

COMMUNITY
WELLBEING
SPECIAL FEATURE ARTICLE

GREATER
VICTORIA
→ the BEST THINGS
→ the ISSUES

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

WHAT YOU SAID
→ things to CELEBRATE
→ things to IMPROVE

VICTORIA'S

VITAL SIGNS®

GREATER VICTORIA'S 2014 ANNUAL CHECK-UP

HOW ARE WE
**REALLY
DOING**
VICTORIA?

INSIDE:
VICTORIA'S
YOUTH
VITAL SIGNS
PAGES 34-41



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 42.



Issue / Response

The Victoria Foundation takes an active 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 national, provincial and local sources such as Statistics Canada, Canada Mortgage and Housing Corporation and the Capital Regional District.

Public Opinion Findings

An online survey was taken by 1,725 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.

Community Wellbeing

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

Scan of Trends

KEY ISSUE AREA	2013	2014	CHANGE
Arts & Culture	B+	B+	—
Belonging & Engagement	B-	B-	—
Economy	C+	C+	—
Environmental Sustainability	B-	B	↑
Getting Started in our Community	B-	B-	—
Health & Wellness	B	B	—
Housing	C	C	—
Learning	B+	B	↓
Safety	B	B	—
Sports & Recreation	B+	B+	—
Standard of Living	B	C+	↓
Transportation	B-	B-	—



With an estimated 14,200 Aboriginal people, Greater

Victoria is home to a rich diversity of First Nations people and cultures. There are 10 First Nations with traditional and reserve lands within the geographical boundaries of the Capital Regional District (CRD), and a further eight First Nations with traditional territories extending into the CRD. We would like to acknowledge that the Victoria Foundation's office is located on the traditional territory of the Coast Salish people of the Esquimalt and Songhees Nations.

This magazine has been printed on paper that has 10% post-consumer recycled content.

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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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PHOTO CREDIT: DON DENTON

BUILDING COMMUNITY FROM YEAR TO YEAR

Welcome to the ninth edition of *Victoria's Vital Signs*®. Over the years, the research and survey responses within these reports have highlighted vital issues that affect our wellbeing, providing insight, prompting debate and inspiring philanthropy.

In 2012 *Victoria's Vital Signs*® report asked, "Do our kids have a healthy future?". Responding to the Governor General of Canada, David Johnston's call for a smart and caring nation, we established the Smart & Caring Community Fund. Initial funding supported the Pacific Institute for Sport Excellence's *ABCs of Physical Literacy* program at The Cridge Centre for the Family. Two years later, the program has gained momentum with new partnerships and funders, reaching more than 3,300 children region-wide. We believe this focus on improving children's physical literacy will encourage healthy habits for life.

2013's report highlighted a need for regional food security. It celebrated some of the initiatives already underway and invited discussion regarding root causes and future actions. A collaboration with 43 local organizations created a Collaborative Road Map for Achieving Community Food Security in the capital region. A new Food Funders Group began as an offshoot of the region's Community Funders Network, and last year community organizations collectively granted \$1.6 million to support 93 local food security projects.

This year's *Victoria's Vital Signs*® report includes results from the Community Wellbeing survey that delves deeper into the lives of Greater Victorians. It examines a full range of social, health, environmental and economic concerns, complementing and expanding on the 12 *Vital Signs* key issue areas.

Since 1936, the Victoria Foundation has provided over \$130 million in grants to charitable organizations and student scholarships. Since the first donation of \$20 in the midst of the Depression, we have continued to manage charitable gifts from donors whose generosity has allowed us to create permanent income-earning funds, *connecting people who care with causes that matter*®.

Measuring, informing, granting and collaborating are what make community organizations sustainable and Greater Victoria even stronger. As you read the findings in this report, we invite you to share insights with your friends and family, coworkers and neighbours. Continue the conversation that this report starts, and take action on the issues that inspire you most.

Rasool Rayani
Chair, Board of Directors

Sandra Richardson
Chief Executive Officer

+ 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.

88% Would describe themselves as **happy**

87% Feel supported by **loving family, companions and/or friends**



82% Feel somewhat or very connected to the **community**

79%

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

76%

Rated their general sense of mental wellbeing as high

73% Are **happy in their job** and satisfied with work

79%

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



71%

Rarely or very rarely **felt lonely** over the previous week

68%

Rated their general sense of physical wellbeing as **high**

66%

Are satisfied or very satisfied with **work and home life balance**



65%

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

63%

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

61%

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



28%

Feel high or **overwhelming stress** associated with personal finances

+ The Best of Greater Victoria

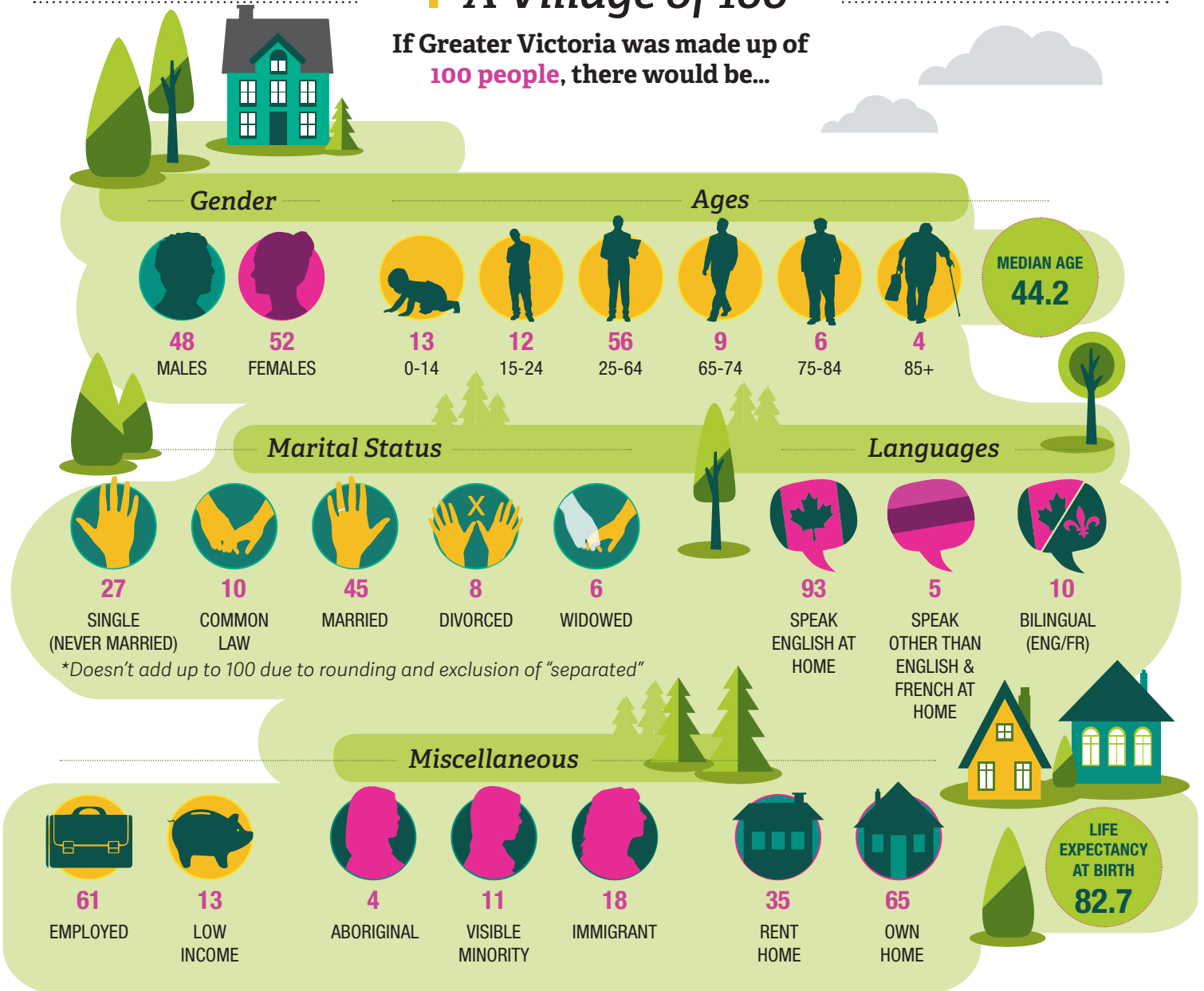
What are the **best things** about Greater Victoria? According to *Vital Signs* graders, **these are their top 12** and the percentage of graders that selected them.

1. NATURAL ENVIRONMENT	47.0%
2. CLIMATE	38.6%
3. AIR QUALITY	23.2%
4. FRIENDS & FAMILY	21.1%
5. FEELING OF SAFETY	19.0%
6. WALKABILITY	18.5%

7. PARKS	17.1%
8. ACCESS TO LOCALLY GROWN FOOD	16.7%
9. RECREATION OPPORTUNITIES	13.7%
10. ARTS & CULTURE	13.6%
11. FESTIVALS & EVENTS	13.5%
12. SENSE OF COMMUNITY	11.9%

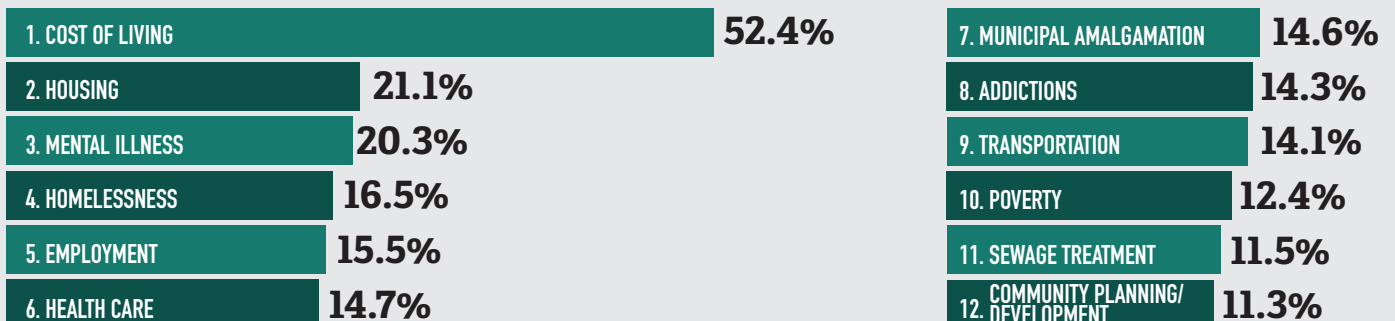
+ A Village of 100

If Greater Victoria was made up of **100 people**, there would be...



+ 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.





GREATER VICTORIA'S community wellbeing

VICTORIA RESIDENTS are generally happy with their lives, suggests a new community wellbeing survey that, in addition to painting a profile of people throughout the region, opens the door on some fascinating statistics. The Victoria Capital Region Community Wellbeing Survey, based on the conceptual framework of the Canadian Index of Wellbeing (CIW), measures the subjective wellbeing of Greater Victorians in eight quality of life categories: community vitality, democratic engagement, education, environment, healthy populations, leisure and culture, living standards and time use.

A total of **2,239 people** filled out the Victoria Capital Region Community Wellbeing Survey, which ran May-June this past year, for a 14% response rate. The high number of respondents creates a statistically accurate snapshot of wellbeing in Greater Victoria across the eight CIW domains.

Asked on a scale of one to 10, "How satisfied are you with your life in general?" **80.7%** gave a mark of seven or higher; and only **7.3%** chose four or lower. Asked on the same scale if they "feel the things they do in life are worthwhile," close to **80%** revealed a high level (7 to 10) of satisfaction.

The survey results have provided the Victoria Foundation with pages and pages of absorbing reading and eye-opening statistics. Many of the survey's conclusions fall in line with the Foundation's annual *Vital Signs* survey, undertaken for the past nine years, while other results are surprising.

For example, the community's high

level of education did not surprise Sandra Richardson, Victoria Foundation CEO, but she found the number of people involved in ongoing education a surprise.

The Foundation, which partnered with the CIW Network in administering the survey, has previously noted Victoria's high level of education, and statistics in the CIW survey concur, showing **46.3%** have a graduate or post graduate university degree.

However, Richardson was surprised at the number of people (**20.9%**) who have taken an average of two courses in the past year merely for interest's sake.

"We knew that the region's population has a high level of formal education," she says. "But we hadn't asked the question about this kind of recreational education before."

52.4%

identified "cost of living" as most important issue

On a more alarming side, survey statistics show people in Greater Victoria are struggling with the cost of living with greater frequency. This coincides with findings of this year's *Vital Signs* survey, in which **52.4%** of respondents identified "cost of living" as the **most important issue** facing the community, up from **47.4%** last year, and well over twice the rate of the number two issue: "housing" (**21.1%**).

WHAT IS THE CIW PROJECT?

The CIW Network is a national

initiative supported by a non-partisan group based at the University of Waterloo within the Faculty of Applied Health Sciences. It's seen as a global pioneer in developing a "holistic and integrated approach" to measuring wellbeing.

In Victoria, the pilot wellbeing survey occurred in conjunction with Community Foundations of Canada and the Victoria Foundation.

Both the CIW Network and Victoria Foundation hope the results will ultimately help create higher standards of wellbeing and vitality in communities as the data is used to form discussions around locally-based needs.

And in fact, this is already occurring in some of the five communities that have participated in the CIW Community Wellbeing Survey, according to project manager Linda McKessock.

"It seems to be breaking down the silos and creating new dialogue," she says, adding that it "provides a common understanding and language, allowing different community groups to come together and explore complex problems that straddle the various domains." The result is that different groups see how the data fits their goals, and where their goals intersect.

"It gives them a common framework so they all feel they have a place to meet and start moving on things," she says.

Twelve years in the making, the CIW was initially developed by Toronto's Atkinson Charitable Foundation (ACF), which "recognized the need to create an independent and credible national voice to measure the economic, health, social and environmental wellbeing

of Canadians,” according to the CIW website at uwaterloo.ca/canadian-index-wellbeing.

In 2011, as the project neared the end of the developmental stage, it found a new home at the University of Waterloo, says McKessock, who moved to the university with the project.

As a result of a partnership between the CIW and Community Foundations of Canada, the first CIW Community Wellbeing Survey took place in Guelph in 2012, followed by Kingston and Waterloo in 2013. This year, the fourth and fifth surveys were undertaken in Victoria and Fort McMurray.

“providing more opportunities for communities to learn from each other”

Eventually, it's hoped that there will be CIW data from communities across the country, allowing community knowledge exchanges at a national level, and “providing more opportunities for communities to learn from each other.”

McKessock hopes the communities that have already participated in the process, will consider “resurveying” in five years to see what has changed, following implementation of initiatives that resulted from the data.

In Guelph, for example, where the municipality drove the survey process, the data and CIW framework is now embedded in the city's strategic planning, McKessock notes.

“They went to the community and consulted at length within the CIW framework and [emerged] with three themes: housing, connectivity and food,” she says, noting that each of these affects several of the domains.

“It's bringing new groups together and creating a new common language.”

After the release of the Kingston survey, driven there by the community foundation, a group came back to the CIW this year, wondering if the data could be used in any way to

help encourage voter turnout in an upcoming municipal election.

“We took the data and did an analysis, using mostly the community vitality and democratic engagement domains,” McKessock says.

Further analysis of the data is something she hopes will happen in Victoria.

“Any organization in Victoria can come to the Foundation and say ‘we're interested in this and can we go and request them to dig further,’” she says. “We hope that happens a lot.”

Ultimately, states the CIW website, “the Canadian Index of Wellbeing is a Canadian-made innovation that is two things: an idea and a tool.” First, it's a “big idea ... that regards wellbeing as encompassing a wide variety of aspects of life, beyond economic measures like Gross Domestic Product (GDP).” Secondly, [it's] a tool to measure what matters to Canadians: “It tracks wellbeing from year to year in an effort to offer clear, effective, and regular information on the quality of life of all Canadians.”

HOW WAS THE SURVEY DONE?

The Victoria Capital Region Community Wellbeing Survey was launched on May 5, 2014 when invitations to participate were mailed to **15,841** randomly selected households, representing **10% of all households** in the region, and divided proportionally across all municipal areas. One person in each household, aged 18 years or older, was invited to complete the questionnaire.

As is commonly done in analyzing survey results, data was “weighted” by sex, age and geographic location to match the 2011 Census. This ensures representation of the Capital Region's population, and that the “overall results ... accurately reflect the responses of residents without over- or under-

representing any groups.”

DEMOGRAPHIC PROFILE:

Demographic profiling can provide fascinating insight into a community, and the CIW survey is no exception. Some surprises emerged from the survey because respondents are asked to “self-identify” in certain cases.

For example, a startling **18.9%** of respondents claim to be living with a disability. Since the survey did not provide a list of disabilities, the number reflects what respondents identify as disabilities.

“When we saw this number initially, we reflected on how high it seemed.

But I think this also speaks to society's growing acceptance of talking about disabilities openly and with less judgment,”

says Richardson, citing depression as an example

of a disabling condition that is talked about more as the stigma decreases.

Here's another surprise: of the adults who have children living at home (approximately one third of the population), **37.3%** report these “children” are 30 years or older.

This, says Richardson, may be another reflection of Victoria's high cost of living, but could also be seen in a positive light.

“It's common in other parts of the world to see multi-generational housing situations. In addition to offering affordability, it could signal the positive shift to a tighter family unit.”

Here are some additional demographic snapshots:

→ Close to **60%** are married, with another **9%** living common-law, and **8.6%** divorced. Some **74%** report being “in a relationship,” and of those, **91.5%** are living with their partner.

→ A total **83.7%** were born in Canada. Of the **16.3%** born elsewhere, a full **44.1%** were born in the United Kingdom, and only **14.1%** in the US.

Close to **92%** indicate English is their first language, prompting Richardson



to comment: "You wouldn't get those numbers in Toronto. Despite increasing immigration, we are still not a popular destination for new Canadians compared to most other large cities."

COMMUNITY VITALITY

In the area of community vitality, the statistics shed a mostly positive light; however, many of the respondents who provided open-ended comments at the end of the survey temper this somewhat.

Many of the comments describe a community in which it's difficult to make friends, and where more attention needs to be given to mental health and homelessness.

"I came out here from Alberta 17 years ago to go to school and I haven't been able to leave. I wouldn't live anywhere else in the world."

"I'm a very social person who likes to try new things, but this city is different from other Canadian cities in that it is very difficult to make new meaningful friendships," notes one person.

On the other hand, others refer positively to community-building events, green spaces and good neighbours:

"I came out here from Alberta 17 years ago to go to school and I haven't been able to leave. I wouldn't live anywhere else in the world."

Here are some statistics reflecting community vitality:

→ **53.9%** have volunteered in the past 12 months, a number that Richardson describes as "a positive reflection of the giving nature of our community."

→ In the area of safety, **45%** feel "very safe" walking alone in their neighbourhood after dark; while only **1.6%** feel "very unsafe." Those who "agree" to "very strongly agree" they "feel comfortable allowing my children to play outside unsupervised in my neighbourhood" amounts

to **65.3%**.

Close to **88%** say they would recommend their community to others as a place to live; and **76%** agree that in an emergency, people they don't know in their community would help them out.

This didn't surprise Richardson, who says the annual *Vital Signs* survey shows an across-the-board feeling of community safety. Further, this coincides with statistics that show crime rates in Victoria are "consistently declining year after year."

In the area of discrimination, **91.3%** of respondents indicate they "never" feel uncomfortable or out of place in their neighbourhood due to ethnicity, skin colour or race, while **0.3%** say "all the time."

Possibly reflecting the fact that Victoria doesn't have a lot of visible minorities, an interesting statistic emerged via the question: "How often do you feel discriminated against because of sexual orientation, ethnicity, gender or age?"

91.3%
**never feel discriminated
against in their community**

"Nevers" for sexual orientation (**93.8%**), ethnicity, race or skin colour (**91.3%**) are significantly higher than the "nevers" for gender (**78.2%**) and age (**71.3%**).

In the comments section, someone suggests "handicapped" should have been added to the equation, noting, "I feel discriminated against in the community because of this ALL OF THE TIME."

One surprising statistic emerged from a question added to the survey by the Victoria Foundation. Those who claim



to have had a major "positive" life event in the past year (i.e., a marriage, birth, new job) amount to **36.1%**. Those reporting a negative major life event in the past year (death of a family member, divorce, job loss) comes in at **41.5%**. "We included this question after reading research that indicated a person's perception of their wellbeing could be coloured by recent events in their lives," notes Richardson.

LEISURE AND CULTURE

With a third of the population retired and lots of activities available in the Capital Region, it's interesting to see how people responded in terms of leisure and culture.

Exercise is common, with **92.7%** indicating they participated in at least light exercise, such as walking, in the last month; and **48.5%** claiming they undertook vigorous exercise, like jogging, aerobics or weight training.

Despite new technologies like Netflix and the availability of online movie viewing, **45.6%** of the population still go out to movies.

Over **92%** say they regularly socialize with friends; **37.9%** go out to clubs/taverns; but only **25.5%** report attending sporting events as a spectator.

Over **95%** read for pleasure; **76%** have hobbies such as knitting, crafts or woodworking; **52%** work on puzzles (jigsaw, Sudoku, crosswords), and a full **37.1%** report playing cards and board games.

One leisure statistic that may surprise some is the low percentage of respondents (**24.9%**) who attended ballet and dance performances in the past year. This compares to **66.5%** who attended music concerts; **65.1%** who visited art galleries and museums; and **55%** who went to festivals.

Also surprising is the fact that a full **90.9%** search the internet daily, merely

for interest. Some **73.5%** socialize online every day; and **46.2%** play computer games online.

LOCAL FOOD

An interesting statistic emerged in the area of local food. Surprisingly, although respondents show a high level of commitment to environmental issues such as recycling (regularly to always, **98%**); conserving energy (**95%**), and carpooling (**67.9%**), that number drops significantly when it comes to “purchasing food produced locally.” Here, **54%** say “never” and only **23%** report “regularly to all of the time.”

Some of the comments shed light on this, with people calling for greater access to local food and more support for local producers:

- “We need much more support for locally-grown food; more food grown on public land; [and] support including funding for neighbourhood-generated projects.”
- “Grow and distribute food locally — support farmers — support the local economy.”
- “Community/communal gardens and kitchens are another specific resource that would improve wellbeing in our community.”

COST OF LIVING

Despite the indicators of a healthy community in many areas, the statistics that emerged around Victoria’s “high cost of living” provide some cause for concern.

“We need financial help and I don’t know where to get it,” writes one person.

Says another: “Despite my sense of personal wellbeing, there is great disparity in the community as a whole. There is still a terribly high percentage of poor people who do not have enough work, food, shelter, sense of community or security and suffer ill health. Our child poverty is the worst in Canada.”

In areas of housing, work and financial security, it appears people feel the cost of living is too high.

“We moved to Victoria four years ago, but find the cost of housing, cost of

living, entertainment, etc. is quite high and the average wage makes it very difficult to save money. We will likely not stay here because it is too difficult to save money towards our retirement, and we will not be able to afford the cost of living here once we are retired. Beautiful city, but not an easy place to secure a well paying job, and wages are lower compared to other parts of the country.”

HOUSING

Something that doesn’t bode well for our community, notes Richardson, are the results indicating the percentage of income spent on housing.

While spending **30%** or less is considered affordable, a full **11%** of respondents say they are paying more than **50%** of their income on housing. A further **36%** are paying **30-50%**.

Seniors are likely among those suffering, as this respondent points out:

“With rents so high, seniors who only have CPP and OAS cannot eat well or live on the **\$300-\$400** a month that is left after medical, hydro, cable are paid.”

WORK

Another troubling statistic shows that a quarter of the population (**23.4%**) is working two or more jobs. While this may be a lifestyle choice for some, it likely reflects the high cost of living for most.

23.4%
are working two
or more jobs

Furthermore, on the wellbeing chart, the overall satisfaction with “work situation” scores comparatively low: with **42%** scoring “extremely dissatisfied to neutral.”

Says one respondent: “Housing and increasing costs make hours of work needed to cover expenses too high. Employment opportunities are extremely low for above minimum wage work, despite a person’s experience and education ... Increasing costs

versus declining wages, does not allow for quality of life. A person needs too many jobs to meet up with minimum budgets.”

FINANCIAL SECURITY

In the area of financial security, a full **14%** (or one in seven people) indicate: “I ate less because there was not enough food or money for food” at least once in the past year. Of those, one-third says this occurs every month.

“I ate less because there was not enough food or money for food”

Seven per cent of respondents couldn’t pay their mortgage or rent on time at least once in the past year.

As one person commented, “Many children come to school hungry. Parents are working two jobs to make ends meet. The minimum wage does not support families.”

Also in the area of financial security, **26%** indicate, “I did not have enough money to buy the things I needed, at least once in the past year,” while **22.8%** indicated being unable to pay bills, such as hydro, phone or credit card.

“Collectively, these are all indicators of our high cost of living,” notes Richardson. “Excessive housing costs, working multiple jobs, missing payments ... clearly the expense of living in this region is a significant hardship for some residents.”

Ultimately, the Victoria Foundation is thrilled to have had the opportunity to participate in the community wellbeing survey and hopes other groups in the community will use the report and the data to better understand and address issues.

Richardson says the Foundation will look to repeat the survey in the future to “gauge improvements or deterioration of our region’s wellbeing.”

FOR MORE INFORMATION:

Full results of the Victoria Capital Region Community Wellbeing Survey can be found online at www.victoriafoundation.ca

ARTS & CUI TURE

GRADE:

B+

+ *The Issue*

Individual musicians, musical groups and choirs face rising costs for materials and many low income families cannot afford to give their children exposure to music education.

+ *The Response*

Victoria Foundation funding enabled the Victoria Conservatory of Music to expand their current Music Library into a community-wide music library/resource centre accessible to all. In collaboration with School District 61, the project opens doors to the District's extensive Choral Octavo collection. Both organizations' annotated collections of scores are available for loan to individuals and community groups.



PHOTO CREDIT: DON DENTON

WHO knew?

There are **95** municipally-owned, public artworks in Greater Victoria: **three** in Esquimalt, **one** in Oak Bay, **19** in Saanich and **72** in the City of Victoria. The artworks are diverse and include First Nations art, gateways, mobile displays, monuments, mosaics, murals, paintings, sculptures, site-integrated artworks, street furniture and water features.

\$8M+



2014

\$7.3M



2012

\$3M



2013

BANNER YEAR FOR FILM & MEDIA PRODUCTION

By July 2014, filming in Greater Victoria **exceeded \$8 million**, well on the way to making it the best year since 2007. The increase in production spending is attributed to an extra tax credit on labour costs for filming in the Capital Region and landing the TV series, *Gracepoint*. In 2013, Greater Victoria hosted **25 film and television productions** and generated \$3 million in revenues.



ACCESS TO ARTS & CULTURE IN VICTORIA

Most residents are satisfied with the level of **access** to arts and cultural opportunities.

87%

MODERATELY TO
EXTREMELY SATISFIED

66.5%

attending music concerts an
average of 3.6 times



ANNUAL PARTICIPATION IN CULTURAL ACTIVITIES



24.9%

attending
ballet or dance
performances
an average of
0.6 times

46.4%

attending live theatre
an average of
2.1 times



65.1%

visiting art galleries/
museums an average
of 3.4 times



54.6%

attending festivals
an average of
1.4 times



WHO knew?



According to the 2014 Victoria Capital Region Community Wellbeing Survey, **28.8%** of residents have been a member or a participant in a cultural, educational or hobby organization in the past year.

EMPLOYMENT IN ARTS, CULTURE, RECREATION & SPORT RISES

8,200

2013

6,800

2012

6,100

2000

In 2013, there were **8,200** people employed in occupations related to Arts, Culture, Recreation and Sport in Greater Victoria, up from **6,800** in 2012. The 2013 count represents **4.5%** of total employment in the region, compared to **3.5%** for BC and **3.1%** in Canada.



Things to Celebrate:

- Vibrant arts and culture community
- High quality arts organizations



Things to Improve:

- More affordable arts and cultural activities
- More funding to support arts and culture
- More festivals and community celebrations

BELONGING & ENGAGEMENT

GRADE:

B-

+ The Issue

Youth Vital Signs respondents have called for increased awareness of youth volunteer and leadership opportunities and more training and mentoring. Meanwhile, a decreasing percentage of youth are feeling connected to their community.

+ The Response

Supported by the Victoria Foundation, Volunteer Victoria's *Youth on Boards* project works with both non-profit boards and emerging board members to train, build support systems, and share best practice tools and resources with the community. This project increases organizational effectiveness and the sustainability of agencies while introducing new ideas and view points from an important younger demographic group that is often under-represented at the board table. Since January more than 90 existing board members and 125 youth who are interested in sitting on boards have attended training. 60 youth have committed to being a first-time board member and are ready to be matched with a non-profit organization.

WHO knew?

Seniors who report a strong sense of community belonging are 62% more likely to be in good health, and a report published in the *New England Journal of Medicine* states that solving four crossword puzzles a week can reduce the risk of developing dementia by about 50% compared with solving just one puzzle each week.

PHOTO CREDIT: BLACK PRESS

BROUGHT TO YOU BY:



BERWICK
RETIREMENT
COMMUNITIES

CHARITABLE GIVING DOWN SLIGHTLY

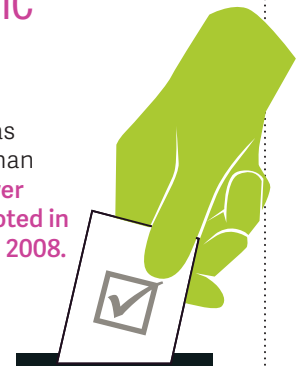
In 2012, **25.5%** of all tax filers in Greater Victoria made charitable donations, down slightly from 2011 (26.4%), but higher than both BC (21%) and Canada (22.4%).

MEDIAN CHARITABLE DONATION:



VOTER PARTICIPATION IN CIVIC ELECTIONS DECLINED

Municipal voter turnout for the 2011 and 2008 civic elections in Greater Victoria was higher in at least half our municipalities than the province-wide estimate, **although fewer residents voted in 2011 than in 2008.**



MORE THAN HALF OF US VOLUNTEER

Residents that had volunteered at least once in the past 12 months:

54%



STRONG LOCAL DEMOCRATIC INVOLVEMENT



30.5%

Participated in local event to support charitable organization (i.e. 10k run for breast cancer)

23.6%

Contacted a municipal official about a local issue

23.2%

Participated in a local event to support of community (i.e. Earth Day)

22.7%

Attended a neighbourhood meeting



LITTLE DISCRIMINATION, EXCEPT FOR AGE & GENDER

Most residents never feel uncomfortable or out of place because of their ethnicity, race or skin colour; however, age and gender discrimination persists for some.



90%

Never feel discriminated because of ethnicity, race or skin colour

78.2%

Never feel discriminated because of gender

71.3 %

Never feel discriminated because of age



CONNECTED TO OUR COMMUNITY

Most residents generally felt a strong sense of belonging in the local community.

83%

FELT A STRONG OR VERY STRONG SENSE OF BELONGING



Things to Celebrate:

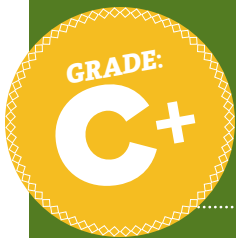
- Many events encourage community engagement
- High level of volunteerism and charity work
- Use of media to advertise events



Things to Improve:

- Voter turnout
- Opportunities to get involved in community activities
- Awareness of community engagement opportunities

ECONOMY



+ The Issue

Youth Vital Signs results consistently show that affordability of post-secondary education is a challenge for youth in Greater Victoria where the cost of living is high.

+ The Response

A donor has set up a fund to support charities which provide training to individuals in skilled labour and trades through apprenticeships and educational opportunities in a non-university setting. Through his permanent fund at the Victoria Foundation, the donor will help those who may need financial support through the provision of bursaries or scholarships, beyond his lifetime.

WHO
knew?

Canadian Forces Base (CFB) Esquimalt is Canada's Pacific Coast naval base. It is the third largest employer in Greater Victoria with approximately 4,000 military and 2,000 civilian personnel and contributes \$500 million annually to the local economy. The naval base encompasses 1,500 buildings across 23 sites on 12,000 acres of land. Essentially a community within a community, CFB Esquimalt has its own police, fire, ambulance, health, social work, legal and postal services.



PHOTO CREDIT: BLACK PRESS

BROUGHT TO YOU BY:

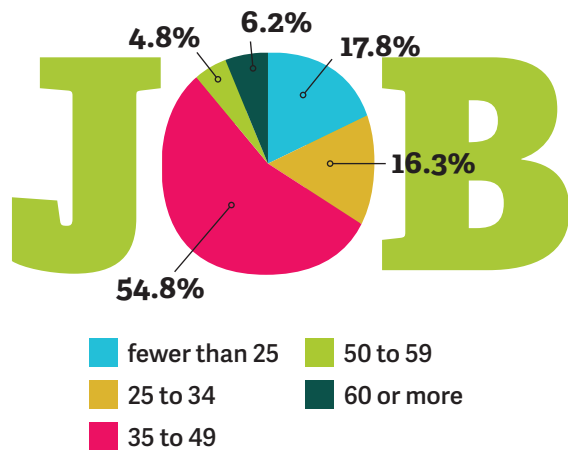


TRENHOLME & COMPANY
CHARTERED ACCOUNTANTS LLP



MOST ADULTS WORK LESS THAN 50 HOURS PER WEEK

WEEKLY HOURS SPENT WORKING



OFFICE VACANCY UP AND RETAIL VACANCY DOWN



OFFICE VACANCY RATE (%)

9.2% 2013 **8.8%** 2012



RETAIL VACANCY RATE (%) (Shopping centres)

4% 2013 **4.4%** 2012



DOWNTOWN STREETFRONT VACANCY RATE (%)

6.2% 2013 **7.1%** 2012



UNEMPLOYMENT RATE STEADILY DECLINES

In 2013, the unemployment rate in Greater Victoria was **5.2%**, lower than the rates for BC (**6.6%**) and Canada (**7.1%**). Between 2000 and 2013, the unemployment rate for Greater Victoria **decreased by 22.4%** overall, compared to only an 8.3% decrease for BC and an increase of 4.4% for Canada.

UNEMPLOYMENT RATE FOR GREATER VICTORIA

5.2%

UNEMPLOYMENT RATES	2013	2012	2011	2010	2009
Canada	7.1	7.2	7.4	8.0	8.3
BC	6.6	6.7	7.5	7.6	7.7
Victoria	5.2	5.4	6.1	6.0	6.5

EMPLOYMENT BY INDUSTRY

In 2013, the service sector accounted for **88.5%** of full-time employment in Greater Victoria, compared to **11.5%** for the goods-producing sector.

	GREATER VICTORIA		BRITISH COLUMBIA	
TOP 3 SERVICE SECTOR INDUSTRIES	2013	2012	2013	2012
Trade	14.9	14.8	16.0	5.6
Health Care	14.3	15.5	11.4	5.0
Public Administration	10.7	10.2	4.9	15.4
TOP 3 GOODS SECTOR INDUSTRIES				
Construction	6.8	6.3	8.3	8.3
Manufacturing	3.5	4.2	7.1	7.5
Forestry, Fishing & Extraction	Not Available		2.2	2.0

HOUSING STARTS STABLE

In 2013, there were **1,685** housing starts in Greater Victoria (a measure of new residential construction), down from **1,700** in 2012.

BETWEEN 2000 & 2013 HOUSING STARTS INCREASED

93%



Things to Celebrate:

- High-tech an important growing market
- Government jobs that help stimulate the economy
- High level of employment diversity



Things to Improve:

- Supports for entrepreneurs and small business
- Continued diversification of the economic base
- More job opportunities for new graduates

ENVIRONMENTAL SUSTAINABILITY

GRADE:

B

+ The Issue

While the natural environment continues to top the *Vital Signs* survey of the best things about our region, enjoying it by boat can be the source of several significant environmental concerns. Escaping sewage, bilge and grey water discharges, fuel leaks and even paint can have a negative impact on the marine environment.

+ The Response

The Victoria Foundation supported Georgia Strait Alliance's Clean Marine eco-accreditation process. The program advocates for better ocean literacy and reduction in pollution, promotes marina best practices and serves as boater outreach. To date, seven facilities have registered and three are in the pre-enrollment phase with plans to work with an additional 39 boat yards, harbour authorities and marinas to encourage participation.

**WHO
knew?**

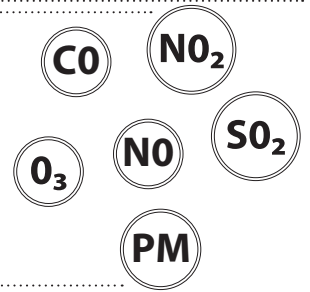
Spinnakers Gastro Brewpub is the oldest licensed brewpub in Canada. It uses an incredible 95% local produce in its menu. They draw mineral water from a 225 foot deep well on-site. Carbonated in stainless steel tanks in the brew house, Spinnakers produces the only sparkling mineral water in British Columbia.



PHOTO CREDIT: DON DENTON

GOOD AIR QUALITY

Ambient air concentrations of six air contaminants are sampled on a frequent basis in the CRD at four monitoring stations: carbon monoxide, nitrogen oxide, nitrogen dioxide, sulphur dioxide, ground-level ozone and particulate matter. **In 2010, 2011 and 2012, ambient concentrations of these air contaminants were relatively low for a vast majority of the time compared with all provincial and federal guidelines and standards.** In 2012, based on available data, the CRD met the Canada Wide Standards for ground level ozone and fine particulate matter.



TOP CITIZEN ENVIRONMENTAL & CONSERVATION ACTIONS



98.7% Recycle materials



94.8% Conserve energy



92.5% Reduce waste



89.8% Reuse materials



87.6% Conserve water



80.0% Separate waste



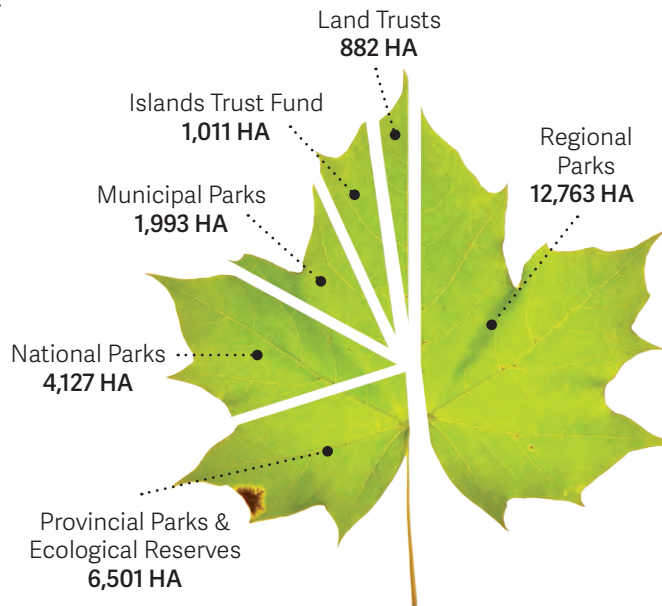
67.9% Carpool or carshare



54.0% Use alternate transportation



22.9% Buy locally produced food



PARKS & PROTECTED GREENSPACE

As of March 31, 2012, just over **27,000 hectares** or **11%** of the land base in the Capital Regional District was under park or protected area status.

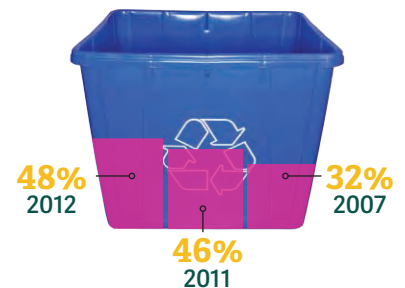
GARBAGE DOWN, DIVERSION UP

In 2012, a total of **129,279 tonnes** (or 0.341 tonnes per capita) of general refuse, excluding controlled waste, went to landfill in the Capital Region, **down 5%** from **136,414 tonnes** in 2011. The 2012 waste diversion rate – the volume of material diverted from landfill by reducing, reusing, recycling and composting – was **48%** (or 0.333 tonnes per capita). This rate is the highest since the Capital Regional District began tracking waste diversion in 1989 and reflects a steady increase over the past five years from **32%** in 2007 to **46%** in 2011. The CRD waste diversion goal is **70%** by 2015.

GENERAL REFUSE



WASTE DIVERSION RATE



Things to Celebrate:

- Recycling, composting, public transit and bicycle use
- Lots of green space and community gardens
- Markets and locally grown food products



Things to Improve:

- Addressing sewage treatment
- Reducing reliance on cars
- Alternative energy options

+ GETTING STARTED IN OUR COMMUNITY

GETTING STARTED IN OUR COMMUNITY

GRADE:

B-

+ The Issue

In 2012 *Vital Signs* reported on the rising rate of low birth weight babies being born. At the time, there was no prenatal education and outreach in Sooke that was available to the general population. Course and travel costs, as well as time, were barriers for families wanting to attend programs in other parts of the CRD.

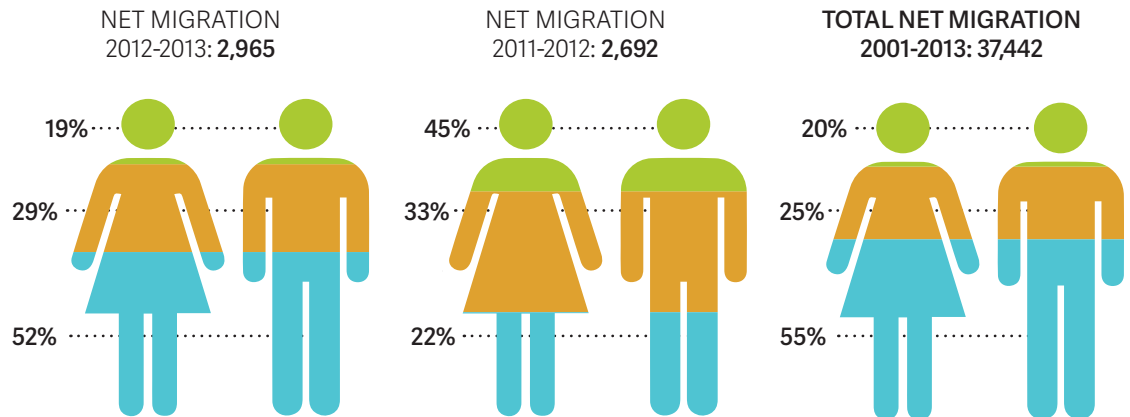
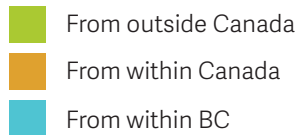
+ The Response

Supported by the Victoria Foundation, the Sooke Family Resource Society provides a universally accessible, barrier-free prenatal service for the community. The *Prenatal Education and Outreach* project provides pregnancy education, prenatal and post-natal support, and outreach to the greater Sooke community. Group and individual services are offered at low to no cost, enhancing social connections and increasing awareness.



PHOTO CREDIT: BLACK PRESS

NET MIGRATION TO GREATER VICTORIA INCREASES



CHILDHOOD IMMUNIZATION COVERAGE STEADY

In 2013, **69%** of two-year old children in South Vancouver Island Health Service Delivery Area were fully up to date on routine immunizations and **81%** were up to date minus the booster.



Generally, the percentage of children in BC who are fully immunized before their 2nd birthday has ranged between **65%** and **71%**.

FEWER KINDERGARTEN STUDENTS AT RISK

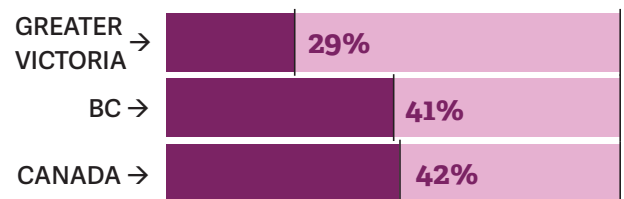
Child vulnerability rates in the region's three school districts were below the BC rate of **32.5%**, a 10-year provincial trend. Between 2011/12 and 2012/13, just over **2,400** kindergarten students from **56** schools in **19** neighbourhoods in the region participated in the latest wave of Early Development Instrument (EDI) data collection. The EDI measures developmental changes in populations of children – a bit like a child development census. When children are vulnerable in at least one aspect of their development, they are at increased risk for difficulties later in life.

EARLY DEVELOPMENT RESULTS 2011/12 – 2012/13

	VULNERABILITY ON EACH SCALE OF CHILD DEVELOPMENT				
	Physical Health & Wellbeing	Social Competence	Emotional Maturity	Language & Cognitive Development	Communication Skills
SD 61	15%	15%	13%	7%	11%
SD 62	13%	14%	18%	7%	9%
SD 63	11%	9%	12%	4%	9%
BC	15.7%	15.6%	14.9%	9%	13.7%

FEWER YOUNG ADULTS LIVING AT HOME WITH PARENTS

In 2011, **29%** of young adults aged 20-29 in Greater Victoria lived in the parental home, down from **33.5%** in 2006, and lower than the 2011 rate for BC (**41%**) and Canada (**42%**).



Things to Celebrate:

- High level of multiculturalism
- Programs for children and newcomers
- Access to affordable childcare



Things to Improve:

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

HEALTH & WELLNESS

GRADE:

B

+ The Issue

Students who attended the *Youth Vital Signs* launch in 2013 were alarmed by the need for increased mental health education and services in Greater Victoria. Mental illness was ranked the 4th most important issue by youth taking the 2013 *Vital Signs* survey.

+ The Response

The Victoria High School Vital Youth committee organized a Mental Health Week in 2014 for their peers and parents at the school. They invited representatives from various organizations that support mental health initiatives to present, and offered workshops and resources and even a lunch-hour event promoting overall health and wellness with yoga and Zumba, and healthy eating classes.

WHO knew?

According to a study of more than 32,000 women in Australia, a sedentary lifestyle trumps smoking as a contributor for heart disease risks in women 30 and older. Researchers weighed how smoking, high blood pressure, physical inactivity and high body mass index contribute to the likelihood of developing heart disease across the lifespan of females. The data show that of these four risk factors, physical inactivity is the most important contributor to heart disease at the population level.

BROUGHT TO YOU BY:

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& PETERSON**

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PHOTO CREDIT: BLACK PRESS

TOBACCO USE RISES

In 2013, **18%** of people reported being a current smoker (e.g. daily or occasional smoker) in the South Vancouver Island Health Service Delivery Area, up from **12%** in 2012 but similar to BC (**16%**) and Canada (**19%**) in 2013. Smoking rates in SVI-HSDA decreased in 2011 and 2012, but have risen to pre-2011 rates, mainly due to increased smoking among adult males (**22.4%** versus **13.4%** among females).

CURRENT SMOKERS

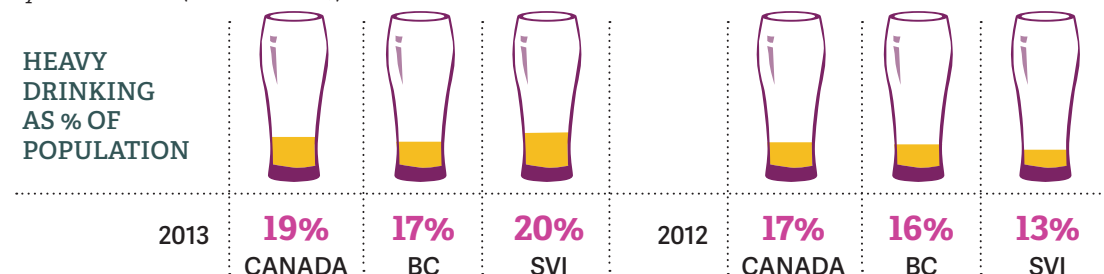


HEAVY DRINKING WAY UP

In 2013, **20%** of people reported heavy drinking in the South Vancouver Island Health Service Delivery Area, up from **13%** in 2012, but similar to BC (**17%**) and Canada (**19%**) in 2013.

The definition of heavy drinking was changed in 2013 to conform to World Health Organization and Health Canada guidelines. This change was expected to create an artificial increase in 2013 as more females were included in the calculations. However, the 2013 increase is higher than would be expected for a definition change and is likely attributed to heavy drinking by adult males (**24.8%** in 2013).

HEAVY DRINKING AS % OF POPULATION

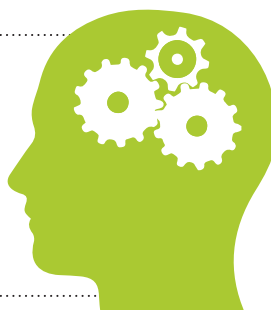


HEAVY DRINKING IS NOW DEFINED AS MALES CONSUMING 5+ DRINKS AND FEMALES CONSUMING 4+ DRINKS ON ONE OCCASION AT LEAST ONCE A MONTH, IN THE PAST YEAR.



76%

PERCEIVED THEIR MENTAL HEALTH AS VERY GOOD OR EXCELLENT



MENTAL HEALTH IMPROVES

In 2013, **76%** of people perceived their mental health as very good or excellent in the South Vancouver Island Health Service Delivery Area, up from **69%** in 2012 and higher than BC (**67%**) and Canada (**71%**) in 2013. Self-reported rates of positive mental health have fluctuated between **69%** and **76%** over the past five years.

FAMILY PHYSICIANS

In 2012, there were **160 family physicians per 100,000 people** in the South Vancouver Island Health Service Delivery Area, higher than BC (**122**) and Canada (**109**). Over the past five years, this rate has fluctuated between **155 to 160** family physicians, and remained consistently higher than the provincial and national rates.



FAMILY PHYSICIANS PER 100,000 PEOPLE

	2012	2011	2010	2009	2008
CANADA	109	106	104	103	101
BC	122	117	118	119	112
SVI	160	156	157	160	155



ACCESS TO HEALTH CARE A CONCERN

Citizens are generally happy with their health care but of those that are not pleased, twice as many give a "poor" rating to access versus quality.

PERCENTAGE OF "POOR" RATINGS GIVEN

3.7% vs. 8%

HEALTH CARE QUALITY

HEALTH CARE ACCESSIBILITY



Things to Celebrate:

- High level of physical activity
- Availability of locally grown organic foods
- Many walk-in clinics



Things to Improve:

- Ensuring everyone has a family physician
- Access to mental health services
- Shortening medical procedure wait times

HOUSING



+ The Issue

The fastest growing segment of the homeless population nationally is between the ages of 16 to 24. Last year, nearly 20% of *Youth Vital Signs* survey respondents reported that they had experienced homelessness.

Research shows that the Greater Victoria region has a high population of youth at risk of becoming homeless, given high housing and living costs. Without attention, this growing local population is at risk of adult homelessness and chronic poverty.

+ The Response

Supported by the Victoria Foundation, Threshold Housing Society's *Safe Housing for Youth* program (SHY) will add as many safe and affordable housing units as possible to the region to guide at-risk youth toward productive adulthood. The project finds safe units for youth while helping them to access mental health counselling, rental training and other programs, resulting in a sense of inclusion in the community and a renewed trust in adults.



PHOTO CREDIT: DON BENTON

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OAKCREST PARK ESTATES LTD.

HOMELESSNESS

Between April 1, 2013 and March 31, 2014, approximately **1,785 unique individuals** in Greater Victoria used an emergency shelter at least once (based on data from five out of six emergency shelters in the region).



RENT CONTINUES TO CLIMB

In April 2014, the average rent for a private apartment in Greater Victoria was **\$904**, up from **\$894** in 2013 but lower than BC (**\$989**). Between April 2013 and April 2014, Greater Victoria had a net increase of **149** rental units, up from **124** the previous year, with the largest gain in bachelor apartments.

A person working 35 hours a week at BC's minimum hourly wage of **\$10.25** would need to spend just over **48%** of their monthly income to rent a bachelor apartment (**\$697**) in Greater Victoria. To affordably rent this apartment a person would need to work nearly **57 hours** a week at minimum wage.

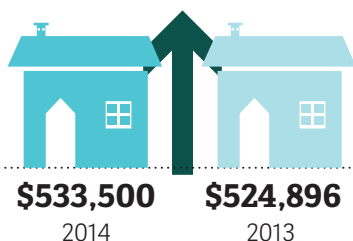
AVERAGE RENTS

BACH.	2014	\$697
	2013	\$686
1 BR.	2014	\$841
	2013	\$826
2 BR.	2014	\$1,084
	2013	\$1,076
3 BR.	2014	\$1,439
	2013	\$1,334

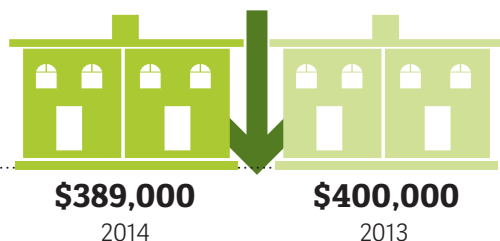
HOUSING PRICES

MEDIAN SALES PRICE

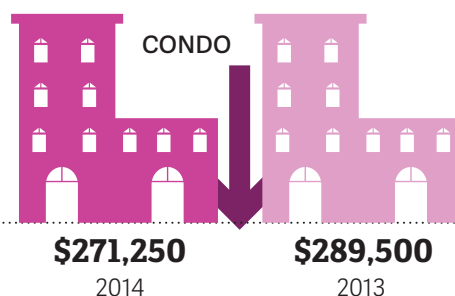
SINGLE FAMILY HOME



TOWNHOUSE



CONDO



RENTAL VACANCY RATE DECLINES

In April 2014, the average vacancy rate for the region was **2.7%**, down from **3.4%** in 2013 and slightly higher than BC (**2.4%**).

2.7%
RENTAL VACANCY RATE

HOUSING AFFORDABILITY

In 2010, just over **23%** of renter and **9%** of owner households in the Capital Regional District spent **50%** or more of their monthly household income on shelter costs, on par with rates for BC and Canada. Spending less than **30%** is considered affordable.



AFFORDABLE RENTAL HOUSING

As of March 31, 2014, there were **7,510 units** of subsidized rental housing in Greater Victoria, operated by BC Housing. This cumulative total includes a modest increase in new units for the Aboriginal and Independent Senior categories.

	2013/14	2012/13	2011/12
Homeless Housed	444 ↓	445	445
Frail Seniors	1,500 –	1,500	1,523
Special Needs	930 ↑	900	987
Aboriginal	260 ↑	234	234
Independent Seniors	2,186 ↑	2,107	2,041
Low Income Families	2,190 –	2,190	2,157
TOTAL	7,510	7,376	7,387



Things to Celebrate:

- Variety and availability of housing
- High housing density reducing urban sprawl



Things to Improve:

- Home ownership affordability
- Rental housing affordability
- Housing for the homeless

LEARNING



+ The Issue

Vital Signs reported that over 12% of CRD residents do not complete high school. Marginalized and disadvantaged people often have very low literacy skills.

+ The Response

A love of reading led Harry and Mary Morrow of Victoria to leave a legacy for literacy in our community. Born in County Armagh, Northern Ireland in 1924, Harry immigrated to Canada in 1947 and developed a deep affection for his adopted country. Married to the love of his life, Mary, for 49 years, they both enjoyed their retirement years in Victoria. Following Mary's death in 1999, Harry found some consolation in his love of reading. Through a generous bequest gift upon Harry's death in 2014, the Victoria Foundation has created a Literacy Fund. This discretionary fund will support initiatives to strengthen literacy skills in our region which, in turn, can positively impact employment, housing and health situations for the most marginalized citizens.

WHO
knew?

Canada is the destination of choice for about 4% of all international students worldwide. BC receives about 28% of all international students coming to Canada. In 2010, an estimated 94,000 international students attended BC's public and private schools and institutions. These students spent \$1.8 billion on tuition, accommodation and other living expenses, generating almost \$77 million in government tax revenue, 22,000 new jobs and \$1.2 billion in GDP. At the University of Victoria in 2010, there were nearly 1,700 international students who generated an estimated economic benefit of \$64 million.

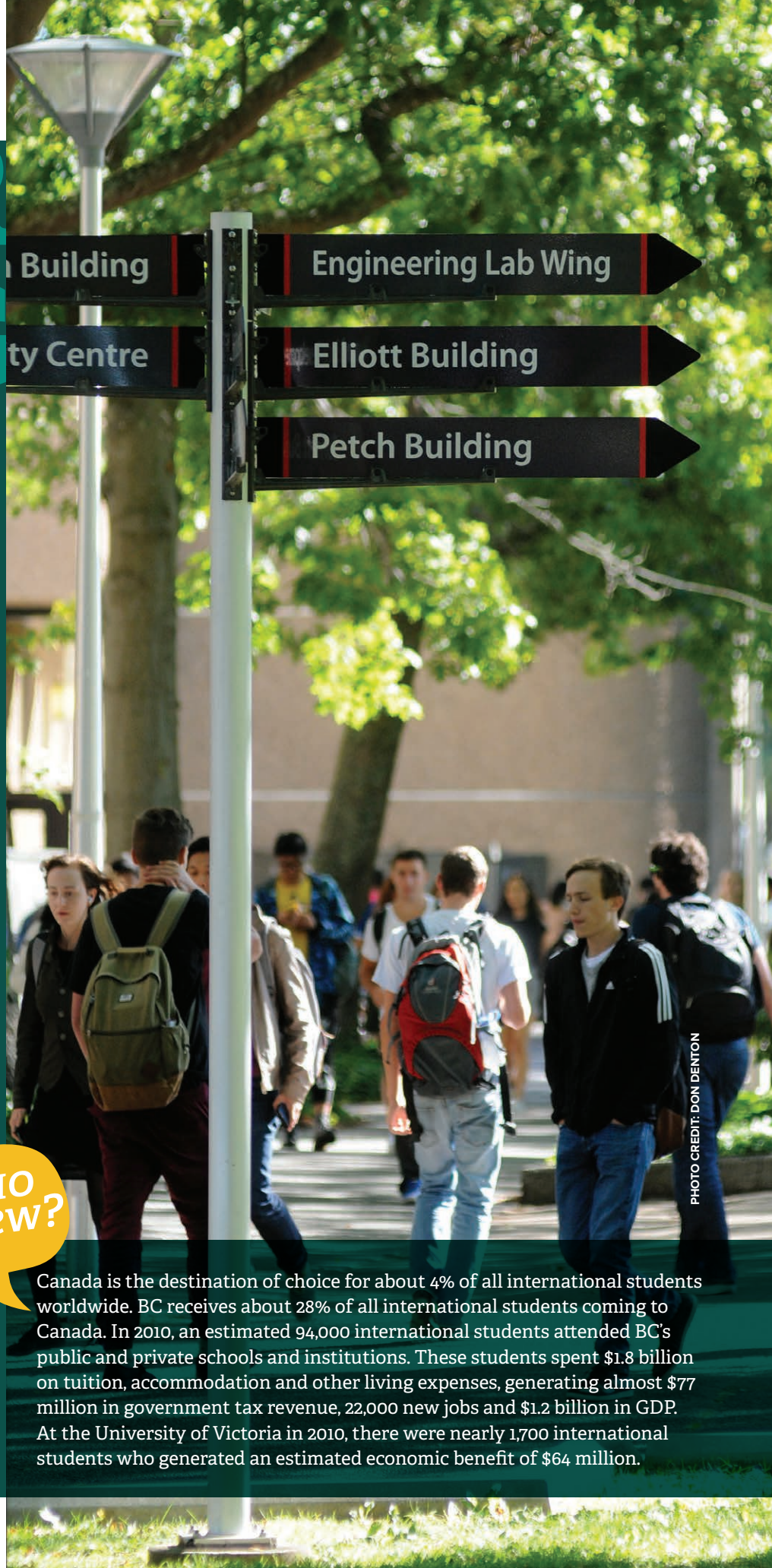


PHOTO CREDIT: DON DENTON

MOST COMMON FIELDS OF POST-SECONDARY STUDY

In 2011, the most common fields of post-secondary study for people 25 years and older in Greater Victoria were **business** (college diploma), **education** (university certificate, diploma or degree), and **construction** (trades certificate).



**COLLEGE:
BUSINESS**
14,250 students



**UNIVERSITY:
EDUCATION**
12,240 students



**TRADES:
CONSTRUCTION**
5,580 students

POST-SECONDARY ENROLMENT AND TUITION

In 2012/13, just over **44,000** students were enrolled in Greater Victoria's public post-secondary institutions, including full- and part-time undergraduate and graduate students:



20,910
ENROLLED



18,698
ENROLLED



4,920
ENROLLED

COST OF TUITION FOR
CANADIAN STUDENTS

\$6,437*

COST OF TUITION FOR
INTERNATIONAL STUDENTS

\$16,598*

* Tuition values represent the average fees for full-time Canadian and international students in an arts and humanities program at the undergraduate level at both UVic and Royal Roads Universities. These values exclude Camosun College tuition.

ABORIGINAL POST-SECONDARY EDUCATIONAL ATTAINMENT

In 2011, **57%** of Aboriginal people ages 25-64 years in Greater Victoria had attained a post-secondary certificate, diploma or degree, and of those **28%** had a bachelor's degree or higher. This is above the levels for Aboriginal post-secondary attainment in BC (**50%**) and Canada (**48%**) and for having a bachelor's degree or higher (BC **19%** and Canada **20%**).



1 in 5 ADULTS TOOK COURSES
IN THE PAST YEAR

TYPE OF COURSE TAKEN:

To improve your skills in your current job	23.7%
Course for interest (e.g. woodworking, sewing, etc.)	20.9%
To prepare for a job you might do in the future	18.3%
To lead directly to a qualification related to current job	18%
To help you get started in a current or new job	12%



LIBRARY VISITS DECLINE

In 2012, there were **8.94 visits per capita** to Greater Victoria Public Libraries, down from 9.17 in 2011.

19.8 items per capita were circulated, on par with 19.7 in 2011.



Things to Celebrate:

- Quality of teachers
- Access to quality education
- Students, teachers and parents working together



Things to Improve:

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

SAFETY

GRADE:

B

+ The Issue

The average drowning rate over the last five years in British Columbia remains higher than that of Canada as a whole.

+ The Response

Victoria Marine Rescue Society's *Kids Don't Float* program aims to reduce preventable marine fatalities and to encourage marine safety. The society provides public outreach talks by uniformed rescue officers to youth community groups, as well as the free use of personal flotation devices (PFDs) for children and teens. Victoria Foundation funding will enable PFDs and lifejackets to be located at public swimming areas where they hang on hooks on large boards with colourful graphics that draw attention to safety and dire consequences if not used.

**WHO
knew?**

Although the general public never uses the CREST system directly, it's there for the people who are ensuring your safety, all day, every day. The CREST emergency communications system provides radio communications for 50 agencies providing emergency response services on south Vancouver Island. Over 2,500 users put 7.5 million calls – one every 4 seconds – through the system last year.

BROUGHT TO YOU BY:



CREST

EMERGENCY SERVICE
COMMUNICATIONS

PHOTO CREDIT: BLACK PRESS

VIOLENT CRIME, PROPERTY CRIME & TRAFFIC VIOLATIONS ALL CONTINUE TO DECLINE

2013 VIOLENT CRIME VIOLATIONS PER 100,000

GREATER VICTORIA	1,059
BC	1,262
CANADA	1,092

GREATER VICTORIA'S VIOLENT CRIME DECLINE SINCE 1998:

47%

2013 PROPERTY CRIME VIOLATIONS PER 100,000

GREATER VICTORIA	3,551
BC	4,568
CANADA	3,146

GREATER VICTORIA'S PROPERTY CRIME DECLINE SINCE 1998:

56%

2013 CRIMINAL CODE TRAFFIC VIOLATIONS PER 100,000

GREATER VICTORIA	255
BC	382
CANADA	388

GREATER VICTORIA'S CRIMINAL CODE TRAFFIC VIOLATION DECLINE SINCE 1998:

30%



↓ 45%

YOUTH CRIME DECLINE SINCE 2004

YOUTH CRIME RATE DOWN

In 2013, **1,761** youth ages 12-17 were charged with a violation per 100,000 youth in Greater Victoria, higher than the BC rate (**1,455**) but lower than the rate for Canada (**2,447**). Violations include all Criminal Code violations (including traffic violations) and federal statute violations. The youth crime rate in the region has declined **45%** since 2004.

WORKPLACE SAFETY CLAIMS DECLINE, BUT COSTS RISE

In 2012, there were **4,690** short term disability, long-term disability and fatal claims in the workplace in the Capital Region, and **\$82.5** million in claim costs. This represented **9%** of total claims and **6.5%** of total claims costs in BC. In 2011, there were more claims in the region (**4,770**) but lower claim costs (**\$70 million**).

SAFETY CLAIMS

4,690

\$82.5M

CLAIMS COSTS



MOST FEEL NEIGHBOURHOODS ARE SAFE

Of adults surveyed in the 2014 Victoria Capital Region Community Wellbeing Survey, the majority felt safe walking alone in their neighbourhood at night.

81.4%

FELT SAFE WALKING ALONE AT NIGHT



Things to Celebrate:

- Safe place to live
- High police presence
- Street lighting downtown



Things to Improve:

- Reducing bullying in schools
- Emergency preparedness
- Neighbourhood safety

SPORTS & RECR EATION

GRADE:

B+

+ The Issue

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

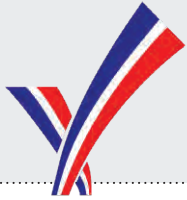
+ The Response

In 2012, the Victoria Foundation funded the ABC's of Physical Literacy program at the Cridge Centre for the Family for 175 children. The program has continued at the Cridge Centre, and with support from Victoria Rotary, expanded to include the 170 children at Craigflower Elementary School. The profile and success of these programs has brought additional partners (KidSport; Saanich Parks & Recreation; Ministry of Community Sport & Cultural Development; ViaSport; Aboriginal Sport; Recreation and Physical Activity Partners Council; Island Savings; ProMOTION Plus) to enable the Pacific Institute for Sport Excellence to bring the program to over 3,000 local children in the past year.



PHOTO CREDIT: DON DENTON

WHO knew?



2014 marks 20 years since Greater Victoria, and 14,000 volunteers, hosted the XV Commonwealth Games, which left an enduring legacy of world-class facilities, sport development and volunteerism. The Canada Commonwealth Legacy Fund, started with \$15 million in seed money from the Games, supports the development of high performance sport programs at former Games venues including the Saanich Commonwealth Pool, Westshore Velodrome and the Games track at Centennial Stadium. Additional sport facilities have located to Greater Victoria as a result of the Games, such as the National Triathlon Centre, or have been created from the legacy fund, such as the Pacific Institute for Sport Excellence facility at Camosun College's Interurban campus. The Games experience positioned Greater Victoria to successfully host regional, national and international sport events, including the FIFA U-20 World Cup in 2007 and two world curling championships. Victoria's popular Dragon Boat Festival began as an exhibition event during the Games.

MANY USE REGIONAL PARKS AND TRAILS

The Capital Regional District protects and manages more than **13,000** hectares of natural areas in **33** regional parks and trails in the region. Since 2000, the CRD has acquired **4,485** hectares of land for regional parks and trails that contribute to the environmental, economic and social sustainability of the region. In 2012, there were nearly **6** million visits to **23** CRD regional parks and trails.

THE TOP
THREE
LOCATIONS
BY NUMBER
OF VISITORS
IN 2012 WERE:



1.7M

GALLOPING GOOSE



1.4M

ELK/BEAVER LAKE



1M

LOCHSIDE TRAIL



SPORTS AND RECREATION CLUBS POPULAR

2 in 5 adults in the region were a member or a participant in a sports or recreational organization last year.

40%

PHYSICAL ACTIVITY IMPROVES

In 2013, **71%** of people reported spending their leisure time being physically active or moderately active in the South Vancouver Island Health Service Delivery Area, up from **66%** in 2012 and higher than BC (**64%**) and Canada (**55%**) in 2013. Physical activity levels in the SVI-HSDA have been higher than the provincial and national levels over the past five years.



71%

SVI



64%

BC



55%

CANADA



Things to Celebrate:

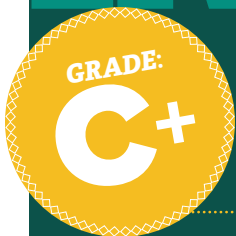
- Access to activities
- Climate promotes a high activity level
- Organized sports and recreation opportunities



Things to Improve:

- Low income access
- More affordable opportunities
- Increase children and youth involvement

STANDARD OF LIVING



+ The Issue

Victoria's Vital Signs® showed that poverty rates are increasing in our city, with the cost of food rising at double the rate of inflation. Over 25 agencies are currently providing food distribution services for approximately 19,000 people per year.

+ The Response

With support from the Victoria Foundation, the Mustard Seed and 25 other groups have formed the Greater Victoria Food Share Network and are collaborating to produce an action plan to shift emergency food distribution to a sustainable model focused on health and nutrition and poverty reduction. Added plans include exploring the creation of a centralized food hub, increasing collaboration and integrative programs, establishing a distribution network, and creating a referral system for the community seeking supportive programming and food resources. Goals are to increase the efficiency for community food programs and to streamline services for those in need, those donating and those providing emergency food services.

WHO knew?

Recently introduced by Vancity credit union, the Fair & Fast Loan is an alternative to a conventional payday loan. Qualified members can access up to \$1,500, but unlike similar short-term loans that can charge up to 600% in annual interest rate fees, the Fair & Fast loan charges just 19%.



PHOTO CREDIT: DON DENTON

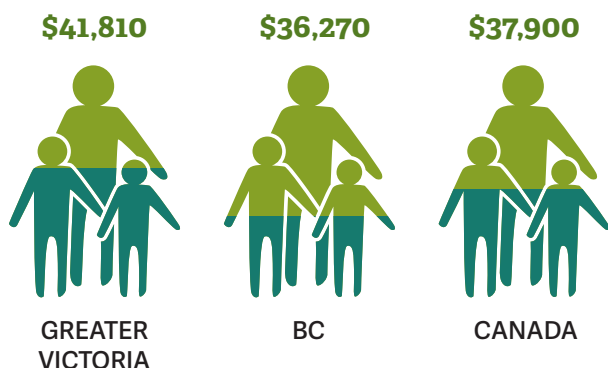


MEDIAN HOUSEHOLD INCOME

In 2010, the median before-tax household income (all household types) in Greater Victoria was **\$61,553**, higher than both the medians for BC (**\$60,333**) and Canada (**\$61,072**).

MEDIAN INCOME OF SINGLE PARENT FAMILIES

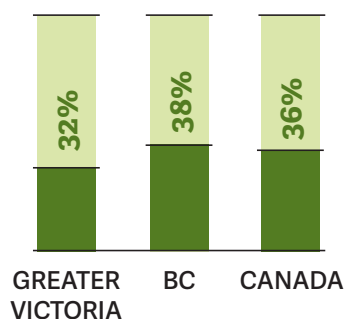
In 2011, the median before-tax income of single parent families in Greater Victoria was **\$41,810**, above the medians for single parent families in BC (**\$36,270**) and Canada (**\$37,900**). Median income for single parent families in Greater Victoria has remained stable since 2008.



COMPARATIVELY FEW LOWER INCOME

In 2010, **32%** of the population, age 15 and over, had **under \$20,000** in total annual income in Greater Victoria, compared to **38%** for BC and **36%** for Canada. The share of individuals with **under \$30,000** in total annual income was **46%** in the region, compared to **51%** for BC and **50%** for Canada.

ANNUAL INCOME UNDER \$20,000



MEDIAN HOURLY WAGE STABLE

In 2013, the median hourly wage in Greater Victoria was **\$21.79**, the same as BC and slightly higher than the median for Canada (\$21). The median hourly wage in Greater Victoria has remained stable since 2008.



FOOD INSECURITY WORSENS

In 2012, **14%** of households in Greater Victoria reported they were food insecure over the **past 12 months**, including households that were marginally, moderately or severely food insecure. This rate is up from 12% in 2008.



25%

COULDN'T BUY WHAT THEY NEED



FINANCIAL INSECURITY A CONCERN

More than a **quarter** of adults did not have enough money to buy the things **they needed** at least once in the last year. This compares to **over 55%** that did not have enough money to buy the things **they wanted**.



Things to Celebrate:

- Access to parks and outdoor activities
- Generosity of individuals and community service programs



Things to Improve:

- Affordable housing options
- Adoption of a living wage
- Gap between high and low income

TRANSPORTATION

GRADE:

B-

+ The Issue

Transportation options are reduced and costs rise as we age. Seniors and people with disabilities may suffer declining health as a result of the inability to get to medical and related appointments, together with increased isolation, loneliness and despair.

+ The Response

A Victoria Foundation donor supported six local senior serving agencies that make up Direct Volunteer Services for a project that will provide seniors with increased access to supported transportation. The advertising campaign continues to the end of 2014 and aims to encourage more people to become volunteer drivers in their community. The collaborating agencies are: Beacon Community Services, James Bay Community Project, Saanich Volunteer Services, Oak Bay Volunteer Services, Capital City Volunteer Services and Esquimalt Volunteer Services and also involves the Juan de Fuca Seniors Centre.

**WHO
knew?**

In 2012-13, the Downtown Victoria Business Association saved over 15,000 individuals from potentially getting parking tickets through its Meter Fairy Program. On Fridays and Saturdays, from 9 am – 5 pm, the Meter Fairy roams the streets and tops up expired meters with 12 minutes of extra parking time.

BROUGHT TO YOU BY:

URBAN
systems



PHOTO CREDIT: DON DENTON



TRANSIT USE UP

In 2013-14, the Victoria Regional Transit System provided just over **25 million passenger trips (or 69.9 trips per capita)** through its conventional transit service, up 5.5% from 2012-13. Greater Victoria's Transit System continues to out-perform similar-sized transit systems in Canada.

CYCLING INFRASTRUCTURE EXPANDING

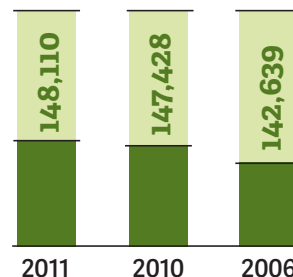
In a bid to get more people cycling in Greater Victoria, the Capital Regional District's 2011 Pedestrian and Cycling Master Plan proposes a **788 km**, highly comfortable bikeway network of roads and trails known as the Primary Inter-Community Network (PIC). As of June 2014, 186 km (23.6%) of the PIC has been completed, with 14.4 km added in the past two years. In 2013, an expansion of the plan added 27 km of bikeways on Salt Spring Island.



NUMBER OF INSURED PASSENGER VEHICLES RISES

In 2011, there were **148,110** insured passenger vehicles licensed in the Victoria Motor Vehicle District, or .429 vehicles per capita, based on 2011 Census data for Greater Victoria.

INSURED VEHICLES



HIGH RISK INTERSECTIONS

An estimated 60% of all vehicle crashes in BC occur at intersections. In 2013, seven of the top 10 crash intersections on Vancouver Island were in Greater Victoria: four in Saanich, two in Victoria and one in Langford. There were 391 vehicle crashes at these seven intersections in 2013.

TOP 7 HIGH RISK INTERSECTIONS*

INTERSECTION	CRASH COUNT
Admirals Rd & McKenzie Ave & Trans Can Hwy	79
Millstream Rd & Trans Can Hwy & Veteran's Memorial Pkwy	55
Tillicum Rd & Trans Can Hwy	55
Burnside Rd E & Douglas St	53
Blanshard St & Saanich Rd	52
Burnside Rd W & Tillicum Rd	49
Hillside Ave & Shelbourne St	48

* Crash count excludes crashes in parking lots or involving parked vehicles.

MORE HOMES WITHIN WALKING DISTANCE TO TRANSIT STOPS

In 2011, just over **91%** of the 151,131 dwelling units in Greater Victoria were within walking distance, or 400 metres, of a transit stop. The Urban Core had the highest share (**96.4%**) while the Saanich Peninsula had the lowest share (**78.4%**). The West Shore saw the largest increase of dwellings within 400m of a transit stop, from **60%** in 2007 to **79%** in 2011.



OVER HALF CONCERNED ABOUT TRAFFIC CONGESTION



"Traffic congestion in our community is a problem"

55%
AGREE

68% CARPOOL OR USE CAR SHARE

55% WALK, BIKE OR TAKE PUBLIC TRANSIT



Things to Celebrate:

- Very good cycling opportunities
- Galloping Goose Trail
- Walkable, safe and accessible city



Things to Improve:

- Light rail/rapid transit investment
- Cycle network and facilities
- Regional transportation coordination

VICTORIA'S YOUTH VITAL SIGNS 2014

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.

Now in its sixth year, the 276 youth who participated in the survey shared their views by assigning grades, choosing their top priorities and identifying things to celebrate in each of 13 issue areas. 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



PHOTO CREDIT: DON DENTON

HOW GREATER VICTORIA YOUTH RATED
THEIR OVERALL QUALITY OF LIFE:

GRADE:

B+

+ Who Are The Youth That Took The Survey?

AVERAGE AGE

19

FEMALE → **76%**

MALE → **22%**

TRANSGENDER → **2%**



61%

Have lived in the region for more than 10 years

75.2%

CURRENTLY ATTEND SCHOOL

51.6% – High School
33.1% – University
11.3% – College
4% – Other

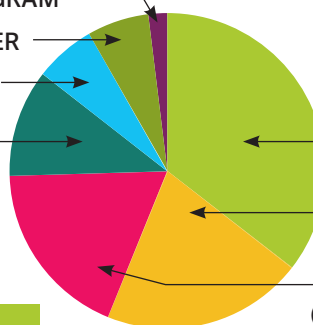
EMPLOYMENT RATES

1.2% TRAINING PROGRAM

8.5% OTHER

8.5% SEASONAL

13.9% UNEMPLOYED (NOT LOOKING)



27.9% WORK PART TIME

21.8% WORK FULL TIME

18.2% UNEMPLOYED (LOOKING)



39.4%

Have moved at least once in the past year



6.1%

Identify as having a disability

5.5%

Have been a youth in care

14.5%

Have experienced homelessness



90.3%

Born in Canada

+ Grades at a Glance

In 2014, grades remained the same in all categories compared to 2013 with the exception of Employment & Training.

KEY ISSUE AREA	2014	2013	2012	2011	2010
Arts & Culture	B	B	C+	B	B
Employment and Training	B-	C+	C	B-	C
Environmental Sustainability	B	B	B-	B	B
Health and Wellness	B	B	C+	B	B
Learning & Education	B+	B+	C+	B+	B
Our Community	B	B	B-	B+	B
Safety	B	B	C+	B-	B
Sports and Recreation	B+	B+	B	-	-
Transportation	B-	B-	C+	B-	B
Standard of Living	B	B	C-	C-	C
Youth Housing & Homelessness	C+	C+	C	C	C
Youth Spaces	B-	B-	C+	B-	C+
Youth Voice & Leadership	B-	B-	C	C	C

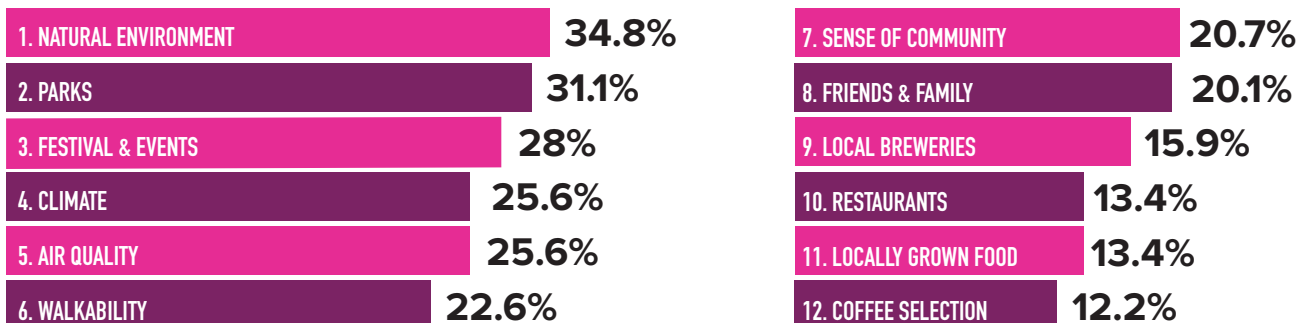


UNDERSTANDING THE GRADES

- 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

+ The Best of Greater Victoria

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



+ Youth Quality of Life

+ YOUTH PHYSICAL ACTIVITY

91%

In 2013, 91% of youth ages 12-19 reported spending their leisure time being physically active or moderately active in the South Vancouver Island Health Service Delivery Area, up from 77% in 2012 and higher than BC (79%) and Canada (71%) in 2013.

TIME SPENT BEING ACTIVE



91% SVI **79%** BC **71%** CANADA

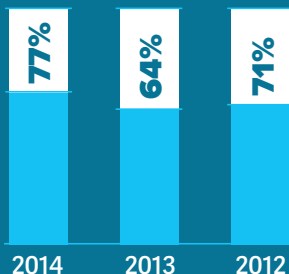
89%

Feel supported by family, companions and/or friends.



77%

Would describe themselves as happy



77% feel connected to the community, rising sharply from 2013 (64%), reversing a declining trend.

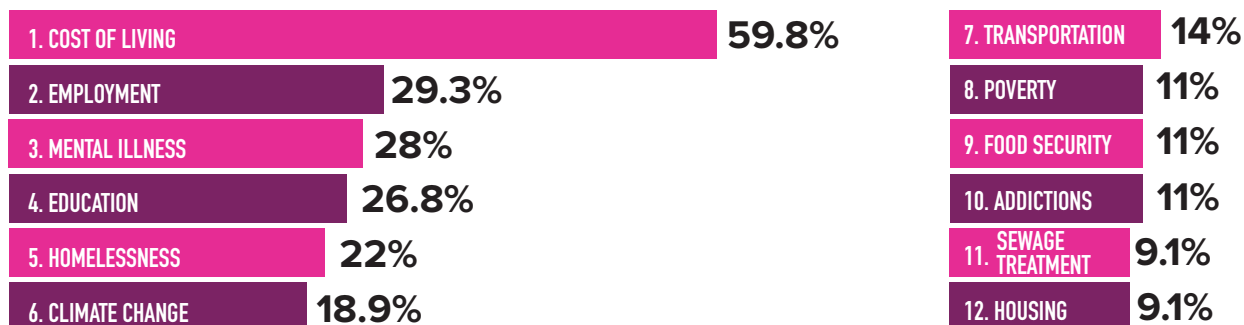


Agree that it's every citizen's duty to vote

73%

+ Greater Victoria's Issues

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



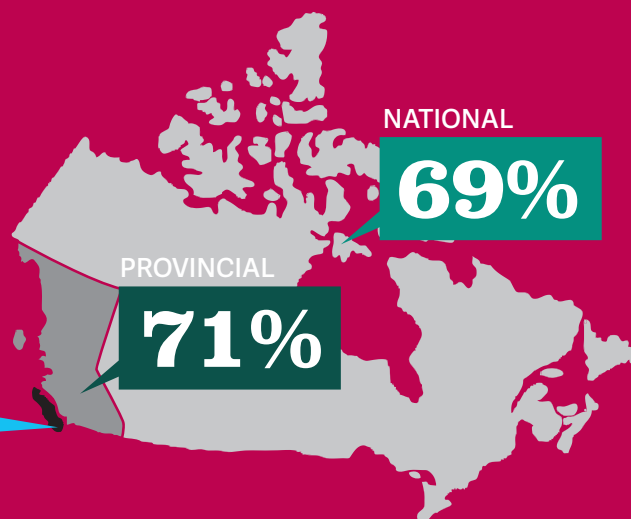
+ YOUTH PHYSICAL HEALTH

74%

In 2013, 74% of youth ages 12-19 perceived their physical health as very good or excellent in the South Vancouver Island Health Service Delivery Area, up from 73% in 2012 and similar to BC (71%) and Canada (69%) in 2013.

SVI

74%



71%



Rarely (41.8%) or never (29.1%) feel uncomfortable or out of place because of religion, skin colour, culture, race, language, accent, disability, gender or sexual orientation.

67%

Feel that Greater Victoria is welcoming to new Canadians



57%

Participate actively in their community of interest

+ YOUTH MENTAL HEALTH

In 2013, 75% of youth ages 12-19 in the South Vancouver Island Health Service Delivery Area perceived their mental health as very good or excellent, down from 79% in 2012 and similar to BC (69%) and Canada (75%) in 2013.

74%

SVI



69%

BC



75%

CANADA



56%

See themselves living and working in Greater Victoria 10 years from now, as compared to 64% in 2013



55%

Are satisfied with work and home life balance



42%

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



31%

OF WAGES SPENT ON RENT

+ COST OF RENTING FOR YOUTH

In 2013, a young person, aged 15-24, working full-time for an average BC wage of \$16 per hour spent 31% of their wages to rent a one-bedroom apartment in Greater Victoria. This proportion has remained stable over the past five years.

Share of wages spent on rent of a one-bedroom apartment

2013	2012	2011	2010	2009
31%	31.8%	31.3%	31.6%	31.1%



+ YOUTH UNEMPLOYMENT RATE

In 2013, the unemployment rate for youth, 15-24 years, in Greater Victoria was 10.4%, below the rates for BC (12.9%) and Canada (13.7%). Youth unemployment in the region has decreased slightly over the last four years.

10.4%	← GREATER VICTORIA
12.9%	← BC
13.7%	← CANADA

42%

Feel that they have the opportunity to make a difference in their community



37%

Feel high or overwhelming stress associated with personal finances. This is up from 33% in 2013. Youth aged 21 to 24 feel the most stress.



21%

Often felt lonely over the past week

+ HOURLY WAGES IN BC

In 2013, the average hourly wage in BC for a young person, 15-24 years, working full-time was almost \$16.

AVERAGE HOURLY WAGE IN BC				
2013	2012	2011	2010	2009
\$15.99	\$15.32	\$15.26	\$15.35	\$14.92
GENERAL MINIMUM WAGE IN BC				
2013	2012	2011	2010	2009
\$10.25	\$10.25	\$8.75	\$8.00	\$8.00



+ Indicators



Things to Celebrate



Things to Improve

+ ARTS & CULTURE **B**



→ Accessibility, variety and quantity of arts and culture events and festivals in the area.



→ Offering more affordable arts and cultural activities
→ Creating more festivals and community celebrations
→ More all-ages events



+ EMPLOYMENT & TRAINING **B-**



→ Availability and variety of entry level jobs
→ School counselling services
→ Availability of training and co-op programs



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

+ ENVIRONMENTAL SUSTAINABILITY **B**



→ Environmentally conscious region
→ Excellent recycling and composting programs
→ Community gardens, green space and parks



→ Availability/affordability of locally grown food
→ Reducing amount of waste generated
→ Options for alternative energy

+ LEARNING & EDUCATION **B+**



→ Availability, quality and diversity of education options and choices
→ Supportive and dedicated teachers



→ Decreasing class size
→ Affordability of post-secondary education
→ Ensuring better life skills education in high school

+ SAFETY **B**



→ Safe place to live
→ Strong police visibility
→ Anti-bullying awareness and education



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

+ HEALTH & WELLNESS **B**



→ Community focus on fitness
→ Access to health programs and clinics for youth, especially sex education
→ Schools offering healthy food choices



→ Education on healthy living options (food, exercise and lifestyle)
→ Extending free youth services past the age of 18
→ Access to youth mental health services



SPORTS & RECREATION **B+**

- Abundant recreation opportunities
- Strong focus on fitness and health
- Opportunities to participate in wide range of team sports
- Encouraging interest and participation in fitness at a young age
- More affordable recreational and sports opportunities for youth
- More free, non-competitive drop-in programs

STANDARD OF LIVING **B**

- Greater Victoria is a beautiful place to live with access to everything youth need
- More education on basic financial literacy skills
- Increasing affordable housing options
- Implementing a living wage

TRANSPORTATION **B-**

- Greater Victoria's bus system
- Availability of cycling and walking paths
- Additional late-night bus runs
- More frequent buses
- Making public transit more affordable



YOUTH SPACES **B-**

- Diversity and availability of public spaces, facilities and programs for youth
- Incentives for youth to be active/use recreation centres
- More affordable activities at community centres
- More free hang out places for under 19 year olds

OUR COMMUNITY **B**

- Community is very accepting and tolerant of diversity
- School programs advocate individuality and equality
- Many opportunities for youth to 'hang out' and be themselves
- More youth mentorship programs
- More playgrounds, sports and theatres, etc. that youth can afford
- Increasing awareness education on diversity, racism and sexual identity

YOUTH VOICE & LEADERSHIP **B-**

- Opportunities and programs for youth to become involved and active in their community
- All levels of government to consult and include youth
- Increasing awareness of youth volunteer and leadership opportunities
- More education about the political system

YOUTH HOUSING & HOMELESSNESS **C+**

- Availability of apartments and suites
- Better support for teens living on their own
- Access to affordable rental housing
- More affordable student housing

+ Methodology

CITIZEN OPINION SURVEY

This year **1,725** citizens added their voices to *Victoria's Vital Signs*® (1,449 plus 276 youth) 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. They also took the time to provide almost 10,000 comments on the issue areas.

The online survey, conducted by The Praxis Group, is based on a 'self-selected' respondent population. Data is accurate plus or minus 3% 19 times out of 20. Most market research involves much smaller samples of around 400 and a margin of error plus or minus 5% 19 times out of 20. A recent 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.

An invitation to participate in the survey was advertised on two local radio stations throughout the survey period, and promoted through many websites, online newsletters (Volunteer Victoria, Downtown Victoria Business Assoc., Coalition to End Homelessness, etc.), libraries and in local media coverage.

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 DATA SOURCES

Community Foundations of Canada retains the Centre for the Study of Living Standards to develop common indicators for *Vital Signs* communities and obtain data from Statistics Canada and other institutional sources.

Greater Victoria is an umbrella term that applies to different geographical areas, depending on the indicator. It can refer to the Capital Regional District, Victoria Census Metropolitan Area or South Vancouver Island Health Service Delivery Area.

For a full list of indicators, data sources and geographies used in the 2014 *Victoria's Vital Signs*® report, go to www.victoriafoundation.ca

INDICATOR SELECTION

Four 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 use citizen responses to our survey to gauge what our community generally thinks are priorities to report on.
3. Local experts from a range of Greater Victoria organizations help us ensure the indicators are relevant, accurate and comprehensive.
4. The availability and accessibility of reliable data is critical. *Vital Signs* uses secondary data from established national, provincial and local sources.

GRADER PROFILE

EMPLOYMENT BY SECTOR

BUSINESS →	30%
GOVERNMENT →	23%
NON-PROFIT/CHARITY →	21%
RETIRED →	18%
UNEMPLOYED →	5%

WHERE THEY LIVE

VICTORIA →	35.3%
SAANICH →	24.6%
ESQUIMALT →	6.6%
OAK BAY →	6%
LANGFORD →	5.7%
CENTRAL SAANICH →	4.9%
VIEW ROYAL →	2.9%
COLWOOD →	2.8%
SOOKE →	2.5%
NORTH SAANICH →	2.5%
METCHOSIN →	1.1%
OTHER →	5.2%



GENDER:

TRANSGENDER → 0.5%

MALE → 30.4%

FEMALE → 69.1%

AGE:

25-44 → 38%

45-64 → 46%

65+ → 16%

76%

LIVED IN GREATER VICTORIA
FOR MORE THAN 10 YEARS

85%

BORN IN
CANADA

HAVE A
UNIVERSITY
DEGREE

54%

+ 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 surveys.

SIGNATURE SPONSOR

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SUBJECT AREA SPONSORS



RESEARCH SOURCES

- Association of Universities and Colleges of Canada
- BC Centre for Disease Control
- BC Housing
- BC Ministry of Advanced Education
- BC Ministry of Environment
- BC Statistics
- BC Transit
- Berwick Retirement Communities
- Canada Mortgage and Housing Corporation
- Canadian Index of Wellbeing, University of Waterloo
- Canadian Public Library Statistics
- CBC News
- Centre for the Study of Living Standards
- CivicInfoBC
- CRD Arts Development Services
- CRD Parks and Environmental Services
- CRD Regional Planning Services
- CREST
- Colliers International
- Downtown Victoria Business Association
- Government of Canada, Royal Canadian Navy
- Greater Victoria Coalition to End Homelessness
- Insurance Corporation of British Columbia
- Island Health Authority
- Pacific Institute for Sport Excellence
- PROOF: Research to identify policy options to reduce food insecurity, University of Toronto
- Statistics Canada
- University of British Columbia Human Early Learning Partnership
- Vancity Credit Union

- Vancouver Island South Film and Media Commission
- Victoria Conference Centre
- Victoria Real Estate Board
- WorkSafeBC

MEDIA SPONSORS

- 98.5 The Ocean
- 103.1 JACK FM
- Times Colonist

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- Linda McKessock
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 - Design: Pip Knott & Lily Chan

- Centre for the Study of Living Standards
- Community Foundations of Canada
- Balfour Consulting Group Inc.
- Victoria Foundation

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- Melanie Porter
- Sandra Richardson
- Deirdre Roberts

SMART & CARING
COMMUNITIES



COMMUNITY
FOUNDATIONS
OF CANADA

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 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.

Reach new heights.

VICTORIA FOUNDATION VITAL LOANS—POWERED BY ISLAND SAVINGS



605 Collective; photo: David Cooper

VITAL LOANS RECIPIENT

“Qualifying for a bank loan is simply not possible for many non-profits. Victoria Foundation *Vital Loans*—powered by Island Savings was an ideal option. As a small non-profit, we could access financing without having board members or other supporters put up personal guarantees.”

Stephen White, Executive Producer

DANCE
VICTORIA

Registered charities across the Islands can jump at their next opportunity with the help of a Vital Loan—short-term lending that combines the Victoria Foundation’s community knowledge with Island Savings’ financial expertise to give non-profits access to critical funding at great rates so they can keep making our communities a great place to live.

To apply for a Vital Loan, visit iscu.com/VitalLoans

IslandSavings