

SCHEDULE 1

THIS AMENDING AGREEMENT made as of the 8th of October, 2013

B E T W E E N :

HER MAJESTY THE QUEEN IN RIGHT OF ONTARIO as represented
by the **Minister of Citizenship and Immigration**

(the "**Province**")

- and -

THE CORPORATION OF THE CITY OF LONDON

(the "**Recipient**")

WHEREAS:

- A. The Province and the Recipient entered into a funding agreement dated February 4, 2013 (File 2013-02-1-9550139), (the "Agreement") for the Municipal Immigration Information Online program, Labour Market Initiatives.
- B. The Province desires to provide additional funding to the Recipient for the purposes described herein,

NOW THEREFORE, in consideration of the mutual covenants and agreements contained herein and for other good and valuable consideration, the receipt and sufficiency of which is expressly acknowledged, the parties agree to amend the Agreement as follows:

1. The following terms have the meanings ascribed to them:

"Additional Funding" means the Funding provided under this Amending Agreement";

"Additional Project" means the Project described in Appendix A to this Amending Agreement.

2. Unless otherwise specified in this Amending Agreement, capitalized words and phrases have the same meaning as set out in the Agreement.
3. In addition to the Funding provided under the Agreement, the Province will provide Additional Funding up to a maximum of \$22,000 to the Recipient for the purpose of completing the Additional Project.
5. The Recipient will only use the Additional Funding for the purpose of carrying out the Project and will expend those funds only for Eligible Expenditures as set out in the Budget

attached in Appendix A.

- 6. The Ministry will disburse the Additional Funding to the Recipient as set out in Appendix A.
- 7. Other than set out as above, the Agreement remains unaltered and in full force.
- 8. This Amending Agreement and the Agreement constitute the entire agreement between the parties.

IN WITNESS WHEREOF, the Ministry and the Recipient have respectively executed and delivered this Amending Agreement as of the date set out below.

MINISTRY OF CITIZENSHIP AND IMMIGRATION

by:

Date

Name: Alice Young
Position: Director, Immigration Policy Branch

Authorized Signing Officer

THE CORPORATION OF THE CITY OF LONDON

by:

Date

Name:
Position:

by:

Date

Name:
Position:

I/we have authority to bind the Recipient

APPENDIX A - Additional Project

Purpose of additional funding:

The objectives of this project are threefold: firstly to give the Portal visitor a sense of the immigration trends to London and the ethno-cultural composition of the city; secondly, to provide the Portal reader with comparative data on the cost of living in London; and thirdly to analyze and evaluate visitor data to the Portal and derive observations for continuous improvement to the site.

Detailed activity and tasks

a) Immigration trends to London

In 2009, we created a section on the London and Middlesex Immigration Portal entitled *Immigrant Statistics*. Using data derived from the Statistics Canada long-form census of 2001 and update of 2006, *Immigrant Statistics* provides information on the proportion of immigrants to overall population, immigration trends by region of origin, country of origin and immigration time period as well as the top ten languages spoken within London and the top ten ethno-cultural communities by country of birth.

This information has been immensely popular with readers since it was added to the Portal, typically ranking third on our most accessed pages. The research and analysis was conducted by the City of London's Social Research and Planning Division and then the data was subsequently turned into professional, easy-to-read charts and added to the *About Us* section of the portal. The charts can be enlarged and printed individually. Statistics Canada has recently released data from the 2011 voluntary National Household Survey. The Social Research and Planning Division will research and analyze the data set and distill the relevant local statistics on immigration trends. We propose to maintain the charts that are currently housed on the portal and add updated charts that reflect the new data. There will be a significant research component to this work to compare data collected in different types of censuses.

b) Cost of Living in London

Newcomers need relevant information on the cost of living in London. This work will be conducted by the City of London Social Research and Planning Division. The cost of living indicators will be carefully selected following a literature review but could include such things as housing, food, health care, transportation and insurance. The data collected will be compared to that of other major communities in Ontario and Canada. It will then be turned over to a designer to create a simple graphic illustrating the cost of living in London. This work will help in understanding the socio-economic situation and trends of London compared to similar communities in Ontario. It will also include a written portion to explain the section and links to other useful sites.

c) Evaluation

Google Analytics, in use by the City of London server since January 2013, provides a wealth of statistical information on the country of origin and language of the visitor as well as their needs and interests and the ways in which they use the Immigration Portal. This information will be analyzed by the City of London Social Research and Planning Division to provide insights into how the Immigration Portal can be continuously improved to meet the needs of potential immigrants, service providers, employers and the host community. The information will be used for impact assessment and for content management of the portal. Anecdotal information found in our success stories will also be collected and

reviewed. The Social Research and Planning Division will then derive observations and recommendations for ongoing improvement to the site.

Governance Model

The project will be governed by the Operational Steering Committee for the Immigration Portal which is currently composed of representatives of the City of London (with staff from the City Manager's Department, service areas of the Community Services Department, Information Technology Division), the County of Middlesex, the County of Middlesex Public Library, Fanshawe College, the London Public Library, the London Economic Development Corporation, the London Cross Cultural Learner Centre, Thames Valley District School Board, WIL Employment Connections and Western University. This is the Committee which continues to monitor the administration of the Portal. Within the last year, since the beginning of our work to attract international students, we have added three educational partners to the Operational Steering Committee.

Sustainability

The City of London contracts with the London Cross Cultural Learner Centre (CCLC) on an annual basis to administer and update of the Immigration Portal. General direction on the content of the Portal is provided by the Operational Steering Committee and day-to-day work is overseen by the City of London project manager. Once created, we anticipate that any edits will be simple to make and included within the regular work of the CCLC and project manager.

The London and Middlesex Immigration Portal is housed on the City of London server and will continue to benefit from the support and servicing of the City's Information Technology Division.

Measuring Success

It is anticipated that the work on immigration trends and cost of living will also be of benefit to the municipality and its inhabitants as a whole. The evaluation work will be of benefit to the Steering Committee as it seeks to continuously improve the Immigration Portal in a bid to attract immigrants to London and Middlesex County and retain them once they are here. We also expect that the data will be of interest to the Ministry of Citizenship and Immigration and possibly to other municipalities with immigration portals. The results of the work will be shared with the Province.

Success of the project will be measured in three ways:

- a) The visits to the Portal, particularly by individuals residing outside London to the new sections on immigrant statistics and cost of living data. These visits are tracked by Google Analytics.
- b) The extent to which the evaluation leads to information regarding immigrants needs. In the longer term, the project will be measured by the extent to which there are recommendations for marketing or promotion of the site or for site improvements and the eventual implementation of those recommendations.
- c) The nature and extent of enquiries received through the Ask a Question feature. While many of these measures will not be seen prior to the end of this agreement, the City of London will endeavour to provide the Ministry of Citizenship and Immigration with relevant statistics.

Timelines and Project Plan

Component	Activity	Timeline	Lead	Deliverable
Immigrant statistics	Research, review, analyze data and local statistics	December 13, 2013	Manager, Social Research and Planning	Raw data
	Liaise with designer to produce charts	January 15, 2014	Project Manager	Statistical Charts
	Write content for web page and links	February 14, 2014	Manager, Social Research and Planning/Project Manager	Web content
	Integrate work on to portal	February 28, 2014	Project Manager and Information Technology Division	Completed web pages
Cost of Living Data	Conduct literature review, select indicators for cost of living data; Select comparison cities	September 30, 2013	Manager, Social Research and Planning; Operational Steering Committee	Cost of living indicators
	Research, analyze, compare cost of living data	November 29, 2013	Manager, Social Research and Planning	Raw data
	Liaise with designer to produce charts	January 25, 2013	Project Manager; Steering Committee	Statistical charts
	Write content for web page and links	February 14, 2014	Manager, Social Research and Planning	Web content
	Integrate work on to portal	February 28, 2013	Project Manager and Information and Technology division	Completed web pages
Evaluation	Review and selection of indicators	September 30, 2013	Manager, Social Research and Planning; Steering Committee	Evaluation indicators
	Analysis of data	November 15, 2013	Manager, Social Research and Planning	Statistical and anecdotal data
	Record observations on portal usage and draft recommendations	January 15, 2014	Manager, Social Research and Planning/Operational Steering Committee	Observations and draft recommendations
	Write evaluation report	February 28, 2014	Manager, Social Research and Planning	Recommendations for Operational Steering Committee and Province

BUDGET
Additional Project

Task	Cost	Details
Immigration Trends	\$6,000	<ul style="list-style-type: none"> In-house research and analysis on local immigration trends through 2011 Statistics Canada National Household Survey and comparison with 2001/06 data Creation of web page and links
Cost of Living comparison	\$6,000	<ul style="list-style-type: none"> In-house literature review on criteria for cost of living; selection of criteria, research and analysis and comparison with data from other Canadian cities Creation of web page and links
Evaluation of visitor data	\$3,000	<ul style="list-style-type: none"> In-house evaluation of statistical and anecdotal data related to visits to London and Middlesex Immigration Portal
Design	\$5,000	<ul style="list-style-type: none"> Hiring of design consultant to create professional charts for local immigration trends and cost of living comparison
Subtotal	\$20,000	
Administration	\$2,000	
Total	\$22,000	

DESCRIPTION OF REPORTS

The Recipient shall provide the following reports to the Ministry:

Report	Due
Final Report on activities and financial statement	March 21, 2014

FUNDING INSTALLMENTS:

Grant payments for the Additional Project will be issued by the Ministry as follows:

- \$19,800 upon both parties signing the Amending Agreement
- \$2,200 upon the Province's approval of the Final Report