

## PEEL NEWCOMER STRATEGY GROUP SERVICE DELIVERY NETWORK NEIGHBOURHOOD REPORT

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#### Introduction

As a backbone organization, PNSG supports alignment, capacity and building momentum across sectors to affect large-scale social change for the successful inclusion of newcomers into all aspects of the community. Championing for a coordinated and collaborative strategy, PNSG understands that engagement of newcomers and service providers is an integral part of creating a truly inclusive community for newcomers in Peel. PNSG facilitates, convenes and coordinates research and community planning through its Central Planning Table and three working groups: Economic Inclusion, Social Inclusion and Service Delivery Network.

As part of its third strategic priority - Strengthening service coordination and planning across Peel Region, PNSG's Service Delivery Network (SDN) set out to steer the process of Service Access Coordination. Building on the premise of the "No Wrong Door Approach," this work seeks to develop seamless systems of navigation for newcomers, immigrants and refugees in five neighbourhoods in Peel. These five neighbourhoods were selected, as pilot projects, as a result of community consultations and reflect established neighbourhoods where immigrant populations are concentrated and large. The SDN will examine the approach and determine how to potentially scale this up across Peel.

The five neighbourhoods are:

- 1. Malton in Mississauga
- 2. Meadowvale in Mississauga
- 3. Sheridan in Mississauga
- 4. Springdale in Brampton
- 5. Bolton in Caledon

Guided by Collective Impact principles, PNSG in consultation with the community has identified four key indicators that measure progress and support the results as identified in its Community Plan.

- 1. Increase in adapted service delivery by non-settlement institutions
- 2. Increase in success rates for employment programs
- 3. Increase in technological coordination of services
- 4. Percentage of PNSG member agencies who have endorsed the newly developed Regional Diversity and Inclusion Charter

Over the past year, PNSG's SDN Working Group conducted a two-tier community consultation process with residents and service providers delivering services to newcomers in the five neighbourhoods listed above. Discussion focused on how to better coordinate services at the community level. In collaboration with Caledon Community Services (Bolton), Peel Multicultural Council (Meadowvale), Polycultural Immigrant & Community Services (Sheridan), Punjabi Community Health Services (Springdale) and Malton Neighbourhood Health Services (Malton), PNSG facilitated conversations in October and November of 2012 and January 2013.

PNSG & the SDN would like to acknowledge Citizenship & Immigration Canada for funding the service providers meetings. SDN members felt it was important to capture the resident voice and collectively applied for funding from United Way Peel Region and the Region of Peel to hold community consultations in the five neighbourhoods.



Overall, a total of 60 formal and informal community organizations and service providers gathered who deliver services to newcomers, immigrants and refugees. The following three questions discussed, were derived from Richard Hardwood's work on community development:

- What are our community assets and what are your experiences/challenges in accessing/utilizing those assets?
- What can be done mechanisms and practices in making best use of our existing resources/or creating new ones?
- What can organizations bring/contribute services and resources to the table to be part of the solutions?

January 2013 saw the launch of the second tier of community consultations where hundreds of residents came together to answer and discuss the following three questions that were also derived from Richard Hardwood's work on community development:

- What is your vision for the Community?
- What are the gaps/challenges to meet this vision?
- What needs to change in the community in order to meet the gaps/challenges?

QUOTE: "Inclusion goes a step further, where the newcomer is an active partner in shaping and changing institutions and society. Inclusion takes us well beyond getting started and getting settled, it is about making your mark in society," Ratna Omidvar, President, Maytree Foundation



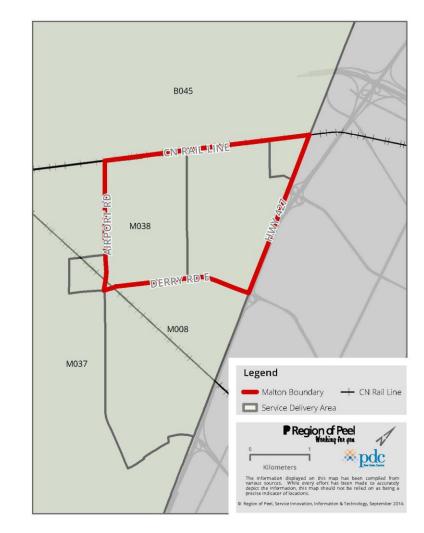
### Malton Organization: Malton Neighbourhood Services (MNS)

#### **Project Objective**

Malton Neighbourhood Services (MNS) was identified as the convenor to bring together various service providers and residents to facilitate conversations about needs and services in their neighbourhood. The main goal of the community consultations was to connect service providers and residents, to connect specifically with the youth population, and to determine how participants saw the community and what was needed to improve service delivery.

#### What we heard

While participants acknowledged the wealth of services available in the community, promotion and awareness of these services was identified as a gap. Implementing a continuous and multi-pronged outreach strategy within the community would improve communication and transparency required to reach the population that is transient and language barriers. In the absence of such, residents have taken the initiative to form informal networks and groups.



Service providers acknowledged the role they play as points of contact for residents, but also identified the need for a cohesive approach with enhanced resources to serve clients within the "No Wrong Door" approach.

#### Successes

In the community consultations, three resident meetings were held - two of which were youth focused with a total of nearly 100 participants in overall attendance, and two service provider meetings. The consultations led to an increase in community engagement as 20 residents signed up to volunteer and serve on various committees. The forum provided an opportunity to increase awareness through two-way conversations with residents about MNS services - many of whom were unaware the services existed.

Youth displayed a renewed and inspired level of participation. Many indicated that they were interested in attending future consultations and expressed an interest in volunteering with MNS.



MNS partnered with Four Corners Health Centre and SWAG (Success With Age and Guidance) to facilitate both youth events. Facilitators from Reaching Intelligent Souls Everywhere (RISE) - a community based movement organization that strives to empower and educate youth by helping them find their voice through spoken word, singing and hip hop - was especially well-received at a Youth Summit focused on Black Youth. Survey results from youth consultations showed that 90.4% of youth found the workshop useful and wanted to be more civically engaged following the forum.

75% of youth said they wanted to VOLUNTEER in their COMMUNITY

#### **Moving forward**

After hearing about the need to enhance services and remove barriers, PNSG proposed developing a tool in partnership with the Peel Data Centre that will keep the community abreast of programs and services in the community,

Building on the success and momentum of the youth forum, participants also recommended the development of new and innovative activities to continue to reach youth in the community.

### Did you know?

In 2011, the Malton Service Delivery Network was home to approximately 38,330 residents.

Between the years 2006-2011, nearly 12.6% of these residents moved out of Malton either from within Ontario, or a different Province or Territory, while roughly 9.8% of residents came from a different country.

In Malton, 6.1% of residents had no knowledge of either of Canada's official languages. The top three non-official languages spoken most often at home, as indicated by residents who may have knowledge of but do not speak English nor French are Punjabi (49.3%), Urdu (9.6%), and Italian (6.0%).

Of the total population in Malton, 47.8% are South Asian, 17.8% are Black, 2.9% are Latin American, 1.7% are Filipino, and 1.3 % are West Asian.

The after-tax income groups are as follows:

Under \$5,000 - 21.3% \$5,000-\$39,999 - 63.2% \$40,000 - \$79,999 - 14.9% \$80,000 and over - 0.6%

Additionally, 31.8% of residents spend 30% or more of their household total income on shelter cost.



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### Meadowvale Organization: Peel Multicultural Council (PMC)

#### **Project Objective**

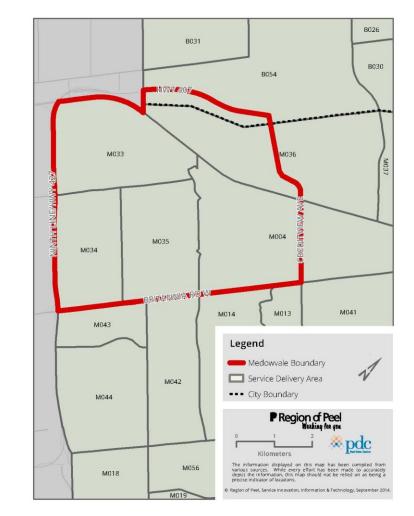
Resident meetings and perspectives are integral to understanding the shared experiences and impacts of service delivery on residents. PMC took a closer look at the Meadowvale area by engaging the residents of the community, to gauge their awareness of the services and gather resident feedback about the delivery of service.

To ensure continuous and seamless coordination of services, PMC sought out to better understand the difference between service providers. This was to identify and avoid duplication of services, and most importantly close gaps for residents having difficulty navigating between various services and systems.

PMC held targeted community consultations with key stakeholder groups in its community: Women, Seniors and Youth.

#### What we heard

Participants identified collaboration between service providers as a key function required to achieve service



coordination. A central and organized coordinated mechanism was identified as a way to assist with access to information about service providers. Youth in particular highlighted a need for a frequently updated online resource where they could obtain important information about community events and services.

All groups - Women, Youth and Seniors - identified inadequate transportation as a major barrier to accessing services in the community. Reliable and affordable transportation, especially door-to-door transportation for seniors, would reduce dependency on others while effectively accessing services in the community. Women and seniors consistently said that transportation is the number one reason why they would prefer receiving multiple services at a single location.

The women and seniors group also suggested that community organizations share resources, facilities and equipment to provide comprehensive services to residents.

Specifically, youth, women and seniors also identified the following additional service needs:



#### Youth

- Employment services to help save for post-secondary education and/or support families financially
- Leadership and other training opportunities to help succeed in the workplace
- Post-secondary support and counseling to assist with college/university enrollment.

#### Women

• Easily accessible crisis centre. The centre would be able to help women of all faiths and ethnicities facing domestic abuse, sexual assault and other violence



- Information on family law and taxation in Canada
- Information about child care options to increase their understanding and ability to make informed choices for their families.

#### Seniors

- Programs that promoted staying active and including education sessions on how to stay healthy.
- Information about safety and personal security.
- Lead organizations should engage in ethnic communities of Meadowvale and Streetsville by establishing lines of communication with ethnic groups, organizations and places of worship. The use of ethnic media was also suggested as a way to reach residents broadly.

#### Successes

PMC successfully engaged each targeted stakeholder in the community. More than 60 participants who self-identified as Canadian Citizens and Permanent Residents attended three sessions.

While participation was successful, mobilizing participants representing the diverse community was a challenge.

#### Moving forward

In all three of the consultations (Youth, Seniors and Women) at PMC, community members felt that that the organization was well positioned to evolve into a neighbourhood centre. Community members felt that PMC was well established in the Meadowvale community and well positioned with contacts within ethno-specific communities, places of worship as well as other stakeholders.

PMC will continue to work towards creating a Service Delivery Network model for the creation of a "No Wrong Door" approach for the community. Through continued stakeholder consultation, PMC will continue to share the perspective of residents on how they feel community organizations should be working to address community needs. Such engagement will enhance



communication and understanding between organizations, social groups and faith-based organizations. It will also allow local service providers to increase their knowledge of the operations of other organizations, gain an accurate inventory of what is available and identify the gaps that still exist within their region.

Having a greater awareness of the services available will benefit the service providers, as well as their clients, as the community receives assistance and referrals from every service provider. Through integrated service coordination, residents will receive support in navigating between service providers to meet their needs. This will also allow for opportunities to bring new services to fill the gaps that currently exist.

Having a thorough understanding of the resources and services in the Meadowvale and Streetsville area, service providers can make more informed decisions when creating and delivering programs. Collaboration and the exchange of information will: lower the chance for duplicating services, help local organizations decide which one is best equipped to provide a specific new service, and identify potential partnerships between service providers to compliment services and address multidimensional needs. Through coordination of services, open lines of communication, and sharing of information and resources, services providers can improve the quality of services they provide and become better equipped to support the community they serve.

## Did you know?

In 2011, the Meadowvale Service Delivery Network was home to approximately 105,115 residents.

Between the years 2006-2011, nearly 8.2% of these residents moved out of Meadowvale either from within Ontario or from a different Province or Territory, while roughly 5.2% of residents came from a different country.

In Meadowvale, 2.1% of the population has no knowledge of either of Canada's official languages. The top three non-official languages spoken most often at home, as indicated by residents whom may have knowledge of but do not speak English nor French are Urdu (15.0%), Spanish (8.8%), and Polish (8.7%).

Of the total population in Meadowvale, 19.6% are South Asian, 6.5% are Black, 5.5% are Filipino, 4.8% are Chinese, and 2.9% are Latin American.

The after-tax income groups are as follows:

Under \$5,000 - 19.4% \$5,000-\$39,999 - 44.6% \$40,000 - \$79,999 - 29.6% \$80,000 and over - 6.4%

Additionally, 23.0% of residents spend 30% or more of their household total income on shelter cost.



# **Bolton - Caledon Organization: Caledon Community Services** (CCS)

#### **Project Objective**

CCS conducted a resident survey to help understand service needs and potential gaps in services accessed by newcomers. To broaden its reach and potential response rate, CCS expanded the survey area from Bolton to across Caledon. Surveys were distributed by Caledon Community Services' staff and by former students and current clients of LINC and English Help Café. To increase participation, incentives in the form of gift cards and refreshments were provided.

To increase response rates and help participants fully understand the survey questions, CCS held two events for resident participants to help explain the survey and assist participants in completing them.

#### What we heard

Though residents who completed the surveys felt empowered by voicing their opinions about how the community can improve, they also learned they are unaware of many community services.

During the community consultations, some residents with language barriers expressed a need for a clear explanation

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and understanding of the questions being asked in the survey, an important consideration for future community consultations. Overwhelmingly, it was lack of transportation in Bolton/Caledon that consistently came up as areas of concern from survey responses.

Service providers also learned that there is a need to find alternate methods to reach all of Caledon residents, beyond the distribution centres of this survey to ensure a broad and representative response rate.

#### Successes

A total of 48 surveys were completed out of 53, representing a 90% completion rate. Generally, participants expressed enthusiasm about being asked to complete the survey, especially around issues that impact them and their families on a daily basis such as lack of public transportation in Bolton/Caledon.



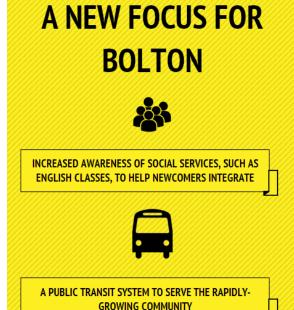
Residents said they felt empowered by taking part in the survey and voicing their opinion which was valued. The positive response demonstrated a need for an ongoing platform such as this for Caledon residents to continue to voice their opinions and concerns about services in their community.

#### **Moving Forward**

Responses from the survey identified a need to create a database that will match needs of residents to service providers in the community. CCS will continue to work with PNSG on these data and mapping needs that will enhance the supports for residents.

Survey results will also inform CCS in future program planning for the community.

The Town of Caledon is in a growth stage, while Caledon does not currently have the same needs and demands for services as Brampton & Mississauga, CCS is focused on



planning and preparing for this growth by identifying gaps and barriers to services as well as mapping where services may need to grow in anticipation of this growth. As a member of the Service Delivery Network at PNSG, CCS is taking best practices from other agencies around the table and adapting it for the unique needs of their residents and the Caledon community.

## Did you know?

In 2011, the Bolton Service Delivery Network was home to approximately 18,425 residents. Between the years 2006-2011, nearly 10.9% of these residents moved out of Bolton either from within Ontario, or a different Province or Territory, while roughly 1.1% of residents came from a different country. In Bolton, only 0.3% of the population has no knowledge of either of Canada's official languages.

The top three non-official languages spoken most often at home, as indicated by residents whom may have knowledge of but do not speak English nor French are: Italian (44.4%), Spanish (10.4%), Polish (8.9%). Of the visible minorities in Bolton, 2.4% are South Asian, 1.3% are Black, 1.2% are Latin American, 0.9% are Chinese, and 0.8% are Filipino.

Data for income groups and shelter-cost-to-income ratio are unavailable for Bolton.



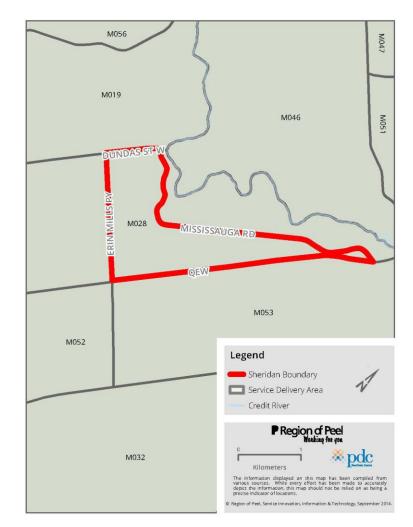
# Sheridan Organization: Polycultural Immigrant and Community Services

#### **Project objective**

Polycultural Immigrant and **Community Services organized** community meetings for the Sheridan neighbourhoods. Two meetings were held for service providers and two for community residents to build on community assets and discover experiences and challenges in accessing/utilizing those assets. The main goal was to strengthen and coordinate existing services, and provide an accessible hub with a variety of family programs, information and referral services to all newcomers who settle in Sheridan.

#### What we heard

The strong community response was encouraging and overwhelming, and posed a significant challenge to the organization. Initially, Polycultural Immigrant and Community Services was unable to accommodate all the children that wanted to participate in the program due to space limitations. After regrouping and planning, Polycultural Immigrant and Community Services was able to divide the children into 3 sessions



and scattered the start dates allowing all those that registered to participate in the program.

The limited budget was also a challenge, as there were plenty of activities that the organization wanted to organize but was ultimately unable to do due to financial constraints.

Other challenges included the isolation of residents due to transportation or financial issues. The lack of public space, community space or a public park, that's a neutral space was also highlighted.

The definition of newcomer was seen as a challenge. Funders have certain parameters around who is eligible for services based on time elapsed in Canada. Some individuals still have unresolved settlement issues yet are unable to access services.



"We have built the trust among the neighborhood. We were able to bring more people. We were able to show our local strength and discuss our issues. Now our neighborhood is aware of many new programs and services which they never knew before." Committee Member.

Support for children who are wearing two cultural hats is also highly needed in this community. Residents need training on multiculturalism, specifically, how to connect with different ethnic groups and how to adapt to a new life in Canada.

Most participants agreed on the following Sheridan neighbourhood needs:

- Community empowerment /training /capacity building
- Increased funding opportunities to initiate programs
- Increased connection among cultural diverse groups
- Increased easily accessible and free programming
- Have access to a community space available all year-round including an indoor gym and community kitchen / party room where all residents could celebrate holidays and festivals
- Affordable activities and exercise programs for children and teenagers including fitness programs for women.

Staff also identified the following needs:

- Programs that tackle physical and financial abuse faced by women. This was identified as a result of agencies having built trust in the community causing women to be more willing to speak out
- Support for children who are wearing two cultural hats
- Training on connecting with different ethnic groups and adapting to a new life in Canada. Training on communication skills along with some computer classes.

#### Successes

In the community consultations, participants representing 14 community agencies engaged in conversations about the coordination of services.

A successful outcome is that working meetings of the Sheridan agencies will continue. Polycultural Immigrant and Community Services and Global 180 are now working together to provide a comprehensive family program. This is to strengthen service provider efforts so more community programs are offered.

Sheridan Resident Committee members met throughout the year to plan and execute the *Sheridan Neighbourhood Active Living Program*. Eight members met regularly to ensure smooth programming. All 8 resident committee members felt they learned how to lead a project in their neighbourhood. Committee members reported increased self-confidence, communication and leadership skills.

As a result of the resident meetings, the *Sheridan Neighbourhood Active Living Program* had almost 200 children register for the program that provided fun and useful activities for children. This provided children the opportunity to learn social skills and practice these skills with others through engaging activities.



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I was actively involved and engaged with other residents in creating a change in our neighbourhood. Zubia Almas, volunteer As leaders, committee members gained self-confidence and were encouraged to make a positive change in their community. They were able to learn new skills such as communication and collaboration; preparing for and leading meetings; public relations and engagement; and working with a diverse set of individuals.

#### **Moving forward**

The community consultations led to a question of what can be done in making the best use of our existing resources and/or creating new ones and these were some of the recommendations:

- Developing a mechanism like an inter-agency committee
- Improving coordination of services
- Enhancing knowledge of what services exist in the community
- Writing proposals and applying for varied funding sources
- Transforming Sheridan Centre to better serve the neighbourhood
- Implementing creativity when creating new programming

## Did you know?

In 2011, the Sheridan Service Delivery Network was home to approximately 16,280.

Between the years 2006-2011, nearly 8.4% of these residents moved out of Sheridan either from within Ontario, or a different Province or Territory, while roughly 7.1% of residents came from a different country.

In Sheridan, 2.3% of the population has no knowledge of either of Canada's official languages. The top three non-official languages spoken most often at home, as indicated by residents whom may have knowledge of but do not speak English nor French are Urdu (24.4%), Polish (10.2%), and Persian (Farsi) (6.9%).

Of the total population in Sheridan, 16.0% are South Asian, 5.6% are Chinese, 4.4% are Black, 3.3% are Filipino, and 2.7% are West Asian.

The after-tax income groups are as follows:

Under \$5,000 - 18.5% \$5,000-\$39,999 - 47.6% \$40,000 - \$79,999 - 24.0% \$80,000 and over - 9.9%

Additionally, 21.6% of residents spend 30% or more of their household total income on shelter cost.



# Springdale in Brampton Organization: Punjabi Community Health Services (PCHS)

#### **Project Objective:**

Punjabi Community Health Services engaged the local community in creating a committee of residents and service providers to create a hub for service providers. With the "No Wrong Door" approach as a guiding principle, PCHS facilitated monthly meetings with the committee to determine the settlement needs of the Springdale community and how best to collaborate to meet those needs.

#### What we heard

"It's really exciting to see how things are...how we are trying to understand the realities and existing patterns of our communities...does this community get together, where they get together, where are our common community spaces, how do we empower people to take care of their own development," said Justin Kiaufar of Junior Youth Empowerment Program, who participated in the Springdale consultation.

#### Successes

Community engagement efforts led to the creation of the Brampton Springdale Network - a success onto

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itself. There continues to be active engagement of all service providers in Springdale, functioning as an informal hub. The momentum and synergy of the network has provided a focused understanding of immediate service needs for residents. Meeting monthly, an average of 15 service providers come together to discuss how best to provide health and social services to residents.

The momentum of the network led to the creation of a parenting group that hosts sessions at Louise Arbour Secondary School every first Tuesday of the month for parents in the community. On average, 15 parents are in attendance at each session where parents discuss issues and challenges. These sessions were so well received that parents have requested that sessions be increased to twice monthly.



#### **Moving Forward**

The continued enthusiasm amongst the Brampton Springdale Network has resulted in a commitment by service providers to continue to meet until a formal hub has been established.

While service providers have achieved a good synergy, the community continues to struggle with space challenges and resident meetings.







## Did you know?

In 2011, the Springdale Service Delivery Network was home to approximately 82,490 residents. Between the years 2006-2011, nearly 12.8% of residents moved out of Springdale either from within Ontario, or a different Province or Territory, while roughly 7.3% of residents came from a different country.

In Springdale, 7.4% of the population has no knowledge of either of Canada's official languages. The top three nonofficial languages spoken most often at home, as indicated by residents whom may have knowledge of but do not speak English or French are Punjabi (65.5%), Gujarati (5.3%), and Tamil (4.8%). Of the total population in Springdale, 59.1% are South Asian, 12.8% are Black, 2.4% are Filipino, 2.1% are Southeast Asian, and 1.7% are Latin American.

The after-tax income groups are as follows:

Under \$5,000 - 21.8% \$5,000-\$39,999 - 54.1% \$40,000 - \$79,999 - 21.7% \$80,000 and over - 2.3%

Additionally, 31.3% of residents spend 30% or more of their household total income on shelter cost.



# Results

It is clear that these neighbourhood meetings were well received and delivered positive outcomes with over 100 newcomers and 100 stakeholders providing input and insights into the service needs for newcomers in Peel. The neighbourhood lead for each project successfully recognized and created community consultations that were representative of the local residents and addressed their community needs, leading to increased engagement. For some participants the community consultations had a profound impact, leading them to feel inspired to volunteer and participate at a greater level.

The collaboration between residents, non-traditional partners such as schools, libraries and faith-based institutions along with formal service providers, allowed for a platform to discuss how better to coordinate at a community level. Service providers highlighted that some issues such as woman abuse require specialized expertise, while other demographics may have special needs such as seniors.

Overall, three emerging themes and issues came through in the community conversations:

#### 1. Physical space

Physical space continues to be an issue that needs to be addressed. Many service providers felt that community spaces that could be naturally accessed such as malls and schools, were often accessible based on the relationship and trust the agencies have with the administration of those institutions. While schools were identified as safe and convenient places to meet, access depends on the respective school authority and its willingness to allow providers and workers onsite. Through consultations we also heard this issue being a struggle for schools: "*Schools are also struggling to keep up with the demands. Sometimes, it is difficult to accommodate, how many organizations come to schools….but I agree schools need to be hubs, until other services come in*," says Ravinder S. Johan of Sandalwood Heights Secondary School.

#### 2. Creating Service Coordination

Service infrastructure is disconnected and fragmented creating a need for system coordination. A more formalized coordination process needs to be established to strengthen service coordination. This will create an opportunity for formal service providers and informal service providers, such as socio-cultural groups and faith-based organizations as well as social networks, to collaborate and learn from each other thereby leveraging each other's assets, strengths and services.

#### 3. Enhanced Data and Mapping

Overwhelmingly, service providers felt that enhanced data and mapping around newcomer needs would benefit the planning, implementation and outreach of programs and would further identify opportunities to collaborate. While PNSG continues to inform service providers of the online tools available, providers continue to express a gap as none of the current online tools contain newcomer-specific data and mapping services.

In response, PNSG convened a meeting between Peel Data Centre, 211, and the Peel Immigration Portal to discuss the areas of overlap and intersection. Out of that meeting, the following was identified:



- Customized newcomer statistics that could paint the complex picture, for example, immigrant status and period of immigration by housing affordability and income
- Updated statistics by small levels of geography
- Mapping of newcomer-related services available across the Region.

## **Next Steps**

As a result, a formal partnership with Peel Data Centre and PNSGs Service Delivery Network has since been established to investigate the three areas identified above. As a result, PNSG has acquired data from Statistics Canada used to create a list of variables which will provide newcomer demographics in more than 80 Service Delivery Areas (SDAs) in Peel. According to the Peel Data Centre "SDAs are geographies intended to support service planning and delivery by providing service providers with data that is relevant to the local geographies they serve. SDAs are comprised of census dissemination areas (the smallest standard geography for census data) and have varying population thresholds for each municipality."

A continued focus on supporting service planning and delivery by equipping service providers with data will be addressed, specifically through interactive maps on the PDC website that will highlight faith-based and settlement services. In Winter 2015, PNSG will provide training on the features of the PDC tool to service providers.

Overall, the greatest take away from the neighbourhood consultations was that no one organization can successfully meet the range of needs of newcomers and that supports from collaborating agencies across Peel are required. PNSG will continue to champion a coordinated and collaborative strategy for the successful engagement of newcomers in Peel, and will report on these results in next year's Collective Impact report.

