

A VILLAGE OF
100 WHAT
WOULD
IT LOOK
LIKE?

Things to celebrate
+ things to improve
SURVEY SAYS...

QUALITY OF LIFE IN
**GREATER
VICTORIA**

VICTORIA'S

VITAL SIGNS[®]

GREATER VICTORIA'S 2018 ANNUAL CHECK-UP

THE FUTURE IS IN OUR HANDS

Local action towards meeting
the United Nations Sustainable
Development Goals



VICTORIA FOUNDATION

CONNECTING PEOPLE WHO CARE WITH CAUSES THAT MATTER[®]

VITAL COMMUNITY NETWORK

The following community experts have kindly joined us to help guide *Victoria's Vital Signs*® and its engagement throughout the region. We thank them for their generosity and support.

Andrea Carey, Sport for Life

Jill Doucette, Synergy Enterprises

Heather Gardiner, Community Social Planning Council

Colleen Hobson, Saanich Neighbourhood Place Society

Catherine Holt, Greater Victoria Chamber of Commerce

Fran Hunt-Jinnouchi, Aboriginal Coalition to End Homelessness

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Jodi Mucha, BC Healthy Communities

Dave Obee, Times Colonist

Christy Ridout, BC Transit

Crystal Tremblay, University of Victoria

GREGG ELLIOTT



The Victoria Foundation's Grace Wong Sneddon, Board Chair, and Sandra Richardson, Chief Executive Officer

ABOUT THE VICTORIA FOUNDATION

Our vision: A vibrant, caring community for all

Established in 1936, the Victoria Foundation is Canada's second oldest community foundation and the sixth largest of nearly 200 nation-wide. We manage charitable gifts from donors whose generosity allows us to create permanent, income-earning funds. The proceeds from these funds are then distributed as grants for charitable or educational purposes. To date, the Victoria Foundation has invested more than \$200 million in people, projects, and non-profit organizations that strengthen communities in BC and throughout Canada.



With an estimated 17,240 people who identify as Aboriginal, Greater Victoria is home to a rich diversity of Indigenous peoples and cultures. We would like to acknowledge that the Victoria Foundation's office is located on the traditional territory of the Lekwungen people, as represented by the Esquimalt and Songhees Nations.

WHAT IS VITAL SIGNS®?

Measuring well-being, creating change

Victoria's Vital Signs is an annual community check-up that measures the vitality of our region, identifies concerns, and supports action on issues that are critical to our quality of life. The Victoria Foundation produces the report to connect philanthropy to community needs and opportunities. This is the 13th consecutive year the report has been published, but the first time we've used the UN Sustainable Development Goals to make the connection between change at the local and global levels.

Special thanks to the Toronto Foundation for developing and sharing the *Vital Signs* concept and to Community Foundations of Canada for supporting a coordinated national *Vital Signs* initiative. For more information, visit communityfoundations.ca/vitalsigns.

THANK YOU TO OUR SPONSORS

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

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The Victoria Foundation is committed to strengthening community wellbeing by investing in people, opportunities and solutions. We do this by inspiring giving, by thoughtfully caring for the assets entrusted to us, and by investing in people, ideas and activities that strengthen our communities.

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The *Vital Signs* report provides a valuable overview of Greater Victoria and, in many ways, it is relied upon to guide decisions about our community now and for the future.



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FEATURE

BY DANIELLE POPE



PEARSON COLLEGE UWC



VICTORIA FOUNDATION



GLOBAL GOALS



The United Nations Sustainable Development Goals help Victorians focus on ending poverty, fighting inequality, tackling climate change, and more.

What if there was a solution to end world hunger, ensure education for all, protect our environment, and grow industries in a sustainable way? A solution that would address all forms of development — economic, social, and environmental — in creating a sustainable future for our planet?

On September 25, 2015, leaders from all 193 United Nations member countries gathered at the UN headquarters in New York to ratify a plan to do exactly that. Following a consultation process, which lasted almost three years and engaged 10 million individuals, the UN Sustainable



SOUTH ISLAND PROSPERITY PROJECT



UVIC PHOTO SERVICES

Clockwise from top left: Deep respect for nature is part of the curriculum at Pearson College UWC; charitable organizations in Victoria showed more than 150 examples of contributing to the SDGs; encouraging changes to reduce carbon footprint is one of many ways UVic demonstrates commitment to sustainability; at City Hall, a motion was adopted in 2016 to bring the SDGs into strategic planning; BCCIC Executive Director Michael Simpson, Greater Victoria BC 2030; Unity Mural, Ogden Point; Mayor Lisa Helps, Greater Victoria BC 2030; the Victoria Foundation is an early adopter of the SDGs.



JO-ANN LORO

LOCAL ACTION

Development Goals (SDGs) were born: 17 imperative steps to ensure our planet could look forward to a bright future. Considered a comprehensive blueprint for development, the SDGs are aspirational and will be no easy task to achieve by 2030, the year set for completion of the framework. With 169 accompanying targets aiming to end poverty, fight inequality and injustice, and tackle climate change, to name just a few, there's a lot of work set out for the countries that have signed on, including Canada.

Dr. Trevor Hancock, retired professor and senior scholar for the School of Public

Health and Social Policy with the University of Victoria, has researched the impact and mission of the SDGs. He says one of the most important things to understand is that this is not a menu to choose from: for success, the SDGs must be taken on as a whole. That said, each sector plays a role in ensuring all 17 SDGs are addressed. The conversations are already happening, thanks to initiatives from the Victoria Foundation and others, but these need to be followed up with action.

"The SDGs are a roadmap to a sustainable and healthy future for all — and the 'all' is the important part. The goals factor in

how everyone can lead a good life, and they educate us as to how we must change the way we design cities, how we eat, how we address social justice and transit," says Hancock. "If you take the goals seriously, not just as decorations for the wall, they are quite profound."

The SDGs grew out of earlier intentions to pinpoint the most crucial tasks our world would need to survive, and they replace the UN's earlier Millennium Development Goals — a global effort from 2000 to 2015, which aimed to solve many of humanity's greatest challenges at the time. The number



"At the Foundation, we've taken a number of steps already to link our work to the SDGs, and I can only see this getting stronger," says Sandra Richardson, the Foundation's CEO. "For example, earlier this year, we aligned our Community Grant applications to the goals, which will allow us to track progress in different areas. For individuals, I think the key is getting informed and then taking action on the issues that inspire them. This article lists a number of organizations taking a leadership role in the goals, both locally and abroad, and I would encourage people to visit their websites and engage with their social media channels."

Visit the Victoria Foundation's Vital Charities website to discover local organizations with initiatives that matter most to you: <https://victoriafoundation.bc.ca/victorias-vital-charities>

Get involved with the South Vancouver Island Chapter of BCCIC, which is welcoming new members. Contact: sovi@bccic.ca

Join Alliance 2030, Canada's emerging SDG network, to connect with organizations working towards the goals: <https://alliance2030.ca>

View the BCCIC's online SDG Movement Map to see and connect with other local organizations in BC: <https://www.bccic.ca/map>

Understand how your work connects to the SDGs, through the Sustainable Development Solutions Network: <http://unsdsn.org/what-we-do/sustainable-development-goals/about-the-sdgs/>

of people living in poverty fell from nearly two billion in 1990 to 836 million in 2015, child mortality rates declined by more than half, and significant headway was made in reducing the spread of infectious diseases. In areas like climate change and inequality, however, progress stagnated or even worsened.

While federal policies drive macro-level goals, the SDGs also invite individuals to enact the principals in their own lives and examine how their choices — no matter how seemingly small — may or may not measure up.

"We have to start by grasping the scale of the challenge we face and realize we all have a role to play," Hancock says. "The truth is, the consequences are grim if we don't."

LEADING THE CHARGE

Canada has been a champion of the goals since they came into effect. The SDGs not only directed the 2016-2019 Federal Sustainable Development Strategy, but they also stimulated the country to sign up for a voluntary national review. The review outlines the actions Canada is taking to implement the 2030 Agenda for Sustainable Development, "to help create a more equal, more prosperous, and more inclusive country and world."

Among the initiatives, the government has committed to taking action on climate change, creating resilient infrastructure, managing lands and forests sustainably, supporting healthy wildlife populations, ensuring clean drinking water, and connecting Canadians with nature. With each goal, Canadians are urged to follow suit individually, with tasks as simple as reducing food waste by buying only what is needed or getting out into nature, especially with children.

"We live in a time of great change.

An increasingly integrated global economy has created unprecedented growth, but the benefits have not been felt evenly," says Prime Minister Justin Trudeau in the Voluntary National Review report. "These shifts present an opportunity for all of us — governments, civil society, businesses and individuals — to work together to shape a better, more equal, and more sustainable future for everyone."

While the SDGs are meaningful for the country, implementation must take place at all levels. The BC Council for International Cooperation (BCCIC) engages members to share knowledge, build relationships, and develop sustainably. BC 2030 is the BCCIC's campaign to look at the SDGs as an opportunity to demonstrate leadership. Executive Director Michael Simpson says building partnerships is a large part of the solution.

"If a person wants to change the world and tackle a specific problem, whether that is eradicating poverty or tackling climate change, they can join an organization and roll up their sleeves. Networks are about finding the common ground between these organizations, so when you roll up your sleeves, your work is easier, more efficient, or complementary to others," Simpson says. "[Together], we are able to tackle challenges that no individual or even organization can handle alone."

GRASSROOTS SUCCESS

Organizations around Vancouver Island have supported the SDGs from the beginning, due in part to awareness campaigns initiated by the Foundation, BCCIC, and others. From city councils to educational institutions and local non-profits, Victoria's communities are dedicated to the worldwide initiative.

"There was a lot of overlap between the



"We live in a time of great change. An increasingly integrated global economy has created unprecedented growth, but the benefits have not been felt evenly. These shifts present an opportunity for all of us — governments, civil society, businesses and individuals — to work together to shape a better, more equal, and more sustainable future for everyone."

— PRIME MINISTER JUSTIN TRUDEAU



The SDGs are a roadmap to a sustainable and healthy future for all – and the ‘all’ is the important part.

SDGs and the City’s strategic plan from the start, which was both reassuring and also gave us a new way to measure the work we do,” says City of Victoria Mayor Lisa Helps. “The goals help us to look at our actions and see if we are moving the needle — especially in mind of leaving no one behind. As cities grow and change, how can we ensure everyone’s needs are met?”

The City of Victoria adopted a motion to bring the SDGs into its strategic planning in 2016, with many city infrastructure projects and community plans now being examined against the goals. This is especially true for SDG 11: making cities and human settlements inclusive, safe, resilient, and sustainable. Helps says this is a major focal point for council, and her aim is to make Victoria an example among other cities. Municipal initiatives, like increasing cycling infrastructure and affordable housing, have worked to bring some of the goals into play.

“Some of the biggest challenges of our time are addressing housing affordability and climate change and ensuring people have affordable access to food,” says Helps. “Our aim is to continue to use the goals to inform how we move Victoria forward.”

Since its inception in 1974, Pearson College UWC has focused on making education a



Protecting the oceans is at the core of Pearson College UWC, where the floating marine biology lab is part of an internationally recognized marine sciences curriculum.

force to unite people, nations, and cultures for peace and a sustainable future.

“Inclusive, equitable education is in our DNA ... students come to Pearson from all corners of the world — often representing refugee and disadvantaged socioeconomic backgrounds — to live, learn, and exchange ideas with each other,” says President and Head of College Désirée McGraw. “Pearson is committed to the health, safety, and well-being of all students and the entire community, and we demonstrate this through our actions, policies, and investments in positive mental and physical health practices.”

From its internationally recognized marine sciences curriculum and its role as ecoguardian for Race Rocks Ecological Reserve to its commitment to social justice and the empowerment of women and girls, Pearson College UWC stakes a practical contribution in all 17 SDGs.

Smaller organizations are also using the SDGs to influence their plans. Sport for Life has a mission to help develop physical literacy for people of all ages and abilities by building partnerships between sport, education, recreation, and health.

“Our strategic plan was developed with the SDGs in mind, but they were already

perfectly aligned, so it made sense to use them intentionally to help us focus on how we want to have a bigger impact,” says Director of Operations and Special Projects Andrea Carey. “Good health and well-being is so poignant to our work, and we believe everyone should have the ability to lead an active life and to play throughout their lifespan.”

The organization has focused on “jumping into the gaps” when it comes to reducing gender and other inequalities and increasing partnerships and education. Efforts include building programs for marginalized communities and focusing on supporting girls and women through sport activity.

“The biggest question the SDGs leave us with is, ‘How can we reinvent the way we operate so everyone can participate and this becomes the new norm?’” says Carey. “If we can all work together to leverage partnerships across all sectors, we all become stronger.”



Emily Rand, Manager of Special Projects (left) and Richard Way, CEO of Sport for Life

THE IMPACT OF CHARITY

The University of Victoria has had a prominent role in helping the community implement the SDGs from the start, with researchers deeply involved in the process.

“UVic is committed to sustainability and environmental stewardship, and through our research, academic programs, and campus operations, we are contributing to solutions for this complex challenge,” says Carmen Charette, Vice President External Relations, University of Victoria. “UVic has a vision that builds on the collective action of the university community through planning, shared learning, grassroots activities, and institutional leadership. Encouraging students, staff, and faculty members to get out of their cars and cycle or use public transit helps reduce our carbon footprint. Changing our personal behaviour helps establish social attitudes that will benefit future generations.”

One of its most significant contributions for the SDGs happened last year, when UVic partnered with the Victoria Foundation to produce a study examining the social impact and economic activity of the charitable non-profit sector in the Capital Region for the 2016 fiscal year. The study found that the impact of this unique sector was so diverse, organizations around the region showed more than 150 examples of how they were contributing to all 17 SDGs. The top three most prominent areas of impact included efforts for SDG 3 (ensuring healthy lives and well-being for all), SDG 4 (ensuring quality education and lifelong learning for all), and SDG 16 (promoting peaceful and inclusive societies for sustainable development, with access to justice for all).

The information from the study comes at a critical time in the progress of the SDGs.

While society has acknowledged that charities contribute to the well-being of a region, very little research has been conducted to accurately capture their actual impact. In short: non-profits may have a leg up on some of the work other sectors struggle to achieve in relation to the SDGs. This study helps to raise awareness of the SDGs, as well as enforce partnerships between philanthropy and the private and public sectors.

As stated in the study: “Applying a sustainable development framework, such as the 2030 United Nations Sustainable Development Goals, provides an innovative and timely lens to capture impact across various critical development areas — from ending hunger to achieving gender equality and protecting the health of our oceans.”

In addition to social impacts, the study found that the Capital Region’s charitable non-profit sector contributes significantly to the economic development and prosperity of the region, generating over \$4 billion in annual economic activity, supporting the equivalent of 63,000 jobs and \$300 million in municipal taxes. The research also illustrates how various organizations enhance the “public good” in general and make impressive contributions to the collective global agenda for sustainable development.

VITAL CONVERSATIONS

Since its inception in 1936, the Victoria Foundation has had a vision to strengthen the community and increase quality of life for residents. Focusing on the SDGs has given the Foundation one more way to connect community members with causes that matter and make positive changes in Victoria and beyond. While the Foundation’s values already align with principles of

A CRITICAL EYE

While many agree the SDGs are needed for a successful future, the goals have not been met without criticism, especially around the realities of international support.

Critics have claimed the SDGs suffer from at least three main weaknesses: they are not mandatory, they are inconsistent or contradict each other, and they do not address the root causes of imbalances.

In an article for the Global University Network for Innovation, members Josep M.

Vilalta, Alícia Betts, and Victoria Gómez co-wrote: “Some argue that the SDG framework is still focused on growth ... and that sustainability cannot be achieved without tackling the real problem of our modern societies: uncontrolled capitalist growth.”

The authors say other critics claim the SDGs cover far

too many items and end up “resembling a list of magic wishes rather than a real action plan.”

However, researcher Dr. Trevor Hancock says there is little choice when it comes to enacting the goals: these challenges require a comprehensive, integrated, holistic set of responses and — wish list or not — require us to

find the action for the sake of all.

“There are people who still aren’t ‘getting it.’ You can’t pick and choose these goals,” he says. “Right now, Canada’s global footprint is five planet’s worth, to give a sense of the scale. These are not optional to-dos — a big effort must be made in order to make a big difference.”



Three themes emerged from the Greater Victoria BC 2030 meeting: the need for increased communication and collaboration, wider public engagement, and better measurement of SDG progress.

the SDGs — with collaboration, diversity, inclusion, and leadership at the forefront — it has found even more ways to encourage the conversation.

This past May, the Foundation partnered with the BC Council for International Cooperation (BCCIC) and the South Vancouver Island Chapter of BCCIC to host the Greater Victoria BC 2030 meeting — a gathering that brought together over 70 representatives from local government and the community to discuss how leadership was being demonstrated for the SDGs and how progress could be made at the local level between organizations and initiatives.

From panels to group discussions and break-out work, representatives developed potential next steps for Greater Victoria organizations to remain engaged with the SDGs. While SDG 11 (sustainable cities) stood out for participants, the sentiment of the meeting reinforced one of the principles of the SDGs: none of the targets can be fully achieved without all of the targets being achieved. Conversations emphasized the importance of collaboration between diverse initiatives already existing in the region.

Dallas Gislason, Director of Economic Development with the South Island Prosperity Project (SIPP), spoke at the meeting. SIPP is a collaboration of 37 organizations, municipalities, First Nations, non-profits, and businesses and aims to build a sustainable, values-driven economy in Greater Victoria. Gislason emphasizes the important role economic development has in achieving a sustainable future, and says, before the SDGs, this was often overlooked.

“When we think of the economy, people often think of wealth and industry, but it’s more than that,” he says. “It’s our behaviour as humans, and it’s creating opportunities for people to support their families — it’s looking to the future and asking, ‘Where do

I want my kids and grandkids to be working in 20 years?’ Then, it’s future-proofing this by taking action today to build that reality.”

One prominent outcome of the meeting came when participants were asked to score their municipality on goal-related issues. The results indicated that people believed Greater Victoria ranks as “average” on most issues, such as urban planning, disaster preparedness, and reducing pollution. However, respondents ranked Victoria poorest at creating “access to safe and affordable housing” and a “safe, affordable, and accessible transport system.” At the other end, the majority of respondents felt Victoria was doing well on “access to parks and other public spaces” and “protecting cultural and natural heritage.”

Three themes emerged from the meeting: the need for increased communication and collaboration, wider public engagement, and better measurement of SDG progress.

While the gathering was one step in the conversation, the Victoria Foundation will continue to engage with individuals and organizations to further their involvement in the SDGs. Next year, the Foundation is hosting the 2019 Community Foundations of Canada conference, which will explore how organizations can collectively be ‘All In’ for building a more equitable, sustainable future.

“The community foundation movement has been a leader for the SDGs, because these are issues that matter to Canadians,” says Victoria Foundation CEO Sandra Richardson. “More than 90 per cent of communities across this country have access to at least one of the 191 community foundations. We know we’re stronger together, and that challenges like the SDGs are exactly the kind of thing community foundations — and the amazing people we work with — are good at taking on.”

It comes back to collaboration.

“I believe in the power of collaboration to produce lasting change, and the UN’s Sustainable Development Goals provide a concrete way for all of us — governments, businesses, non-profits and individuals — to get on the same page and create the future we all need,” she says. “Our service to our donors and to the charities they support has led us to become early adopters of the SDGs, and I’m excited to see where our commitment leads us, and to see where it leads others, as we all strive for a better world by 2030.”



COMMUNITY
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OF CANADA
all for community

ALL IN: THE 2019 CFC CONFERENCE

Community Foundations of Canada (CFC) is the national network for Canada’s 191 community foundations. Together, the CFC helps Canadians invest in making our communities better places to live, work and play. More than 90% of Canadian communities have access to a community foundation — from our largest cities to our smallest towns.

The Victoria Foundation is proud to be the host of the 2019 CFC Conference from June 6 to 8, 2019. The focus for the 2019 CFC Conference is exploring how we can collectively and meaningfully be ‘All In’ for our communities and for a more equitable and sustainable future.

METHODOLOGY

CITIZEN OPINION SURVEY

This year, 1,797 citizens added their voices to *Victoria's Vital Signs* by assigning grades, choosing their top three things to improve, and adding their comments on three things to celebrate in each of the 12 key issue areas. They also answered questions about quality of life, happiness, and connection to community, and they took the time to provide more than 11,000 comments on the issue areas.

The online survey, conducted by NRG Research Group, is based on a 'self-selected' respondent population. The survey was open to all interested individuals in Greater Victoria, and survey participants volunteered to take part in the survey. Therefore, the results should be considered representative of 'interested Victorians' and may not be representative of the Victoria population overall. Data is accurate + or - 2.8% 19 times out of 20. Most market research involves much smaller samples of around 400 and a margin of error + or - 5% 19 times out of 20. 405 surveys were completed via a research panel and 1,392 via the open online link. Analysis revealed no significant differences between the two methodologies.

An invitation to participate in the survey was advertised on a local radio

station throughout the survey period and promoted through many websites, social media channels, online newsletters, libraries, and in local media coverage.

GRADING

Citizen grading of the issue areas is based on a report card scale:

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

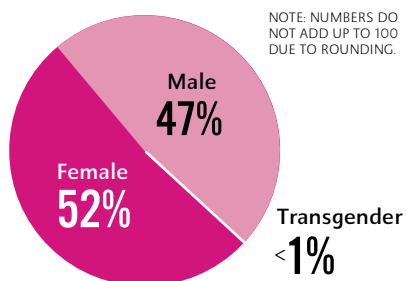
SECONDARY DATA

To complement citizen opinion data, the Victoria Foundation curates secondary data on a range of indicators. Community Foundations of Canada retains the International Institute for Sustainable Development to develop common indicators for the *Vital Signs* communities to choose from, and to obtain data on these indicators from Statistics Canada and other institutional sources. *Vital Signs* communities are encouraged to use both common and unique, locally relevant indicators. We use citizen responses to our survey to gauge what our community generally thinks are priorities to report on.

Through our Vital Community Network, we consult local experts from a range of Greater Victoria organizations who help us select meaningful indicators. Ultimately, the availability and accessibility of reliable data determines if we can report on a given indicator. Sponsors do not influence the indicator data in any way.

A note about geography: Greater Victoria is an umbrella term that applies to different geographical areas, depending on the indicator. It can refer to the Capital Region, Victoria Census Metropolitan Area or South Vancouver Island Health Service Delivery Area. For a full list of indicators, data sources, and geographies used in this report, visit victoriafoundation.ca.

GRADER PROFILE



AGE

Under 24	> 8%
24-34	> 17%
35-44	> 16%
45-54	> 15%
55-64	> 20%
65-74	> 17%
Over 75	> 7%
No Age Given	> 1%

HOUSEHOLD INCOME

Under \$20,000	> 7%
\$20,000-49,999	> 23%
\$50,000-79,999	> 24%
\$80,000-109,999	> 22%
\$110,000+	> 24%

EMPLOYMENT BY SECTOR

Non-Profit/Charity	15%
Retired	29%
Government	17%
Business	20%
Private Institution	11%
Student	5%
Unemployed	4%

WHERE THEY LIVE

Victoria	> 32%	Saanich	> 19%	Oak Bay	> 7%	Esquimalt	> 5%	Central Saanich	> 5%	Langford	> 9%
Sooke	> 3%	View Royal	> 4%	Colwood	> 5%	North Saanich	> 3%	Sidney	> 3%	Other	> 5%

HAVE LIVED IN GREATER VICTORIA

More than 10 years	> 69%	6 to 10 years	> 12%	1 to 5 years	> 15%	Less than 1 year	> 4%
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HOW TO READ THIS REPORT

PUBLIC OPINION FINDINGS

An online survey was taken by 1,392 people and a panel survey was taken by 405 people. Citizens were asked to grade each issue area. They were also asked to provide their top three priorities for improving the grade and to tell us what they perceived to be working well when it came to each area. This section provides the average grade as well as the most commonly noted priorities and statements about what is working well.

GRADE

Each person completing the *Victoria Vital Signs* survey was asked to assign a grade to each key issue area. These grades were then averaged to provide an overall grade for each issue.

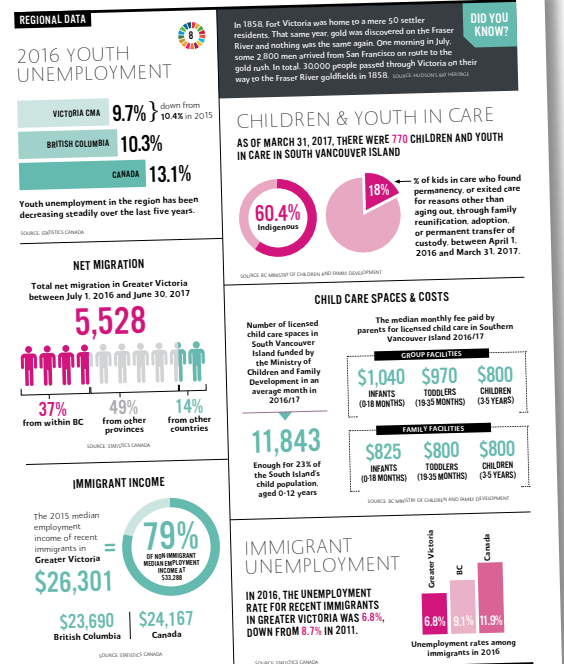


PHOTO AND CAPTION

The Victoria Foundation takes an active role in addressing issues of concern in our community. Often, these issues come to light as the result of survey findings and indicator data profiled in *Victoria's Vital Signs*.

SECONDARY DATA

Selected for reliability and relevance, among other factors, indicator data were collected from a number of national, provincial, and local sources such as Statistics Canada, Canada Mortgage and Housing Corporation, and the Capital Regional District.



SUSTAINABLE DEVELOPMENT GOALS

This year, we have placed icons next to indicators that support specific Sustainable Development Goals. These indicators are closely aligned with the formal SDG monitoring framework and include both United Nations-designated and Canadian-equivalent SDG indicators. See page 13 for more information.

HOW DID WE DO?

OVERALL QUALITY OF LIFE: **B+**
UNCHANGED FROM 2017

LOCAL CITIZENS GRADED THE **12 KEY ISSUES** AND OFFERED SUGGESTIONS OF WHAT TO CELEBRATE AND WHAT TO IMPROVE

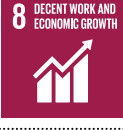
2018 CITIZEN GRADES 2017 GRADES	THINGS TO CELEBRATE	THINGS TO IMPROVE
Arts & Culture B+ B+	• Vibrant arts and culture community with diverse offerings • Strong festival scene • Performing arts	• Offering more affordable arts and cultural activities • Increasing funding to support arts and culture • Creating more festivals and community celebrations
Belonging & Engagement B- B-	• Plenty of opportunities to get involved • Strong sense of community and volunteerism • City administration efforts to engage citizens	• Increasing opportunities to get involved in community and neighbourhood activities • Increasing awareness of community engagement and public consultation opportunities • Improving voter turnout
Economy B- B-	• Availability of jobs/low unemployment • Efforts to diversify economy and high technology sector growth • Small business and entrepreneurial support	• Diversifying the economy • Improving supports for entrepreneurs and small business • Vocational and technical training support
Environmental Sustainability B B	• Green spaces/walking paths/clean air and water • Cycling infrastructure • Eco-conscious community with grassroots programs	• Reducing our reliance on cars • Improving options for alternative energy • Conservation of natural areas
Getting Started in our Community B- B-	• Excellent work of organizations supporting newcomers • General awareness and acceptance of cultural diversity • Availability of programs to support children and newcomers	• Affordable and accessible housing • Access to affordable child care • Foreign accreditation recognition
Health & Wellness B- B-	• Availability of care provided by health care professionals • Many opportunities for physical activity and outdoor recreation • Quality of health care	• Availability of family physicians • Access to mental health services • Wait times for medical procedures
Housing C- C-	• Efforts to increase affordability and reduce homelessness • New housing/development/density • Diversity of housing options (e.g. rental suites, social housing, assisted living)	• Affordability of rental housing • Affordability of home ownership • Alternative housing options (co-housing, co-ops, etc.)
Learning B B	• Access to diverse educational opportunities • Positive learning environment • Dedicated and talented teachers	• Affordability of post-secondary education • Quality of school curricula • Financial sustainability of school districts
Safety B B	• Safe place to live • Police presence • Quick emergency response	• Reducing use of illegal drugs • Supports for addiction • Traffic/road safety
Sports & Recreation B+ B+	• Plenty of access to sports and recreation facilities • Quality and variety of activity programming for children and adults • Availability of outdoor recreation options and beautiful green spaces	• Access to low-income programs • More affordable opportunities • Investment in facilities
Standard of Living C+ C+	• Availability of support services • Affordable nutritious food • Employment opportunities	• Affordable housing options • Adoption of a "living wage" • Supports from poverty to workforce
Transportation C+ C+	• Good public transit service • Cycling opportunities and expanding cycling infrastructure • Easy to get around the city	• Investment in light rail/rapid transit • Regional coordination of transportation infrastructure • Bus service and affordability

SUSTAINABLE DEVELOPMENT GOALS

Canada is one of 193 countries participating in this United Nations initiative. The Sustainable Development Goals (SDGs) represent the world's collective vision for a thriving and sustainable planet. The SDGs are universal and apply to all people and communities everywhere. Canada has signed on to achieving these goals at home and abroad. At the community level, the SDGs are an opportunity to focus and coordinate collective efforts to address problems beyond the community scale, such as climate change, which can only be addressed if communities and cities unite in common action.

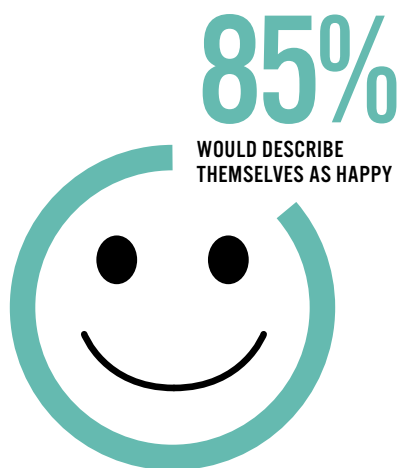
Visit globalgoals.org for more details.

FIND THESE ICONS ON PAGES 18-41 AS THEY RELATE TO VITAL SIGNS KEY ISSUES.

SDG	PAGE	SUMMARY	SDG	PAGE	SUMMARY
	38, 39	GOAL 1 End poverty in all its forms everywhere.		36	GOAL 10 Reduce inequality within and among countries.
	26, 29, 39	GOAL 2 End hunger, achieve food security, and promote sustainable agriculture.		19, 25, 30, 31, 33, 35, 37, 40, 41	GOAL 11 Make cities and human settlements inclusive, safe, resilient, and sustainable.
	18, 20, 28, 29, 35	GOAL 3 Ensure healthy lives and promote well-being for all at all ages.		25	GOAL 12 Ensure sustainable consumption and production patterns.
	19, 32, 33	GOAL 4 Ensure equitable, quality education and promote lifelong learning opportunities.		N/A	GOAL 13 Take urgent action to combat climate change and its impacts.
	21, 35, 39	GOAL 5 Achieve gender equality and empower all women and girls.		24, 25	GOAL 14 Conserve and sustainably use the oceans, seas, and marine resources.
	N/A	GOAL 6 Ensure availability and sustainable management of water and sanitation for all.		25	GOAL 15 Protect and promote terrestrial ecosystems, forests, land, and biodiversity.
	23	GOAL 7 Ensure access to affordable, sustainable, and modern energy for all.		34, 35	GOAL 16 Promote peaceful societies, accountable institutions, and access to justice for all.
	22, 23, 27, 39	GOAL 8 Promote sustained, inclusive economic growth, full employment, and decent work for all.		N/A	GOAL 17 Strengthen global partnerships for sustainable development.
	N/A	GOAL 9 Build resilient infrastructure, promote sustainable industrialization, and foster innovation.	 THE GLOBAL GOALS For Sustainable Development		

QUALITY OF LIFE IN GREATER VICTORIA

VITAL SIGNS SURVEY PARTICIPANTS WERE ONCE AGAIN ASKED A RANGE OF QUESTIONS ABOUT THEIR QUALITY OF LIFE AND FEELINGS OF CONNECTEDNESS TO THEIR COMMUNITY.



69%
rate their general
sense of **physical**
well-being as high

73%
rate their general
sense of **mental**
well-being as high

24%
feel high or
overwhelming
stress associated with
personal finances

26%
feel uncomfortable
at least sometimes
as a result of
discrimination

68% RARELY OR VERY RARELY **FELT LONELY** OVER
THE PAST WEEK, WHILE 9% HAVE FELT LONELY OFTEN
OR VERY OFTEN



57% of transgender
individuals report frequently
feeling uncomfortable as
a result of discrimination,
which is significantly higher
compared to 5% of females
and 7% of males

85% FEEL SUPPORTED BY
LOVING FAMILY, COMPANIONS
AND/OR FRIENDS

68%
ARE SATISFIED WITH THEIR
WORK AND HOME/LIFE BALANCE

QUOTES FROM SURVEY PARTICIPANTS

I live on the Songhees First Nation and know racism exists but I am not sure the general population is aware of how prevalent it is. I'd like to believe they would take a stand to change things if they were aware of it.

There are many spaces, indoors and outdoors, that have arts and culture festivities. It works well and there are plenty.

Greater Victoria seems to have a good and diverse economic base. However, there are too

many people stuck in the working poor category — or just opting out of working all together. We need more support for the working poor. Housing options for the working poor.

I feel there are opportunities to have a say but they aren't being heard. They consult then do what they damn well want.

Need a lot more teachers and assistants to provide support to children with learning disabilities.

Greater Victoria is good at providing traditional opportunities for citizen engagement, but needs to do more to encourage involvement with newer groups.

Increase opportunities for students in the summer. Pretty much all of my friends find it really, really hard to find a job if their availability isn't completely open and if they can't work come September.

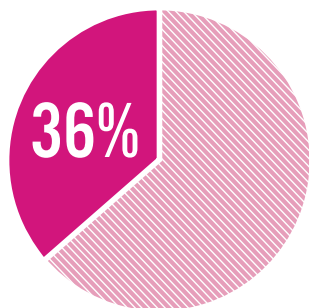
We've lived here almost 10 years and I just acquired a

➔ I have nothing against bike lanes, but they have to make sense. Slowing traffic that used to flow well, so cars are now sitting idling through three or four light changes before getting through some intersections when there used to be no backups is the very antithesis of "green."

family doctor eight months ago. My husband and daughter still have to go to the clinic and sit for hours.

% who volunteered their time with an organization at least once a month and the top five areas

- 1 ▶ local community
- 2 ▶ at an event
- 3 ▶ arts or heritage
- 4 ▶ sports & recreation
- 5 ▶ education/school



90% AGREE OR STRONGLY AGREE THAT IT IS EVERY CITIZEN'S DUTY TO VOTE



66% AGREE OR STRONGLY AGREE THAT IT IS EVERY CITIZEN'S DUTY TO ENGAGE IN ACTIVITIES THAT STRENGTHEN DEMOCRACY



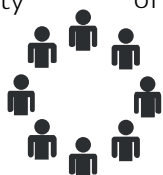
64% FEEL GREATER VICTORIA IS WELCOMING TO NEW CANADIANS

76%

feel somewhat or very **connected** to their community

56%

actively participate in their community of interest



61%

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

62%

feel they **know their neighbours** well enough to ask for assistance

72%

ARE HAPPY IN THEIR JOB AND SATISFIED WITH THEIR WORK



FEEL IT IS LIKELY OR VERY LIKELY THEY WILL BE LIVING AND WORKING IN GREATER VICTORIA 10 YEARS FROM NOW

There are a lot of sport and fitness facilities, which is very good, but even a low cost can exclude low-income families.

Access to alternative forms of transportation is improving but needs more attention... especially bus routes and service.

Not sure how easy it is to work and make a decent wage to pay for the expense of living in Victoria. More emphasis needs to be placed on either increasing wages or lowering housing/food/transportation costs plus child care.

➔ **Increase social/cultural areas for adult newcomers (particularly those without children). It's common to find these people commenting on how lonely they are since they've moved to Victoria.**

Opportunities are available for skilled workers. However, many unskilled people are attracted to the area and struggle to find positions that pay enough to cover the high Victoria living expenses.

I think our addiction services are greatly understaffed,

underfunded and lacking in facilities to meet the demand in a timely manner.

I'm a 62-year-old female and have lived here for 12 years. I've never felt unsafe in Victoria.

Victoria is an awesome place to live, but it needs to better strengthen and exercise the diversity of cultures and ways of knowing that are present here for the benefit of all.

Citizens are becoming much more engaged than 10 years ago.

Going to the walk in clinic and being turned away because of the clinic being at full capacity is frustrating.

Due to expensive housing, Victoria is virtually unaffordable. However, for those that have homes and decent incomes, the standard of living in Victoria is very good.

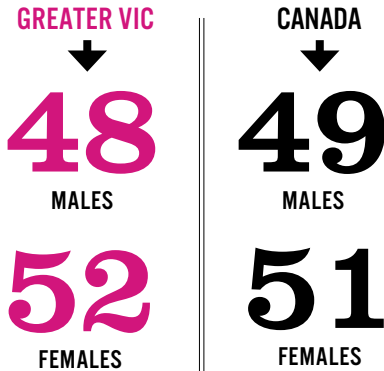
Victoria is a great place to live IF you can afford it.

Improve public transport so more people don't need to drive.

A VILLAGE OF 100

Based on the 2016 Census, if Greater Victoria (Victoria CMA) was made up of 100 people, there would be...

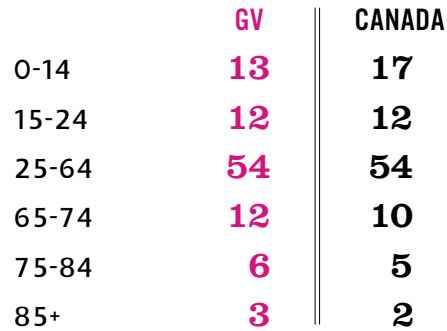
GENDER



IN THE 2016 CENSUS, TRANSGENDER, TRANSEXUAL, AND INTERSEX PERSONS WERE GIVEN THE OPTION TO INDICATE WHICH OF THE TWO GENDERS THEY MOST ASSOCIATED WITH, OR TO LEAVE THE QUESTION BLANK AND PROVIDE REASONS FOR NOT ANSWERING IT.

SOURCE: STATISTICS CANADA

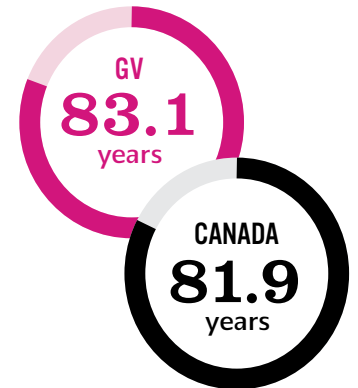
AGE BREAKDOWN



Median age **45** **41**

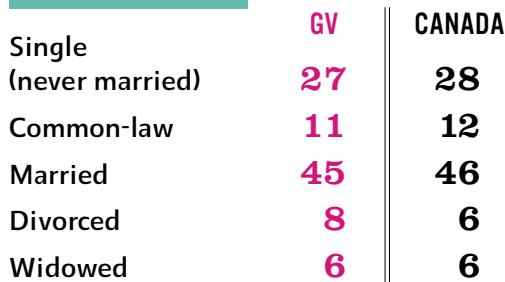
SOURCE: STATISTICS CANADA

AVERAGE LIFE EXPECTANCY



SOURCE: BC STATISTICS AND STATISTICS CANADA

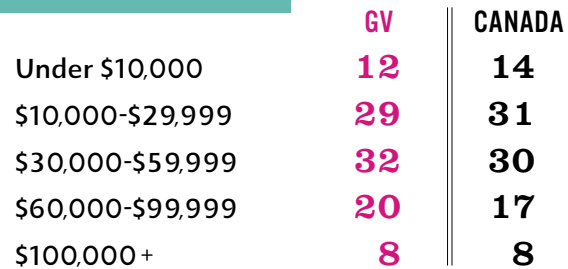
MARITAL STATUS



SOURCE: STATISTICS CANADA

NOTE: NUMBERS DO NOT ADD UP TO 100 DUE TO ROUNDING AND EXCLUSION OF 'SEPARATED.'

INDIVIDUAL INCOME

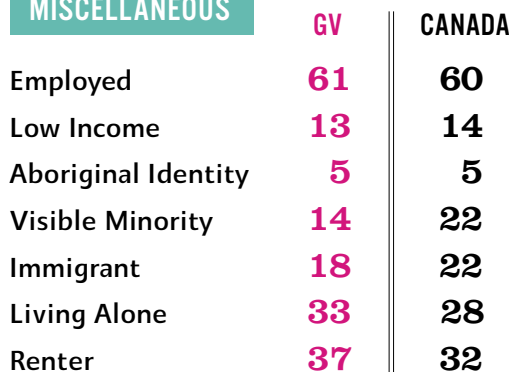


Median total income **\$37,481** **\$34,204**

SOURCE: STATISTICS CANADA

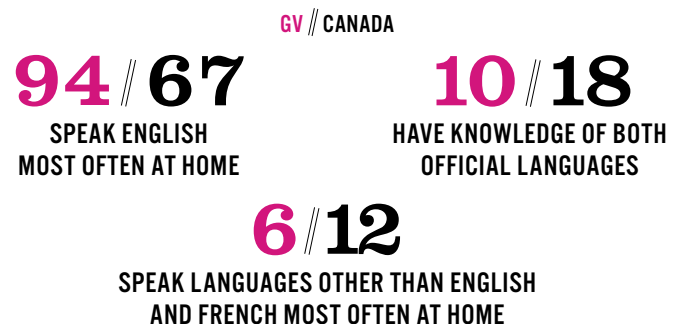
NOTE: TOTAL POPULATION (15 YEARS AND OVER) WITH INCOME, 2015. NUMBERS DO NOT ADD UP TO 100 DUE TO ROUNDING.

MISCELLANEOUS



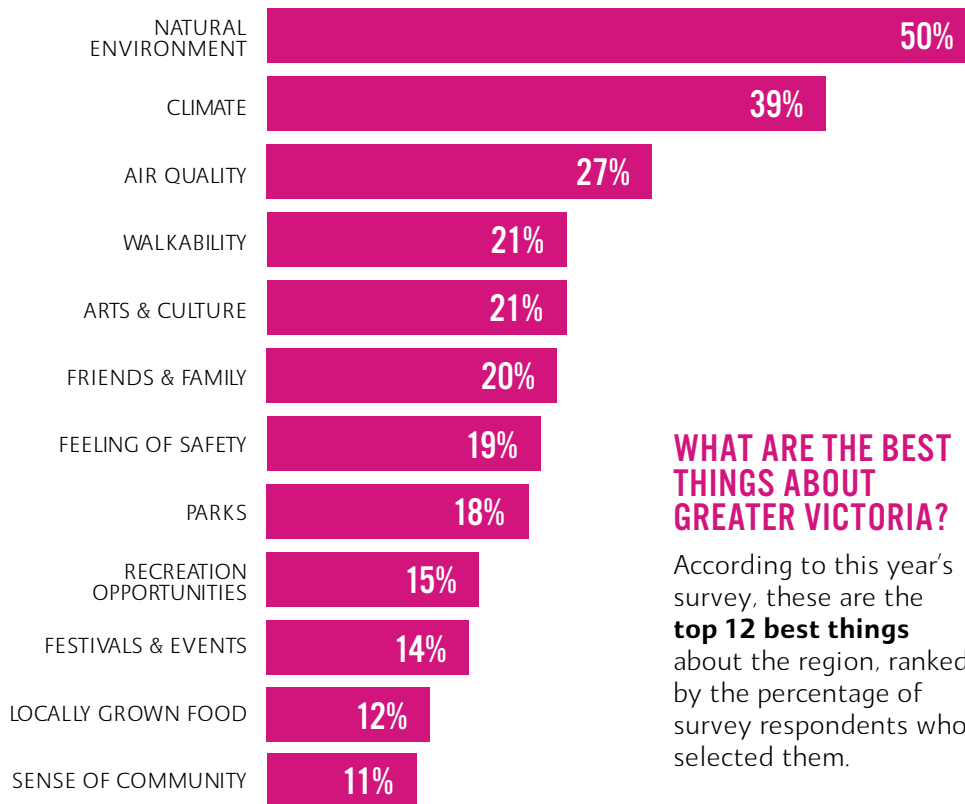
SOURCE (ALL): STATISTICS CANADA

LANGUAGE



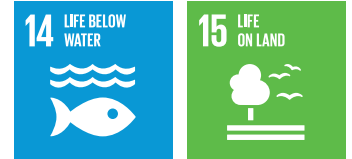
SOURCE: STATISTICS CANADA

BEST THINGS AND MOST IMPORTANT ISSUES IN GREATER VICTORIA



WHAT ARE THE BEST THINGS ABOUT GREATER VICTORIA?

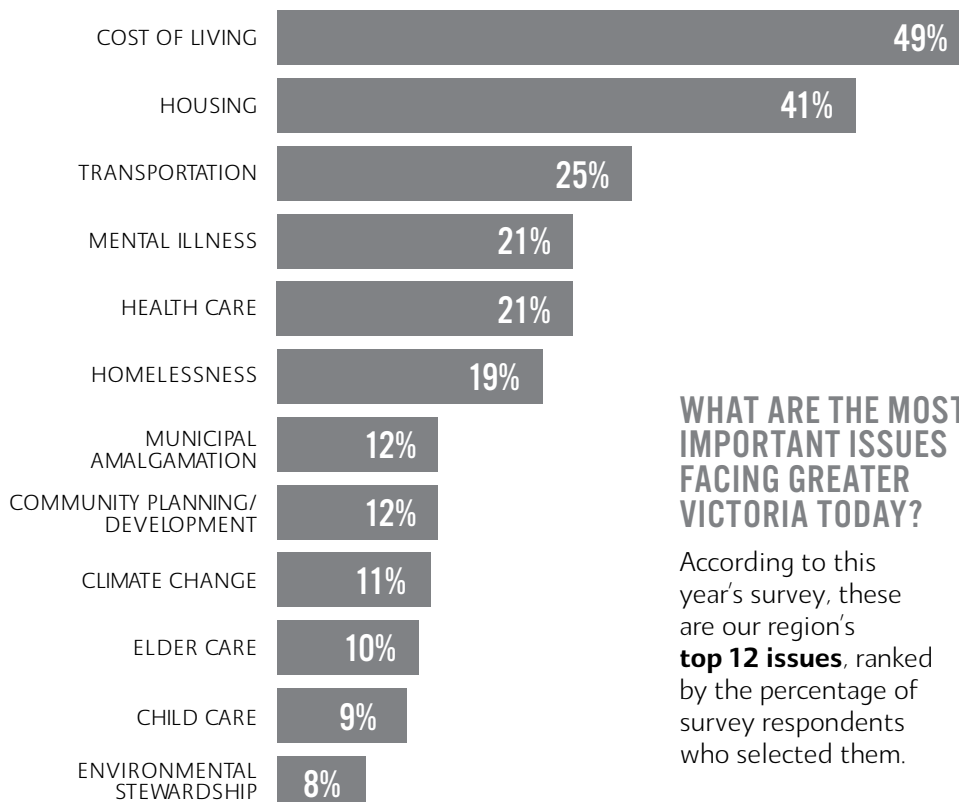
According to this year's survey, these are the **top 12 best things** about the region, ranked by the percentage of survey respondents who selected them.



The best thing about Greater Victoria, the natural environment, is also the focus of two of the UN Sustainable Development Goals (SDGs). SDG #14, Life Below Water, speaks to conserving and sustainably using the oceans, seas, and marine resources for sustainable development. SDG #15, Life on Land, looks to protect, restore, and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation, and halt biodiversity loss.



The most important issue facing Greater Victoria, cost of living, is embodied in several of the SDGs, particularly #1, No Poverty, which looks to end poverty in all its forms everywhere, and #8, Decent Work and Economic Growth, which promotes inclusive and sustainable economic growth, full and productive employment, and decent work for all.



WHAT ARE THE MOST IMPORTANT ISSUES FACING GREATER VICTORIA TODAY?

According to this year's survey, these are our region's **top 12 issues**, ranked by the percentage of survey respondents who selected them.

ARTS & CULTURE

VITAL SIGNS
CITIZEN SURVEY SAYS:

B+

LET'S CELEBRATE

- » Vibrant arts and culture community with diverse offerings
- » Strong festival scene
- » Performing arts

ROOM FOR IMPROVEMENT

- » Offering more affordable arts and cultural activities
- » Increasing funding to support arts and culture
- » Creating more festivals and community celebrations



BRAD EDWARDS

SINGING SUPPORTS MENTAL HEALTH

Respondents to the 2017 *Vital Signs* citizen survey aged 30 and under were less likely to rate their general sense of mental well-being as high compared to older age groups. It has been well documented that participation in arts activities can improve mental health.

SingYourJoy Adult Chorus Society has a proven track record of engaging youth aged 16-29 who are socially disconnected, homeless, unemployed, or experiencing mental health challenges. This free non-auditioned singing group combines social and community-building activities to improve the health, well-being, and connectedness of members. A 2017 Community Grant from the Victoria Foundation is supporting the 2018 season of the chorus and allowing for an extended rehearsal season.

IN ACTION: Members of the SingYourJoy Young Adult Chorus gathered at Victoria Conservatory of Music for practice.



REGIONAL DATA

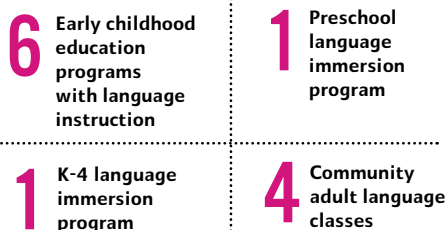


FIRST NATIONS LANGUAGES

In 2018, there were an estimated **7** fluent speakers and **503** active language learners of the five related dialects spoken on southern Vancouver Island. These dialects are spoken in **10** First Nations communities and the urban areas of Greater Victoria:

**SENĆOTEN / MALCHOSEN / LEKWUNGEN
SEMAHMOO / T'SOU-KE**

Of the **7** reporting communities, there are **2** First Nations-operated schools and:

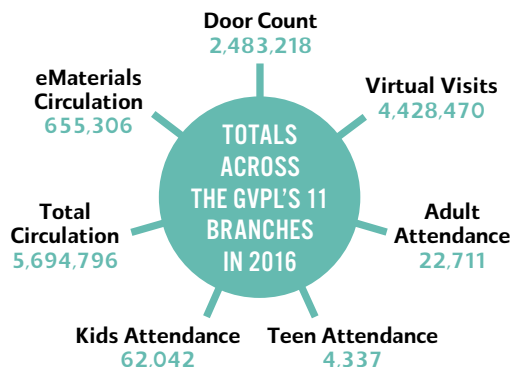


SOURCE: FIRST PEOPLES' CULTURAL COUNCIL

LIBRARY USE

In 2016, the Greater Victoria Public Library (GVPL) reported the highest circulation per capita in Canada (**17.8**), significantly above the national average of 10.5. In number of visits, GVPL ranked third among 25 Canadian urban library systems with **7.8 visits per capita**, compared to the national average of 6.0.

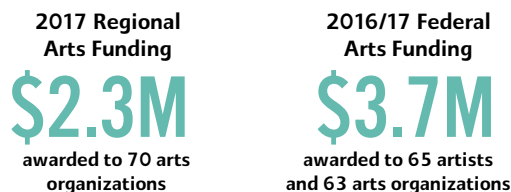
SOURCE: CANADIAN URBAN LIBRARIES COUNCIL



SOURCE: GREATER VICTORIA PUBLIC LIBRARY

ARTS FUNDING

In 2017, CRD-funded organizations drew over **731,000** audience members to nearly **3,000** events across the region.



SOURCE: CAPITAL REGIONAL DISTRICT

SOURCE: CANADA COUNCIL FOR THE ARTS

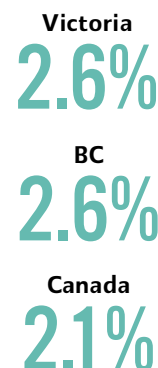
If you look carefully while walking downtown, you may notice some of the remaining 11,000+ prisms imbedded in the sidewalks. The purple colour of Victoria's prisms indicates they were manufactured before 1915. The glass was clear when first installed, but slowly turned a striking purple colour as the manganese, used in the manufacture of glass from 1900 to 1914, oxidized in sunlight. SOURCE: BEACONHILLPARKHISTORY.ORG

DID YOU KNOW?

EDUCATION IN THE ARTS

8,000 GREATER VICTORIANS, AGED 15 YEARS AND OLDER, REPORTED THE VISUAL AND PERFORMING ARTS AND COMMUNICATIONS TECHNOLOGY AS THEIR MAJOR FIELD OF STUDY IN 2016

% OF POPULATION



Total Population (15 years +) in Victoria by Major Field of Study: Visual and Performing Arts and Communications Technology

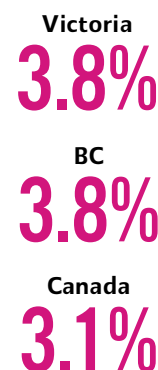


SOURCE: STATISTICS CANADA

EMPLOYMENT IN THE ARTS

7,430 GREATER VICTORIANS, AGED 15 YEARS AND OLDER, WERE EMPLOYED IN ARTS, CULTURE, RECREATION AND SPORT IN 2016

% OF LABOUR FORCE



Total Labour Force (15 years +) in Victoria Employed in Arts, Culture, Recreation and Sport



SOURCE: STATISTICS CANADA



BELONGING & ENGAGEMENT

VITAL SIGNS
CITIZEN SURVEY SAYS:

B-

LET'S CELEBRATE

- » Plenty of opportunities to get involved
- » Strong sense of community and volunteerism
- » City administration efforts to engage citizens

ROOM FOR IMPROVEMENT

- » Increasing opportunities to get involved in community and neighbourhood activities
- » Increasing awareness of community engagement and public consultation opportunities
- » Improving voter turnout



SENIORS' CONNECTION LEADS TO HEALTHY OUTCOMES

Participation in programs related to health promotion and prevention results in significant improvements in health for seniors as well as reductions in health care system use and costs.

Beacon Community Services' Seniors Engagement project provides nutrition, social engagement, and reassurance to isolated seniors, addressing both isolation and food security. With funding from the Victoria Foundation, one aspect of the project, the Seniors' Lunch, brings 50 seniors together with 25 volunteers monthly for a nutritious lunch, with an extra meal to take home. Another project component, Neighbourhood Chats, connects isolated seniors with their neighbours and provides information about programs and services.

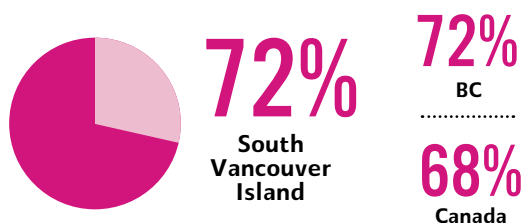
IN ACTION: Diana, Blanche, and Bill attend lunch organized by the Beacon Community Service at the Shoal Centre for Seniors.



REGIONAL DATA

SENSE OF BELONGING

Percentage of people who reported a strong or somewhat strong sense of community belonging in 2015/16



For youth aged 12 to 19 years, the rate jumped to **90%**, higher than BC (**85%**) and Canada (**85%**) in 2015/16.

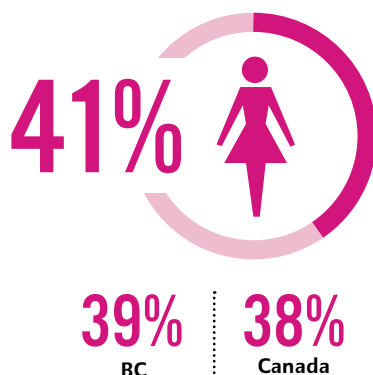
For people aged 65 years and older, the rate was **77%**, the same as BC and higher than Canada (**74%**) in 2015/16.

SOURCE: STATISTICS CANADA



WOMEN IN MANAGEMENT

PERCENTAGE OF MANAGEMENT POSITIONS IN GREATER VICTORIA OCCUPIED BY WOMEN IN 2016



SOURCE: STATISTICS CANADA

INCLUSIVENESS INDEX

CANADA IS A WORLD LEADER IN INCLUSIVENESS, RANKING **1ST AMONG 25 COUNTRIES** ON THE OVERALL INCLUSIVENESS INDEX

US and South Africa followed closely. The lowest ranking countries are Malaysia and Saudi Arabia. In Canada, the most inclusive respondents were millennials, those with higher incomes, and BC residents.

SOURCE: IPSOS 2018

According to a 2017 survey, the average CFB Esquimalt Defence Team member provides over 125 hours a year in volunteer service to the local community. The Base raised \$300,000 during the 2017-2018 National Defence Workplace Charitable Campaign and has donated over \$10 million to local charities since the late 1990s.

SOURCE: CFB ESQUIMALT

DID YOU KNOW?

CHARITABLE GIVING

23% of all tax filers in Greater Victoria made charitable donations in 2016

MEDIAN DONATION IN GREATER VICTORIA

\$440

NATIONAL MEDIAN DONATION

\$300

SOURCE: STATISTICS CANADA

LIVING ALONE

In 2016, **33%** of households in Greater Victoria were one-person households, on par with 2011, and higher than BC (**29%**) and Canada (**28%**) in 2016. One-person households surpassed couples with children, with the share of one-person households the highest since 1867.

SOURCE: STATISTICS CANADA

SOCIAL CONNECTION

People who are less socially connected are at greater risk for premature death. The risk is comparable to smoking up to 15 cigarettes a day and exceeds the risk of excessive alcohol consumption, physical inactivity, obesity, and air pollution.

SOURCE: AMERICAN PSYCHOLOGIST

LIVING WITH DISABILITY



AN ESTIMATED **1 IN 7** CANADIANS LIVE WITH A DISABILITY

In the Capital Region, approximately **212** organizations serve the disability community. Of those organizations that responded to a survey by the Remarkable Lives Project, a research collaboration between the University of Victoria and Victoria Foundation, **89%** of respondents said they did not have enough resources to meet demand, while **21%** reported that they have had to cut services over the past five years.

SOURCE: UNIVERSITY OF VICTORIA

In a survey of over 1,700 parents or guardians of children with special needs:

78% found the services provided by support agencies to be useful

68% reported barriers to their children receiving services

51% reported that they expected to see services and supports decrease over the next five years

80% reported that they had concerns that their child will not have opportunities for meaningful work as an adult

94% reported that they had concerns about their child's financial security after their own death

17

POLICE-REPORTED HATE CRIMES, 2016

Number of police-reported hate crimes in the Victoria Census Metropolitan Area (CMA), a rate of 4.6 per 100,000 population, the **10th highest hate crime rate out of 33 CMAs**

SOURCE: STATISTICS CANADA



SUSTAINABLE DEVELOPMENT GOALS (SDG): See details page 13.

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ECONOMY

SPONSORED BY BAYVIEW PLACE

VITAL SIGNS
CITIZEN SURVEY SAYS:

B-

LET'S CELEBRATE

- » Availability of jobs/ low unemployment
- » Efforts to diversify economy and high technology sector growth
- » Small business and entrepreneurial support

ROOM FOR IMPROVEMENT

- » Diversifying the economy
- » Improving supports for entrepreneurs and small business
- » Vocational and technical training support



YOUTH PROGRAM HELPS TO BUILD CAREERS

Vulnerable youth, including those transitioning out of care, face barriers to finding meaningful employment. The 2017 *Victoria's Vital Signs* reported a 5.2% unemployment rate in Victoria for 2016, while that of youth aged 15-34 years was 9.7%.

With funding from Victoria Foundation, the Construction Foundation of BC is supporting former youth in care to find meaningful construction employment that can lead to a career. From drivers' licenses to safety certifications and industry-led construction 101 programs, including short-term work experience, the program provides opportunities for young people to acquire the education and training needed to get a start in the industry.

IN ACTION: Wesley, a participant in The SHIFT: From Care to Career program, is receiving training while getting work experience on a construction site.



REGIONAL DATA

ECONOMIC IMPACT OF CHARITABLE SECTOR

\$4 BILLION

Total economic activity of registered charities in the Capital Region in 2016

This level of spending supports the equivalent of **63,000** full-time jobs and over **\$300 million** in municipal taxes. With induced multiplier effects, this economic activity rises to nearly **\$7 billion**, supporting the equivalent of **122,000** jobs and almost **\$584 million** in municipal taxes.

SOURCE: UNIVERSITY OF VICTORIA AND VICTORIA FOUNDATION

INDIGENOUS CLEAN ENERGY PROJECTS

Medium- to large-scale hydro, wind, solar, and biomass projects with Indigenous involvement operating in Canada in 2017

152

20 million megawatts

of total generating capacity, or

1/5

of Canada's overall power production infrastructure

BC is leading the way with **52%** of the Indigenous clean energy projects, including 55 projects under 50 megawatts. Locally, the **T'Souke First Nation** operates a 75-kilowatt solar project offering solar options for producing hot water and electricity.

SOURCE: LUMOS ENERGY AND T'SOUCHE FIRST NATION

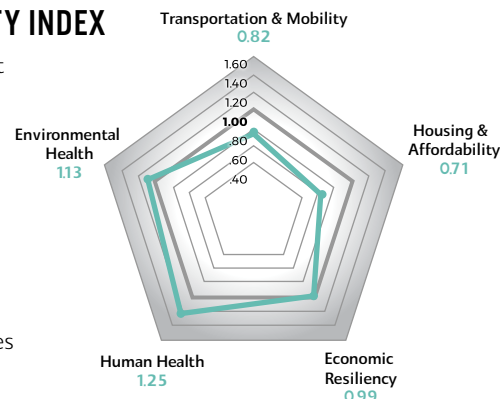
The Victoria Chamber of Commerce was founded February 9, 1863, its first duty being to organize an armed escort to accompany gold shipments from the Caribou. Periodically known as the British Columbia Board of Trade, in February of 1893, it occupied premises in Bastion Square. In 1967, it changed its name to the current **Greater Victoria Chamber of Commerce**.

SOURCE: BASTIONSQUARE.CA

DID YOU KNOW?

SOUTH ISLAND PROSPERITY INDEX

The Prosperity Index is a snapshot of the region's competitive position and provides a holistic view of regional prosperity. The 2017 baseline index shows the region outperforming its peers in Human Health, while we are on par in Environmental Health and Economic Resiliency. Our weaknesses, relative to other cities in Canada, are Transportation and Mobility, as well as Housing and Affordability.



SOURCE: SOUTH ISLAND PROSPERITY PROJECT

ECONOMIC IMPACT OF VICTORIA INTERNATIONAL AIRPORT OPERATIONS IN 2017

Full-time equivalent jobs

2,500
4,200

Wages

\$170 million
\$270 million



Gross domestic product

\$230 million
\$420 million

Economic output

\$540 million
\$880 million

SOURCE: VICTORIA AIRPORT AUTHORITY

CAPITAL REGION FARM ECONOMY

In 2016, the Capital Region had:

13,265
hectares
of farmland

1,495
farm
operators

Just over **1,000** farms
(average size of 13 hectares)

These farms reported **\$1.4 billion** in farm capital, nearly **\$65 million** in gross farm receipts, and employed **1,355 people**.

SOURCE: BC MINISTRY OF AGRICULTURE

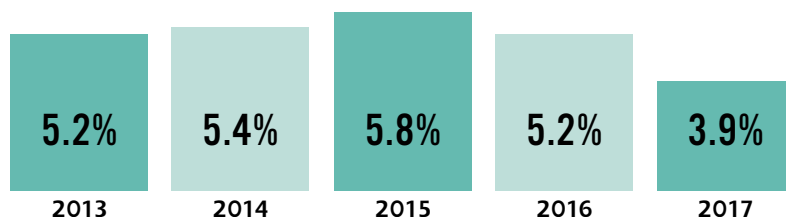
UNEMPLOYMENT RATE

In 2017, the unemployment rate in Greater Victoria was just under 4%, compared to 5% in 2016, and lower than the rates for BC (5%) and Canada (6%) in 2016.

SOURCE: STATISTICS CANADA



% population (15 years +) who are unemployed



SUSTAINABLE DEVELOPMENT GOALS (SDG): See details page 13.

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ENVIRONMENTAL SUSTAINABILITY

VITAL SIGNS
CITIZEN SURVEY SAYS:

B

LET'S CELEBRATE

- » Green spaces/
walking paths/clean
air and water
- » Cycling
infrastructure
- » Eco-conscious
community with
grassroots programs

ROOM FOR IMPROVEMENT

- » Reducing our
reliance on cars
- » Improving options
for alternative
energy
- » Conservation of
natural areas



MONITORING PROGRAM TO HELP INCREASE LOCAL WHALE POPULATION

It is estimated that only 75 Southern resident killer whales remain in existence, the lowest population count since 1985.

Fisheries and Oceans Canada have developed a recovery strategy, one objective of which is to ensure disturbance from human activities does not prevent the recovery of resident killer whales. Supported by a grant from the Victoria Foundation, the Saturna Island Marine Research and Education Society (SIMRES) is monitoring this impact and using data to increase awareness of the fragile ecosystem of the Salish Sea and demonstrate ways to reduce acoustic impacts and vessel interactions with whale populations.

IN ACTION: Larry Peck, director of the Saturna Island Marine Research and Education Society, holds educational material for the Salish Sea Acoustic Monitoring and Educational Outreach Project.



REGIONAL DATA



POPULATION DENSITY

Population density of Greater Victoria
in persons per square kilometre



SOURCE: STATISTICS CANADA

LIVING PLANET INDEX



Between 1970 and 2014, monitored populations of **birds, mammals, fish, amphibians, and reptiles** that depend on freshwater ecosystems in BC have declined by an average of 14%.



Climate changes impacting freshwater ecosystems make fish especially vulnerable. Warming rivers impede salmon migration and increase risk of salmon mortality. This has cascading effects on wildlife that rely on salmon as a key food source.

Southern resident killer whales feed almost exclusively on chinook salmon. Today, more than **50** chinook stocks are extinct. Orca pregnancies are affected by the salmon shortfall. Up to **69%** of all detectable whale pregnancies between 2008 and 2014 were unsuccessful.



Of these, up to **33%** failed due to nutritional stress late in gestation or immediately after birth.

SOURCE: WORLD WILDLIFE FUND CANADA

AGRICULTURAL LAND RESERVE

16,396

hectares in the Capital Region in 2016



**UP 14
HECTARES
FROM 2011**

Between 2011 and 2016, the region experienced a net population increase of

23,369

SOURCE: BC MINISTRY OF AGRICULTURE



Point Hope Maritime operates on the site of BC's first shipyard (1873). It has its own water treatment system, and all water used during ship repair and maintenance activities is captured and treated onsite.

SOURCE: POINT HOPE MARITIME

**DID YOU
KNOW?**



MARINE ENVIRONMENT

VICTORIA'S INNER HARBOUR IS THE MOST POLLUTED COASTAL WATERWAY IN BC. THE HIGHEST LEVEL OF CONTAMINANTS INCLUDE

LEAD • MERCURY • PCBs

Much of the pollution is attributed to historical discharges from heavy industry and to the harbour's shallow depth, limited currents, and low sedimentation rates.

POLLUTANTS COME FROM A VARIETY OF SOURCES:



wastewater
discharge



stormwater



road run-off



pesticides



shipping and
construction

SOURCE: OCEAN WISE, COASTAL OCEAN RESEARCH INSTITUTE

SOLID WASTE DISPOSAL



Solid waste disposal rates per person

CRD 2017 407kg

BC 2016 472kg



GOAL 350kg

SOURCE: CAPITAL REGIONAL DISTRICT

AIR QUALITY

Of all the air pollutants, fine particulate matter, PM2.5, has the greatest impact on human health. PM2.5 includes all microscopic particles smaller than 2.5 micrometres in diameter, which is about 1/30 the width of a human hair.

In 2017, the Colwood and Victoria-Topaz monitoring stations recorded annual average concentrations of 6.5 and 7.2 micrograms per cubic metre respectively, nearly double for Victoria in 2016, but still below the provincial benchmark of 8 micrograms per cubic metre.

SOURCE: BC LUNG ASSOCIATION



GETTING STARTED

VITAL SIGNS
CITIZEN SURVEY SAYS:

B-

LET'S CELEBRATE

- » Excellent work of organizations supporting newcomers
- » General awareness and acceptance of cultural diversity
- » Availability of programs to support children and newcomers

ROOM FOR IMPROVEMENT

- » Affordable and accessible housing
- » Access to affordable child care
- » Foreign accreditation recognition

WELCOME GARDENS GROW MORE THAN FOOD

Newcomers may face barriers related to food security, such as limited access to space to grow nutritious food and lack of access to culturally sensitive food production resources.

Through the Welcome Gardens project, the Victoria Immigrant and Refugee Centre Society is removing barriers for newcomers regarding access to nutritious food. With support from the Victoria Foundation, the project engages newcomers and local food growers in learning and growing together in household and community gardens. Food security is enhanced while providing an opportunity for participants to contribute horticultural skills, participate in social activities, and expand food literacy.

IN ACTION: Participant Diane Akimana works in one of the Victoria Immigrant and Refugee Centre Society's many Welcome Gardens.



REGIONAL DATA



2016 YOUTH UNEMPLOYMENT

VICTORIA CMA

9.7% } down from 10.4% in 2015

BRITISH COLUMBIA

10.3%

CANADA

13.1%

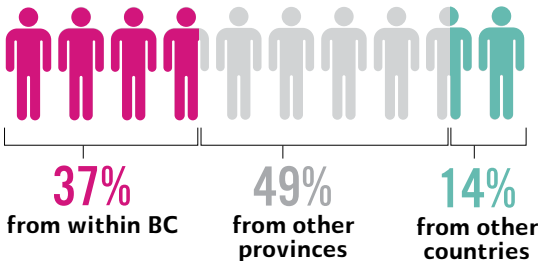
Youth unemployment in the region has been decreasing steadily over the last five years.

SOURCE: STATISTICS CANADA

NET MIGRATION

Total net migration in Greater Victoria between July 1, 2016 and June 30, 2017

5,528



SOURCE: STATISTICS CANADA

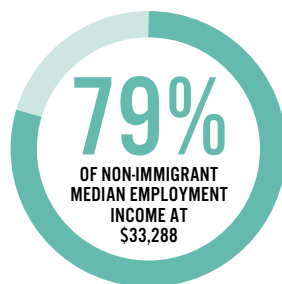
IMMIGRANT INCOME

The 2015 median employment income of recent immigrants in Greater Victoria

\$26,301

\$23,690
British Columbia

\$24,167
Canada



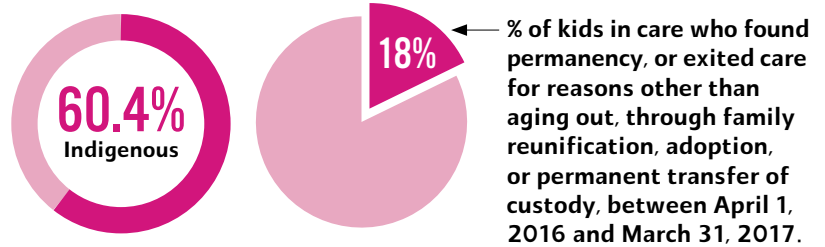
SOURCE: STATISTICS CANADA

In 1858, Fort Victoria was home to a mere 50 settler residents. That same year, gold was discovered on the Fraser River and nothing was the same again. One morning in July, some 2,800 men arrived from San Francisco on route to the gold rush. In total, 30,000 people passed through Victoria on their way to the Fraser River goldfields in 1858. SOURCE: HUDSON'S BAY HERITAGE

DID YOU KNOW?

CHILDREN & YOUTH IN CARE

AS OF MARCH 31, 2017, THERE WERE **770** CHILDREN AND YOUTH IN CARE IN SOUTH VANCOUVER ISLAND



SOURCE: BC MINISTRY OF CHILDREN AND FAMILY DEVELOPMENT

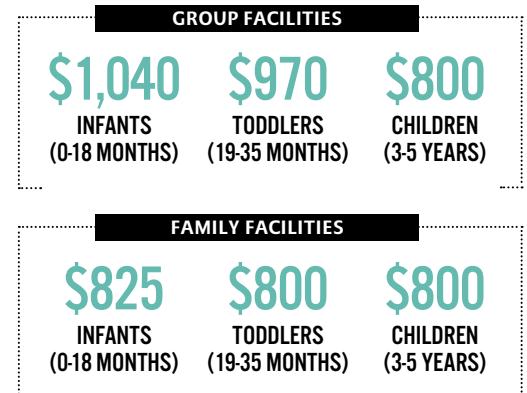
CHILD CARE SPACES & COSTS

Number of licensed child care spaces in South Vancouver Island funded by the Ministry of Children and Family Development in an average month in 2016/17

11,843

Enough for 23% of the South Island's child population, aged 0-12 years

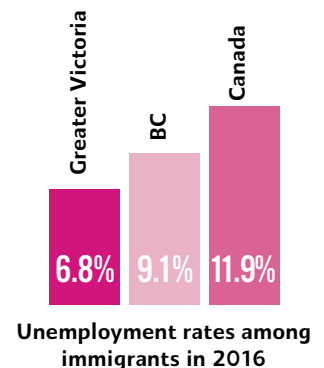
The median monthly fee paid by parents for licensed child care in Southern Vancouver Island 2016/17



SOURCE: BC MINISTRY OF CHILDREN AND FAMILY DEVELOPMENT

IMMIGRANT UNEMPLOYMENT

IN 2016, THE UNEMPLOYMENT RATE FOR RECENT IMMIGRANTS IN GREATER VICTORIA WAS **6.8%**, DOWN FROM **8.7%** IN 2011.



SOURCE: STATISTICS CANADA



HEALTH & WELLNESS

VITAL SIGNS
CITIZEN SURVEY SAYS:

B-

LET'S CELEBRATE

- » Availability of care provided by health care professionals
- » Many opportunities for physical activity and outdoor recreation
- » Quality of health care

ROOM FOR IMPROVEMENT

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



PAWS TO REDUCE THE EFFECTS OF PTSD

A 2017 national study found rates of mental illness, including post-traumatic stress disorder (PTSD), are significantly higher for first responders (44.5%) than for the general population (10%).

Citadel Therapy Canine Society provides training and delivery of service dogs to veterans and first-responders in the Capital Region experiencing PTSD or occupational stress injuries. Dogs are rescued from local animal shelters and provided to candidates at no cost. Impacts of the program are profound, affecting substance use, quality of relationships, and physical and mental health. Funding from the Victoria Foundation is supporting rescue, adoption, training, boarding, and veterinary costs.

IN ACTION: Jason (Jay) Gordon with his service dog Cheeko, certified through Citadel Canine Society's PTSD Service Dog Program.



REGIONAL DATA

DIABETES

1,915

The number of newly diagnosed cases of diabetes in 2016-17, excluding gestational diabetes, on South Vancouver Island.

INCIDENCE RATE PER 1,000 POPULATION AT RISK

South Vancouver Island **4.89** British Columbia **6.16**

In 2016-17, approximately **32,574** people on South Vancouver Island (6.7% of the total population) were living with diabetes, including the newly diagnosed cases.

SOURCE: BC CENTRE FOR DISEASE CONTROL

HEALTH CARE

% OF THE POPULATION, AGED 12 YEARS AND OLDER, THAT REPORTED NOT HAVING A REGULAR DOCTOR

18%

South Vancouver Island

17% **16%**

BC

Canada

SOURCE: STATISTICS CANADA

16%-18% of the population in Victoria have a disability, with a quarter of these classified as severe. The numbers rise to 33% among seniors.

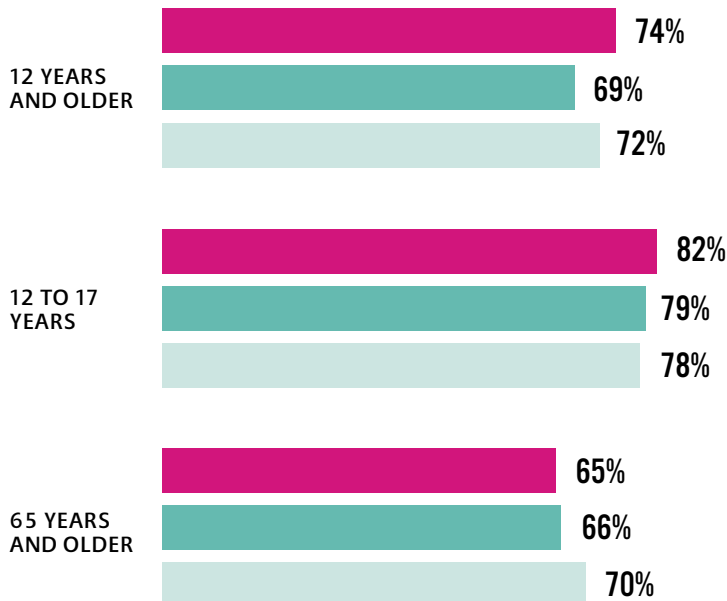
SOURCE: RECREATION INTEGRATION VICTORIA

DID YOU KNOW?

MENTAL HEALTH

% of the population who reported having very good or excellent mental health in 2015-16

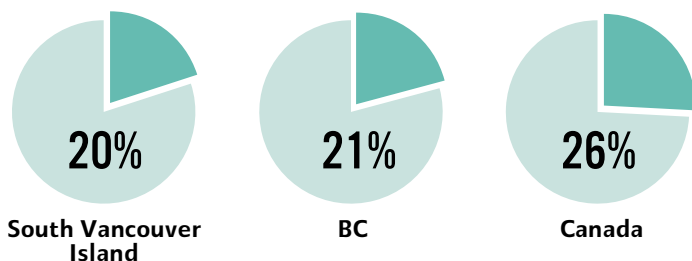
South Vancouver Island
British Columbia
Canada



SOURCE: STATISTICS CANADA

OBESITY

% of the population, aged 18 years and older, who reported having a body mass index of **30 or higher** (threshold for obesity)



YOUTH OBESITY

12%

The percentage of youth, aged 12 to 17 years, in South Vancouver Island who reported being overweight or obese, well below the **26%** rate for BC and Canada in 2015-16.

SOURCE: STATISTICS CANADA



RIISING ALCOHOL CONSUMPTION

Estimated annual alcohol consumption (in litres) per capita in 2016

One litre of absolute alcohol equals **58 standard drinks**

11 **9.4** **8.2**
South Vancouver Island British Columbia Canada

11 L per capita alcohol consumption equals:

638 **104**
BOTTLES **BOTTLES OF**
OF 5% BEER **14% WINE**

Per year, per drinker, age 15 years and older in SVI

SOURCE: CANADIAN INSTITUTE FOR SUBSTANCE USE RESEARCH



HOUSING

SPONSORED BY OAKCREST PARK ESTATES LTD.

VITAL SIGNS
CITIZEN SURVEY SAYS:

C

LET'S CELEBRATE

- » Efforts to increase affordability and reduce homelessness
- » New housing/development/density
- » Diversity of housing options (e.g. rental suites, social housing, assisted living)

ROOM FOR IMPROVEMENT

- » Affordability of rental housing
- » Affordability of home ownership
- » Alternative housing options (co-housing, co-ops, etc.)



RENTAL PROGRAM SUPPORTS SUCCESSFUL TENANCIES

Several interventions outlined in the Regional Housing First Strategy, developed in 2017, relate to supporting tenancies as a strategy to prevent homelessness.

Ready to Rent is developing and piloting a digital platform to empower renters. With funding from the Victoria Foundation, the RentSmart program combines education, certification, and support to prevent housing instability. The online tool allows both tenants and landlords to access resources and coaching tools to resolve common rental issues.

IN ACTION: Tami and her children, pictured here in their backyard, participated in the Ready to Rent BC Association's program, which supports successful tenancies.



REGIONAL DATA

GROSS SHELTER-TO-INCOME RATIO

% of population in Greater Victoria who spent more than **30%** of gross monthly income on shelter in 2015



RENTER HOUSEHOLDS

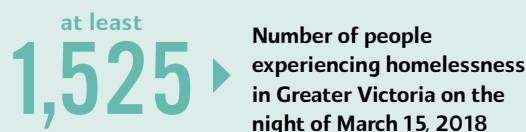


OWNER HOUSEHOLDS



SOURCE: STATISTICS CANADA

POINT-IN-TIME HOMELESS COUNT



SOURCE: CAPITAL REGIONAL DISTRICT IN PARTNERSHIP WITH COMMUNITY SOCIAL PLANNING COUNCIL AND GREATER VICTORIA COALITION TO END HOMELESSNESS

PROFILE OF HOMELESSNESS IN THE REGION

Of the people enumerated in the 2018 Greater Victoria Point-in-Time Count, 906 individuals (59%) participated in a housing needs survey.

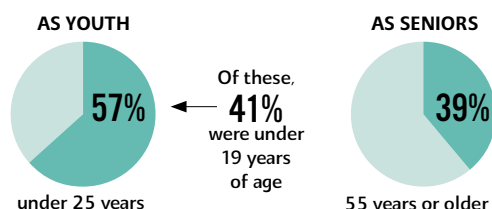
33% identified as Indigenous (compared to 5% of the general population in Greater Victoria)

30% had been in government care in the past

79% had been homeless for more than six months in the past year

Just over **17%** of survey respondents were youth aged 15 to 24 years, and nearly **20%** were seniors aged 55 years and older. **83%** were living in Victoria for more than one year and of the rest, over half had moved here from somewhere in BC.

First Experience with Homelessness



SOURCE: CAPITAL REGIONAL DISTRICT IN PARTNERSHIP WITH COMMUNITY SOCIAL PLANNING COUNCIL AND GREATER VICTORIA COALITION TO END HOMELESSNESS

According to the Greater Victoria Coalition to End Homelessness, it costs an average of \$22,000 per person, per year, to provide housing support in a bachelor suite, but \$31,000 to provide it via emergency shelter space.

SOURCE: GREATER VICTORIA COALITION TO END HOMELESSNESS

DID YOU KNOW?

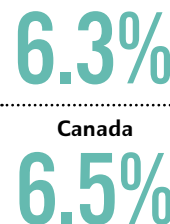
HOUSING CONDITION

% of households in Greater Victoria living in dwellings requiring major repair in 2016



SOURCE: STATISTICS CANADA

British Columbia



HOUSING SALES & PRICES

In May 2018, **755** properties sold in Greater Victoria, **25% fewer** than in May 2017. The ratio of sales to active listings was 32% in May 2018, making Greater Victoria a seller-friendly region.

MEDIAN SALE PRICE FOR A SINGLE FAMILY HOME IN MAY 2018

\$825,000

Up from \$770,000 in May 2017

MEDIAN SALE PRICE FOR A TOWNHOUSE IN MAY 2018

\$550,000

Up from \$510,000 in May 2017

MEDIAN SALE PRICE FOR A CONDO IN MAY 2018

\$407,000

Up from \$365,000 in May 2017

SOURCE: VICTORIA REAL ESTATE BOARD

RENTS AND RENTAL VACANCY

In October 2017, the average vacancy rate for purpose-built rental apartments in Greater Victoria was **0.7%**. For a three+ bedroom unit, the vacancy rate was zero.

The average apartment rent for all unit types was **\$1,072**. Average rents ranged from **\$850** for a bachelor to **\$1,568** for a three+ bedroom unit.

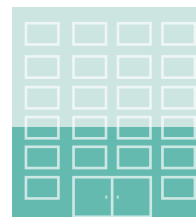
SOURCE: CANADA MORTGAGE AND HOUSING CORPORATION

7.7%

Rental increase between October 2016 and 2017

% of gross monthly income spent to rent a bachelor apartment (\$850) in Greater Victoria for a person working 35 hours a week at BC's minimum hourly wage of \$12.65.

48%



To **affordably** rent this apartment (i.e., spend no more than **30%** of household income on rent), a person would need to work **56 hours a week** at minimum wage.



LEARNING

VITAL SIGNS
CITIZEN SURVEY SAYS:

B

LET'S CELEBRATE

- » Access to diverse educational opportunities
- » Positive learning environment
- » Dedicated and talented teachers

ROOM FOR IMPROVEMENT

- » Affordability of post-secondary education
- » Quality of school curricula
- » Financial sustainability of school districts



INDIGENOUS LAW PROGRAM AN HISTORIC FIRST

Although ignored, denied, or undermined by federal, provincial, and municipal laws for many years, WSÁNEĆ law remains a valid, vital, and living source of guidance, wisdom, and authority for enhancing peace, addressing harm, regulating relationships, and resolving disputes for WSÁNEĆ Peoples.

The WSÁNEĆ First Nations see the revitalization of their legal institutions as a critical dimension of self-government. The University of Victoria Faculty of Law and WSÁNEĆ School Board have created a field course in the re-emergence of WSÁNEĆ law. Funding from the Victoria Foundation will support the pilot of the UVic Faculty of Law WSÁNEĆ Field School, with the first student admission in September 2018. This course engages 12 UVic law students, two WSÁNEĆ community learners, and two law students from other Canadian universities in a four-month immersion in WSÁNEĆ culture, beliefs, and laws as well as their application.

IN ACTION: Robert Clifford teaching at the UVic Faculty of Law Indigenous Field School with participants Kimberly Franciso and Corbin Greening and Tsawout elders Joanne Claxton and Earl Claxton Jr.



EDUCATION IN TRADES

% OF POPULATION, 15 YEARS AND OLDER, WHO
HAD COMPLETED AN **APPRENTICESHIP OR
TRADES CERTIFICATE OR DIPLOMA**, IN 2016

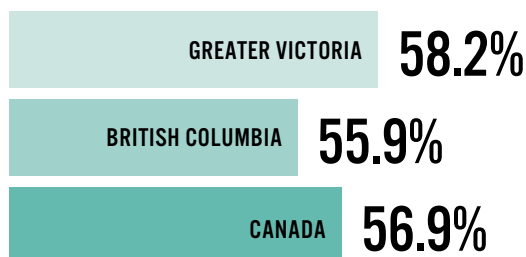
Greater Victoria BC Canada



SOURCE: STATISTICS CANADA

POST-SECONDARY EDUCATIONAL ATTAINMENT

% OF POPULATION, 15 YEARS AND OLDER,
WHO HAD COMPLETED SOME FORM
OF **POST-SECONDARY EDUCATION** (E.G.,
UNIVERSITY DEGREE OR POST-SECONDARY
CERTIFICATE OR DIPLOMA), IN 2017



SOURCE: STATISTICS CANADA

YOUTH FINANCIAL LITERACY

The Programme for International Student Assessment (PISA) of financial literacy shows the extent to which 15-year-old students have the financial knowledge and skills needed for a successful transition into higher education, employment, or entrepreneurship. Fifteen countries and economies participated in the 2015 assessment, including 10 from the Organization for Economic Cooperation and Development (OECD). Of the seven participating Canadian provinces, BC scored above the national average. 22% of Canadian students were ranked as top performers, scoring above the OECD average, while 13% did not reach the baseline level of proficiency in financial literacy.

SOURCE: ORGANIZATION FOR ECONOMIC COOPERATION AND DEVELOPMENT

The UVic Law Centre turns 40 in 2018. Attached to the law courts in downtown Victoria, the Law Centre serves between 1,800 and 2,000 low-income clients per year and is the longest-running common-law clinical program in Canada. Since opening in 1977, the Law Centre has served over 70,000 clients in the Greater Victoria area.

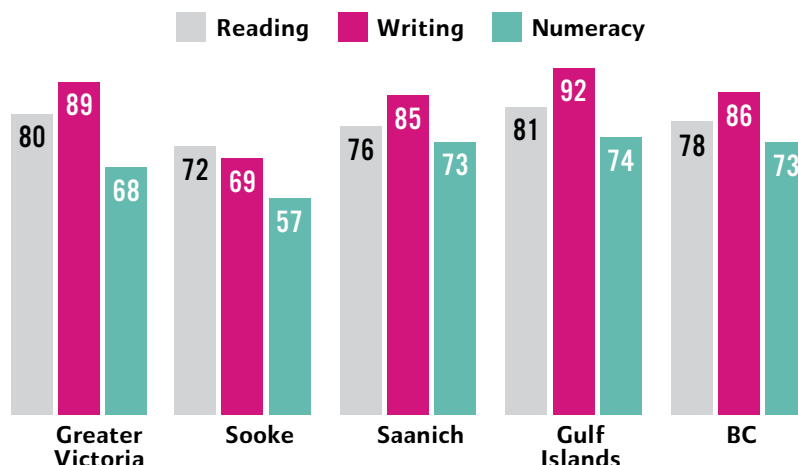
SOURCE: UNIVERSITY OF VICTORIA

**DID YOU
KNOW?**



READING, WRITING, AND NUMERACY RATES

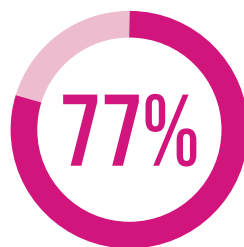
% OF GRADE 7 STUDENTS WRITING
FOUNDATIONAL SKILLS ASSESSMENT TESTS WHO
MET OR EXCEEDED EXPECTATIONS IN 2015-16



SOURCE: BC MINISTRY OF EDUCATION



INDIGENOUS EDUCATIONAL ATTAINMENT



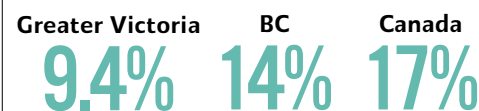
% of Indigenous people,
aged 15 years and older, in
Greater Victoria, with at least
one **certificate, diploma, or
degree** (including high school,
trades, college, and university
education) in 2016



SOURCE: STATISTICS CANADA

HIGH SCHOOL COMPLETION

% OF POPULATION, 15 YEARS AND
OLDER, WHO HAD **NOT COMPLETED**
HIGH SCHOOL IN 2017



SOURCE: STATISTICS CANADA



SAFETY

SPONSORED BY CREST

VITAL SIGNS
CITIZEN SURVEY SAYS:

B

LET'S CELEBRATE

- » Safe place to live
- » Police presence
- » Quick emergency response

ROOM FOR IMPROVEMENT

- » Reducing use of illegal drugs
- » Supports for addiction
- » Traffic/road safety



YOUTH LEADERS COMBAT CYBER VIOLENCE

Cyberbullying has been reported by 13% of grade 7-12 students on southern Vancouver Island and is associated with poorer mental health ratings, fewer hours of sleep, self-harm, and suicidal ideation and attempts.

With funding from the Victoria Foundation, the Victoria Sexual Assault Centre Society and a group of youth leaders are implementing a youth needs assessment that will become the basis for workshops and tools to address cyber violence in youth-centred and trauma-informed ways. Positive impacts of the project are two-fold: youth are creating consent-based, anti-cyber violence curricula to be delivered in schools to address gaps in knowledge, and youth who participate will be better equipped to respond to and prevent cyber violence.

IN ACTION: Victoria Sexual Assault Centre Society leader Sarah Graham (right) works with participant Keelin in a project to address cyber violence.



REGIONAL DATA

ILLICIT DRUG OVERDOSE DEATHS

103

► The number of illicit drug overdose deaths in South Vancouver Island in 2017, up **30%** from **79** in 2016.

Of the 2017 deaths, 91 occurred in the City of Victoria, up from 69 in 2016.

OVERDOSE DEATHS PER 100,000 POPULATION IN 2017

SOUTH
VANCOUVER ISLAND

26.6

up from 19.9 in 2016

BRITISH
COLUMBIA

30.1

TOP FOUR DETECTED DRUGS IN BC IN 2016-17

FENTANYL

74%

COCAINE

49%

METHAMPHETAMINE/
AMPHETAMINE

32%

HEROIN

25%

In 2017, males accounted for 82% of BC's fatal drug overdoses, and adults aged 30-59 years accounted for 72%, with 19% occurring among young adults aged 19-29 years.

SOURCE: BC CORONERS SERVICE

CRIME SEVERITY INDEX

In 2017, the Crime Severity Index for Victoria CMA was

62 (OUT OF 100)

For BC, the index was **89/100** and for Canada, it was **73/100** in 2017.

SOURCE: STATISTICS CANADA

OVERALL CRIME RATE, 2017 (TOTAL VIOLATIONS PER 100,000 POPULATION)

6,105

GREATER VICTORIA

↓
down 41%
since 1998

8,263

BRITISH COLUMBIA

6,006
CANADA

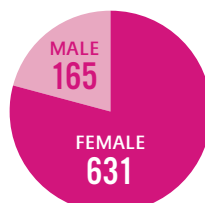
SOURCE: STATISTICS CANADA

When you sign up for Vic-Alert, the City of Victoria's emergency notification service, it informs you by text, phone, and email of major emergencies or disasters that may impact you in Victoria, including severe weather, power outages, tsunamis, AMBER alerts, and local incidents. Alert Ready, British Columbia's Wireless Public Alerting system, broadcasts emergency information about natural disasters and major emergencies through radio and television, social media, and text messages.

SOURCE: CITY OF VICTORIA AND ALERT READY

**DID YOU
KNOW?**

PROFILE OF POLICE-REPORTED INTIMATE PARTNER VIOLENCE, 2016



796
victims in
Greater Victoria

In Canada, **28%** of victims of police-reported violent crime had been victimized by an intimate partner. **79% were women.**

VICTIMS PER 100,000 POPULATION

Victoria CMA

OVERALL
250

FEMALE
387

MALE
106

British Columbia

OVERALL
284

FEMALE
443

MALE
122

Canada

OVERALL
310

FEMALE
483

MALE
133

SOURCE: STATISTICS CANADA

2017 CRIME RATES (VIOLATIONS PER 100,000 POPULATION)

CRIME RATES BY OFFENCE

SOURCE: STATISTICS CANADA

Intentional Homicide

1.3

GREATER VICTORIA
down by 50% since 1998

2.5

BRITISH COLUMBIA

1.8

CANADA



Sexual Assault

79

GREATER VICTORIA
down by 12% since 1998

56

BRITISH COLUMBIA

67

CANADA



Criminal Code
Traffic Violations

267

GREATER VICTORIA

315

BRITISH COLUMBIA

342

CANADA



SUSTAINABLE DEVELOPMENT GOALS (SDG): See details page 13.

victoriafoundation.ca 35

SPORTS & RECREATION

SPONSORED BY BEAR MOUNTAIN

VITAL SIGNS
CITIZEN SURVEY SAYS:

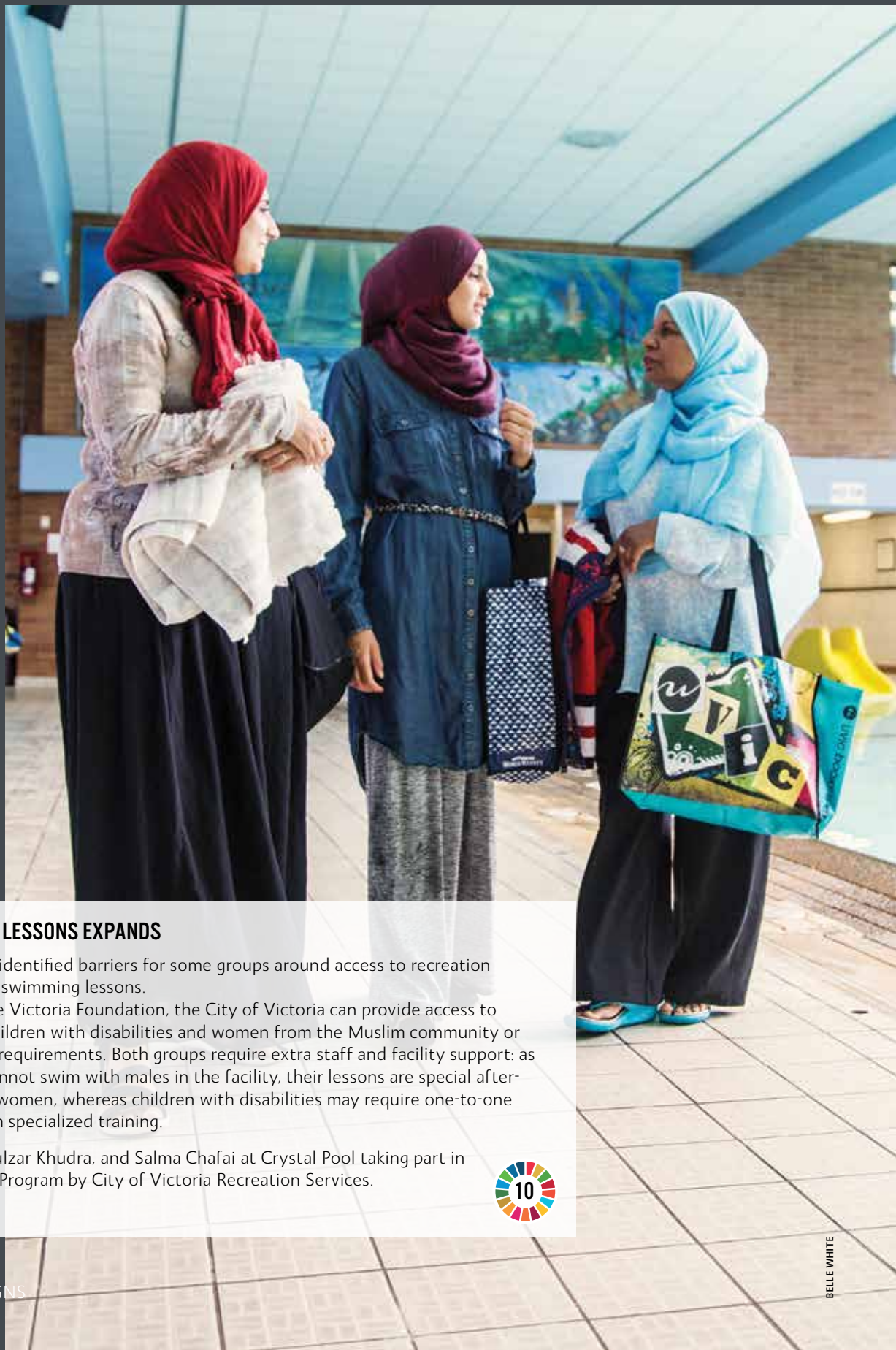
B+

LET'S CELEBRATE

- » Plenty of access to sports and recreation facilities
- » Quality and variety of activity programming for children and adults
- » Availability of outdoor recreation options and beautiful green spaces

ROOM FOR IMPROVEMENT

- » Access to low-income programs
- » More affordable opportunities
- » Investment in facilities



ACCESS TO SWIMMING LESSONS EXPANDS

The City of Victoria has identified barriers for some groups around access to recreation opportunities, including swimming lessons.

With support from the Victoria Foundation, the City of Victoria can provide access to swimming lessons for children with disabilities and women from the Muslim community or with cultural sensitivity requirements. Both groups require extra staff and facility support: as some Muslim women cannot swim with males in the facility, their lessons are special after-hours swims staffed by women, whereas children with disabilities may require one-to-one assistance and staff with specialized training.

IN ACTION: Imen Bahri, Gulzar Khudra, and Salma Chafai at Crystal Pool taking part in the Inclusive Swimming Program by City of Victoria Recreation Services.



RECREATION & DISABILITY



The Leisure Access Victoria App (LAVA), the first of its kind in Canada, is a fully accessible, interactive, web-based resource for the disability community. It provides detailed, practical information about accessibility to recreation facilities in the Capital Region. LAVA includes facility pictures, videos, and descriptions, highlighting the main message, "Know Before you Go!"

The objective of the app is to ensure everyone feels comfortable entering a facility, knowing they will have the right equipment and space to meet their recreational needs. LAVA was created by the Remarkable Lives project, a research partnership between the University of Victoria and Victoria Foundation, in collaboration with Recreation Integration Victoria.

SOURCE: RECREATION INTEGRATION VICTORIA

WALK SCORE® 2018

**% OF THE REGION'S MUNICIPALITIES
CONSIDERED WALKABLE BASED
ON THEIR WALK SCORE®**

(Some, most or all daily errands can
be accomplished on foot)

42%
WALKABLE

58%
CAR-DEPENDENT

VICTORIA RANKED
HIGHEST

78/100

NORTH SAANICH AND
METCHOSIN RANKED LOWEST

15/100

SOURCE: WALK SCORE®

ACCESS TO GREEN SPACE



A 2016 Statistics Canada report found that children, aged 7 to 14 years, who spend more time outdoors are more physically active, less sedentary, less likely to have peer relationship problems, and have better psychosocial health, compared with those who spend less time outdoors. Each additional hour outdoors per day was associated with less sedentary time, more steps per day, and more moderate to vigorous physical activity.

It was once forbidden by monarchs like Richard II (who feared its impact on archery), but lawn bowling is alive and thriving in Victoria, where you can play it at at least eight clubs, including Beacon Hill Park's Victoria Lawn Bowling Club, now in its 110th year.

SOURCE: YAM MAGAZINE

**DID YOU
KNOW?**

PHYSICAL ACTIVITY

68%

of the population, aged 18 years and older, in South Vancouver Island reported participating in at least **150 minutes per week** of moderate to vigorous intensity physical activity in 2015-16.

60% **of seniors**, 65 years and older

YOUTH PHYSICAL ACTIVITY

80% **of youth**, aged 12 to 17 years, in South Vancouver Island reported participating in an average of **60 minutes per day** of moderate to vigorous physical activity in 2015-16.

SOURCE: STATISTICS CANADA



Since 1999, the UVic's **CanAssist** organization has served thousands of individuals challenged by physical or cognitive disability through the development of customized assistive technologies that enable participation in recreational, educational, and community activities.

In 2015, CanAssist led the creation of OneAbility, the Greater Victoria Collaborative for Adapted Sport and Physical Activity, a group of more than 20 Greater Victoria organizations working together to increase opportunities for inclusive sports and recreation.



OneAbility's collaborative approach reduces competition for resources within the region, and instead, helps to ensure members benefit from each other's individual and collective strengths.

SOURCE: CANASSIST AND ONEABILITY



**IN 2013, 92% OF HOUSEHOLDS IN
GREATER VICTORIA HAD A PARK OR
PUBLIC GREEN SPACE CLOSE TO HOME
(LESS THAN 10-MIN WALKING DISTANCE)**



**84% PARTICIPATED IN
OUTDOOR ACTIVITIES
CLOSE TO HOME**

SOURCE: STATISTICS CANADA



STANDARD OF LIVING

SPONSORED BY **MNP**

VITAL SIGNS
CITIZEN SURVEY SAYS:

C+

LET'S CELEBRATE

- » Availability of support services
- » Affordable nutritious food
- » Employment opportunities

ROOM FOR IMPROVEMENT

- » Affordable housing options
- » Adoption of a "living wage"
- » Supports from poverty to workforce



A STEP UP FOR SINGLE PARENT FAMILIES

Victoria's *Vital Signs* reports that Greater Victoria includes approximately 12,000 single-parent families, 29% of which are living in poverty.

1Up Victoria Single Parent Resource Centre provides single parents, caregivers, and their children with opportunities to learn, grow, and build connections through strength-based, peer-supported programs and services. With funding from the Victoria Foundation, 1Up is offering Resiliency Stream courses to assist low-income, isolated, and vulnerable parents in developing confidence, self-efficacy, and practical life skills, improving the economic stability and resiliency of families.

IN ACTION: Resiliency Stream parenting and life skills course participants at the 1Up Victoria Single Parent Resource Centre.



REGIONAL DATA

\$61,119

THE MEDIAN AFTER-TAX
HOUSEHOLD INCOME IN GREATER
VICTORIA IN 2015, COMPARED TO:

\$61,280 BC

\$61,348 CANADA

SOURCE: STATISTICS CANADA

IN 2018, THE HOURLY WAGE REQUIRED
TO MAINTAIN AN ADEQUATE QUALITY
OF LIFE IN THE CAPITAL REGION

\$20.50

The living wage is the hourly wage that **two working parents with two young children** must earn to meet their basic expenses, once taxes, credits, deductions, and subsidies have been taken into account.



SOURCE: COMMUNITY SOCIAL PLANNING COUNCIL

AVERAGE HOURLY WAGE



In 2017, women in Greater Victoria earned an average of 90 cents for every dollar earned by men, compared to 84 cents for women in BC and 87 cents for women in Canada.

Average hourly wage for full- and part-time workers in Greater Victoria in 2017

\$27.54 BC **\$28** Canada

\$24.74 BC **\$23.52** Canada

SOURCE: STATISTICS CANADA

BC MINIMUM WAGE

\$12.65/hour

A full-time minimum-wage worker earns \$23,023 annually, approximately **\$1,700 below** the estimated 2018 poverty line for a single person in BC.

SOURCE: CANADIAN CENTRE FOR POLICY ALTERNATIVES, BC OFFICE

The employment rate for Victorians 65 years and over rose from 12% in 2011 to 14.9% in 2016, equating to just over 10,600 seniors working in our region.

SOURCE: STATISTICS CANADA

**DID YOU
KNOW?**

HOUSEHOLD FOOD INSECURITY

In 2015-16, **9%** of households in Greater Victoria reported being food insecure over the past 12 months, including households that were marginally, moderately, or severely food insecure.

In BC, just over **10%** of households were food insecure in 2015-16.



BC CHILDREN UNDER 18 YEARS OF AGE LIVING IN FOOD INSECURE HOUSEHOLDS IN 2015-16



SOURCE: PROOF - UNIVERSITY OF TORONTO

POVERTY RATES

13% of the population in 2015 in Greater Victoria households were living in poverty, based on the Low Income Measure after tax, on par with 2010, and lower than BC (**16%**) and Canada (**14%**) in 2015.

Greater Victoria, 2015

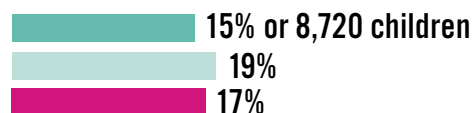
BC, 2015

Canada, 2015

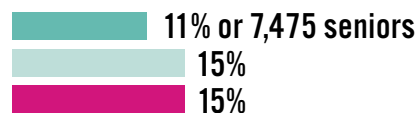
Single Parent Families



Children under 18



Seniors 65 and older

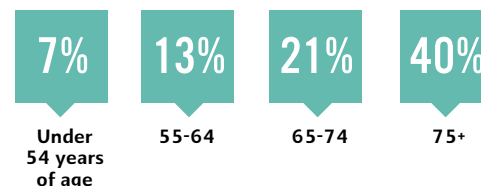


SOURCE: STATISTICS CANADA



FINANCIAL STRESS

Respondants to this year's Victoria's Vital Signs Survey, who reported **no stress due to personal finances**:



SOURCE: VICTORIA FOUNDATION

In 2013, according to the Victoria Healthy Youth Survey, young adults aged 22-29 reported very high levels of financial and work stress. **Financial stress was linked to the lack of affordable housing and debt disproportionate to income.**

SOURCE: ISLAND HEALTH AUTHORITY



SUSTAINABLE DEVELOPMENT GOALS (SDG): See details page 13.

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TRANSPORTATION

SPONSORED BY URBAN SYSTEMS

VITAL SIGNS
CITIZEN SURVEY SAYS:

C+

LET'S CELEBRATE

- » Good public transit service
- » Cycling opportunities and expanding cycling infrastructure
- » Easy to get around the city

ROOM FOR IMPROVEMENT

- » Investment in light rail/rapid transit
- » Regional coordination of transportation infrastructure
- » Bus service and affordability



GRANTS HELP GET KIDS TO SCHOOL WITHOUT CARS

Almost half of all students in the Capital Region are driven to school, with most of those trips under three kilometres.

With support from Victoria Foundation, multiple Neighbourhood Small Grants projects in Victoria are working to promote active transportation for our region's youngest residents. A series of free bike clinics held in Topaz Park is working to promote cycling as a fun, affordable, and environmentally friendly way to move about the region. The clinics offer children and families basic information on bike safety, skills, and repair. Another project is engaging students at Oaklands Elementary School with a walking school bus. A pilot walking school bus in June 2018 attracted over 40 students.

IN ACTION: A young girl awaits the arrival of the walking school bus that will escort her to Oaklands Elementary School.



REGIONAL DATA

TRANSIT USE

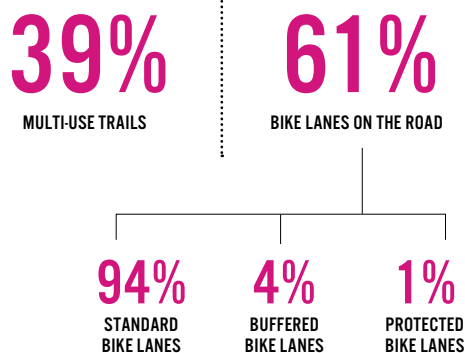


In 2017/18, Greater Victoria residents made an average of **2.1** one-way trips per week, with **9%** being heavy riders, **12%** medium riders, and **11%** light riders, while almost **1/3** were occasional riders.

SOURCE: BC TRANSIT

CYCLING INFRASTRUCTURE

As of January 1, 2018, there were approximately **880km** of bikeways in the region.



SOURCE: CAPITAL REGIONAL DISTRICT

Helijet International established Canada's first scheduled helicopter service in 1986 with a single helicopter flying four return flights daily between downtown Victoria and downtown Vancouver. Over the last three decades, the airline has safely transported over two million passengers, becoming the world's largest publicly traded helicopter airline.

SOURCE: VICTORIA HARBOUR HISTORY

DID YOU KNOW?

REGIONAL TRAVEL PROFILE



Trips daily to, from, and within the Capital Region in 2017

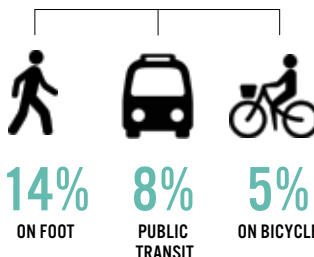
1.1 million

72%

OF DAILY TRIPS WERE BY CAR, EITHER AS THE DRIVER (56%) OR PASSENGER (16%), FOR AN AVERAGE AUTO OCCUPANCY RATE OF 1.28 PERSONS PER VEHICLE

27%

OF TRIPS WERE BY ACTIVE TRANSPORTATION AND TRANSIT



SOURCE: CAPITAL REGIONAL DISTRICT

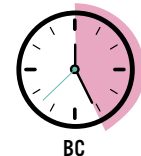
COMMUTE TO WORK

22.2 MINUTES

THE AVERAGE COMMUTING TIME FOR ALL MODES OF TRAVEL IN GREATER VICTORIA IN 2016, COMPARED TO:



25.9 MINUTES



26.2 MINUTES



In 2016, 30% of commuters in Greater Victoria had a commute time of less than 15 minutes, 66% commuted anywhere from 15 to 59 minutes, and 4% commuted for an hour or more.

36% OF GREATER VICTORIA COMMUTERS TRAVEL TO WORK WITHIN THEIR MUNICIPALITY

61% TRAVEL TO WORK IN ANOTHER MUNICIPALITY WITHIN THE REGION

SOURCE: STATISTICS CANADA

DID YOU KNOW?

BC Transit staff work hard to deliver safe, effective, and efficient transit services across greater Victoria. Over the next year, customers will notice significant changes.

BC Transit and the Province of British Columbia have partnered to introduce 10,000 new hours of service in the

fall of 2018 and add four new buses to the fleet. This means improved frequency, increased service, and the introduction of two new routes. The expansion reflects feedback from customers and a need to improve transit.

Transit customers in Victoria will also benefit from the

introduction of Real Time technology. By the end of 2018, automatic vehicle locators will be installed on buses so customers can see where the bus they wish to take is from their desktop, tablet, or mobile device. This new technology will make transit a more attractive option. More details are

available on BCTransit.com.

BC Transit is proud to build on the 26 million trips taken on BC Transit conventional buses and 389,000 on handyDART in 2017/2018. They look forward to continuing to build on the service currently provided, including the customer experience.

Victoria Regional
Transit Commission



SUSTAINABLE DEVELOPMENT GOALS (SDG): See details page 13.

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VITAL SIGNS® COMMUNITY VOICES

THE *VITAL SIGNS* REPORT IS A USEFUL TOOL FOR GUIDING DECISIONS ABOUT OUR COMMUNITY. READ HERE TO LEARN HOW LOCAL COMMUNITY LEADERS USE THE REPORT.



JENNIFER JASECHKO,
PRINCIPAL, JENNIFER JASECHKO
CONSULTING

I strongly encourage my clients to complete the *Vital Signs* survey to ensure the report includes their situation. I also encourage clients to reference *Vital*

Signs when submitting grant applications; the report provides background information and data that strengthens proposals. *Vital Signs* is a helpful guide for donors, advisors, and charities.



**JAMES LAM, MANAGER, CRD
ARTS DEVELOPMENT SERVICE**

Our mission is to make arts and culture central to life in the Capital Region by providing funding and resources to support sustainable growth of

non-profit organizations. *Vital Signs* tracks trends, underlines relationships, and gathers valuable information, providing residents a better sense of how funding arts and culture fosters an inclusive society and a vibrant economy. *Vital Signs* is a document we share frequently to help us describe the positive impacts of public sector funding for the arts and the links between the arts, culture, and sustainable communities.



SHARMARKE DUBOW,
CANDIDATE FOR VICTORIA
CITY COUNCIL

I use *Vital Signs* when I speak about creating inclusive, safe communities. It's an important tool where

local governments learn what they are doing well and where the gaps are and is useful for developing programs to support Indigenous people, people of colour (racialized people), immigrants and refugees, people with disabilities, LGBTQ, and others from historically disadvantaged communities and equity-seeking groups.



FRAN HUNT-JINNOUCHI,
EXECUTIVE DIRECTOR,
ABORIGINAL COALITION
TO END HOMELESSNESS

I appreciate the broad spectrum of areas covered in *Vital Signs*, from the environment, health and wellness to housing.

The feedback provides insight on issues important in our community and areas we need to improve. I have used it in the past for grant applications. It is a good resource, rich in content.



**DÉSIRÉE MCGRAW, PRESIDENT
AND HEAD OF COLLEGE,
PEARSON COLLEGE UWC**

As President of Pearson College UWC, I applaud *Vital Signs* for promoting understanding of the key issues our community

is facing. As one of the 17 United World Colleges across the globe making education a force to unite people, nations and cultures for peace and a sustainable future, Pearson is committed to the United Nations Sustainable Development Goals. By promoting these critical issues and concerns, *Vital Signs* helps guide our programs by motivating students, staff and faculty to make change through participation in community service projects.



**EMILIE DE ROSENROLL, CEO,
SOUTH ISLAND PROSPERITY
PROJECT**

As the region's economic development partnership, the South Island Prosperity Project launched its flagship publication, the *Prosperity*

Index, in 2017 to help the region understand key aspects of the economy. Because social and environmental issues have a direct impact on economic health, we paired our business and economic story to the citizen-centered themes of the *Vital Signs* report. We think these publications complement and reinforce each other and help leaders in our region make decisions.



**DEL MANAK, CHIEF CONSTABLE,
VICTORIA POLICE DEPARTMENT**

The Victoria Police Department relies on public input to deliver the best possible policing service to our citizens. In addition to

our own community and business surveying efforts, the annual *Vital Signs* report provides VicPD with invaluable insights into the most important issues that matter to the people of this region.



**CATHERINE HOLT, CEO,
GREATER VICTORIA CHAMBER
OF COMMERCE**

We advocate for the public services and investments that help build good business. For example: available

and affordable housing, childcare and transportation, safe communities, effective local governance, and improving our economy. So we have a lot in common with the Victoria Foundation. We count on *Vital Signs* to tell us what's on the minds of our citizens and that helps inform our advocacy work.



**BRENDA BOLTON,
COORDINATOR,
FOOD SHARE NETWORK**

Vital Signs provides well-researched, regional information that helps guide and prioritize the actions of the Food Share Network. I frequently cite

Vital Signs and make sure that our work aligns with the research being referenced.

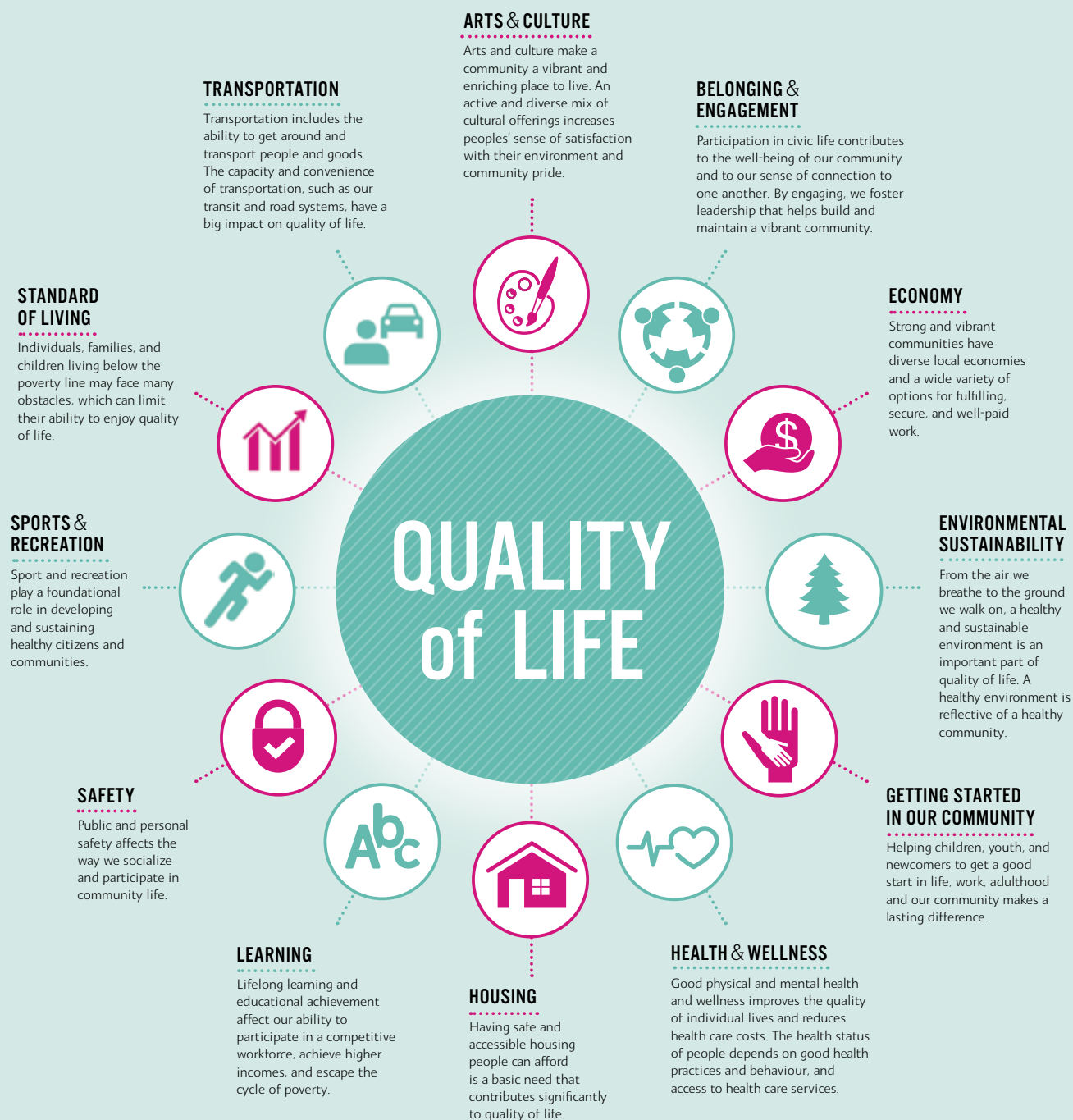


**DON ELLIOTT, EXECUTIVE
DIRECTOR, GREATER
VICTORIA COALITION TO END
HOMELESSNESS**

We find *Vital Signs* an important resource in two ways. The first is in getting a sense of where the community is with respect

to addressing homelessness. This document brings together important data points relating to housing, homelessness and poverty while offering insight into things to celebrate and areas to improve. The second is when looking to access funding for programs. We often reference this document when working to align our organizational activities with issues identified in the report and the Sustainable Development Goals.

WHICH ISSUE WILL YOU TAKE ON?



THIS REPORT ONLY SCRATCHES THE SURFACE

Want to learn more? Information is available, including details on indicators, sources, and survey results, at victoriafoundation.ca.



/VicFoundation



/TheVictoriaFoundation



/VicFoundation

In 2017, our members helped us give



With your help, we're empowering youth.

We've made a promise to help build a richer future for youth in your community. And we're keeping our promise through our Youth Get It Community Investment Program. So just by banking with us, you're supporting youth in your communities too. Every year, we invest 7% of our pre-tax profits towards local community causes. Since 2000, that's more than \$71 million.

To learn more visit coastcapitalsavings.com/community