

OurWinnipeg™

REPORT TO THE COMMUNITY, 2014

Winnipeg

Cover Photo: A recent Winnipeg landmark, the Canadian Museum for Human Rights, will draw visitors from around the world.
Credit: Josel Catindoy.

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INTRODUCTION

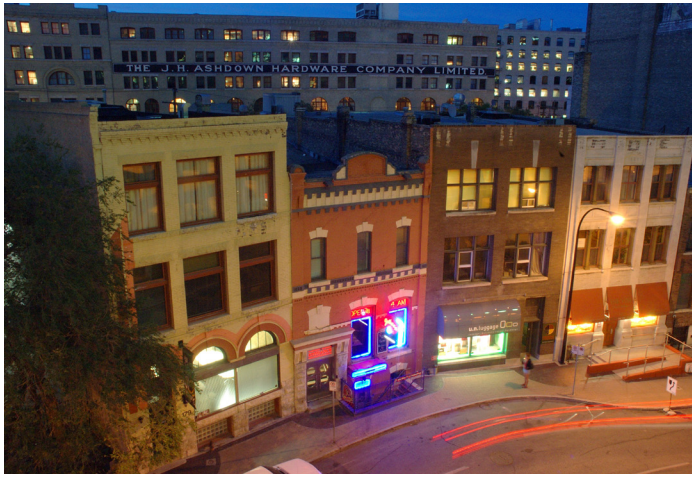
We are pleased to present our third *OurWinnipeg* Report to the Community, which provides an update on *OurWinnipeg* related activities connected to key areas of the plan from the last 12 months. Within this report you will find updated information related to key measures of growth and change, such as population growth and housing starts. Each of the sections also provide an overview of recent city and community activities, programs, projects and initiatives, as well as a tracking progress section which includes a mix of qualitative and quantitative information allowing us to track trends over time.

The initiatives and results captured in this report are a testament to the collaboration of the many thousands of Winnipeg citizens and organizations that participated in the creation of *OurWinnipeg* and encourage us to continue taking steps towards implementing our plan.

To learn more about *OurWinnipeg* and to read the plan, visit: **www.speakupwinnipeg.com**

OurWinnipeg

In July 2011, City Council approved *OurWinnipeg*, a new development plan which will guide the physical, social, environmental and economic development of our city over the next 25 years. *OurWinnipeg* was created with the input of more than 40,000 Winnipeggers through the most creative and collaborative planning process ever undertaken in our city – SpeakUpWinnipeg. *OurWinnipeg* and SpeakUpWinnipeg received the Planning Award of Excellence from the Canadian Institute of Planners in 2011 and the Manitoba Planning Excellence Award from the Province of Manitoba in 2012.



Evening in the East Exchange District. Credit: Brent Bellamy. Photo courtesy of Tourism Winnipeg.

POPULATION GROWTH AND PLANNING FOR CHANGE

For the third straight year, Winnipeg's population grew by more than 10,000 people. With population growth expected to average 1.2 percent per year to 2035, Winnipeg's population is likely to increase by more than 200,000 people over the next 22 years. The Winnipeg Census Metropolitan Area (CMA) which includes the City of Winnipeg and 11 surrounding Rural Municipalities is expected to eclipse 1 million people by 2035.

Strong population growth has translated into nearly 4,000 housing starts in 2013 – a 13 percent increase in starts over last year and a gain of more than 300 percent over the year 2000. Housing starts are expected to further strengthen in the coming years and are projected to average nearly 6,000 starts by 2035.

URBAN STRUCTURE

In order to plan for growth and change in the City of Winnipeg over the next twenty-five years, we need a good understanding of what exists today, a vision of what kind of city we want for our future, and a clear, yet flexible direction of how we can achieve that vision. *OurWinnipeg* lays out a context-sensitive vision for how growth and development within the city will be accommodated now and into the future. This vision is expressed through the plan's Urban Structure Map.

Policy Direction

The Downtown, Mixed Use Centres, Mixed Use Corridors, Major Redevelopment Sites and New Communities are considered Transformative Areas. Anticipated to experience significant change over the life of the plan, these areas present the best opportunities for accommodating sustainable growth.

Recent City and Community Activities

In February 2013, Council adopted new regulations for Secondary Suites, which provide more options to those who are considering adding an extra dwelling unit, either attached or detached, to a single-family residence.

In May 2014, Council endorsed the implementation of a pilot project using the *Complete Communities* Checklist and Toolbox. These non-regulatory tools will be used to implement policy directions outlined in *OurWinnipeg*, and will help promote the development of complete communities throughout Winnipeg.

Significant progress has been made in reviewing Winnipeg Zoning By-law 200/06 and the Downtown Zoning By-law 100/04 to ensure they align with *OurWinnipeg* and *Complete Communities*.

Tracking Progress

The majority of new development will take place in Transformative Areas over the next 20 years, providing the best opportunity to accommodate growth and change. Guided by the direction provided by *Complete Communities*, significant planning and development activity is already underway in many of the identified Transformative Areas:

- A planning process has been approved by Council for four New Community precincts. These areas have the capacity to accommodate approximately 6,000 – 7,000 new dwelling units. Planning is also underway for five additional New Community areas. New Communities will continue to contribute to a large share of projected growth and development in Winnipeg over the life of the plan.
- A planning process has been initiated or approved by Council for seven Major Redevelopment Sites. These underutilized sites provide significant opportunities for the development of complete communities with considerable residential and employment densities.
- A planning process for the Corydon-Osborne neighbourhoods has been reinitiated, which will ultimately result in the development of a neighbourhood plan to guide future growth and change.
- Significant momentum and energy continues to build downtown, where approximately 1,500 new dwelling units have been added over the last decade, with hundreds more currently under construction.
- Permits were issued for more than 3,800 new dwelling units in 2013, of which approximately 61 percent were issued for multi-family dwellings (apartments, row houses and semi-detached dwellings), with the remaining 39 percent issued for single-family dwellings. According to the Conference Board of Canada, an increasing demand for multi-family dwellings is anticipated to continue over the next 20 years.

Web Links

For more information, please visit speakupwinnipeg.com



Example of Lane Way Secondary Suite. Credit: unknown.

WASTE MINIMIZATION

In recent years, Winnipeg's diversion rate hovered around 15%, one of the lowest in Canada. A Garbage and Recycling Master Plan was developed to increase our waste diversion rate to 50% or more by reducing household garbage and significantly increasing household recycling. This comprehensive waste management strategy is an integral part of meeting *OurWinnipeg* goals, including sustainability, liveable communities and being a competitive city.

Policy Direction

OurWinnipeg calls for the sustainable management and reduction of solid waste and for setting long-term goals for solid waste diversion. The Master Plan integrates and optimizes service levels and efficiency for all facets of the solid waste management system while minimizing environmental impact to achieve these directions.

Recent City and Community Activities

In 2013, the first full year of the new services under the Council-approved Garbage and Recycling Master Plan:

- the total waste diversion rate was 28.1%, up from 18.1% in 2011,
- there was a 17% increase in the amount of recyclables collected,
- there was a 21% decrease in the amount of residential garbage landfilled, and
- 27 of the 30 recommendations in the Master Plan were completed.

Winnipeg is on track to reach our diversion rate goal of 35% in 2016, and greater than 50% by 2020 and beyond.

A new system to capture and flare landfill gases was launched in August 2013. This system is expected to reduce the annual greenhouse gas emissions from the landfill by an amount equivalent to that produced by about 21,000 cars. The system will also help reduce nuisance landfill odour.

A new nine-hectare composting pad was completed in October 2013, which will convert of all the leaf and yard waste from the curbside collection program into thousands of cubic metres of nutrient-rich compost. A new windrow turner was purchased in May 2013 to turn yard waste material, which speeds up the composting process.

In 2013, plans began for the first 4R Winnipeg Depot at the Brady Road Resource Management Facility, a

convenient “one stop shop” where residents can drop off materials that can be recycled, reused, composted, or resold.

The City of Winnipeg continues its partnership with Wood Anchor, a reclaimed lumber and wood products company. Wood Anchor rescues ash trees, diseased elm trees, and old lumber from the landfill, and transforms them into new products like furniture and flooring.

In 2013, through continuing support from the City of Winnipeg, the Winnipeg Repair Education and Cycling Hub (WRENCH) recovered over 2600 discarded bicycles and parts from the landfill, which helped provide community health programming across the city.

Tracking Progress

The Garbage and Recycling Master Plan reflects input from public participation, the general principles of zero waste, and a waste hierarchy that encourages efficient use of resources and waste minimization. This transitions the waste management emphasis in Winnipeg from disposal to diversion. The system strives for a balance among:

- environmental protection - through increased diversion, decreased burial of waste and decreased greenhouse gas emissions;
- program costs - understanding that City residents are affected by the costs associated with all program changes; and
- social considerations - understanding that waste management is a service fundamental to the needs of the community.

Diversion 2010 - 2013

	2010	2011	2012	2013
Diversion (Residential)	16.90%	18.50%	25.50%	28.10%
Residential Waste Disposed (tonnes)	223,106	209,741	201,741	173,897
Residential Recycling Collected (tonnes)	46,896	45,835	48,087	53,657
Leaf and Yard Waste Program (tonnes)	5,541	6,598	10,081	23,223

Web Links

Garbage and Recycling Master Plan
http://wwdengage.winnipeg.ca

Brady Road Resource Management Facility Environmental Licence
http://wwdengage.winnipeg.ca

Garbage and Recycling Services
http://www.winnipeg.ca/waterandwaste/recycle
http://winnipeg.ca/waterandwaste/garbage



Windrow Turner working on the City’s composting pad. Turning yard waste material aids in the compost process. Credit: Solid Waste Services staff.

WATER QUALITY AND CONSUMPTION

Safe drinking water is an absolute requirement for protecting public health within our community, and Winnipeggers expect the City to take all necessary steps to provide this essential resource. While Winnipeg has an abundant water supply, we still need to be diligent in using it responsibly and sustainably. The City will continue to provide safe and reliable drinking water and promote water conservation.

Policy Direction

OurWinnipeg sets a direction to ensure the quality and safety of our drinking water as well as maximizing our existing water supply and ensuring the availability of future water supplies.

In Manitoba, public water systems are regulated under the Drinking Water Safety Act. The City has a Public Water System Operating Licence PWS-09-412 A which sets limits and requirements for the operation of the water supply system and drinking water quality.

Recent City and Community Activities

The Water Conservation program actively promoted the Residential Toilet Replacement Credit Program. Since the program's inception in October 2009, approximately 14,600 credits have been approved, resulting in approximately 341 million litres of annual water savings. The average daily water demand in 2013 was 204 million litres, meaning the City is saving more than one day of treated drinking water annually.

The City continued its partnership with the United States Environmental Protection Agency's (EPA) WaterSense program to promote water efficient fixtures in Winnipeg. The WaterSense label ensures consumer confidence and applies to toilets, urinals, showerheads, bathroom faucets and landscape irrigation controllers.

The City participated in the first Celebrating Sustainability unConference, the Water Festival at The Forks in October 2013. The City had an information booth with Residential Toilet Replacement Credit Program and "Get a Handle on Plumbing Leaks" brochures.

The City continued its partnership with FortWhyte Alive to promote the Youth Water Education Program for middle year students in Winnipeg. FortWhyte Alive continued its participation in "Fix a Leak Week" by having a Leak Detector Challenge for Winnipeg schools. In March 2014, five schools participated, resulting in approximately 300 litres per day in water savings from repaired leaks.

Tracking Progress

Water use in Winnipeg has continued to decline since the peak in 1990. Usage has decreased by more than 40% to 291 litres per capita per day (L/c/d) in 2013 from 484 L/c/d in 1990. The majority of this decrease can be attributed to the promotion of water conservation programs, water efficient technology and government regulations, such as the 2011 Manitoba Plumbing code. In this code, maximum flow rates are listed for toilets, showerheads and faucets. Declining per capita water use allows the City to maintain our abundant water supply and defer capital water infrastructure upgrades.

Winnipeggers enjoy drinking water quality above and beyond the guidelines set out by Health Canada. An Annual Report documenting the drinking water supplied to our customers is submitted to the Office of Drinking Water and is available on the City's website.

Web Links

City of Winnipeg – Water Services
http://winnipeg.ca/waterandwaste/water

City of Winnipeg Water Conservation Program – Residential Toilet Replacement Credit Program
http://winnipeg.ca/waterandwaste/water/conservation/toiletreplacement

City of Winnipeg Water Conservation Program – Fix a Leak Week
http://winnipeg.ca/waterandwaste/water/conservation/fixLeakWeek

City of Winnipeg – Water Supply System Annual Report
http://winnipeg.ca/waterandwaste/water/qualityReport.stm



Toilet Replacement Credit Program information.

TRANSPORTATION

The ability to provide innovative transportation choices is necessary in supporting *OurWinnipeg*. An anticipated 250,000 new people will call Winnipeg and the surrounding area home by 2031—the highest levels of growth in decades. This growth will result in considerably increased transportation demands, requiring significant changes to the transportation system to accommodate them. The economic prosperity of our city as envisioned in *OurWinnipeg* also depends on the effective and efficient movement of people and goods, and with it, the need for a transportation network that provides sustainable choices.

Policy Direction

A number of key strategic goals, each built on the strength of the vision and directions established in *OurWinnipeg* and its supporting Directions Strategies form the basis for the Transportation Master Plan.

Together, these policy documents stress the importance of integrating transportation and land use planning to ensure that the transportation network supports the city's urban structure through the concept of complete communities. Intrinsic to this is the provision of well-maintained, safe and accessible transportation options for residents of all ages and abilities.

Recent City and Community Activities

In 2013, the Enhanced Traffic Signals Management Project continued to make the road network more efficient and effective with the installation of 10 new Pedestrian Countdown Signals (PCS) at crosswalks. The City is also installing Accessible Pedestrian Signals (APS) to facilitate the movement of all pedestrians and in particular, those with visual impairments.

Notable network improvement for pedestrians and cyclists this year includes the completion of the Disraeli pedestrian/cycling bridge and the installation of protected bike lanes in 2014 street rehabilitation work on Pembina Highway (between University Crescent and Markham Road) and Sherbrook Street. The Sherbrook Street project will be the City's first parking protected bike lane.

The Winter Cycling Federation hosted its second annual international Winter Cycling Congress in Winnipeg in February 2014, with support from local non-Government Organizations, Corporate Sponsorship, the City of Winnipeg and Province of Manitoba. The City of Winnipeg also contracted the WRENCH to improve the quality of over 250 bicycles at the 2014 Bicycle Recovery Services auction.

Pedestrian and Cycling Strategies are currently being developed for Winnipeg. These strategies establish detailed directions on policy, infrastructure and programming for implementing the community's vision for increasing accessibility, use, comfort and safety of walking and cycling over time.

Carshare programs continue to provide a practical solution for Winnipeggers who would like to access to a vehicle when needed. The local carshare company, Peg City Car Co-op, has expanded its fleet to 12 vehicles and 6 neighbourhoods.

Stage 2 of the Southwest Transitway is planned to extend south from Pembina & Jubilee to the University of Manitoba. Work on the project continued in 2013 with the functional design study, including data collection, preliminary transitway design, refined cost estimation, and public engagement.

In 2013 Winnipeg Transit's new electronic fareboxes went into service, increasing flexibility and convenience for travelers. Transit stop improvements also continued throughout 2013. In addition, refurbished articulated buses went into service in late 2013, adding capacity to the fleet during peak periods.

Enhancements to service information included the installation of a digital display kiosk at St. Vital Mall with real-time bus schedule information, and the new Customer Service Centre at the Millennium Library.

The Transportation Division is currently working to streamline and improve its processes and project delivery following the City's asset management plan, which is focused on delivering services based on established levels of service, at an acceptable level of risk, while minimizing the costs of owning, operating, maintaining, and supporting assets. The Transportation Division is currently focusing its efforts on developing business cases, customer levels of service, performance measurement and reporting, and traffic signals asset registry and condition data collection.

Tracking Progress

In 2013, the City started developing a Performance Measurement Framework, which provides a basis for tracking changes in land use patterns, demographic characteristics, system performance and mode choice over time. This framework gauges the effectiveness of the policies, programs and infrastructure improvements in the Transportation Master Plan.

Over 50% of all signalized intersections in Winnipeg are now equipped with Accessible Pedestrian Signals (APS). In the future, all newly built half-signals (pedestrian-bicycle crosswalk traffic light signals) will be equipped with Pedestrian Crossing Signals.

Web Links

Transportation Master Plan
http://transportation.speakupwinnipeg.com/



An articulated Winnipeg Transit bus. These entered service in late 2013. Credit: Nik Thavisone.

SAFETY AND CRIME PREVENTION

Providing an environment where our personal, social and economic goals can be pursued depends on the safety and security of Winnipeg's citizens and its visitors. Crime prevention and reduction, emergency preparedness and safety maintenance are all important factors in maintaining a vibrant and sustainable Winnipeg. The directions identified in *OurWinnipeg* establish the foundation from which we can focus our efforts, ensure that security related problems are addressed, and develop a reputation of being a safe city.

Policy Direction

OurWinnipeg provides eleven specific directions addressing safety and security related concerns. Each recognizes that reducing crime and enhancing overall safety requires a collaborative approach between various civic departments, other levels of government and the community. This includes addressing the needs of existing communities while also identifying the needs of new communities as they are planned.

Recent City and Community Activities

Winnipeg Police Service: The City is currently undertaking a number of service improvements, community initiatives and planning that will further increase safety and crime prevention efforts. Among them, in 2013:

A social media strategy including Twitter and You Tube was launched in the fall resulting in 5,319 followers and the production of several videos. These two forms of communication provide the Service with the capacity to serve the citizens with accurate and timely information in a convenient way, increasing safety and preventing and reducing crime.

The Province of Manitoba and the City of Winnipeg – through the "LiveSafe" initiative, and the Winnipeg Police Service (WPS) are working with social agencies and community groups on a comprehensive community safety and wellness initiative, 'Block by Block.' The three foundational factors of the initiative are: integrated social service delivery, crime prevention through social development and a new policing strategy that will work with the community to deal with the issues underlying criminal behavior. The WPS has also committed an additional cruiser car and beat patrol to support this initiative. 'Block by Block' is being delivered in addition to the WPS's gang strategy and counter exploitation initiatives.

The Service began the implementation of an Intelligence-led, Evidence-based Policing philosophy under the acronym SPI (Smart Policing Initiatives). Officers were deployed in high crime areas based on gathered intelligence on persons and places of interest to the Police

Service. This initiative demonstrates a focused response to crime reduction and prevention.

Community Services: The City of Winnipeg, with funding support provided by the Province of Manitoba, and in partnership with 30+ community partners provided the following:

- The Turnabout Program, a partnership with the Province of Manitoba and police agencies, offers a direct support and referral service to children who have been in conflict with the law or are at risk. Through this program, the City of Winnipeg provided free recreation opportunities to 44 families, including 152 facility passes and access to 43 recreation programs.
- The LiveSafe! Community Safety and Well-Being Initiative (LiveSafe!) aims to improve the health, safety and economic well-being of Aboriginal residents in a targeted 21-block area of Winnipeg's North End. The five year initiative continues to be co-chaired by the City of Winnipeg, and is currently in its fourth year. Outcomes to date include the addition of proactive bylaw inspections to address safety and illegal garbage dumping, and the creation of fund to assist home owners address the issues.

Web Links

Winnipeg Police Service
http://winnipeg.ca/police/

Winnipeg Committee for Safety
http://winnipegsafety.ca/

Tracking Progress

Winnipeg has experienced continued population growth and a general decrease in crime. In 2012, the violent crime rate per 100,000 people decreased to 1,339.5 (from 1,414.9 in 2011), and property crimes also decreased to 4,464.5 per 100,000 people (from 4,626.7 in 2011). These figures represent a continuation of the declining trend established over the last decade.



Winnipeg Police Service's Twitter Page. Credit: Winnipeg Police Service.

FIRE SUPPRESSION AND RESCUE, MEDICAL RESPONSE AND FIRE PREVENTION

The ability to provide the citizens of Winnipeg with a safe and healthy environment is vital in supporting *OurWinnipeg*. The focus of the Winnipeg Fire Paramedic Service (WFPS) is to provide emergency response to the community, supported by accident and injury prevention, education, and disaster planning.

Winnipeg is undergoing incredible change. The city is experiencing significant population growth, which is a result of increased economic activity in the business and industrial sectors. These changes are resulting in increased activity in all core service areas. WFPS's mission and values are focused on improving the quality of life and safety of the city.

Policy Direction

OurWinnipeg provides a number of directions which are critical to the overall health and safety of our citizens. The WFPS is responsible for the provision of fire suppression, rescue and medical response services to victims of fire, medical, and other emergencies in order to prevent or minimize loss of life or property. WFPS also maintains valuable partnerships with organizations such as the Winnipeg Regional Health Authority; delivers fire prevention programs, training and education; and is responsible for the enforcement of the Manitoba Fire Code within the City, which includes making inspections, regulating and enforcing standards, issuing licenses and issuing penalties.

Recent City and Community Activities

The Emergency Paramedics in the Community (EPIC) Program, launched as a pilot in 2013, has been successful and will continue as a regular component of the paramedic service provided by WFPS. Under this program, EPIC paramedics help clients find the most appropriate resource for their health concern, and connect them with that resource in a timely and efficient way. EPIC paramedics function as part of a health care team of people from multiple agencies who address client concerns and develop a plan of action to better support community needs.

WFPS introduced a Mass Casualty Unit, designed to manage large casualty incidents or disasters that exceed medical supply capacities of paramedic and fire units. WFPS also acquired a field transport device called Baby Pod, to ensure safe, warm and secure transport of infants born in the pre-hospital environment. To reduce work related injuries, WFPS introduced a motorized stretcher lift system for raising and lowering patients.

A new process for inspection of hazardous occupancies is being implemented by fire inspectors and fire operations crews to provide pre-fire planning, information and education to building owners on requirements under the Building Code, Fire Code and the Fire Prevention By-law.

The City of Winnipeg, the Province of Manitoba, the Manitoba Metis Federation, Centre for Aboriginal Human Resources, the Assembly of Manitoba Chiefs and First Peoples Development Inc, have partnered in a new Winnipeg Fire Paramedic Service Primary Care Paramedic training program for youth which aims to increase Aboriginal representation in the field of paramedicine.

The Winnipeg Police Arson Strike Force and the Winnipeg Fire Paramedic Service has partnered with Oshki Annishinabe Nigaaniwak to develop a community based fire prevention program for youth that will begin a pilot project in the Turtle Island Neighbourhood Centre this spring.

In partnership with the Winnipeg Police Service, WFPS will be implementing a one-year pilot project in 2014 for Tactical Emergency Medical Support (TEMS). TEMS paramedics will be deployed with the police tactical unit and will provide immediate advanced medical life support to injured victims, bystanders, police and suspects while arranging for evacuation of the injured in a safe and timely fashion.

Due to the increasing number of wildland fires close to residential development, WFPS has developed a response strategy and acquired the necessary equipment to properly manage these emergencies.

WFPS has also been involved in several community activities such as Cuddles 4 Kids, Aboriginal Youth Strategy and a new Citizen Recognition Award.

Web Links

Winnipeg Fire Paramedic Service
http://winnipeg.ca/fps

Tracking Progress

In 2013, WFPS responded to approximately 100,000 requests for emergency service. The demand for medical response is anticipated to continue to increase at a projected rate of 4% per year.

WFPS is continually monitoring its EMS and Fire/Rescue response to ensure the most effective delivery of emergency services to the community in the deployment of WFPS resources. Based upon the service demand by call type and geographic area, and the clearance rate of the calls, all data and statistical information is compared with Ontario Municipal Benchmarking Initiative to enhance service delivery.



Paramedics and firefighters tend to an injured driver. Credit: ChrisD.ca.

BUSINESS ENVIRONMENT/ ECONOMIC DEVELOPMENT

Winnipeg is in the midst of an economic resurgence. Our population is growing at a rate that we haven't seen in decades, our economy continues to perform well and housing prices and sales are at record levels. Winnipeggers believe in the city that they live, work and play in. They also invest and learn here and conversations with Winnipeggers through SpeakUpWinnipeg confirmed that they believe a strong economy that creates wealth, jobs, income and investment is paramount in achieving a high quality of life.

Policy Direction

OurWinnipeg provides a number of specific directions relating to our economy and business environment. Each direction recognizes that fostering a strong economy and favorable business environment requires continued intergovernmental cooperation, as well as collaboration with other levels of government and community partners. These include local businesses, learning institutions, the James A. Richardson International Airport and various economic development agencies.

Recent City and Community Activities

In 2013, Economic Development Winnipeg (EDW), in partnership with the City of Winnipeg, updated The City of Winnipeg Economic Development Strategy 2013-2017. The City of Winnipeg is currently working with EDW and a broad representation of community stakeholders on strategy implementation.

A number of key sector business expansion and economic development opportunities have been advanced through a consortium of partners including the City of Winnipeg, Province of Manitoba, EDW and YES!Winnipeg. For example, as a result of the collaborative effort between the City and a range of other stakeholders, downtown Winnipeg was chosen by Canadian Tire as the home for their $50-million state-of-the-art Cloud Nine Digital Innovation Centre.

In late 2013, The City of Winnipeg agreed in principle to enter into a service sharing agreement that will allow wastewater from the Rural Municipality of Rosser to be treated at the City's North End sewage treatment plant. The agreement will assist in the development of CentrePort, Manitoba's multi-modal inland port and foreign trade zone. Winnipeg will benefit through increased sewer revenues and revenue sharing, and steps will be made to provide even better access to key markets around the world.

The City continues to support Business Improvement Zones (BIZ) through communication, the Community Image and Neighbourhood Main Streets Capital fund, and

the annual Mayor's BIZ Awards. Sixteen Zones represent approximately 5,000 businesses throughout the City. In 2013, $4.2M in BIZ levies were collected and spent within the Zones to enhance the business communities in which BIZ organizations operate. These funds can lever further investment from other sources, increasing the amount of available support to just over$8 M.

City of
Winnipeg

Economic Development Strategy | 2013-2017



Released September, 2012
Updated December, 2013
Winnipeg's Economic Development Strategy.

Tracking Progress

In 2013, Winnipeg's economy was expected to expand by 1.4 percent. Through 2014, increased demand for transportation equipment and stronger employment is anticipated to boost real gross domestic product (GDP) growth by a forecast 2.1 percent. According to the Conference Board of Canada, Winnipeg's real GDP is forecast to average 2.3 percent per year to 2035. Our healthy economy is largely thanks to a diversifying manufacturing sector, robust construction activity, an expanding service sector and solid employment growth.

Over the next five years, it is anticipated that over 31,000 new jobs will be created in Winnipeg – approximately 6,000 new jobs each year. Winnipeg continues to be one of the most cost competitive cities in terms of overall business cost competitiveness, according to the 2012 edition of KPMGs Competitive Alternatives study. In this study, Winnipeg ranked first among mid and large-sized cities in Midwest North America.

Winnipeg was also named as one of the top seven intelligent communities in the World in a global competition by the Intelligent Community Forum. Cities make the list by demonstrating how they fuse technology, culture and collaboration for economic sustainability.

Web Links

Economic Development Winnipeg
http://www.economicdevelopmentwinnipeg.com/

Neighbourhoods of Winnipeg
http://now.winnipeg.ca/

Economic Development Strategy
http://www.economicdevelopmentwinnipeg.com/uploads/document_file/economic_development_strategy_2013_2017.pdf

CentrePort Canada
http://www.centreportcanada.ca

HOUSING

Maintaining a healthy Maintaining a healthy housing stock, one that is safe, well maintained, appropriate and affordable will assist in facilitating quality of life for our citizenry. Affordable and accessible housing is part of the essential mix serving a diverse population and creating complete communities.

Policy Direction

OurWinnipeg sets a number of clear directions regarding housing, including:

- Supporting diverse housing options in each neighbourhood.
- Collaborating with partners to renew and regenerate Winnipeg's housing stock.
- Establishing partnerships to provide affordable housing.
- Providing leadership in property related housing standards.
- Supporting the integration of specialty housing.
- Encouraging residential development downtown.

Recent City and Community Activities

The Exchange Waterfront Neighbourhood Development Program was adopted by Council. The program will see $7.8 million in future city and provincial property tax revenues spent on safety improvements, streetscaping, marketing, and retail planning.

The City has funded 43 projects totaling approximately $12.5 Million under the Homelessness Partnering Strategy (HPS). The HPS is a federal program working in partnership with communities, provinces and territories, other federal departments and the private and not-for-profit sectors to address their district's homelessness needs and priorities.

Funding from the Housing Rehabilitation Investment Reserve supported the rehabilitation of one unit, and the creation of 21 infill units. The Reserve is used to fund housing programs and activities that invest in Winnipeg's housing stock.

New housing plans for West Broadway and Spence neighbourhood were initiated, and plans for William Whyte, Dufferin and Centennial neighbourhoods were completed. The housing plans map out the housing goals and priorities for each neighbourhood over the next five to ten years, and put forward strategies to achieve these goals. The plans also include data, demographic research, maps, housing stock information, and results from community consultations.

On September 25, 2013, Council adopted a new City of Winnipeg Housing Policy. The new Winnipeg Housing

Policy will continue to reflect current City of Winnipeg activities related to housing, and provide opportunity to advance future initiatives that support the policy directions outlined in *OurWinnipeg*. A Housing Policy Implementation Plan was adopted April 23, 2014.

Tracking Progress

The Downtown Residential Development Grant (DRDG) Program is now fully subscribed. This joint City-Province program has created 117 affordable units. In total, 1712 units have been conditionally approved, and 292 units have been completed.

Property values continue to increase at a faster rate in Reinvestment Areas, defined by the Winnipeg Housing Policy as areas that would benefit from reinvestment through infill and redevelopment and/or major projects in small areas.

Web Links

Financial Assistance Programs for Housing, City of Winnipeg
http://winnipeg.ca/ppd/programs.stm



Pre- and post-development in the East Exchange District. Credit: Housing Development Division staff.

RECREATION

The City is a leader in delivering recreation services that build healthy communities. The City's role as a recreation and wellness leader and facilitator includes working to address age, gender, ability and cultural barriers to participation.

Recreation, aquatics, active living and leisure programs and services strengthen families, build healthy communities, improve quality of life, support the healthy development of children and provide an opportunity to develop leadership skills.

Opportunities to participate in recreation and aquatic activities enhance life skills, community leadership development and our overall quality of life, particularly for our youth.

Policy Direction

OurWinnipeg outlines six policy directions relating to recreation:

- Promote and enable opportunities for people of all age groups to be active as part of their daily lives.
- Work with community partners to provide services that are responsive to the community's recreation and leisure needs.
- Directly provide, or facilitate through partnerships, equitable access to a base level of recreation, culture and leisure services.
- Participate as a leader in planning and delivering recreation and leisure services with community partners.
- Provide or facilitate community development and recreation opportunities for vulnerable youth.
- Plan for sustainable and connected recreation infrastructure.

Recent City and Community Activities

With funding support from the Province of Manitoba, the City of Winnipeg enhanced the following initiatives:

- **SPIN:** Inner-city children participated in the Sports in Inner City Neighbourhoods (SPIN) program, which provides inner city children with free access to sports opportunities in a friendly, supportive environment.
- **Youth Mentorship Program:** Youth from four inner-city high schools were mentored by University of Manitoba students to learn how to plan and deliver an after school drop in program. Twenty-four mentored students now work for the City of Winnipeg or other community employers.
- **LiveSAFE in Winnipeg Programming** is offered to children and youth at various recreation centres, including Turtle Island Recreation Centre, Mayfair Recreation Centre, Broadway Neighbourhood Centre Norquay Community Centre, Ralph Brown and Pritchard Park.

- Through the **Community Art Program**, offered in partnership with Art City and Graffiti Art Programming, inner city children and youth participated in art workshops throughout the City.
- In 2013, the Coordinating Committee of the Winnipeg Community Sport Policy (WCSP) successfully planned and implemented the first Sport Forum held at the Sport for Life Centre. The Committee is also exploring requirements to receive the designation of a Canadian Sport for Life (CS4L) city.

In February 2012, Council approved the Community Centre Renovation Fund, which provides up to $965,000 in annual funding for Community Centres to support of repairs, upgrades, retrofits, safety improvements and renovation projects. In 2013, 23 Community Centres were approved for grants.

The Aquatic Services Division continues to offer free swim opportunities to youth, age 9 – 19 at eight indoor pools on Friday and Saturday evenings.

Tracking Progress

Recreation Services provides a broad range of programs and services to citizens and are offered through partnerships with numerous organizations, institutions, and other levels of government. In 2013:

- 1,055 inner city children at 25 different sites participated in SPIN
- 6,497 inner city children and youth participated in 560 workshops offered through the Community Art Program.
- An additional 6,508 hours of inner city programming were offered at various recreation centres, 20,260 participant visits were recorded and 30 recreation leaders from the inner city were hired to deliver the programs.
- 3,680 volunteer program hours were completed by 674 youth from four inner-city high schools through participation in the Inner City Youth Mentorship Program.
- 25,939 youth attended free evening swims at City of Winnipeg pools.

Web Links

City of Winnipeg Leisure Guide
http://leisureonline.ca

City of Winnipeg Recreation & Leisure
http://winnipeg.ca/cms/recreation

General Council of Winnipeg Community Centres
http://www.gcwcc.mb.ca/



New playground in Harold Hatcher Park in Transcona meets City of Winnipeg Accessibility Design Standards. Credit: Shauna Prociuk.

LIBRARIES

Libraries enrich the lives of all Winnipeggers by providing high quality, responsive and innovative library services. Library Services offers a wide range of programs, collections, and services.

Libraries strive to provide excellent customer service, through qualified, well-trained staff offering timely assistance to the public in their search for information. All of this is achieved in facilities that are safe, convenient and accessible community places.

Policy Direction

Our Winnipeg outlines four policy directions relating to Libraries:

- Implement enhanced programming for Older Adults/ Seniors.
- Utilize annual capital and operating budgets to ensure facilities are safe, accessible, and meet community needs.
- Offer a wide range of programs and services for all ages. Many of the programs are offered in partnership with community organizations.
- Provide mobile library services through the Outreach Services unit in high needs, high risk communities.

Recent City and Community Activities

Over the past year:
The library launched a new free public Wi-Fi service sponsored by Shaw, which is available in all branches. The library also launched a new customer service feedback survey tool on the front page of the Library's website. Since the launch several thousand surveys have been received, providing the library with a constant source of information and ideas on how to improve library services.

The St. Boniface Branch reopened following major renovations made possible in part through of a Government of Canada grant, and the St. Vital Library celebrated its 50th anniversary; plans for the new 14,000 square foot, fully accessible Charleswood Library, anticipated to open in late 2014, are currently underway; and feasibility studies for the Cornish and St. John's Libraries were completed, outlining how these two libraries can be made more accessible and functional for public library service.

The Winnipeg Public Library hosted the eighth annual International Storytelling Festival at the Millennium Library, in partnership with the Mauro Centre for Peace at the University of Manitoba. Over 2,450 young people (grades K-12) from across the city participated in this three-day event. The City of Winnipeg also hosted the 68th annual Canadian Library Association conference with over 1,000 Library Information professionals from across Canada and the world.

The Millennium Library hosted the launch of a new Aboriginal programming area designed by Anishinaabe interior designer Destiny Seymour. The Library continues to operate a homework club in partnership with Frontier

College at the Millennium Library. This homework club matches children with appropriate tutors, and helped over 230 participants last year.

The City of Winnipeg offered the biweekly "Check it Out! Reading Zone service in three locations; Dufferin School, Norquay Community Centre, and the Indian Family Centre. This is a mobile service that gives community members of all ages the opportunity to borrow library materials in their community and provides literacy-based activities for youth, children and families.

Tracking Progress

In 2013 the library circulated over 5.3 million items to its customers. This included over 300,000 e-books downloaded to customers' personal devices.

Over 2.7 million people visited libraries in person and over 1.7 million visited the library virtually. Customer-focused library staff answered approximately 690,000 questions and welcomed 80,000 visitors to over 3,340 programs.

The Library has undergone significant changes in recent years. New developments in technology, online resources, eBooks, social media (Twitter and Facebook) and mobile technology are changing the ways our library provides service. As a result, citizen satisfaction with libraries continues to be high at 84%.

The library is becoming a community hub for early childhood literacy, career and job information for New Canadians, leisure and lifelong learning activities for seniors and access to information for students. Renovations occurred at St. Boniface, St. James and Fort Garry libraries.

In 2013, 1,362 people attended events held at the Library's three Check it Out! Reading Zones.

Web Links

City of Winnipeg Library Services Division
http://winnipeg.ca/library

Winnipeg Public Library - @ the Library Newsletter
http://wpl.winnipeg.ca/library/pdfs/@thelibrary15.2.pdf



Photo taken from the Fort Garry Library, which reopened on February 28, 2014 after being closed for renovations. Credit: Library Services staff.

SUSTAINABILITY

The City of Winnipeg has pledged to make sustainability a regular part of how it conducts business. This will be reflected in policies and programs that respect and value the environment, contribute to a vital society full of opportunity and develop our economy.

Winnipeggers want their municipal government to be a champion for providing options and opportunities for more sustainable living. Through collaboration and continuous improvement, the City contributes to global sustainable development.

Policy Direction

The City of Winnipeg will lead by example, working to embed sustainability into internal decisions and actions and into public programs and policies to create a solid foundation for advancing sustainability on a communitywide basis.

Recent City and Community Activities

In 2013, Public Works engaged in a research partnership with the University of Manitoba to evaluate the performance of asphalt pavement mixes that incorporate various proportions of recycled asphalt shingles. If the evaluation is successful, the City will be able to remove significant volumes of waste otherwise destined for the landfill while reducing construction costs.

The new 135,000 sq. ft., 153 bus parking and servicing garage at 600 Brandon Avenue was completed in 2013 (officially opened in Feb, 2014). This building, necessary to accommodate Winnipeg Transit's growing service demand, was designed to complement the adjacent residential neighbourhood and meet a high standard of energy efficiency and environmental sustainability. The Transit Department is pursuing a LEED® Silver Certified designation and has already received official Power Smart designation under Manitoba Hydro's Power Smart New Buildings Program.

The $16 million Disraeli active transportation bridge was officially opened to the public in the fall of 2013, providing a vital and safe connection between downtown and North-East Winnipeg – a substantial contribution towards the completion of the City's active transportation network.

In 2013, the City initiated development of the Pedestrian and Cycling strategies, aimed at increasing the accessibility, use, comfort, and safety of walking and cycling over time. These strategies, to be completed in 2014, will contribute to the implementation of the City's

Transportation Master Plan - equitably supporting healthy and active lifestyle choices, cost-effectively improving options for all modes of travel, and reducing overall greenhouse gas emissions.

In 2013, the City began developing a comprehensive internal strategy to minimize waste at all municipal facilities. Reducing our own organizational waste complements the community-wide diversion goals of the Garbage and Recycling Master Plan and our vision to become green leaders in the workplace.

Winnipeg Transit continues to move ahead with service improvements including the functional design study for Stage 2 of the Southwest Transitway, which began in 2013. This planned extension of the southwest corridor would extend bus rapid transit south to better serve the University of Manitoba and the entire southwest quadrant of the city, improving travel times and service reliability for transit users.

Tracking Progress

Sustainable development is a broad concept to measure. Together, many of the indicators presented in this report present a picture of the overall performance of the city – including resource demands and impacts (both positive and negative). Over the last year, positive environmental trends in waste management (substantial increases in residential diversion rates) and active transportation options (completion of the Disraeli active transportation bridge) have continued. Many social and economic indicators remain steady or have shown improvement.

Continued planning and action in areas such as safety, infrastructure renewal, and climate change will continue the City's progress on sustainability.

Web Links

Greenspace
http://www.winnipeg.ca/greenspace/



Disraeli Pedestrian Bridge with artwork, *Light Through*, by Bernie Miller. Credit: William Eakin. Photo courtesy of Winnipeg Arts Council.

NATURAL ENVIRONMENT

The natural environment is essential to our city. Our local environment is the foundation for our economic and social health. Collectively, we need to take responsibility for it. Our actions should contribute to the protection of the natural environment both regionally and globally, both for our own wellbeing and for that of future generations.

Policy Direction

The City will continue to respect and value our natural and built environment by:

- Reducing the environmental impact of our actions
- Setting long range goals for solid waste diversion
- Providing safe and effective pest and weed control in City operations
- Collaborating to ensure water and air quality
- Enabling the protection of ecologically significant lands
- Protecting and enhancing the urban forest
- Recognizing and preserving Winnipeg's parks, green spaces and riverbanks as green oases in our urban setting
- Promoting the use of rivers and riverbanks
- Supporting waterway management

Recent City and Community Activities

Natural areas across the City, such as Don Gerrie Park and the Northeast Pioneers Greenway, were enhanced in 2013 through the planting of diverse species of wildflowers and native prairie grasses. Additionally, 3,214 native trees and shrubs were planted last year through habitat restoration efforts, including the restoration of riverbank areas within Churchill Drive Parkway and Crescent Drive Park.

In 2013, Urban Forestry implemented key components of its new strategy to enhance the Dutch Elm Disease (DED) management program. An inventory of elm trees on private properties has identified over 118,000 elm trees (of which 54,000 are American elms) in the north section of the City. Completion of this inventory to include the entire city is scheduled for 2014. Additionally, over 74,000 American elm trees in the north section of the City (on public and private property) were treated to control the elm bark beetle, over 600 diseased elm trees citywide were removed in summer to further reduce the spread of DED, and an additional 800 trees were planted to replace trees lost to DED on public property.

Further improvements to Winnipeg's urban forest management program are forthcoming with a decision in 2013 to remove and replace 600 city-owned Schubert chokecherries that have succumbed to black knot.

The City's recent implementation of the Garbage and Recycling Master Plan has helped to propel overall waste diversion from 18 to 28% between 2011 and 2013. The curbside residential leaf and yard waste collection alone diverted 19,313 tonnes of organic materials to a new



Blazing star wildflower. Credit: Paul Mutch.

composting pad in 2013. In addition, composting organic materials like yard waste contributes to a significant reduction in greenhouse gas emissions and produces a valuable commodity.

The City continues to maintain or increase the use of natural/ biological pest control. In 2013, mosquito control was accomplished with over 60% biological larviciding (up from 5% in 2002).

Tracking Progress

Winnipeg benefits from cumulative efforts to protect, manage and restore the natural environment. The City of Winnipeg has identified over 3,000 hectares of natural heritage lands, with dozens of new natural areas identified in recent years. Legislation and policy, including the City's Ecologically Significant Natural Lands Strategy, is important and is supported by ongoing stewardship, research and integrated planning. The outcome of these activities is improved air and water quality, diverse natural areas and healthy ecosystems.

As our community grows, a critical challenge will be identifying strategies that simultaneously promote an efficient city that provides opportunities and a healthy, robust natural environment. Continued collaboration and integrated planning are critical to ensuring progress on environmental issues.

Web Links

City of Winnipeg 'Greenspace' page
www.winnipeg.ca/greenspace

ENERGY AND EMISSIONS

Climate change poses significant social, economic, and environmental implications for Winnipeggers. Southern Manitoba is already feeling the early consequences of these changes, and much greater change is expected in the coming decades. While anticipating and adapting to the inevitable impact on our city, we also need a concerted local effort to meet our global responsibility in reducing emissions and mitigating the long term consequences of a rapidly changing climate.

Policy Direction

A Sustainable Winnipeg incorporates three important strategies:

- Maintain a Climate Change Action Plan to reduce the City of Winnipeg's operational greenhouse gas emissions by a further 20 per cent below 1998 levels
- Create and maintain an action plan to reduce Winnipeg's community-wide greenhouse gas emissions by 6 per cent below 1998 levels.
- Establish corporate and community-wide reduction targets for 2020 and 2035.

Recent City and Community Activities

In 2013, the Sturgeon Heights Community Centre was the City's first municipal building to receive LEED® Gold Certified designation. The building represents a 47% reduction in energy use and a 50% reduction in water use over conventional construction, which will result in lower overall greenhouse gas emissions. The project also managed to divert 84% of construction waste from the landfill.

Three new municipal building projects were designed to achieve a LEED® Silver Certified designation through the Canada Green Building Council. The 33,000 square foot West District Police Station, the 124,000 square foot Public Works East Yard, and Winnipeg Transit's 135,000 square foot bus parking and service centre all officially opened between November 2013 and March 2014.

A methane gas collection system at the Brady Road Resource Management Facility came online in August of 2013 and is anticipated to reduce our impact on climate change by capturing a volume of methane equivalent to the annual greenhouse gas emissions of 21,000 passenger vehicles. Methane is a potent greenhouse gas, produced as garbage decomposes in a landfill.

The City has nearly completed a comprehensive and methodical review of a community-wide greenhouse gas inventory, which includes a forecast of energy use and emissions over the next two decades, and analyzes opportunities to meet the policy direction outlined in *OurWinnipeg*. This effort will form the basis for the City's

first Council-directed community-wide climate change action plan.

The City of Winnipeg continued its ongoing replacement of existing traffic signals with high-efficiency LED signals in 2013. This successful project is now credited with an average annual electricity savings of 260,000 kilowatt hours, or approximately $200,000.

The City has continued to expand its active transportation network in 2013. The City began work on its first Pedestrian and Cycling Strategies which will guide future investment towards fostering a transportation system that supports active, accessible and healthy transportation options. Key infrastructure improvements include the addition of 5 multi-use pathway connections totaling 2.0 km.

Tracking Progress

The City is currently in the process of updating its community-wide and corporate emissions inventories and forecast. This update will support our continued efforts to meet climate change mitigation targets, including the immediate goal of developing a strategy for community-wide climate action.

Web Links

City of Winnipeg 'Greenspace' page
http://www.winnipeg.ca/greenspace/

Brady Road Resource Management Facility (Brady Road Landfill) methane gas collection system
http://www.winnipeg.ca/waterandwaste/garbage/bradyMethane.stm



interior of Sturgeon Heights Community Centre, which received LEED® Gold designation in 2013. Credit: Prairie Architects.

HERITAGE

Historic places offer social, economic and environmental benefits that enhance the quality of life in our city, and our shared heritage provides the connecting fabric that links us together as Canadians and as Winnipeggers.

Winnipeg has an impressive array of such places, including more than 230 heritage buildings and the Exchange District National Historic Site. The City values these heritage assets and is committed to their sustainability, conservation and adaptive reuse.

Policy Direction

OurWinnipeg outlines six of policy directions relating to Heritage, including:

- Plan for heritage conservation.
- Conserve, protect and celebrate the significant heritage resources that illustrate the broad range of Winnipeg's heritage values.
- Provide leadership in heritage conservation that links to broader civic goals of economic development, sustainability and neighbourhood planning.
- Conserve Downtown's rich legacy of heritage resources that provide significant and sustainable development opportunities.
- Enhance the viability of the Exchange District National Historic Site.
- Plan for the sustainable development of healthy
- neighbourhoods based on their particular historic
- identity and character.

Recent City and Community Activities

The City continues to provide financial assistance to building owners through the Heritage Conservation Tax Credit Program. To date, over 42 buildings have been approved for a tax credit, ranging in value from $10,000 to $1.7 million.

The new Historical Resources By-law continues to be developed.

The East Exchange Heritage Implementation Strategy was developed to explore interpretive opportunities for the unique East Exchange area, which is undergoing significant re-development. The strategy proposes a number of ways to celebrate the area's history, and includes historic information for properties where owners/developers could develop interpretive material.

An exploratory study was undertaken to examine successful models of Heritage Districts both nationally and internationally. This information will be paired with input received in community consultation sessions to develop a Winnipeg model for heritage districts. Policy and procedures will be proposed and submitted for Council review.

Tracking Progress

Heritage conservation is a dynamic concept influenced by community support and input, particularly from building owners. The indicators noted in this report present a picture of the overall performance of the city – including viability of our heritage stock, emerging trends (demand to designate) and changing development factors within Winnipeg.

In the last year, nine buildings were evaluated for municipal heritage designation, two received designations, and nine remain pending.

Web Links

Heritage Conservation, City of Winnipeg
http://winnipeg.ca/ppd/historic/historic.stm

Provincial Heritage Sites, Province of Manitoba
http://www.gov.mb.ca/chc/hrb/prov/index.html

Canada's Historic Places
http://www.historicplaces.ca



1890s stained glass from 99 George Street, which received municipal heritage designation in 2013.
Credit: Heritage Conservation staff.

REINVESTMENT AND VITALITY

A number of neighbourhoods within Winnipeg's inner city require comprehensive, integrated revitalization strategies. The City is committed to collaborating with community stakeholders and with other levels of government to create and maintain vital neighbourhoods.

Pride and a sense of community ownership is important to creating healthy neighbourhoods where people feel safe. The City is actively supporting the efforts of residents and local neighbourhood associations to develop and maintain safe, orderly viable and sustainable communities and to promote and maintain the health, safety, and wellbeing of residents through initiatives like the new Community By-law Enforcement Services and the Neighbourhood Livability by-law.

Policy Direction

OurWinnipeg sets a number of priorities for promoting the increased vitality of reinvestment neighborhoods, including:

- Strive to eliminate derelict buildings
- Deliver a coordinated integrated, and seamless service response to address community needs and priorities that contribute to building healthy communities
- Work in partnership with communities to identify and address neighbourhood issues
- Maintain the health and safety of neighbourhoods by enforcing animal control by-laws and promoting responsible pet ownership.
- Support effective Public Health Inspection Services
- Promote cleanliness and beautification

Recent City and Community Activities

The nine-Point Vacant and Derelict Buildings Strategy and new Vacant Buildings By-law, aim to significantly reduce vacant and derelict buildings. This strategy helps to achieve one of the key directions from *OurWinnipeg*.

In 2012 and 2013 367 'new' vacant buildings were reported to 311, and 408 were repaired, occupied, and/or demolished.

The Public Service continues to partner with core area residents associations and other organizations such as the North End Community Renewal Corporation. Five proactive yard-to-yard inspection sweeps were conducted in Dufferin, Dufferin Industrial, and William Whyte in 2013. These sweeps will continue in 2014 and expand to St. Johns and Daniel McIntyre based on recent historic 311 service request data.

Tracking Progress

Since October 2010, the number of vacant buildings has decreased 32% from 577 to 390 as of December 31, 2013. Dilapidated, eyesore, and derelict buildings in the following neighbourhoods have decreased significantly since October 2010:

- Weston – down 88%, from 24 to 3
- North Point Douglas – down 63%, from 30 to 11
- Centennial – down 54%, from 24 to 11
- William Whyte – down 40%, from 78 to 47
- Dufferin – down 39%, from 23 to 14
- Chalmers – down 39%, from 28 to 17
- St Johns – down 27%, from 30 to 22



Animal Services Agency operates a fleet of state of the art vans designed for the highest level of humane animal transport. Credit: Animal Services staff.

Customer satisfaction rates with the City's efforts to ensure residential property standards (e.g. litter on private property, weed control, interior/exterior housing conditions) are met have improved from a 73% satisfaction rate in 2010 to an 87% satisfaction rate in 2013.

Compliance rates with property standards is 95%, which is consistent with other major Canadian municipalities.

- Total service investigations conducted has increased from 13,883 in 2010 to 16,460 in 2013.
- Total number of written compliance orders issued has increased from 5,033 in 2010 to 6,118 in 2013.
- Total number of common offence notices (tickets) served has increased from 221 in 2010 to 564 in 2013.
- Total number of properties remediated by the City has increased from 68 in 2010 to 287 in 2013.

Community leaders from William Whyte, Dufferin, and North Point Douglas have indicated that their communities are cleaner and improving in terms of neighbourhood liveability standards.

Animal Services achieved a record 64,538 dog licenses in 2013. 856 dogs wearing licenses were successfully reunited via 311 without needing to be brought in to the Animal Service's facility.

In 2013, 95% of the dogs that entered Animal Services were reunited with their owner, adopted out, or sent to a rescue or animal shelter.

Web Links

City of Winnipeg Property and Neighbourhood Standards
http://www.winnipeg.ca/cms/bylawenforcement/

9-point Vacant and Derelict Buildings Strategy,City of Winnipeg
http://www.winnipeg.ca/cms/bylawenforcement/vacantbuildings.stm#strategy

DIVERSITY AND INCLUSION

International newcomers continue to be Winnipeg's largest source of population growth. As the cultural diversity of our city is increasing, it is important to continually evolve to ensure an inclusive community that embraces diversity. Diversity is about valuing all the ways people are different. This can include ethnicity, gender, family status, education, religion, sexual orientation, cultures, disabilities, and more. By valuing these differences, we emphasize fairness for all; treating each individual with dignity and respect. The City of Winnipeg continues to encourage and foster inclusion and equity for everyone.

Policy Direction

The City is committed to providing diversity-related training for public service staff. This training allows the City to continue its efforts to attract and maintain a more diverse and respectful workplace as well as ensure the services provided are sensitive to the needs of a culturally diverse community.

The City also strives to use mandated municipal service areas such as libraries and recreation as opportunities to foster cross cultural relations that contribute to healthy communities. Through the Neighbourhood Integrated Service Teams (NISTs) the City works in partnership with community organizations and other levels of government to provide opportunities for newcomers and to support community led initiatives that foster equity and inclusion.

Recent City and Community Activities

The City offered numerous diversity related workshops for employees to further its policy direction goals, including courses such as: Culture and Diversity; Aboriginal Awareness; Disability Awareness; Understanding Islam and Muslims; Beyond Gay – LGBTTQ* (Lesbian, Gay, Bisexual, Transgendered, Two-spirited, Queer and other gender identities) and Ally Training; Generations in the Workplace; and Bullying in the Workplace.

The City also developed an International Credentials Reference Guide for the City of Winnipeg's Human Resource community to assist with attracting and hiring newcomers with international experience and education.

Working with various agencies, the City of Winnipeg created five paid internships and eight unpaid work experiences in seven different departments for people of Aboriginal descent, newcomers and persons with disabilities. The City also participated in several career fairs and made numerous employment presentations to schools and community groups and agencies.

The City of Winnipeg renewed its provincial membership with Pride at Work Canada, a volunteer-led non-profit organization that encourages organizations to create more inclusive workplaces where LGBT employees will be more able to be themselves. The Rainbow Flag was raised on May 24, 2013 at a ceremony that all City employees were invited to attend.

The City of Winnipeg sponsored the "Women as Career Mentors" event in March. This annual event offers young women the opportunity to meet women in careers who are

role models and mentors. The Winnipeg Police Service and the Fire Paramedic Service each held an Aboriginal Youth Career Week promoting employment as Police Officers, Cadets, Firefighters and Paramedics.

The City also partnered with the Federal and Provincial Government to host an event to recognize and celebrate March 21, International Day for the Elimination of Racial Discrimination.

As in 2012, the City of Winnipeg participated once again in "Manitoba Mentors", which is a three-year pilot project connecting high school students and employers. Funded by the Provincial Government, their mission is to connect learning and work through industry tours, school presentations and mentoring. To date 3,865 youth have participated.



The rainbow flag at City Hall. Credit: Urban Planning Division staff.

The Winnipeg Police Service participates on a newcomers working group that develops activities and builds relationships between Winnipeg's diverse communities and the Winnipeg Police Service.

The Inter-Provincial Association for Native Employment (IANE) presented the City of Winnipeg with an award to recognize its outstanding contributions towards employment of Aboriginal people.

Tracking Progress

The number of visible minorities, newcomers and people of Aboriginal descent hired by the City continues to increase.

In 2013, just over 1500 employees attended diversity-related training/education offered through its corporate-wide employee development program. Another 780 employees attended diversity related training offered through their own departments.

Web Links

Diversity Commitment
http://winnipeg.ca/isext/diverse_workforce/equity_diversity.stm

Library Services, For Newcomers and EAL
http://wpl.winnipeg.ca/library/libraryservices/newcomers.asp

Citizen Equity Committee
http://www.citizenequity.org/index.php

ABORIGINAL COMMUNITY

The City of Winnipeg recognizes the importance of the original people – the First Nations, Métis and Inuit – to the founding of our city. Each contributed culture, values and vision, which will continue to be important to our shared future. Today, the vibrant, diverse people who make up the larger Aboriginal community enrich and enliven the social fabric of Winnipeg: they remain vital to our economic and cultural future.

Policy Direction

OurWinnipeg sets two directions that speak specifically to the Aboriginal community:

- Acknowledge that Aboriginal Winnipeggers bring a diverse richness of cultures, traditions, languages, teachings, values, skills and perspectives to our city
- Foster opportunities for Aboriginal Winnipeggers, particularly youth, to obtain meaningful employment by building on current civic practices, processes and community partnerships.

Additionally, several directions and strategies in the Recreation, Libraries and Quality of Life sections inform how the City engages and collaborates with the Aboriginal community.

A significant program in this area is the Aboriginal Youth Strategy or Oshki Annishinabe Nigaaniwak ("Young Aboriginal People Leading"). The mission of this strategy is to give Aboriginal youth positive opportunities in the community and civic system by bridging and providing culturally appropriate programs and supports related to employment, literacy and recreation to increase resiliency, self-sustainability, pride and future opportunities.

Recent City and Community Activities

Oshki Annishinabe Nigaaniwak, the City of Winnipeg's Aboriginal Youth Strategy, fosters partnerships with community organizations that offer youth-focused programming and provides financial and in-kind supports to continue and sustain these initiatives. Programs include training and supports such as career planning, job readiness, and skills development. This strategy builds on the successes of community partners to further ensure access to culturally relevant opportunities that will have a positive and life-long impact on Aboriginal youth in Winnipeg.

The City's Aboriginal Relations Division, in partnership with Community Development and Recreation Services, implemented a pilot project at the Turtle Island Neighbourhood Centre (TINC). The vision for the TINC Hub is to provide a comprehensive continuum of services and supports for young people. A key component of this project is to operate physical, cultural, and leisure programs grounded in an Aboriginal worldview. TINC programming is developed to provide youth with a voice, mentorship, and leadership development.

The City of Winnipeg, with its partners, announced a new Winnipeg Fire Paramedic Service (WFPS) Primary Care Paramedic training program designed to increase

Aboriginal representation in the WFPS. Sixteen Aboriginal youth between the ages of 18 and 30 are currently enrolled in the program. Students are expected to graduate in June 2014 and will have met all Manitoba primary care paramedic training requirements to compete successfully for positions with the WFPS.

The City's Aboriginal Awareness training was updated to include modules on: History and Timelines; Residential Schools; Role of Women in Aboriginal Culture – Historic and Contemporary Issues; and Aboriginal Culture, Traditions, Medicines and Sweatlodge.

Tracking Progress

The following progress was achieved in 2013:

- 6 Aboriginal youth successfully completed internships with various City of Winnipeg departments to obtain new skills and valuable work experience in communications, website design, video production, electrician intern, and large scale wall mural art.
- 4 Aboriginal Youth completed work experience placements.
- Over 27,000 drop-in visits provided Aboriginal youth with improved access to cultural and recreation based programming in the community.
- Two youth councils were created at the Turtle Island Neighbourhood Centre (TINC).
- 303 Aboriginal youth participated in education and employment programs, with 204 youth successfully graduating.

Many community partner organizations provide formal certificates and diplomas when programs are successfully completed. This year Aboriginal youth participants successfully obtained 14 Mature Student High School diplomas; 6 Activity Recreation Worker certificates; 14 Level 1 Accreditation in Carpentry; 130 CPR and Emergency First Aid certificates; 41 Applied Suicide Intervention Skills Training (ASIST) or Suicide Prevention certificates; 102 Food Handlers certificates; and 49 Workplace Hazardous Materials Information System (WHMIS)

Web Links

City of Winnipeg – Aboriginal Youth Strategy
www.winnipeg.ca/aboriginalyouth



Winnipeg Fire and Paramedic Career Week for Aboriginal youth. Credit: Community Services staff.

AGE-FRIENDLY COMMUNITY AND UNIVERSAL DESIGN

Growth in Winnipeg provides opportunity not only to reflect who our population is today, but also to plan for who they will be tomorrow. Inclusion is a term that Winnipeg is known for. Diverse cultures, needs and ages is celebrated and supported through the design and development of existing and new neighbourhoods.

Whether older, more established neighbourhoods are being refurbished or new communities are being developed, Winnipeg ensures all its citizens can access both essential and recreational services and facilities.

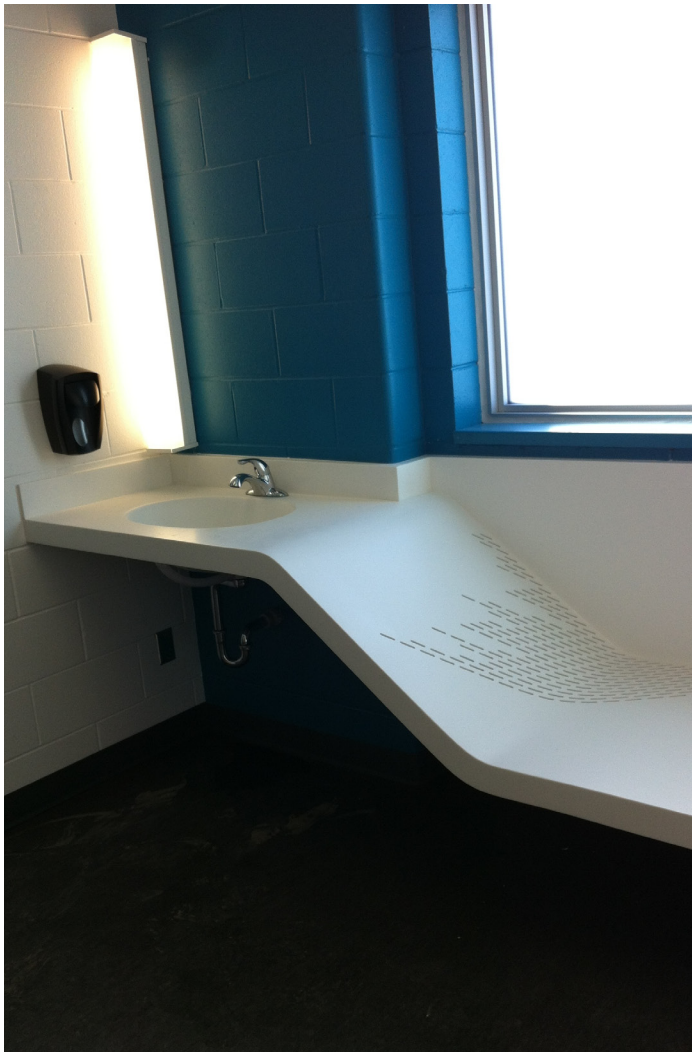
Policy Direction

Winnipeg's citizens have asked that Our Winnipeg focus on sustainable, healthy and accessible communities where people of all ages and abilities are welcome to carry out their daily tasks of living. There is an excitement that the growth in population and development Winnipeg is currently experiencing has encouraged people to not only stay in Winnipeg as they retire but to make Winnipeg their new home as they arrive from other places. This increase comes not only with economic benefit but an increased need to be inclusive.

Recent City and Community Activities

The January 2010 Our Winnipeg Action Plan made a commitment to improving our community for all ages and abilities in several areas. Below is a list of recent activities towards this commitment.

- Age-friendly community - In the winter of 2013, the City introduced the Snow Angel program encouraging Winnipeggers to become volunteer 'Snow Angels' and help older adults and those with disabilities by clearing snow to assist by making the winter safer and more enjoyable for their neighbours. In addition, multiple City departments participated in two public events (Housing Expo and Seniors' and Elders' Day) providing information on age-friendly services available to citizens.
- Sustainable Transportation – The City has made a renewed commitment to extending the bus rapid transit system while ensuring it is universally accessible to all. Progress is also being made towards creating a fully accessible Winnipeg Transit fleet. This year, efficient, new multi-passenger vehicles were added to the Handi-Transit fleet to provide a more sustainable transportation option for persons with disabilities and seniors.
- *Complete Communities* – The City continues to work to implement the Transportation Master Plan and transit oriented design in areas of new development to ensure all citizens have the option to live, work and play in their neighbourhood. This is evident in newer neighbourhoods where walking and cycling are comfortably accommodated through sidewalks



Change rooms and restrooms at Margaret Grant pool were part of the recent facility renovations to enhance accessibility. Credit: Urban Design Division staff.

and cycling pathways. In addition, partnerships with CentreVenture have resulted in a more universally accessible downtown, as improvements are being made to sidewalks within the Sports, Hospitality, and Entertainment District (SHED) and Cultural District.

- Accessibility in City-owned Buildings - work is underway designing a new universally accessible washroom at City Hall – a result of the accessibility audit performed in 2011. The City's Accessibility Program continues to fund improvements to existing City owned or leased facilities (e.g. adding accessible door operators, easy to access bus stops, safer and accessible washroom facilities, swimming pool access equipment, voice technology elevator upgrades, more accommodating employee spaces in civic buildings and detectable warning installations on curb ramps).

Tracking Progress

Universal Design and Age Friendly communities are integrated concepts that can be difficult to achieve in larger centres like Winnipeg. While there has been some recent progress, moving towards a fully inclusive city will require continued and diligent action.

Web Links

City of Winnipeg Universal Design Policy and Accessibility Standards
http://www.winnipeg.ca/ppd/Universal_Design.stm

CREATIVITY

Progressive cities around the world use arts, culture and creative industries to enhance quality of life, fortify local economies, build city reputation and generate positive social benefits. The City of Winnipeg is committed to being an active steward of this central aspect of our community, with the Winnipeg Arts Council as the primary conduit of programs and resources in support of *OurWinnipeg*'s cultural objectives.

Policy Direction

Creativity plays a large role in *OurWinnipeg*. In addition to directions on Creativity, directions in the sections on Opportunity, Vitality and Implementation carry key related components, and several aspects of the *Complete Communities* Direction Strategy intersect with Creativity, particularly as they relate to recognizing downtown as the premier centre for arts and culture.

Recent City and Community Activities

The following Winnipeg Arts Council (WAC) Public Art Projects were completed in 2013:

Completed projects through the WITH ART program include a documentary by Kevin Nikkel in collaboration with The Winnipeg Humane Society, *The Challenges of Giving Shelter*; a project showcasing creations by visual artist Jennie O'Keefe and the Valley Gardens Middle School Grrlz Club entitled *The Craftastics: Agents of Social Change*; and a piece using African dance, songs and traditional stories by Casimiro Nhussi (*Sombo A Diba*). The Winnipeg Arts Council also expanded their WITH ART program in 2013 by adding a specifically youth-focused component.

ArtRide, the first-ever bicycle tour of public art was presented in partnership with Bike Winnipeg during the Ciclovia festival in the fall of 2013. Tour participants visited public artworks in and around downtown.

Two site-specific art projects included *Light Through* (Bernie Miller) and the Archambault Performance Pavilion Transcona Centennial Square (by David Firman). *Light Through* is integrated into the Disraeli Pedestrian Bridge and contains photographs depicting the history of the bridge and its surroundings. The Pavilion at was completed in collaboration with the Transcona Business Improvement Zone (BIZ), and includes large-scale photographs of the neighbourhood's bioreserve.

In January, the WAC participated on a panel in the Art + Community Symposium, organized by Arts and Cultural Industries, and hosted a national meeting of community arts-based funders.

The Winnipeg Arts Council also collaborated with other



Sombo A Diba dance piece created by Winnipeg choreographer Casimiro Nhussi with volunteer dancers from the African Community of Manitoba Inc. (ACOMI). Credit: Leif Norman. Photo courtesy of Winnipeg Arts Council.

organizations in the city on the following projects: The Big Dance on Broadway, Culture Days, Cool Gardens (partnership with Storefront Manitoba), Park(ing) Day, and artsVest, an incentive program for small and mid-sized arts organizations.

In 2013, Urban Idea, an organization founded by the WAC, once again partnered with Storefront Manitoba, Cinematheque, and the Winnipeg Architecture Foundation to present the Architecture + Design Film Festival. The organization has also declared that 2014 will be The Year of Urban Ideas in Winnipeg. Preparations are underway for activities that will connect artists, the arts, and the City.

As one of its core mandates, the Winnipeg Arts Council continues to fund arts organizations and artists in Winnipeg.

Tracking Progress

Through Culture Days (September 27-29), the Winnipeg Arts Council supported more than 100 different activities presented by artists and arts organizations throughout the city.

More than 10,000 citizens attended The Big Dance on Broadway, participating in dance lessons, demonstrations, and live music throughout the night.

When the two-year artsVest Winnipeg project wrapped up in spring 2013, 53 arts organizations had taken part, and 131 new sponsorships valued at over $630,000 were generated, with additional matching funds of $280,000 added to the coffers of Winnipeg's arts community.

Web Links

Winnipeg Arts Council
http://www.winnipegarts.ca/

Ticket to the Future
http://www.winnipegarts.ca/tttf

OurWinnipeg™

REPORT TO THE COMMUNITY, 2013