

VICTORIA'S VITALSIGNS®

GREATER VICTORIA'S 2020 ANNUAL CHECK-UP

THE PATH FORWARD

The pandemic is amplifying
our interdependence –
and our inequities

PANDEMIC SNAPSHOTS

How COVID-19
is affecting our
community



VICTORIA FOUNDATION

CONNECTING PEOPLE WHO CARE WITH CAUSES THAT MATTER®

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

QUALITY OF LIFE IN
**GREATER
VICTORIA**

SUSTAINABLE DEVELOPMENT GOALS

**Framework for a
BETTER FUTURE**

A Message From Our Presenting Sponsor



During these challenging times, information is more important than ever as we work collectively to support our communities in a meaningful way.

The Vital Signs report plays a critical role in helping us to understand our unique community needs, and Coast Capital is honoured once again to partner with the Victoria Foundation on this crucial initiative. Vital Signs enriches our understanding of the issues our neighbours care about most. In particular, we are pleased to support the work that comes as a result of this report. Each year, we have been proud to work with the Victoria Foundation to host Youth Vital Conversations, through which youth have come together for their voices to be heard and to work collaboratively to identify opportunities to create meaningful impact.

Over the years, youth have focused these Vital Conversations on mental health, volunteerism, and most recently, on youth financial wellbeing. At a time when Canadians continue to struggle with

financial independence and the country's average household debt level is at an all-time high, Coast Capital knows it is imperative to encourage youth to have open conversations about what financial wellbeing means to them and how they can navigate this changing economy. This year, youth participants enthusiastically led discussion topics around finances in the new economy, the changing rental market, virtual post-secondary options, employment reskilling, the realities of virtual work, saving for the future, and affordable housing options. Through these panels and conversations, relationships have been formed and connections have been made, and we've been witness to collaborative steps toward creative solutions.

The Vital Signs initiative makes a tangible difference to the future of our local community by providing meaningful data on key indicators, informing the planning and goals of local community and business leaders toward a healthier, stronger community. It provides us with deeper insights into the communities where we live and play and gives us the opportunity to hear from the youth who will be impacted

by our actions for decades to come.

When we stand together, when we explore these issues together, we are stronger. This will be particularly important as we all continue to build back better with a focus on inclusion, resilience, and sustainability in a post-pandemic economy.

Thank you to everyone at the Victoria Foundation for your hard work and leadership and for your continued partnership as we work towards a greater and a brighter future.



*Maureen Young,
Director Community Leadership
Coast Capital Savings*

Thank you to our sponsors

Existing and new businesses in our community are a vital and enriching thread in the economic, social, and cultural fabric of our region.

We would like to express particular recognition and gratitude to the many businesses that have embraced the opportunity to help create a vibrant, caring community for all, specifically the sponsors whose generosity makes production and promotion of this report possible.

Our thanks also go to all the individuals and organizations that helped to create this report, including those that provided data, took our survey, or helped guide and support the project, including our board and staff at the Victoria Foundation.

PRESENTING SPONSOR



ISSUE AREA SPONSORS



VIRTUAL EVENT SPONSOR



LAUNCH PARTNER



PUBLISHING SPONSOR



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 \$259 million in people, projects and non-profit organizations that strengthen communities in BC and throughout Canada.

WHAT IS VITAL SIGNS?

Measuring wellbeing, 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 15th consecutive year the report has been published.

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

ABORIGINAL CULTURE AND HISTORY

The capital region is home to a rich diversity of Indigenous peoples and culture. Based on the 2016 Census, there were an estimated 17,240 people in the Victoria CMA who identified as Aboriginal (First Nations, Métis, Inuit and other Indigenous peoples). 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, and thank them for their gracious hospitality.

VITAL COMMUNITY NETWORK

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

Peter Baillie, Times Colonist; **Andrea Carey**, Inclusion Incorporated; **Jill Doucette**, Synergy Enterprises; **Diana Gibson**, Community Social Planning Council; **Colleen Hobson**, Ministry of Children & Family Development; **Fran Hunt-Jinnouchi**, Aboriginal Coalition to End Homelessness; **Del Manak**, Victoria Police; **Jean McRae**, Inter-Cultural Association of Greater Victoria; **Jodi Mucha**, BC Healthy Communities; **Jennifer Nichols**, CRD Arts Development Service; **Sarah Phillips**, BC Transit; **Crystal Tremblay**, University of Victoria; **Bruce Williams**, Greater Victoria Chamber of Commerce



VICTORIA FOUNDATION
CONNECTING PEOPLE WHO CARE WITH CAUSES THAT MATTER®

#200 – 703 Broughton Street
Victoria, BC V8W 1E2
Ph: 250.381.5532
victoriafoundation.ca

Charitable BN 13065 0898 RR0001

THE VITAL SIGNS TEAM

The Victoria Foundation:
Rob Janus, **Project Manager**

Zahura Ahmed, Jessica Bell, Lori Elder,
Carol Hall, Brin Morgan, Melanie Porter,
Sandra Richardson, Kyle Wells

On the cover: Emily Carr statue in
downtown Victoria. Photo by Jeffrey Bosdet.

CONTRIBUTORS

Vital Signs is designed and published by

Page One Publishing
580 Ardersier Road,
Victoria, BC V8Z 1C7
pageonepublishing.ca



Balfour Consulting Group,
Research Consultant

Leger, **Survey Consultant**

Times Colonist, Black Press,
98.5 The Ocean, **Media Partners**

CONTENTS

4 FEATURE:

Finding the Right Path Forward

COVID-19 is highlighting the best in us and the worst. How we continue to respond as a society will determine how well we get through the crisis and what kind of community we're all left with.

10 METHODOLOGY

12 HOW TO READ THIS REPORT

13 HOW DID WE DO?

14 SUSTAINABLE DEVELOPMENT GOALS

15 QUALITY OF LIFE IN GREATER VICTORIA

16 BEST THINGS AND MOST IMPORTANT ISSUES

17 A VILLAGE OF 100

42 VITAL SIGNS Community Voices

Victoria's Vital Signs 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.

VITAL SIGNS KEY ISSUES

18 ARTS & CULTURE

20 BELONGING & ENGAGEMENT

22 ECONOMY

24 ENVIRONMENTAL SUSTAINABILITY

26 GETTING STARTED

28 HEALTH & WELLNESS

30 HOUSING

32 LEARNING

34 SAFETY

36 SPORTS & RECREATION

38 STANDARD OF LIVING

40 TRANSPORTATION



JEFFREY BOSDET



KATY FOSTER/NOMADS EXPEDITIONS



QUINTON GORDON/INTER-CULTURAL ASSOCIATION OF GREATER VICTORIA

FINDING THE RIGHT PATH FORWARD

By amplifying our interdependence as well as inequities resulting from systemic barriers, COVID-19 is highlighting the best in us and the worst. How we continue to respond as a society will determine how well we get through the crisis and what kind of community we're all left with.

AS A SOCIETY, many of us are guilty of either living in the past or living for the future. Reflecting and repeating things as we always have, or concerning ourselves not with today, but tomorrow, next week, or next year. But the pandemic has robbed us of this luxury, forcing us to live in the uneasy and uncertain present. Oddly, this can manifest itself as both the sensation of time slowing down (when an afternoon working from home seems to take days) as well as feeling like time has sped up (when we can't remember accomplishing anything beyond binging on Netflix). The pandemic, then, is an opportunity to see ourselves and our community in the moment — more clearly, more sharply, more nuanced.



HOW IS COVID-19 AFFECTING VICTORIA?

Watch for Pandemic Snapshots in the Vital Signs Key Issues (pages 18-42) to see how COVID-19 and the public health response to it has affected our community in the first half of 2020.



JEFFREY BOSDET

And if what we are seeing more clearly isn't positive, COVID-19 has increased the pressure to take bolder action. For example, conditions for the elderly in care homes, individuals living with disabilities, and people experiencing homelessness are all issues that have been at the forefront of the charitable sector for a long time. COVID-19 has magnified the focus on these concerns and made everyone pay attention. The same can be said for other issues, which, while present, were perhaps not as talked about until COVID-19, such as racism, domestic violence, and social isolation. In that sense, COVID-19 can become an opportunity and a turning point. Surely, this is at least one silver lining. There are others.

RAPID RELIEF FUND

Residents of Greater Victoria have always worked together and supported each other towards creating a vibrant, caring community

for all. That shared sense of community was evident in the outstanding response to the Rapid Relief Fund.

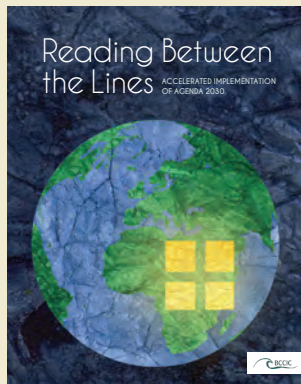
On March 21, just 10 days after the pandemic was declared, the Victoria Foundation, together with the Jawl Foundation, the Times Colonist, and CHEK TV, launched the Rapid Relief Fund. Community support was astonishing. By May 12, just 52 days later, \$6 million had been raised. Funds totalling \$6,002,700 were distributed in 105 grants to frontline organizations providing physical and mental health supports, family services and housing supports, and access to food and meal programs.

"The Rapid Relief Fund is so important because it deployed operating funds to our frontline organizations that support the vulnerable populations who were disproportionately impacted by the crisis," says Carol Hall, Director of Strategic



The Rapid Relief Fund is so important because it deployed operating funds to our frontline organizations that support the vulnerable populations who were disproportionately impacted by the crisis.

CAROL HALL, DIRECTOR OF STRATEGIC INITIATIVES FOR THE VICTORIA FOUNDATION



COVID-19 AND THE SDGs

In June, the BC Council for International Cooperation (BCCIC) launched *Reading Between the Lines: Accelerated Implementation of Agenda 2030*. The report reflects on transformative principles and innovative approaches to the implementation and acceleration of the Sustainable Development Goals (SDGs) in Canada.

Chapter 7, *COVID-19: A Reset for Canada in the UN Decade of Action*, highlights key challenges arising from the pandemic, policies implemented to address some of these challenges, and the need for systems thinking and intersectoral action to reset for the future.

"We've really embraced the framework of the Sustainable Development Goals and integrated them throughout our work at the Victoria Foundation and within Vital Signs and, for me, part of the path forward is the work that we've already leaned into there," says Sandra Richardson, CEO of the Victoria Foundation.

www.bccic.ca/sdg-report-2020/

Initiatives for the Victoria Foundation. "We were seeing these non-profits pivoting quickly to continue to provide essential services, such as food access, shelter, and mental health support, while they were also trying to get measures in place to comply with new health protocols."

Like everyone else, non-profits shifted suddenly to remote work to protect staff, volunteers, and clients. At the same time, they were seeing urgent needs in the populations they served – needs that could not wait.

"What was really impressive was to see how quickly organizations were adapting their approaches and starting new programs to respond to the needs they were seeing – examples like shifting counselling models to online delivery or food programs for isolated seniors shifting to delivery," says Hall. "I felt really inspired by the leadership of these organizations and how they responded to the crisis."

The community response to the Rapid Relief Fund was outstanding – more than 15,000 gifts were received.

"It was incredible to see the whole community come together to support those most impacted by the crisis," says Hall. "So many people, whether it be individuals and families or businesses and other funders, contributed in whatever way they could, even while facing their own stress and challenges."

IMPACT OF COVID-19 ON THE CHARITABLE SECTOR

COVID-19 has demonstrated how absolutely vital the charitable sector is not only in supporting the vulnerable but also in ensuring a measure of stability in a time of crisis. At the same time, COVID-19 has hit the sector hard.

Victoria's charities have a significant role in our local economy. In 2018, the Victoria Foundation and University of Victoria released the *Civil Society Impact Report*, which revealed that the sector generated over \$4 billion in local economic activity in 2016 and supports 63,000 full-time equivalent jobs and over \$300 million in annual municipal taxes.

In May of this year, the Victoria Foundation, along with the Vancouver

Foundation and Vantage Point, published *No Immunity: Impact of COVID-19 on BC Non-profits*. The report was based on a survey conducted the month before of more than 1,000 BC non-profits. Results indicated that, due to COVID-19, 15 to 19 per cent of non-profits faced closure, and 23 per cent felt they may not last past October.

"Our most vulnerable residents rely on civil society organizations at the best of times, let alone when we're facing something

as unprecedented as the COVID-19 outbreak," says Sandra Richardson, CEO of the Victoria Foundation. "While it's distressing to see the challenges highlighted in this report, this entire situation has been an important reminder of just how vital these organizations are and how essential it is they be able to remain stable when they're needed most."

While some non-profits have received emergency support from government, as well as other sources, what happens when the money runs out?

"Just as we see many small

businesses closing, our non-profits are also in danger of closing as the crisis continues," says Hall.

WHAT'S NEXT?

COVID-19 has sharpened the focus and increased the urgency to take action to address issues affecting the most vulnerable populations. Measures are being put in place, some temporarily, while more permanent solutions are explored. But the pandemic has also highlighted other issues in our community – issues that have long been identified in *Victoria's Vital Signs*.

"During the shutdown, we saw access to affordable childcare come up as a major need," says Hall, noting that frontline medical workers had some access to childcare provided they could get a spot. "But for essential services, like grocery store workers and delivery people, it was a major barrier."

On behalf of the Coalition of Neighbourhood Houses, Rapid Relief Fund grants supported childcare services at Burnside Gorge Community Association and Fernwood Neighbourhood House. One parent burst into tears when she was told she wouldn't be charged for childcare due to funding from the Rapid Relief Fund.



Our most vulnerable residents rely on civil society organizations at the best of times, let alone when we're facing something as unprecedented as the COVID-19 outbreak.

SANDRA RICHARDSON,
CEO OF THE VICTORIA
FOUNDATION



"Black Lives Matter demonstrations, including in Victoria, have put racism in Canada into the spotlight."

JO-ANN LORO

"It's just such a financial strain on low- and middle-income budgets," says Hall.

Childcare is a topic that particularly affects women in the workforce and points to the need to revisit national and provincial childcare policies.

Another huge need: mental health supports, always a top issue in Vital Signs, but becoming increasingly significant due to social distancing, isolation, and the lack of connection and belonging.

"It is affecting everyone, including staff at non-profits working on the frontlines, youth, isolated seniors, and people who already had mental health challenges or trauma," says Hall.

"It also really stands out as an example of one of those systemic issues," says Hall, who mentions Rapid Relief Fund support for the Vancouver Island Counselling Centre for Immigrants and Refugees Association. "Mental health supports are not integrated with the rest of our health care system. Before COVID-19, we had already identified this as a major problem with cost as a huge barrier to access."

Food security is another key need: some agencies running food programs reported a 100 per cent increase in demand as the economic impacts of the pandemic spread.

"A grant to the Victoria Community Food Hub is such an important example of how we were able to keep long-term goals in mind while

working in an emergency situation," says Hall. "In recent years, we've invested a great deal in trying to shift the system to more local food production and distribution. In this case, by building on existing networks, groups were able to launch this project almost overnight to link local food production and support for the livelihood of farmers with emergency food access."

NEWCOMER COMMUNITY AND RACISM

The Inter-Cultural Association of Greater Victoria (ICA) is an example of a non-profit that has made some significant shifts in order to accommodate a mix of online and in-person programs and services, in this case, for immigrants and refugees. Jean McRae, ICA's CEO, sees the increased stress the newcomer community is experiencing.

"Now that the children are back in school, hopefully that will relieve some stress, but then, there are still worries about that, too," says McRae.

More clients have been coming into ICA seeking assistance, including with getting employment. Most newcomers tend to access ICA's services during their first five years here. However, ICA is mainly supported by federal funding based on number of landings over the previous three years. Due to COVID-19, refugee and immigrant landings across the country have plummeted.



"Canadians have always said, 'We're not the States. We're better than the States.' But what about the Indigenous people? And Blacks haven't been treated well in Canada, either."

JEAN MCRAE, CEO OF
THE INTER-CULTURAL
ASSOCIATION OF GREATER
VICTORIA

Arts and culture are vital to our wellbeing and highly rated in the Vital Signs survey. The current uncertainty among arts and culture organizations has led to layoffs, cancellations, and financial losses (see page 19).



"What that would mean is, in the next year, there's going to be a big drop in funding, but it doesn't mean there's going to be a drop in the services needed," she explains. "That's an underlying worry that we see coming up. I think I'm more worried about next year than I am about this year."

"In the short term, people hang on, but they can't drag it out for too long, and I think that's going to be an issue," she says. "The other thing is, because governments have spent so much money, there's going to be a round of belt tightening. There just will be. So, that will put a lot of non-profits under pressure across the spectrum of services."

On a more positive note, McRae is seeing some encouraging signs related to systemic racism in response to George Floyd's death at the hands of U.S. police. Black Lives Matter demonstrations, including in Victoria, have put anti-Black racism in Canada into the spotlight.

"Canadians have always said, 'We're not the States. We're better than the States,'" says McRae. "But what about our treatment of Indigenous people? And Blacks haven't been treated well in Canada, either."

A number of highly publicized incidents of Asian Canadians being victims of COVID-driven discrimination and hate

speech have provided more evidence of racism in Canada (see page 21).

Through the Community Partnership Network, ICA has seen an increase in the number of organizations looking for ways to do better and do more towards eliminating racism and discrimination. That openness to improving gives McRae some hope that our society will put more energy into addressing racial equity.

ECONOMIC OUTLOOK

Once the pandemic hit, the South Island Prosperity Partnership (SIPP) very quickly organized a sector-driven taskforce with 120 stakeholders from private sector, non-profits, post-secondary institutions, and municipal and First Nation governments. The Rising Economy Taskforce is looking at which sectors have been hardest hit and where ongoing vulnerability is going to be, as well as where we need to go in the future to speed up movement from relief to recovery and greater resilience. Much of what is learned in terms of recovery strategies will be released during Rising Economy Week, a virtual event from November 16 through 20.

"The biggest takeaway is that everything is uneven – that's the main word," says Emilie de Rosenroll, SIPP's CEO,

explaining that COVID-19 impacts are uneven across sectors, geography, and population segments. "Really, it's like a tale of two economies."

Some sectors, for example, technology and real estate, have done fairly well.

"On the other side, we've got First Nations communities really, really struggling to stay ahead on long-term resilience when there's lots of day-to-day struggling trying to protect the community," she says.

Other hard-hit sectors include tourism, retail, and service-related businesses.

SIPP is working towards bringing everyone together to establish regional priorities that are inclusive and promote diversification and resilience. The goal is to build the lessons from COVID-19 into recovery plans to be better prepared for future disruptions, challenges, and shocks, including natural disasters.

"I've heard people call COVID-19 the great magnifier," says de Rosenroll. "If we have all these fault lines that we already had, there's the potential that those will grow even deeper and that some of the ground that we've earned or won back to level the playing field is also under threat."

"For example, we know women are more impacted than men in this recession, and that's because it's a

service-led recession,” she says. “They’re experiencing the challenge of the school closures. I’ve heard people say it’ll set women’s careers back tremendously just going through these next few years.”

She also sees challenges ahead for young people and newcomers trying to develop careers and absorb new experiences in a remote environment. COVID-19 has given us an opportunity to see these problems with the added incentive of urgency.

“Hopefully, this gives us the courage to face a lot of the challenges that were pre-existing but have become worse and have

change – that’s the value around being inclusive and needing to be equitable, being aware of that and being welcoming.”

Looking forward, de Rosenroll says we are moving into a period where skills are a focus – reskilling, upskilling, new skills – and acquiring skills quickly, in months versus years.

“It’s a perfect time to be investing in people,” she says. “But I think we’re going to find we can’t wait four years for someone to take a new degree, mid-career, to be able to find meaningful employment, especially in Greater Victoria.”

well. And we can’t take our eye off the ball of these other issues – like climate change – while we’re in this crisis. We need to be flexible, nimble, and responsive but also be thinking about unintended consequences.”

Throughout the pandemic, our interconnectedness has been a common theme and examples have been especially evident in the vital need for our charitable sector, the increased collaboration within the community, the shared concern for the vulnerable, and the response to calls for support. Perhaps COVID-19 will be the motivation to address the big issues and emerge better and stronger as a community for everyone.

To do this, it will require us to tackle urgent issues with a view to the long term and cross-sectoral engagement in responding to the crisis and also in shaping an agenda beyond the pandemic. Certainly, civil society needs to be recognized – they need to lean into their role as leaders. But all sectors need to join together in defining and advocating for a vision for how we become more inclusive and equitable and more resilient – socially, environmentally, and economically – as a community and country in the future. ■

The Return to Sport Guidelines were developed by viaSport to allow some of our local sport organizations to open safely in Phase 3 of BC’s COVID-19 reopening plans (see page 37).



JEFFREY BOSDET

been magnified,” she says. “We actually do need to think about resilience. We actually do need to prepare ourselves for the next decade.”

That said, COVID-19 has brought out qualities she hopes don’t change.

“We’re experiencing an unprecedented degree of collaboration across all sectors,” she says. “I would love to see that not change.”

She also hopes we retain our understanding of resilience: “That’s our environment, that’s our health, that’s our economy. Those things are indistinguishable from one another. And that’s what I think resilience means, and I think that’s become mainstream, which is amazing.”

“And the third is that we’re really focused now on people who are struggling, and I think that shouldn’t

Access to qualified employees was cited as the top constraint for growth among SIPP’s private-sector members last year.

“We should realize that, long-term, that’s a constraint to the economy – the economy could actually shrink eventually because of that reality, and the fact that our affordability is not good.”

WE ARE ALL INTERCONNECTED

COVID-19 has laid bare issues and inequities that existed previously, but it has also reinforced the importance of our interconnectedness.

“Everything is interconnected, and we really need to keep an eye on the whole,” says Richardson. “We need to keep investing in what makes us great as a community and what is already working



COMMUNITY ACTION FUNDS

The Rapid Relief Fund was a phenomenal demonstration of Greater Victoria’s strong sense of community. Our local charities need our help now more than ever as they continue to navigate the pandemic and provide needed services in our community. Whether your passion is to support the arts, health-related issues, the environment, social justice or one of the many other causes in our community, Community Action Funds allow you to give confidently to the causes that matter to you.

[victoriafoundation.bc.ca/
community-action-funds/](http://victoriafoundation.bc.ca/community-action-funds/)

METHODOLOGY

CITIZEN OPINION SURVEY

This year, **1,793** citizens added their voices to *Victoria's Vital Signs* by assigning grades and assessing their experience with various aspects of life in each of the 12 key issue areas. They were also asked questions about quality of life, happiness and connection to community, as well as personal impacts from COVID-19. And they took the time to provide more than **12,000** comments on the issue areas.

The online survey, conducted by Leger, 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. For a total sample of 1,793, at a 95% confidence level, data is accurate +/- 2.31%, 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. 400 surveys were completed via a research panel and 1,393 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, (June 2020), and promoted through many websites, social media channels, online newsletters, 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

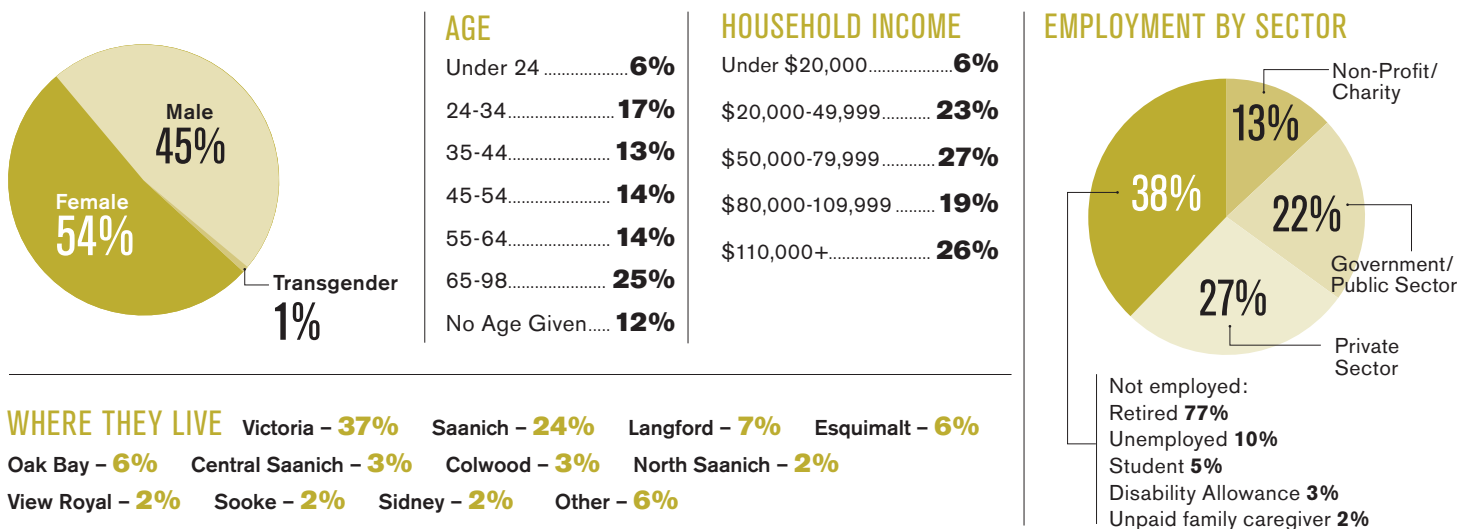
REGIONAL DATA

To complement citizen opinion data, the Victoria Foundation curates secondary

data on a range of indicators from Statistics Canada and other institutional sources. We use citizen responses in 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



HAVE LIVED IN GREATER VICTORIA More than 10 years – **69%** 6 to 10 years – **11%** 1 to 5 years – **18%** Less than 1 year – **3%**

HOW TO READ THIS REPORT

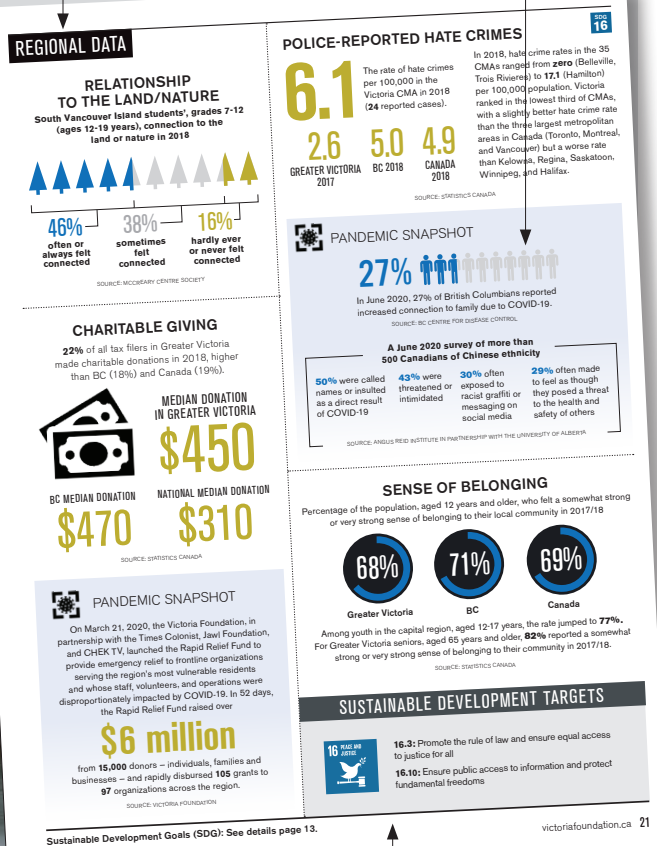
REGIONAL DATA

Quantitative data were collected on selected indicators from established national, provincial and local data sources, including Statistics Canada, Province of British Columbia, and the Capital Regional District.

PANDEMIC SNAPSHOTS



Because there is a time lag of at least one year for most of the regional data, these snapshots provide a sense of the acute impacts of COVID-19 during the first half of 2020.



PUBLIC OPINION FINDINGS

An online survey was taken by 1,393 people and a panel survey was taken by 400 people. Citizens were asked to grade each issue area. They were also asked to assess their personal experience with a number of aspects related to each issue area. This section provides the average grade as well as the percentage of people rating these facets positively or negatively.

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*.

SUSTAINABLE DEVELOPMENT GOALS

Icons are placed next to indicators that support specific targets within the UN Sustainable Development Goals. We've also included simplified definitions of the targets in each issue area. See page 13 for more information.

HOW DID WE DO?

Local citizens graded the **12 key issues** and offered suggestions of what is working well and the priorities for improvement. The overall quality of life grade this year was a **B**, down slightly from a B+ in 2019.

For more survey results, see the 12 key issues starting on page 18.

Arts & Culture B 2019 B+ 88% agree arts and culture enrich communities, making them a better place to live 84% think a strong arts and culture scene is key to creating a vibrant city 23% feel the affordability of arts and culture programs and events are below average or poor	Belonging & Engagement B 2019 B- 95% believe themselves to be very accepting of people from different backgrounds 78% agree it is important to foster, learn about, and respect Indigenous culture, values, and traditions 68% agree more should be done to create opportunities for Indigenous peoples	Economy B- 2019 B- 83% would rate the economy as average, good or excellent 75% rate access to capital as average, good or excellent 37% rate job opportunities for new graduates as below average or poor	Environmental Sustainability B- 2019 B 85% rate air quality as good or excellent 78% rate access to green space and parks as good or excellent 31% rate options for alternative energy as below average or poor
Getting Started D+ 2019 B- 73% disagree that newcomers have access to affordable housing 82% disagree that young adults have access to affordable housing 73% disagree that there is sufficient access to affordable daycare	Health & Wellness B 2019 B- 86% rate their physical health as average to excellent 79% are satisfied with their home life 34% rate their access to mental health care as below average to poor	Housing D+ 2019 C- 74% feel the availability of affordable rental accommodation is below average or poor 64% feel the availability of affordable home ownership options is below average or poor 63% disagree that efforts to reduce homelessness have been successful	Learning B 2019 B 68% feel access to quality education is good or excellent 65% feel the quality of elementary school education is good or excellent 32% feel affordability of post-secondary education is below average or poor
Safety B 2019 B 80% feel the degree to which they feel safe in their home to be good to excellent 73% feel the degree to which they feel safe in their neighbourhood to be good to excellent 18% occasionally feel unsafe because of discrimination	Sports & Recreation B 2019 B+ 62% feel opportunities to take part in leisure and recreation activities are good or excellent 59% feel access to sports facilities is good or excellent 19% feel affordability of organized sports is below average or poor	Standard of Living B 2019 C+ 92% rate their access to nutritious, culturally appropriate food as average to excellent 87% feel their ability to afford necessities is average to excellent 54% rate the level of poverty in our city below average or poor	Transportation B- 2019 C+ 90% rate the walkability of their neighbourhood as average to excellent 89% rate the availability of bicycle pathways and lanes to meet their needs as average to excellent 25% rate the ability of public transportation to meet their needs as below average or poor

SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs) represent the world's collective vision for a thriving and sustainable planet. Canada is one of 193 countries participating in this United Nations initiative. The SDGs are universal and apply to all people and communities everywhere. Within the 17 SDGs, there are 169 targets. 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 TO LEARN HOW THE SDGS AND THE TARGETS RELATE TO VITAL SIGNS KEY ISSUES.

SDG	PAGE	SUMMARY	SDG	PAGE	SUMMARY
	22, 39	GOAL 1 End poverty in all its forms everywhere.		18	GOAL 10 Reduce inequality within and among countries.
	22, 39	GOAL 2 End hunger, achieve food security, and promote sustainable agriculture.		19, 25, 30 31, 33, 41	GOAL 11 Make cities and human settlements inclusive, safe, resilient, and sustainable.
	18, 20, 28, 29, 36, 38, 40	GOAL 3 Ensure healthy lives and promote wellbeing 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.
	35	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.		24, 25	GOAL 15 Protect and promote terrestrial ecosystems, forests, land, and biodiversity.
	N/A	GOAL 7 Ensure access to affordable, sustainable, and modern energy for all.		21, 27, 34, 35	GOAL 16 Promote peaceful societies, accountable institutions, and access to justice for all.
	23, 26 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 asked a range of questions about their quality of life and feelings of connectedness to their community.

THE AVERAGE GRADE, WHEN PARTICIPANTS WERE ASKED TO RATE THEIR **OVERALL QUALITY OF LIFE:**

B



Top 5 things to improve to make living here even better:



1
HOUSING COSTS



2
SOCIAL SERVICES



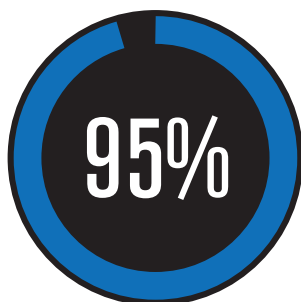
3
COST OF LIVING



4
MUNICIPAL LEADERSHIP



5
EMPLOYMENT OPPORTUNITIES



believe themselves to be very accepting of people from different backgrounds

61% AGREE THEY HAVE THE OPPORTUNITY TO MAKE A DIFFERENCE IN THEIR COMMUNITY



agree it is important to foster, learn about, and respect Indigenous culture, values, and traditions

34% VOLUNTEERED THEIR TIME TO AN ORGANIZATION AT LEAST ONCE A MONTH

58% ACTIVELY PARTICIPATE IN THEIR COMMUNITY OF INTEREST

77% ARE PERSONALLY COMMITTED TO TAKING PART IN ACTIVITIES THAT STRENGTHEN DEMOCRACY



agree more should be done to create opportunities for Indigenous peoples



feel uncomfortable at least sometimes as a result of discrimination



rate their general sense of physical wellbeing as high

60% RATE THEIR GENERAL SENSE OF MENTAL WELLBEING AS HIGH

75% HAVE A HIGH LEVEL OF SELF-ESTEEM AND SELF-RESPECT

26% OFTEN OR ALWAYS FEEL STRESS RELATING TO PERSONAL FINANCES

74% FEEL ABLE TO COPE WITH DAILY STRESS

QUOTES FROM SURVEY PARTICIPANTS

What would make Greater Victoria an even better place to live?

More affordable housing.

I strongly support increased walkability and cycling and less downtown car traffic.

Access to a family doctor and an end to the pandemic.

More needs to be done to address diversity, equity, and inclusion in Greater Victoria.

Better municipal governance and leadership.

Having adequate supports for addiction treatment, mental illness, and homelessness.

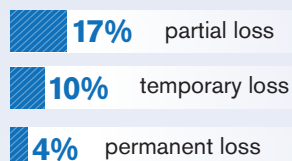
I'd like to see more focus on seniors and mobility-challenged people in the city's planning.

Make life truly affordable for everyone, regardless of income.

More options for public transportation.

IMPACTS OF COVID-19

29% have experienced a job or income loss



43% have felt a decline in their enjoyment of work

51% have felt their savings or investments worsen

33% have had their income worsen

74% FEEL THE PANDEMIC IS A MAJOR THREAT TO THE LOCAL ECONOMY

55% have felt their appreciation of what is most important in life improve

69% feel their ability to save money has remained the same or improved

83% feel their ability to pay bills has remained the same or improved

58% are somewhat or very concerned about becoming personally ill from COVID-19

78% are somewhat or very concerned about friends or family becoming ill from COVID-19

79% are somewhat or very concerned about people unknown to them in the community becoming ill from COVID-19

QUOTES FROM SURVEY PARTICIPANTS

Has the COVID-19 pandemic affected your life in any other ways?

I am more appreciative of what I have, but I am also more angered at the highlighted inequalities in this city in response to the pandemic.

Struggling with mental health because of being isolated from family and friends.

The challenges of learning new technological applications to shop, bank, buy insurance, etc.

I am one of a minority who has mostly enjoyed the long period of "quarantine." I have developed a positive schedule and consistently stayed with it.

Affected stock markets and thus my pension and savings.

As a performer, there are no more shows. I miss music shows and dancing nights, art openings, and public theatre.

At 72... when the chaos subsides, will I be physically and financially able to enjoy the experiences I've worked and planned for all my adult life?

Appreciate nature more and work from home/lack of commute. The simpler things in life.

As a farmer, I have seen the vulnerability of local food infrastructure and distribution systems.



have felt a decline in their **mental health**



have felt a decline in their **physical health**



have had worse levels of **stress**

64% FEEL THE PANDEMIC IS A MAJOR THREAT TO LOCAL VULNERABLE OR MARGINALIZED POPULATIONS

BEST THINGS AND MOST IMPORTANT ISSUES IN GREATER VICTORIA

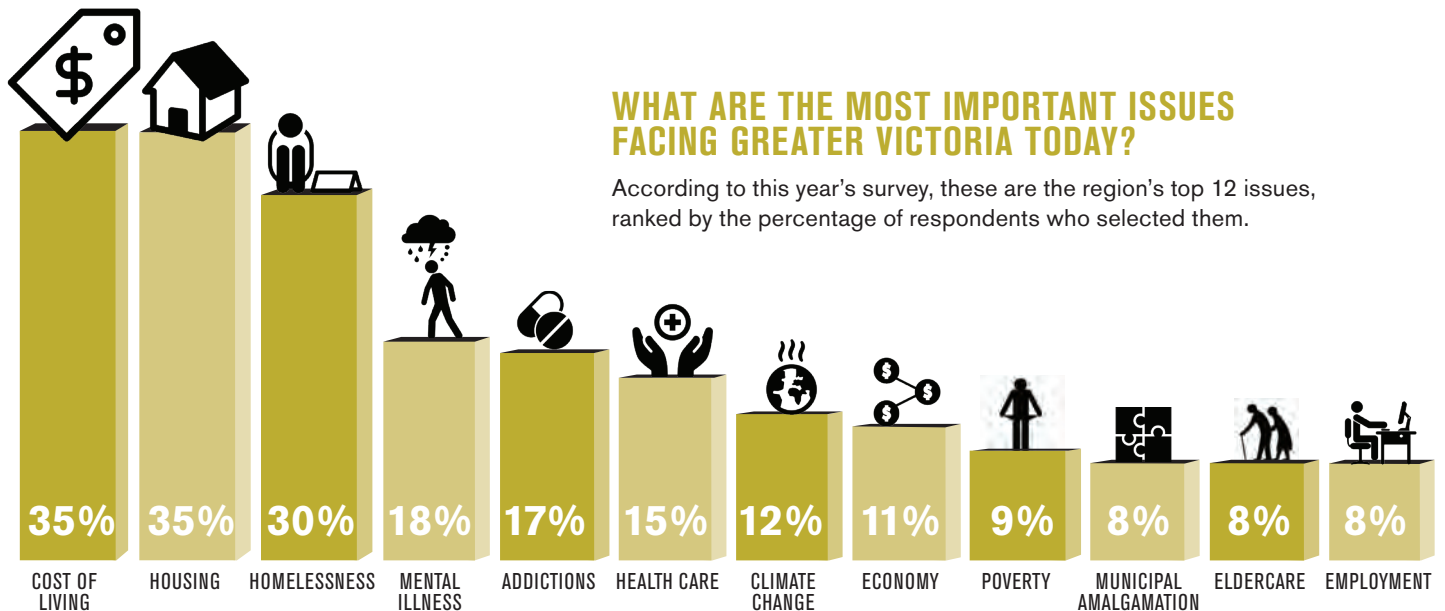
WHAT ARE THE BEST THINGS ABOUT GREATER VICTORIA?

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



WHAT ARE THE MOST IMPORTANT ISSUES FACING GREATER VICTORIA TODAY?

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



14 LIFE BELOW WATER

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, and halt and reverse land degradation and halt biodiversity loss.



1 NO POVERTY



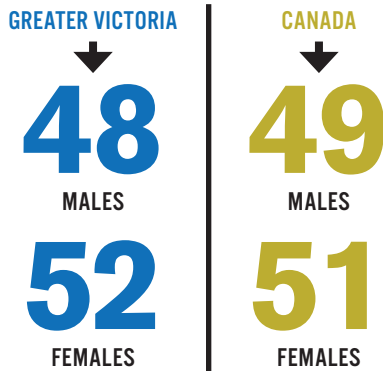
8 DECENT WORK AND ECONOMIC GROWTH

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.

A VILLAGE OF 100

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

GENDER



Note: In the 2016 Census, transgender, transsexual 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.

AGE BREAKDOWN

	Greater Victoria	Canada
0-14	13	17
15-24	12	12
25-64	54	54
65-74	12	10
75-84	6	5
85+	3	2
MEDIAN AGE	45	41

AVERAGE LIFE EXPECTANCY



* SOURCE: BC STATISTICS

INDIVIDUAL INCOME

	Greater Victoria	Canada
UNDER \$10,000	12	14
\$10,000 to \$29,999	29	31
\$30,000 to \$59,999	32	30
\$60,000 to \$99,999	20	17
\$100,000+	8	8
MEDIAN TOTAL INCOME	\$37,481	\$34,204

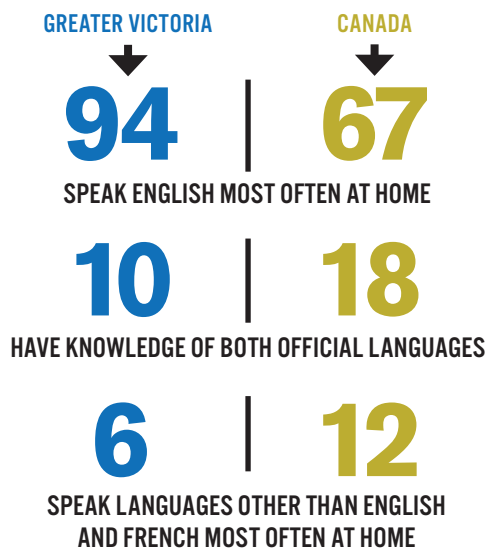
TOTAL POPULATION (15 YEARS AND OVER) WITH INCOME, 2015
DOES NOT ADD UP TO 100 DUE TO ROUNDING

MARITAL STATUS

	Greater Victoria	Canada
SINGLE (NEVER MARRIED)	27	28
COMMON-LAW	11	12
MARRIED	45	46
DIVORCED	8	6
WIDOWED	6	6

DOES NOT ADD UP TO 100 DUE TO ROUNDING AND EXCLUSION OF "SEPARATED"

LANGUAGE



MISCELLANEOUS

	Greater Victoria	Canada
LOW INCOME	13	14
EMPLOYED	61	60
POST-SECONDARY EDUCATION	60	55
ABORIGINAL IDENTITY	5	5
VISIBLE MINORITY	14	22
IMMIGRANT	18	22
LIVING ALONE	33	28
RENTER	37	32
SINGLE PARENT	15	16

SOURCE FOR ALL DATA: STATISTICS CANADA

ARTS & CULTURE

SPONSORED BY
BLACK PRESS

VITAL SIGNS CITIZEN SURVEY SAYS:

B

GOOD OR EXCELLENT RATING

- » Agree arts and culture enrich communities, making them a better place to live **88%**
- » Think a strong arts and culture scene is key to creating a vibrant city **84%**
- » Agree art helps bring people together **82%**
- » Agree arts and culture are important to them **80%**
- » Enjoy attending festivals or concerts **78%**

BELOW AVERAGE OR POOR RATING

- » The availability of arts and culture programs and events to meet needs **14%**
- » The affordability of arts and culture programs and events **23%**

PROVIDING ACCESSIBLE OUTDOOR MUSICAL THEATRE FOR FAMILIES

Many children and families in vulnerable communities cannot attend theatre performances. Given COVID-19, accessible options are limited. Furthermore, artists feel the impact of this from the lack of work opportunities.

Kaleidoscope Theatre for Young People provides accessible free productions for children and underserved communities, employs local artists, and encourages people to get outside.

IN ACTION: Performers from Kaleidoscope Theatre for Young People on stage outdoors in *Gruff*, an outdoor, physically distanced musical for children and families.



3 GOOD HEALTH AND WELL-BEING



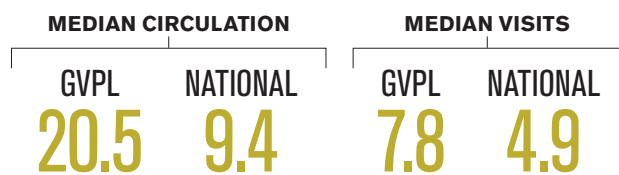
10 REDUCED INEQUALITIES

DEREK FORD

REGIONAL DATA

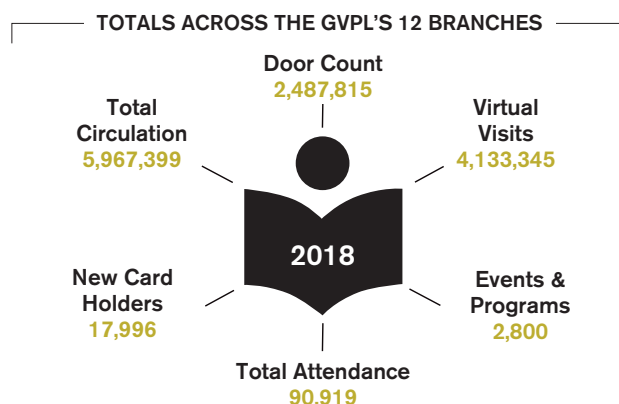
LIBRARY USE

In 2018, the Greater Victoria Public Library (GVPL) reported the highest circulation per capita in Canada, among 41 Canadian urban library systems.



48% of the region's population were registered borrowers, compared to the national median of 37%.

SOURCE: CANADIAN URBAN LIBRARIES COUNCIL



SOURCE: GREATER VICTORIA PUBLIC LIBRARY

The majority of current and former adult library users **agreed** or **strongly agreed** that the GVPL is important to lifelong learning, is inclusive, contributes to community wellbeing, and plays an important role in civic engagement.

SOURCE: GREATER VICTORIA PUBLIC LIBRARY, 2018 SURVEY

LIBRARIAN FOR RECONCILIATION, UNIVERSITY OF VICTORIA



The University of Victoria has created the position of Librarian for Reconciliation, the first of its kind at a Canadian university, to further educate Canadians about the importance of Indigenous knowledge and memory in reconciliation.

Ry Moran, a member of the Red River Métis and founding director of the National Centre for Truth and Reconciliation, will be the inaugural associate university Librarian for Reconciliation.

Moran guided the creation of a national archive for the Truth and Reconciliation Commission of Canada that includes nearly 7,000 video- and audio-recorded statements of former residential school survivors and

millions of records documenting the residential school system from government departments and church archives.

The new role is part of an ongoing effort by UVic to help Canadians better understand Indigenous culture and history. The reconciliation librarian will collect items ranging from oral histories to written accounts and work with library officials to make the materials more accessible to the public.

SOURCE: UNIVERSITY OF VICTORIA

ARTS FUNDING



In 2019, the Capital Regional District (CRD) Arts and Culture Support Service distributed

\$2.4M

in grants to 94 unique arts organizations in the region. 23% were first-time recipients.

CRD-funded organizations

produced

3,357

events

involved

5,395

volunteers

engaged

644,000

audience members

provided

3,564

jobs across the region

SOURCE: CAPITAL REGIONAL DISTRICT

In 2018/19, the Canada Council for the Arts (CCA) awarded just over

\$4M

to 122 recipients in the capital region including 67 artists, 10 groups, and 45 arts organizations. Grants ranged from \$500 to \$650,000.

In 2018/19, the CCA awarded just over

\$36M

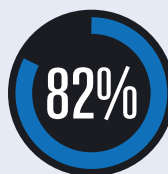
to 1,102 artists, groups, and arts organizations in BC.

SOURCE: CANADA COUNCIL FOR THE ARTS

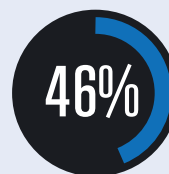


PANDEMIC SNAPSHOT

In a June 2020 survey of early impacts of COVID-19 on CRD-funded arts and culture organizations:



anticipated financial losses in the year ending 2020



had to cancel programming in the year ending 2021



had to lay off staff

In response to changed circumstances, **78%** of organizations developed alternative formats, primarily delivered via the web, to replace cancelled, in-person events, including video, podcast and other audio, live forums, and convening events.

SOURCE: CAPITAL REGIONAL DISTRICT

8% delivered street-level exhibitions

4% created printed materials

14% provided programming in unspecified other formats

SUSTAINABLE DEVELOPMENT TARGETS



4.7: Acquire appreciation of cultural diversity and culture's contribution to sustainable development



11.4: Strengthen efforts to protect and safeguard the world's cultural and natural heritage

BELONGING & ENGAGEMENT

SPONSORED BY
BLUE HERON ADVISORY GROUP

VITAL SIGNS CITIZEN SURVEY SAYS:

B

GOOD OR EXCELLENT RATING

- » Believe themselves to be very accepting of people from different backgrounds **95%**
- » Agree it is important to foster, learn about, and respect Indigenous culture, values, and traditions **78%**
- » Agree they are personally committed to taking part in activities that strengthen democracy **77%**
- » Agree it is important to acknowledge the land and traditional territories where we live, work, and play **69%**
- » Agree they have the opportunity to make a difference in their community **61%**
- » Agree they participate actively in their community of interest **58%**

BELOW AVERAGE OR POOR RATING

- » Agree more should be done to create opportunities for Indigenous peoples ... **68%**
- » Disagree Indigenous people have opportunities to equal participation within our community **37%**
- » Feel hardly connected or not connected at all to their community **31%**
- » Feel uncomfortable at least sometimes as a result of discrimination **26%**



3 GOOD HEALTH
AND WELL-BEING



JEFFREY BOSDET

PROVIDING HELP QUICKLY WHERE IT IS NEEDED MOST

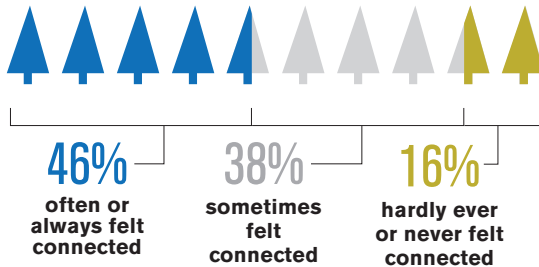
When COVID-19 safety regulations required strong social-distancing protocols, long-term care facilities no longer allowed visitors. Many seniors were unable to visit with their families and loved ones, and they did not have the technology to connect with them virtually. Funding to the Broadmead Care Centre allowed the purchase of iPads, which supported seniors to be in touch with their loved ones. Funding also allowed the purchase of gardening equipment and multi-sensory equipment to help seniors stay active, as well as to help seniors with dementia to calm and reduce agitation.

IN ACTION: With the aid of Taryn, an activity worker at the Rest Haven Lodge, Keith connects with his daughter.

REGIONAL DATA

RELATIONSHIP TO THE LAND/NATURE

South Vancouver Island students', grades 7-12 (ages 12-19 years), connection to the land or nature in 2018



SOURCE: MCCREARY CENTRE SOCIETY

CHARITABLE GIVING

22% of all tax filers in Greater Victoria made charitable donations in 2018, higher than BC (18%) and Canada (19%).



MEDIAN DONATION IN GREATER VICTORIA

\$450

BC MEDIAN DONATION

\$470

NATIONAL MEDIAN DONATION

\$310

SOURCE: STATISTICS CANADA



PANDEMIC SNAPSHOT

On March 21, 2020, the Victoria Foundation, in partnership with the Times Colonist, Jawl Foundation, and CHEK TV, launched the Rapid Relief Fund to provide emergency relief to frontline organizations serving the region's most vulnerable residents and whose staff, volunteers, and operations were disproportionately impacted by COVID-19. In 52 days, the Rapid Relief Fund raised over

\$6 million

from **15,000** donors – individuals, families and businesses – and rapidly disbursed **105** grants to **97** organizations across the region.

SOURCE: VICTORIA FOUNDATION

POLICE-REPORTED HATE CRIMES

SDG 16

6.1

The rate of hate crimes per 100,000 in the Victoria CMA in 2018 (24 reported cases).

2.6

GREATER VICTORIA 2017

5.0

BC 2018

4.9

CANADA 2018

In 2018, hate crime rates in the 35 CMAs ranged from **zero** (Belleville, Trois Rivières) to **17.1** (Hamilton) per 100,000 population. Victoria ranked in the lowest third of CMAs, with a slightly better hate crime rate than the three largest metropolitan areas in Canada (Toronto, Montreal, and Vancouver) but a worse rate than Kelowna, Regina, Saskatoon, Winnipeg, and Halifax.

SOURCE: STATISTICS CANADA



PANDEMIC SNAPSHOT

27%



In June 2020, 27% of British Columbians reported increased connection to family due to COVID-19.

SOURCE: BC CENTRE FOR DISEASE CONTROL

A June 2020 survey of more than 500 Canadians of Chinese ethnicity

50% were called names or insulted as a direct result of COVID-19

43% were threatened or intimidated

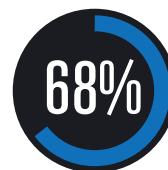
30% often exposed to racist graffiti or messaging on social media

29% often made to feel as though they posed a threat to the health and safety of others

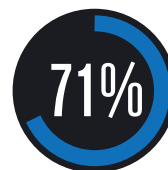
SOURCE: ANGUS REID INSTITUTE IN PARTNERSHIP WITH THE UNIVERSITY OF ALBERTA

SENSE OF BELONGING

Percentage of the population, aged 12 years and older, who felt a somewhat strong or very strong sense of belonging to their local community in 2017/18



Greater Victoria



BC



Canada

Among youth in the capital region, aged 12-17 years, the rate jumped to **77%**. For Greater Victoria seniors, aged 65 years and older, **82%** reported a somewhat strong or very strong sense of belonging to their community in 2017/18.

SOURCE: STATISTICS CANADA

SUSTAINABLE DEVELOPMENT TARGETS



16.3: Promote the rule of law and ensure equal access to justice for all

16.10: Ensure public access to information and protect fundamental freedoms

ECONOMY

VITAL SIGNS CITIZEN SURVEY SAYS:

B-

GOOD OR EXCELLENT RATING

- » Access to capital **75%**
- » Access to skilled and educated labour **45%**
- » Local vocational and technical training supports **44%**

BELOW AVERAGE OR POOR RATING

- » Ability to find suitable employment **25%**
- » Opportunities for career development and growth **26%**
- » Diversification of the local economy **33%**
- » Supports for entrepreneurs and small business **25%**
- » Job opportunities for new graduates **37%**
- » Job opportunities for newcomers **36%**

INCREASING FOOD SECURITY FOR FAMILIES AND HELPING SMALL FARMS

Food security is a major issue in Greater Victoria. COVID-19 has exacerbated the food security issue for vulnerable populations, as well as small- and medium-scale farmers.

Through funding supports initiated by the Rapid Relief Fund, the Victoria Community Food Hub purchased fresh food from 21 small- to medium-scale farms that have lost markets due to COVID-19 and distributed the food to vulnerable families and individuals.

IN ACTION: Shawn of Northstar Organics delivers produce to a South Island Farm Hub aggregation point.



REGIONAL DATA

UNEMPLOYMENT RATE

SDG 8

In 2019, the unemployment rate in Greater Victoria was just over 3%, down from 4% in 2018 and lower than the rates for BC (5%) and Canada (6%) in 2019.

% population (15 years +) who are unemployed

	2015	2016	2017	2018	2019
CANADA	6.9	7.0	6.3	5.8	5.7
BC	6.2	6.0	5.1	4.7	4.7
VICTORIA CMA	5.8	5.2	3.9	4.0	3.4

SOURCE: STATISTICS CANADA



PANDEMIC SNAPSHOT

UNEMPLOYMENT RATE:
Fast forward to July 2020



These rates are based on seasonally adjusted, three-month moving averages.

SOURCE: STATISTICS CANADA

EMPLOYMENT RATE

SDG 8

In 2019, the employment rate in Greater Victoria was 61%, down from 62% in 2018 and lower than the rates for BC (63%) and Canada (62%) in 2019.

% population (15 years +) who are employed

	2015	2016	2017	2018	2019
Canada	61.3	61.1	61.6	61.6	62.0
BC	59.5	60.5	62.0	61.8	62.5
VICTORIA CMA	58.7	60.0	61.8	62.1	60.8

SOURCE: STATISTICS CANADA



PANDEMIC SNAPSHOT

EMPLOYMENT RATE:
Fast forward to July 2020

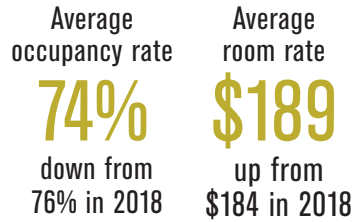


These rates are based on seasonally adjusted, three-month moving averages.

SOURCE: STATISTICS CANADA

HOTEL ROOMS

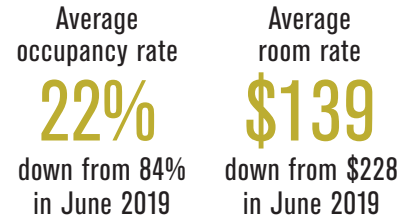
Greater Victoria in 2019



The average revenue per available room was **\$139**, on par with 2018.

SOURCE: CHEMISTRY CONSULTING GROUP

Fast forward to June 2020



The average revenue per available room was down to **\$29** from **\$191** in June 2019.



PANDEMIC SNAPSHOT

In the early days of the pandemic, just over 1,100 BC non-profits and charities completed a survey about the impacts of COVID-19 on their organization.

Almost one in five (19%) had closed or anticipated closing down and 23% did not think they could stay open longer than six months.

SOURCE: VANTAGE POINT, VANCOUVER FOUNDATION AND VICTORIA FOUNDATION

While all sectors of the economy have been affected by COVID-19, lower-paid workers in part-time, temporary, and more precarious jobs were much more likely to lose their jobs or the majority of their hours than those in higher-paid, more secure jobs. Younger workers, recent immigrants, women, and workers who lack the protection of a union were hardest hit.

590,000

BC workers who lost their jobs or more than half their hours due to COVID-19, between February and May 2020

75% of those who lost their jobs and 43% who lost most of their hours were employed in 1 of 5 industries:

- 1 Accommodation and food services
- 2 Retail
- 3 Construction
- 4 Information, culture, and recreation
- 5 Other services (personal services, repair and maintenance, domestic workers, and most charities and non-profits)

SOURCE: CANADIAN CENTRE FOR POLICY ALTERNATIVES – BC OFFICE

In June 2020, **69%** of British Columbians reported their work was impaired and **16%** were not working due to COVID-19. Among families with children, **72%** reported impaired work due to COVID-19.

Those more likely to report not working due to COVID-19:

Latin American (**23%**)
West Asian (**22%**)
Black (**21%**)

20%

of British Columbians with incomes between \$20,000 and \$59,000 were out of work due to COVID-19

25%

less than \$20,000

9%

\$140,000 or more

Those earning less than \$20,000 were almost three times more likely to be out of work than those earning \$140,000 or more

SOURCE: BC CENTRE FOR DISEASE CONTROL

SUSTAINABLE DEVELOPMENT TARGETS

8 DECENT WORK AND ECONOMIC GROWTH



8.3: Support decent job creation, entrepreneurship, creativity and innovation, and growth of micro-, small- and medium-sized enterprises

8.5: Achieve full and productive employment and decent work for everyone

ENVIRONMENTAL SUSTAINABILITY

SPONSORED BY
TECNET

VITAL SIGNS CITIZEN SURVEY SAYS:

B-

GOOD OR EXCELLENT RATING

- » Air quality **85%**
- » Water quality **83%**
- » Access to green space and parks **78%**

BELOW AVERAGE OR POOR RATING

- » Opportunities for recycling and waste reduction **13%**
- » Opportunities for alternative transportation **25%**
- » Alternative energy options **31%**
- » Conservation of natural areas **16%**
- » Protection of species at risk **19%**
- » Control of invasive species **24%**

BUILDING MOMENTUM FOR SOUTHERN RESIDENT KILLER WHALE RECOVERY

Southern Resident Killer Whales are critically endangered. There is a need to raise awareness on this issue and mitigate the risk of extinction. Raincoast Conservation Foundation is working to recover the critically endangered Southern Resident Killer Whales by delivering a multifaceted campaign rooted in science, legal strategies, and a film documentary. Jointly, the project is designed to create sufficient public momentum to compel effective and immediate government action on recovery. The project will work towards recovering the species through improving Chinook salmon abundance, creating sanctuaries, reducing acoustic and physical vessel disturbance, and encouraging compliance and enforcement of all implemented threat-reduction measures. The documentary will also educate, inform, and engage local audiences.

IN ACTION: Dr. Brad Hanson and Candice Emmons, left, of the Northwest Fisheries Science Center, and Melanie Paquin of the Alaska Fisheries Science Center, following J50 as they attempted to collect fecal samples.



REGIONAL DATA

AIR QUALITY

SDG 11

Of all the air pollutants, fine particulate matter, PM_{2.5}, has the greatest impact on human health. Particulate matter refers to the mix of solid particles and liquid droplets found in the air.

In 2019, the Victoria-Topaz monitoring station recorded an annual average concentration of **6.75** micrograms per cubic metre (µg/m³), down from 9 µg/m³ in 2018 and below the provincial benchmark of 8 µg/m³. In BC, annual

average concentrations in 2019 ranged from 3.2 µg/m³ in Prince Rupert-Fairview to 10.6 µg/m³ in Houston.

Major sources of PM_{2.5} in BC include residential wood combustion, prescribed burning, marine vessels, heavy-duty diesel vehicles, and the pulp and paper and mining sectors. Over the past decade, PM_{2.5} levels have been increasingly influenced by wildfire smoke.

SOURCE: BC LUNG ASSOCIATION



PANDEMIC SNAPSHOT

Research has shown that long-term exposure to pollutants (fine particulate matter, nitrogen dioxide, and sulphur dioxide) can reduce lung function and cause respiratory illness. Recent studies have suggested that poor air quality can leave people at greater risk of contracting the virus that causes COVID-19 and at greater risk of serious illness and death.

SOURCE: BC LUNG ASSOCIATION

One US study found that even a small increase in long-term average exposure to PM_{2.5} of 1 microgram per cubic metre is associated with an **8%** increase in the COVID-19 death rate.

SOURCE: WU, NETHERY, SABATH ET AL. (2020)

8%

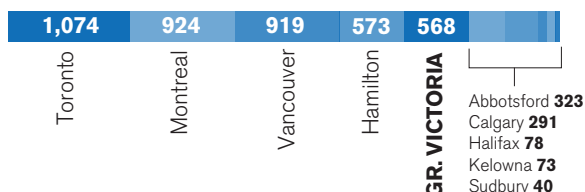
POPULATION DENSITY

SDG 11

People per square kilometre in Greater Victoria

2006	2011	2016	2018
475	495	528	568

Population densities across census metropolitan areas in 2018 (people/sq. km):



SOURCE: STATISTICS CANADA

SOUTHERN RESIDENT KILLER WHALE POPULATION

SDG 14

The Southern Resident Killer Whales (Orcas) are a large extended family, comprised of three pods: J, K, and L.

SOURCE: CENTER FOR WHALE RESEARCH

As of December 31, 2019, there were a total of **73** Orcas: J Pod = **22**, K Pod = **17**, and L Pod = **34**.



PANDEMIC SNAPSHOT

A May 2020 study using hydrophone data from the Strait of Georgia revealed a significant reduction in underwater noise during the COVID-19 shutdown.

The shutdown led to a sudden drop in marine traffic, from an estimated 20% of some deep-sea cargo vessels and ferries to 100% of cruise ships, creating an unprecedented opportunity to study a quieter ocean and its impact on marine life.

Between January 1 and April 1, 2020, not only was the ocean getting quieter week over week, it was getting quieter at a faster rate. By April, the noise power being put into the water by ship engines and propulsion systems had reduced by almost half.

SOURCE: OCEAN NETWORKS CANADA



20%
DROP

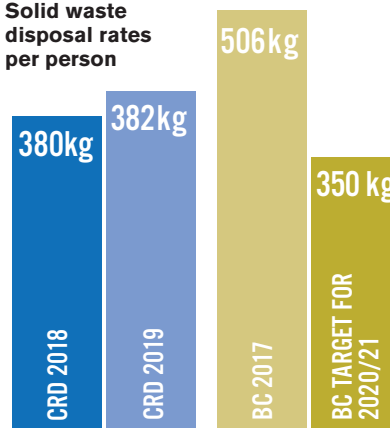


100%
DROP

SOLID WASTE DISPOSAL

SDG 12

Solid waste disposal rates per person



SOURCE: CAPITAL REGIONAL DISTRICT

SPECIES AT RISK

SDG 15

There are 10 species of Pacific salmon, with seven occurring in BC: Sockeye, Chinook, Coho, Pink, Chum, Steelhead Trout, and Cutthroat Trout. Pink salmon are the smallest and most abundant species, and Chinook salmon are the largest but least abundant.

Overall, Chinook, Sockeye, Coho, and Steelhead Trout have experienced precipitous declines over the past 30 years, with many populations threatened or endangered, and some already extinct.

SOURCE: PACIFIC SALMON FOUNDATION

SUSTAINABLE DEVELOPMENT TARGETS



11.6: Reduce adverse environmental impact of cities



12.5: Reduce waste generation through prevention, reduction and recycling



14.2: Manage and protect marine and coastal ecosystems to avoid significant adverse impacts



15.5: Reduce degradation of habitats, halt loss of biodiversity and protect threatened species

GETTING STARTED

VITAL SIGNS CITIZEN SURVEY SAYS:

D+

BELOW AVERAGE OR POOR RATING

- » Disagree that newcomers have sufficient supports to help them get started **39%**
- » Disagree that newcomers are able to find suitable employment **48%**
- » Disagree that newcomers have a high standard of living **46%**
- » Disagree that young adults have a high standard of living **54%**
- » Disagree that young adults can find suitable employment **54%**
- » Disagree that there is sufficient access to affordable daycare **73%**



TEACHING FINANCIAL LITERACY SKILLS TO SINGLE-PARENT NEWCOMERS

It can be difficult for single parents, especially newcomers, to find work that aligns with their skillset and feel financially secure.

The New Foundations Victoria Asset Development Account (ADA) program is offered to 10 single-parent newcomers living in the Greater Victoria region. Participants meet bi-weekly to learn financial literacy skills within a community-building environment to help them thrive in Canada. Workshops are taught by local experts using a participatory learning approach. Job-readiness skills and life skills, such as cooking healthy meals together, are also program components. At the end of the program, there is a graduation where participants who have met their savings goals have their funds matched 2:1.

IN ACTION: Medkes and Alem, right, participate in the community kitchen portion of the New Foundations program at Church of Our Lord.



JEFFREY BOSDET

REGIONAL DATA

CHILDHOOD VULNERABILITY

Childhood vulnerability rates reflect how children's experiences and environments in the first five years of their lives have affected their development.

(Vulnerable children are those who, without additional support and care, are more likely to experience challenges in their school years and beyond.)

BC'S OVERALL CHILDHOOD VULNERABILITY RATE, 2016-19

33%

REPRESENTS 14,468 KINDERGARTEN STUDENTS



OR 1 IN 3 CHILDREN

SOURCE: HUMAN EARLY LEARNING PARTNERSHIP, UNIVERSITY OF BRITISH COLUMBIA

CHILDREN & YOUTH IN CARE

SDG 16

In South Vancouver Island, there were **664** children and youth in care as of December 31, 2019, of whom 64% were Indigenous. In BC, there were **5,805** children and youth in care, of whom 66% were Indigenous.

Care plan completion rate in South Vancouver Island in 2019

Rate of children and youth (0-18 years) in care in BC, per 1,000

INDIGENOUS	76%
NON-INDIGENOUS	83.5%

ALL INDIGENOUS
6 41

SOURCE: BC MINISTRY OF CHILDREN AND FAMILY DEVELOPMENT

CHILDCARE SPACES & COSTS

South Vancouver Island 2018/19

12,878

Average monthly licensed childcare spaces funded by the Ministry of Children and Family Development

(Enough for 24% of the South Island's child population, aged 0-12 years.)

Median monthly parent fees for childcare in 2018/19:

GROUP FACILITIES

\$900 for infants (0-18 months)
\$850 for toddlers (19-35 months)
\$775 for children (3-5 years)

FAMILY FACILITIES

\$750 for infants
\$745 for toddlers
\$790 for children

SOURCE: BC MINISTRY OF CHILDREN AND FAMILY DEVELOPMENT



PANDEMIC SNAPSHOT

Working parents make up about 43% of the total BC workforce aged 25 to 54. Between February and May 2020, working parents aged 25 to 54 with children under six were much more likely to experience losses in jobs and hours than their peers with older children – mothers in particular.

Although the government introduced job-protected unpaid leave for parents who needed to care for their children while schools and childcare providers were closed, 16% of mothers with children under six working in February appear to have lost their jobs by May.

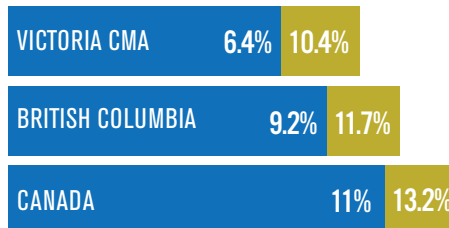
Half of BC's working single parents with children under six lost their jobs or hours. Not surprisingly, single parents were much more likely to experience job losses than those in two-parent families where childcare responsibilities can be shared.

SOURCE: CANADIAN CENTRE FOR POLICY ALTERNATIVES – BC OFFICE

YOUTH UNEMPLOYMENT

SDG 8

% of youth (15-24 years) who are unemployed



2019 2015

SOURCE: STATISTICS CANADA



PANDEMIC SNAPSHOT

Fast forward to July 2020, and youth unemployment in Greater Victoria was just over **24%**, similar to BC (**23%**) and Canada (**24%**).



Based on seasonally unadjusted, three-month moving averages

SOURCE: STATISTICS CANADA

COVID-19 has laid bare age and gender inequalities in the labour market. Between February and May 2020, BC workers under 25 were three times as likely as workers aged 25 to 54 to suffer job losses, with **34%** of young worker jobs disappearing entirely. Young women under 25 experienced by far the worst job losses with a **41%** drop in employment, compared to **27%** for their male peers.

SOURCE: CANADIAN CENTRE FOR POLICY ALTERNATIVES – BC OFFICE

During the same period, **30%** of recent immigrants in BC lost their job. Recent immigrants – those who have had permanent resident status in Canada for less than 10 years – experienced three times the job loss of more established immigrants and non-immigrants. Whether recent or established immigrants, women were more likely to lose their jobs than men, who were more likely to experience cuts in their hours but keep their jobs.

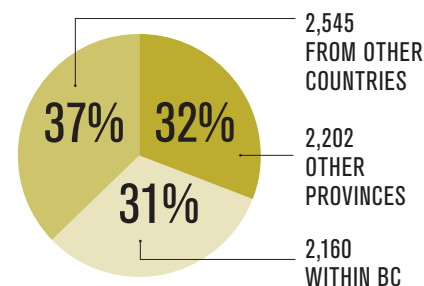
NET MIGRATION

Total net migration in Greater Victoria between July 1, 2018 and June 30, 2019

6,907

Up from **5,300** the previous year

SOURCE: STATISTICS CANADA



SUSTAINABLE DEVELOPMENT TARGETS



8.6: Reduce share of youth not in employment, education or training



16.2: End abuse, exploitation, trafficking and violence against children

HEALTH & WELLNESS

SPONSORED BY
BOOTH SCOTT

VITAL SIGNS CITIZEN SURVEY SAYS:

B

GOOD OR EXCELLENT RATING

- » Rate their physical health as average to excellent **86%**
- » Rate their mental health as average to excellent **83%**
- » Rate their access to physical health care as average to excellent **73%**
- » Are satisfied with their home life **79%**
- » Are surrounded by loving family, companions, or friends **78%**
- » Are able to cope with daily stress **74%**
- » Have a high level of self-esteem and self-respect **75%**

BELOW AVERAGE OR POOR RATING

- » Rate their mental health as below average or poor **17%**
- » Rate their access to mental health care as below average to poor **34%**
- » Do not have a strong sense of purpose in life **16%**
- » Are not happy with their social network **17%**
- » Are dissatisfied with their work/home life balance **19%**
- » Often or always feel lonely **17%**

SUPPORTING NEWCOMERS STRUGGLING WITH MENTAL HEALTH CHALLENGES

Services to support people who struggle with mental health and wellbeing can often be inaccessible, especially for vulnerable populations. For newcomers, it can be difficult to find support that is affordable, understanding of cultural contexts, and language specific. COVID-19 has exposed or exacerbated many mental health challenges.

With funding provided through the Rapid Relief Fund, the Vancouver Island Counselling Centre for Immigrants and Refugees Association is providing counselling and language services for newcomers.

IN ACTION: A client meets with Adrienne Carter, a Registered Clinical Counsellor at the Vancouver Island Counselling Centre for Immigrants and Refugees.

3 GOOD HEALTH AND WELL-BEING



JEFFREY BOSDET

REGIONAL DATA

SDG 3 RISING ALCOHOL CONSUMPTION

Estimated annual alcohol consumption (in litres) per capita in 2018



1 L of absolute alcohol equals **58 standard drinks**.
11 L per capita alcohol consumption equals about **638 bottles** of 5% beer or **104 bottles** of 14% wine per person per year.

*up 0.1L from 2017

SOURCE: CANADIAN INSTITUTE FOR SUBSTANCE USE RESEARCH



PANDEMIC SNAPSHOT

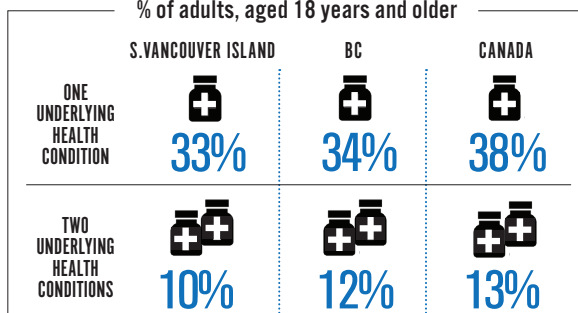
In June 2020, 28% of British Columbians and 36% of families with children reported increased alcohol consumption due to COVID-19.

SOURCE: BC CENTRE FOR DISEASE CONTROL

SDG 3 CHRONIC HEALTH CONDITIONS

In 2017/18, 33% of people, aged 18 years and older, in South Vancouver Island reported at least **one underlying health condition** and 10% reported at least **two underlying conditions**. For individuals age 60 years and older, the rates jumped to 52% and 19% respectively.

% of adults, aged 18 years and older



SOURCE: STATISTICS CANADA

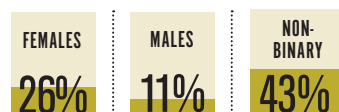
People with chronic health conditions are at higher risk of developing severe illness or complications from COVID-19, and are at higher risk of death if they become ill. In June 2020, 1 in 4 young British Columbians, aged 18-29, reported a health condition associated with risk for severe COVID-19 illness. SOURCE: BC CENTRE FOR DISEASE CONTROL

SDG 3 SELF HARMING

In 2018, 19% of South Vancouver Island students, grades 7-12, had cut or injured themselves on purpose without intending to kill themselves in the past year.



The most common reason: **to calm themselves down**



SOURCE: MCCREARY CENTRE SOCIETY

ILLCIT DRUG TOXICITY DEATHS

SDG 3

73 → 61

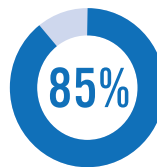
Illicit drug toxicity deaths in 2019 in South Vancouver Island (984 in BC in 2019)

Occurred in Victoria (down from 97 in 2018)

0

There were no deaths at supervised consumption or drug overdose prevention sites in 2019.

Victoria was one of the top three cities in BC where drug toxicity deaths occurred in 2019 (after Vancouver and Surrey).



Fentanyl was detected in 85% of illicit drug toxicity deaths in 2019. Carfentanyl, 100 times more potent than fentanyl, was detected in 132 illicit drug toxicity deaths in 2019, compared to 35 in 2018.

SOURCE: BC CORONERS SERVICE



PANDEMIC SNAPSHOT

In June 2020, there were **177 illicit drug toxicity deaths** in BC, an increase of 133% over the same month in 2019, and the highest number of such deaths ever recorded in a single month in BC. In comparison, there were 176 COVID-19 deaths in the first six months of 2020.

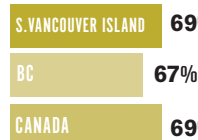
SOURCE: BC CORONERS SERVICE AND BC CENTRE FOR DISEASE CONTROL

MENTAL HEALTH

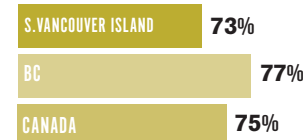
% of population reporting very good or excellent mental health in 2017/2018

SDG 3

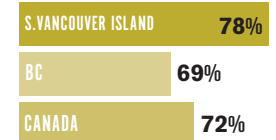
Aged 12+



Youth, aged 12-17



Seniors, 65+



SOURCE: STATISTICS CANADA



PANDEMIC SNAPSHOT

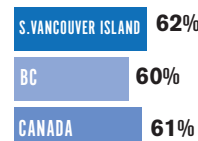
In June 2020, 62% of British Columbians reported concern for the health of vulnerable family members during COVID-19, as well as difficulty accessing health care (33%), worsening mental health (47%), extreme stress (18%), and greater sleep loss (23%). Among youth, aged 18-29 years, 55% reported decreased mental health and 24% reported increased difficulty accessing counselling services due to COVID-19, compared to 12% in the general population.

SOURCE: BC CENTRE FOR DISEASE CONTROL

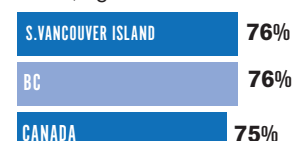
PHYSICAL HEALTH

% of population reporting very good or excellent physical health in 2017/2018

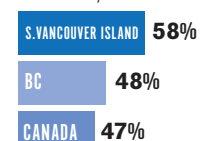
Aged 12+



Youth, aged 12-17



Seniors, 65+



SOURCE: STATISTICS CANADA

SUSTAINABLE DEVELOPMENT TARGETS



- 3.4:** Reduce premature mortality from non-communicable diseases and promote mental health and wellbeing
- 3.5:** Strengthen prevention and treatment of substance abuse

HOUSING

SPONSORED BY
OAKCREST PARK ESTATES LTD.

VITAL SIGNS CITIZEN SURVEY SAYS:

D+

BELOW AVERAGE OR POOR RATING

- » Availability of affordable rental accommodation **74%**
- » Availability of affordable home ownership options **64%**
- » Availability of assisted living options **55%**
- » Disagree that efforts to reduce homelessness have been successful **63%**
- » Disagree that efforts to increase diverse or alternative housing has been successful **51%**
- » Disagree that newcomers have access to affordable housing **73%**
- » Disagree that young adults have access to affordable housing **82%**
- » Disagree that seniors have access to affordable housing **51%**



HELPING HOMELESS YOUTH FIND THE SUPPORT THEY NEED

More than 150 youth experience homelessness in the region, and COVID-19 has exacerbated this issue, with organizations needing to discontinue or reduce support in order to adhere to safety protocols put in place by the Province. With funding from the Rapid Relief Fund, Threshold Housing was able to provide additional supports and expand their services to youth residents and to youth experiencing homelessness while maintaining COVID-19 safety protocols.

IN ACTION: Rateb and Zoë, residents of Threshold Housing Society.

REGIONAL DATA

HOUSING SALES & PRICES

In May 2020, 457 properties sold in Greater Victoria, **46% fewer** than in May 2019.

MEDIAN SALE PRICE FOR A SINGLE-FAMILY HOME IN MAY 2020

\$837,500

Up from
\$775,000 in
May 2019

MEDIAN SALE PRICE FOR A TOWNHOUSE IN MAY 2020

\$555,000

Down from \$586,000
in May 2019

MEDIAN SALE PRICE FOR A CONDO IN MAY 2020

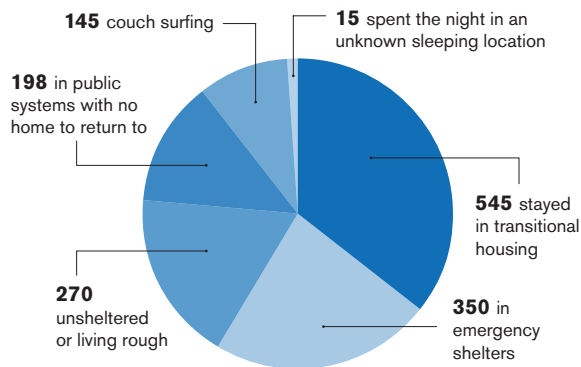
\$390,000

Down from \$428,950
in May 2019

SOURCE: VICTORIA REAL ESTATE BOARD

POINT-IN-TIME HOMELESS COUNT

On the night of March 11, 2020, **at least 1,523** people were experiencing homelessness in Greater Victoria.



According to a national survey conducted in July 2020, **5%** of Canadians have experienced homelessness themselves, while **10%** know a family member and **21%** know a friend/acquaintance who has been homeless.

SOURCE: CAPITAL REGIONAL DISTRICT IN PARTNERSHIP WITH THE COMMUNITY SOCIAL PLANNING COUNCIL AND GREATER VICTORIA COALITION TO END HOMELESSNESS; NANOS POLL FOR THE CANADIAN ALLIANCE TO END HOMELESSNESS

HOUSING NEEDS

SDG 11

Over half of the people in the homeless count participated in a housing needs survey. **94%** had at least one source of income, the most common being social assistance, disability benefits, and employment. **92%** wanted permanent housing, but the top barriers were high rent, low income and lack of housing options. Only 12% have lived in the region for less than one year.

82% HAVE BEEN HOMELESS FOR A TOTAL OF 6 MONTHS OR LONGER OVER THE PAST YEAR



35% IDENTIFIED AS INDIGENOUS, COMPARED TO 5% IN THE GENERAL POPULATION



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

RENTS & RENTAL VACANCY

In October 2019, the average vacancy rate for purpose-built rental apartments in Greater Victoria

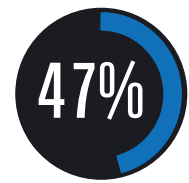
1.0%
from 1.2%
in 2018

The average apartment rent for all unit types in 2019

\$1,221

Up from
\$1,170 in
2018

SOURCE: CANADA MORTGAGE AND HOUSING CORPORATION



% of gross monthly income needed to rent a bachelor apartment (\$965) in Greater Victoria, working 35 hours/week at BC's minimum wage (\$14.60/hr)

55 HRS/WEEK

Needed to work to **affordably rent** (i.e., spend no more than 30% of monthly income on rent) a bachelor apartment, working for minimum wage



PANDEMIC SNAPSHOT

Reported in June 2020 that they would likely have to move due to affordability issues associated with COVID-19:

5%
OF ADULTS IN BC

8%
OF YOUTH, AGED 18-29, IN BC

SOURCE: BC CENTRE FOR DISEASE CONTROL

As the pandemic intensified, the Province purchased several hotels as temporary accommodation for people experiencing homelessness in the City of Victoria. From April 25 to May 20, 2020, 344 people were moved from encampments on Pandora Avenue and in Topaz Park into safe, temporary accommodations with supports, including hotel rooms. These moves were part of an order under the Emergency Protection Act to ensure their health and safety during the overlapping COVID-19 and overdose crises.

SOURCE: BC HOUSING



HOUSING COSTS

SDG 11

Key findings from a 2020 study by the Capital Regional District include:

- » Housing location has the potential to directly impact household transportation costs and overall affordability.
- » Housing costs are less pliable while transportation costs can be managed through use of various transportation options.
- » Housing costs are more moderate in mixed-use areas with a diversity of housing options, such as Victoria, southern Saanich, and Sidney.
- » Some developing communities show more housing affordability due to lower land values and availability, such as Sooke.
- » Lower housing costs are associated with areas that have significant stock of older apartments/condos and with dwellings that have longer tenant tenure.

SOURCE: CAPITAL REGIONAL DISTRICT

SUSTAINABLE DEVELOPMENT TARGETS



11.1: Access to adequate, safe and affordable housing for all

LEARNING

VITAL SIGNS CITIZEN SURVEY SAYS:

B

GOOD OR EXCELLENT RATING

- » Access to quality education **68%**
- » Access to adult education **67%**
- » Quality of elementary school education **65%**
- » Quality of high school education **62%**

BELOW AVERAGE OR POOR RATING

- » Affordability of post-secondary education **32%**

PROVIDING RELEVANT LITERACY SUPPORT FOR INDIGENOUS LEARNERS

Culturally informed literacy support is lacking in Indigenous communities and Frontier College has been working to lessen this gap for many years.

The Community Literacy Catalyst Project-Vancouver Island supports Indigenous communities in meeting their own literacy and learning needs by pairing a member of an Indigenous community with a Frontier College mentor to plan and implement customized, accessible, and culturally relevant literacy support programming for children, youth, and adults.

IN ACTION: Del and Helena at Literacy Club, a program Del has run at Pacheedaht First Nations during the pandemic.

4 QUALITY
EDUCATION



JEFFREY BOSNIET

REGIONAL DATA

INTERNATIONAL STUDENTS

In 2017/18, international tuition accounted for 8% of operating revenues for the Greater Victoria School District (the 7th highest-earned revenue out of 60 school districts in BC).



16,400

Estimated international and out-of-province students attending BC public schools in 2017/18.

These students generated approximately **\$257 million** for school districts, or **5%** of total operating revenues.

\$14,000 – \$15,000

Annual tuition fees for K-12 international students, depending on the school district



China is the largest source of international students in BC.

SOURCE: BC TEACHERS FEDERATION



PANDEMIC SNAPSHOT



In its 2020/21 operating budget, the Greater Victoria School District estimated that **48%** of its international students might not return due to COVID-19 restrictions.

Potential loss of international tuition revenue

\$6.7 MILLION

The Saanich School District forecasted a 53% drop in international enrolment with a loss of \$2.4 million in net international tuition revenue in its 2020/21 budget, with the caveat that enrolment could decline by 69% and net revenues by \$3 million if only international students in the graduation track returned.

SOURCE: CANADIAN CENTRE FOR POLICY ALTERNATIVES - BC OFFICE, GREATER VICTORIA SCHOOL DISTRICT, SAANICH SCHOOL DISTRICT

SCHOOL CONNECTEDNESS

% of South Vancouver Island students, grades 7-12, in 2018

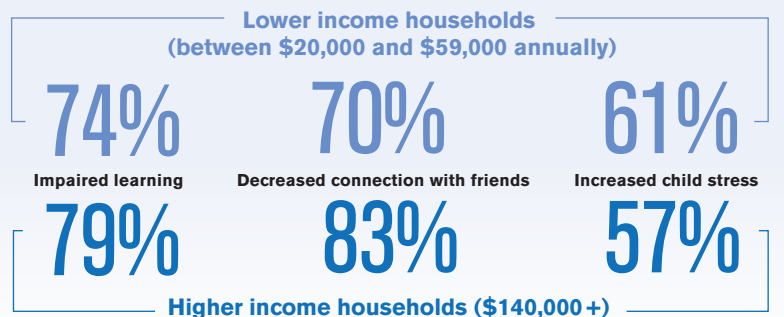


SOURCE: MCCREARY CENTRE SOCIETY



PANDEMIC SNAPSHOT

In June 2020, **76%** of BC households with school-aged children reported their children experienced impaired learning, decreased connections with friends (**78%**), and increased stress (**59%**) due to COVID-19.

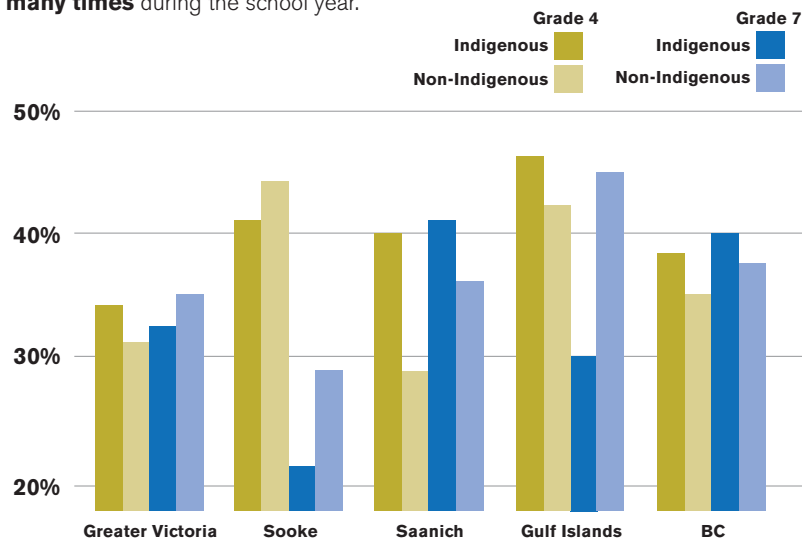


SOURCE: BC CENTRE FOR DISEASE CONTROL

LEARNING ABOUT FIRST PEOPLES

SDG 4
SDG 11

In 2018/19, less than half of grade 4 and 7 students in the region's four school districts reported being taught about Canada's First Peoples, **all of the time or many times** during the school year.



SOURCE: BC MINISTRY OF EDUCATION, SCHOOL DISTRICT ABORIGINAL REPORTS 2014/15 – 2018/19

SUSTAINABLE DEVELOPMENT TARGETS



4.5: Eliminate discrimination in education
4.7: Education for sustainable development and global citizenship



11.4: Strengthen efforts to protect and safeguard the world's cultural and natural heritage

SAFETY

SPONSORED BY
CREST

VITAL SIGNS CITIZEN SURVEY SAYS:

B

GOOD OR EXCELLENT RATING

- » Feel safe in their home **80%**
- » Feel safe in their neighbourhood **73%**

BELOW AVERAGE OR POOR RATING

- » Feel they know their neighbours well enough to ask for help **17%**
- » Feel unsafe because of discrimination occasionally **18%**
- » Feel unsafe because of discrimination frequently or always **5%**

MAKING SCHOOLS SAFER WITH SCHOOL-BASED RESTORATIVE JUSTICE

Research has shown that the use of restorative justice in schools helps students develop empathy and conflict resolution skills and reduces bullying and violence, resulting in safer school and local communities.

The John Howard Society of Victoria's School-Based Restorative Justice program is an innovative response to student incidents that is available to select middle and high schools in the Greater Victoria area. School-Based Restorative Justice encourages students to take responsibility for their actions and work collaboratively to repair the harms their behaviours have caused.

IN ACTION: Andrea Gertz of the John Howard Society meets with a student in a Restorative Justice Circle.

16 PEACE AND JUSTICE



JEFFREY BOSDET

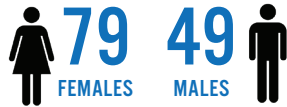
REGIONAL DATA

POLICE-REPORTED FAMILY VIOLENCE



Child and Youth Victims

In 2018, there were **128** victims, aged 17 years and younger, of police-reported family violence in Greater Victoria.



Of child and youth victims in Canada in 2018, **59%** were victimized by a parent.

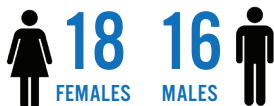
Overall rate per 100,000 people in 2018



SOURCE: STATISTICS CANADA

Senior Victims

In 2018, there were **34** senior victims, aged 65 to 89 years, of police-reported family violence in Greater Victoria.



In Canada in 2018, family violence accounted for **33%** of all police-reported violence experienced by seniors, aged 65 to 89 years. Female senior victims of family violence were most likely to be victimized by a spouse (**14%**) compared to male senior victims, who were most often victimized by their child (**9%**).

Overall rate per 100,000 people in 2018



SOURCE: STATISTICS CANADA

INTIMATE PARTNER VIOLENCE



In 2018, there were **836** victims of police-reported intimate partner violence in Greater Victoria.



In Canada in 2018, intimate partner violence was the leading type of police-reported violence experienced by women, aged 15 to 89.

Overall rate per 100,000 people in 2018



SOURCE: STATISTICS CANADA

NEIGHBOURHOOD SAFETY

In 2018, **92%** of South Vancouver Island youth, grades 7–12, **often or always** felt safe in their neighbourhood in the daytime.



71% felt safe at night. Non-binary youth were generally the least likely to feel safe, day or night.

SOURCE: MCCREARY CENTRE SOCIETY

PROFILE: POLICE STREET CHECKS

In 2017, the Victoria Police Department conducted 297 street checks. Of the 407 people checked, **82%** were male and **18%** female.

Most common reasons for a street check



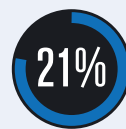
Ethnicity/race was recorded for 94% of the people checked, of whom **84%** were Caucasian, **6%** were Indigenous people, and **4%** were visible minorities. Black people made up **2%** of people checked.

SOURCE: VICTORIA POLICE DEPARTMENT

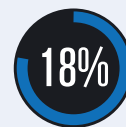


PANDEMIC SNAPSHOT

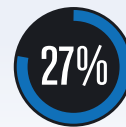
Canadians' perceptions of safety during the COVID-19 pandemic



visible minority respondents felt that harassment based on race, ethnicity, or skin colour occurred **sometimes or often** in their neighbourhood, compared to 10% of the general population.



visible minority respondents felt an **increase in the frequency** of discriminatory incidents, compared to 6% of the general population.



visible minority respondents felt **very or somewhat unsafe** walking alone at night, compared to 15% of the general population.

SOURCE: STATISTICS CANADA

2,350

Number of calls for service to the Victoria Police Department about activity in the downtown core during the first seven months of 2020

TOP 10 CALLS FOR SERVICE BY CATEGORY FROM JANUARY 1 TO JULY 31

CALL CATEGORY	2019	2020
Theft	863	630
Assault	380	377
Mischief	275	312
Break & Enter	162	311
Weapon	96	154
Drugs	150	126
Bylaw	80	122
Fraud	133	96
Shoplifting	133	67
Indecent Act	59	41

SOURCE: VICTORIA POLICE DEPARTMENT

SUSTAINABLE DEVELOPMENT TARGETS



5.2: Eliminate violence against women and girls



16.1: Reduce all forms of violence and related deaths

SPORTS & RECREATION

VITAL SIGNS CITIZEN SURVEY SAYS:

B

GOOD OR EXCELLENT RATING

- » Opportunities to take part in leisure and recreation activities **62%**
- » Access to sports facilities **59%**

BELOW AVERAGE OR POOR RATING

- » Affordability of leisure and recreation activities **17%**
- » Affordability of organized sports **19%**

GIVING ALL KIDS AN OPPORTUNITY TO PLAY

Involving kids in sport and physical activity is a powerful preventative measure to combat isolation and current trends of inactivity, childhood obesity, and long-term health consequences. Children in vulnerable populations often cannot access these opportunities.

KidSport Greater Victoria's So ALL Kids Can Play sport registration program provides local children in need with the opportunity to play organized sport, alongside their peers and under supervision of qualified coaches and positive adult role models. KidSport Victoria works with over 200 local sport organizations to provide kids living in poverty with the chance to get in the game and benefit from lessons related to teamwork, work ethic, fair play, and leadership.

IN ACTION: Kids training on the turf at Prospect Lake Soccer Club, one of many welcoming kids from the KidSport program.

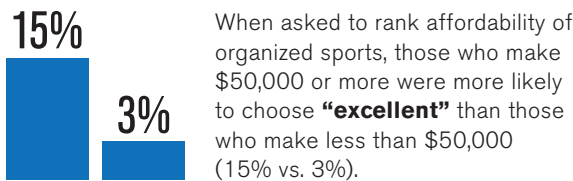


REGIONAL DATA

“ Sport is an important enabler of sustainable development. We recognize the growing contribution of sport to the realization of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives. ”

— DECLARATION OF THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

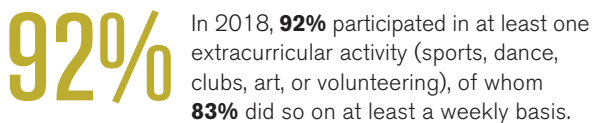
AFFORDABILITY OF ORGANIZED SPORTS



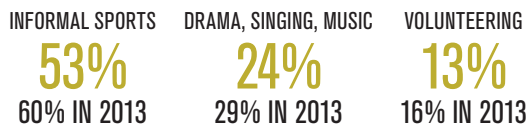
SOURCE: VICTORIA'S VITAL SIGNS SURVEY

EXTRACURRICULAR ACTIVITIES

South Vancouver Island students, grades 7-12



WEEKLY PARTICIPATION COMPARED TO 2013



SOURCE: MCCREARY CENTRE SOCIETY

TEAM SPORTS AND MENTAL HEALTH IN CHILDREN

Extracurricular activities that nurture a **sense of peer belonging** bolster pre-teen mental



found that shifting to team sports, rather than to individual activities, provided **clear mental health**

health, according to a 2019 longitudinal study of BC children in grades 4 and 7.

The UBC study examined the mental health benefits of moving from non-participation to activities over time and

benefits, a finding that was fully explained by peer connectedness. The benefits included a stronger sense of optimism, more satisfaction with life, and lower levels of depressive symptoms and anxiety.

SOURCE: OBERLE, JI, GUHN ET AL. (2019)

PHYSICAL ACTIVITY



of the adult population, aged 18 years and older, in Greater Victoria reported at least 150 minutes per week of physical activity in 2017/18.



of the region's youth, aged 12-17 years, reported at least 60 minutes per day of physical activity in 2017/18.



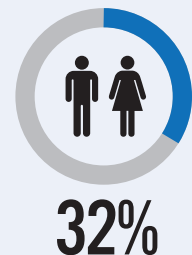
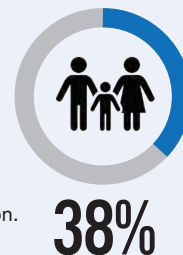
SOURCE: STATISTICS CANADA



PANDEMIC SNAPSHOT

In June 2020, **38%** of British Columbian families with children reported **increased physical activity** due to COVID-19, compared to **32%** of the general population.

SOURCE: BC CENTRE FOR DISEASE CONTROL



In June 2020, the BC government released province-wide guidelines to help sport organizations develop sport-specific plans for a safe return to play for participants, staff, and their local community following the cancellation of all activity due to COVID-19.

Additionally, the Province created a ministerial order to protect amateur sport organizations and their employees and volunteers from liability for COVID-19-related damages, provided they follow Return to Sport protocols and public health guidance.

The strictest controls on sport activity were put in place prior to mid-May, followed by transition measures from mid-May to the end of September, after which controls will be progressively loosened based on public health guidance.

Key planning considerations are to maintain physical distancing, minimize equipment sharing, and focus on outdoor play, small group/non-contact activities, and basic skill development. Competitions will be introduced gradually and limited to cohorts of 10-100 people, depending on the sport.

There are 72 funded provincial sport organizations and 4,100 local sport organizations with over 800,000 youth and adult participants throughout BC.

SOURCE: VIASPORT

STANDARD OF LIVING

VITAL SIGNS CITIZEN SURVEY SAYS:

B

GOOD OR EXCELLENT RATING

- » Ability to afford necessities **87%**
- » Ability to afford more than just necessities **79%**
- » Access to nutritious, culturally appropriate food **92%**

BELOW AVERAGE OR POOR RATING

- » Ability to afford more than just necessities **21%**
- » Current financial situation **20%**
- » Wage in relation to the cost of living **34%**
- » Often or always feel stress related to personal finances **26%**

PROVIDING CULTURALLY INFORMED SUPPORT FOR INDIGENOUS PEOPLE

COVID-19 has highlighted the stark inequities experienced by marginalized populations. With respect to numerous structural and social determinants of health, Indigenous individuals who suffer from alcohol disorder face additional barriers when seeking support. Moreover, the lack of culturally informed support makes it difficult to mitigate these challenges.

The Aboriginal Coalition to End Homelessness has opened a culturally supportive emergency shelter and house/residence program. The outcomes of this project will be to reduce chronic homelessness and prevent 14-16 Indigenous people with chronic alcoholism from ending up back on the street. This is aimed to benefit the participants and provide Indigenous pathways to healing and recovery and also allow for cost savings over the long term to the health care system, to police and court services, and more.

IN ACTION: P-Nut and Jack, residents of the culturally supportive house, in front of Kay Gallivan's mural celebrating Beau Dick.

3 GOOD HEALTH AND WELL-BEING



JEFFREY BOSDET

REGIONAL DATA

LIVING WAGE EMPLOYERS

SDG 8

There are 14 certified Living Wage Employers in Greater Victoria (local governments, businesses, and non-profit organizations) and 160 across the province. Living Wage Employers pay all direct and contract staff the living wage or more for their region. Living Wage Employers recognize that paying a living wage is an investment in the long-term prosperity of the economy. The living wage is the hourly wage that two working parents with two young children must earn to meet basic expenses, after government taxes, credits, deductions, and subsidies.

2019 hourly living wage for Greater Victoria

\$19.39

SOURCE: COMMUNITY SOCIAL PLANNING COUNCIL



PANDEMIC SNAPSHOT

42% of British Columbians reported a worsening financial situation, increased difficulty meeting financial needs (32%), and worry about becoming food insecure (15%) in June 2020.

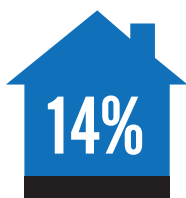
	Worsening financial situation	Difficulty meeting financial needs
Families with kids	49%	38%
Youth (18-29 yrs)	52%	41%

Income	Difficulty meeting financial needs	Food insecurity
Less than \$20,000	51%	42%
\$20,000 - \$59,000	38%	25%
At least \$140,000	24%	6%

SOURCE: BC CENTRE FOR DISEASE CONTROL

HOUSEHOLD FOOD INSECURITY

SDG 2



In 2017/18, 14% of households in Greater Victoria reported they were food insecure in the previous 12 months.

GV 2015/16 **11%** | BC 2017/18 **12%** | Canada 2017/18 **13%**

In Canada, food insecurity is most prevalent among low income households, lone-parent families, those who rent, and those who identify as Indigenous or Black. Household food insecurity refers to the inadequate or insecure access to food because of financial constraints.

SOURCE: PROOF - FOOD INSECURITY POLICY RESEARCH, UNIVERSITY OF TORONTO

BC MINIMUM WAGE

SDG 8

General minimum hourly wage in BC

2016	2017	2018	2019	2020
\$10.85	\$11.35	\$12.65	\$13.85	\$14.60

\$14.60/hour = \$26,572/year

Almost **\$2,540 above** the national 2018 poverty line for a single person

Just over **\$7,400 below** the national 2018 poverty line for a single parent of one child

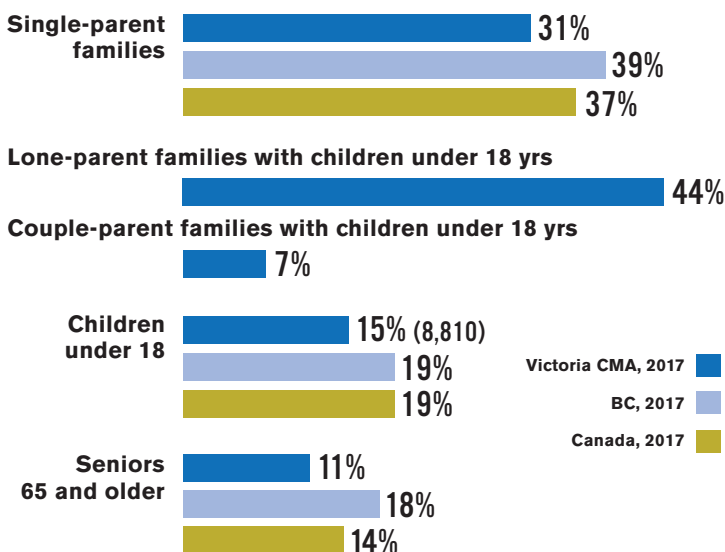
Full-time, full-year work is 35 hours of paid work for 52 weeks. The poverty line is based on Statistics Canada's 2018 Low Income Measure (LIM) for market income in 2018 constant dollars for a one-person household (**\$24,034**) and a two-person household (**\$33,989**) in Canada.

SOURCE: STATISTICS CANADA

POVERTY RATES

SDG 1

In 2017, **14%** of the general population in Greater Victoria were living in poverty, on par with 2016 and similar to BC (**14%**) and Canada (**13%**) in 2017.



SOURCE: STATISTICS CANADA

SUSTAINABLE DEVELOPMENT TARGETS



1.2: Reduce national poverty by 50%



2.1: End hunger and ensure access by all people to safe, nutritious and sufficient food



8.5: Achieve full, productive employment, decent work for all and equal pay for work of equal value

TRANSPORTATION

SPONSORED BY
URBAN SYSTEMS

VITAL SIGNS CITIZEN SURVEY SAYS:

B-

GOOD OR EXCELLENT RATING

- » Ability to get around by private vehicle **88%**
- » The walkability of their neighbourhood **90%**
- » The availability of bicycle pathways and lanes to meet their needs **89%**

BELOW AVERAGE OR POOR RATING

- » The ability of public transportation to meet their needs **25%**
- » Commute times **21%**

EXPANDING THE TRANSIT PASS PROGRAM FOR VULNERABLE POPULATIONS

Free transit in BC, introduced at the start of the pandemic, ended June 1. Transportation is the second-highest cost – behind only housing – for low income households.* Accessing employment and vital services during the pandemic is especially difficult for those who can't afford automobiles. A transit pass can make the difference in being able to get and hold a job, access critical services, and get groceries.

The federal Emergency Community Support Fund supported the Community Social Planning Council to expand their successful transit pass program to include vulnerable individuals who are impacted by COVID-19 but cannot currently access the program.

IN ACTION: Perkins boards a BC Transit bus with a pass from the Victoria Immigrant and Refugee Centre as part of the BC Transit Ticket Assistance Program.

*COMMUNITY SOCIAL PLANNING COUNCIL. LIVING WAGE REPORT 2019

3 GOOD HEALTH AND WELL-BEING



JEFFREY BOSDET

REGIONAL DATA

TRANSPORTATION COSTS

Key findings from a 2020 study by the Capital Regional District include:

- Transportation choice provides more potential for savings at a household level.
- Transportation costs tend to be **lower** in areas with more transportation options, higher density, and more mixed-use development such as Victoria, southern Saanich, and Sidney, and **higher** in areas where households depend on personal vehicle use to access services and employment opportunities.
- Higher transportation costs are largely a product of vehicle ownership, and the number of vehicles owned has a proportionate impact on transportation costs.
- Vehicle ownership rates are lower in more mixed-use, walkable centres, such as the Victoria core and Sidney.

SOURCE: CAPITAL REGIONAL DISTRICT

CONVENIENT ACCESS TO TRANSIT

SDG 11



90% of Greater Victoria residents live within 500 metres of a transit access point, a top five ranking out of 36 Canadian metropolitan areas. Only Toronto, Montreal, and Vancouver, Canada's three largest metropolitan areas, offer more convenient access nationally.

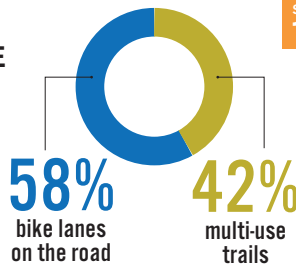
SOURCE: STATISTICS CANADA

CYCLING INFRASTRUCTURE

As of January 1, 2020, there were approximately

889 km

of bike ways in the Capital Regional District.



SDG 11

92% standard bike lanes

5% buffered bike lanes

2% protected bike lanes

KILOMETRES ADDED TO BIKE LANES & TRAILS

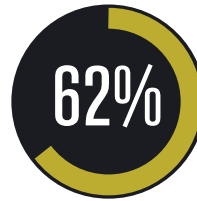
INFRASTRUCTURE TYPE	AS OF JAN 1, 2020	2019	2018	2017	2016	2015
Multi-Use Trail	375.03	0.00	32.04	1.29	1.10	4.96
Buffered	26.63	1.11	1.70	3.02	3.49	8.73
Standard	472.80	2.65	8.31	10.44	6.41	6.28
Protected	11.96	2.88	2.60	3.13	0.79	2.68
Time Restricted	2.57	0.00	0.00	0.00	0.00	0.00
TOTAL KM	888.99	6.64	44.65	17.88	11.79	22.65

Note: A time-restricted bike lane is a standard bike lane during the day that reverts to parking in the evening.

SOURCE: CAPITAL REGIONAL DISTRICT

TRANSIT USE

SDG 11



In 2019/20, **62%** of Greater Victoria residents used local transit, the second highest proportion of transit users in BC Transit's total operating area, down from **64%** the year before.

20% had used it in the past 24 hours

22% had used it in the past seven days

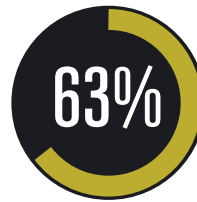
In 2019/20, Greater Victoria residents made an average of **1.6** one-way trips per week.

6% HEAVY RIDERS

10% MEDIUM RIDERS

10% LIGHT RIDERS

36% OCCASIONAL RIDERS



The Victoria Regional Transit System was rated positively overall by **63%** of residents.

POSITIVE ATTRIBUTES

Personal safety while riding
Clean, well-maintained buses
Courteous drivers

NEEDS IMPROVEMENT

Overcrowded buses
Not enough amenities at bus stops

SOURCE: BC TRANSIT

TRANSIT SAFETY

Local youth who used public transit in 2018



Males were more likely than females and non-binary youth to feel safe.

SOURCE: MCCREARY CENTRE SOCIETY

A MESSAGE FROM BC TRANSIT

BC Transit is proud to provide transportation services to our customers who rely on the Victoria Regional Transit System.

Our team is working hard to provide comfortable service for customers given the global impacts of COVID-19. We thank our customers for their continued support, and we are committed to working hard to welcome you on board whether you are travelling to work, shopping, school, or other activities.

While our main focus has been on the response to COVID-19, we have still welcomed 60 compressed natural gas buses to replace aging buses in our fleet. Introducing compressed natural gas buses to our fleet is part of our low carbon fleet program and creates our pathway to a full electric fleet. We are also still in the process of introducing 19 double-deckers and 10 battery electric buses to the fleet.

For more information on the Victoria Regional Transit System, visit bctransit.com/Victoria.

Victoria Regional
Transit Commission



SUSTAINABLE DEVELOPMENT TARGETS



11.2: Provide access to safe, affordable, accessible and sustainable transport systems for all

VITAL SIGNS COMMUNITY VOICES

Victoria's Vital Signs is a useful tool for guiding decisions about our community. Read here to learn how local community leaders use the report.



Dave Obee

EDITOR AND
PUBLISHER,
TIMES COLONIST

Vital Signs serves as a great reminder of what really matters to Greater Victoria. As the economic and social

impacts of the pandemic became clear, the priorities shown in last year's Vital Signs were proven to be accurate and highly relevant. Vital Signs is an integral part of the mix to being effective and engaged in this community.



Colin Plant

BOARD CHAIR, CAPITAL
REGIONAL DISTRICT

As CRD Chair and a Saanich councillor, I find Vital Signs among the useful tools available for decision making. It also allows us to think about

potential partnerships with other organizations as we work collaboratively. For the CRD Board, having a clear set of strategic priorities is critical and allows us to make investment decisions that benefit the region as a whole. The information in Vital Signs adds to our ability to make evidence-based decisions for a sustainable quality of life in our region.



David Schneider

CHAIR OF BATEMAN
FOUNDATION

The Vital Signs report is an integral part of providing guidance to individuals, family foundations, and other organizations on how to

direct funds to help the community effectively. The outstanding leadership this past six months from the Victoria Foundation during the most challenging of times has proven invaluable. So much of their direction comes from the findings of their annual report.



Mark Crocker

EXECUTIVE DIRECTOR,
LEADERSHIP VICTORIA

For 20 years, Leadership Victoria has been growing community leaders. Our 374 graduates have put leadership theory into

practice through Community Action Projects, and Vital Signs ensures we are working on issues that matter most. It has shaped our Victoria Community Leadership awards gala categories which highlight the achievements of local leaders and allows us to tailor fit our programs to the needs of local leaders.



Lori McLeod

EXECUTIVE DIRECTOR,
ELDERCARE
FOUNDATION

Eldercare Foundation raises and manages funds to enhance care and quality of life for seniors. *Victoria's Vital*

Signs is a valuable tool used in multiple ways to support our work. The local snapshot helps us develop policy and strategic priorities. The statistical information enables us to strengthen our case for support when working with donors and funders. Vital Signs also provides insight to help identify collaborative opportunities that strengthen both our organization and our community as a whole.



Mel Cooper

TELUS VICTORIA
COMMUNITY BOARD
CHAIR

As the Chair of the TELUS Victoria Community Board, it's important for me and my board to be informed

about issues important to our region. Vital Signs is a key document that helps us review the needs of the community and subsequently make recommendations on our allocations of funds to important programs and services that help the most vulnerable among us.



Amanda Ng

HEALTHY COMMUNITIES
PLANNER, CAPITAL
REGIONAL DISTRICT

The most valuable part of my role is connecting with people who are passionate about improving health and

wellbeing in our region. Health and wellbeing are influenced by the conditions in which we are born, grow up, live, work, and age. Data plays a valuable role in understanding how we can improve these conditions. Vital Signs provides an excellent data snapshot of how we are doing, helping to inform decisions around creating vibrant healthy communities.



Shannon Drew

VICE PRESIDENT,
CORPORATE AFFAIRS
AND COMMUNITY
INITIATIVES, ECOASIS
DEVELOPMENTS LLP

Ecoasis is proud to support and champion a range of community

organizations throughout the region. By using the relevant and current information gathered and presented annually in *Victoria's Vital Signs*, our community investments are better informed and more strategic. This means our philanthropic efforts are more effective at making an impact on improving local quality of life.



Jennifer Nichols

FORMER COMMUNITY
OUTREACH
COORDINATOR,
CAPITAL REGIONAL
DISTRICT

The Capital Regional District Arts

Development Division supports, promotes, and celebrates arts and culture in the region. Every year, Vital Signs highlights important connections between arts, culture, and thriving, sustainable communities. Vital Signs is a fantastic tool to share with decision makers and cultural planning colleagues who want to better understand community outcomes correlated with investing in the arts.

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.

**In 2019, our members
helped us invest:**

\$6 million

**in our local communities,
with a focus on youth
financial well-being.**

With your help, we're empowering youth.

Together with our members, employees and community partners, Coast Capital gives a hand up to young Canadians by empowering them to achieve what's important in their lives and unleashing their potential as change makers.

Learn more at [**coastcapitalsavings.com/community**](https://coastcapitalsavings.com/community).

