

REZONING FOR SUPPORTIVE HOUSING

Information Session Summary



Background

We are working with the Province of Manitoba and non-profit partners to create supportive housing on City-owned sites. Supportive housing is a type of affordable housing that helps people at certain life stages or with challenges like health issues, disabilities, or other barriers to housing. It helps people live more stable, independent and respectful lives. Our role is to select the sites, rezone the land, and provide the land to partner organizations.

Five City-owned sites were selected for supportive housing. The sites are in the northeast, northwest, and southwest quadrants of the City. We held an information session in each quadrant to:

- Explain how supportive housing works
- Show where the new sites could be located
- Share information about the rezoning process
- Answer residents' questions

The information was also available on the project webpage for those who could not attend. Details are in Table 1.

Table 1: Information opportunities

Date	Activity	Details
August 19, 2025	Webpage	1,928 visits
September 2, 2025	Information Session #1 – Transcona East End Community Centre	9 attendees
September 3, 2025	Information Session #2 – Cindy Klassen Recreation Complex	53 attendees
September 4, 2025	Information Session #3 – Bill and Helen Norrie Library	111 attendees



Image 1: Residents attend the Cindy Klassen Recreation Complex information session



Image 2: Residents attend the Bill and Helen Norrie Library information session

REZONING FOR SUPPORTIVE HOUSING

Information Session Summary



Promotion

The project webpage and information sessions were promoted by:

- News release – August 19, 2025
- Coverage in the Winnipeg Free Press, CBC, CityNews, Winnipeg Sun, and CTV News – August 19 to September 4, 2025
- Signs on each site – August 19 and 20, 2025
- Letters hand-delivered to residents in each block – August 19 and 20, 2025
- Public Engagement Newsletter to 5,679 subscribers – August 20, 2025
- Facebook posts to over 45,000 followers – August 19 to August 31, 2025
- X (formerly Twitter) posts to over 131,000 followers - August 19 to August 31, 2025



Image 3: Notice of rezoning on site

In addition to information session promotion, the public hearing was promoted in newspapers.

What we heard

Attendees could speak with the project team and complete an exit survey at the information sessions. The project team reviewed exit survey responses.

The exit surveys asked attendees to rate the information sessions (Figures 1, 2, and 3). This helps us improve future events. We received 86 exit surveys. Responses are summarized below.

Figure 1: I found the information I was looking for.

(Responses = 86)

Strongly Agree Agree Neutral Disagree Strongly Disagree

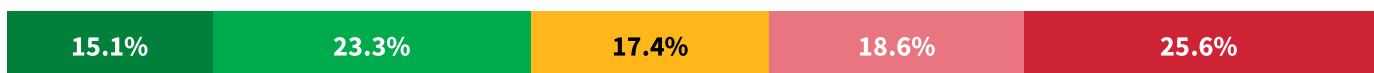


Figure 2: I found the staff at this event helpful.

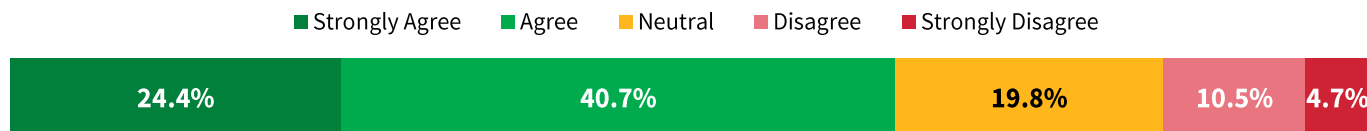
(Responses = 86)

Strongly Agree Agree Neutral Disagree Strongly Disagree



Figure 3: I had the opportunity to talk to and/or ask the project team questions.

(Responses = 86)



The survey also asked if attendees had any comments on any of the sites. The most common themes were:



Neighbourhood impacts (51 comments)

Comments include:

- Concern over loss of amenities like green space, recycling, and parking
- Questions about impacts on property values, schools, recreational areas, and businesses
- Perceptions of crime, substance use, violence, and safety of children and seniors



Housing and homelessness (21 comments)

Comments include:

- Recognition that more supportive housing is needed
- Support for increased diversity of housing
- Support for more density in neighbourhoods



Operations (17 comments)

Comments include:

- Concerns about the quality of supportive housing service and staff
- Interest in staff training, and building security
- Questions about sustainability of long-term funding



Communications (12 comments)

Comments include:

- Questions about transparency related to selection of sites
- Concerns about notification and number of staff at the information sessions
- Concern about no information on who will live at each site
- Complaints that there was no formal presentation, information sessions were a drop-in (come and go) format



Well-chosen sites (10 comments)

- Support for sites
- Support for sites near services and other housing

We also asked how respondents heard about the information sessions (Responses in Figure 4). This helps us improve promotion for future events.

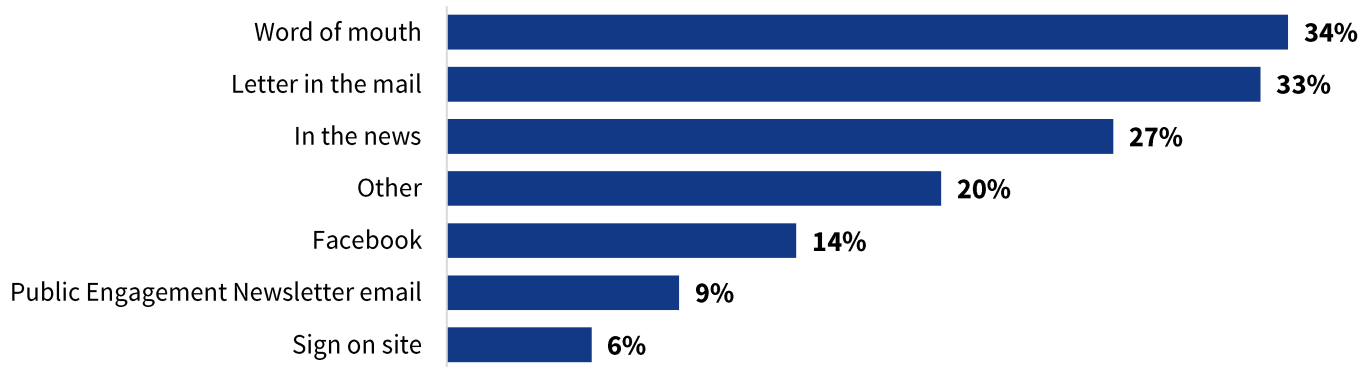
REZONING FOR SUPPORTIVE HOUSING

Information Session Summary



Figure 4: How did you hear about this event? (Check all that apply)

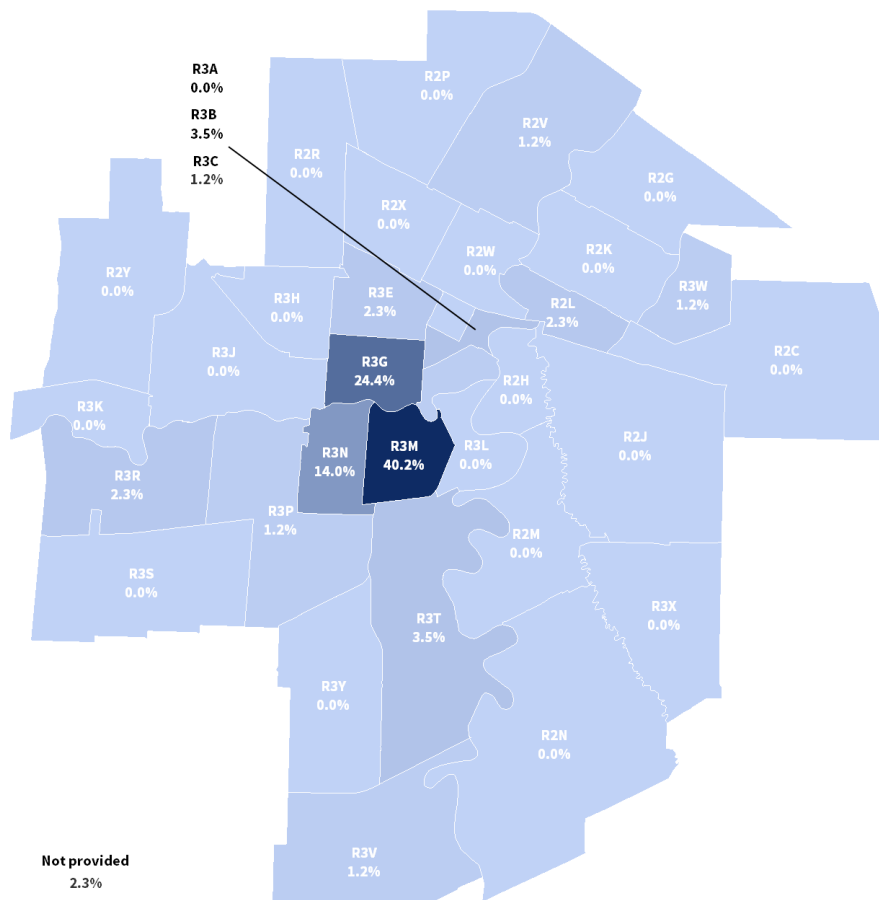
Responses = 86



Exit survey respondents were asked to provide the first three characters of their postal code. This helps us know who we are hearing from. Exit survey respondents live in areas closest to two of the proposed sites for supportive housing (546 Sherburn St. and 2546 McPhillips St.).

Figure 5: Please provide the first three characters of your postal code.

Responses = 86



Next steps

A public hearing was held on September 12, 2025 and the matter was laid over to a new special meeting date on October 20, 2025. The matter was laid over for the Public Service to provide additional information on the proposal. At the public hearing, residents can submit written comments or attend in support or opposition to the rezoning. If the sites are rezoned, the current plan is the Province and the City will choose a partner to design and build the supportive housing. The Province will choose partners to own, operate, and provide support services at each site.