

VICTORIA'S

vital signs[®]

GREATER VICTORIA'S 2011 ANNUAL CHECK-UP



ENVIRONMENT

Solid waste disposal decreasing



ARTS & CULTURE

Makes a \$170 million annual economic impact



HOUSING

Shelter use continues to grow

SAFETY

Crime rates in Greater Victoria continue to drop

- » *Total Crime*
- » *Traffic Crime*
- » *Property Crime*



VICTORIA
FOUNDATION



ABOUT VICTORIA'S VITAL SIGNS

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. *Vital Signs* is coordinated nationally by Community Foundations of Canada.

INDICATOR SELECTION

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

1. As part of a **national initiative** of 22 community foundations publishing *Vital Signs* reports, we agree to publish a set of common indicators for cross-country comparison.
2. The results of an **indicator survey** done bi-annually are the second factor that determines the indicators published. This represents what our community generally thinks is important to report on. Almost 300 people responded to last year's on-line survey.
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. The sources of indicators used in the 2011 *Vital Signs* report are available on our website at: www.victoriafoundation.bc.ca

PRINCIPLES OF A GOOD INDICATOR

Once we know what data is available, the following principles are applied to final selection. The indicator:

- Affects the well-being of the population;
- Is of general relevance and interest to the population;
- Is well defined, measurable and quantifiable;
- Uses current data, preferably from the last two years;
- Ranked in the top 10 in the indicator survey;
- Provides contrast or a context that makes it easy to grade; and
- Is easy to understand.

Our goal is to have as many of these principles as possible evident in the indicators published in *Victoria's Vital Signs*.

GRADING

The indicators used in *Victoria's Vital Signs* have been graded using a report card scale of A, B, C, D and F. Grading was done through an on-line survey in July and August. Over 1,600 surveys were completed. A profile of the people who completed those surveys follows.

A	EXCELLENT
B	GOOD
C	AVERAGE
D	POOR
F	FAIL

GRADER PROFILE

Of those who completed the profile in the on-line survey to grade *Victoria's Vital Signs*:

- 73% were female;
- 45% were between the ages of 35 and 54;
- 40% were over 55;
- 54% have lived in Greater Victoria for more than 20 years;
- 25% were new graders of *Victoria's Vital Signs*.

TEN REASONS PEOPLE CHOOSE COMMUNITY FOUNDATIONS

1

We are a **local organization** with deep roots in the community, and part of a nationwide movement whose support we build and share.

2

We bring donors to the table as **community builders**, working closely with them to align their philanthropic vision with the community's needs.

3

We identify **long-term needs** and opportunities and invest in solutions that let our communities guide their own future.

4

We take a broad and inclusive view of what a community is, and **provide grants** to the widest possible range of organizations and initiatives.

5

We provide highly **personal and flexible service**, accepting a wide variety of assets and offering donors maximum tax advantage.

6

We build **permanent funds** and those that can respond to immediate needs, helping our communities ensure vital futures.

7

We **multiply the impact** of gift dollars by pooling them with other gifts.

8

We believe that diversity is strength, so we **bring the entire community together** to stimulate new ideas, build participation and strengthen community philanthropy.

9

We are **transparent and reputable stewards** of community resources, committed to being accountable, accessible and responsive.

10

We build **community vitality** – the unique and essential spirit that flourishes when people believe their community holds possibilities for everyone.

VICTORIA'S VITAL SIGNS® 2011 GRADING SUMMARY

We're committed to the environmental aspects of drinking water from our taps and conserving energy by using energy saving light bulbs. We're making more use of our libraries and support having multicultural resources in them. And we had a better than average turnout at the last federal election.

Housing continues to dominate the things we need to do better. People were most concerned about our youths' ability to afford rent and our overall housing costs. On that same vein, our Affordability Index and the extent of child poverty in the region rate poorly. Protecting our children is something we need to do better as well.

Things We're Doing Well

Victoria's Vital Signs with the highest grades:

DRINKING WATER SOURCES In 2009, 86% of households in Greater Victoria got their drinking water from the tap, compared to 73% in BC and 66% in Canada.

LIBRARY USE Greater Victoria public libraries circulated 19.2 items for every resident in 2009, up from 15.1 items in 2008 and 16.2 in 2007.

ENERGY CONSERVATION Energy saving light bulbs were used by 93.7% of Greater Victoria households in 2009, compared to 88.9% of Canadian households and 90.7% of households in BC.

MULTICULTURAL LIBRARY RESOURCES The Greater Victoria Public Library offered services in 14 languages in 2010 with expenditures in multicultural services increasing from \$33,000 in 2007 to \$34,900 in 2010.

VOTER TURNOUT In 2011, 70.0% of Greater Victoria residents voted in the federal election, compared to 61.1% of BC residents and 61.4% of Canadians.

Things We Need To Do Better

Victoria's Vital Signs with the lowest grades:

RENTAL COSTS FOR YOUTH The average monthly cost of a one-bedroom apartment in Greater Victoria in 2010 was \$806. For the average youth age 20 to 24, this cost equaled 73% of their income, up from 65% in 2007.

HOUSING COSTS For a median income family in Greater Victoria, the average house cost was equal to 6.12 years of annual pre-tax income in 2009. This compares to the national average of 4.68 years and provincial average of 6.98 years. For Greater Victoria, this is an increase of 49.6% since 2000.

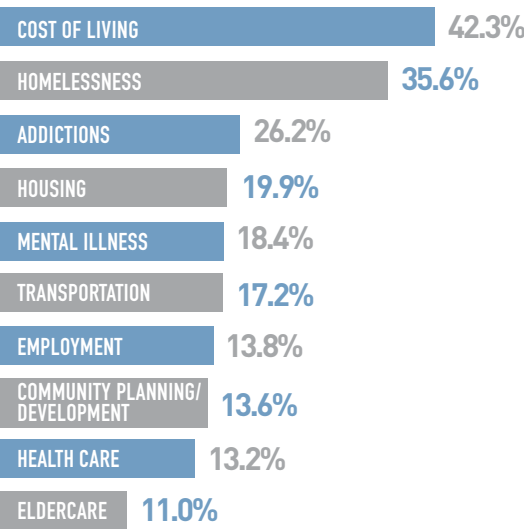
AFFORDABILITY INDEX In 2011, a two-parent family with two children needed to work a combined 70-hour work week earning \$18.03 an hour, or \$65,620 annually, to afford an adequate standard of living in BC's Capital Region. This is an increase of \$2,612 from the annual income of \$63,008 needed to afford an adequate standard of living in 2010.

CHILD POVERTY Of the children under 17 in Greater Victoria in 2009, 18.6% lived in poverty based on the Low Income Measure, up from 17.8% in 2008. Provincially, 25.1% of children lived in poverty in 2009, as did 23.2% of Canadian children.

CHILD PROTECTION There were 6.7 children for every 1,000 under 19 in need of protection in the Capital Region in 2010, compared to 6.3 in 2009. In BC, 8.4 children per 1,000 needed protection in 2010.

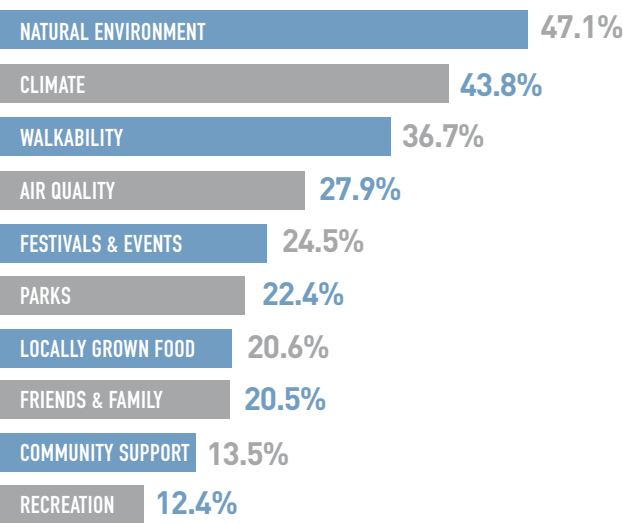
GREATER VICTORIA ISSUES

Vital Signs graders were asked to identify what they think are the most important issues facing Greater Victoria today. These are their top 10 and the percentage of graders that selected them.



THE BEST OF GREATER VICTORIA

Vital Signs graders were asked to identify what they think are the best things about Greater Victoria. These are their top 10 and the percentage of graders that selected them.



INSIDE vitalsigns®

- 1 Grading Summary
- 4 A Village of 100

INDICATOR AREAS

- 6 Arts & Culture
- 7 Belonging & Leadership
- 9 Economy
- 12 Environment
- 14 Getting Started
- 15 Health & Wellness
- 17 Housing
- 19 Learning
- 22 Safety
- 23 Standard of Living
- 25 Transportation
- 27 75 Years Special Feature
- 29 Acknowledgements
- 30 Trends to Watch
- 31 Fact or Fiction Answers

As the Victoria Foundation celebrates its 75th anniversary we also mark the sixth anniversary of *Victoria's Vital Signs*. Since 1936, our foundation has been *connecting people who care with causes that matter*®. In six short years, *Vital Signs* has become a critical tool in helping us identify those causes. It has helped us understand our community like never before – highlighting needs and opportunities and allowing us to make impactful grants and convene people on issues of importance. We've included examples of some of those grants and the organizations making a difference in this year's report.

After all, measuring, informing, granting and collaborating to make community organizations sustainable and Victoria stronger is how we will continue our work into the next 75 years – and beyond!

Sandra Richardson Chief Executive Officer

The Victoria Foundation is Canada's second oldest community foundation and the sixth largest in the country. The Foundation was founded in 1936 and in 1937 it received its first donation – \$20 from a woman named Fannie Gadsden. That \$20 launched a legacy of caring and changed our community forever. Since then, our foundation has granted more than \$100 million to organizations working to make our region a better place.

The concept of a foundation that does good work for the community in perpetuity continues to build traction. The *Vital Signs* initiative helps keep us in touch and on track. The information it documents is a powerful reminder of the way we can be when the right things are measured in a meaningful way.

Steve McKerrell Chair, Board of Directors

CEO/CHAIR MESSAGE

PHOTO CREDIT: NIK WEST

A VILLAGE OF 100

IF GREATER VICTORIA WAS MADE UP OF 100 PEOPLE, THERE WOULD BE:

23

PEOPLE WOULD HAVE LOW INCOMES

30 PEOPLE WOULD BE EMPLOYED FULL-TIME

20

PEOPLE WOULD BE IMMIGRANTS

1 WOULD BE FRENCH

93

PEOPLE WOULD SPEAK ENGLISH AT HOME

54

FEMALES

46

MALES

10

CHILDREN AND YOUTH UNDER

15

38

PEOPLE BETWEEN 15 AND 39

19

PEOPLE OVER 65

12

WOULD BE VISIBLE MINORITIES, OF WHICH 4 WOULD BE CHINESE

84

PEOPLE WOULD BE WHITE

4

PEOPLE WOULD BE ABORIGINAL

34

PEOPLE BETWEEN 40 & 64

30

PEOPLE MARRIED

13

PEOPLE DIVORCED

12

LIVING COMMON-LAW

9

PEOPLE WIDOWED

DOING OUR PART

Power of Hope Society received a \$4,500 grant from the Victoria Foundation to conduct its **Hip Hop Hope** creative literacy youth empowerment program with 50 youth drawn from the Tsawout First Nation and recent immigrants. This small society worked with mentor musicians as they created passionate songs about dealing with racism and oppression and produced their own CD, developed self-confidence, leadership and new relationships.

Who knew?

The total economic activity generated by the arts and culture sector in Greater Victoria in 2010 was \$169.8 million.

The *Greater Victoria Youth Orchestra* challenges young orchestral musicians to achieve the highest standards of instrumental competence and musical discipline by teaching commitment and cooperation. They then share the gift of music with school children, senior citizens, and the public in their quality performances.



Involved in the arts

B+ CONCERT ATTENDANCE INCREASING

In 2010, 55% of residents aged 15 and over reported attending at least one popular music concert in Greater Victoria in the last year, and 30% reported having attended a symphonic music concert. In 2005, 30.3% reported having attended a popular music concert and 19.6% a symphonic concert.

B+ MORE RESIDENTS EXPOSED TO PERFORMING ARTS

In 2010, 49.1% of Greater Victoria residents were exposed to the performing arts, up from 42.3% in 2009.

B+ MULTICULTURAL LIBRARY RESOURCES GROW

The Greater Victoria Public Library offered services in 14 languages in 2010 with expenditures in multicultural services increasing from \$33,000 in 2007 to \$34,900 in 2010.

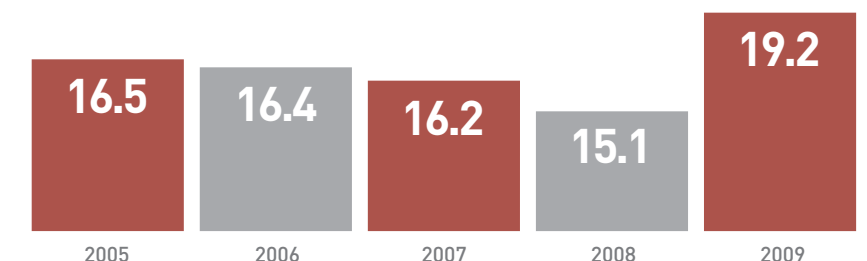
C+ GREATER VICTORIA STUDENTS REPORT LESS LEARNING ABOUT ART AND MUSIC

In 2009/10, 44% of the students in grades 3/4 in the Capital Region reported that they were learning about art at school, and 51% reported that they were learning about music at school. This compares with 49% of BC students in grades 3/4 who reported learning about art at school, and 55% for music.

PUBLIC LIBRARY USE

(CIRCULATION PER RESIDENT)

Source: Canadian Urban Libraries Council



Engaged in our community

B+ VOTER TURNOUT HIGHER
IN GREATER VICTORIA

In 2011, 70.0% of Greater Victoria residents voted in the federal election, compared to 61.1% of BC residents and 61.4% of Canadians.

B NINE OUT OF 10 SATISFIED WITH LIFE

Of South Vancouver Island residents aged 12 and over, 89.3% reported being satisfied or very satisfied with their overall life in 2010, down slightly from 90.4% in 2009. Provincially, 91.5% reported being satisfied or very satisfied in 2010, as did 92.1% of Canadians.

B- SENSE OF BELONGING DOWN

In 2010, 67.0% of South Vancouver Island residents aged 12 and over reported a strong or somewhat strong sense of community belonging, down from 69.9% in 2009. Provincially, 69.7% reported a sense of community belonging in 2010, as did 65.4% of Canadians.

B+ UNITED WAY CAMPAIGN RESULTS DOWN

The Greater Victoria United Way campaign raised \$6.4 million in 2010, down from \$6.7 million in 2009, but up slightly from \$6.3 in 2008.

B CONNECTIONS TO ETHNIC GROUP
OR CULTURE REMAIN STABLE

In 2011, 61.1% of Greater Victoria residents reported having a somewhat or very strong sense of belonging to their ethnic or cultural group, compared to 60.5% in 2009.



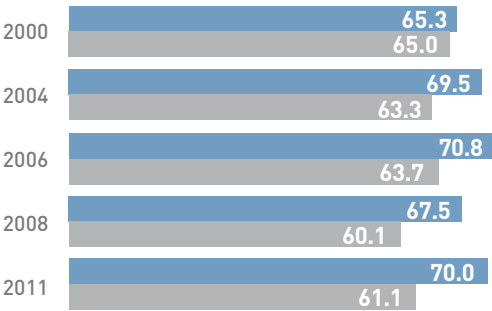
Victoria Cool Aid Society operates supportive housing and supports for adults at risk of being homeless. Their Downtown Community Centre welcomes street-involved youth and adults to connect and use free computers with Internet access. They also provide recreational programs such as *Every Step Counts* running program, floor hockey, yoga and arts, and voicemail for job and apartment searches.

FEDERAL ELECTION VOTER TURNOUT

(PERCENTAGE)

■ GREATER VICTORIA
■ BC

Source: Elections Canada



DOING OUR PART

Greater Victoria Citizens

Counselling Centre received \$7,112 in grants for training to allow more affordable counselling for couples and clients of Esquimalt Neighbourhood House. Staff also provide referrals to increase resiliency and social ties and help clients cope with increased stress in their relationships.

Who knew?

Victoria's **Chinese Consolidated Benevolent Association** was founded in 1884. It is the oldest organization of its kind in North America and served as the main representative body for Chinese people in Canada until 1908, when the Chinese Consulate was established in Ottawa. Today, the 35-member organization is more of a social organization that also runs the school and cemetery.

DOING OUR PART

A grant of \$15,000 is assisting former domestic abuse victims, who are single parent clients of **Bridges for Women**, with their academic preparation and counselling. Staff are field testing an updated workbook, based on the previous Bridges' publication **Impacts of Abuse**, that they will then market to other employment preparation programs for abuse survivors across Canada.

Who knew?

A core of eight members on the **Downtown Victoria Business Association Clean Team** picked up tons of garbage from downtown streets and removed approximately 5,000 graffiti tags and over 2,000 pieces of drug paraphernalia from downtown businesses and properties throughout 2010. They also used a steam-pressured, gum-removing machine and returned dozens of lost items to their owners.

Building strong businesses & good jobs

C EMPLOYMENT GROWING

Greater Victoria had employment growth of 0.9% between June 2010 and June 2011, compared to provincial growth of 0.9% and national growth of 1.6%.

B FEWER BUSINESS BANKRUPTCIES

There were 23 businesses in Greater Victoria that went bankrupt in 2010, a decrease of 69.7% since 2000. This compares to decreases of 76.6% in BC and 59.5% in Canada.

C- MORE PERSONAL BANKRUPTCIES

In 2010, 892 people declared bankruptcy, an increase of 22.4% since 2000. This compares to increases of 5.3% in BC and 23.4% in Canada.

B HOUSING SALES INCREASE

In 2009, 7,660 homes were sold in Greater Victoria, up significantly from 6,171 in 2008.

B RETAIL SALES ESTIMATED TO INCREASE

Estimates for retail sales in Greater Victoria in 2011 are \$4,269 million, up from \$3,999 million in 2010, an increase of 6.8%. Nationally, retail sales are estimated to increase by 4.8% in 2011, and provincially by 4.4%.

C+ SERVICE SECTOR EMPLOYMENT GROWS

In 2010, 20,900 people were employed in the goods producing sector in Greater Victoria and 162,400 people in services. Compared to 2009, this is a decrease of 1.2% in the goods producing sector and an increase of 1.1% in services. The top three employment industries in Greater Victoria are health care and social assistance; trade; and public administration.



Community Living Victoria supports youth and adults with developmental disabilities and their families in life skills training and employment with local placements. Only 43% of adults with disabilities are employed – an untapped niche for employers that comes with support.

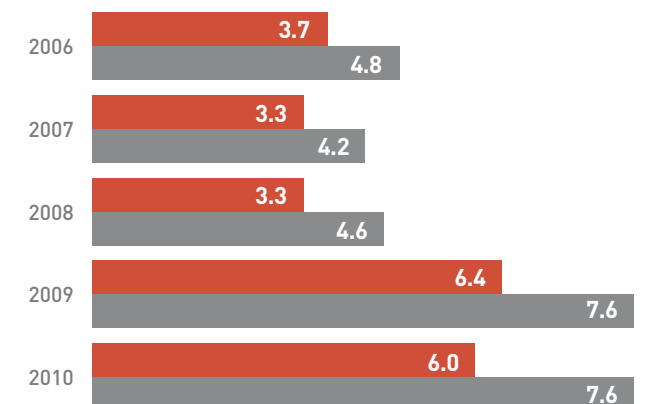
TWENTY LARGEST EMPLOYERS 2011

PROVINCE OF BC (ALL MINISTRIES)	12,226
VANCOUVER ISLAND HEALTH AUTHORITY	10,009
DEPARTMENT OF NATIONAL DEFENCE – CFB ESQUIMALT	6,000
UNIVERSITY OF VICTORIA	4,886
THRIFTY FOODS INC.	2,338
SCHOOL DISTRICT #61 (GREATER VICTORIA)	2,011
DISTRICT OF SAANICH	1,611
SCHOOL DISTRICT #63 (SAANICH)	1,500
GOVERNMENT OF CANADA (EXCEPT DND)	1,328
SCHOOL DISTRICT #62 (SOOKE)	1,300
BC FERRY SERVICES INC.	1,290
CAMOSUN COLLEGE	1,102
CAPITAL REGIONAL DISTRICT	1,036
BC TRANSIT	879
CITY OF VICTORIA	771
VICTORIA SHIPYARDS CO. LTD.	700
CANADIAN CORP OF COMMISSIONAIRES	551
FAIRMONT EMPRESS HOTEL	520
COAST CAPITAL SAVINGS	511
ROYAL ROADS UNIVERSITY	427

UNEMPLOYMENT

(PERCENTAGE)

■ GREATER VICTORIA ■ BC



Above Source: Statistics Canada

Left Source: Capital Regional District

Making responsible decisions

The *Canadian Earth Institute* increases understanding and care of the environment through training, and natural building workshops using cob, earthen plasters and floors, and woodchip-clay walls. The Institute holds the national license for a unique series of dialogue guides and an inclusive process that give ideas, tools and practices to lower environmental footprints.



B- MORE GREATER VICTORIA HOUSEHOLDS COMPOST KITCHEN WASTE, BUT LESS COMPOST YARD WASTE

In 2009, 46% of all households in Greater Victoria reported composting kitchen waste, and 48% of those with a lawn or garden reported composting their yard waste. This compares to 42% of households in BC composting kitchen waste and 55% of those with lawn or garden composting yard waste.

A- MORE HOUSEHOLDS IN GREATER VICTORIA GET DRINKING WATER FROM THEIR TAP

In 2009, 86% of households in Greater Victoria got their drinking water from the tap, compared to 73% in BC and 66% in Canada.

C+ LESS GREATER VICTORIA HOUSEHOLDS HOLD ONTO HAZARDOUS WASTE MEDICATIONS

In 2009, 33% of Greater Victoria households reported that they had leftover or expired medication to dispose of, compared to 39% provincially and nationally.

A- MORE GREATER VICTORIA HOUSEHOLDS CONSERVE WITH ENERGY SAVING LIGHT BULBS

Energy saving light bulbs were used by 93.7% of Greater Victoria households in 2009, compared to 88.9% of Canadian households and 90.7% of households in BC.

C+ AGRICULTURAL LAND RESERVE CONTINUES TO DROP

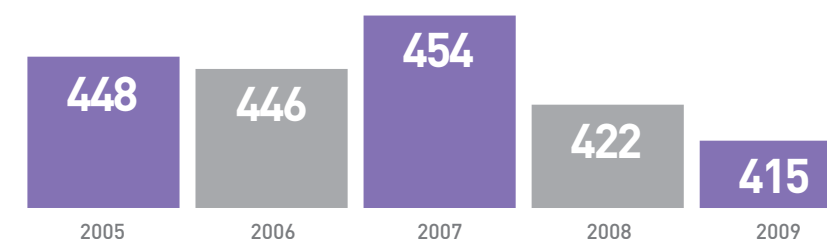
11.2 hectares of land were taken out of the Capital Region's Agricultural Land Reserve (land protected for agricultural use) in 2010 and 9.6 hectares were added to it, for a net decrease of 1.6 hectares. This is down from a net decrease of 5 hectares in 2009.

C+ PARKS STAFF DELIVER FEWER SCHOOL PROGRAMS TO FEWER STUDENTS

In 2010, CRD Parks staff delivered 223 school programs to 6,363 students, compared to 227 programs in 2009 to 7,344 students.

FIVE YEARS IN REVIEW SOLID WASTE DISPOSAL AT HARTLAND LANDFILL

(KILOGRAMS PER CAPITA)



Source: Capital Regional District

DOING OUR PART

Grants of \$8,000 assisted

Peninsula Streams Society

volunteers with creating two new storm water detention ponds and restoring parts of Tetayut Creek.

This helped mitigate flooding for

Saanich watershed inhabitants,

including residents of the Tsawout

First Nation, and enhanced nesting

habitat for endangered Western

Painted Turtles, frogs and

extirpated coho salmon.

Fact or Fiction?

Phase 1 of Hartland Landfill was filled to capacity, capped and closed in 1997. Over 10,000 trees and bushes have been planted over Phase 1 of Hartland Landfill. (Answer on page 31)

DOING OUR PART

After reading about the cutbacks to prenatal services, the Victoria Foundation convened a collaborative discussion to bring together the **Sooke Family Resource Society** staff and **KidCare Canada**. A \$16,594 grant was awarded to pilot the use of multimedia resources on parental attachment with expectant families through classes and home visits in the region between Sooke and Port Renfrew.

Fact or Fiction?

Boys and Girls Club Services of Greater Victoria served 7,600 breakfasts to children before school in 2010. (Answer on page 31)



The Victoria Native Friendship Centre now operates the Little Paws Pre-School featuring Aboriginal culture as the foundation of its curriculum and program for children 36 months to 5 years.



Successful starts for children & newcomers

C YOUTH UNEMPLOYMENT INCREASES

Unemployment for youth aged 15 to 24 in Greater Victoria in 2010 was 11.3%, up from 10.8% in 2009. Provincially, youth unemployment was 13.8% in 2010, and 14.8% nationally.

C IMMIGRANT EMPLOYMENT LOWER LOCALLY

In 2010, the employment rate for immigrants aged 15 and over in Greater Victoria was 50.5%, considerably less than the 64.2% for Canadian born workers in the same age range.

C PERCENT OF ABORIGINAL CHILDREN IN CARE LOWER LOCALLY

There were 279 Aboriginal children in care on South Vancouver Island in January 2010. This represents 40.0% of all children in government care on South Vancouver Island, compared to 54.5% for BC.

B- MIGRATION CONTINUES TO INCREASE POPULATION

Greater Victoria's population grew by 5,757 people in 2010. Of these, 1,492 came from outside Canada, 2,862 came from outside the province, and 1,643 came from within the province. Subtracted from this is a natural decrease – the difference between births and deaths – of 240 people.

C DEMAND REMAINS HIGH FOR GROWING NUMBER OF CHILD CARE SPACES

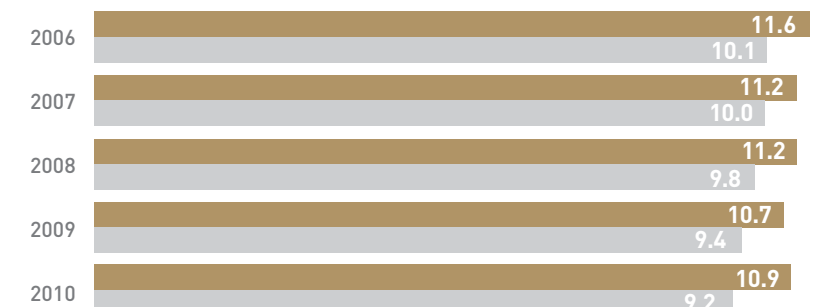
In January 2011, there were 5,608 registered child care spaces for 18,126 children age 5 and under in the Capital Region, up from 5,385 in January 2010.

CHILDREN IN CARE

(PER 1,000 CHILDREN UNDER 19)

■ CRD
■ BC

Source: BC Stats





Improving our quality of life

C+ OBESITY RATE DROPS

In 2010, 12.9% of residents on South Vancouver Island aged 18 years and over reported being obese, down from 13.7% in 2009. In Canada overall, 18.1% reported being obese as did 13.3% of British Columbians.

C ACTIVITY LIMITATIONS HIGHER LOCALLY

On South Vancouver Island, 33.4% of people aged 12 and over reported having limited activity because of a physical or mental condition, or health problem in 2009. This compares to 27.4% of people in BC and 27.5% of Canadians.

C+ FEWER LOCAL RESIDENTS EXPOSED TO SECOND-HAND SMOKE

In 2010, 12.9% of residents of South Vancouver Island aged 12 and over reported being exposed to second-hand smoke in vehicles or public places every day or almost every day. This compares to 13.7% of people the same age in BC and 15.0% of Canadians.

C STRESS LEVELS RISE

In 2010, 23.6% of South Vancouver Island residents aged 15 and over reported experiencing quite a lot of stress on most days, up significantly from 18.1% in 2009. In BC, 22.8% of residents reported experiencing quite a lot of stress in 2010, as did 23.5% of Canadians.

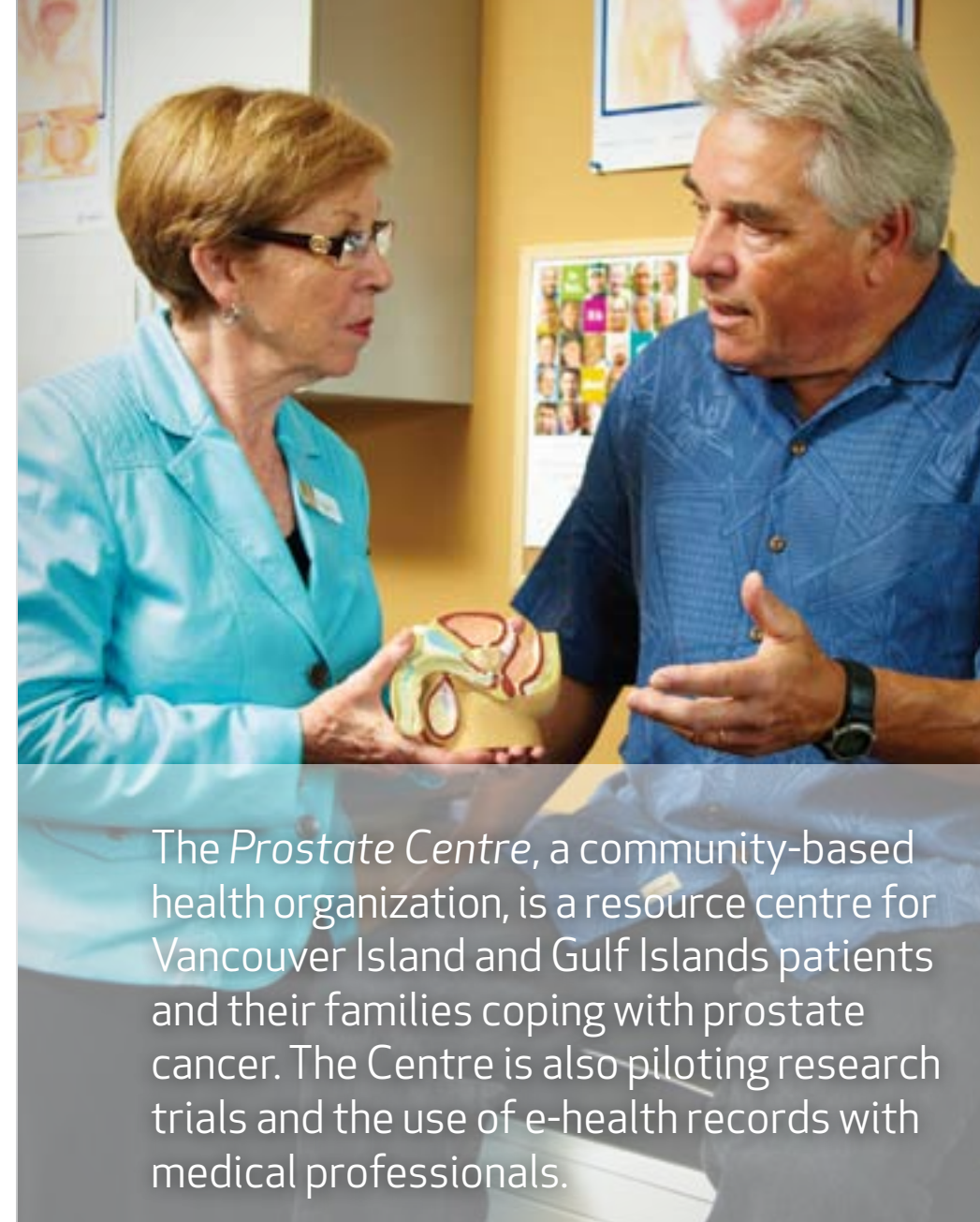
B- PHYSICAL ACTIVITY DOWN

In 2010, 64.0% of residents on South Vancouver Island aged 12 and over reported being physically or moderately active, down from 68.5% in 2009. This compares to 58.3% of residents of BC over age 12 in 2010, and 52.1% of Canadians.

C WORK ABSENCE HIGHER LOCALLY

Full-time workers in Greater Victoria were absent from work an average of 10.6 days in 2010, excluding maternity leaves. This compares to the BC average of 9.3 days, and 9.1 days for Canada overall.

Brought to you by



The Prostate Centre, a community-based health organization, is a resource centre for Vancouver Island and Gulf Islands patients and their families coping with prostate cancer. The Centre is also piloting research trials and the use of e-health records with medical professionals.

DOING OUR PART

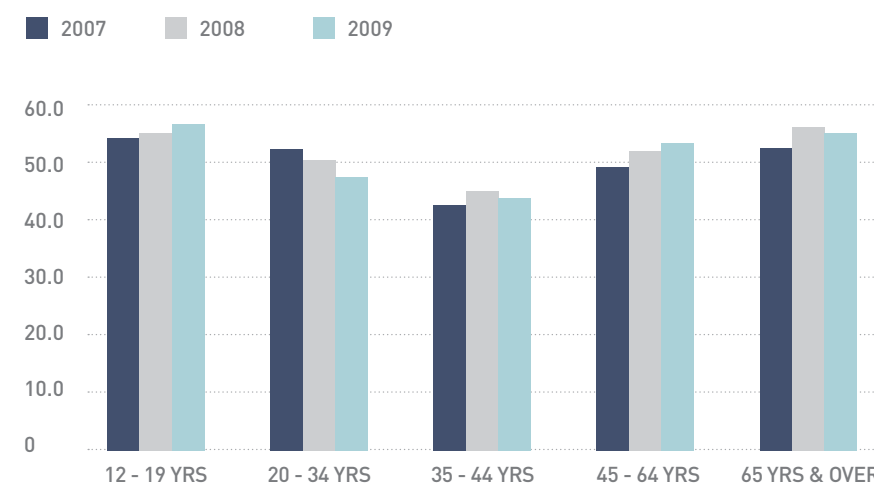
The **Vancouver Island Kidney Patients' Association** received a grant of \$26,000 for five new specialized chairs to help patients with kidney disease be comfortable and safe during the 12 hours a week they undergo dialysis. The care chairs are in constant use and require extensive cleaning between patient visits. They can be inverted when a patient's blood pressure drops during treatment.

Who Knew?

Victoria-based HepCBC was the first hepatitis C organization in Canada to place HCV awareness ads on public transportation, and the group's newsletter is Canada's oldest publication dedicated solely to hepatitis C. Run totally by volunteers, they have been sending out 11 newsletters a year since March 1996.

FRUIT AND VEGETABLE CONSUMPTION

(% OF POPULATION REPORTING FIVE OR MORE SERVINGS PER DAY)



Source: Statistics Canada

Having a home

FEWER RENTAL UNITS AVAILABLE

In April 2011, the rental vacancy rate for two-bedroom apartments in Greater Victoria was 2.0%, compared to 3.1% in April 2010.

D RENT COSTS TAKE LARGER SHARE OF YOUTH INCOME

The average monthly cost of a one-bedroom apartment in Greater Victoria in 2010 was \$806. For the average youth age 20 to 24, this cost equaled 73% of their income, up from 65% in 2007.

Greater Victoria Shelter Use Count

(as at February 2, 2011)

- ★ 1,143 individuals
- ★ 79 families
- ★ 112 children



C+ SHELTER USE CONTINUES TO GROW

In 2010/11, five of Greater Victoria's six shelters provided beds to 1,958 unique individuals, up from 1,943 in 2009/10 and 1,823 in 2008/09.

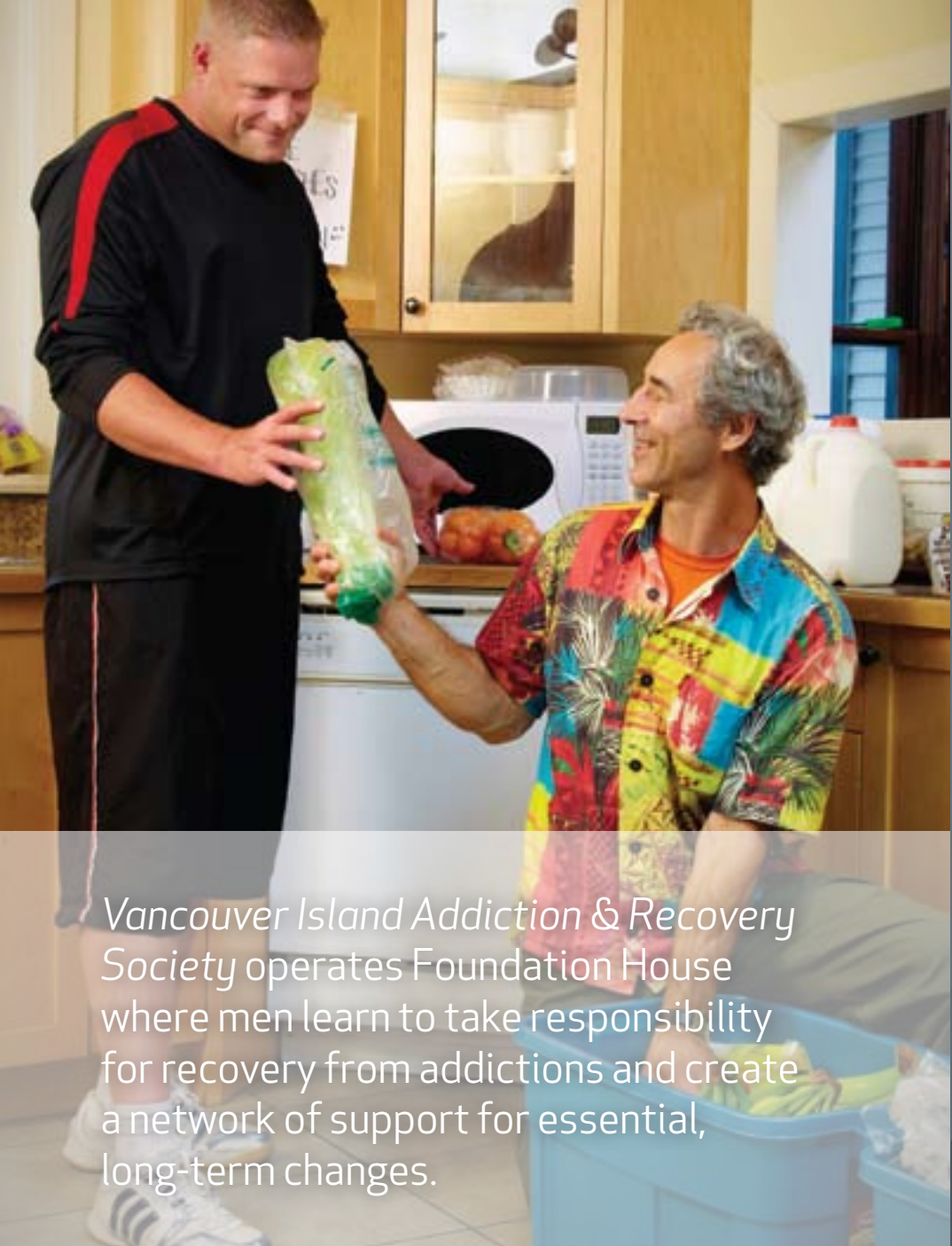
D+ HOUSING COSTS REMAIN HIGH

For a median income family in Greater Victoria, the average house cost was equal to 6.12 years of annual pre-tax income in 2009. This compares to the national average of 4.68 years and provincial average of 6.98 years. For Greater Victoria, this is an increase of 49.6% since 2000.

C- TOTAL NUMBER OF RENTAL UNITS DOWN

The total number of apartments in Greater Victoria in 2010 was 23,236, down considerably from 24,090 in 2009, a net loss of 854 apartments. This compares to a net gain of 142 apartments from 2008 to 2009.

Brought to you by  OAKCREST PARK ESTATES LTD.



Vancouver Island Addiction & Recovery Society operates Foundation House where men learn to take responsibility for recovery from addictions and create a network of support for essential, long-term changes.

DOING OUR PART

Gaps in support for youth coming off the street into two of the **Threshold Housing Society's** safe homes were addressed with a \$5,700 grant for bursaries that gave six at-risk youth basic shelter, toiletries, and food until they could find a job or income support. These young people were able to leave volatile, violent situations and thrive under a dedicated staff team in secure settings.

SOCIAL HOUSING WAITLIST GREATER VICTORIA

(AS OF MARCH)

	2011	2010	2009
FAMILIES	532	578	631
SENIORS	458	421	347
PEOPLE WITH DISABILITIES	410	400	327
PEOPLE NEEDING WHEELCHAIR ACCESS	62	66	49

Source: BC Housing

Fact or Fiction?

In the past year, the Greater Victoria Coalition to End Homelessness partners worked together to house 535 homeless people. (Answer on page 31)



Education in our schools



C- FEWER LOCAL STUDENTS LEARNING ABOUT FIRST NATIONS

In 2009/10, 13.1% of students in grade 7 reported learning about First Nations compared to 18% of grade 7 students in BC.

B- MORE PEOPLE OBTAINING POST-SECONDARY EDUCATION

In 2010, 54.1% of residents aged 15 and over had completed some level of post-secondary education, up from 52.0% in 2009 and 53.3% in 2008. Provincially in 2010, 50.5% of residents aged 15 and over had post-secondary education, as did 51.8% nationally.

C+ TUITION FEES BELOW AVERAGE

The average cost of tuition for a post-secondary undergraduate in BC in 2010/11 was \$4,802, considerably less than the national average of \$5,138. Of the 10 provinces and territories, BC has the fourth lowest tuition in Canada.

B MORE ESL STUDENTS IN LOCAL SCHOOLS

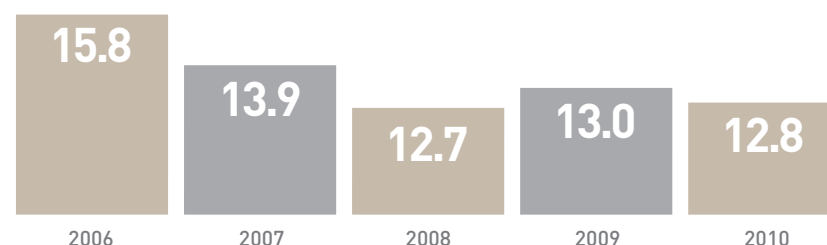
There were 2,155 students with English as a second language (ESL) in Greater Victoria schools in 2010/11, up considerably from 1,885 in 2009/10.

Brought to you by **ALACS Fund** through the **Victoria Foundation**

HIGH SCHOOL NON-COMPLETION GREATER VICTORIA

(% OF RESIDENTS 15 AND OVER)

Source: Statistics Canada



The *Greater Victoria Public Library* provides universal access to library services, fosters the love of reading and enhances the quality of life in our communities. Innovative services for patrons with diverse needs, such as accessible workstations, free wireless connectivity and inter-generational programs open doors to learning in the Library's 10 locations across Greater Victoria.

DOING OUR PART

Pender Islands Fire Protection

Society received a \$5,000 grant for a summer program to educate Islanders on home fire safety and help them to understand their roles in reducing wildfire risks. Firefighters distributed the Home Owners FireSmart Manual, FireSmart brochures, and taught drills to 'Stop Drop and Roll', and 'EDITH' (Exit drills in the home). Dramatically, there were no fires on Pender Island in this year's peak tourist season while the program ran in June and July.

Who knew?

In the last 18 years the *Victoria Chinatown Lioness Club* members have led tours of Chinatown, the oldest in Canada. Over 4,000 elementary students from schools on the Island have taken a tour.

DOING OUR PART

Through educational workshops about body image, sexual health and respectful relationships, **Salt Spring Women Opposed to Violence and Abuse Society (SWOVA)** used their \$6,500 grant to help protect girls and young women at risk for violence and abuse. The Gulf Islands now have nine young women who can mentor middle school girls on boundaries. SWOVA promoted the program through newspaper articles, posters, and online social media.

Who Knew?

Ten years ago, public safety organizations in the Capital Region used over 30 different radio systems for communicating. Fast-forward to today, and there are 39 police, fire, ambulance and other public safety agencies sharing the CREST radio system, allowing them to communicate with each other both within and outside their jurisdictions.

The *Crystal Clear Drug Prevention Society* aims to stem the harm arising from street drugs through multi-media education. Youth presenters use video testimonials and hard-hitting facts to engage students and provide educators and parents with resources about crystal meth and other substances.



Safe homes & neighbourhoods

B- TRAFFIC CRIME WAY DOWN

In 2010, there were 350 traffic crimes for every 100,000 people in Greater Victoria, down significantly from 444 in 2009. The traffic crime rate in BC in 2010 was 447 per 100,000 and 410 in Canada.

C- CHILDREN CONTINUE TO NEED SAFE HOMES

There were 6.7 children for every 1,000 under age 19 in need of protection in the Capital Region in 2010, compared to 6.3 in 2009. In BC, 8.4 children per 1,000 needed protection in 2010.

C+ TOTAL CRIME RATE DOWN

In 2009, there were 78 crimes committed for every 1,000 people in the Capital Region, down from 82 in 2008, and 90 for the province.

B- CLAIMS DOWN: WORKPLACE SAFETY INCREASES

There were 4,670 workers' compensation claims in the Capital Region in 2010, compared to 4,970 in 2009.

C LESS POLICE PER CAPITA LOCALLY

Greater Victoria had 153 police officers for every 100,000 people in 2010, the same as in 2009. Provincially, there were 200 per 100,000 and 203 nationally.

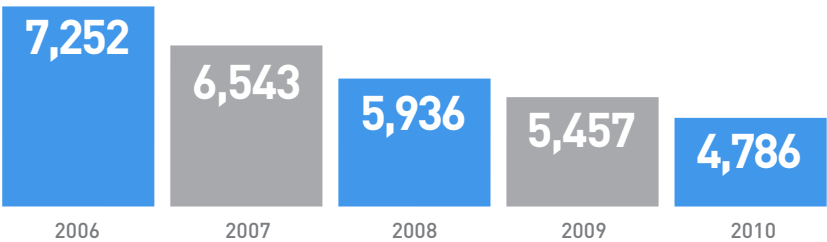


Brought to you by

PROPERTY CRIME RATE GREATER VICTORIA

(PER 100,000 PEOPLE)

Source: Statistics Canada



Are we all making ends meet?



C- CHILD POVERTY RATE RISES

Of the children under age 17 in Greater Victoria in 2009, 18.6% lived in poverty based on the Low Income Measure (LIM), up from 17.8% in 2008. Provincially, 25.1% of children lived in poverty in 2009, as did 23.2% of Canadian children.

C+ SOCIAL SAFETY NET DEPENDENCE DROPS

In September 2010, 1.2% of the people in the Capital Region age 19 to 64 were dependent on the social safety net – receiving employment insurance or basic income assistance – compared with 1.8% in the province. The social safety net supported 3.1% of Capital Region residents in September 2009 and 1.7% in September 2008.

C+ YOUTH EMPLOYMENT ASSISTANCE DOWN

In 2010, 340 youths between age 15 and 24 were receiving employment insurance, down from 480 in 2009, but up from 110 in 2008.

C FEWER RESIDENTS REPORT FINANCIAL SECURITY

In 2010, 47.1% of Greater Victoria residents reported being satisfied or very satisfied with their current financial situation, compared to 50.0% in 2008.

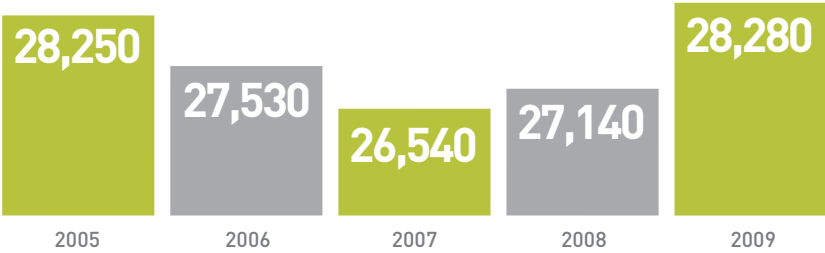
D+ AFFORDABILITY INDEX GETS HIGHER

In 2011, a two-parent family with two children needed to work a combined 70-hour work week earning \$18.03 an hour, or \$65,620 annually, to afford an adequate standard of living in BC’s Capital Region. This is an increase of \$2,612 from the annual income of \$63,008 needed to afford an adequate standard of living in 2010.

**POVERTY RATE
GREATER VICTORIA**

(NUMBER OF LOW INCOME FAMILIES, LIM)

Source: Statistics Canada



Expanding from its focus on urban agriculture, the *Greater Victoria Compost Education Centre* runs gardening workshops and a Grow a Row project to encourage local gardeners to grow an extra row of food to give to programs such as Best Babies and Our Place Society.

DOING OUR PART

The Foundation invited a submission from the **Young Parents Support Network** after hearing that their respite program was in danger of closing. The resulting \$26,000 grant helped low-income parents aged 14 to 29 access respite child care, take a break from living in stressed and impoverished families, and have a safety net in times of crisis.

Who knew?

19,523 people used local area food banks in 2010.



Making alternative transportation choices



B- FLOAT PLANE TRAFFIC DROPPING

In 2010, there were 25,448 float plane arrivals and departures in Victoria's Inner Harbour, down from 30,402 in 2009 and 34,072 in 2008.

C- HIGHWAY #1 TRAFFIC INCREASING

There were 81,602 vehicles per day travelling to and from Victoria on Highway #1 in 2010, up from 78,257 in 2009 and 75,576 in 2008.

B- AIRPORT TRAFFIC DROPPING

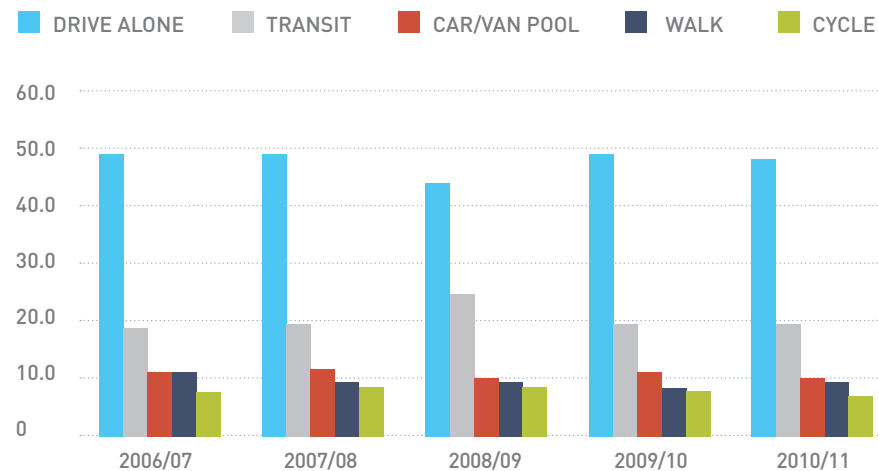
The Victoria International Airport transported 1.51 million travellers in 2010, down from 1.53 in 2009 and 1.54 in 2008.

B MORE TRANSIT PASSENGERS

In 2010/11, BC Transit carried 25.3 million passengers in Greater Victoria, up from 24.9 million in 2009/10.

USUAL METHODS OF GETTING TO WORK OR SCHOOL IN GREATER VICTORIA

(IN PERCENTAGE)



Source: BC Transit

DOING OUR PART

A grant of \$10,000 to the **Victoria Target Theatre Society** contributed to the staging of a provocative play called "Age on Wheels". The production examined the myths, facts and questions about the physical and emotional capacities of senior drivers' mobility, independence, and physical and emotional capacities that could affect their driving.

The Pembina Foundation for Environmental Research and Education conducts research and produces and distributes relevant information that advances the public's understanding and ability to implement sustainable energy and transportation solutions.

Fact or Fiction?

78% of all trips in the Capital Region are made by private vehicles. (Answer on page 31)



Photo far right: Sharon Toffin, courtesy Black Press



75 YEARS OF CONNECTING PEOPLE WHO CARE WITH CAUSES THAT MATTER.®

The Victoria Foundation is proud to have published Vital Signs for six consecutive years. While the report itself is a young initiative, here at the Victoria Foundation we are celebrating our 75th year of connecting people who care with causes that matter. This milestone got us thinking about the “vital signs” from 1936, the year of our founding. How different were the key indicators of community well-being then – and what issues remain with us today?

In 1936, during the Great Depression, we were founded in a soup kitchen called the Sunshine Inn on Pandora Avenue (photo opposite page). Unemployment in Canada had reached 30 per cent and one in five Canadians were dependent on government relief. However, the social-welfare structure was sporadic. Health care was not universal, education was not a standard right, and relief programs were not available to all.

Not everyone felt the burden of the Depression. Prices dropped even more than wages so the standard of living for property owners and those with jobs actually increased.

Fast forward 75 years: the cost of living, employment, housing and homelessness remain top issues of concern (in fact, our foundation still funds a modern-day soup kitchen, the 9-10 Club, photo opposite page). While the Canadian social-welfare system is much more robust and equitable, health care remains a key concern – as do social issues that were not commonly articulated in 1936, such as addictions, mental illness and elder care. The gulf between the “haves” and “have nots” remains a concern.

The world changes and the world stays the same. Our constant at the Victoria Foundation has been to touch the lives of British Columbians through the generosity of our donors. We look forward to continuing to do so, using the information from *Vital Signs* to direct support to the causes that matter most to Victorians.

Check our interactive 75-year timeline at www.75yearsandcounting.ca



1936

Captain Burges Gadsden founds the Victoria Foundation, established by an Act of the BC Legislature. Its first financial gift, \$20, comes from his mother, Fannie, in 1937 “with the wish that I could afford one hundred dollars to so fine an undertaking”.



1969

The foundation begins active granting when it presents a total of \$7,000 to The Victoria Boys Club (now the Victoria Boys and Girls Club), the Maritime Museum, and the predecessor of the Victoria Association for Community Living. Photo from the July 4 Victoria Daily Times.



2003

The Youth in Philanthropy program is established at Belmont Senior Secondary and Victoria High School. The program has since expanded to 5 other high schools, laying a foundation for future philanthropy.



Our thanks to all the individuals and organizations that helped to create this report. We are grateful to all those who provided data and to the many individuals who participated in our on-line surveys.

The Victoria Foundation works with many organizations that assist in promoting the need for information such as what’s available in *Vital Signs*. To that end, we work with a group of 12 organizations doing indicator work in the Capital Region.

As part of a national initiative, we are one of 22 community foundations from across Canada to coordinate our efforts and report on community indicators. Our thanks to the board and staff of the Victoria Foundation for their guidance and continuing support, and lastly to our sponsors and donors whose generosity makes production and promotion of this report card possible.

ACKNOWLEDGEMENTS

COMMUNITY INDICATOR NETWORK

- CRD Arts Service, James Lam
 - CRD Regional Planning, Ian Faris
 - CRD Environmental Services, Glenn Harris
 - City of Victoria, Kimberley Stratford
 - Community Council, Rupert Downing
 - District of Saanich, Debby Harris and David Izard
 - Greater Victoria Economic Development Agency, Sasha Angus
 - PacificSport Victoria, Robyn Dyke
 - PLAY Victoria, Jan White
 - United Way of Greater Victoria, Chris Poirier-Skelton
 - Vancouver Island Health Authority, Michael Pennock
 - Victoria Foundation, Marg Rose and Sharlene Smith
- Andrew Jackson
 - Mark Litwin
 - Peter Malcolm
 - Heather Raven
 - Deirdre Roberts
 - Bob Worth
 - Ian Izard, President, Honorary Governors

PRODUCTION TEAM

- Centre for the Study of Living Standards
- CommPlan Canada
- Community Social Planning Council
- Community Foundations of Canada
- Trapeze Communications
- Works Photography
- Victoria Foundation

SIGNATURE SPONSOR

- Island Savings

INDICATOR AREA SPONSORS

- ALACS Fund through the Victoria Foundation
- CREST (Capital Region Emergency Service Telecommunications)
- Oakcrest Park Estates
- Swiss Natural
- TELUS Victoria Community Board (Youth Vital Signs – coming in November!)

DONORS

- 98.5 The Ocean
- 103.1 JACK fm
- Anonymous (4)
- Barnes Family Foundation
- Black Press
- CIBC
- Ferris’ Oyster Bar
- Reed Pope
- The London Chef
- Trapeze Communications

WITH THANKS FROM THE VITAL SIGNS PROJECT TEAM

- Shannon Drew-Burrows
- Mark Litwin
- Louise MacDonald
- Sandra Richardson
- Marg Rose
- Stephanie Slater
- Sharlene Smith

VICTORIA FOUNDATION BOARD MEMBERS

- Steve McKerrell, Chair
- Chuck Burkett, Past Chair
- Gloria Back
- Kathryn Dawson
- Sandra Harper
- Richard Izard

TRENDS TO WATCH

The following indicators are updated annually, allowing us to measure progress and monitor change from year-to-year.

Moving Ahead

INCOME NEEDED FOR SHELTER In July 2011, a household income of \$62,094 was needed to purchase a median cost condo in Greater Victoria. This is less than the \$64,527 needed in 2010 and \$64,540 in 2009.

MEDIAN DONATION The median amount donated by residents of Greater Victoria filing tax returns in 2009 was \$370 up from \$340 in 2008 and 2007.

PERCEIVED MENTAL HEALTH Of the people living on South Vancouver Island aged 12 years and over, 71.0% reported having excellent or very good mental health in 2010, up from 69.6% in 2009, but down from 73.6% in 2008.

PROPERTY CRIME In 2010, there were 4,786 property crimes for every 100,000 people in Greater Victoria, significantly less than the 5,457 in 2009 and 5,936 in 2008.

RENTAL VACANCY The rental vacancy rate of one-bedroom apartments in Greater Victoria in April 2011 was 3.1%, up from 2.2% in April 2010 and 1.3% in April 2009.

SOLID WASTE DISPOSAL Per person solid waste disposal at the Hartland Landfill was 415 kilograms in 2009, down from 422 Kg in 2008 and 454 Kg in 2007.

Staying the Same

COMMUTE METHOD In 2010/11, 48% of Greater Victoria’s commuters drove alone in a vehicle to get to and from work or school, down slightly from 49% in 2009/10, but up from 44% in 2008/09.

TOURISM REVENUE In 2010, tourism revenue in Greater Victoria was \$0.97 billion, the same as in 2009, but down from \$1.15 billion in 2008.

Falling Behind

CHARITABLE GIVING Of the people in Greater Victoria who filed tax returns in 2009, 26.8% reported making donations to charitable organizations, down from 28.1% in 2008 and 28.0% in 2007.

CHILDREN IN CARE In the Capital Region in December 2010, there were 10.9 children in government care for every 1,000 children under the age of 19, up from 10.7 in 2009, but down from 11.2 in 2008.

EMPLOYMENT IN CULTURE In 2010, 2,800 people were employed in a cultural industry in Greater Victoria, down from 3,600 in 2009 and 3,800 in 2008.

PHYSICAL ACTIVITY In 2010, 64.0% of residents on South Vancouver Island aged 12 years and over reported that they were physically active or moderately active, down from 68.5% in 2009, but up slightly from 63.9% in 2008.

UNEMPLOYMENT In June 2011, the unemployment rate in Greater Victoria was 5.8%, up from 5.5% in June 2010, but down from 6.5% in June 2009.

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, a neighbour or an elected official at any level.

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 can help, too.

FACT OR FICTION ANSWERS

Page 12 - Fact!

In 2008, the Hartland Landfill received a \$50,000 Trees for Tomorrow grant to plant thousands of native trees, seedlings and bushes over top of the first phase of the landfill. Phase 1 of the landfill has been capped and sealed with a plastic liner and layer of soil, allowing vegetation to grow as a top cover. Because landfill areas can settle and shift over time, a green space or a park is an ideal end use for a closed landfill.

Page 13 - Fiction!

Boys and Girls Club has responded to the needs of children and youth in Victoria for 50 years. In 2010 they served 11,700 breakfasts before school, supporting education achievement.

Page 18 - Fact!

Through the collective efforts of Coalition partners, between April 2010 and March 31, 2011, 535 people were housed in a mix of market housing, single room occupancy and subsidized units.

Page 26 - Fact!

Most people travel by private vehicle even though public transit use is increasing and a record-breaking 25,251,149 rides were provided in the Victoria Regional Transit System by BC Transit last year. The Victoria transit system carries more passengers per capita (46% above the national average), more passengers per hour (9% above the national average), and is more cost-efficient to run (8% lower than the national average).



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.

VICTORIA'S

VitalSigns®*

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. *Vital Signs* is coordinated nationally by Community Foundations of Canada.

This report and source information for its indicators is available at: www.victoriafoundation.bc.ca.



COMMUNITY
FOUNDATIONS
OF CANADA

*The *Vital Signs* trademark is used with permission from Community Foundations of Canada.

The Victoria Foundation

Suite #109 - 645 Fort Street Victoria, BC V8W 1G2

Phone: 250.381.5532 Fax: 250.480.1129

Email: info@victoriafoundation.bc.ca

www.victoriafoundation.bc.ca



SCAN HERE FOR MORE INFO
ON VICTORIA'S VITAL SIGNS



MIX
FSC® C101537

This report is printed
on paper containing
10% post consumer
content and is
FSC certified



Growing Island Families Together

- *\$681,000 in GIFT grants*
- *270 Island community groups and organizations benefited*
- *\$27,837 in community donations to charities through patronage*
- *142 family-friendly events supported*
- *151 facilitated education and recreation workshops benefitting 16,779 families*
- *Countless warm fuzzies*

Since Island Savings launched our Growing Island Families Together (GIFT) program in 2010, we have provided over \$681,000 to local organizations. GIFT helps to provide childcare initiatives, education, recreation programs and much more. Thanks to our partnership with the Victoria Foundation, we're able to support organizations that reflect the values of our members and employees. And it's all done with one goal in mind: to improve the quality of life for Island families.

For more information on our extensive community involvement, visit our website at iscu.com/GIFT



ISLAND SAVINGS

*Totals reflect community investment activities undertaken since the launch of the GIFT program in February 2010 to the end of September 2011.

