

A VILLAGE OF  
**100** WHAT WOULD IT LOOK LIKE?

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

QUALITY OF LIFE IN  
**GREATER VICTORIA**

# VICTORIA'S **VITALSIGNS**<sup>®</sup>

GREATER VICTORIA'S 2017 ANNUAL CHECK-UP

Sarah Black, Athletic Therapist at Athletic Therapy Plus, working with paralympian Jackie Gay at the Athletic Centre.

**SPECIAL FEATURE**

## **BELONGING OR BARRIERS?**

How our institutions, public policies, social structures, and systems set the tone

**SUSTAINABLE  
DEVELOPMENT GOALS**

Canada signs on to achieving these goals at home and abroad



**VICTORIA FOUNDATION**

CONNECTING PEOPLE WHO CARE WITH CAUSES THAT MATTER<sup>®</sup>

# VITAL COMMUNITY NETWORK

Earlier this year, the following community experts joined us to help guide *Vital Signs*® and its engagement throughout the region. We thank them for their support.

**Marika Albert**, Community Social Planning Council

**Andrea Carey**, Sport for Life

**Jill Doucette**, Synergy Enterprises

**Colleen Hobson**, Saanich Neighbourhood Place Society

**Catherine Holt**, Greater Victoria Chamber of Commerce

**Fran Hunt-Jinnouchi**, Aboriginal Coalition to End Homelessness

**James Lam**, CRD Arts Development Service

**Del Manak**, Victoria Police

**Jean McRae**, Inter-Cultural Association of Greater Victoria

**Nora McRae**, University of Victoria

**Jodi Mucha**, BC Healthy Communities

**Dave Obee**, Times Colonist

**Christy Ridout**, BC Transit

CREGG ELLIOTT



The Victoria Foundation's Sandra Richardson, Chief Executive Officer, and Patrick Kelly, Chair, Board of Directors

## 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 \$188 million in people, projects, and non-profit organizations that strengthen communities in BC and throughout Canada.

With an estimated 14,200 people who identify as Aboriginal, Greater Victoria is home to a rich diversity of Indigenous peoples and cultures. We would like to acknowledge that the Victoria Foundation's office is located on the traditional territory of the Lekwungen people, as represented by the Esquimalt and Songhees Nations.

## WHAT IS VITAL SIGNS®?

**Measuring well-being, creating change**

Victoria's *Vital Signs*® is an annual community check-up that measures the vitality of our region, identifies concerns, and supports action on issues that are critical to our quality of life. The Victoria Foundation produces the report to connect philanthropy to community needs and opportunities. This is the 12th consecutive year the report has been published. As part of our commitment to continual advancement, we sought community feedback to *Vital Signs*® that helped us to make improvements this year and beyond.

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

## THANK YOU TO OUR SPONSORS

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

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## 42 *Vital Signs*® at work in the community

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



The Victoria Foundation is committed to improving the quality of life in our community today and for generations to come. We inspire giving, care for the assets entrusted to us – and we invest in people, ideas, and activities that strengthen our community.

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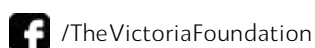
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# FEATURE

BY ALEX VAN TOL

Canadian Council of the Blind:  
Get Together with Technology –  
A monthly meeting hosted at the  
Greater Victoria Public Library to  
help those who are visually  
impaired learn to use low-vision  
and blindness-related technology.



# BELONGING OR BARRIERS?

**HOW OUR INSTITUTIONS,  
PUBLIC POLICIES, SOCIAL  
STRUCTURES, AND SYSTEMS  
CREATE BELONGING OR BARRIERS**

**W**here do you belong? Do you feel you belong in Victoria? Are you able to afford life here? Can you get around? How do you connect with your community and take part in activities that enrich your life and the lives of others? Are you treated with respect and included regardless of your age, skin colour, gender identity, physical abilities, or socioeconomic status?

Belonging is about feeling like an accepted and valued part of a community. In its national 2016 report, Community Foundations of Canada (CFC) defined belonging as “being part of a collective we. It’s a two-way street: It’s about communities sending signals of acceptance and inclusion, and about individuals cultivating their own connections to community.”

The more we get involved in the community as active participants, then, the more we feel like we belong — but that involvement is easier for some than others. Last year, *Victoria’s Vital Signs*<sup>®</sup> looked at what belonging is, and why it matters to people living in Greater Victoria. We focused on a few key groups who historically have struggled harder to feel included: Aboriginal people, seniors, youth, and new immigrants. But there are other groups who struggle, too: people barely scraping by on low incomes, people who live with disabilities, people whose gender identity positions them outside the mainstream.

While inclusion begins with the individuals within a society — within the hearts and



“ It’s great if the community feels new immigrants are welcome, but unless our policies, systems, and social structures reflect that open door, we’ve got a gap in belonging.

minds of the humans therein — it’s often the institutions and social structures that dictate the speed, depth, and strength of that inclusiveness. It’s great if the community feels new immigrants are welcome, but unless our policies, systems, and social structures reflect that open door, we’ve got a gap in belonging.

This year, *Victoria’s Vital Signs*® looks at how institutions, policies, and social structures create a deeper sense of belonging and inclusion. The good news? Greater Victoria is aglow with initiatives and processes that foster inclusion, from programs offering conversational English for new immigrants to open-mic nights for queer youth at recreation centres to art installations honouring Indigenous people and the traditional territories we share. There is powerful work happening in the community. And, as always, there is room to grow.

### GETTING EDUCATED UNDERSTANDING BARRIERS HELPS US BREAK THEM DOWN

Becoming a more inclusive society requires a broader knowledge of gaps in belonging. The Truth and Reconciliation Commission broached for all Canadians the many ways in which Indigenous people had been excluded throughout Canada’s history. In response, the City of Victoria declared 2017 its Year of Truth and Reconciliation, a recognition reflected in various

initiatives, such as setting aside traditional Lekwungen lands in Beacon Hill Park for re-burial of First Nations remains and construction of a longhouse. Going forward, City Council will host quarterly meetings with Songhees and Esquimalt chiefs and councils, and every public meeting at City Hall commences with recognition that council work takes place on traditional First Nations territories.

Educating people about what’s missing is the place to start when trying to strengthen belonging and inclusion across a community. “Inclusion is one of our most dearly held values,” says Reverend Melora Lynngood of First Unitarian Church of Victoria. “The first of our seven Unitarian Universalist principles is to affirm the inherent worth and dignity of all people.”

First Unitarian’s commitment to belonging includes accessible walkways, pay-what-you-can events, support for an Indigenous library, and sermons about how to be deliberately inclusive and affirming of Muslim women, to name a few examples. First Unitarian also seeks to educate beyond the obvious, calling on its members to pay attention to subtle nuance by embracing the “platinum rule” of treating others not just the way we want to be treated, but the way *they* would like to be treated.

## GETTING AROUND

### IF YOU CAN’T GET AROUND, YOU’RE NOT BEING INCLUDED

While BC Transit’s low-floor buses were the first offered on a system-wide basis in North America, that was just the beginning. The agency’s goal is to ensure all commuters are able to ride the bus, regardless of their accessibility needs. That means providing handyDART service in addition to the conventional fixed-route system, reduced fares for seniors, and working with the Community Social Planning Council to distribute transit passes to people with low incomes.

“We also have a number of exciting initiatives on the horizon that will support accessibility,” says

Jonathon Dyck, manager of communications for BC Transit. “For example, the introduction of Real Time technology will allow people to find when their bus is expected to arrive and where it is on a map.” Real Time technology also offers next-stop announcements on the buses. These initiatives, including a website designed in partnership with the Canadian National Institute for the Blind, help BC Transit increase accessibility.

But imagine arriving at your recreation destination only to discover you can’t get onto the trail (or the equipment or the water) because the opportunity is

only set up for able-bodied people. To blast through barriers faced by people living with disabilities, Recreation Integration Victoria (RIV) hosted a community forum in 2014 to enhance access to active-living opportunities. Driven by a facility-assessment tool and recreation-centre data, an app is in the works to help people understand what’s available. The Leisure Access app will offer photos, video, and descriptions of access amenities, answering questions like: What bus routes go there? Is there



Being able to get out and about in the community is a key part of belonging. BC Transit’s handyDART service makes participating in community activities possible, regardless of accessibility needs.

parking for people with disabilities? How physically accessible is it? Is adaptive equipment available? Understanding what is available helps people feel a greater sense of belonging.

“This requires us to learn about one another’s cultures and perspectives: what is it like to be someone of a different race, gender, ethnicity from our own?” says Lynngood. “How can we make that person feel warmly welcomed and accepted and seen as a whole, valuable human being?”

As an example, Lynngood explains how important it is for people of European descent to learn not to begin conversations by asking visible minorities where they are from. “It’s a question that Canadians of African or Asian or Indian descent report makes them feel like they are being told they don’t belong or like their ethnicity is the only — or the primary — thing that is seen by Euro-Canadians.”

The desire to break down persistent barriers is evident throughout the region. Saanich Police conceived and hosted an “All-Bodies” basketball camp and social event to include LBGTQ2+ youth, family, and allies and have participated in theatre and global café projects with newcomer immigrants.

Saanich Police have also undertaken trust- and relationship-building activities with young people at the Victoria Native Friendship Centre and continue to seek awareness as they forge deeper connections between their communities.

“We need to continue receiving training on these historical Indigenous-related events and keep learning from local elders and others about their local histories and their current challenges and concerns,” says Scott Treble, staff sergeant in Saanich Police’s community engagement division.

Guided by its LBGTQ sub-committee of the Healthy Saanich Advisory Committee, the District of Saanich is implementing several LBGTQ-supportive initiatives, such as: trans- and LBGTQ-awareness and sensitivity training for staff; universal change rooms at Gordon Head Recreation Centre and Saanich Commonwealth Place; re-titling gendered washrooms in the Upside Teen Centre to simply “washrooms”; QT2IPOC (Queer, Trans, 2 Spirit, Indigenous, People of Colour) dinners at Gordon Head Rec; and a support group for parents and caregivers of trans and gender-diverse youth.

District of Saanich communications manager Kelsie McLeod says Saanich works collaboratively with community agencies and partners to reach their clientele. A desire to learn more is the fulcrum of those collaborations.

“We continue to have discussions with the community to find out how Saanich can best help them achieve their goals,” says McLeod.

It’s a shining example of how institutions



JO-ANN LORO

## RECONCILIATION AS THE PATH TO INCLUSION

Initiatives are underway to enhance – and repair – belonging for Indigenous people:

**1** UVic is renaming Trutch Residence due to the colonial politician’s racist history. Despite helping BC enter Confederation, Joseph Trutch displayed significant intolerance toward Indigenous people. “Trutch’s negative approach to the land rights of First Nations people and disregard for their concerns conflict with UVic’s mission, vision, and values,” says Carmen Charette, VP of external relations.

**2** With support from local partners, Central Middle School installed four outdoor cedar benches carved with Indigenous artwork. Blessed by an elder and celebrated

on National Aboriginal Day, the benches are in “The Lane,” a pathway connecting the playground to the playing fields and representing unity and inclusiveness.

**3** The Greater Victoria Harbour Authority has hosted traditional First Nations war canoe races in the Inner Harbour, honouring and reestablishing inclusion at the traditional village site of the Lekwungen people.

**4** BC Cancer Agency installed Indigenous artwork at each of its six provincial centres to help create a safe, welcoming space for Indigenous patients.

The art signals a commitment to treat Indigenous patients and families with respect and dignity. According to CFC’s *Arts and Belonging* report, despite having been banned, marginalized, and often destroyed over the centuries, Indigenous art has survived “as a means of keeping history, skills, culture, and identity alive.”

**5** Saanich Peninsula Hospital erected four locally carved cedar totem poles on its site to honour the traditional territory of the W̱SÁNEĆ First Nation communities. The project’s goal is to build respectful relationships between Indigenous communities, Island Health, and the First Nations Health Authority in support of cultural safety in the health care setting.



## GETTING A LEG UP

### WHEN REAL ESTATE DEVELOPERS CREATE REAL CHANGE

We often expect community groups, foundations, institutions, and public policies to reflect deeply held social values in their initiatives. It's all the more exciting, then, when a private company pops up with a project that shares this same vision. In 2017, Chard Development struck a deal with BC Housing to create an opportunity for people to enter an increasingly unaffordable market. Vivid at the Yates offers 135 condo units below market value, right next to The Yates, which is market-priced. "As communities become more integrated, the same integration has to occur in each development," says Byron Chard, chief financial and acquisitions officer at Chard Development. "Vivid at the Yates is a great example of Chard being able to create a sense of belonging and inclusion while offering a diversity of housing."

and social structures can build bridges by reaching out to serve the needs expressed by the communities they serve.

At the heart of community education, our colleges, universities, and school districts have taken action to expand belonging to historically marginalized groups. Examples include Camosun College's redesignation of single-stall washrooms as all-gender washrooms and SD61's approval of a new gender identity and expression policy, which aims to prevent discrimination and foster inclusion. The policy guides language and actions in support of inclusion, ensures all schools have gender-neutral washrooms and change rooms, and requires at least one adult in each school to act as a resource for gender non-conforming students, staff, and families.

"The gender identity and expression policy was introduced to ensure our commitment to supporting those who are transgender and/or gender non-conforming is clear and that our schools and programs reflect the safe and inclusive community we all want for our children within the Greater Victoria School District," says McLeod.

### GETTING CONNECTED SURMOUNTING BARRIERS BY ENHANCING UNDERSTANDING AND COMMUNICATION

You can't feel included if you feel isolated or undervalued, which can happen when seniors are alone and lonely. The District of Saanich offers seniors' drop-in programs at three recreation centres to increase

social opportunities for older adults and recently released its *Older Adults Strategy Implementation Plan* to promote collaboration, communication, age-friendly spaces, and a continuum of programming to enhance seniors' social connectedness.

Similarly, Saanich Parks and Recreation is in the second year of its *Youth Development Strategy and Implementation Plan*, which reaches out to youth through support groups, dinner clubs, affordable programs, school programs, and opportunities to be involved in parks planning.

In the Capital Region, our social systems are clearly engaged in promoting inclusion. But inclusion can be elusive if you experience language barriers. Recognizing that language is the number-one barrier to integration and belonging for new immigrants, the Inter-Cultural Association of Greater Victoria (ICA) recently partnered with Google Translate to create We Speak Translate. This collaborative project sees ICA working with community stakeholders, institutions, and organizations to train in using Google Translate.

The Google Translate app is widely known among newcomers, so community members who have similar familiarity with it — 800 so far since the project's April 2017 launch — feel a greater sense of ease in communicating across language barriers. Participating agencies receive a We Speak Translate decal as a visible symbol of inclusion.

For Ibrahim Hajibrahim, a resettled Syrian, it's working: "When I see the We Speak Translate sticker in a window," he says, "I feel

## GETTING FRUSTRATED

### A NEWCOMER'S PERSPECTIVE ON BARRIERS TO INCLUSION

When Fairouz Abdullah moved to Victoria from Libya in 2003, she imagined a world of opportunity awaited. Armed with a sociology degree, years of teaching experience, and reasonably good English, she anticipated having her skills recognized and valued in Canada. Instead, Abdullah couldn't find work. "Not even as a cleaner," says the mother of four children ranging from two to 15 years old. Several times, when she met with potential employers, she felt their discomfort upon realizing she's Muslim.

Abdullah filled the gap by caring for other children in her Gordon Head home, but when their landlord took the house back, she was back at square one, having difficulty finding flexible employment that allows her to be home for her kids. Abdullah currently works part-time at the Victoria Immigrant and Refugee Centre Society as an Arabic translator. Her husband, Achmed, is underemployed given his PhD in computer engineering; however, the pair is grateful for his steady work. But Abdullah's difficulty finding work limits the family's ability to save for a home — one of the most important aspects of belonging.



“When I see the **We Speak Translate** sticker in a window, I feel confident that people want to speak with me and get to know me.

confident that people want to speak with me and get to know me.”

As one of Victoria’s leading institutions intent on developing a sense of belonging, Greater Victoria Public Library (GVPL) offers programs in various languages, as well as for newcomers to Victoria who want to learn more about the community. A mobile-friendly library app makes it easy to connect with the library’s collection and serves people with mobility and distance challenges.

“It’s saving the time of the user — breaking down those barriers of the inconvenience of transportation or time pressure,” says Daphne Wood, GVPL director of communications and development.

From programs around Aboriginal AIDS Awareness Week and programs for people with disabilities, to OLiVe, the library’s beloved outreach vehicle, which brings the library to people at various events and centres, the GVPL keeps the community at the heart of everything it does.

“We work directly with the community and organizations that serve the community and, through that lens, we plan our programs,” says Wood, referring to the GVPL’s more than 100 community partnerships. It’s a purposeful approach, encoded in its 2016–2020 strategic plan: *Community-Inspired Library Service*.

### GETTING STRONGER FINDING SOLUTIONS AND MAKING PROGRESS

Breaking down barriers to inclusion and enhancing belonging require ongoing work and determined effort. Progress has been made in remembering that not everyone has the same physical capabilities. Changes are being made to be more inclusive of people whose genders don’t conform to standard definitions. More people are listening to the voices of Indigenous people, who are telling stories that have been ignored for so very long. Awareness of the widening gap between haves and

have-nots is increasing, and initiatives are underway to ease the suffering there.

Thanks to the active measures being taken by our institutions, public policies, and social systems, efforts to enhance belonging for everyone are moving forward with greater speed and strength, reinforcing the inclusion individuals feel in their hearts and spirits. From inclusive basketball games and social programs for seniors, to all-gender washrooms and accessible activities, to apps that make reading and communicating easier — these are examples of steps that are changing lives for the better by giving people more opportunities to be part of the collective we.

As always, there is more work to be done and more gaps to bridge — for example, supporting more meaningful employment opportunities for immigrants, getting more kids into organized sports, making home ownership a reality for more low-income people, and continuing on the path toward reconciliation.

But progress is being made. Let’s keep talking.

## GETTING ACTIVE

### ENSURING EVERYONE CAN PARTICIPATE IN MEANINGFUL OPPORTUNITIES FOR PHYSICAL ACTIVITY

When the Steele family invited Power to Be to lease their property — the Prospect Lake golf course — for \$1 a year, it was an offer too good to pass up. Over time, most of the organization’s outdoor programming will move to this spot, offering opportunities for accessible recreation, including kayaking, hiking, rock climbing, and camping for youth and families living with physical, social, mental, or financial barriers.

“It’s a great way to bring people back to the same location, where they can be comfortable and feel safe,” says Carina Kenigsberg,

program manager. “They can work on their interpersonal skills and get to know a greater community.”

Power to Be customizes programs to serve individual participants and create a deeper sense of belonging and inclusion.

According to CFC’s *Sport and Belonging* report, 90% of Canadian parents feel organized sports are too expensive. Cost is a significant barrier, with families spending an average of \$953 annually for one child in an organized sport. Currently serving 1,500 children aged 5–18 throughout Greater Victoria,

**90%**  
OF CANADIAN  
PARENTS  
feel organized sport  
is too expensive.

**KIDSPORT**  
currently serves  
**1,500**  
children aged 5-18  
throughout  
Greater Victoria.



KidSport works to break down financial barriers.

“We see regular evidence of the very positive benefits sport offers related to inclusion and belonging, not just for the children we fund, but also for their families, who enjoy a broader connection to community as they stand alongside other like-minded families at local sports fields, arenas, parks, etc.”

says KidSport executive director, Jill Shaw,

Barriers rise every year, though. Shaw notes that KidSport applications increase 10–20% annually, along with increases to the cost of sports. KidSport is limited to a max of \$400 per family, and while that helps with many sports, it isn’t enough for activities like hockey, high-performance sport, or gymnastics.

# METHODOLOGY

## CITIZEN OPINION SURVEY

This year, **1,498** citizens added their voices to *Victoria's Vital Signs*® by assigning grades, choosing their top three things to improve, and adding their comments on three things to celebrate in each of the 12 key issue areas. They were also asked questions about quality of life, happiness, and connection to community. And they took the time to provide more than **11,000** comments on the issue areas.

The online survey, conducted by NRG Research Group, is based on a "self-selected" respondent population. The survey was open to all interested individuals in Greater Victoria, and survey participants volunteered to take part in the survey. Therefore, the results should be considered representative of "interested Victorians" and may not be representative of the Greater Victoria population overall.

Data is accurate + or - 2.8% 19 times out of 20. Most market research involves smaller samples of around 400 and a margin of error + or - 5% 19 times out of 20. A comparison conducted by another community foundation found that responses from a random sample telephone survey and the online survey revealed no significant differences between the two methodologies.

An invitation to participate in the survey was advertised on a local radio station throughout the survey period and promoted through many websites, social media channels, online newsletters, libraries, and in local media coverage.

## GRADING

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

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

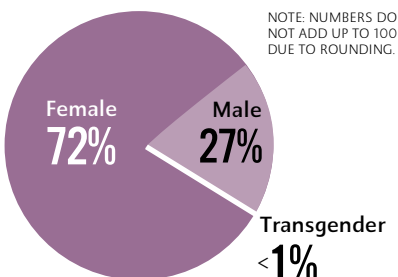
## SECONDARY DATA

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

Through our Vital Community Network, we consult experts from a range of Greater Victoria organizations to help select meaningful indicators. Ultimately, availability and accessibility of reliable data determines if we can report on a given indicator. Sponsors do not influence 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](http://victoriafoundation.ca).

## GRADER PROFILE



### AGE

Under 24	> 4%
24-34	> 14%
35-44	> 16%
45-54	> 17%
55-64	> 19%
65-74	> 13%
No Age Given	> 14%

### HOUSEHOLD INCOME

Under \$20,000	> 9%
\$20,000-49,999	> 25%
\$50,000-79,999	> 25%
\$80,000-109,999	> 19%
\$110,000 >	> 23%

### EMPLOYMENT BY SECTOR

Non-Profit/Charity	25%
Retired	22%
Government	19%
Business	18%
Private Institution	8%
Student	4%
Unemployed	4%

**WHERE THEY LIVE** Victoria > 40% Saanich > 25% Oak Bay > 7% Esquimalt > 6% Central Saanich > 4% Langford > 4% Sooke > 3% View Royal > 3% Colwood > 2% North Saanich > 2% Other > 7%

**HAVE LIVED IN GREATER VICTORIA** More than 10 years > 70% 6 to 10 years > 15% 1 to 5 years > 14% Less than 1 year > 2%



# HOW TO READ THIS REPORT

## GRADE

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

## PUBLIC OPINION FINDINGS

An online survey was taken by 1,498 people. Citizens were asked to grade each issue area. They were also asked to provide their top three priorities for improving the grade and to tell us what they perceived to be working well when it came to each area. This section provides the average grade as well as the most commonly noted priorities and statements about what is working well.

## SECONDARY DATA

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

**ECONOMY**  
SPONSORED BY BAYVIEW PLACE

**VITAL SIGNS® CITIZEN SURVEY SAYS:**

**B-**

**LET'S CELEBRATE**

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

**ROOM FOR IMPROVEMENT**

- Diversifying the economy
- Increasing job opportunities for new graduates
- Improving supports for entrepreneurs and small business

**REGIONAL DATA**

**BUSINESS COUNTS**

In 2016, there were **83,200** businesses in Greater Victoria, of which approximately 17% (13,846) had employees while 83% did not maintain an employee payroll. The total business count in the region has increased since 2014.

**SOCIAL VENTURE SECTOR**

These organizations operate between the private and public sectors through a broad range of community, non-profit and business activities to create social or environmental value.

**THE ESTIMATED NUMBER OF SOCIAL VENTURE ORGANIZATIONS OPERATING IN BC IN 2015**

**1,127**

Cooperatives: 17%  
Non-profits and registered charities: 57%  
Businesses: 23%  
Community contribution companies: 1%

**IN 2015, 20% OF BC SOCIAL VENTURES OPERATED IN THE VANCOUVER ISLAND/COAST REGION.**

**UNEMPLOYMENT RATE IN 2016**

Victoria CMA: 5.2%  
BC: 6.0%  
Canada: 7.0%

Greater Victoria had the **fourth lowest** unemployment rate of all census metropolitan areas in Canada in 2016.

**WE SPEAK TRANSLATE**

The Inter-Cultural Association has partnered with Google to unlock the potential of the Google Translate app for refugee resettlement and newcomer inclusion. The We Speak Translate project was launched in Victoria in 2017 to help local immigrants and refugees overcome language barriers. The app works like a digital interpreter, allowing two people who speak different languages to communicate through a smartphone.

The project provides opportunities to build awareness of issues faced by newcomers and addresses the importance of integration and inclusion. With about 1,400 immigrants and refugees coming to the region annually, Greater Victoria has a vested interest in promoting diversity and inclusiveness. The project trains community stakeholders, which receive a We Speak Translate decal upon completion. To date, over 600 people in the region have been trained.

**TOURISM SECTOR**

2016 was an excellent year for tourism in Greater Victoria with the highest average hotel room rate and hotel occupancy rate in five years. The Victoria International Airport and BC Ferries route between Tsawwassen and Swartz Bay recorded their highest traffic and/or passenger volumes in five years.

**74.2%** HOTEL OCCUPANCY RATE  
**223** CRUISE SHIP ARRIVALS  
**1,858,099** VICTORIA AIRPORT ARRIVALS & DEPARTURES  
**6,131,210** BC FERRIES PASSENGERS, TSAWASSEN/SWARTZ BAY ROUTE

**THE ISSUE AND THE RESPONSE**

**THE ISSUE**  
Respondents to the Victoria's Vital Signs® citizen survey have listed job opportunities for newcomers as well as supports for entrepreneurs as areas for improvement.

**THE RESPONSE**  
Many newcomers arrive to our region with entrepreneurial experience and skills but face barriers securing employment. Supported by the Victoria Foundation through a Canada 150 grant, the Victoria Immigrant and Refugee Centre Society partnered with the Victoria Community Micro Lending Society to offer Entrepreneur Training Workshops, providing immigrants and refugees with the knowledge required to start a business in Canada. By the end of the 12-session program, each participant had completed and presented a business plan and will receive ongoing support from experienced coaches.

## SUSTAINABLE DEVELOPMENT GOALS

Canada is one of 193 countries participating in this United Nations initiative. Sustainable Development Goals (SDGs) represent the world's collective vision for a thriving and sustainable planet. See page 13 for more information.

## THE ISSUE AND THE RESPONSE

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*®.

Grants funded for Canada 150 initiatives are highlighted in this year's report. The Community Fund for Canada's 150th is a collaboration between the Victoria Foundation, Community Foundations of Canada, and the Government of Canada to support projects connected to Canada's sesquicentennial celebration. In this report, these projects will be referred to as Canada 150 grants.

# HOW DID WE DO?

OVERALL QUALITY OF LIFE: **B+**  
UNCHANGED FROM 2016

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

2017 CITIZEN GRADES	THINGS TO CELEBRATE	THINGS TO IMPROVE
Arts & Culture <b>B+</b> <small>2016 GRADES</small> <b>B+</b>	<ul style="list-style-type: none"> <li>• Vibrant arts and culture community with diverse offerings</li> <li>• Strong festival scene</li> <li>• Performing arts</li> </ul>	<ul style="list-style-type: none"> <li>• Offering more affordable arts and cultural activities</li> <li>• Increasing funding to support arts and culture</li> <li>• Increasing diversity and variety of events</li> </ul>
Belonging & Engagement <b>B-</b> <small>2016 GRADES</small> <b>B-</b>	<ul style="list-style-type: none"> <li>• Plenty of opportunities to get involved</li> <li>• Strong sense of community and volunteerism</li> <li>• City administration efforts to engage citizens</li> </ul>	<ul style="list-style-type: none"> <li>• Increasing involvement of marginalized groups</li> <li>• Increasing opportunities to get involved in community and neighbourhood activities</li> <li>• Increasing awareness of community engagement and public consultation opportunities</li> </ul>
Economy <b>B-</b> <small>2016 GRADES</small> <b>C+</b>	<ul style="list-style-type: none"> <li>• Efforts to diversify economy and high technology sector growth</li> <li>• Availability of jobs/low unemployment</li> <li>• Small business and entrepreneurial support</li> </ul>	<ul style="list-style-type: none"> <li>• Diversifying the economy</li> <li>• Increasing job opportunities for new graduates</li> <li>• Improving supports for entrepreneurs and small business</li> </ul>
Environmental Sustainability <b>B</b> <small>2016 GRADES</small> <b>B-</b>	<ul style="list-style-type: none"> <li>• Green spaces/walking paths/clean air and water</li> <li>• Cycling infrastructure</li> <li>• Access to locally grown food</li> </ul>	<ul style="list-style-type: none"> <li>• Reducing our reliance on cars</li> <li>• Improving options for alternative energy</li> <li>• Addressing sewage treatment</li> </ul>
Getting Started in our Community <b>B-</b> <small>2016 GRADES</small> <b>B-</b>	<ul style="list-style-type: none"> <li>• General awareness and acceptance of cultural diversity</li> <li>• Availability of programs to support newcomers</li> <li>• Excellent work of organizations supporting newcomers</li> </ul>	<ul style="list-style-type: none"> <li>• Access to affordable childcare</li> <li>• Affordable and accessible housing</li> <li>• Foreign accreditation recognition</li> </ul>
Health & Wellness <b>B-</b> <small>2016 GRADES</small> <b>B-</b>	<ul style="list-style-type: none"> <li>• Many opportunities for physical activity and outdoor recreation</li> <li>• Availability of care provided by health care professionals</li> <li>• Quality of health care</li> </ul>	<ul style="list-style-type: none"> <li>• Access to mental health services</li> <li>• Availability of family physicians</li> <li>• Wait times for medical procedures</li> </ul>
Housing <b>C-</b> <small>2016 GRADES</small> <b>C-</b>	<ul style="list-style-type: none"> <li>• Diversity of housing options (e.g. rental suites, social housing, assisted living)</li> <li>• Efforts to increase affordability and reduce homelessness</li> <li>• Legalization of rental suites</li> </ul>	<ul style="list-style-type: none"> <li>• Affordability of rental housing</li> <li>• Alternative housing options (co-housing, co-ops, etc.)</li> <li>• Affordability of home ownership</li> </ul>
Learning <b>B</b> <small>2016 GRADES</small> <b>B</b>	<ul style="list-style-type: none"> <li>• Access to diverse educational opportunities</li> <li>• Dedicated, talented teachers</li> <li>• Community involvement and support</li> </ul>	<ul style="list-style-type: none"> <li>• Affordability of post-secondary education</li> <li>• Financial sustainability of school districts</li> <li>• Quality of school curricula</li> </ul>
Safety <b>B</b> <small>2016 GRADES</small> <b>B</b>	<ul style="list-style-type: none"> <li>• Safe place to live</li> <li>• Police presence</li> <li>• Community policing efforts</li> </ul>	<ul style="list-style-type: none"> <li>• Supports for mental health</li> <li>• Supports for addiction</li> <li>• Traffic/road safety</li> </ul>
Sports & Recreation <b>B+</b> <small>2016 GRADES</small> <b>B+</b>	<ul style="list-style-type: none"> <li>• Plenty of access to sports and recreation facilities</li> <li>• Availability of outdoor recreation options and beautiful green spaces</li> <li>• Quality and variety of activity programming for children and adults</li> </ul>	<ul style="list-style-type: none"> <li>• Access to low-income programs</li> <li>• More affordable opportunities</li> <li>• Improving pathways and bikeways</li> </ul>
Standard of Living <b>C+</b> <small>2016 GRADES</small> <b>B-</b>	<ul style="list-style-type: none"> <li>• Availability of support services</li> <li>• Affordable nutritious food</li> <li>• Employment opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Affordable housing options</li> <li>• Adoption of a "living wage"</li> <li>• Income disparity between highest and lowest earners</li> </ul>
Transportation <b>C+</b> <small>2016 GRADES</small> <b>C+</b>	<ul style="list-style-type: none"> <li>• Cycling opportunities and expanded cycling infrastructure</li> <li>• Good public transit service</li> <li>• High level of walkability</li> </ul>	<ul style="list-style-type: none"> <li>• Investment in light rail/rapid transit</li> <li>• Service and affordability of buses</li> <li>• Regional coordination of transportation infrastructure</li> </ul>



# SUSTAINABLE DEVELOPMENT GOALS

The United Nations Sustainable Development Goals (SDGs) were launched in 2015 after three years of negotiations between 193 countries and represent the world's collective vision for a thriving and sustainable planet.

The SDGs are universal and apply to all people and communities everywhere. Canada has signed on to achieving these goals at home and abroad. At the community level, the SDGs are an opportunity to focus and coordinate collective

efforts to address problems beyond the community scale, such as climate change, which can only be addressed if communities and cities unite in common action.

At the global scale, the SDGs will not be achieved unless communities show leadership. In particular, SDG 11 is aimed at achieving sustainable communities, which will require community-level action. Visit [globalgoals.org](http://globalgoals.org) for more details.

FIND THESE ICONS ON PAGES 18-40 AS THEY RELATE TO VITAL SIGNS® KEY ISSUES.

## THE GLOBAL GOALS For Sustainable Development



**GOAL 1**  
End poverty in all its forms everywhere.



**GOAL 7**  
Ensure access to affordable, sustainable, and modern energy for all.



**GOAL 13**  
Take urgent action to combat climate change and its impacts.



**GOAL 2**  
End hunger, achieve food security, and promote sustainable agriculture.



**GOAL 8**  
Promote sustained, inclusive economic growth, full employment, and decent work for all.



**GOAL 14**  
Conserve and sustainably use the oceans, seas, and marine resources.



**GOAL 3**  
Ensure healthy lives and promote well-being for all at all ages.



**GOAL 9**  
Build resilient infrastructure, promote sustainable industrialization, and foster innovation.



**GOAL 15**  
Protect and promote terrestrial ecosystems, forests, land, and biodiversity.



**GOAL 4**  
Ensure equitable, quality education and promote life-long learning opportunities.



**GOAL 10**  
Reduce inequality within and among countries.



**GOAL 16**  
Promote peaceful societies, accountable institutions, and access to justice for all.



**GOAL 5**  
Achieve gender equality and empower all women and girls.



**GOAL 11**  
Make cities and human settlements inclusive, safe, resilient, and sustainable.



**GOAL 17**  
Strengthen global partnerships for sustainable development.



**GOAL 6**  
Ensure availability and sustainable management of water and sanitation for all.



**GOAL 12**  
Ensure sustainable consumption and production patterns.



**THE GLOBAL GOALS**  
For Sustainable Development

# QUALITY OF LIFE IN GREATER VICTORIA

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



29% of transgendered individuals report frequently feeling uncomfortable, as a result of discrimination, which is significantly higher compared to 6% of females and 3% of males.

87%

WOULD DESCRIBE THEMSELVES AS HAPPY



28% feel high or overwhelming stress associated with personal finances.

69% RARELY OR VERY RARELY FELT LONELY OVER THE PAST WEEK, WHILE 8% HAVE FELT LONELY OFTEN OR VERY OFTEN.

69%

rate their general sense of physical well-being as high.

72%

rate their general sense of mental well-being as high.

25%

feel uncomfortable at least sometimes as a result of discrimination.

## THE MOST

Things that people were most proud about Canada:

- Freedom/ Democracy
- Quality of Life
- Caring and Friendly People

88% FEEL SUPPORTED BY LOVING FAMILY, COMPANIONS AND/OR FRIENDS.

66%

ARE SATISFIED WITH THEIR WORK AND HOME/LIFE BALANCE



## QUOTES FROM SURVEY PARTICIPANTS

Many people are busy and do not volunteer like they used to. It would be great if there was consideration by employers for volunteering.

As someone with a graduate degree, I have been priced out of Victoria and will be leaving the island and province for a better, more affordable and community-oriented community.

Guidelines and procedures around public consultation

should be changed to stop pitting neighbour against neighbour based on reactionary, often erroneous information. The way the procedures work now do more to harm the community than help it. What is left is little more than a way for politicians to create political cover so that they can deflect responsibility for their decisions onto the ignorance of the public. How can one expect civic engagement from people who have no security in food or housing?

There is no shortage of citizen-engagement opportunities in Greater Victoria. I communicate

➔ **Eliminating the stigma around mental health. Where is the mental health parade? The mentally ill are buried deep in the closet. They are miles behind the LGBTQ, because there is lack of leadership and funding in this area.**

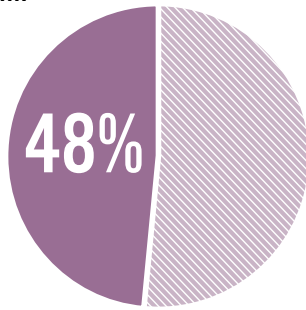
with our mayor on Facebook, which is fantastic. I've attended council sessions and town hall meetings, all within walking distance of my home. I receive my community association's minutes by email. I would like to be more connected to youth in my neighbourhood and wish there were more opportunities for inter-generational activities.

A good start has been made in recognizing and encouraging First Nations issues in local governance, but more must be done to achieve an effective reconciliation.



% who volunteered their time with an organization at least once a month; the top five areas were in:

- 1 ▶ local community
- 2 ▶ at an event
- 3 ▶ social justice
- 4 ▶ education/school
- 5 ▶ arts or heritage



**92%** AGREE OR STRONGLY AGREE THAT IT IS EVERY CITIZEN'S DUTY TO VOTE.



**71%** AGREE OR STRONGLY AGREE THAT IT IS EVERY CITIZEN'S DUTY TO ENGAGE IN ACTIVITIES THAT STRENGTHEN DEMOCRACY.



**64%** FEEL GREATER VICTORIA IS WELCOMING TO NEW CANADIANS.

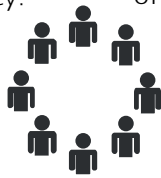
**74%** ARE HAPPY IN THEIR JOB AND SATISFIED WITH THEIR WORK.

**82%**

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

**62%**

actively participate in their community of interest.



**67%**

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

**63%**

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

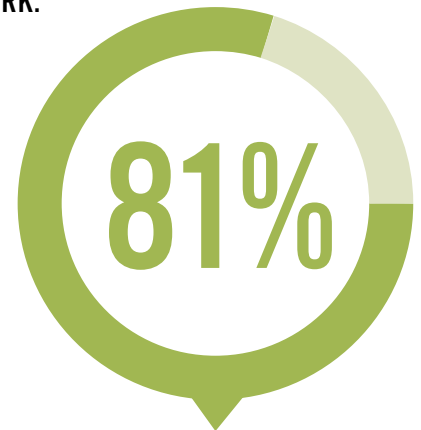
### THE LEAST

Things that people were least proud about Canada:

Treatment of Aboriginal Peoples

Racism/ Discrimination

Government Leadership



**81%** FEEL IT IS LIKELY OR VERY LIKELY THEY WILL BE LIVING AND WORKING IN GREATER VICTORIA 10 YEARS FROM NOW.

Ordinary citizens try to look out for each other's safety and well-being in our city's neighbourhoods.

Increasing opportunity for diversity — for example, as a First Nations family, we don't feel we always belong or are welcome in many non-Indigenous community events.

Active transportation infrastructure and programs to support physical health seem to be a priority in Victoria, which is something the population seems to respond well to.

➔ **Continue to promote activities such as Block Watch, community gatherings/festivals/markets to encourage people to get to know each other.**

Many of the support centres, such as Esquimalt Neighbourhood House, Prostate Support Centre, Our Place, Celebrate Recovery, just to name a few, would not be available without the support that comes from the many volunteers in our great city.

I've been told by tourists while asking for directions, "This is a well-kept secret, it's so gorgeous." What a good feeling to hear this about my city, my home, my community. I thank the volunteers for keeping it clean.

Every year, Victoria loses many bright young people who would love to live here but cannot sustain themselves.

There are so many wait lists for people to get a doctor, and that is the first step to being able to access mental health services.

Along with ensuring that everyone has a family physician, I believe improved access to mental health services is just as important.

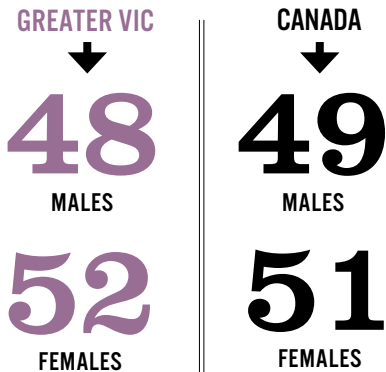
There's a great community of people who are all about "creating safe spaces," allowing people to open up about themselves and not feel threatened or harassed for being themselves.



# A VILLAGE OF 100

If Greater Victoria was made up of 100 people, this is how our region would look based on 2011 Census and National Household Survey data. We have presented that information here in comparison to the national data.

## GENDER



SOURCE: STATISTICS CANADA

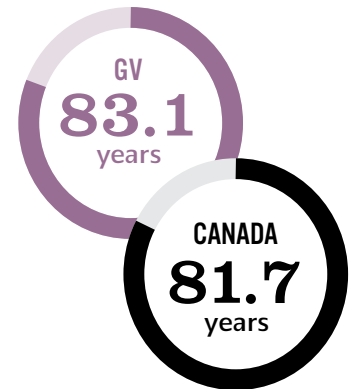
## AGE BREAKDOWN

	GV	CANADA
0-14	13	17
15-24	12	13
25-64	56	55
65-74	9	8
75-84	6	5
85+	4	2

Median age **44.2** **40.6**

SOURCE: STATISTICS CANADA

## AVERAGE LIFE EXPECTANCY



SOURCE: BC STATISTICS AND STATISTICS CANADA

## MARITAL STATUS

	GV	CANADA
Single (never married)	27	28
Common-law	10	11
Married	45	46
Divorced	8	6
Widowed	6	6

SOURCE: STATISTICS CANADA

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

## INDIVIDUAL INCOME

	GV	CANADA
Under \$10,000	15	17
\$10,000-\$29,999	31	33
\$30,000-\$59,999	33	30
\$60,000-\$99,999	17	14
\$100,000+	5	6

Median total income **\$33,301** **\$29,878**

SOURCE: STATISTICS CANADA

## MISCELLANEOUS

	GV	CANADA
Employed	61	61
Aboriginal	4	4
Visible minority	11	19
Immigrant	18	21
Religious affiliation	49	76
Post-secondary credential	60	54

SOURCE: STATISTICS CANADA

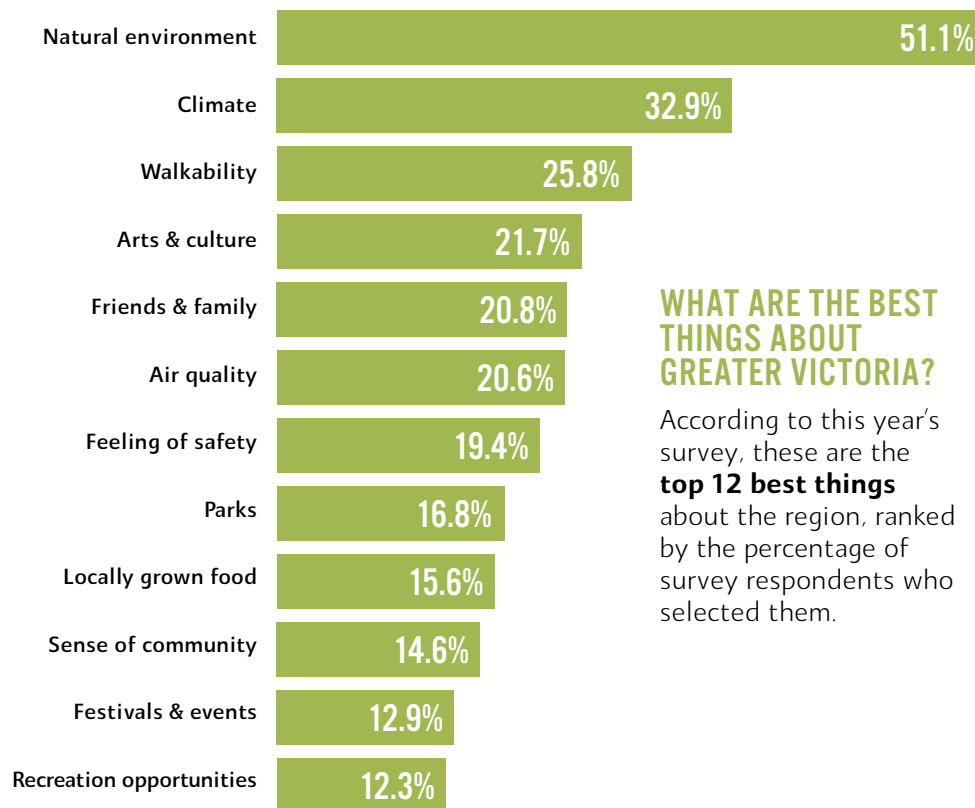
## LANGUAGE



SOURCE: STATISTICS CANADA

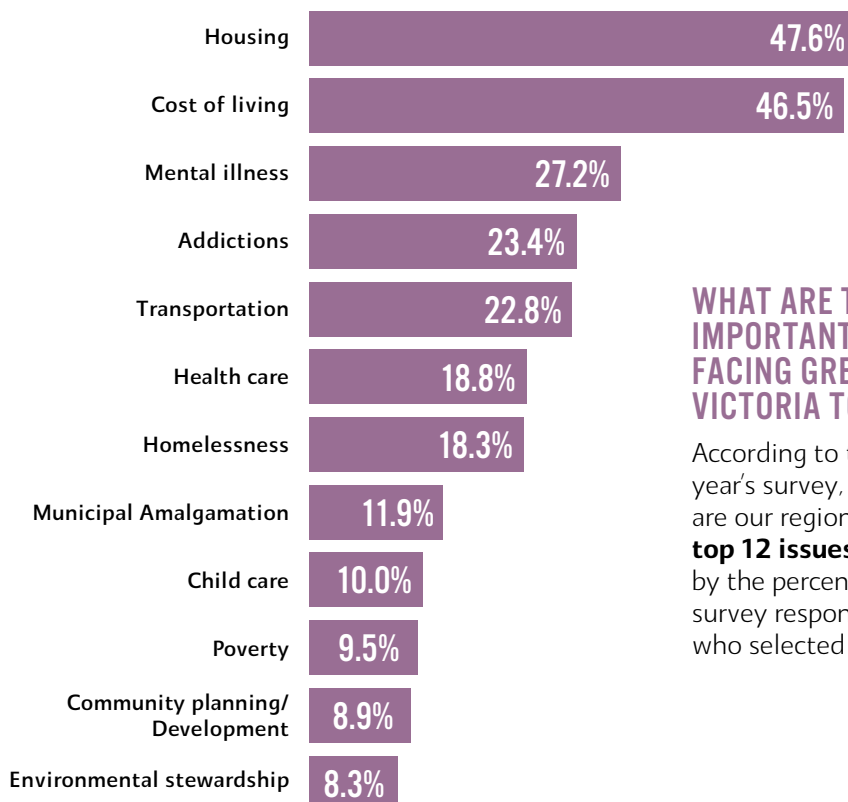


# BEST THINGS AND MOST IMPORTANT ISSUES IN GREATER VICTORIA



## WHAT ARE THE BEST THINGS ABOUT GREATER VICTORIA?

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



## WHAT ARE THE MOST IMPORTANT ISSUES FACING GREATER VICTORIA TODAY?

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

## TAKING ACTION AT THE VICTORIA FOUNDATION

The purpose of *Victoria's Vital Signs*® is to inform, stimulate conversations, and encourage action, both in the community and at the Victoria Foundation. When we publish this report each October, it's not the end of our work. In fact, it's just the beginning.

Our community granting proactively targets issues identified in *Vital Signs*® – each grant focussing on one or more priorities raised in the report. Donor-directed granting is similarly often guided by the report's findings.

Our Board also chooses funding priorities based on the findings from *Vital Signs*®, with the current focus on both food security and homelessness.

Beyond granting, we act as a catalyst for change, often convening groups to tackle issues collectively. With topics such as literacy, food security, seniors' isolation, and more, *Vital Signs*® helps us zero in on the most important concerns and opportunities for improvement.

We continually work to inform our donors and the general public about the data contained in *Vital Signs*®. Our Vital People features on CHEK TV and in the *Times Colonist*, for example, profile organizations that have received grants and are putting those funds into action.

## THE 2016 NUMBERS

**1,421 grants**  
**totalling over**  
**\$15.5 MILLION**  
**to 424 charitable**  
**organizations**



# ARTS & CULTURE



Charles Elliott (Temosen) carving at his studio in Saanich (WSÁNEĆ).

VITAL SIGNS®  
CITIZEN SURVEY SAYS:

# B+

## LET'S CELEBRATE

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

## ROOM FOR IMPROVEMENT

- ▶ Offering more affordable arts and cultural activities
- ▶ Increasing funding to support arts and culture
- ▶ Increasing diversity and variety of events

## THE ISSUE

Tod Inlet was degraded by decades of manufacturing in the early 1900s, causing many traditional First Nations activities in the area to cease.

## THE RESPONSE

Art can be a powerful way of healing, raising awareness, and having conversations around difficult subjects. Supported by the Victoria Foundation through a Canada 150 grant, Tsartlip Elder and Master Carver Charles Elliott is designing and carving a Welcoming Figure for Tod Inlet. A project of the SeaChange Marine Conservation Society, the carving signifies the beginning of a new era in which Indigenous and non-Indigenous community members can celebrate together the many restoration efforts in Tod Inlet.

## REGIONAL DATA

### REGIONAL ARTS FUNDING

**\$2.3M**

The amount the Capital Regional District Arts Development Service distributed in 2016 to 80 arts organizations through three funding programs.

SOURCE: CAPITAL REGIONAL DISTRICT

### FEDERAL ARTS FUNDING

**\$2.6M**

The amount the Canada Council for the Arts awarded in 2015/16 to 125 recipients in Greater Victoria, including 57 artists and 68 arts organizations.

SOURCE: CANADA COUNCIL FOR THE ARTS

Created in 2002, the Royal City Music Project is an online, historical database of Vancouver Island musicians, bands, and clubs dating back to 1889. The intent is to archive, preserve, and pay tribute to their respective works of art and accomplishments. The site began with a focus on rock and pop music, mostly from the 1950s to 1980s, but has grown to include country, blues, and classical music. It contains hundreds of videos and audio files, along with more than 10,000 images.

SOURCE: ROYAL CITY MUSIC PROJECT AND TIMES COLONIST

**DID YOU KNOW?**

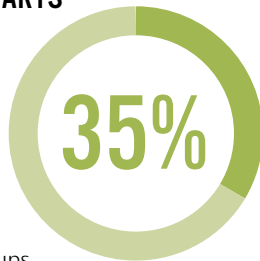
## YOUTH PARTICIPATION IN ARTS

IN 2013, NEARLY 35% OF STUDENTS GRADES 7-12 IN SOUTH VANCOUVER ISLAND REPORTED TAKING PART

in out-of-school art, drama, singing, music, or clubs/groups in the previous year, compared to 33% across BC.

There is strong evidence that participation in out-of-school activities is beneficial for increasing positive social relationships, school connectedness, a sense of self-worth, and academic achievement.

MCCREARY CENTRE SOCIETY



## REGIONAL ARTS ENGAGEMENT

IN 2016, 93% OF RESIDENTS IN THE CAPITAL REGION REPORTED ATTENDING AN ARTS EVENT OF SOME KIND IN THE PREVIOUS YEAR



OF THESE:

**17%** attended five or more times per year in the CRD

SOURCE: STRATEGIC MOVES AND EKOS RESEARCH

CRD RESIDENTS ATTRIBUTED SIGNIFICANT BENEFITS TO THE ARTS:

**65%**

say it brings energy and vitality to the community

**58%**

say it improves quality of life

**53%**

say it creates a stronger sense of pride

**51%**

say it creates a stronger sense of belonging

**51%**

say it creates better understanding between cultures

Founded in 1988, the Puente Theatre Society uses theatre as a bridge between cultures ('puente' means bridge in Spanish). Puente promotes cross-cultural tolerance and appreciation by creating, producing, and performing theatrical works from different cultures. SOURCE: PUENTE THEATRE SOCIETY

## LIBRARY USE

In 2015, the Greater Victoria Public Library (GVPL) had the highest circulation per capita in Canada at 18.66, considerably above the national median (10.48), and the fourth highest visits per capita at 7.68, trailing Vancouver, Halifax, and Richmond public libraries but above the national median (6.21) across all monitored libraries in Canada. SOURCE: CANADIAN URBAN LIBRARIES COUNCIL

DOOR COUNT

**2,459,075**

VIRTUAL VISITS

**4,033,998**

TOTALS FOR GREATER VICTORIA PUBLIC LIBRARY'S **10** BRANCHES

ADULT ATTENDANCE

**14,043**

TEEN ATTENDANCE

**5,081**

KIDS ATTENDANCE

**62,445**

OVERALL CIRCULATION

**5,977,540**

eMATERIALS CIRCULATION

**632,693**

SOURCE: GREATER VICTORIA PUBLIC LIBRARY





# BELONGING & ENGAGEMENT



Volunteer members of the Youth Advisory Committee working on site improvements at the Spirit Garden, a neighbourhood garden located in the North Jubilee area.

VITAL SIGNS®  
CITIZEN SURVEY SAYS:

# B-

## LET'S CELEBRATE

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

## ROOM FOR IMPROVEMENT

- ▶ Increasing involvement of marginalized groups
- ▶ Increasing opportunities to get involved in community and neighbourhood activities
- ▶ Increasing awareness of community engagement and public consultation opportunities

### THE ISSUE

Victoria's Vital Signs® has reported that less than 40% of youth in South Vancouver Island feel connected to their community.

### THE RESPONSE

With support from the Victoria Foundation through a Canada 150 grant, Volunteer Victoria is connecting youth from around the region to celebrate Canada's 150th anniversary and support youth leadership and engagement. 150 Reasons is a series of 12 pop-up projects designed and led by youth, providing opportunities for youth to develop new skills, showcase ideas that matter to them, and include a range of partners, participants, communities, and neighbourhoods.

## REGIONAL DATA

### INDEX OF CONNECTEDNESS

The Child & Youth Health Network is working to bring communities and organizations together to improve the mental health and well-being of young people in the Capital Region. Their first focus is on increasing the connectedness of young people in four domains: family, community, school, and peer relationships. Data will be updated every five years, as available.

SOURCE: CHILD & YOUTH HEALTH NETWORK

### VOLUNTEERING



**IN 2013, NEARLY 63% OF PEOPLE AGED 15 YEARS AND OLDER IN GREATER VICTORIA PARTICIPATED IN SOME FORM OF VOLUNTEER WORK, COMPARED TO 49% IN BC AND 44% IN CANADA.**

SOURCE: STATISTICS CANADA

### PROVINCE RECOGNIZES HISTORIC JAPANESE-CANADIAN SITES

On April 1, 2017, the BC government officially recognized 56 historic places across the province for their heritage values and significance to the Japanese-Canadian community. The recognition marked the 75th anniversary of the start of the internment period when more than 22,000 Japanese-Canadians were forcibly removed from the BC coast and incarcerated in camps between 1942 and 1949. In Greater Victoria, one site has been provincially recognized – the Victoria Port of Entry and William Head Quarantine Station. From 1893 to 1958, the Canadian government operated a quarantine station there to inspect passengers on ocean-going vessels.

SOURCE: HERITAGE BC AND CBC NEWS

This year marks the 100th anniversary of the right to vote for some BC women. On April 5, 1917, Caucasian women in BC gained the right to vote in provincial elections. Full voting rights for all women would not happen until decades later. In 1948, the BC government extended the vote to include Asian women and men and, by 1960, Indigenous women and men in Canada were finally able to vote. SOURCE: CBC NEWS

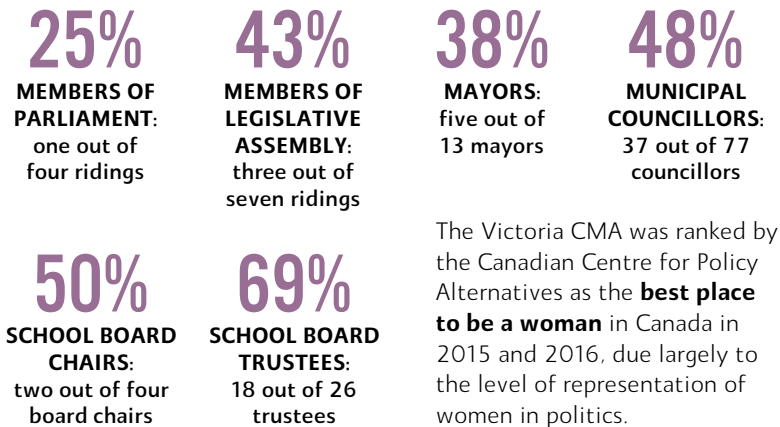
**DID YOU KNOW?**

## WOMEN IN PUBLIC OFFICE



In 2017, BC has a female Lieutenant Governor and, for the first time in history, a gender-balanced cabinet with 11 female ministers, including the first Indigenous woman to serve in a BC cabinet.

**IN 2017, THE CAPITAL REGION HAD THE FOLLOWING PROPORTION OF WOMEN SERVING IN PUBLIC OFFICE:**



SOURCES: PARLIAMENT OF CANADA, LEGISLATIVE ASSEMBLY OF BC, CIVICINFO BC, SCHOOL DISTRICTS 61, 62, 63 AND 64, CANADIAN CENTRE FOR POLICY ALTERNATIVES

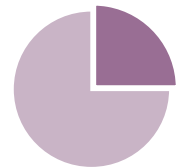
### MEDIAN CHARITABLE DONATION

**\$430**

**24% OF ALL TAX FILERS IN GREATER VICTORIA MADE CHARITABLE DONATIONS IN 2015. THE MEDIAN DONATION IN GREATER VICTORIA WAS CONSIDERABLY HIGHER THAN THE NATIONAL MEDIAN DONATION OF \$300.**

SOURCE: STATISTICS CANADA

### PERCEIVED DISCRIMINATION



In 2017, **25%** of *Victoria's Vital Signs*® survey respondents reported that they feel discriminated against "sometimes," "frequently," or "consistently," compared to 19% in 2016. Over the past five years, this proportion has ranged from 17% to 25%.

SOURCE: VICTORIA'S VIAL SIGNS SURVEY





# ECONOMY

SPONSORED BY **BAYVIEW PLACE**



Fayrouz Mohammed sells baked goods at the Sunset Market, held at the Oaklands Community Centre, after learning new skills at an entrepreneur training workshop.

**VITAL SIGNS®**  
CITIZEN SURVEY SAYS:

# B-

## LET'S CELEBRATE

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

## ROOM FOR IMPROVEMENT

- ▶ Diversifying the economy
- ▶ Increasing job opportunities for new graduates
- ▶ Improving supports for entrepreneurs and small business

## THE ISSUE

Respondents to the *Victoria's Vital Signs®* citizen survey have listed job opportunities for newcomers as well as supports for entrepreneurs as areas for improvement.

## THE RESPONSE

Many newcomers arrive to our region with entrepreneurial experience and skills but face barriers securing employment. Supported by the Victoria Foundation through a Canada 150 grant, the Victoria Immigrant and Refugee Centre Society partnered with the Victoria Community Micro Lending Society to offer Entrepreneur Training Workshops, providing immigrants and refugees with the knowledge required to start a business in Canada. By the end of the 12-session program, each participant had completed and presented a business plan and will receive ongoing support from experienced coaches.



## REGIONAL DATA

### BUSINESS COUNTS

In 2016, there were **83,200** businesses in Greater Victoria, of which approximately 17% (13,846) had employees while 83% did not maintain an employee payroll. The total business count in the region has increased since 2014.

SOURCE: BC STATISTICS

The Vancouver Island Green Business Certification program, developed by the Synergy Sustainability Institute in 2013, was built to recognize the efforts of businesses in reducing their environmental impact. An internal assessment is completed followed by on-site verification.

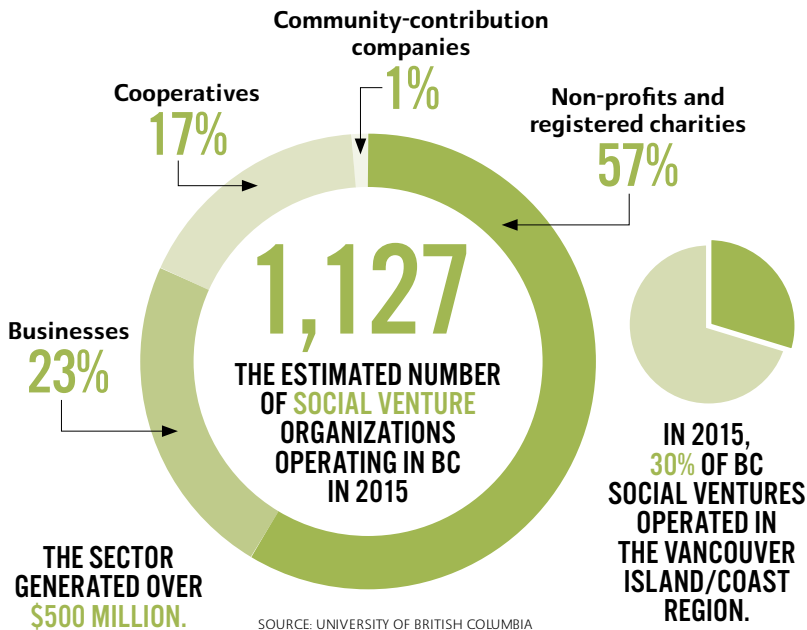
**DID YOU KNOW?**

Certification – Silver, Gold, or Green, with Green being the highest level – is available for retail, restaurant, spa/salon, and office-based businesses. "Surfrider Approved" certification is also available for meeting at least three of four plastic-reducing points on their sector checklist. By mid-2016, the program reached 100 certifications and over 1,000 new actions implemented by businesses.

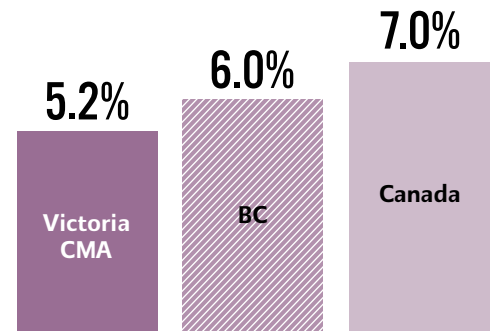
SOURCE: SYNERGY SUSTAINABILITY INSTITUTE

## SOCIAL VENTURE SECTOR

These organizations operate between the private and public sectors through a broad range of community, non-profit and business activities to create social or environmental value.



### UNEMPLOYMENT RATE IN 2016



Greater Victoria had the **fourth lowest** unemployment rate of all census metropolitan areas in Canada in 2016.

SOURCE: STATISTICS CANADA

### WE SPEAK TRANSLATE

The Inter-Cultural Association has partnered with Google to unlock the potential of the Google Translate app for refugee resettlement and newcomer inclusion. The We Speak Translate project was launched in Victoria in 2017 to help local immigrants and refugees overcome language barriers. The app works like a digital interpreter, allowing two people who speak different languages to communicate through a smartphone.

The project provides opportunities to build awareness of issues faced by newcomers and addresses the importance of integration and inclusion. With about 1,400 immigrants and refugees coming to the region annually, Greater Victoria has a vested interest in promoting diversity and inclusiveness. The project trains community stakeholders, which receive a We Speak Translate decal upon completion. To date, over 800 people in the region have been trained.

SOURCE: INTER-CULTURAL ASSOCIATION

### TOURISM SECTOR

2016 was an excellent year for tourism in Greater Victoria with the highest average hotel room rate and hotel occupancy rate in five years. The Victoria International Airport and BC Ferries route between Tsawwassen and Swartz Bay recorded their highest traffic and/or passenger volumes in five years.

**74.2%**  
HOTEL OCCUPANCY RATE

**223**  
CRUISE SHIP ARRIVALS

**1,858,099**  
VICTORIA AIRPORT  
ARRIVALS & DEPARTURES

**6,131,210**  
BC FERRIES PASSENGERS,  
TSAWASSEN/SWARTZ BAY ROUTE

SOURCE: CHEMISTRY CONSULTING GROUP



# ENVIRONMENTAL SUSTAINABILITY



Tanya Inglis (right) from the Galiano Conservancy Association at the Saturday market.

VITAL SIGNS®  
CITIZEN SURVEY SAYS:

# B

## LET'S CELEBRATE

- ▶ Green spaces/walking paths/clean air and water
- ▶ Cycling infrastructure
- ▶ Access to locally grown food

## ROOM FOR IMPROVEMENT

- ▶ Reducing our reliance on cars
- ▶ Improving options for alternative energy
- ▶ Addressing sewage treatment

DEREK FORD

## THE ISSUE

Water is a precious resource. Conservation is an important component of managing the region's water supply.

## THE RESPONSE

On Galiano Island, many homes run out of water each summer and wells experience saltwater intrusion from overuse. With a Canada 150 grant from the Victoria Foundation, the Galiano Conservancy Association is offering residents home water-saving kits and other basic equipment to support water conservation and is leading community discussions and action around effective, sustainable water stewardship practices.

## REGIONAL DATA

### SPECIES AT RISK

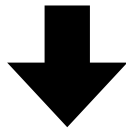


There are **10** known species of bats on Vancouver Island and all of them face threats from habitat loss, predation by cats, and health issues. In the Capital Region, the **Keen's Myotis**, **Townsend's Big-eared**, and **Little Brown Myotis bat species** are considered to be at risk. The Habitat Acquisition Trust's Community Bat Program is working to better understand bats in the region and includes an annual bat count, habitat enhancement, colony exclusions, acoustic monitoring, DNA collection, and colony mapping.

SOURCE: HABITAT ACQUISITION TRUST

### GREENHOUSE GAS EMISSIONS

DOWN  
**5%**



**GREATER VICTORIA'S GREENHOUSE GAS (GHG) EMISSIONS FROM BUILDINGS, SOLID WASTE, AND AGRICULTURAL LIVESTOCK DECREASED JUST OVER 5% BETWEEN 2007 AND 2012 FROM 713,756 TO 675,087 TONNES OF CO<sub>2</sub> EQUIVALENT.**

SOURCE: BC MINISTRY OF ENVIRONMENT

### BUTTERFLYWAY PROJECT

Victoria is one of five cities across Canada participating in the Butterflyway Project, a national effort to reimagine neighbourhoods as highways of habitat for pollinators, from bumblebees to monarch butterflies. Started by the David Suzuki Foundation in 2017, the goal of the project is to establish pollinator-friendly, native wildflower patches in neighbourhoods across Canada. These patches connect pollinator habitat and decrease the distance of "urban desert" that pollinators have to cross to get to their next oasis. SOURCE: DAVID SUZUKI FOUNDATION

Pollinators are responsible for one in every three bites of food we eat. Started in 2017 by the Peninsula and Area Agricultural Commission and Pollinator Partnership Canada, the Island Pollinator Initiative is a platform for information sharing, coordination, and planning to support vital pollination work in the Capital Region.

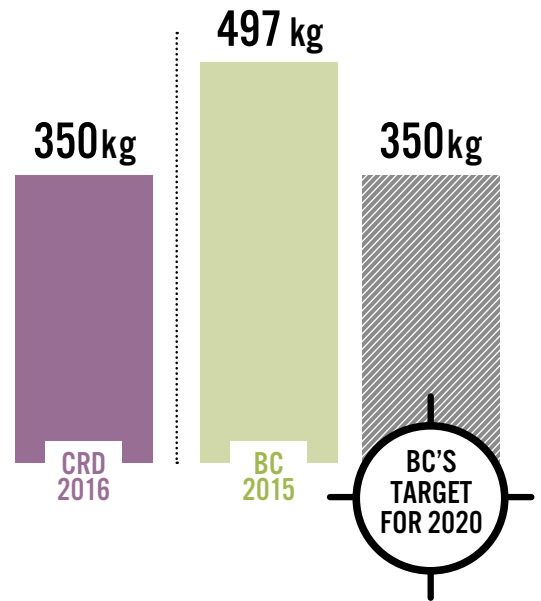
**DID YOU KNOW?**

Approximately 90% of flowering plant species depend on pollinators like bees, butterflies, hummingbirds, and bats for reproduction. Threats like development, pesticides, and climate change are dramatically reducing pollinator diversity and numbers. A 2016 UN report found that 40% of all insect pollinators worldwide are under threat. More than 50 butterfly and moth species and 25% of all bumblebee species in North America are threatened. Six species of native bees await protection under Canada's Species at Risk Act. SOURCE: CRAFT AND DAVID SUZUKI FOUNDATION

### SOLID WASTE DISPOSAL

In 2016, the CRD's solid waste disposal rate was an estimated 350 kilograms (kg) per person, slightly higher than 2015 (347 kg) but well below the BC rate (497 kg) for 2015, the most recent year for which data is available. The provincial solid waste disposal target is 350 kg per person by 2020.

#### Solid waste disposal rates per person



#### THE CRD'S 2016 PER CAPITA SOLID WASTE DISPOSAL INCLUDES APPROXIMATELY:



SOURCE: CAPITAL REGIONAL DISTRICT

**AIR QUALITY** In 2014, the James Bay monitoring station reported sulphur dioxide (SO<sub>2</sub>) concentrations that exceeded the provincial benchmark of **75 parts per billion (ppb)**. By 2016, those SO<sub>2</sub> concentrations had dropped to **only 2 ppb**, due in large part to the cruise ship industry's shift to lower-sulphur fuels and new emission control technology. The same year, the concentration of air pollutants in Greater Victoria was well below provincial and national benchmarks for fine particulate matter, SO<sub>2</sub>, ground level ozone and nitrogen oxide. SOURCE: BC LUNG ASSOCIATION





# GETTING STARTED IN OUR COMMUNITY

SPONSORED BY **URBAN SYSTEMS**

Justine Soleil (centre), Youth Recreation Facilitator at the Quadra Village Community Centre, with teens at Thetis Lake.



**VITAL SIGNS®**  
CITIZEN SURVEY SAYS:

# B-

## LET'S CELEBRATE

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

## ROOM FOR IMPROVEMENT

- ▶ Access to affordable childcare
- ▶ Affordable and accessible housing
- ▶ Foreign accreditation recognition

## THE ISSUE

Children and youth in poverty may experience higher rates of loneliness, social isolation, low self-worth, and physical and mental health issues. Sports and recreation programs can make significant positive impacts in these areas.

## THE RESPONSE

The Quadra Village Community Centre engages youth aged 10-18 in recreational activities. Supported by the Victoria Foundation, their Recreational Engagement Program gives youth from low-income families an opportunity to play sports, learn new skills, and experience social, emotional, and physical benefits.

## REGIONAL DATA

# YOUTH UNEMPLOYMENT

IN GREATER VICTORIA, THE UNEMPLOYMENT RATE FOR YOUTH, 15 TO 24 YEARS, WAS **9.7%** IN 2016, COMPARED TO 10.3% IN BC AND 13.1% IN CANADA.

VICTORIA CMA **9.7%**

BRITISH COLUMBIA **10.3%**

CANADA **13.1%**

SOURCE: STATISTICS CANADA

## DID YOU KNOW?

According to population projections, Greater Victoria will be more ethnoculturally diverse in 2036 than it was in 2011, although it will be less diversified than the Canadian average in 2036. In 2011, immigrants accounted for 18% of Greater Victoria's population. By 2036, this proportion would increase to between 18% and 21%. The main regions of birth of immigrants would likely remain the same in 2036 as they were in 2011: Northern Europe and Eastern Asia.

Together, immigrants and their Canadian-born children would represent 38% to 42% of Greater Victoria's population in 2036, down from 43% in 2011. In 2036, between 14% and 16% of the region's population would have a mother tongue other than English or French, up from 11% in 2011. For the population in the region, aged 15 to 64 years, between 19% and 22% would belong to a visible minority group in 2036, compared to 11% in 2011.

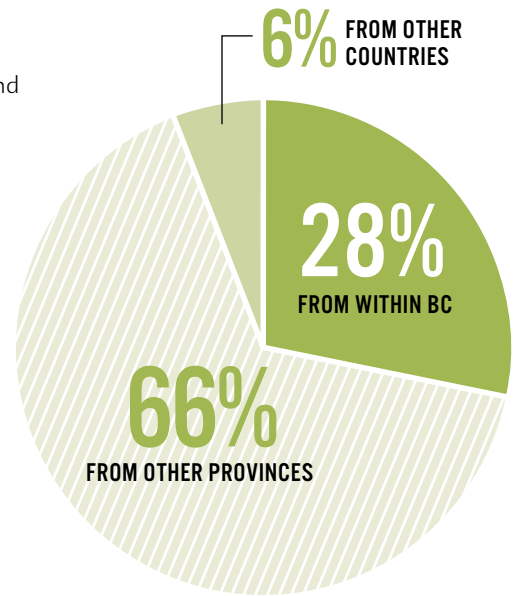
SOURCE: STATISTICS CANADA

## NET MIGRATION

Between July 1, 2015 and June 30, 2016, Greater Victoria had a total net migration of **5,079** people, of which **1,440** came from within BC, **3,357** from other provinces, and **282** from other countries.

TOTAL NET MIGRATION BETWEEN 2001 & 2016:

**51,291**



SOURCE: STATISTICS CANADA

## REFUGEE ARRIVALS IN THE REGION

Between November 2015 and February 2017, 415 refugees arrived in Greater Victoria. 245 were government-assisted refugees from 68 families, and 170 were privately sponsored and blended sponsorship refugees from 47 families. 92% of the resettled refugees came from Syria, 5% from the Democratic Republic of Sudan, and 3% from Eritrea.

SOURCE: INTER-CULTURAL ASSOCIATION OF GREATER VICTORIA

# CHILDCARE FACTS 2015/16

**11,739**

NUMBER OF LICENSED SOUTH VANCOUVER ISLAND CHILDCARE SPACES FUNDED BY THE MINISTRY OF CHILDREN AND FAMILY DEVELOPMENT IN AN AVERAGE MONTH (UP NEARLY 4% FROM THE PREVIOUS FISCAL YEAR).

\*Family care differs from group care in that it occurs in the licensee's personal residence.

SOURCE: MINISTRY OF CHILDREN AND FAMILY DEVELOPMENT

## THE MEDIAN MONTHLY FEE PAID BY PARENTS FOR CHILDCARE

### LICENSED GROUP FACILITIES

<b>\$1,000</b>	<b>\$950</b>	<b>\$800</b>
INFANTS (0-18 MONTHS)	TODDLERS (19-35 MONTHS)	CHILDREN (3-5 YEARS)

### OUT-OF-SCHOOL CARE

Full-Day Kindergarten		Grade One and Up	
<b>\$380</b>	<b>\$400</b>	<b>\$280</b>	<b>\$350</b>
GROUP	FAMILY*	GROUP	FAMILY*

## EARLY YEARS DEVELOPMENT

**32%**

BC'S OVERALL CHILDHOOD VULNERABILITY RATE FOR THE PERIOD 2013-2016.

This means almost 1 in 3 children started school with vulnerabilities in one or more areas that are critical to healthy development.

SOURCE: UBC HUMAN EARLY LEARNING PARTNERSHIP



# HEALTH & WELLNESS



Jennifer Gibson (second from right), Education Program Coordinator, and Jennifer Harrison (right) brainstorm with a group of students trained as youth ambassadors at the Island Sexual Health Society.

PHOTO BY JACK ADAMSON

VITAL SIGNS®  
CITIZEN SURVEY SAYS:

# B-

## LET'S CELEBRATE

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

## ROOM FOR IMPROVEMENT

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

### THE ISSUE

Marginalized youth are typically less likely to understand their health care needs or access services.

### THE RESPONSE

The Island Sexual Health Society offers programming for youth who encounter barriers to traditional sexual health education, tailoring workshops to meet the needs of participants. With funding from the Victoria Foundation, education programming is being expanded through the Man Made program to meet the specific needs of male-identified participants, a population that has traditionally been under-represented in sexual health programming and care.



## REGIONAL DATA

### FAMILY PHYSICIANS

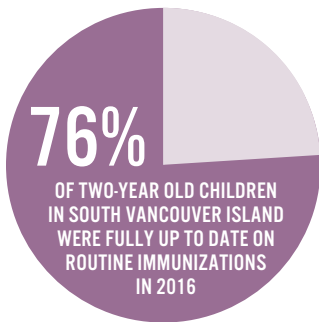
**173** THE NUMBER OF FAMILY PHYSICIANS PER 100,000 PEOPLE ON SOUTH VANCOUVER ISLAND IN 2015, COMPARED TO **124** IN BC AND **115** IN CANADA.

Over the past five years, this rate has remained consistently higher than the provincial and national rates.

SOURCE: CANADIAN INSTITUTE FOR HEALTH INFORMATION

### CHILDHOOD IMMUNIZATION

SOURCE: BC CENTRE FOR DISEASE CONTROL



**82%** were up to date minus the booster (e.g. a scheduled vaccine dose given at 18 months of age for specific diseases).

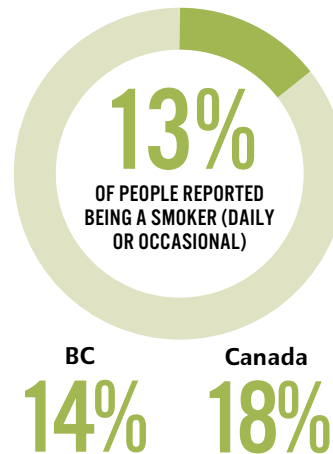
Young patients at Victoria General Hospital now have access to an innovative social networking tool called Upopolis, which allows them to stay in touch with family and friends while they're undergoing treatment and make connections with other kids who share similar experiences. It also provides safe, secure access to kid-friendly medical content, so they can better understand their illness, diagnosis, and treatment plans.

**DID YOU KNOW?**

Upopolis was launched in 2007 and has expanded to 23 hospitals and health organizations across Canada. In March 2017, VGH became the first hospital on Vancouver Island to join the social platform.

SOURCE: ISLAND HEALTH AND CBC NEWS

### TOBACCO USE South Vancouver Island 2014



### HEAVY DRINKING South Vancouver Island 2014



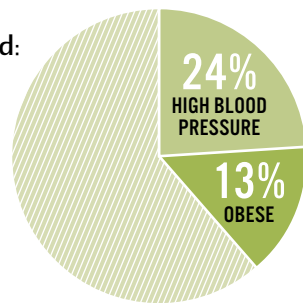
## YOUNG ADULT HEALTH & WELL-BEING

In 2013, young adults aged 22-29 years surveyed through the Victoria Healthy Youth Survey reported:

SOURCE: ISLAND HEALTH AUTHORITY



**63%** were employed full-time, mainly in labour, service, clerical, and technical work or in trades;  
**the average annual income was \$36,000**



Hypertension and obesity threaten the longterm health of **37%** of young people.

### RISING ALCOHOL CONSUMPTION

Alcohol consumption has risen significantly in BC over the past decade and at a faster rate than the rest of Canada.

On South Vancouver Island, annual alcohol consumption per capita was **10.8 litres** in 2015, the highest since tracking began in 2002. This is compared to **9.2L** for BC, which is equivalent to:

**543** BOTTLES OF 5% BEER  
OR  
**108** BOTTLES OF 12% WINE

\*Absolute alcohol consumed per person, aged 15 years and older, per year (one litre equals 58 standard drinks)

SOURCE: CENTRE FOR ADDICTIONS RESEARCH OF BC

### BC CANCER AGENCY UNVEILS INDIGENOUS ARTWORK

The BC Cancer Agency is prominently displaying Indigenous art in each of its six cancer centres around the province. It is a signal that Indigenous patients and their families will be treated with dignity and respect. The art helps create a safe, welcoming cultural space for Indigenous patients, reflecting the traditional territories on which the cancer centres sit. The Vancouver Island Centre in Victoria displays the art of Métis artist, Lisa Shepherd, and Tsawout First Nation's artist, William Marrow. SOURCE: BC CANCER AGENCY



# HOUSING

SPONSORED BY OAKCREST PARK ESTATES LTD.



Youth participate in Threshold's What's Cookin' program, which helps youth learn healthy kitchen skills.

VITAL SIGNS®  
CITIZEN SURVEY SAYS:

# C-

## LET'S CELEBRATE

- ▶ Diversity of housing options (e.g. rental suites, social housing, assisted living)
- ▶ Efforts to increase affordability and reduce homelessness
- ▶ Legalization of rental suites

## ROOM FOR IMPROVEMENT

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

## THE ISSUE

A lack of available and affordable rental housing in the Capital Region elevates the risk of homelessness for marginalized groups, including youth.

## THE RESPONSE

Threshold Housing Society is committed to creating a safe and stable home environment for Victoria's vulnerable youth, reducing the likelihood that these at-risk youth will fall into chronic adult homelessness. With support from the Victoria Foundation, the organization is housing eight additional youth in a new leased property and providing them with life-skills and transitional planning programs.

## REGIONAL DATA

### RENTS & RENTAL VACANCY

**0.5%** THE AVERAGE RENTAL APARTMENT VACANCY RATE IN GREATER VICTORIA IN OCTOBER 2016

Rents increased 5.5% between October 2015 and 2016.



A person working **35** hours a week at BC's minimum hourly wage of \$11.35 would need to spend just over **49%** of their gross monthly income to rent a bachelor apartment in Greater Victoria.

To affordably rent this apartment (e.g. spend no more than **30%** of household income on rent), a person would need to work nearly **58** hours a week at minimum wage.

SOURCE: CANADA MORTGAGE AND HOUSING CORPORATION

IN 2015/16, AT LEAST **250** INDIVIDUALS IN GREATER VICTORIA WERE ESTIMATED TO BE CHRONICALLY HOMELESS, INCLUDING A CORE GROUP WHOSE NEEDS PREVENT THEM FROM ACCESSING SHELTERS.

SOURCE: GREATER VICTORIA COALITION TO END HOMELESSNESS

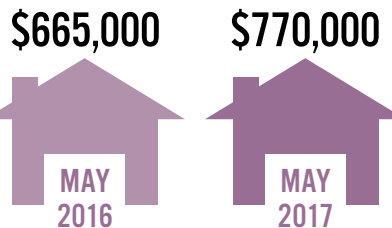
The Capital Regional District's Regional Housing First Program is a capital funding program designed to support supply-side interventions for chronic homelessness. Over the next five years (2016/17-2020/21), with an investment of up to \$60 million, it will create at least 268 new supported and affordable housing units at provincial shelter rates and, in conjunction with the Regional Housing Trust Fund, at least 175 new rental housing units affordable for low to moderate income households in the region. Rents will range from an estimated \$375 per month to 85% of market rents. SOURCE: CAPITAL REGIONAL DISTRICT

**DID YOU KNOW?**

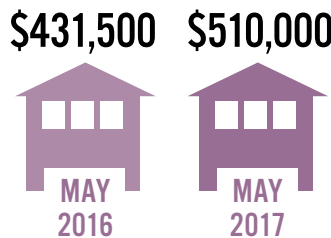
### HOUSING SALES & PRICES

**1,006**  
THE NUMBER OF PROPERTIES SOLD IN GREATER VICTORIA IN MAY 2017. THIS IS A **22%** DECREASE COMPARED TO PROPERTIES SOLD IN MAY 2016.

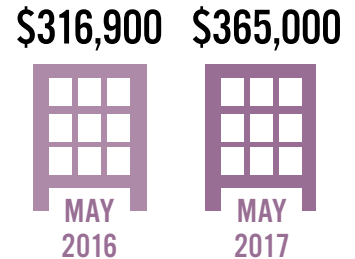
SINGLE FAMILY HOME MEDIAN SALE PRICE



TOWNHOUSE MEDIAN SALE PRICE



CONDO MEDIAN SALE PRICE



SOURCE: VICTORIA REAL ESTATE BOARD

## HOMELESSNESS

Of the people enumerated in the 2016 Greater Victoria Coalition to End Homelessness's Point in Time Count, 721 (52%) individuals participated in a housing needs survey. The findings paint a compelling picture of homelessness in the region.



### RESPONDENTS

**68%** identified as male and **31%** identified as female. Roughly **one in five** was under the age of **30** or over the age of **50**.



**33%** identified as Aboriginal. In 2014/15, **20%** of emergency shelter users in the region identified as Aboriginal.

### HOUSING BARRIERS

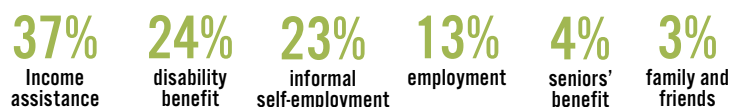


SOURCE: GREATER VICTORIA COALITION TO END HOMELESSNESS

**72%** INDICATED THEY HAVE BEEN IN GREATER VICTORIA LONGER THAN A YEAR.

**28%** SAID THEY HAD MOVED TO VICTORIA IN THE PAST YEAR.

### SOURCES OF INCOME







# LEARNING

Nick Claxton, from Tsawout First Nation, explaining how a reef net works and its historical importance.



VITAL SIGNS®  
CITIZEN SURVEY SAYS:

# B

## LET'S CELEBRATE

- ▶ Access to diverse educational opportunities
- ▶ Dedicated, talented teachers
- ▶ Community involvement and support

## ROOM FOR IMPROVEMENT

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

## THE ISSUE

The traditional practice of reef-net fishing was banned by the BC Government in 1916. This practice was central to the values, spiritual beliefs, and economic, food, and social systems of the Straits Salish people.

## THE RESPONSE

The Straits Salish people are working to revitalize the knowledge, ceremony, and practice of reef-net fishing. In partnership with the International Resilience Network and with a Canada 150 grant through the Victoria Foundation, Tsawout First Nation led a weekend-long workshop to promote intergenerational knowledge sharing about this traditional practice.



**REGIONAL DATA**

## TUITION COSTS

The combined average cost of undergraduate tuition for both University of Victoria and Royal Roads University in 2016/17.



► **AT THE UNIVERSITY OF VICTORIA,** the average tuition in 2016/17 was **\$5,368** for Canadian students and **\$17,368** for international students.

► **AT ROYAL ROADS UNIVERSITY,** the average tuition for the same period was higher at **\$8,240** for Canadian students and **\$19,200** for international students.

SOURCE: UNIVERSITIES CANADA

### UNIVERSITY 101 MARKS A DECADE OF ACCESSIBLE HUMANITIES EDUCATION

In 2016, UVic's University 101 program – which offers free, non-credit university courses to people who face significant barriers to post-secondary education – celebrated its 10th anniversary. With a core introductory curriculum grounded in the humanities and social sciences, the program teaches skills in critical thinking and reflection. As of 2016, over 350 people had completed the program.

University 101 is intended for people who, for reasons of poverty, disability, single parenthood, or a history of mental illness, would otherwise not have access to higher education. Meals are provided in each class, and bus tickets and childcare subsidies are also available to reduce material barriers to participation. SOURCE: UNIVERSITY OF VICTORIA

A unique program at Esquimalt High School is supporting the success of Indigenous students by building connections with the land. The Land Based Learning program, now in its second year, examines how culture shapes identity, what the land has to teach us, and how language can revitalise a community.

**DID YOU KNOW?**

Work experience is one of the pillars of the program, building on classroom work and emphasizing employability skills. The program combines Indigenous ways of knowing and teaching with aspects of the BC school curriculum. It tries to achieve learning outcomes associated with courses and work experience by having students work on the land and build connections with their culture and communities. A sense of place is at the foundation of First Peoples Principles of Learning, which nurtures connectedness and reciprocal relationships.

SOURCE: ESQUIMALT HIGH SCHOOL AND THE LEAD SHEET

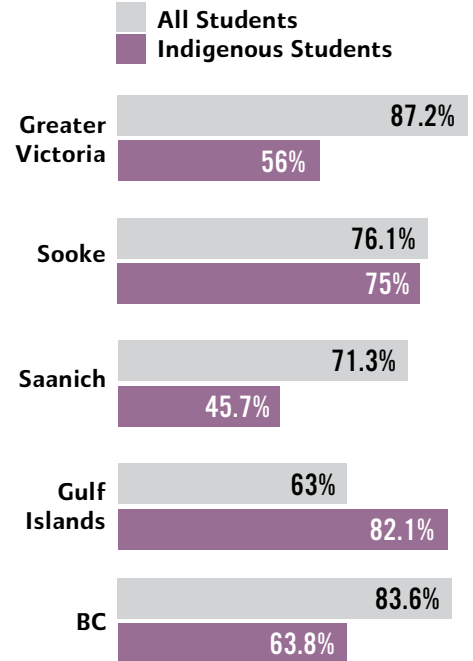
## HIGH SCHOOL COMPLETION

**% OF POPULATION, 15 YEARS AND OLDER, WHO HAD NOT COMPLETED HIGH SCHOOL IN 2016**



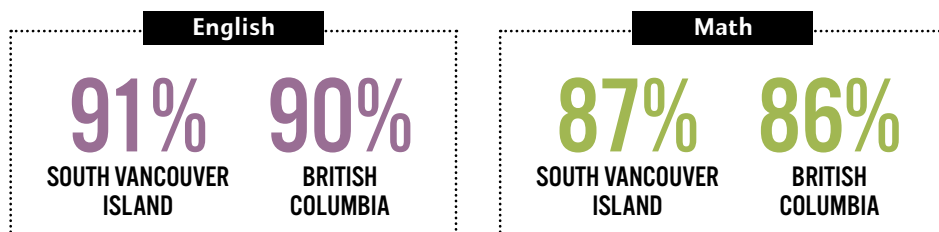
SOURCE: STATISTICS CANADA

### SIX-YEAR HIGH SCHOOL COMPLETION RATE IN 2015/16 BY SCHOOL DISTRICT



SOURCE: BC MINISTRY OF EDUCATION

### % OF GRADE 10 STUDENTS WHO PASSED PROVINCIAL EXAMS IN 2013/14 Pass means receiving a grade of C- or better.



SOURCE: BC MINISTRY OF EDUCATION

IN 2016, NEARLY 58% OF THE GREATER VICTORIA POPULATION AGED 15 YEARS AND OLDER HAD COMPLETED SOME FORM OF POST-SECONDARY EDUCATION, COMPARED TO 54% IN BC AND 54% IN CANADA.

SOURCE: STATISTICS CANADA



# SAFETY

SPONSORED BY **CREST**



Aaron Pringle plants blueberry bushes with his sons at the Tyee Co-op, a community garden and a popular neighbourhood meeting place.

VITAL SIGNS®  
CITIZEN SURVEY SAYS:

# B

## LET'S CELEBRATE

- ▶ Safe place to live
- ▶ Police presence
- ▶ Community policing efforts

## ROOM FOR IMPROVEMENT

- ▶ Supports for mental health
- ▶ Supports for addiction
- ▶ Traffic/road safety

### THE ISSUE

A connected neighbourhood helps to create a sense of well-being and safety for residents.

### THE RESPONSE

The Eldercare Foundation and BC Healthy Communities are working to promote neighbour-to-neighbour connections in residential streets and multi-family buildings. Supported by the Victoria Foundation through a Canada 150 grant, the Building Resilient Neighbourhoods initiative draws on a vast array of resources, including Block Watch and Emergency Management BC, with the aim of supporting intergenerational community building to enhance neighbourhood safety, social connection, health, and well-being.

## REGIONAL DATA

# ILLICIT DRUG OVERDOSE DEATHS

BRITISH COLUMBIA  
2016

**967**

up from 517 in 2015

SOUTH VANCOUVER  
ISLAND 2016

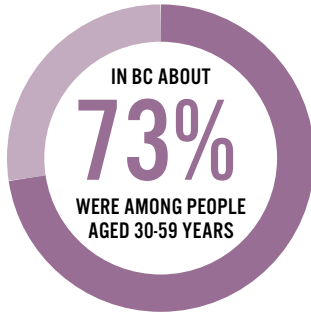
**76**

up from 24 in 2015

VICTORIA 2016

**67**

up from 20 in 2015



**MALES ACCOUNTED FOR  
81% OF FATAL DRUG  
OVERDOSES IN BC.**

Victoria was one of the **top three** cities in BC where fatal drug overdoses occurred in 2016 (after Vancouver and Surrey).

**FENTANYL WAS DETECTED (ALONE OR IN COMBINATION WITH OTHER DRUGS) IN 68% OF BC OVERDOSE DEATHS IN 2016.**

**THE TOP FOUR DETECTED DRUGS IN 2015 & 2016 WERE COCAINE 49%, FENTANYL 46%, HEROIN 36%, AND METHAMPHETAMINE/AMPHETAMINE 30%.**

SOURCE: BC CORONERS SERVICE

An estimated 60% of all vehicle crashes in BC occur at intersections. In 2015, eight of the top 11 crash intersections on Vancouver Island were in Greater Victoria: two in Saanich, five in Victoria, and one in Langford. There were 556 vehicle crashes at these eight intersections in 2015.

- Admirals Rd & McKenzie Ave & Trans Canada Hwy ..... 107
- Douglas St & Finlayson St ..... 81
- Douglas St & Gorge Rd E & Hillside Ave & turning lanes ..... 76
- Millstream Rd & Trans-Canada Hwy & Veterans Memorial Parkway & all on/off-ramps ..... 65
- Bay St & Blanshard St ..... 61
- Blanshard St & Saanich Rd ..... 59
- Hillside Ave & Quadra St ..... 54
- Blanshard St & Hillside Ave ..... 53

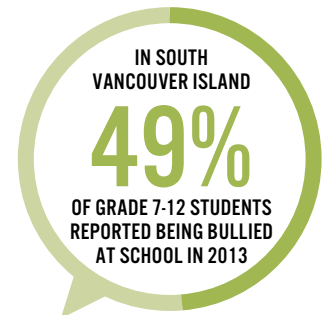
Crash count excludes crashes in parking lots or crashes involving parked vehicles. SOURCE: ICBC

**DID YOU  
KNOW?**

## BULLIED YOUTH

**Bullied at school** means youth reported being teased, excluded, and/or physically assaulted by another youth at school or on the way to or from school. **Cyberbullied** means youth reported being bullied or picked on through the Internet or other technology.

SOURCE: MCCREARY CENTRE SOCIETY



**13%** REPORTED BEING CYBERBULLIED IN 2013, COMPARED TO **14%** OF YOUTH ACROSS BC.

In 2013, **94%** of students grades 7-12 in South Vancouver Island reported feeling safe in their neighbourhood during the daytime, while **71%** reported feeling safe in their neighbourhood at night.

SOURCE: MCCREARY CENTRE SOCIETY

## 2016 CRIME RATES (per 100,000 people)

### CRIME RATES BY OFFENCE

#### YOUTH CRIME RATE

In 2016, **1,158** youth aged 12-17 were charged with a violation per 100,000 youth in Greater Victoria, down from **1,281** in 2015. The 2016 rate was higher than BC's rate (1,090) and lower than Canada's rate (2,014). Violations include all Criminal Code violations (including traffic violations) and federal statute violations.

#### Violent Crime Rate

**1,154**

GREATER VICTORIA  
down by 42% since 1998

**1,139**

BRITISH COLUMBIA

**1,052**

CANADA

#### Sexual Assault Rate

**64**

GREATER VICTORIA  
down by 42% since 1998

**50**

BRITISH COLUMBIA

**58**

CANADA

#### Property Crime Rate

**3,663**

GREATER VICTORIA  
down by 54% since 1998

**5,001**

BRITISH COLUMBIA

**3,207**

CANADA

#### Motor Vehicle Theft Rate

**108**

GREATER VICTORIA  
down by 65% since 1998

**295**

BRITISH COLUMBIA

**217**

CANADA

SOURCE: STATISTICS CANADA



# SPORTS & RECREATION

SPONSORED BY BEAR MOUNTAIN



Sarah Black, Athletic Therapist at Athletic Therapy Plus, working with paralympian Jackie Gay at the Athletic Centre.

VITAL SIGNS®  
CITIZEN SURVEY SAYS:

# B+

## LET'S CELEBRATE

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

## ROOM FOR IMPROVEMENT

- ▶ Access to low-income programs
- ▶ More affordable opportunities
- ▶ Improving pathways and bikeways

## THE ISSUE

There is a lack of supportive recreation and sports opportunities for adults and youth with disabilities.

## THE RESPONSE

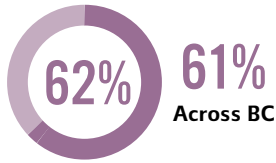
Supported by a grant from the Victoria Foundation, Recreation Integration Victoria's Disability and Diversity: Education to Promote Active Living initiative is aimed at reducing existing attitudinal barriers towards persons with disabilities to increase their level of participation in our community. Offered in collaboration with 20 community organizations through training sessions and outreach fairs, this program targets recreation centre staff, sport coaches, education professionals, and members of the community at large.



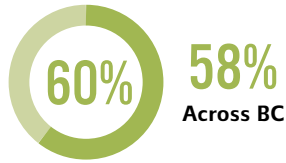
## REGIONAL DATA

### YOUTH SPORTS PARTICIPATION 2013

% of students grades 7-12 in South Vancouver Island who:  
 took an exercise class outside of school.      took part in out-of-school sports without an instructor.



SOURCE: MCCREARY CENTRE SOCIETY



Across BC

## DID YOU KNOW?

Walking is a healthy and environmentally friendly form of transportation and recreation that fosters vibrant communities and provides an enjoyable experience for residents and visitors alike. Walk On, Victoria is a pedestrian advocacy group that aims to improve the walkability of Greater Victoria neighbourhoods, promote walking, and encourage policymakers to prioritize the interests of pedestrians.

In 2016, Walk On, Victoria hosted the first annual Walktober event, an online step-counting challenge. Over 11 million steps were taken by participants – the distance from Vancouver to Toronto and back again. SOURCE: WALK ON, VICTORIA

In 2015, households in Greater Victoria spent an average of **\$5,532** on recreation, or **9%** of the total average household spending on goods and services.

SOURCE: STATISTICS CANADA

## YOUNG ADULT INJURIES



% of young adults age 22-29 years surveyed through the 2013 Victoria Healthy Youth Survey who suffered an injury that was serious enough to limit their daily activities.

### OF THE INJURIES:



APPROXIMATELY **29%** OF YOUNG ADULTS CONTACTED A NURSE OVER THE PHONE ABOUT THEIR INJURY.

SOURCE: ISLAND HEALTH AUTHORITY

### NEWCOMER SPORT FOR LIFE PROGRAM

Sport can play a vital role in newcomers' sense of belonging. Newcomers can also bring a renewal and sense of vibrancy to sport and recreation organizations. The Newcomer Sport for Life Program seeks to connect immigrant and refugee children to quality sport and physical activity opportunities in their new communities. In 2016, the Inter-Cultural Association worked in partnership with Sport for Life and KidSport to give newcomer children and youth a chance to participate in various sport programs across the region. SOURCE: INTER-CULTURAL ASSOCIATION AND SPORT FOR LIFE

## PHYSICAL ACTIVITY

### PHYSICAL ACTIVITY IN OLDER PEOPLE

% of people aged 65 and older that reported their physical activity during leisure time as moderately active or active in 2014.



SELF-REPORTED RATES OF ACTIVE PHYSICAL ACTIVITY AMONG OLDER PEOPLE IN SOUTH VANCOUVER ISLAND HAVE RISEN STEADILY FROM **57%** IN 2010 TO **65%** IN 2014.

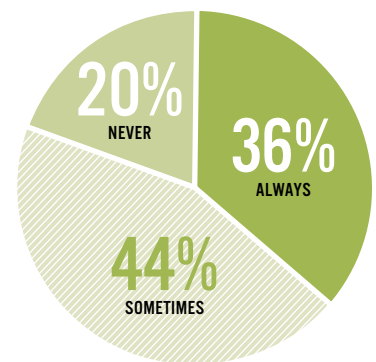
SOURCE: STATISTICS CANADA

### YOUNG ADULT PHYSICAL ACTIVITY

In 2013, 76% of young adults age 22-29 years surveyed through the Victoria Healthy Youth Survey reported that they exercise:

vigorously for 20-30 minutes at least three times per week

three to four times per week (i.e., swimming, running, sports etc.)



SOURCE: ISLAND HEALTH AUTHORITY



# STANDARD OF LIVING

SPONSORED BY MNP

Parents select food at the Victoria Native Friendship Centre as part of a program by the Food Share Network.



JACK ADAMSON

VITAL SIGNS®  
CITIZEN SURVEY SAYS:

# C+

## LET'S CELEBRATE

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

## ROOM FOR IMPROVEMENT

- ▶ Affordable housing options
- ▶ Adoption of a "living wage"
- ▶ Income disparity between highest and lowest earners

### THE ISSUE

Many people who are food insecure do not access existing sources of emergency food, such as food banks.

### THE RESPONSE

An initiative of the Food Share Network, the Victoria Native Friendship Centre employs a Community Food Educator to work with socially and economically marginalized groups, including First Nations, persons with disabilities, and low-income seniors, to prepare and distribute rescued perishable food. With funds from the Victoria Foundation, the Community Food Educator supports food literacy by helping to create meals, develop recipes, and provide mentoring about healthy eating.

## REGIONAL DATA

### HOUSEHOLD SPENDING

**\$64,764**

AVERAGE SPENT ON GOODS AND SERVICES BY GREATER VICTORIA HOUSEHOLDS IN 2015  
76% OF TOTAL HOUSEHOLD EXPENDITURES

**SHELTER \$21,427 (33%) FOOD \$9,100 (14%)**

The share of household spending on shelter was higher in the region, compared to **31%** in BC and **29%** in Canada, while the share of household spending on food was the same for Greater Victoria, BC, and Canada.

SOURCE: STATISTICS CANADA

Since 1997, the **Victoria Regional Transit Commission (VRTC)** has provided free bus tickets and, more recently, passes to the **Community Social Planning Council (Council)** to distribute through social service agencies to clients with urgent transportation needs. Agencies purchase tickets and passes through the Council, which are then matched on a 1:1 basis with free tickets from VRTC (to a maximum allotment per year.) In 2016/17, 68 agencies participated in the program and over 113,000 bus tickets and passes were distributed. SOURCE: COMMUNITY SOCIAL PLANNING COUNCIL

The gender employment gap refers to the difference in employment rates of women and men. In 2015, the gender employment gap in the Victoria CMA was -0.1 percentage points, meaning that women's employment rate was marginally less than that for men. This compares to the -9.5 percentage point gender gap for BC and the -7.8 gap for Canada. Victoria had the lowest gender employment gap of all CMAs in Canada in 2015.

**DID YOU KNOW?**

Employment rate (%) by sex, province, and census metropolitan area, 2015:

	Women	Men	Difference
Canada	77.5	85.3	-7.8
BC	75.9	85.4	-9.5
Victoria CMA	82.3	82.4	-0.1

SOURCE: STATISTICS CANADA

THE MEDIAN WEEKLY WAGE IN GREATER VICTORIA IN 2016:

**\$807.60**



**\$702**



**\$960**

SOURCE: STATISTICS CANADA

### LIVING WAGE

THE HOURLY WAGE REQUIRED TO MAINTAIN AN ADEQUATE QUALITY OF LIFE IN THE CAPITAL REGION IN 2017:

**\$20.01**

SOURCE: COMMUNITY SOCIAL PLANNING COUNCIL

BC'S MINIMUM HOURLY WAGE IN 2017:

**\$11.35**

A full-time minimum wage worker earns \$20,657 annually, roughly \$3,300 a year below the poverty line for a single person in BC.

SOURCE: CANADIAN CENTRE FOR POLICY ALTERNATIVES

## CHILD POVERTY IN 2014



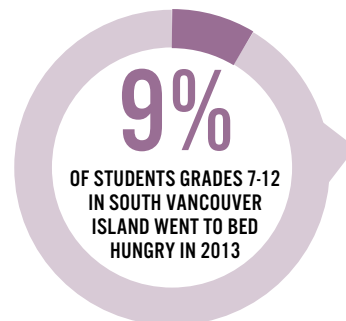
**= 170,000**

**1 IN 5 BC CHILDREN ARE POOR CHILDREN AGE 0-17 YEARS LIVING IN LOW-INCOME FAMILIES**

In 2014, Victoria had the third lowest child poverty rate of all the CMAs in BC at **16%**. However, in terms of numbers of children living in poverty, Victoria had the greatest number of poor children (**8,700**) of any urban area outside of Surrey and Vancouver.

SOURCE: FIRST CALL: BC CHILD AND YOUTH ADVOCACY COALITION

## GOING TO BED HUNGRY



SOURCE: MCCREARY CENTRE SOCIETY

"Who went to bed hungry" means youth who went to bed hungry "sometimes," "often," or "always" because there was not enough money for food at home.





# TRANSPORTATION



Volunteer Gordon Skuse assists Mount St. Mary resident David Shortreid, who uses BC Transit's handyDART for outings in the community.

VITAL SIGNS®  
CITIZEN SURVEY SAYS:

# C+

## LET'S CELEBRATE

- ▶ Cycling opportunities and expanding cycling infrastructure
- ▶ Good public transit service
- ▶ High level of walkability

## ROOM FOR IMPROVEMENT

- ▶ Investment in light rail/rapid transit
- ▶ Service and affordability of buses
- ▶ Regional coordination of transportation infrastructure

## THE ISSUE

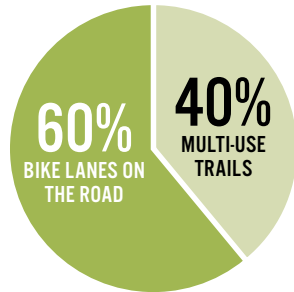
Many seniors, especially those who are socially and geographically isolated and have physical and cognitive challenges, are unable to participate in community events or use public transportation without support.

## THE RESPONSE

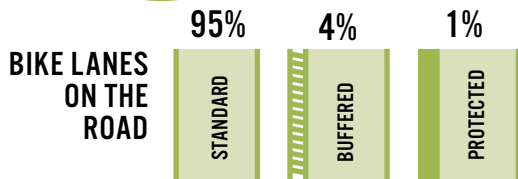
With support from the Victoria Foundation through a Canada 150 grant, the Marie Esther Society (Mount St. Mary Hospital) has expanded their volunteer program to include outings in the community. Funds support specialized volunteer training for those accompanying residents, as well as public transportation passes, allowing vulnerable individuals with physical and cognitive challenges to participate in activities across the community.

REGIONAL DATA

# CYCLING INFRASTRUCTURE



As of January 1, 2017, there were just over **855 km** of bike ways in the Capital Region.



SOURCE: CAPITAL REGIONAL DISTRICT

## ACTIVE & SAFE ROUTES TO SCHOOL

Active & Safe Routes to School (ASRTS) is a community-based initiative that promotes the use of active transportation in the region, such as walking, biking, busing, and rolling, for the daily trip to and from school. ASRTS addresses health, physical activity, and traffic safety issues while tackling air pollution and climate change. SOURCE: CAPITAL REGIONAL DISTRICT

IN 2015, HOUSEHOLDS IN GREATER VICTORIA SPENT AN AVERAGE OF **\$8,967** ON TRANSPORTATION, OR **14%** OF TOTAL AVERAGE HOUSEHOLD SPENDING ON GOODS AND SERVICES, LOWER THAN BC (18.5%) AND CANADA (19.4%). SOURCE: STATISTICS CANADA

A landmark 2017 UK study of more than 263,000 adults, half of whom were women, with an average age of 53, suggests that cycling commuters cut their risk of cancer, heart disease, and death from any cause nearly in half.

DID YOU KNOW?

Cycling to work is associated with a 45% lower risk of developing cancer, 40% lower risk of cancer mortality, 46% lower risk of getting heart disease, and 52% lower risk of heart disease death, compared with commuting to work by car or public transit. Cycling to work also reduces the risk of death from any cause by 41%. Study findings are a clear call to governments to encourage and support people toward more active modes of travel.

SOURCES: BMJ

## 2016/17 TRANSIT USE

**59%** OF GREATER VICTORIA RESIDENTS USED LOCAL TRANSIT, UP FROM **55%** IN 2015/16.

IN 2016/17, GREATER VICTORIA RESIDENTS MADE AN AVERAGE OF **1.5** ONE-WAY TRIPS PER WEEK



5% heavy riders | 12% medium riders | 5% light riders  
almost one-third occasional riders

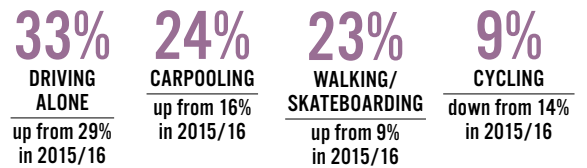
SOURCE: BC TRANSIT

In 2016/17, the average number of vehicles per household in Greater Victoria was 1.7, down from 2.0 in 2015/16 and the lowest in BC Transit's entire operating area. SOURCE: BC TRANSIT

## OTHER TRANSPORTATION MODES

SOURCE: BC TRANSIT

In 2016/17, transit riders in Greater Victoria used the following transportation modes more often:



DID YOU KNOW?

Victoria Regional Transit Commission



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

BC Transit and the Province of British Columbia have partnered to introduce 20,000 new hours of service in the fall of 2017 and add

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

Transit customers in Victoria will also benefit from the introduction of

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

BCTransit.com.

BC Transit is proud to build on the 25.5 million trips that were taken on conventional buses and 394,000 on handyDART in 2016/2017. They look forward to continuing to build on the service currently provided, including the customer experience.

# VITAL SIGNS® AT WORK IN THE COMMUNITY

THE VITAL SIGNS® REPORT PROVIDES AN OVERVIEW OF GREATER VICTORIA AND IS A USEFUL TOOL FOR GUIDING DECISIONS ABOUT OUR COMMUNITY. READ HERE TO LEARN HOW SOME LOCAL COMMUNITY LEADERS USE THE REPORT.



**SUSAN LOW,  
EXECUTIVE DIRECTOR,  
LEADERSHIP VICTORIA SOCIETY**

"Leadership Victoria uses *Vital Signs*® as a key source document to inform our community leadership classes about

the issues and assets in Greater Victoria. The *Vital Signs*® report is a great way for emerging leaders to get a high-level view of our community and identify exciting work that's being done in many areas of interest."



**LISA HELPS, VICTORIA MAYOR**

"In response to the federal government's recently issued Smart Cities Challenge, the South Island Prosperity Project is developing a Smart

South Island Plan. The plan will put forward a long-term vision and action plan outlining how we can improve the quality of life for residents, create opportunities for prosperity, and increase the general livability and sustainability of our region using big data and technology. The municipal and First Nations members of the Prosperity Project were tasked with defining the challenges and opportunities to be addressed by the Smart South Island Plan. The very first place we turned was to the *Victoria Vital Signs*®. The *Vital Signs*® is such a useful tool not only for defining the issues, but also for measuring progress over time – an important consideration for our potential federal government funders."



**MEL COOPER, CHAIR,  
TELUS VICTORIA  
COMMUNITY BOARD**

"I've been known to say, 'What you know can help you. What you don't know can hurt you.' The Victoria Foundation's annual

*Vital Signs*® report helps me understand important community trends. The TELUS Victoria Community Board receives some 65 applications for financial assistance each year. Armed with the information provided by *Vital*

*Signs*®, we are able to make more informed decisions on many of the applications. We were happy to work with the Victoria Foundation when the report was expanded to include youth attitudes. The word 'vital', which identifies the report, says it all – it's a vital service."



**LORNA CURTIS,  
ROTARY CLUB OF OAK BAY**

"The reliable and credible information about the food insecurity issue in the CRD, provided through *Vital Signs*®, was the catalyst to inspire the

Greater Victoria Rotary Clubs to step forward and raise over \$100,000 (to date) in support of the Food Rescue Project."



**KEVIN COOK, DIRECTOR  
OF SERVICE, ST. MICHAELS  
UNIVERSITY SCHOOL**

"We look at community engagement by matching Victoria's needs with students' personal values in order to

identify locations for increasing the impact of involvement. The first step is to have the students look through the *Vital Signs*® information to identify the areas of greatest need within the community. The next step is to identify personal values. Finally, we go through a matching/aligning process before any real engagement process starts. The information provided in *Vital Signs*® is invaluable in laying the foundation for the engagement as it provides a meaningful direction and focus for our students."



**JAMIE CASSELS, QC,  
UNIVERSITY OF VICTORIA  
PRESIDENT**

"The University of Victoria finds *Vital Signs*® useful and helpful for understanding and demonstrating how the

university fits into the broader community. It allows faculty, staff, and students to see how they can further engage and contribute

to the well-being of our community. *Vital Signs*® also highlights issues that community groups (including UVic faculty staff and students) are working on, which are then supported by the Victoria Foundation's Community Grants."



**MAUREEN YOUNG, SENIOR  
MANAGER, COMMUNITY  
PARTNERSHIPS & INVESTMENT,  
COAST CAPITAL SAVINGS**

"Coast Capital Savings is committed to building a richer future for youth, and *Vital Signs*® provides important insights into

the issues and challenges that matter most to young people in the Capital Region. Our Youth Get It Community Councils, who review and recommend Coast Capital's community investment grants for youth, are immensely grateful to have this tool to inform their decision-making process."



**MICHELLE BUCK,  
GENERAL MANAGER,  
LANGHAM COURT THEATRE**

"I just recently submitted our final report for our Learning Opportunities grant and used *Vital Signs*® to reference

benchmarks we consider ourselves addressing. I used it as well for our next proposal, making sure that our objectives are in line with the research being referenced in *Vital Signs*®. Moving forward, I would love to have our patrons/membership more familiar with *Vital Signs*®, as it reflects that the work we are doing at Langham Court Theatre is relevant and needed in the local community."



**DARLENE HOLLSTEIN,  
GENERAL MANAGER,  
THE BAY CENTRE/ 20 VIC  
MANAGEMENT INC.**

"I use the *Vital Signs*® information to enhance our marketing plan and business cases for selling

Victoria to potential new retailers in addition to promoting our region to new potential staff members."



# WHICH ISSUE WILL YOU TAKE ON?

## A STARTING POINT FOR ACTION



Greetings from Government House, the ceremonial home of all British Columbians. On behalf of our fellow citizens and as a representative of Her Majesty The Queen of Canada, I extend my commendations for the 2017 issue of *Vital Signs*®.

As Lieutenant Governor, I have called Victoria home for the past five years, and have always admired the initiative of *Vital Signs*® as inspiration for positive change: this publication has been a fundamental tool in developing strong foundations for a vibrant city for more than a decade. Not only does *Vital Signs*® provide an interesting overview of Greater Victoria, in many ways it is relied upon to guide decisions about the community now and for the future.

As Honorary Patron of the Victoria Foundation, I would like to sincerely thank them for their commitment to continuous improvement in Greater Victoria, and encourage all readers of *Vital Signs*® – friends, colleagues, neighbours and elected officials – to use this report as a starting point for action.

Sincerely,

The Honourable Judith Guichon,  
OBC, Lieutenant Governor of  
British Columbia



## THIS REPORT ONLY SCRATCHES THE SURFACE

Want to learn more? Information is available, including details on indicators, sources, and survey results, at [victoriafoundation.ca](http://victoriafoundation.ca).



/VicFoundation



/TheVictoriaFoundation



/VicFoundation

*In 2016, our members helped us give*



*to programs focused on youth.*

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**To learn more visit [coastcapitalsavings.com/community](http://coastcapitalsavings.com/community)**



*How can we help you?®*