

**TRENDS TO
WATCH IN 2010**

**45 THINGS WE
CAN ALL DO**

**SPECIAL
REPORT:**



**YOUTH IN
VICTORIA**

Victoria's

vital signs®

GREATER VICTORIA'S 2010 ANNUAL CHECK-UP

11 INDICATORS OF HOW WE ARE DOING

- > ARTS & CULTURE**
- > ENVIRONMENT**
- > HEALTH & WELLNESS**
- > HOUSING AND MORE**

INSIDE

BUSINESS AS USUAL?

READ OUR ECONOMY SECTION

47% SAY HOMELESSNESS IS OUR BIGGEST PROBLEM



2010 GRADING SUMMARY

We're satisfied with our lives, support our United Way and are big on culture – whether it's learning from those who come from other cultures, providing cultural attractions for tourists or supporting the film industry here in Greater Victoria.

On the flipside, we're very concerned with an increase in MRI wait times and the difficulties families face in making ends meet in the Capital Region. Although progress is being made, too many people are on our social housing waitlists, and we continue to be concerned with the increase in deaths from drug use. Reducing greenhouse gases from private vehicles also tops our list of things we need to do better.

LOOK FOR THE LETTER GRADE IN EACH ISSUE AREA

- A** Excellent
- B** Good
- C** Average
- D** Poor
- F** Fail

THINGS WE'RE DOING WELL

Victoria's Vital Signs with the highest grades:

Life Satisfaction Of Greater Victoria residents over age 20, 92.3% reported being satisfied or very satisfied with their life in 2007 and 2008, slightly higher than the 91.1% of Canadians that reported the same.

United Way Campaign In 2009, the Victoria United Way campaign raised \$6.7 million, up from \$6.3 million in 2008.

Film Production Film production in Greater Victoria resulted in \$13.0 million being spent in the region in 2009, significantly higher than the \$7.3 million in 2008.

Cultural Tourism Of the tourists responding to an exit survey, 19.4% indicated that one of their reasons for visiting Victoria in 2009 was for a cultural activity. This compares with 17.2% of visitors in 2008.

Learning from Other Cultures In 2008, 86.1% of Greater Victoria residents reported socializing with people from other cultures at least a few times/month, up from 75.6% in 2007. In Canada, 70.9% of residents socialize regularly with people from other cultures.

THINGS WE NEED TO DO BETTER

Victoria's Vital Signs with the lowest grades:

MRI Wait Times In the first half of 2009/10, the average wait time for a routine MRI scan in Greater Victoria was 21.4 weeks. This compares to 22.0 weeks for all of Vancouver Island, and 12.8 weeks for Greater Victoria in the first half of 2008/09.

Affordability Index In 2009, a two-parent family with two children needed to work a combined 70 hour work week earning \$17.31 an hour, or \$63,008 annually, to afford an adequate standard of living in BC's Capital Region. The combined median income for a male and female in Greater Victoria in 2009 was \$60,881.

Greenhouse Gas Emissions Emissions from private vehicle operation per person in Greater Victoria in 2007 was equal to 1,893 kg of CO₂ gases. This compares to BC's rate of 1,578 kg per person and 1,751 kg for Canada overall.

Illicit Drug Use The three-year average rate of death in 2006-2008 from illicit drugs was 7.8 for every 100,000 people 19 – 64 in the Capital Region, compared to 7.5 in 2005-2007 and 6.7 in 2004-2006. The average rate in BC for 2006-2008 was 6.4 deaths.

GREATER VICTORIA'S MOST IMPORTANT ISSUES

Vital Signs graders were asked to identify what they think are the three most important issues facing Greater Victoria today. Based on their responses, these are the top 10.



INSIDE

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The People in our Region

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VITAL SIGNS... THE MEASURES OF SUCCESS

Welcome to the fifth anniversary edition of *Victoria's Vital Signs*. Five years offers perspective – an opportunity to look back on where we've come from and ahead to where we're going.

The Victoria Foundation has experienced tremendous change and growth since 2006 and *Vital Signs* has played an integral role along the way. As a community report card, *Vital Signs* has provided important information during the economic challenge of recent years and enabled donors to make informed decisions when their support was most needed. Beyond granting during this time, we found new ways to support our community's charitable organizations and realized that more than money counts too.

Vital Signs is part of a world-wide understanding wherein accountability and measurement are increasingly important in guiding community level decision-making and investment. Through *Vital Signs*, we recognize that the indicators we measure also influence changes in our community.

As a community foundation, our grants support all aspects of society. *Vital Signs* has helped us understand our

community like never before. We're connecting donors to needs and opportunities, making impactful grants and convening people on issues of importance.

These are the reasons our Signature Sponsor, Island Savings Credit Union, and all of our issue area sponsors support *Vital Signs*. They, too, want to give back and strengthen our community.

We hope that you will find this year's *Vital Signs* a step beyond the versions of the past four years. Not only in terms of its quality of information and presentation – we proudly accepted a Gold Award for Excellence in

Communications from the Wilmer Shields Rich Awards Program for last year's report – but more so in terms of an effective communications tool that is interesting, content-rich, compelling and inspiring.

After all, measuring, informing, granting and collaborating to make community organizations sustainable is what we do best. It's also exactly how we will continue our work *connecting people who care with causes that matter*® as we look forward to our 75th anniversary year in 2011.



Sandra Richardson
Chief Executive Officer

Steve McKerrell
Chair, Board of Directors

THE PEOPLE IN OUR REGION

WHO ARE WE?

Median age The median age of the population in the Capital Region in 2006 was 44. It is projected to climb to 51 by 2036.

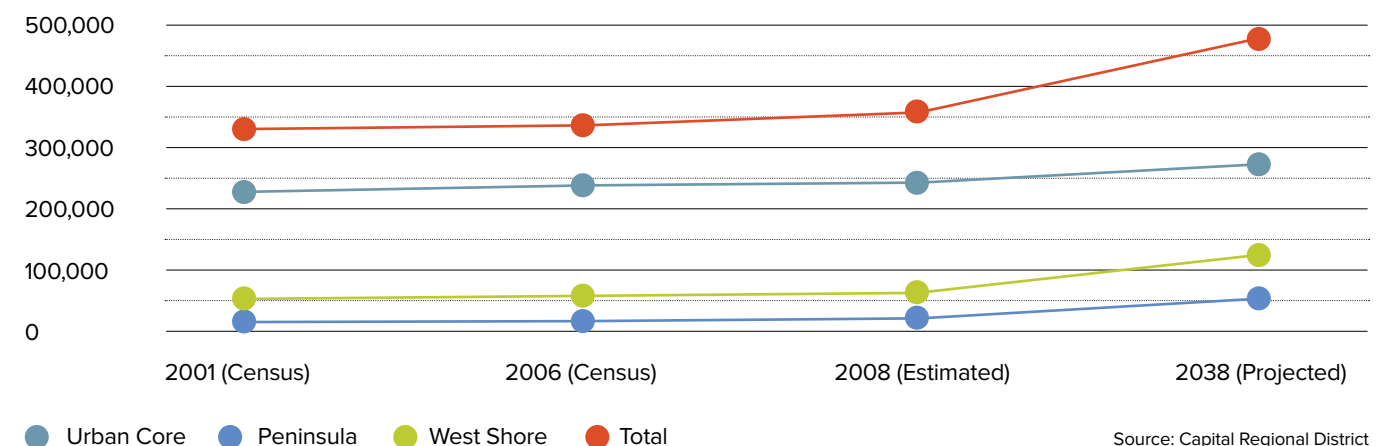
Youth population In 2009, 12.9% of Greater Victoria's population was made up of youth under age 15, compared to 15.4% in BC and 16.6% in Canada.

Family structure Of the 96,485 families in the Capital Region in 2006, 53.0% had children living at home. Nearly one in three (29.7%) of the families with children living at home were headed by a single parent.

Visible minority population The portion of Greater Victoria's population in 2006 classified as visible minority was 10.4%, compared to 24.8% in BC and 16.2% in Canada.

Elder population In 2009, 17.9% of Greater Victoria's population was made up of residents 65 and over, compared to 14.7% in BC and 13.9% in Canada.

Capital Region Population



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.

Find out more. Learn about the many organizations in our community working to improve it, and ask how you too can get involved.

YOUTH IN VICTORIA

LISTENING TO THE NEXT GENERATION

Victoria's Youth Vital Signs is designed to measure the vitality of our city from a youth perspective. Youths age 15 - 24 were asked for their opinions on issues that are critical to their quality of life in Victoria. Through grading scales and comment sections the youth survey provides insight into what is, or isn't working and why.

Often youth voices and opinions are not included in planning, policy and decision-making processes that impact their lives. *Victoria's Youth Vital Signs* is intended to be a catalyst for community awareness, dialogue and action. It is designed to provide youth with a voice in key quality of life areas, while also passing the results to key decision-makers in both the public and private sectors. It will assist the Victoria Foundation in strengthening its position as a responsive and proactive grantor.

Over 250 youth were involved through the survey this year, rating their quality of life in Victoria in 12 different issue areas. The youth were open and honest in sharing their opinions and feelings, and the comments, suggestions and feedback they provided highlighted areas of concern and opportunity.

HIGHLIGHTS

Youth in the region are aware of the challenges they face and the strengths they bring to our community. They continue to be concerned about our cost of living – high rents and low wages – and they want to figure out how to get the “better jobs”.

“I like my freedom as a youth in a very socially and environmentally active city – I feel recognized and appreciated as a teenager. I like that I feel safe throughout Victoria, and that I don't have to worry about the problems that I know a lot of bigger cities have to deal with...”

They shared their feelings openly when asked what they liked most

about their lives in Victoria – and were equally candid when asked what they disliked most.

I don't like seeing Pandora's ghetto. I don't like having to say 'no' to the man begging on the corner. I don't like seeing the kids, who are the same age as me, hanging out downtown every night of the week. I don't like seeing people fall off the tracks, whether it be because of the homelife, drug/alcohol abuse or other factors. I don't like seeing youth throw their futures away by dropping out of school, or not being thankful for their free education, and their plentiful opportunities to learn.

Youth who have relocated from other places such as Ottawa, Edmonton, Winnipeg and Europe say they like living in Victoria much more.

This survey gives a snapshot of the thoughts and lives of the youth in our community. Their time and participation in the project is greatly appreciated and we hope the release of this report is only the beginning of the engagement process.

More details are available in the *Vital Signs* section of the Victoria Foundation's website, www.victoriafoundation.bc.ca.

WHO ARE THE YOUTH THAT GRADED OUR SURVEY?

- » **45.8%** were 19 - 24 years
- » **42.3%** volunteer
- » **68%** are female, **32%** are male
- » **56.5%** live with their parents
- » **65.9%** go to school
- » **95.5%** speak English with their friends
- » **52.9%** have lived in the region all their lives
- » **22.8%** work full-time, **32.6%** part-time and **8.8%** seasonally
- » **53.6%** have graduated from high school



ARTS AND CULTURE

How is Victoria doing when it comes to arts and culture for youth?

B Youth are looking for affordable events and want to access them throughout the region, not just in the city's core. While they comment on the need for all ages venues, safety at these gatherings is a concern to them due to drug and alcohol use. Folkfest is missed by many!

More arts funding, more chances for things that are more interactive and get teens involved with being a part of the arts, in a capacity other than the audience...

On top of the many comments about the need for advertising of events, solutions to the problem were suggested including ...an interactive site where youth can post their own events themselves...

Art as extra curricular activity

In 2008, 26% of South Vancouver Island school age youth (12 - 18) reported participating weekly in art, drama or music activities outside of their classroom. This compares with 57% of school age youth who reported that they were participating weekly in hobbies or craft activities outside of their classroom. These per cents are similar to the outcomes for BC students overall.

YOUTH VOICE

How is Victoria doing when it comes to youth having a say?

C Youth want to be involved in their communities and express their opinions but they feel that there are not many avenues for this to happen and that their voices are not heard.

....most of the time, the only time they are heard or get to have a say is when they force it – riots, fights, crime are all a result of that.

They welcome the idea of youth forums and youth councils but requested more information be circulated about the councils and their work. High school clubs and/or outreach at the high school level and a community youth opinion network were suggested.

The local government could open itself up to greater youth participation through educational experiences, job-shadowing of politicians, and speaking at high schools. More contact with politics means youth are more likely to participate as adults, which is a good thing for everyone.

ENVIRONMENT

How is Victoria doing when it comes to the green scene?

B Three subjects dominated the responses about the environment: sewage, garbage and transit. Victoria's youth want to see our sewage treated. They want to have more public recycling bins – and garbage bins – on the streets both in the city's core and outlying areas. Composting was a hot topic. Youth want household compost picked up with the garbage. Victoria was unfavourably compared to many other parts of Canada with public composting.

Getting around on public transit continues to be a challenge for youth.

Environment learning in class

In 2009, 44.0% of Capital Region grade 10 students and 49.8% of grade 12 students reported that they were learning about how to do things to care for the environment at school (for example: recycling, waste reduction, energy, land and water conservation). This compares with BC grade 10 and 11 student averages of 43% and 42% respectively.

Westshore transit exchange is scary, isolated and way out of the way... makes sense for whom?

POVERTY: RICH VS. POOR

How is Victoria doing when it comes to addressing the gap between the rich and poor?

C The high cost of living in our region is a challenge for youth – both students and those in the work force. Finding housing that they can afford is extremely difficult. Wages in Victoria are part of the challenge.

Housing is unbelievably expensive, and could be made affordable by a revisitation of the Residential Tenancy Act and rent controlled housing. I dream of a youth-operated affordable housing initiative daily. My rent eats up two-thirds of my income.

They are concerned about those on the street and at-risk youth.

Raise the minimum wage, provide more reliable housing/support for street youth, less acceptance for drug/alcohol use in/around schools... more programs in school that help at-risk youth.

Youth social assistance

In September 2009, 2.8% of youth age 19 - 24 in the Capital Region were receiving income assistance, slightly higher than the 2.5% for the same period in the previous year. This compares with BC and Greater Vancouver where 3.8% and 2.7% of youth aged 19 - 24 respectively were receiving income assistance in September 2009.

YOUTH SPACES

How is Victoria doing when it comes to the availability and quality of youth spaces?

C+ Youth want to get out and be active but also be safe, especially in the evenings. They would love to have “some more all-ages places with security and safety measures.”

If we had more spaces, libraries and “coffee” shops specifically I think we’d see a change in our teenagers. More places for us to relax and spend time with each other, that are safe and supervised, it would be awesome!

As it is now “teens are tolerated, but by far not accepted.”

The all-ages nightclubs aren't great – full of older guys preying on younger girls and lots of people doing drugs...

...most people I know do not go to these types of events because we believe they are put on by either control freaks or pedophiles.

Cost for activities is a challenge. They would love to have a bowling alley or roller rink and incentives to use the rec centres. They like skateboard parks but would like to see one closer to the Hillside Mall area. Youth feel that libraries are not open late enough, not terribly youth friendly – they would love to see more chairs in libraries.

Skateboard parks

There are currently eight free outdoor youth skateboard parks across the Capital Region, including two on Salt Spring and Gabriola Island, two in the Westshore and two on the Peninsula. Skateparks are primarily used by skate boarders, however they are also used by in-line skaters and BMX bikers. Typically, the average age of skateboarders is 13.2 years and approximately 80% are boys.

WHO KNEW?

73 Victoria community organizations who serve children and youth needs have received financial support from the TELUS Victoria Community Board since 2007. We're proud to Give Where We Live.





How is Victoria doing when it comes to supporting health and well-being for youth?

B According to the youth survey respondents, youth clinics are few and far between. Mental health services are lacking. While they think that services available at UVic are good, they feel there is a great need for education and support at the high school level. One youth felt our region's support of health and well-being for youth is a "total and utter failure. I am currently

on an 8 month waiting list for mental health services, this is shameful...it is completely unacceptable..."

The closest youth clinic to me is about a 75 minute bus ride. I think a lot of children in and around my area would appreciate being able to go in for things like birth control and things that teens do not want to speak to their parents about.

I see advertisements on the bus all the time, but we need more of that, in different areas; those in need often don't have the money to get on a bus. They

need to be everywhere. There should be classes in high school dedicated to these subjects, not just one class (personal planning) that over 4 months briefly touches on some of these topics. They need to be explored thoroughly.

Screen time

South Vancouver Island youth age 12 - 19 sit in front of their computer or television an average of 13.4 hours a week. This is 4.3 hours less than the national average for youth age 12 - 19.

EDUCATION & LEARNING

How is Victoria doing when it comes to learning, education or training opportunities for youth?

B Although many youth feel that overall the quality of education is good, they are concerned about the rising cost of post-secondary education. Many would like to see the addition of a "real world" course added to the current school curriculum in order to teach skills that are crucial to a successful transition to adulthood such as filing taxes, renting your first apartment and balancing a budget. If more training programs and alternative learning programs were available, some feel they might have a better chance at finding a decent job.

"High schools teach too much theoretical concepts and are not teaching enough life skills, such as how credit and finances work, how to manage a household, etc."

Tuition fees

The average cost of post-secondary undergraduate tuition in BC for the 2009/10 academic year was \$4,840, \$77 less than the national average and up 2% (\$94) from 2008/09. BC maintained its position as sixth highest average tuition rate among the provinces, with Ontario the highest at \$5,951.

YOUTH HOUSING AND HOMELESSNESS

How is Victoria doing when it comes to housing for youth and young adults?

C Many youth in the region feel there is an increasing need for more low income housing, long-term transitional housing and drop-in centres. The high costs associated with renting frequently prevent Victoria youth from finding a place to live. Those who do rent say that they feel uninformed when it comes to their rights as tenants. They find that there is little to no services or support for teens living on their own or trying to support themselves.

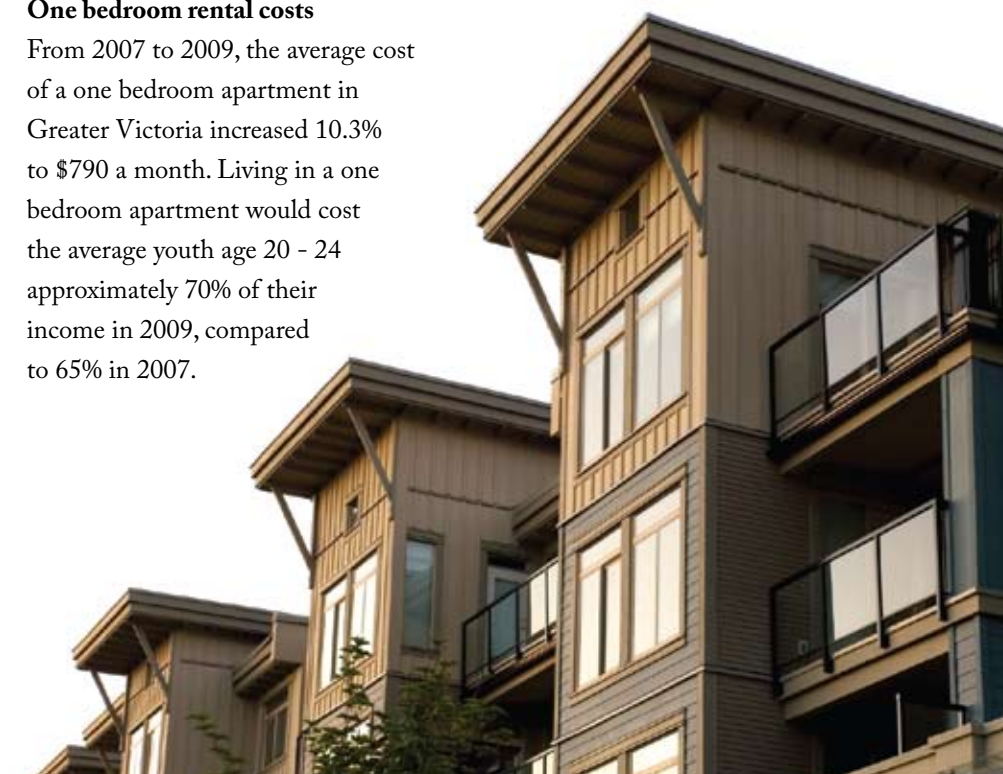
Victoria is doing a horrible job when it comes to housing. We have way too many youth living on the streets due to family or drug issues and we have way too many youth struggling to live on their own and go to school, with little help.

One bedroom rental costs

From 2007 to 2009, the average cost of a one bedroom apartment in Greater Victoria increased 10.3% to \$790 a month. Living in a one bedroom apartment would cost the average youth age 20 - 24 approximately 70% of their income in 2009, compared to 65% in 2007.

GRADERS IDENTIFIED THE TOP 5 AREAS IN MOST NEED OF ATTENTION IN VICTORIA:

1. YOUTH HOUSING AND HOMELESSNESS
2. POVERTY: RICH VS. POOR
3. WORK
4. GETTING AROUND: TRANSPORTATION
5. HANGING OUT: YOUTH SPACES



SAFETY

How is Victoria doing when it comes to youth safety?

B Youth want more education in the schools about bullying and the effects of negative behaviour. They feel the current relationship between youth and police is strained and uncomfortable, but that it could improve. They want to learn more about the city's emergency preparedness program.

Keep promoting anti-bullying and about how even texting and online bullying can be bad nowadays, have more youth workshops about it.

Serious juvenile drug charges

Over the period of 2006 to 2008, the rate of serious drug charges (i.e. non-cannabis) for every 100,000 youth age 12 - 17 in the Capital Region was 73.6. This compares to BC and Vancouver where the average rates were 52.4 and 56.1 respectively.

WHO KNEW?

Youth councils and advisory committees

In January 2010, the Capital Region could count four active municipal Youth Councils (City of Victoria, City of Oak Bay, District of Saanich, and District of Sooke) and a number of Youth Advisory Committees supporting organizations such as the Queen Alexandra Foundation, the United Way of Greater Victoria, Coast Capital Savings and Island Savings Credit Union.

Youth councils and committees provide youth and other community members with the opportunity to positively engage in issues concerning youth such as: facilitating civic and legal literacy, promoting community ownership and empowerment, developing recreation and leisure opportunities, and creating and maintaining community garden spaces.

EMPLOYMENT AND TRAINING

How would you grade youth employment and training opportunities in Victoria?

C There remains a large portion of youth surveyed who feel underpaid and underemployed. They feel that the "training wage" is unfair and unreasonable and would like to see it eliminated. Many enjoy volunteering in order to gain experience, but feel that few places seem interested in hiring young people.

Attending school and in the labour force

Well over one-third of Greater Victoria youth age 15 - 19 in school in 2006 were also working. At 41%, this was higher than youth age 15 - 19 in BC overall and in Greater Vancouver at 36% and 27% respectively. In contrast, only 6% of youth age 15 - 19 were not working and not attending school, slightly less than the 7% of youth age 15 - 19 in BC overall and Greater Vancouver.

I think there needs to be specific jobs set aside for youth only, because we need to learn how to support ourselves and be independent in the future.

The "Training Wage is exploiting youth who need work to gain experience, help their family or help them live on their own.

Unemployment rate (15 - 24)

In April 2010, the unemployment rate for Greater Victoria youth age 15 - 24 was 11.1%, down slightly

from 11.5% in April 2009. This compares to unemployment rates prior to the economic downturn of 4.1% in April 2008 and 5.1% in April 2007.

TRANSPORTATION

How is Victoria doing when it comes to youth getting around?

B Youth are concerned about bike safety and public transportation. They would like better defined bike lanes and bike programs to encourage cycling as a way to get around. They recognize that over the last year BC Transit has added later buses to its schedule, however the affordability of taking the bus, and accessing outlying communities, is still an issue. Many are frustrated with the lack of express buses and buses staying on schedule – they are either early or late.

I thought the bus system was great, until I came to rely on it.

Transit choices

More and more adults and youth are turning to transit as a green and affordable transportation alternative. In 2008/09, Victoria Transit saw an increase of 1.3 million passengers as a result of increased service in the region, and over 95% of the transit fleet has bicycle racks on board so it's easy for students and workers to make cycling a part of their commute.

OUR COMMUNITY

How is Victoria doing when it comes to youth's ability to be themselves?

B Many stated that Victoria is a difficult place to be "different" and they would like to see more opportunities and methods for positive self expression. There remains the feeling of widespread discrimination based on race and sexual orientation. They suggest that the road to better inclusion may be possible through education such as more open houses at community centres to bring different people together.

As we live by a standard simply put "Because we are Canadians", we are expected to be open to all of these issues; they may seem to be not an issue, but they most definitely are. It is very hard for a teen to be themselves especially in high school.

Extracurricular activities

In 2008, 24.0% of South Vancouver Island school age youth (12 - 18) volunteered weekly outside of their school activities, slightly less than 27.0% of students in BC overall.

Street involved youth support

The need for support of street involved youth in Greater Victoria grew last year. The Alliance Club, an evening drop in centre for youth age 13 - 19 who spend the majority of their time on the downtown streets, saw a 30% increase in youth visits in 2009 and served approximately 4,000 meals. Over the course of the year this program assisted over 700 unique individual youth for a total of 5,475 visits.



DO YOU FEEL CONNECTED TO YOUR COMMUNITY?

	2010	2009
Very connected	19.1%	14.7%
Somewhat connected	56.0%	60.4%
Hardly connected	21.3%	22.2%
Not connected at all	3.60%	2.70%

GRADERS RATED THE FOLLOWING AS THE TOP 4 AREAS "ESSENTIAL" TO DEDICATE MORE MONEY, TIME AND LEADERSHIP:

1. EDUCATION
2. AFFORDABLE HOUSING
3. DRUG AND ALCOHOL ABUSE PREVENTION
4. DRUG AND ALCOHOL REHABILITATION

5 FIVE VITAL YEARS

Finding good indicators of the arts and culture in our community has always been a challenge. As a result of *Vital Signs*, the Victoria Foundation is working with the CRD Arts Service, Greater Victoria Economic Development Agency, ProArt Alliance and Tourism Victoria to conduct an economic activity study that will establish and report on new indicators to measure the success of arts and culture in Greater Victoria.

BE ARTSY »

- » Feature art in your workplace
- » Patronize and acknowledge sponsors of arts events
- » Volunteer at your local school library
- » Thank your local arts organization

How is our creative community doing?

C+ Employment In 2009, 3,600 people were employed in cultural industries in Greater Victoria, compared to 3,800 in 2008. This accounted for 2.0% of total employment in Greater Victoria in 2009, compared to 2.4% in BC and 2.0% in Canada.

B+ Film Production In 2009, film production in Greater Victoria resulted in close to \$13.0 million being spent in the region, significantly higher than the \$7.3 million in 2008.

C+ Library Use Greater Victoria public libraries circulated 15.1 items for every resident in 2008, down from 16.2 items in 2007 and 16.4 items in 2006.

B+ Cultural Tourism Of the tourists responding to an exit survey, 19.4% indicated that one of their reasons for visiting Victoria in 2009 was for a cultural activity. This compares favourably with 17.2% of visitors in 2008.

C- Student Learning In 2009, 54% of the students in grades 3/4 in the Capital Region reported that they were learning about art at school, and 56% reported that they were learning about music. This is less than the 62% of BC students in grades 3/4 who reported learning about art at school, and 63% for music.

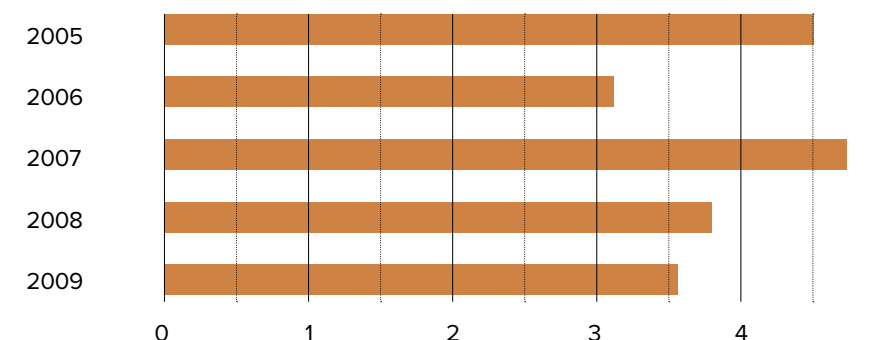
FACT OR FICTION?

With support from eight member municipalities, the CRD Arts Service provided \$2.1 million in operating and project grants to local arts organizations in 2010.

Answer on page 38.

Five Years in Review Employment in Cultural Industries

In Thousands



Source: Statistics Canada

Our region has a wide range of the arts for everyone to enjoy including free lunch time concerts in Centennial Square. Julie and Carli Kennedy performed on the new Spirit Square stage in August.

WE ARE ALL CONNECTED.

Rev. Allan Saunders leads an active congregation of 627 households at First Metropolitan United Church in downtown Victoria. Worshippers come from all parts of the CRD and they are very active with outreach activities – supporting Our Place, KAIROS, Care for Creation, hosting a monthly Inner City Dinner, and seasonally, a weekly Out of the Rain youth shelter. The church has a low income housing complex built on its property and the Inter-Cultural Association of Greater Victoria is housed in the church. This 1915 heritage building is a hub of belonging and leadership in our community.

GET CONNECTED »

- » Join a service group such as the Rotary, Kiwanis or Lions
- » Follow local news
- » Nominate someone for a leadership award
- » Participate in a community planning session

FACT OR FICTION?

The Canadian Forces Base Esquimalt employs over 6,000 people and is estimated to contribute \$650 million annually to the local community.

B Discrimination In 2008, 72.6% of Greater Victoria residents surveyed reported never experiencing discrimination or unfair treatment in the past five years.

B- Social Support Of residents on South Vancouver Island, 62.2% reported having strong social support in 2008, higher than the 59.3% of British Columbians and 59.6% of Canadians.

B Volunteerism In 2007, 46.8% of Greater Victoria residents over 15 were engaged in volunteer activities, up from 43.7% in 2004. In BC, 46.6% of residents over 15 volunteered in 2007, as did 46.1% of Canadians.

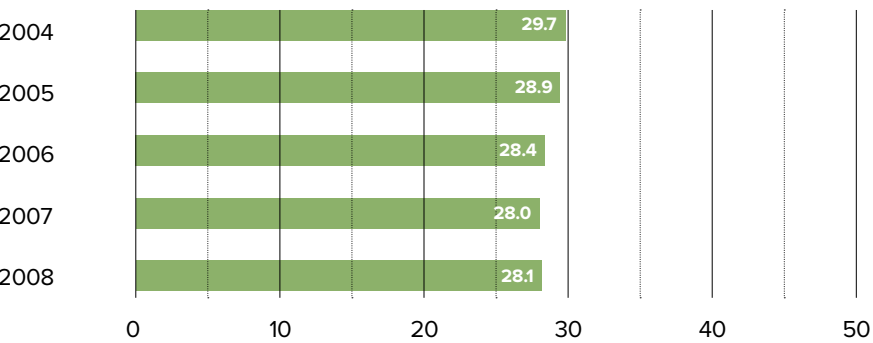
A- Life Satisfaction Of Greater Victoria residents over age 20, 92.3% reported being satisfied or very satisfied with their life in 2007 and 2008, slightly higher than the 91.1% of Canadians that reported the same.

5 FIVE VITAL YEARS

The Foundation's initial *Vital Signs* report sparked the interest of many donors, including two that made gifts of \$1 million each within weeks of the initial launch. "This is a wonderful tool for making philanthropic choices" is voiced frequently. As a guide that donors look forward to annually, it has also changed the Foundation's granting process from reactive to proactive. More than ever, donors match their available gifts to areas identified in this report card.

B+ United Way Campaign In 2009, the Victoria United Way campaign raised \$6.7 million, up from \$6.3 million in 2008.

Five Years in Review Charitable Donors as a Percent of Tax Filers



Source: Statistics Canada



Answer on page 38.

IS BUSINESS BACK ON ITS FEET?

Commercial broker, Prodigy Group co-founder, City of Victoria Community Development Public Advisory Committee co-chair and Victoria Foundation Board member Mark Litwin shows a restaurant-designated commercial space at Dockside Green.

B Unemployment On average, 6.7% of Greater Victoria's labour force 15 and older were unemployed in the first half of 2010, significantly less than the 7.8% in BC and 8.2% in Canada.

B Business Failures There were 26 businesses in Greater Victoria that went bankrupt in 2009, down considerably from 43 in 2008, a decrease of 39.5%. This is considerably better than the decreases of 16.3% in BC and 12.1% in Canada.

C+ Consumer Price Index (CPI) The CPI in Greater Victoria increased 0.1% in 2009, compared with no increase in BC and a 0.3% national increase. In 2008, the CPI increased by 1.8% in Greater Victoria.

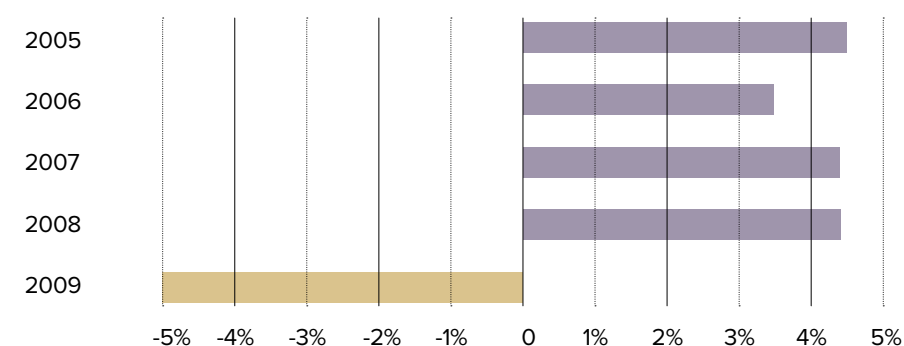
C+ Housing Starts In 2009, Greater Victoria had 1,034 new homes under construction, compared to 1,905 in 2008 – a decrease of 45.7%. In BC, the decrease for the same period was 53.2% and 29.4% in Canada.

C Gender Income In 2008, the median income for female taxfilers in Greater Victoria was \$26,430, significantly less than the \$36,084 for male taxfilers. In BC, the median income for females was \$24,000 and \$24,030 for Canadian females. Of all taxfilers in Greater Victoria in 2008, 53.0% were female.

5 FIVE VITAL YEARS

The Victoria Foundation works to improve lives in our community and beyond, now and for the long-term. A constant challenge is that the needs of the charitable sector outweigh the funding available. To address this challenge, the Foundation developed a community advisor program that matches volunteers with organizations seeking guidance in areas like strategic planning, finance or communications. By providing *More than Money* together we're strengthening the sustainability of organizations.

Five Years in Review Employment Growth



Source: Statistics Canada

WHO KNEW?

Greater Victoria has had the highest rate of self-employment among Canada's top 20 metro areas for the last two Census'.



INVEST IN YOUR LOCAL ECONOMY »

- » Join the Chamber of Commerce
- » Start a savings account for a child
- » Sponsor front-line training
- » Support local businesses

SAVE OUR
NATURAL RESOURCES »

- » Aim for zero waste
- » Seed a native plant garden
- » Drink water from the tap
- » Sign up for an organic compost service
- » Support your local market gardens



FACT OR FICTION?

Five of the 13 municipalities in the CRD have adopted pesticide use bylaws.

Answer on page 38.



Concerns about food security have more people purchasing locally produced food, planting their own vegetable gardens and even raising their own chickens. Piper, Grace and Ella Heaman look after four hens in their Esquimalt backyard.

People are
doing their part.
Is it enough?

C+ Water Use The average daily residential water use in Greater Victoria in 2008 was 277.4 litres per person, up from 275.1 in 2007, but less than the 311.2 in 2006.

B- Organic Farms In 2008, there were 263 hectares of certified organic land in the Capital Region, up from 256 in 2006. This represents 1.9% of the region's 13,536 hectares of farmland.

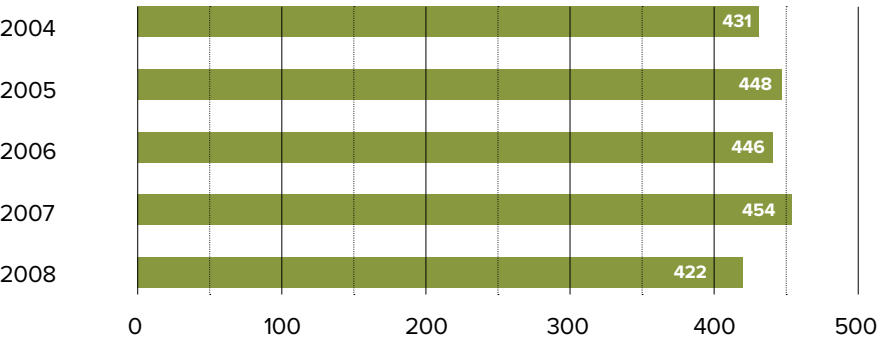
C+ Energy Conservation Energy saving light bulbs were used by 76% of Greater Victoria households in 2007. This is considerably less than the 84% of Canadian households and 87% of households in BC.

D+ Greenhouse Gas Emissions Emissions from operating private vehicles in Greater Victoria in 2007 was equal to 1,893 kg of CO₂ gases per person. This is significantly higher than BC's rate of 1,578 kg per person and 1,751 kg for Canada overall.

B Community Gardens In July 2010, there were 19 community gardens in Greater Victoria that provided 680 individual plots and 317,274 square feet of garden space. In 2005, there were 14 community gardens with 580 plots and 268,392 square feet of gardening space.

Five Years in Review
Solid Waste Disposal at Hartland Landfill

Kilograms per capita

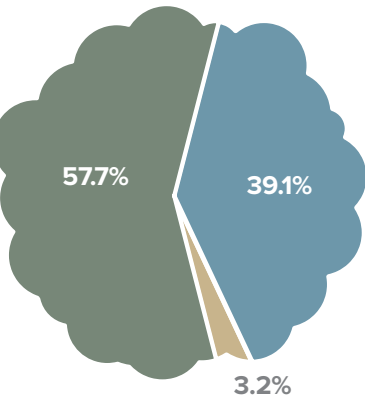


Source: Capital Regional District

5 FIVE VITAL
YEARS

After funding a steady stream of environmental education projects from dozens of organizations, the Victoria Foundation convened a discussion on ways to collaborate. We also underwrote the annual Conservation Connections gathering of environmentalists for three years. Out of these community dialogues, a green portal, or Eco-Hive, was formed. It will house links to local resources, groups, events, hands-on learning in nature sites and concrete ways to take action on climate change and be effective stewards of the region's delicate eco-system.

Greenhouse Gas
Emission Sources



- Buildings
- On-road transportation
- Solid Waste

Source: Capital Regional District



For children and for newcomers, starting out on the right foot matters.

Beginnings are important. Coming to a new community, a new culture or a new country can be challenging. Children also need to get a good, strong start in life as how well we begin is often an indicator of how well we will succeed. Here, Max and Mia Zolbrod enjoy playing together.



C Immigrant Employment

In 2009, the employment rate for immigrants 15 and over in Greater Victoria was 54.6%, less than the 65.0% for Canadian born workers in the same age range.

C- **Childcare** In January 2010, there were 5,385 registered childcare spaces for 18,462 children age 5 and under in the Capital Region, up from 5,244 in January 2009.

B- **Net Migration** Greater Victoria's population grew by 4,522 people in 2007 as a result of migration. On a net basis, 1,014 came from outside Canada, 2,562 came from outside of the province, and 946 came from within the province. This is significantly higher than the population growth of 3,151 in 2006, of which on a net basis, 628 came from outside Canada, 2,030 came from outside of the province, and 493 came from within the province.

C- Aboriginal Children in Care

There were 259 Aboriginal children in care on South Vancouver Island in January 2009. Aboriginal children represent 36.5% of all children in government care on South Vancouver Island, considerably less than 52.6% for BC.



GET OFF ON THE RIGHT FOOT »

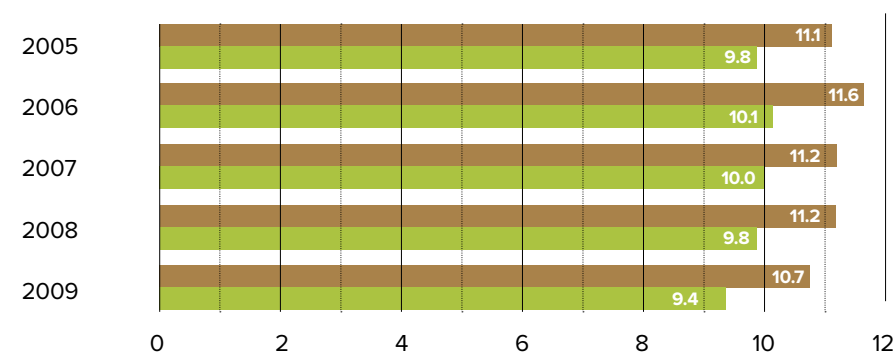
- » Smile at a stranger
- » Offer respite to a new parent
- » Perform a random act of kindness for a newcomer
- » Be a language partner or mentor

5 FIVE VITAL YEARS

Every Child Counts is a pilot project initiated as a result of the need shown in *Victoria's Vital Signs* for more childcare spaces. The Victoria Foundation provided a \$20,000 grant to the Single Parent Resource Centre (SPRC) to create 50 new childcare spaces by 2011. This will be accomplished through a new training program to license homes operated by immigrant stay-at-home parents. Staff of Child Care Resource & Referral will recruit, train and provide in-home support to the new childcare providers. Many more families will benefit from these spaces in the years to come.

Five Years in Review Children in Care

Rate per 1,000 children under 19 ■ CRD ■ BC



Source: BC Stats

DO WE HAVE GOOD HEALTH HABITS AND ACCESS TO SERVICES?

Many people use an integrated approach to health care, accessing a combination of practitioners to achieve a state of wellness. As a renowned runner herself, Sports Physiotherapist Cheryl Murphy recognizes the importance of an integrated approach to overall well-being.

C- Smoking In 2009, 18.0% of the population on South Vancouver Island age 12 and over reported smoking daily or occasionally, up from 15.6% in 2008. In BC, 16.0% reported smoking in 2009 as did 20.1% of Canadians.

C+ Physicians There were 279 physicians (family practitioners and specialists) for every 100,000 people on South Vancouver Island in 2008. This is significantly higher than the 207 per 100,000 in BC and 196 in Canada.

D+ MRI Wait Times From April to September 2009, the average wait time for a routine MRI scan in Greater Victoria was 21.4 weeks. This compares to 22.0 weeks for all of Vancouver Island, and 12.8 weeks for Greater Victoria for the same period in 2008. The target wait time for routine MRIs is 13 weeks.

B- Stress Levels In 2008, 41.3% of South Vancouver Island residents over age 15 reported that most days are not at all stressful, compared to 38.3% of British Columbians and 36.0% of Canadians.

C+ Obesity In 2009, 13.7% of residents on South Vancouver Island age 18 years and over reported being obese, down from 15.4% in 2008. In Canada overall, 17.9% reported being obese as did 13.6% of British Columbians.

C- Mental Health Of South Vancouver Island residents over age 12, 69.6% reported having very good or excellent mental health in 2009, down from 73.6% in 2008. This is also less than 70.4% of British Columbians and 73.9% of Canadians.

5 FIVE VITAL YEARS

Thanks to *Vital Signs* and the Community Indicator Network (see the acknowledgements page), the Victoria Foundation is part of the Happiness Index Partnership. Known as HIP, the Partnership promotes happiness in Greater Victoria through research and public education. Activities include a bi-annual well-being survey, a community forum, a guide to happiness and spreading the word through displays in public spaces. And, there's more 'happiness' to come...



GOOD FOR YOUR HEALTH »

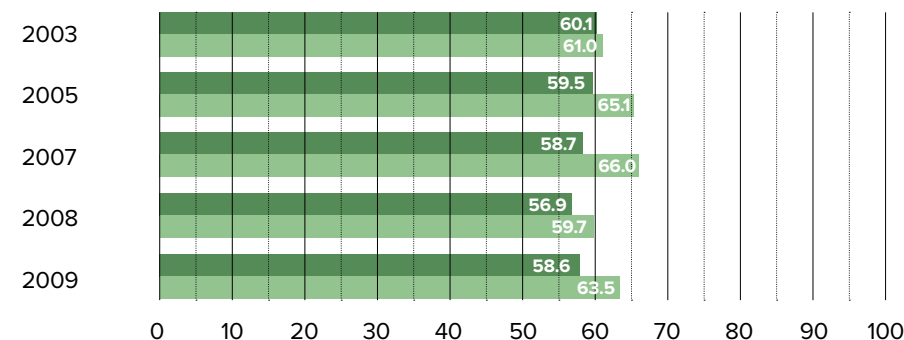
- » Eat less, do more
- » Drink 8 - 10 cups of water daily
- » Put R & R on your 'to do' list
- » Check your blood pressure regularly

Five Years in Review Perceived Health

% of population reporting very good or excellent health

■ BC

■ South Vancouver Island



Source: Statistics Canada

WHO KNEW?

To help maintain their health and wellness, residents of the CRD can rely on 43 naturopaths, 83 registered acupuncturists, 113 chiropractors and 311 registered massage therapists.

WHO KNEW?

Oakcrest Park Estates has provided 64 two and three bedroom affordable rental units to lower income families in the Quadra Village community for over 40 years.

GIMME SHELTER.

Meeting the demand for affordable housing is a challenge in our region. The Mount View Heights site on Carey Road addresses three key regional priorities – a ‘Campus of Care’ for seniors, housing for the homeless, and affordable family housing. A three storey, 36-unit apartment building, purpose-designed and managed as supportive housing for formerly homeless people is shown here. Comprising studio units, the facility will have 24/7 staffing and be managed by the Victoria Cool Aid Society. As a legacy of the 2010 Olympic Games, the structure is being assembled from converted units used in the Whistler Olympic Village, and will look like a conventional apartment building when construction is complete.

C- Rental Costs In 2009, the average cost of renting a two-bedroom apartment in Greater Victoria was \$1,001, up from \$965 in 2008, but the same as the average provincial cost of \$1,001. The national average for a two-bedroom apartment was significantly less at \$812.

C Rental Availability The total number of apartments in Greater Victoria in 2009 was 24,090, up slightly from 23,948 in 2008 for a net gain of 142 apartments. This compares to a net loss of 102 apartments between 2007 and 2008.

B- Regional Housing Trust Fund Eleven municipalities contributed over \$859,000 to the Regional Housing Trust Fund in 2010. Since 2005, \$3.4 million has been granted from the fund, resulting in the construction and/or retention of 296 homes for low or moderate-income families and individuals.

C- Overnight Shelter Stays In 2009/10, emergency shelters in Greater Victoria had 67,595 overnight stays, up from 66,027 in 2008/09.

D+ Social Housing Waitlist In March 2010, there were 578 families, 421 seniors, 400 people with disabilities, 45 single people and 66 people needing wheelchair access on the social housing waitlist in the Capital Region. By comparison, in March 2009 there were 631 families, 347 seniors and 327 people with disabilities on the waitlist.

C Housing Outreach The total number of homeless people housed through BC Housing’s outreach program in 2009/10 was 636, compared to 625 in 2008/09. Of these, 70% were still housed after six months in 2009/10, up from 66% in 2008/09.

5 FIVE VITAL YEARS

Over the last five years homelessness has been the top issue in *Vital Signs*.

To help address it, the Victoria Foundation has:

- » Granted almost \$1.3 million for housing and homelessness over the past five years,
- » Provided the Greater Victoria Coalition to End Homelessness with our largest discretionary fund grant ever of \$100,000,
- » Helped raise \$128,000 through a donor’s \$50,000 donation for *Streets to Homes* that was then matched with an additional \$78,000 from the community, and
- » Established *Every Step Counts*, a running program for marginalized people.

Subsidized Housing Units, Greater Victoria

By tenant type at March 31, 2010

Homeless, sheltered	199
Homeless, housed	332
Seniors, assisted living	1,433
Special needs	955
Self-identified Aboriginal	234
Seniors, independent	3,830
Low income families	2,750
Unknown	1
Total	9,734

Source: BC Housing & BC Non-Profit Housing Association

SOMEWHERE TO LIVE »

- » Support the Greater Victoria Coalition to End Homelessness
- » Rent out a spare room
- » Donate to homeless shelters year-round
- » Welcome affordable housing into your neighbourhood

5 FIVE VITAL YEARS

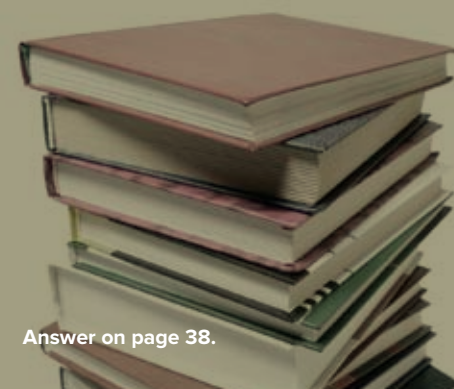
The work of *Vital Signs* introduced the Irving K. Barber BC Scholarship Society to the Victoria Foundation. And, in 2007 we formed a partnership to manage and award scholarships from \$38 million in endowment funds established by the Province of BC. Today, the Society has a variety of scholarship programs that support students attending public post-secondary institutions in BC and internationally. Working with the Foundation, the Society has awarded almost \$2.5 million in scholarships to-date.

WISE CHOICES »

- » Sign up for a course
- » Get a library card and use it
- » Help someone learn to use the Internet
- » Share your favourite books

FACT OR FICTION?

Victoria has the fifth highest number of Ph.D.s per capita in Canada.



Answer on page 38.

We love to learn.

B Learning from Other Cultures

In 2008, 86.1% of Greater Victoria residents reported socializing with people from other cultures at least a few times/month, up from 75.6% in 2007. In Canada, 70.9% of residents regularly socialize with people from other cultures.

C High School Non-Completion

In 2009, 13.0% of Greater Victoria residents age 15 and over had not completed high school, compared to 12.7% in 2008 and 13.7% in 2007. Provincially 17.0% and 21.0% nationally had not completed high school in 2009.

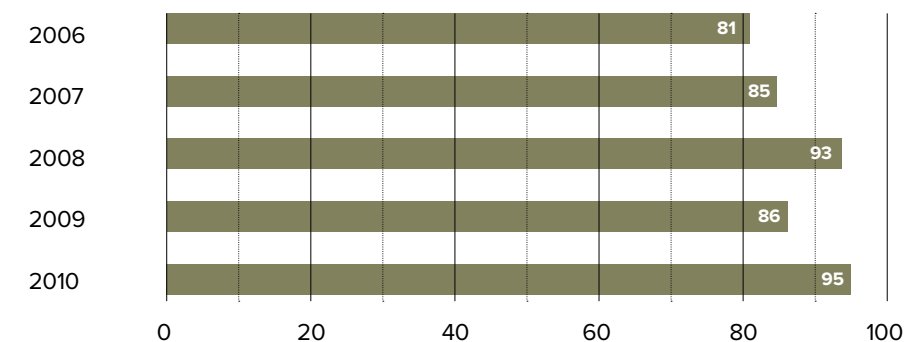
B- University Students

There were 22,481 full and part-time university students in Greater Victoria in 2008/09, an increase of 1.0% over 2007/08. In BC, there was a year over year increase of 3.0% for the same period.

C+ Post-Secondary Education

Of residents of Greater Victoria age 15 and over in 2009, 52.0% had completed some level of post-secondary education, compared with 53.3% in 2008 and 50.9% in 2007. Provincially in 2009, 49.2% of residents had post-secondary education, as did 50.8% nationally.

Five Years in Review Composite Learning Index, Greater Victoria



Source: Canadian Council on Learning

The Composite Learning Index combines data from a variety of areas to determine the state of lifelong learning in a community.

Learning takes many forms. CanAssist staff, UVic students and volunteers work together to develop customized assistive technologies for clients. Here Leo Spalteholz shows co-op student Mike Engelman German eye-tracking technology. Since 1999 CanAssist software, on-line learning and community building tools have also been made directly available to many hundreds of users over the Internet.



FEELING SAFE IS WHAT WE ALL WANT.

Learning to swim is important. For people between the ages of 5 and 24, drowning is the second leading cause of accidental death. Melanie Allard teaches children to swim at Esquimalt Recreation Centre.

SAFETY FIRST »

- » Update your emergency plan and earthquake kit
- » Get a home safety audit done
- » Attend police and fire information sessions
- » Report suspicious activities in your neighbourhood

WHO KNEW?

The CREST radio system supports 36 emergency service providers in the Capital Region and processes a call every 4 seconds. Of those calls, 99.54% had immediate system access in 2009. For those calls that didn't have immediate access, the average delay was 1.37 seconds.



B- Motor Vehicle Theft In 2009, there were 263 vehicle thefts for every 100,000 people in Greater Victoria, down from 278 in 2008. The vehicle theft rate in BC in 2009 was 440 per 100,000 and 321 in Canada.

C+ Child Abuse There were 6.3 children for every 1,000 under 19 in need of protection in the Capital Region in 2009, down from 8.1 in 2008 and 8.3 in 2007. In BC overall, 7.0 children per 1,000 needed protection in 2009.

C- Police Per Capita Greater Victoria had 153 police officers for every 100,000 people in 2009, compared to 151 in 2008. Provincially, there were 190 per 100,000 and 200 nationally.

C+ Property Crime In 2009, there were 5,500 property crimes (break and enter, theft, possession of stolen goods and fraud) for every 100,000 people in Greater Victoria, down from 5,936 in 2008. The property crime rate in BC in 2009 was 5,535 per 100,000 and 4,081 in Canada.

5 FIVE VITAL YEARS

The recently established *Victoria Foundation Community Leadership Award* is given in recognition of charitable organizations that are achieving positive change. In 2010, the Victoria Women's Sexual Assault Centre (WSAC) was recognized for leading social change against sexualized violence in our community over the past 27 years. The WSAC supports, empowers and advocates for women who are survivors of sexualized violence and childhood sexual abuse and works to end this violence.

D+ Illicit Drug Use The three-year average rate of death in 2006-2008 from illicit drugs was 7.8 for every 100,000 people age 19 - 64 in the Capital Region, up from 7.5 in 2005-2007 and 6.7 in 2004-2006. The average rate in BC for 2006-2008 was 6.4 deaths.

Police Victim Services, Greater Victoria

By type of crime or action	2008	2009
Murder/manslaughter	12	31
Sexual assault/abuse	32	49
Assault/abuse	248	338
Property Crime	74	41
Suicide/attempted	89	59
Sudden death	215	93
Motor vehicle accident	55	45

Source: Greater Victoria Police Victim Services



HELP THOSE
IN NEED »

- » Skip the latte, donate its value instead
- » Pay employees a living wage
- » Have an open mind to differences
- » Donate school supplies and 'stuff the bus'

Victoria has a high cost of living with housing prices being some of the most expensive in the country. Having enough money for healthy food choices is a struggle for many families in the region. Jason Solonas enjoys his daily interaction with customers at Esquimalt Country Grocer.

5 FIVE VITAL
YEARS

One of the Victoria Foundation's most groundbreaking programs, *Every Step Counts* (ESC) has garnered national headlines since its launch in 2009. Founded by the Foundation and hosted at Victoria Cool Aid Society, ESC draws on the benefits of running and teamwork to foster self-esteem, confidence, energy and positive growth. The program has helped 215 marginalized people facing social isolation and a combination of mental health, addiction and housing challenges.



D+ Affordability Index In 2009, a two-parent family with two children needed to work a combined 70 hour work week earning \$17.31 an hour, or \$63,008 annually, to afford an adequate standard of living in BC's Capital Region. The combined median income for a male and female in Greater Victoria in 2009 was \$60,881.

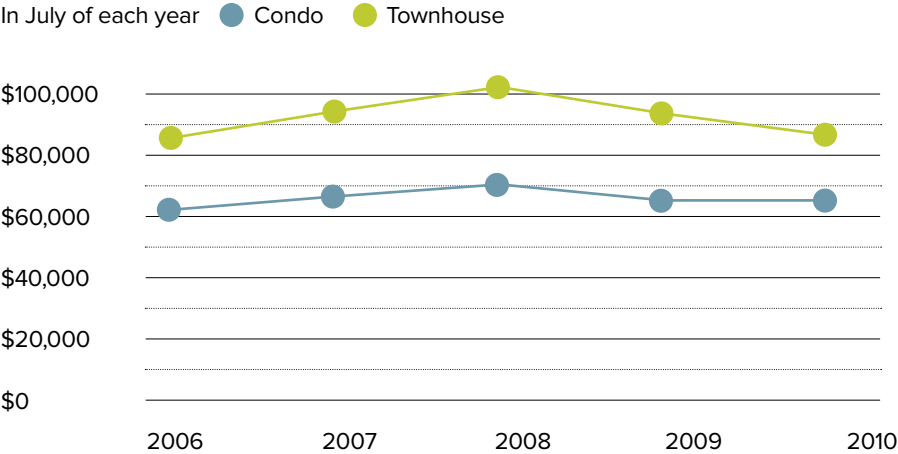
C+ Guaranteed Income Supplement In 2009, 0.9% of male seniors and 1.2% of female seniors in the Capital Region received the maximum Guaranteed Income Supplement for low-income seniors. This is less than the 2.6% of male seniors and 3.5% of female seniors in BC overall.

B Social Safety Net In September 2009, 3.1% of the people in the Capital Region age 19 - 64 were dependent on the social safety net – receiving employment insurance or basic income assistance – compared with 4.4% in the province. The social safety net supported 1.7% of Capital Region residents in September 2008 and 1.5% in September 2007.

C Overall Poverty Of Greater Victoria residents in 2008, 10.7% were living in poverty (as defined by LICO – Low Income Cut Off), down from 16.1% in 2007. Provincially, 14.8% lived in poverty in 2008 compared to 13.6% nationally.

C Child Poverty Of the children under age 18 in Greater Victoria in 2008, 10.6% lived in poverty (as defined by LICO – Low Income Cut Off), down considerably from 18.8% in 2007. Provincially, 14.5% of children lived in poverty in 2008, as did 14.2% of Canadian children.

Five Years in Review
Annual Income Needed for a
Starter Home in Greater Victoria



Source: Victoria Real Estate Board & Canada Mortgage and Housing Corporation

HOW DO YOU GET AROUND?

ALTERNATIVES »

- » Walk to work or school
- » Support walkable neighbourhoods
- » Plan your car trips efficiently
- » Cycle to shop in your neighbourhood

Although debate continues about transportation corridors, overpasses and commuter rail, transit ridership continues to increase in our region. Commuters are able to access all areas of the CRD and as far away as Shawnigan Lake and Duncan on regularly scheduled buses.



5 FIVE VITAL YEARS

A proactive grant to help purchase bus tickets for people in need helped 32 community agencies distribute 11,110 extra bus tickets in 2009. The tickets are part of the Community Council bus ticket subsidy program operated in partnership with the Victoria Regional Transit Commission. Consistent with the needs identified in *Vital Signs*, more agencies are including “transportation” lines in their budgets so they can use this program to provide bus tickets for their clients.

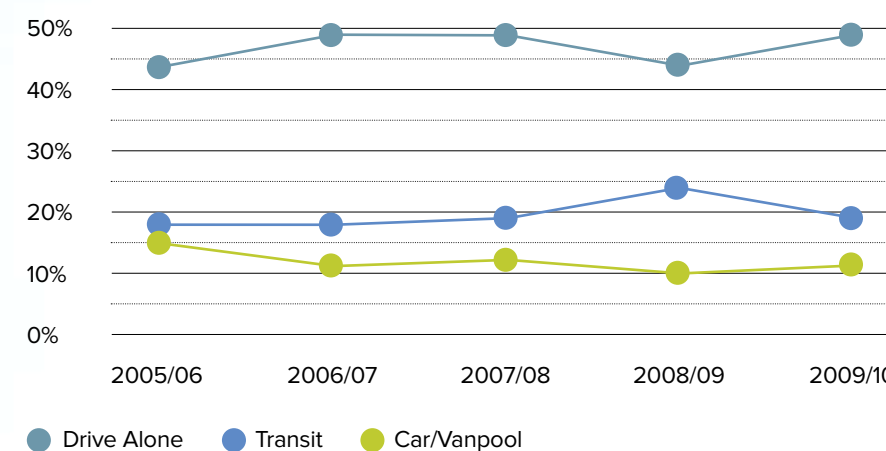
C+ Bike to Work Week A total of 5,738 cyclists participated in Greater Victoria's Bike to Work Week in 2010, off-setting the equivalent of 56.5 tonnes of CO₂. In 2009, 7,233 cyclists participated.

B Transit Service In 2008/09, the regional transit system carried 24.1 million passengers, a 6% increase over the previous year.

C+ Insured Passenger Vehicles There were 177,809 insured passenger vehicles in the Capital Region in 2009. This is 0.484 insured vehicles/person, down from 0.486 in 2008 and 0.493 in 2007. In BC, there were 0.459 vehicles/person in 2009.

B- Ferry Traffic In 2009, BC Ferries transported 5.74 million passengers, 1.88 million vehicles and 22,365 buses between Tsawwassen and Swartz Bay. This is a 2.3% increase in vehicle traffic over 2008.

Five Years in Review Usual Methods of Getting to Work or School in Greater Victoria



Source: BC Transit

ACKNOWLEDGEMENTS

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. Almost 1,200 people contributed to Victoria’s 2010 *Vital Signs*.

The Victoria Foundation also has many organizations that assist in promoting *Vital Signs* and the need for this type of information. To that end, we work with a group of 13 organizations doing indicator work in the Capital Region.

As part of a national initiative, we are one of 15 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.

Contributors of Information:

- » BC HEADset
- » BC Housing
- » BC Ministry of Education
- » BC Stats
- » BC Transit
- » Bike to Work BC
- » Canada Fitness and Lifestyle Institute
- » Canada Mortgage and Housing Corporation
- » Canada Revenue Agency
- » Canadian Council on Learning
- » Capital Region Food and Agriculture Initiatives Roundtable (CR-FAIR)
- » Capital Regional District
- » Community Social Planning Council of Greater Victoria/Quality of Life CHALLENGE
- » CoastalBC.com
- » Greater Victoria Coalition to End Homelessness
- » Greater Victoria Film Commission
- » Greater Victoria Police Victim Services
- » Happiness Index Partnership
- » Insurance Corporation of BC
- » McCreary Centre Society
- » Office of the Provincial Health Officer
- » PLAY Victoria
- » Statistics Canada
- » United Way of Greater Victoria
- » Tourism Victoria
- » Vancouver Island Health Authority
- » Victoria Real Estate Board
- » Victoria Youth Empowerment Society

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, Tricia Irish
- » District of Saanich, Debby Harris and David Izard
- » Islands Trust, Clare Frater
- » PacificSport Victoria, Robin Dyke and John MacMillan
- » 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
- » Victoria Real Estate Board, Jim Bennett

Participating Community Foundations:

- » Victoria, BC
- » Vancouver, BC
- » Red Deer, AB
- » Calgary, AB
- » Medicine Hat, AB
- » Sudbury, ON
- » London, ON
- » Waterloo Region, ON
- » Toronto, ON
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- » Montreal, QC
- » Greater Saint John, NB
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- » Community Council
- » Community Foundations of Canada
- » Trapeze Communications
- » Works Photography
- » Victoria Foundation
- » Miriam Wilson (youth section)

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- » The Ocean fm
- » Times Colonist
- » Trapeze Communications
- » University Centre Farquhar Auditorium
- » Victoria Salmon Kings
- » White Spot (Fort Street)
- » Wild Play Element Parks
- » Works Photography

With thanks from the Vital Signs Project Team:

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

ABOUT VICTORIA’S VITAL SIGNS®

Vital Signs is a community check-up conducted by community foundations across Canada. It measures the vitality of our communities, identifies significant trends and shares opportunities for action in at least ten areas critical to 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 15 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 in March 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 this 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 source of indicators used in the 2010 *Vital Signs* report are available on our web site 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. Almost 400 people responded to the grading survey. A profile of those people follows.

Based on previous years’ feedback, an additional on-line survey was introduced this year, giving people the option of either grading the

indicators, as in previous years, or completing an open-ended survey on what is working well and something they would change in each issue area.

We also conducted a survey of Victoria’s Youth to obtain the grades and information in the youth section of this report. A profile of the youth graders is available in that section.

In total, over 850 people have contributed their grading and/or opinions.

GRADER PROFILE

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

- » 74% were female;
- » 51% were between the ages of 35 and 54;
- » 45% have lived in Greater Victoria for more than 20 years;
- » 64% live in the urban core;
- » 63% were new graders of *Victoria’s Vital Signs*.

TRENDS TO WATCH

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

MOVING AHEAD

- » **Children in Care** In the Capital Region in December 2009, there were 10.7 children in government care for every 1,000 children under the age of 19, down from 11.2 in 2008 and 2007.
- » **Composite Learning Index** In 2010, the Composite Learning Index for Greater Victoria was 95, up from 86 in 2009 and 93 in 2008.
- » **Perceived Health** Of the people living on South Vancouver Island age 12 years and over, 63.5% reported having excellent or very good health in 2009 up from 59.7% in 2008, but down from 66.0% in 2007.
- » **Physical Activity** In 2009, 68.5% of residents on South Vancouver Island age 12 years and over reported that they were physically active or moderately active up from 63.9% in 2008 and 65.7% in 2007.

- » **Property Crime** In 2009, there were 5,500 property crimes for every 100,000 people in Greater Victoria, significantly less than the 5,936 in 2008 and 6,545 in 2007.
- » **Rental Vacancy** The rental vacancy rate of one-bedroom apartments in Greater Victoria in April 2010 was 2.5%, up from 1.3% in April 2009 and 0.3% in 2008.
- » **Solid Waste Disposal** Per person solid waste disposal at the Hartland Landfill was 422 kilograms in 2008, down from 454 Kg in 2007 and 446 in 2006.
- » **Unemployment** In June 2010, the unemployment rate in the Capital Region was 5.9%, down from 6.5% in June 2009.
- » **Charitable Giving** Of the people in Greater Victoria who filed tax returns in 2008, 28.1% reported making donations to charitable organizations, comparable to the 28.0% in 2007 and 28.4% in 2006.

STAYING THE SAME

- » **Income Needed for Shelter** In July 2010, a household income of \$64,527 was needed to purchase a median cost condo in Greater Victoria. This is similar to the \$64,540 needed in 2009, but down from \$70,368 in July 2008.
- » **Median Donation** The median amount donated by residents of Greater Victoria filing tax returns in 2008 was \$340 compared to \$340 in 2007 and \$320 in 2006.
- » **Commute Method** In 2009/10, 49% of Greater Victoria's commuters drove alone in a vehicle to get to and from work or school, up from 44% in 2008/09, but the same as in 2007/08 at 49%.
- » **Tourism Revenue** In 2009, tourism revenue in Greater Victoria was \$0.97 billion, down from \$1.15 billion in 2008 and \$1.23 in 2007.

FALLING BEHIND

FACT OR FICTION ANSWERS

1. **FACT!** The municipal governments of Esquimalt, Metchosin, Highlands, Oak Bay, Saanich, Sidney, Victoria and View Royal provide annual support to the CRD Arts Service granting more than \$9.9 million over the past five years.
2. **FACT!** CFB Esquimalt employs more than 4,100 regular and reserve force military personnel and approximately 2,500 civilians. In addition, the Base, in conjunction with the support of the Military Family Resource Centre, is responsible for supporting military families with 2,600 Canadian Forces spouses and 3,000 children in the area.
3. **FICTION!** Only three municipalities – Esquimalt, Saanich and Victoria – have adopted pesticide use bylaws to date. The CRD has developed a model bylaw for consideration by local municipalities.
4. **FICTION!** Victoria actually has the third highest number of Ph.D.s per capita in Canada.



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 an annual community check-up conducted by community foundations across Canada. It measures the vitality of our communities, identifies significant trends, and assigns grades in areas 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.



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**35,000 volunteer hours.
Over \$1,000,000 to Island Communities.
Not to mention countless warm fuzzies.**

Last year Island Savings provided over \$1,000,000 — and 35,000 staff volunteer hours — to communities and members throughout Vancouver Island. Through our Growing Island Families Together (GIFT) program we help 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 www.ISCU.com/GIFT.

