

City of Brampton

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City of Brampton

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Location Intelligence and Data Visualization

City of Brampton

Brampton, Ontario Canada

- Population over 600,000
- Large Youth population
- Diverse Communities with high percentage of New Comers
- Sits at the centre of a major Innovation Corridor



geoHUB.ca



APPS



MAPS



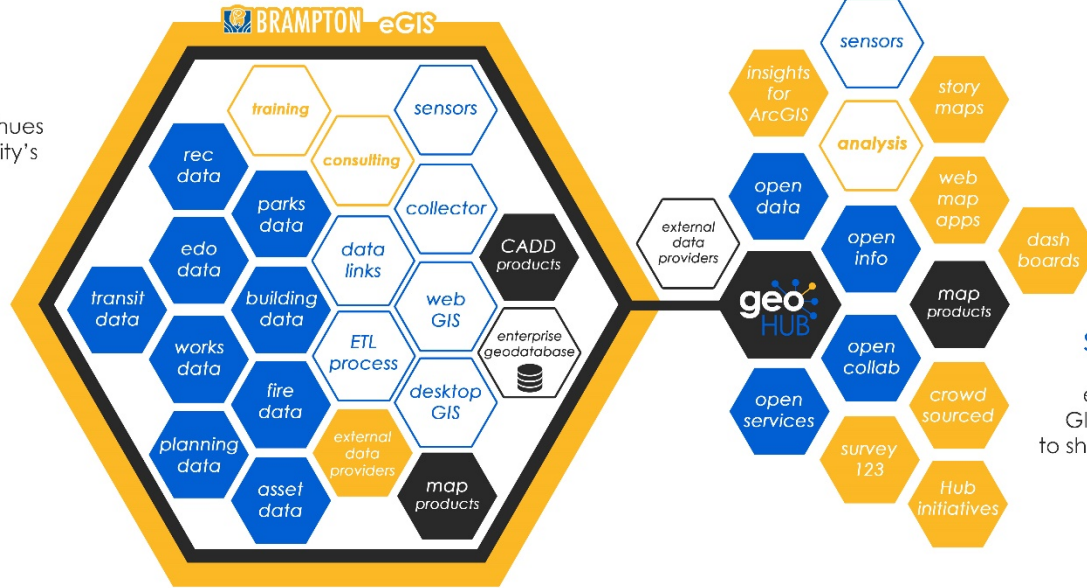
STORIES



DATA

system of record

GIS has traditionally been and continues to be a 'system of record'. It is the City's authoritative data for assets and information that support critical business processes. Corporate data integrated from enterprise systems is made discoverable through the City's GeoHub.

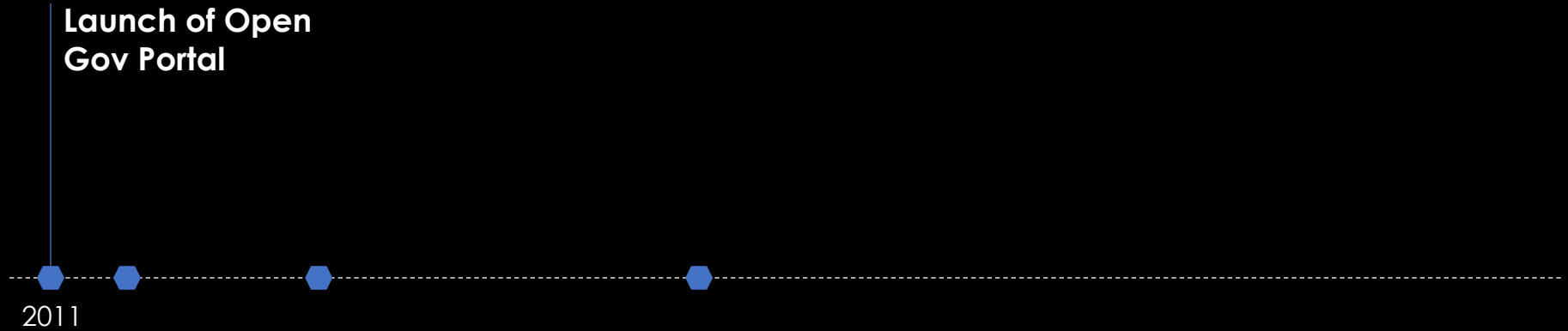


system of insight

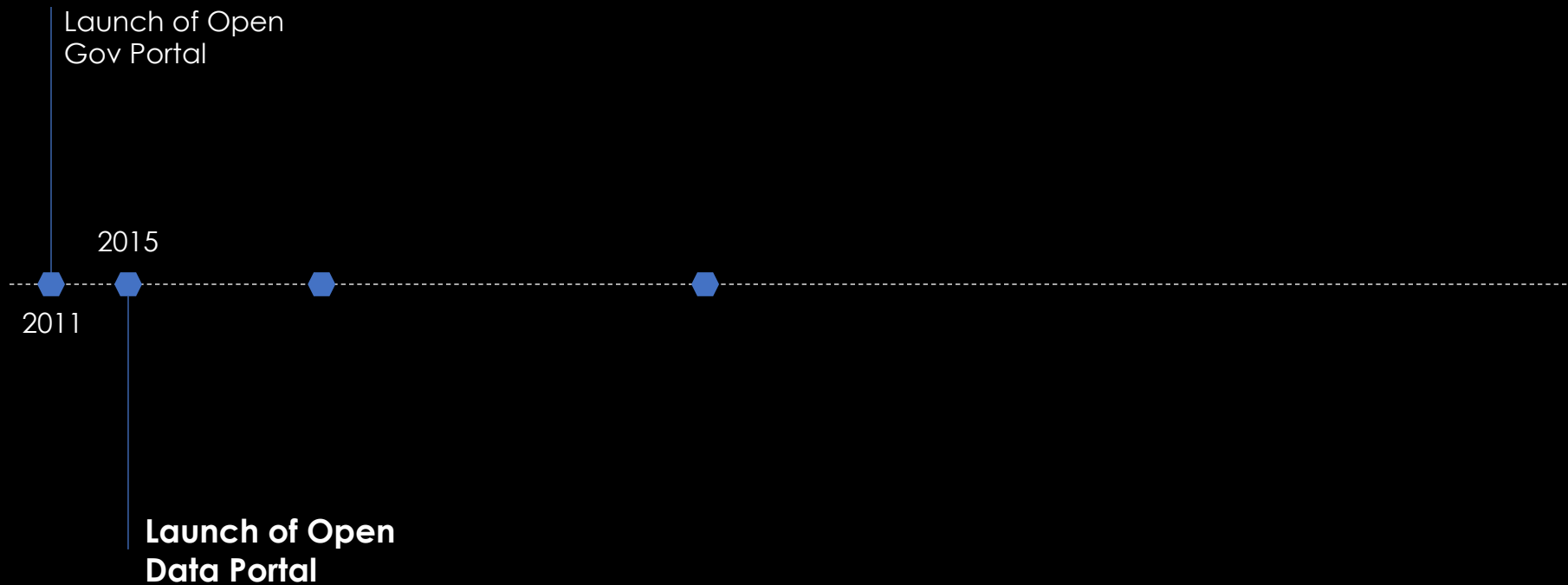
Insights, analysis tools, story maps and dashboards are key elements of the GeoHub System of Insight. Data is discoverable, meaningful and humanized so that any user internal or external can derive value from it.

system of engagement

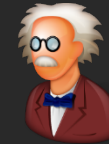
Communities are looking at ways to engage with their local government. GIS tools and services are the platform to share content, inform and collaborate with citizens, staff, businesses and academia.



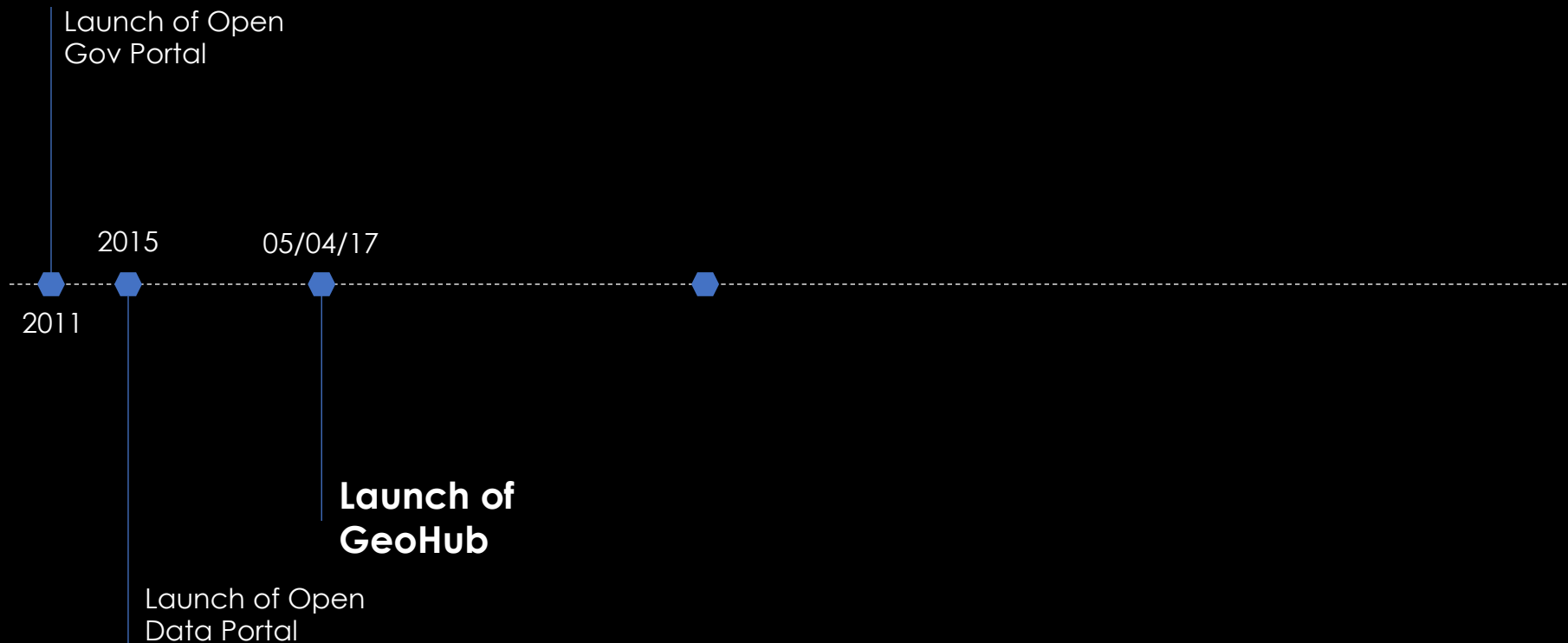
Open Data Timeline



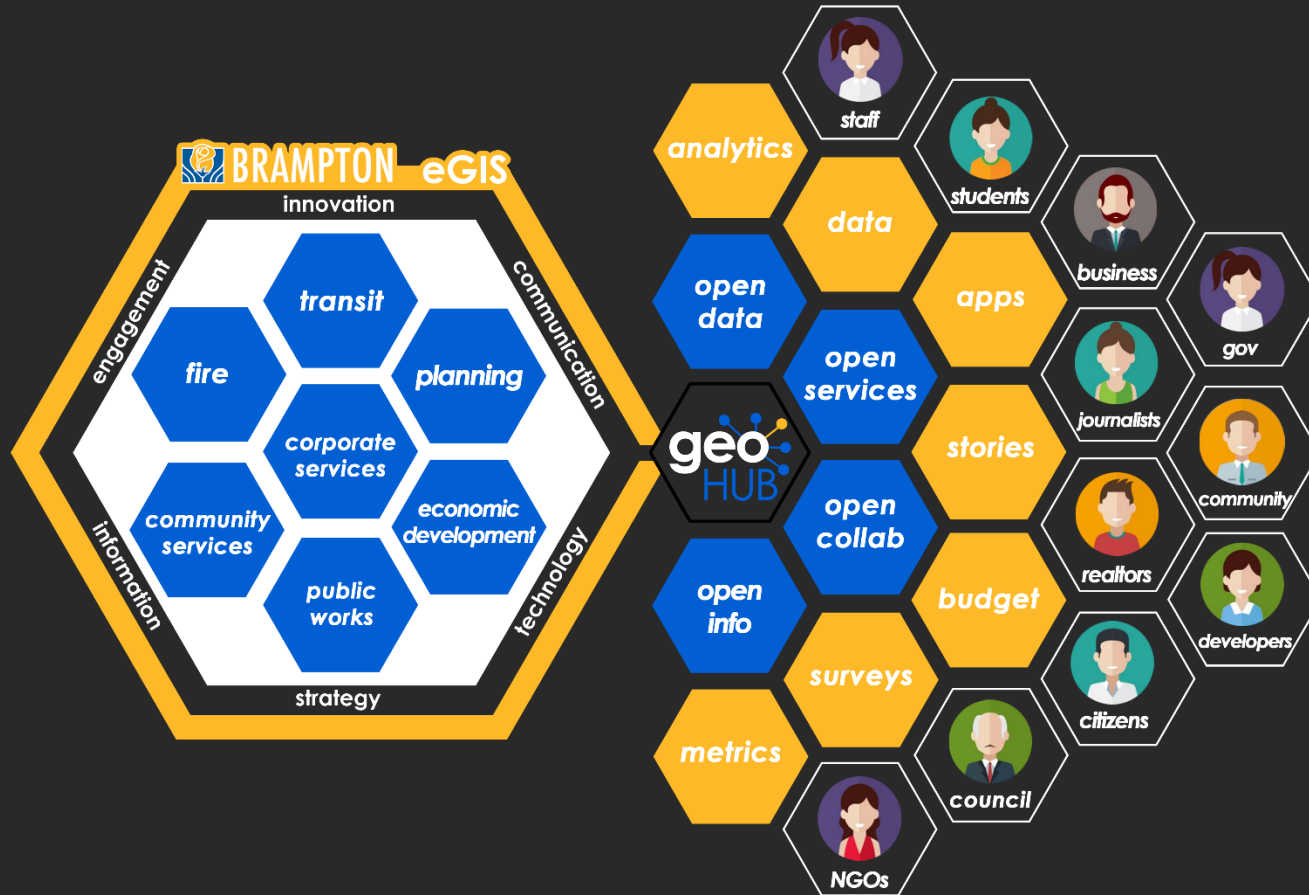
Open Data Timeline



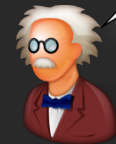
Cool!



Open Data Timeline



Still Cool!



How?

1. Find your champions

2. Build excitement

3. Be strategic



Benefits



Increased Transparency



Improved Productivity



Reduced Costs



**Collaboration and
Engagement**

Building Partnerships

**Economic
Dev.**

Building

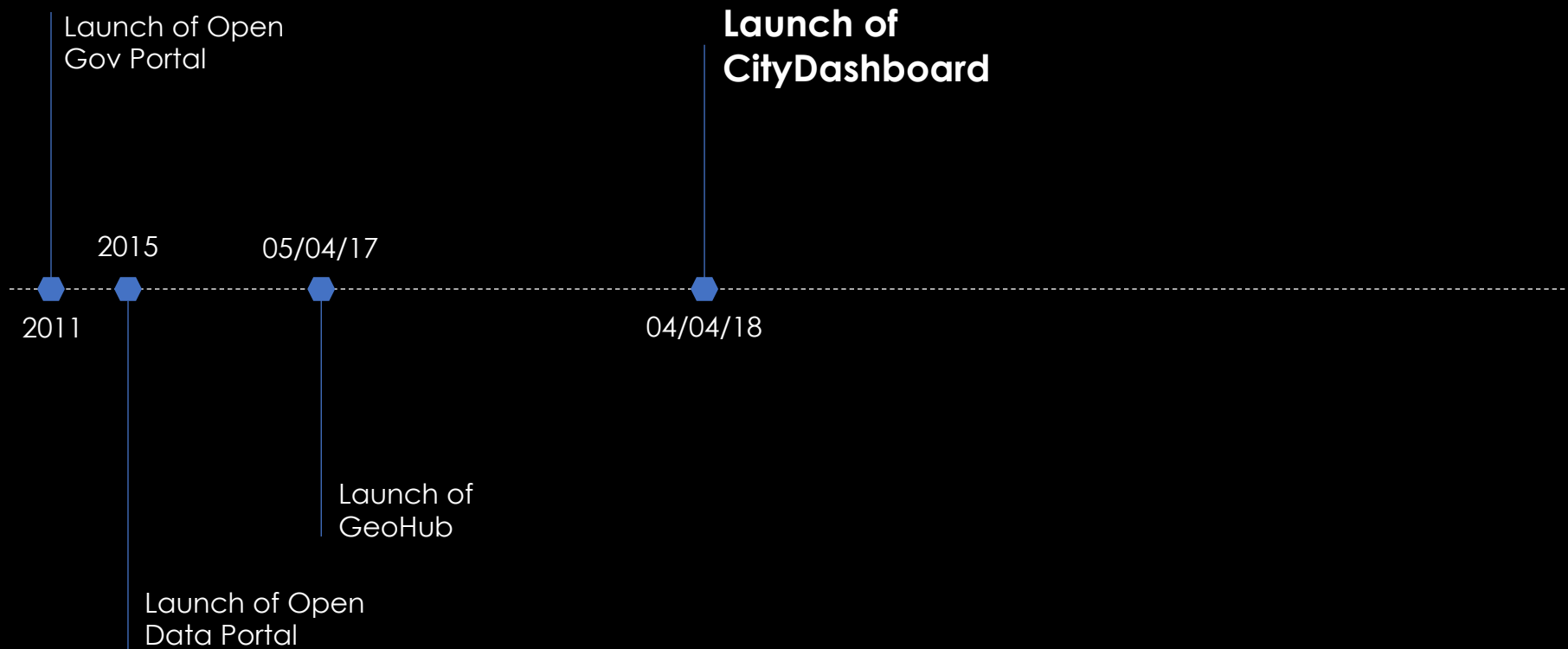
Planning

**Roads
Maintenance**

Parks

**ByLaw
Enforcement**

**Strategic
Communications**



Open Data Timeline

citydashboard v1.0

- Finance & Assets
- Customer Service
- Community Well-Being**
- Livability
- Economy
- Urban Form

Community Well-Being

Caring for the health, safety and well-being of our residents.

- Meeting Target
- Near Target
- Needs Improvement
- Monitoring**

Sense of Community
Belonging

69.4%

Residents reporting "Very" or "Somewhat Strong" sense of community belonging. (2013-2014)



Physical Activity Rate

42%

Population (aged 12+) who are physically active during leisure time. (2013-2014)



Crime Rate

2,440

Crimes per 100,000 population. (2016)



Residential Fire-Related
Injuries

0.16

Injuries per 100,000 population. (2017)



Residential Fire-Related
Fatalities

0.82

Fatalities per 100,000 population. (2017)



Total Motor Vehicle
Collision Rate

1,997

Per 100,000 population. (2016)



Fatal Motor Vehicle
Collision Rate

3.29

Per 100,000 population. (2016)



Incidence of Low
Income

16.6%

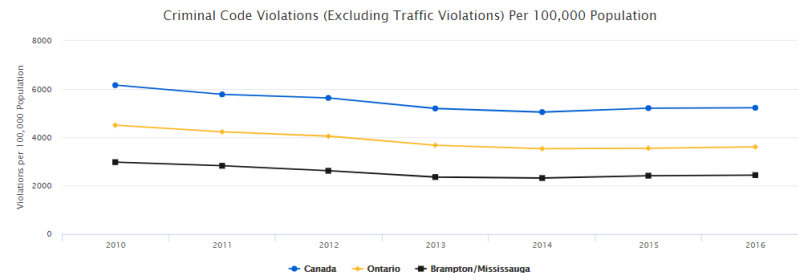
Residents living below income measure. (2015)



Crime Rate

 We are monitoring this measure

Target: We are monitoring this measure.



Source: Statistics Canada, incident-based crime statistics by detailed violations (and police services, Ontario) CANSIM Tables 252-0077 and 252-0051

Why is this measurement important?

Bramptonians deserve to feel safe in their neighbourhoods and the community at-large. The City has a role to play in collaborating with community partners, including Peel Regional Police, to ensure the safety of our residents is protected and enhanced.

How is this measured?

The Canadian Centre for Justice Statistics (run by Statistics Canada), in co-operation with the policing community across the country, collects police-reported crime statistics through the Uniform Crime Reporting Survey (UCR). Peel Regional Police provides the data for our policing jurisdiction as Brampton and Mississauga combined.

What progress are we making?

In line with provincial and national trends over the past few decades, Brampton and Mississauga has seen a positive decline in the number of criminal code violations. Contributing factors include the changing nature of crime, changes to policing practices, and even the fact that our population is aging (1).

Efforts are currently underway to verify some Brampton-specific data to better compare Brampton to provincial and national trends.

Although the overall trend is showing a positive decline, our sense of security is impacted when incidents occur close to home. To better serve Bramptonians, the Brampton Community Safety Advisory Committee was created to nurture a collaborative network of community agencies and residents to empower community specific solutions. Through community engagement and the future development of Community Safety and Well-Being Plans, we continue to prioritize the safety and well-being of all Bramptonians.

(1) Statistics Canada (2016). The Daily: Canada's Crime Rate: Two Decades of Decline.

DEMO - GeoHub

How does the City of Brampton engage External Clients & The Public?

- Rally the community around positive change
- Encourage citizens, businesses, and academics to participate on key initiatives.
- Utilize their skills and interests through hosted events and share and monitor collected data through engagement dashboards.



Geohub for the Citizens:

- Highlight the initiatives that drive the City's 2040 Vision
- Provides valuable & purposeful information and data to the Citizens of Brampton
- Helps build a smart community blueprint, enables collaboration of information between Brampton front line workforce and the citizens.
- Allows citizens, businesses and academics to participate on key initiatives.



Esri GIS Ambassador:

- **4** different school partnerships, working with many others to provide maps & data
- **5** City of Brampton GIS employees are enrolled in the program
- **7** classroom visits, several demos, and meetups with teachers
- Adjudicator at Regional GIS Skills Competition on March 28, 2018
- Collaborated with Esri Canada to provide data and criteria for Ontario Skills Competition
- Adjudicator at Ontario Skills Competition on May 8, 2018
- **3** judges at the Peel Skills Challenge on March 19, 2019



A hackathon is where all types of people with different skills come together to collaborate and build out ideas in a short-term & gamified innovation event



Date: August 11-12, 2017
Time: 24hrs
Cost: Free
Attendees: 200



Date: December 16, 2017
Time: 12hrs
Cost: Free
Attendees: 100



Date: march 25, 2018
Time: 12hrs
Cost: Free
Attendees: 200



Brampton 2040 Vision



VISION ENGAGEMENT BY THE NUMBERS

September 15 – October 31, 2017

Twitter and
Facebook impressions
(corporate account alone)

421,000+



People engaged
(not including through
social media)

11,041



Workshops

21



Workshop participants

305



Ideas, pins and votes
submitted on website

1,277



Submissions in kids' contest

250+



Newspaper ads

35



Ground decals in parks,
transit terminals and
outside city facilities

29



Video views

3,400



Drop box locations for
comment cards

10



Community events

63



Comment cards submitted

9,459



Ethnic Media Interviews

3



Weeks

6



Brampton 2040 Vision

2019-2022 Term of Council Priorities

- **22 priorities identified**
- **Within each of these priorities, specific projects identified**
- **Priorities embedded within 5 strategic directions:**

A City of
Opportunities

A Mosaic

A Green City

A Healthy &
Safe City

A Well-Run
City

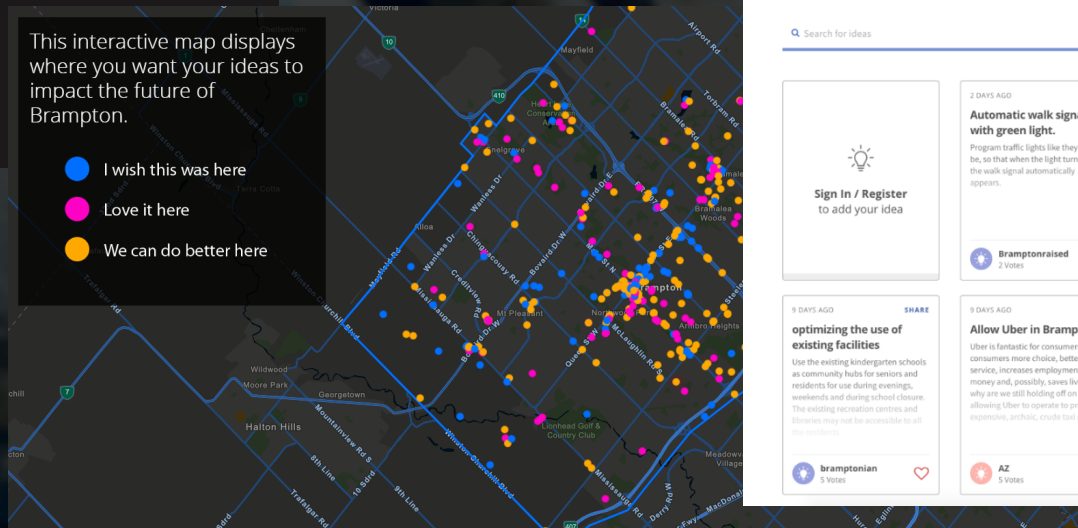
Brampton 2040 Vision

**SHARE
YOUR BRIGHT
IDEAS FOR
OUR BRILLIANT
FUTURE**

What does Brampton's future look like to you? We want to hear your ideas to help us build the city of tomorrow.

This interactive map displays where you want your ideas to impact the future of Brampton.

- I wish this was here
- Love it here
- We can do better here



Home » Share your bright ideas for our brilliant future » Share your ideas

Share your Ideas

Share your idea to help us build the city of tomorrow... or vote for your favourite.

63
IDEAS



Search for ideas

SORT: TIME VOTES RANDOM



Sign In / Register
to add your idea

2 DAYS AGO [SHARE](#)

Automatic walk signal with green light.

Program traffic lights like they used to be, so that when the light turns green, the walk signal automatically appears.

 **Bramptonraised**
2 Votes

7 DAYS AGO [SHARE](#)

Create a safer Brampton

how are licenses granted to driving instructors? Do the instructors teach enough to their students about care, concerns, courtesy to other road users? Brampton has a reputation for wast drivers; let's change this so that road users will feel safe

 **Raj Dahari**
1 Votes

9 DAYS AGO [SHARE](#)

Neighbourhood Revitalization.


Bring the University to George Street and Nelson Street and Main Street and Church street. This neighbourhood badly needs some love and care. Tear down those disgusting Bars. Demolish the Shaggy Hotel at Queen and

 **Anthony M.**
3 Votes

9 DAYS AGO [SHARE](#)

optimizing the use of existing facilities

Use the existing kindergarten schools as community hubs for seniors and residents for use during evenings, weekends and during school closure. The existing recreation centres and libraries may not be accessible to all the residents.

 **bramptonian**
5 Votes

9 DAYS AGO [SHARE](#)

Allow Uber in Brampton


Uber is fantastic for consumers. Gives consumers more choice, better service, increases employment, saves money and, possibly, saves lives. So why are we still holding off on allowing Uber to operate to protect expensive, archaic, crude taxi mafia?

 **AZ**
5 Votes

2 DAYS AGO [SHARE](#)

Ban Heavy Trucks on Major Roads during certain hours

If you've ever driven along Queen or Steeles, you'll know that a significant amount of the vehicles are heavy trucks. Their presence has the effect of slowing down all traffic which

 **turkman1412**
0 Votes

7 DAYS AGO [SHARE](#)

Brampton Botanical Gardens

Design and create a sustainable, environmentally aware destination garden where residents and tourists can enjoy Brampton in an outdoor setting. Residents can learn about water saving plants (xeriscaping), indoor-outdoor gardens and trees.

 **CD**
7 votes

DEMO – Brampton 2040 Vision

Internal Engagement



Open Houses



Training



Projects / Collaboration



Internal Engagement



Data



Dashboards



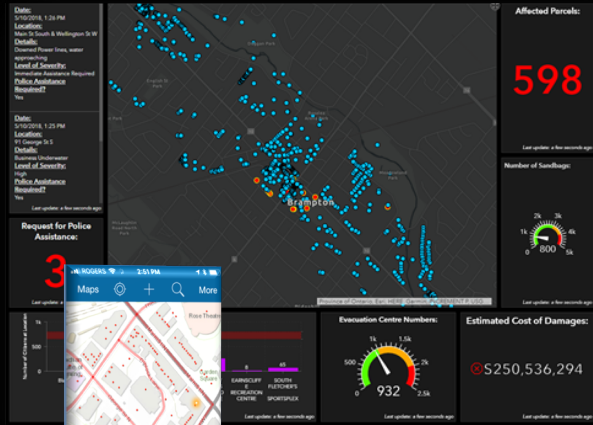
Analytics



Collaboration



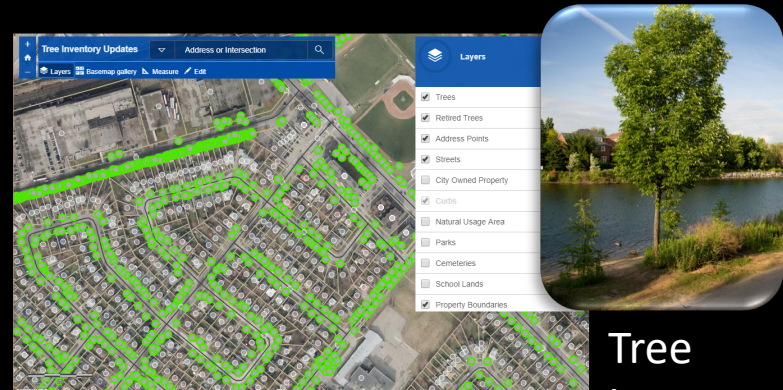
Internal Engagement



Emergency Management



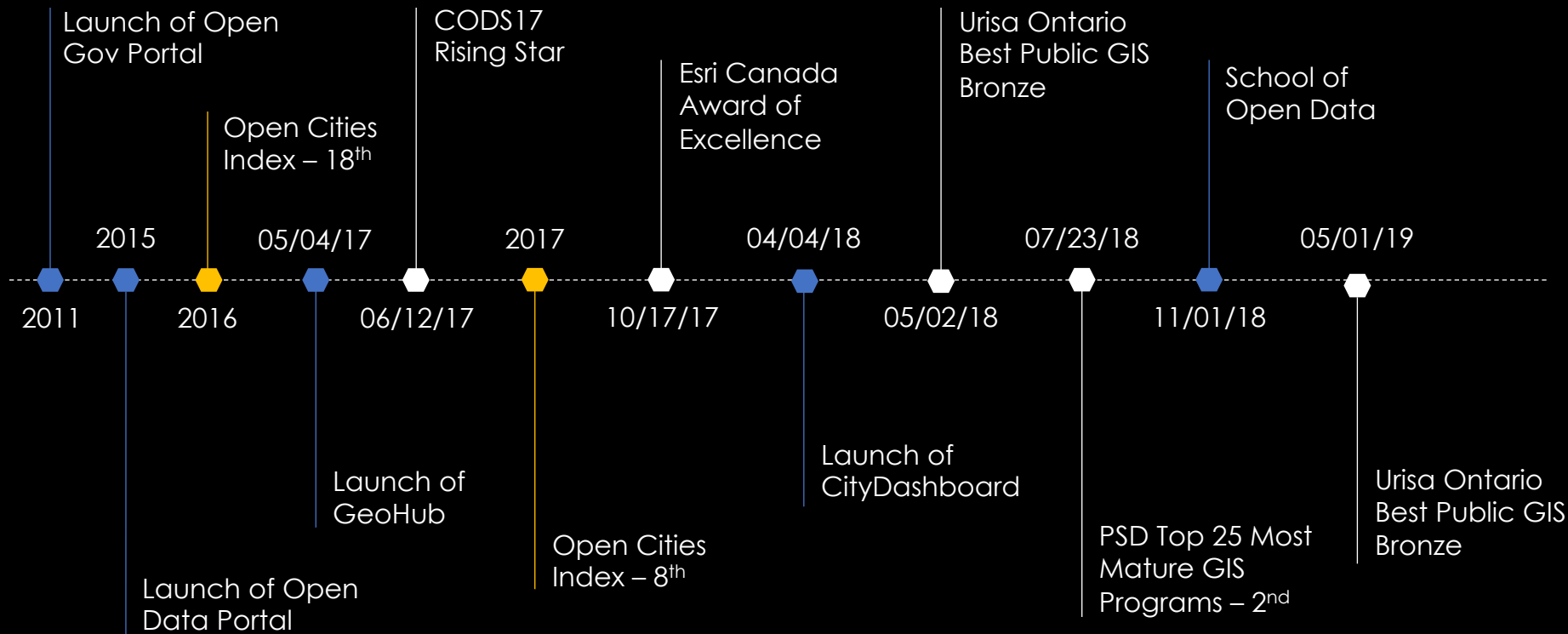
Roadworks



Tree Inventory

Open Data Maturity & Next Steps

- Track our Progress, Successes and Continuously Improve
- Develop Open Data roadmap aligned with IT Strategy and overall corporate priorities
- Partnerships and Public Engagement
 - Top down approach to departmental awareness and willingness to Open data
- Open More High Value Datasets
- School of Open Data
 - Why Open Data? How to Open Data? How to Use Open Data?



Open Data Timeline

Questions?

Contact us:

open@brampton.ca