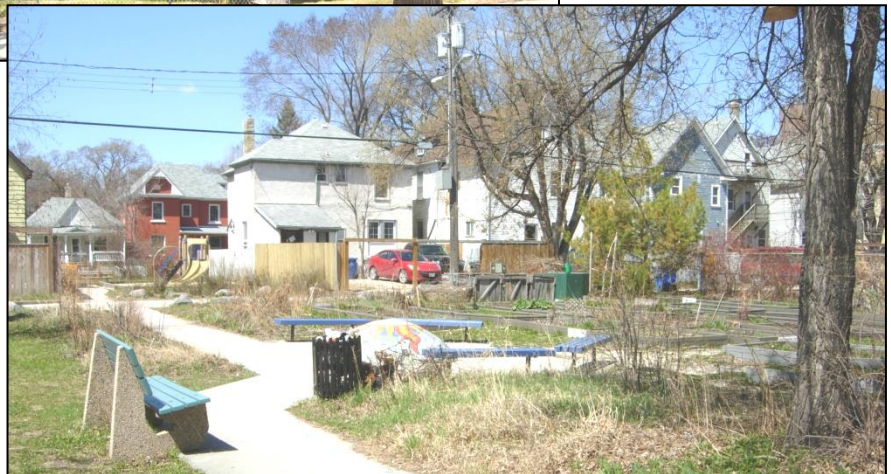


West Broadway Community Plan 2016-2021



West Broadway Community Plan 2016-2021

Created for the West Broadway Community Organization
608 Broadway
Winnipeg Manitoba R3C0W8
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We recognize that West Broadway exists on Treaty 1 land.

Many thanks are due to the community residents, volunteers, staff, social agencies, churches, non-profits, housing providers and businesses in West Broadway. We also extend sincere thanks to the staff at the West Broadway Community Organization.

A special acknowledgment is due to the hard work of the steering committee who asked many questions and provided countless suggestions, and community expertise.

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Your support and dedication helped to make this plan what it is.

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Table of Contents

West Broadway Community Plan 2016-2021	2
Table of Contents	3
Introduction	6
Definitions and Theoretical Framework.....	7
Reading the Numbers: Cautions and Concerns.....	9
Neighbourhood Profile.....	12
Geography	12
Neighbourhood Boundaries	12
Neighbourhood Character	14
The Inner City: History and Current Context	16
Who Lives in West Broadway?	17
Population and Density.....	17
Aboriginal Identity.....	18
Immigration and Visible Minorities	19
Low Income	21
Household Size and Makeup.....	25
Median Household Income	28
Employment	31
Housing in West Broadway.....	35
Housing Types	35
Housing Tenure.....	38
Summary: Neighbourhood Character	39
Previous and Current Plans Summary.....	40
Consultation Process.....	41
Why a Community Plan?	44
What the Community Said - Priorities	45
Community and Social Development.....	46
Social Support Programs and Services.....	48
Business	51
Recreation	52
Housing and Accommodation.....	53
Image and Perception	55

Community Spaces and Environment.....	56
Mobility / Active Transportation.....	57
Safety and Security	59
Conclusion	61
West Broadway Community Organization	62
Goals and Actions	62
Introduction	62
Goals	62
Lenses	63
Action Plans	64
Community and Social Development	64
Housing and Accommodation	66
Image and Perception	67
Community Spaces and Environment	68
Mobility / Active Transportation	69
Safety and Security.....	70
References.....	71
Appendix 1:	73
Appendix 2:.....	94

Index of Tables, Charts and Maps

Tables

Table 1: Population	17
Table 2: Aboriginal Identity.....	19
Table 3: Immigrants and Visible Minorities in West Broadway.....	20
Table 4: Low Income.....	21
Table 5: Incidence of Low Income After Taxes.....	22
Table 6: Household Composition	26
Table 7: Average household Size.....	27
Table 8: Median Incomes for Individual, Households and Families	28
Table 9: Labour Force Participation	31
Table 10: Employment Rate.....	32
Table 11: Unemployment Rate.....	33
Table 12: Mobility - Moved in the Last Year	38
Table 13: Survey responses.....	43

Charts

Chart 1: Population	18
Chart 2: Aboriginal Identity	19
Chart 3: Immigrants and Visible Minorities in West Broadway	20
Chart 4: Prevalence of Low Income After Tax, 2010	21
Chart 5: Incidence of Low Income in Private Households.....	23
Chart 6: Incidence of Low Income in Economic Families.....	23
Chart 7: Incidence of Low Income in Unattached Individuals.....	24
Chart 8: Household Composition	26
Chart 9: Marital Status West Broadway.....	27
Chart 10: Marital Status Winnipeg.....	27
Chart 11: Family Size.....	27
Chart 12: Individual Median Income	29
Chart 13: Household Median Income	39
Chart 14: Family Median Income	30
Chart 15: Labour Force Participation.....	31
Chart 16: Employment Rate	32
Chart 17: Unemployment Rate	34
Chart 18: Mobility - Moved in the Last Year.....	38

Maps

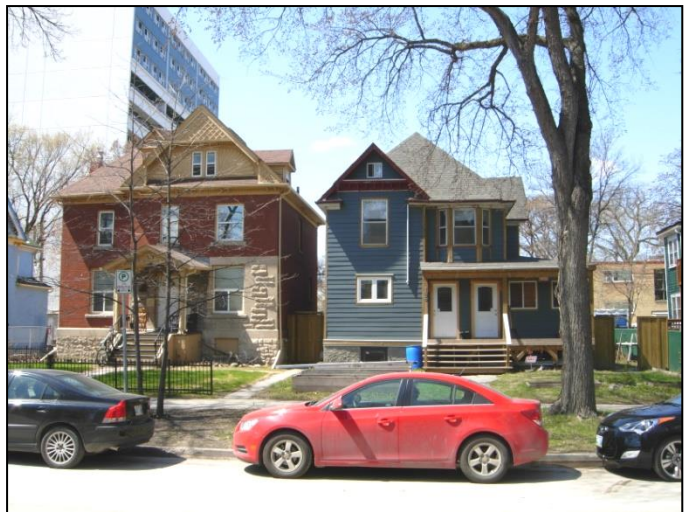
Map 1: Key map and City of Winnipeg defined West Broadway neighbourhood.....	9
Map 2: Area served by the West Broadway Community Organization.....	10
Map 3: Area served by the West Broadway Community Organization.....	13
Map 4: Residential Units in West Broadway	36
Map 5: Colony Neighbourhood.....	37
Map 6: Colony and West Broadway Community Organization Overlap	37

Introduction

West Broadway is a beautiful older character neighbourhood near the downtown of the City of Winnipeg in Manitoba. West Broadway is home to a diverse population of residents and many businesses, organizations and services. There is a tremendous sense of community and belonging among the residents that is expressed through the participation in community events, the ongoing advocacy for the neighbourhood, the unique character of many organizations and businesses, and the ongoing commitments of time, passion, skills and dedication from so many residents and visitors.

The West Broadway Community Organization (WBCO) serves as a democratic, community based animator and facilitator for the West Broadway community. While this 5 year community plan is created for the WBCO, it is merely a very condensed expression of the thousands of comments and suggestions offered through a broad consultation process. This community plan is based on the priorities that were expressed in the consultations and builds on the strengths of West Broadway to address the challenges that exist.

The community plan provides a point of reference against which organizations, businesses and governments can compare their own plans. It also provides direction and a strong mandate to residents, to the WBCO and to others, to ask and work for the changes that are needed to continue enhancing West Broadway as a neighbourhood and as a caring community.



Definitions and Theoretical Framework

Definitions

The City of Winnipeg defines complete communities as “places that both offer and support a variety of lifestyle choices, providing opportunities for people of all ages and abilities to live, work, shop, learn and play in close proximity to one another” (City of Winnipeg 2011a, p.04). This is a vision of an inclusive city, which welcomes many different kinds of individuals, families and communities. In its Complete Communities plan, the City of Winnipeg says “Complete Communities provide options for accessing services, amenities and community resources by ensuring that most of the daily necessities of life— services, facilities, and amenities— are readily accessible.” (City of Winnipeg 2011a, p.04). The Complete Communities plan is a secondary plan which applies to the whole of the City of Winnipeg, along with OurWinnipeg, the City’s development plan.

This is a good starting point to which we will highlight the distinct differences between the ideas of neighbourhood and community, which are not always the same. For the purposes of this community plan the following definitions of neighbourhood and community are used.

Neighbourhood refers to the geographically bounded physical area and all of the tangible, physical objects and environment within these boundaries. The neighbourhood is an area that contains vital and ever changing elements that can help the residents and visitors meet their needs and aspirations. Neighbourhoods are geographically defined to serve administrative purposes and do not necessarily coincide with individual residents sense of place or the relationships and connections they have. Residents may live in a neighbourhood while having connections and relationships with people, businesses, organizations and services scattered throughout the city, province, country and the world.



Community refers to the network of relationships and ties that connect people to each other, as well as to the businesses, organizations and services that they need and use. The community, or network of relationships, that are relevant to this community plan are centred on the West Broadway neighbourhood, but link and spread much further than the neighbourhood’s geographic boundaries.

Theoretical Frame

Both the neighbourhood and the community have a significant role in helping people to meet their needs. The neighbourhood and the community are not two mutually exclusive spheres. They exist simultaneously, overlap, and influence each other. For example: A neighbourhood (physical area) with good active transportation infrastructure contributes to the resident’s sense of personal mobility. Active transportation also increases the opportunities for residents to

encounter each other in their day to day affairs. This helps the residents to build a sense of who their neighbours are, which can lead to an increased sense of personal safety and belonging in the neighbourhood. Regular contact between residents can lead to the formation of connections and relationships (community). In this case, the neighbourhood assets that facilitate active transportation can increase the connections between people - the community.

In some cases deficiencies in the neighbourhood can be met through community relations, and vice versa. A lack of physical recreation facilities can be compensated for by residents drawing on their community relations to arrange for play groups and interpersonal activities. Conversely, good spaces for residents to congregate can allow residents to both develop and maintain connections and relationships.

A good neighbourhood and a good community work together to help and support people, their environment and their network of organizations, businesses, services and programs. This also means that there are several different ways to improve a neighbourhood and a community.

- **People and Organizations:** One way is to strengthen the individual people, organizations and businesses within a neighbourhood.
- **Neighbourhood:** A second way is to improve the physical elements that comprise the geographically bounded neighbourhood.
- **Community:** A third way is to strengthen the variety, quantity and quality of connections between people as well as the - strengthening the community.

Each of these strategies is valuable and when they are done well, they should be mutually supportive and reinforce each other.

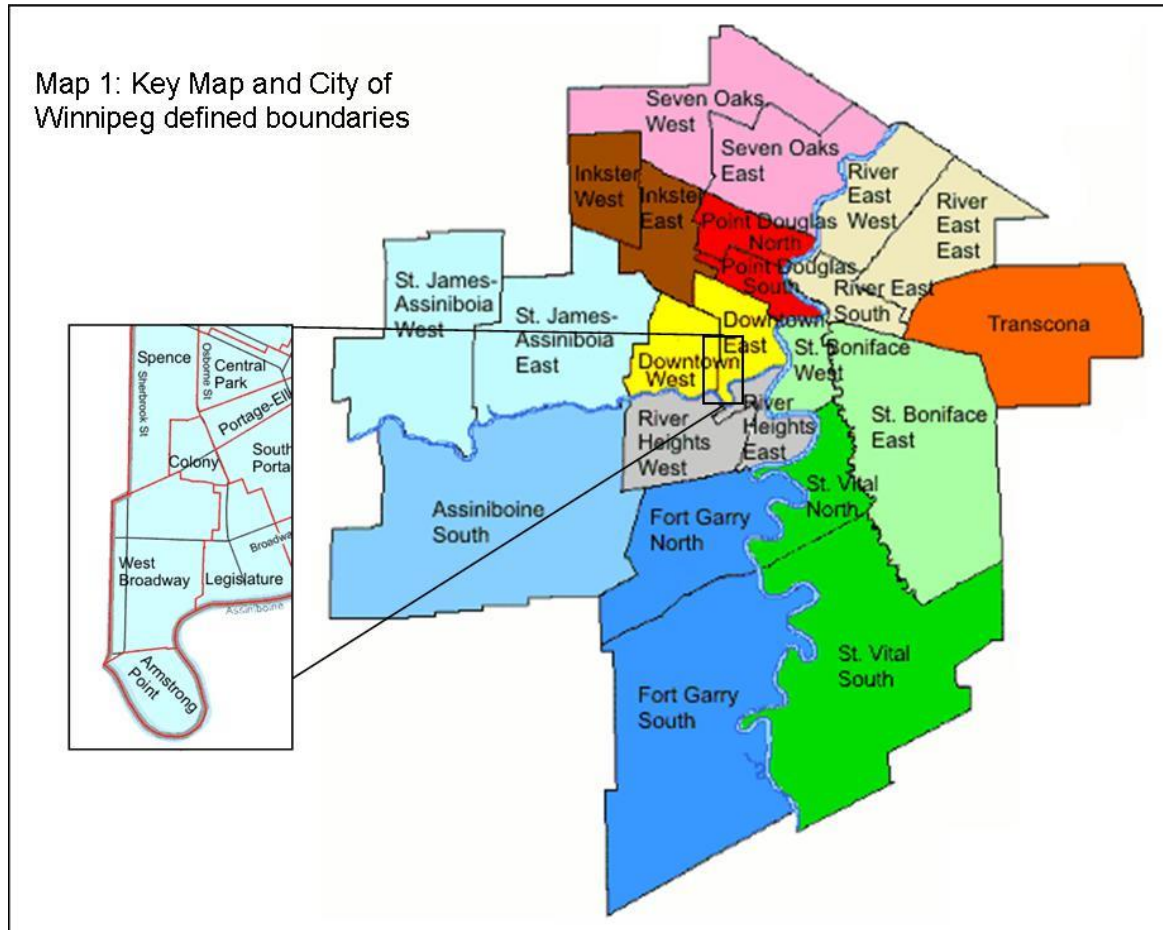
As part of this consultation process, respondents were invited to share their thoughts on the neighbourhood, the community, and how their personal needs are being fulfilled. Their responses are viewed through the above theoretical lens to inform the recommendations in the community plan.



Reading the Numbers: Cautions and Concerns

The West Broadway Community Organization boundaries do not perfectly match the City of Winnipeg neighbourhood boundaries, and neither of these match the census tracts used by Statistics Canada. See maps 1 and 2 below.

Map 1: Key map and City of Winnipeg defined West Broadway neighbourhood



Derived from City of Winnipeg 2016a

Map 2: Area served by the West Broadway Community Organization



Created in googlemaps

The City of Winnipeg has partnered with other levels of government, community organizations and the Community Social Data Strategy to reinterpret census and National Household Survey data from Statistics Canada to match geographic neighbourhoods defined by the City of Winnipeg.

The reinterpreted 2011 data available through the City of Winnipeg is useful and approximates the area served by the West Broadway Community Organization. The City of Winnipeg's West Broadway neighbourhood data excludes everything west of the center line for Sherbrook Street. It also excludes the triangle of land between Portage Avenue, Memorial Boulevard and St. Mary's Avenue. This means that the census numbers and the National Household Survey numbers used in this community plan are useful for seeing trends and comparisons, but are not fully representative of the West Broadway neighbourhood and community. Where possible other sources of data and information are used to verify these trends.

Additionally the 2011 National Household Survey (NHS) used a significantly different methodology than previous census. The previously mandatory long forms were replaced with

voluntary forms, and despite increasing the number of survey requests, the data collected is, in our opinion, of lower quality, less useful and less accurate than previous census data sets. For example, the 2011 National Household Survey does not include residents living in collective dwellings – such as hospitals, hotels, and student residences – all of which exist in the West Broadway neighbourhood. This makes comparisons and searching for trends a little more difficult – as long term hospital and hotel occupants are more likely to be drawn from low income or marginalized populations. Furthermore, for the West Broadway area, the global non response rate for the 2011 National Household Survey is 29.8% (City of Winnipeg 2016a). This means that NHS data about immigration, immigrant status, visible minorities, ethnic origin, religion, Aboriginal identity, languages, mobility, education, private dwelling characteristics (such as needing major repair or number of bedrooms), household characteristics (such as renter or owner), shelter costs and income are all less reliable than the same data from earlier census years.



Of particular concern is that it is often the very people that this community plan is intended to serve are also the people most likely to be missed or to self select out of responding to the National Household Survey. So a census and NHS based apparent decline in Aboriginal people in the neighbourhood may be a trend – or it may also be that many Aboriginal people were missed in part because of where they live, and also because they may have refused to answer the NHS for perfectly valid reasons. The National Household Survey also presents extremely limited information about families, households and individuals who fall below the Low Income Cut Off measurement, an omission that is difficult to understand or justify.

Despite all of these challenges, the 2011 census and National Household Survey is used throughout this plan. There are two reasons for this:

- They do allow us to monitor ongoing trends.
- The 2011 data, even in a less reliable form, is better than no data at all.

So the 2011 Census and National Household Survey are used throughout this plan to highlight trends and changes. There are some instances in which the numbers have to be interpreted cautiously, and we make note of this in the relevant sections.

Neighbourhood Profile

This section outlines the current context of West Broadway. It includes a brief geography, an overview of the demographics, and some context on both Winnipeg and the West Broadway neighbourhood.

Geography

The West Broadway neighbourhood is located in the centre of Winnipeg, Manitoba, a city of approximately 718,000 people (City of Winnipeg 2016b). West Broadway is located about a five minute drive or a 20 minute walk to the west of the downtown, See Map 1 above. The neighbourhood is adjacent to the beautiful Manitoba Legislative Assembly building and grounds, it is also primarily residential, and primarily rental. The limited 2011 National Household Survey and census information shows approximately 2875 private dwellings, of which some 2685 or 92.7% are rented and 86.3% are apartments. (City of Winnipeg 2016a). While West Broadway is primarily a residential neighbourhood it also boasts a wide variety of amenities with two main commercial streets; Broadway and Sherbrook Street, running through its' boundaries, along with a sprinkling of other commercial properties. West Broadway has a well loved park and recreation space at the Broadway Neighbourhood Centre and a sprinkling of pocket parks and community gardens throughout the neighbourhood. Most of the streets are lined with large trees that create a green, shady canopy in the summer. West Broadway's proximity to the downtown and the Assiniboine River has always made it a neighbourhood with broad appeal.

Neighbourhood Boundaries

The West Broadway Neighbourhood Organization boundaries do not perfectly match those used by the City of Winnipeg. Instead the WBCO boundaries are drawn to best serve the community of residents that live in the area, and are presented again in Map 3 below.

Map 3: Area served by the West Broadway Community Organization



Created in googlemaps

The West Broadway Community draws its' boundaries along the center of Portage Avenue in the North and the Assiniboine River and Cornish Avenue in the South.

The Eastern Boundary starts on the corner of Portage Avenue and Colony Street and goes South down the center of Colony Street to Cooper Avenue. The boundary runs down the center of Cooper Avenue for half a block and then turn down the back lane that is parallel to, and between, Osborne Street and Colony Street. The boundary follows the center of the back lane southwards across York Avenue and follows the turn in the back lane to connect up with Colony Street again. The boundary proceeds South from this point to the center of Broadway, where it turns West to Good Street. It turns South and cuts through the Great West Life parking lot – as if Good Street extended South of Broadway - and then follows the Western edge of Mostyn Place Park till it meets the Assiniboine River.

The Western boundary begins where Broadway meets Portage Avenue and follows a South Easterly direction down the centre of Broadway. The boundary then turns South and follows a line down the centre of the North / South back lane - or where the back lane would be - parallel

to, and between, Walnut Street and Maryland Street. This boundary crosses Knappen Avenue, Fawcett Avenue, Alloway Avenue and Purcell Avenue. It turns West to follow the back lane parallel to, and between, Purcell Avenue and Westminster Avenue, and it follows this Westerly direction to the Western edge of Westminster church, where it turns South to connect with Westminster Avenue. It turns East down the center of Westminster Avenue and then turns South again to continue down the back lane parallel to, and between, Walnut Street and Maryland Street. At Wolseley Avenue the boundary turns West again for about half a block. It turns South to follow the Western edge of Mulvey School down to Woodrow Place. The boundary the turn East to follow Woodrow Place East to Maryland Avenue and then South to the Assiniboine River.

These boundaries are not permanently fixed. The Westerly bump outs in the boundary are relatively new additions and bring housing on the West side of Maryland, as well as Mulvey School, Gordon Bell High School and Westminster United Church into the area served by the West Broadway Community Organization. Similarly there is a triangle of land between Portage Avenue, Colony Street and St. Mary's Avenue that was recently included as an additional area served by the West Broadway Community Organization.

Neighbourhood Character

West Broadway is primarily a residential neighbourhood. A walk down several streets reveals that much of the area is occupied by older, beautiful Victorian style detached family homes and duplexes. This appearance is somewhat deceptive, in that while the detached houses have a larger footprint, the majority of the dwellings are actually found inside the many apartment buildings scattered throughout the neighbourhood. Apartments are found on almost every single street and block in West Broadway and are just as likely to be found in the middle of a block as at the end. A great many apartments are clustered along the banks of the Assiniboine River. Additionally, many homes which appear from the outside to be single family homes are in fact converted to multi-plexes on the inside.

Portage Avenue defines the northern boundary, and it is a regional mixed use corridor connecting downtown Winnipeg to much of the Western arm of the city. Regional Mixed Use Corridors are specifically designated, major regional arterial roads intended to serve as a link between Downtown and one or more Regional Mixed Use Centres or major activity areas. (City of Winnipeg 2011a)



Portage Avenue is home to many regional and city wide businesses serving much more than just the local community. This is in contrast to Sherbrook Street and Broadway Avenue which

are both community mixed use corridors with many mixed use buildings and many small businesses that serve the local community. Community Mixed Use Corridors act as local scale main streets for one or more neighbourhoods, providing a strong social function. They often have strong historical connections to their communities, have assumed significant transportation functions over time, are served by frequent and direct transit and typically support a mix of uses within a pedestrian-friendly environment. (City of Winnipeg 2011a)

While there are some businesses on these streets that serve a larger area, such as Parsons Plumbing and Nygard, they tend to be the exception, with most businesses being smaller and serving the immediate neighbourhood. The majority of the remaining streets are residential with a sprinkling of commercial properties located on them, often at street corners, and increasingly along Maryland Street.

The residents themselves describe the neighbourhood as a quiet place, especially once a person is a short distance away from one of the commercial strips. The heavier traffic on Portage avenue is buffered by its commercial buildings. The same is true of Osborne Street, where the noise of this primary North South traffic artery is buffered by the Great West Life building and its multi-block sized parking lot.

The commercial streets, in addition to buffering residences from the noise that they themselves generate, offer a wonderful variety of amenities to the local community. There is a library, a community centre, two public schools and one private school. There is a hospital/ urgent care centre, Four Rivers Medical Clinic and Nine Circles Community Health Centre. West Broadway is home to a branch of Assiniboine Credit Union, at least two pawn shops, and there are a variety of insurance brokers. Maryland Street is home to Food Fare - a mid sized grocery chain - while Broadway has Pal's Supermarket and D's Market. The neighbourhood contains a good variety of corner stores, small grocery stores, pharmacies, restaurants, clothing shops, a thrift store, and other neighbourhood oriented businesses. West Broadway is home to many churches of different denominations, several of them with grand architecture. There are a number of service and social agencies that work in the West Broadway area, including Food Matters Manitoba, Onashewawin, RaY, Wolseley Family Place, Agape Table, Crossways Community Ministry, the Broadway Neighbourhood Centre, Art City, and the many different programs offered through the West Broadway Community Organization.



Larger regional services and businesses are also found in or near West Broadway. To the North is the Spence neighbourhood and the University of Winnipeg, which is currently building a residential tower near St. Mary Avenue. To the South is Armstrong Point, a small, relatively

affluent residential neighbourhood bordered on three sides by a meander in the Assiniboine river. To the East is Great West Life, a national insurance company and large employer, and just beyond that is the Winnipeg Art Gallery, Memorial park and the provincial legislature. Further East is the downtown core of the City of Winnipeg. To the West lies the Wolseley neighbourhood, which shares some characteristics with West Broadway. Further West is the Polo Park regional shopping area.

The West Broadway neighbourhood is generally well suited to pedestrians and cyclists with many local services and amenities. It is also well served by the transit system, with many different bus routes travelling through, or very near the neighbourhood. The proximity to downtown and ready access to a variety of transportation options make West Broadway a desirable neighbourhood for many different people

Most of the housing in West Broadway is found in the many apartment buildings throughout the neighbourhood, and in keeping with this built form, most residents are renters.

The Inner City: History and Current Context

West Broadway, like many older communities, is located within Winnipeg's inner city, the core circle of neighbourhoods that formed the initial City of Winnipeg in 1880. By 1907 Winnipeg had grown further by annexing surrounding neighbourhoods to include parts of St. Boniface, Kildonan, Assiniboia, and Tuxedo. Winnipeg as a contemporary city was formed through Unicity in 1972, when the greater metropolitan area was merged into a single municipal entity

The original city of Winnipeg, now the inner city, began to experience a decline after the Second World War, when many residents and businesses moved out to the neighbouring suburban municipalities. This process accelerated after the creation of Unicity in 1972. The sudden addition of these largely suburban areas to Winnipeg's inner core meant that from 1972 onwards virtually all the growth in Winnipeg took place in these suburban fringes, and this in turn accelerated the decline in population and housing and business investment in the older inner city of Winnipeg. By the 1990's inner city property values had become so low that many homeowners and landlords stopped maintaining and investing in their properties. During this period Governments also slowed their investment in the inner city, focusing instead on the growing suburban populations.

This combination of factors left much of the inner city facing challenges of concentrated poverty, violence, and gradual degradation in the quality of housing and infrastructure as well as limited resources and supports to address these challenges. Despite this, however, there remained advantages to these neighbourhoods. Their centralized locations were convenient to amenities and transit in a way the suburbs were not, and they still included a lot of affordable housing for low income households.

Over the last few decades the inner city - including West Broadway - has changed. A combination of grassroots organizing, government support and private investment is significantly changing the inner city.

As a result of these efforts and investment, and as Winnipeg's economy has grown stronger, housing prices and rents in these areas have increased, as has investments in businesses, social services and community organizations. In many ways this has benefited the neighbourhood: for example, community organizing helps people feel safer and housing investments have helped improve the quality of housing. Investments in business, services, social services and community organizations have created more employment and a denser web of relationships and connections that make up the community.

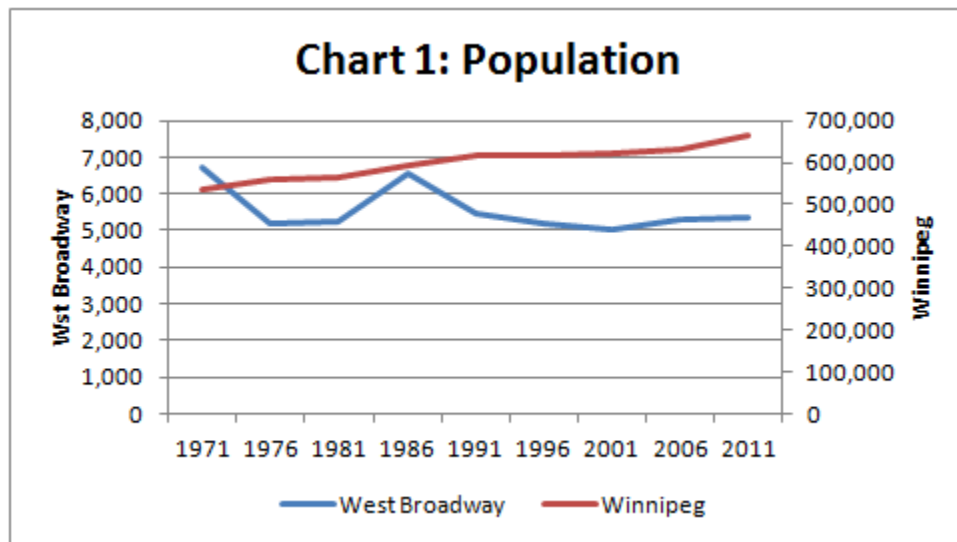
Who Lives in West Broadway?

The population of West Broadway has always been diverse. From the original Métis settlers and First Nations people to the new populations that moved into and out of the neighbourhood.

Population and Density

West Broadway is a densely populated area. At its peak in 1971 it housed 6,745 people. This fluctuated down to a low of 5,045 people in 2001 and has begun to recover since then. See Table 1 and Chart 1 below (City of Winnipeg, 2016a). The significant depopulation of West Broadway occurred shortly after Unicity, and subsequent years saw a highly mobile population that continued to grow and shrink over the next forty years. While 2001 was an all time low for West Broadway, the population has since grown and stabilized at around 5,300 people today

Table 1: Population	West Broadway	Winnipeg
1971	6,745	535,100
1976	5,200	560,875
1981	5,240	564,475
1986	6,545	594,555
1991	5,455	615,215
1996	5,190	618,477
2001	5,045	619,544
2006	5,325	633,451
2011	5,330	663,917



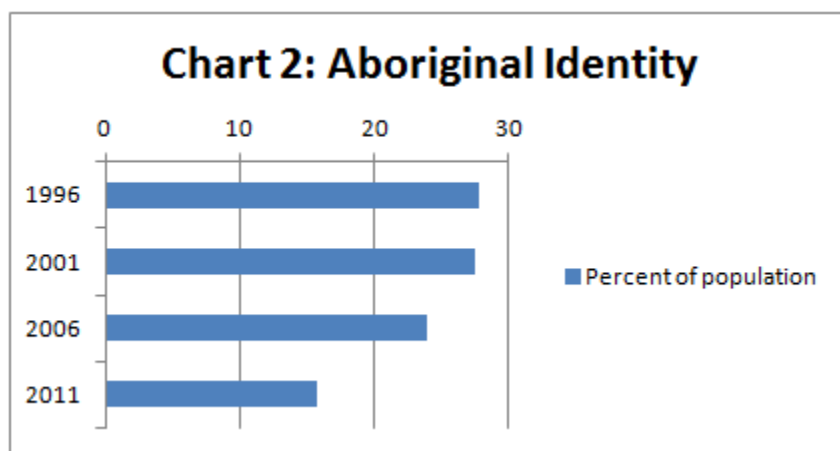
West Broadway remains one of the more densely populated neighbourhoods in Winnipeg, with over 7,904 people per square kilometre, (City of Winnipeg 2016a) compared to the average for the city as a whole of 1396.5 people per square kilometre. (City of Winnipeg 2016a) This population density has helped to sustain the diverse businesses and services that help to make West Broadway a unique neighbourhood.

After a period of stagnation in the nineties the population of Winnipeg as a whole has been rising steadily over the past fifteen years. We believe that these population numbers for West Broadway and for Winnipeg will continue to grow and that both the residents and the city want to increase the density in the neighbourhood.

Aboriginal Identity

People with Aboriginal Identity have always lived in the area, since before West Broadway was recognized as a neighbourhood, and certainly before the formation of Winnipeg as a municipality. Aboriginal people occupied this land, like they have all of present day Canada before the Europeans arrived, and through all its changes they have continued to be a visible and strong presence in the West Broadway neighbourhood. Over the last 20 years the number of Aboriginal people living in West Broadway has been declining at an accelerating rate. As is shown in Table 2 and Chart 2. (City of Winnipeg 2016a,c,d, and e)

Table 2: Aboriginal Identity	West Broadway	Percent of population
1996	1,425	27.8
2001	1,385	27.5
2006	1,275	23.9
2011	820	15.7



In 1996 there were around 1,425 people of Aboriginal Identity in the neighbourhood. This number has declined in each and every census since then, to a low of 820 in 2011. While the 2011 number is not entirely reliable, as it is part of the 2011 National Household Survey, it nevertheless demonstrates a continuing trend of population change in the West Broadway neighbourhood. This trend is especially noteworthy in light of the broader trend of a growing Aboriginal population in Winnipeg as a whole.

Even in light of dropping populations Aboriginal people contribute an enormous and consistent amount to the neighbourhood. It also means that as such a large minority this population requires special consideration in all areas of programming and development. Specifically, it is worth noting that unlike most urban dwellers, many Aboriginal people maintain strong connectivity with family and communities on reserve and in other rural settings; this dynamic has an ongoing impact on their access to and relationship with the neighbourhood and city which should not be overlooked.

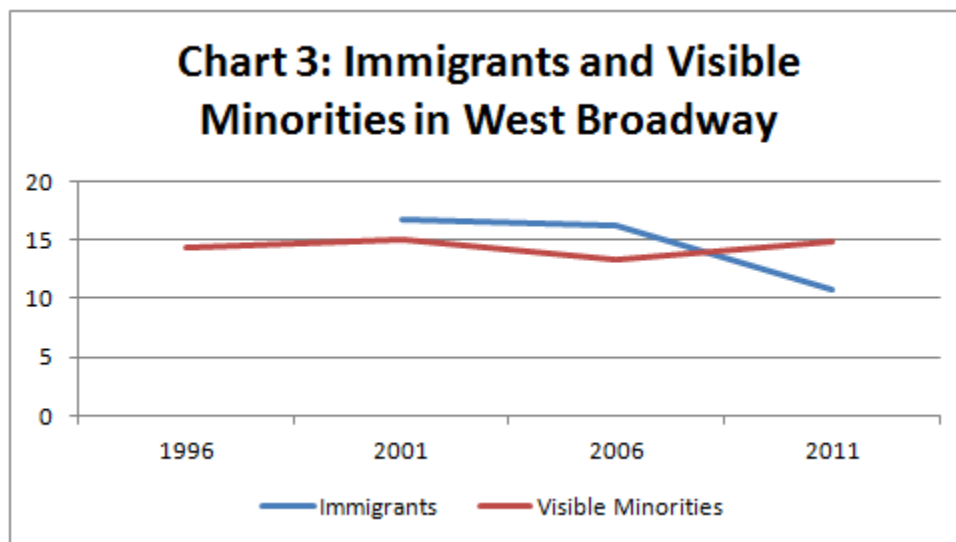
Immigration and Visible Minorities

At the same time that the Aboriginal population has been declining, the number of people in West Broadway that are immigrants and visible minorities has been increasing. As is evident in

Table 3 and Chart 3 (City of Winnipeg 2016a,c,d and e) the number of immigrants decreased between 2001 and 2011, falling from 850 to 565 people, and decreased as a percentage of the West Broadway population. This tells us that while the population in West Broadway grew none of it was due to newcomers moving into the neighbourhood, and the overall proportion of immigrants in West Broadway actually declined as a percentage of the whole population.

At the same time the visible minority population in West Broadway remained relatively static between 1996 and 2011.

Table 3: Immigrants and Visible Minorities in West Broadway				
	Immigrants	Percent of Population	Visible Minorities	Percent of Population
1996			735	14.3
2001	850	16.8	755	15
2006	865	16.2	710	13.3
2011	565	10.8	770	14.8

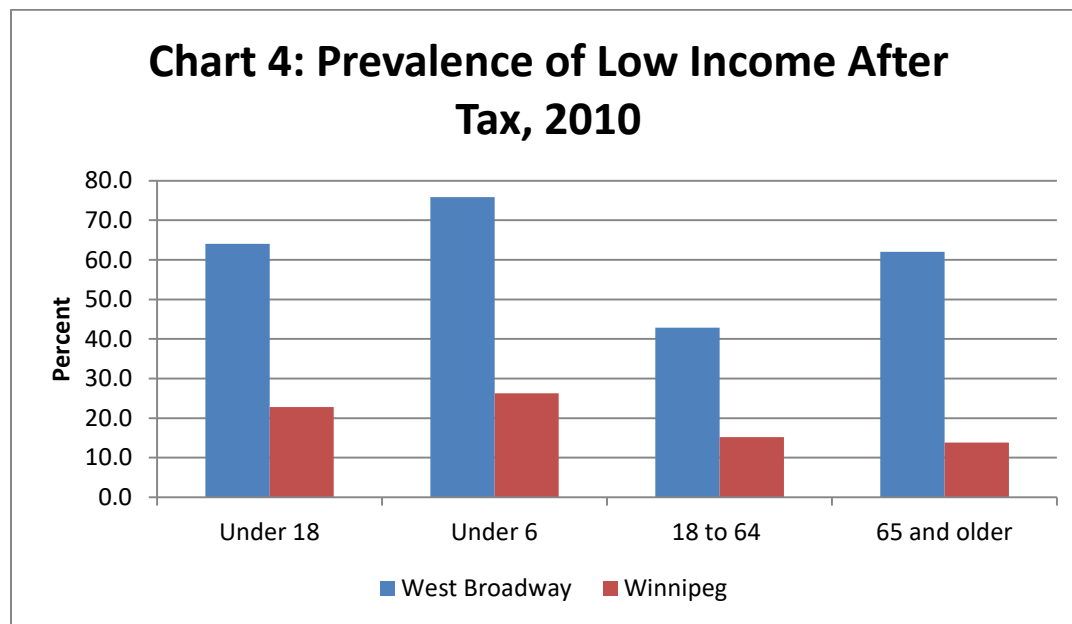


West Broadway, like much of Winnipeg's core area, is home to moving waves of newcomers. And while some ethnic groups have larger populations than others, all populations of any size add their own contributions to West Broadway's distinctive, evolving identity.

Low Income

West Broadway is a low income neighbourhood in comparison to Winnipeg as a whole. While a slim majority of the neighbourhood is above the National Household Survey Low Income Measure, over 46.8% (City of Winnipeg 2016a) are not – and this is more than two and a half times the rate for Winnipeg as a whole, as can be seen in Table 4 below and Chart 4 below.

Table 4: Prevalence of low income after tax, 2010	West Broadway	Percentage of Population	Winnipeg	Percentage of Population
Population in private households for income status (NHS)	4,745		649,995	
Population in low income	2,220	46.8	108,130	16.6
Age				
Under 18	410	64.1	31,470	22.8
Under 6	220	75.9	11,570	26.3
18 to 64	1,655	42.9	64,640	15.2
65 and older	155	62.0	12,012	13.9



As of 2010, 46.8% of the total residents of West Broadway were low income, and it should be noted that low income status is not spread evenly across populations but in fact falls disproportionately on vulnerable people, nearly 76% of children under six years old fall below the low income measure, while for Winnipeg as a whole it was about one third that rate at 26.3% (City of Winnipeg 2016a). Similar results are found with seniors age 65 and over with 62.0% of them in West Broadway falling below the low income measure – while the rate for Winnipeg as a whole is less than one quarter of this rate at 13.9% (City of Winnipeg 2016a)

In every low income category measured in the 2011 National Household Survey, the West Broadway neighbourhood shows a low income population that is proportionately larger than that found in Winnipeg as a whole.

Unfortunately, the National Household Survey used different questions and methodology in looking at low income populations. This makes it somewhat difficult to track the changes that are happening consistently over time. As is evident in Table 5 below, and Charts 5, 6, and 7 (City of Winnipeg 2016c,d and e) in previous census years low income was tracked by private households, economic families and unattached individuals.

Table 5: Incidence of Low Income After Taxes	Private Households		Economic Families		Unattached Individuals	
	West Broadway	Winnipeg	West Broadway	Winnipeg	West Broadway	Winnipeg
2005	58.1%	15.7%	52.4%	11.1%	60.4%	34.8%
2000	64.6%	20.3%	54.5%	15.5%	70.0%	44.3%
1995	76.6%	24.3%	70.8%	19.4%	80.8%	49.1%

Chart 5: Incidence of Low Income in Private Households

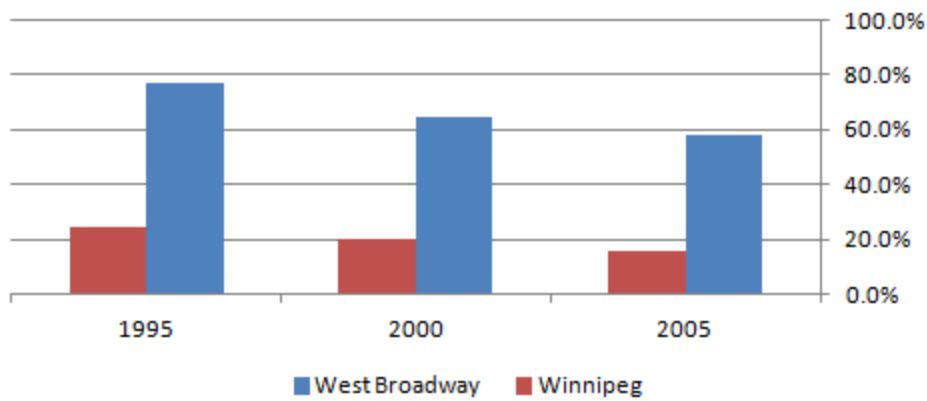
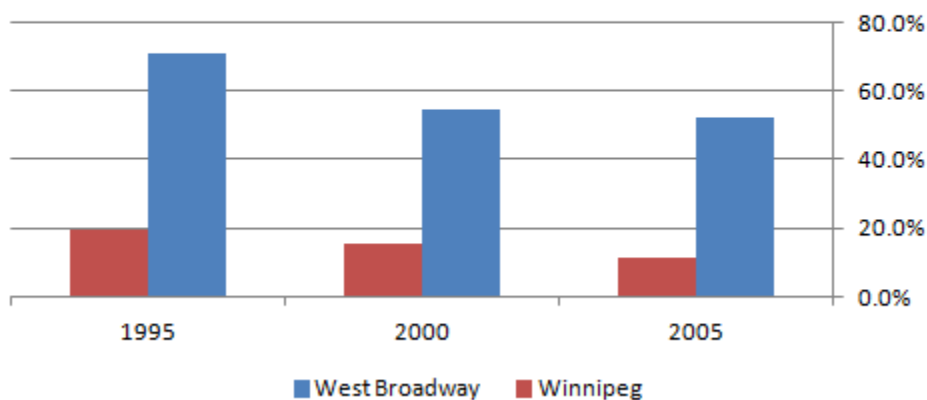
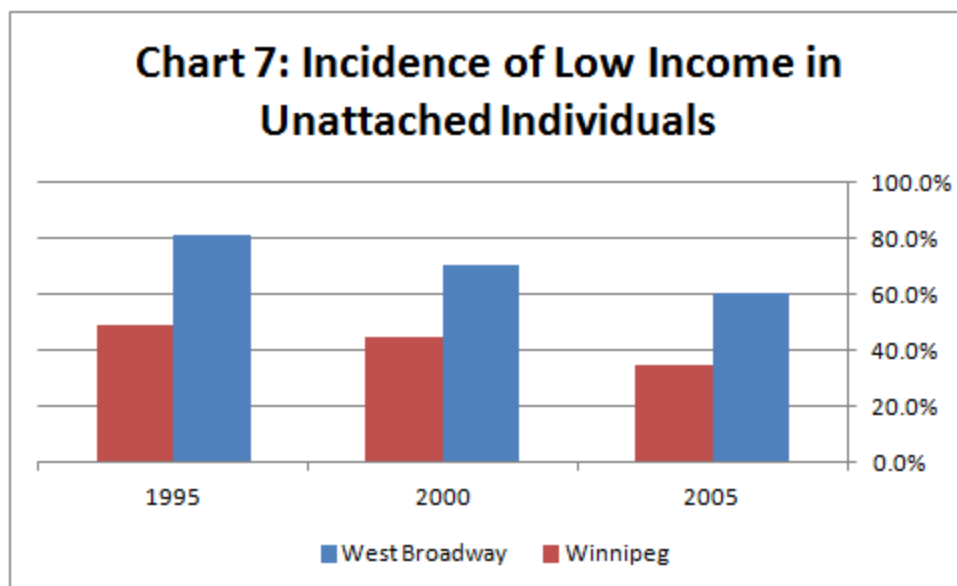


Chart 6: Incidence of Low Income in Economic Families





The trend over the last two decades has been a gradually declining rate of poverty, both in Winnipeg as a whole, and in West Broadway. While the rates of poverty in West Broadway have consistently been much higher than those in Winnipeg, they have nevertheless declined over this time frame. They did not decline as quickly as the rates for the Winnipeg, but the general trend is encouraging.

However, given the weaknesses in the 2011 National Household Survey, it is difficult to determine if this trend has continued between 2005 and today. While the data presented in an earlier table suggest that incidents of low income have continued to decline in both Winnipeg and, to a smaller extent, in West Broadway more research is needed to see if this is in fact true, and to see if the trend will continue. Bearing in mind the limitations of this data, the number of people living with low income in West Broadway is falling. The 46.8% incidence of low income in 2010 (City of Winnipeg 2016a) is a substantial decrease from the earlier 1995 rate of 72%. (City of Winnipeg 2016e). This change, which on the surface appears positive, is likely the result of several different factors. While it could be that the incomes of residents are on the rise, due to any number of factors, it can also mean that costs are on the rise, forcing the lowest income residents out of the neighbourhood and making room for those who can afford the climbing rents and housing prices, and the high mobility rate and the fluctuations in the population numbers suggest that this may be partially true. While it is very difficult to sort out these combined factors, it's important to note that both rent and housing prices have significantly increased over this period, and that the notorious 'renovictions' are ongoing.

Despite these apparent improvements there are a combination of factors that contribute to West Broadway's ongoing struggle with poverty among its residents. The high number of rental units, the relative affordability of the neighbourhood and the wide availability of amenities accessible without a vehicle, all combine to attract residents from all income levels to the neighbourhood. While higher income individuals and families can outbid low income residents, the strong community sense and the many supportive agencies, organizations and businesses in the

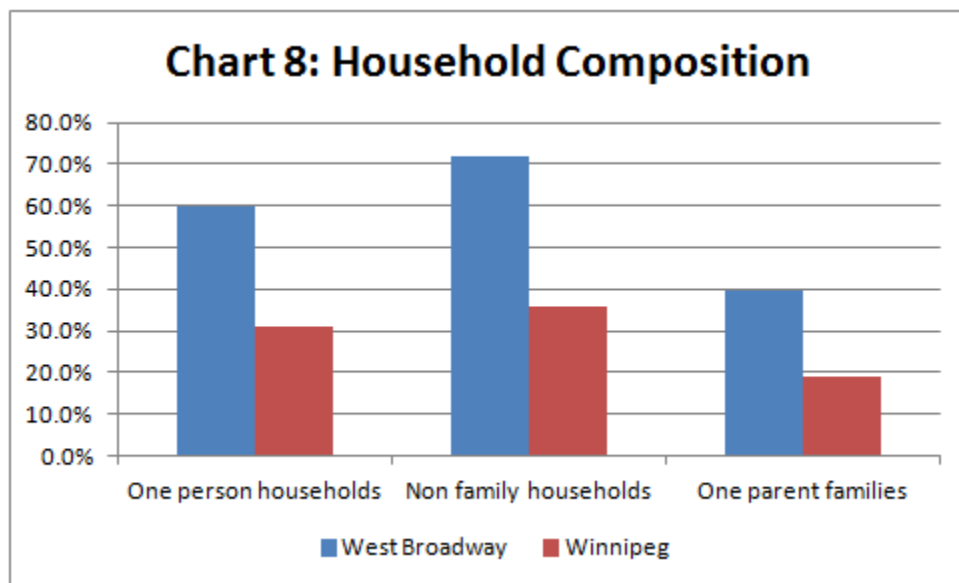
neighbourhood and surrounding areas go a long way towards filling in some of the gaps created by a lack of financial resources.

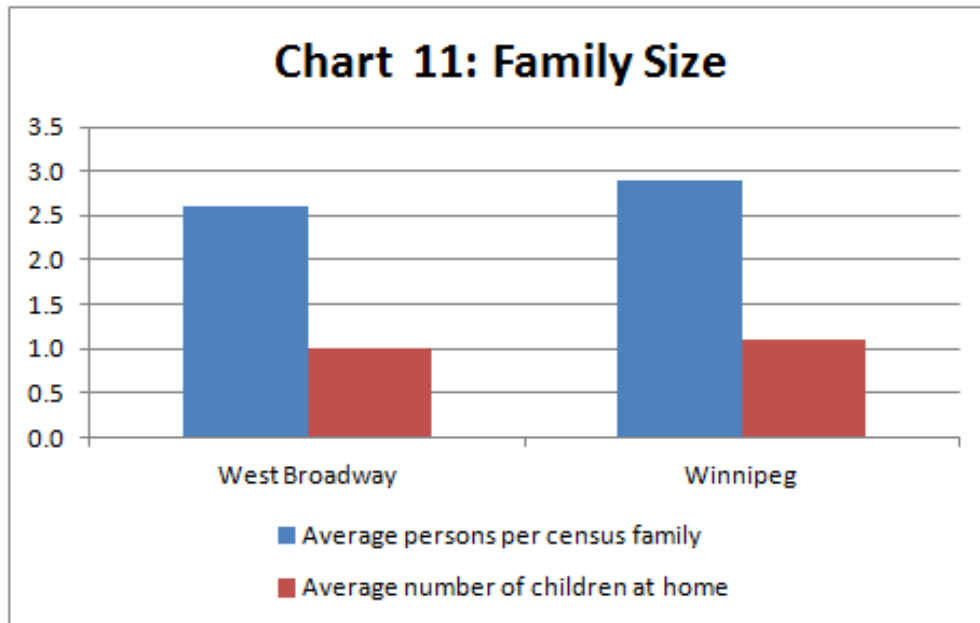
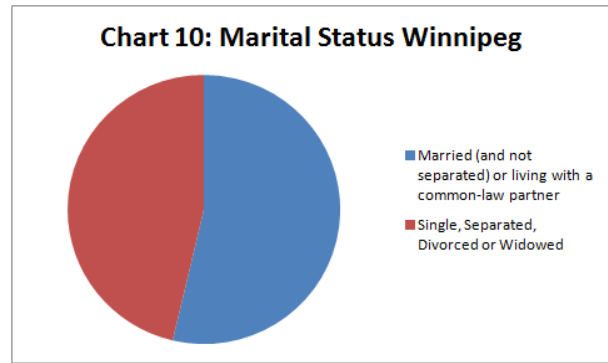
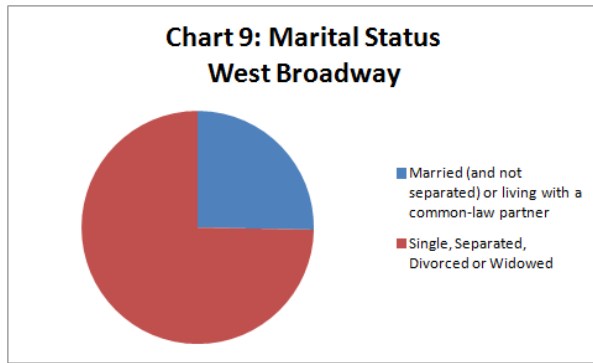
Household Size and Makeup

The household makeup in West Broadway differs from the average household makeup found in the city as a whole. The 2011 Census and National Household Survey show that West Broadway has significantly more single people and substantial less married couples than Winnipeg as a whole. Its 2.6 average number of people per household is below the city's average of 2.9. This is largely due to the significant proportion of households which are 1 person which stand 59.7% of households in West Broadway compared to the citywide average of 31.1%. This larger number of single people, and single person households, also helps to explain the much higher rate of non-family households at 71.8% in West Broadway compared to the city average of 35.6%. Non-family household can be a single person, or several people living together who share space but are not part of what the census would call a family. This sharing of space is a common strategy that people, and especially low income people, use to stretch their resources in order to pay for the high cost of accommodations.

The family size in West Broadway is noticeably smaller than families in the city as a whole. The average of 2.6 persons per family is 10% smaller than the Winnipeg rate of 2.9 persons per family. This also shows in the lower average number of children per family, with the West Broadway rate being 1.0 compared to the city's rate of 1.1. The number itself may not seem significant, but it represents 10% fewer children per household. Another area where family structures in West Broadway differ dramatically from the city averages is in the incidence of one parent families, with 39.5% of families being headed by a single adult, a task carried out overwhelmingly by women. This number stands in stark contrast to the 19.1% of single parent families city-wide. These families especially need attention and support, particularly when it comes to housing, employment, education and food security. Safe, affordable, and appropriate housing can make an enormous difference in quality of life for families, and even more so for families at the margins. See Table 6 below and Charts 8, 9, 10 and 11 below (City of Winnipeg 2016a).

Table 6: Household Composition	West Broadway	Winnipeg
Married (and not separated) or living with a common-law partner	25.3%	53.7%
Single, Separated, Divorced or Widowed	74.7%	46.3%
Average persons per census family	2.6	2.9
One person households	59.7%	31.1%
Non family households	71.8%	35.6%
Average number of children at home	1.0	1.1
One parent families	39.5%	19.1%





It is also worth noting that household sizes in West Broadway are growing. Table 7 below shows that the average household size in West Broadway has grown from 1.5 persons in 2001 to 1.7 persons in 2011. Throughout this time the average household size for the city as a whole remained stable. (City of Winnipeg 2016a,c,d)

Table 7: Average Household Size	West Broadway	Winnipeg
2011	1.7	2.4
2006	1.6	2.4
2001	1.5	2.4

This suggests that more people in West Broadway are taking on roommates or living together in order to meet their needs. We suspect that some of this is driven by economics. Incomes have

increased somewhat since 2001 (see next section) but this likely has not kept pace with increasing housing costs and inflation.

Median Household Income

Median means middle. A median income means that half the people earn more and half the people earn less than this amount. Average incomes are less reliable as a few high income earners can skew the results upwards and make a particular neighbourhood or community appear better off than it actually is.

Median income is generally reported in three ways, the income of individuals, the income of households, and the income of families. Median income is an important way to measure how the neighbourhood's residents are doing financially. Reported in Table 8 and Charts 12, 13 and 14 below are the median incomes from the three most recent census' with incomes for 2010, 2006, and the 2001 City of Winnipeg 2016a,c,d,f,g,h).

Table 8: Median Incomes for Individual, Households and Families*								
	Individual Median Income				Household Median Income		Family Median Income	
	West Broadway		Winnipeg		West Broadway	Winnipeg	West Broadway	Winnipeg
	Male	Female	Male	Female				
2010	\$19,923	\$17,533	\$35,776	\$25,923	\$25,877	\$57,925	Not available	Not available
2005	\$15,608	\$13,322	\$31,426	\$21,877	\$18,524	\$49,790	\$23,433	\$62,959
2000	\$14,889	\$12,355	\$28,306	\$18,129	\$16,085	\$43,383	\$23,290	\$54,724

****What's the difference between a household and a family?***

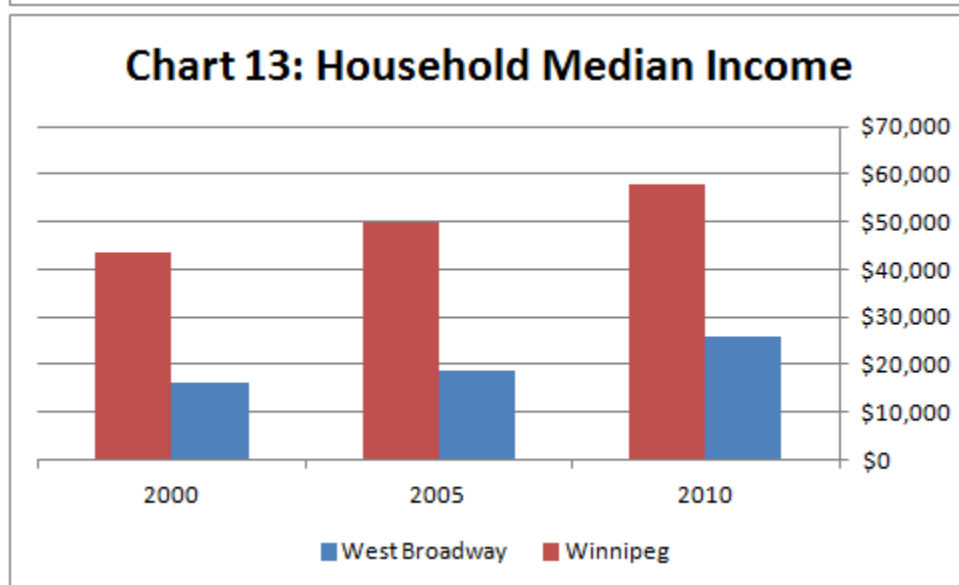
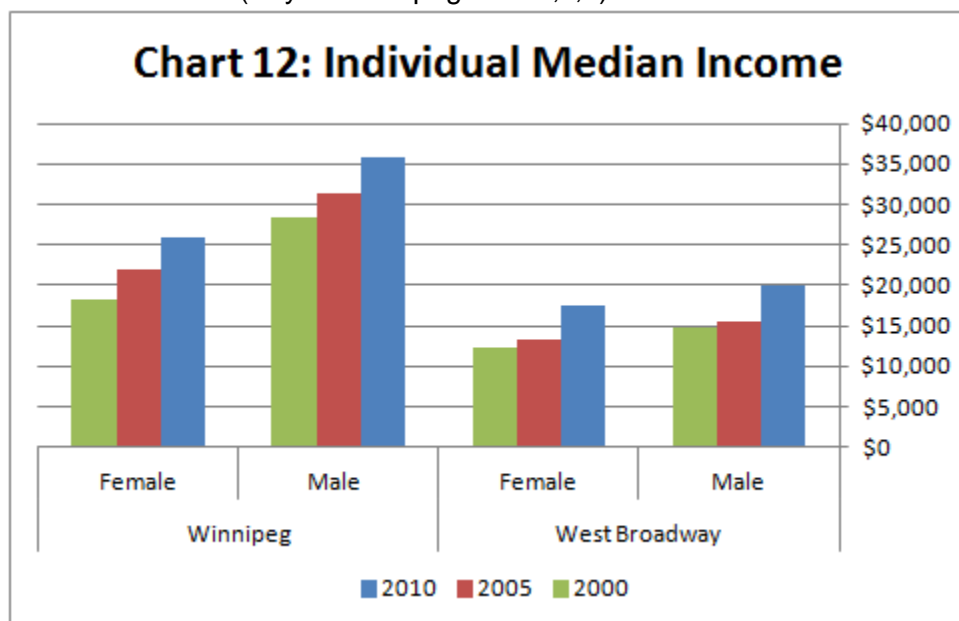
Statistics Canada describes a household as "a person or a group of persons . . . who occupy the same dwelling" (Statistics Canada 2013)

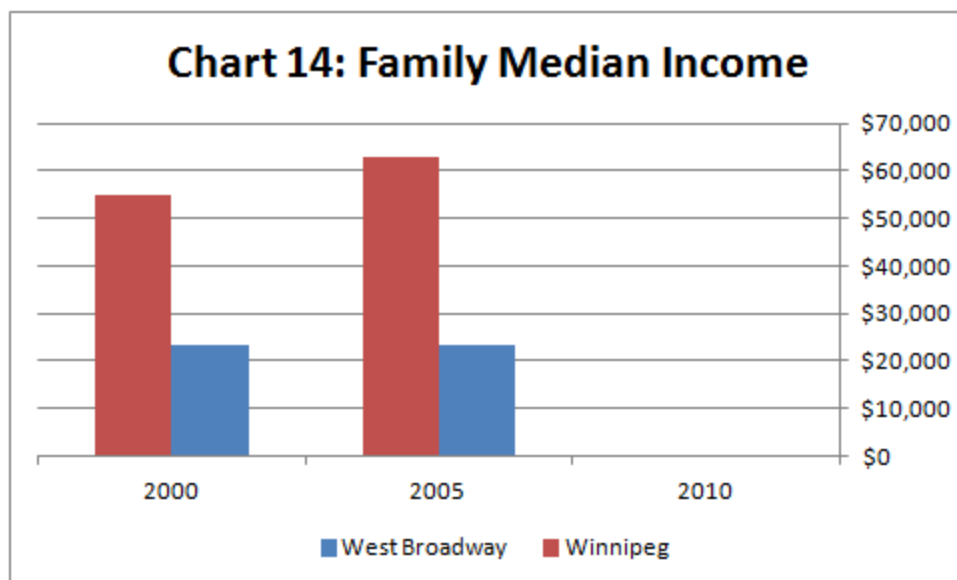
A family is an economic family or "a group of two or more persons who live in the same dwelling and are related to each other by blood, marriage, common-law, adoption or a foster relationship." (Statistics Canada 2013)

This would mean that two people who choose live together in and then have a child would count as one family and as one household. If they also rent out a room to a student, they would now

be counted as one household, but two families - with the lone student being counted both as single person family, and as part of the 4 person household sharing the same dwelling.

From the table it is clear that West Broadway incomes lag significantly behind the rest of the city. In 2010 Individual incomes were about two thirds of what they are for Winnipeg as a whole. Household incomes in West Broadway in 2010 were roughly half of those found throughout Winnipeg. Family incomes were not available in West Broadway for the re-calculated statistics. This fairly dramatically illustrates the economic differences, and pressures, felt by individuals and households as well as the larger West Broadway community. This is evident in Charts 12, 13 and 14 below. (City of Winnipeg 2016a,c,d).





Data for 2010 is not available.

There are some notes of caution to make regarding the median incomes – and especially those reported for the year 2010 as part of the National Household Survey. Since the answers are less robust, and have a higher non-response rate than previous census years, there is an extent to which the apparently large swings both up and down in median incomes should be treated cautiously.

Lower income people were much less likely to respond to the long form National Household Survey, meaning that they are likely undercounted and underrepresented. This undercounting will have the perverse effect of making average and median incomes appear higher than they actually are in real life. If low income people are not properly counted and included in the mix, and we know this happens, then the absence of their low income artificially inflates the average and median income rates.

We also know that in West Broadway the average household size has been growing since 2001. Residents, and especially low income people, may be taking in roommates as a way to stretch limited incomes and offset inflation and increased housing costs. This may partially explain the increase in household incomes - as several low income individuals living in the same dwelling would become counted as a household along with their incomes. It would also partially explain the increase in household size.

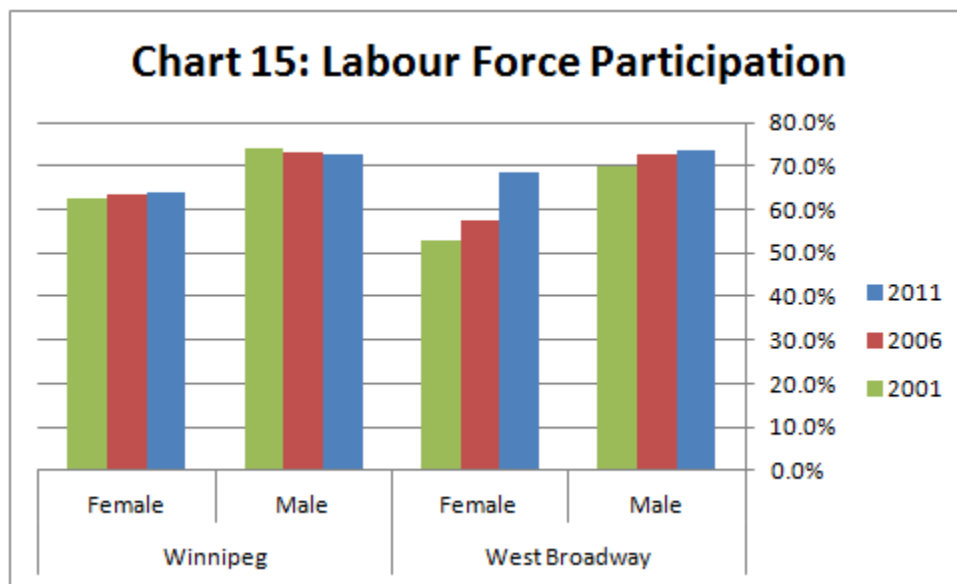
In short, the residents of Winnipeg and West Broadway appear to be doing better financially, but probably not as much as the data suggest.

Employment

Participation

How many people are working for pay in West Broadway? There are different ways to answer that question. The labour force participation rate is a measure used by Statistics Canada to show what percentage of people aged 15 and older who are either working or actively looking for work. (Statistics Canada 2016). People who cannot work and people who are not looking for work - for whatever reason - are not included in the participation rate. From 2001 to 2011 the participation rate for both men and women has grown to surpass the participation rate found for Winnipeg as a whole. In 2011 the participation rate males in West Broadway had risen to 73.5% in contrast to the gradual decline to 72.8% for all males in Winnipeg. For females the participation rate in West Broadway grew dramatically to 68.4% while for females in the city as a whole it increased only slightly to 64.0% (City of Winnipeg 2016a,c,d,f,g,h) and all of this is presented in Table 9 and Chart 15 below.

Table 9: Labour Force Participation				
	West Broadway		Winnipeg	
	Male	Female	Male	Female
2011	73.5%	68.4%	72.8%	64.0%
2006	72.9%	57.7%	73.1%	63.3%
2001	69.8%	52.8%	73.9%	62.7%



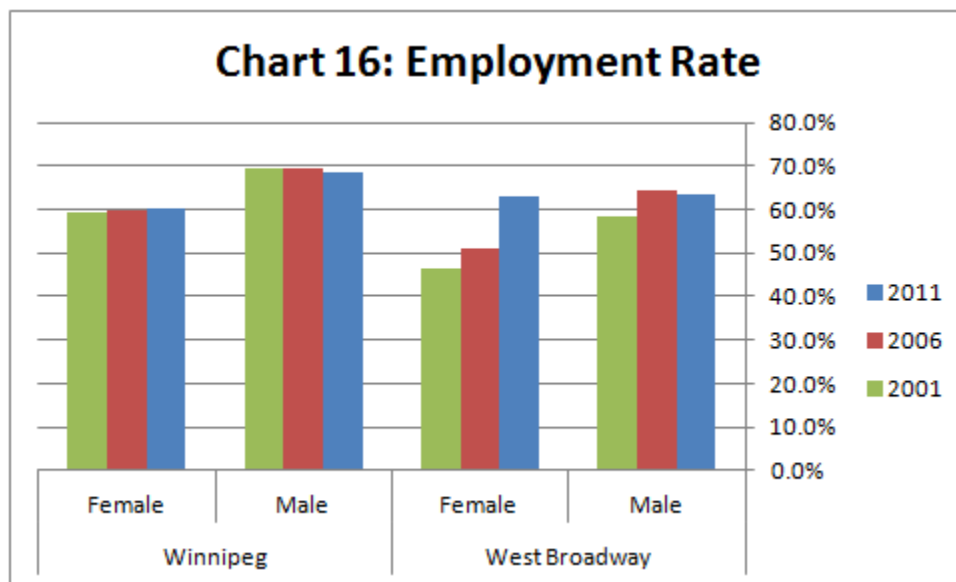
Employment

Another way to answer the question of how many people are working for pay is to look at the employment rate. The employment rate is a measure used by Statistics Canada to show what percentage of people aged 15 and older are working in paid employment. (Statistics Canada 2016). Here the patterns of change are a little more nuanced for men and women.

For men in West Broadway, the employment rate rose and then fell between 2001 and 2011, while for men throughout the city as a whole, the employment rate for men declined over the same decade. This is visible in Table 10 and Chart 16 below. (City of Winnipeg 2016a,c,d,f,g,h).

The employment rate for women in West Broadway grew dramatically from 46.3% in 2001 to 62.9% on 2011. Over the same period the employment rate for women throughout the city as a whole grew very slightly by about half a percent from 59.2% to 60.3% - a much less dramatic change. See Table 10 and Chart 16 below. (City of Winnipeg 2016a,c,d,f,g,h).

Table 10: Employment Rate				
	West Broadway		Winnipeg	
	Male	Female	Male	Female
2011	63.5%	62.9%	68.4%	60.3%
2006	64.5%	50.9%	69.4%	60.0%
2001	58.5%	46.3%	69.6%	59.2%



This means that in 2011 the residents of West Broadway were either working or actively looking for work at rates that are measurably higher than the comparable rates for the city as a whole. This is a noticeable change in the neighbourhood and shows that West Broadway wants to work!

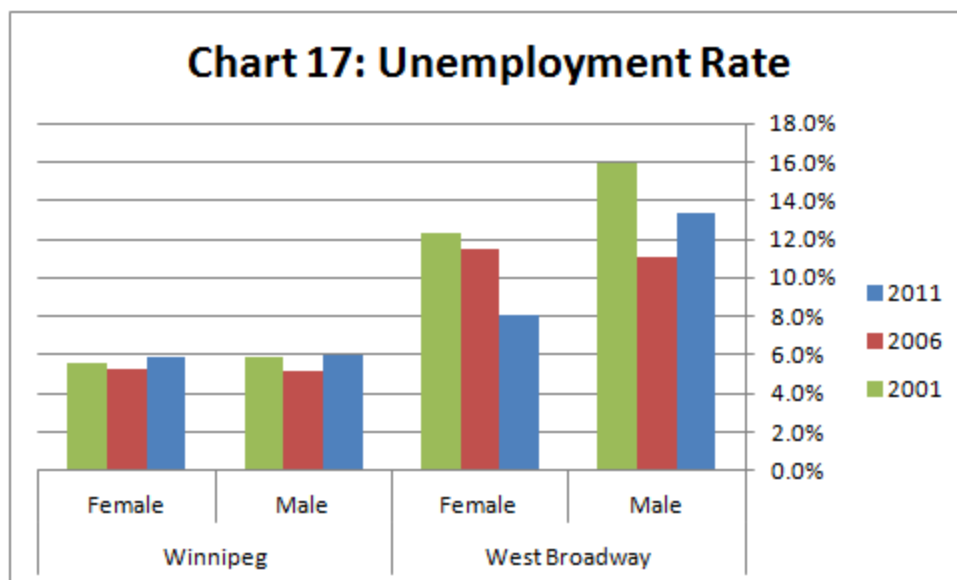
Unemployment

Despite changes over the last 15 years that have brought very high labour force participation rates and employment rates in West Broadway, the unemployment rate also remains higher for residents in West Broadway than it does for the city as a whole. The unemployment rate is a measure used by Statistics Canada. Essentially it measures the percentage of the labour force that wants to be in paid work, and is available to work, but is not currently working. This includes people without work who are looking for work, people on temporary layoff, and people who are about to start a job in the near future. It excludes full time students (Statistics Canada 2016). In West Broadway the unemployment rate is also nuanced with differences between men and women.

For Men in West Broadway, the unemployment rate has dropped from 15.9% in 2001 to 11.1% in 2006 and then rising again to 13.3% in 2011. The unemployment rate for men in the city as a whole followed a similar pattern of dropping and then rising, although it has consistently been one half, or less, the rate of unemployment for men in West Broadway. This is visible in Table 11 and Chart 17 Below. (City of Winnipeg 2016a,c,d,f,g,h).

The unemployment story for women throughout Winnipeg as a whole is similar to that of men. With the rate falling and then rising again from 2001 to 2011. For women in West Broadway the rates of unemployment fall and fall again, bucking the Winnipeg trend. From a 2001 high of 12.3% the unemployment rate for women in West Broadway dropped some to 11.5% and then dropped substantially to 8.1% in 2011. This is visible in Table 11 and Chart 17 Below. (City of Winnipeg 2016a,c,d,f,g,h).

Table 11: Unemployment Rate				
	West Broadway		Winnipeg	
	Male	Female	Male	Female
2011	13.3%	8.1%	6.0%	5.9%
2006	11.1%	11.5%	5.2%	5.3%
2001	15.9%	12.3%	5.9%	5.6%



What all of this means, is that since 2001 the Residents of West Broadway have increased their participation in the labour force and increase their rates of employment. West Broadway wants to work. Despite this, unemployment rates in West Broadway remain higher for men and women in West Broadway than they do for the city as a whole, and the unemployment rate for women in West Broadway, though high, has dropped significantly since 2001.

The increased engagement with paid work among men and women alike is a sign of continuing change in the West Broadway neighbourhood. However, looking back at the earlier section on incomes, this increased engagement with the paid labour force has not yet translated into dramatically higher incomes for the residents of West Broadway. We suspect that there are several reasons for this.

- One partial explanation is West Broadway's proximity to the University of Winnipeg, and we assume that a portion of the population that lives in West Broadway are currently university students who typically have part time and/or entry level positions that pay relatively low wages.
- A second explanation is that the West Broadway includes many valuable and necessary social housing and subsidized housing units. Part of the criteria for residing in these units is that the residents are low income. This means that when the residents' lives change and their incomes increase, they often move out and are replaced by other low income residents. This has the effect of keeping the median incomes measurement lower than it would be if the social and subsidized housing units did not exist.

Housing in West Broadway

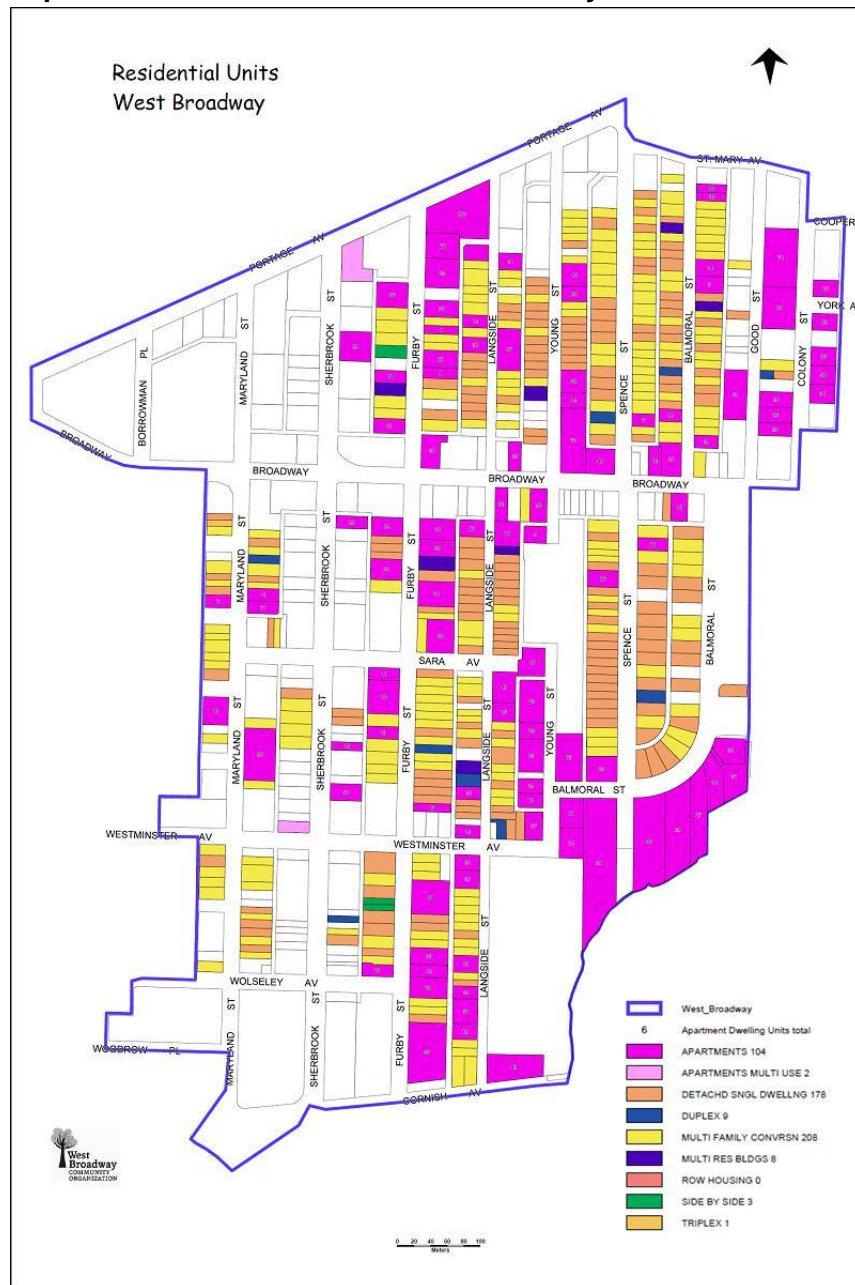
West Broadway is a primarily residential neighbourhood. The 2011 Census counted 2875 private dwellings (City of Winnipeg 2016a). As noted earlier, the boundaries used by the West Broadway Community Organization do not perfectly match the City of Winnipeg neighbourhood boundaries, and neither of these match the census tracts information presented in the 2011 census and National Household Survey, so the 2875 number is useful but not completely accurate.

Housing Types

A look at Map 4: Residential Units on the next page shows that in the West Broadway neighbourhood there are 178 detached single family dwellings (beige) and one triplex (also beige). There are a further 208 multi-family conversions (yellow) which still look like detached single family homes but have interiors that have been converted to multiplexes. These detached houses occupy the largest footprint in the neighbourhood, and lend significant character and charm to the West Broadway area. However it is the 106 apartment and multi-use apartment buildings (pink) which contain about 2650 housing units that provide the majority of the housing in the West Broadway neighbourhood.



Map 4: Residential Units in West Broadway



Map provided by City of Winnipeg 2014

Since this map was created in 2014, the area served by West Broadway Community Organization (WBCO) has expanded to include the triangle of land between Portage Avenue, Colony Street and St. Mary Avenue. See Map 5. This area is part of the Colony neighbourhood, which includes the University of Winnipeg, and the Winnipeg Art Gallery. Virtually all the 480 dwellings in Colony are apartments (City of Winnipeg 2016i), and the vast majority of these are now served by the WBCO. See maps 5 and 6 below.

Map 5: Colony Neighbourhood



Map derived from City of Winnipeg 2016a

Map 6: Colony and West Broadway Community Organization Overlap

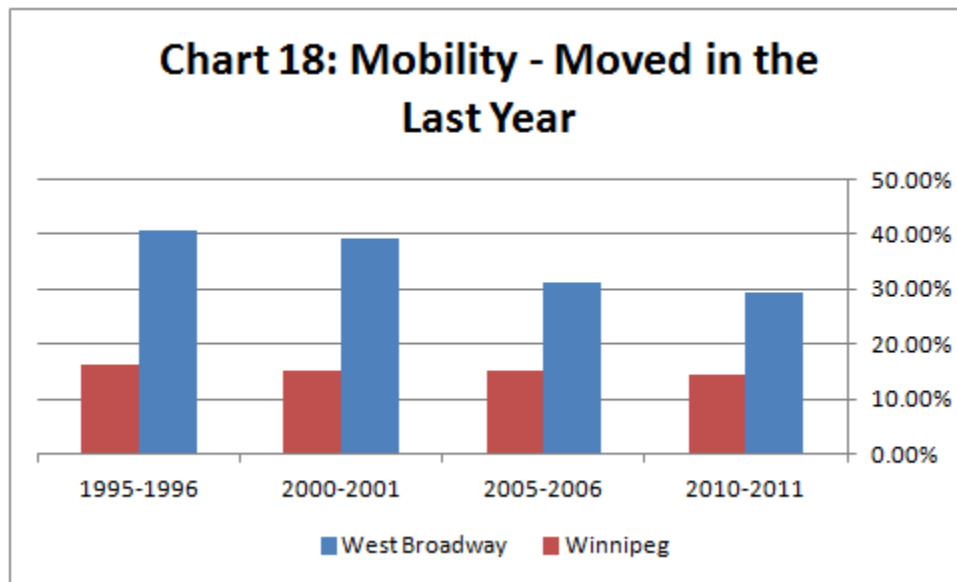


Housing Tenure

An overwhelming majority, about 92.7%, of households in West Broadway say that they are renters (City of Winnipeg 2016a). In the city as a whole around 33.9% of households are renters (City of Winnipeg 2016b) - indicating that the West Broadway neighbourhood, and indeed many inner city neighbourhoods, are home to a much larger proportion of rental households than is typically found throughout the rest of the city.

A high rental rate often occurs along with a higher level of mobility, meaning frequent moves. Table 12 and Chart 18 below compares the mobility rate in West Broadway with the city as a whole. (City of Winnipeg 2016a,c,d,e).

Table 12: Mobility - Moved in the Last Year	West Broadway	Winnipeg
2010-2011	29.2%	14.3%
2005-2006	31.3%	15.1%
2000-2001	39.2%	15.1%
1995-1996	40.7%	16.1%



The 2011 Census and National Household Survey census found that in West Broadway 29.2% of residents had moved in the past year, which is more than twice the city average. (City of Winnipeg 2016a). This mobility rate has been steadily declining for the city as a whole and somewhat more significantly for the West Broadway neighbourhood.

The high mobility rate does not necessarily mean that residents have consistently moved out of the neighbourhood. If that were the case, then the length of time living in the neighbourhood for the vast majority of residents would be 5 years or less. In the survey results, collected from many of the social agencies, rooming house tenants and homeless individuals, the average length of residence in the neighbourhood is about 10 years. This shows that while people may be transient and move frequently from unit to unit, deep roots and many ties to the community keep them in the same neighbourhoods. While they may move often, many people try to stay in or near the community if they can. Parents like to see their children continue at the same school, and families often value the supports, amenities and services they are able to access in the West Broadway area, making it a desirable place for them to live. While many people may not have an attachment to one rental residence, they often have a strong attachment to the community and a neighbourhood as a whole. Some people move often but try to stay within or close to the neighbourhood to ensure some continuity in their lives. Others move into, or out of neighbouring communities, and view the downtown, or the West End as their preferred community.

Summary: Neighbourhood Character

West Broadway is a diverse and interesting community. The quietness of most residential streets and the variety of amenities and services make it a good place to live and work for thousands of people and families. Its strong sense of community, the relatively low cost of housing (by Winnipeg standards) and the good transit, pedestrian and cycling infrastructure make it accessible to many people and many parts of the city. With a good mix of businesses, housing types, education and social services, West Broadway already fits the definition of a Complete Community, and is a desirable place to live, work, volunteer and enjoy life.

However, like all neighbourhoods, West Broadway does face challenges. The people of West Broadway want to work but their employment rate and incomes have not kept pace with this enthusiasm. A high percentage of the population live with low incomes, and this is true for seniors, single people and especially for single parent families. While rents and comparable housing prices in West Broadway are still lower on average than the rest of the city, they have increased dramatically over the past ten to fifteen years, making the neighbourhood less affordable. Residents and visitors appreciate the tremendous sense of community, and would like to see even more community based events and activities.

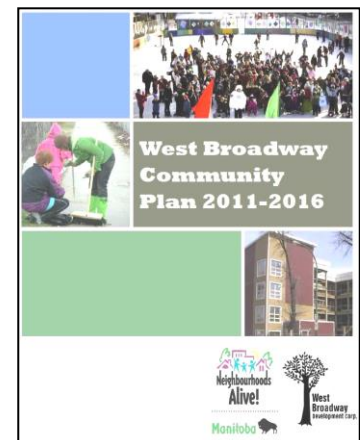
Previous and Current Plans Summary

Seven themes and priorities were synthesized from past West Broadway plans and shared as part of the consultation process. The themes and recommendations provide context to community members of opportunities and issues that are already being considered and compare where action or inaction, progress or decline has occurred over the last five years. A significant amount of community energy has been contributed in the development of the plans over the years. A combination of consultation, collaboration, planning, coordination, action and accountability measures has, from what we have heard from community members, continued to enhance the community.

The plans that have been reviewed as part of this community consultation and plan development process include:

- 2014-2019 Housing Plan
- 2008-2012 Housing Plan
- 2011-2016 Community Plan
- 2013-2016 West Broadway Business Improvement Zone Master Plan
- 2008-2012 Housing Plan
- 2009 Green Space Plan
- 2010 Safety Plan
- West Broadway Community Needs and Strengths Assessment Report For Older Adults: 55+ (2016)
- Active Transportation Survey (2016)
- WBCO board and staff strategic planning session (2015)

Seven broad themes were synthesized from past West Broadway plans and shared at the consultations. This was done partly to allow the community a chance to validate existing priorities, and remove issues that were no longer a concern. There was also space for the community to add new or emerging priorities which was then included in subsequent consultations. The seven themes are:



Increasing Income and Power for Well-Being

Increasing residents resources through mentorship, education, improved communication, networking, community relationships and both personal and systemic advocacy.

Community Spaces and Environment

Improving the community accessible assets and infrastructure within the neighbourhood. This included enhancing public spaces, promoting awareness and use of green spaces and gardening, good urban planning, quality buildings, more and better usability of existing neighbourhood and community assets.

Mobility and Active Transportation

Improving transportation options, connections and infrastructure with a special focus on improvements for pedestrians, cyclists and transit users.

Image and Perception - Community Pride

Improving both the physical look of the neighbourhood and also the psychological and media perception of West Broadway. Doing so in a way that improves the sense of community and creates opportunities for residents.

Housing and Accommodation

Work towards every resident having housing that is appropriate to their needs, in good repair and affordable. Doing this in a way that builds better community relationships, more affordable housing and a better quality of life.

Community and Social Development

Improve the quality of life of residents and community members through existing and new programs and services. Delivered in a way that builds and strengthens community connections and relationships along with the programs, services and business.

Safety and Security

Improve residents' sense of safety and security through community based responses to issues. Act to reduce potential dangers in the neighbourhood and engage in education and community building activities.

These seven themes were included in the consultation process to allow participants to verify if they were still valid or not and to add new concerns.

Consultation Process

Steering Committee and Staff Involvement

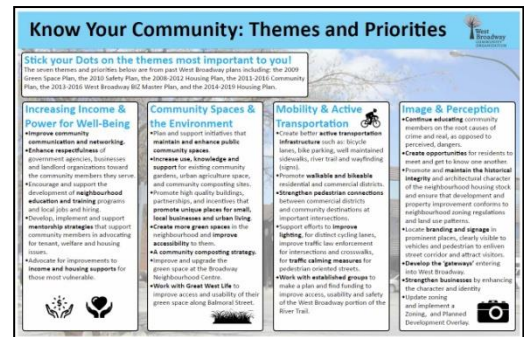
The steering committee began meeting in the fall of 2015 prior to hiring the consultants. They met twice in February with the consultants and draft materials documents were shared and discussed before they were used.

Information about the process and tool development was shared with and feedback requested from a steering committee comprised of residents (tenants and homeowners), West Broadway Community Organization, West Broadway Youth Organization, West Broadway Community Ministry, West Broadway BIZ, Clinic Community Health, provincial legislative representation, Art City, Resource Assistance for Youth, All Saints Church, Broadway Neighbourhood Organization, Winnipeg Regional Health Authority, and Wolseley Family Place.

West Broadway Community Organization staff contributed their time to distributing materials, gaining participation at meetings, events and door to door to collect feedback.

Tools Used

The consultations used a variety of participatory tools to provide different options and ways for people to participate. These included a survey which was distributed on paper and electronically online with results collected through Survey Monkey. Display boards were created that included summary information and past plan priorities that participants were encouraged to validate or add too with dots and sticky notes. The displays boards included a PARK process (PARK is an acronym for Preserve, Add, Remove and Keep Out) as a simple way for people to either write out their thoughts and share them on a sticky note, or as a conversation starter where the consultants then took notes and added them to the PARK board. The display boards and surveys included a map of West Broadway that participants were encouraged to write on and share their favourite spots and places where they would like to see changes. The maps also served as conversation starter. A copy of the consultation tools is included in Appendix 2.



Community-based Events Attended

Between March and May 2016, 14 events in the community were attended by the consultants to inform and gain feedback from a cross-section of residents and participants. We informed and invited 785 people to participate at large public community events by reading the poster board summaries, sharing their opinions, asking questions and filling out the survey. Of those 785, about 110 were in small focus groups initiated by the consultants or by attending existing small group meetings.

Public Community Events (675 people attended):

- Agape Table Breakfast
- Good Food Club Mini-market
- Good Food Club Community Dinner
- West Broadway Spring Clean Up
- West Broadway Community Ministry Lunch
- Westminster Bell Tower Cafe

Focus Groups (40 people attended):

- Seniors West Broadway Community Ministry at Crossways
- Seniors group at 224 Colony
- Resource Assistance for Youth- focus group
- Wolseley Family Place

Community Meetings (60 participants attended):

- West Broadway Tenants Association
- Good Food Club Kids Cooking Class
- Employment and Income Assistance Advocacy Network
- The Right to Housing Coalition
- WBCO Annual General Meeting 2016

We also attended the West Broadway Annual General Meeting on June 23, 2016 to share preliminary consultation results and to give community members a chance to tell us if what we heard was correct and if there were any gaps to fill. There were about 30 community members attended the event.

Survey Participation

300 online and paper survey responses were collected through West Broadway Community Organization's network, mailing list and sharing at events. There were two sections of the survey to fill out depending on if the participant lived in West Broadway or if they worked, volunteered or used the recreation opportunities available in West Broadway.

Key Person Interviews

These were conducted by WBCO staff with the Executive Director of the West Broadway Business Improvement Zone, the principal of Mulvey School, and the Director at the Broadway Neighbourhood Centre.

Representation and Community Diversity

The consultation process engaged a broad cross section of the community that resides, works, volunteers or uses services in West Broadway.

One demographic question in the survey asked "What was your combined household income before taxes last year?" This question was included for two reasons. The first was to compare with Statistics Canada information to make sure that the collected responses were reasonably representative of the neighbourhood residents. The second was to ensure that very low income households were adequately included in the consultation process.

Table 13 below shows the comparison between the survey responses and the 2011 Census and National Household Survey Data (City of Winnipeg 2016a)

Table 13: Survey Responses

Survey responses category	Number of Responses	Percent of survey responses	Statistics Canada¹
Under \$10,000	46	27%	14%
\$10,000 to \$19,999	35	20.7%	25.7%
\$20,000 to \$29,999	18	10.7%	17.9%
\$30,000 to \$39,999	16	9.5%	14.8%
\$40,000 and over	54	32%	27.6%

¹ Percentages are calculated summaries.

Based on the 2011 Census and NHS information some 39.7% of the residents of West Broadway earn \$19,999 or less. Of the survey respondents who answered the income question, some 47.7% indicated that they are in the same category of under \$19,999. This tells us that lower income populations were reached and adequately included in the consultations process.

Several other questions were included in the survey in order to verify that a sufficiently diverse population was included in the consultation process.

Ethnic Background

One additional concern was to ensure that sufficient First Nations and Métis people from West Broadway were included in the consultations process. Statistics Canada uses a definition of Aboriginal Identity that includes First Nations, Métis and Inuit people. (Statistics Canada 2013) Based on the survey results people with Aboriginal Identity were 29.8% of the survey respondents. Based on the 2011 Census and NHS information, people with Aboriginal Identity make up some 15.7% of the residents of the neighbourhood. This tells us that an appropriate number of First Nations and Métis people were reached and included in the consultations.

Residents and Non-residents Included

One of the survey questions asked respondents “What is your main relationship to West Broadway?” The percentage of responses are as follows:

Live	62.5%
Work	13.0%
Volunteer	7.0%
Recreation	7.5%
Other	9.0%

This tells us that the majority of responses came from residents of West Broadway. It also tells us that there are many people who live outside West Broadway that nevertheless feel invested in the community through their work, volunteer, recreation and other activities.

It also further demonstrates that the community centred on West Broadway includes connections and people who live outside the neighbourhood itself, and that the consultation process succeeded in including non-resident community members.

Why a Community Plan?

A community can be defined in many ways, but for the purposes of this plan we are defining it as the people, organizations and land that make up the West Broadway neighbourhood, and the interconnections between these things. The Community Organization has numerous areas of focus, however it is also important to think about how all these areas overlap and can build off each other's strengths. Additionally it is important to step back and assess the communities more general and longer term goal and priorities. This helps to check in and re-prioritize as things change, and also to give some benchmarks to look back on and compare to.

Within the context of the community plan one theme emerged which underpinned all the rest of the priorities raised. This was Community Economic Development. Community Economic Development (CED) can be defined as ‘action by people locally to create economic opportunities that improve social conditions, particularly for those who are most disadvantaged. CED is an approach that recognizes that economic, environmental and social challenges are interdependent, complex and ever-changing.’ (CCEDNet 2016). The fact that this was raised by community members in reference to virtually every other priority identified is important for several reasons. Firstly, it recognizes that poverty is at the root of many of the challenges that West Broadway faces as a community. Secondly, it recognizes that many of the neighbourhoods’ resources are directed towards addressing the impacts of poverty, without necessarily addressing the root cause. Lastly, the principles of the CED are rooted in creating economic opportunities locally. This means that community members take direct steps to improve their own opportunities and those of their neighbours. This in turn increases not only economic opportunities in the community but also skills, networks and confidence in the community as a whole.

The principles of community economic development are not a priority in and of themselves, but rather a lens that offers some direction to what approaches should be taken to goals and actions in the priority areas.

What the Community Said - Priorities

Through the consultation process six main priorities emerged for the community. These are:

- Community and Social Development
- Housing and Accommodation
- Image and Perception
- Community Spaces and the Environment
- Mobility and Active Transportation
- Safety and Security



The priorities that emerged through the community consultation processes match the priorities found in the existing, and past, community plans. This tells us that the consultation process validated what the community has already been saying and we are able to add some additional detail and nuance to these priorities. Many of the concerns, ideas and needs expressed by residents and members of West Broadway touch on multiple priorities and demonstrate that the many different concerns are intertwined and interconnected.

For example adding more gardens enhances the green sense of the neighbourhood as identified in **Community Spaces and Environment**. It also builds relationships and

connections as additional people join the gardening networks, an important factor in **Community and Social Development**. The outdoor activity helps people's physical and mental health and provides aesthetic beauty as well as some food - the main need in Safety **and Security**. All of this combines to help improve the look and image of the neighbourhood, a concern flagged in **Image and Perception**.

A summary of the community priorities and what was said during the consultations is presented in the following sections. Numbers in the following sections refer to the number of responses received throughout the consultation process and/or the survey process and are included to provide the reader with a sense of how frequently a particular issue or item was raised. The frequency of mention is assumed to indicate its relative significance, with larger numbers indicating a larger community concern or interest.

A detailed copy of the consolidated consultation and survey results is in Appendix 1.

Community and Social Development

The value of community based programs and services were the largest theme shared by participants with some 987 participant references. Many comments mentioned specific program by name, and some also mentioned new programs that are needed, or requested an expansion to existing programs and services. Some programs and services are funded partially by government, charitable and other grants, and/or private sector support. Many of them also owe their success to the strong in-kind investment from community volunteers.

It is important to note here how closely tied community and social development are to the themes of safety and economic well being. It is easy to define safety as simply freedom from 'criminal activity' but in reality community members talked much more broadly about things like traffic safety, housing safety, and food security. These day-to-day issues often impact people in a much more consistent and direct way than any sort of crime, real or perceived. And many of the issues that residents identify as safety issues and quality of life issues are directly tied to economic insecurity.

In exploring solutions it is clear that more than one solution is needed; people want more community programming, both to build and maintain the wonderful feel of the West Broadway neighbourhood and to help people work on issues that are not directly related to poverty. However, there are also many areas where people would prefer the autonomy, dignity, and freedom of simply having sufficient financial security to make their own choices rather than relying on social programs. It is through a combination of these two strategies

Aspects of gentrification, as more privileged people move it they tend to bring an attitude of "we don't want low-life problems or people" in our neighborhood, when really they it became affordable because it wasn't their neighborhood, it was downtown.

Living wage. Affordable housing. Sustainable retirement fund and health care.

I would like to earn a degree and be able to make a better living and remain active in West Broadway

(increasing both income levels and social programs) that the unique qualities of the West Broadway community can be preserved while the quality of life of its current population can be raised.

The great many comments and suggestions on programs and service can be broken down into three further sub-categories:

- Social support programs and services
- Business
- Recreation programs.

What the community said in each of these three subcategories is presented in more detail in the following sections, with lengthier data available in the Appendix 1.

One main theme running through all the other areas in this section was the need for increased access to those programs and services which already exist. Several concrete barriers to access were identified. These included:

- Awareness, there is a need for better distribution of information about existing programs, which takes into account that different populations and people have different channels to access information.
- Cost, many services and programs in the neighbourhood are too expensive, there needs to be a way to work with neighbourhood organizations (including business) to incorporate affordable options.
- Hours of availability continue to be a barrier, in particular to working people, services which are only open during the weekdays are inaccessible to many.

Finally, a balance needs to be struck between serving specific populations and limiting access for some. Often restrictions such as age, gender or income, leave gaps in services and allow people to fall through the cracks. Better communication between organizations, so as not to have duplicated or conflicting services or times, was suggested as a way to enhance services overall in the community.

“(Remove) the stigma that is attached to having lower incomes, to being renters.”

Too pricey for existing residents. The pushing out of existing residents. This is my home and my children's home. I don't want to find myself unable to afford to live here.

Welfare system doesn't care. It takes all day to meet/find food, clothing and everything else.

Affordable or free bus tickets/pass (currently walk or bike because it is too expensive)



Social Support Programs and Services

Food Security

Respondents offered 158 comments that fit within the theme of food security. This includes community programs that help address food insecurity due to income, identifying the need for more healthy and affordable grocery options, and the value of community gardens to increase local food production.

- Network with and support existing food programs and services
- Continue and expand community based food programs and education such as the Good Food Club, community gardens, and community cooking classes.
- Advocate for lower food prices, higher quality produce and higher incomes

Food programs were some of the most commonly cited as pre-existing and very valuable to community members, with affordability being a key component. These included, Agape Table, food banks and soup kitchens (e.g. \$1 breakfast, senior's lunch, fresh low cost produce grocery) and the Good Food Club.

Many people prioritized options for better quality, and more affordable produce, with a focus on the need for more low cost grocery options without a loss in quality

Community gardens were identified as important parts of food security and building social connections (see community spaces and environment theme), with many respondents wanting to add more community garden plots. Some respondents asked for or edible landscapes in public places such as berry patches, an orchard and planting vegetables instead of flowers.



www.westbroadway.mb.ca/wbco-programs/good-food-club

More access to food (emergency on weekends). Not enough programs/services.

Access to healthier and affordable food in the neighborhood.

I also love the community gardens, the good food market and shared green spaces.

More public garden. Start a fruit orchard on vacant lots.

Access to healthier and affordable food in the neighborhood.

The types of opportunities the area brings to my children. Snacks and suppers and school lunches from art city and Broadway Neighbourhood Centre.

More access to food (emergency on weekends). Not enough

Programs and Services

Many references were made to specific types of programs or services community members would like to see improved or added to in West Broadway. The top priority was youth specific programs and services including a need for more prevention and support programs. Youth requested more education and employment services to learn about career options and job training and to upgrade after school programs and tutoring. Participants described a preference for a wider variety of programs such as arts, sports and music that stay open later or are integrated into 24 hour safe, drop in centres for youth. Child and Family Services (CFS) interventions were mentioned in connection to the need for parenting skills and parent support group to avoid CFS involvement. Some youth expressed issues with aging out of care and transitioning between government systems.

Several responses also asked for It was suggested that existing programs expand their outreach to bridge gaps for people who are homeless, and provide advocacy for people navigating the welfare system and between systems.

Removing barriers to participation was proposed by 105 participants with specific mention of costs, program restrictions based on age or income, and asking for longer program hours.

Participants also requested more safe, quiet community spaces such as 24hr drop in centres for youth or women's shelter drop in. Improved financial services such as free or more affordable income tax returns, budgeting workshops and small loans. Programs in seniors buildings such as low-impact exercise, and animal visits as well as supports for seniors or people with a disability such as home food delivery and companionship through gardening and cooking were suggested.

Advocates who can help you access welfare properly – help you with the paperwork and ID and everything.

More job training, help getting first jobs, also how to maintain jobs once you have them.

More mentorship/peer support programs, in all areas, life skills, employment, housing, relationships, parenting.

Programs and services are good but need to be more free services.

Space that is open 24 hours where you can go and chill. Has to be safe.



Personal Well Being

Many respondents identified the need for an increase in well-being, mental health and addictions supports, such as more health services, supports to get out of the sex trade, harm reduction supplies, help for addictions and access to counsellors in the community.

Community Building

Many people asked for better communication, relationships and partnership building opportunities between existing programs and services in business, community and government institutions. Increased cooperation and working together is seen to be an effective way of increasing the level, quality, and quantity of services and programs to benefit the community.



Health services, needle drop boxes, needle exchange, condoms, regular health care services (non emergency), mental health services. Harm reduction model.

Barriers to communication need to be broken. It feels like a number of disparate groups, residents, organizations don't talk amongst themselves, and they work at cross purposes as a result.

Much better advertising and information sharing between programs. Each place has their own programs, but you have to know about them and visit them to sign up.

A lot of the problems here are much bigger than the local biz can tackle (poverty, addiction) but working with the concerned organizations could help, and having them work with businesses. Keep the dialogues open

Living so close to the Broadway Neighbourhood Centre, it would be wonderful to see them introduce more meaningful and broad-based programming, more accessible hours, and do some outreach advertising to let folks know what they do and what's available.

Business

Many responses mentioned the importance of the business community in West Broadway. Businesses offer services that many residents and visitors rely on and are part of the economy, offer employment and are part of what makes the streetscape interesting. Many residents have a special love for one or two specific businesses that they frequent. There is a broad appreciation for the “community-driven entrepreneurial spirit” and the many small scale unique mix of shops, locally owned, and using local talent, vendors, products and content.

Suggestions for improvement mention business participating more in advocacy on community issues. Many residents asked for better access to affordable groceries, more restaurants, longer hours, a 24 hour cafe and patios. Landlords and property developers are also seen as business people and many responses asked for more quality affordable housing. There is an interest in better access to hardware and arts, culture, and performance spaces. There is some interest in better signage, information sharing, sponsorship and public art and murals.



Mix of businesses and residential . . .

Programs/services are great- we bank here, dentist, massage, bakery, groceries- all in walking distance.

Keep local businesses involved with each other, promote local economy in the neighbourhood

Grocery stores with better prices and better quality stock especially produce

Challenge property management companies who are gentrifying the area to participate in a social inclusion strategy that works to ensure that the neighbourhood remains a home for low income people.

The owner of the McNaught car dealership on Portage at Furby should tear it down and build a huge mixed use building with as many stories of rental housing as possible. Single-story businesses should consider building up and converting surface parking into green or usable space.

Recreation

Many respondents identified recreation options as vital and expressed tremendous appreciation and support for existing programs, facilities and services. Expanded recreation opportunities is seen by many as way to build an even better community for all age groups. Recreation was broadly interpreted to include more organized sports and games facilitated by infrastructure improvements. Recreation suggestions also included less formally structured activities such as social gatherings, small group games space, drop in centres, festivals, art, performances and community educational workshops.

The issues of 'Community and Social Development' are complicated ones, because they capture so many parts of people's lives and are often covering things like relationships, mental health, and overall well being. As a result the answers are complex and often overlap heavily with other areas (such as housing, employment, mobility etc). Broadly speaking, community members identified two main areas that needed more resources, these being various social programs and overall income levels. Social programs covered a variety of services with a focus on the areas of social supports, recreation and better relationships and cooperation with business. Income levels included wages but also government incomes such as Employment and Income Assistance, disability, child tax etc.



More evening activities for the 9-5 crowd

Broadway Neighbourhood Centre should start offering more sports and recreation programs, particularly for youth in the summer months and for adult and seniors populations during the daytime

After school and summer recreation for youth, more recreation programming at Broadway Neighbourhood Centre and for a wider spectrum of the local population, teen programming for kids who aren't at risk.

Intergenerational activities- gardens, dance classes/sports, nature walks (plant I.D. & uses), cooking, preserving traditional foods.

More social + interest,= educational activities for adults : yoga, discussions, lectures, films, poetry, readings, concerts, etc. (free or low cost.) More family - and senior friendly - cultural and social gatherings and activities. more political

Use Great West Life parking lot in the evenings for recreation activities: football, rollerblading, bike track.

Housing and Accommodation

In 2014 there was an extensive information gathering done on the topic of housing for the current (2014 to 2019) West Broadway Housing Plan. This community plan consultation process received 164 comments about housing and the majority of the feedback re-affirmed the priorities raised in the housing plan. These include:

- Continue to Implement the WB Housing Plan to address core housing needs. This includes building local planning and networking capacity, development of innovative and diverse housing options and implementing initiatives that seek to minimize vacant, abandoned or poor quality housing in the neighbourhood.
- Support resources, education, advocacy and funding for renters and landlords.
- Advocate for increased funding to address affordable housing issues.
- Encourage development that fits in and meets the needs of the neighbourhood and creates low income and affordable housing e.g. infill, non-profit housing providers.
- Gather, map and share housing data and information to assist in plan implementation, evaluation, program development and advocacy
- Advocate and facilitate increased housing supports for low income families, Aboriginal peoples, single parents, people with disabilities, mental health/ addictions challenges, youth-at-risk, students, and seniors.
- Offer support for agencies and businesses to coordinate resources (education, advocacy and funding) for renters, landlords and caretakers.
- Advocate for increased government funding and response to rising rents and utility costs, rental displacement and people living in unstable or inappropriate accommodations.
- Explore concerns about gentrification and losing neighbourhood affordability.
- Improve rooming house tenants' living conditions and quality of life by facilitating housing improvements and awareness programming and resources for landlords, tenants and caretakers.

Three broad areas of concern were raised around housing issues through the community survey. These were:

- Affordability
- Specialization for Specific Populations
- Landlord/Tenant Relationship Building

It was noted by many participants however that they would like to see both affordable housing and various types of specialized housing integrated into mixed use buildings or complexes.

Affordable housing is a daunting issue facing both renters and home buyers across the city, housing prices have climbed rapidly over the last decade, while wages and assistance rates

I'm a renter and I'd like to buy a house or condo here and stay permanently, but there is not much housing to buy, so more housing would be good. I think affordable/mixed income would be best b/c it reflects what we have in the neighbourhood already.

I'm a little concerned about the balance between big development and keeping it a neighbourhood.

have remained stagnant. While this is an issue across the city, the increases in the core area have risen even more quickly than more outlying parts of the city, often resulting in forcing people out of their home neighbourhoods, or for those who choose to stay at increased prices a reduction in quality of life in other areas.

Increased affordability can be achieved through a variety of measures, and many measures are necessary, there is no one size fits all solution to housing. Solutions may include subsidised rental units, new subsidised builds of various types of housing, support for co-op developments, subsidized mortgage programs and rent to own programs, and across the board increases in assistance and wages.

As with affordability there is no one size fits all option for housing needs. West Broadway has a core housing stock of apartments and building which were designed to be single family homes. Many of these houses were ideal for large families but have since been split up into multiple units. Many of the apartment blocks have very limited accessibility. Community members cited the need for a variety of specialized housing, of both the physical and social variety. Physically there is a need for more housing accessible to people with various physical disabilities. There is also a need for increased housing that can accommodate single people, and also larger than average families.

Additionally there was a wide variety of requests for various specialized social housing, including housing for young people, rooming houses, housing with mental illness supports, and a variety of types of transitional housing. Pet friendly housing was also cited numerous times.

Finally there was a desire for support in working on landlord tenant relationships and issues. These can be categorized as preventative, such as training for tenants new to the rental market, and training for landlords on their rights and responsibilities. Ongoing, such as support for people with handling disputes with landlords, or resources for landlords dealing with problem tenants, both of these would be of assistance in eviction prevention. And finally enforcement of city regulations for landlords who neglect rental units.

Need more programs/services to resolve housing / rent / tenant / landlord issues.

Programs to refurbish and retain rooming houses,

The bedbug crisis is wreaking havoc with people's health. Sometimes the smell is so powerful tenants with heart/respiratory health have to vacate overnight. Personally I've spent many nights in 24 hour restaurants.

Help staying in housing – advocate / intervene with other tenants and landlord.

Rooming houses. There is fighting, stealing food, used to cost \$236, then \$500 for a room, now it is \$900 and had to move out after converted/upgrade.

Too pricey for existing residents. The pushing out of existing residents. This is my home and my children's home. I don't want to find myself unable to afford to live here.

Aspects of gentrification, as more privileged people move it they tend to bring an attitude of "we don't want low-life problems or people" in our neighborhood, when really they it became affordable because it wasn't their neighborhood, it was downtown.

Image and Perception

The consultation process revealed a strong sense of belonging and pride in West Broadway with some 266 responses that fit in this theme. The people in West Broadway are a significant reason for this sense of community, building a tight knit community where many people know each other personally or at least recognizes each other on the street. Residents were described as friendly, creative and resilient. The ideal expressed for West Broadway is a beautiful, safe and clean neighbourhood that everyone wants to be a part of. Several priorities emerged from these comments:

- Celebrate and promote the diversity and strength of the community through community events
- Celebrate and promote the active community and volunteers
- Strengthen the mixed use characteristics of the neighbourhood
- Improved signage and wayfinding for pedestrians, cyclists, and drivers.
- Work to create clean public washrooms accessible 24/7
- Ask for more garbage and litter pick up. More recycling bins and public garbage cans. More bulky waste pickup and graffiti removal

It's a diverse neighbourhood with people who care and get involved. A great place to live. The people, the support systems, the free children's programs. Recreation options are awesome!!! Really appreciate everything (programs/services) that West Broadway offers. West Broadway has a great sense of community, it reminds me of the friendliness you might find in a small town.

Community members value diversity, referencing it through both population composition, including culture, income, gender, ages and lifestyles as well as having a mix of affordability levels, housing options, businesses and services.

Respondents acknowledged the positive contributions of community organizations and active volunteers and participants that help create a sense of community.

Accumulation of garbage in back lanes from apartment buildings. There is often accumulation of improperly discarded garbage around the end of the month (when tenants move), including large furniture items that do not get picked up for weeks.

Beyond the social roles valued by community members there were numerous areas in need of improvement identified in the physical makeup of the neighbourhood. These included better signage for all types of transportation, including pedestrians, cyclist and drivers. A need for public bathrooms accessible at all times. Finally, better and more waste removal programs are needed for such a densely populated and used neighbourhood. This includes garbage, recycling, litter cleanup and graffiti removal.

Especially good are non-government mandated or "job training / readiness" gathering opportunities so we learn our value and possibilities outside of capitalist or top-down value systems.

Community Spaces and Environment

Respondents offered 163 comments about community spaces and the environment in West Broadway. These include indoor and outdoor public spaces, the natural environment and the built environment. Community members identified a strong priority for green space, underused public spaces and amenities. Areas of note included:

- Maintain existing and work to create new accessible gathering and green spaces.
- Increase usability and knowledge of existing gardens, urban agriculture, composting sites and potential cycling and walking routes.
- Explore a neighbourhood wide composting strategy.
- Work with Broadway Neighbourhood Centre (BNC) to continue improving the BNC green space
- Work with Great West Life to improve access and usability to their green space along Balmoral Street
- Support capacity building toward self-management of community gardens.
- Improve partnerships with Business Improvement Zone on shared community goals
- Promote partnerships and incentives for unique small local businesses and urban living.

The responses in this section centered around two broad themes, firstly enhancing and adding to existing green spaces in the neighbourhood. Secondly improving the opportunities for other types of green initiatives.

Community members want to see a wide variety of green space improvements in the neighbourhood, and where possible the addition and preservation of existing green spaces. Specifically improving and accessing existing green spaces such as the BNC green space and the green space belonging to Great West Life. Also better information and capacity building training around community gardens and other initiatives such as composting and cycling.

Green space is at a premium in the neighbourhood and it is both highly valued linked with increasing quality of life. As the majority of West Broadway's residents are renters, access to green space is even more important.

The parks and garden areas. It keeps food and sense of tranquility.

The life it has - it's gritty and colourful and bright.

An open park where people can pitch tents during the summer and something that would pay street people to look after their own e.g. street cleaning of the park, river etc.

I love the trees here, but always feel that they need better care.

Please leave the green space on Sherbrook (near the clubhouse) alone. It's a beautiful oasis in our lives.

Start a fruit orchard on vacant lots.

The whole block between Portage and Broadway, Sherbrook and Maryland is a terrible use of space and completely unwelcoming for pedestrians and cyclists, this block needs to be redesigned and diversified (less car focused!).

Organizationally there is a desire to work in partnership with groups such as the city and neighbourhood BIZ to improve and promote opportunities for green developments such as housing and small business improvements of creation.

Mobility / Active Transportation

Respondents offered 219 comments about transportation in and through West Broadway and recommendations for improvement. These were primarily focused on more and better active transportation options and traffic calming, control and enforcement. Key priorities are:

- Promote walkable and cyclable residential and commercial districts
- Ask for streetscaping to improve cycling and pedestrian infrastructure on Broadway, Sherbrook St., Maryland St. and the corridor of Westminster Ave. Balmoral St. and Mostyn Place.
- Ask for complete sidewalk and back lane repairs, ongoing maintenance and cleaning, especially in winter
- Ask for effective lighting and benches at all transit stops
- Strengthen pedestrian connection between commercial districts and community destinations at important intersections
- Creating better active transportation infrastructure such as: bicycle lanes on major streets, bike parking, well maintained sidewalks (especially in the winter), river trail and benches for people to sit on (especially at bus stops), and traffic calming.
- Support efforts to improve lighting, add speed bumps on side streets/lanes, improve traffic law enforcement for intersections, add crosswalks and traffic lights.
- Continue to explore improvements to the River Trail.
- Explore and support regular neighbourhood safety, mobility, green and active transportation audits

West Broadway is appreciated for its central location, proximity to downtown and robust access to different transportation options. The many services, community spaces and businesses also mean that residents can easily access much of what they need as a pedestrian, cyclist or transit user. As a neighbourhood, West Broadway community members use active transportation at a much higher rate than the city on average.



Many people requested improvements to active transportation infrastructure that would better support their lives and increase active and green living in the neighbourhood. This included the need for more bike amenities such as more designated active transportation paths, bike racks, and improved back lanes for bike access. Many also asked for increased access to affordable transportation options to run errands such as grocery shopping or socializing.

Improvements to bike infrastructure was asked for including dedicated bike lanes on Westminster, and an East West connection along Westminster, Balmoral and Granite Way as well as other routes.

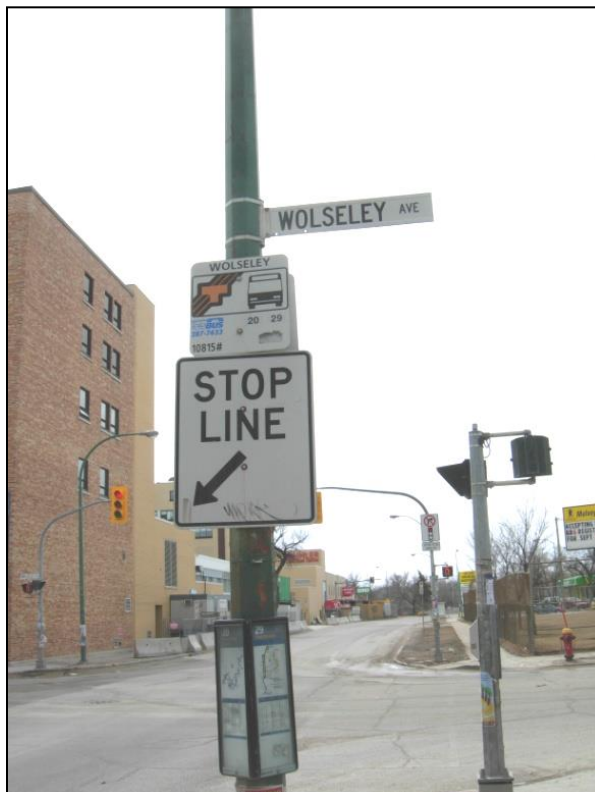
Respondents also request traffic calming and safety for cyclists and pedestrians, especially at busy thoroughfares and near community amenities. Pedestrian safety could be improved through street lighting, better sidewalk maintenance including clearing and de-icing in the winter and more crosswalks. Benches or public seating were requested at all bus shelters as well as more and faster snow clearing, especially making sure banks didn't build up on pedestrian routes. Splash protection near bus stops and busy intersections was also mentioned.

Active transportation for bikes. Improve relationships between bike and cars to share the road.

I like that everything I need is within walking distance. It's a complete community with a diverse population and I don't need a car or high income to enjoy a good standard of living.

More reliable buses. Need bus benches as people with disabilities can't always stand and wait.

Better use of speed-reduction techniques to slow down cars on residential streets, more protected bike lanes so cyclists don't have to bike on the sidewalk



Safety and Security

This is a broad theme simply because safety means different things in different contexts. Safety is often assumed to be about drugs and crime, but it is also about the broader physical environment and social context that make up the neighbourhood and the community. High traffic volumes and speeding cars are a physical safety issue. Bullying, racism and sexism are social safety issues. A person's sense of security is affected by their access to food, income and shelter. Strong social connections can improve a person's sense of belonging, security and affect their safety. Safety and security concerns affect different parts of people's lives and require different strategies and actions in responding to them.

Because of this the Safety & Security section of this plan is broken into subsections to reflect some of these different social contexts.

Many responses mentioned underused community spaces that participants thought could be improved for safety or community benefit. They also identified land or buildings that are vacant, underused or in disrepair that need some investment. There were suggestions to increase art in all public spaces, invest in amenities in Mostyn Park and riverside areas for more use and activities, more "soft landscaping" greenery and to upgrade the Broadway Neighbourhood Centre.

Lighting can be improved for safety and navigation in areas including on Balmoral at Westminster along the Cornish Path and Cornish Avenue, Mostyn Park, and back alleys and residential street in general.

- **Safety - from crime**
- **Food Security (See Community and Social Development)**
- **Personal Well Being (See Community and Social Development)**
- **Mobility/Active Transportation (see section)**
- **Housing and Accommodation (see section)**

Need other kinds of community patrols, maybe like Bear Clan, not escalating things but just eyes on the streets, info sharing, needle cleanup, and fire watch.

Less police patrolling at night. It creates an atmosphere of authority vs. pedestrians.

Safety from Crime

Respondents offered 84 responses related to safety around crime issues. Residents identified crime or activities that tend to exploit people as something they wanted to be removed from the community. Most of these goals fit within the framework of the ongoing Safety Plan, they were:

- Continue to implement the WBCO Safety Plan
- Coordinate resources to improve neighbourhood safety
- Facilitate and promote community based networking and community building activities that help residents know and support each other.
- Work to bolster the awareness and use of existing resources.

- Continue building relations with Winnipeg Police Service including:
 - Advocating for the return of walking police patrols with consistent, long term service Police members
 - Advocate for the maintenance and continued improvements to the School Resource Officer program
 - Advocating for official relationships between the Winnipeg Police Service and community organizations
- Explore citizen patrols and work towards better gang exit supports, anti-bullying resources, anti-racism and inclusion of all people, especially Indigenous, Métis, and LGBTQ*

Police at Agape table and meal programs. Police presence creates a barrier to people participating.

Police are not helpful. Cadets are not helpful, just make threats about tickets and fines. I don't have any money, what the hell would I do with a fine. They just hassle us.

There were two general themes that emerged around this type of safety, these were more community building and improved infrastructure, and better/more policing.

I wish that I felt safer being queer in public. I get a lot of odd looks. I really appreciate the "queer love" graffiti stencil I keep seeing around here; it helps me feel at home and recognized.

Many neighbourhood residents identified the ways in which physical infrastructure can increase or decrease safety and feelings of safety. These included areas where better lighting, caretaking and more active community areas (eyes on the street) could act preventatively. Derelict lots and buildings were a big concern. And while policing is often used as a short term solution in these physical environments, the community was in favour of a more broad and pro-active approach to changing the environments themselves.

Neighbourhood safety could be better. Often, street lights are not on which adds to feeling unsafe when getting around at night. There is often a lot of screaming /fighting outside in summer between 1 and 4AM (which often wakes me at night). Arson has been an issue in the neighbourhood as well.

Suggestions to increase safety include wanting to remove the fear and stigma that neighbourhood is unsafe, loitering, and panhandling were identified as concerns, in large part because they are fraught social interactions with unknown outcomes.

Police service centre hubs to make claims. There were safety meetings through New Life Ministry where police came to meetings every few weeks. Helped residents identify crack houses so residents could let police know.

The other theme is police and non-police patrol services this included requesting more police access and accountability for prevention, such as having a presence on weekends and all times of day throughout the whole neighbourhood not just on main streets. Additionally improved policing through better relationship building, such as foot patrols and having the same police in the neighbourhood on an ongoing basis. Initiating community based initiatives such as street patrols and safe houses, block parents etc. And providing bullying and gang prevention programs at Gordon Bell High School.

Conclusion

While the West Broadway Community Organization has numerous documents in place that focus on each of these areas, a Community Plan is still essential. It helps to see a picture of the whole neighbourhood and recognize the ways each individual piece interacts with all of the other pieces. Understanding this allows us to see ways we can better utilize and prioritize resources, and also find information that can be missed with a narrower focus.

A community plan is also essential to ensuring how the community is going to organize itself to work on each piece of the puzzle. To identify the Who, What, Where, When, Why of community building and to establish goals that can be looked back on when direction is needed, or just to celebrate the work that's been accomplished!

West Broadway is an amazing neighbourhood, vibrant, diverse, green, easy to get around and close to everything. It is not without its challenges, however the deep and supportive networks of relationships in the community cannot be found anywhere else, and the ability of community member to work for positive changes is what keeps it moving in such a positive direction year after year.



West Broadway Community Organization

Goals and Actions

5 Year Neighbourhood Plan 2016-2021

Introduction

There are six overlapping goals for this neighbourhood plan. The goals are described here along with more detailed action plans. There is some overlap in the goals and actions, and the placement of specific actions under specific goals is not meant to limit how many goals a specific action can serve at the same time.

It is also important to remember that the goals and actions are guidelines rather than a prescriptive checklist. Programs, services, volunteers, funders, community members and topical issues change over time, and the goals and actions are intended to be broad enough to allow for flexibility in their implementation. Over the life of this community plan the pressing priorities will change. It is a living document that belongs to the whole community. More actions have been suggested than will be completed during the time frame of this document, that is because it is better to have more options to choose from and reflect on than not enough, it is by no means a directive.

Goals

Community and Social Development

Improve the quality of life of residents and community members through existing and new programs and services. Delivered in a way that builds and strengthens community connections and relationships along with the programs, services and business, with a focus on income and community economic development.

Housing and Accommodation

Work towards every resident having housing that is appropriate to their needs, in good repair and affordable. Doing this in a way that builds better community relationships, more affordable housing and a better quality of life.

Image and Perception

Improving both the physical look of the neighbourhood and also the psychological and media perceptions of West Broadway. Doing so in a way that improves the sense of community and creates opportunities for residents.

Community Spaces and Environment

Improving the communities accessible assets and infrastructure within the neighbourhood. This included enhancing public spaces, promoting awareness and use of green spaces and gardening, good urban planning, quality buildings, more and better usability of existing neighbourhood and community resources.

Mobility and Active Transportation

Improving transportation options, connections and infrastructure with a special focus on improvements for pedestrians, cyclists and transit users.

Safety and Security

Improve residents sense of safety and security through community based responses to issues. Act to reduce potential dangers in the neighbourhood and engage in education and community building activities.

Lenses

A good neighbourhood and a good community work together to help and support people, their environment and their network of organizations, businesses, services and programs. This also means that there are several different ways to improve a neighbourhood and a community.

- **People and Organizations:** One way is to strengthen the individual people, organizations and businesses within a neighbourhood.
- **Neighbourhood:** A second way is to improve the physical elements that comprise the geographical boundaries of the neighbourhood.
- **Community:** A third way is to strengthen the variety, quantity and quality of connections between people.
- **Community Economic Development (CED):** 'action by people locally to create economic opportunities that improve social conditions, particularly for those who are most disadvantaged.' (CCEDNet 2016)

Each of these ways is a specific lens that can be used to further understand the goals of this community plan, and these four strategies inform all of the actions in the next sections.

Action Plans

Community and Social Development

Improve the quality of life of residents and community members through existing and new programs and services. Delivered in a way that builds and strengthens community connections and relationships along with the programs, services and business, with a focus on income and community economic development.

Food Security

- Network with and support existing food programs and services
- Facilitate the expansion of community based food programs and education such as the Good Food Club, meal programs, community gardens, edible landscapes and community cooking classes.
- Ask for lower food prices, higher quality produce and higher incomes

Programs and services

- Continue networking with existing organizations, programs and services to support more effective coordination and integration of services in West Broadway
- Work to remove barriers to accessing existing programs and services
- Work to expand the accessibility of existing programs and services especially for people who need services during evenings, nights and weekends

Personal Well Being

- Explore the creation, or access to, 24/7 safe and accessible community spaces
- Ask for higher incomes
- Facilitate greater access to physical and mental health services
- Facilitate better access to infrastructure, programs and services in West Broadway that enable harm reduction based approaches to helping residents
- Facilitate better access to community based counselling and personal advocacy services
- Support local initiatives that help stabilize and nurture families and individuals in need

Community Building

- Facilitate ongoing communication and coordination between existing programs and services
- Facilitate greater community awareness and education of existing services and programs
- Facilitate more public events that celebrate the strengths of West Broadway
- Facilitate more ways for people to volunteer and/or support each other through existing and new programs and services

Business

- Continue networking and open communication with the West Broadway Business Improvement Zone (BIZ)
- Ask for and support more locally based businesses
- Coordinate streetscaping, lighting, signage, Active Transportation plans and activities with the West Broadway BIZ
- Ask for affordable and low income housing
- Explore partnerships to promote micro-entrepreneurs, small businesses
- Explore partnerships to hire and train local residents

Recreation

- Facilitate networking with existing community partners
- Explore ways continue expanding or improving existing recreation facilities, programs and equipment
- Explore more community based recreation and education opportunities for different populations

Housing and Accommodation

Work towards every resident having housing that is appropriate to their needs, in good repair and affordable. Doing this in a way that builds better community relationships, more affordable housing and a better quality of life. Three broad areas of focus for housing are:

- Affordability
- Specialization for Specific Populations
- Landlord/Tenant Relationship Building

Actions

- Continue to Implement the WB Housing Plan to address core housing needs. This includes building local planning and networking capacity, development of innovative and diverse housing options and implementing initiatives that seek to minimize vacant, abandoned or poor quality housing in the neighbourhood.
- Support resources, education, advocacy and funding for renters and landlords.
- Advocate for increased funding to address affordable housing issues.
- Encourage development that fits in and meets the needs of the neighbourhood and creates low income and affordable housing e.g. infill, non-profit housing providers.
- Gather, map and share housing data and information to assist in plan implementation, evaluation, program development and advocacy
- Advocate and facilitate increased housing supports for low income families, Aboriginal peoples, single parents, people with disabilities, mental health/ addictions challenges, youth-at-risk, students, and seniors.
- Offer support for agencies and businesses to coordinate resources (education, advocacy and funding) for renters, landlords and caretakers.
- Advocate for increased government funding and response to rising rents and utility costs, rental displacement and people living in unstable or inappropriate accommodations.
- Explore concerns about gentrification and losing neighbourhood affordability.
- Improve rooming house tenants' living conditions and quality of life by facilitating housing improvements and awareness programming and resources for landlords, tenants and caretakers.

Image and Perception

Improving both the physical look of the neighbourhood and also the psychological and media perceptions of West Broadway. Doing so in a ways that improves the sense of community and creates opportunities for residents.

Actions

- Celebrate and promote the diversity and strength of the community through community events
- Celebrate and promote the active community and volunteers
- Strengthen the mixed use characteristics of the neighbourhood
- Improved signage and wayfinding for pedestrians, cyclists, and drivers.
- Work to create clean public washrooms accessible 24/7
- Ask for more garbage and litter pick up. More recycling bins and public garbage cans.
More bulky waste pickup and graffiti removal

Community Spaces and Environment

Improving the community accessible assets and infrastructure within the neighbourhood. This included enhancing public spaces, promoting awareness and use of green spaces and gardening, good urban planning, quality buildings, more and better usability of existing neighbourhood and community resources.

Actions

- Maintain existing and work to create new accessible gathering and green spaces.
- Increase usability and knowledge of existing gardens, urban agriculture, composting sites and potential cycling and walking routes.
- Explore a neighbourhood wide composting strategy.
- Work with Broadway Neighbourhood Centre (BNC) to continue improving the BNC green space
- Work with Great West Life to improve access and usability to their green space along Balmoral Street
- Support capacity building toward self-management of community gardens.
- Improve partnerships with Business Improvement Zone on shared community goals
- Promote partnerships and incentives for unique small local businesses and urban living.

Mobility / Active Transportation

Improving transportation options, connections and infrastructure with a special focus on improvements for pedestrians, cyclists and transit users.

- Promote walkable and cyclable residential and commercial districts
- Ask for streetscaping to improve cycling and pedestrian infrastructure on Broadway, Sherbrook St., Maryland St. and the corridor of Westminster Ave. Balmoral St. and Mostyn Place.
- Ask for complete sidewalk and back lane repairs, ongoing maintenance and cleaning, especially in winter.
- Ask for effective lighting and benches at all transit stops
- Strengthen pedestrian connection between commercial districts and community destinations at important intersections
- Creating better active transportation infrastructure such as: bicycle lanes on major streets, bike parking, well maintained sidewalks (especially in the winter), river trail and benches for people to sit on (especially at bus stops), and traffic calming.
- Support efforts to improve lighting, add speed bumps on side streets/lanes, improve traffic law enforcement for intersections, add crosswalks and traffic lights.
- Continue to explore improvements to the River Trail.
- Explore and support regular neighbourhood safety, mobility, green and active transportation audits

Safety and Security

Improve residents sense of safety and security through community based responses to issues. Act to reduce potential dangers in the neighbourhood and engage in education and community building activities.

Five different priorities for safety and security were mentioned, and they are:

- **Safety - from crime**
- **Food Security** (See Community and Social Development)
- **Personal Well Being** (See Community and Social Development)
- **Mobility/Active Transportation** (see section)
- **Housing and Accommodation** (see section)

Actions:

- Continue to implement the WBCO Safety Plan
- Coordinate resources to improve neighbourhood safety
- Facilitate and promote community based networking and community building activities that help residents know and support each other.
- Work to bolster the awareness, and use of existing resources.
- Continue building relations with Winnipeg Police Service including:
 - Advocating for the return of walking police patrols with consistent, long term service Police members
 - Advocate for the maintenance and continued improvements to the School Resource Officer program
 - Advocating for official relationships between the Winnipeg Police Service and community organizations
 - Explore citizen patrols and work towards better gang exit supports, anti-bullying resources, anti-racism and inclusion of all people, especially Indigenous, Métis, and LGBTQ*

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