

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF JUNE 24, 2014

Item 40, Report No. 30, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on June 24, 2014.

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VAUGHAN NEWCOMER'S BUS TOUR - SEPTEMBER 17 & 18, 2014

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Executive Director, Office of the City Manager, dated June 17, 2014:

Recommendation

The Executive Director, Office of the City Manager, in consultation with the Director of Recreation and Culture, recommends:

1. That the following report on the Vaughan Newcomer's Bus Tour be received.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan, Goal 4, and Objective 4.1:

- To foster a city with strong social cohesion, an engaging arts scene, and a clear sense of its culture and heritage.
- 4.1.1. Develop an implementation plan for the initiatives described in the City's Active Together Master Plan through a phased and budgeted program.

Economic Impact

Costs for this initiative are predominately staff time. Any additional costs for this program such as busing costs etc. are being donated by the partnering agencies.

Communications Plan

The Vaughan Newcomer's Bus Tour will be promoted through the City of Vaughan and Vaughan Public Libraries websites, social media, the Recreation Guide and throughout community centres and libraries. The Welcome Centre, a partner agency, will promote the Tour on their website and throughout the Vaughan Welcome Centre location.

Purpose

The purpose of this report is to inform Council on the Vaughan Newcomer's Bus Tour initiative.

Background - Analysis and Options

In an effort to reach out to newcomers to Canada or recently arrived residents to Vaughan, the City of Vaughan and its partners, Vaughan Public Libraries, York Region Police, Vaughan Fire Department and the Welcome Centre have joined together to host a pilot bus tour of the City that informs people of services and opportunities in the Vaughan community. Tour stops and information highlighted for the tours include the Welcome Centre, library services, community centres, City Hall and local government, public transit, police services, social services and landmark/historical sites in Vaughan. Two separate tours will be held on September 17 and 18, 2014 accommodating about 50 people for each tour. Registration will take place through the Welcome Centre.

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With more than 12,000 recent immigrants reported coming to Vaughan annually, the Vaughan Newcomer's Bus Tour initiative provides an opportunity for the City of Vaughan, along with its community partners, to provide information to those new to Vaughan on services available to them, along with recreational and cultural information related to the place they live in.

The tours offer new residents to the City a chance to see places of interest, including heritage areas, parks, libraries, community centres, and public transit services.

All participants will receive a "grab bag" filled with information brochures and giveaways such as recreation passes and coupons provided by local organizations and partners.

Following the 2014 pilot, staff will evaluate the initiative to determine future tours.

Relationship to Vaughan Vision 2020/Strategic Plan

In consideration of the strategic priorities related to Vaughan Vision 2020, this report will provide:

- **STRATEGIC GOAL:**
Service Excellence – Providing service excellence to citizens through a collaborative program and events scheduling strategy with community stakeholders.
- **STRATEGIC OBJECTIVES:**
Enhance and Ensure Community Safety, Health and Wellness by showcasing opportunities to integrate physical activity in everyday life.

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved. The Vaughan Newcomer Bus Tour initiative will provide new citizens with an opportunity to integrate into and learn more about the Vaughan community programs and services.

Regional Implications

None

Conclusion

The Vaughan Newcomer's Bus Tour will provide newcomers with an excellent opportunity to learn more about the City of Vaughan and the surrounding communities and services and be a welcoming component to assisting them with settlement and integration within their community.

Attachments

None

Report Prepared By

Angela Palermo, Cultural Services Manager, ext. 8139
Mirella Tersigni, Community Development Coordinator, ext. 8459

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)