

VICTORIA'S **VITAL**SIGNS[®]

GREATER VICTORIA'S 2021 ANNUAL CHECK-UP

VITAL VICTORIA

Introducing an online
version of Vital Signs

EQUITY SNAPSHOTS

See how Greater
Victoria is faring



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

coastcapital



Tanya Smith
Manager, Social Purpose Ecosystem
Coast Capital

Coast Capital is honoured to partner once again with the Victoria Foundation as the presenting sponsor of *Victoria's Vital Signs*.

Without a doubt, this past year has been a time of change and reflection. As a purpose-driven, member-owned financial cooperative and a Certified B Corporation®, we know that as we all work collectively to create a community with hope and empowerment for all, trusted sources of information and a diversity of community perspectives are more important than ever.

In order to create deep and lasting change, we need to begin by understanding what the most pressing issues are. *Vital Signs* tells us how our neighbours rate their livability and wellbeing and provides insights into their sense of inclusion and belonging. Few reports are able to offer this level of insight. For the second year in a row, data has been included on the unique impact of the ongoing pandemic, and this year, we can now see the data year-over-year, offering insight into areas of continued concern and recovery.

Beyond COVID-19, this has been a year of accelerated change throughout the world, inspiring elevated conversations around climate change, systemic racism, and rising debt levels. It has created the space to examine what it means to contribute to broader societal change and led many of us to pause and review our work with a new lens. As we reflect on the data in this report, what conversations will it ignite? What new perspective will it create?

Each year, Coast Capital is proud to work with the Victoria Foundation to pull out one idea and bring the data to life in a "Vital Conversation." Over the years, we've explored issues such as financial wellbeing and youth mental health, going beyond the numbers to elevate the voices of those with lived experience. This year's *Vital Conversation* will focus on developing a shared vision for a more inclusive economy.

Congratulations to everyone at the Victoria Foundation for your hard work and leadership in creating even more space for a diversity of voices in the survey this year. We value our partnership as we work collectively to build a better future together.

With Thanks

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.

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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 \$269 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 16th 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.

INDIGENOUS CULTURE AND HISTORY

The capital region is home to a rich diversity of Indigenous people and culture. Based on the 2016 Census, there were an estimated 17,240 in the Victoria CMA who identified as Indigenous (First Nations, Metis, Inuit, and other Indigenous people). 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; **Vimala Jeevanandam**, CRD Arts Development Service; **Del Manak**, Vic PD; **Jean McRae**, Inter-Cultural Association of Greater Victoria; **Jodi Mucha**, BC Healthy Communities; **Sarah Phillips**, BC Transit; **Crystal Tremblay**, University of Victoria; **Bruce Williams**, Greater Victoria Chamber of Commerce



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On the cover: Nurse Karen Lundgren with
patient Garry Gordon in Cool Aid's mobile
health unit (see page 32)
Photo by Karen Mackenrot

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INTRODUCING VITAL VICTORIA

After 16 years of publishing Vital Signs reports, the Victoria Foundation is pleased to be introducing an online version of Vital Signs – called Vital Victoria – that includes over 60 indicators on the quality of life in Greater Victoria and its demographics.

Along with historical data on many of the indicators published over the years, Vital Victoria includes definitions for the indicators, data sources, and web links. It also includes news and reports related to the indicators and issue areas, the Sustainable Development Goals they relate to, and a feature series on this year's Vital Signs theme of equity and inclusion.

We're pleased to be offering this new digital platform of community knowledge that increases online access to data.

Feature Article Series: Focusing on Equity and Inclusion

Recognizing the important work that needs to be done on equity and inclusion in our community, the Victoria Foundation chose this subject as the theme of this year's Vital Signs. In addition to publishing data on the subject, we invited a series of authors with personal and academic experience to share their thoughts and insights on how inclusive we are as a community, and how we can do more. Their articles, and an introduction from the Foundation's Board Chair Zaman Velji, are available on Vital Victoria.



Brishti Basu, a journalist with *Capital Daily*, an independent online news source based in Victoria, writes about language being one of the most important and underrated factors when thinking about community, culture, and inclusion. As an immigrant on her own in a city where few others speak her native languages, she came to understand how much of our own identities are wrapped up in what and how we speak. Through this article, Brishti explores the reasons behind her own reluctance to openly speak her native language in public in Victoria, and how the unconscious phenomenon of code switching has impacted her identity.



Macayla Yan, a masters graduate at UVic, and **Dr. Fred Chou**, an assistant professor in the department of Educational Psychology and Leadership Studies, explore the issue of racism. As a recent community report describes, racism is the reality for the majority of Indigenous people, Black people, and people of colour (IBPOC) in Victoria. Although they see value in equity and inclusion, the focus of their article is to move beyond equity and inclusion to explore anti-racism so that all IBPOC can live in justice, freedom, and wellness.



Charla Huber, Director of Communications and Indigenous Relations for M'akola Housing Society and a weekly columnist for the *Times Colonist*, writes about inclusive and equitable storytelling when telling and sharing stories of diverse communities. She writes of her own experiences of the power of sharing cultural elements that may not be well known to aid in changing perceptions from a holistic lens, rather than focusing on dispelling stereotypes.

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.

EQUITY SNAPSHOTS

Watch for equity snapshots in the key issue areas (on pages 10 through 33) to see how Greater Victoria fares when we look at some specific data on equity and inclusion.



ECONOMY

SPONSORED BY
GREATER VICTORIA CHAMBER
OF COMMERCE

Nicole Quast, whose role with Soap for Hope was funded by an Investment Readiness Program grant.

VITAL SIGNS CITIZEN SURVEY GRADE:

B-

LAUNDRY SOAP REINVENTED

A social enterprise is an organization or program that is mission-driven, aiming to sell goods or services to earn revenue, while also helping achieve positive social, cultural, or environmental objectives.

With support from the Investment Readiness Program, Soap for Hope Canada was able to create a laundry detergent with used soap collected from the hotel industry. This detergent was provided to community facilities and also sold for profit.

Marina Bochar, Program Coordinator at Peers Victoria Resources Society, says "Our partnership with Soap for Hope is incredibly important to the program participants who access the laundry soap donation, as well as broader donations, provide our participants with accessible and high-quality products rooted in community care. Thanks to Soap for Hope, we are able to contribute to the health and wellness of those we walk alongside in our work."

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REGIONAL DATA

UNEMPLOYMENT RATE

% population (15 years +) who are unemployed

	2016	2017	2018	2019	2020
CANADA	7.8	8.3	5.8	5.7	8.4
BC	6.8	5.1	4.7	4.7	8.9
VICTORIA CMA	5.2	3.9	4.0	3.4	7.9

The unemployment rate among women in the region in 2020 was the same as the general population (8%) and the rates for female unemployment in BC and Canada in 2020 were the same as the general population (9%).

SOURCE: STATISTICS CANADA

EMPLOYMENT RATE

% population (15 years +) who are employed

	2016	2017	2018	2019	2020
Canada	81.1	81.6	81.6	82.0	53.9
BC	86.5	82.9	81.8	82.5	57.9
VICTORIA CMA	60.0	61.8	62.1	60.8	58.6

The employment rate among women in the region was 57% in 2020.

SOURCE: STATISTICS CANADA

HOTEL ROOMS

Greater Victoria average rates in 2020

Occupancy rate	Room rate	Revenue per available room
36%	\$149	\$54
down from 74% in 2019	down from \$189 in 2019	down from \$139 in 2019

SOURCE: CHESTER CONSULTING GROUP

LOOKING UP

The global ocean economy is expected to double to \$3 trillion by 2030, and the Centre for Ocean Applied Sustainable Technologies (COAST) will ensure our region is part of it. Through a partnership with the City of Victoria, Association of BC Marine Industries, Ocean Networks Canada, and many private ocean-tech and marine businesses, South Island Prosperity Partnership is helping to accelerate this new initiative. The goal? To help the region realize its potential as a major driver of Canada's role as an innovator in the sustainable blue economy. Once established, COAST will be a hub for solving challenges faced by our marine industry and assist companies in Greater Victoria and on Canada's west coast to unlock market opportunities in the global ocean and marine economy through an inclusive approach to prosperity.

SOURCE: <https://canadacoast.ca/>

EQUITY SNAPSHOT

Unraveling: Non-Profits, COVID-19 and the Fabric of BC Communities, a November-December 2020 survey of 936 BC non-profits and charities, found that:

- 48% were concerned about shutting down and those most at risk of closure had operating budgets under \$1 million, were in the arts, culture, sports, and recreation sector, and served racialized populations.
- 64% had decreased ability to deliver programs and services, with more time needed to be spent on workplace policies, planning, and wellness.
- 58% had increased demand for programs and services.
- 50% spent more time reporting to funders.
- 71% expected a budget shortfall in 2021 and 61% had less revenue from special events, and 42% had less from individual donations.
- 37% had decreased staffing levels.
- 59% had a drop in volunteer involvement.

SOURCE: VANTAGE POINT, VANCOUVER FOUNDATION AND VICTORIA FOUNDATION

IMPACTS OF COVID-19: FEAR OF LOSING JOB

As part of its crowdsourced data collection on the impacts of COVID-19 on Canadians, Statistics Canada found these results:

"I MIGHT LOSE MY MAIN JOB OR MAIN SELF-EMPLOYMENT INCOME SOURCE IN THE NEXT FOUR WEEKS."

9%

of survey respondents in Greater Victoria, surveyed in April-May 2020, strongly agreed or agreed with that statement, while 1% had lost their job, and 28% had not worked in the previous four weeks.

46%

of respondents disagreed or strongly disagreed with the statement. More people in the region disagreed with the statement than in BC (42%) and Canada (44%).

SOURCE: STATISTICS CANADA

RESPONDENT RESULTS COMPARED TO BC AND CANADA

	FEAR OF LOSING THEIR JOB	ALREADY LOST THEIR JOB	NOT WORKING IN THE MONTH BEFORE THE SURVEY
Greater Victoria	9%	11%	28%
BC	11%	11%	27%
Canada	12%	8%	27%

SOURCE: STATISTICS CANADA

SUSTAINABLE DEVELOPMENT TARGETS

- 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

Sustainable Development Goals (SDG): See details page 6.

victoriafoundation.ca 15

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*.

LOOKING UP

The COVID-19 pandemic has taken a toll. The impacts for many are shown on page 8. However, there were also some positive, hopeful outcomes from the past year that we've included in this year's report.

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 6 for more information.

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 10–33 TO LEARN HOW THE SDGS AND THE TARGETS RELATE TO VITAL SIGNS KEY ISSUES.

SDG	PAGE	SUMMARY	SDG	PAGE	SUMMARY
	30	GOAL 1 End poverty in all its forms everywhere.		N/A	GOAL 10 Reduce inequality within and among countries.
	30	GOAL 2 End hunger, achieve food security, and promote sustainable agriculture.		10, 16, 22, 24, 32	GOAL 11 Make cities and human settlements inclusive, safe, resilient, and sustainable.
	20	GOAL 3 Ensure healthy lives and promote wellbeing for all at all ages.		16	GOAL 12 Ensure sustainable consumption and production patterns.
	10, 24	GOAL 4 Ensure equitable, quality education and promote lifelong learning opportunities.		16	GOAL 13 Take urgent action to combat climate change and its impacts.
	12, 26	GOAL 5 Achieve gender equality and empower all women and girls.		16	GOAL 14 Conserve and sustainably use the oceans, seas, and marine resources.
	16	GOAL 6 Ensure availability and sustainable management of water and sanitation for all.		N/A	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.		12, 18, 26	GOAL 16 Promote peaceful societies, accountable institutions, and access to justice for all.
	10, 14, 18, 30	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		

BEST THINGS AND MOST IMPORTANT ISSUES IN GREATER VICTORIA

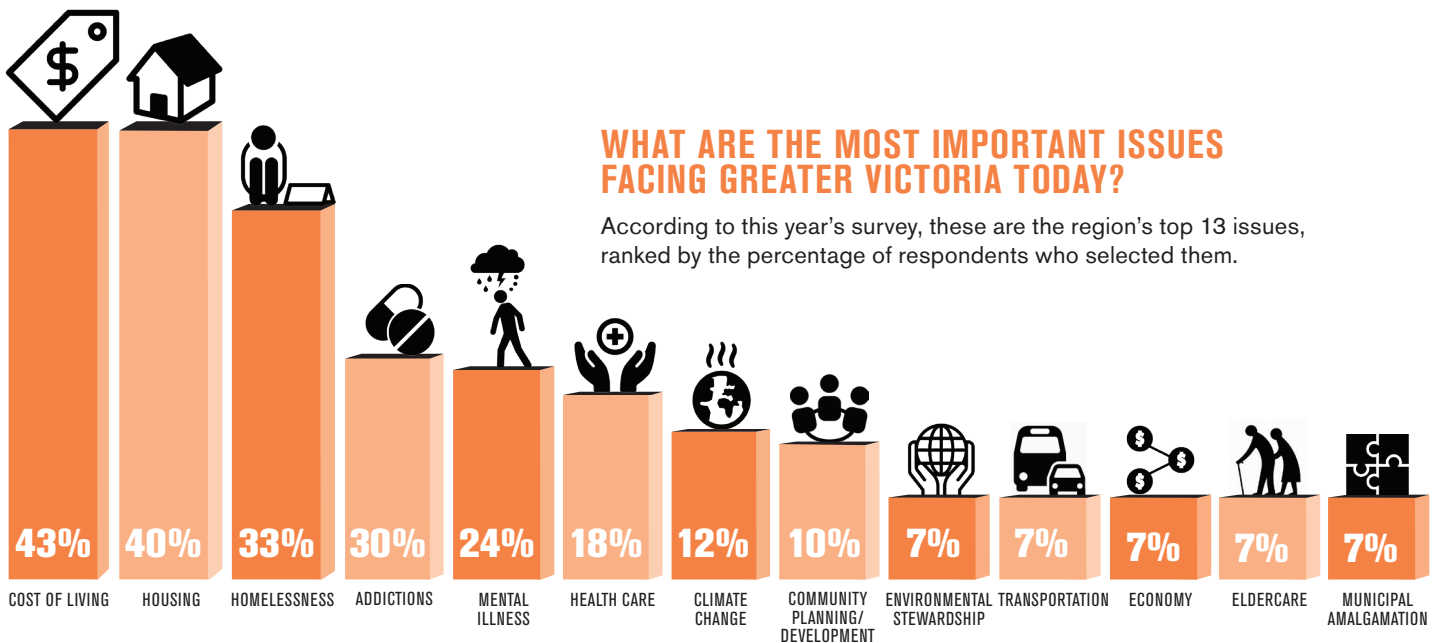
WHAT ARE THE BEST THINGS ABOUT GREATER VICTORIA?

According to this year's survey, these are the 13 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 13 issues, ranked by the percentage of respondents who selected them.



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



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

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.

WHEN ASKED TO RATE THEIR OVERALL QUALITY OF LIFE, THE AVERAGE GRADE WAS

B

Top 5 things

to make Greater Victoria an even better place to live:



1

AFFORDABLE HOUSING



2

SOCIAL SERVICES



3

PUBLIC SAFETY



4

COST OF LIVING



5

SUSTAINABLE DEVELOPMENT



rate their physical health as excellent or good



rate their mental health as excellent or good

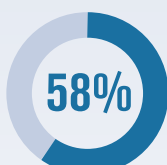
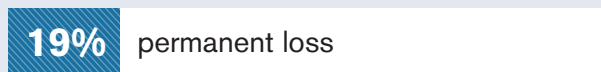
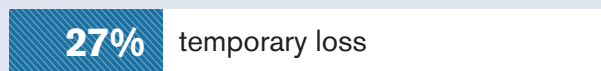
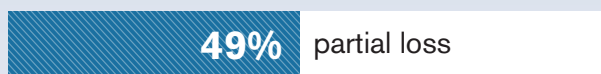
62% ARE SATISFIED WITH WORK AND HOME LIFE BALANCE

72% HAVE A HIGH LEVEL OF SELF-ESTEEM AND SELF-RESPECT

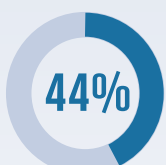
71% DON'T HAVE AFFORDABLE HOME OWNERSHIP OPTIONS AVAILABLE

IMPACTS OF COVID-19

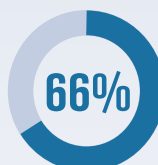
27% have experienced a job or income loss



felt their mental health worsened



felt their physical health worsened



felt their level of stress worsened

↓ **46%** felt their enjoyment of work worsened

↓ **28%** had their savings or investments worsen

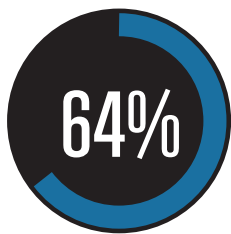
↓ **28%** had their income worsen

☒ **93%** HAVE EITHER BEEN OR ARE VERY LIKELY TO GET VACCINATED

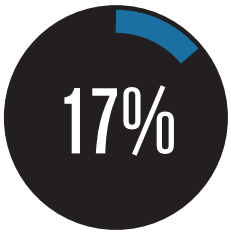
☒ **53%** HAVE FELT THEIR APPRECIATION OF WHAT IS MOST IMPORTANT IN LIFE IMPROVE

☒ **70%** FEEL THEIR ABILITY TO SAVE MONEY HAS REMAINED THE SAME OR IMPROVED

☒ **81%** FEEL THEIR ABILITY TO PAY BILLS HAS REMAINED THE SAME OR IMPROVED



feel connected to community



often or always feel lonely

67% FEEL THEY HAVE A STRONG SENSE OF PURPOSE IN LIFE

63% FEEL SAFE IN THEIR NEIGHBOURHOOD

21% HAVE EXCELLENT OR GOOD ACCESS TO AFFORDABLE CHILD CARE

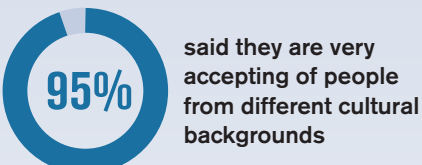
50% HAVE AN EXCELLENT OR GOOD ABILITY TO AFFORD NECESSITIES

29% OFTEN OR ALWAYS FEEL STRESS RELATING TO PERSONAL FINANCES

71% HAVE AN EXCELLENT OR GOOD ABILITY TO ACCESS QUALITY EDUCATION

42% HAVE AN EXCELLENT OR GOOD ABILITY TO AFFORD POST-SECONDARY EDUCATION

EQUITY AND INCLUSION IN GREATER VICTORIA



13% of BIPOC respondents said they frequently or always feel unsafe because of their religion, ethnicity, skin colour, culture, race, language, accent, disability, gender identity and/or sexual orientation

✓ **58%** OF BIPOC RESPONDENTS SAID THEY FEEL INCLUDED

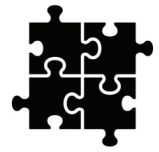
✓ **60%** OF BIPOC RESPONDENTS SAID THEY FEEL RESPECTED

✓ **54%** OF BIPOC RESPONDENTS SAID THEY HAVE EXCELLENT OR GOOD ACCESS TO NUTRITIOUS, CULTURALLY APPROPRIATE FOOD FOR THEMSELVES AND THEIR FAMILY

23% of BIPOC respondents said they frequently or consistently feel uncomfortable or out of place because of their religion, ethnicity, skin colour, culture, race, language, accent, disability, gender identity and/or sexual orientation

NOTE: BIPOC STANDS FOR BLACK, INDIGENOUS AND PEOPLE OF COLOUR

Top 5 things we could do for better equity and inclusion:



1

BE MORE INCLUSIVE



2

OFFER EDUCATION ON DIVERSITY, EQUITY, AND INCLUSION



3

ADDRESS RACISM, DISCRIMINATION AND HATE



4

MORE AFFORDABLE HOUSING AND RENTAL OPTIONS



5

MORE CULTURAL EVENTS, FESTIVALS AND CELEBRATIONS

Mercedes Bátiz-Benét,
Artistic Director, and
Judd Palmer, General
Manager of Puente
Theatre.



VITAL SIGNS CITIZEN SURVEY GRADE:

B

THE BRIDGING THE GAP PLAYWRITING RESIDENCY

The arts bring healing and joy, but social distancing measures during the pandemic have crippled this sector, which relies on gathering for performances.

Community Recovery Program funding for Puente Theatre Society supported new play development by three gender-diverse IBPoC playwrights through mentorship, an intensive writing residency, and read-throughs with professional actors.

Latina playwright Marilo Nuñez says working with Mercedes Bátiz-Benét means taking her play to the next level and that much closer to a production. "It fills me with so much happiness to know this residency exists and that I have been selected as one of the playwrights. Thank you so much for making it happen."

REGIONAL DATA

LIBRARY USE

In 2019, the Greater Victoria Public Library (GVPL) reported the highest circulation per capita in Canada, among 34 Canadian urban library systems.

MEDIAN CIRCULATION

GVPL
17.5

NATIONAL
10

MEDIAN VISITS

GVPL
7.6

NATIONAL
5.6

49% of the region's population were registered borrowers, compared to the national median of **43%**.

SOURCE: CANADIAN URBAN LIBRARIES COUNCIL

2019 TOTALS ACROSS THE GVPL'S 12 BRANCHES

Total Circulation 5,611,017	Door Count 2,417,146	Events & Programs 2,862
Total Attendance 88,567	Virtual Visits 3,890,520	New Card Holders 17,357

SOURCE: GREATER VICTORIA PUBLIC LIBRARY

» LOOKING UP

Dance Victoria residencies nurture independent dance artists by providing access to studios, financial resources, time to create, and mentorship opportunities. From September 2020 to June 2021, the Visible Bodies Collective was the recipient of a year-long residency at Dance Victoria. Dance Victoria has recently renewed its commitment to Visible Bodies by offering another year-long residency for 2021/22.

Founded in August 2019, Visible Bodies is an inter-cultural, inter-generational group of BIPOC artists and dancers, who come from many nations and places across Turtle Island. Their collective practice is centred in Indigenous worldview, social justice, somatic processing, and land-based inquiry.

FILM AND MEDIA

In 2020, film and media production in the South Island generated approximately **\$55 million** in direct spending from 571 filming days, up from **\$19 million** in 2019.

In 2020, the capital region hosted **38** film productions, as well as documentaries, music videos and commercials, and registered **2,117** film locations and **850** crew.

SOURCE: VANCOUVER ISLAND SOUTH FILM AND MEDIA COMMISSION

In 2019, BC's creative industries generated **\$4.85B** in total GDP, excluding government investment, and **66,524** total jobs. The film industry, one of six categories of creative industries, generated **\$2.4B** in total GDP and **35,332** total jobs in 2019.

BC's film industry is a mature, full-service global motion picture hub – the largest in Canada and third-largest in North America. According to a 2019 labour market analysis, Vancouver Island experienced the highest increase in regional film labour spending in BC between 2012 and 2017. The South Island, in particular, is emerging as a secondary film hub outside the lower mainland.

SOURCE: CREATIVE BC

ARTS FUNDING

SDG **4** SDG **11**

In 2020, the CRD Arts and Culture Support Service distributed

\$2.5M

in grants to 89 unique arts organizations and artist-led partnerships in the region. 13% were first-time recipients.

SOURCE: CAPITAL REGIONAL DISTRICT

In 2020 there were:

3,377

CRD-funded events

472,120

participants

3,318

jobs provided by CRD-funded organizations including

2,608 paid artist positions

166 full-time jobs

In 2019/2020, the Canada Council for the Arts (CCA) awarded just under

\$5M

to 131 recipients in the capital region, including 86 individuals, four groups, and 41 arts organizations.

Grants ranged from \$1,000 to \$670,000.

SOURCE: CANADA COUNCIL FOR THE ARTS

Individuals received an average grant of **\$16,099**

Average arts organization grant **\$82,997**

In 2019/20, the CCA awarded

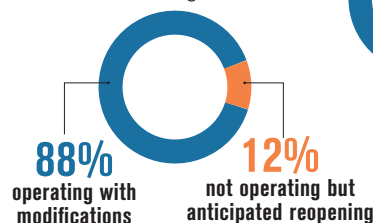
\$39M

to 1,156 artists, groups, and organizations in 85 communities in BC.

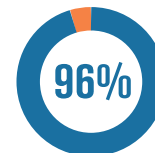


COVID-19 IMPACTS ON ARTS ORGANIZATIONS

February 2021 survey of CRD-funded arts and culture organizations



84% relied heavily on digital and distanced formats.



In 2020, **96%** cancelled at least some programming. Nearly **10%** cancelled all programming for the year.

24% remain unsure about programming in 2021.

8% expect to cancel all programming in 2021.

47% expecting to cancel some programming in 2022.



In 2021, roughly one in five (**21%**) organizations reported that they had laid off staff or anticipated doing so and **12%** were unsure if they would have to.

SOURCE: CAPITAL REGIONAL DISTRICT

SUSTAINABLE DEVELOPMENT TARGETS



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



8.9: Promote sustainable tourism that creates jobs and promotes local culture and products



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

BELONGING & ENGAGEMENT

SPONSORED BY
CIBC WOOD GUNDY,
BLUE HERON ADVISORY GROUP

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Tawnya participated in Camp@Home on Zoom. "It was a lot of fun and I thought the counsellors did a good job making sure everyone had a chance to participate in all the activities!"



VITAL SIGNS CITIZEN SURVEY GRADE:

B-

DIGITAL CAMP PROGRAMMING

The pivot to online program delivery has been hard for many organizations, but in some cases, it has allowed connection in unique ways. People who haven't ever been able to attend in-person activities are finding new opportunities to participate in a digital space.

Thanks to Community Recovery Program funding, Easter Seals Digital Camp Programming provides young adults with special needs with the opportunity to attend camp programs virtually. Here are some comments from participants and their families:

"Easter Seals Camp has allowed me to be myself and develop friendships that will last a lifetime."

"My favourite part was the talent show! It was a lot of fun and we all got high marks no matter what we did."

"My favourite part about camp was the virtual campfire. We sang songs and had fun. It was my first time at camp, and it was really cool!"

"From tie-dye t-shirts to virtual dance parties and even a talent show, they didn't miss a beat! We are so impressed with how Easter Seals translated the magic of in-person camp to this virtual format."

"Camp is the one place she can go and experience the freedom of being with her peers and not have her parents or sisters doing her caregiving."

REGIONAL DATA

CHARITABLE GIVING



In 2019, **22%** of tax filers in Greater Victoria (Victoria CMA) made charitable donations, on par with 2018.

BRITISH COLUMBIA IN 2019



CANADA IN 2019



In 2019, the median donation in Greater Victoria was **\$460**, higher than the previous year (**\$450**)



SOURCE: STATISTICS CANADA

EQUITY SNAPSHOT

Racism in Greater Victoria: A Community Report explores experiences and responses to racism in the region. Key findings of the 2020 survey and community dialogue include:

71% of people who identify as Indigenous, Black, Asian, or a Person of Colour (IBPoC) personally experienced racism in the past five years on a regular basis in Greater Victoria, either daily, weekly, or monthly, of whom **30%** experienced racism from the police.

► Forms of racism included online violence, daily microaggressions in stores and on transit, violence, and systemic racism in schools, workplaces, and with government services.

70% of people who identify as IBPoC feel undervalued, isolated, and unsafe in Greater Victoria because of their race or ethnicity. Just over half feel powerless and **42%** are depressed and lonely.

► Only **12%** knew where to go for help when experiencing racism.

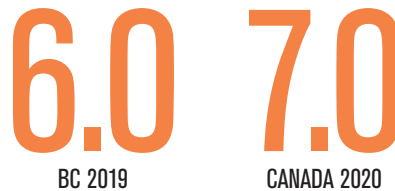
► Being IBPoC matters more than being an immigrant or born in Canada when it comes to experiencing racism.

SOURCE: INTER-CULTURAL ASSOCIATION OF GREATER VICTORIA AND GREATER VICTORIA LOCAL IMMIGRATION PARTNERSHIP

POLICE-REPORTED HATE CRIMES

SDG
16

In 2020, there were **34** police-reported hate crimes in the Victoria CMA, a rate of **8.3** per 100,000 population, up from the region's 2019 rate.



SOURCE: STATISTICS CANADA

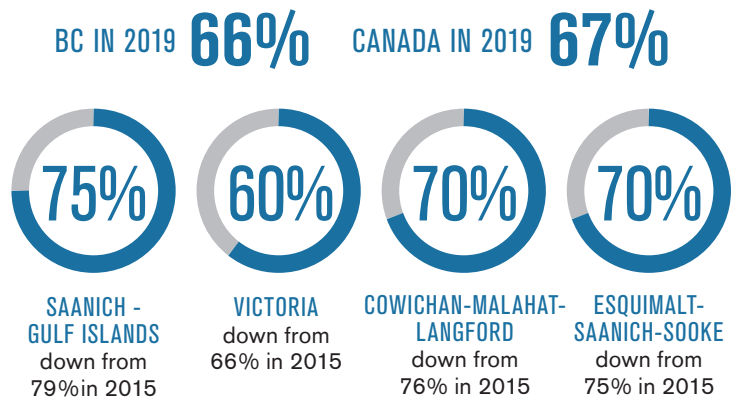
Police-reported hate crime rates in the 35 CMAs per 100,000 population ranged from **ST. JOHN 0 – PETERBOROUGH 19.4**

Victoria ranked **24TH OVERALL** with a better rate than Vancouver, Calgary and Toronto but a worse rate than Abbotsford, Montreal and Halifax.

VOTER TURNOUT

Of the four federal ridings in the capital region, Saanich-Gulf Islands had the highest voter turnout for the 2019 federal election, while Victoria had the lowest.

VOTER TURNOUT AMONG ELIGIBLE VOTERS



SOURCE: ELECTIONS CANADA

SUSTAINABLE DEVELOPMENT TARGETS



5.1: End discrimination against all women and girls

5.5: Ensure women's full participation in leadership



16.7: Ensure responsive, inclusive, participatory, representative decision-making at all levels

16.B: Promote and enforce non-discriminatory laws and policies for sustainable development

Nicole Quast, whose role with Soap for Hope was funded by an Investment Readiness Program grant.



VITAL SIGNS CITIZEN SURVEY GRADE:

B-

LAUNDRY SOAP REINVENTED

A social enterprise is an organization or program that is mission-driven, aiming to sell goods or services to earn revenue, while also helping achieve positive social, cultural, or environmental objectives.

With support from the Investment Readiness Program, Soap for Hope Canada was able to create a laundry detergent with used soap collected from the hotel industry. This detergent was provided to community facilities and also sold for profit.

Marina Bochar, Program Coordinator at Peers Victoria Resources Society, says "Our partnership with Soap for Hope is incredibly important to the program participants who access Peers. The laundry soap donation, as well as broader donations, provide our participants with accessible and high-quality products rooted in community care. Thanks to Soap for Hope, we are able to contribute to the health and wellness of those we walk alongside in our work."

REGIONAL DATA

UNEMPLOYMENT RATE

SDG 8

% population (15 years +) who are unemployed

	2016	2017	2018	2019	2020
CANADA	7.0	6.3	5.8	5.7	9.4
BC	6.0	5.1	4.7	4.7	8.9
VICTORIA CMA	5.2	3.9	4.0	3.4	7.9

The unemployment rate among women in the region in 2020 was the same as the general population (**8%**) and the rates for female unemployment in BC and Canada in 2020 were the same as the general population (**9%**).

SOURCE: STATISTICS CANADA

EMPLOYMENT RATE

SDG 8

% population (15 years +) who are employed

	2016	2017	2018	2019	2020
Canada	61.1	61.6	61.6	62.0	53.9
BC	60.5	62.0	61.8	62.5	57.9
VICTORIA CMA	60.0	61.8	62.1	60.8	58.6

The employment rate among women in the region was **57%** in 2020.

SOURCE: STATISTICS CANADA

HOTEL ROOMS

Greater Victoria average rates in 2020

Occupancy rate

36%

down from
74% in 2019

Room rate

\$149

down from
\$189 in 2019

Revenue per
available room

\$54

down from
\$139 in 2019

SOURCE: CHEMISTRY CONSULTING GROUP

» LOOKING UP

The global ocean economy is expected to double to **\$3 trillion** by 2030, and the Centre for Ocean Applied Sustainable Technologies (COAST) will ensure our region is part of it. Through a partnership with the City of Victoria, Association of BC Marine Industries, Ocean Networks Canada, and many private ocean-tech and marine businesses, South Island Prosperity Partnership is helping to accelerate this new initiative. The goal? To help the region realize its potential as a major driver of Canada's role as an innovator in the sustainable blue economy. Once established, COAST will be a hub for solving challenges faced by our marine industry and assist companies in Greater Victoria and on Canada's west coast to unlock market opportunities in the global ocean and marine economy through an inclusive approach to prosperity.

SOURCE: [HTTPS://CANADACOAST.CA/](https://canadacoast.ca/)

EQUITY SNAPSHOT

Unraveling: Non-Profits, COVID-19 and the Fabric of BC Communities, a November-December 2020 survey of 936 BC non-profits and charities, found that:

► **48%** were concerned about shutting down and those most at risk of closure had operating budgets under \$1 million, were in the arts, culture, sports, and recreation sector, and served racialized populations.

► **64%** had decreased ability to deliver programs and services, with more time needing to be spent on workplace policies, planning, and wellness.

► **58%** had increased demand for programs and services.

► **50%** spent more time reporting to funders.

► **71%** expected a budget shortfall in 2021 and **61%** had less revenue from special events, **51%** had less from earned income, and **42%** had less from individual donations.

► **37%** had decreased staffing levels.

► **59%** had a drop in volunteer involvement.

SOURCE: VANTAGE POINT, VANCOUVER FOUNDATION AND VICTORIA FOUNDATION



IMPACTS OF COVID-19: FEAR OF LOSING JOB

As part of its crowdsourced data collection on the impacts of COVID-19 on Canadians, Statistics Canada found these results:

"I MIGHT LOSE MY MAIN JOB OR MAIN SELF-EMPLOYMENT INCOME SOURCE IN THE NEXT FOUR WEEKS."

9%

of survey respondents in Greater Victoria, surveyed in April-May 2020, strongly agreed or agreed with that statement, while **11%** had lost their job, and **28%** had not worked in the previous four weeks.

46%

of respondents disagreed or strongly disagreed with the statement. More people in the region disagreed with the statement than in BC (**42%**) and Canada (**44%**).

SOURCE: STATISTICS CANADA

RESPONDENT RESULTS COMPARED TO BC AND CANADA

FEAR OF LOSING
THEIR JOB

Greater
Victoria
9%

BC
11%
Canada
12%

ALREADY LOST THEIR JOB

Greater
Victoria
11%

BC
11%
Canada
8%

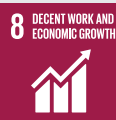
NOT WORKING IN THE MONTH
BEFORE THE SURVEY

Greater
Victoria
28%

BC
27%
Canada
27%

SOURCE: STATISTICS CANADA

SUSTAINABLE DEVELOPMENT TARGETS



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

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Landowners Peter Robinson (left) and Kristine Webber (right) with biologist Rob Underhill (centre) of the Mayne Island Conservancy.



VITAL SIGNS CITIZEN SURVEY GRADE:

B-

MAYNE ISLAND CONSERVANCY

The great “pause” of COVID helped conservation efforts blossom in new and unique ways over the past year. This strange time was full of new challenges, perspectives, and possibilities.

Mayne Island Conservancy Society received funding for their Community Stewardship Program, which includes habitat restoration projects, a native plant nursery, and their Landowner Consultation Program. Much was accomplished between November 2020 and April 2021, including planting 2,280 native trees and 378 native shrubs and removing invasive plants in public parks, installing two new fenced restoration areas and expanding another, and engaging the community in public education events. They also completed 12 landowner consultations covering 56 acres, which included helping landowners lead their own restoration projects.

From Kristine Webber and Peter Robinson, Hedgerow Farm Mayne Island:
“During a time when people are often overwhelmed by the experience of exceptional heat, forest fires, and drought, it was incredibly hopeful to witness this wetland coming back to life. All the work done by a team from the Conservancy and with support by funders and ourselves has begun to restore this historically vibrant place. For the first time in over a century, there is now water year-round, and we are seeing an abundance of birds and other wildlife.”

REGIONAL DATA

AIR QUALITY

SDG 11

In 2020, the region's two air quality monitoring stations, Victoria-Topaz and Colwood, recorded annual average concentrations of fine particulate matter (PM2.5):

8.0 and **7.3** micrograms per cubic metre ($\mu\text{g}/\text{m}^3$) respectively | **8.0** $\mu\text{g}/\text{m}^3$ is the provincial benchmark

Of all the air pollutants, PM2.5, has the greatest impact on human health. Major sources of PM2.5 in B.C. include seasonal wildfires, residential wood combustion, prescribed burning, marine vessels, heavy-duty diesel vehicles, the pulp and paper sector, and the mining sector.

SOURCE: BC LUNG ASSOCIATION

SOUTHERN RESIDENT KILLER WHALE POPULATION

SDG 14



The southern resident killer whales are a large extended family, comprised of three pods: J, K, and L.

74

Total number of orcas, as of December 31, 2020

J Pod **24**

K Pod **17**

L Pod **33**

From spring through fall, the southern residents are most often seen in the protected inshore waters of the Salish Sea to feed on chinook salmon returning to the Fraser River. J Pod is the most frequently seen pod in the area, although their presence has been declining in recent years due to dwindling salmon stocks.

The average whale needs to consume **18-25** adult salmon daily to meet its energy requirements. That is at least **1,400** salmon daily for the southern resident population.

SOURCE: CENTER FOR WHALE RESEARCH

» LOOKING UP

Pearson College UWC (United World College) is rising to the challenge of developing new leaders with the skills and mindsets to address global sustainability and climate justice by reviewing what it would take to launch a new International Baccalaureate two-year program as early as the 2022-23 academic year.

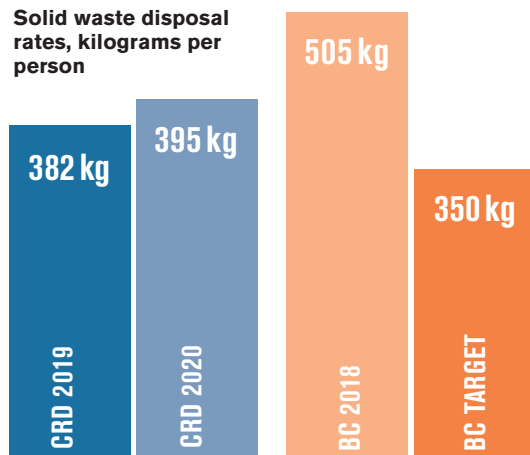
The Climate Action Leadership Diploma would be tailored to support the student who brings a passion for addressing climate change and environmental stewardship within an International Baccalaureate (IB) career-based program. It is described as a "hope-informed, place-based, solutions-focused experiential diploma driven by the UN Sustainable Development Goals that would run in parallel with Pearson's existing two-year IB Diploma Program."

SOURCE: [HTTPS://WWW.PEARSONCOLLEGE.CA/NURTURING-FUTURE-LEADERS-IN-SUSTAINABILITY-AND-CLIMATE-JUSTICE/](https://www.pearsoncollege.ca/nurturing-future-leaders-in-sustainability-and-climate-justice/)

SOLID WASTE DISPOSAL

SDG 12

Solid waste disposal rates, kilograms per person



SOURCE: CAPITAL REGIONAL DISTRICT

HOUSEHOLD WATER CONSERVATION

SDG 6

Percentage of households that had these devices in 2017:

Water meter	Low-flow shower head	Low-volume toilet
GREATER VICTORIA 47%	GREATER VICTORIA 64%	GREATER VICTORIA 49%
BC 32%	BC 59%	BC 47%
CANADA 42%	CANADA 59%	CANADA 52%

SOURCE: STATISTICS CANADA

GHG EMISSIONS INVENTORY

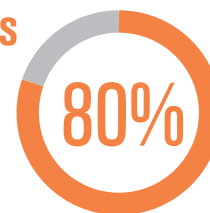
SDG 13

The CRD 2020 regional greenhouse gas inventory measures emissions related to stationary energy (e.g., buildings, construction, energy industry), transportation (including airport and marine emissions), waste, industrial process and product use, and agriculture, forestry, and other land use at the CRD and municipal level.

1.7 million tonnes

Approximate amount of annual CO2 emissions in the region, a level largely unchanged from the 2007 baseline.

SOURCE: CAPITAL REGIONAL DISTRICT.



Transportation and buildings account for nearly **80%** of regional emissions. On-road vehicle travel and heating of buildings offer the biggest opportunities for emissions reduction.

SUSTAINABLE DEVELOPMENT TARGETS



6.4: Increase water efficiency and ensure a sustainable supply of water



11.6: Reduce adverse environmental impact of cities



12.5: Reduce waste generation through prevention, reduction and recycling



13.2: Integrate climate change measures into national policies, strategies and planning



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

GETTING STARTED

SPONSORED BY
COUNTRY GROCER

Volunteer Laura Lee (left) chats with participant Roza Mifta (centre), and coordinator/volunteer Anisa Newell.

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VITAL SIGNS
CITIZEN SURVEY GRADE:

D+

CONVERSATION CAFES

For many newcomers, the pandemic has been a time of great challenge not only in the ongoing need to improve their English but also in feeling isolated and disconnected. Neighbourhood-based programs are a great way to help individuals connect and find belonging as newcomers in a new place.

The Neighbourhood Small Grants Program supported English conversation “cafes” to create relationships with newcomers and provide language support from volunteers using English Corner materials from Collibri Learning Foundation in Vancouver.

One participant says, “We came to practice English and found we had meaningful conversations and became good friends supporting each other and contributing to the community.”



REGIONAL DATA

SDG
16

CHILDREN & YOUTH IN CARE

The number of children and youth in care as of December 31, 2020

SOUTH VANCOUVER ISLAND

633

66% INDIGENOUS

BRITISH COLUMBIA

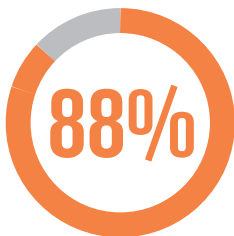
5,370

67% INDIGENOUS

The BC rate of children and youth in care was 6 per 1,000 population, aged 0-18, in 2020 and for Indigenous children and youth it was 38 per 1,000 population.

The care plan completion rate for children and youth in care for six months or longer

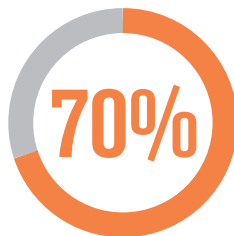
NON-INDIGENOUS



SOUTH VANCOUVER ISLAND

BC 85%

INDIGENOUS



SOUTH VANCOUVER ISLAND

BC 80%

SOURCE: BC MINISTRY OF CHILDREN AND FAMILY DEVELOPMENT

CHILDCARE SPACES & COSTS

South Vancouver Island 2020/21

13,703

Average monthly licensed childcare spaces funded by the Ministry of Children and Family Development, an increase of almost 4% over 2019/20 and enough for 25% of the South Island's child population, aged 0-12 years



The median monthly parent fees for licensed childcare in South Vancouver Island in 2020/21:

GROUP FACILITIES

\$1,000 for infants (0-18 months)
\$888 for toddlers (19-35 months)
\$850 for children (3-5 years)

FAMILY FACILITIES

\$800 for infants
\$800 for toddlers
\$850 for children

For full-day kindergarten out-of-school care, the fees were **\$353** (group) and **\$450** (family). Parent fees were lower for toddlers in group facilities and kindergarten out-of-school care in both group and family facilities compared to the BC median.

SOURCE: BC MINISTRY OF CHILDREN AND FAMILY DEVELOPMENT

YOUTH UNEMPLOYMENT

SDG
8

% Population (15-24 years) who are unemployed

	2016	2017	2018	2019	2020
CANADA	13.1	11.6	11.1	11.0	20.1
BC	10.3	8.6	8.1	9.2	18.6
VICTORIA CMA	9.7	6.9	6.4	6.4	14.6

UNEMPLOYMENT RATE AMONG FEMALE YOUTH IN 2020

GREATER VICTORIA

13%

BC

18%

CANADA

19%

SOURCE: STATISTICS CANADA

EQUITY SNAPSHOT

A legal needs survey of immigrant communities in Greater Victoria and Vancouver found that unfamiliarity with Canadian laws and rights, coupled with the uncertainty of the first years in a new country, affected immigrants' readiness to respond to serious legal problems. The study also found that:

- ▶ Legal problems experienced during the first five years in Canada were more often related to finding and maintaining housing and employment.
- ▶ Immigrants with a refugee background and family-sponsored immigrants experienced more serious legal issues than economic immigrants.
- ▶ Most respondents had university educations and still struggled to understand the information they found or did not know where to go for help.
- ▶ Experiencing multiple, serious legal problems, such as family and child custody issues, put immigrant women of colour at risk for housing and food insecurity and health and social consequences.
- ▶ Although discrimination was often associated with their legal problems, immigrants often did not feel they could challenge it.

SOURCE: INTER-CULTURAL ASSOCIATION OF GREATER VICTORIA AND PATHWAYS TO PROSPERITY PARTNERSHIP (FINAL REPORT FORTHCOMING)

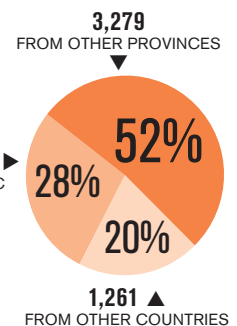
NET MIGRATION

6,273 Total net migration in Greater Victoria between July 1, 2019 and June 30, 2020

Down from **6,907** the previous year

The breakdown by source is different with more people coming from other provinces and fewer from outside Canada, compared to 2018/19.

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

Sustainable Development Goals (SDG): See details page 6.

HEALTH & WELLNESS

SPONSORED BY
BOOTH SCOTT

JEFFREY BOSDET/PAGE ONE PUBLISHING

Francine Chisholm, participant in the Sound of Change Initiative from Island Deaf and Hard of Hearing Centre.



VITAL SIGNS CITIZEN SURVEY GRADE:

B-

THE SOUND OF CHANGE INITIATIVE

COVID-19, as well as untreated hearing loss, has left many of our seniors in extreme isolation. The Sound of Change Initiative at Island Deaf and Hard of Hearing Centre provides low-income seniors and adults with full hearing assessments performed by registered audiologists, refurbished hearing aids, and personalized aural rehab plans – all for free.

Participants report their experience as life changing, regaining confidence and self-worth, and improving their quality of life. Since 2016, and with funding from the Victoria Foundation, the Sound of Change Initiative has provided more than 550 people with more than 1,150 free hearing aids – a retail value of about \$2.5 million.

Participant Francine Chisholm says, “As a senior of limited income, it astounds me that I have a device that allows me to now sit by the water and hear the waves lapping on the shoreline. I can hear the wind in the trees rustling the leaves. Music to my ears!”

REGIONAL DATA

ALCOHOL CONSUMPTION

Estimated annual alcohol consumption
(in litres) per capita in 2019

10.72

SOUTH VANCOUVER
ISLAND*

9.2

BRITISH
COLUMBIA

8

CANADA
(2018-19)

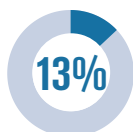
1 L of absolute alcohol equals **58.7 standard drinks**.
9.2L means the average BC drinker aged 15+ consumes
537 bottles of beer or **102 bottles** of wine a year.

*the lowest in 5 years in this health service delivery area

SOURCE: CANADIAN INSTITUTE FOR SUBSTANCE USE RESEARCH

TOBACCO USE

Occasional or daily smokers,
12 years and older, in South Vancouver
Island in 2017/18, on par with BC and
lower than Canada (16%).



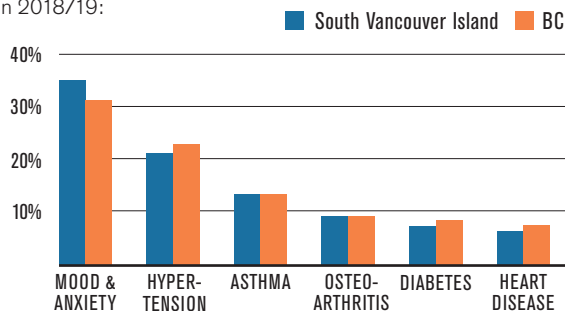
17%

Men in South Vancouver Island who were occasional or
daily smokers in 2017/18, compared to **10%** of women.

SOURCE: STATISTICS CANADA

CHRONIC HEALTH CONDITIONS

Share of the population living with a chronic condition
in 2018/19:



SOURCE: BC CENTRE FOR DISEASE CONTROL

EQUITY SNAPSHOT

In June 2020, claims surfaced about a game being played in some BC hospital emergency rooms where healthcare workers were guessing blood alcohol levels of Indigenous patients. Hon. Dr. M.E. Turpel-Lafond (Aki-Kwe) was appointed to investigate and conduct a review of Indigenous-specific racism in the healthcare system. While the review did not find evidence of the game, it found extensive profiling of Indigenous patients based on stereotypes about addictions.

Review findings describe widespread Indigenous-specific stereotyping, racism, and discrimination, with significant negative impacts for Indigenous patients, women and girls, and healthcare workers. The review found that Indigenous-specific racism limits access to treatment and contributes to inequitable health outcomes, especially in the context of COVID-19 and the overdose crisis. Recommendations covered systems, behaviours, and beliefs to help eliminate Indigenous-specific racism and create greater equity in healthcare.

SOURCE: BC MINISTRY OF HEALTH



IMPACTS OF COVID-19: SELF-ASSESSED MENTAL HEALTH

As part of its crowdsourced data collection on the impacts of COVID-19 on Canadians, Statistics Canada found that approximately **52%** of survey respondents in Greater Victoria, surveyed in April-May 2020, perceived their mental health as somewhat or much worse than before physical distancing began, **9%** reported feeling somewhat or much better, and **38%** felt the same.

SOURCE: STATISTICS CANADA

ACCESS TO HEALTHCARE PROVIDERS

In 2019, the rate of physicians per 100,000 people



325.2

SOUTH
VANCOUVER ISLAND

Up from 301.4 in 2015

249.6

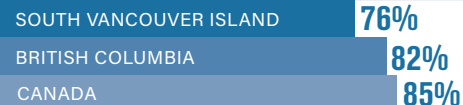
BRITISH
COLUMBIA

241

CANADA

SOURCE: CANADIAN INSTITUTE FOR HEALTH INFORMATION

In 2017/18, people aged 12
and over who reported having
a regular healthcare provider



SOURCE: STATISTICS CANADA

ORGAN DONATION & TRANSPLANTS

As of December 31, 2020 in South Vancouver Island



396 people were alive due
to an organ transplant
5,491 in BC



33 people were waiting
for a transplant
737 in BC

In 2020, in South Vancouver Island, there were **14** deceased organ donors, less than **5** living donors and **25** people who received organ transplants. More than **1.5 million** British Columbians were registered organ donors as of December 31, 2020, including **144,740** people in South Vancouver Island.

SOURCE: BC TRANSPLANT

ILLCIT DRUG TOXICITY DEATHS

South Vancouver Island

137 →

Illicit drug toxicity deaths in 2020
(up from 74 in 2019)

122

occurred in Victoria
(up from 61 in 2019)

31.8

Rate of illicit drug toxicity
deaths per 100,000 in 2020

After Vancouver and Surrey, Victoria was one of the top three cities
in BC where drug toxicity deaths occurred in 2020.

British Columbia

1,728

Illicit drug toxicity
deaths in 2020
(up from 984 in 2019)

33.6

Rate of illicit drug
toxicity deaths per
100,000 in 2020

Fentanyl was detected (alone or in combination with other drugs) in **86%** of illicit drug toxicity deaths in BC in 2020. Carfentanyl, 100 times more potent than fentanyl, was detected in **65** illicit drug toxicity deaths in 2020, compared to **132** in 2019.

SOURCE: BC CORONERS SERVICE

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 use problems

HOUSING

SPONSORED BY
OAKCREST PARK ESTATES LTD.

Peers staff delivering
bannock at the Capital
City Centre Hotel.

HOTEL LOBBY

JEFFREY BOSDET/PAGE ONE PUBLISHING



VITAL SIGNS
CITIZEN SURVEY GRADE:

D+

PEERS VICTORIA RESOURCES SOCIETY

In the context of COVID-19, supporting those who are unhoused has become an increasingly challenging issue due to social distancing requirements, a housing shortage, and the sharp increases in cost of living.

Peers Victoria Resources Society has been operating health and harm reduction outreach for over two decades with a focus on people in sex work or trade. Peers expanded this work during the pandemic, including at sheltering sites, to serve a broader population, while maintaining tailored services for those who identify as having a sex work or trade background or who are Indigenous.

Funding for Peers has increased the capacity to provide basic necessities, such as camping gear, Indigenous arts and medicine supplies, and peer-based social support to unsheltered persons.

REGIONAL DATA

HOUSING SALES & PRICES

In May 2021, **1,049** properties sold in Greater Victoria, **130% more** than in May 2020.

MEDIAN SALE PRICE FOR A SINGLE-FAMILY HOME IN MAY 2021

\$1 Million

Up from
\$837,500 in
May 2020

MEDIAN SALE PRICE FOR A TOWNHOUSE IN MAY 2021

\$730,000

Up from **\$555,000** in
May 2020

MEDIAN SALE PRICE FOR A CONDO IN MAY 2021

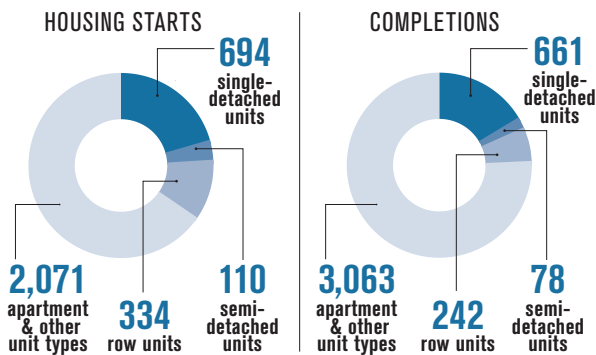
\$478,000

Up from **\$390,000** in
May 2020

SOURCE: VICTORIA REAL ESTATE BOARD

HOUSING STARTS & COMPLETIONS

In 2020, there were **3,209** total housing starts and **4,044** total housing completions in Greater Victoria.



SOURCE: STATISTICS CANADA

RENTS & RENTAL VACANCY

In October 2020, the average vacancy rate for purpose-built rental apartments in Greater Victoria

2.2%

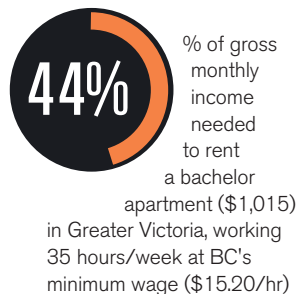
↑ from **1.0%** in 2019

The average apartment rent for all unit types in 2020

\$1,275

↑ from **\$1,221** in 2019

SOURCE: CANADA MORTGAGE AND HOUSING CORPORATION



51 HRS/WEEK

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

EQUITY SNAPSHOT

The Aboriginal Coalition to End Homelessness is developing a dual model of care which integrates culturally supportive housing within a decolonized harm reduction framework to create pathways to healing and recovery for Indigenous people. Recently launched projects include: The Lighthouse (February 2021), which offers inclusive housing to 20 youth ages 17-24 and features youth-directed programming and employment in collaboration with the Greater Victoria Coalition to End Homelessness; Speq̓w̓éutxw (SPAKEN) House (August 2020), which offers culturally supportive housing and services to 22 Indigenous women experiencing homelessness, with priority given to those fleeing violence; and The Culturally Supportive House (March 2020), which offers culturally supportive housing and Indigenous alcohol harm reduction services to 10 members of the Indigenous Street Community in the downtown core.

SOURCE: ABORIGINAL COALITION TO END HOMELESSNESS AND GREATER VICTORIA COALITION TO END HOMELESSNESS

HOUSING NEEDS

SDG 11

Over half of the people enumerated in the 2020 Point in Time Homeless Count participated in a housing needs survey. 92% wanted **permanent housing**, but the top barriers were high rent, low income, and lack of housing options.

RESPONDENTS

63% of respondents were male and **70%** were aged 25 to 55 years, with **10%** under 25. **35%** identified as Indigenous, compared to **5%** in the general population.

Of the Indigenous participants, **44%** were women, **59%** first experienced homelessness as a youth, **55%** had experiences with foster care, and **62%** had personal or close family history of attending residential school. **37%** of Indigenous respondents identified the need for services that relate to intergenerational trauma and Indigenous treatment (**34%**).

YOUTH RESPONDENTS WHO IDENTIFIED AS LGBTQ2S+ (LESBIAN, GAY, BISEXUAL, TRANSGENDER, QUEER, QUESTIONING, TWO-SPIRIT, AND MORE)

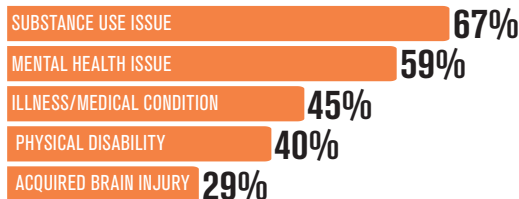
30%



FROM A 2018 SURVEY CONDUCTED BY THE ABORIGINAL COALITION TO END HOMELESSNESS, "HEALTH AND WELL-BEING: OUR VOICES, OUR VISION"

77% of Indigenous respondents reported being released back onto the streets directly from the hospital.

REPORTED HEALTH CHALLENGES



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

65% of respondents indicated substance use as their biggest health challenge outside of physical health, **59%** identified emotional health, and **56%** indicated spiritual health as their biggest health challenges.

SOURCE: ABORIGINAL COALITION TO END HOMELESSNESS

SUSTAINABLE DEVELOPMENT TARGETS



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

LEARNING

Connie Martin from
the Indigenous
Perspectives Society.

JEFFREY BOSDET/PAGE ONE PUBLISHING

VITAL SIGNS
CITIZEN SURVEY GRADE:

B+

INDIGENOUS PERSPECTIVES SOCIETY

Cultural training has always been important but is becoming increasingly relevant as Canadian individuals and organizations grapple with systemic racism that plagues our communities.

Indigenous Perspectives Society (IPS) supports many organizations to train staff around cultural humility and decolonization. Funding over the past year has allowed IPS to pivot to online service delivery and upgrade their technology, as their workshops have been in high demand. Responses from IPS staff, board, and clients about the changes have been overwhelmingly positive and have allowed IPS to continue to do what they do best – online.

A recent IPS training participant says, “In my experience, IPS is an incredible organization. Their facilitation is extremely knowledgeable, flexible, and responsive to the needs of the ‘room’ and full of grace even when unpacking tough, potentially traumatic material. With our organization, they have tailored their content to our needs and have been encouraging of our developing efforts.”



REGIONAL DATA

UNDERGRADUATE TUITION

In 2020/21, the average undergraduate tuition fees in Greater Victoria (Victoria CMA) were

\$6,142



up from \$5,591 five years earlier, and higher than the provincial average (\$6,055) in 2020/21



lower than the national average (\$6,580)

SOURCE: STATISTICS CANADA

» LOOKING UP

In June 2021, Vancouver Island Regional Library (VIRL) was awarded an American Library Association Presidential Citation for Innovative International Library Projects. The award recognizes the VIRL Connects initiative, a program of digital-care packages for people in care homes and other facilities to combat social isolation and foster increased digital literacy. Recipients were provided with the tools and assistance to connect to library services and learn about the hundreds of thousands of eBooks, audiobooks, TV shows, movies, and classes available online through virl.bc.ca.

All told, VIRL provided laptops, streaming devices, TVs, and personalized assistance to benefit close to 2,000 vulnerable residents through 27 community organizations.

SOURCE: [HTTPS://VIRL.BC.CA](https://virl.bc.ca)

IMPACTS OF COVID-19: PARENTAL ASSISTANCE IN CHILD'S EDUCATION

Results from Statistic Canada's crowdsourced data collection survey on the number of hours a week that parents spent helping their children engage in schooling-related learning during the COVID-19 pandemic

% OF GREATER VICTORIA RESPONDENTS

25%

5-10 HOURS

22%

10 OR MORE HOURS

20%

NO TIME

11%

LESS THAN 2 HOURS

Respondents in the region reported similar results as those in BC and Canada with some exceptions: fewer respondents at the national level (**19%**) spent 10 or more hours a week helping their children, and more respondents in BC (**13%**) and Canada (**14%**) spent less than two hours a week helping, compared to those in Greater Victoria.

SOURCE: STATISTICS CANADA

HIGH SCHOOL NON-COMPLETION

SDG
4

In 2020, **11%** of the Greater Victoria population, aged 15 years and older, had not completed high school, more than the previous year (10%), and below the 2020 rates for BC (12%) and Canada (15%).

% Population 15 years and older who have not completed high school

	2016	2017	2018	2019	2020
CANADA	17.8	17.1	16.4	16.0	15.1
BC	14.2	13.6	13.0	12.9	12.0
VICTORIA CMA	10.2	10.1	10.2	10.1	10.6

SOURCE: STATISTICS CANADA

POST-SECONDARY EDUCATIONAL ATTAINMENT

In 2020, **64%** of the Greater Victoria population, aged 15 years and older, had completed some form of post-secondary education (e.g., post-secondary certificate or diploma and/or university degree), more than the previous year (63%), and above the 2020 rates for BC (61%) and Canada (59%).

% Population 15 years and older who have completed post-secondary education

	2016	2017	2018	2019	2020
CANADA	56.2	56.7	57.5	58.8	59.4
BC	55.1	56.1	56.6	59.2	60.6
VICTORIA CMA	59.5	58.5	59.9	62.9	63.9

SOURCE: STATISTICS CANADA

EQUITY SNAPSHOT

The Salish Sea Hub is Canada's Knowledge for Change (K4C) training hub, a multi-sector partnership of the University of Victoria, Victoria Foundation, and Victoria Native Friendship Centre.

It is one of 13 global hubs in the international K4C network, an initiative of the UNESCO Chair in Community-Based Research and Social Responsibility in Higher Education. The K4C hubs facilitate knowledge co-creation for action on the United Nation's Sustainable Development Goals.

The Salish Sea Hub focus is on building community-based research capacity and action towards decolonization, racial and gender equality, and climate action. The hub launched a new Community-Based Participatory Research course at UVic in 2020, partnering with five community organizations where students and community partners co-design and facilitate projects on topics such as addressing systemic racism, developing online resources for the trans and non-binary community, and assessing the impacts of COVID-19 on elders/seniors in the region.

SOURCE: UNIVERSITY OF VICTORIA AND COMMUNITY-BASED RESEARCH CANADA

SUSTAINABLE DEVELOPMENT TARGETS

4 QUALITY EDUCATION



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

11 SUSTAINABLE CITIES AND COMMUNITIES



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

SAFETY

SPONSORED BY
CREST

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Candice Stretch, Manager of Supportive Housing and Family Services at The Cridge Centre (left) and Tori Dach, Community Program Coordinator with Cridge Brain Injury Services (right).

VITAL SIGNS
CITIZEN SURVEY GRADE:

B-

BATTERED BRAINS: INTIMATE PARTNER VIOLENCE AND BRAIN INJURY

Rates of intimate partner violence are on the rise as families are left to isolate at home, in often insecure environments. Up to 90 per cent of women who have been in a violent relationship have received at least one brain injury and approximately 200,000 Canadian women each year who are dealing with violence-related brain injuries are undiagnosed and unsupported.

Funding for The Cridge Centre's Intimate Partner Violence and Brain Injury services allows delivery of training to front-line healthcare workers to provide three essential interventions: recognize the signs of an injury, report it on their medical file, and refer the women for further services.

Case in point: Anna* and her two small children left a very abusive relationship after years of fear, beatings, and manipulation. She then struggled daily with trauma and cognitive and physical limitations but had no idea she had received successive brain injuries through the course of the relationship. When Anna finally found safety, she also found support to begin the healing journey from the extensive trauma and the brain injuries. Anna's just started her journey but is so grateful to have Cridge Centre services to guide her towards hope and healing.

**Name changed to protect privacy.*



REGIONAL DATA

SDG 5
SDG 16

POLICE-REPORTED FAMILY VIOLENCE

Child and Youth Victims

In 2019, there were **169** child and youth victims of police-reported family violence in Greater Victoria, an overall rate of **274** victims per 100,000 people, aged 17 years and younger, higher than the rate of **210** in 2018.



Child and youth victims of police-reported family violence, by sex of victim, per 100,000, 2019

	Total	Female	Male
CANADA	311	383	242
BC	291	374	213
VICTORIA CMA	274	339	212

Senior Victims

In 2019, there were **52** senior victims of police-reported family violence in Greater Victoria, an overall rate of **64** victims per 100,000 people, aged 65 to 89 years, higher than the rate of **44** in 2018.



Senior victims of police-reported family violence, by sex of victim, per 100,000, 2019

	Total	Female	Male
CANADA	72	79	65
BC	82	93	70
VICTORIA CMA	64	64	64

SOURCE: STATISTICS CANADA

POLICE-REPORTED INTIMATE PARTNER VIOLENCE

SDG 5
SDG 16

In 2019, there were **870** victims of police-reported intimate partner violence in Greater Victoria (Victoria CMA), **677** females and **193** males, for an overall rate of **251** victims per 100,000 people, higher than the rate of **246** in 2018.

Victims of police-reported intimate partner violence, by sex of victim, per 100,000, 2019

	Total	Female	Male
CANADA	347	541	150
BC	333	510	152
VICTORIA CMA	251	381	114

SOURCE: STATISTICS CANADA

OVERALL CRIME RATE

In 2019, there were **7,082** crimes per 100,000 individuals in Greater Victoria (Victoria CMA), lower than the rate for BC (**9,647**) and higher than the rate for Canada (**6,487**).

The overall crime rate is down 23% from 2009 in Greater Victoria.

Rate per 100,000 people in 2019



VIOLENT CRIMES

DOWN 7% FROM 2009 IN GV

Rate per 100,000 people in 2019



SDG 16

SEXUAL ASSAULT

(LEVEL 1, 2 & 3)
UP 74% FROM 2009 IN GV

Rate per 100,000 people in 2019



SDG 5

SDG 16

INTENTIONAL HOMICIDES

DOWN 42% FROM 2009 IN GV

Rate per 100,000 people in 2019



SDG 16

YOUTH CRIME

DOWN 66% FROM 2009 IN GV

Rate per 100,000 youth in 2019



SOURCE: STATISTICS CANADA

EQUITY SNAPSHOT

SOURCE: STATISTICS CANADA

In August 2020, over 35,000 Canadians took part in a crowdsourcing initiative by Statistics Canada that included questions about experiences of discrimination during the pandemic. Here's what they heard:

- **28%** had experienced discrimination or unfair treatment since the pandemic began.
- Young participants aged 15 to 24 were twice as likely as seniors to report discrimination.
- Chinese, Korean, Southeast Asian, and Black participants were more than twice as likely as white participants to report discrimination.
- Indigenous participants were more likely than non-Indigenous participants to report discrimination, especially among Indigenous women.
- Lesbian, gay, bisexual, and other sexual minorities were more likely than heterosexual participants to report discrimination.
- Participants with a disability were twice as likely as those without a disability to report discrimination.
- **59%** experienced discrimination based on either race or skin colour (**34%**) or ethnicity and culture (**25%**).
- **36%** experienced discrimination in a store, bank, or restaurant. One-third experienced it using public areas and almost one-third experienced it online.

SUSTAINABLE DEVELOPMENT TARGETS



5.2: Eliminate violence against women and girls



16.1: Reduce all forms of violence and related deaths

SPORTS & RECREATION

SPONSORED BY MAYCOCK EYECARE

JEFFREY BOSDET / PAGE ONE PUBLISHING

Children participating in PISE physical literacy programming.

VITAL SIGNS
CITIZEN SURVEY GRADE:

B+

PISE PHYSICAL LITERACY PROGRAM

During COVID, the expansion of the PISE Physical Literacy Program was critical to ensuring children were able to find movement during their school day as social distancing measures prevented many extracurricular and sport activities.

While funding for PISE physical literacy programs has had a positive impact for many years, the recent impact of that support has been especially significant. From September 2020 to March 31, 2021, approximately 6,000 children participated in school physical education programming provided by PISE at elementary and middle schools.

Here are some comments from participating schools:

"Thank you so much for coming to our school for the past nine weeks to teach our students about physical literacy. They thoroughly enjoyed all the fun games and new skills you taught them. I loved your positive approach, too. Your enthusiasm, patience, energy, professionalism, and dedication were very much appreciated!"

"A huge thank you for introducing our lucky class to wheelchair sports and reinforcing the ideals of inclusion, perseverance, empathy, and respect."

REGIONAL DATA

SPORT & COVID-19

In January/February 2021, KidSport Greater Victoria surveyed local sport organizations and families about their experiences during the COVID-19 pandemic.

FAMILIES

Compared to previous years, approximately 65% of parents indicated their children participated in organized sport in 2020...



72% of parents thought their children's level of physical activity in 2020 was a little lower (26%) or much lower (46%) than previous years.



Percentage of parents who noted their children's screen time increased significantly (58%) or somewhat (28%). Parents also felt more screen time meant significantly (51%) or somewhat (16%) less time spent with friends or other family members in person and more time engaging with them virtually (58%).



Parents who felt their children's feelings of stress and/or anxiety rose during the pandemic



Nearly all parents described negative consequences of their children's absence from sport and physical activity, notably experiencing anxiety/depression, restlessness, lethargy, feelings of disconnectedness, and missing the joy of movement.

SOURCE: KIDSPORT GREATER VICTORIA

EQUITY SNAPSHOT

Few things are as prominently Canadian as hockey. Yet, according to a February 2021 public opinion survey, 56% of those closest to the game – players, coaches, or friends and family members of participants – say hockey at the amateur and recreational level in Canada has culture problems.

More than half (56%) of those who played or coached youth hockey perceive the treatment of women and girls by young male hockey players as misogynistic or disrespectful. This climbs to 63% among non-players who have spent time around the game.

Half of Canadians say hockey has a problem with racism, with 58% of those who identify as a visible minority compared to 49% of Caucasian respondents saying there is a problem within hockey culture.

Nearly two thirds (64%) of Canadians who coached or played youth hockey say there is a problem with players bullying kids outside of the rink.

The majority (88%) of Canadians say that organized hockey is too expensive for lower-income people to play.

SOURCE: ANGUS REID INSTITUTE



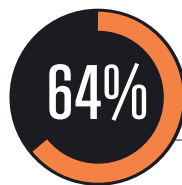
IMPACTS OF COVID-19: CHILDREN & YOUTH WITH DISABILITIES

In 2020, researchers from the National Physical Activity Measurement Study conducted surveys among parents of children with a disability in Canada to understand how the COVID-19 pandemic has impacted their children's movement behaviours (i.e., physical activity, sedentary behaviour, and sleep) and overall health.

Compared to before the pandemic and its restrictions, 60% of children engaged in less outdoor physical activity (vs. 64% at follow-up); 44% in less walking, wheeling, or biking (vs. 49%); and 84% engaged in more recreational screen time (vs. 77%).

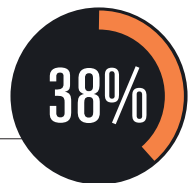
Over half (57%) of children experienced the same quality of sleep (vs. 64% at follow-up), but 55% experienced a decline in the balance of their movement behaviours (vs. 49%), and 17% experienced a decline in their health, including mental health challenges and joint and muscle pain (vs. 24%). SOURCE: CANADIAN DISABILITY PARTICIPATION PROJECT

LOCAL SPORTS ORGANIZATIONS



Local sport organizations whose registration or participation fell by at least 10% in 2020 compared to previous years (Just over 21% reported a greater than 50% decline)

Organizations whose participation in 2021 was anticipated to be the same as a typical year (48% expected a decline of 10%-50%)

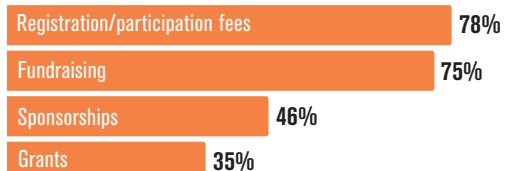


56% of organizations serving both boys and girls experienced a decline in participation



The lowered participation rate was greater for girls than for boys. Participation among lower income youth diminished slightly (17%) or significantly (26%).

Financial impacts of COVID-19: Decreased Revenue



Losses are expected to continue for up to a year for 25% of organizations and through to the end of 2021 for 23% of organizations.

Operational impacts

Operational impacts included temporarily closing or suspending activities (69%), introducing cost-saving modifications (44%), reducing staff (41%), raising fees to implement COVID-19 Return to Sport protocols (33%), cutting back facility bookings (26%), reducing resources to families in need (13%).

SOURCE: KIDSPORT GREATER VICTORIA

“ 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

STANDARD OF LIVING

Bridges for Women Society inspires women to reclaim their lives and build financial security. Pictured here: Lydia Jim (left) and Jolisa Saunders.

JEFFREY BOSDET/PAGE ONE PUBLISHING

VITAL SIGNS CITIZEN SURVEY GRADE:

B-

BRIDGES FOR WOMEN SOCIETY: INDIGENOUS BRIDGING PROGRAM

The pandemic has disproportionately affected women and also amplified existing disparities in the ways in which we support and acknowledge the needs of Indigenous communities.

Funding for the Bridges for Women Society allowed them to work specifically with local Indigenous communities to provide 15 women living on and off reserve with mentoring, counselling, and one-on-one support toward self-sufficiency. The program included guidance to help overcome their histories of trauma, develop financial security, and realize their goals.

One program graduate says, "The really big thing for me was coming together again with a really beautiful group of like-minded women with similar interests and feeling part of a sisterhood. I had really been missing that since quarantine. When I am in a group of Indigenous women, I feel the power, I feel powerful, and I feel beautiful, and it is such an empowering feeling."



REGIONAL DATA

MEDIAN CENSUS FAMILY INCOME

The median census family income, after tax, in 2018 was higher in Greater Victoria than BC and Canada

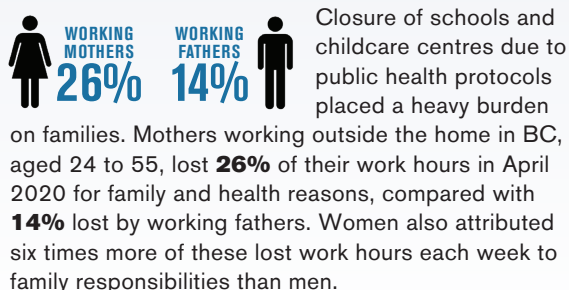


SOURCE: STATISTICS CANADA

EQUITY SNAPSHOT



In 2019, over **50%** of BC women were employed in sectors most affected by public health measures to limit the spread of COVID-19, including healthcare, retail, education, and accommodation and food services – all with high levels of social interaction at a time when physical distancing was encouraged to reduce the risk of exposure to the virus. Concentration of employment in these sectors led to BC women losing **60%** more jobs in March 2020 than men, increasing the effective unemployment rate of women in the province to **26.5%** in March 2020 and **28%** in April.



SOURCE: BC WOMEN'S HEALTH FOUNDATION

COST OF NUTRITIOUS FOOD BASKET

SDG 2

Defined as items that are minimally processed, require preparation, and are commonly eaten in amounts that support a nutritionally adequate and balanced diet.



The average monthly cost of a nutritious food basket for a family of four (two parents and two children) in South Vancouver Island, 2017

ISLAND HEALTH REGION **\$1,043** BC **\$1,019** in 2017

From 2015 to 2017, the monthly cost increased by **\$78** in the health region and **\$45** in BC.

SOURCE: BC CENTRE FOR DISEASE CONTROL

BC MINIMUM WAGE

SDG 8

General minimum hourly wage in BC

2017	2018	2019	2020	2021
\$11.35	\$12.65	\$13.85	\$14.60	\$15.20

\$15.20/hour = \$27,664/year (full time, full year)

\$2,809 above

the national 2019 poverty line for a single person

\$7,486 below

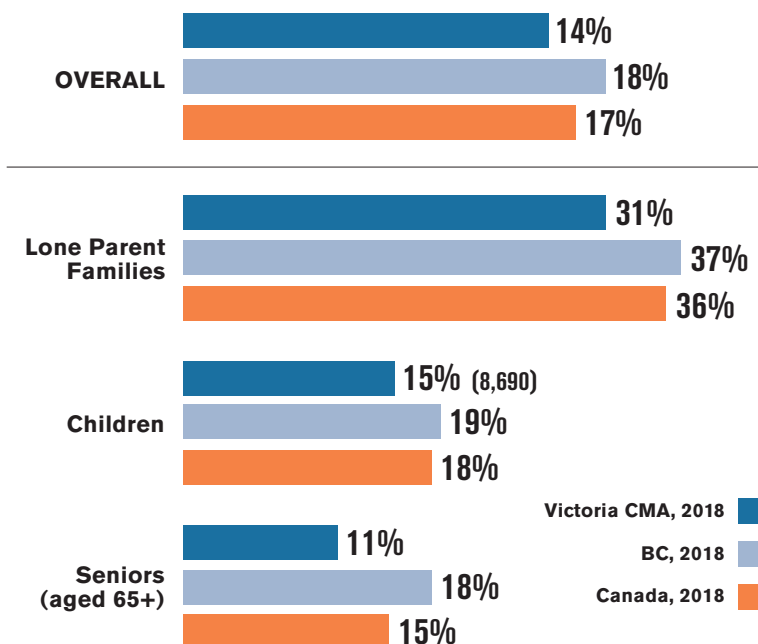
the national poverty line for a two-person household

SOURCE: STATISTICS CANADA

POVERTY RATES

SDG 1

In 2018, the poverty rates in Greater Victoria were **14%** overall, **31%** for lone parent families, **15%** (8,690 children) for children, and **11%** for seniors.



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

KAREN MACKENROT

Nurse Karen Lundgren
with patient Garry
Gordon in Cool Aid's
mobile health unit.



VITAL SIGNS CITIZEN SURVEY SAYS:

B

MOBILE HEALTH UNIT

Primary healthcare needs are significant as COVID-19 continues to impact vulnerable populations and transportation is one of the barriers to access.

Cool Aid Community Health Centre has well-established policies to ensure healthcare and support services are provided in a trauma-informed, culturally safe environment. Funding to support Cool Aid's mobile health outreach program provides primary care and other health services to people living in encampments, hotel sheltering sites, and other locations where healthcare services are needed.

Mary Chudley, Director of Health and Support Services at Cool Aid, says, "Many marginalized people, including those who are under-housed or experiencing homelessness, have complex healthcare needs and do not have the documented medical histories that are so vital to providing a continuity of care. By meeting people where they are – on the streets, in hotel sheltering sites, and at other locations – and providing trauma-informed care, we can realize better healthcare engagement and better patient outcomes, which is good for the entire community."

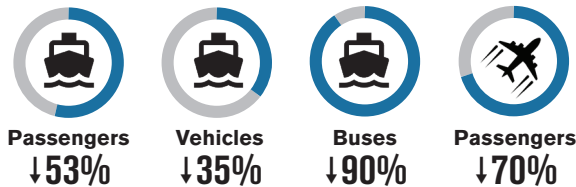


REGIONAL DATA

AIR AND FERRY PASSENGER VOLUME

In 2020, BC Ferries reported a **53%** drop in passenger traffic, **35%** drop in vehicle traffic, and **90%** drop in bus traffic on the Tsawwassen-Swartz Bay route, compared to 2019.

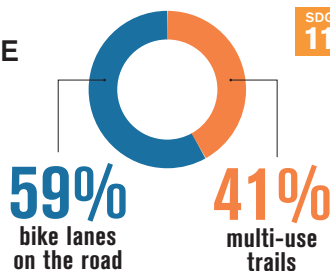
Victoria International Airport reported a **70%** drop in flight passenger volume in 2020, down from approximately **1.9 million** passengers to **575,000** passengers, compared to the previous year.



SOURCE: CHEMISTRY CONSULTING GROUP

CYCLING INFRASTRUCTURE

As of January 1, 2021, there were approximately **905 km** of bike ways in the Capital Regional District, with 15 km added in 2020.



SDG 11



SOURCE: CAPITAL REGIONAL DISTRICT

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 has worked hard throughout the COVID-19 pandemic to provide a safe and comfortable service for customers. We thank our customers for their support throughout this challenging time, and we are working hard to welcome you on board whether you are travelling to work, shopping, school, or other activities.

In the last 18 months we have welcomed 19 new double-decker buses and 60 compressed natural gas buses to replace aging buses in our fleet. Adding 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 expecting our first 10 battery electric buses to enter service in Victoria in the summer of 2022.

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

Victoria Regional
Transit Commission



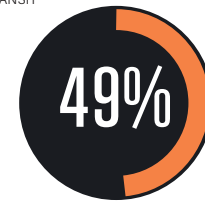
TRANSIT USE

SOURCE: BC TRANSIT

SDG 11

The COVID-19 pandemic caused a major shift in rider behaviour, with only **34%** of residents in BC Transit's operating areas using their local public bus system in the past year.

10% had used it in the past 24 hours compared to **20%** in 2019/20 in Greater Victoria.



of Greater Victoria residents used local transit in 2020/21, down sharply from 62% the year before

In 2020/21, Greater Victoria residents made an average of **0.5** one-way trips per week.

2%
HEAVY RIDERS

4%
MEDIUM RIDERS

5%
LIGHT RIDERS

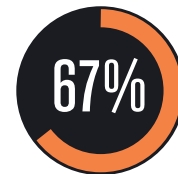
39%
OCCASIONAL RIDERS

All types of ridership were down significantly from 2019/20.

Only **8%** of Greater Victoria transit riders said they used transit 'more often' in 2020/21 compared to a year ago.

56% USED IT LESS OFTEN

35% USAGE WAS 'ABOUT THE SAME,' DOWN FROM 59% THE PREVIOUS YEAR



of Greater Victoria residents were satisfied with the measures that BC Transit put in place during the COVID-19 pandemic

The main reasons for dissatisfaction with safety measures included:

38% LACK OF COVID SAFETY STANDARDS

21% SAFETY CONCERNS

21% OVERCROWDING

ELECTRIC VEHICLES

THE NUMBER OF ELECTRIC-ONLY VEHICLES IN GREATER VICTORIA IN 2016

1,900

Up from just **100** electric vehicles in 2011

Electric vehicles represented 1% (or less) of vehicles in most municipalities in 2016, with exceptions

North Saanich
2%

Salt Spring Island
4%

SOURCE: CAPITAL REGIONAL DISTRICT

Electric vehicle ownership in BC has continued to climb since 2016. On a per capita basis, BC had more electric vehicle sales than Ontario or Quebec in 2018, the two largest electric vehicle markets in Canada.

NO. OF VEHICLES SOLD IN BC

5,000

over the four-year period (2013-2016)

4,670

2017 and the first quarter of 2018

In 2018, the capital region had **120** public charging stations for a rate of approximately **31 stations per 100,000 people**. Almost all municipalities in the region provide publicly accessible EV charging stations. Common locations for local publicly managed stations include libraries, municipal halls, community or recreation centres, park and ride facilities, and public parkades.

SUSTAINABLE DEVELOPMENT TARGETS



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

METHODOLOGY

CITIZEN OPINION SURVEY

This year, **3,757** citizens added their voices to Victoria's Vital Signs by assigning grades and assessing their experience with various facets of life in each of the 12 key issue areas. They were also asked questions about quality of life, their perceptions and experience with equity and inclusion, as well as personal impacts from COVID-19.

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 3,757, at a 95% confidence level, data is accurate +/- 1.68%, 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 3,357 through the open online link.

An invitation to participate in the survey was 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

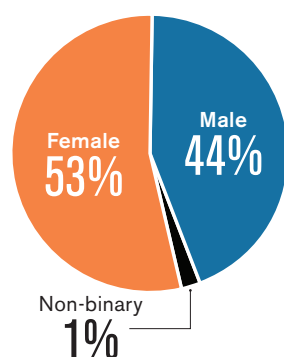
A full report on the results of the survey and its analysis is available on the Foundation's website. With this year's theme of equity and inclusion, a segmentation analysis of BIPOC (Black, Indigenous and people of colour) respondents has been done on the survey results. Best practices for addressing different ethnic groups within research is still being developed. However, due to small sample sizes, ethnicities other than Caucasian were aggregated to form the BIPOC category.

SECONDARY DATA

To complement citizen opinion data, the Victoria Foundation curates secondary data on a range of indicators from Statistics Canada and other institutional sources. Through our Vital Community Network, we consult local experts from a range of Greater Victoria organizations who help us identify meaningful indicators. Ultimately, the availability and accessibility of reliable data determines if we can report on a given indicator. Sponsors do not influence the indicator data in any way.

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

GRADER PROFILE



AGE Under 34 - **25%** 35-54 - **31%** 55+ - **44%**

HOUSEHOLD INCOME

Less than \$20,000	6%
\$20,000-49,999	22%
\$50,000-79,999	25%
\$80,000-109,999	21%
\$110,000+	27%

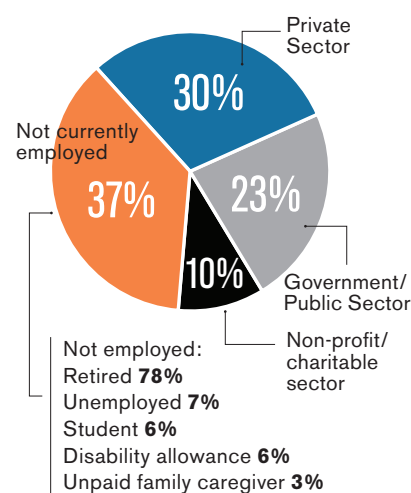
ETHNICITY

84% Caucasian
3% East Asian
3% Indigenous
2% South Asian
2% Black
1% Latin American
1% Arab
1% Canadian
1% Southeast Asian
1% Mixed Ethnicity
.3% West Asian
1% Not listed here

WHERE THEY LIVE

Victoria - 40% **Saanich - 24%**
Langford - 7% **Esquimalt - 5%** **Oak Bay - 5%**
Central Saanich - 4% **Colwood - 3%** **North Saanich - 2%**
View Royal - 3% **Sooke - 2%** **Sidney - 2%** **Metchosin - 1%**

EMPLOYMENT BY SECTOR

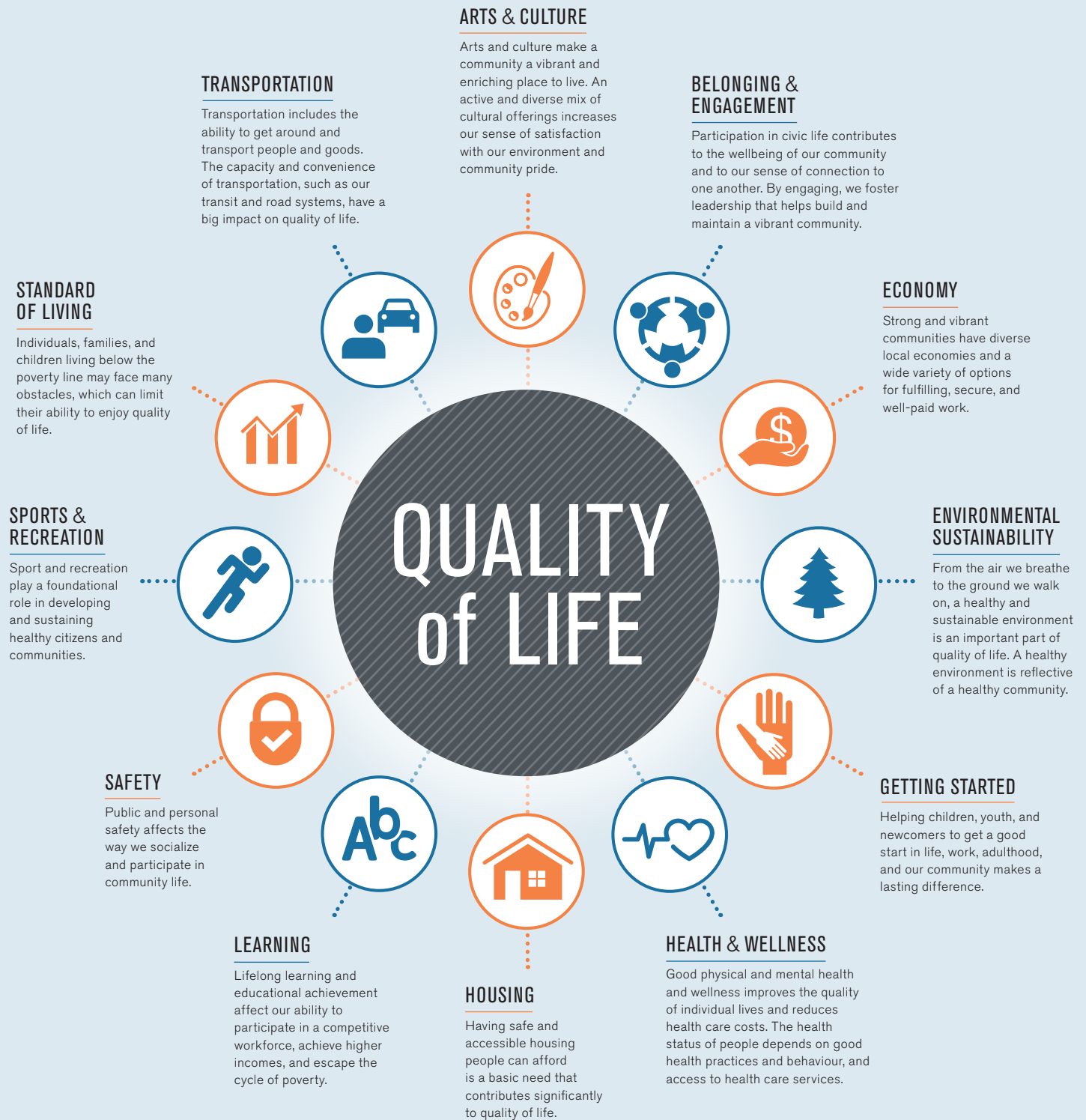


HAVE LIVED IN GREATER VICTORIA

More than 10 years - 70% **6 to 10 years - 13%** **1 to 5 years - 15%** **Less than 1 year - 2%**

NOTE: NUMBERS DO NOT ALWAYS ADD UP TO 100 DUE TO ROUNDING.

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.



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We're not dreaming about a better future, we're building one.

As a Certified B Corp, we believe that our cooperative is an engine for good. We want a more inclusive and sustainable world for all. That's why we reinvest 10% of our profits each year back into the communities we work, live and serve in. So when you invest in us, you invest in good.

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