

TO:	CHAIR AND MEMBERS COMMUNITY AND PROTECTIVE SERVICES COMMITTEE MEETING ON FEBRUARY 22, 2017
FROM:	SANDRA DATARS BERE MANAGING DIRECTOR, HOUSING, SOCIAL SERVICES AND DEARNESS HOME
SUBJECT:	IMMIGRATION STRATEGY UPDATE

RECOMMENDATION

That, on the recommendation of the Managing Director, Housing, Social Services and Dearness Home, Civic Administration **BE DIRECTED** to develop the London Immigration Strategy to attract and retain newcomers, including international students, foreign trained professionals, and multigenerational immigrants to strengthen London’s workforce in accordance with the approach outlined in this report.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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- London & Middlesex Local Immigration Partnership 2016-2019 Strategic Plan (April 2016)
- Update on “Immigrants & the Labour Market: A London Perspective” (CPSC, March 30, 2016)
- Update: Workplace and Community Diversity and Inclusion (CSC, February 16, 2016)
- Community Economic Roadmap 2015-2020 (November 2015)
- Immigrants and the Labour Market: A London Perspective, (CPSC, May 20, 2015)

BACKGROUND

Increased supports for the recruitment, retention and integration of immigrants, newcomers and international students is a top priority for Londoners, City Council and Civic Administration.

The 2015-2019 City Strategic Plan establishes “Growing Our Economy” as an area of focus which specifically includes “diverse employment opportunities” with particular direction to “attract and retain newcomers, including international students, foreign trained professionals, and multigenerational immigrants to strengthen London’s workforce”. To achieve this goal, it was identified that an ‘Immigration Strategy’ with support from the London & Middlesex Local Immigration Partnership (LMLIP), along with input from local stakeholders and community consultations, be developed and implemented.

On March 1, 2016, Council provided direction related to diversity, inclusion and supports for newcomers and immigrants. The resolution to adopt the immigration strategy is as follows:

- d) *the following three-pronged approach identified by the City Manager BE APPROVED, which would include:*
 - ii) *increased supports for immigrants, newcomers, international students, etc., by increasing the Community Services staff complement by one staff member who would be dedicated to this area, including oversight of the Immigration Portal;*

This report provides an update on the proposed plan to develop an Immigration Strategy to attract and retain newcomers, including international students, foreign trained professionals, and multigenerational immigrants to grow our economy and ultimately strengthen London’s workforce.

Setting the Context

In preparation for developing a London Immigration Strategy, the following steps have been taken:

- A scan of immigration strategies by other cities with a particular interest in attraction and retention of newcomers including international students and internationally trained professionals;
- A review of existing recruitment activities and employment programs and reports related to

- immigration in London;
- Discussions with stakeholders, including but not limited to the LMLIP, the London Economic Development Corporation (LEDC), London Middlesex Immigrant Employment Council (LMIEC), Réseau de soutien à l'immigration francophone (RIF), the international departments of Western and Fanshawe College, and the London Chamber of Commerce; and,
- A request for funding through the Ontario Ministry of Citizenship and Immigration's Municipal Immigration Programs 2016 Call for Proposals to support the costs involved with developing the strategy

This contextual approach provided guidance to define the scope and process for developing a strategy for London. The following overarching themes emerged from research and discussions with stakeholders:

- 1) that the City of London should play a leadership role in developing the strategy in a way that incorporates input from key stakeholders and the community (both newcomers and host community), and is supported by the network of the LMLIP;
- 2) the strategy should build upon existing work and not duplicate existing initiatives and strategies;
- 3) the strategy may include championing to brand London as a welcoming and inclusive community for all immigrants by leveraging activities identified in the 2016-19 workplan of the LMLIP Strategic Plan; and
- 4) the strategy should also include strategies, actions, and measures linked to the attraction and retention of international students and youth, the attraction of foreign trained professionals and entrepreneurs, and the retention and integration of newcomers already in the community into the workforce.

Objectives

Based on stakeholder input to date, the proposed objectives of the strategy are as follows:

- Create an action-oriented immigration strategy developed through a Steering Committee along with community and stakeholder consultations
- Develop clear and achievable priorities, an action plan with timelines and outcomes, and identify the resources needed to be successful with clear objectives, action plans and measurements
- Brand and promote London as a welcoming and inclusive community, therefore an ideal destination to settle long term

Outcomes

The proposed outcomes of the strategy are:

- Increased immigration by international students, foreign trained professionals, and multi-generational immigrants to London
- Increased percentage of immigrants employed in London
- Decreased percentage of immigrants receiving social assistance
- Improved integration and job retention of immigrants in the workforce in London

Roles and Responsibilities of Steering Committee

A Steering Committee responsible for leading the development of the Strategy will be composed of local external stakeholders with an interest in attracting and retaining newcomers such as:

- London & Middlesex Local Immigration Partnership (LMLIP)
- 4 local immigrants who have lived experience of arriving to London, Canada and are able to share their input/experiences on the barriers and best practices newcomers face to gain commensurate employment – these participants will be selected through a call for volunteers sent out through the help of the LMLIP network and social media
- London Economic Development Corporation (LEDC)
- London & Middlesex Immigrant Employment Council (LMIEC)
- WIL Employment Connections
- London Chamber of Commerce
- Réseau de soutien à l'immigration francophone
- (1) Fanshawe College (International)
- (1) Western (International) University and (1) representation for affiliates

Resource Supports to Steering Committee

- London Employment Planning Council/ESCLM
- Diversity and Inclusion and Anti-oppression Advisory Committee
- IRCC representative (policy)
- MCI representative (policy)
- City of London staff – Immigration Specialist; Manager, Strategic Programs and Partnerships and other staff to be confirmed
- Others to be identified by Steering Group

It is proposed that the Steering Committee would work along four parallel lines on the attraction of international students and youth, the attraction of foreign trained professionals and entrepreneurs, the retention and integration of newcomers already in the community into the workforce and the championing of London as a welcoming and inclusive Community for all immigrants. The membership of the Steering Committee will be finalized through an invitation process by the end of February and the Committee's first meeting would take place in late March, 2017. The Chair will be determined by the Steering Committee at the first meeting and the City will act as a Secretary and resource support to the committee.

The role of the Steering Committee will be to:

- guide the creation and design a community-wide governance model to lead and support the implementation of an immigration strategy along with realistic short and long term actions and measures
- determine and develop scope, vision and objectives of the immigration strategy
- participate in community consultations

The Steering Committee will meet in person once in the month of March, twice in April and once a month from May to June 2017 for a total of five (5) meetings. The draft strategy will be approved by the Steering Committee at the sixth meeting in mid-September 2017, at which time members will decide on the next steps for a meeting schedule going forward. (See Appendix A for suggested meeting schedule).

Internal Staff Liaison Committee

An internal staff team will provide support for the process to develop the strategy by assisting the Steering Committee in developing vision and realistic objectives, internal statistical research, the creation of goals, objectives and milestones/measures. The internal team will meet in person four (4) times and also help organize community consultations and the development of an implementation plan, public messaging and internal/external communications. (See Appendix A for suggested meeting schedule).

Community Consultations and Focus Groups

Community consultations will be held in May and June 2017 (See Appendix A for suggested consultation dates and times). This will strongly encourage to seek input and feedback from within respective networks, community members, ethnic and local associations. These consultations will include more specific focus groups targeting input from educational institutions and employment training organizations as well as employers.

Social Planning and Research

The use of City of London's Social Services statistics will help guide the development of clear and achievable objectives by the Steering Committee. Through the Local Community Data Consortium, the City of London has access to information at a granular level.

FINANCIAL IMPACT

The London Immigration Strategy will be developed using existing staff resources within Housing, Social Services and Dearness Home, and the aid of an internal staff liaison committee.

A request for funding was made through the Ontario Ministry of Citizenship and Immigration's Municipal Immigration Programs 2016 Call for Proposals to support the costs involved with developing the strategy. The purpose of this funding agreement would be to offer financial support to hire a professional researcher to aid in the creation, implementation, and evaluation of London's new Immigration Strategy. This request aligns with the program objectives of the Municipal

Immigration Programs Call for Proposals which includes as one of its priorities, strategic planning for the purposes of the development of a local immigration policy framework based on economic development objectives.

Next steps

With the approval of the proposed Workplan in Appendix A, the next steps would be to finalize the composition of the Steering Committee by the end of February 2017 through the aforementioned process and hold the first meeting in March 2017.

Should the request to the Ministry of Citizenship and Immigration for research funding to support the strategy be accepted, an agreement with Her Majesty the Queen in Right of Ontario, as represented by the Minister of Citizenship and Immigration will be introduced to Municipal Council for approval.

Civic Administration anticipates that the Steering Committee will approve the London Immigration Strategy with Implementation Plan by September 19th 2017 to proceed with a presentation to the Community and Protective Services Committee at the October 11, 2017 meeting.

CONCLUSION

The London Immigration Strategy will bring together existing initiatives to develop new resources and innovate existing projects and programs. Local stakeholders will be able to work together along with community champions to increase the immigration and retention of immigrants to London.

The vast majority of immigrants to Canada move to larger centres such as Toronto, Montreal and Vancouver. According to the 2011 Statistics Canada reports on Immigrant Population and Proportion of Immigrants to Total Population, London’s immigrant-born population was at 22%, below the provincial average of 29%. It would be beneficial for London to attract and retain more immigrants to maintain its competitive advantage and to successfully grow its economy.

Regular updates will be provided to the City Council as the work proceeds.

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RECOMMENDED BY:	
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- Cc: London & Middlesex Local Immigration Partnership (LMLIP)
 London Economic Development Corporation (LEDC)
 London & Middlesex Immigrant Employment Council (LMIEC)
 WIL Employment Connections
 London Chamber of Commerce
 Réseau de soutien à l’immigration francophone
 Fanshawe College (International)
 Western University (International)

APPENDIX A

London Immigration Strategy Proposed Workplan

February 2017	<ul style="list-style-type: none"> - With approval of the London Immigration Strategy Proposed Workplan by CPSC at the February 22nd 2017 meeting; proceed to communicate and send invitations with brief snapshot of objectives and commitment level along with meeting schedule to the Steering Committee members. (February 23th 2017). - Issue call for newcomer volunteers through LMLIP channels (February 23rd-March 2nd 2017) - Finalize Steering Committee members and send out reminder for first meeting on February 16th 2017 (First SC meeting March 20th 2017: 8:30-10am).
March 2017	<ul style="list-style-type: none"> - March 7th 2017: 2-3pm Hold first Internal Staff Liaison Committee meeting - March 20th 2017: 8:30-10am Committee Room #3, City Hall - Hold first Steering Committee meeting, select chair, and approve TOR along with membership. Share information from environmental scan and previous stakeholder conversations; start to develop strategic areas and activities
April 2017	<ul style="list-style-type: none"> - April 3rd 2017: 8:30-10am Committee Room #3, City Hall - Second Steering Committee meeting to finalise vision, strategic areas of focus, goals, with short and long term actions and measures. - April 18th 2017: 9-10am Hold Second Internal Staff Liaison Committee meeting - Finalize proposed dates and # of sessions for internal mini stakeholder consultations and external community consultation dates/locations - April 24th 2017: 8:30-10am Committee Room #3, City Hall - Hold third Steering Committee meeting to approve Discussion guide to be used in community and stakeholders consultations/finalise logistics of consultations and roles
May 2017	<ul style="list-style-type: none"> - Round #1 of Community Consultations = collect input and collate into first draft (May 6rd 2017: 9:30- 11:30am) - Round #2 of Community Consultations = collect input and collate with the first draft to create a second draft (May 17th 2017: 5-7:30pm) - Internal mini stakeholder consultations = collect input and review with Round 1 and 2 of Community Consultations - May 29th 2017: 8:30-10am Committee Room #3, City Hall - Hold fourth Steering Committee meeting to review feedback received and modify strategic areas of focus and objectives to include activities - May 31st 2017: 2-3pm Hold Third Internal Staff Liaison Committee meeting
June 2017	<ul style="list-style-type: none"> - Round #3 of Community Consultations = collect input and collate into draft (June 6th 2017: 5-7:30pm) - Round # 4 of Community Consultations = collect input and collate into draft (June 10th 2017: 9-11:30am) - If ongoing ; Internal mini stakeholder consultations = collect input and collate into draft - June 19th 2017: 8:30-10am Committee Room #3, City Hall - Hold fifth Steering Committee meeting to review new feedback received. Modify and further define strategic objectives and activities; suggest community and agency roles/opportunities - June 20th 2017: 9-10am Hold Fourth Internal Staff Liaison Committee meeting
July – August 2017	<ul style="list-style-type: none"> - Based on the SWOT analysis of the London area, discussions of the Steering Group and results from the various consultations, the Immigration Specialist will draft an immigration strategy for London with the support of the Manager of Strategic Programs and Partnerships and professional researcher, which would include an implementation plan
September 2017	<ul style="list-style-type: none"> - Sept 18th 2017: 8:30-10am Committee Room #3, City Hall - Hold sixth Steering Committee meeting to present draft and get approval/last minute modifications.

<p>October 2017</p>	<ul style="list-style-type: none"> - Immigration Specialist and Manager of Strategic Programs and Partnerships present Immigration Strategy and proposed Implementation plan to Municipal Council to obtain endorsement at the October 11th 2017 CPSC meeting. - TBD – If decided upon with Steering Committee; Hold seventh Steering Committee meeting Work to plan dissemination and give updates received from Council. Determine next steps and new meeting dates, if necessary.
<p>November 1, 2017 – January 31, 2018</p>	<ul style="list-style-type: none"> - TBD – Hold eighth Steering Committee meeting to update, review and adjust if necessary