



**Spence Neighbourhood Association**  
Notre Dame • Balmoral • Portage • Agnes

# **Spence Neighbourhood Community Plan 2011-2016**



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**Manitoba** 

## Acknowledgements

They say it takes a village to raise a child. It took a village to raise this 'child' too. There are many, many folks who participated in the creation of the Spence Neighbourhood Plan and many more who will participate in getting it off the ground.

The Spence Neighbourhood Association would like to acknowledge the many folks who worked to articulate what we want our community to do and be in the next five years:

- Anyone in the Neighbourhood who filled out a survey, attended a forum or talked to us about their concerns and ideas.
- The SNA Board of Directors
- The Community Plan Steering Committee:
  - ◇ Delaney Earthdancer, SNA Board of Directors Chairperson
  - ◇ Lynne Sommerville, SNA Board Director
  - ◇ Jamil Mahmood, SNA Executive Director
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## Why a Community Plan?

Community based planning works with residents and other interested stakeholders to create a vision and identify initiatives that help to improve quality of life in our neighbourhood.

A community plan is non-statutory plan, meaning that it is not adopted as by-law like development plans, secondary plans and zoning by-laws; instead it helps to inform policy, guide development and strengthen community. Community plans are “required for neighbourhood renewal organizations to receive funding from the Province of Manitoba’s Neighbourhoods Alive! program, but they can also serve as ‘roadmaps’ and strategy guides for specific initiatives.” (Karen Kliever, 2010, *Community –based Planning: Engagement, Collaboration and Meaningful Participation in the Creation of Neighbourhood Plans*)

The Spence Neighbourhood Association takes a leadership role in empowering the community to reflect and engage in dialogue to identify the priorities and to develop a plan to work on those priorities over the next five year period. The resulting Five Year Community Plan document, will be used by the stakeholders in Spence Neighbourhood, including residents, government, agencies, funders and neighbouring communities, to revitalize the Spence Neighbourhood.

### Objectives of the Community Planning Process

- To ensure that people in the neighbourhood were aware that the planning process was taking place and to encourage them to participate;
- To ensure the voices of children, youth, Aboriginal people, immigrants and refugees, seniors and people with disabilities are captured in the plan;
- To build trust between SNA and the community through fair hearing of concerns and maintenance of a respectful process;
- To build relationships between SNA and participants in the planning process and between community members; and
- To use information from prior consultations to enhance the process.

### In the Planning Process, we sought to discover:

- What are the most important changes that need to take place in order to make the Spence Neighbourhood a safe, healthy and vibrant place to live?
- In which change initiatives would residents or organizations be likely to participate?
- What role would SNA play and what could SNA contribute to positive change?
- How can the community be engaged to advocate for change?
- How can poverty be reduced in the Spence Neighbourhood?

## The Steering Committee

The development of the Spence Neighbourhood Plan was guided by a Steering Committee comprised of two members of the Spence Neighbourhood Association Board of Directors, the SNA Executive Director, four key SNA staff members and three Spence Neighbourhood community stakeholders. The group was facilitated by a contracted consultant. The Steering Committee met a number of times to review the collected data and research and to guide the development of the priority areas. The Committee was committed to ensuring a variety of diverse voices were sought and included in the development of the plan.

## Spence Neighbourhood Community Profile

### Introduction to the Spence Neighbourhood



The Spence Neighbourhood Association, located at 615 Ellice Avenue serves the surrounding twenty-five block area delineated by Balmoral Street to the east, Agnes Street to the west, Portage Avenue to the south and Notre Dame Avenue to the north. The area is characterized by high numbers of rental properties and rooming houses, often in need of upgrading. Families in the area live on incomes lower than the average for the rest of Winnipeg and are often headed by single parents.

Analyzing statistical census data accurately for the area is difficult as SNA defines its boundaries 3.5 streets further west into Daniel McIntyre/St Matthews than the City of Winnipeg recognizes when it describes Spence. The SNA definition represents an area about one third larger than the territory described in the census statistics. In discussing the data for Spence, the statistics are used as a guideline for describing the entire territory with the understanding that there are some differences moving further west. The statistics discussed in this document are from the 2006 census.

## **Population growth and density**

The 2006 census indicated that the population of Spence was 4,260, an increase of 13% over the 2001 census. While the population growth was slower than that of the entire city of Winnipeg, Spence's population density is still about 6.4 times greater than the rest of the city, with 8,806 persons per square kilometer compared to the City's average density of 1,365 per person per square kilometer.

## **Demographics**

### **Age**

28% of the total Spence population is 19 years of age or younger compared to 24% of the rest of Winnipeg. Those over age 60 comprise 11.7% of Spence's population compared to the rest of Winnipeg where seniors comprise 18% of the total population.

### **Aboriginal identity**

31% of Spence residents identify themselves as Aboriginal compared to 10.2% of Winnipeg residents.

### **Immigrants**

In 2006, 35% of the Spence population was born outside of Canada. Just under half of those immigrants had arrived in Canada in the previous five years to the census being taken.

### **Education**

Education levels for Spence residents 15 years of age or older are significantly lower than for the rest of the city of Winnipeg. 37% of those 15 years and older do not hold a certificate, diploma or degree compared with 23% of the total Winnipeg population.

### **Marital Status**

Of the Spence residents 15 years of age and older, 56% are single and have never been married. This is significantly higher than for the city as a whole at 35%.

### **Mode of transportation**

57% of Spence residents 15 years of age and older state that their primary mode of transportation is by public transit or walking. This compares with 20% for the city population in its entirety.

## Labour Force Activity

The table below compares labour force activity among those 15 years and over in Spence Neighbourhood and Winnipeg.

	Spence	Winnipeg
In labour force	1875	350020
Employed	1590	331765
Unemployed	285	18245
Not in the labour force	1455	164670
Participation rate	56.3%	68%
Employment rate	47.7%	64.5%
Unemployment rate	15.2%	5.2%

## Household & family structure

A significant difference between Spence Neighbourhood and the rest of Winnipeg is the strong presence of single person households. 41.8% of all Spence households have one person, whereas only 31.5% of Winnipeg households are one-person households.

46% of Spence's families are headed by lone parents as compared to a City average of 19%. The most prevalent family structure in Spence is a single female parent family (34.4% of all families; this number is 16.2% for Winnipeg as a whole). The most common family structure in the City of Winnipeg is a married couple with children at home (39.7% of all Winnipeg families, but only 23.5% of all Spence families).

## Income before taxes

Average income before taxes	Spence	Winnipeg
Individual	\$16,512	\$33,457
Family	\$32,837	\$75,664
Household	\$27,164	\$63,023

### Low income cut-off (after tax)

Census information indicates that West Broadway has a much higher proportion of citizens living below low income after-tax cut-off (LICO-AT) standards than the City as a whole: 42.2% of economic families and 73.1% of unattached individuals compared to 11.1% and 34.8% respectively for Winnipeg.

Additionally, 60.2% of all Spence children under the age of 6 are living in households below LICO-AT standards (city-wide: 25.9%). 22.8% of all people in Spence over the age of 65 also find themselves in this position (city-wide: 10.8%).

Comparing average income data to the LICO data is challenging because while readily available average income data looks at before-tax income, the readily available data for LICO looks at after-tax income.

### Dwellings, tenure and dwelling cost

Spence Neighbourhood has a large proportion of apartment units; while 59.4% of all Winnipeg dwellings are single detached houses, this dwelling type makes up 20.7% of the Spence housing mix (365 out of 1765 private dwellings). It is worth highlighting again that 76% of Spence dwellings are apartments, while this is true of only just over 30% of Winnipeg dwellings.

Dwellings in Spence are much more likely to be tenant-occupied than owner-occupied. 82.5% of Spence residents are renters, compared with 34.9% of all Winnipeggers. In Spence, 17.5% or 210, of the 1765 dwelling units in the neighbourhood are owner-occupied.

While, on average, Spence households pay less in gross rent or in owner major payments than the Winnipeg average, they are still more likely to be spending 30% or more of their household income on shelter.



## **Mobility**

Spence residents tend to move more often than other residents in the City of Winnipeg. In the year prior to the census, 36.4% of residents moved as compared to only 15.1% of Winnipeggers as a whole. In the five year period prior to the census, 69.3% of Spence residents had moved, while only 40.9% of Winnipeg residents had moved in the same period. This indicates a marked transiency compared to the City as a whole.

## **Creating the Plan**

The Spence Neighbourhood Association employed a number of approaches to engage as many Spence residents, organizations and businesses as possible in the process of creating the Spence Neighbourhood Community Plan.

Stakeholders were invited to provide input through anonymous on-line and paper surveys as well as to participate in a number of community forums on specific topics such as housing, safety, youth and community economic development. Agency partners from the area were also invited to participate in a forum to share their current projects and ideas for the plan. Spence Neighbourhood Association committees were also polled for their input and ideas.

The data gathered was assembled and analyzed by the Steering Committee for common themes and then was sorted into priority areas and goals.

On June 8, 2011, a forum was held that provided community members with an opportunity to review and discuss the Community Plan priority areas and goals with the steering committee members and others.

When the priorities and goals were finalized, the Spence Neighbourhood Association developed a 5 year plan to address the priorities that the community developed. The SNA Board of Directors approved the plan which was subsequently submitted to Neighbourhoods Alive!.

## **Survey**

216 surveys were completed, about half of them online. The results from paper surveys were entered by SNA staff into the web-based survey tool which provided analysis of the results. A copy of the survey results is available from the SNA office for interested parties.

## Forums

Community forums were held to gather broad based input and to engage community members in the planning process. Forums were held as follows:

1. Open community conversation at the 2011 Annual General Meeting
2. Housing
3. Youth, Safety and Economic Development
4. Agency and Organizational Partners

In addition, young people participating in the Youth Programs at the Magnus Eliason Recreation Centre were also engaged around the topics of what they liked about their community and what they would like to see change. To express their concerns, ideas and hopes and dreams, the youth created the following collage.



## Community Plan: Priority Areas



**Holistic Housing**



**Connecting Community**



**Environment and Open Spaces**



**Youth and Families**



**Community Economic Development**

The Spence Neighbourhood Plan belongs to the entire community and is inclusive of all its members. The success of the plan will be enhanced by ensuring that the basic needs of community members are met, that supports are available for the most vulnerable, including those with mental health and addiction issues, and that culturally appropriate services are available for all.



## **Holistic Housing Goals and Initiatives**

### **1. Work together to ensure quality, affordable and safe housing stock is available, supported and preserved for owners, renters and landlords.**

- **Develop a strategy to address rising rents in Spence Neighbourhood.**
- **Support and encourage landlords in efforts to improve their properties while ensuring affordability of their units.**

### **2. Support advocacy and education initiatives related to housing issues.**

- **Continue to provide maintenance training and supports to residents.**
- **Create an umbrella residents' network in cooperation with DMSMCA, WBDC and CNDC that addresses housing issues in central Winnipeg in an integrated, collaborative manner.**

### **3. Address housing issues that affect the health and social inclusion of community members.**

- **Develop and implement the West End Bed Bug strategy.**
- **Develop and implement a rooming house safety strategy.**





## Connecting Community Goals and Initiatives

### 1. Support networking and relationship building activities that strengthen the community and improve the perception of the neighbourhood.

- Plan and support community events.
- Nurture the West Central Connect agencies network.
- Coordinate communication efforts in Spence Neighbourhood.



### 2. Position Spence Neighbourhood as a welcoming, safe community and destination.

- Create a community strategy for positive promotion of the Spence Neighbourhood.
- Continue to promote and grow 'Safety Through Community Connecting, Education and Empowerment in West Centre Neighbourhoods Program.
- Develop the West Central Safety Coalition as a forum for community organizations to meet, problem solve and raise awareness of local safety priorities.



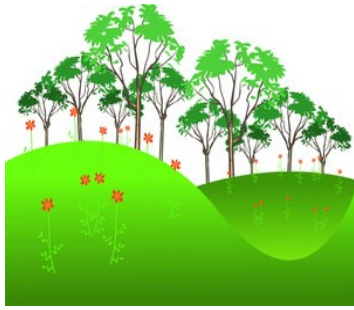
## **Connecting Community Goals and Initiatives cont'd.**

### **3. Build community ownership and positive , respectful relationships in the Neighbourhood.**

- **Encourage participation of community members in activities, dialogue and decision making regarding the neighbourhood.**







## Environment and Open Spaces Goals and Initiatives

**Continue to implement the Spence Neighbourhood Green Plan with particular emphasis on:**

- **Increasing access to green space;**
- **Protecting and stewarding existing assets;**
- **Promoting active transportation; and**
- **Enhancing food security through gardening projects.**





## **Youth and Families Goals and Initiatives**

### **1. Advocate for creation and enhancement of services that strengthen and support families in the neighbourhood.**

- **Develop and implement programs where families are encouraged to participate together.**

### **2. Develop and seek resources to provide a continuum of services for children and youth that include safe spaces for kids to be kids.**

- **Establish a safe drop in space for kids in the Spence Neighbourhood where youth are involved in developing and implementing programming.**
- **Provide support and integration to higher risk youth who have been barred from other programming.**



### **3. Cultivate activities, including intergenerational initiatives that encourage relationship development, training and mentorship opportunities for children, youth and families.**

- **Develop an intergenerational initiatives strategy.**





## **Community Economic Development Goals and Initiatives**

- 1. Collaborate with local business and partners to develop and implement initiatives to encourage local employment in Spence Neighbourhood.**
  - Host a 'What do we have?/What do we need?' Community event.
  - Work with West End Biz to create a marketing initiative to promote local hiring.
- 2. Promote skills development and training to prepare community members for employment.**
  - Compile a comprehensive community guide to skills development and training opportunities in the West End of Winnipeg
  - Support the development of an employment mentorship program.
- 3. Encourage local business to participate in efforts to improve perceptions of Spence Neighbourhood.**
  - Support local restaurants to create a 'Taste the World in Winnipeg's West End' promotional initiative.
  - Support businesses in their efforts to reduce their environmental footprint in Spence Neighbourhood.
  - Support businesses in their efforts to improve their storefronts and create inviting public spaces.