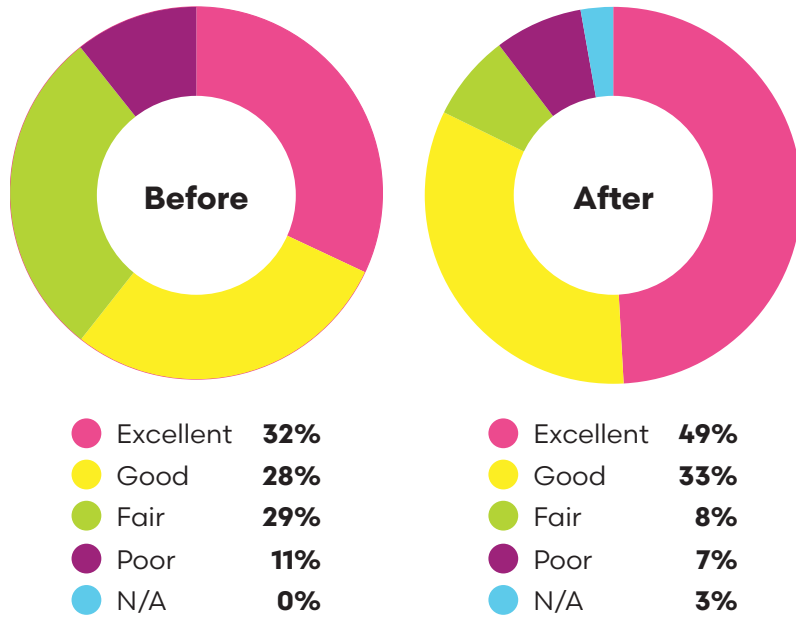


Excellent	21%
Good	39%
Fair	21%
Poor	18%
N/A	0%

Excellent	43%
Good	33%
Fair	15%
Poor	6%
N/A	3%

Before the transformation, **61%** rated the safety of the space to be 'excellent' or 'good'. After the transformation, this was **76%**.

Socialness



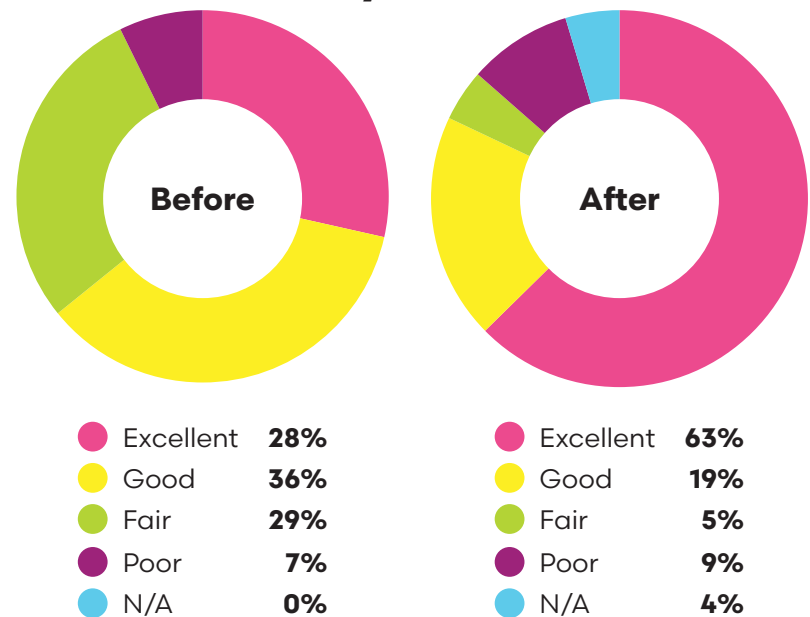
Before the transformation, **60%** rated the socialness of the space to be 'excellent' or 'good'. After the transformation, this was **82%**.





Before the transformation, **64%** rated the playfulness of the space to be 'excellent' or 'good'. After the transformation, this was **82%**.

Playfulness



Refer Appendix 1 for more details on data collected.

The transformation was overall well-received. The spaces were well-used and people felt more safer, comfortable, social and playful in Vivian Lane after the transformation.

It was also observed that there were more people taking selfies and group photos in Vivian Lane as the space was "Instagram-able" and photogenic. Another observation was that the moveable furniture, when it was not locked up, was never found stolen. In fact, the team noticed that the community was taking care of these furniture.

2 FUN & GAMES FOR ALL AGES

In response to the community's need for fun and games for all ages, the team offered a variety of programs in Vivian Lane. A whole day Family Fun Day was held on a Saturday with programming that included Loose Parts Play, Tai Chi by Academy of Martial Arts in Brampton, family-friendly yoga by Yogacurl, Children's Storytime by Brampton Library and live music. Brampton Library also provided activation kits which included Bean Bag Toss and Giant Tic Tac Toe which gave additional options for children and their families to participate.

The already existing chess tables at Vivian Lane was a good opportunity for local organization Enroute 2 Success to hold weekly chess lessons for Black youth in the summer. We also brought out a checkers set for the community to play. In addition to this, local arts organization Progressive Arts Services hosted a Giant Pop-up Flowers workshop for all ages. Revera Greenway also hosted a Bingo session for seniors in the laneway.



“VIVIAN LANE IS MY SON’S FAVOURITE SPOT IN THE CITY”

-Brampton resident & newcomer

Vivian Lane is a multi-purpose and flexible space – ensuring different activities could take place in the laneway. The different types of seating (moveable single chairs, benches, picnic tables and concrete seats) provided people with a variety of options to choose from. The additional trees and greenery made the space more comfortable to all ages, and elements like sandboxes made the space more child-friendly.



The flexible main space of the laneway could be configured depending on the activity. Here, the white chairs have been moved to create space for a Tai Chi session on Family Fun Day.

“ I WAS REALLY IMPRESSED WITH THE WHOLE EVENT. AS SOMEONE WHO IS PARTICIPATING IN IT, I FELT IT WAS WELL MANAGED AND WELL THOUGHT OUT. EASY TO PARTICIPATE IN.”

–Activity facilitator on Family Fun Day

SCHEDULE OF EVENTS

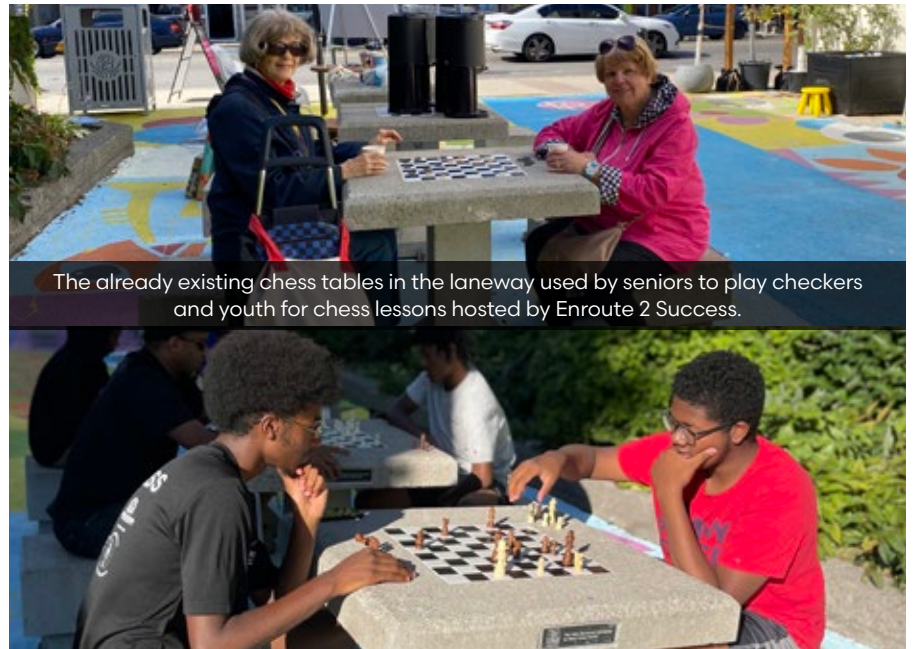
	Activity	Service Provider/ Vendor	Day of week	Time	Drop-in or registered/ invited
1	Loose Parts Play (Family Fun Day)	Linda Naccarato	Saturday	2 – 4 pm	Drop-in
2	Tai Chi (Family Fun Day)	The Brampton Academy of Martial Arts	Saturday	9-10 am	
3	Family Friendly Yoga (Family Fun Day)	Yogagurl	Saturday	10:30- 11:30 am	
4	Children’s Storytime (Family Fun Day)	Brampton Library	Saturday	2:30 pm	
5	Live Music (Family Fun Day)	Kloxx	Saturday	12:30 pm	
6	Chess Lessons	Enroute 2 Success	Tuesdays in August	6 – 8 pm	Invited
7	Giant Popup Flowers	Progressive Arts Services	Friday	5 – 9 pm	Drop-in
8	Bingo Session	Revera Greenway	Tuesday	2 – 5 pm	Drop-in & registered



The AstroTurf area away from Main Street provided kids a safe space to play.



The sandbox was actively used by children of all ages. Staff from Brampton Library is reading out a story to the children in this photo as part of Family Fun Day.



The already existing chess tables in the laneway used by seniors to play checkers and youth for chess lessons hosted by Enroute 2 Success.



Outdoor games like Bean Bag Toss and Giant Tic Tac Toe borrowed from Brampton Library were added to the main area of the laneway.

IMPACT ON ACTIVITY IN THE SPACE

The different activities for all ages and abilities were well attended and activated the laneway. Here are the numbers:

- **LOOSE PARTS PLAY** (Family Fun Day)
20 – 30 people including children and their guardian
- **TAI CHI SESSION** (Family Fun Day)
around 10 people attended
- **YOGA SESSION** (Family Fun Day)
around 5 people including children and their guardians.
- **CHESS LESSONS** (by Enroute 2 Success)
10-12 youth each week
- **GIANT POPUP FLOWERS EVENT**
50 people including children and adults attend the event.
- **BINGO SESSION**
8 participants

The team organized a Family Fun Day and hosted family-friendly events. We had heard from the community they were looking for kid-oriented and family activities. Vivian Lane provided a space that was centrally located, offset from Main Street – providing a safe space for children to play. Many residents who attended the Family Fun Day event asked if this was a recurring event with one resident mentioning Vivian Lane was their son’s favourite spot in the city thanks to the sandboxes. With such activities, our team attempted to fill a community need but highlighted, in the process, a huge demand for more such child-focussed programming in Brampton.





3

NIGHT MARKETS & CULTURALLY RELEVANT FOOD MARKETS



The team heard during our engagement sessions that the community wanted more shopping opportunities like night markets. In response to this, we piloted three pop-up night markets in September. Seventeen vendors participated over the three nights. There was a mix of community organizations, artists, artisans and food-related vendors.

As Vivian Lane was transformed to be a flexible space, the spaces could be reconfigured to serve any purpose. For the pop-up night markets, this meant the vendors could set up their stalls anywhere on either side of the defined pathway. Generally, a maximum of eight tents could comfortably fit within the laneway to create a local small pop-up market. The moveable seating and tables already in the space were available for vendors and visitors to use. The children's furniture and sandboxes attracted children and their parents to the space and made it more inclusive for them while their caregivers shopped.

For the final night market, we had snacks and hot drinks available which attracted more people to the event and encouraged them to spend more time. As it was starting to get cold and dark early by late September, we had extra lighting and fleece blankets provided in the space to create a cozy, warm and welcoming environment. We also had outdoor games like Bean Bag Toss and Giant Tic Tac Toe borrowed from the Brampton Library that added a playful layer to the night market.



Vendors set up their stalls on either side of the defined pathway. The pathway is available for visitors to walk through.



Moveable furniture like the chairs and tables used by a vendor to provide space for a children’s activity. Children’s furniture and sandbox also made the space more attractive for children and families.



The yarn bombing creates an entrance threshold while the blue coloured pathway acts as a defined pathway to move through the space.



Outdoor games like Bean Bag Toss borrowed from Brampton Library were added to the main area of the laneway.

IMPACT ON ACTIVITY IN THE SPACE

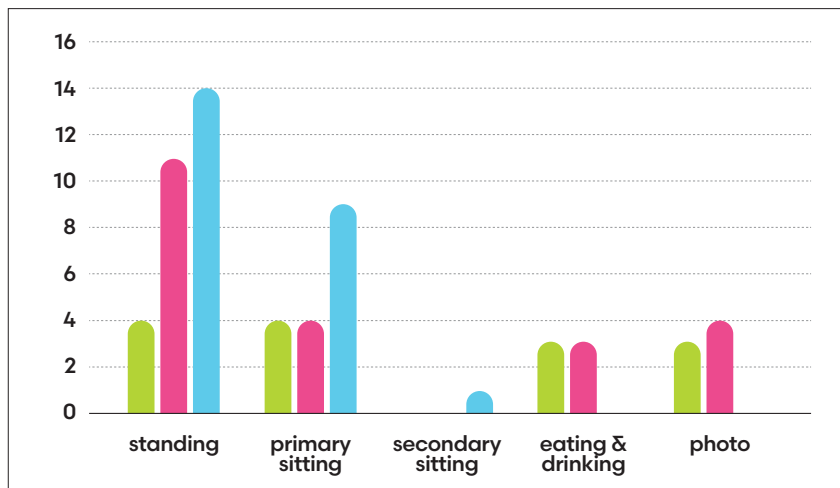


The three pop-up Night Markets had a significant role in activating Vivian Lane especially during nighttime. We studied the activity in Vivian Lane on a weekday before the physical transformation and on a weekday after physical transformation and with an activation, with the activation being the Night Market.

We found that more people moved through Vivian Lane after the transformation and on the day of the Night Market than before the transformation and with no activation.

While there was an increase in the number of people walking and on mobility devices, there was a decrease in the number of people cycling. This is likely because of a parklet that was added to one side of the laneway.

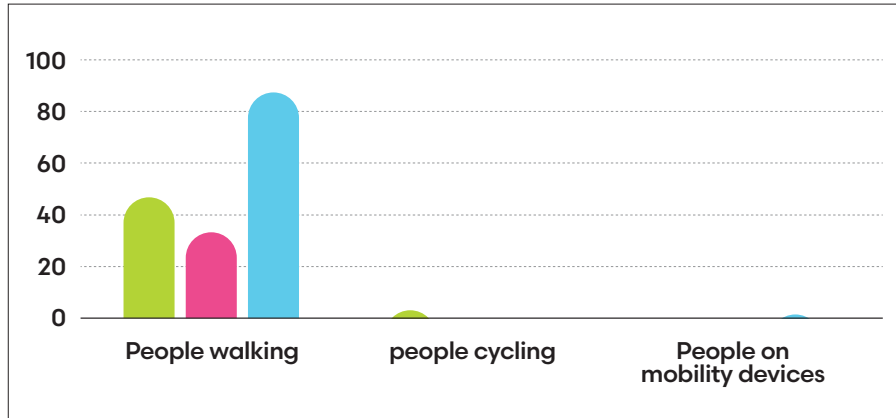
Activity in Vivian Lane on Weekdays



● Before: Weekday without Activation
 ● After: Weekday without Activation
● After: Weekday with Activation (Day of Night Market)

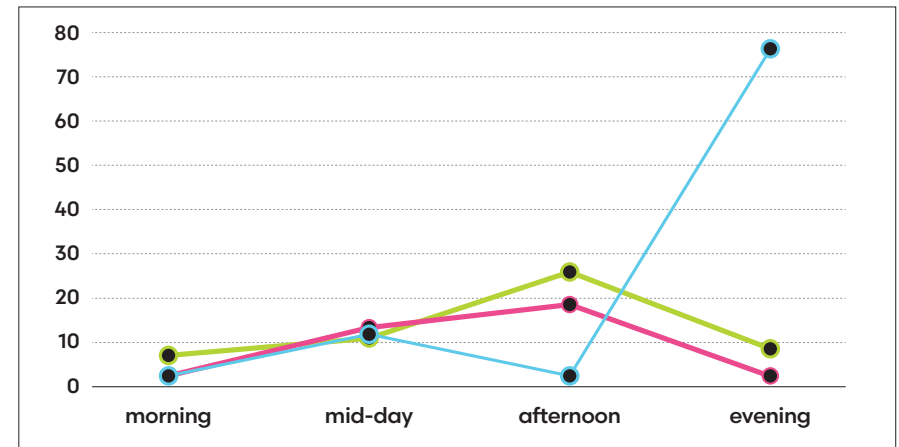


Breakdown of movement through Vivian Lane on Weekdays



● Before: Weekday without Activation
 ● After: Weekday without Activation
● After: Weekday with Activation (Day of Night Market)

Movement through Vivian Lane on Weekdays



● Before: Weekday without Activation
 ● After: Weekday without Activation
● After: Weekday with Activation (Day of Night Market)

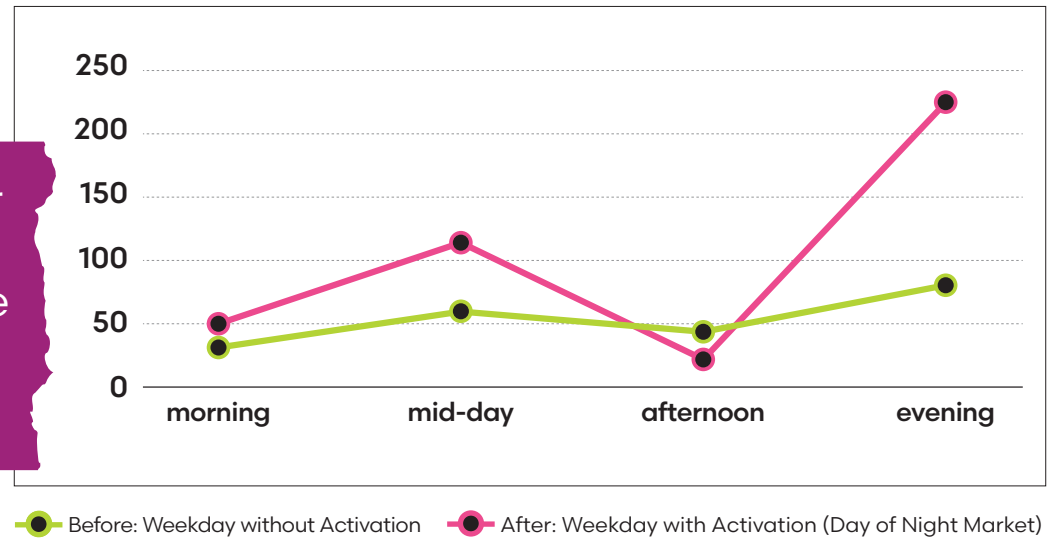
The total number of people moving through Vivian Lane on a single day increased by **82%** while the number of people moving through Vivian Lane in the evening during the time of the Night Market increased by **850%**.



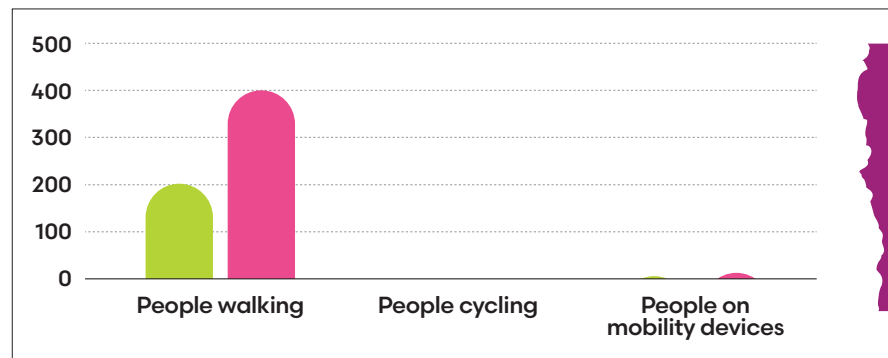
Movement through Main Street on a Weekday with Activation

More people also moved through Main Street after the transformation and on the day of the Night Market than on a weekday before the transformation.

Over the course of the day, number of people increased by **89%** while during the evening at the time of the Night Market, the number of people increased by **177%**.



Breakdown of movement through Main Street on a Weekday with Activation



There was a significant increase (**98%**) in the number of people walking and a slight increase (**25%**) in the number of people on mobility devices.

● Main St. - Breakdown BEFORE: Weekday without Activation ● Main St. - Breakdown AFTER: Weekday with Activation (Day of Night Market)

All the vendors were happy to have the opportunity to participate in the pop-up Night Markets as well as meet other vendors. One vendor told the team that there was a dearth of such opportunities in Brampton which forces artists and artisans like them to go to out-of-city markets like in Toronto. Activate Downtown Brampton covered their rental and insurance fees which reduced the barriers to their participation. Some vendors noted this was the reason they participated in the Night Market. Most vendors however said the turnout and the number of sales made did not meet their expectations. Many vendors mentioned that the events could be better promoted as people are not accustomed to having events at Vivian Lane and the location does not attract enough foot traffic for an event like the Night Market.

Through our community engagement, we found that the Night Market was the most favourite activation in the laneway. As project leads, we learned that a consistent and predictable schedule worked best for the public, such as hosting the Night Market every other Thursday at a specific time, especially when it is aligned with other events in downtown like the Movie Nights in the summer. The BIA's post promoting Night Market on August 31, 2022 was the most popular post in the Activate Downtown Brampton campaign on social media with 88 shares.





4

CULTURALLY RELEVANT ART & ENTERTAINMENT



In response to the community's demand for culturally-relevant art and entertainment, we provided a number of cultural activities in Vivian Lane and beyond.

There was live music for 23 weeks on Saturdays at different locations in downtown Brampton including Vivian Lane. Genres of live music included salsa, country, Latin, Classic Rock, Reggae, R&B, Jazz, and Electronic Dance Music (EDM). The musical artists were selected strategically to meet the diverse interests of Brampton residents and to promote cultural representation through music. Live musicians were coordinated through local Brampton non-profit organization, B-Jazzed. Most musicians were local to Brampton.

There was also a Salsa Dance Party in McArter Lane and Flavours & Vibes in Buffy Lane. The Salsa Dance Party took place in the afternoon and evening of Saturday, August 27th 2022 and offered live salsa music, dancing, food and drinks. Flavours & Vibes was a free event hosted in partnership with Jones & Jones Entertainment on September 10th 2022 and featured 15 up and coming Canadian performers including Afro, Latin, Jazz, and South Asian musicians. These two events connected Brampton residents to different cultures through music, food and drink, all within the downtown.



Six art-based events were held in Vivian Lane.

- 1 **PROGRESSIVE ART SERVICES**, a local art educator, hosted a Giant Pop-up Flowers workshop. This free event taught people of all ages about paper art and how to craft their own paper flowers.
- 2 **SOCH MENTAL HEALTH**, a local initiative aimed at improving mental health in South Asian communities, coordinated the following events:
 - **GRATITUDE ART ACTIVITY**
A guided art workshop centred around practicing gratitude in our everyday lives.
 - **HENNA WORKSHOP**
Lessons on the cultural importance of Henna (temporary body art practiced) and tutorials for participants to learn how to create their own henna designs.
 - **IMPROV NIGHT IN PUNJABI/HINDI**
Improv acting games and activities hosted in Punjabi and Hindi to build community connections through fun and creative acting challenges.
 - **POETS OPEN-MIC NIGHT IN PUNJABI/HINDI**
Evening open-mic session where attendees were welcome to share stories and poems in Hindi, Punjabi, Urdu and English.
- 3 **HOPE 24/7**, a non-profit organization that provides support for survivors of relationship and sexual violence, hosted a 'Tree of Life' activity – This event explored the many lessons we can learn from trees using painting. Supplies were provided so participants of all ages were able to explore their journey through life by painting their own tree.

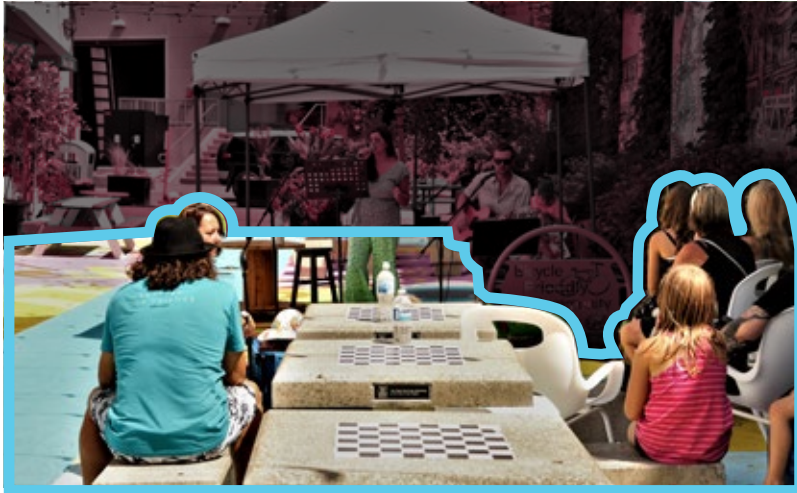


SCHEDULE OF EVENTS

	Activity	Service Provider/Vendor	Day of week	Time	Drop-in or registered/invited
1	Live Music <i>(four different locations in downtown)</i>	Various coordinated (by Carmen Spada of B-Jazzed)	Saturday	Noon	Drop-in
2	Salsa Dance Party <i>(McArter Lane)</i>	Various	Saturday	4 – 10 pm	Drop-in
3	Flavours & Vibes <i>(Buffy Lane)</i>	Various	Saturday	1 – 8 pm	Drop-in
4	Giant Pop-up Flowers	Progressive Art Services	Friday	5 – 9 pm	Drop-in
5	Gratitude Art Activity	Soch Mental Health	Friday	5-6 pm	Drop-in
6	Henna Workshop	Soch Mental Health	Friday	7-8 pm	Drop-in
7	Improv Night in Punjabi/Hindi	Soch Mental Health	Friday	6-7 pm	Registered/invited
8	Poets Open-mic Night in Punjabi/Hindi	Soch Mental Health	Friday	7:30 – 9 pm	Registered/invited
9	Tree of Life Activity	Hope 24/7	Friday	5-7 pm	Drop-in



The ground mural created by Brampton-based artist Abiola Idowu gave a vibrant background to these activities. Moveable seating and tables meant the space could be easily adapted for these various activities.



Live music in Vivian Lane where both performers and the audience adapted the seating in the space to their own purpose. *Image credit: Brampton Bits & Bites*



Giant Pop-up Flowers Workshop in Vivian Lane where the participants used the movable tables and chairs in the space as their workstations.

Image credit: Progressive Arts Services



Gratitude Art Therapy Workshop in Vivian Lane where the newly added movable table was used as a workstation and the newly added plants and posts were used to display their words of gratitude.

Image credit: Soch Mental Health



Open-mic night in Vivian Lane where the space was adapted for an intimate performance.

Image credit: Soch Mental Health

IMPACT ON ACTIVITY IN THE SPACE



The activities related to art, culture and entertainment made the space vibrant and infused the space with life and excitement. Here are the numbers:

- **LIVE MUSIC**
around 150 people each Saturday across the different locations in downtown Brampton with an average of 30 people visiting Vivian Lane for the live music events that took place there.
- **SALSA DANCE PARTY** (McArter Lane)
FLAVOURS & VIBES (Buffy Lane)
more than 500 people each.
- **GIANT POPUP FLOWERS EVENT**
50 people including children and adults attend the event.
- **TREE OF LIFE**
15 people
- **GIANT POPUP FLOWERS EVENT**
50 people including children and adults attend the event.
- **IMPROV NIGHT & POETS OPEN-MIC NIGHT** (Punjabi/Hindi)
45 – 50 people

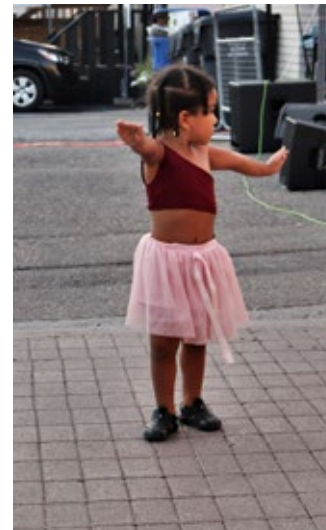
The team organized a Family Fun Day and hosted family-friendly events. We had heard from the community they were looking for kid-oriented and family activities. Vivian Lane provided a space that was centrally located, offset from Main Street – providing a safe space for children to play. Many residents who attended the Family Fun Day event asked if this was a recurring event with one resident mentioning Vivian Lane was their son’s favourite spot in the city thanks to the sandboxes. With such activities, our team attempted to fill a community need but highlighted, in the process, a huge demand for more such child-focussed programming in Brampton.



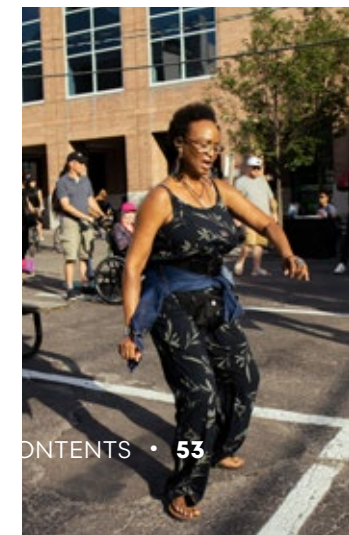
In our engagement, we found out that live music was one of top three favourite activations in the laneway. Through the live music activations, we were able to engage 90 bands and 269 musicians – more than 60% of whom were from Brampton. According to Carmen Spada of B-Jazzed, this was one of the largest curations of live music ever in Brampton. This was a great way to support local artists at this level as they haven't been able to play live gigs during the pandemic and were significantly impacted. Brampton does not have many live music venues or small music venues to cater to smaller audiences, and this pushes local artists to surrounding areas like Toronto. The artists were grateful for the opportunity to not only play live and be paid for it, but to do it at home. There is now interest among many Brampton musicians to continue to be a part of the program.

The Henna workshop was an opportunity to showcase South Asian traditions while through the Open Mic Night and Improv Workshops, we were able to provide a space in the public realm for South Asian immigrants to connect with each other and share their journey to and in Canada.

The social media post by BIA on August 21, 2022 about the Salsa Dance Party and the post on May 1, 2022 about free concerts were respectively the second and third most popular social media post in the Activate Downtown Brampton's social media campaign with 66 and 51 shares respectively.



**THIS WAS ONE OF THE
LARGEST CURATIONS OF LIVE
MUSIC EVER IN BRAMPTON**



87%

OF RESPONDENTS SAID THE GROUND MURAL WAS A VERY IMPORTANT DESIGN ELEMENT.



5

HEALTH & WELLNESS ACTIVITIES



In response to community feedback, we hosted many free and open to all health and wellness activities in Vivian Lane including a sound bath, yoga, and Tai Chi sessions.

Brampton Wellness Centre hosted two Wellness Circle & Markets with vendors as well as two non-Indigenous Drumming Circles by Triz Remedios in Vivian Lane. Vendors included Hooper’s Pharmacy, Fresh Organic Spa, Shea Essence, Trish Juice and Beaux Arts.

Apart from this, Soch Mental Health and Hope 24/7 hosted a variety of activities to talk about mental health through art as mentioned in the previous section.

Given the diversity of activities, it was important to have a space that was flexible. The central space provided a place for Tai Chi while the area with the AstroTurf provided a soft surface for yoga, movement, and sound bath. As the chairs and tables were movable, the overall space could be easily adapted for the Wellness Circle and Markets, and the activities related to mental health.

SCHEDULE OF EVENTS

	Activity	Service Provider/ Vendor	Day of week	Time	Drop-in or registered/ invited
1	Sound bath & yoga	Rebecca Manankil	Saturday	9 - 10 am	Drop-in
2	Tai Chi <i>(Family Fun Day)</i>	The Brampton Academy of Martial Arts	Saturday	9 - 10 am	
3	Family-friendly yoga <i>(Family Fun Day)</i>	Yoga by Alex	Saturday	10:30 - 11:30 am	
4	Wellness Circle & Markets	Brampton Wellness Centre	Friday	5 - 9 pm	Registered/ invited
5	Gratitude Art Activity	Soch Mental Health	Friday	5 - 6 pm	Drop-in
6	Henna Workshop	Soch Mental Health	Friday	7 - 8 pm	Drop-in
7	Improv Night <i>(in Punjabi/Hindi)</i>	Soch Mental Health	Friday	6 - 7 pm	Registered/ invited
8	Poets Open-mic Night <i>(in Punjabi/Hindi)</i>	Soch Mental Health	Friday	7:30 - 9 pm	Registered/ invited
9	Tree of Life Activity	Hope 24/7	Friday	5 - 7 pm	Drop-in





The main space of the laneway is flexible and could be re-configured in different ways depending on the activity. Here, the white chairs have been moved to create space for a Tai Chi session on Family Fun Day.

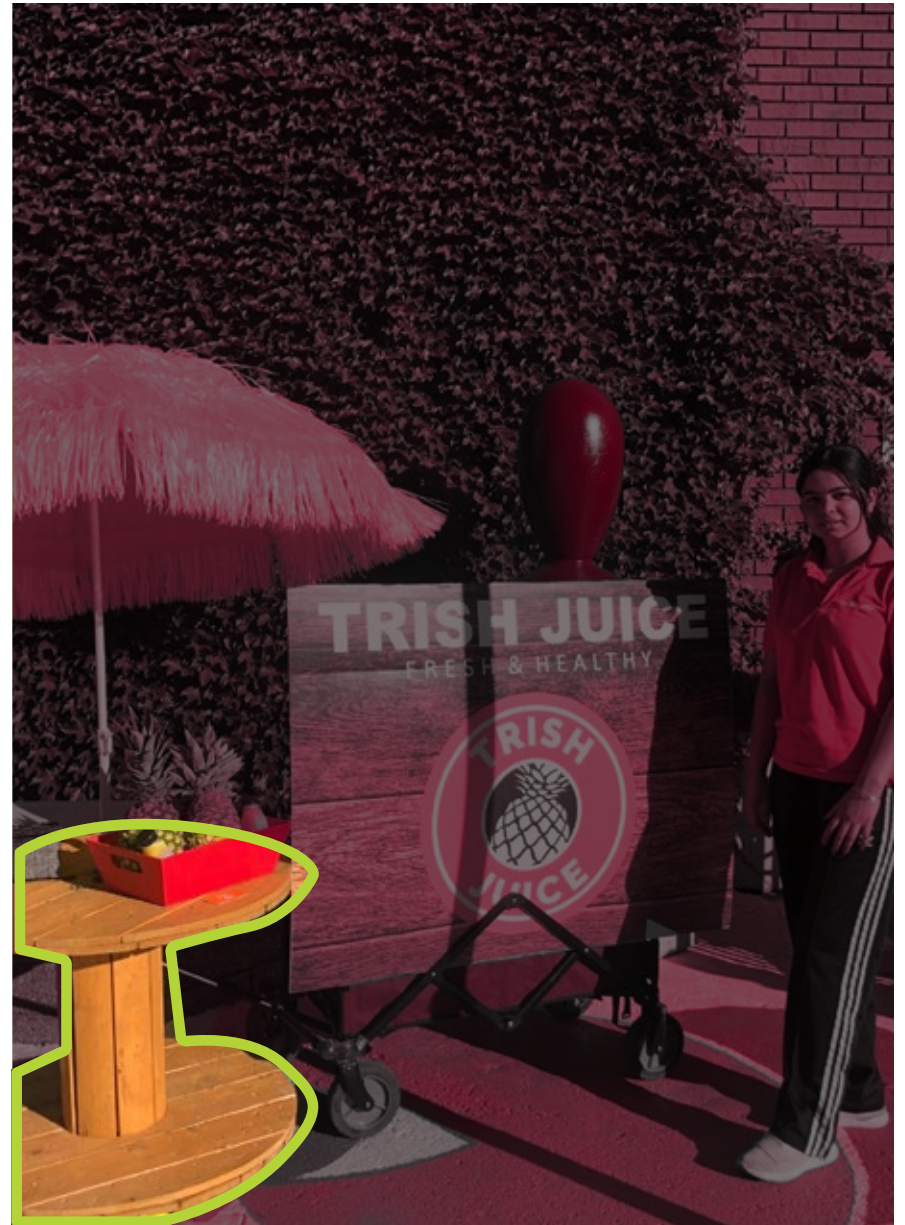


The Drumming Circle in Vivian Lane was hosted by the Downtown Brampton Wellness Centre. The space was easily adapted to this event with the moveable chairs and tables. Additional chairs were rented for this particular event. For events expecting over 20 people to be seated, it was essential to rent additional chairs.

Image credit: Soch Mental Health



The parking spots converted to a public space with the use of AstroTurf provided a soft surface for activities like yoga and sound bath.



The moveable chairs and tables were used by vendors to display their wares.

Image credit: Downtown Brampton Wellness Centre

IMPACT ON ACTIVITY IN THE SPACE



The Health and Wellness activities were well attended and played a significant role in activating the space and attracting people to it. Here are the numbers:

- **WELLNESS CIRCLE & MARKETS**
50 participants each.
- **SOUND BATH**
3 participants.
- **YOGA & SOUND BATH SESSION**
9 participants.
- **FAMILY-FRIENDLY YOGA SESSION**
5 participants.
- **TAI CHI SESSION**
10 participants.
- **TREE OF LIFE**
15 participants.
- **IMPROV NIGHT & POETS OPEN-MIC NIGHT** (Punjabi/Hindi)
45 – 50 people

We were able to host activities related to both physical and mental health in Vivian Lane and engaged a diversity of participants. **During our community engagement, the team heard these events were one of the top three activations in the laneway.** There was a slight increase in the number of people who visited Vivian Lane for active recreation compared to before the transformation. The service providers we surveyed after the event said they were all eager to participate again.





5 OPPORTUNITIES TO LEARN & CONTRIBUTE TO THE COMMUNITY



The team also heard during our initial engagement in June that the residents of Brampton were looking to get more involved in the community. They were eager to volunteer but also to learn from one another through workshops and events.

The team hosted a few events in Vivian Lane to meet this demand including educational sessions by Alzheimer Society of Peel, chess lessons by Enroute 2 Success, a bike repair workshop by Bike Brampton and a community event by Roots Community Services. Alzheimer Society of Peel hosted events like Brain Health, Dementia Friendly Communities and Interactive Dementia Experience – all of which educated the public about warning signs of dementia, strategies people can use to maintain brain health, how to create dementia friendly communities and showing people how it is to live with dementia. The bike repair workshop by Bike Brampton taught participants on how to fix a flat tire while the chess lessons was an opportunity for local organization Enroute 2 Success to provide their regular chess lessons for Black youth in Vivian Lane.

While the already existing chess tables in the laneway was ideal for the chess lessons, the other service providers were able to configure the space using the moveable furniture.

SCHEDULE OF EVENTS

	Activity	Service Provider/ Vendor	Day of week	Time	Drop-in or registered/ invited
1	Brain Health	Alzheimer Society of Peel	Tuesday	2 - 5pm	Drop-in
2	Dementia Friendly Communities		Tuesday	2 - 5pm	
3	Interactive Dementia Experience		Friday	5 - 9pm	
4	Chess Lessons	Enroute 2 Success	Tuesday	6 - 8:30pm	Registered/ invited
5	Flat Tire Repair Workshop	Bike Brampton	Tuesday	2 - 5pm	Drop-in



Dementia Friendly Communities by Alzheimer Society of Peel in Vivian Lane.



Flat Tire Repair Workshop by Bike Brampton at Vivian Lane.

IMPACT ON ACTIVITY IN THE SPACE

The drop-in activities during the middle of the day on a weekday were not as effective in bringing people to the laneway. Mid-day activities and events were also not comfortable or effective during the summer without a shade structure or tent. Most service providers preferred evenings as that is when most of the community would be free after work or school. Here are the numbers:

- **BRAIN HEALTH & DEMENTIA FRIENDLY COMMUNITIES**
average of 7 participants
- **INTERACTIVE DEMENTIA EXPERIENCE**
27 participants.
- **CHESS LESSONS**
10 – 12 every week.
- **FLAT TIRE REPAIR WORKSHOP**
15 participants.





OPPORTUNITIES & CHALLENGES

- 1 Related to physical space
- 2 Related to programming

1 RELATED TO PHYSICAL SPACE

OPPORTUNITIES

- The laneway was centrally located in downtown – close to Garden Square and the GO station.
- It was offset from the street providing a defined space for events.
- It already had some great design elements in place like art on the walls, greenery, seating and lighting.



CHALLENGES

- The laneway is in a wind tunnel and as such collected debris constantly. The wind also led to the newly added trees falling over from time to time.
- The laneway is also exposed to harsh sun during the day. While initial plans included adding a shade structure or material, the team was not able to execute this due to technical challenges and City permits. For events that were held in the middle of the day, it became necessary to use temporary tents.
- The laneway is not a level surface, and this prevented it from being truly accessible to the elderly and people with dementia. Alzheimer Society of Peel noted that the lack of contrast in colours between the ground and the wall would be disorienting for people with dementia.
- The colourful yarn bombing installed on the bollards was found missing after a few days.
- There were no electrical outlets or public Wi-Fi at Vivian Lane. The lack of electrical outlets deterred many food vendors from participating in the pop-up Night Markets. For the musical activations, the team was forced to rent portable batteries which became a significant expense for the project.
- Many visitors and program facilitators reported the laneway being hard to find. This is an obvious challenge as Vivian Lane is an underused public space and was chosen to activate for that very reason.

2 RELATED TO PROGRAMMING

OPPORTUNITIES

- Brampton has a great community of grassroots organizations and small businesses that are interested in facilitating and participating in community events in downtown Brampton. Activate Downtown Brampton was able to engage some of them in its programming.
- The resident community of Brampton is looking to participate in more diverse programming in downtown Brampton.
- More people turned up for events in Vivian Lane and chose to stay back when there were multiple activities happening at the same time. Eg: Family Day, pop-up Night Market.
- More people turned up for events when they were promoted well, and when it was a registered event as opposed to a drop-in. Eg: Wellness Market, Giant Pop-up Flowers Activity, Improv Workshop and Poets Open Mic Night in Punjabi/Hindi.
- Providing consistent programming helped in attracting residents to the laneway. Eg: Music activations, pop-up Night Markets.
- Events held on evenings and on weekends were well attended.
- Events held at the same time as other events in the downtown had better attendance.
- Music and food attract a lot of people.

CHALLENGES

- Events that were held at the middle of the day on weekdays did not attract many residents.
- Events for seniors and people with disabilities require more outreach and planning especially from an accessibility point of view.
- Promoting the various events well ahead of time, through both digital and print media, was a challenge. Such promotion requires more planning and time.
- Music and food attract a lot of people but it was challenging to provide this in Vivian Lane as the laneway did not have electrical outlets.





MEASURES OF SUCCESS

The team defined the success of the Activate Downtown Brampton project by the following metrics.

- 1 10 or more independent businesses involved in the planning and design of the laneway pop-up.
 - **MET EXPECTATIONS.** 10 independent business owners were part of focus groups that were hosted during the planning of the laneway pop-up. 1 local artist and 1 local non-profit organization were part of the design of the laneway pop-up. 30 independent businesses were part of the programming of the laneway pop-up.
- 2 10 or more community members engaged in the organization and roll out of the activations.
 - **MET EXPECTATIONS.** 30 local vendors were engaged which included artists, service providers and staff from local community organizations.
- 3 100 people provide direct feedback during the activations on their enjoyment of the project, travel patterns, and hopes for downtown Brampton's placemaking.
 - **MET EXPECTATIONS.** A total of 110 people provided direct feedback - 42 people through engagement boards and 68 people through intercept surveys.
- 4 300 unique impressions made on the BIA's social media posts regarding the project.
 - **MET EXPECTATIONS.** BIA's social media posts regarding the project received more than 300 unique impressions. The social media post regarding the Salsa Dance Party received 8,553 unique impressions.
- 5 40 volunteers supporting the activations, laneway installations, and musical performances.
 - **MET EXPECTATIONS.** More than 40 volunteers supported the activations, laneway installations and musical performances.
- 6 At least 100 attendees for each musical performance.
 - **MET EXPECTATIONS.** 150 attendees each Saturday across four locations in downtown.
- 7 80% of intercept survey respondents stating they will return to the downtown core in the future.
 - A survey conducted by the BIA for their Shop Local 2 Win showed that 69% to 71% of those who were surveyed planned to shop more locally in the future. This shows an interest among Brampton residents to stay in the city and shop in the city.
- 8 At least 50% increase in pedestrian traffic during laneway pop-up.
 - **MET EXPECTATIONS.** On Saturdays, there was a 140% increase in pedestrian traffic, and on weekdays, there was an 87% increase in pedestrian traffic when there was an event going.
- 9 50 downloads or more of the final findings/recommendations report.
 - This is yet to be determined.
- 10 10 or more programming partners are from equity seeking communities.
 - **MET EXPECTATIONS.** 20 programming partners were from equity seeking communities.

RECOMMENDATIONS

This Report makes key recommendations to help energize public spaces in Downtown Brampton. The recommendations, when strategically applied will create community connections that contribute to a strong sense of community pride.

- 1 Placemaking & Public Space Transformation
- 2 Community Engagement
- 3 Foster Partnerships & Collaborations
- 4 Programming
- 5 Operations & Logistics
- 6 Marketing & Promotions
- 7 Support local businesses, artists & non-profit organizations
- 8 Moving forward with "Activate Downtown Brampton"



1 PLACEMAKING & PUBLIC SPACE TRANSFORMATION

Through the Activate Downtown Brampton project, placemaking was at the forefront to enhance underutilized public space, create vibrant and beautiful spaces where residents want to be, feel empowered and feel a sense of pride and ownership. Placemaking is an ongoing process and needs continued commitment from the City of Brampton and Downtown Brampton BIA to establish and maintain partnerships with various local organizations and service providers. In this regard, we recommend:

A CREATE A PLACEMAKING TEAM AT THE CITY OF BRAMPTON

that is tasked to activate downtown public spaces by continuously engaging the community, establishing and maintaining partnerships with local organizations, and by transforming and programming public spaces. In the absence of a dedicated City team, the task of placemaking should fall under the City Planning and Design Division at the City of Brampton. In this situation, this report recommends creating a Placemaking Steering Committee consisting of representatives of the Brampton community and prioritize representation from Indigenous communities in addition to equity deserving communities. The Steering Committee's role is to provide key insights, community's perspective, and amplifiers of the project. The BIA should have representation on the Placemaking Steering Committee and be involved in decision-making processes.

B ALLOCATE BUDGET FOR PLACEMAKING INITIATIVES.

This should include funds for planning as well as transformation of space and programming, as well as operations and maintenance. Refer to Appendix 3 for the budget for Activate Downtown Brampton.





- C SET KEY SHORT-TERM AND LONG-TERM PLACEMAKING TARGETS AND GOALS. THE CITY OF BRAMPTON SHOULD MAKE A PUBLIC COMMITMENT TO IDENTIFY AND ACTIVATE A MINIMUM OF ONE UNDERUSED PUBLIC SPACE PER YEAR AND HOLDING A CERTAIN NUMBER OF EVENTS WITHIN THE NEXT FIVE YEARS.** As the community continues to be impacted by the post-pandemic economic recovery and continued Regional water and wastewater construction, improvements to our public spaces will be essential to provide respite and beautification to the downtown. To create a greater impact in the community, choose locations that are strategic and host events and programming that the community desires. As demonstrated in Section 3, the most successful and popular events and programs were the live music and the pop-up Night Markets.
- D WORK WITH THE EQUITY OFFICE AT THE CITY OF BRAMPTON TO ESTABLISH PARTNERSHIPS WITH THE MISSISSAUGAS OF THE CREDIT FIRST NATION (MCFN) TO PRIORITIZE PLACEMAKING AND PLACEKEEPING LED BY MCFN.** Placekeeping is 'a form of engagement that prioritizes ecological, historical and cultural relationships to and the care of 'place'; and unsettles shared public spaces to bring the presence of Indigenous histories and futures into focus. Placemaking led by the MCFN should be a key action item for any placemaking initiative in Brampton.
- E INCLUDE DIVERSE STAKEHOLDERS IN THE DESIGN OF THE PUBLIC SPACE** so that in addition to being playful, accessible and having active edges, the space also addresses the different ways people want to use public space like space for socializing, eating, prayer, playing diverse types of games, etc.

F PRIORITIZE CULTURALLY RESPONSIVE PLACEMAKING APPROACHES WHICH INCLUDES CULTURALLY RESPONSIVE FOOD, MUSIC AND PUBLIC ART.

Food coupled with music and public art can brighten up public spaces and transform them to reflect Brampton's diversity, connect people from different cultures and build social capital. Public art that is installed should make the space inviting, exciting and be in alignment with the City's Public Art Strategy which is currently in development. As seen at Vivian Lane, painting the ground mural can be a great opportunity for the community to come together and spread awareness about the initiative. For future initiatives, artists should be involved earlier on in the design process, so that there is more time built in for feedback including from the community. Funds should be properly allocated so that artists are not only fairly compensated but there are funds for refreshing the artwork. To make the space accessible for people with dementia, black surfaces should be avoided and there should be a contrast between the wall and floor as these are disorienting to people with dementia. It should be noted that it is also disorienting for people with dementia to see faces on the floor.

G PUBLIC SPACE SHOULD BE FLEXIBLE ALLOWING FOR A VARIETY OF ACTIVITIES

and allow for both passive and active uses. For instance, Vivian Lane had seating, sandbox and chalkboard. To eliminate safety concerns of sandboxes, concerted effort should be taken to maintain them. Sandboxes make the space accessible and friendly for children. Use moveable chairs and tables so that users can configure the space according to their needs. Provide different types of seating some of which are accessible for senior residents and those using mobility devices. It should be noted that for public spaces to be properly inclusive for senior residents and people with dementia, it should be a level surface.



H REMOVE THE TWO PARKING SPACES NEAR VIVIAN LANE TO EXPAND THE LANEWAY and a create a more friendly and inviting public space.

I ADD FEATURES TO MAKE THE SPACE MORE COMFORTABLE. Use different types of **greenery** like AstroTurf or sod, planters to trees to ‘soften’ the space. Make sure the plants you use can withstand the weather conditions and are rated and weighted appropriate. The plants should also be non-toxic as people with dementia tend to eat them. Add **shade** in areas that get high exposure to the elements such as sun, wind or rain, **outdoor heaters** to make the space more comfortable in shoulder seasons and winter, and **public washrooms that are accessible.** Washrooms are critical for the senior population.

J PUBLIC SPACES SHOULD HAVE ACCESS TO ELECTRICITY AND WIFI as these facilities are important for live music and food vendors.

K EXPLORE AND PILOT A WINTER STRATEGY FOR ACTIVATE DOWNTOWN BRAMPTON. Since the Activate Downtown Brampton project was primarily held in the summer, the design elements and programs were catered to the warmer months. Continue programming and events through winter months to improve winter placemaking within downtown Brampton. Based on the BIA’s experience hosting winter markets in downtown Brampton including at Vivian Lane, the report recommends that there should be several winter activations happening at the same time in the downtown – isolated events will not encourage residents to come out when the weather is cold. The City should also explore outdoor heating in public spaces. Considerations for activations may include fire pits, crokicurl, culturally diverse hanging lanterns, light-box art installations, public performances/dances in empty storefronts, Scandinavian or mobile saunas, winter movie nights, winter patio program, hot chocolate program, interactive light installations, lighting, greenery, and colour. The [WinterCity Strategy](#) from Edmonton is a great example for Brampton to take inspiration from.



2 COMMUNITY ENGAGEMENT

Communities should be the focus of any placemaking initiative. Identifying existing community assets and resources are critical when building partnerships to better program public spaces. As such, continuous community engagement is a key priority to this process.

A FACILITATE EARLY OUTREACH AND ENGAGEMENT WITH THE MISSISSAUGAS OF THE CREDIT FIRST NATION,

the Treaty holder in Brampton. Also engage with other **Indigenous communities within Brampton.** Check Recommendation #3 about establishing partnerships that will serve these groups.

B FACILITATE OUTREACH AND ENGAGEMENT WITH DIFFERENT ETHNO-CULTURAL GROUPS, SENIORS, YOUTH AND THE INTERSECTION OF ALL THESE.

Check Recommendation #3 about establishing partnerships that will serve these groups.

C USE A VARIETY OF OUTREACH METHODS.

Methods such as focus groups (online or in-person) as well as digital methods (online surveys and social media campaigns) offer a variety of tools to engage with the public.

D MEET PEOPLE WHERE THEY GATHER. In addition to locations where the team engaged the community in June 2022 (for example - the Farmers' Market, Brampton Library and the Chapelview Seniors Residence) a bigger effort should be taken to engage with residents at locations like the City Hall's Atrium, cultural centres and events, places of worship and community centres like YMCA and the City's recreation facilities.

E TAKE ACTION. Do not wait for the physical transformation of the space to be over to take action on some of the easier things you heard during community engagement. This need not be a big production; it could be as simple as taking something that is already being done and bringing it outside to a public space like fitness classes or library programs. Being responsive to community input is important in building trust with the community.



3 FOSTER PARTNERSHIPS & COLLABORATIONS

Local partnerships and collaborations are critical to the success of any placemaking initiative.

- A WORK WITH THE EQUITY OFFICE AT THE CITY OF BRAMPTON, AND ESTABLISH PARTNERSHIPS WITH MISSISSAUGAS OF THE CREDIT FIRST NATION (MCFN).** MCFN should be a key partner and the City and BIA should build this relationship with MCFN and prioritize placemaking that reflect the MCFN heritage.
- B WORK WITH THE EQUITY OFFICE AT THE CITY OF BRAMPTON TO IDENTIFY AND ESTABLISH PARTNERSHIPS WITH OTHER INDIGENOUS PARTNERS** which can lead to placemaking led by other Indigenous communities.
- C CONTINUE ESTABLISHED PARTNERSHIPS** with organizations working with different ethno-cultural and religious groups. Also identify new organizations to partner with and build partnerships with them based on reciprocity. Prioritize partnerships with specific cultural communities like the Black, Caribbean and South Asian communities that reflect the diversity of Brampton.
- D BUILDING STRATEGIC PARTNERSHIPS WITHIN THE CITY OF BRAMPTON** not only facilitates the transformation, programming and maintenance of downtown public spaces, but provides the requisite exposure for dynamic marketing and promoting.
- E IN ADDITION TO ENGAGING WITH THE CITY'S AGE-FRIENDLY ADVISORY COMMITTEE, IMPROVE OUTREACH TO SENIORS BY IDENTIFYING SPECIFIC PARTNERSHIPS WITH SENIOR CENTRES** like Bob Callahan Flower City Seniors Centre and senior homes in Brampton.
- F IMPROVE OUTREACH TO YOUTH** and allow them to have ownership over the space and the programming. **Establish partnerships with Brampton Youth Councils** in the community programming.
- F ENGAGE BUSINESSES EARLY IN THE PROCESS AND ESTABLISH PARTNERSHIPS WITH THEM** to program and take ownership of the space.





4 PROGRAMMING

A CONTINUE TO PROVIDE REGULAR PROGRAMMING SUCH AS LIVE MUSIC, POP-UP NIGHT MARKET, HEALTH AND WELLNESS ACTIVITIES AND FAMILY-BASED PROGRAMMING.

These were the most popular activations at Vivian Lane. Popup markets allow entrepreneurs to test their products and try out being a market vendor for the first time. Programming should be aligned with both the [Culture Master Plan](#) and the [Performing Arts Strategic Plan](#) and leverage the work in progress.

B HAVE MULTIPLE EVENTS HAPPEN IN THE SPACE AT THE SAME TIME SO THAT PEOPLE HAVE DIFFERENT REASONS TO BE THERE.

E.g.: Have food vendors and art activity for kids at the same time as the live music. Use the concept of the '[Power of 10+](#)'.

C PROVIDE CULTURALLY MORE DIVERSE PROGRAMMING.

Partner with local organizations involved with different religious and cultural groups in Brampton and provide the space to them for programming.

D PRIORITIZE PROGRAMMING LED BY MISSISSAUGAS OF THE CREDIT FIRST NATION.

Partner with the MCFN to provide programming led by them. Partner with other organizations like The Indigenous Network to provide programming led by other Indigenous communities.

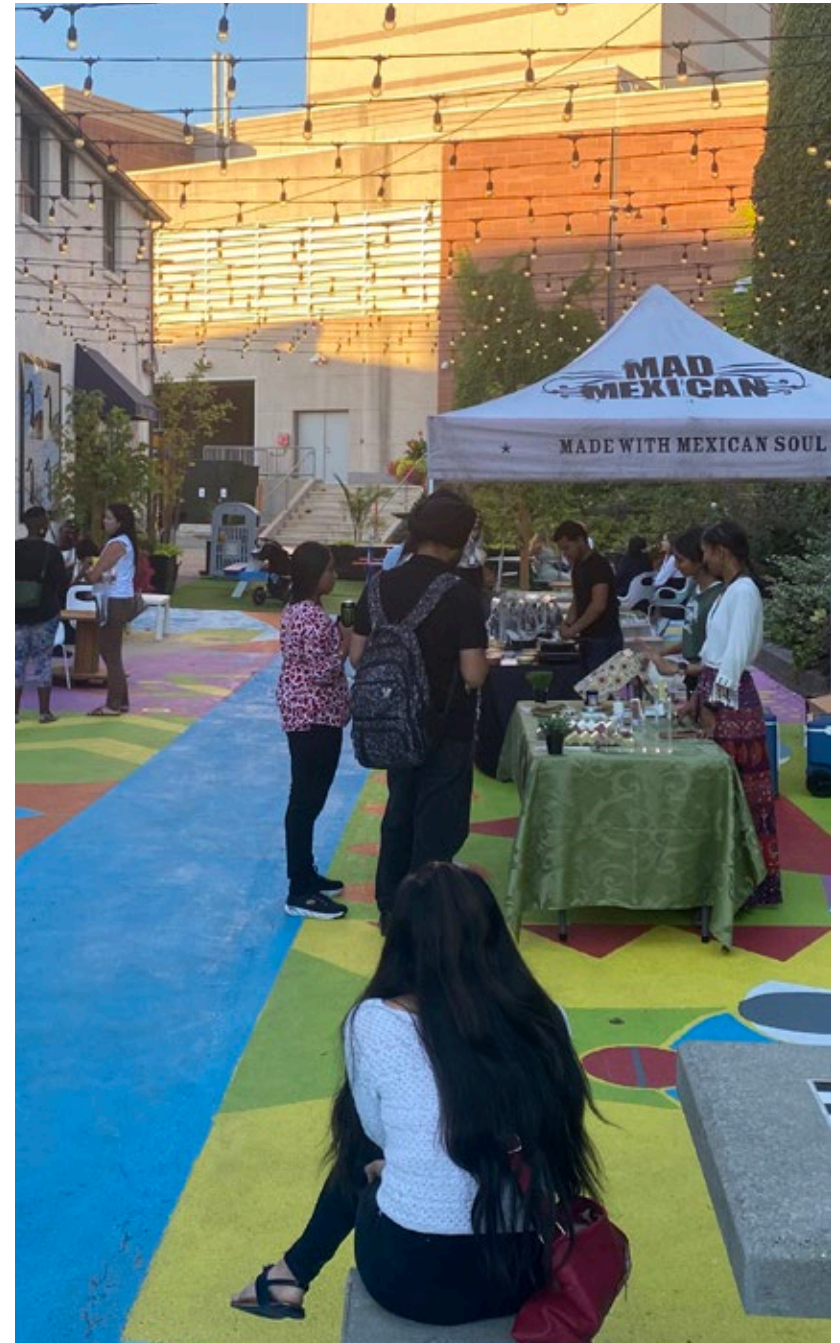
E PROVIDE MORE PROGRAMMING FOR SENIORS.

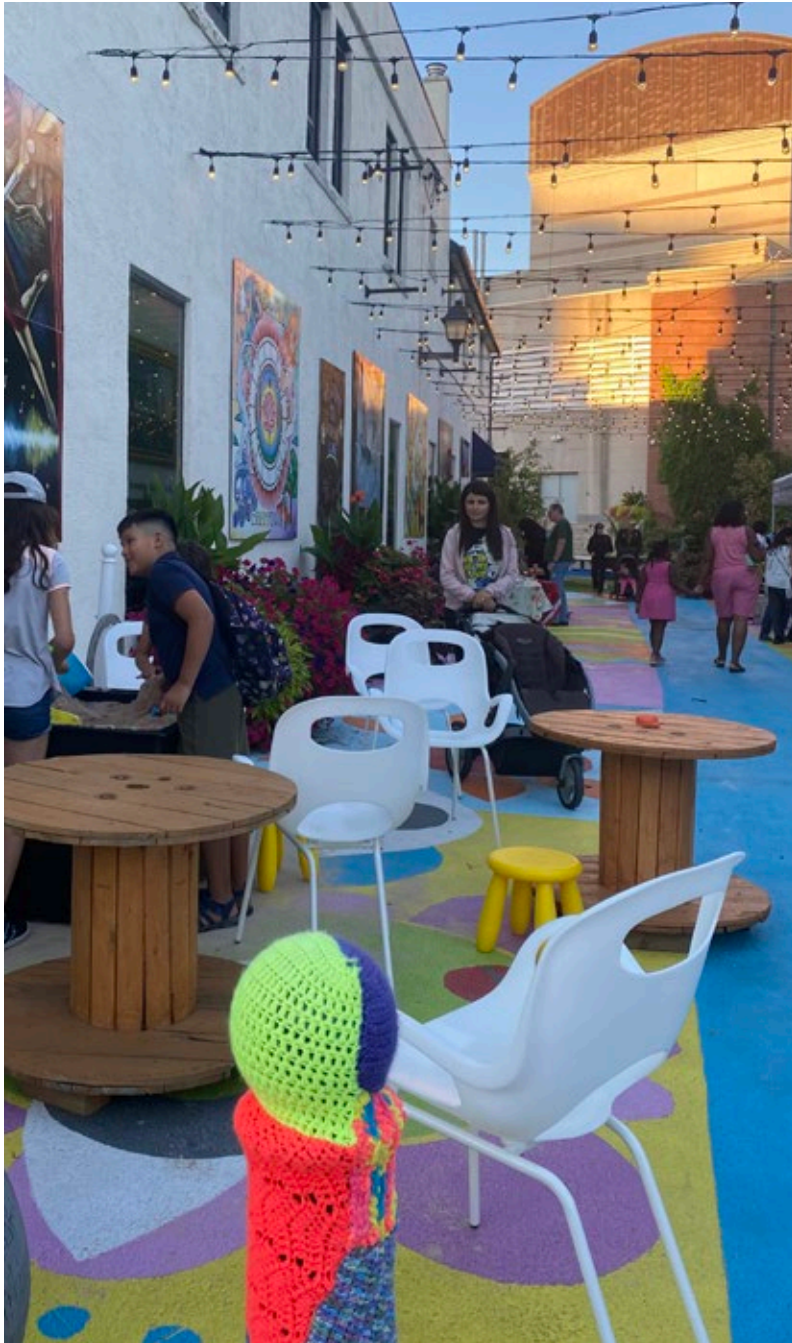
Partner with local organizations involved with seniors and provide the space to them for programming.

F TIMING OF THE EVENTS

- i. **Provide programming on Thursday evenings, Friday evenings, and/or weekends.** The service providers in Vivian Lane who hosted events on weekdays during the day reported having fewer participants. The project tested various days and times, and Thursday to Sunday were the most effective days.
- ii. **Coordinate and complement programming with existing City events/programs.** The most successful programs were hosted to coincide with well-known events already happening in Downtown such as the Thursday Movie Nights and Saturday Farmer's Markets. The programs were provided to complement and expand the offerings available in the downtown and to encourage residents/visitors to explore the downtown. Aligning the pop-up night markets in summer with the Thursday movie nights in Garden Square would bring more people to the night market.

- G CONFIRM PROGRAMMING DETAILS AT LEAST 6 WEEKS AHEAD OF OPENING** to allow for a fulsome promotional campaign and to ensure technical and marketing support is available from the City.





5 OPERATIONS & LOGISTICS

- A HAVE AN OPERATIONS PLAN IN PLACE FOR EACH PLACEMAKING INITIATIVE.** This should include details on the maintenance of the space - including daily set-up and take-down for each event, waste collection, landscaping, security, snow removal, cleaning and general up-keep. It is critical to properly allocate dedicated budget and resources to implement this plan and ensure the spaces are well-maintained, cleaned up before and after any event and regularly checked for hazards (i.e. sharps in sand boxes, Astroturf is cleaned before a yoga session etc.).
- B HAVE A DEDICATED PROGRAMMING COORDINATOR** in the City's proposed placemaking team who will implement the operations plan, oversee coordinating with programming partners and be on site during programming to help with set up and hosting.
- C IDENTIFY RELIABLE LOCATIONS FOR STORING FURNITURE FOR EACH PLACEMAKING INITIATIVE AS WELL AS ONGOING STORAGE BETWEEN INITIATIVES.**
- D ESTABLISH A PROCESS OF BOOKING UNDERUSED PUBLIC SPACES WITH REDUCED BOOKING FEES OR A SLIDING SCALE FOR SMALL BUSINESSES AND SMALL ORGANIZATIONS.** This will reduce operational and financial barriers for small organizations and businesses so that they can take ownership of their own events which will in turn reduce the workload for the BIA and/or City staff to organize events. Consider implementing a subsidized insurance program for small businesses and organizations to host and participate in events.
- E DEFER BIA RENTAL FEES FOR THEIR PROGRAMMING OF VIVIAN LANE** allowing them greater flexibility and ownership of the space.

6 MARKETING & PROMOTIONS

One of the things the team consistently heard during the Vivian Lane programming is that residents were not aware of what was happening in Vivian Lane. This report recommends being strategic about communications on future placemaking initiatives and events.

A ESTABLISH INSTITUTIONAL PROMOTIONAL PARTNERS

such as the Downtown Projects Centre at the City of Brampton, Brampton Arts Organization, Garden Square or The Rose to amplify the events. Identify and partner with local media outlets (online and print) to promote the placemaking initiative and events. Invite them to events to showcase the activations.

B ESTABLISH PROMOTIONAL PARTNERS TO REACH HARD-TO-REACH GROUPS SUCH AS SENIORS, DIFFERENT RACIALIZED GROUPS, PEOPLE WITH DISABILITIES, AND YOUTH.

These could include organizations, educational institutions, citizen-based advisory committees that work with these groups.

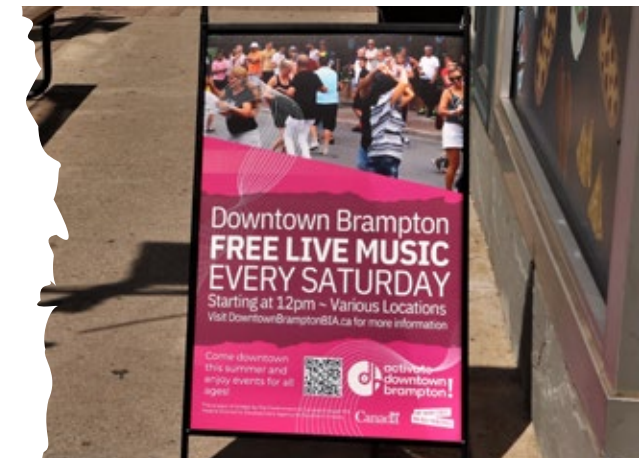
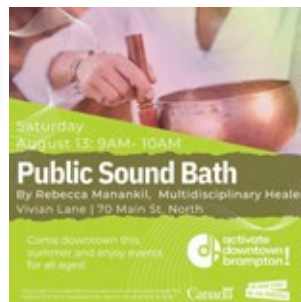
C THE CITY OF BRAMPTON AND BIA SHOULD ACTIVELY PROMOTE ALL EVENTS ON THEIR SOCIAL MEDIA CHANNELS AND ANY E-NEWSLETTERS.

D PROMOTE THE EVENT AT MULTIPLE LOCATIONS.

In addition to promoting on social media, advertise the event on the Garden Square video screen, on sandwich boards located in key locations and through flyers (posted at the library, community centre, educational institutes like Algoma University, grocery stores - including ethnic grocery stores) and distributed at events like the weekly farmers' market.

E START PROMOTIONS EARLY.

Promotions should begin at least three weeks before the event so that community members can plan ahead and participate in the events.



7 SUPPORT LOCAL BUSINESSES, ARTISTS & NON-PROFIT ORGANIZATIONS

A PROVIDE MORE OPPORTUNITIES FOR LOCAL businesses, artists and non-profits by planning more vendor and artisan markets, wellness experiences especially for seniors and women of colour, indoor winter markets and events with live music. Reduce the barriers to their participation in these events as well as existing events by reducing the booking fees or offering a sliding scale for non-profits and small businesses.

B BRAMPTON ENTREPRENEUR CENTRE OR ECONOMIC DEVELOPMENT TO ORGANIZE NETWORKING EVENTS specifically for small businesses and the creative community in Brampton so that they can connect with each other and create a community.

C PROMOTE SMALL BUSINESSES, ARTISTS & NON-PROFITS when they participate in placemaking events by featuring them on the City's website and social media channels.

D PROVIDE MINIMUM STANDARD OF AMENITIES like convenient access to public washrooms, electricity and public Wi-Fi in public spaces so that vendors and musicians feel supported and events such as vendor markets, live music etc. can take place without interruption.

E CONNECT VENDORS AND MUSICIANS THAT TOOK PART IN ACTIVATE DOWNTOWN BRAMPTON WITH THE CITY OF BRAMPTON'S THIS IS BRAMPTON INITIATIVE. Refer Appendix 2 for list of participants.



8 MOVING FORWARD WITH “ACTIVATE DOWNTOWN BRAMPTON”

Activate Downtown Brampton was a successful placemaking exercise that built on community assets to activate public spaces in Brampton. This initiative should continue and for that, this Report recommends:

A ACTIVATE MORE AREAS OF THE DOWNTOWN so that people come to downtown and are encouraged to stay there.

B DEDICATE CITY FUNDING TO THE ACTIVATE DOWNTOWN BRAMPTON program so that it is not dependent on grants. Budget should include funds for implementation as well as planning. Use pilot project budget as a benchmark to establish budget and allocate funding to move forward with Activate Downtown Brampton. Refer Appendix 3 for budget related to the pilot project.

C STUDY THE ECONOMIC IMPACT OF ACTIVATIONS ON THE DOWNTOWN BUSINESS COMMUNITY. The Activate Downtown Brampton project showed that when an underused space is transformed and programmed, there is an increase in pedestrian activity and an increase in people staying in the area. During future activations, the report recommends that the City of Brampton (City Planning and Design Division, and Economic Development) along with the BIA monitor one or two additional metrics related to economic impact on the downtown business community. This could be modelled along the study recently done by the BIA on the economic impact of their Shop Local 2 Win program which showed that 68% of the respondents tried new places, 78% shopped and spent more, and 69 – 71% planned to shop more locally in the future. Another example of an economic impact study done after a public space intervention is this [Economic Impact Study of Bike Lanes in Toronto’s Bloor Annex and Korea Town Neighbourhoods](#) by The Centre for Active Transportation in Toronto.

D PRIORITIZE ACTIVATE DOWNTOWN BRAMPTON GOALS THAT:

- i Attract residents to downtown and support local businesses**
- ii Increase opportunities for social connections**
- iii Celebrate city’s cultural diversity through programming**
- iv Engage diverse communities in re-imagining underused public spaces**
- v Foster partnerships and collaborations**





CONCLUSION

Placemaking initiatives like Activate Downtown Brampton is an effective 'Meanwhile Strategy' for Brampton as the City of Brampton works towards developing and implementing its [Integrated Development Plan](#). It also fits well within the Urban Design component of the Integrated Downtown Plan by helping create a social, active, enjoyable and safe public realm. It adds the 'fun factor' to cities and will help make Brampton's neighbourhoods more livable and attractive. When built on community assets, it will reflect the diversity of Brampton and go a long way in realizing the vision of the mosaic as set out in the [Brampton 2040 Vision](#).

Through Activate Downtown Brampton, the team was able to attract residents to downtown, increase opportunities for social connections, celebrate Brampton's cultural diversity, establish several partnerships and engage diverse communities in re-imagining underused public spaces.

Vivian Lane was not an active space before and many people did not know where Vivian Lane was. Vivian Lane will require regular programming and activation to raise its profile as a "place". Brampton's residents are eager for regular and reliable programming for all ages and abilities. It is only when such programming is consistently provided that people will turn up for them. Many people were unaware of the programming in Vivian

Lane and participated in them by chance. A concerted effort in promoting Vivian Lane using a variety of means is required to ensure community awareness of future placemaking initiatives.

A growth opportunity for the Activate Downtown Brampton program is to celebrate and amplify the heritage and culture of the Mississaugas of the Credit First Nation and other Indigenous communities in Brampton. The team reached out to The Indigenous Network but were not successful in engaging with them but that goes onto show much effort establishing relationships take. At the report writing stage, we were able to establish a connection with Mississaugas of the Credit First Nation. We recommend the City of Brampton continue to foster this relationship and establish partnerships with MCFN in addition to doing additional outreach to the Indigenous Network. Placemaking led by the MCFN and other Indigenous communities should be prioritized going forward.

Lastly, the cornerstone of the activations in Vivian Lane was the Brampton community. The team started this process by engaging with the community – asking them what they would like to see and do in downtown Brampton. The team built on existing community assets and leveraged partnerships with various community organizations.

To all the amazing collaborators, artists, champions:

**WE THANK YOU FOR MAKING
ACTIVATE DOWNTOWN BRAMPTON
A SUCCESS!**

APPENDIX



APPENDIX 1

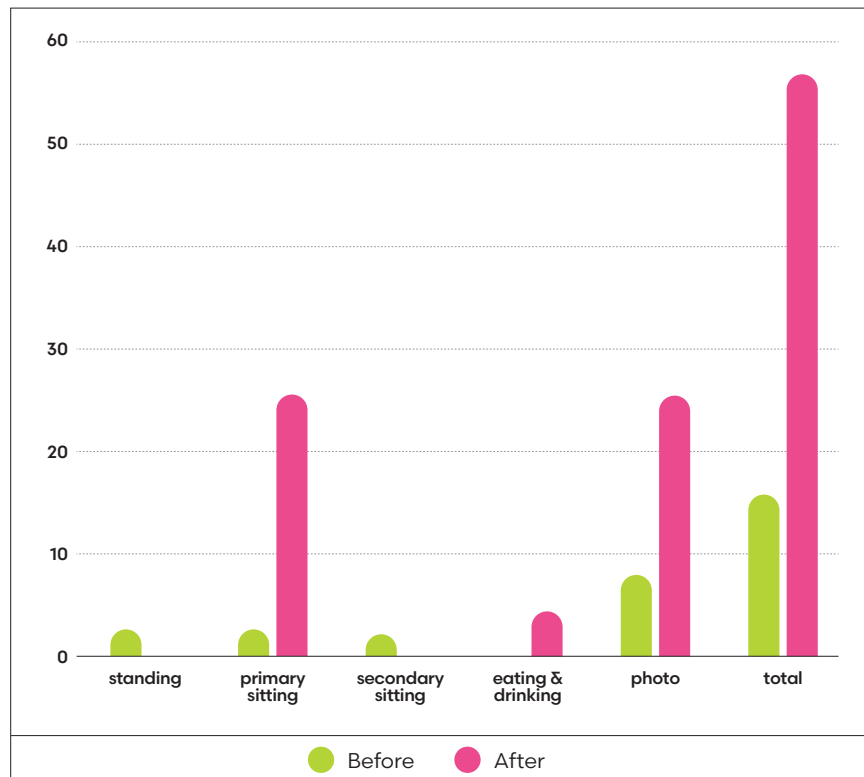
Data collected through public life studies and community engagement

1 RATE DESIGN ELEMENTS FROM 'NOT IMPORTANT' TO 'VERY IMPORTANT'

Question asked: Using dot stickers, rate the importance of the following Design Elements from 1-4 (1 - not important at all, 4 - very important).

	1	2	3	4
Ground Mural	0	1	5	41
Tables and Chairs	4	2	1	24
Trees and Greenery	4	4	5	42
Sandboxes	3	5	3	19

2 ACTIVITY IN VIVIAN LANE ON SATURDAYS



Data: Activity in Vivian Lane on Saturdays (Before)

Session	Morning	Mid-Day	Afternoon	Evening	Total
Time of recording	8:45*	12:15*	15:30*	19:00*	
Standing	0	3	0	0	3
Primary Sitting	0	1	1	0	2
Secondary Sitting	0	2	0	0	2
Eating & Drinking	0	0	0	0	0
Photo	0	2	3	0	5
Total	0	8	4	0	12

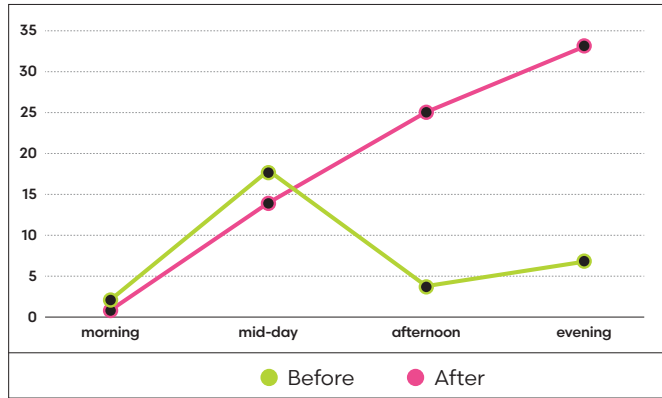
*Activity was monitored in two 15-minute intervals and recorded in a 30-minute interval.

Data: Activity in Vivian Lane on Saturdays (After)

Session	Morning	Mid-Day	Afternoon	Evening	Total
Time of recording	8:00*	11:30*	13:00*	18:30*	
Standing	0	0	0	0	0
Primary Sitting	0	11	5	5	21
Secondary Sitting	0	0	0	0	0
Eating & Drinking	0	5	0	0	5
Photo	2	0	13	0	15
Total	2	16	18	5	41

*Activity was monitored in two 15-minute intervals and recorded in a 30-minute interval.

3 MOVEMENT THROUGH VIVIAN LANE ON SATURDAYS



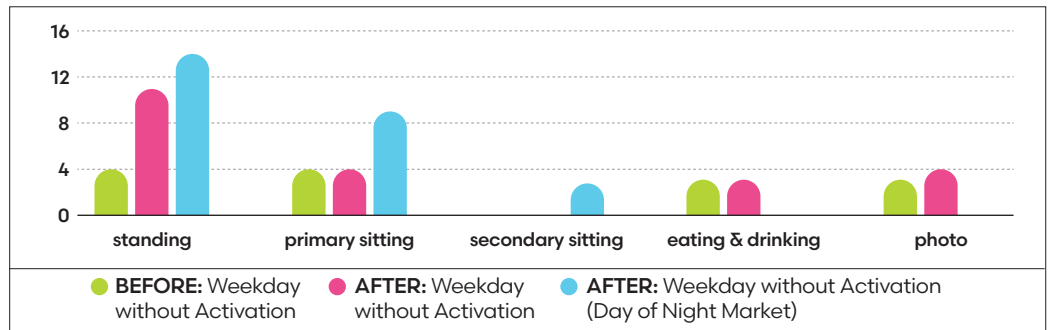
DATA: Movement through Vivian Lane on Saturdays (Before)

Session	Morning	Mid-Day	Afternoon	Evening	Total
Time of recording	8:45*	12:15*	15:30*	18:45*	
Number of people moving through (on foot, on cycle and on mobility devices)	2	18	4	7	31

DATA: Movement through Vivian Lane on Saturdays (After)

Session	Morning	Mid-Day	Afternoon	Evening	Total
Time of recording	8:00*	11:30*	15:15*	18:30*	
Number of people moving through (on foot, on cycle and on mobility devices)	1	14	25	33	73

4 ACTIVITY IN VIVIAN LANE ON WEEKDAYS



DATA: Activity in Vivian Lane on Weekdays Without (Before)

Session	Morning			Mid-day	Afternoon	Evening	Total
Time of recording	8:45**	9:30**	Total	11:30*	15:45*	19:00*	
Standing	0	1	1	1	2	0	4
Primary Sitting	0	2	2	0	1	1	4
Secondary Sitting	0	0	0	0	0	0	0
Eating & Drinking	0	0	0	2	0	1	3
Photo	0	0	0	0	1	2	3
Total	0	3	3	3	4	4	14

DATA: Activity in Vivian Lane on Weekday Without Activation (After)

Session	Morning	Mid-day	Afternoon			Evening			Total
Time of recording	8:00*	11:30*	13:00**	13:00**	Total	19:00**	19:45**	Total	
Standing	0	8	0	2	2	1	0	1	11
Primary Sitting	0	1	1	1	2	1	0	1	4
Secondary Sitting	0	0	0	0	0	0	0	0	0
Eating & Drinking	0	1	0	2	2	0	0	0	3
Photo	1	0	0	1	1	2	0	2	4
Total	1	10	1	6	7	4	0	4	22

DATA: Activity in Vivian Lane on Weekday with Activation (After)

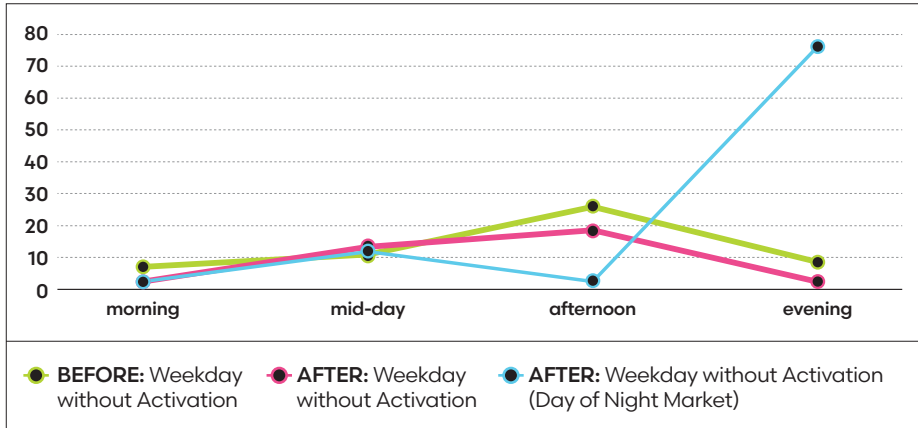
Session	Morning	Mid-day	Afternoon			Evening			Total
Time of recording	8:00*	11:30*	13:20**	14:27**	Total	18:45**	19:45**	Total	
Standing	0	0	0	0	0	2	12	14	14
Primary Sitting	0	5	0	0	0	3	1	4	9
Secondary Sitting	0	1	0	0	0	0	0	0	1
Eating & Drinking	0	0	0	0	0	0	0	0	0
Photo	0	0	0	0	0	3	2	5	5
Total	0	6	0	0	0	8	15	23	29

**Activity was monitored and recorded in two 15-minute intervals.

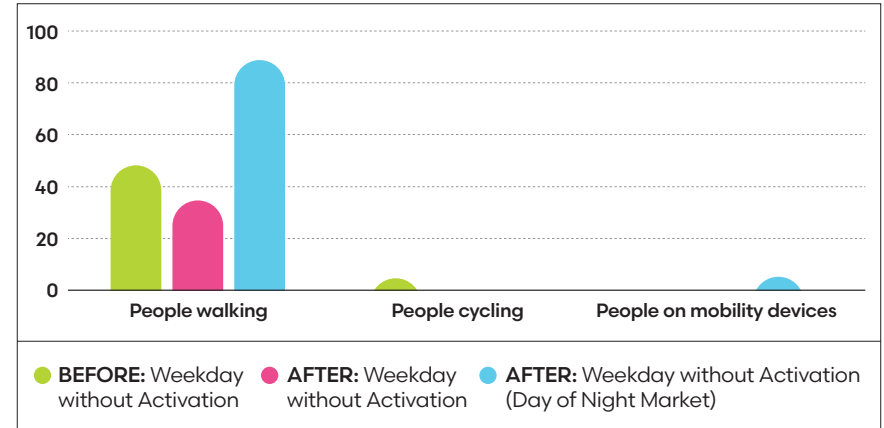
*Activity was monitored in two 15-minute intervals and recorded in a 30-minute interval.

5 MOVEMENT THROUGH VIVIAN LANE ON WEEKDAYS

Movement through Vivian Lane on Weekdays



Breakdown of Movement through Vivian Lane on Weekdays



DATA: Movement through Vivian Lane on Weekdays without Activation (Before)

Session	Morning			Mid-day			Afternoon			Evening	Total
	8:45**	9:30**	Total	12:15**	13:00**	Total	First 15-min interval**	Second 15-min interval**	Total	19:00**	
Time of recording											
Number of people moving through on foot.	1	5	6	6	3	9	6	18	24	8	47
Number of people moving through on cycle.	0	0	0	0	1	1	1	1	2	0	3
Number of people moving through on mobility devices.	0	0	0	0	0	0	0	0	0	0	0
Total	1	5	6	6	4	10	7	19	26	8	50

DATA: Movement through Vivian Lane on Weekdays with Activation (After)

Session	Morning	Mid-day	Afternoon	Evening	Total
Time of recording	8:00*	12:30*	13:15*	18:45*	Total
Number of people moving through on foot.	2	11	2	73	88
Number of people moving through on cycle.	0	0	0	1	1
Number of people moving through on mobility devices.	0	0	0	2	2
Total	2	11	2	76	91

DATA: Movement through Vivian Lane on Weekdays Without Activation (After)

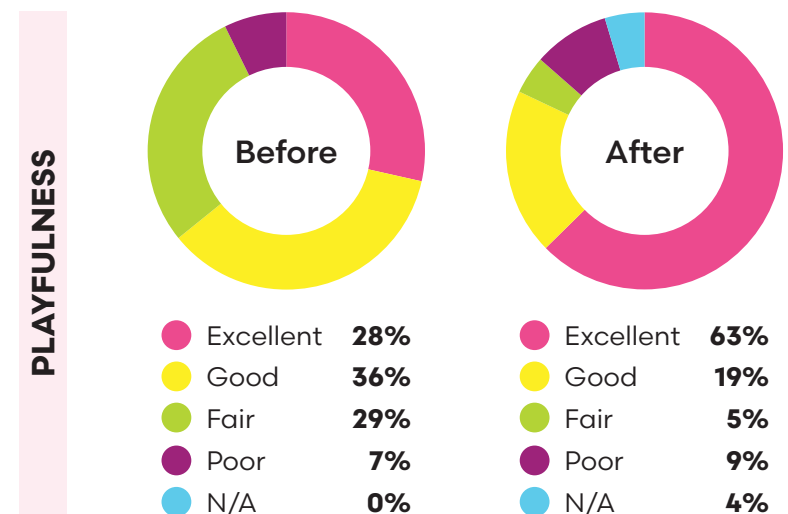
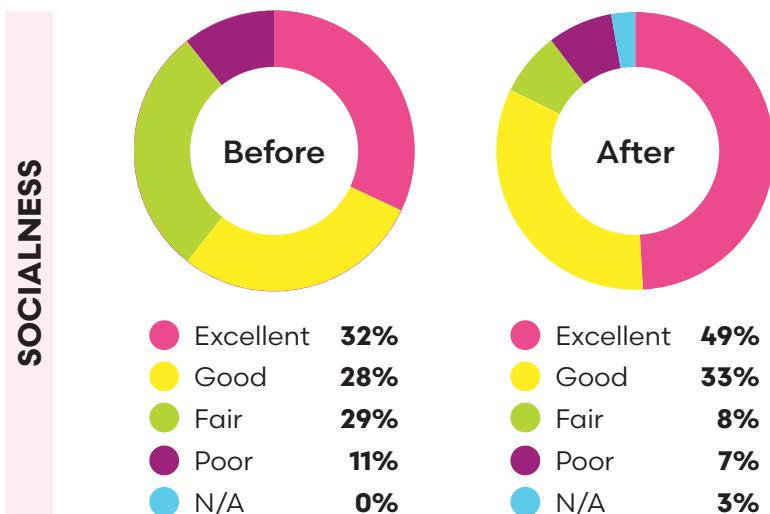
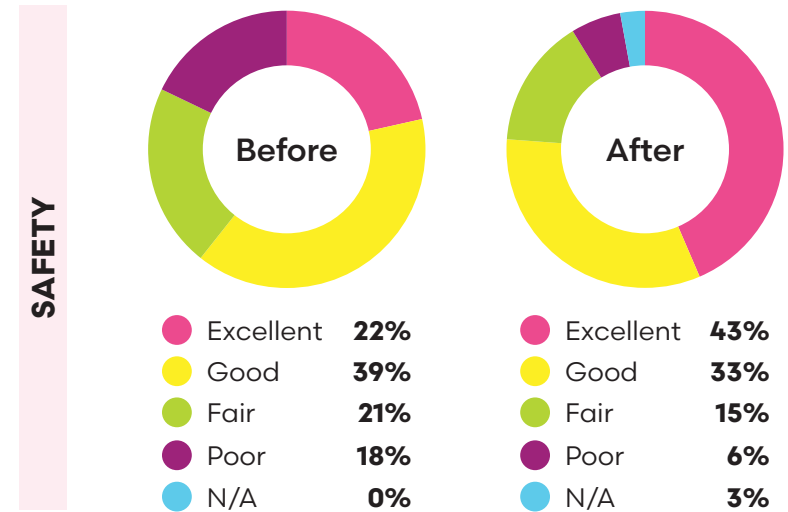
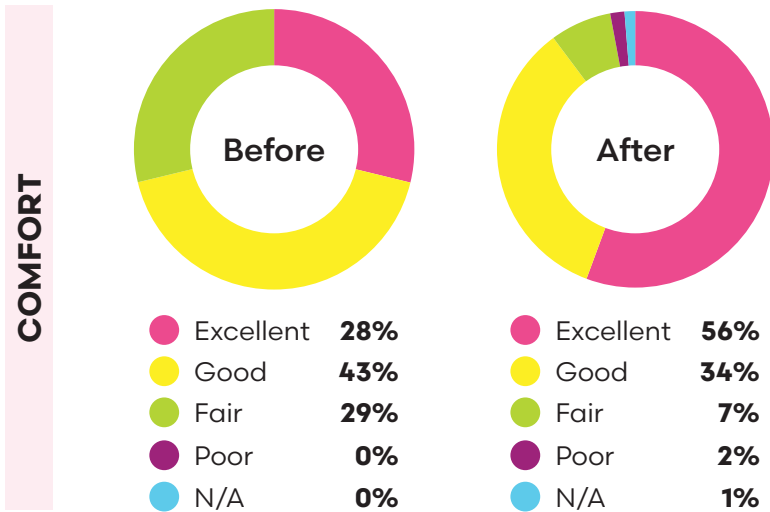
Session	Morning	Mid-day			Afternoon			Evening		Total	
	8:00*	11:30**	Second 15-min interval**	Total	15:30**	16:15**	Total	18:30**	19:30**		Total
Time of recording											
Number of people moving through on foot.	2	5	7	12	8	10	18	2	0	2	34
Number of people moving through on cycle.	0	0	0	0	0	0	0	0	0	0	0
Number of people moving through on mobility devices.	0	0	0	0	0	0	0	0	0	0	0
Total	2	5	7	12	8	10	18	2	0	2	34

*Activity was monitored in two 15-minute intervals and recorded in a 30-minute interval.
**Activity was monitored and recorded in two 15-minute intervals.

6 RATING OF COMFORT, SAFETY, SOCIALNESS AND PLAYFULNESS

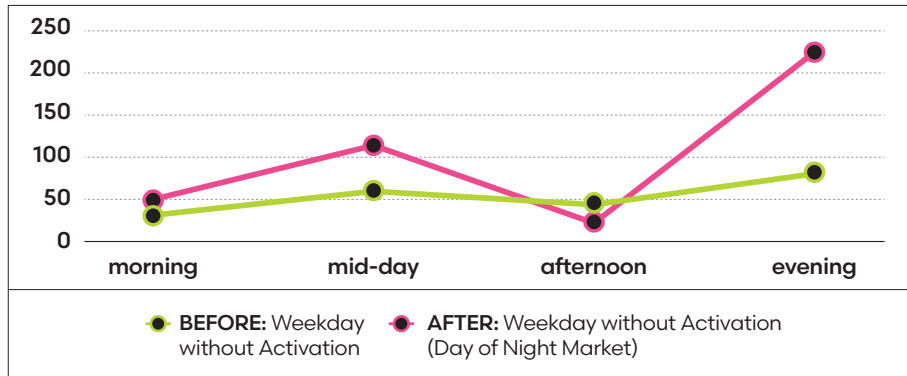
Question asked: How would you rate the following factors in this space?

	Before					After				
	Excellent	Good	Fair	Poor	N/A	Excellent	Good	Fair	Poor	N/A
Comfort	28%	43%	29%	0%	0%	56%	34%	7%	2%	1%
Safety	22%	39%	21%	18%	0%	43%	33%	15%	6%	3%
Socialness	32%	28%	29%	11%	0%	49%	33%	8%	7%	3%
Playfulness	28%	36%	29%	7%	0%	63%	19%	5%	9%	4%

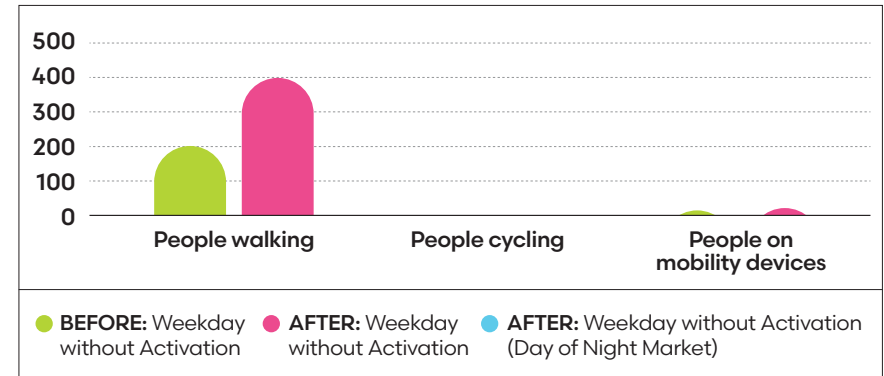


7 MOVEMENT THROUGH MAIN STREET ON A WEEKDAY WITH ACTIVATION

Movement through Main Street on a Weekday with Activation



Breakdown of Movement through Main Street on Weekday with Activation



DATA: Movement through Main Street on Weekdays without Activation (Before)

Session	Morning			Mid-day			Afternoon			Evening	Total
	8:30 **	9:15 **	Total	12:00**	12:45**	Total	15:30**	Second 15-minute interval**	Total	18:45*	
Time of recording											
Number of people moving through on foot.	17	13	30	27	30	57	36	3	39	79	205
Number of people moving through on cycle.	1	1	2	4	0	4	5	0	5	2	13
Number of people moving through on mobility devices.	0	2	2	0	0	0	0	0	0	0	2
Total	18	16	34	31	30	61	41	3	44	81	220

DATA: Movement through Main Street on Weekdays with Activation (After)

Session	Morning	Mid-day	Afternoon	Evening	Total
Time of recording	8:00*	11:30*	13:00*	18:30*	Total
Number of people moving through on foot.	50	113	25	217	405
Number of people moving through on cycle.	0	1	1	5	7
Number of people moving through on mobility devices.	0	0	0	5	5
Total	50	114	26	227	417

*Activity was monitored in two 15-minute intervals and recorded in a 30-minute interval.
**Activity was monitored and recorded in two 15-minute intervals.

8 FAVOURITE ACTIVATIONS IN ACTIVATE DOWNTOWN BRAMPTON

Question asked: Which activations do you like the most? Choose three.

Options: Fitness & Wellness Programs, Live Music, Pop-up Night Market, Drop-in Programs, Play

	Number of responses for this activity as one of their top three activities	
Fitness & Wellness Programs	31	17%
Live Music	47	25%
Pop-up Night Market	48	26%
Drop-in Programs	30	16%
Play	30	16%

APPENDIX 2

Summary of Interventions for Activate Downtown Brampton (May 2022 – September 2022)

ACTIVITY	DATE	DAY OF WEEK	TIME	SERVICE PROVIDER/VENDOR	NUMBER OF PARTICIPANTS	IMPACT (based on feedback/number of participants)	COST (excluding permit fees)
PHYSICAL TRANSFORMATION							
Ground Mural	July 23, 2022 to July 30, 2022			Abiola Idowu	1 artist + more than 40 volunteers	High	\$7500
Furniture	August 2, 2022 to August 9, 2022			Chairs: Umbra <i>(Assembly & installation by 8 80 Cities)</i> Wooden spoons: Facebook Marketplace <i>(Converted into tables by 8 80 Cities)</i> Children's furniture: IKEA <i>(Assembly & installation by 8 80 Cities)</i> Picnic tables: BIA & City of Brampton	5	High	Chairs from Umbra: \$779.70 Wooden spoons: \$200 Children's furniture from IKEA: \$137.85 Picnic tables: In-kind
Landscaping	August 2, 2022 to August 9, 2022			Young trees & plants: Sheridan Nurseries Vegetables: Home Depot Astroturf: Canadian Tire	5	High	Young trees & plants: \$3058.79 Vegetables: \$146.9 Astroturf: \$377.11
Sandboxes	August 2, 2022 to August 9, 2022			Play Sand: Home Depot Sandtoys: Dollarama	5	High	Play Sand: \$119.60 Sandtoys: \$18
Yarn bombing	August 2, 2022 to August 9, 2022			CNIB Deafblind Services	1	High	In-kind

ACTIVITY	DATE	DAY OF WEEK	TIME	SERVICE PROVIDER/VENDOR	NUMBER OF PARTICIPANTS	IMPACT (based on feedback/number of participants)	COST (excluding permit fees)
PROGRAMMING							
Live Music	May 7, 2022	Saturday	12-4 pm	Full Tilt, Ricardo Barboza, Tausha Hanna, Denzel Ross	150	High	\$78694 (for 23 weeks of live music)
Live Music	May 14, 2022	Saturday	12-2 pm	Carla Gonzalez, Shelisa Akbar, Raquel Skilich & Josh Sparks, Kibra Tesfaye	150	High	\$78694 (for 23 weeks of live music)
Live Music	May 21, 2022	Saturday	12-2 pm	Jesus Molinares, Tonefusion, Andrew Hunt, Simone Morris	150	High	\$78694 (for 23 weeks of live music)
Live Music	May 28, 2022	Saturday	12-4 pm	Luis Franco, Nichelle, Adina Vlasov, We Ain't Petty	150	High	\$78694 (for 23 weeks of live music)
Live Music	June 4, 2022	Saturday	12-2 pm	Sharifa Headley, Erin's Marlore, Nicole Jaskot, The Music Factory	150	High	\$78694 (for 23 weeks of live music)
Live Music	June 11, 2022	Saturday	12-2 pm	Kat Pinhorn, Sheldon D'Souza, Ricardo Babrboza, Keziaa Music	150	High	\$78694 (for 23 weeks of live music)
Live Music	June 18, 2022	Saturday	12-2 pm	Sylvia Kay, Rockwell Revival, Daniel Monte, Ricky Franco	150	High	\$78694 (for 23 weeks of live music)
Live Music	June 25, 2022	Saturday	12-2 pm	The Vocalist, Luis Franco, Ramblin' Soul, Angelene Bailey	150	High	\$78694 (for 23 weeks of live music)
Live Music	July 2, 2022	Saturday	12-2 pm	Baljit Dholki, Carla Gonzalez, The Rockin' Mojos, Leah Holtom	150	High	\$78694 (for 23 weeks of live music)
Live Music	July 9, 2022	Saturday	12-2 pm	Nicole Jaskot, Malia Love, Shebad, Manny Cardenas	150	High	\$78694 (for 23 weeks of live music)
Live Music	July 16, 2022	Saturday	12-2 pm	Jesus Molinares, Nick Mustapha, One Drop Band, Sarah Hiltz	150	High	\$78694 (for 23 weeks of live music)
Live Music	July 23, 2022	Saturday	12-2 pm	Adam Koopmans, Matrixx, Simply Classical, Sharifa Headley	150	High	\$78694 (for 23 weeks of live music)
Live Music	July 30, 2022	Saturday	12-2 pm	Sun-Rae, Irie Vibes, Ricardo Barboza, Deux Def Dudes	150	High	\$78694 (for 23 weeks of live music)
Dementia Friendly Communities	August 2, 2022	Tuesday	2-5pm	Alzheimer Society of Peel	average of 7	Low	In-kind
Chess Lessons	August 2, 2022	Tuesday	6-8 pm	Enroute 2 Success	10 - 12	High	In-kind

ACTIVITY	DATE	DAY OF WEEK	TIME	SERVICE PROVIDER/VENDOR	NUMBER OF PARTICIPANTS	IMPACT (based on feedback/number of participants)	COST (excluding permit fees)
PROGRAMMING							
Live Music	August 6, 2022	Saturday	12-2 pm	Antonio Cocuzzo, Table 69 Band, Jesus Molinares	150	High	\$78694 (for 23 weeks of live music)
Chess Lessons	August 9, 2022	Tuesday	6-8 pm	Enroute 2 Success	10 - 12	High	In-kind
Wellness Circle & Markets	August 12, 2022	Friday	5-9 pm	Brampton Wellness Centre, Hooper's, Pharmacy, Fresh Organic Spa, Shea Essence, Wholesome Food for Skin, Trish Juice, Beaux Arts	50	High	Unavailable
Sound bath	August 13, 2022	Saturday	9-10 am	Rebecca Manankil	3	Low	\$300
Live Music	August 13, 2022	Saturday	12-2 pm	Ricky Franco, Faces For Radio, ica,	150	High	\$78694 (for 23 weeks of live music)
Interactive Dementia Experience	August 19, 2022	Friday	5-9 pm	Alzheimer Society of Peel	27	High	In-kind
Live Music	August 20, 2022	Saturday	12-2 pm	Emma O'Malley, Dan McVeigh Band, Daniel Walsh, Luis Franco	150	High	\$78694 (for 23 weeks of live music)
Deep Roots, Strong Communities	August 23, 2022	Tuesday	2-5 pm	Roots Community Services	Not available	Low	In-kind
Chess Lessons	August 23, 2022	Tuesday	6-8 pm	Enroute 2 Success	10 - 12	High	In-kind
Giant Popup Flowers	August 26, 2022	Friday	5-9 pm	Progressive Arts Services	50	High	\$584.94
Live Music	August 27, 2022	Saturday	12-2 pm	Ramona Sylvan, Jacob Chung, The Hipnautical	150	High	\$78694 (for 23 weeks of live music)
Salsa Dance Party	August 27, 2022	Saturday	4-10 pm	Salsotika, Carla Gonzalez, The Bachata Project	500+	High	\$13,397.08
Brain Health	August 30, 2022	Tuesday	2-5pm	Alzheimer Society of Peel	average of 7	Low	In-kind
Pop-up Night Market	September 1, 2022	Thursday	6-10 pm	Auntie B Cuisine, Soulful Colour, Dévé Soaps, Mad Mexican	Not available	High (based on observation)	\$34.50 (for vendor insurance)
Interactive Dementia Experience	September 2, 2022	Friday	5-9 pm	Alzheimer Society of Peel	27	High	In-kind

ACTIVITY	DATE	DAY OF WEEK	TIME	SERVICE PROVIDER/VENDOR	NUMBER OF PARTICIPANTS	IMPACT (based on feedback/number of participants)	COST (excluding permit fees)
PROGRAMMING							
Gratitude Art Activity	September 2, 2022	Friday	5-6 pm	Soch Mental Health	Not available	Moderate	\$200
Live Music	September 3, 2022	Saturday	12-2 pm	Abu, TMJAZZ Quartet, Luis Franco, Full Tilt,	150	High	\$78694 (for 23 weeks of live music)
Deep Roots, Strong Communities	September 6, 2022	Tuesday	2-5 pm	Roots Community Services	Not available	Low	In-kind
Tree of Life Activity	September 9, 2022	Friday	5-7 pm	Hope 24/7	15	High	In-kind
Henna Workshop	September 9, 2022	Friday	7-8 pm	Soch Mental Health	Not available	Moderate	\$200
Flavours & Vibes	September 10, 2022	Saturday	4-10 pm	Jones & Jones Productions Ltd	500+	High	\$18,169.90
Brain Health	September 13, 2022	Tuesday	2-5 pm	Alzheimer Society of Peel	average of 7	Low	In-kind
Flat Tire Repair Workshop	September 13, 2022	Tuesday	2-5 pm	Bike Brampton	15	High	\$150.61
Pop-up Night Market	September 15, 2022	Thursday	6-10 pm	Salem's Lott Scary Hot Sauces, Infinity Artist Group Inc, Shea Essence Wholesome Food for Skin, Brampton Academy of Martial Arts, Mad Mexican	Not available	Moderate (based on observation)	\$56.93 (for vendor insurance)
Wellness Circle & Markets	September 16, 2022	Friday	5-9 pm	Brampton Wellness Centre	50	High	Unavailable
Sound bath & Yoga	September 17, 2022	Saturday	9-10 am	Rebecca Manankil	9	Moderate	\$300
Live Music	September 17, 2022	Saturday	12-2 pm	Tuti Molinares, True Rodeo Trio, Shantel Ogilvie, The Nic Vasiliou Group	150	High	\$78694 (for 23 weeks of live music)
Deep Roots, Strong Communities	September 20, 2022	Tuesday	2-5 pm	Roots Community Services	Not available	Low	In-kind
Bingo Session	September 20, 2022	Tuesday	2-5 pm	Revera Greenway	8	Low	In-kind

ACTIVITY	DATE	DAY OF WEEK	TIME	SERVICE PROVIDER/VENDOR	NUMBER OF PARTICIPANTS	IMPACT (based on feedback/number of participants)	COST (excluding permit fees)
PROGRAMMING							
Improv Night in Punjabi/Hindi	September 23, 2022	Friday	6-7 pm	Soch Mental Health	45 - 50	High	\$350
Dil Diyaan Gallan - Heart to Heart Poets Open Mic Night	September 23, 2022	Friday	7:30-9 pm	Soch Mental Health	45 - 50	High	\$435
Family Fun Day: Tai Chi	September 24, 2022	Saturday	9-10 am	The Brampton Academy of Martial Arts	10	Moderate	In-kind
Family Fun Day: Family Friendly Yoga		Saturday	10:30-11:30 am	Yogagurl	5	Low	\$298.70
Family Fun Day: Loose Parts Play		Saturday	2-4 pm	Linda Naccarato	20-30	High	\$1518.23
Family Fun Day: Children's Storytime		Saturday	2:30 PM	Brampton Library	Not available	Low	In-kind
Family Fun Day: Snacks and games		Saturday	9-4 pm	Various	N/A	High	\$77.34
Live Music	September 24, 2022	Saturday	12-2 pm	Manny Cardenas, Leigh Henderson, Susie Grooves Band, kLoX	150	High	\$78694 (for 23 weeks of live music)
Pop-up Night Market	September 29, 2022	Thursday	6-10 pm	Roots Community Services, Glamin Glitz, Fabo.lashes, Punjabi Community Health Services, Mad Mexican, ForeverLiving, World Financial Group)	Not available	High (based on observation)	\$114.08 (for vendor insurances) \$216.95 (for accessories) \$508.50 + \$280.69 (for drinks and snacks)
Live Music	October 1, 2022	Saturday	12-2 pm	Sharifa Headley, Shelisa Akbar, The Latintrain Duo, Rockwell Revival	150	High	\$78694 (for 23 weeks of live music)
Live Music	October 8, 2022	Saturday	12-2 pm	Diego Rodriguez, MattLeo Trio, Keziia, Leah Holtom	150	High	\$78694 (for 23 weeks of live music)

APPENDIX 3

Budget for Activate Downtown Brampton (January 2022 – December 2022)

PERSONNEL BUDGET	\$100,000
Engage partners to confirm locations and project scope	\$2500
Establish Project Steering Committee	\$500
Ongoing Steering Committee Meetings	\$2500
Develop Communications and Engagement Plan	\$6000
Develop Activations Schedule for select sites (Music and Community Programming)	\$3000
Create Laneway Pop Up Concept Plan	\$3000
Create Laneways Pop Up Build Plan	\$3500
Recruit Volunteers	\$1500
Develop operations, monitoring and evaluation plan	\$3000
Develop/acquire materials for pop ups	\$1000
Design and develop promotional materials	\$3000
Secure permits/coordinate ROW management	City provided in-kind support
Coordinate Music Activations	\$20,000
Public Life Studies- Before	\$1500
Host build shops for volunteers	\$1500
Laneway Pop up installation	\$4000
Public Life Study – After	\$1500
Coordinate Laneway Activations	\$27000
Laneway pop up tear down	\$4000
Ongoing Marketing and Communications	\$3500
Coordinate Video Documentation	\$500
Analyze data from pop-ups	\$2500
Develop summary report and visual shareable content	\$3000
Steering Committee Review	\$500
Dissemination	\$1000

NON-PERSONNEL BUDGET	\$148,650
<p>Communications</p> <ul style="list-style-type: none"> This included printing flyers, posters, postcards, engagement materials, photos for gallery event, ethnic media ads, social media ads etc. 	\$15,500
<p>Physical transformation of the space</p> <ul style="list-style-type: none"> This included artist fees, costs for furniture, landscaping, astroturf and other supplies, as well as volunteer honorariums and transportation costs. 	\$22,050
<p>Programming of the space</p> <ul style="list-style-type: none"> This included costs for hiring musicians, facilitators, service providers, insurance for the pop-up night markets, volunteer honorariums and hospitality costs during the various events. 	\$94,100
<p>Permits and Portable Toilet Rentals</p> <ul style="list-style-type: none"> This included rental fees to use Vivian Lane and Daily Times Square as well as rental fees for portable toilets. 	\$17,000