



PATHWAYS TO
PROSPERITY

Promoting Welcoming Communities in Canada



VOIES VERS LA
PROSPÉRITÉ

Promouvoir des communautés accueillantes au Canada

Overview of the Measuring Welcoming Communities Toolkit

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What Is A Welcoming Community?

- A welcoming community is a collective effort to design and sustain a place where immigrants feel that they belong and that supports immigrants' economic, socio-cultural, and civic-political integration
- A welcoming community has structures, processes, and practices in place to meet the needs and promote the inclusion of immigrants in all aspects of life, and actively works to ensure that these are effective

Two Toolkits

**Measuring
Welcoming
Communities**

Promoting
Welcoming
Communities

A Five Step Approach for Working Toward Welcoming Communities

- 1. Assessment of the current state of the community**
- 2. Creation of short-term and long-term goals**
3. Implementation (adjustment) of policies and programs that are designed to target gaps and weaknesses and work toward the goals
- 4. Systematic research to evaluate the effectiveness of these policies and programs**
- 5. Ongoing assessment of the state of the community – feedback to Step 2**

Toolkit I



Characteristics of a
Welcoming Community



Indicators for Each
Characteristic

Toolkit I: Measuring Welcoming Communities

– Available in Both English and French

- A **presentation deck** to facilitate conversations within a community
- **Tool 1** – A set of questions that can be used to conduct an environmental scan and identify crucial features of a community that may influence approaches to assessing and working toward a more welcoming community
- **Tool 2** – A checklist to rank order the importance of the 19 characteristics for a given community and determine which are a priority for measurement
- **Tool 3** – A checklist to choose which indicators will be used to assess selected characteristics and what comparisons will be made using these indicators

Characteristics of a Welcoming Community

- What characteristics make a community welcoming?
- Importance of each characteristic to a given community will vary somewhat
- Characteristics are likely to be mutually reinforcing and may interact in building upon or reducing the impact of each alone
- Characteristics must take into account the needs of multi-barriered immigrants (e.g., racialized women, youth, seniors, 2SLGBTQI+, refugees, immigrants with disabilities)

19 Characteristics of a Welcoming Community

Cluster A

- Access to Affordable, Adequate, and Suitable Housing
- Employment and Entrepreneurship Opportunities
- Access to Suitable Health Care, including Mental Health Care
- Positive Attitudes Toward Immigrants of All Racial, Cultural and Religious Backgrounds
- Access to Immigrant-Serving Agencies that Meet Immigrants' Needs

19 Characteristics of a Welcoming Community

Cluster B

- Access to Transportation
- Educational Opportunities
- Ongoing Commitment to Anti-Racism and Anti-Oppression
- Access to Services and Supports for French-Speaking Immigrants by French Speakers
- Immigrant-Responsive Municipal Features and Services

19 Characteristics of a Welcoming Community

Cluster C

- Coordination and Collaboration Among Community Organizations and Different Levels of Government Working Toward Welcoming Communities
- Equitable Neighbourhoods
- Opportunities to Form and Join Social and Community Networks
- Immigrant-Responsive Police Services and Justice System
- Access to Inclusive Public Spaces, Facilities, and Programs
- Positive Indigenous-Immigrant Relations and Understanding
- Access to Diverse Religious and Ethnocultural Organizations
- Civic and Political Participation Opportunities
- Equitable Media Coverage, Representation, and Content

Indicators for the Characteristics

- Indicators are quantitative and qualitative measures that can be used to assess the level of each characteristic in a community
- Available online from the P2P website
- Provides check lists of comparisons and lists of possible indicators organized by characteristic

Indicators for the Characteristics

- It is essential to examine multiple indicators for each characteristic
 - Some indicators can be measured objectively
 - Some indicators will be based on perceptions
 - Both are important

Indicators for the Characteristics

- Meaningful comparisons are necessary
 - Comparisons to non-immigrants in the community
 - Comparisons to previous cohorts of immigrants in the community
 - Comparisons to other communities or to provincial/territorial averages
 - Comparisons before and after new initiatives are implemented
 - Comparisons among different groups of immigrants, including multi-barriered groups

Access to Affordable, Adequate, and Suitable Housing

- Housing affordability: percent of before tax household income (from all sources) spent on housing (aiming for less than 30%)
- Availability of subsidized, non-profit, and co-op housing
- Available housing is of adequate quality (e.g., not in need of major repairs or renovations; no infestations)
- Evidence of overcrowded housing (based on age, sex/gender, and number of household members)
- Rate of core housing need (living in an unsuitable, inadequate or unaffordable dwelling and not able to afford alternative housing in the community)
- Rate of supply and vacancy of suitable housing (e.g., availability of rentals/homes for purchase that are accessible by transit and adequate in size)
- Evidence of housing stability
- Rate of homeownership

Access to Affordable, Adequate, and Suitable Housing

- Rate of unsheltered homelessness/unhoused
- Rate of “hidden homelessness” (e.g., involuntary “doubling-up,” couch surfing, sharing accommodations)
- Evidence of discrimination in acquiring and living in housing (from property managers, landlords, and/or real estate agents)
- Availability of reliable information in both official languages and other top languages of new arrivals about housing markets in Canada and tenants’ rights and responsibilities
- Level of knowledge about the housing market and how to obtain housing in Canada
- Level of knowledge of rights and responsibilities as tenants and homeowners
- Level of satisfaction with:
 - information for immigrants about housing in Canada and tenants’ rights and responsibilities
 - current housing situation

The Measuring Welcoming Communities Toolkit



Or google P2P Welcoming Communities