

**FOOD
SECURITY**
SPECIAL FEATURE ARTICLE

VICTORIA'S
VILLAGE OF **100**
WHAT WOULD IT LOOK LIKE?

+ VICTORIA'S
youth
VITAL SIGNS PAGES 32-37

WHAT YOU SAID
→ THINGS TO CELEBRATE
→ THINGS TO IMPROVE

VICTORIA'S

VITAL SIGNS®

GREATER VICTORIA'S 2013 ANNUAL CHECK-UP

FOOD SECURITY

DO YOU KNOW WHERE
YOUR NEXT MEAL
IS COMING FROM?



VICTORIA FOUNDATION

CONNECTING PEOPLE WHO CARE WITH CAUSES THAT MATTER®

★ How to Use This Report

Start conversations.

Use the information in this report to talk about what's behind the data and what people are experiencing in our community.

Take action.

If you're moved by what you read, use this report as a starting point for action.

Pass it on.

Share this report, the information in it and your reaction to it with friends, colleagues, neighbours or elected officials.

Contact us.

We know the issues and organizations in our community. If you are looking for ways to make a difference, we can help.

Request a speaker.

If you want to learn more about *Victoria's Vital Signs*®, contact us to arrange a presentation for your group or organization.

Find out more.

Learn about the many organizations in our community working to improve it, and ask how you, too, can help.

★ How to Understand This Report

More information about this report can be found in the **Methodology** section on page 38.



Issue / Response

The Victoria Foundation takes a proactive role in addressing issues of concern in our community. Often, these issues come to light as the result of research findings profiled in *Victoria's Vital Signs*®.

Factual Data

Selected for their reliability and relevance, among other factors, indicator data was collected from a number of reliable national, provincial and local sources such as Statistics Canada, CMHC and the Capital Regional District.

Public Opinion Findings

An online survey was taken by 1,186 people. Citizens were asked to grade each issue area. They were also asked to provide their top three priorities for improving the grade, and to tell us what is working well when it came to each area. This section provides the average grade as well as the most commonly noted priorities and statements about what is working well.

Food Security

Look for this icon 🍷 for information that relates to our special feature.

★ Scan of Trends

KEY ISSUE AREA	2009	2013	Change
Arts & Culture	B+	B+	—
Belonging & Engagement	B-	B-	—
Economy	B-	C+	↓
Environmental Sustainability	A-	B-	↓
Getting Started in our Community	C+	B-	↑
Health & Wellness	B	B	—
Housing	C-	C	↑
Learning	B	B+	↑
Safety	B	B	—
Sports & Recreation	-	B+	n/a
Standard of Living	B	B	—
Transportation	B	B-	↓

ENVIRONMENTAL IMPACT REPORT

This magazine has been printed on paper which has 10% post-consumer recycled content. The publication used 1,180 kg of paper and achieved the following environmental savings:



3 trees



1,000,000 BTUs energy



110.68 kg greenhouse gases



1,324 gallons of water



40.36 kg solid waste

Environmental impact estimates were made using the Environmental Paper Network Paper Calculator Version 3.2. For more information visit papercalculator.org

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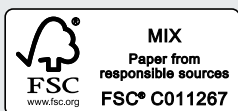
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VICTORIA FOUNDATION
CONNECTING PEOPLE WHO CARE WITH CAUSES THAT MATTER®

The Victoria Foundation is committed to improving the quality of life in our community today and for generations to come. We inspire giving, care for the assets entrusted to us, and invest in people, ideas and activities that strengthen our community.

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UNLOCKING THE POWER OF COMMUNITY

Welcome to the 8th edition of *Victoria's Vital Signs*®, a research and survey report that measures the vitality of our region by highlighting relevant statistics, identifying significant trends, and assigning grades to subject areas critical to quality of life.

This unique report is a valuable tool for our community: no other publication takes a local look at such a broad range of issues annually. From Health to Safety and Housing to Transportation, the report covers 12 subject areas in all. *Victoria's Vital Signs*® brings together both the factual data and the public's perceptions like no other. We are indebted to the nearly 1,200 respondents who participated in our grading survey this year, as well as the many 15–24-year-olds who took our 2013 youth survey.

We live in an amazing part of the world, which may account for our survey's finding that 9 in 10 of us consider ourselves happy and supported by family and friends. It's no surprise that the natural environment, climate and air quality ranked the top three things about Greater Victoria. Still, difficulties and concerns persist, most notably our high cost of living, rated the most important issue facing our community today by far.

Our goal is to assess how we are doing as a region — by highlighting the challenges as well as the successes — and then to use this information to guide our granting decisions, inform our donors, and engage with our community.

Over the years, *Victoria's Vital Signs*® has provided insight, prompted debate, and inspired philanthropy by individuals, groups, businesses, and non-profits. As you read the report — and consider what the findings say about your community — we encourage you to talk with others about what you read, find something that inspires you, and take action.

At the Victoria Foundation, we've been connecting people who care with causes that matter® for over 75 years. *Victoria's Vital Signs*® isn't the final word on how we're doing, but rather the continuation of an ongoing discussion. We hope you will join in the conversation!

Sandra Richardson
Chief Executive Officer

Deirdre Roberts
Chair, Board of Directors

* Quality of Life in Greater Victoria

Participants in this year's *Vital Signs* survey were generally very positive about their quality of life and feelings of connectedness to their community.

90%

agreed or strongly agreed that they feel **supported by loving family, companions and/or friends.**



89%

agreed or strongly agreed that they **would describe themselves as happy.**

82%

rarely or **never feel uncomfortable or out of place** because of religion, skin colour, culture, race, language, accent, disability, gender or sexual orientation.

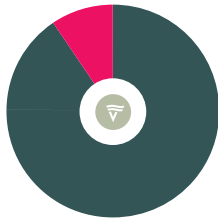
82%

feel very or somewhat **connected to the community.**



68%

are satisfied or very **satisfied with work and home life balance.**



78%

agreed or strongly agreed that they **are happy in their job and satisfied with work.**



72%

rated their general sense of **physical well-being as high.**



80%

rated their general sense of **mental well-being as high.**

79%

see it likely or somewhat likely that they **will be living and working in Greater Victoria 10 years from now.**

67%

agree or strongly agree that they have the **opportunity to make a difference in their community.**

66%

feel they **know their neighbours** well enough to ask for help or offer assistance.

76%

rarely or very rarely felt lonely over the previous week.

62%

agree or strongly agree that they **participate actively in their community.**



* The Best of Greater Victoria

What are the **best things** about Greater Victoria? According to *Vital Signs* graders, these are their top 12 and the percentage of graders that selected them.

1. NATURAL ENVIRONMENT

52.0%

2. CLIMATE

34.2%

3. AIR QUALITY

22.6%

4. FEELING OF SAFETY

19.8%

5. PARKS

19.4%

6. WALKABILITY

18.9%

7. FRIENDS & FAMILY

18.5%

8. ACCESS TO LOCALLY GROWN FOOD

16.8%

9. RECREATION OPPORTUNITIES

15.6%

10. ARTS & CULTURE

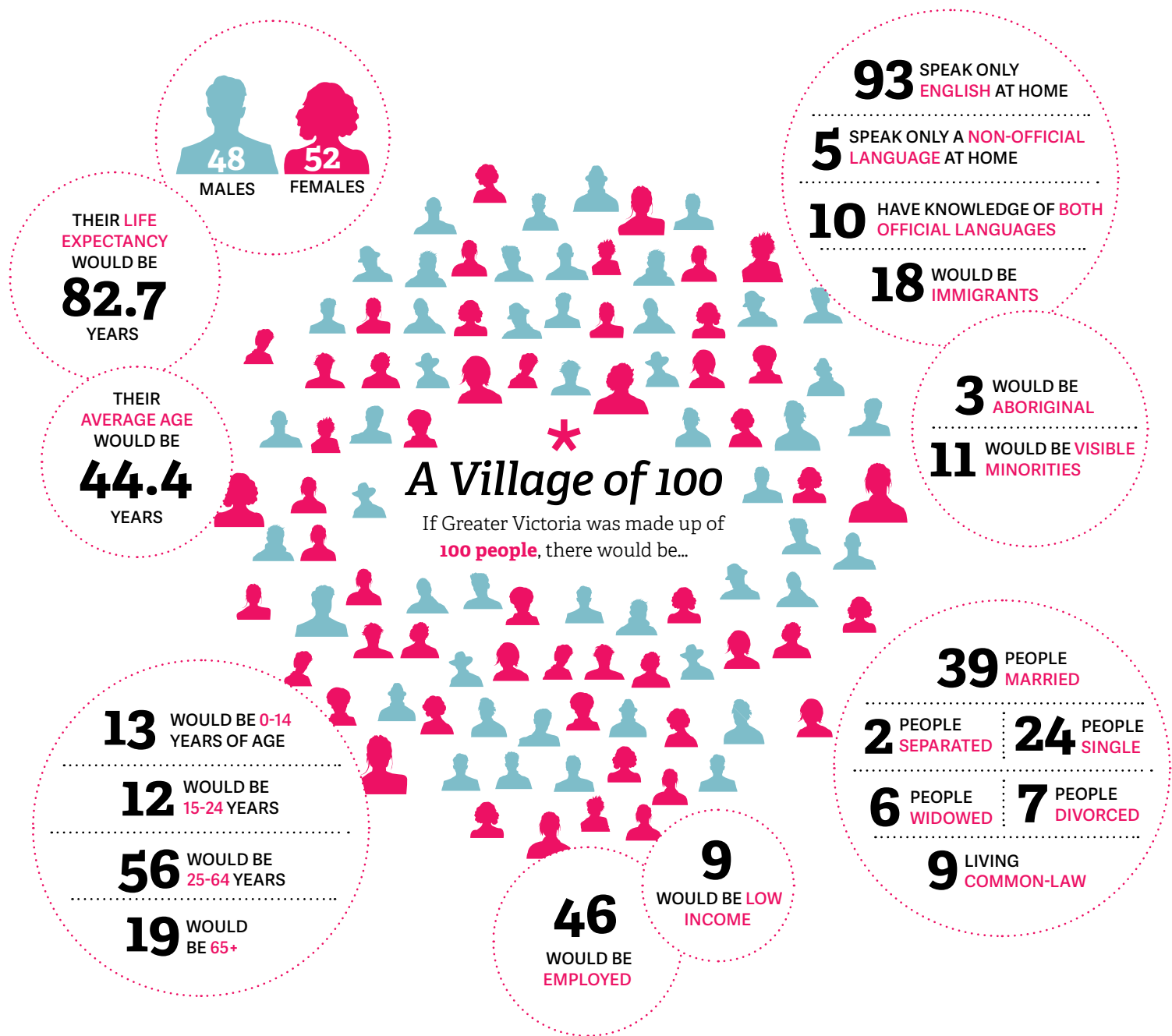
13.7%

11. FESTIVALS & EVENTS

12.2%

12. SENSE OF COMMUNITY

10.6%



* Greater Victoria's Issues

What are the most important **issues** facing Greater Victoria today? According to *Vital Signs* graders, **these are the top 12** and the percentage of graders that selected them.

1. COST OF LIVING	47.4%	7. TRANSPORTATION	15.2%
2. MENTAL ILLNESS	20.4%	8. EMPLOYMENT	14.7%
3. HOUSING	19.3%	9. ADDICTIONS	13.7%
4. HOMELESSNESS	18.7%	10. ELDERCARE	11.3%
5. HEALTH CARE	16.4%	11. COMMUNITY PLANNING/DEVELOPMENT	11.3%
6. MUNICIPAL AMALGAMATION	15.2%	12. ECONOMY	11.1%



Cultivating local food security

GREATER VICTORIA is renowned as the City of Gardens, but may one day deserve the title *City of Food Gardens*. Farms like Craigflower and Rithet's started a legacy of farming in this area that continues to this day. Farm stands and markets provide an avenue for local farmers and producers like the Michells, Vantreights, and Sluggetts to reach customers, who gain access to healthy, locally grown food. Meanwhile, more parks in the region welcome fruit trees ripe for the picking, backyards are clucking with urban chickens, and other programs find innovative ways to provide nutritious food to those who might not always be able to afford it.

Each of these measures is a step along the path to regional food security — access to healthy, sustainable food. Access is not just about having enough farmland: it's also the ability to distribute food; ensure affordable, healthy food is available to all; and provide for ourselves in case of an emergency.

Nutritious food is essential for a healthy population, notes the *Capital Region Food*

Charter: Principles for Food and Health, and healthy food systems are integral to a resilient community.

"A food-secure community provides healthy, sufficient, and affordable food for everyone in a coordinated, environmentally responsible, and financially sustainable manner," says the Capital Region Food and Agriculture Initiatives Roundtable (CR-FAIR) in the Food Strategy Road Map, developed by 43 stakeholders this spring.

Any discussion on food security also includes an examination of household food *insecurity* — the financial constraints putting adequate, healthy food out of reach for many families. The Capital Region's high cost of living means that after paying for housing, there's often little left for nutritious food — and the cheapest food is often the least nutritious, notes Kristina Bouris, a planner with the City of Victoria. "Food security is something many people take for granted," according to the Greater Victoria Coalition to End Homelessness. "Unfortunately, food banks in Greater Victoria are seeing steady increases in use yearly."



DRAWING A ROADMAP

Food security includes everything from how the global food system has impacted local agriculture and the local economy, to land-use conflicts on the rural-urban fringe, says Linda Geggie, co-ordinator of CR-FAIR, a group of local organizations working together to improve the region's food system.

The Food Strategy Road Map, initiated by the Victoria Foundation, identifies the need to better use existing facilities and programs to create a more effective food system; generate more partnerships and revenue-generating capacity; and improve food literacy. "The less people know and understand about food, the more difficult it is for them to have healthy diets," Geggie explains.

The CRD's Food Security discussion paper indicates people of all ages lack basic food skills, noting that "food-related challenges continue to affect many of us."

GET
INVOLVED

Farmers' markets, products
and stands around Victoria
[tourismmall.victoria.bc.ca/
freshfruitsandvegetables.htm](http://tourismmall.victoria.bc.ca/freshfruitsandvegetables.htm)

Southern Vancouver Island Direct Farm Marketing Association
Information about local farms and available farm-fresh products
islandfarmfresh.com

HOLDING ON TO FARMERS AND FARMS

The ability to grow and raise food is crucial. Diminishing agricultural revenue and increased costs of farming on an island — along with development pressures — have contributed to significant loss of agricultural land. “The viability of local agriculture and rural communities has been put at risk,” the CRD notes. “There is a lack of appropriately zoned and well equipped land for fresh food distribution centres.”

Meanwhile, the average age of farmers in the region is 54, meaning many will retire in the next 10 years, Bouris says. Agricultural land preservation requires supporting the farmers, ensuring farming remains an economically viable career choice for the next generation.

For smaller growers, farm-gate sales and farmers’ markets are ways to get crops to customers, but larger farms require larger-scale solutions. Fortunately, Greater Victoria has many independent grocery stores that can — and do — buy local.

As awareness grows, solutions are emerging. “There is resounding interest in the community,” notes Bouris, pointing to support for ideas like urban agriculture. Two pilot projects under way this fall will see fruit trees planted in parks in Fairfield and Vic West, while at the Fairfield Community Centre, the ornamental front garden will be replanted as a kitchen garden.



“There’s a great opportunity for this island to produce more food and to provide people with a livable income.”

GROWING FOOD LITERACY

A champion of local food security is LifeCycles, a non-profit organization “dedicated to cultivating awareness and initiating action around food, health, and urban sustainability.”

Initiatives include the Fruit Tree Project, which last year saw some 350 volunteers harvest 39,000 pounds of food from 200 properties, says LifeCycles director Jeanette Sheehy.

LifeCycles’ Growing Schools program sets up gardens and helps develop a teaching curriculum at local schools. Its Urban Agriculture Program teaches community skills through garden creation, urban agriculture, and food preservation.

Beyond food production, urban agriculture offers opportunities for skills training and income generation. A LifeCycles volunteer who learned to maintain the Six Mile Pub kitchen garden is now getting paid for her work.

LifeCycles has also forged economic partnerships with local businesses such as Spinnakers Gastro Brewpub, Sea Cider, and Oak Bay Marine Group, creating unique, local products such as apple cider, quince paste, and apple cider vinegar. “We’re all in this together. The businesses believe in what we’re doing, and it fills a need they have as well,” Sheehy says.

More ideas wait in the wings for funding that will see them off to a secure start, with the goal of becoming self-supporting. “There’s a great opportunity for this island to produce more food and to provide people with a livable income,” Sheehy says. “What’s so exciting to us is the number of projects sprouting up.”

Key strengths in the region’s quest for food security include the strong network of community organizations that know what’s needed, public support and a solid general understanding of food systems, and an amazing local climate and soil. “This is a wonderful place to grow food,” Bouris says.

What remains is to address the deeper issues and root causes of food insecurity, including the steep cost of living and agricultural challenges, Sheehy says. “Now that food security is something we’re excited about and talking about, [we can] start having hard and honest discussions.”

West Shore Harvest

Food resources for West Shore consumers and growers
westshoreharvest.ca

Island Chefs Collaborative

Chefs with a common interest in regional food security
iccbc.ca

Find out more:

CR-FAIR and the Food Strategy Roadmap
communitycouncil.ca/initiatives/crfair/index.html

WHO knew?

There are over **100 festivals** each year in Greater Victoria covering every facet of arts and culture, from the Moss Street Paint-In to the Saanich Fair, from Dragon Boats to busking, from food and wine to the cultural heritage of our diverse population. Over half (58) are either free of charge or offer free events.



Arts & Culture

GRADE:
B+

* The Issue

There was a lack of meaningful Arts & Culture indicators that encompass the whole of Greater Victoria.

* The Response

The Victoria Foundation teamed with the CRD Arts Development Service and other partners to commission a study to measure the economic activity of arts and culture in the region. Results showed spending from industry and patron expenditures resulted in **\$170 million GDP in 2011** and **\$177 million in 2013**. These results help to illustrate the importance of supporting arts and culture in our community.

FEWER
EMPLOYED
AS ARTISTS

IN
2011,
THERE
WERE

1,500

PEOPLE IN
GREATER VICTORIA
EMPLOYED
AS ARTISTS *

a slight decrease from 2006 (**1,585**). Artists accounted for **0.84% of total employment** in Victoria, higher than the provincial (0.74%) and national (0.53%) rates.

* (defined as producers, directors, choreographers, and related occupations; conductors, composers, and arrangers; musicians and singers; dancers; actors and comedians; and painters, sculptors, and other visual artists)

ECONOMIC IMPACT OF ARTS & CULTURE RISES

TOTAL ECONOMIC ACTIVITY GENERATED
BY THE GREATER VICTORIA ARTS AND
CULTURE SECTOR IN 2012:



WHO knew?

There are over **400 historic places** in Greater Victoria. An historic place is a structure, building, district, landscape or archaeological site that has been formally recognized for its heritage value by an appropriate authority. Examples include: The Pemberton Memorial Operating Room, built in 1896, located in the heart of the Royal Jubilee Hospital complex; the art deco Crematorium Chapel, built in 1937, at Royal Oak Burial Park, the largest municipal cemetery in BC; the Inner Harbour Causeway, constructed in 1903; and Emily Carr House, built in 1864 (shown above).

EMPLOYMENT IN CULTURAL INDUSTRIES RISES



WORKERS
EMPLOYED
IN CULTURAL
INDUSTRIES
IN GREATER
VICTORIA:

3,900

2012

2,800

2010

3,700

2000

The 2012 rate represents 2.10% of those employed in all industries in Greater Victoria — compared with 1.94% of total industries for Canada overall. Cultural industries include publishing, motion picture and video, broadcasting, internet publishing and broadcasting, performing arts, spectator sports and heritage.

Things to Celebrate:

- Accessibility to arts & cultural activities
- Quality of events
- Variety of arts & cultural options

Things to Improve:

- More affordable arts & cultural activities
- Increased arts & culture funding
- More festivals and celebrations

FUNDING FOR ARTS & CULTURE TRENDS UPWARD

PUBLIC SECTOR FUNDING FOR ARTS GROUPS:





Belonging & Engagement

GRADE:
B-

* The Issue

20% of newcomers who moved to the CRD in 2010-11 were children under the age of 15. The young newcomer population benefits from specialized, culturally appropriate supports to enhance success in their new country.

* The Response

The Victoria Foundation supported the South Island Dispute Resolution Centre's *PeaceBuilders* program that merges cultural inclusion with conflict management and communication skills building. This program assists children to develop effective strategies for communicating and managing conflict effectively within a cultural context. This is a challenge that many community members, adults and children alike, are facing as our regional demographics become more diverse.



Beginning informally with three faith traditions in the late 1960s, UVic's Multifaith Chaplain Services was formally recognized by the university in 1977 and has now grown to include **12 diverse faith traditions** to benefit the holistic well-being of the student and campus community.

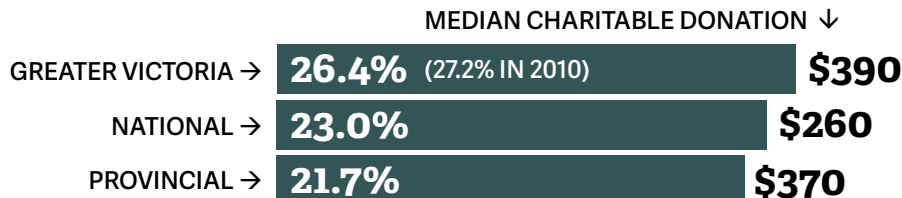


BROUGHT
TO YOU BY

BERWICK
RETIREMENT
COMMUNITIES

CHARITABLE DONATIONS REMAIN STRONG

PROPORTION OF TAX FILERS THAT DECLARED CHARITABLE DONATIONS IN 2011:



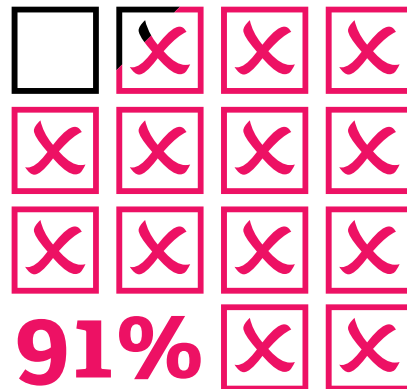
DIVERSITY CHALLENGES REMAIN

In the 2013 *Victoria's Vital Signs*® survey,

18%

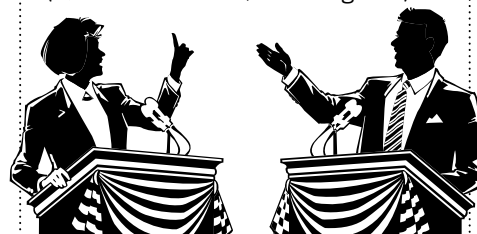
of respondents indicated they felt **uncomfortable or out of place** because of their religion, ethnicity, skin colour, culture, race, language, accent, gender or sexual orientation.

→ **1%** SAID 'CONSISTENTLY' → **4%** SAID 'FREQUENTLY' → **13%** SAID 'SOMETIMES'



STRONG SENSE OF CIVIC DUTY

According to the 2013 *Victoria's Vital Signs*® survey, **91%** of respondents agreed that it is every citizen's duty to vote. Furthermore, **68%** agreed it is every citizen's duty to engage in activities that strengthen democracy (e.g. attend a Council meeting, write a letter to a politician, attend a political debate, join a Facebook page on an issue) (25% were neutral; 7% disagreed).



Things to Celebrate:

- Strong & dedicated volunteer sector
- Engaged & involved community
- Abundance of events & festivals

Things to Improve:

- Increasing voter turnout
- Neighbourhood involvement opportunities
- Awareness of community engagement opportunities

SHARE OF FEMALE ELECTED OFFICIALS ON THE RISE

Since gaining the right to vote in BC in 1917, the proportion of women serving in public office has made steady progress. In 2013, in addition to having a female Premier, nearly half of all Greater Victoria's elected officials are female.



MPS
(1/3)



MLAS
(3/6)



MUNICIPAL
MAYORS (4/13)

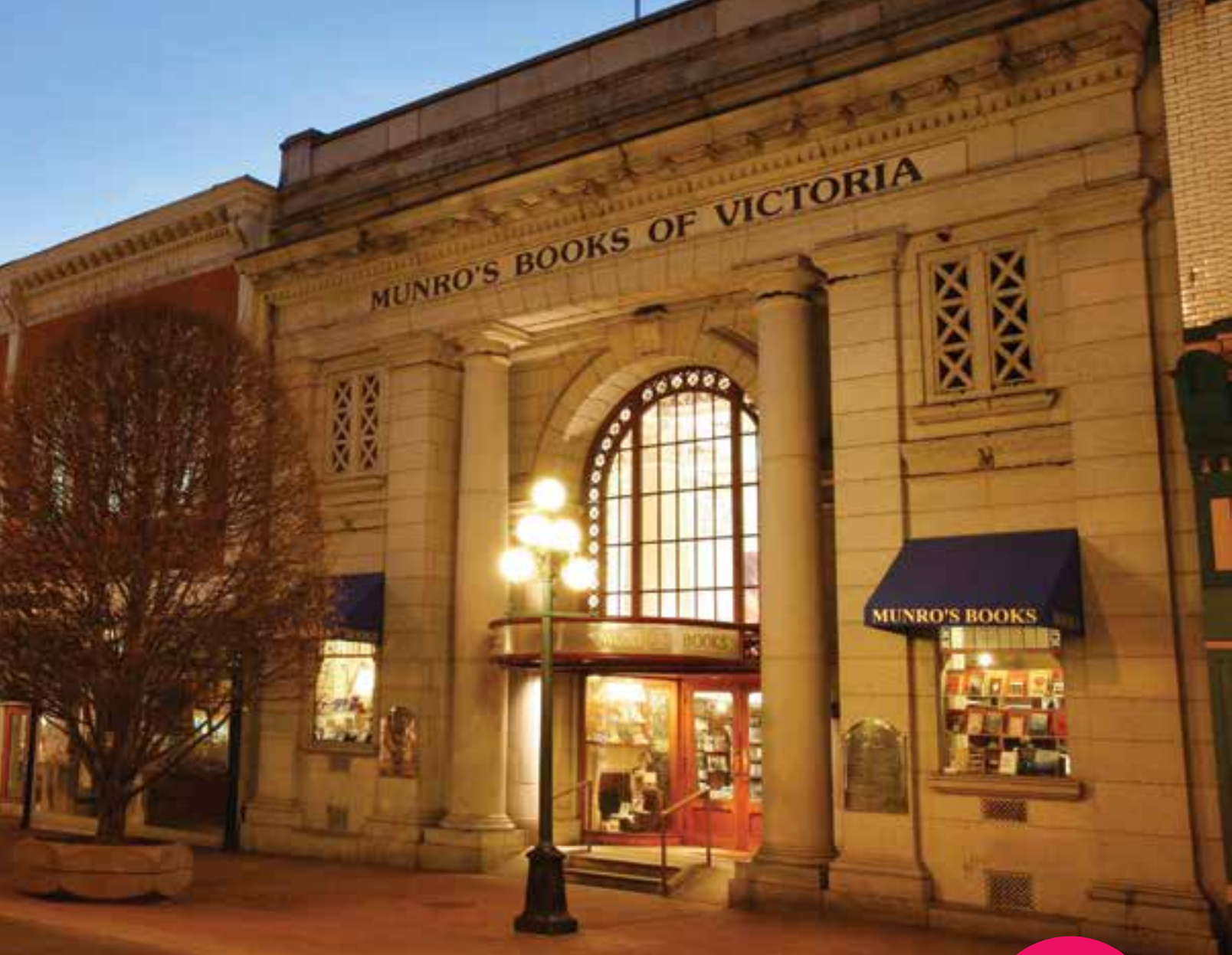


MUNICIPAL
COUNCILLORS (37/78)

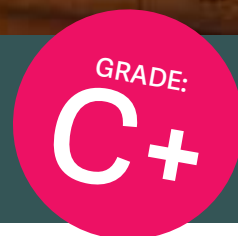


SCHOOL BOARD
TRUSTEES (14/23)





Economy



* The Issue

The Victoria Foundation often received grant requests from charitable organizations that did not qualify for a grant, nor qualify for a conventional loan from a lending institution.

* The Response

The Victoria Foundation partnered with Island Savings to provide loans to registered charities in our region. Using the combined expertise of the two organizations, the Vital Loans program provides access to critical funding at favourable rates. Depending on the strength of the application, charities that require a short-term loan will now have the potential to access as much as \$500,000 for up to 36 months. This support strengthens the charitable sector and enables the important work being done to continue.

 **FARM
REVENUE SLIPS IN
GREATER VICTORIA**

	2006	2011
Annual Gross Farm Receipts (in current dollars)	\$54,261,663	\$50,874,004
Annual Cash Wages Paid (in current dollars)	\$14,961,254	\$14,667,048

**GROSS FARM
RECEIPTS DOWN
6%**

HIGH PROPORTION OF SELF-EMPLOYED

*VANCOUVER: 12.8%
CALGARY: 11.3%
OTTAWA: 9.3%
HALIFAX: 8.5%

BRITISH COLUMBIA (2011)

SELF EMPLOYED	EMPLOYEE	TOTAL LABOUR FORCE
297,775	1,873,695	2,171,470

13.7% OF TOTAL EMPLOYED WORKFORCE*	86.3% OF TOTAL EMPLOYED WORKFORCE	100% OF TOTAL EMPLOYED WORKFORCE
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VICTORIA (2011)

SELF EMPLOYED	EMPLOYEE	TOTAL LABOUR FORCE
23,775	154,705	178,485

13.3% OF TOTAL EMPLOYED WORKFORCE*	86.7% OF TOTAL EMPLOYED WORKFORCE	100% OF TOTAL EMPLOYED WORKFORCE
------------------------------------	-----------------------------------	----------------------------------



There are approximately **36 independent bookstores** in Greater Victoria: 12 who sell new books, 16 who sell used books, and 8 that sell both. Seven are located in Sidney, known as Canada's only *Booktown*, which boasts 1.5 bookstores per 1,000 population (compared to 0.1 bookstores per 1,000 for the region as a whole).



TOP INDUSTRIES BY NUMBER EMPLOYED

In 2011, the industries that employed the most people in Greater Victoria were public administration, defence, and elementary and secondary schools.

INDUSTRY	GREATER VICTORIA			BRITISH COLUMBIA		
	NUMBER	%	RANK	NUMBER	%	RANK
Provincial & territorial public administration	12,040	6.7	1	36,115	1.7	11
Defence services	6,445	3.6	2	10,435	0.5	57
Elementary & secondary schools	6,085	3.4	3	90,385	4.2	1
Grocery stores	5,140	2.9	4	53,690	2.5	4
Full-service restaurants	5,100	2.9	5	65,890	3.0	3
Hospitals	5,090	2.9	6	68,320	3.1	2
Universities	5,015	2.8	7	33,705	1.6	15
Limited-service restaurants	4,200	2.4	8	53,645	2.5	5
Services to buildings & dwellings	4,085	2.3	9	43,095	2.0	7
Nursing and residential care facilities	4,000	2.2	10	38,005	1.8	9

Things to Celebrate:

- A strong local economy
- Positive impacts of tourism
- Vocational & technical training opportunities

Things to Improve:

- Diversifying the economy
- Supports for entrepreneurs & small business
- Vocational & technical training

UNEMPLOYMENT RATE STABLE

In June 2013, the seasonally adjusted unemployment rate for Greater Victoria was **5.5%**, on par with **5.3%** in June 2012. This was below both the national (**7.1%**) and provincial (**6.5%**) rates.

UNEMPLOYMENT RATE FOR GREATER VICTORIA

5.5%

CLIMATE SMART BUSINESSES GROW

As of Spring 2013, there were **82 'Climate Smart' businesses** in the Capital Region that have received Climate Smart training and certification. Climate Smart helps businesses to accelerate the transition to a low-carbon economy by reducing their carbon footprint, cutting costs and catalyzing innovation. Examples include an organization that achieved a 49% reduction in waste, another that reduced staff air-travel through extensive use of video-conferencing, and another that replaced their fleet vehicles with Smart Cars.





In 2012, LifeCycles' Fruit Tree Project picked **over 39,000 pounds** of fruit that was **donated to 25 organizations**, providing fresh local food to thousands who couldn't otherwise afford it. The goal for 2013 is to pick 50,000 pounds of fruit for redistribution within the community.



Environmental Sustainability

GRADE:
B-

* The Issue

In 2012, *Victoria's Vital Signs*® report noted the large and complex issue of food security. Concerns about local food production, food bank and soup kitchen duplication of services, and donor fatigue were surfacing regularly.

* The Response

The Victoria Foundation held two focus groups, conducted individual interviews and convened two round-table discussions that resulted in a *Collaborative Road Map for Achieving Food Security in the Capital Region*. The outcomes map addresses food production; storage and processing; distribution; consumption; recovery and waste; literacy and knowledge; and innovation, among other things. The clarity of the map reduces duplication while providing direction for action. While working in the same arena, many of the participants had not collaborated prior to the Victoria Foundation convening.

SIGNIFICANT LOSS OF TREE COVER



According to Habitat Acquisition Trust, between 2005 and 2011 the **13 CRD municipalities lost 1,037 hectares of tree cover**, roughly equal to losing Mount Douglas Park every year. Saanich lost the most (**378 hectares**) followed by Langford (**118 hectares**). Most tree loss occurred on private property and not just in new development areas. During the same period, the region gained **1,500 hectares of new impervious surfaces** (e.g. roads and buildings).

LAND FARMED EDGES UP; NUMBER OF FARMS UP

IN 2011, THERE WERE **1,093 Farms** IN THE REGION, UP BY **102** SINCE 2006.

THE AVERAGE FARM SIZE IN 2011 WAS **12.4 HA**

THE TOTAL AREA OF LAND BEING FARMED GREW BY **43 HA** OVER THE SAME PERIOD TO **13,606 HA**.

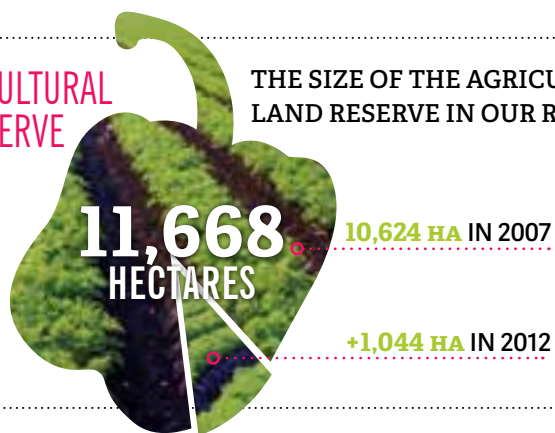
77% OF FARMLAND WAS OWNED

23% OF FARMLAND WAS LEASED



AGRICULTURAL LAND RESERVE GROWS

THE SIZE OF THE AGRICULTURAL LAND RESERVE IN OUR REGION



Things to Celebrate:

- Recycling and composting initiatives
- Natural beauty
- Abundance of green spaces & bike paths

Things to Improve:

- Reducing our reliance on cars
- Protecting agricultural land
- Supports for local food production

LOCAL ORCA POPULATION LOWEST IN 10 YEARS

The ocean surrounding Greater Victoria is situated directly in the middle of the southern resident killer whales' seasonal feeding ground. As of July 1, 2013, there were **82 whales** in the three pods, **down from 84 in 2012**, the lowest population level in a decade, and **no calves** seem to have been born this year. It is estimated that there were around **200 resident orcas during the late 1800s**.

THE ORCA POPULATION HAS DROPPED AN ESTIMATED

60% SINCE THE LATE 1800s





GRADE:
B-

Getting Started In Our Community

* The Issue

Priorities identified in *Youth Vital Signs* included the need for more programs for at-risk youth, support for teens living on their own, and better life-skills education in high school.

* The Response

The Victoria Foundation funded the Burnside Gorge Community Association's *Youth Self Sufficiency* program which supports youth aged 18 or 19 transitioning out of government care, or those having little family support, by increasing financial capacity, employability and self-reliance. The program offers youth a one-to-one advisor to support them with their goals and action plans; financial exploration and budgeting; weekly drop-ins; group workshops such as Ready to Rent and Money Skills; and networking and creating community connections.



As of May 2013, the 1,000 X 5 Children's Book Recycling project had distributed over **112,000 gently used books** as gifts for families with young children. Early success in school is significantly increased when children have had at least 1,000 books read to them by the time they are five years old.

UNEMPLOYMENT RATE OF RECENT IMMIGRANTS RISES

In 2011, the **unemployment rate of recent immigrants** (entered the country within the last five years) in Greater Victoria was

8.7%

This was higher than the 2011 rate of **6.2%** for non-immigrants. The rate was up from **7.5%** in 2006.

CHILD CARE SPACES INCREASE; FEES RISE

LICENSED CHILD CARE FOR CHILDREN FIVE AND UNDER IN THE GREATER VICTORIA AREA

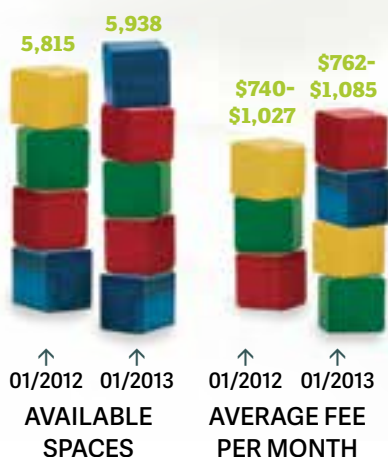
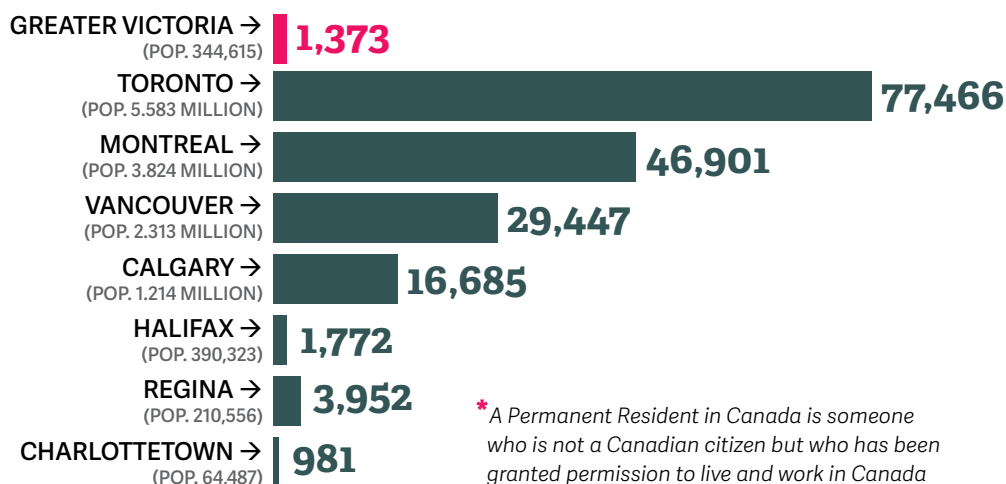


PHOTO CREDIT: DARIA WILCOX

NOT A COMMON IMMIGRATION DESTINATION

In 2012, Greater Victoria continued to not be favoured as an immigration destination in Canada, adding 1,373 permanent residents*, down from 1,517 in 2010.

CANADIAN IMMIGRATION DESTINATIONS - URBAN AREAS BY NUMBER OF PERMANENT RESIDENTS (2012)



* A Permanent Resident in Canada is someone who is not a Canadian citizen but who has been granted permission to live and work in Canada

Things to Celebrate:

- Programs and services available to newcomers
- Programs for child success (Strong Starts, Success by 6)
- Availability of ESL education

Things to Improve:

- Access to affordable childcare
- Access to early childhood development initiatives
- Foreign accreditation recognition

ALMOST HALF FEEL GREATER VICTORIA IS WELCOMING TO NEW CANADIANS

ACCORDING TO THE 2013 VITAL SIGNS SURVEY, WHEN ASKED

"Do you feel Greater Victoria is welcoming to new Canadians?"

→ **49%**
OF RESPONDENTS AGREED



CHILDREN IN GOVERNMENT CARE

In 2012, in the CRD there were **11.2 children in care*** per 1,000 children under 19 years of age, **up from 10.9** in 2011. The 2012 rate for BC was 9.1, the same as in 2011.

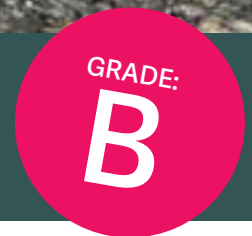
* In the custody, care or guardianship of a person designated by the Minister for Children and Family Development.



BC continues to have the **lowest cancer incidence** and **mortality rates** in Canada; however, an estimated **23,800 new cancer cases** and **9,700 cancer deaths** are expected in 2013. The historically lower rates in BC are often attributed to British Columbians smoking less, eating healthier and being more physically active as well as the province's leading early detection and cancer diagnosis programs and procedures.



Health & Wellness



* The Issue

Our Place — supporting members of Victoria's inner city community, the homeless and the working poor — was not open on weekends, creating a significant gap in food security for individuals living in poverty in Victoria.

* The Response

Victoria Foundation donors funded a six-month pilot program to open Our Place for lunch on Saturdays and Sundays. The organization has since been able to leverage this initial grant to receive grants from other funders to extend the program another six months, as well as add a Sunday drop-in program that includes access to the computer lab, skills training, showers, clothing, the television and recreation room and the nutrition bar. As engaged and well nourished people have improved health and consequently make better choices, police officers and neighbours have noted a reduction of public disturbances when Our Place is open, leading to an enhanced sense of security in the community.



TWO THIRDS SATISFIED WITH WORK-LIFE BALANCE

According to the 2013 Victoria's Vital Signs® survey,

68% ARE VERY SATISFIED/SATISFIED WITH THE BALANCE BETWEEN WORK AND HOME LIFE

19% were neutral, 11.2% were dissatisfied and 1.5% were very dissatisfied.



13.1%
BODY MASS INDEX (BMI) OF 30 OR HIGHER

22.7% SOUTHERN VANCOUVER ISLAND
21.5% PROVINCIAL
22.7% NATIONAL



AS STRESSED AS THE REST

In 2012, **22.7%** of residents aged 15 and over on southern Vancouver Island reported experiencing quite a lot of stress on most days, which is above the provincial level (**21.5%**) and on par with the national level (**22.7%**).

THREE IN FOUR RARELY FEEL LONELY



According to the 2013 Victoria's Vital Signs® survey, **75%** of respondents rarely or very rarely/never felt lonely over the past week; **18%** were sometimes lonely, while **6%** often or very often felt lonely. Younger and lower income respondents were more likely to have felt lonely.

88%

OF RESPONDENTS
55+ YEARS OF AGE

RARELY OR VERY RARELY/NEVER FELT LONELY

33%

OF RESPONDENTS
20-24 YEARS OF AGE

LOW OBESITY RATE

In 2012, **13.1%** of residents on southern Vancouver Island aged 18 years and over self-reported a Body Mass Index (BMI) of 30 or higher, indicating obesity. In Canada overall, **18.4%** reported being obese as did **14.1%** of British Columbians.

WHO knew?

↑250%

In the past year, the Umbrella Society for Addictions and Mental Health has seen a **250% increase** in the number of youth aged 18 and under **seeking help** for substance use issues.

Things to Celebrate:

- Abundant opportunities for physical activity
- Access to locally grown food
- Excellent parks & pathways

Things to Improve:

- Availability of family physicians
- Access to mental health services
- Wait times for medical procedures

MAJORITY NOT EATING ENOUGH FRUITS AND VEGETABLES

In 2012, **52.6%** of the population (12 years and over) on southern Vancouver Island did not eat the recommended 5 portions per day of fruits and/or vegetables. This was better, however, than the national (**59.4%**) and provincial rates (**57.9%**), and than in 2011 (**59.7%**).

SENIORS ARE BETTER AT EATING ENOUGH FRUITS AND VEGETABLES

In 2012, **46.9%** of the senior population (65 years and over) on southern Vancouver Island did not eat fruits and/or vegetables at least 5 times per day. This was better than the national (**57.9%**) and provincial rates (**52.7%**), and an improvement over 2010 (**48.7%**).





Fisherman's Wharf and West Bay Marina have a total of **69 float home berths**. These unique homes and businesses can be as large as 2,300 square feet and give owners the additional option of commuting to downtown Victoria via the water.

69 FLOAT HOME BERTHS



Housing

GRADE:

C

* The Issue

Vital Signs reports have shown the social housing wait list increasing, and a *Youth Vital Signs*-identified housing priority was support for teens living on their own.

* The Response

YMCA-YWCA of Greater Victoria operates the Pandora Youth Apartments — eight fully self-contained, semi-independent, transitional housing units for youth 15-19. The Victoria Foundation supported the *Growing Youth Potential* program to help the residents acquire the necessary skills to successfully transition into fully independent living. The experiential workshops with partner agencies encourage more physical activity and teach skills of meal planning, shopping on a budget, and preparing nutritious meals.

SENIORS' HOUSING VACANCY DOWN BUT RENT UP

According to CMHC, in 2013 the vacancy rate in the Capital Region for independent living suites decreased to **11.1%** from **12.6%** in 2012. The average monthly rent was \$3,159, up 1.4% over 2012. Independent living suites are found in complexes where the majority of residents are aged 65 years or older, on-site meal services are provided, and the residents receive less than 1.5 hours of healthcare per day.

\$3,159
AVERAGE MONTHLY RENT: INDEPENDENT LIVING SUITE

RENTS CONTINUE TO CLIMB

In April 2013, the average rent for a private apartment was **\$894**, up from **\$874** in April 2012. All sizes of apartments increased from 2012 to 2013. Given the minimum wage of \$10.25, a single individual in Greater Victoria would need to spend around 44% of their income to rent a bachelor apartment, which was **\$686** in April 2013.

AVERAGE RENTS ↓

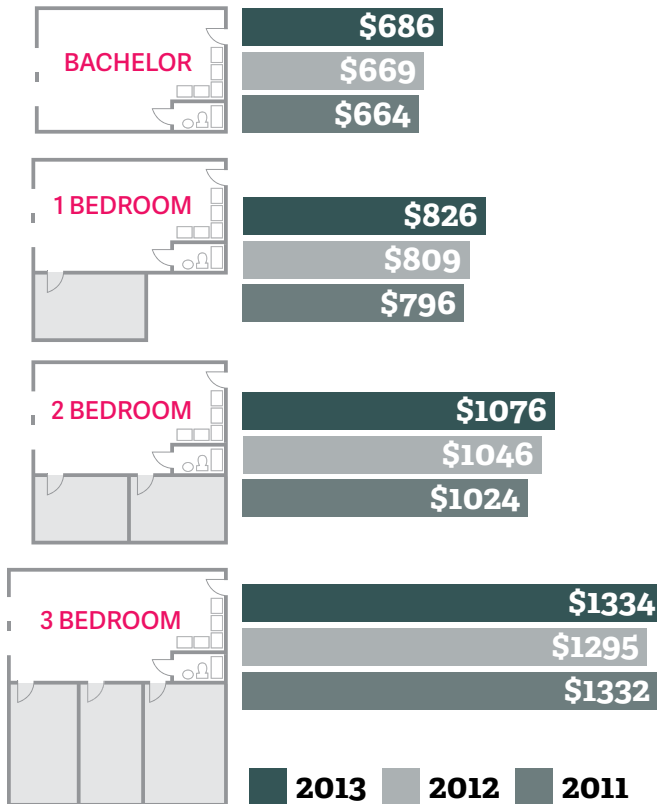


PHOTO CREDIT: ARNOLD LIM ↑

TRANSITIONING FROM HOMELESS TO HOUSED



In 2011/12, **639** people in Greater Victoria were helped to accomplish the transition from homelessness to housed through BC Housing's Emergency Shelter Program and the Homelessness Outreach Program, up from **636** in 2009/10 and **500** in 2010/11. Housing type included market rental, single room occupancy, social housing and other housing.

SOCIAL HOUSING WAITLIST IMPROVES

As of March 31, 2013, there were **1,477 households** in Greater Victoria on the BC Housing Registry wait list, down from **1,545** in 2012.

CRITERIA	2011	2012	2013
Families	465	512	410
People with Disabilities	322	374	356
Seniors	391	450	470
Wheelchair Modified	52	43	69
Singles	25	21	15
Rent Supplements	3	2	3
Transfers	116	135	147
Pending Applications	3	8	7
Total # of Applicant Households	1,377	1,545	1,477

Things to Celebrate:

- Diversity of housing options
- Reduction of homelessness
- Efforts to improve affordable housing

Things to Improve:

- Affordability of home ownership
- Affordability of rental housing
- Housing for the homeless

LOW BUT STABLE RENTAL VACANCY

In April 2013, the overall rental vacancy rate in Greater Victoria was **3.4%**, on par with **3.5%** in April 2012, and the BC rate of **3.5%**.

3.4% RENTAL VACANCY RATE

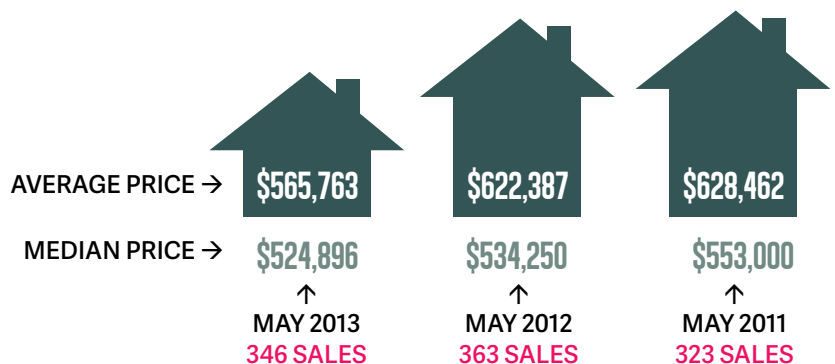
BROUGHT TO YOU BY



OAKCREST PARK ESTATES LTD.

SINGLE-FAMILY HOME PRICE TRENDS DOWNWARD

The median price of a single-family home in Greater Victoria in May 2013 was **\$524,896**, down from **\$534,250** in May 2012 and **\$553,000** in May 2011.





Learning

GRADE:
B+

* The Issue

Victoria's Vital Signs® identified that fewer local grade 7 students are learning about First Nations, and that Aboriginal students continue to have lower-than-average graduation rates.

* The Response

The Victoria Foundation funded Victoria READ Society's *Capturing Stories-Expanding Knowledge* program to engage Aboriginal youth, aged 12-15, in 12-week digital storytelling and production sessions with elders. The program provided participants with the opportunity to develop film production skills and to link modern technology with the art of storytelling. Students explored their own lives, their histories, their cultures and their values.

A grant was also given to READ to provide tuition assistance for children and youth from low-income households to receive 10 months of classes twice a week for remedial education to enhance their literacy and numeracy skills, self-confidence, and self-esteem.

BROUGHT
TO YOU BY

ALACS Fund through the Victoria Foundation

CLASS SIZES WELL WITHIN LIMITS

In 2012/13, average class sizes for kindergarten through to grade 12 in Greater Victoria were within BC class size limits.

	KINDERGARTEN	GRADES 1-3	GRADES 4-7	GRADES 8-12
District 61 Greater Victoria	18.5	21.0	25.0	25.5
District 62 Sooke	19.5	22.1	25.9	24.1
District 63 Saanich	18.4	22.0	26.7	25.4
Provincial Average	19.0	21.1	25.4	23.3
BC Class Size Limit	22	24	Not to exceed 30	Not to exceed 30



ABORIGINAL HIGH SCHOOL COMPLETION RISES

↑ **6.6%**

In 2011, **80.9%** of the Aboriginal population aged 25 to 64 in Greater Victoria had at least one certificate, diploma, or degree, an increase from **74.3%** in 2006. This was well above the national (**71.1%**) and provincial (**75.0%**) rates.



HIGH EDUCATIONAL ATTAINMENT

In 2011, **66.6%** of adults aged 25 and over in Greater Victoria had completed some form of post-secondary education, higher than the national level (**59.6%**). In terms of highest level of educational attainment, 35.3% had a university certificate or degree (6.8% had a Master's degree; 1.8% had a Doctorate), 20.1% had a college diploma and 11.2% had a trades certificate. The share of the adult population that had completed high school as their highest level of educational attainment was 23.7%, and 9.7% had received no diplomas, certificates or degrees.



The number of Little Free Libraries or Neighbourhood Book Boxes perched at the sidewalk's edge has been growing. In 2013, there were at least **8 Little Free Libraries** installed in front yards across the region, up from one in 2011. At least another 10 are in the planning stages.

Things to Celebrate:

- Availability of educational options
- Talented & dedicated educators
- High standard of education

Things to Improve:

- Affordability of post-secondary education
- Financial sustainability of school districts
- Decrease classroom size

FEW ADULTS HAVE NOT GRADUATED FROM HIGH SCHOOL



92.7%
OF GREATER VICTORIA RESIDENTS
ARE HIGH SCHOOL GRADUATES

In 2011, only **7.3%** of Greater Victoria residents (between the ages of 25 and 64) had not graduated from high school, down from **8.7%** in 2006. This was significantly lower than the provincial (**10.1%**) and national (**12.7%**) rates.



The average cost of a Bachelor's degree for a student attending the University of Victoria for four years and not living at home is at least **\$60,000** (includes room and board on campus). According to a BC Student Outcomes survey, 52% of the undergraduate students who graduated from the University of Victoria in 2010 incurred some form of financial debt to finance their university education — the median amount was **\$24,000**.



GREATER
VICTORIA
HAS
24%
FEWER
POLICE
OFFICERS
THAN THE
NATIONAL
AVERAGE

At **152 police officers per 100,000** in 2012, the number of police officers in Greater Victoria was lower than the national (**199**) and provincial average (**192**). The rate was **down from 155** in 2011.

Safety

GRADE:
B

* The Issue

Vital Signs shows the rate of children under the age of 18 in need of protection in the Capital Region continuing to climb. The rate remains higher than the provincial rate.

* The Response

Supported by the Victoria Foundation, ORCA (Organized Response to Child Abuse) Centre is co-locating and coordinating a multi-disciplinary team including police, child protection, victim assistance workers, medical specialists and Crown prosecutors. This team plans to coordinate the investigation and prosecution of approximately 100 child sexual abuse and serious physical abuse cases per year in Greater Victoria.



During 9-11 in New York, 343 firefighters died because police — who had responded first to the towers — were unable to warn them that the buildings were about to collapse because they had different radio systems. CREST's public safety radio system gives police, fire and other emergency service providers the ability to talk directly to one another.

IMPROVING PERCEPTION OF DOWNTOWN SAFETY AT NIGHT

ACCORDING TO A 2013 SURVEY OF BUSINESS OPERATORS:

86%

AGREED THE DOWNTOWN CORE IS SAFE DURING THE DAY (ON PAR WITH 88% IN 2010)

48%

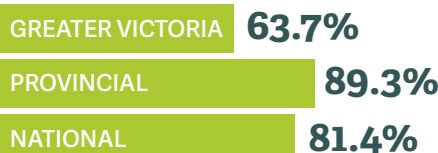
AGREED THE DOWNTOWN CORE IS SAFE AT NIGHT (UP FROM 39% IN 2010)



VIOLENT CRIME SEVERITY DECLINES

Greater Victoria's Violent Crime Severity Index (VCSI) has consistently declined over the past three years. VCSI is designed to measure the relative seriousness of crime in a community. Individual crime types are weighted based on court records of incarceration rates and sentence lengths.

VIOLENT CRIME SEVERITY INDEX IN 2012



The Crime Severity Index weights the severity of a crime by the rate of incarceration multiplied by the average incarceration period. The weights for each crime are multiplied by the volume of such crimes committed and the index is set such that the value is 100 in the year 2006. The crime rate consists of all Criminal Code offences excluding traffic. It also excludes drug offences and all federal statutes.

The Child, Family and Community Service Act requires that anyone who has reason to believe that a child may be abused, neglected, or is for any other reason in need of protection, must report it to the BC Director of Child Protection or a delegated social worker.

RISE IN CHILDREN IN NEED OF PROTECTION

CHILDREN IN NEED OF PROTECTION IN THE CAPITAL REGION:

8.6 PER 1,000 IN 2011*



6.3 PER 1,000 IN 2009

*6.4 PER 1,000 PROVINCIALY

LOW RATE OF SEXUAL ASSAULT

TOTAL SEXUAL ASSAULTS IN GREATER VICTORIA:

37.2 PER 100,000 IN 2012*



47.6 PER 100,000 IN 2011

*56.1 PER 100,000 PROVINCIALY AND 62.9 NATIONALY

Total Sexual Assaults refers to all incidents of unwanted sexual activity

Things to Celebrate:

- Visibility of police
- Neighbourhood watch programs
- Law enforcement service

Things to Improve:

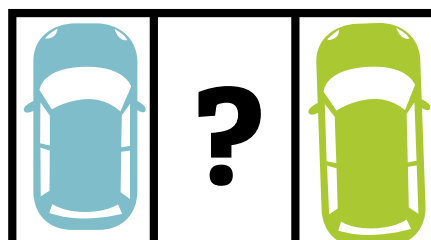
- Bullying in schools
- Traffic/road safety
- Illegal drug use

LOW RATE OF VEHICLE THEFTS

In 2012, there were **114 vehicle thefts** per 100,000 population in Greater Victoria, on par with 2011, but significantly down from rates in 2010 (185) and 2009 (253). The 2012 rate was also much lower than for BC overall (272).

MOTOR VEHICLE THEFT PER 100,000 POPULATION

	2009	2010	2011	2012
Greater Victoria	253	185	113	114
British Columbia	438	352	288	272



BROUGHT TO YOU BY





In 2013, Boulders Climbing Gym in Central Saanich was the first facility in North America to host the World Youth Climbing Championship; **474 athletes** from **35 countries** competed.

Sport and Recreation



* The Issue

Victoria's Vital Signs® reported that children are increasingly less active and childhood obesity rates are rising.

* The Response

Through the Governor General-inspired *Smart & Caring Community Fund*, the Victoria Foundation funded the ABC's of Physical Literacy program for 175 children aged 3 to 12 at the Cridge Centre for the Family in 2012. This program gives children the skills they need to build confidence in their physical abilities, allowing them to be successfully involved in various types of healthy activities as they develop and hopefully stay active for life. With support from donors, the program has continued at the Cridge Centre and expanded to include all students at Craigflower Elementary School, and will continue at both locations through 2017.



Greater Victoria is home to at least **99 sports organizations** covering **35 different sports**, according to sporthostvictoria.com.

ENSURING ACCESS TO SPORT AND RECREATION

**11,215
PATRONS**

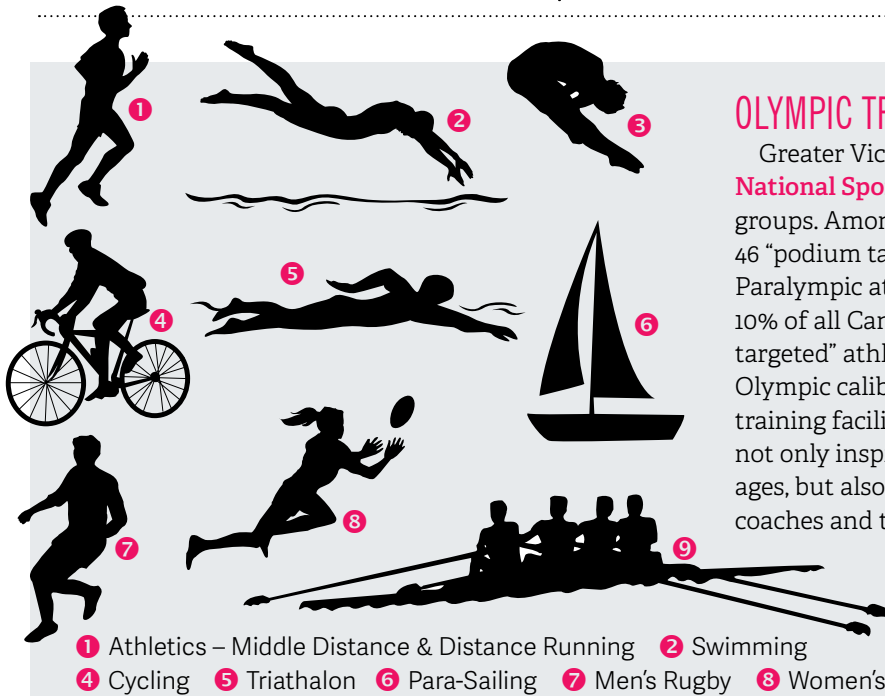
In 2012, **11,215 patrons** participated in "Leisure Involvement For Everyone" (LIFE), a regional program designed to provide no-cost and low-cost recreation opportunities for individuals and families on limited incomes. It includes free access to drop-in activities like swimming and fitness classes, as well discounts on registered programs.

**803
KIDS**

KidSport Greater Victoria disbursed \$193,390 in 2012 to ensure that **803 kids** from low income families could participate in a season of sport.

**1,303
KIDS**

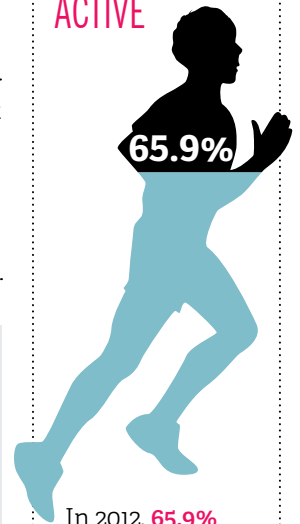
Likewise, the Canadian Tire Jumpstart program disbursed \$100,000 in 2012 to support **1,303 kids** to access a variety of active programs in the region such as swimming lessons and sport camps.



OLYMPIC TRAINING HOT SPOT

Greater Victoria is home to **nine National Sport Training Centres** or groups. Among those training are 46 "podium targeted" Olympic and Paralympic athletes, representing 10% of all Canadian "podium targeted" athletes. The presence of Olympic calibre athletes, coaches and training facilities in the region brings not only inspiration to athletes of all ages, but also access to world class coaches and training facilities.

**TWO THIRDS
ARE
PHYSICALLY
ACTIVE**



In 2012, **65.9%** of residents in Greater Victoria aged 12 and over reported being physically or moderately active in their leisure time, up from 64% in 2010. One of the best rates in the country, the 2012 rate is well above the national (53.9) and provincial (61.3) rates.

Things to Celebrate:

- Access to outdoor recreation
- Quality & diversity of facilities
- Diversity of sports & recreation programs

Things to Improve:

- Access to low-income programs
- More affordable opportunities
- Child & youth participation



SPORT-RELATED VISITORS GROW

According to SportHost Victoria, sport-related visitor numbers continue to increase annually and in 2012 accounted for more than **\$80 million** in direct spending in Greater Victoria. Among the key economic contributors are the annual running events including the GoodLife Fitness Victoria Marathon (over 13,000 runners), the Times Colonist 10K (11,500 runners), and the Victoria Goddess Run (3,000 runners), that together are estimated to have an economic impact of \$9.4 million. In 2012, the region hosted 22 provincial, 21 national and 9 international championships. Hosting of these events was supported by more than 8,500 community-based volunteers.

IN 2012 SPORT-RELATED VISITORS ACCOUNTED FOR MORE THAN

**\$80
MILLION**
IN DIRECT SPENDING
IN GREATER VICTORIA



Standard of Living

GRADE:

B

The Issue

Victoria's Vital Signs® reported the overall poverty rate in Greater Victoria rising, poverty among seniors rising, and the living wage increasing while the median hourly earnings were dropping. As well, a growing number of people in Greater Victoria are experiencing food insecurity.

The Response

The Victoria Foundation-funded LifeCycles Project Society runs the *Fruit Tree Project* to redistribute unwanted fruit. In 2011 volunteers picked 35,000 lbs. of fruit and they continue to recruit more volunteers to increase the program's success. Also, with a grant from the Victoria Foundation, the Greater Victoria Compost Education Society has expanded their Grow a Row program to benefit more recipient organizations, including shelters, day cares, food banks, seniors organizations, community centres and schools.



From January 2011 to August 2013 the Homelessness Prevention Fund provided **\$109,844** in emergency assistance to **74 families** and **196 individuals** who were in financial threat of losing their housing. Grants are used to pay rent, utility bills or damage deposits, and the maximum available amount is \$500.

POVERTY RATE OF SINGLE-PARENT FAMILIES VERY HIGH

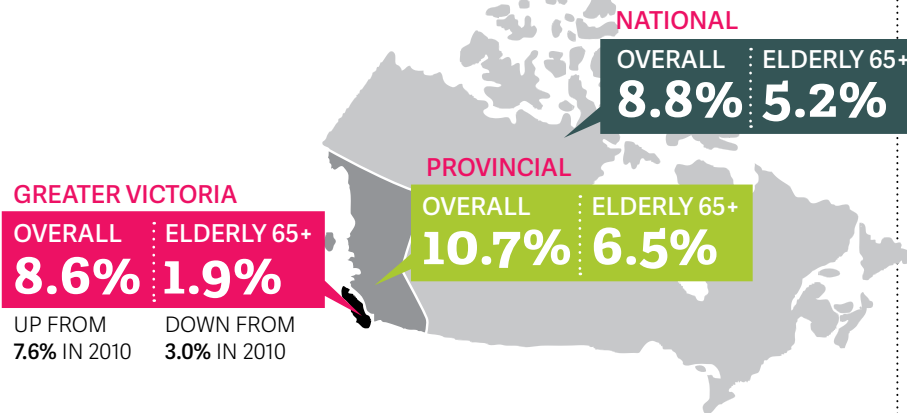
In 2011, the poverty rate for single-parent families in Greater Victoria, based on the after-tax Low Income Cut-off was **30.8%**, up from **26.1%** in 2007. The 2011 figure was higher than the provincial (21.8%) and national (19.7%) rates.



IN 2011,
15.3%
OF FAMILIES WERE
SINGLE PARENT FAMILIES.

POVERTY RATE OVERALL RISES - BUT VERY LOW AMONG SENIORS

POVERTY RATES OVERALL AND FOR THE ELDERLY (65+) IN GREATER VICTORIA, BASED ON THE AFTER-TAX LICO*:



*Low income cut-offs (LICO) represent an income threshold where a family is likely to spend 20% more of its income on food, shelter and clothing than the average family of similar size.

COST OF FOOD RISES



The price of food in BC increased by **2.2%** in 2012, which was double the rate of inflation. For a family of two adults and two children under the age of eight, this increased food costs by \$16.13 a month, or an annual year over year increase of \$193.56. Since 85% of food is imported to Vancouver Island, higher food costs may also be associated with increases in freight costs associated with high fuel prices.

Things to Celebrate:

- Beautiful environment and pleasant weather
- Accessible public facilities and services
- Access to supports for those in need

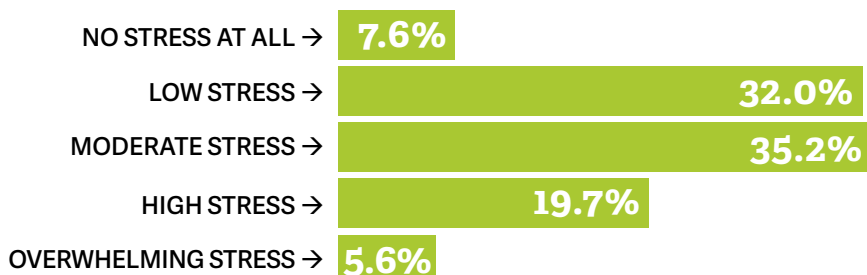
Things to Improve:

- Overall affordability, including housing
- Adoption of a "living wage"
- Reducing disparity between highest & lowest incomes

TWO THIRDS QUITE STRESSED ABOUT PERSONAL FINANCES

According to the 2013 *Vital Signs* survey, **60%** of respondents are feeling either moderate, high or overwhelming stress about their personal finances.

IN GENERAL, HOW MUCH STRESS DO YOU FEEL ABOUT YOUR PERSONAL FINANCES?



THE LIVING WAGE INCREASES

The 2013 Living Wage for the Capital Region is **\$18.73**, which is 3.7% higher than 2012 (**\$18.07**). The increase is triple the inflation rate for Victoria (1.0%) and is largely due to rising housing and related shelter costs, transportation, food and childcare costs.

This calculation is based on two adults working 35 hours each per week while providing a home for two children. Given that the provincial minimum wage is \$10.25 per hour, these two adults working at the minimum wage would need to work nearly 64 hours a week each to afford an adequate quality of life.



Transportation

GRADE:

B

* The Issue

The costs of fuel and public transit continue to rise, while transit schedules that do not work well for everyone in all parts of Greater Victoria persist. These issues are especially challenging for seniors living in more distant parts of the region such as Sooke.

* The Response

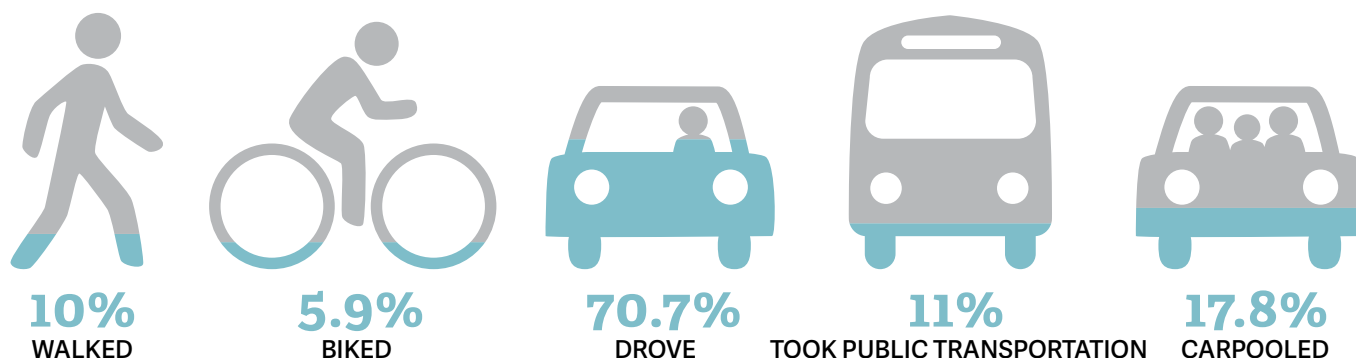
The Victoria Foundation funded the Sooke Seniors Activity Society to help run the *Seniors Helping Seniors in the Community* bus. In place for 30 years, this service provides low-income seniors with transportation to local events and outings to enhance their health and reduce isolation, using the society's own bus, allowing them to participate and attend various activities where no other practical means of transportation is available.

CAR SHARING EXPANDS

Victoria Car Share Co-operative, which was the first in North America, has grown to **23 vehicles** and over **650 members**, from 10 vehicles in 2007.



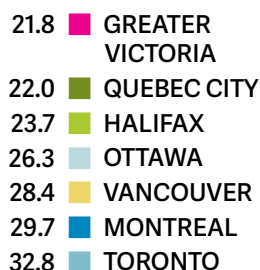
FEWER COMMUTE BY CAR



In 2011, **10%** of commuters in Greater Victoria walked to work — the most in Canada — (compared to 5.7% nationally), **11.1%** used public transportation (up from 9.7% in 2001), **5.9%** biked (compared to 1.3% nationally), while **70.7%** used an automobile (down from 73.5% in 2001). In 2011, the proportion of workers who carpooled was **17.8%**

REASONABLE COMMUTE TIME

AVERAGE COMMUTE TIME IN 2011 FROM HOME TO WORK [IN MINUTES]



WHO knew?

Door-to-door accessible transportation is the single most requested and required support for our region's vulnerable seniors to enable independent living while connecting to community services and programs. More than **3,000 clients** receive services and as many as **9,000 rides** are provided annually by volunteers recruited and trained by Beacon Community Services, Capital City Volunteers, Esquimalt Volunteer Services, James Bay Community Project, Oak Bay Volunteer Services, and Saanich Volunteer Services Society.

Things to Celebrate:

- Walkability of the region
- Network of cycling paths
- Public transit system

Things to Improve:

- Investment in light rail/rapid transit
- Regional coordination of new transportation infrastructure
- Options between Victoria & Duncan

TRIP DISTANCE INCREASES

Over a million trips are taken every day in the region, and trip distance has increased steadily over the last ten years.

TRIP PURPOSE	AVERAGE TRIP LENGTH (KM)		
	2001	2006	2011
Work	6.1	6.4	6.5
Post-secondary school	5.7	6.5	6.8
Other school	2.6	3.5	3.5
Personal business	4.3	4.5	4.9
Recreation / Social	4.8	5.2	5.7
Total (all trips combined)	4.7	5.1	5.1

VICTORIA'S Youth VITAL SIGNS 2013

Youth Vital Signs provides a snapshot of what youth ages 15-24 think about life in Greater Victoria and gives participants an opportunity to have their voices heard.

Who are the youth who took our survey?

Average Age

20

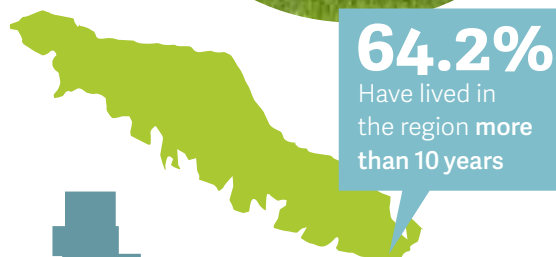
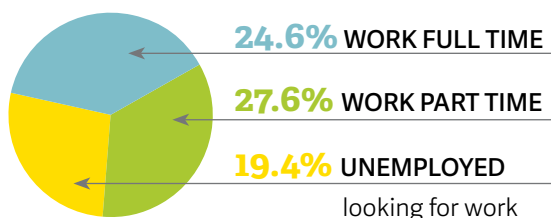
FEMALE → 72.4%

MALE → 26.9%

TRANSGENDER → 0.7%

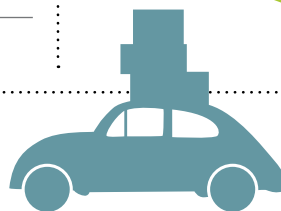


60% - University/
College;
37% - High School



8.1% Have been a youth in care

6.8% Identify as having a disability



34%

Have moved one
or more times in
the last year

85%

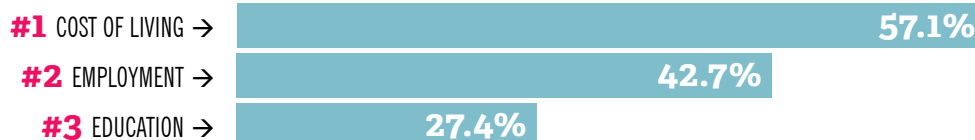
Born in Canada

83%

English most often
spoken at home



Most Important Issues



Now in its fifth year, the youth *Vital Signs* survey included 234 youth who let their views be known by assigning grades, choosing their top priorities and identifying things to celebrate in each of 13 issue areas. This year they also

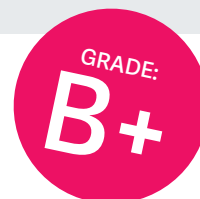
answered questions about quality of life, happiness and connection to community.

This report is used to broaden understanding and awareness of the opinions and experiences of youth in Greater Victoria, and provides

information that can potentially make a meaningful difference in public policy and community investment decision-making processes.

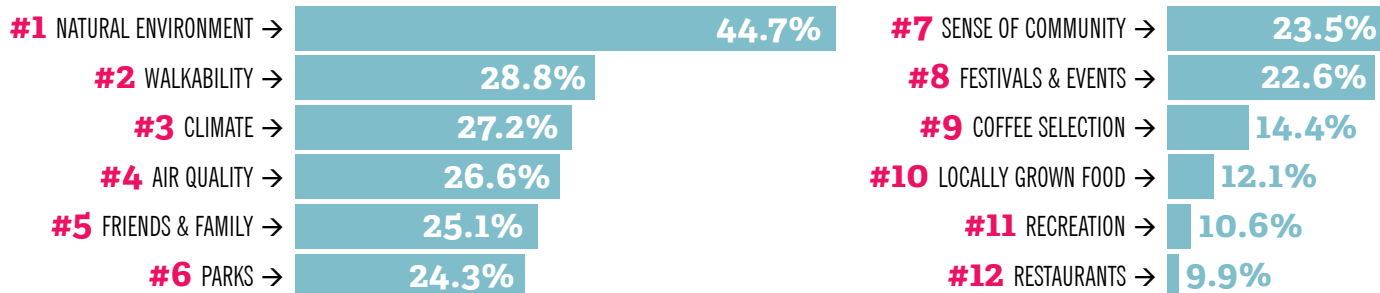
There's more to read online:
victoriafoundation.ca

HOW GREATER VICTORIA YOUTH RATED THEIR OVERALL QUALITY OF LIFE:



The Best of Greater Victoria

[According to Youth Survey Respondents]



Grades at a Glance

In 2013, grades improved in all categories compared to 2012.

KEY ISSUE AREA	2009	2010	2011	2012	2013
Arts & Culture	B	B	B	C+	B
Employment and Training	C	C	B-	C	C+
Environmental Sustainability	B	B	B	B-	B
Health and Wellness	B	B	B	C+	B
Learning & Education	B	B	B+	C+	B+
Our Community	B	B	B+	B-	B
Safety	B	B	B-	C+	B
Sports and Recreation	-	-	-	B	B+
Transportation	B	B	B-	C+	B-
Standard of Living	D	C	C-	C-	B
Youth Housing & Homelessness	C	C	C	C	C+
Youth Spaces	B	C+	B-	C+	B-
Youth Voice & Leadership	C	C	C	C	B-

UNDERSTANDING THE GRADES

- A** Excellent, stay the course
- B** Good, but improvements could be made
- C** Average performance, suggest additional effort be made to address these issues
- D** Below average performance, additional work is required
- F** Failure, immediate action is required



Indicator Areas



Things to Celebrate



Things to Improve

Arts & Culture **B**



- Diverse range of programs & events
- Arts & culture programs in schools
- Free or low cost events



- More affordable arts & culture activities
- More festivals & community celebrations
- More mentorships & intern programs with arts groups

Our Community **B**



- Accepting and open public atmosphere
- Many opportunities for youth to express themselves
- Active, healthy community



- Increase awareness and education of diversity, racism and sexual identity issues
- More playgrounds, sports and theatres, etc. that youth can afford
- More programs for youth arts & expression

WHO knew?

In 2012/2013, the Youth Volunteer Connections Program of Volunteer Victoria worked with **1,445 youth** aged 15-29 to help them volunteer.

Employment & Training **C+**



- Youth-friendly employers
- Work preparation in high school
- Increase in minimum wage



- Job opportunities for new graduates
- More teen-friendly employers
- Higher wages

YOUTH UNEMPLOYMENT UNCHANGED

The 2012 unemployment rate for Greater Victoria youth (15-24 years) was **10.9%**, the same as in 2010. This rate is significantly below the national (14.3%) and provincial rates (13.2%).

"As a community we seem very aware of our environmental footprints and in schools especially I have noticed an increase in education on the importance of environmental sustainability."



Environmental Sustainability **B**



- Recycling programs and composting
- Information availability & rising awareness
- Availability of local food



- Reduce amount of waste generated
- More support for programs that promote access to locally grown food
- Options for alternative energy

Learning & Education **B+**



- Availability & diversity of education choices
- Dedicated & supportive teachers
- Good quality schools and post-secondary options



- Affordability of post-secondary education
- Life skills education in high school
- Decrease class size

Health & Wellness **B**



- Natural environment, parks and pathways promote active lifestyle
- Variety and accessibility of health and recreation programs
- Healthy lifestyle education in schools

WHO knew?

In 2012, more than **300 youth** (ages of 14-25) from Greater Victoria participated in the Duke of Edinburgh Awards, which recognize youth who have challenged themselves in community service, leadership activities, adventurous journeys, or in achieving physical skills in Canada.



- Extend free youth services past the age of 18
- Access to mental health services for youth
- Increase education on healthy living options

Youth Housing & Homelessness C+

- Youth housing programs run by local agencies
- More secondary suites allowed
- Access to affordable rental housing
- Affordable student housing
- Support for teens living on their own

WHO knew?

In 2013, there are now **26 subsidized long-term transitional housing units** in Greater Victoria for youth aged 16-24 at risk of becoming homeless.



Standard of Living B

- Supportive parents
- Good resources for youth seeking help
- Recent increases in minimum wage
- More supports for post-secondary education/training
- More affordable housing options
- Increase food security



Youth Voice & Leadership B-

- Numerous youth councils & groups
- Many volunteering options
- Awareness about including youth voices
- Awareness of volunteer & leadership opportunities
- More leadership training & mentoring
- More education on the political system

Safety B

- Safe place to live
- Good police presence
- Anti-bullying programs

Sports & Recreation B+

- Parks, pathways and bikeways
- Wide variety of sports opportunities
- Good recreation centres

"More kids would be active if it didn't require so much money to come and be part of a team."

Transportation B-

- Walking and cycling trails
- Bus system & friendly bus drivers
- Walkability
- Make public transit more affordable
- More late-night bus runs
- More frequent buses

WHO knew?

In 2011, Greater Victoria youth (18-24 years) comprised the **highest share of transit users (25%)** and the **highest share of pedestrians (28%)**.

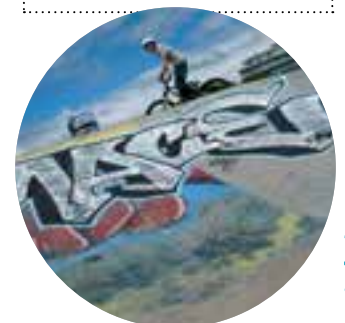
- Better relationship between police and youth
- Reduce all forms of bullying with more education
- Reduce use of illegal drugs

- More free, non-competitive drop-in programs
- More affordable recreational and sports opportunities
- Encouraging interest and participation in fitness at a young age

"I think there are a lot of quality youth spaces — for those who can afford it."

Youth Spaces B-

- Lots of great parks and outdoor spaces in which to hang out
- Availability of recreation centres and youth centres
- More free hang out places for youth under 19
- Incentives for youth to be active/use recreation centres
- More affordable activities at community centres



VICTORIA'S youth VITAL SIGNS 2013

This year's *Youth Vital Signs* report includes findings from our survey about sense of well-being among youth in recognition that a vital region pays as much attention to happiness and sense of community as it does to economic aspects of quality of life.



55%

agree that it is every citizen's duty to **engage** in activities that strengthen democracy

57%

participate actively in their community of interest

75%

agree that it is every citizen's duty to **vote**

86%

feel supported by loving family, companions and/or friends

82%

describe themselves as **happy**

71%

feel Greater Victoria is **welcoming to new Canadians**

"The eclectic culture that Victoria embodies allows people to feel comfortable."



58%

are satisfied with work and home-life balance.



70%

rated their general sense of physical well-being as high.



67%

rated their general sense of mental well-being as high.

Sense of Connection in Decline

	2009	2010	2011	2012	2013
Very Connected	14.7%	19.1%	16.4%	12.8%	9.6%
Somewhat Connected	60.4%	56%	71.4%	58%	54.8%
Hardly Connected	22.2%	21.3%	10%	26.1%	30.4%
Not at all Connected	2.7%	3.6%	2.1%	3.2%	5.2%

64%

feel connected to community in Greater Victoria in 2013, trending downward from 2012 (**71%**), 2011 (**88%**), 2010 (**75%**) and 2009 (**75%**).

42%

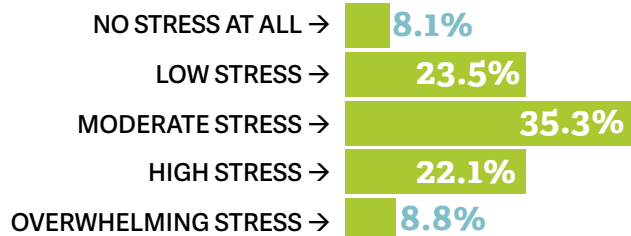
know their neighbours well enough to ask for help or offer assistance when needed

53%

feel they have the opportunity to **make a difference** in their community

"I think we have excellent programs in place to inform and educate youth about mental illness, sexual health, healthy eating, etc. However in most cases, these programs are delivered once and then never again. I think there needs to be consistency of the message and repeating."

Stress about Personal Finances



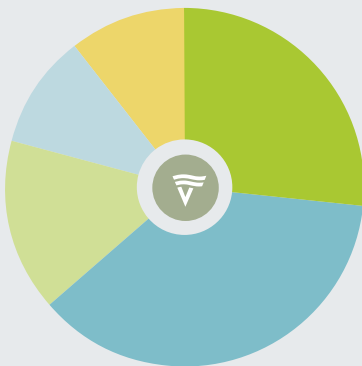
33%

FEEL HIGH OR
OVERWHELMING STRESS
ABOUT THEIR FINANCES

"I live with my parents
because that is what
I can afford."



HOW LIKELY ARE YOU TO
SEE YOURSELF LIVING AND
WORKING IN GREATER VICTORIA
10 YEARS FROM NOW?



26.7% VERY LIKELY
37% SOMEWHAT LIKELY
15.6% NEUTRAL
10.4% SOMEWHAT UNLIKELY
10.4% VERY UNLIKELY

64%

SEE THEMSELVES LIKELY
LIVING AND WORKING
IN GREATER VICTORIA
10 YEARS FROM NOW.

Loneliness

AMOUNT OF TIME FELT LONELY OVER PAST WEEK:



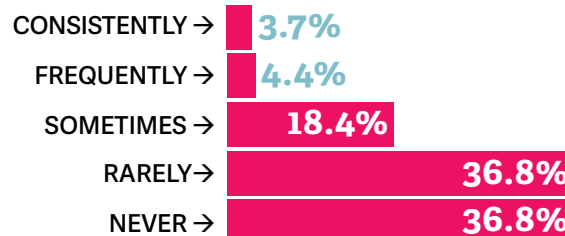
17% OFTEN FELT
LONELY OVER
THE PAST WEEK

YOUTH WITH A DISABILITY & YOUTH WHO
EXPERIENCED HOMELESSNESS MORE
OFTEN FELT LONELY

21.3% VERY RARELY OR NEVER
30.1% RARELY
31.6% SOMETIMES

13.2% OFTEN
3.7% VERY OFTEN
OR ALWAYS

Discomfort Due to Perceived Difference



26% SOMETIMES, FREQUENTLY OR
CONSISTENTLY FEEL UNCOMFORTABLE
OR OUT OF PLACE BECAUSE OF THEIR
RELIGION, SKIN COLOUR, CULTURE, RACE, LANGUAGE, ACCENT,
DISABILITY, GENDER OR SEXUAL ORIENTATION

* Methodology

CITIZEN OPINION SURVEY

This year **1,186** citizens added their voices to *Victoria's Vital Signs*® by assigning grades, choosing their top three things to improve and adding their comments on three things to celebrate in each of the 12 key issue areas. They were also asked questions about quality of life, happiness and connection to community. Most also took the time to provide nearly 5,000 comments on the issue areas.

The online survey, conducted by The Praxis Group, is based on a "self-selected" respondent population. Data is accurate + or – 3% 19 times out of 20. Most market research involves much smaller samples of around 400 and a margin of error + or – 5% 19 times out of 20. Recently, a comparison conducted by another community foundation found that the responses from a random sample telephone survey and the online survey revealed no significant differences between the two methodologies.

GRADING

Grading of the issue areas is based on the following report card scale.

- A** Excellent, stay the course
- B** Good, but improvements could be made
- C** Average performance, suggest additional effort be made to address these issues
- D** Below average performance, additional work is required
- F** Failure, immediate action is required

INDICATOR SELECTION

Three factors influence the indicators that are published in *Vital Signs* each year:

1. As part of a national initiative of community foundations publishing *Vital Signs* reports, we agree to publish indicators related to a common set of issue areas.
2. We conduct a bi-annual survey to gauge what our community generally thinks are the priorities to report on.
3. The third factor is data availability — whether reliable data exists. *Vital Signs* uses existing data collected from a variety of national, provincial and local sources.

INDICATOR RESEARCH

Local experts representing a range of Greater Victoria organizations provided research support to ensure that the indicators used for *Victoria's Vital Signs*® are relevant, accurate and comprehensive. Community Foundations of Canada, who retain The Centre for the Study of Living Standards to undertake national research, provided additional indicator data.

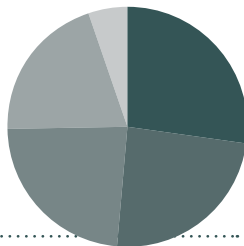
SOURCES

The sources of the indicators used in the 2013 *Vital Signs* report are available at victoriafoundation.ca.

GRADER PROFILE

EMPLOYMENT BY SECTOR

- 27% ■ BUSINESS
- 24% ■ NON-PROFIT/CHARITY
- 23% ■ GOVERNMENT
- 20% ■ RETIRED
- 5% ■ UNEMPLOYED



- GENDER & AGE**
- TRANSGENDER → 0.3%
 - MALE → 29.9%
 - FEMALE → 69.8%

- 25-44 → 31%
- 45-64 → 53%
- 65+ → 15%

76%

LIVED IN GREATER VICTORIA FOR MORE THAN 10 YEARS

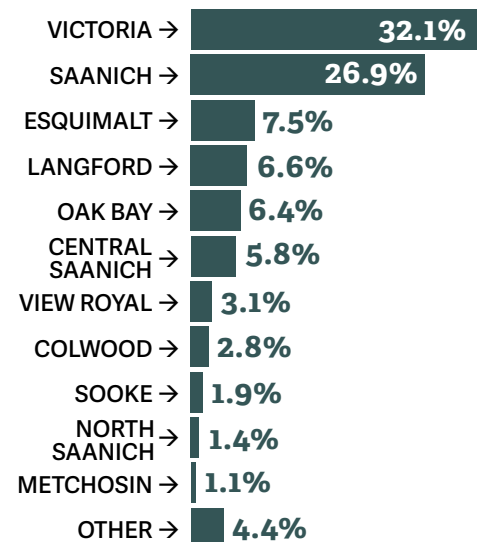
84%

BORN IN CANADA

53%

HAVE A UNIVERSITY DEGREE

WHERE THEY LIVE



Acknowledgements

Our thanks to all of the individuals and organizations that helped to create this report, including the board and staff of the Victoria Foundation for their guidance and continuing support, and to our sponsors and donors whose generosity makes production and promotion of this report possible. We are grateful to all those who provided data and to the many individuals who participated in our online surveys.

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RESEARCH SOURCES

- BC Housing
- BC Ministry of Environment
- BC Stats
- Canadian Mortgage and Housing Corporation
- Canadian Sport Institute Pacific
- Canadian Tire Jumpstart Program
- Capital Region Food and Agriculture Initiatives Roundtable
- Centre for the Study of Living Standards
- City of Victoria
- Climate Smart
- CRD Arts Development Service
- CRD Parks and Environmental Services
- CRD Regional Planning
- Community Indicators Network
- Community Social Planning Council
- District of Saanich
- Greater Victoria Active Communities Committee
- Greater Victoria Coalition to End Homelessness
- Greater Victoria Economic Development Agency
- Harpoon Rock Consulting
- KidSport Greater Victoria
- Munro's Books
- Pacific Institute for Sport Excellence
- PLAY Greater Victoria
- SportHost Victoria
- Statistics Canada
- Synergy Enterprises
- Peter B Gustavson School of Business, University of Victoria
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Vital Signs is a community check-up conducted by community foundations across Canada that measures the vitality of our communities, identifies significant trends, and supports action on issues that are critical to our quality of life. Special thanks to the Toronto Community Foundation for developing and sharing the Vital Signs concept and Community Foundations of Canada for supporting a coordinated national Vital Signs initiative. For more information visit vitalsignscanada.ca.

You carry what's important in your wallet. **So do we.**



IslandSavings

GIFT

PROGRAM

WHEN YOU'RE PART OF A COMMUNITY, YOU GIVE BACK. Through our Growing Island Families Together (GIFT) Program, we support initiatives that empower families. Between 2010 and 2013, we doubled our community partners, created a new Vital Loans program for non-profits and contributed over \$1,900,000 to our communities in financial support, in-kind sponsorship and hands-on volunteerism.

Watch us in action: iscu.com/GIFTstory

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