

**PETERBOROUGH PARTNERSHIP COUNCIL ON IMMIGRANT INTEGRATION  
INTEGRATION STRATEGY PROPOSED ACTION LIST 2010 – 2015**

*version 1 (Sept 2010)*

**Note:** This is a living document and will be updated as community members identify new actions. These proposed actions will be used to create an action plan which will identify: which actions are feasible over the next five years; who will implement these actions; and, how they will be resourced. The action plan will be reviewed annually to identify emerging opportunities and resources to implement both newly identified actions and actions which were originally deemed to be unfeasible. If you would like to suggest new actions, or become involved in implementing existing ones, please contact the PPCII at [info@ppcii.ca](mailto:info@ppcii.ca)

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## ECONOMIC DEVELOPMENT

### Theme 1 Capacity Building

**Objective** *Develop resources, initiatives and partnerships that support employers in attracting, retaining and integrating immigrants in the workplace*

**Actions:**

- 1.1 Give information on wage expectations and credential assessment to immigrant services in other countries
- 1.2 Update websites with unemployment rates and related information on a continuing basis
- 1.3 Build the capacity of immigrant serving organizations through organizational and leadership training
- 1.4 Increase the capacity of small and medium sized companies to provide assistance and accommodation to newcomers
- 1.5 Grow informal food service businesses

### Theme 2 Access to Services

**Objective** *Assist immigrants in locating and accessing employment and entrepreneurial resources*

**Actions:**

- 2.1 Create a list of funding resources for small business entrepreneurs
- 2.2 Provide training to newcomers for appropriate skills for local employment
- 2.3 Provide employment counseling or mentoring to develop skills for employment (include Canadian systems, structures, and levels of authority; inform of need for language proficiency, possible necessary acceptance of entry-level job, further education, and Canadian work experience)
- 2.4 Assess computer literacy needs of adults

### Theme 3 Opportunities for Participation

**Objective** *Strategically promote opportunities for immigrants to participate fully in the local economy*

**Actions:**

- 3.1 Create opportunities for Trent University and Fleming College international students to:
  - Integrate into the local community
  - Tour the economic development corporation
  - Connect to small employers
  - Find entrepreneurship options locally
  - Apprentice with retiring business owners
- 3.2 Provide volunteer opportunities in the employment sector
- 3.3 Match immigrants with internships
- 3.4 Develop an employer champion council. The council will advocate to other employers the benefits and opportunities associated with hiring immigrants Ex: Immigration Ottawa
- 3.5 Hire immigrants for the police and other city departments
- 3.6 Promote and support entrepreneurial initiatives of immigrants

### Theme 4 Attraction and Retention

**Objective** *Advocate for prioritization of immigrant attraction in regional growth plans*

**Actions:**

- 4.1 Lobby provincial and federal counterparts to develop a population strategy for economic growth targets and needed workforce structure in concert with local stakeholders
- 4.2 Identify population growth targets matched to economic development plan
- 4.3 Create a current and estimated community demographic profile
- 4.4 Conduct a five-year job volume forecast (include domestic take up estimate) matched to economic development plan
- 4.5 Identify immigrant mix desired (economic immigrants, entrepreneurs, foreign students, retirees, etc.)
- 4.6 Develop a mechanism for local data collection

**Objective** *Strategically promote Peterborough to new immigrants as a place to live, study and work*

**Actions:**

- 4.7 Use ethnic networks and newspapers to promote the community as a place to settle
- 4.8 Recruit immigrants who can sustain the targeted agricultural sector
- 4.9 Collaborate with Toronto economic development corporation to recruit newcomers
- 4.10 Use the sister city relationship with Ann Arbor, Michigan, home of the University of Michigan, for recruitment
- 4.11 Recruit targeted immigrant groups from credential-equivalent and English-speaking countries
- 4.12 Use overseas immigration consultants to recruit identified populations for immigration

**Theme 5 Research and Development**

**Objective** *Engage in ongoing research on trends and opportunities in the region to support local market planning and economic development*

**Actions:**

- 5.1 Detail existing immigrant employment rates
- 5.2 Estimate economic growth effects of businesses enabled by available labour; government spending on population related funding umbrellas including education, health, and welfare
- 5.3 Identify recruiting mechanisms and assess cost/yield outcomes for recruiting techniques by economic sector and level of labour
- 5.4 Conduct research to inform possible recruitment of entrepreneurs (Include:
  - Probable business models
  - Extent of competition with existing businesses
  - Likely impact of competition on domestic business practices
  - Possibility of business innovations
  - Probable size of investment
  - Barriers and opportunities previously encountered by start-up businesses for visible minorities
  - Identification of bureaucratic barriers that discourage new businesses
  - Extent of employment creation)
- 5.5 Research factors responsible for outmigration of visible minorities
- 5.6 Conduct a statistical analysis of employment ethnicity by education level
- 5.7 Research proportion of visible and non-visible minority immigrant labour force participation by education level compared to existing domestic level
- 5.8 Investigate how class and education composition of newcomers affect employment outcomes
- 5.9 Assess effectiveness of credential evaluation on employment
- 5.10 Interview immigrants employed in their field to discover useful strategies
- 5.11 Research the efficacy of immigration as a method of repopulation

**HEALTH SOCIAL SERVICES AND VOLUNTARY**

**Theme 1 Capacity Building**

**Objective** *Build the capacity and scope of settlement and social services*

**Actions:**

- 1.1 Use the New Canadians Centre's Newcomer Integration Resource Kit to build capacity of social service providers
- 1.2 Train immigrant-serving professionals on successful interactions with different cultures; prepare them to support people who may have had traumatic experiences with government administration or authority
- 1.3 Develop methods to help people negotiate in a cross cultural setting
- 1.4 Provide diversity training to child care providers
- 1.5 Expand immigrant serving organizations

## **Theme 2 Access to Services**

**Objective** *Connect immigrants to appropriate services*

**Actions:**

- 2.1 Develop mentoring/partnering program for initial introduction to local area
- 2.2 Offer wrap around services (help in housing, transportation, clothing, education) to meet immediate and ongoing needs
- 2.3 Assist newcomers in accessing or obtaining adequate/appropriate documents in order to obtain services
- 2.4 Provide translation services
- 2.5 Provide service directories to municipal offices
- 2.6 Translate integration strategy into multiple languages

## **Theme 3 Opportunities for Participation**

**Objective** *Involve immigrants in the social, cultural, and political life of the Peterborough community*

**Actions:**

- 3.1 Hold a city hall welcome party/newcomers welcoming fair
- 3.2 Host a multicultural show in collaboration with the Little Lake Music Fest
- 3.3 Host a citizenship ceremony
- 3.4 Invite newcomers to social events and service club meetings and offer volunteer opportunities
- 3.5 Access city funds (immigrants) for cultural organizing
- 3.6 Create a directory of cultural groups in Ptbo.
- 3.7 Advertise organizations (Newcomer's Club, etc.) and free events at immigrant-serving organizations and in immigrant communities

## **Theme 4 Attraction and Retention**

**Objective** *Improve the immigrant 'friendliness' of government and social service programs and workplace policies*

**Actions:**

- 4.1 Develop a dedicated newcomer outreach centre
- 4.2 Publish online information in the language(s) of the targeted population(s)
- 4.3 Ensure information on the impact of climate on one's health is included in information for potential immigrants
- 4.4 Develop immigrant friendly policies in agencies
- 4.5 Lobby to create an equity/diversity position at city hall

## **Theme 5 Research and Development**

**Objective** *Research barriers to immigrant integration, including discrimination and public policy and determine how to address them*

**Actions:**

- 5.1 Discuss barriers with local employees who live outside of the city
- 5.2 Investigate ways to go beyond diversity and cultural window dressing; establish what inclusion means locally
- 5.3 Investigate how barriers can be removed and better service provision provided
- 5.4 Conduct a social audit of settlement services
- 5.5 Inform officials of how important universal health care is to newcomers
- 5.6 Lobby the government for longer visitation visas

## HOUSING AND TRANSPORTATION

### **Theme 1 Capacity Building**

**Objective** *Develop a civic diversity strategy reflecting changing community demographics to provide more culturally competent service delivery*

**Actions:**

- 1.1 Develop a vision/civic strategy on community change due to shifting demographics
- 1.2 Lobby the city council to approve the housing strategy within Official Plan Amendment 142
- 1.3 Educate the public on the Places to Grow legislation
- 1.4 Reduce waiting times for affordable housing

## **Theme 2 Access to Services**

**Objective** *Increase the availability and accessibility of housing through partnerships, education and training*

**Actions:**

- 2.1 Create a partnership between the New Canadians Centre and the Housing Resource Centre
- 2.2 Hire a settlement worker whose focus is housing
- 2.3 Identify landlords who will accept New Canadians Centre references for new renters /Assist immigrants in overcoming a lack of credit history which is a barrier to obtaining rental housing
- 2.4 Develop a continuum of support for housing access
- 2.5 Provide landlords with education and sensitivity training

## **Theme 3 Opportunities for Participation**

**Objective** *Involve immigrants in discussions regarding availability of and access to housing and transportation*

**Actions:**

- 3.1 Create a collaborative mediation group to address conflicts between renters and landlords
- 3.2 Provide language specific training to access housing services and enhance ability to speak to landlords

## **Theme 4 Attraction and Retention**

**Objective** *Identify the barriers faced by immigrants in accessing housing and transportation and determine how to address them*

**Actions:**

- 4.1 Assess vehicle accessibility (i.e. number of immigrants with/without cars). Determine what is required to increase active transportation use (i.e. non-car based transportation) of immigrants
- 4.2 Analyze whether the economic benefit is sufficient to extend transit services within and beyond the city (if so, expand transportation networks to Toronto and the county)
- 4.3 Increase access to public transportation to worksites; include a schedule to accommodate shift work
- 4.4 Ask Peterborough Transit to lower costs for newcomer students
- 4.5 Promote the Peterborough Transit destination card
- 4.6 Provide translation services

## **Theme 5 Research and Development**

**Objective** *Conduct research on income and housing to identify gaps in the availability of affordable and accessible housing*

**Actions:**

- 5.1 Research statistics on occupational categories and number of positions available that pay above the living wage
- 5.2 Define safe, affordable housing
- 5.3 Determine what percentage of immigrants (new and long-term) pay more than 30% of their income on housing costs
- 5.4 Conduct baseline research on accessibility in housing and transportation; include rate of home ownership of newcomers vs. Canadian born
- 5.5 Assess location/adequacy (i.e. proximity to necessary services, including transit) of affordable housing

## EDUCATION

### **Theme 1 Capacity Building**

**Objective** *Develop partnerships to expand the range of local English as a Second Language (ESL) services and resources*

**Actions:**

- 1.1 Create a partnership of organizations and schools that deliver ESL services in order to identify gaps, successes, and synergies - identify contact person in each organization
- 1.2 Create a peer network for ESL teachers to share resources and experiences
- 1.3 Encourage the development of more advanced language services such as Enhanced Language Training, Occupation Specific Language Training, and Workplace English programs
- 1.4 Provide dual language learning materials

**Theme 2 Access to Services**
**Objective** *Improve access to local ESL services for all ages and abilities*
**Actions:**

- 2.1 Conduct an audit of ESL services offered in the Peterborough area (quantitative and qualitative data, pre-school to adult, literacy to advanced levels)
- 2.2 Update local ESL service directories and promote more broadly to both immigrants and local agencies
- 2.3 Assess need and expand services if necessary for non-LINC eligible adults
- 2.4 Build individualized language services that meet the needs of specific populations that are marginalized due to gender, age, mental health, status (foreign workers), literacy level, or rural location

**Theme 3 Opportunities for Participation**
**Objective** *Create more training opportunities for immigrants*
**Actions:**

- 3.1 Develop bridge-to-employment programs and fast-tracking and coop programs for immigrants (P. 28 ED #4.5).
- 3.2 Promote and develop understanding of international credentials and recognition of pre-Canada work experience

**Theme 4 Attraction and Retention**
**Objective** *Provide opportunities for the Peterborough community to learn how to become more welcoming and inclusive*
**Actions:**

- 4.1 Educate the public on the positive impacts of immigration and cultural diversity;  
Publicize immigrant success stories
- 4.2 Create events that promote learning and understanding of immigrant needs and that foster relationships
- 4.3 Build more connections of newcomers with Canadian and culturally-similar immigrant families
- 4.4 Demonstrate zero tolerance for acts of discrimination
- 4.5 Post welcome signs in agencies in different languages and on their websites
- 4.6 Do outreach at July 1<sup>st</sup> events
- 4.7 Develop a marketing plan for the city; market the city in the Greater Toronto Area; parlay proximity to Toronto in every marketing opportunity

**Theme 5 Research and Development**
**Objective** *Collect information necessary to improve community educational initiatives*
**Actions:**

- 5.1 Research how government directives are affecting ESL service delivery locally; gaps, balance of language acquisition, and social integration, funding, etc
- 5.2 Research ESL needs of employees of small and medium-sized businesses
- 5.3 Find baseline levels of discrimination to track effectiveness of anti-discrimination efforts