

DRAW



**CITIZENS'
BRIDGE**



**North
End
youth**



5 YEAR VISION

North End Community Plan 2016-2021



Supported by:
Community Partners



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The Consultation Process

The North End Community Renewal Corporation (NECRC) took the lead on coordinating and facilitating the consultation process with the assistance of a Steering Committee comprised of local stakeholders and consultant Rhonda Lorch.

The consultation process included the development and distribution of an online survey. The questions were developed with the input of the Steering Committee and were reflective of the NAI five objectives.

A review of responses to the survey in mid-November indicated a lack of diversity amongst the respondents and so an effort was made to capture input from some groups that were under-represented. The support of local agencies and resident associations in the North End was enlisted to distribute hard copy surveys and to assist informants to complete them.

A total of 485 surveys were completed and analyzed and the Steering Committee was satisfied that a decent representation of the North End demographics was achieved with 62% of the informants self-declaring Aboriginal heritage and 5% identifying as new Canadians. Four North End neighbourhoods accounted for almost 70% of the responses received with William Whyte at 28.3%, North Point Douglas

at 20.1%, Burrows Central at 10.9% and St John's at 9.9%.

In addition to the survey, a total of 155 people participated in thirteen focus groups. A mail out, which included highlights of the previous five-year plan and which advertised the focus group dates and locations, was distributed to 15,000 doors across the North End. The focus group sessions were facilitated and recorded by seven individuals from the local community. These facilitators and recorders participated in an orientation session



with the consultant to understand their roles and to prepare for the dynamics of a group conversation. NECRC staff representatives

also attended each of the focus groups to observe and to provide logistics support.

Focus groups were held in eight neighbourhoods:

North Point Douglas	St John's
Lord Selkirk Park	Burrows
William Whyte	Inkster/Faraday/Robertson
Dufferin	Luxton/St John's Park



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Focus groups were also facilitated in the following sectors:

- Youth
- Business
- Community Service
- Aboriginal Agencies/Services
- Education

The resulting data was combined with the open ended responses in the survey to create a snapshot of the community's love and concern for the North End. When combined with the survey results, the Steering Committee was able to define 28 priorities and 3 overarching goals in the five year Community Plan.

Once the priorities had been developed and affirmed by both the Steering Committee and the NECRC Board of Directors, a community feast was held on February 3, 2016, with 87 residents and stakeholders in attendance. Highlights of the data collected were presented and participants were asked to consider if the community's priorities were adequately portrayed and to add to the priorities by identifying groups and partners in the community who were already involved in similar work.



North End Pride



Any report of the planning for the Five Year Community Plan would be incomplete without including acknowledgement of the extreme pride and love that North

Enders have for their community.

One of the instructions in both the survey and the focus groups was to complete the following sentence:

I ♥ the North End because..... The outpouring of wonderful tributes to the people of the North End, the true sense of community, the uniqueness, the diversity, and the positive change was astounding.

And, their love for their community does not cloud peoples' vision for the future. When asked what important changes should take place in the North End, they were clear that it is important to support education, build community, improve the perception of the area, ensure people have access to safe, affordable housing, and maintain a strong youth focus.

This plan is a melding of the strength and pride of the people of

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the North End with a clear vision for what the future can be. This plan provides a roadmap for making the North End the community its residents and stakeholders desire.

The Steering Committee

The Five Year Plan Steering Committee assumed the role of overseeing the community consultation process. The Committee was comprised of twelve members representing Aboriginal, Business, Community Service, Cultural, Resident and Spiritual interests, including three NECRC staff and the consultant.

The input of the Committee helped to shape the survey, the focus group questions, and ultimately the Five Year Community Plan. Their involvement ensured that the Plan reflects the needs and desires of the community. Their work is appreciated and honoured in a strong Plan for the North End.

The Five Year Plan Steering Committee members:

- Alero-Adeleye-Olusae, African Communities of Manitoba
- Allan Jolly, Urban Circle Training Centre
- Annette Champion-Taylor, William Whyte Residents Assoc.
- Janice Goodman, North End Community Renewal Corporation, Project Lead
- Jenna Leskiw, Aboriginal Vision of the North End
- Martin Landy, North End Community Renewal Corporation
- Michael Champagne, Aboriginal Youth Opportunities
- Michelle Visser, Indigenous Family Centre



- Rhonda Lorch, Facilitator, Consultant
- Robert Neufeld, North End Community Renewal Corporation
- Ross Eadie, Selkirk Ave. BIZ
- Tracy Booth, Elizabeth Fry Society

The Plan: Community Making it Happen

The North End Five Year Community Plan for 2016 to 2021 has 3 very important goals that inform all of the priorities, 28 priorities under the five Neighbourhoods Alive! objectives and 60 strategies to address those priorities.

The plan also identifies all of NECRC's partners who are and who could be involved in supporting the plan. This list of partners is not meant to be all inclusive or exclusive; it is recognized that there are many people whose strengths and efforts are required to make this plan a reality. The Steering Committee hopes that everyone in the North End sees themselves in the plan and can identify a way for themselves to participate. To that end, the partnership list is a jumping off point – the more the merrier!



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Overarching Goals

1. All programming and planning must consider the needs and concerns of North End youth.

The community is committed to ensuring the engagement of youth in all aspects of the North End, and will ensure that all initiatives and projects consider the unique needs of North End youth.

2. The community strives to be inclusive, holistic and respectful. In the spirit of "We are all Treaty People," we will focus on healing and strengthening relationships between all individuals with specific emphasis on Aboriginal people. The Calls to Action of the Truth and Reconciliation Commission will be considered in community planning, activities and initiatives, and integrated where applicable.

To support this goal, the community calls for community forums, workshops and training around the TRC calls to action and on equity for all citizens.

3. The North End Community Renewal Corporation will continue to work in the community as an advocate, builder of partnerships, liaison to government and coordinator of meetings, events and initiatives.



The community affirms and supports NECRC's role in the community and invites the organization to continue to work with community partners, stakeholders, and funders, by facilitating, coordinating and communicating community renewal in the North End.

Improving Neighbourhood Capacity and Empowerment

Community Priority 1a: Supporting and providing education for all age groups and levels

Strategies:

Develop and strengthen partnerships to develop a wide range of education/training options

Develop accessible and consistent information sharing on education/training resources



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Community Priority 1b: Programming, especially for youth, seniors and other disenfranchised community members

Strategy:

Facilitate and establish partnerships that develop new initiatives and support existing programs

Community Priority 1c: Community building activities

Strategies:

Utilize the NRF/Small Grants Fund to focus on community building, community connecting and capacity building initiatives

Encourage and support engagement of local residents, businesses and stakeholders in initiatives that support revitalization of the North End

Encourage partnerships and collaboration that support art and culture events, celebration of culture and diversity, and the integration of newcomer families

Community Priority 1d: Information sharing

Strategy:

Develop an inclusive and accessible communication strategy

Community Priority 1e: Improving the perception of the North End

Strategies:

Support and develop a media and advertising strategy that focuses on positive aspects of the North End



Support opportunities for neighbors to work together to revitalize their community

Community Priority 1f: Enhancing cultural competency in the North End

Strategies:

Increase cultural competency to fulfill the Calls to Action of the Truth and Reconciliation Commission across North End organizations and services

Facilitate, support and promote cultural food workshops

Improving Housing Conditions

Community Priority 2a: Ensure more affordable, safe, quality housing is available

Strategies:

Promote and facilitate access to resources for non-profit and private developers to encourage cooperation with community on the development of affordable rental housing



Explore and promote first time home ownership initiatives and options

Consult stakeholders and compile a resource listing of supports to potential homeowners and organize dissemination of

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information to encourage home ownership.

Develop a holistic housing plan that ensures marginalized or housing insecure residents remain in the community and have access to affordable, safe housing options in the event of displacement and revitalization, and that gentrification is limited.

Community Priority 2b: Improve relationships between landlords and tenants

Strategies:

Promote and support conflict resolution measures

Recognize positive landlord contributions

Advocate for fair and transparent accountability measures for landlords and tenants

Support the creation a North End Landlord Network

Community Priority 2c: Bylaw enforcement

Strategies:

Support local community bylaw working groups to build and foster a good working relationship with the City of Winnipeg Bylaw Department

Continue to report bylaw violations and disseminate property owner responsibility information to encourage adhesion

Provide supports to lower-income homeowners to mitigate risk of homelessness or displacement.



Community Priority 2d: Preserve and improve existing housing

Strategies:

Promote and administer a range of supports that assist homeowners in addressing repair needs

Increase homeowner capacity with workshops on repairs and maintenance

Explore potential for low interest loans for repairs

Community Priority 2e: Ensure equitable access to housing by reducing racism and discrimination

Strategies:

Mitigate the effects of racism and discrimination through a clear focus on inclusivity in outreach

Enhance landlord understanding of marginalized groups

Increasing Economic Development Activity

Community Priority 3a: Complete Merchants Corner

Strategies:

Support community partners and government to complete Merchants Corner

Develop plans that ensure sustainability of the complex into the future

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Community Priority 3b: Support social enterprise and co-op development

Strategies:

Support local social enterprise development initiatives, especially through the development of a North End Charter for social enterprise development

Support pre employment and job readiness training & local education programs, as well as local social enterprise employment initiatives

Community Priority 3c: Promote and support local businesses and new business development

Strategies:

Support the development and implementation of Shop Local – Buy Local campaign

Task an advisory group to identify, develop and support collaborative initiatives that promote North End economic renewal

Develop a business plan and secure funding to implement a North End New Business Incubator

Initiate opportunities to work with new immigrant population to populate North End commercial space.



Community Priority 3d: Improve the image of North End business districts

Strategies:

Promote Storefront Enhancement Grants

Support community cleanups and incorporate work of local artists into the community

Support conversion of Main St., North End hotels to resident only facilities

Community Priority 3e: Ensure a better selection of grocers and other retailers

Strategies:

Articulate missing business profiles and opportunities

Encourage North End retailers to incorporate 'healthy food' projects

Community Priority 3f: Support local hiring and provide assistance to secure employment

Strategies:

Support North End residents to find jobs

Increase mentorship, on the job training and apprenticeship work opportunities

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Community Priority 3g: Improve financial services for residents

Strategies:

Work with financial institutions to investigate possible operations in the North End

Facilitate access to financial services

Improving Safety Conditions

Community Priority 4a: Improve relationships with Winnipeg Police Service

Strategies:

Support and collaborate with existing community organizations to advocate for continuation of community safety

Build stronger, healthier community based relationships with the Winnipeg Police Service

Community Priority 4b: Provide more community patrols

Strategy:

Identify and support establishment of neighbourhood foot patrols and community peacekeepers



Community Priority 4c: Incorporate CEPTED principles into community planning

Strategies:

Identify needs for better lighting

Seek resources to improve lighting

Community Priority 4d: Provide more programming for youth, especially in the evening

Strategies:

Establish a 24 hour drop in safe place for youth

Continued support youth led initiatives

Community Priority 4e: Improve crime prevention programming

Strategies:

Implement an education/awareness campaign on colonialism and lateral violence

Support strategies that address violence against women, especially Indigenous women

Establish a North End community safety plan



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Increasing Access to Recreation and Wellness Opportunities

Community Priority 5a: More affordable and accessible programming options and opportunities for youth

Strategies:

Support and coordinate affordable, safe, accessible recreation and leisure options for youth

Develop and maintain public green spaces

Provide information about resources currently available for youth in the North End

Community Priority 5b: More programming for seniors

Strategies:

Identify the gaps in seniors' programming, develop new options and ensure accessibility

Support and coordinate inter-generational programs and activities

Community Priority 5c: Development of a North End wellness strategy

Strategy:

Support a Steering Committee to develop a North End Wellness Strategy



Community Priority 5d: Creation of a North End cultural centre

Strategy:

Support a Steering Committee to develop a strategy for development of a North End Cultural Centre

Community Priority 5e: More affordable day care options

Strategies:

Identify options for increasing number of quality, affordable daycare spaces

Support unemployed and underemployed people to obtain training as Early Childhood Educators

Ensure child care is available at youth programs and community events



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