



City of  
**Peterborough**

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**To:** Members of the Committee of the Whole

**From:** Ken Doherty, Director Community Services

**Meeting Date:** July 24, 2017

**Subject:** Report CSACH17-006  
Presentation on the City's Immigration Portal

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## **Purpose**

A report to provide a presentation and an update on the redesign of the City's Immigration Portal.

## **Recommendations**

That Council approve the recommendations outlined in Report CSACH17-006 dated July 24, 2017, of the Director of Community Services as follows:

- a) That a presentation by staff on the updated City Immigration Portal [www.WelcomePeterborough.ca](http://www.WelcomePeterborough.ca) be received for information; and
- b) That a video by Rodney Fuentes, videographer be received for information.

## **Budget and Financial Implications**

The project to revise the website's design and update the content for the City's Immigration Portal was funded by the Ministry of Citizenship, Immigration and International Trade with the Work Force Development Board funding the video. Ongoing support of the Portal is funded through the Arts Culture & Heritage Division Administration's annual operating budget.

## Background

Since March 2006, the Ontario government has provided funding for municipal websites providing immigrants and potential newcomers to Canada with important information for successful integration. Peterborough has received funding over several years to create and update the City’s Immigration Portal.

The [www.welcomepeterborough.ca](http://www.welcomepeterborough.ca) portal promotes Peterborough as a destination and provides immigrants with access to government and community services in a number of different languages. It refers newcomers to the resources necessary for all aspects of everyday life in Peterborough. The site covers everything newcomers need to know to successfully relocate to Peterborough, get settled, and start their new lives here. Sample types of data include: housing, transportation, history of community, social groups, immigration services, shopping and banking, employment opportunities, education, health care, sports and recreation, cultural organizations.

This project built on and improved the resources and information already on the Portal with a particular focus on changes recommended by the 2014 Portal user survey, and local economic, demographic and employment research conducted over the last two years.

## Summary

The project focused on attracting and retaining newcomers to Peterborough as a means of addressing the city’s growing need sustain and increase its population.

Submitted by,

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