



Community Integration Plan 2015-2020

(Draft Document for Aug 27, 2015 Public Consultation Session,ⁱ
1-3 pm, Peterborough Public Library Auditorium)

Introduction

The Peterborough Partnership Council on Immigrant Integration (PPCII) has recently embarked on the process of developing a new Immigrant Integration Strategy for Peterborough for the 2015-2020 period.

While developing a new five year plan is an exciting undertaking for any organization, the time has come for the PPCII to reflect on the progress, successes and lessons learned from the existing 2010-2015 Immigrant Integration Strategy. Since the launch of our existing strategy the local community agencies have collaboratively implemented over 90 projects and activities that support immigrant integration in four sectors - housing and transportation, education, health and social services and economic development. The education sector has led with 45 education related projects implemented in support of immigrant integration in our area.

This document reflects on an important moment in the life of the PPCII as a community partnership. It encompasses the different steps considered in the development of the new Integration Strategy, from reviewing the purpose and process of the existing plan, to the findings of the membership survey and focus groups.

We hope the new strategy document, presented to you as the **Community Integration Plan 2015-2020** will provide PPCII members and the community with a useful tool to help achieve the meaningful integration of newcomers in all aspects of community life.

The PPCII

The Peterborough Partnership Council on Immigrant Integration (PPCII) is a community based organization composed of community groups, volunteers, agency representatives, newcomers and local residents. As of August 2015, the partnership has over 60 organizational members and over 100 organisational representatives and individual members combined.

The PPCII exists to promote, advance and support coordinated immigrant integration (broadly-defined) in the Peterborough community - regardless of immigrant status or any prohibited

ground as outlined in the Ontario Human Rights Code and the Canadian Human Rights Act. Our members believe immigrant integration is essential for long-term social, cultural, economic and environmental prosperity in the Peterborough region.

The main funders of the PPCII for the 2010-2015 period were Citizenship and Immigration Canada (CIC) and the Ontario Trillium Foundation (OTF). Other PPCII supporters for specific projects included: the Ministry of Citizenship and Immigration (MCI), the Ministry of Training, Colleges and Universities (MTCU), Community Futures Development Corporation (CFDC) and the Community Foundation of Greater Peterborough (CFGP).

How the New Plan Was Developed

The PPCII started planning for the new integration strategy as early as 2014 with a series of steps preceding the release of this document to the public. As with the earlier process, we wanted the planning to be as inclusive and informative as possible. A number of planning activities took place throughout 2014-2015, including an overall review of the progress of the exiting strategy document (i.e. 2010-2015), new research conducted on local demographic trends, surveying of PPCII members and community members at large (2014), three focus groups held during March 2015 (one with employers, one with international students and one with local decision makers) and numerous discussions with PPCII members and volunteers during the regular PPCII Council and committee meetings.

To help with the formulation of the **Priority Areas of Focus for 2015-2020** and the community consultation session of August 27, 2015, two senior consultants, Dawn Berry-Merriam and Todd Barr, were engaged early in 2015.

The August 27, 2015 community consultation session is the last activity in a series of planning activities before this draft document becomes final. Recommendations coming out of the community consultation session will be reflected in the strategy final version and submitted to the PPCII for approval. The new 2015-2020 strategy document is expected to be formally launched during fall 2015.

Priority Areas of Focus for 2015-2020

The vision of this plan is *to achieve meaningful economic and social integration for newcomers and build a prosperous and inclusive community for all through facilitating community dialogue, policy change and measuring progress.*

We recognize social and economic integration of newcomers as equally important for a meaningful integration and paramount to building a prosperous and healthy community. We support this statement on both past research and integration work of the PPCII and its members.

The three key priority areas of focus for the 2015-2020 Community Integration Plan are:

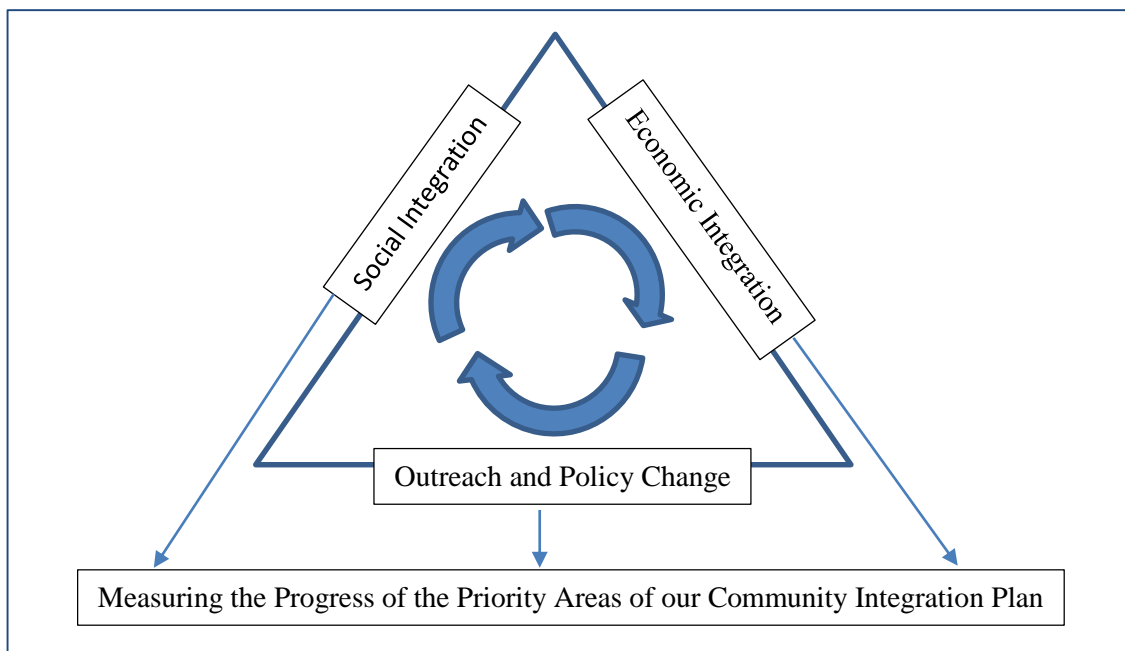
1. *Social Infrastructure and Planning (Building an Inclusive and Engaged Community)*
2. *Economic Infrastructure and Planning (Enhancing People's Economic Well-Being)*
3. *Outreach and Policy Change (Educating for Change)*

Meaningful integration requires progress to be achieved simultaneously in all of the above priority areas. An important part of the process of our community plan is *Measuring Our Progress*, as a means to ensure that the goals of our integration plan are advanced and community prosperity is achieved. For this reason we recognize *Measuring Our Progress* as another area of focus vis-à-vis the three key priority areas.

The goals of the priority areas are based on information as we know it presently. We recognize that future changes in government policies at the local, provincial and federal level may influence changes in the community priorities as well.

The following diagram illustrates the priority areas of focus of the 2015-2020 Community Integration Plan, contributing equally and simultaneously to the cycle of complete integration of newcomers in our community.

**Priority Areas of the 2015-2020 Community Integration Plan:
The Integration Triangle**



Priority Area #1: Social Infrastructure and Planning (Building an Inclusive and Engaged Community)

Goal 1: Beginning in summer 2017, newcomers will identify an increased sense of belonging with institutional and neighbourhood-level communities in the Peterborough City and County region.

Activity 1.1 Increase awareness of local settlement resources, including advice on real estate/housing, funeral services, health care, groceries, legal rights, etc. (e.g. before they immigrate, let them know what is available, what to expect, how to access Welcome Peterborough portal/New Canadians Centre services, and other resources)

Activity 1.2 Enhance access to community information resources through increased promotion of pre- and post-arrival tools for newcomers (e.g. available through Welcome Peterborough portal/New Canadians Centre services/Trent and Fleming websites, etc.).

Goal 2: Beginning in summer 2016 and annually thereafter, immigrant employees and their employers will report more incidences of cross-cultural understanding and fewer incidences of language as a barrier to social and workplace integration; and when such barriers are encountered, immigrant employees and their employers will be able to identify and/or be provided with resources to support them in overcoming such obstacles.

Activity 2.1 In partnership with others, strengthening diversity and cross-cultural communication training of the New Canadians Centre

Activity 2.2 In partnership with others, continue the work of the ESL Forum of Peterborough to develop workplace and vocational-specific and non-workplace-related language training opportunities for all citizens of Peterborough City and County.

Goal 3: By fall 2017, engage with City and County with regard to their Official Plan Review processes and encourage them to apply a diversity and culture lens to these processes

Activity 3.1 Engage in review tables on the Official Plans and deliver presentations to City and County Council as needed.

Activity 3.2 Host a discussion group for City and County in the context of the Official Plan Review processes.

Activity 3.3 In partnership with others, work with newcomers and citizens to use asset-based community development for establishing neighbourly and neighbourhood-level connections (i.e. unpaid and voluntary) throughout the City and County of Peterborough.

Priority Area #2: Economic Infrastructure (Enhancing People’s Economic Well-Being)

Goal 1: Starting in 2017, due to addressed barriers to employment, newcomers will experience more positive labour market outcomes (i.e. number of permanent jobs created and filled by newcomers; number of graduates from language and cross-cultural training programs) than any previous year and these positive labour market outcomes will increase 10% each year until 2020.

Activity 1.1 In partnership with others, establish a Peterborough Immigrant Employment Council to assist the broader employment sector with action planning focus on:

- Accessible labour market information;
- HR and entrepreneurial advisory service;
- Immigrant-business owners networking circle;
- Job creation;
- Job-skill matching;
- Student engagement;
- Work-place & vocational language and cross-cultural training.

Goal 2: By summer 2017, identify the first group of local workplace diversity champions and grow the baseline by 20% for every year of the plan until 2020.

Activity 2.1 In partnership with others, establish a Workplace Diversity Champion Award and Network and the protocol for the Workplace Diversity Award.

Activity 2.2 In partnership with the newly formed Workplace Diversity Champions Network, develop a resource kit and hands-on training for smaller-sized employers on navigating government programs and understanding the business case for a cross-cultural/diversity perspective.

Priority Area #3: Outreach and Policy Change (Educating for Change)

Goal 1: Peterborough citizens and newcomers will have regular opportunities to come together and learn from one another about our newcomer stories and experiences; and better understand the demographic, economic, social and cultural realities of the future.

Activity 1.1: Further build on and strengthen the tradition of existing successful public education events and outreach programs such as the Multicultural Canada Day Festival, PPCII's biannual "Together We Prosper" conference series and the Speakers' Bureau program.

Activity 1.2: Lead the development and implementation of an ongoing, public immigrant integration dialogue and interface series in the County and City (i.e. opportunities for people to come together).

Goal 2: By 2016, Peterborough citizens and newcomers will experience a public marketing and education campaign that will engage their curiosity and transform their understanding about the role of immigrants and newcomers in Peterborough's future.

Activity 2.1 In partnership with others, develop and implement a comprehensive public marketing and education campaign aimed at these audiences: a) City and County citizens; b) Newcomers; c) PPCII membership

Goal 3: By 2017, foreign students and their families will experience an early and constant connection to the Peterborough region and the immigrant integration opportunities and services that are available.

Activity 3.1 In partnership with Fleming and Trent, develop and implement a strategy to help retain graduate students post-graduation through connecting with foreign students and their families early and through integration opportunities and available services (e.g. co-ops, internship programs, learning placements, etc.).

Goal 4: By summer 2020, at least one government policy each at the Municipal, Provincial and Federal levels will be addressed and influenced to reflect community-driven priorities related to immigrant integration.

Activity 4.1 Convene a policy working group (including policy-makers) to develop and implement an evidence-based, community-driven policy agenda that is focused at the Municipal, Provincial and Federal levels as identified in past consultations (e.g. employment support, transportation, immigration regulations, housing) and in future engagement opportunities.

Priority Area # 4: Measuring Our Progress (Ensuring Meaningful Integration)

Goal 1: Beginning in fall 2016, progress on achievement of community plan goals will be reported on annually; all community plan goals will be achieved on or before their target date.

Activity 1.1 PPCII Executive Committee assumes the role of a Monitoring Committee to a) monitor achievement of Community Plan goals; b) work with Peterborough Immigrant Employment Council to establish accessible, up-to-date labour market information.

Goal 2: Where necessary, and subject to budget, the PPCII will establish community-based research projects to support evidence-informed policy and decision-making.

Activity 2.1 Support the development and oversight of research projects as identified by PPCII working groups and committees throughout the life of the community plan.

ⁱ For questions and/or comments on this draft document and to confirm attendance at the August 27, 2015 public consultation session please contact Safo Musta at safomusta@nccpeterborough.ca