

WINKLER'S

# VitalSigns.

Growing Opportunities 2018



WINKLER  
COMMUNITY  
FOUNDATION

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Photography: Mackenzie Friesen

# Message *from the* WCF Board of Directors



**As you journey through our community in this report, ask yourself: “why is this...?”, imagine: “what if...?”, consider: “how might we...?”**

The Winkler Community Foundation first launched Vital Signs® in 2012 to measure the heartbeat of our community, and the local quality of life. We challenged the community to take-action to make Winkler/Stanley a better place in which to live, work and play. Our previous Vital Signs® was a catalyst for change as many organizations used it in decision-making, policy development and employee recruitment. It is this success that motivated us to complete a follow-up study.

In developing this community resource, we sought out to uncover changes and trends in the indicator data as well as to see how our local rates for education, labour, affordability, health and safety compare to Manitoba and Canada. Through consultation with local stakeholders we prioritized content that describes current issues such as the impact of growth, poverty, immigration, mental health and the demand for affordable housing and public transportation.

Our findings show positive changes as we adapt to rapid growth: increased household earnings, growing educational attainment, investments in literacy, readiness for immigrants, and reduced poverty. However, we are also facing significant challenges such as low rental vacancy rates, growing demand for personal care home beds, ongoing need for more childcare spaces, deepening poverty for particular groups, increased rates of obesity and reduced rates of physical activity.

We invite you to join us, investing in solutions and **Growing Opportunities**. See our suggestions to “Take action” (p.19), and let us know what steps you are taking to **be a changemaker**.

## Data Collection

Guided by a volunteer committee, this project was developed through consultation with local leaders who informed us of their perspectives on timely issues and helped to shape the report themes. The findings of stakeholder consultations were used to develop questions for our public perception surveys (community and youth). During the month of June, surveys were conducted online and at locations throughout the community. Through our membership with the Community Foundations of Canada, we gained access to a variety of vital statistics and worked with stakeholders to fill gaps in information.

## Indicator Selection

Indicators selected for inclusion in this report were determined to be (1) important vital statistics, (2) timely or relevant to current issues, (3) important compared to national and provincial rates, and (4) comparable to indicators from our 2012 report.

## Grading

Each theme within this report has been assigned a **grade** based on public perceptions collected through our survey. Graders were presented with a positive statement about each theme and their level of agreement (on a five-point scale) produced a weighted average which was assigned as the grade.

## Acknowledgments

**We thank the following organizations for their input in the development of this report:**

Alzheimer's Society, Big Brothers and Big Sisters of Morden/Winkler, Central Station Community Centre, Community Futures – Heartland, Child and Family Services of Central Manitoba, City of Winkler, CW Wiebe Medical Centre, Eden Mental Health, FB Industries, Gateway Resources, Garden Valley School Division, Genesis House, Helium Group, Northlands Day Care Centre, Red River College (Winkler Campus), Regional Connections, Rural Municipality of Stanley, Salem Home, Southern Health-Sante Sud Regional Health Authority, Triple E Canada, Winkler Chamber of Commerce, Winkler Day Care, Winkler Family Resource Centre, Winkler Police Service, Winkler Senior Centre

### Survey participation

In total, 687 local residents invested 75 hours answering our surveys.

Community survey\*: 361 graders

Youth survey: 326 graders

### \*Grader profile

83% ages 25-74

55% have children


57% household income less than \$68,000/year

78% have lived in Winkler longer than 10 years

### Survey-generated content

Grade

Top citizen priority

 Public opinion poll

### Legend

CY – City

CA – Census Area (includes Stanley)

Stanley – Rural Municipality of Stanley

SLA – Self-Contained Labour Area (includes Stanley)

SRHA – Southern Regional Health Authority



# POPULATION GROWTH

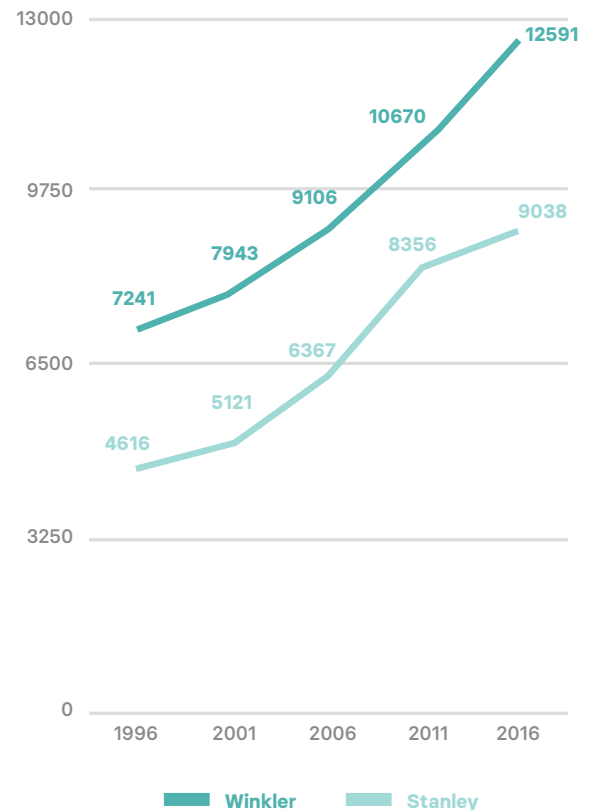
## TOTAL NUMBER OF PEOPLE

In 2016, the total population of Winkler reached 12,591 people.

Winkler has gained nearly 2,000 residents (40% immigrants) since 2011. **With a growth rate of 18% over five years, our population is expanding nearly 4x faster than the national level (5%) and 3x faster than the provincial level (6%).** The surrounding community is also booming with the population of Stanley nearly doubling since 1996!

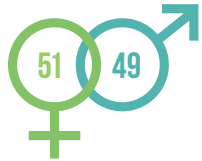
## MEDIAN AGE OF POPULATION

	Stanley	Winkler	Manitoba	Canada
Median Age	23	32	38	41



If Winkler was a

# VILLAGE OF 100



## GENDER

51 female  
49 male



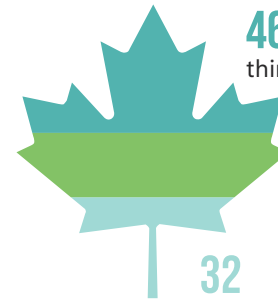
## AGE

23 youth (14 and under)  
48 working-age (15-65)  
14 seniors (65+)



## MARITAL STATUS AGED 15 AND OLDER

63 married  
2 living common-law  
24 never married  
2 separated  
3 divorced  
6 widowed



46

third-generation citizens

23

second-generation citizens

32

first-generation citizens

## HOUSING TENURE BY TYPE



HOMEOWNERS



RENTERS

## POVERTY RATE



## EMPLOYMENT RATE AGED 15 AND OLDER

## HOUSEHOLDS BY SIZE

Winkler, 2016



## LANGUAGES SPOKEN AT HOME







# HEALTH & WELLNESS

GRADE: **B**

## TOP CITIZEN PRIORITY:

Affordable public recreation facilities



24% want increased access to mental health and counselling services

## LIFE EXPECTANCY

In Winkler (SRHA) 2007-11



Canada: 82 years

Our region had the highest life expectancy among MB RHAs.

## LEVELS OF PHYSICAL ACTIVITY

Percent, All Ages, in Winkler (CY), 2014



58%  
Inactive



24%  
Moderately  
Active



18%  
Active

82%

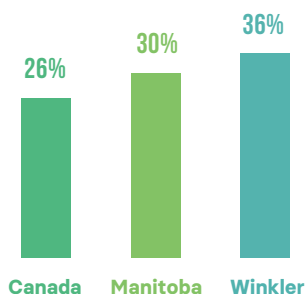
Among youth, activity levels were higher with 82% of youth active or moderately active, though activity rates declined as youth got older.

## WCF @ WORK

WCF supports building inclusion between seniors and youth. During *Pay it Forward May*, we saw Winkler Day Care fundraise for the Salem Home window covering project.

## SELF-REPORTED OBESITY RATES

Percent, Ages 18+, in Winkler (SRHA) 2015-16



## PEOPLE WITHOUT A REGULAR MEDICAL DOCTOR

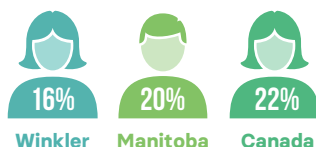
Ages 12+, in Winkler (SRHA) 2015-16



Health status & contact is primary reason for physician visits.

## PEOPLE WITH QUITE A LOT OF LIFE STRESS

Percent, Ages 15+, in Winkler (SRHA) 2015-16



The Winkler rate has decreased from 20% in 2011.

## WAIT TIMES FOR PERSONAL CARE HOME

In Winkler (SRHA) 2014/2018\*



In Hospital

REGIONAL  
**2-3**  
Months



In Community

REGIONAL  
**4½-5½**  
Months  
WINKLER  
**6-9\***  
Months

*Salem Home has 146 beds that are intended for seniors ages 75+. Approximately ¼ residents are under this age due to a lack of alternate care spaces within the community.*



## YOUTH & SENIORS SELF-RATED MENTAL HEALTH, VERY GOOD OR EXCELLENT

Percent, in Winkler (SRHA) 2015-16

Youth 12-17 years

**83%** Winkler **74%** Manitoba **78%** Canada

Seniors 65+ years

**58%** Winkler **64%** Manitoba **70%** Canada

## DID YOU KNOW

Every \$1 spent on mental health/addictions saves \$7 in health care and \$530 in losses to productivity and social costs (MB).

# INCOME, WORK & ECONOMY

GRADE: **B**

## TOP CITIZEN PRIORITY:

More middle to high wage opportunities



**18%** want better compensation for work experience and education

## LABOUR BY OCCUPATION

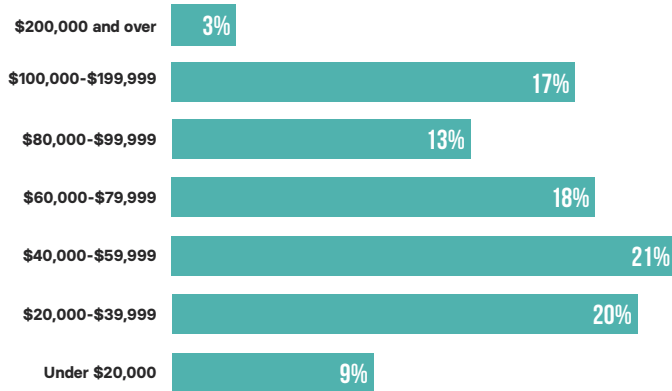
Winkler SLA, 2016





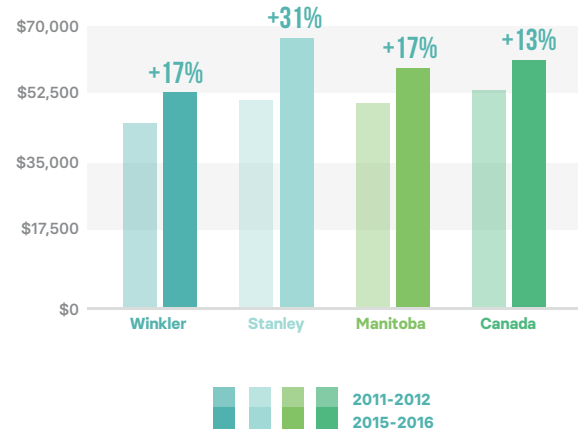
## DISTRIBUTION OF HOUSEHOLD INCOME

2015



## MEDIAN HOUSEHOLD INCOME

(After tax), in 2015 dollars



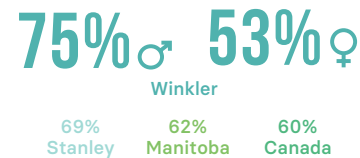
## UNEMPLOYMENT RATE

Percent, Population Ages 15+, in Winkler (CY)



## EMPLOYMENT RATE

Percent, Population Ages 15+, 2016



### DID YOU KNOW

66% of local businesses are maintained by self-employed individuals. Between 2016/17, the City of Winkler granted 72 new business licenses.

### WCF @ WORK

The Gateway Resources Fund at the WCF provides support to Gateway Resources, providing enhanced services and job opportunities for people with intellectual disabilities.



# BELONGING & PARTICIPATION

GRADE: **B**

## TOP CITIZEN PRIORITY:

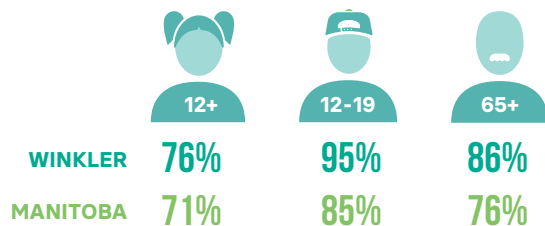
More public input in long-term community-planning



**32%** want more forums on community issues

## SENSE OF COMMUNITY BELONGING

Strong or somewhat strong, in Winkler (SRHA), 2015-16



## VOTER TURNOUT

Municipal election (2014)/Federal election (2011/16)



### Municipal:

Winkler **38%**, RM Stanley **19%**

### Federal:

Winkler **55%** 2011 / **63%** 2016

## MEDIAN CHARITABLE DONATIONS

2016

Winkler residents give **\$1540/YEAR**

Winkler (CA) gives at a rate more than **5x** the national average (\$300).

## TAX FILERS MAKING CHARITABLE DONATIONS

Winkler (CA), 2016



~30% more residents make charitable donations than provincial and national averages.

## DID YOU KNOW

*Youth in Philanthropy (YiP)* programs held at our local high and junior high schools encourage young people to learn about local charities and support projects that are important to youth.

## WCF @ WORK


Celebrating dedication to community service, *Winkler's Citizen of the Year* honours residents that have taken steps throughout their lives to the betterment of the community.



# LEARNING

GRADE: **B**

**TOP CITIZEN PRIORITY:**  
Additional options in local post-secondary study

 **18%** want access to more early childhood development activities

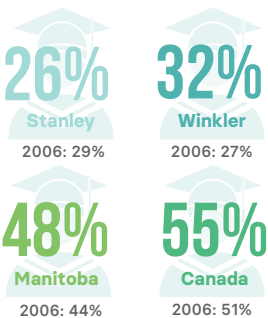
## HAVE NOT GRADUATED HIGH SCHOOL

Ages 25-34

	2006	2016
STANLEY	37%	38%
WINKLER (CA)	30%	25%
MANITOBA	16%	12%
CANADA	11%	9%

## POST-SECONDARY GRADUATES

Ages 15+



### WCF @ WORK

Thanks to the creation of the Gordon Wiebe Scholarship Fund, WCF will grant \$75,000+ annually to assist young people (age 30 and under) in pursuit of post-secondary education. Awards valued \$2000-\$20,000, annual deadline February 28.

## AVAILABILITY OF LICENSED CHILDCARE SPACES



Wait Times



0-4 Years of Age



School Aged

### DID YOU KNOW

In 2015, GVSD established three priorities: literacy, numeracy and professional learning communities. You can track student success by reviewing their annual community report at their website.

# GETTING AROUND

GRADE: **C**



**23%** want public transportation options

## TOP CITIZEN PRIORITIES (TIED):



Improved bicycle paths,  
pedestrian walkways other active  
transportation alternatives



Improvements to roads  
and infrastructure

## AVERAGE COMMUTING TIME

All modes of transportation, one-way, 2016



**11 MINUTES**  
Winkler (CY)



**22 MINUTES**  
Manitoba



**16 MINUTES**  
Stanley



**26 MINUTES**  
Canada

*I have no problem getting around because our family has our own vehicles. I do find though that there is a large need for public transport, for people who can not afford transportation but need to get around the city.*

– Citizen testimony

## MODES OF TRANSPORT TO WORK

Percent, comparison, 2011/2016



	2011	2016	2011	2016
<b>Winkler</b>	85	91	14	7
<b>Stanley</b>	96	96	3	3

## DID YOU KNOW

In 2016, the City of Winkler committed to building a more age-friendly and accessible city. Improvements include curb ramps, crosswalks and lights throughout the community.

## WCF @ WORK

Ensuring lifelong inclusion, WCF helped Winkler Seniors Centre with an accessibility lift for its stage at Buhler Active Living Centre.



# HOUSING

GRADE: **C**

**TOP CITIZEN PRIORITY:**  
More affordable housing units



**23%** want funding supports for low-income families and seniors to maintain their homes

## HOUSEHOLDS BY TYPE OF DWELLING

Winkler (CY), up to 2016



64%

Single-detached houses



15%

Row houses



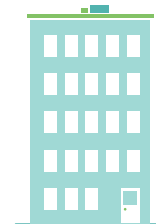
8%

Semi-detached houses



7%

Apartments in a building fewer than 5 storeys



5%

Apartments in a building that has 5+ storeys



1%

Moveable dwellings

## WCF @ WORK

In 2018, WCF granted to Habitat for Humanity to build a safe, affordable home for a family in need.

## DID YOU KNOW

12% of local households (548) spend more than 50% of monthly income on housing. Winkler Affordable Housing manages 89 units for families and individuals in need.

## MEDIAN MONTHLY SHELTER COSTS

Winkler (CY), 2016



\$970

HOMEOWNERS



\$862

RENTERS

## RENTAL VACANCY RATES

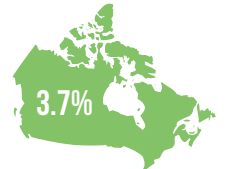
Winkler (CY), 2016



1.5%



2.8%



3.7%



# STANDARD OF LIVING

GRADE: **C**

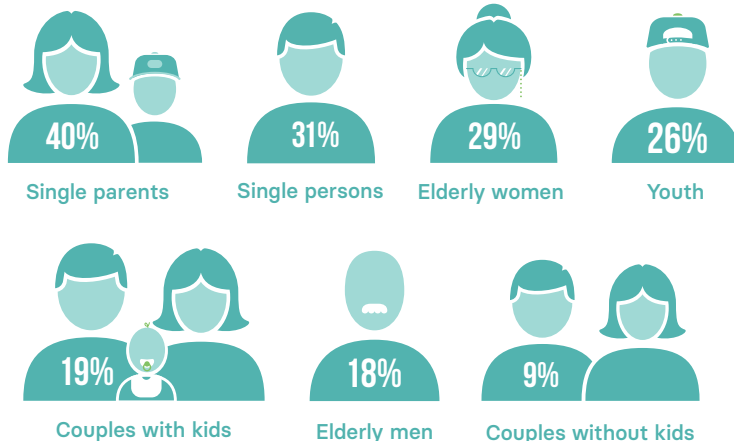
**TOP CITIZEN PRIORITY:**  
More affordable housing



9% told us they had experienced food shortages or insecurity in the past year

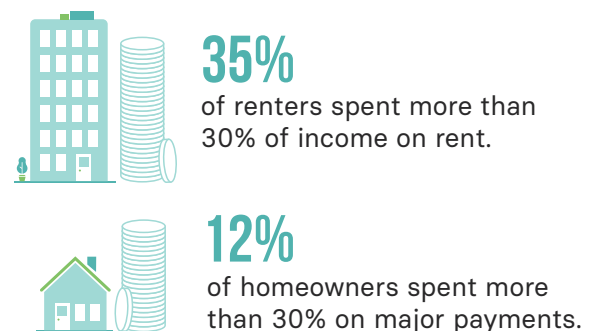
## POVERTY RATE

Percent, Winkler (CY), 2015



## RATIO OF INCOME SPENT ON HOUSING

2016, Winkler (CY)



## DID YOU KNOW

Between 40-60 families visit the Food Cupboard at Central Station Community Centre each week, each averaging 7 visits per year.

## WCF @ WORK

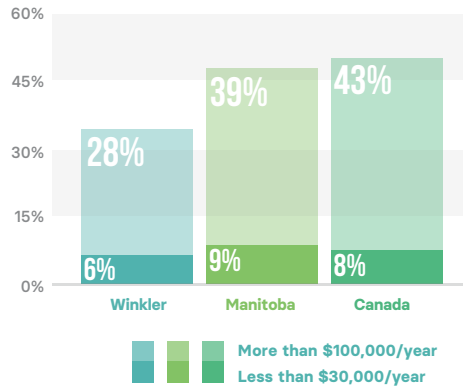
Bringing together people from all walks of life, WCF has supported Winkler Family Resource Centre's coffee and chat program.



## PROPORTION OF ECONOMIC FAMILIES WITH HIGHEST AND LOWEST INCOMES

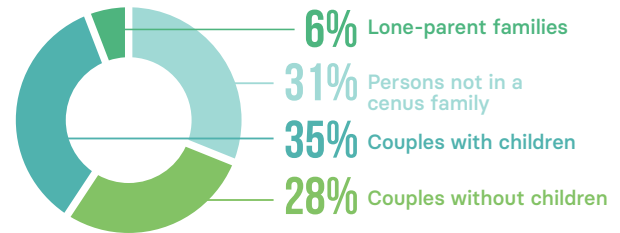
2016

Winkler has a large middle class.



## HOUSEHOLDS BY FAMILY SIZE

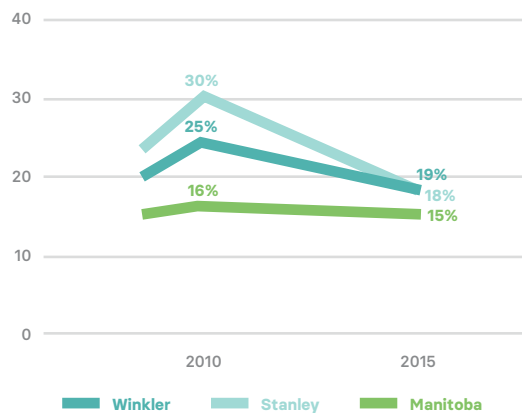
Percent, 2016, Winkler (CY)



Winkler has 44% fewer lone-parent families than the Manitoba average.

## PROPORTION OF POPULATION LIVING IN POVERTY

Low income measure after-tax, Percent, 2016



## NUMBER OF CHILDREN PER FAMILY

Percent, Winkler (CY), 2016



## NUMBER OF PEOPLE PER HOUSEHOLD WHOSE INCOME COVERED HOUSING AND UTILITIES

Percent, Winkler (CY), 2016





# GETTING STARTED

GRADE: **B**

## TOP CITIZEN PRIORITY:

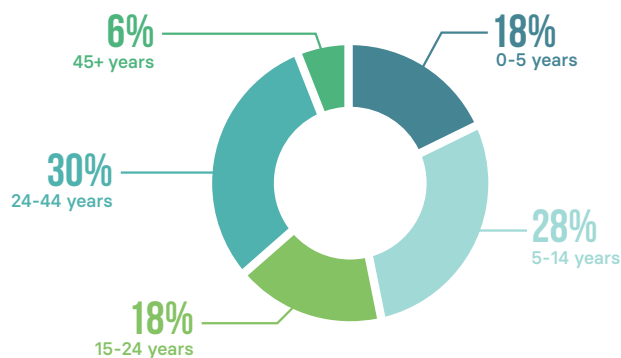
More social opportunities for getting to know your neighbours



75% believe that our community is welcoming to people who settle here

## AGE AT IMMIGRATION

Winkler (CY), up to 2016



## TYPE OF IMMIGRATION

Winkler (CY), 2016



Economic Migrants



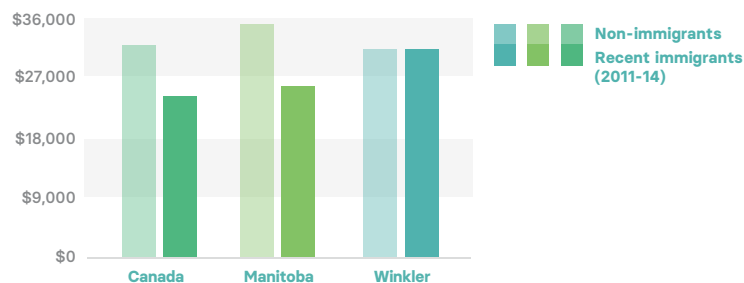
Sponsored by Family



Refugees

## MEDIAN EARNINGS OF RECENT IMMIGRANTS AND NON-IMMIGRANTS

Winkler (CA), 2016



## DID YOU KNOW

Of the migrants that arrived in Winkler between 2011-2016, 32% came from outside of Canada, 55% from within Manitoba and 13% from another province.



# SAFETY

GRADE: **B**

## TOP CITIZEN PRIORITY:

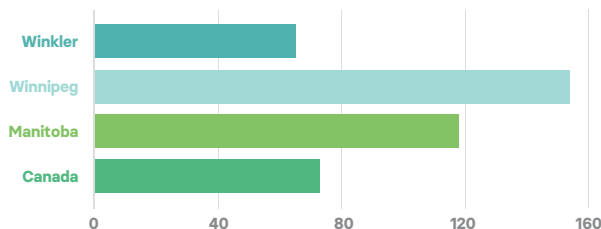
Increased community policing services



26% want increased support for neighbourhood safety programs

## CRIME SEVERITY INDEX

2017



## METHEMPHETAMINE (CRYSTAL METH) INVESTIGATIONS

December 2017-June 2018, WPS

**21**  
ARRESTS

**100**  
CHARGES LAID  
TO 15 PEOPLE

## HIGHLIGHTS OF CRIMINAL CODE OFFENCES

Winkler Police Service (WPS)

Offence (2013-17)	5-year average	Percent change
Break and enter	52	↓10%
Theft of auto, truck and bike	63	↑25%
Assault	61	↑72%
Impaired driving	28	↑90%

## WCF @ WORK

In 2017, YiP granted to Big Brothers Big Sisters' Go Girls! Healthy Body Healthy Mind program - setting youth on a path to reach their full potential in life.

## DID YOU KNOW

In 2017, the WPS hired two female police officers in an effort to better attend to safety needs in our community.





# ARTS, CULTURE & RECREATION

GRADE: **B**

## TOP CITIZEN PRIORITY:

More or improved venues for recreation



25% want more free or affordable programs and events

### WINKLER ARENA

Ice schedule hours of use, 2017



**10 HOURS**  
per day

2055 hours total.

### WALKABILITY TO GREENSPACE

Distance of 800 meters or less



All residents live within **walking distance** of greenspace.

### WINKLER LIBRARY

Top summer reading picks, July 2018



1. Juvenile fiction - **26%**
2. Junior easy - **21%**
3. Juvenile non-fiction - **10%**

**Total 11,730 materials**

### WINKLER AQUATIC CENTRE

Average visits per year 2013-17



**31,608** visits per summer

In 2018, increased by 35%.

### Winkler Arts + Culture

*WAC opened its doors in 2016, becoming a unique community space that hosts gallery displays, art classes and workshops, events and rentals, plus artisan markets and the Winkler Farmers Market.*

### DID YOU KNOW

Discovery Nature Sanctuary is a haven for birding and environmental education, located in Winkler's northeast corner. The 13-hectare site hosts several distinct habitats, including wetlands through which 30% of the city's spring runoff flows.

### WCF @ WORK

In 2014, a Sport Legacy Fund was created after the 2014 MB Hydro Winter Games. Each year, grant money is allocated to the development of sport initiatives and local athletes.

# Ten ways to TAKE ACTION

## 1 Reflect

Thank you for reading this report. Take some time to think about what the information within means for residents of Winkler and the RM of Stanley.

## 2 Share

Do you know someone who would like to read Winkler's Vital Signs® or someone who would benefit from reading it? Pass along your printed copy; direct friends, family, neighbours and colleagues to the digital report, available on our website.

## 3 Discuss

Questions for discussions. When you read the report, what surprised you? What confirmed what you already thought about your community? What will the indicators look like 5, 10, or even 50 years from now? Where will Winkler have made the most and the least progress?

## 8 Engage

Contact local leaders and decision makers with your thoughts on the findings in this report. Request that they use this information when responding to community concerns.

## 9 Contact Us

The Winkler Community Foundation knows our community. If you are looking for ways to make a difference, we can help.

## 7 Support

Our community needs leadership from all of its residents. There are many organizations that would benefit from your volunteerism, attendance at events, and/or financial support.

## 4 Research

If you want to know more about an issue, please visit our website to view the source document or to request the findings of the community and youth surveys.

## 5 Connect

If you are motivated by what you have read, use this report as a catalyst for positive action. Connect with individuals and organizations in the community that are leading change by addressing areas of need.

## 6 Inform Us

Did you take action because of this Vital Signs® report? Please let us know what you did and what you learned. See back cover for contact information.

## 10 Give

If you are interested in keeping your charitable giving local, and want to see increased grant funds for non-profits, consider making a donation to The Winkler Community Foundation. Help us to reach our goal of raising \$550,000 by 2022 for the general community fund.



**COMMUNITY  
FOUNDATIONS  
OF CANADA**  
*all for community*

Vital Signs® is a community check-up conducted by community foundations across Canada that measures the vitality of our communities and identifies significant trends in a range of areas critical to quality of life. Vital Signs® is coordinated nationally by Community Foundations of Canada. The Vital Signs® trademark is used with permission from Community Foundations of Canada.



## WINKLER COMMUNITY FOUNDATION

The Winkler Community Foundation, established in 1988, facilitates collaborative philanthropy by making powerful connections between donors and community organizations for the long-term benefit of Winkler and surrounding area. We have granted \$1.2M back into the community since 1996.

185 Main Street | Winkler, MB | R6W 1B4  
204.362.9292 | [www.winklercommunityfoundation.com](http://www.winklercommunityfoundation.com)



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Tag a good deed  
[@winklercommunityfoundation](https://www.instagram.com/winklercommunityfoundation)

## PROJECT FUNDERS & PARTNERS

### PLATINUM



### GOLD



TRIPLE E  
RECREATIONAL VEHICLES

helium



### SILVER



THE  
THOMAS SILL  
FOUNDATION  
INC.

