

# LOCAL PULSE



## Major William Sharpe / Flowertown Edition

Featuring hyper-local updates, heroes and initiatives from Councillor Santos

Scan the QR code below with your mobile camera app to get all the details in this newsletter and to stay updated about the neighbourhood:



Local Pulse Online

Rowena SANTOS

Spring 2025

## Local Heroes

Local residents who live in the neighbourhood and are making positive change across the city.



**John Boniferro** received Brampton's 2023 Celebrating 50 Citizen Award, recognized for outstanding contributions to recreational sports. He is an original organizing committee member for Hockey Night in Brampton and you can find him at Sportsfix Proshop.

*It's been an honour to support and give back to initiatives like the annual markets at Our Lady of Peace school.*



**Rhiannon Oliviera** is the founder of The Organic Mom. She is passionate about community and actively supports the neighbourhood through fundraisers like Wyatt's annual Lemonade Stand at Keenan's Irish Pub.

*I want our families to have access to healthy and safe products and to encourage our kids to also give back.*

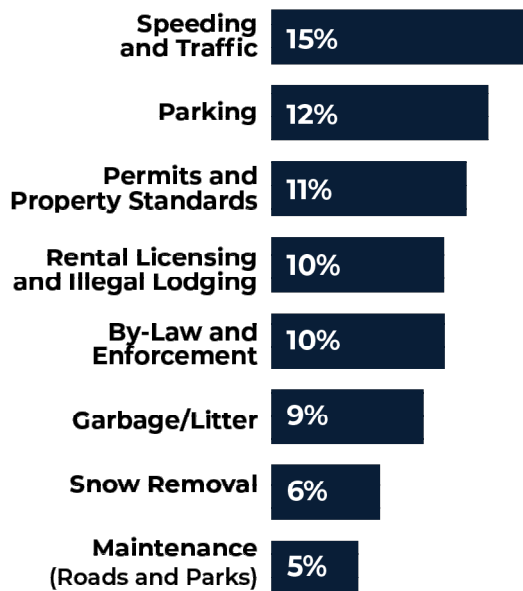


**David Bebiem** is a talented musician, actor, director, screen writer and film maker with experience in live theatre including a performance at The Rose. He is a key figure in the Christmas concert series at St. Jerome's Catholic Church.

*It's an honour to give back to my church and the community by providing opportunities for others to shine.*

## Top Issues

We monitor service requests in the neighbourhood and proactively address concerns



My team and I work to address issues immediately. I also work with council to enact longer term solutions, including the Residential Rental Licensing (RRL) program, enhanced bylaw enforcement operations and 360-degree cameras and licence plate recognition technology at problematic intersections.

### Report it so we can track it!

The best way to report city issues is online at [311Brampton.ca](https://311Brampton.ca) where you can upload photos. Please note your COBI reference # which you can send to my office for follow-up.



[311Brampton.ca](https://311Brampton.ca)

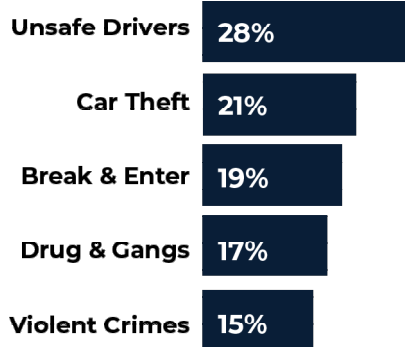
## Rowena Santos

Regional Councillor  
Brampton Wards 1 & 5  
[rowena.santos@brampton.ca](mailto:rowena.santos@brampton.ca)  
905.874.2605

Councillor Santos serves on the board of the Toronto Region Conservation Area, prioritizing our environment and projects like Riverwalk. As a Director on the Federation of Canadian Municipalities Board, she advocates for housing affordability, infrastructure, and a fair share of funding from the federal government.

## Public Safety

Improving public safety is a top priority for me. I supported the Peel Police budget to hire a historic 300 new officers this year. I also conducted a text survey, and here's what residents shared as top issues:



Pelhum Communications



Crime Prevention Series



Safer Drivers Petition

Communities are safer when we all do our part and improve our personal safety. I organized a crime prevention workshop with Peel Police. Sign up for the upcoming online crime prevention education series based on the live workshop. Please also sign our Safer Drivers = Safer Roads petition.

## Health and Wellness

### Now Open

Major Wm Sharpe Outdoor Refrigerated Hockey Rink (including professional youth hockey lessons)

### Under Construction

Chris Gibson, Ice Pad and Gymnasium Addition

### Coming Soon

Major Wm Sharpe Playground Replacement (2025)

Century Gardens Splash Pad Replacement (2025)

Century Gardens Youth Hub (2025/26)

## Road Safety

Speeding and road safety is an ongoing concern for residents. The following measures are underway:

Bristol Ave  
Campbell Dr  
Chatsworth Dr  
Flowerdown Ave  
Major William Sharpe Dr

Speed Cushions	✓	✓		✓
Flexi Speed Signs	✓		✓	✓
Road Diet		✓		✓
Active Transportation	✓			
Automated Speed Enforcement	✓			

## Residential Rental Licensing



The Residential Rental Licensing (RRL) Program cracks down on slum landlords and prioritize safe housing and quality of life. 3,227 units have been licensed as of February 2025. Escalating fines are now in place for repeat offenders for illegal parking, garbage, overgrown grass, and snow removal. By-law Enforcement is now proactively enforcing through unannounced blitzes.

## By-law Enforcement

Effective bylaw enforcement is necessary to successfully address issues related to RRL and illegal rentals. As a result of resident feedback, I championed an operational review of by-law enforcement which resulted in the following improvements for 2025:

- ✓ Hiring 40 additional officers
- ✓ Proactive enforcement in hot-spots
- ✓ Prioritization of property standards
- ✓ Escalating fines for repeat offenders
- ✓ Community standards blitzes
- ✓ Improved standard operating procedures

## Community Services

We are increasing investments in community services:

- ✓ safety investments to prevent encampments
- ✓ Hiring 24 additional firefighters
- ✓ Increasing recreation programs by 5%
- ✓ Free recreation access for Seniors 65+ years old

## Upcoming - April 13, 2025

Join Councillor Santos, the Santos Youth Council, community partners and local residents for a special Earth Day event at Andrew McCandless Park on April 13. Take part in a Park Clean-Up, Tree Planting, and E-Waste Tech Collection, followed by a Free Community BBQ.



Earth Day 2025  
Registration