

VICTORIA'S VITAL SIGNS®

Greater Victoria's Annual Check-up 2007



**Revealing insights into our community,
our environment, the gap between rich
and poor, our health and much more.**



VICTORIA FOUNDATION

CONNECTING PEOPLE
WHO CARE WITH CAUSES
THAT MATTER®

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The Victoria Foundation

Since 1936, the Victoria Foundation has focused on the well being of our community and on leaving a legacy for generations to come. Our goal is to improve the quality of life for everyone in our community by carefully building and managing permanent funds and other gifts, and by providing grants to charitable organizations on southern Vancouver Island and beyond.

As a community foundation, we pool charitable gifts – large and small – from donors to create permanent, income earning funds. We then distribute the earnings while carefully respecting the wishes of our donors. In doing so, we support our community, help charitable organizations succeed, and improve the lives of as many people as possible in our community.



About *Vital Signs*

***Vital Signs* is an annual community check-up conducted by community foundations across Canada that measures the vitality of our cities, identifies significant trends, and assigns grades in areas critical to our quality of life.**

How you can use this report

Each of us can use these indicators to:

- Become informed about Victoria's economic well-being, educational attainment, health, safety, environment, arts and culture and more.
- Examine our choices and actions and how they contribute to these indicators.
- Discuss the indicators with our friends and colleagues.
- Examine policies and activities of organizations, businesses, agencies and institutions that we're affiliated with to see how they affect these trends.
- Identify an area where you would like to make a positive difference and get involved.
- Give to an organization that is helping to make a difference.

Indicator Selection

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

1. As part of a national initiative that has 11 community foundations from across Canada publishing *Vital Signs* reports this year, we all agree to publish one common indicator for cross-country comparison. This is the first indicator in each issue area.
2. The results of an Indicator Survey that was publicly promoted and available in May/June of this year is the second factor that determines the indicators published. This represents what our community generally thinks is important to report on. Almost 250 people responded to this on-line survey.
3. The third factor is data availability – whether the data exists to report out

on the suggested indicator. *Vital Signs* uses existing data collected from a variety of sources. The source of indicators used in the 2007 *Vital Signs* report are available on our web site at: www.victoriavitalsigns.bc.ca.

Vital Signs is based on a project of the Toronto Community Foundation and is coordinated nationally by Community Foundations of Canada. The J.W. McConnell Family Foundation provided support for nationally expanding *Vital Signs* program.

This report, as well as an expanded version with additional indicators and full source information and links, is available on our web site at: www.victoriavitalsigns.bc.ca. The *Vital Signs* trademark is used with permission from Toronto Community Foundation.

Measuring the vitality of our community in 2007

Through an on-line survey available to the community, the following grades have been assigned to the indicators in this report.

One apple: In dire need of corrective action. **Two apples:** Of concern, needs attention. **Three apples:** Progress is being made.

Four apples: We're doing well and headed in the right direction. **Five apples:** Awesome! Victoria's tops!



Message from the Chair & CEO

Informed giving starts with *Vital Signs*

We are pleased to share the new *Victoria's Vital Signs* report with you, our donors and members of the community. The Victoria Foundation launched *Victoria's Vital Signs* in 2006 as a way of fulfilling our motto “connecting people who care with causes that matter.”® The report helps our organization, our donors, and other groups address our community’s needs and opportunities. Through high quality information, we ‘connect the dots’ and form a shared view of societal well being over time. We hope this report will continue to inspire new ideas and a few ‘ahas’ as we work together to build a healthy community.

Philanthropy is changing as rapidly as the world around us. Today’s donors want more data, more context and more strategies for addressing the issues that vex us. They also want to support and sustain initiatives that are working well. Population growth, shifting demographics and economic development require us to be nimble — to find solutions to issues that are increasingly varied, complex and often national or global in scope.

This report shows donors how they can make a difference. Some donors know exactly what issues they wish to support, while others need a starting point. Some want to see immediate improvements; others want to plant the seeds for long-term change. *Victoria's Vital Signs* provides insight and information for every kind of donor.

Vital Signs has caught the attention of the international community foundation movement. The Victoria Foundation and Community Foundations of Canada will co-host the Transatlantic Community Foundation Network this fall in an exploration of *Vital Signs* and how it can be used in countries around the world.

More in-depth data is available on our website, where donors can explore funding opportunities and pre-screened proposals from local organizations. Information and dialogue with local leaders, non-profit groups and donors will continue to inform our framework for giving.

Thank you to the hundreds of people who contributed to the development of this report.



Sandra Richardson
Executive Director/CEO



R. Thomas Burley
Chair, Board of Directors

There is never any shortage of things we can do better – and there are many pressing needs in our community requiring our collective thought, wisdom and generosity. However, there are also things we do well.

This year, we've noticed that our youth are great at volunteering, however far too many of them still don't make it through high school. Children in our community are being abused, and they need quality child care. We're good at participating in cultural and literary arts, however many people living here simply need a place to call home. Biking to work is on the way to becoming mainstream, but we need to be more protective of our ecosystems.

Things We're Doing Well

Vital Signs with the highest grades:

- In 2006, 70% of students at the University of Victoria did or planned to do community service or volunteer work, compared to 66% of university students across Canada. A 2003 survey of youth on South Vancouver Island found that 83% did some type of volunteer work in the past year.
- Thirty three high school bands performed in the 2007 Island Farms Victoria Day parade. Police estimated that 50,000-60,000 people watched the parade.
- Greater Victoria was Canada's cycling capital in 2001, with 4.8% of its residents cycling to work as a main method of transportation, compared to 1.9% in Vancouver, 1.1% in Kitchener and 0.9% in Halifax.
- The Victoria United Way campaign exceeded its goal to raise a record breaking \$5.65 million in 2006. This is \$500,000 more than the previous year and \$250,000 over the campaign goal of \$5.4 million.
- Over 25% of households in Greater Victoria reported spending on social clubs and other organizations in 2003. This is significantly higher than the provincial rate of 17% and the national rate of 19%.
- Over 50% of people in Greater Victoria reported having attended concerts in 2005, compared with a national rate of 44%.
- In a survey done in 2004, 99% of Greater Victoria respondents reported being satisfied with their personal safety, compared with 93% of British Columbians and 94% of Canadians.

Things We Need to do Better

Vital Signs with the lowest grades:

- On April 1, 2007 there were 953 families, 406 seniors, 59 single people and 17 people needing wheelchair access on the waitlist for social housing in the Capital Region.
- In 2006, the child abuse rate for children up to 18 was 8.4 per 1,000 people in the Capital Region, compared to the BC rate of 8.7.
- The Homeless Needs Survey done in February 2007 identified that there were at least 791 homeless people in Greater Victoria. Approximately 700 people were identified as homeless in January 2005.
- Between 1992 and 2002, 1,722 hectares of sensitive or important ecosystems – areas that are native to the region – have been disturbed by logging, housing, road development and other human activities.
- In 2006, a family of four on welfare in the Capital Region needed \$37 more than social assistance provides to cover the average costs of housing and food.
- For the period 2004-2006, 30.5% of 18 year olds in the Capital Region did not graduate from high school, compared to 23.2% in BC. In 2003-2005, an average of 28.2% of the 18 years olds in the Capital Region did not graduate from high school.

THE PEOPLE IN OUR REGION

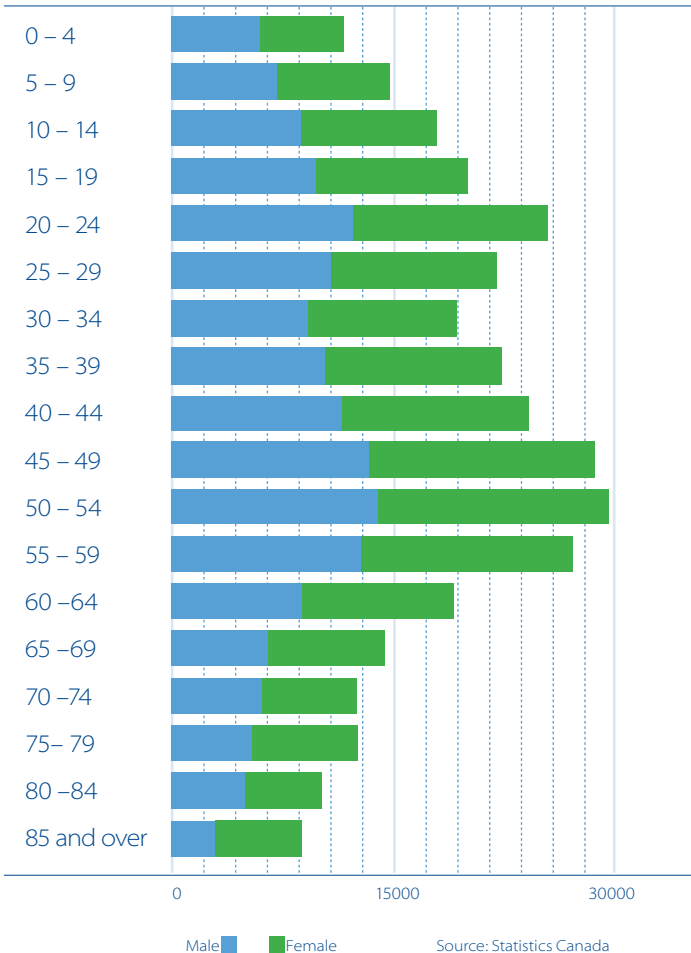
A woman with dark hair, wearing a bright blue sleeveless top and a maroon skirt, is looking at a rack of clothes at an outdoor market. The market stall is covered by a white canopy and has various items for sale, including a purple and white striped shirt, a yellow shirt, and a green bag. In the background, other market stalls and people can be seen under a clear blue sky.

**Your neighbours, your friends, your family,
your colleagues, your mentors, your leaders,
your community. We're all in it together.**

Understanding who makes up our community and where they come from helps to identify patterns and the services needed for people who live here.

- According to recent Census data, the total population in Greater Victoria in 2006 was 330,088, of which 14.1% is 14 and under and 17.8% is 65 and older. This is a total population increase of 5.8% over 2001.
- In 2006, the median age for residents in Greater Victoria was 43.1 compared to 41.0 in 2001 and 38.7 in 1996. For residents of BC the median age in 2006 was 40.8 and 39.5 for residents of Canada.
- The foreign-born population in Greater Victoria in 2001 was 57,590 people or 18.8% of the total population.
- There were 155,224 private dwellings in Greater Victoria in 2006.
- The average before tax family income in Greater Victoria in 2005 was \$64,100. This is a 27.4% increase over the before tax family income in 2000 of \$50,300.

Greater Victoria Population, 2006



Population Change in Canadian Cities
Publishing Vital Signs, 2001 – 2006

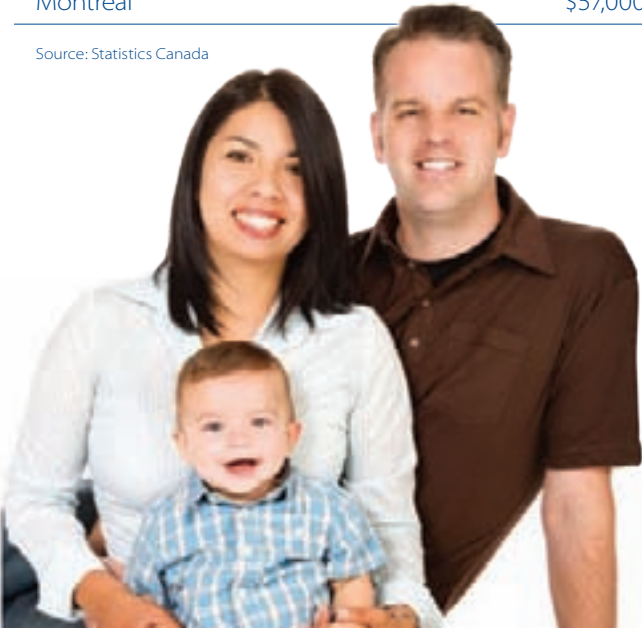
Red Deer	22.0%
Calgary	13.4%
Medicine Hat	11.5%
Toronto	9.2%
Kitchener	8.9%
Vancouver	6.5%
Ottawa	5.9%
Victoria	5.8%
Canada	5.4%
Montreal	4.3%
Sudbury	1.7%
Saint John	0.1%

Source: Statistics Canada

Median Family Income in Canadian Cities
Publishing Vital Signs, 2005

Ottawa	\$80,300
Calgary	\$75,400
Red Deer	\$71,300
Kitchener	\$71,100
Victoria	\$66,900
Sudbury	\$66,100
Medicine Hat	\$66,000
Toronto	\$61,800
Canada	\$60,600
Vancouver	\$58,800
Saint John	\$57,000
Montreal	\$57,000

Source: Statistics Canada



ARTS AND CULTURE

A vibrant scene of a waterfront festival. In the background, a large, historic building with multiple gables and a central tower stands prominently. A massive crowd of people is gathered along the waterfront promenade. The water is filled with numerous small, colorful boats, many of which are crowded with people. A large, dark boat is visible on the left side of the frame. The sky is clear and blue, suggesting a sunny day.

**Be it art, literature, dance or music,
the people of our community are actively
engaged in the arts and cultural life.
And, we love to go to concerts!**

Arts and culture make a community a vibrant and enriching place to live. An active and diverse mix of cultural offerings increases people's sense of satisfaction with their environment and community pride.

- In 2006, Greater Victoria had 3,100 people employed in cultural industries. This represents 1.8% of total employment in the region, and is less than the national and provincial rates at 2.0% and 2.4% respectively.



- Greater Victoria public libraries had 8.8 visits and 16.5 items circulated for every resident in 2005, compared with 7.9 visits and circulation of 14.6 items per resident in 2000.



- Of the three school districts in Greater Victoria, approximately 23% of students in grades four to twelve are enrolled in music programs.



- Over 50% of people in Greater Victoria reported having attended concerts in 2005, compared with a national rate of 44%.



- In a survey done in 2002, over 30 non-profit organizations in the arts reported using over 50 different venues including schools, church halls, recreation centres, restaurants, hotels, bars, people's homes, outdoor spaces, as well as theatres, halls and galleries.



Vital Impact



Vital Signs has provided a useful framework for evaluating our role in the community and how arts and culture ties into the many issues facing our region as a whole.



– Ian Case, Intrepid Theatre



Employment in Cultural Industries as a Percent of Total Employment in Canadian Cities Publishing *Vital Signs*, 2006

Vancouver	2.98
Toronto	2.95
Ottawa	2.65
Montreal	2.36
Canada	1.95
Victoria	1.77
Calgary	1.31
Saint John	1.29
Kitchener	0.99

Source: Statistics Canada

Employment Diversity in Cultural Industries in Greater Victoria, 2001

	% of Employees in Cultural Labour Force	% of Employees in Non-cultural labour force
Aboriginal people	3.1%	2.3%
Immigrants	4.2%	2.3%
People with disabilities	16.4%	13.9%
Visible minorities	4.7%	8.1%

Source: Statistics Canada

BELONGING AND LEADERSHIP

A group of people, likely a rowing team, are shown on a body of water. In the foreground, a man in a red shirt and sunglasses is rowing with his arms raised. Behind him, several other people are also rowing, some wearing life jackets. The background shows a clear blue sky and a distant shoreline with trees.

Our sense of connection to each other is reflected through volunteerism, charitable giving and our membership in community organizations.

Participation in civic life contributes to the well being of our community and to our sense of connection to one another. By engaging, we foster leadership that helps build and maintain a vibrant community.

- Almost 44% of the people in Greater Victoria volunteered their time in 2004. This is slightly below both the provincial and national volunteer rate of 45%.



- In 2005, 28.9% of the people who filed tax returns in Greater Victoria reported making donations to charitable organizations, down slightly from the 2004 rate of 29.7%. The median amount donated was \$300, up from \$290 in 2004.



- The Victoria United Way campaign exceeded its goal to raise a record breaking \$5.65 million in 2006. This is \$500,000 more than the previous year and \$250,000 over the campaign goal of \$5.4 million.



- Over 25% of households in Greater Victoria reported spending on social clubs and other organizations in 2003. This is significantly higher than the provincial rate of 17% and the national rate of 19%.



- In 2006, 70% of students at the University of Victoria did or planned to do community service or volunteer work, compared to 66% of university students across Canada. A 2003 survey of youth on South Vancouver Island found that 83% did some type of volunteer work in the past year.



- Thirty-three high school bands performed in the 2007 Island Farms Victoria Day parade. Police estimate that 50,000 – 60,000 people watched the parade.



Who knew?

There are 512 community garden plots in the Capital Region.



Youth Participation in Volunteer Activities by Age, 2003

	14 years & under	15 – 16 years	17+ years
Doing school activities	33%	28%	36%
Supporting a cause	35%	35%	37%
Fund raising	53%	44%	41%
Helping in community	25%	33%	40%
Helping neighbours or relatives	65%	59%	57%

Source: The McCreary Centre Society.



OUR ENVIRONMENT

While we continue to exceed parkland standards for urban areas, logging and housing development are taking a toll on our sensitive ecosystems.



From the air we breathe to the ground we walk on, a healthy and sustainable environment is an important part of the quality of life in our community.

- Greenhouse gas emissions from cars and trucks in Greater Victoria were 1.7 tonnes per person in 2001. Of ten cities studied by Transport Canada, Victoria had the lowest annual greenhouse gas emissions. The next lowest was Vancouver at 2.1 tonnes per person.



- In 2004-05, 21.1 hectares of land were taken out of the Capital Region's Agricultural Land Reserve (land protected for agricultural use), and 0.1 hectares were put into it. The rate of exclusion (taking land out) dropped significantly from the previous year's 355.8 hectares.



- A widely used planning standard for measuring parkland suggests 103 square meters per person. In 2003, Greater Victoria had an average of 140 square meters per person of parkland.



- In 2004, the average daily consumption of water in Greater Victoria for residential use was 357 litres per person, an increase of 2.5% since 1999.



- Between 1992 and 2002, 1,722 hectares of sensitive or important ecosystems – areas that are native to the region – have been disturbed by logging, housing, road development and other human activities. Only one third of sensitive or important ecosystems are found in parks.

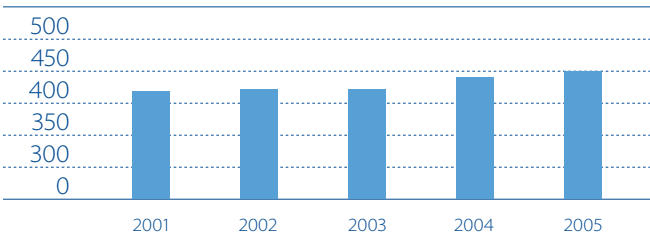


Vital Impact

“The Victoria Vital Signs report has provided quick, easily accessible information such as the state of our ecosystems and the health of our agricultural land.”

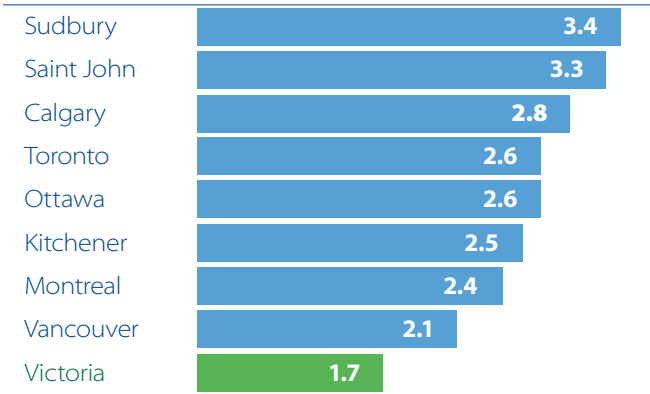
— Cheeying Ho, Smart Growth BC

Solid Waste Disposal at Hartland Landfill
(Kilograms per capita)



Source: Capital Regional District

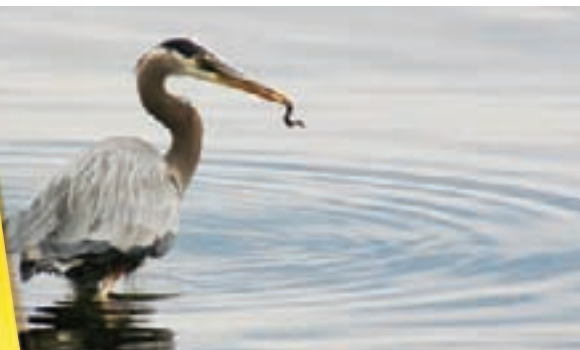
Greenhouse Gas Emissions per Capita due to Transportation in Canadian Cities Publishing Vital Signs, 2001



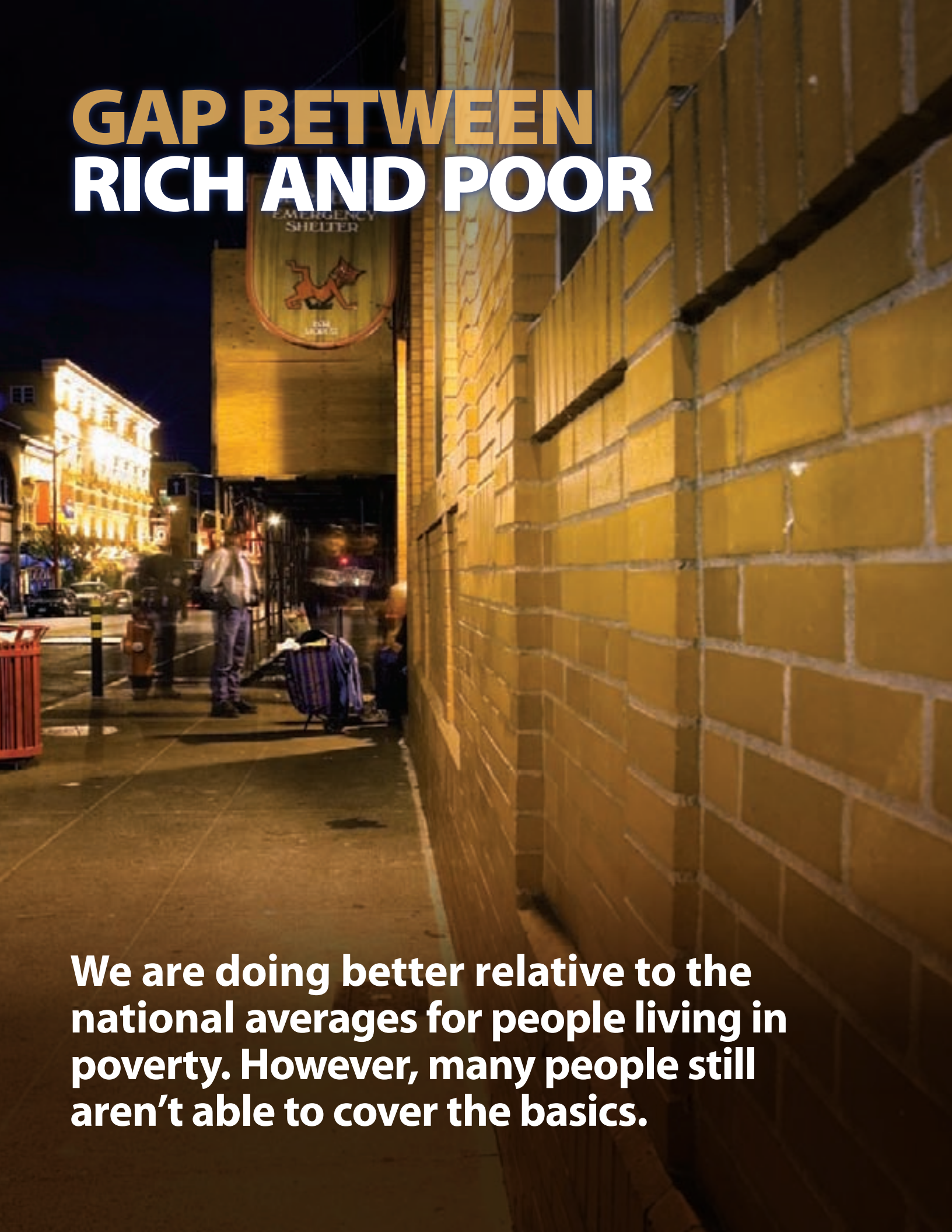
Source: Transport Canada

Vital things we all can do

- Turn your car off when the Johnson Street bridge goes up
- Buy locally grown food
- Turn off the tap while brushing your teeth
- Buy or request low flush toilets



GAP BETWEEN RICH AND POOR



We are doing better relative to the national averages for people living in poverty. However, many people still aren't able to cover the basics.

Knowing the difference between the lowest and highest income earners in our region, helps us to identify and take measures to address the gap and help those who require it most.

• Of the 155,120 families living in Greater Victoria in 2005, 18.2% were considered to be living in poverty in that their income is low for their family type and size. This is considerably less than the provincial rate of 23.6% and national rate of 21.7%. The region’s poverty rate is 4.9% less than it was in 2000.



• In 2006, a family of four on welfare in the Capital Region needed \$37 more than social assistance provides to cover the average costs of housing & food.



• In December 2006, 2.9% of the people in the Capital Region were dependent on the social safety net – employment insurance or basic income assistance – compared with 3.9% in the province. The social safety net supported 3.2% of the population in the Capital Region in 2005.



• Only 56% of those who filed taxes in the Capital Region (144,020 people) reported earning more than the living wage – greater than \$25,000 – in 2005.



• Average wages in Greater Victoria are increasing faster than inflation. Consumers paid 1.9% more in March 2007 for the goods and services in the Consumer Price Index (CPI) basket than they did in March 2006. For the same period, average weekly earnings increased 4.2%, compared to 3.6% in BC overall.



Top 5 Household Expenditures in Greater Victoria

Commodity	Average Expenditure /Household		% of Total Expenditure	
	2004	2005	2004	2005
Shelter	\$13,472	\$13,463	21.6%	21.8%
Personal Taxes	\$11,333	\$10,002	18.2%	16.2%
Transportation	\$6,442	\$8,230	10.3%	13.3%
Food	\$6,498	\$6,746	10.4%	10.9%
Recreation	\$4,104	\$4,111	6.6%	6.6%

Source: Capital Regional District

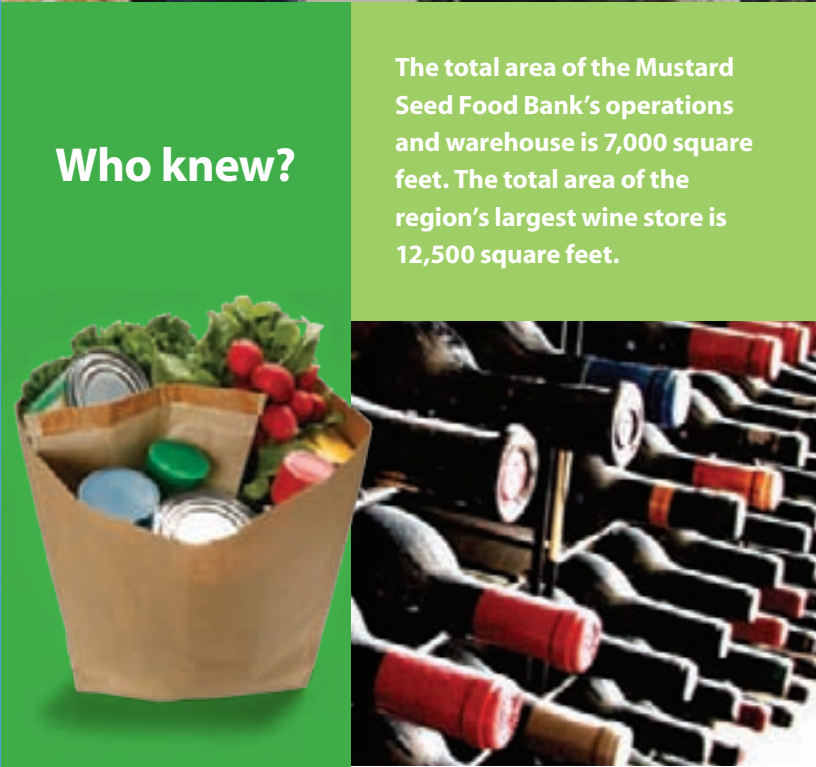
Vital things we all can do

- Give to your local food bank
- Support paying people a living wage
- Donate clothing and household goods to a worthy cause



Who knew?

The total area of the Mustard Seed Food Bank’s operations and warehouse is 7,000 square feet. The total area of the region’s largest wine store is 12,500 square feet.



GETTING STARTED

A photograph of a family of three—a woman, a man, and a young child—standing in front of a traditional Chinese building with a red-tiled roof and white railings. The building has a sign that reads "中華會館" (Chinese Consulate) and another sign below it that reads "僑務委員會" (Chinese Affairs Commission). The family is standing behind a black metal fence. The woman is on the left, wearing a brown top and black pants. The man is in the center, wearing a striped shirt and grey shorts, holding the child. The child is wearing a red shirt and blue pants. The background is a clear blue sky.

New Canadians and our youth need employment. Children need childcare and permanent homes.

Helping people get a good start in life, work, adulthood and our community makes a lasting difference.

- The unemployment rate for those who immigrated to Canada and came to Greater Victoria between 1996 and 2000, was 16.8% in 2001, compared to 13.3% for the same period for immigrants in the province overall.



- In March 2007 there were an estimated 17,083 children 5 years or less in the Capital Region, and 5,377 registered early learning and childcare spaces. Studies have shown that 67% of women with young children are working, suggesting that 11,445 early learning and childcare spaces are needed.



- In the Capital Region in 2006, there were 11.7 children in government care for every 1,000 children under the age of seven, compared to 14.8 in 2005, and 10.1 in BC overall.



- Greater Victoria's population grew by 2,900 people in 2004. On a net basis, 1,028 came from outside Canada, 1,913 came from outside of the province, and 41 left for elsewhere in the province.



- Unemployment for youth aged 15 to 24 in Greater Victoria continued to drop in 2006 to 7.4% compared to 9.2% in 2005. This compares favourably to youth unemployment for the province at 8.2% and for Canada at 11.6%.



Undergraduate Student Debt, 2004

	Any Form of Debt		Government Debt	
	% incurring debt	median debt	% incurring debt	median debt
University of Victoria	55%	\$20,000	48%	\$20,000
Royal Roads University	52%	\$14,275	31%	\$11,500
Camosun College	n/a	n/a	37%	\$9,500

Source: The University Presidents' Council of B.C.

Who knew?

The Inter-Cultural Association of Greater Victoria provides translation and interpretation services in 58 languages.



Vital things we all can do

- Get to know your neighbours
- Attend a cultural festival
- Say "hello" to a teenager

HEALTH AND WELLNESS

A photograph of two people walking away from the camera on a wide, light-colored paved path. The person on the left is wearing a white tank top, dark shorts, and a yellow cap. The person on the right is wearing a black t-shirt with a white logo, dark pants, and a black cap. They are walking on a path that curves to the left. In the background, there is a grassy hill with some low-lying plants and a concrete retaining wall. In the foreground, there are out-of-focus yellow flowers. The sky is clear and blue.

Our health is good. Our health practices
are good. And, we have doctors.

Good health improves the quality of individual lives and reduces health care costs. The health status of people depends on good health practices and behaviour, and access to health care services.

- In 2005, South Vancouver Island had 275 family practitioners and specialists for every 100,000 people. This is a 10% increase since 2000, and compares favourably with the provincial rate of 200 per 100,000, and the national rate of 191 per 100,000.



- Almost 16% of the population on South Vancouver Island 12 and over reported smoking daily or occasionally in 2005. This is less than the 18.4% who reported smoking in 2003, and compares favourably with the province and nationally at 17.8% and 21.7% respectively.



- Mothers on South Vancouver Island have a high rate of breastfeeding their newborns. In 2005/06, 78.1% of newborns were fed exclusively with breast milk compared to 69.9% of newborns in BC overall. Breastfeeding is associated with lower rates of sudden infant death syndrome, obesity, Type 1 diabetes, respiratory infections, ear infections, gastrointestinal problems, asthma and allergies and other diseases including heart and liver disease in adulthood.



- In 2006, participation in the LIFE (Leisure Involvement for Everyone) program increased to 7,432 people compared to 6,586 in 2005. LIFE assists individuals and families with low incomes to access recreation programs and services. In 2006, the program resulted in 41,677 visits to local recreation centres.



- Self-rated health is a good indicator of overall health. In 2005, 65.1% of people 12 and over on South Vancouver Island reported having excellent or very good health, up from 61.1% in 2003. These compare favourably with BC rates at 58.9% in 2005 and 60% in 2003.



Who Knew?

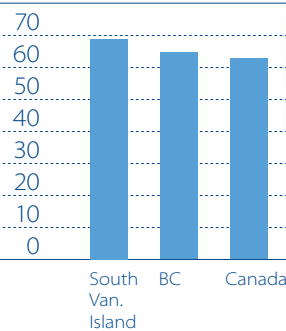
There are 27 canoe and kayak dealers, 29 bicycle dealers and 2 LA-Z-BOY recliner dealers in Greater Victoria.

Fruit & Vegetable Consumption, 2005 (% of population age 12 and over)

	South Vanc. Island	B.C.
Consume fruits & vegetables:		
Less than 5 times/day	48.8%	53.7%
5 to 10 times/day	41.0%	36.6%
More than 10 times/day	4.50%	3.10%

Source: Statistics Canada

Contact with Dental Professionals, 2005 (% in past 12 months)



Source: Statistics Canada

Vital things we all can do

- Visit the dentist regularly
- Stay active - take a walk a day
- Eat things that don't come in boxes, tins or jars
- Support programs that encourage participation and well-being

HOUSING

While the price of homes escalates, the problem of homelessness is not going away. In fact, it is growing.



Tackling the issue of everyone having safe and comfortable shelter that they can access and afford.

- Buying an average price house in Greater Victoria in 2005 cost 5.7 times the median family income of \$66,900. This is the same as the provincial average of 5.7 and considerably higher than the national average of 4.1.



- The Homeless Needs Survey done in February 2007 identified that there were at least 791 homeless people in Greater Victoria. Approximately 700 people were identified as homeless in January 2005. As of June 2007, there were 172 emergency shelter beds in Greater Victoria.



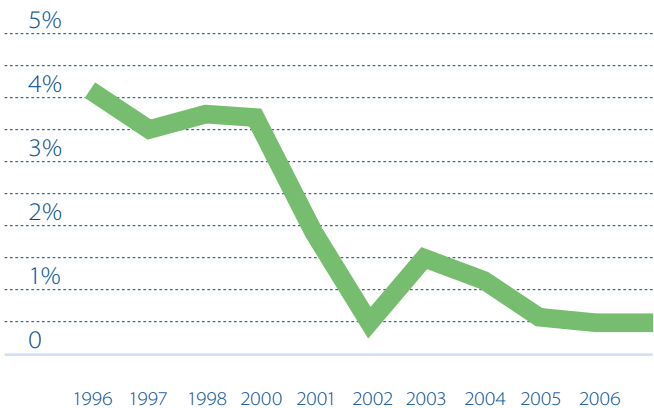
- On April 1, 2007 there were 953 families, 406 seniors, 59 single people and 17 people needing wheelchair access on the waitlist for social housing in the Capital Region.



- Housing conditions are worse for Aboriginal people living both on and off reserve than for non-Aboriginal people. In 2001, 41% of Aboriginal people living on reserve on South Vancouver Island had housing in good condition, compared to 60% of Aboriginal people living off reserve and 71% of non-Aboriginal people.



Rental Vacancy Rate in Greater Victoria



Source: Canada Mortgage and Housing Corporation

Vital Impact

The importance of belonging in a community cannot be understated and is clearly underscored in the Vital Signs report.

– Jack Shore, Habitat for Humanity Victoria



Starter Home Costs & Income Needed in Greater Victoria, July 2007

	Median Price	Monthly payment	Annual payment (including taxes)	Annual Household Income Needed
Condominium	\$267,750	\$1,370	\$18,124	\$60,412
Townhouse	\$379,000	\$2,425	\$31,483	\$104,944

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

Vital things we all can do

- Support having affordable housing in your neighbourhood
- Give to an organization supporting people who are homeless or hard to house

LEARNING

We're a well-educated region, but 30% of our children are not graduating from high school? What's going on?



Lifelong learning and educational achievement affect our ability to participate in a competitive workforce, achieve higher incomes and escape the cycle of poverty.

- In 2006, 49.2% of the residents of Greater Victoria 15 and over had completed some level of post-secondary education, compared with a provincial rate of 47% and 49% nationally.



- The Composite Learning Index combines data from a variety of areas to determine the state of lifelong learning in a community. In 2007, the index for Greater Victoria was 86 compared to 81 in 2006. The provincial score in 2007 was 82, compared with a national index of 76.



- In a literacy test done with 23,000 Canadians in 2003, the average score for people tested for prose in Greater Victoria was 309, well above the Canadian average of 272 and provincial average of 281. Scores in the range of 276 to 325 are in the proficiency level required for a modern economy and knowledge society.



- For the period 2004-2006, 30.5% of 18 year olds in the Capital Region did not graduate from high school, compared to 23.2% in BC. In 2003-2005, an average of 28.2% of the 18 years olds in the Capital Region did not graduate from high school.



- A well-tested Canadian tool, called the Early Development Instrument, measures children’s development outcomes in five areas when they enter Kindergarten: physical health and well-being, social competence, emotional maturity, language and cognitive development, and communication skills and general knowledge. In 2006, 24% of young children in Greater Victoria were vulnerable in one or more of the five areas, compared with 24.5% of all children in BC.



Vital Impact

“Critical thinking and a passion for learning are elements of citizenship that can and should be shared amongst everyone. Victoria’s Vital Signs provided the incentive for UVic to apply for funding that provides free access to post-secondary education for people who face significant challenges in their lives, such as poverty, unstable housing and disabilities.”

– Karen Whyte, University of Victoria

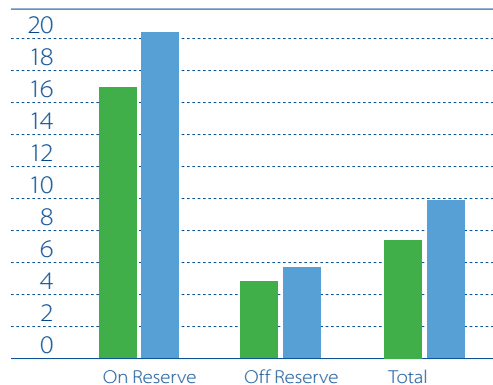
Post-secondary Enrolment, 2005/06

	Undergraduate Students	Graduate Students
University of Victoria	16,507	2,423
Royal Roads University	857	3,673
Camosun College	8,170	n/a

Source: Respective Institution

First Nations Language Retention, 2001

(% of Aboriginal people with knowledge of Aboriginal language(s))



Source: BC Stats

South Vancouver Island BC

Vital things we all can do

- Support programs that enrich learning and develop leadership
- Help a student with their homework
- Share a book
- Give to a post-secondary scholarship

SAFETY

A photograph of a suburban street in autumn. The scene is dominated by large trees with bright yellow and orange leaves. In the foreground, a thick layer of fallen yellow leaves covers the ground. A group of people, including children and adults, are crossing the street. One person is pushing a stroller. A dark-colored car is stopped on the right side of the road. In the background, other vehicles and utility poles are visible under a clear sky.

We feel safe. But property crime, child abuse and illicit drug deaths are a reality of our community.

Personal safety affects the ways we socialize and participate in community life.

- In 2006, there were 5,630 property crimes for every 100,000 people in Greater Victoria. This is down almost 24% since 1991. For 2006, the property crime rate in BC was 5,685 per 100,000, and 3,588 per 100,000 in Canada.



- In a survey done in 2004, 99% of Greater Victoria respondents reported being satisfied with their personal safety, compared with 93% of British Columbians and 94% of Canadians.



- In 2006, the child abuse rate for children up to 18 years was 8.4 per 1,000 people in the Capital Region, compared to the BC rate of 8.7.



- In 2005, there were 3.1 deaths for every 100,000 people age 19 – 64 from illicit drug use in the Capital Region, compared to 3.8 in BC overall.

Property Crime Rate in Canadian Cities
Publishing Vital Signs, 2006

(per 100,000 people)

Vancouver	5,874
Victoria	5,630
Calgary	4,027
Montreal	3,642
Canada	3,588
Saint John	3,449
Sudbury	3,137
Ottawa	3,122
Kitchener	2,850
Toronto	2,471

Source: Statistics Canada

Vital Impact

“Victoria’s Vital Signs made a difference in how the Rock Solid Foundation approaches distribution of its anti-victimization programs. The quoted crime rate reduction is evidence that the various anti-violence programs being implemented over the past few years in Victoria have been successful.”

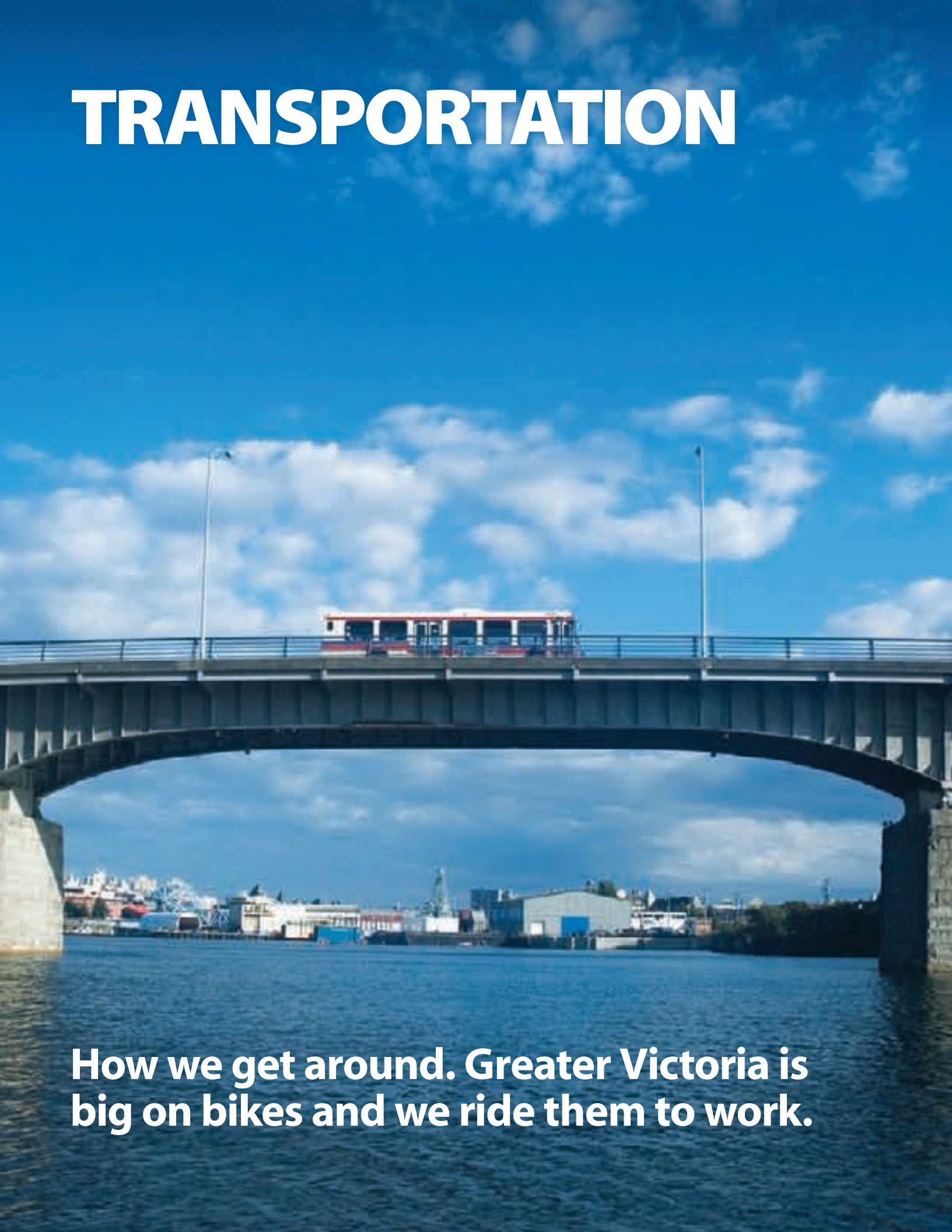
– Dorian Brown, Rock Solid Foundation



Vital things we all can do

- Join a neighbourhood watch program
- Support organizations such as the Crystal Meth Society, Mary Manning Centre and Umbrella
- Talk to your kids about drugs

TRANSPORTATION

A red and white ferry is crossing a large, arched bridge over a body of water. The bridge has a dark metal railing. In the background, a city skyline is visible across the water, featuring various buildings and structures. The sky is blue with scattered white clouds. The overall scene is bright and clear.

How we get around. Greater Victoria is big on bikes and we ride them to work.

Supporting transportation methods and alternatives that recognize the importance of individual mobility and minimal impact on the environment add to a sustainable community.

- A walkable neighbourhood centre is a cluster of at least eight retail or service outlets around a grocery store or group of smaller stores. In 2005, 24.7% of Greater Victoria’s population lived within 500 meters (1/2 km.) of a neighbourhood centre.



- Greater Victoria was Canada’s cycling capital in 2001, with 4.8% of its residents cycling to work as a main method of transportation, compared to 1.9% in Vancouver, 1.1% in Kitchener and 0.9% in Halifax.



- Of the 11 people who work at the Victoria Foundation, 5 car pool, 2 walk, 2 drive a vehicle to and from work, 1 cycles and 1 commutes by bus.



- Almost 6,170 people participated in the 2007 Bike to Work Week, compared to 5,250 in 2006. Of the 2007 participants, 1,316 were trying commuter cycling for the first time.



Cycling to Work, 2001

	Population	% Cycling to Work
Victoria	311,902	4.8
London	432,451	1.5
Windsor	307,877	1.1
Kitchener	414,284	1.1
St. Catharines	377,009	0.9
Halifax	369,183	0.9
Oshawa	296,298	0.5

Source: Statistics Canada

- In 2006, BC Ferries did 4,032 round trips between Swartz Bay and Tsawwassen carrying 6.1 million people to and from Greater Victoria, down from 6.26 million in 2005.



Who knew?

Up to four children ages 12 and under ride free any time they travel on a BC Transit bus with a parent or guardian using a bus ticket or pass.



WORK

We're enjoying the lowest unemployment rate in 20 years — but have you tried finding employees these days?



In a healthy community, the local economy creates quality employment opportunities for everyone by training and supporting workers and attracting and developing new employment.

- In 2006, the unemployment rate in Greater Victoria was 3.7%, the lowest it's been in 20 years, and well below the national rate of 6.3% and provincial rate of 4.8%.



- With employment growth of 3.5% in 2006, Greater Victoria was above the national growth rate of 2.0% and the provincial rate at 3.1%.



- As our population ages, more people retire and our labour force shrinks. As a result, we have an increasing number of people that are dependent on the work force for contributions to government-funded services. In 2006, the elderly dependency rate in the Capital Region (a ratio of the senior population to the working age, 18 – 64) was 26.4% compared to 21.1% in BC.



- In 2004, the ratio of female to male employment income was 73.4% in Greater Victoria compared to 64.9% in BC and 65.1% in Canada.



- In 2006, 4.3% of the people working in Greater Victoria worked part-time, and 2.5% worked part-time while looking for full-time work.



Vital things we all can do

- Support equity in your workplace
- Give to a workplace skills program in the community
- Become an employer of choice, join the Quality of Life Challenge

Employment by Industry in Greater Victoria, 2006

Goods producing sector	13.7%
Construction	8.4%
Manufacturing	4.2%
Other	1.1%
Service producing sector	86.3%
Trade	16.7%
Health care & social assistance	13.6%
Public administration	10.2%
Accommodation & food services	9.0%
Professional, scientific & technical services	7.9%
Educational services	7.9%
Finance, insurance, real estate & leasing	5.2%
Business, building & other support services	4.6%
Information, culture & recreation	3.9%
Transportation & warehousing	3.8%
Other services	3.3%

Source: Statistics Canada

Who knew?

Revenue in the tourism sector in 2006 was \$1.19 billion. The advanced technology sector had revenues of \$1.67 billion for the same year.



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The use of indicators and report cards to assess community needs and opportunities is a growing trend in Canada among policy makers, community organizations and citizens wanting to make a difference. Throughout this process, the Victoria Foundation has worked with a group of 12 organizations doing indicator work in the Capital Region.

As part of a national initiative, we have worked with other community foundations from across Canada to coordinate our efforts and report on a common set of core indicators. And, lastly our thanks to the board and staff of the Victoria Foundation for their guidance and continuing support.

Contributors of Information:

- Agricultural Land Commission
- Art Gallery of Greater Victoria
- BC Housing
- BC Municipal Statistics
- BC Reproductive Care Program
- BC Statistics
- BC Transit
- Bike to Work Week Society
- Camosun College
- Canada Customs and Revenue Agency
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- Canadian Institute of Health Information
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- City of Victoria
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- Dietitians of Canada
- Environment Canada
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The following people identified themselves as participants in our on-line grading survey. They were joined by 141 others who chose to remain anonymous.

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- Tara Gilroy-Scott, Kaleidoscope Theatre
- Roderick Glanville, The Mystery Team Entertainment
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- Karen Grundlingh
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- Susan Henderson, Greater Victoria Public Library
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- The Calgary Foundation
- Red Deer & District Community Foundation
- Community Foundation of Medicine Hat and Southeastern Alberta
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With thanks from the *Vital Signs* Project Team:

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This report, as well as an expanded version with additional indicators and source information and links, is available at: www.victoriavitalsigns.bc.ca

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