

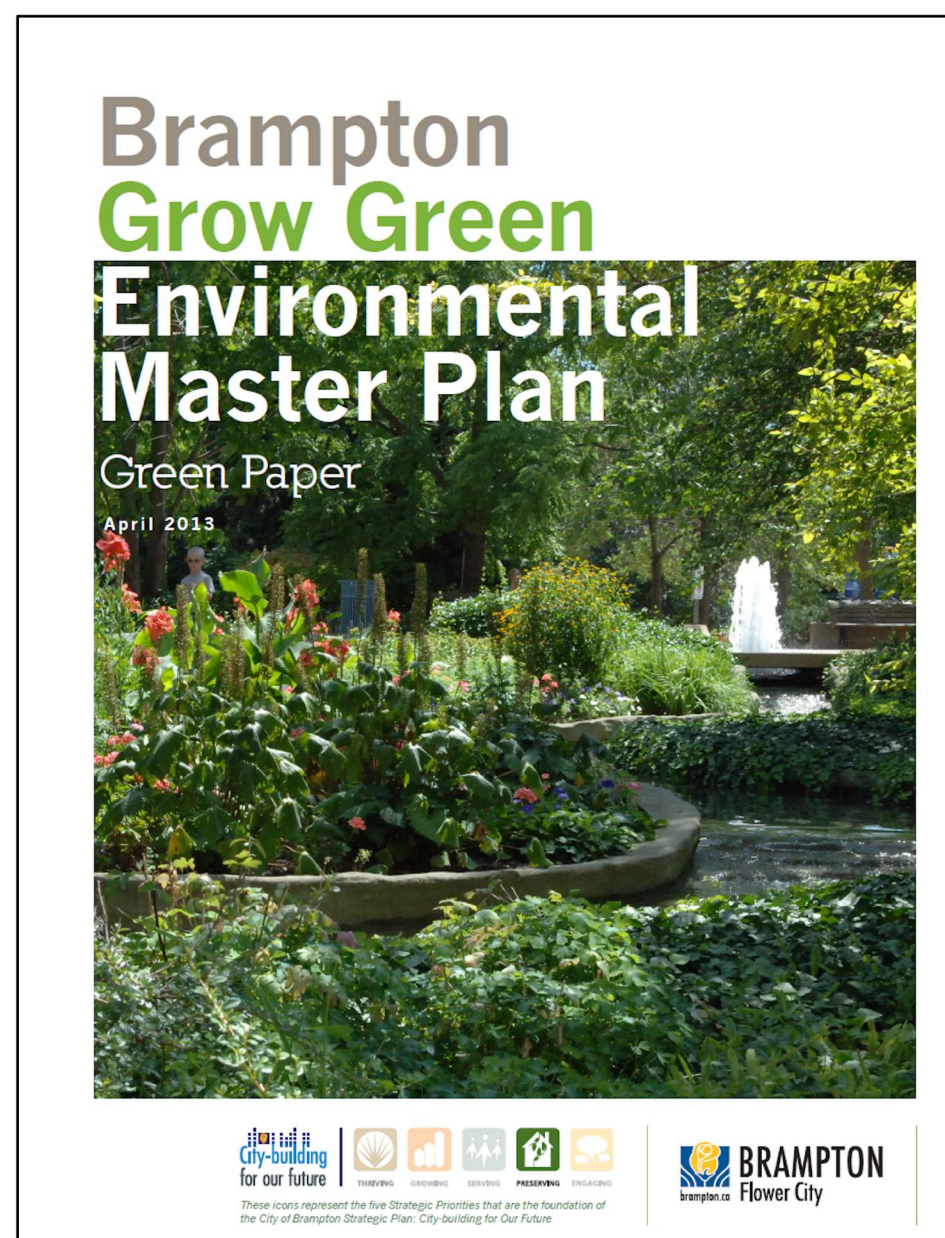
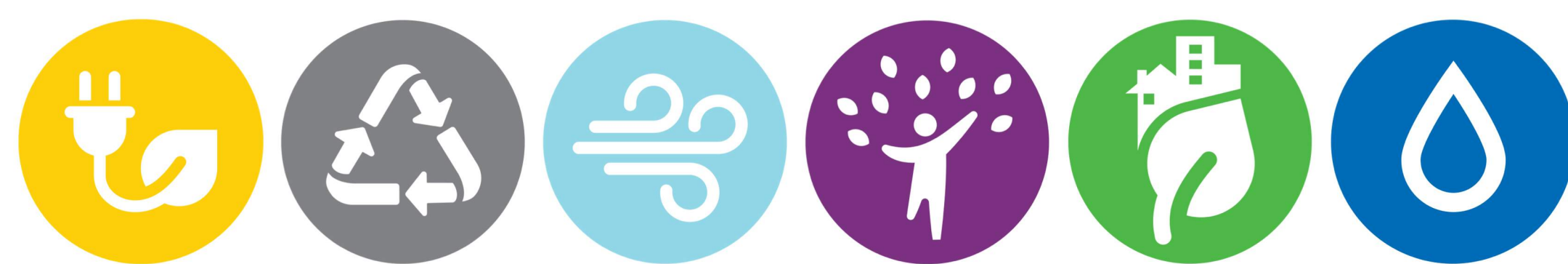
ENVIRONMENTAL PLANNING STUDENT

City of Brampton | Averyl D'Souza



Brampton Grow Green

Brampton's Grow Green Environmental Master Plan (EMP) is a framework that guides the City's decision-making and operations. It sets out strategic principles, goals, actions, and targets that aims to make Brampton healthier, sustainable, resilient and more livable.



Key Contributions

- Terms of reference for an Urban Forest Management Plan strategy
- No Mow program outreach website

May



June

- West side urban forest tour and No Mow site tour
- Beaver educational brochure



Recommendations that tie back to the strategic vision and guiding documents are the most likely to come into fruition.

Timing is everything, ride the momentum when the opportunity presents itself.

Internal employee engagement is challenging.

- East side urban forest tour
- Informational signage for a revitalized park
- EMP data collection

July



August

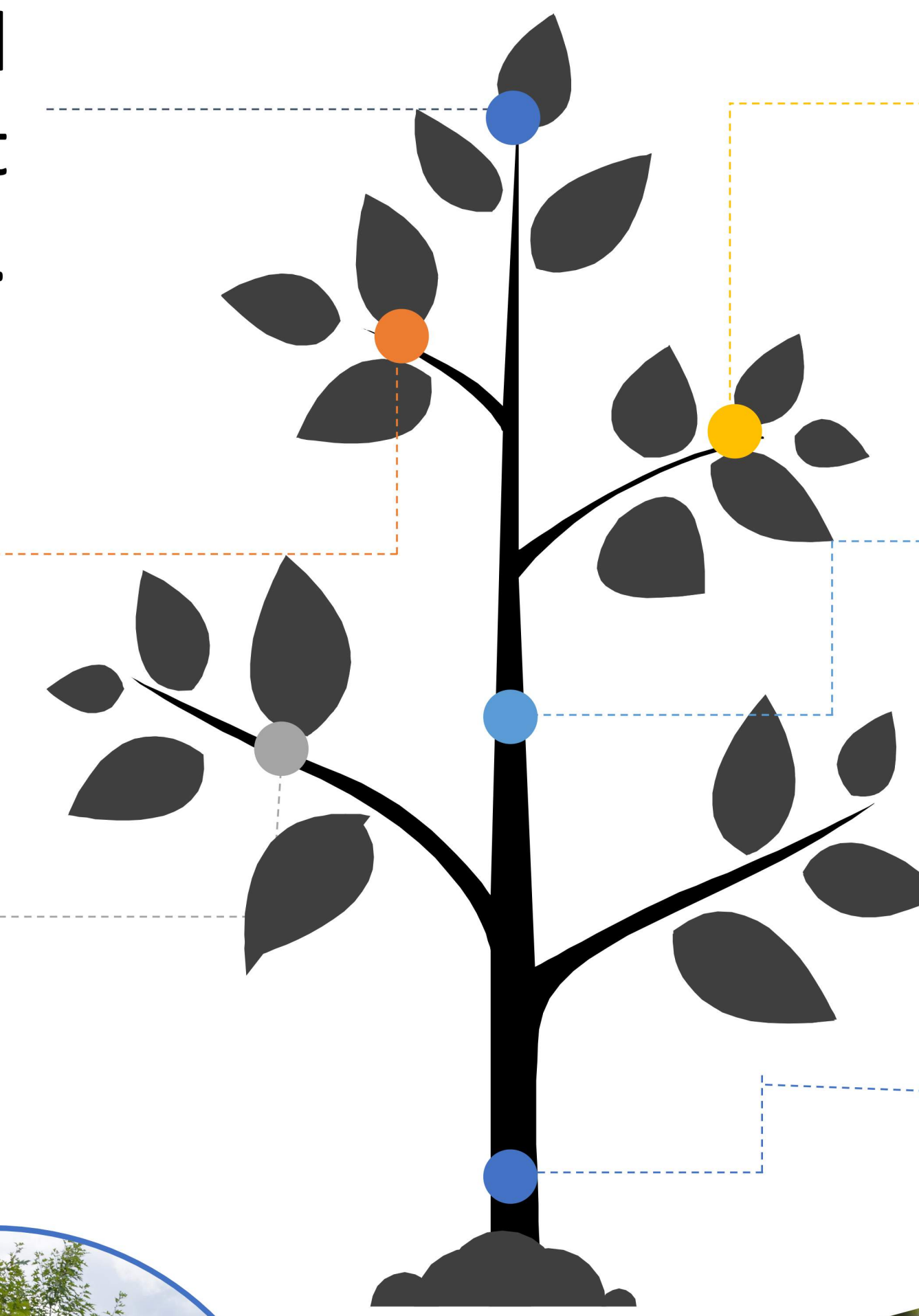
- Brampton's urban forest S.W.O.T. analysis
- Don't Be Trashy littering campaign
- Eco Pledge staff engagement videos

Takeaway Lessons

Change is hard – attitudes and behaviors are substantial hurdles. You have to be persistent.

Strategy is an iterative process.

Sustainability and the environment are widely misunderstood, individuals have conflicting perceptions and definitions.



Ongoing

- Maintained the Grow Green social media platforms
- Reviewed & commented on development team and Environmental Impact Studies