



# City of Brampton Youth Engagement Strategy 2026-2030

## Vision Statement

Create a City Where Youth Belong,  
Contribute, and Thrive

## Mission Statement

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

## Guiding Principles

Consider the diverse backgrounds  
accessibility needs of youth

Consistency is key

Make it relatable

Recognize young people as  
capable

Put youth in positions of  
influence

Building trust requires open  
communication and transparency



## Engagement Efforts



Social Media  
Campaign



Youth Engagement  
Survey



Focus Group  
Sessions



Youth Advisory  
Circle



Pop-Up Community  
Events

Phase 1  
2026 - 2027

Phase 2  
2028 - 2029

Phase 3  
2030

## Implementation Timeline

Phase 1 Phase 2 Phase 3

### PRIORITY #1: FOSTER YOUTH REPRESENTATION & ADVOCACY

1.1. Establish a Youth Cabinet	X		
1.2. Create a Staff Task Force	X		
1.3. Establish peer-to-peer outreach		X	
1.4. Explore recognition opportunities			X

### PRIORITY #2: COMMUNICATION & OUTREACH FOCUSED ON YOUTH

2.1. Raise awareness and develop digital newsletter	X		
2.2. Update and expand distribution list	X		
2.3. Create an Outreach Task Force		X	
2.4. Launch a dedicated Youth social media platform			X
2.5. Establish a transparent feedback system			X

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

3.1. Increase awareness of free and subsidized offerings	X		
3.2. Promote safer youth spaces		X	
3.3. Explore leadership development opportunities			X

### PRIORITY #4: REMOVE BARRIERS TO EMPLOYMENT & CAREER DEVELOPMENT

4.1. Encourage diversity in hiring practices	X		
4.2. Offer workplace readiness workshop		X	
4.3. Promote paid internships and apprenticeships		X	
4.4. Establish mentorship network			X

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

5.1. Create a directory of mental health resources	X		
5.2. Launch a mental health awareness campaign		X	
5.3. Organize Mental Health Week initiatives		X	

### PRIORITY #6: CONNECT YOUTH TO ENVIRONMENTAL SUSTAINABILITY EFFORTS

6.1. Strengthen sustainability initiatives	X		
6.2. Enhance environmental educational programs		X	
6.3. Offer outdoor environmental programs		X	