

Overview of West Broadway Community Plan data

The following is an overview of the methods used to gather information for the West Broadway Community Plan.

Community Profile

Document compiling statistical information regarding West Broadway.

Survey

262 surveys completed (132 online & 130 paper copies), November 2010 to January 2011. Paper surveys were distributed at eight sites throughout the neighbourhood¹. A prize draw took place among those who completed the survey. The Institute for Urban Studies analyzed the data. A copy of the results can be requested from West Broadway Development Corporation (info@westbroadway.mb.ca, 774-7201x1).

Characteristics of the Sample: Comparison with the West Broadway Neighbourhood Population

It is helpful to compare the characteristics of the sample from the community plan survey with the population characteristics of the West Broadway Neighbourhood. Such a comparison provides a better understanding of the overall representation of the sample in relation to the actual population characteristics of the neighbourhood. Below is a table that compares the characteristics of the West Broadway Community Plan sample with that of the West Broadway Neighbourhood population. As you can see, many characteristics were fairly similar.

Characteristic	West Broadway Community Plan Sample	West Broadway Neighbourhood Population (as per 2006 Census)
20-29 years	23.7%	32.9%
60 years and older	13.0%	16.0%
Female	58.5%	48.6%
Aboriginal	17.9%	24.0%
University degree	45.6%	18.9%
<\$10,000 income	34.6%	33.8%
<\$20,000 income (including <\$10,000)	50.6%	43.3%
> \$40,000 income	22.8%	7.6%

¹ Thank you to Wanabees Diner, West Broadway Community Ministry, Art City, Assiniboine Credit Union, Broadway Neighbourhood Centre, Wolseley Family Place, and Resource Assistance for Youth!

Community Forum

60 participants (from names on sign-in sheet), discussions took place at 6 tables (each with a facilitator), November 27th, 2010 over 2.5 hours. The following questions were discussed:

Question One: What are the most important changes that need to occur in the West Broadway neighbourhood in the next five years?

Question Two: What actions should the West Broadway Development Corporation undertake to create change over the next five year period?

Bonus question: Who should partner with WBDC to make changes?

Housing Forum

39 participants (from names on sign-in sheet), discussions took place at 5 tables (each with a facilitator), November 30th, 2010 over 2 hours. The following questions were discussed:

Question One: What are the most important changes that need to occur to housing in the West Broadway neighbourhood in the next five years?

Question Two: What actions related to housing should the West Broadway Development Corporation undertake to create change over the next five year period?

Bonus question: Who should partner with WBDC to make changes?

Sacred Stories

7 low-income people shared their stories, 3 of these participants were then involved in an analysis of the stories, 3 researchers, process took place over December 2010 and January 2011.

The Community Research Hub undertook this project, recording “the stories of a small number of people from the population from which the Development Corporation wants input and then let the stories speak for themselves... a good way to reach some of those in the neighbourhood who are marginalized and may not participate in methods of research such as Community Forums, filling in surveys or other methods”². Copies of the report are available from the West Broadway Development Corporation (info@westbroadway.mb.ca, 774-7201x1).

² Community Research Hub (2011), “7 Stories of West Broadway,” p.12

PATHs and Small Discussion Groups

Planning Alternative Tomorrows with Hope (PATH) is a graphic, creative tool that involves participants to map out their dream, identify goals, describe the now, identify people to enrol for help, recognize ways to build strengths, chart action for the next few months and taking a first step. Two PATHs were offered and 4 additional discussions took place with specific groups.

Seniors' PATH

31 participants, 2 facilitators. The path took 1.5 hours on January 24th, 2011

Renters' PATH

9 participants, 2 facilitators were present and the PATH took approximately 2.5 hours on January 13th, 2011.

Homeowners' discussion

8 participants, it was facilitated by the Executive Director of WBDC and the Chair of the Board was present also as there have been several requests by this group to the Board. It took approximately 2 hours on January 19th, 2011.

Active Transportation discussion

6 participants, 1 facilitator was present and the discussion lasted approximately 2.5 hours on January 18th, 2011.

Agape Table conversations

8 participants, 1 "researcher/facilitator", conversations took place over 2 hours on December 16, 2010.

MB Housing conversations

6 participants, 2 "researchers/facilitators", conversations took place over 4 hours on January 14, 2011 as people filled out surveys.

Comments received

1 email was received and 1 community forum participant who couldn't stay for the full event prepared a statement on paper.

PhotoVoice

Potential additional method. PhotoVoice was identified by the steering committee as a helpful methodology for reaching disenfranchised community members. Community Photographers participate in skill building workshops, define a research question, take photos and, using their own words, describe why the photo is a meaningful depiction of the issue. Their work is shared with the

wider community through an exhibit with feedback being requested from visitors to inspire and mobilize community residents. The outcome will inform the Community Plan. A proposal to undertake this project has been submitted; if funding is received, the PhotoVoice project will proceed.