



TOWN OF  
**HALTON HILLS**  
*Working Together Working for You!*

## MEMORANDUM

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**TO:** Mayor Bonnette and Members of Council

**FROM:** Nancy Field, Communications Specialist  
Brandi Gillett, Community Librarian

**DATE:** September 20, 2021

**MEMO NO.:** ADMIN-2021-0016

**SUBJECT:** Newcomer Resources Program

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### PURPOSE OF THE MEMORANDUM:

This memo provides information regarding the Newcomer Resources Program [‘Welcome to the Town of Halton Hills’](#) and details of the joint program with the Halton Hills Public Library, the resources offered and the promotion put in place to support the September launch.

### BACKGROUND:

The Newcomer Resources Program was developed a decade ago for residents new to Halton Hills. The program was originally handled through the Planning Department due to the many requests by residents in new subdivisions looking for information about Town services. The program transitioned into supplying pertinent information about Town services through Welcome Wagon and eventually USB “Welcome Keys” were developed to link newcomers directly to the Town website.

Over the years, it became apparent that the newcomers program needed to be revamped. According to the 2016 Census, the Town of Halton Hills has seen a 3.6% increase in its population since 2011 and this trend is expected to continue with a projected growth of 59% by 2031<sup>1</sup>. Recognizing that the demographics of newcomers to the Town has changed, coupled with the dissolution of Welcome Wagon in 2020, the program needed to change to focus on the needs of residents new to Halton Hills and to the country. This change ensured that in addition to providing pertinent information about Town services, the program would include links to a variety of integration supports

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<sup>1</sup> Newcomers are arriving from the United Kingdom, Philippines, India, the United States, Poland, Pakistan, China, the Russian Federation, Brazil, and other places. Community Development Halton/Source: Statistics Canada, 2016 Census

and services for residents new to Canada and direct them to resources offered through the Halton Hills Public Library (HHPL).

Town and Library staff collaborated to provide a fulsome program through a joint newcomer resources website that will reside on the library's website and link to the Town's website.

#### **COMMENTS:**

The Newcomer resources program features:

- A new '[Welcome to Halton Hills](#)' website providing information, programs and links to services at local, regional and national levels of government as well as agencies designed for residents new to Halton Hills and Canada
- A 'Welcome to Halton Hills' postcard directing residents to pick up a welcome package at the library that includes access to programs and services, discounts, giveaways and a QR code that links to the new website
- Banners at Town Hall and library branches announcing the program and directing people to the library for more information

## **CONCLUSION:**

The 'Welcome to Halton Hills' program will be launched on September 30 and supported with a media release and social media. Promotion will also include messages on the municipal and library websites, e-newsletters and extensive distribution of the postcards at Town Hall and facilities, library branches, local service agencies, business development partners and real estate agents

Reviewed and approved by,

A handwritten signature in cursive script, appearing to read 'Alex Fuller'.

Alexandra Fuller, Director of Communications

A handwritten signature in cursive script, appearing to read 'Melanie Southern'.

Melanie Southern, Chief Librarian

A handwritten signature in cursive script, appearing to read 'Chris Mills'.

Chris Mills, Acting Chief Administrative Officer