

VitalSigns

The West Vancouver Foundation presents Vital Signs 2024

We're pleased to introduce the 2024 North Shore Vital Signs Report, a comprehensive examination of the vital issues that shape our community. This year's report focuses on the themes of poverty reduction by exploring how some fundamental aspects of our lives intersect with critical areas such as housing, transportation, income disparity, health and wellness, learning and growth, and arts and culture.

As we navigate the complexities of our rapidly changing world, it is essential to understand the dynamics that influence our community's well-being. The Vital Signs Report serves as a vital resource, providing insights and data that reflect the current state of our community. It highlights both the challenges we face and the opportunities that lie ahead, fostering a deeper understanding of how we can work together to enhance the quality of life for all residents.

Through this report, we hope you will gain a clearer perspective on the interconnectedness of these issues. You will discover the stories of individuals and families who are impacted by these challenges and learn about the initiatives and programs that are making a difference. Our aim is to inspire dialogue and action, encouraging each of you to reflect on your role in fostering a more inclusive and connected community.

We invite you to engage with the findings of this report, share your thoughts, and consider how you can contribute to the solutions that will strengthen our community. Together, we can build a North Shore that is not only vibrant and resilient but also a place where everyone feels they belong.

As the West Vancouver Foundation celebrates 45 years of impact in our community, we want to thank you for your continued support and commitment to our community.



Naomi Dennin



Alexandra Pearson
Co-Executive Director,



Denise Howell
Co-Executive Director
Grants & Comms

The Legend of the Two Sisters

It was thousands of years ago the great Tyee of our tribe had two daughters. They grew into womanhood and a mighty feast was to be given, such a feast as the Coast had never yet seen.

The only shadow was war, for the tribe of the great Tyee was at war with the Upper Coast Indians. Giant war canoes fretted the entire coastline, war parties paddled their way up and down, war songs broke the silence of the nights, strife, hatred, vengeance festered everywhere.

Days before the feast these two maidens came to the Chief, "Someday we may mother a man-child who may grow to be just such a great Tyee as you are. We have come to ask a favour. Will you invite the hostile tribes, the tribes you war upon, to our feast?"

"I can deny you nothing on this day and someday your sons may be born to bless this peace you have asked for" replied the Chief.

When the Northern Tribes received the invitation they flocked to the coast, to this feast of great peace. Never before was such a Potlatch. The war canoes were emptied of deadly weapons and instead filled with salmon. The hostile war songs ceased and in their place was laughter and singing, and the sound of children. The war songs had ended forever. The Two Sisters were made immortal by the Great Spirit and will always be in that High Place. Their offspring now rule these tribes, for were not Peace and Brotherhood born of them? There the Two Sisters have stood for thousands of years, guarding the Peace of the Pacific coast and the serenity of the Capilano Canyon.

Elder Linda Williams, Squamish Nation

Cover image: Two Sisters, also known as the Lions

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About Vital Signs

Vital Signs is a community check-up conducted by community foundations across Canada. Vital Signs is designed to measure and report on the vitality of communities and to identify trends across different themes and areas of focus that play a central role in promoting and supporting the social development needs and quality of life of families and individuals across communities. Vital Signs is coordinated nationally by the Community Foundations of Canada.

Most of the analysis in this Vital Signs report is for the North Shore area (District of West Vancouver, District of North Vancouver and City of North Vancouver).

With the current situation in housing, inflation and the cost of living, this report is focusing on poverty reduction and highlights some actions that are taking place in our community.

West Vancouver Foundation



The West Vancouver Foundation is one of the top 30 community foundations in Canada and has been bringing people

and projects together to create impact and change since 1979.

The Foundation was formed by a group of local residents who wanted local donations to support local causes. 45 years later the Foundation has granted over \$13 million into the community, has over 125 funds and continues working to help create a healthy and vibrant North Shore where everyone is valued, contributes and feels they belong.

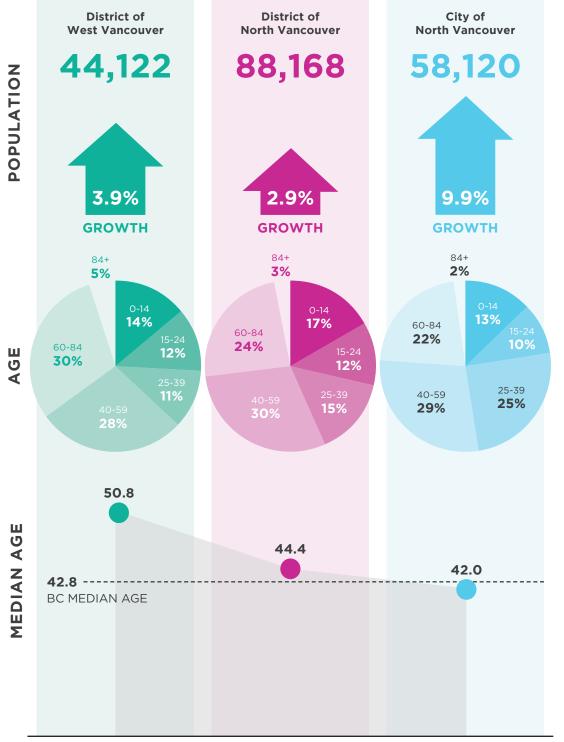
We are proud to help connect donors to the causes that are important to them and create lasting impacts on the community.



Our Community

Although other communities are seeing double digit population growth, such as Squamish at 21.8%, the North Shore continues to see growth lower (at 5%) than national (5.2%) and provincial (7.6%) averages. While this limited growth is occurring, the existing population is aging, which is especially older (by 8 years) in West Vancouver (at 50.8) than the provincial median age (42.8).

What does this mean for the future of the North Shore community?



1 out of 3 people are

60+

in West Vancouver.

The largest percentage of the population on the North Shore are Generation X and Millennials, however the District of West Vancouver has a disproportionate number of retirees (age 60+) and the City of North Vancouver has a large number of those age 25-39.

Do the municipalities have the right supports for their demographics?

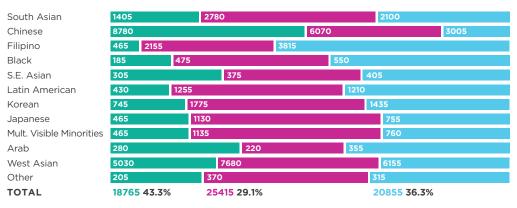
Are your charitable donations supporting the causes that need it the most?



IMMIGRANT FOREIGN BORN POPULATION

	2011		2021	
	Numbers	% Pop.	Numbers	% Pop.
District of West Vancouver	17,125	40%	19,810	44%
District of North Vancouver	29,970	29%	28,200	31%
City of North Vancouver	17,760	36%	22,020	36%

VISIBLE MINORITIES



On the North Shore,

1 out of 3

people were not born in Canada.

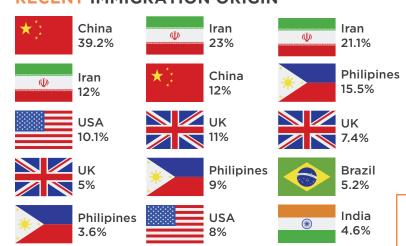
As a community foundation our mission is to help create a community where everyone belongs, is connected and thrives. Our largest grant program, Community Grants, focuses on charitable programs that create Connection and Belonging on the North Shore.

One program we have for West Vancouver, Squamish Nation and Lions Bay residents is the Neighbourhood Small Grants program.

TOP COUNTRIES OF IMMIGRATION ORIGIN

District o West Var	=	District of North Var		City of North Var	ncouver
★ **	China 26.7%		Iran 23%		Iran 22.9%
	Iran 22.3%		UK 13%	*	Philipin 13.1%
	UK 10.6%	**	China 7%		UK 9.9%

TOP COUNTRIES OF RECENT IMMIGRATION ORIGIN



NEIGHBOUR GRANTS

The Neighbourhood Small Grant (NSG) program was started as a way to combat loneliness and social isolation, by making communities stronger, safer and more welcoming. By offering a small grant (up to \$500), to residents, we enable the applicant to bring their project to life, often in a more impactful way or with people in the community they may not have previously been familiar with.

Yongfen has been involved in a few NSG projects now, including Seniors Celebrate with Tai Chi.

Everyone is invited and we introduce participants to Tai Chi at a public park.

The group gains an appreciation of Tai Chi, traditional Chinese music and food, but most importantly our neighbours become more connected.

Recent immigrants made up 10.5% of the West Vancouver population, 16.3% in the City of North Vancouver and 3.8% in the District of North Vancouver.

Source, Statistics Canada 2021 data.

Housing



ВС

In 2021, of the 77,685 households on the North Shore, 36%, or more than 1 in 3, reported that they were spending 30% or more of their income on their housing costs. According to Canada Housing and Mortgage Canada, housing is considered unaffordable when 30% or more of before-tax household income goes towards shelter costs.

HOUSING VALUE



SUPPORTS FOR HOMELESSNESS

Lookout Housing has 45 emergency shelter beds and 25 transitional housing units on the North Shore.

Hollyburn Community Services has a seniors safe house and 3 youth transitional houses.

Harvest Project's Rent Bank offers no-interest loans to those who are at risk of eviction or essential utility disconnection due to a temporary shortage of funds.



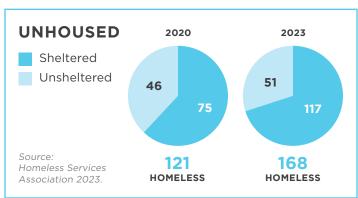
HOUSING AFFORDABILITY

	DWV	DNV	CNV
Monthly Shelter Costs	\$3,096	\$2,352	\$1,908
Spending More than 30% of income on Shelter Costs	40%	36%	33%
Households in Core Housing Need	12.7%	10.6%	17.9%

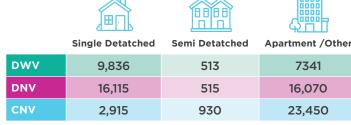
For renters, shelter costs include, as applicable, rent and payments for electricity, fuel, water and other municipal services. For owners, shelter costs include, as applicable, mortgage payments (principal and interest), property taxes, condominium fees, and payments for electricity, fuel, water and other municipal services.

Core housing need are those living in housing that is unaffordable and/or fall below acceptable housing standards. In Canada the rate is 10.1%.

Source, CMHC 2021.



HOUSING STOCK



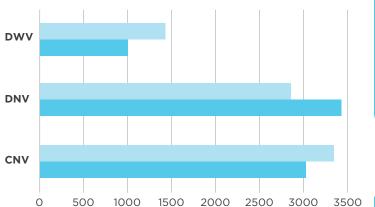
For over 30 years, Harvest Project has been providing a 'hand up' to those in need on the North Shore. Through our Rent Bank, we have kept 500+ residents securely housed to-date and in the past year delivered over \$400,000 in food to those facing the threat of poverty - many of whom are single moms and recent immigrants.

Kevin Lee Chief Development Officer, Harvest Project

HOUSING STARTS

Although housing starts can fluctuate from year to year, after 1 year of receiving the Provincial target, 2 of the 3 North Shore municipalities are meeting the targets. Even with this good news, we are still short on meeting our actual housing needs as the targets represent 75% of the actual projected need.



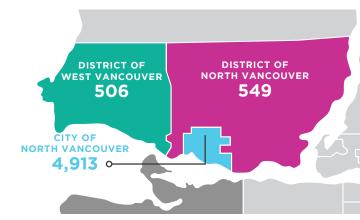




What are your thoughts on the targets? Do you know someone now, or in the future (such as your children and grand-children) that would like to live on the North Shore but are unable to at this time?

Source: Statistics Canada, BC Government, CHMC.

POPULATION DENSITY PER KM²



Source: Stats Canada 2021

An increase in population density can allow for economics of scale by spreading the cost of infrastructure and creating efficiencies, improving living standards. However, a rapidly growing population can place strain on resources, potentially resulting in food shortages, overcrowding, and environmental degradation.

Hollyburn Community Services Society has observed a worrying trend in housing instability, disproportionately affecting young people and seniors across the North Shore.

Factors that lead to housing instability include complexities such as poverty, illness, barriers to services, and social isolation.

Without a clear pathway to affordable housing, more vulnerable individuals and families will face homelessness over the next few years.

Mark Friesen

Executive Director,

AVERAGE RENTS



DNV Sources: Canada Mortgage and Housing Corporation

RENT VS. OWN	FOR SALE	FOR RENT
District of West Vancouver	71%	29%
District of North Vancouver	76%	24%
City of North Vancouver	53%	47%
GVRD	52%	38%

CNV

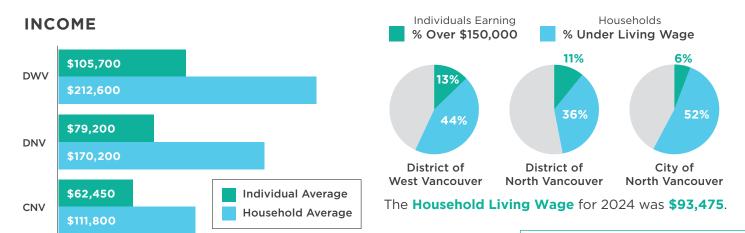
Source: Stats Canada 2021

DWV

Economic Health



The North Shore is known for its upscale neighborhoods, oceanfront views, proximity to nature, and affluent residents, it is often considered one of the most desirable places to live in the region.



250.000

TYPE OF WORK

50,000

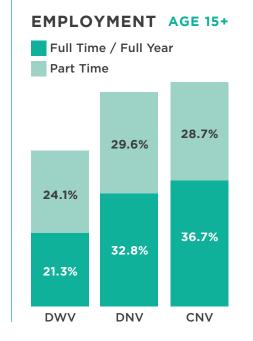
100.000

In West Vancouver, **89%** of those working, age 15-24, are employees, while there are **62%** those age 25-64 that are self-employed.

150,000

200.000

Type of Work	Distric of West Vancouver	Distric of North Vancouver	City of North Vancouver
Employee	61%	62%	82%
Permanent Employee	76%	82%	84%
Temporary/ Casual Employee	48%	36%	36%
Self-Employed	37%	23%	18%



Economic Development Plan

DISTRICT OF WEST VANCOUVER

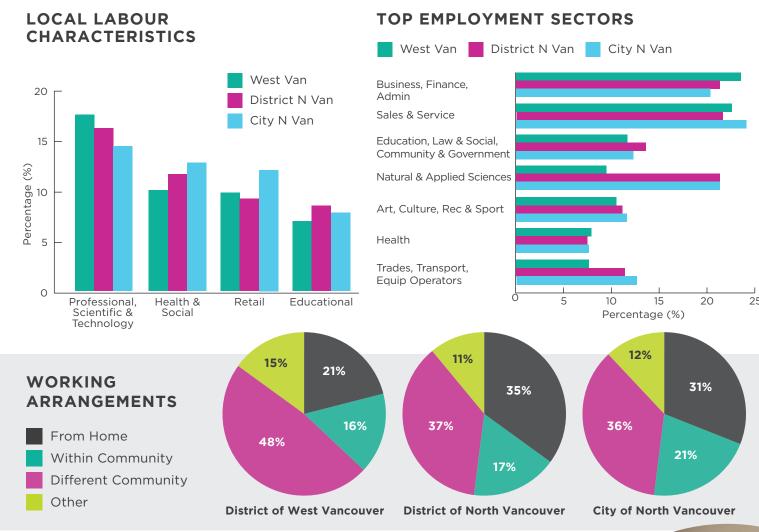
In 2018, the Economic Development Plan was released for West Vancouver. The plan shifts the thinking about West Vancouver's economy from purely serving the needs of local residents to what it takes to build a more vibrant, thriving and sustainable local economy over the long-term.

DISTRICT OF NORTH VANCOUVER Through the Official Community Plan and their economic development initiatives, the District of North Vancouver is creating and enhancing economic opportunity through land use policies and business-focused programs that encourage new investment, quality jobs, and growing the business tax base.

CITY OF NORTH VANCOUVER The City of North Vancouver's Economic Strategy will guide their efforts and resources over the immediate to medium-term – at City Hall and within the community – to address challenges the business community faces, take advantage of opportunities, and collaboratively strengthen the local economy. Goal: By 2033, the City of North Vancouver will be a leader in supporting jobs and businesses that focus on the needs of the future.

Working

North Vancouver's economy is diverse, with strong sectors in manufacturing, technology, tourism, retail, and real estate. West Vancouver's economy is somewhat more focused on real estate, luxury services, retail, and professional services.





One way that local governments can enable an adequate supply of child care spaces is by developing a local plan, strategy or bylaw around child care that outlines municipal policies and expectations for child care provision.

All 3 municipalities have approved stand-alone child care strategies for their community.

CHILD CARE HELP

North Shore Community Resources has programs to support kids, families and seniors including their North Shore Child Care Resource and Referral Program and Community Action Program for Children. If you are looking for child care, would like to borrow toys or books or want to learn more about how to provide your child with healthy development opportunities and early childhood education, reach out to them.

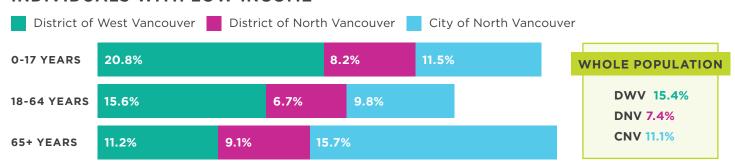


Income Gap



Since the Guinness family bought the British Pacific Properties in 1931, West Vancouver has been marketed as a luxury community close to city life. However West Vancouver has recently been identified as the second worst in Canada for income disparity. While having one of the highest household incomes in Canada, West Vancouver also has 15.4% of the population living in poverty.

INDIVIDUALS WITH LOW INCOME



Low-income measure is used to identify households that are substantially worse off than average, often considered to be living in poverty.

POVERTY

In West Vancouver, are living in poverty.

The District of North Vancouver

is substantially better (at 7.4%) than the national average of

The City of North Vancouver

is on par with the national poverty rate, however that still means 11.1% of the population are living in poverty.

With the support of

the West Vancouver

Foundation, VFR is happy

mission of both reducing

the environmental impact

to be furthering its two fold

FOOD SECURITY

On the North Shore, many are still experiencing food insecurity - being uncertain about their ability to access or afford enough nutritious food. This is especially pronounced with seniors and single parent homes.

In 2022, 4% of youth cut the size of their meals or skipped meals because there was not enough money. 7% of youth went to bed hungry at least sometimes because there was not enough money for food. 3% of youth ate food from a food bank the day prior to the survey. Many children on the North Shore rely heavily on school meal programs but over

the weekend may not eat at all: this is 'the weekend hunger gap.' Backpack Buddies addresses this childhood hunger crisis by filling backpacks every Friday for students in need with meals and snacks to last the weekend. Some of the North Shore schools that are part of this program are Braemar, Larson, Norgate and Queen Mary.

The West Vancouver Seniors' Activity Centre's meal program began in 2021, when the pandemic brought to light a genuine need among the community's most vulnerable seniors who lacked the means to access regular meals. The **Feed the** Need program currently serves 350 meals per week, improving many lives.

North Shore Food Re-Distribution

At **Vancouver Food Runners** (VFR), we respond to the unfortunate disconnect between the fact that 46.5% of all the food produced in Canada is wasted or lost, while 1 in 5 households in BC are food insecure. In 2023, VFR expanded to the North Shore and now over 200 volunteer drivers bring surplus food to local non-profits who are working to reduce hunger and mitigate food waste! This means **33,137 lbs of food** was delivered to non-profits such as Family Services of the North Shore, Harvest Project and North Shore Neighbourhood House.



Youth & Learning



Youth on the North Shore experience a variety of opportunities and challenges that are shaped by the community's affluence, access to nature and proximity to Vancouver. In 2023 the McCreary Centre Society surveyed youth in the North Shore/Coast Garibaldi region and here are some of the good and bad findings.

PARTICIPATED IN SPORTS AND EXERCISE

	North Shore	ВС
Informal	61%	53%
Organized	60%	49%
At a Gym	42%	36%
Extreme Sports	19%	12%
Dance/Yoga/other	14%	14%
Online	10%	12%
Exercised Last Week	91%	88%

MENTAL HEALTH

The majority of youth rated their mental health positively (63% Good or Excellent). However, there was a decrease over the past decade in youth rating their mental health as Good or Excellent (83% in 2013).















Alcohol Cannabis Vaping Smoking 33% 26% 21% 15% 49% 38% 30% 26%

Unfortunately substance use on the North Shore is higher than the rest of BC in all categories. Some of the reasons vouth gave for using substances were: wanted to have fun. friends were doing it, wanted to experiment, stress, sad. and nothing else to do.

How can we help our kids make good decisions? How do we get to the root cause?

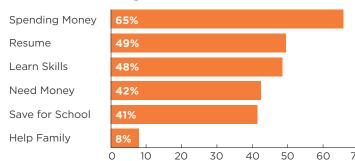
WORKING

North Shore youth were more likely than youth across BC to work at a paid job during the school year.

Paid Job During School Year

North Shore

Rationale for Working (%)



VOLUNTEERISM

Engagement in the community can help youth feel connected and supported, and can contribute to positive well-being. 19% of North Shore youth volunteered at least once a week.

The West Vancouver Foundation's Youth Philanthropy Council's mission is to activate youth leadership and generosity through philanthropy, with the goal of understanding and addressing the changing needs of youth in the community. Open to all teens on the North Shore.

westvanfoundation.ca/ypc

TAKING CARE OF OURSELVES **AND OTHERS**

PLEA Community Services' Children of the Street program focuses on raising awareness and preventing child/youth trafficking and exploitation. Last year they ran 67 free workshops, reaching over 4,000 young people of the North Shore, to provide practical tools to help kids stay safe.

The average age when youth are first exploited is 13-15 years old. While poverty or unsafe homes can result in increased incidences, unsupervised internet usage, low self-esteem and lack of sense of belonging also contribute. In affluent communities perpetrators often lure victims with rewards, such as brand name goods, or money.

Personally you helped me a lot and I could finally talk to my friend and help her out. The skits made me recognize what was happening.

MAJOR FIELD OF STUDY NORTH SHORE







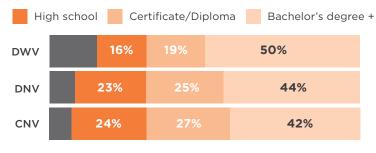


Sciences





HIGHEST LEVEL OF EDUCATION



10

Getting Around

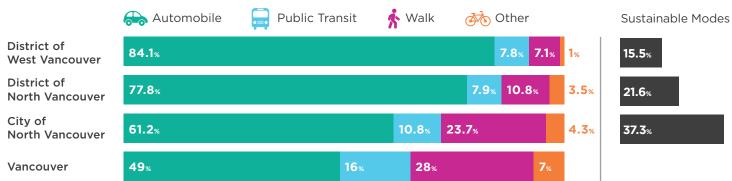


Transportation includes the ability to get around and transport people and goods. The capacity and convenience of transportation, such as our transit and road systems, have a big impact on quality of life.

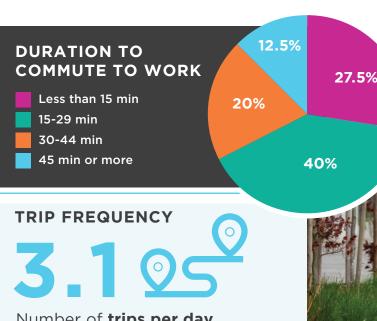
MODE OF COMMUTING

The average Canadian vehicle, which burns 2,000L of gasoline every year, releases about 4,600 kg of CO² into the atmosphere. Although West Vancouver has a higher adoption rate of electric vehicles (9%, versus 6% in North Vancouver and 5.4% in the Lower Mainland), the use of cars is increasing after seeing years of a decline.

MAIN MODE OF TRANSPORTATION



Source: 2023 North Shore Transportation Survey. Sustainable modes include transit, walking and biking.



Number of trips per day made by North Shore residents

TRIP PURPOSE



12

WORK COMMUTE

SHOPPING

TRIP DESTINATION

Within North Shore To/from

Burrard Inlet Other

21% 74%

Areas with low population density and

no access to transit services have

higher dependency

on cars for transportation

Arts & Culture



PROPORTION OF ARTISTS

District of West Vancouver

1.470 ARTISTS 7.54% OF WORKFORCE

District of North Vancouver

3,300 ARTISTS

OF WORKFORCE

City of North Vancouver

2.445 ARTISTS

6.96% OF WORKFORCE

GVRD

74,525 ARTISTS

5.08% OF WORKFORCE



2018-2023

WEST **VANCOUVER** \$2,327,843

NORTH VANCOUVER \$6,384,007



Canada council for the arts grant funding. Source: Canada Council for the Arts.

PUBLIC ART INSTALLATIONS

Public art benefits communities in many ways; it helps develop a sense of place and shared identity, it can represent the community members, it strengthens community ties, and it can encourage **conversations** about issues in the community. On the North Shore we are fortunate to have over 400 public art installations.



By fostering a vibrant cultural landscape and encouraging active participation across all demographics, we aim to cultivate a strong sense of community belonging and interconnectedness, enriching the cultural fabric of our region.

Melissa Duchak

Executive Director, Kay Meek Arts Centre

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FESTIVALS

On the North Shore there are many free festivals throughout the year. Public festivals and community events bring people together, celebrate important events or significant purposes, plus they support the local economy.

HARMONY ARTS FESTIVAL, WEST VANCOUVER

Enjoy live music while celebrating visual and culinary art

WEST VANCOUVER COMMUNITY CULTURE

Bringing people together through food, music and culture

INDIGENOUS PEOPLES DAY, WEST VANCOUVER

Commemorating this special day on June 21

RIVERS DAY, CITY OF NORTH VANCOUVER

Raising awareness about local streams and habitats

CANADA DAY Across the North Shore

SPIRIT OF THE SEASON FESTIVAL. CITY OF NORTH VANCOUVER

Get into the holiday spirit at The Shipyards

NOWRUZ, PERSIAN NEW YEAR

Celebrations across the North Shore

CHINESE NEW YEAR

Enjoy stories, songs & games at North Shore libraries

Source: 2023 North Shore Transportation Survey.

Sustainable Development Goals

SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs) are a universal call to action to end poverty, protect the planet and improve the lives and prospects of everyone, everywhere. The Canadian Indicator Framework encompasses the 17 goals, and adds Canadian Ambitions and Targets which have been elaborated by federal departments.







6 CLEAN WATER AND SANITATION





















A sense of belonging is essential for building strong, connected communities. Keeping an eye on how people feel they belong helps us create better social programs and initiatives that promote inclusivity and support. When residents feel they truly belong, it boosts their mental health, strengthens friendships, and makes life more enjoyable for everyone.

In Greater Vancouver, a strong sense of community belonging is felt by 68.2% of the population age 12+. This is slightly below the provincial and national average.

Do you feel connected to your community?

What would help you or others feel
more connected?

This festival successfully fosters a strong, engaged community and continuously enriches our collective cultural experience.

Christie Rosta

Cultural Services Manager, District of West Vancouver

COMMUNITY CULTURE FEST

This West Vancouver festival is designed to create opportunities for the community to connect on a variety of levels. This free, 2 day festival celebrates a variety of cultures and their traditions, food, music and dance. The diversity of the North Shore is represented with an expanded array of pavilions and inclusions including South Africa, China, Iran, Ukraine and Squamish Nation. Although the weather may have led to smaller crowds, over 22,000 people attended in 2024 and 97% of those surveyed rated their enjoyment level "Great/Excellent."



Ready to Make a Difference?



DONATE

Donate direct to a charity, to one of the many charity funds at the West Vancouver Foundation or to one of the field of interest funds at the Foundation such as Environment, Youth, or the Caring Community Fund.



OPEN A FUND

We can help you to transform your giving and create the kind of impact you want, now and long-term. Opening a fund allows you to support the causes that are important to you, while the Foundation handles the administration of the fund.



VOLUNTEER

Volunteers are the heart of strong, healthy, supportive and resilient communities. There are many charities on North Shore, offering meaningful volunteerism opportunities.



SUPPORT THE ARTS

Arts and culture make a community a vibrant and enriching place to live, but they need support. Become a season ticket holder, volunteer, purchase a piece from a local artist.



BE ENGAGED

What causes are important to you? How do you feel about current policies and actions? Participation in civic life contributes to the wellbeing of our community and can help create a vibrant community for all.



LEAVE A LEGACY

For many of our donors, leaving a gift to a charity in their Will is a way to celebrate their life and their values. A gift in your Will to help the causes you care about says a lot about who you are and what you care about.



SPREAD THE WORD

Did something in this report resonate with you? Do you want to see a stronger North Shore community? Tells your friends and family, follow us on social media, sign up for our newsletter, and attend future Foundation events. It all makes an impact.

The charities featured in this report are grant recipients and are doing good work, supporting those on the North Shore.

Land Acknowledgement

We gratefully acknowledge that the West Vancouver Foundation is located on the ancestral, traditional, unceded territory of the Coast Salish Peoples, as represented by the Skwxwú7mesh (Squamish), Səlilwəta?/Selilwitulh (Tsleil- Waututh), and xwməθkwəyəm (Musqueam) Nations.



Building stronger communities together.



Vital Signs plays an important role in identifying the challenges and opportunity our community faces and encourages us to maintain a healthy community, now and in the future. Congratulations to the Foundation and the Vital Signs team on the good work they do to the benefit of our community.

Rick Amantea Vice President, Community Partnerships & Development

Working towards a better future for all, in partnership with local organizations such as:





BRITISH PACIFIC PROPERTIES





