



activate downtown brampton!

THE POWER OF PEOPLE

- ◆ Suzy Godefroy, Downtown Brampton BIA
- ◆ Kristina Romasco, Downtown Brampton BIA
 - ◆ Amanda O'Rourke, 8 80 cities
- ◆ Shahid Mahmood, City of Brampton
- ◆ Shahinaz Eshesh, City of Brampton

Project Partners



- Project Lead + Fund Recipient
- Overall Project Management
- Communications & Engagement Lead
- Laneway Installation
- Evaluation and Measurement



- Support Outreach & Engagement
- Overall ROW Management & Permits Lead
- Approve Conceptual Design for Laneway
- Support Laneway Installation/Management



- Coordination of Musical Activations
- Support Outreach & Engagement
- Support and Amplify Communications
- Support Laneway Management

We started by asking the community in downtown Brampton what they wanted to see and do in Brampton



We heard the community wanted:



Free activities for children and family-friendly events



Pop-up markets and more opportunities for shopping



Culturally diverse art and entertainment



Health and wellness activities



Community and Learning

We transformed Vivian Lane to create a space for these activities



BEFORE



AFTER



Canadian
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Canada



Canada



BRAMPTON



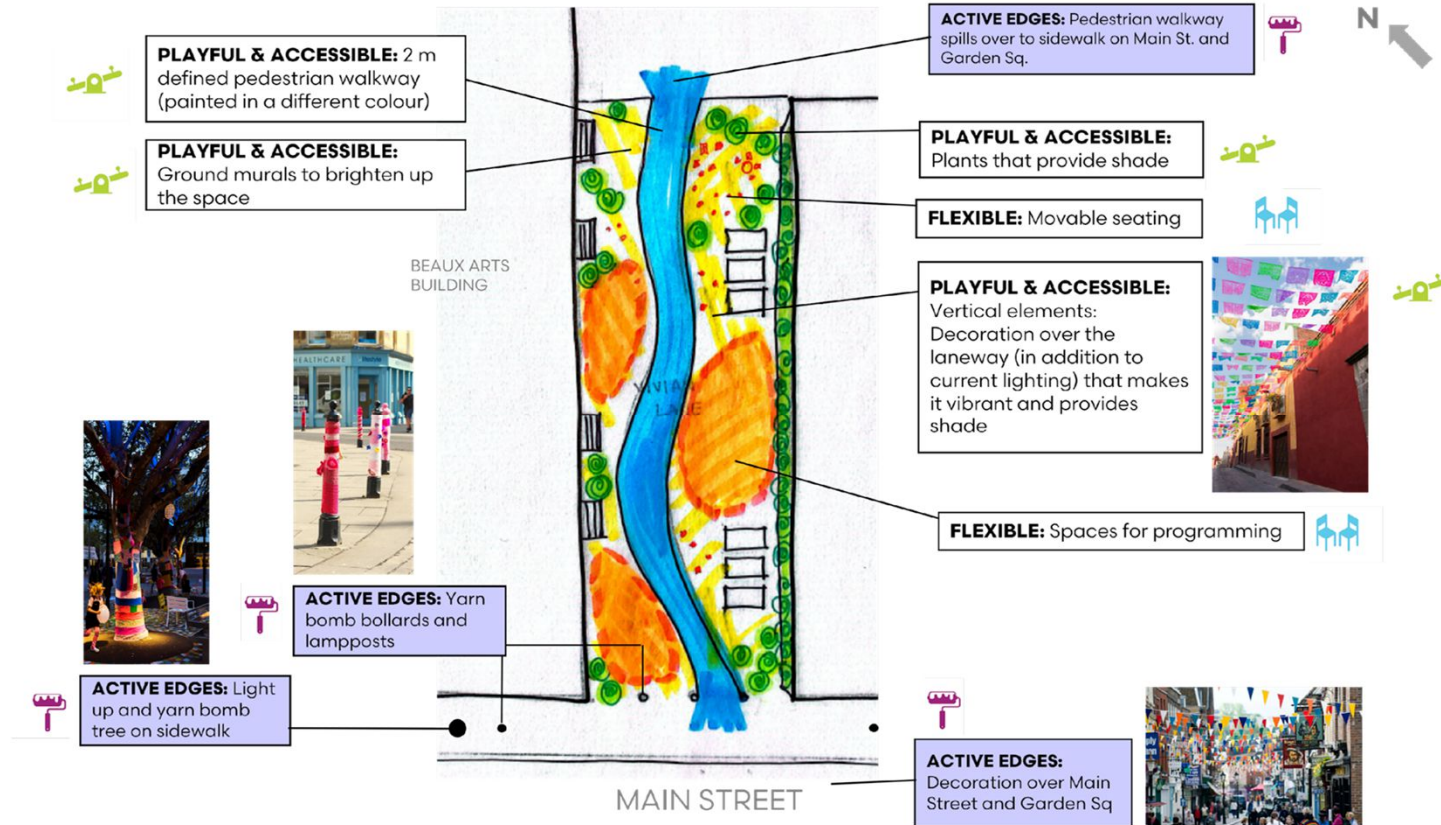
Downtown
Brampton BIA

880 cities

We had lots of help from community members and volunteers!



From concept...



To reality

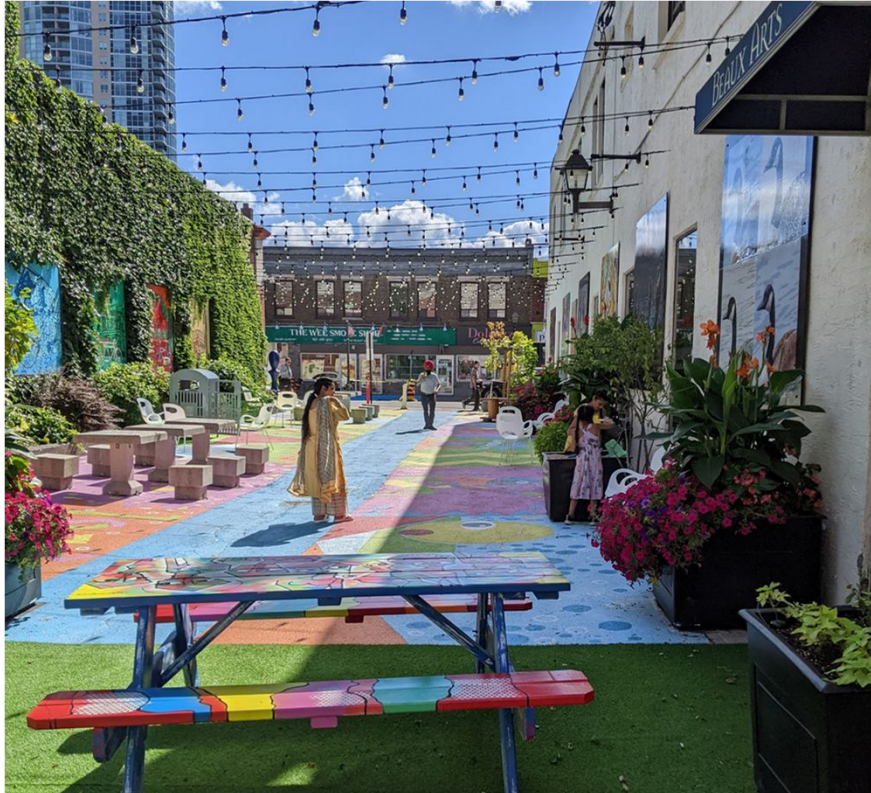
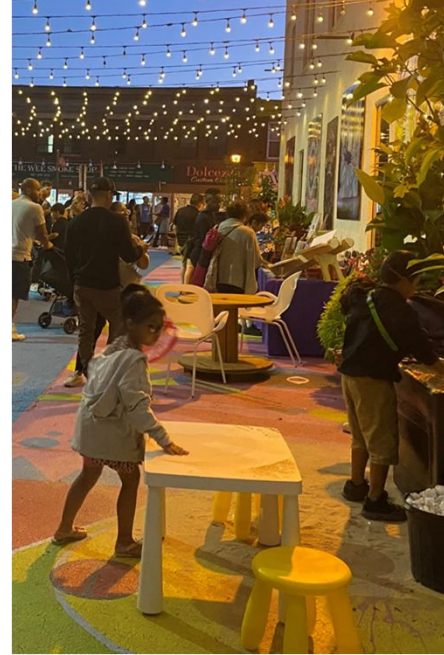


Image credit: CNIB Deafblind Community Services

To reality



Vivian Lane hosted a variety of programs in the summer.

From chess lessons for Black youth and Loose Parts Play..



Image credit: Enroute2Success



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Canada

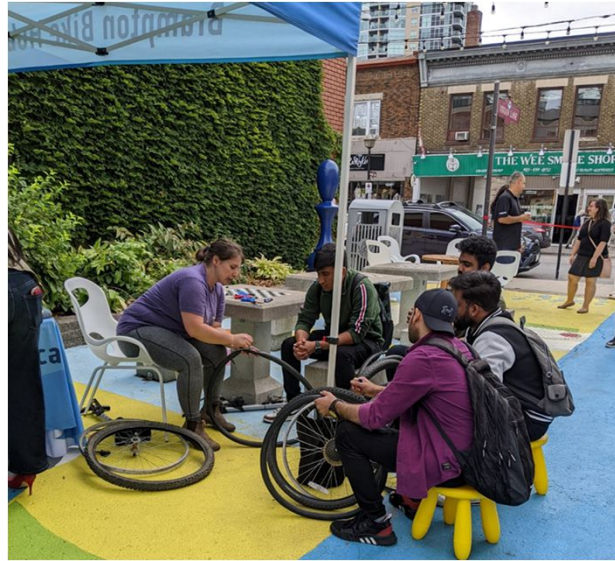


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Brampton BIA

880 cities

To checkers, bike repair workshops, and intergenerational outdoor games..



And art classes and live music



Image credit: Progressive Art Services



Image credit: Brampton Bits & Bites

Gratitude workshop and an open mic night and improv workshop in Punjabi, Hindi and Urdu



Image credit: Soch Mental Health

Wellness Markets and Tai Chi sessions



Image credit: Brampton Wellness Clinic

3 pop-up night markets



Thursday
September 15: 6PM-10PM

Pop-Up Night Market

Vivian Lane
70 Main St. North

Come downtown this
summer and enjoy events
for all ages!



MY MAIN STREET
MA RUE PRINCIPALE

This project is funded by the Government of Canada through the
Federal Economic Development Agency for Southern Ontario.



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Brampton BIA



Family Fun Day



COME TO VIVIAN LANE FOR **FREE** FUN-FILLED ACTIVITIES FOR THE ENTIRE FAMILY!!

FAMILY FUN DAY

VIVIAN LANE, 70 MAIN ST. NORTH

SATURDAY, SEPTEMBER 24, 2022
9 AM - 4 PM

9 am - Tai Chi by Academy of Martial Arts
10:30 am - Yoga by Alexandra Z
12:00 pm - Live Music by Kloxx
2 pm - Loose Parts Play for Children
2:30 pm - Children's Storytime by Brampton Library

And games and activities throughout the day!

FREE SNACKS & DRINKS WHILE SUPPLIES LAST!

BRAMPTON Downtown Brampton BIA 880 cities Canada

This project is funded by the Government of Canada through the Federal Economic Development Agency for Southern Ontario.



MY MAIN STREET
MA RUE PRINCIPALE



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2022 STATS

In Partnership with

880 cities

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Downtown
Brampton BIA

Canada

MY MAIN STREET
MA RUE PRINCIPALE

8 Weeks

of Programming in
Vivan Lane



29 Events
Hosted



3 Pop-Up
Night
Markets



6 Art-Based
Events



1 Whole
Day of
Family-
friendly
Activities



6 Health +
Wellness Events



30
Local Vendors
Engaged*



40+
Volunteers
Engaged

*including artists, service providers,
and community organizations

500+
Attendees

Flavours & Vibes Party
Buffy Lane



23 Weeks of Activation

(May 7 - Oct. 8, 2022)



500+
Attendees

Salsa Dance Party
McArter Lane

23
Saturdays of
Live Music

150
Attendees
each Saturday
across 4
downtown
locations



90
Bands

+
269
Musicians

with over 60%
being local
Brampton artists

MY MAIN STREET
MA RUE PRINCIPALE



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Data Insights



1 PHYSICAL DESIGN OF VIVIAN LANE



How did the community respond to these changes?

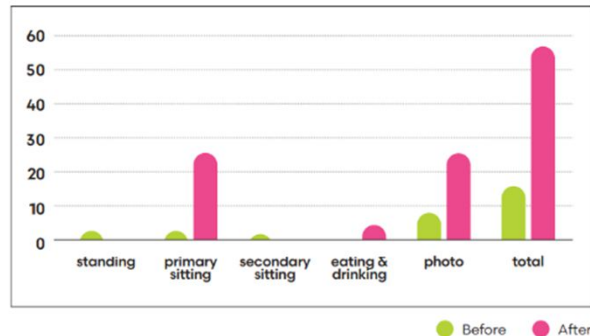
We asked the community to rate the design elements from 'Not Important' to 'Very Important'

- 87% of respondents said the ground mural was very important
- 77% of respondents said trees and greenery were very important
- 71% of respondents said tables and chairs were very important
- 55% of respondents said sandboxes that were added were very important

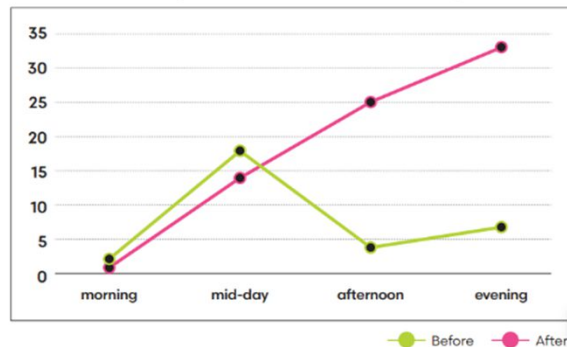
Impact by the Numbers

Stationary Activity & Movement

Activity in Vivian Lane on Saturday



Movement through Vivian Lane on a Saturday



242%
WEEKEND

increase in 'stationary' activity after
physical transformation of Vivian Lane

136%
WEEKEND

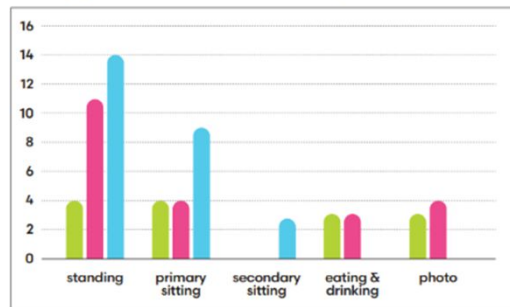
increase in people moving through
Vivian Lane after transformation of
space



Impact by the Numbers

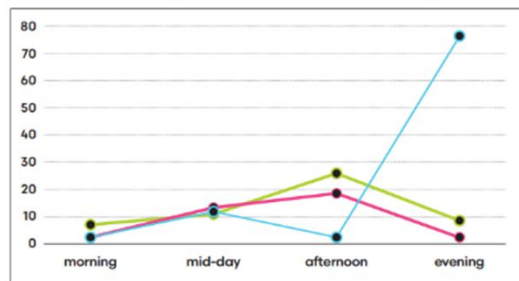
Stationary Activity & Movement

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)

57%
WEEKDAY

increase in 'stationary' activity after physical transformation of Vivian Lane

32%*
WEEKDAY

decrease in people moving through Vivian Lane after transformation of space

*While there was a decrease, weekday evenings saw a substantial increase in pedestrian activity when activations were implemented.



How did the space change people's perception of the space?

We asked the community how they felt about the space. The percentages represent combined answers of rating the space “excellent or good.” All factors showed a positive **INCREASE**.

	FACTOR	BEFORE	AFTER
↑	Comfort	71%	90%
↑	Safety	61%	76%
↑	Socialness	61%	82%
↑	Playfulness	64%	82%

Impact by the Numbers

Sentiment towards Vivian Lane

Comfort



Excellent	29%	Excellent	57%
Good	43%	Good	34%
Fair	29%	Fair	7%
Poor	0%	Poor	1%
N/A	0%	N/A	1%

Socialness



Excellent	32%	Excellent	49%
Good	28%	Good	33%
Fair	29%	Fair	8%
Poor	11%	Poor	7%
N/A	0%	N/A	3%



Playfulness



Excellent	28%	Excellent	63%
Good	36%	Good	19%
Fair	29%	Fair	5%
Poor	7%	Poor	9%
N/A	0%	N/A	4%

Safety



Excellent	21%	Excellent	43%
Good	39%	Good	33%
Fair	21%	Fair	15%
Poor	18%	Poor	6%
N/A	0%	N/A	3%



2 FUN & GAMES FOR ALL AGES

How did the community respond to these changes?

Which were the most popular activations?



Night Market



Live Music



Health & Wellness Activities



Impact by the Numbers

Activities & Community Fun



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

- **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



3

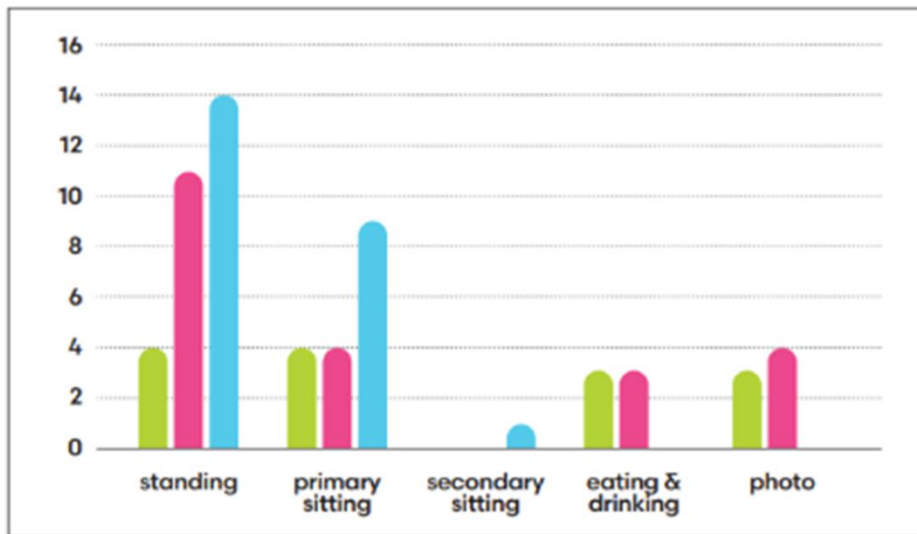
NIGHT MARKETS & CULTURALLY RELEVANT FOOD MARKETS



Impact by the Numbers

Stationary Activity in Vivian Lane

Activity in Vivian Lane on Weekdays



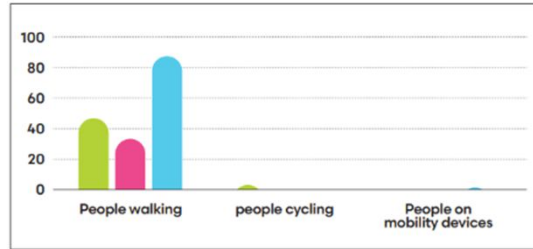
● Before: Weekday without Activation ● After: Weekday without Activation
● After: Weekday with Activation (Day of Night Market)



Impact by the Numbers

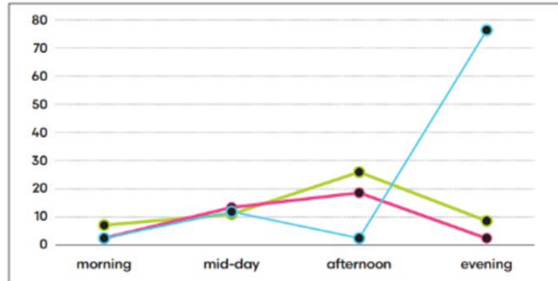
Movement during Night Markets

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)

82%
WEEKDAY

850%
WEEKDAY

increase of movement activity within
'single day' in Vivian Lane after
transformation

increase of people moving throughout
Vivian Lane during Night Markets
evenings



What did our community partners and vendors say?

- Appreciated the new opportunities the space provided.
- Liked making new connections!
- The events could've been promoted more!



4

CULTURALLY RELEVANT ART & ENTERTAINMENT



Impact by the Numbers

Engagement in Vivian Lane



6

Arts-Based
Events were held
in Vivian Lane

SCHEDULE OF EVENTS

	Activity	Service Provider/Vendor	Day of week	Time	Drop-in or registered/invited
1	Live Music (four different locations in downtown)	Various coordinated (By Carmen Spada of B-Jazzed)	Saturday	Noon	Drop-in
2	Salsa Dance Party (McArter Lane)	Various	Saturday	4 – 10 pm	Drop-in
3	Flavours & Vibes (Buffy Lane)	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
	Tree of Life Activity	Hope 24/7	Friday	5-7 pm	Drop-in

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

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



90

Bands

269

Musicians

60%

Local

HEALTH & WELLNESS ACTIVITIES

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



Impact by the Numbers

Movement during Night Markets

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.

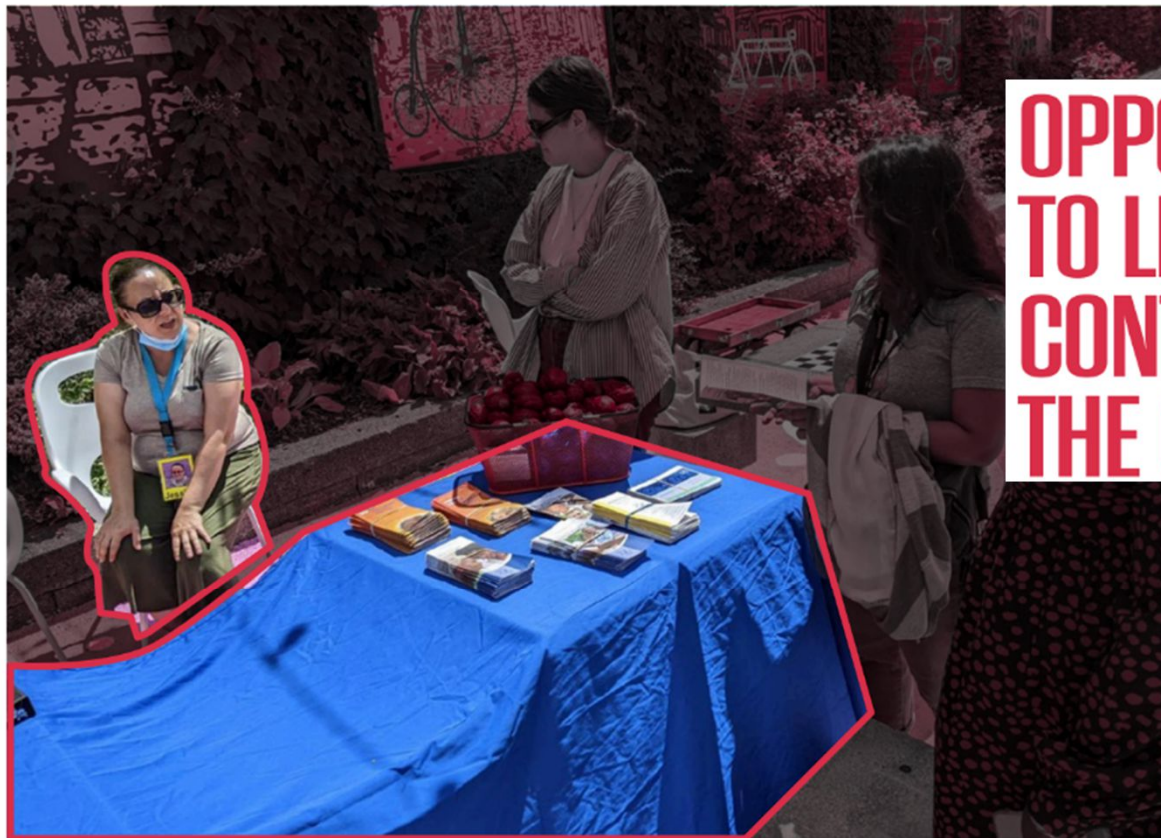
TREE OF LIFE

15 participants.

IMPROV NIGHT & POETS OPEN-MIC NIGHT (Punjabi/Hindi)

45 – 50 people





OPPORTUNITIES TO LEARN & CONTRIBUTE TO THE COMMUNITY



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

Impact by the Numbers

Movement during Night Markets



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.



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.



activate downtown! brampton!

To all the amazing collaborators, artists, champions:

WE THANK YOU FOR MAKING
ACTIVATE DOWNTOWN BRAMPTON
A SUCCESS!