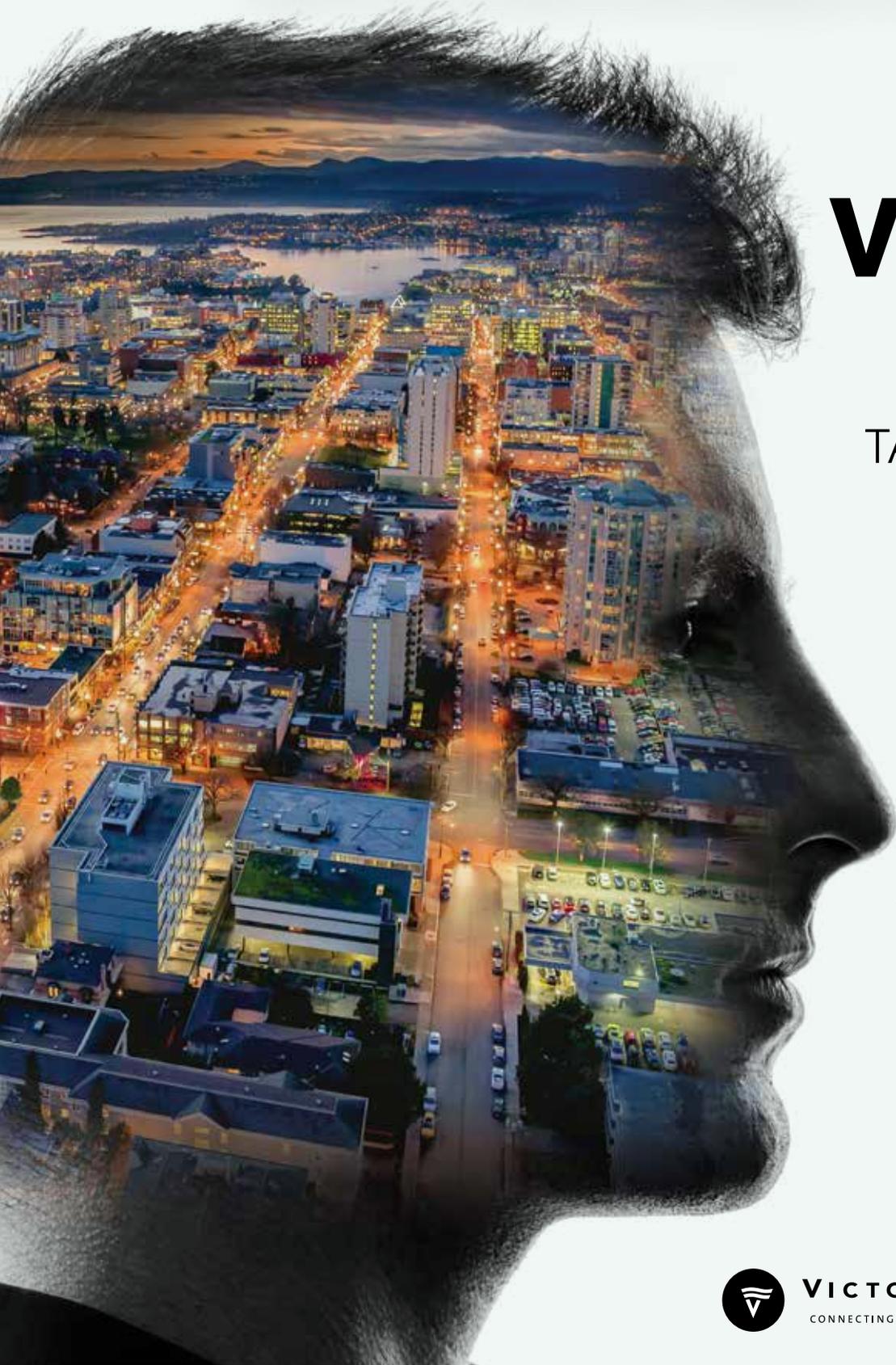


VICTORIA'S

# VITAL SIGNS<sup>®</sup>

GREATER VICTORIA'S 2019 ANNUAL CHECK-UP



## VISION 2030

TAKING ACTION  
TODAY TO  
BUILD AN  
EVEN BETTER  
TOMORROW

### **A VILLAGE OF 100**

What would it look like?

---

### **SURVEY SAYS**

Things to celebrate  
+ things to improve

---

### **QUALITY OF LIFE**

in Greater Victoria



**VICTORIA FOUNDATION**

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

# VITAL COMMUNITY NETWORK

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

**Andrea Carey**, Sport for Life

**Jill Doucette**, Synergy Enterprises

**Heather Gardiner**, Community Social Planning Council

**Colleen Hobson**, Ministry of Children & Family Development

**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

**Jodi Mucha**, BC Healthy Communities

**Dave Obee**, Times Colonist

**Sarah Phillips**, BC Transit

**Crystal Tremblay**, University of Victoria

GREGG ELIGH



The Victoria Foundation's Grace Wong Sneddon, Board Chair, and Sandra Richardson, Chief Executive Officer

## 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 \$225 million in people, projects and non-profit organizations that strengthen communities in BC and throughout Canada.



With an estimated 17,240 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 wellbeing, creating change**

Victoria's Vital Signs is an annual community check-up that measures the vitality of our region, identifies concerns, and supports action on issues that are critical to our quality of life. The Victoria Foundation produces the report to connect philanthropy to community needs and opportunities. This is the 14th consecutive year the report has been published, and the second time we've used the UN Sustainable Development goals to make the connection between change at the local and global levels.

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

Existing and new businesses in our community are a vital and enriching thread in the economic, social and cultural fabric of our region. We would like to express particular recognition and gratitude to the many businesses that have embraced the opportunity to help create a vibrant, caring community for all, specifically the following sponsors whose generosity makes production and promotion of this report possible. Our thanks also go to all the individuals and organizations that helped to create this report, including those that provided data, that took our survey or that helped guide and support the project, including our board and staff at the Victoria Foundation.

### SIGNATURE SPONSOR



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The Victoria Foundation is committed to strengthening community wellbeing by investing in people, opportunities and solutions. We do this by inspiring giving, by thoughtfully caring for the assets entrusted to us, and by investing in people, ideas and activities that strengthen our communities.

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OF CANADA**  
all for community



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



/VicFoundation



/TheVictoriaFoundation



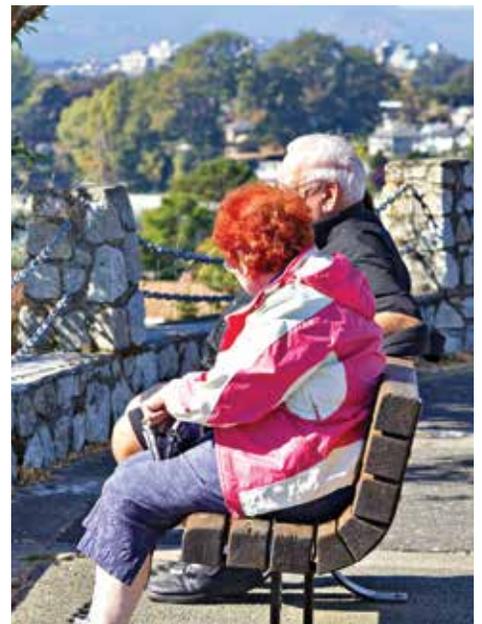
/victoriafoundation



# VISION 2030

TAKING ACTION TODAY TO BUILD AN EVEN BETTER TOMORROW





**W**hat path is Victoria on for the next 10 years? What challenges will residents be facing a decade from now? What steps do we need to take today to make Victoria, our province, and our country an even better place to live in the future?

A look at the citizens' grades from the 2019 Vital Signs survey reveals the issues respondents feel are in most need of attention in the immediate future. Housing, standard of living, and transportation received the lowest grades, and some of the most controversial news stories of the recent past relate to those issue areas.

Consider Tent City. What started in September 2017 with a dozen or so people living in tents had, by September 2018, grown to more than 100 people camped in Regina Park near Uptown, drawing national attention.

Affordable housing, whether apartment rentals and availability or house prices, is a topic that always generates discussion, as do the various counter measures, for example the speculation and vacancy tax and the regulations on short-term rentals, such as Airbnb.

Then there are the bike lanes, one of the most controversial topics of recent times.

But homelessness and housing

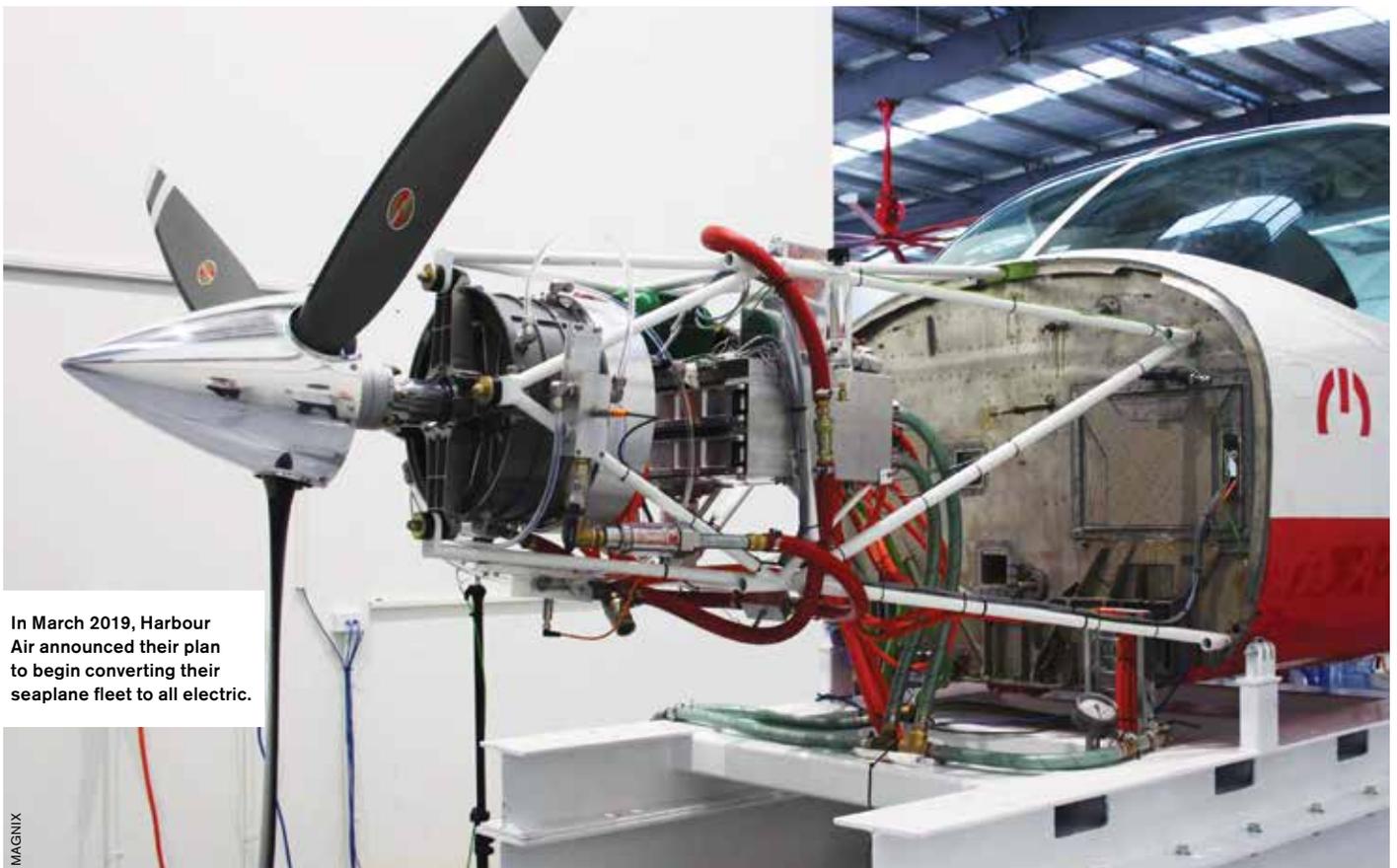
affordability are symptoms of even larger issues – cost of living and economy, health and belonging – while the battle over bike lanes links to transportation and the environment. In fact, the harder you look, the more interconnected all these issues become. The immediate concerns may change by 2030, but the underlying issues will persist without increased collective effort and substantial change.

At the same time, other trends are influencing us on the path to 2030.

## GROWING TRENDS

In April 2019, the Brookfield Institute for Innovation and Entrepreneurship, housed





In March 2019, Harbour Air announced their plan to begin converting their seaplane fleet to all electric.

MAGNIX

within Toronto's Ryerson University, produced a report called *Turn and Face the Strange: Changes impacting the future of employment in Canada*. In it, authors Jessica Thornton, Heather Russek, and Tara O'Neil, looked at 31 broad trends that will drive change over the next 10 years. That report became the framework for a series of six workshops across Canada, the insights from which are featured in the August 2019 report *Signs of the Times: Expert insights about employment in 2030*.<sup>\*</sup> Some of the trends highlighted in the reports are apparent now.

Within the environmental sustainability category, alternative energy sources are becoming more prevalent, and many connect to transportation. Electric cars are becoming more common in BC, and perhaps by 2030, they will outnumber gas-fuelled vehicles on our streets. That certainly looks to be the case with public transit. Under BC Transit's recently launched low carbon fleet program, 1,200 replacement buses and 350 new buses will be electric by 2030. Meanwhile, Harbour Air will soon be testing an electric-powered,

zero-emission airplane with the goal of converting its entire fleet of 42 planes.

Within the technology category, trends such as artificial intelligence and automation have high potential to create change and disrupt every industry, including transportation and health. Virtual and augmented reality may soon transform training and education, and blockchain adoption may change transactions like banking and voting. How will these trends impact our economy in terms of employment? Will access to health services improve if some move online? Will more people vote if it is easier? Will education become more accessible if classrooms are virtual?

Alongside increased technological connections, concerns around mental health may continue to grow, and some people may make deliberate decisions to unplug from technology to achieve a healthier life balance.

As the population ages, the economic need for immigration will continue as will the need for health-related professions. Seniors may meld work and retirement well into their 80s and 90s, and entrepreneurial work may become the

dominant career path as people choose to create their own opportunities rather than commit to a single employer.

To greater and lesser degrees, these trends and others will inspire our discussions and influence our region over the next decade. Finding innovative ways to benefit from these trends and improve the overall quality of life for everyone in our region is the goal – and it's a challenge that requires abundant input from many sources.

## LISTENING, LEARNING, COLLABORATING

Victoria is fortunate to be home to many visionary leaders with expertise and experience – people who are dedicated to making the city, province, and country even better for future generations. The Victoria Foundation nurtures relationships with local leaders and values their perspectives. Three of those leaders are profiled here, followed by essays they have written to share their visions of Victoria 2030. You'll find the full essays at [victoriafoundation.ca](http://victoriafoundation.ca).

<sup>\*</sup>Read more about the 31 trends at [brookfieldinstitute.ca](http://brookfieldinstitute.ca), where both reports are available for download.

# DAVE OBEЕ

EDITOR AND PUBLISHER,  
TIMES COLONIST



## ESSAY

### WE ARE ALL CONNECTED

BY DAVE OBEЕ

We are all connected, and we need to work together, supporting each other as Greater Victoria evolves and grows over the next decade.

That might seem like a motherhood statement – and it is. The people living here have always shared a sense of community, a community with roots extending back many hundreds of years. It is important to keep that in mind. In an age when social media allows us to share venom and opinion freely and easily, we need to remember that facts still matter, that we are all neighbours, and that we are all one. What you do affects the people around you, just as what they do affects many others, and so on.

There might be 350,000 stories in Greater Victoria, one for every person here, or there might be only one. In the end, I'm betting on just one, but one with many, many faces.

So, where will we be in 2030? Let's start with where we are now....

*Continue reading at [victoriafoundation.ca](http://victoriafoundation.ca).*

## Q&A

**If you could devote all your time and energy to one Victoria “future change” project, what would it be and why?**

I would try to improve the transportation network. As an example, we could use light rail transit between downtown Victoria and Langford, and between downtown and the Saanich Peninsula. A better transportation infrastructure would reduce our impact on the environment and improve the accessibility of affordable housing, among other benefits. It is essential to our future wellbeing.

**What makes you proud to live here?**

The way we live and the way we think. Greater Victoria stands apart from the rest of Canada; for the most part, we are well-educated and we care deeply about the world around us. We are also healthier than other regions.

**What do you hope never changes about Victoria?**

The small-town feeling in a city. I seem to have about two degrees of separation from just about everyone. If I need something, I just have to tell a few people and before long, the magic of Victoria happens and I have what I need. (Well, that hasn't helped in my search for a doctor...)

**What message would you most like people in Victoria to take to heart?**

Let's try to get along. There are sharp divisions in our community, and they bubble up over issues big and small. We are too quick to label others and put them into silos. Let's understand that, for example, it is possible for a cyclist to criticize the bike lanes but still love cycling. We don't all need to sing from the same song sheet, but we should try to appreciate what others are saying rather than shutting them down.

Dave Obee is an award-winning journalist who has been with the Times Colonist since 1997. In 2012, he was awarded an honorary doctorate in law by the University of Victoria for his work as a historian, genealogist and journalist and has been recognized by the British Columbia Historical Federation for his many contributions to BC history. He recently received a Bill Good award, which recognizes a journalist, leader or educator who has made a significant impact in journalism and the community at large. Obee is also one of the founders of the Times Colonist book drive, which has raised more than \$5 million in support of school libraries and literacy projects since 1998. He has been awarded the Governor-General's Sovereign Medal for Volunteers.

## Vital Charities

DISCOVER LOCAL ORGANIZATIONS  
THAT MATTER MOST TO YOU

Vital Charities is an online tool that allows you to search hundreds of local organizations that have received a grant from or that hold an endowment fund with the Victoria Foundation. By simply entering key words, you can learn more about the amazing work being done in the region and connect with projects that are meaningful to you. Learn more at [victoriafoundation.ca](http://victoriafoundation.ca).

## Vital Conversations

ENGAGING THE COMMUNITY  
ON ISSUES THAT MATTER

A Vital Conversation is a community discussion that brings together community leaders, representatives from local government, and members of the public for open dialogue about issues that matter to people in our region. Past Vital Conversation topics include Youth Volunteerism, Inclusion and Wellbeing as We Age, and the UN Sustainable Development Goals. Find more information at [victoriafoundation.ca](http://victoriafoundation.ca).



# CATHERINE HOLT

CEO, GREATER VICTORIA  
CHAMBER OF COMMERCE



JEFFREY BOSDET

Catherine Holt has been CEO of the Greater Victoria Chamber of Commerce since June 2016 and Chair of BC Transit since December 2017. She brings to these roles a wealth of experience, including 17 years as a consultant for public, private and non-profit organizations. She has worked on many transformational projects in Canada and internationally to improve public transit, employment programs, First Nation governance, land title registration, justice system administration, and information technology services. Holt has taught at Royal Roads University, was a producer for CBC National Radio and TV, and served on the boards of the Victoria Police and Vancouver Island School of Art.

## ESSAY

### WHERE DO WE WANT TO BE IN 2030?

BY CATHERINE HOLT

Imagine... it's the year 2030, the start of the third decade of the 21st century, and businesses on Vancouver Island are thriving. A shopkeeper takes out the compost before disconnecting from the solar grid and activating the online security service for the night. Orders from her global and local customers have been shipped and will arrive in the morning.

It's late, but the street is alive with young families enjoying their neighbourhood and dozens of workers making their way home. Electric buses flow by quietly and quickly, whisking their riders across town, out to Metro Victoria's West Shore or over the Malahat.

Mindful pedestrians read the rhythms of the road and synchronize their paths with the last few daily delivery trucks and the cyclists riding with purpose in their designated lanes.

The shopkeeper's staff smile and say good night twice...  
*Continue reading at [victoriafoundation.ca](http://victoriafoundation.ca).*

## Q&A

### If you could devote all your time and energy to one "future change" project, what would it be?

We are at a fascinating crossroads, here and around the world, with regard to how we move people in a city. We are in a transition from enabling driving as the main way to get around to the concept of providing mobility in many forms. There are so many aspects to it and we are falling way behind the curve compared to leading cities in the world. Cities that work well focus on how a person or a commodity gets around rather than how we move, park and fuel vehicles. Leading cities have well-designed, coordinated options, including extensive public transit, walking and biking pathways, and they still accommodate private and commercial vehicles. They put mobility front and centre

in their land use decisions.

Land use is not just about what you build on a piece of land – it's about how you get to and from it. We can use better mobility to deliver so much: it can make life more affordable, make it easier for businesses to operate, improve health and fitness, reduce congestion, parking lots, air pollution, noise pollution and, most importantly, carbon dioxide. Change creates discomfort and that's what we're feeling now in our region.

Someone recently asked me what we would look back on in 50 years and say, "We can't believe people did that back then!" and my answer is – drive gas-powered cars. Our municipalities are each trying in their own way to improve mobility, and the amount of griping that causes is astonishing to me. If we aren't building

bus lanes and bike lanes, what's the alternative, folks?

The other crossroads is that we are still not able to act as a region when it comes to mobility planning. We have 13 disconnected municipalities and the province all doing their own thing. Crazy! Good governance is the critical ingredient to making sensible change. We are never going to get an integrated planned transportation system in this region unless we have a single transportation or mobility governance agency. I would love to work on creating that and then watch it deliver.

### What makes you proud to live here?

Canada is the best country in the world and BC is the best province in Canada and Victoria is the best community in BC – so that makes this the

best place on earth. It is a huge privilege to live in such a place.

### What do you hope never changes about Victoria?

The fresh air. It symbolizes a lot about Victoria for me. I have heard many people say that no matter where they go in the world, they breathe a sigh of relief when they arrive in Victoria, and I definitely feel the same way. The air quality itself is a key factor, but it's many other things that go into creating that feeling of relief – the climate, the scenery, the pace of life – it's a magic formula I hope we never lose.

### What message would you most like people in Victoria to take to heart?

Join the Chamber. We work together to build good business and great community!

# JILL DOUCETTE

FOUNDING PARTNER,  
SYNERGY ENTERPRISES



BELLE WHITE

Jill Doucette is an active writer with three published books, as well as a speaker, entrepreneur, and community member. She is passionate about creating solutions to curb climate change in our business community. In 2008, she founded Synergy Enterprises to help businesses reduce their carbon footprint, and in 2013, the Synergy Foundation was born to focus on building a green economy on Vancouver Island. Topics she is currently focused on include air and marine ports, circular economy solutions to reduce waste, and regenerative tourism.

## Keep reading...

Dave Obee, Catherine Holt, and Jill Doucette are three of the region's most respected and visionary thought leaders. Their perspectives are rooted not only in their qualified professional expertise, but also in their personal experience as residents of the city they love.

In the full-length versions of their essays, you'll get their views on some of the most critical issues in the region, as well as their thoughts on building an even better and brighter future for the city, province, and country.

Find their full essays at [victoriafoundation.ca](http://victoriafoundation.ca).

## ESSAY

### REGENERATION AND REINVENTION

BY JILL DOUCETTE

To many of us, change feels slow but looking back and taking in how our community in Victoria has evolved over the last 10 years, I am reminded how far we have come. We have learned some hard lessons, about the state of climate change, about poverty, wellness and how to build a great city. But there is so much we have accomplished. We have composting throughout our community, a growing interconnected network of bike lanes, and there are more electric vehicles on the street than any experts anticipated. We have new community gardens popping up every spring, and our city is full of art and music. Victoria truly is one of the best places to live in the world.

Globally, we are still in a state of crisis. The warnings have been pouring in for decades, and we are feeling those impacts now with fires, floods and alarming frosts. We need to take serious action, but changing the way we live, run our businesses, and build our cities can be overwhelming...  
*Continue reading at [victoriafoundation.ca](http://victoriafoundation.ca).*

## Q&A

### If you could devote all your time and energy to one "future change" project, what would it be?

I already do! Synergy Enterprises and the Synergy Foundation are about changing the way we do business to combat climate change and create a bright future in our community.

### What makes you proud to live here?

Victoria is a beautiful city, with great people, lots of adventure close by, and a great food scene. It is full of people who are passionate, innovative, and inspiring. Living here inspires me to reach higher.

### What do you hope never changes about Victoria?

I hope Victoria always cherishes its charm and heritage as it grows, keeping the long-term happiness of community and health of our natural surroundings first and foremost.

### What message would you most like people in Victoria to take to heart?

That our city is full of potential. We could have a world-class green economy with our clean tech sector and environmental innovation.



## Explore what it means to create a truly vital Victoria

What does physical literacy mean? What kind of housing initiatives are being discussed? How are people making the region more environmentally sustainable?

The Vital Victoria podcast takes a deep dive into issues critical to our quality of life on the South Island.

You'll hear studio and on-location interviews with community thought leaders, such as Camosun College President Sherri Bell, View Royal Mayor David Screech, Inter-Cultural Association of Greater Victoria CEO Jean McRae, Pacific Institute for Sport Excellence CEO Robert Bettauer, Community Social Planning Council researcher Diana Gibson, and many others.

Guided by hosts Robert Janus and Veronica Cooper, along with field reporter Kyle Wells, each episode of Vital Victoria takes a closer look at one of the key issue areas explored in *Victoria's Vital Signs*. You'll find them all at [victoriafoundation.ca](http://victoriafoundation.ca), as well as on iTunes or wherever you find your favourite podcasts.

# METHODOLOGY

## CITIZEN OPINION SURVEY

This year, **1,695** 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 Victoria population overall. Data is accurate + or - 2.8% 19 times out of 20. Most market research involves much smaller samples of around 400 and a margin of error + or - 5% 19 times out of 20. 400 surveys were completed via a research panel and 1,295 via the open online link. Analysis revealed no significant differences between the two methodologies.

An invitation to participate in the survey was advertised on a local radio

station throughout the survey period 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:

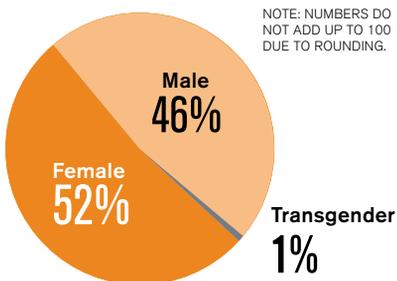
- A** = Excellent, stay the course
- B** = Good, but improvements could be made
- C** = Average performance, suggest additional effort be made to address these issues
- D** = Below average performance, additional work is required
- F** = Failure, immediate action is required

## 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 the 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 local experts from a range of Greater Victoria organizations who help us select meaningful indicators. Ultimately, the availability and accessibility of reliable data determines if we can report on a given indicator. Sponsors do not influence the indicator data in any way.

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

## GRADER PROFILE



### AGE

Under 24	6%
24-34	19%
35-44	15%
45-54	15%
55-64	19%
65-74	18%
Over 75	7%
No Age Given	>1%

### HOUSEHOLD INCOME

Under \$20,000	8%
\$20,000-49,999	23%
\$50,000-79,999	25%
\$80,000-109,999	20%
\$110,000+	24%

### EMPLOYMENT BY SECTOR

Non-Profit/Charity	15%
Retired	27%
Government	17%
Business	20%
Private Institution	10%
Student	4%
Unemployed	5%

## WHERE THEY LIVE

Victoria - **31%**   Saanich - **20%**   Langford - **10%**   Esquimalt - **8%**   Oak Bay - **7%**   Central Saanich - **4%**  
 Colwood - **4%**   North Saanich - **3%**   View Royal - **3%**   Sooke - **2%**   Sidney - **2%**   Other - **5%**

## HAVE LIVED IN GREATER VICTORIA

More than 10 years - **69%**   6 to 10 years - **12%**   1 to 5 years - **16%**   Less than 1 year - **3%**

# HOW TO READ THIS REPORT

## REGIONAL 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.

## LOOKING BACK

As part of this year's theme of looking ten years ahead, we've included some interesting changes over the past decade.

## PUBLIC OPINION FINDINGS

An online survey was taken by 1,295 people and a panel survey was taken by 400 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.

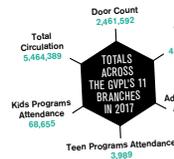
## PHOTO AND CAPTION

The Victoria Foundation takes an active role in addressing issues of concern in our community. Often, these issues come to light as the result of survey findings and indicator data profiled in *Victoria's Vital Signs*.

## REGIONAL DATA

### LIBRARY USE

In 2017, the Greater Victoria Public Library (GVPL) reported the highest circulation per capita in Canada (17.1), significantly above the national median of 9.6. Measuring the number of visits, GVPL ranked third among 23 Canadian urban library systems with 7.7 visits per capita, compared to the national median of 5.9. In 2017, 66% of the region's population were registered borrowers, compared to the national median of 39%.



SOURCE: GREATER VICTORIA PUBLIC LIBRARY

### FIRST NATIONS LANGUAGES

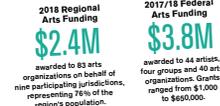
In 2018, a new dictionary in the SENĆOŦEN language was published after decades of work to preserve and translate the language of the WSANEC peoples of the Saanich Peninsula, including the Tsartlip, Tsawout, Tseycum, and Paunguachin First Nations.

**12,000 WORDS IN SENĆOŦEN**

SOURCE: UNIVERSITY OF WASHINGTON PRESS

### ARTS FUNDING

In 2018, CRD-funded organizations drew over 758,000 audience members to 3,684 events across the region.



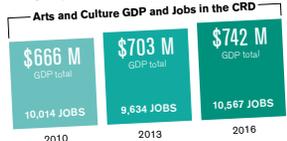
SOURCE: CAPITAL REGIONAL DISTRICT AND CANADIAN COUNCIL FOR THE ARTS

Sustainable Development Goals (SDG): See details page 13.

On July 23, 2009, Spirit Square officially opened in Centennial Square. Years ago, Cormorant Creek ran through the area and served as a water source for the Songhees People. To commemorate this history, a drinking water feature in the shape of a First Nations-inspired bottle and two spirit poles were installed, along with a native species garden and a stage. Over 10 years, annual usage has doubled from 73 to more than 150 days of programming.

## LOOKING BACK...

### ECONOMIC IMPACT OF ARTS & CULTURE



In 2018, the CRD Arts Commission created a dedicated equity grant program to increase access and reduce barriers to participation in arts and culture. The program supports arts initiatives in communities at risk of exclusion or have difficulty accessing support for systemic reasons.

**11** organizations received a total of \$45,000 in equity grants in 2018. Of those, 82% were accessing CRD arts funding for the first time.

### SUSTAINABLE DEVELOPMENT TARGETS



victoriafoundation.ca 19

## SUSTAINABLE DEVELOPMENT GOALS

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

# HOW DID WE DO?

OVERALL QUALITY OF LIFE:  
UNCHANGED FROM 2018 **B+**

Local citizens graded the **12 key issues** and offered suggestions of what is working well and the priorities for improvement.

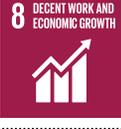
2019 CITIZEN GRADES <small>2018 GRADES</small>	THINGS WORKING WELL	PRIORITIES FOR IMPROVEMENT
Arts & Culture <b>B+</b>	<ul style="list-style-type: none"> <li>Vibrant arts and culture community with diverse offerings</li> <li>Strong festival scene</li> <li>Performing arts</li> </ul>	<ul style="list-style-type: none"> <li>Offering more affordable arts and cultural activities</li> <li>Increasing funding to support arts and culture</li> <li>Creating more festivals and community celebrations</li> </ul>
Belonging & Engagement <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 opportunities to get involved in community and neighbourhood activities</li> <li>Increasing awareness of community engagement and public consultation opportunities</li> <li>Improving voter turnout</li> </ul>
Economy <b>B-</b>	<ul style="list-style-type: none"> <li>Availability of jobs/low unemployment</li> <li>Efforts to diversify economy and high technology sector growth</li> <li>Small business and entrepreneurial support</li> </ul>	<ul style="list-style-type: none"> <li>Increasing wages</li> <li>Diversifying the economy</li> <li>Improving supports for entrepreneurs and small business</li> </ul>
Environmental Sustainability <b>B</b>	<ul style="list-style-type: none"> <li>Green spaces/walking paths/clean air and water</li> <li>Cycling infrastructure</li> <li>Eco-conscious community with grassroots programs</li> </ul>	<ul style="list-style-type: none"> <li>Reducing our reliance on cars</li> <li>Traffic congestion/removing bike lanes</li> <li>Conservation of natural areas</li> </ul>
Getting Started <b>B-</b>	<ul style="list-style-type: none"> <li>Excellent work of organizations supporting newcomers</li> <li>General awareness and acceptance of cultural diversity</li> <li>Availability of programs to support children and newcomers</li> </ul>	<ul style="list-style-type: none"> <li>Affordable and accessible housing</li> <li>Access to affordable child care</li> <li>Foreign accreditation recognition</li> </ul>
Health & Wellness <b>B-</b>	<ul style="list-style-type: none"> <li>Many opportunities for physical activity and outdoor recreation</li> <li>Availability and access to health care</li> <li>Health care system and services</li> </ul>	<ul style="list-style-type: none"> <li>Availability of family physicians</li> <li>Access to mental health services</li> <li>Wait times for medical procedures</li> </ul>
Housing <b>C-</b>	<ul style="list-style-type: none"> <li>Efforts to increase affordability and reduce homelessness</li> <li>New housing/development/density</li> <li>Diversity of housing options (e.g. rental suites, social housing, assisted living)</li> </ul>	<ul style="list-style-type: none"> <li>Affordability of rental housing</li> <li>Affordability of home ownership</li> <li>Alternative housing options (co-housing, co-ops, etc.)</li> </ul>
Learning <b>B</b>	<ul style="list-style-type: none"> <li>Access to diverse educational opportunities</li> <li>Positive learning environment</li> <li>Dedicated and talented teachers</li> </ul>	<ul style="list-style-type: none"> <li>Affordability of post-secondary education</li> <li>Quality of school curricula</li> <li>Financial sustainability of school districts</li> </ul>
Safety <b>B</b>	<ul style="list-style-type: none"> <li>Safe place to live</li> <li>Police presence</li> <li>Traffic and road safety</li> </ul>	<ul style="list-style-type: none"> <li>Reducing use of illegal drugs</li> <li>Supports for mental health</li> <li>Visible presence of police</li> </ul>
Sports & Recreation <b>B+</b>	<ul style="list-style-type: none"> <li>Plenty of access to sports and recreation facilities</li> <li>Quality and variety of activity programming for children and adults</li> <li>Availability of outdoor recreation options and beautiful green spaces</li> </ul>	<ul style="list-style-type: none"> <li>Access to low-income programs</li> <li>More affordable opportunities</li> <li>Investment in facilities</li> </ul>
Standard of Living <b>C+</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>Reducing the income gap between rich and poor</li> </ul>
Transportation <b>C+</b>	<ul style="list-style-type: none"> <li>Good public transit service</li> <li>Cycling opportunities and expanding cycling infrastructure</li> <li>Road and infrastructure improvements</li> </ul>	<ul style="list-style-type: none"> <li>Investment in light rail/rapid transit</li> <li>Regional coordination of transportation infrastructure</li> <li>Service and affordability of buses</li> </ul>

# SUSTAINABLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs) represent the world's collective vision for a thriving and sustainable planet. Canada is one of 193 countries participating in this United Nations initiative. The SDGs are universal and apply to all people and communities everywhere. Within the 17 SDGs, there are 169 targets. Canada has signed on to achieving these goals at home and abroad. At the community level, the SDGs are an opportunity to focus and coordinate collective efforts to address problems beyond the community scale, such as climate change, which can only be addressed if communities and cities unite in common action.

Visit [globalgoals.org](http://globalgoals.org) for more details.

**FIND THESE ICONS ON PAGES 18–41 TO LEARN HOW THE SDGS AND THE TARGETS RELATE TO VITAL SIGNS KEY ISSUES.**

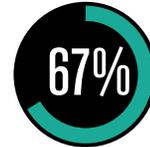
SDG	PAGE	SUMMARY	SDG	PAGE	SUMMARY
	22, 39	<b>GOAL 1</b> End poverty in all its forms everywhere.		18, 26, 30	<b>GOAL 10</b> Reduce inequality within and among countries.
	N/A	<b>GOAL 2</b> End hunger, achieve food security, and promote sustainable agriculture.		19, 25, 31, 41	<b>GOAL 11</b> Make cities and human settlements inclusive, safe, resilient, and sustainable.
	18, 20, 28, 29, 36, 38, 40	<b>GOAL 3</b> Ensure healthy lives and promote wellbeing for all at all ages.		25	<b>GOAL 12</b> Ensure sustainable consumption and production patterns.
	19, 32, 33	<b>GOAL 4</b> Ensure equitable, quality education and promote lifelong learning opportunities.		25	<b>GOAL 13</b> Take urgent action to combat climate change and its impacts.
	21, 34, 35, 39	<b>GOAL 5</b> Achieve gender equality and empower all women and girls.		24	<b>GOAL 14</b> Conserve and sustainably use the oceans, seas, and marine resources.
	N/A	<b>GOAL 6</b> Ensure availability and sustainable management of water and sanitation for all.		24, 25	<b>GOAL 15</b> Protect and promote terrestrial ecosystems, forests, land, and biodiversity.
	N/A	<b>GOAL 7</b> Ensure access to affordable, sustainable, and modern energy for all.		21, 27, 35	<b>GOAL 16</b> Promote peaceful societies, accountable institutions, and access to justice for all.
	19, 23, 27, 39	<b>GOAL 8</b> Promote sustained, inclusive economic growth, full employment, and decent work for all.		N/A	<b>GOAL 17</b> Strengthen global partnerships for sustainable development.
	N/A	<b>GOAL 9</b> Build resilient infrastructure, promote sustainable industrialization, and foster innovation.	 <b>THE GLOBAL GOALS</b> For Sustainable Development		

# QUALITY OF LIFE IN GREATER VICTORIA

Vital Signs survey participants were asked a range of questions about their quality of life and feelings of connectedness to their community.



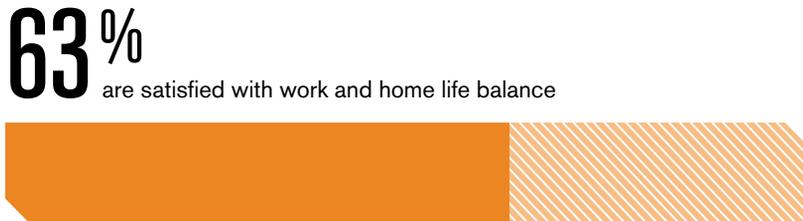
of transgender individuals report frequently feeling uncomfortable due to discrimination, significantly higher compared to 3% of females and 2% of males



rate their general sense of physical wellbeing as high



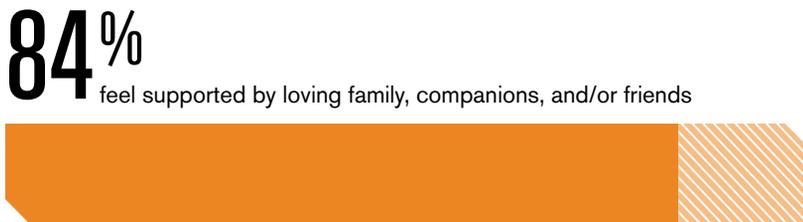
rate their general sense of mental wellbeing as high



feel high or overwhelming stress associated with personal finances



feel uncomfortable at least sometimes as a result of discrimination



**72%** ARE HAPPY IN THEIR JOB AND SATISFIED WITH THEIR WORK

**68%** RARELY OR VERY RARELY FELT LONELY OVER THE PAST WEEK, WHILE 12% HAVE FELT LONELY OFTEN OR VERY OFTEN

**75%**  
feel somewhat or very connected to their community

**52%**  
actively participate in their community of interest

**59%**  
feel they have the opportunity to make a difference in their community or city

**62%**  
feel they know their neighbours well enough to ask for assistance

34%

volunteered their time with an organization at least once a month

The top five areas: the local community, fundraising, sports and recreation, environment, and arts/heritage

✓ 90% AGREE OR STRONGLY AGREE THAT IT IS EVERY CITIZEN'S DUTY TO VOTE

✓ 65% 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



FEEL IT IS LIKELY OR VERY LIKELY THEY WILL BE LIVING AND WORKING IN GREATER VICTORIA IN 10 YEARS

## QUOTES FROM SURVEY PARTICIPANTS

How can we educate our children to be proud of their community and city when they are constantly bombarded with the attitude of "things are better elsewhere"?

Funding needs to be found to bring back Luminara and FolkFest. Nothing since has replaced them properly.

So many incredible festivals, events and celebratory art pieces! Love it all.

Victoria's civic culture seems very attuned to the importance of citizen engagement.

Clearly there are plenty of minimum wage jobs available, but not enough jobs that pay a living wage.

Although the extensive efforts put into the downtown bike lane is a positive initiative, I don't think this is working well. I think the motion before city council to offer a subsidized public transit option and extended transit hours seems like a more practical solution.

Need to retain young talent if the city is going to thrive in the future. The majority of my UVic class went elsewhere after graduation.

I believe most people in Victoria welcome newcomers. However, many of the people are coming with degrees and education and are not able to do a quick transition into these jobs here. Nurses are working as childcare supports because the training from the country they have come from isn't recognized.

As a home owner, I am pleased with the growth of Victoria and our population of younger people moving here. Renting opportunities are, however, minimal.

I love this city but will probably leave in the coming years due to the lack of affordable homes.

Improve opportunities for people with disabilities to integrate into learning environments.

Given my experience with learning and education in Greater Victoria, I can confidently say that Victoria has done an amazing job at offering options for access to education.

Strong neighbourhoods create safe places to be. A sense of community strengthens our feelings about being safe.

The police forces and first responders in the region are very committed and dedicated to their roles.

I think we have excellent recreation centres, though the cost remains relatively high given the minimum wage and the current cost of living.

Food security has improved tremendously in recent years. Keep up the good work.

More aggressive densification is required in all municipalities to provide more housing opportunities and alternatives and lower costs.

The standard of living is great for those who are wealthy and can afford to enjoy the beauty of Victoria and its natural surroundings. For everyone else, not so much.

I have noticed a real increase in the amount of traffic over the last few years, but have no right to complain, as I am a contributor.

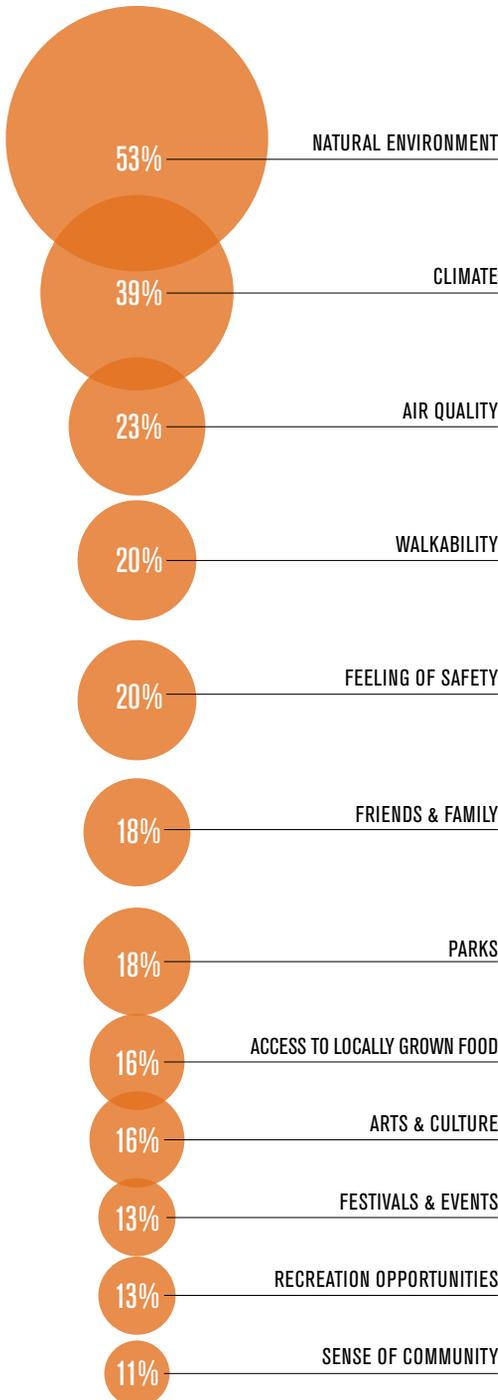
I am most concerned by the lack of family physicians and access to mental health services. It seems that in the Greater Victoria area, we are seriously lacking in these areas.

I think Greater Victoria is doing well with encouraging alternative, environmentally friendly transportation.

# BEST THINGS AND MOST IMPORTANT ISSUES IN GREATER VICTORIA

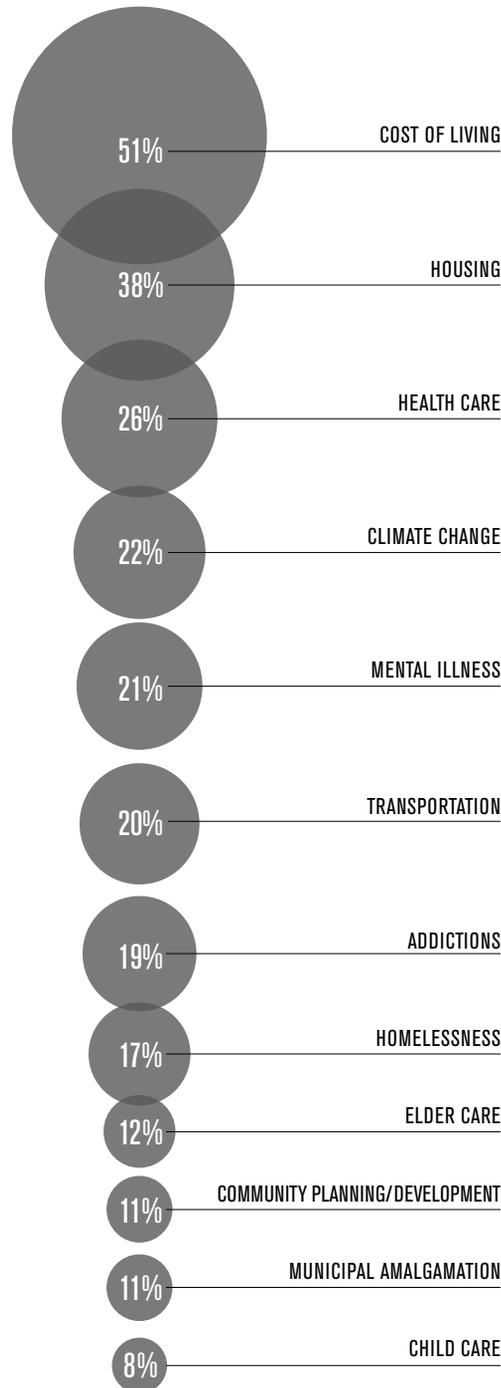
## WHAT ARE THE BEST THINGS ABOUT GREATER VICTORIA?

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.

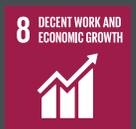


## WHAT ARE THE MOST IMPORTANT ISSUES FACING GREATER VICTORIA TODAY?

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



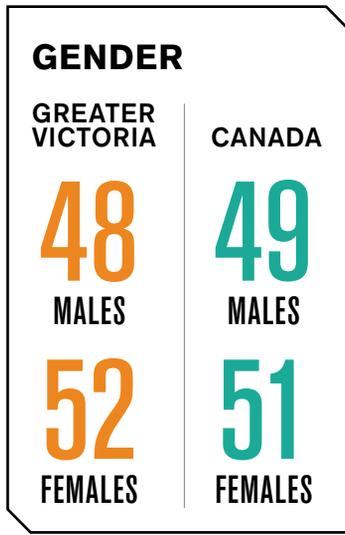
**The best thing** about Greater Victoria, the natural environment, is also the focus of two of the UN Sustainable Development Goals (SDGs). SDG #14, Life Below Water, speaks to conserving and sustainably using the oceans, seas, and marine resources for sustainable development. SDG #15, Life on Land,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



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

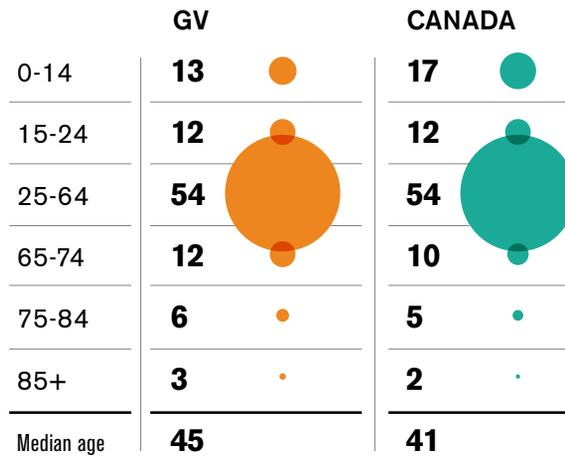
# A VILLAGE OF 100

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



In the 2016 Census, transgender, transsexual, and intersex persons were given the option to indicate which of the two genders they most associated with, or to leave the question blank and provide reasons for not answering it.

### AGE BREAKDOWN



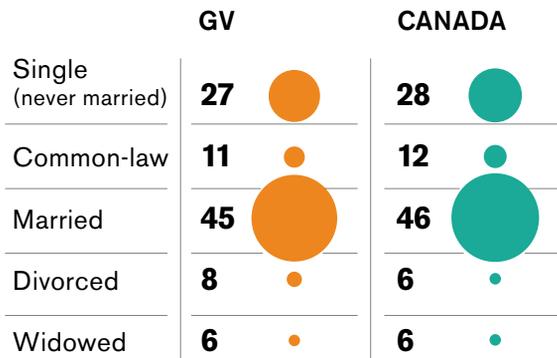
### AVERAGE LIFE EXPECTANCY



### AVERAGE FAMILY SIZE

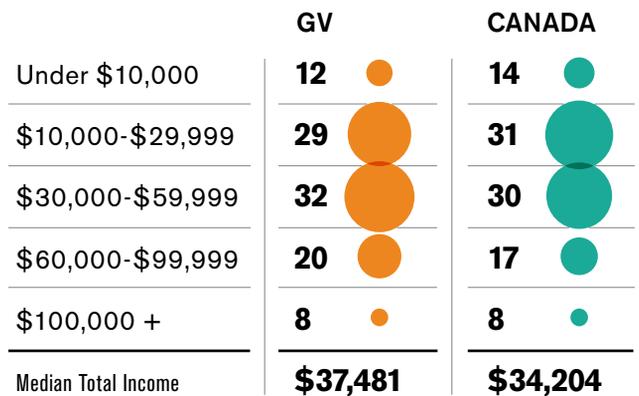


### MARITAL STATUS



Note: Numbers do not add up to 100 due to rounding and exclusion of "separated."

### INDIVIDUAL INCOME



Note: Total population (15 years and over) with income, 2015. Numbers do not add up to 100 due to rounding.

### LANGUAGE

GV / CANADA

94 / 67

SPEAK ENGLISH MOST OFTEN AT HOME

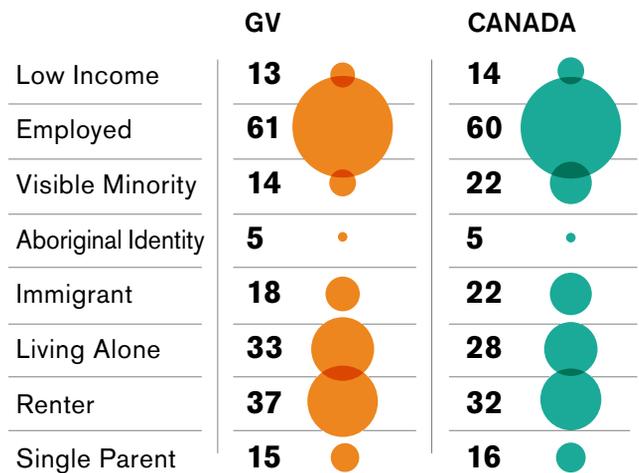
10 / 18

HAVE KNOWLEDGE OF BOTH OFFICIAL LANGUAGES

6 / 12

SPEAK LANGUAGES OTHER THAN ENGLISH AND FRENCH MOST OFTEN AT HOME

### MISCELLANEOUS



## VITAL SIGNS CITIZEN SURVEY SAYS:

# B+

### WORKING WELL

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

### PRIORITIES FOR IMPROVEMENT

- » Offering more affordable arts and cultural activities
- » Increasing funding to support arts and culture
- » Creating more festivals and community celebrations

## SPEAKING TRUTH THROUGH ART

Art can be a powerful tool to build connections across difference, challenge discriminatory beliefs, and foster a culture of inclusion.

The Inter-Cultural Association of Greater Victoria's multidisciplinary show *im:print* shares the personal stories of Indigenous, settler, immigrant, and refugee artists, celebrating a diversity of cultures and lived experiences. Through songs, poetry, monologues and dynamic skits, performers address themes such as belonging,

reconciliation, and the relationship between people and place. Funding from the Victoria Foundation is supporting the design, promotion, and performance of *im:print* for community audiences.

**IN ACTION:** A dancer in the Inter-Cultural Association of Greater Victoria's multidisciplinary show *im:print* rehearses for the performance.

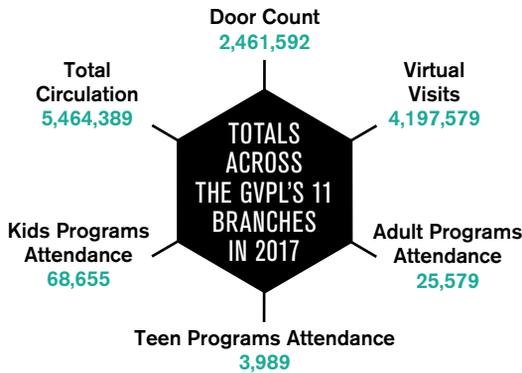


# REGIONAL DATA

## LIBRARY USE

In 2017, the Greater Victoria Public Library (GVPL) reported the highest circulation per capita in Canada (17.1), significantly above the national median of 9.6. Measuring the number of visits, GVPL ranked third among 25 Canadian urban library systems with 7.7 visits per capita, compared to the national median of 5.9. In 2017, 66% of the region's population were registered borrowers, compared to the national median of 39%.

SOURCE: CANADIAN URBAN LIBRARIES COUNCIL



SOURCE: GREATER VICTORIA PUBLIC LIBRARY

## FIRST NATIONS LANGUAGES



In 2018, a new dictionary in the SENĆOTEN language was published after decades of work to preserve and translate the language of the WSÁNEĆ peoples of the Saanich Peninsula, including the **Tsartlip, Tsawout, Tseycum, and Pauquachin First Nations.**

*SENĆOTEN: A Dictionary of the Saanich Language* is based on audio recordings made with 26 elders, all native speakers. It is the first complete SENĆOTEN-English dictionary and contains more than

**12,000 WORDS IN SENĆOTEN**

SOURCE: UNIVERSITY OF WASHINGTON PRESS

## ARTS FUNDING



In 2018, CRD-funded organizations drew over **758,000** audience members to **3,884** events across the region.

**2018 Regional Arts Funding**

**\$2.4M**

awarded to 83 arts organizations on behalf of nine participating jurisdictions, representing 76% of the region's population.

**2017/18 Federal Arts Funding**

**\$3.8M**

awarded to 44 artists, four groups and 40 arts organizations. Grants ranged from \$1,000 to \$650,000.

SOURCE: CAPITAL REGIONAL DISTRICT AND CANADA COUNCIL FOR THE ARTS

On July 23, 2009, **Spirit Square** officially opened in Centennial Square. Years ago, **Cormorant Creek** ran through the area and served as a water source for the **Songhees People**. To commemorate this history, a drinking water feature in the shape of a **First Nations-inspired ladle** and two **spirit poles** were installed, along with a **native species garden** and a **stage**. Over 10 years, annual usage has doubled from 73 to more than 150 days of programming.

LOOKING BACK...

## ECONOMIC IMPACT OF ARTS & CULTURE



**\$742 MILLION**      **10,567**

Gross domestic product (GDP) for arts and culture in the capital region in 2016, accounting for **9.5%** of the total GDP for culture in BC.

Jobs in arts and culture in the capital region in 2016, or **9.5%** of the culture jobs in BC.

**\$2,018** Arts and culture GDP per capita in the region in 2016, compared to \$1,684 for BC.

### Arts and Culture GDP and Jobs in the CRD



SOURCE: CAPITAL REGIONAL DISTRICT

In 2018, the CRD Arts Commission created a dedicated **equity grant program** to increase access and reduce barriers to participation in arts and culture. The program supports arts initiatives in communities at risk of exclusion or have difficulty accessing support for systemic reasons.

**11** organizations received a total of **\$45,000** in equity grants in 2018. Of those, **82%** were accessing CRD arts funding for the first time.

SOURCE: CAPITAL REGIONAL DISTRICT

## SUSTAINABLE DEVELOPMENT TARGETS



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



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



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

# BELONGING & ENGAGEMENT

SPONSORED BY  
CIBC

VITAL SIGNS  
CITIZEN SURVEY SAYS:

# B-

## WORKING WELL

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

## PRIORITIES FOR IMPROVEMENT

- » Increasing opportunities to get involved in community and neighbourhood activities
- » Increasing awareness of community engagement and public consultation opportunities
- » Improving voter turnout



JEFFREY BOSDET



## BUILDING CONNECTIONS TO NATURE

The 2018 *Victoria's Vital Signs* reported 89% of surveyed organizations serving the disability community in the capital region did not have enough resources to meet demand.

Power to Be Adventure Therapy Society delivers subsidized outdoor programming to people who experience barriers to accessing nature, including those living with physical disabilities, illness, social and mental health considerations, and cognitive impairments. Adaptive recreation activities such as camping, kayaking, geocaching, and skiing are a fun opportunity for participants to connect

with nature and build community. A 2018 Community Grant from the Victoria Foundation is increasing capacity to offer such programs as well as supporting the Wilderness School, a three-year outdoor education program for youth.

**IN ACTION:** Power to Be takes children and their families on hiking trips called *Trail Rider Over Nights*, where people with physical disabilities or challenges can ride on special hiking chairs called 'trail riders' in places like Strathcona Provincial Park.

# REGIONAL DATA

## CHARITABLE GIVING

23% of all tax filers in Greater Victoria made charitable donations in 2017, higher than BC (19%) and Canada (20%).

MEDIAN DONATION  
IN GREATER VICTORIA

**\$440**



BC MEDIAN  
DONATION

**\$460**

NATIONAL MEDIAN  
DONATION

**\$300**

SOURCE: STATISTICS CANADA

## YOUTHFUL CITIES INDEX



Greater Victoria was ranked as the **seventh** most youthful city in Canada out of 22 cities in the 2019 YouthfulCities Canadian Index.

YouthfulCities  
attributes rankings  
for Greater Victoria:



Education  
Creative arts



Diversity



Gender equity  
Employment



Safety

SOURCE: YOUTHFULCITIES CANADIAN INDEX 2019

## POLICE-REPORTED HATE CRIMES

SDG  
**16**

**10**

Number of police-reported hate crimes in 2017 in the Victoria CMA, a rate of **2.6** per 100,000 population, down considerably from the region's 2016 rate (4.6) and lower than the rate for Canada in 2017 (5.7).

SOURCE: STATISTICS CANADA

The **Happiness Index Partnership** was a network of organizations that conducted two wellbeing surveys in Greater Victoria in 2009 and published a *Happiness Booklet* to guide organizations in improving community wellbeing. It helped shape the future of how the region looks at wellbeing and set the stage for the Victoria Foundation to conduct the first Victoria Capital Region Community Wellbeing Survey in 2014.

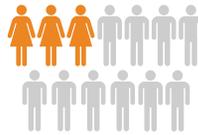
LOOKING  
BACK...

## WOMEN IN PUBLIC OFFICE

SDG  
**5**

As of September 30, 2019, a total of **64 women** were in elected office in the capital region at the municipal, provincial, and federal levels, including:

**3 MAYORS**  
(OUT OF 13 = 23%)



**2 SCHOOL BOARD CHAIRS**  
(OUT OF 4 = 50%)



**3 MEMBERS OF THE  
LEGISLATIVE ASSEMBLY**  
(OUT OF 7 RIDINGS = 43%)



**1 MEMBER OF PARLIAMENT**  
(OUT OF 4 RIDINGS = 25%)



**37 MUNICIPAL COUNCILLORS**  
(OUT OF 78 = 47%)

**18 SCHOOL BOARD TRUSTEES**  
(OUT OF 26 = 69%)

SOURCE: PARLIAMENT OF CANADA, LEGISLATIVE ASSEMBLY OF BRITISH COLUMBIA, CIVICINFO BC, SCHOOL DISTRICTS 61, 62, 63 AND 64

## BEST PLACE TO BE A WOMAN

SDG  
**5**

**#1: Kingston, ON**  
**#2: St. John's, NL**  
**#3: Victoria, BC**

In 2018, the Victoria CMA was ranked by the Canadian Centre for Policy Alternatives as the **third best place to be a woman in Canada** (out of 26 CMAs), after placing 1st in the previous three years.

While direct comparison to earlier years is not possible, the main reason for the drop in overall rank was a lower score in economic participation and security. This was attributed to an increased gender employment gap, especially in full-time employment, and an increased gender poverty gap.

SOURCE: THE BEST AND WORST PLACES TO BE A WOMAN IN CANADA 2019

## SUSTAINABLE DEVELOPMENT TARGETS



**5.1:** End discrimination against all women and girls

**5.5:** Ensure women's full participation in leadership



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

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



QUINTRON GORDON

## VITAL SIGNS CITIZEN SURVEY SAYS:

# B-

### WORKING WELL

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

### PRIORITIES FOR IMPROVEMENT

- » Increasing wages
- » Diversifying the economy
- » Improving supports for entrepreneurs and small business

## RAISING AWARENESS AND REDUCING STIGMA

Many low-income individuals report multiple, intersecting barriers to employment, including homelessness, mental health considerations, and/or living with a mental or physical disability.

*The Diverters* project is a member-based initiative made up of individuals who identify as low-income who collect redeemable containers from bins to sustain their livelihood and divert waste from landfills. The project works to improve opportunities for people to generate income and raise awareness of the

economic and environmental value of their work, reducing the stigma they experience as informal recyclable collectors. A grant from the Community Impact Fund supports Tides Canada bringing *The Diverters* project to Greater Victoria.

**IN ACTION:** *The Diverters* in Greater Victoria have partnered with the Fort Common to help reduce the amount of waste that goes into the landfill by ensuring the recycling from the Fort Common is sorted and condensed properly.



# REGIONAL DATA

## ECONOMIC IMPACT OF THE TECH SECTOR

Estimated impact in Greater Victoria (Victoria CMA)

2013 **\$4 billion** ▶ 2017 **\$5.2 billion**

Looking ahead, the sector's economic impact in the region is expected to exceed **\$10 billion** by 2030.

In 2017, an estimated **16,775** people were employed in the region's tech sector.

**13,696** people working for **955** technology firms  
**3,079** self-employed people

SOURCE: VIATEC

In 2009, the City introduced **new parking technology** to replace 1,900 traditional parking meters with 257 parking machines to make parking easier for downtown visitors with Pay 'N Go. The new machines also paved the way for the introduction of the ParkVictoria app in 2015 that lets users pay for parking using their smart phones.

LOOKING BACK...

## CIVIL SOCIETY IMPACT

	Civil Society	Tourism	Airport (YYJ)
GDP	\$7 billion	\$1.2 billion	\$420 million
FTEs	122,000	22,300	4,200
Tax revenue	\$584 million	\$376 million	\$81 million

**Note:** The tech sector generated \$5.2 billion in revenues from tech firms and employed an estimated 16,775 people in 2017. As the economic impact is expressed as revenues, not GDP, and employment impact is expressed as employed persons, not FTEs, it is difficult to directly compare the tech sector's economic impact to other sectors noted here.

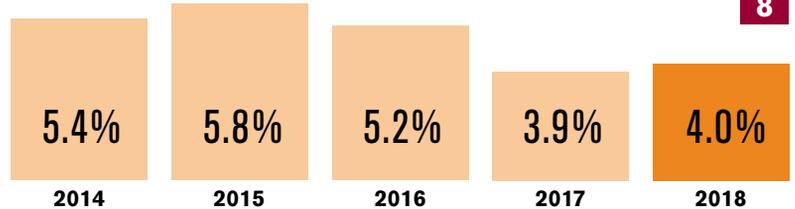
**Note:** The economic activity calculation for the charitable sector is based on 994 charitable organizations in the capital region. For the tourism sector, it is based on visitor spending by an estimated 3.9 million person-visits (domestic, US and overseas) to Greater Victoria. For the tech sector, it is based on 955 tech firms.

SOURCE: VICTORIA FOUNDATION, VICTORIA AIRPORT AUTHORITY, TOURISM VICTORIA

## UNEMPLOYMENT RATE

In 2018, the unemployment rate in Greater Victoria was **4%**, on par with 2017 and slightly lower than the rates for BC (5%) and Canada (6%) in 2018.

% population (15 years +) who are unemployed

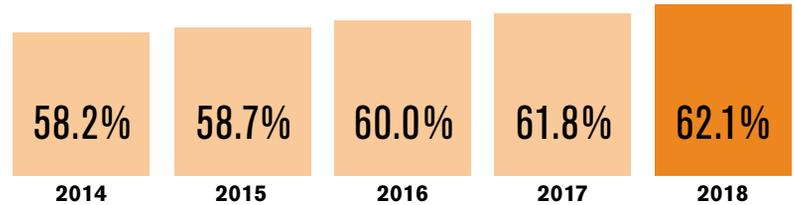


SDG 8

## EMPLOYMENT RATE

In 2018, the employment rate in Greater Victoria was **62%**, on par with 2017 and similar to the rates for BC and Canada in 2018.

% population (15 years +) who are employed



SOURCE: STATISTICS CANADA

## RANKING CANADIAN CITIES ON COMPETITIVE ADVANTAGES AND APPEAL TO TECH WORKERS

In 2018, Greater Victoria (Victoria CMA) ranked **10th** overall out of 20 Canadian tech talent markets, according to CBRE's Scoring Canadian Tech Talent, a comprehensive analysis of labour market conditions, cost, and quality for highly skilled tech workers.



The top five markets were **Toronto, Ottawa, Montreal, Vancouver, and Waterloo.**

SOURCE: CBRE RESEARCH

## EMPLOYMENT IN TRADES

SOURCE: STATISTICS CANADA

SDG 8

**23,600**

In 2018, approximately **23,600** people were employed in the trades in Greater Victoria, an increase of 6% from 2017 and up 22% since 2010.

In 2018, the total BC population working in the trades was **426,600.**

## SUSTAINABLE DEVELOPMENT TARGETS



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

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

# ENVIRONMENTAL SUSTAINABILITY

## VITAL SIGNS CITIZEN SURVEY SAYS:

# B

### WORKING WELL

- » Green spaces / walking paths / clean air & water
- » Cycling infrastructure
- » Eco-conscious community with grassroots programs

### PRIORITIES FOR IMPROVEMENT

- » Reducing our reliance on cars
- » Traffic congestion / removing bike lanes
- » Conservation of natural areas

## SUPPORTING ZERO-WASTE SOLUTIONS

Canada's historical method of recycling plastics has been significantly impacted recently, as major overseas markets are no longer accepting our waste. Many common recyclables are ending up in Canadian landfills and beyond. Surfrider's *Vancouver Island Combing the Coast* beach clean program showed 90% of the marine debris removed through the program was plastics.

With a grant from the Victoria Foundation, Surfrider's *Project Zero* supports zero-waste solutions in the capital region by forming a roundtable of stakeholders, including local government, universities and industry, to dig

deeper into the root causes of waste and align local policies. Surfrider is also launching a pilot incubator of zero-waste solutions businesses to create new employment opportunities while eliminating waste streams and developing a circular economy, turning waste into a resource.

**IN ACTION:** Ashley Howe (r) discusses her non-profit, Supply Victoria, with Surfrider Foundation, Victoria Branch co-manager Chris-Ann Lake (l). Supply Victoria was born out of the *Project Zero* incubator and involves using materials that would have ended up in a landfill as art supplies for schools.



BELLE WHITE

# REGIONAL DATA

## PROTECTING OLD GROWTH TREES

SDG 15

In July 2019, the BC government enacted regulations to protect **54** exceptionally large and old trees on the UBC Big Tree Registry from ever being harvested. Seven of those trees are in the capital region, including one arbutus, one western red cedar, two coastal Douglas fir, and three Sitka spruce trees.



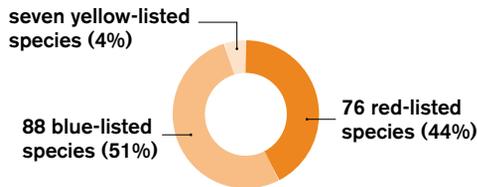
**55%** of old-growth forests on Crown land in BC's coastal region are protected from logging. However, the Sierra Club BC notes that old-growth forests on Vancouver Island are being cut at the rate of **three square metres** every second, about **34 soccer fields** per day.

SOURCE: PROVINCE OF BRITISH COLUMBIA AND SIERRA CLUB BC

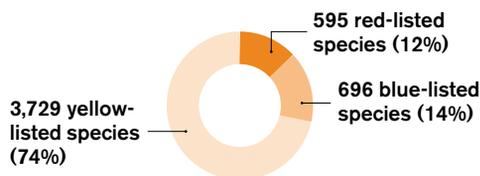
## SPECIES AT RISK

SDG 15

In the Capital Regional District, there are **71** animal, plant, and fungi species at risk. These are legally classified native or endemic species that breed in the region.



In BC, **5,020** species are at risk, more species than any other province or territory in Canada.



### Most at risk species in the CRD:

#### RED LISTED (locally extinct, endangered or threatened)

Sand Verbena Moth  
Sharp-tailed Snake  
Western Painted Turtle  
Yellow Sand Verbena  
Seaside Bone (fungi)

#### BLUE LISTED (of special concern)

Moss's Elfín Butterfly  
Northern Red Legged Frog  
Wandering Salamander  
Blue-grey Taildropper (slug)  
Western Screech Owl  
Townsend's Big-eared Bat

SOURCE: BC CONSERVATION DATA CENTRE, 2019. BC SPECIES AND ECOSYSTEMS EXPLORER. BC MINISTRY OF ENVIRONMENT, VICTORIA, BC.

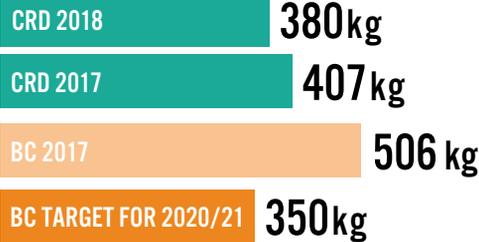
In January 2008, the City of Victoria became the first municipality in the Capital Region to adopt a bylaw to regulate pesticide use on public and residential property. Today, a range of pesticide alternatives are available and four locations across the region accept unwanted pesticides for safe disposal, free of charge. More info at [crd.bc.ca/education/natural-gardening/pure](http://crd.bc.ca/education/natural-gardening/pure)

## LOOKING BACK...

## SOLID WASTE DISPOSAL

SDG 12

Solid waste disposal rates per person



SOURCE: CAPITAL REGIONAL DISTRICT AND PROVINCE OF BC

**73** The number of southern resident killer whales living off the coast of Victoria. Three adult killer whales (orca) were missing and presumed dead as of July 1, 2019, including J17 (42-year-old J pod matriarch), K25 (28-year-old male), and L84 (29-year-old male).



SOURCE: CENTRE FOR WHALE RESEARCH

## CLIMATE CHANGE IMPACTS

SDG 13

**+3°C** increase in average annual temperature in the **capital region** by the 2050s

SOURCE: CAPITAL REGIONAL DISTRICT

### Projected climate conditions

- Hotter summer days and nights
- Milder winters with near loss of frost days and snowpack in all but the highest elevation locations
- Stronger and more frequent extreme rain events in the fall
- Longer summer dry spells
- Extension of the dry season into September

## AIR QUALITY

SDG 11

In 2018, the Colwood and Victoria-Topaz monitoring stations recorded annual average fine particulate matter, PM2.5, concentrations of **7.7** and **9.0** micrograms per cubic metre ( $\mu\text{g m}^3$ ) respectively, higher than in 2017, and the highest for both in over a decade. Victoria exceeded the provincial benchmark of **8**  $\mu\text{g m}^3$  for the first time.

Major sources of PM2.5 in BC include residential wood combustion, prescribed burning, marine vessels, heavy-duty diesel vehicles, the pulp and paper sector, and the mining sector. Wildfires have been a large influence in recent years. The summer of 2018 was the worst wildfire season on record in BC. A total of **2,092** wildfires burned over **1.35 million hectares** of land, surpassing the record of **1.22 million hectares** set the previous year.

SOURCE: BC LUNG ASSOCIATION

## SUSTAINABLE DEVELOPMENT TARGETS



**11.6:** Reduce adverse environmental impact of cities



**12.5:** Reduce waste generation through prevention, reduction and recycling



**13.1:** Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters



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

# GETTING STARTED

VITAL SIGNS  
CITIZEN SURVEY SAYS:

B-

## WORKING WELL

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

## PRIORITIES FOR IMPROVEMENT

- » Affordable and accessible housing
- » Access to affordable child care
- » Foreign accreditation recognition

## FACILITATING CULTURALLY APPROPRIATE EDUCATION

The Truth and Reconciliation Commission of Canada calls for the development of culturally appropriate early childhood education programs for Indigenous families and emphasizes the need to eliminate educational gaps for children living on reserves.

Funding from the Victoria Foundation is supporting Hulitan Family and Community Services Society's *Journeys of the Heart* program to provide culturally based sign-enhanced language training to early years children living on reserves. Led by the Pauquachin, Songhees, and Tseycum Nations in partnership with the South Island Aboriginal Local Advisory Council, the program engages Indigenous and non-Indigenous service

providers to facilitate the training, strengthening children's communication and early literacy skills and aiding brain development. The enhanced language supports have additional positive impacts on children's social and emotional health and contribute to a sense of belonging in the classroom. Guided by priorities identified by the Nations' themselves, *Journeys of the Heart* offers a decolonized approach to delivering culturally relevant early childhood programming.

**IN ACTION:** *Journeys of the Heart* program participants Jasmine, Bella, Jessica-Jodi and Autumn performing traditional music and dance in their regalia, lead by leader Julia Clifton.

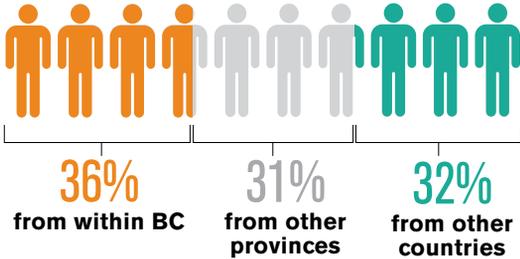


# REGIONAL DATA

## NET MIGRATION

Total net migration in Greater Victoria between July 1, 2017 and June 30, 2018

# 5,300



Net migration is down approximately 19% from the previous year (6,558) and the breakdown by source is different, with fewer people coming from other provinces and more people from within BC and from outside Canada, compared to 2016/17.

SOURCE: STATISTICS CANADA

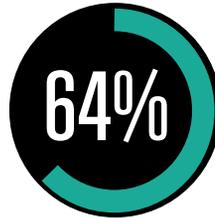
LOOKING BACK...

Greater Victoria's population grew from 345,164 in 2006 to 383,360 in 2016, an increase of more than 11%, due largely to migration from other parts of BC and Canada.

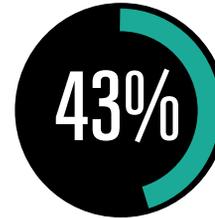
## CHILDREN & YOUTH IN CARE

SDG 16

As of December 31, 2018 there were 734 children and youth in care in South Vancouver Island



of children and youth in care were Indigenous.



had no care plan in place. These plans are the gateway to services for children and youth in care.

As of this date, the care plan completion rate in South Vancouver Island was 57%, compared to 76% for BC (for kids who were in care for six months or longer), the second lowest out of 13 health service delivery areas in the province.

SOURCE: BC MINISTRY OF CHILDREN AND FAMILY DEVELOPMENT REPORTING PORTAL

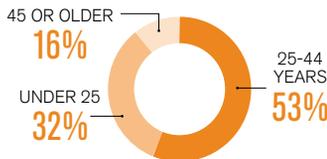
## RECENT IMMIGRANT PROFILE

According to the 2016 Census, just over 65,600 immigrants live in the capital region (Victoria CMA) or 18% of the population. Of these, nearly 7,700 are recent immigrants, having arrived between 2011 and 2016.

### TOP SOURCE COUNTRIES

- Philippines 24%
- China 13%
- United States 8%
- United Kingdom 7%
- India 7%

### AGE ON ARRIVAL



63% hold university degrees and 19% hold college diplomas or apprenticeship/trades certificates.

The three main immigration categories are economic (65%), family-sponsored (31%), and refugees (4%).

SOURCE: INTER-CULTURAL ASSOCIATION

## CHILD CARE SPACES & COSTS

Number of licensed child care spaces in South Vancouver Island funded by the Ministry of Children and Family Development in an average month in 2017/18

# 12,443

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

The median monthly fee paid by parents for licensed child care in Southern Vancouver Island in 2017/18

### GROUP FACILITIES



### FAMILY FACILITIES



The monthly fee for out-of-school care for children in full-day kindergarten was



SOURCE: BC MINISTRY OF CHILDREN AND FAMILY DEVELOPMENT REPORTING PORTAL

## 2018 YOUTH UNEMPLOYMENT

SDG 8

VICTORIA CMA

6.4% } down from 10.5% in 2014

BRITISH COLUMBIA

8.1%

CANADA

11.1%

Youth unemployment in the region has been decreasing steadily over the last five years.

SOURCE: STATISTICS CANADA

## SUSTAINABLE DEVELOPMENT TARGETS



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



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



## VITAL SIGNS CITIZEN SURVEY SAYS:

# B-

### WORKING WELL

- » Many opportunities for physical activity and outdoor recreation
- » Availability and access to health care
- » Health care system and services

### PRIORITIES FOR IMPROVEMENT

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



## BUILDING MEANINGFUL CONNECTIONS AND SAFER SPACES

According to a recent provincial government report, Victoria has experienced the third highest number of fentanyl-detected toxicity deaths in the province in 2019.

AIDS Vancouver Island operates the Westshore AVI Health Centre to provide Opiate Substitution Treatment and other supports to patients with substance use disorders in a low-barrier setting. With funding from the Victoria Foundation, the new *Connecting for Wellness* program brings together families and caregivers of patients in a twice-monthly education and support group. In recognition of the stress and isolation experienced by many caregivers, the

group aims to provide a safe space to build meaningful connections, learn about toxicity death prevention, share wellness strategies, and challenge the stigma surrounding substance use. Supporting patient families and caregivers has been listed among best practices in managing opioid use disorders to address the emergency of illicit drug toxicity deaths.

**IN ACTION:** In the Westshore AVI Health Centre office, a group of counsellors and community members plan an International Overdose Awareness Day event to take place in the Westshore.

# REGIONAL DATA

## RISING ALCOHOL CONSUMPTION

SDG 3

Estimated annual alcohol consumption (in litres) per capita in 2017



1 L of absolute alcohol equals **58 standard drinks**  
\*up 0.1 L from 2016

11L per capita alcohol consumption equals:

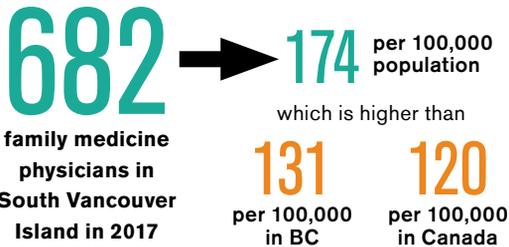


Per year, per drinker, age 15 years and older in SVI

SOURCE: CANADIAN INSTITUTE FOR SUBSTANCE USE RESEARCH

## FAMILY PHYSICIANS

SDG 3



In 2017, of all family doctors in the region:



From 2013 to 2017, the number of family doctors in South Vancouver Island increased **10%**, from 620 to 682.

SOURCE: CANADIAN INSTITUTE FOR HEALTH INFORMATION

## SEXUALLY TRANSMITTED INFECTIONS

SDG 3

**1,450** people in South Vancouver Island tested positive for the most common sexually transmitted infections in 2017, down from 1,520 in 2016.

infections per 100,000 people in 2017



SOURCE: BC CENTRE FOR DISEASE CONTROL

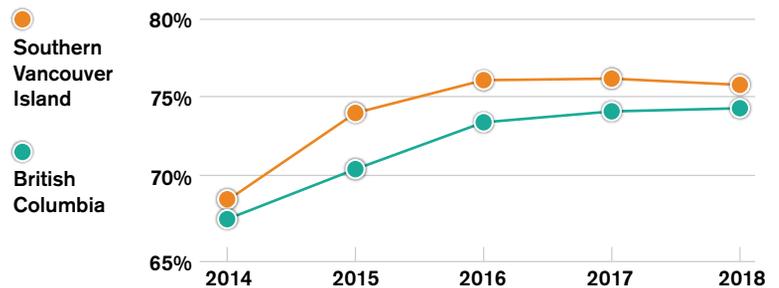
One of Victoria Foundation's most ground-breaking programs, **Every Step Counts (ESC)**, has garnered national headlines since its launch in 2009. Run by the Victoria Cool Aid Society, ESC draws on the benefits of running and teamwork to foster self-esteem and positive growth for people facing social isolation and mental health, addiction, and housing challenges. By 2019, 1,065 runners and walkers had been helped through ESC.

LOOKING BACK...

## CHILDHOOD IMMUNIZATION

In 2018, **76%** of two-year-old children in South Vancouver Island were up to date with routine immunizations, compared to 74% in BC. The childhood immunization rate in South Vancouver Island has been steadily increasing over the past five years, from 68% in 2014.

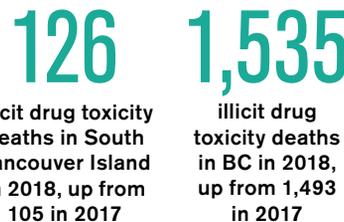
Percentage of children immunized by age 2 years



SOURCE: BC CENTRE FOR DISEASE CONTROL

## ILLICIT DRUG TOXICITY DEATHS

SDG 3



Victoria was one of the top three cities in BC where drug toxicity deaths occurred in 2018 (after Vancouver and Surrey).

There were **no deaths** at supervised consumption or drug overdose prevention sites in 2018.

Fentanyl was detected (alone or in combination with other drugs) in **87%** of illicit drug toxicity deaths in 2018, up from 82% in 2017.

SOURCE: BC CORONERS SERVICE.

## SUICIDE DEATHS

SDG 3

In 2017, there were **55 deaths** by suicide in South Vancouver Island, up from 50 in 2016, for a rate of **13.5** deaths per 100,000 people in 2017.

The city of Victoria had the third highest number of suicide deaths out of the top 10 cities in BC at **41 deaths** in 2017 (after Vancouver and Surrey).

In BC, there were **572** suicide deaths in 2017, equalling 12 deaths per 100,000 people.

Males accounted for **75%** of suicide deaths in BC. The highest age-specific rate was among 40-49 year olds.

SOURCE: BC CORONERS SERVICE

## SUSTAINABLE DEVELOPMENT TARGETS



**3.4:** Reduce premature mortality from non-communicable diseases

**3.5:** Strengthen prevention and treatment of substance abuse

**3.7:** Universal access to sexual and reproductive services

**3.C.1:** Health worker density and distribution

# HOUSING

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**VITAL SIGNS**  
CITIZEN SURVEY SAYS:

# C-

## WORKING WELL

- » Efforts to increase affordability and reduce homelessness
- » New housing/development/density
- » Diversity of housing options (e.g. rental suites, social housing, assisted living)

## PRIORITIES FOR IMPROVEMENT

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

## ADDRESSING THE CRITICAL NEED FOR HOUSING

The 2018 Greater Victoria Point-in-Time Count housing needs survey indicated that out of the 906 respondents experiencing homelessness, 33% identified as Indigenous, compared to 5% of the general population in Greater Victoria.

The Victoria Native Friendship Centre's 41-unit social housing village Siem Lelum or "Respected House" is addressing the critical need for housing for Indigenous people living off-reserve. With access to wrap-around family and community referral services, a community building, and a family-style kitchen, the housing model emphasizes the importance of social

support and cultural connection for individuals and families. A 2018 Community Grant from the Victoria Foundation is supporting expanded delivery of culturally relevant programming designed for and by residents of Siem Lelum, including pre-employment and life skills training.

**IN ACTION:** Residents of Siem Lelum gather in the community building to learn how to weave with cedar. The community building also holds a community kitchen and courtyard with a playground.

10 REDUCED INEQUALITIES



BELLE WHITE

## REGIONAL DATA

### INDIGENOUS HOMELESSNESS

at least  
**1,525**

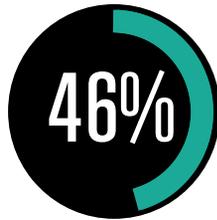
Number of people experiencing homelessness in Greater Victoria on the night of March 15, 2018

Of those, 906 individuals participated in a housing needs survey. Approximately, one-third of all survey respondents, or 290 individuals, identified as Indigenous, much higher than the proportion of Indigenous people in the general population (4.5%).

**1/3**  
INDIGENOUS



Among Indigenous survey respondents, 15% indicated that they had personally attended either Residential Schools or Indian Day Schools.



Nearly half of Indigenous survey respondents (46%) reported having been a youth in government/ministry care compared to the broader survey population (31%).

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

### RENTAL HOUSING WAGE

SDG 11

**\$28.47/hr**

Rental wage for a two-bedroom apartment in the the capital region in 2018

**\$21.33/hr**

Rental wage for a one-bedroom apartment in the the capital region in 2018

**\$12.65/hr**

The minimum hourly wage in BC at the time of this comparison

In Canada, the average rental wage is **\$22.40/HR** for a two-bedroom apartment and **\$20.20/HR** for a one-bedroom apartment.

The **rental wage** is the hourly wage that a full-time worker must make to be able to rent an average-priced two-bedroom apartment, using no more than 30% of their pre-tax income. This wage assumes the tenant works a standard 40-hour week for all 52 weeks of the year.

The Victoria CMA had the third highest average rental wage in Canada (after Vancouver and Toronto).

Of the 24 neighbourhoods in the Victoria CMA, none have affordable one- or two-bedroom rental units for a full-time minimum-wage worker.

SOURCE: CANADIAN CENTRE FOR POLICY ALTERNATIVES.

In 2009, the average rent for a two-bedroom apartment in Greater Victoria was \$1,001. By 2019, the average has jumped to \$1,730, representing a 73% increase in the last decade.

LOOKING BACK...

### HOUSING SALES & PRICES

In May 2019, **848** properties sold in Greater Victoria, **12% more** than in May 2018. The ratio of sales to active listings was 28% in May 2019, making Greater Victoria a more balanced sellers' market than in previous years.

MEDIAN SALE PRICE FOR A SINGLE FAMILY HOME IN MAY 2019

**\$775,000**

Down from \$825,000 in May 2018

MEDIAN SALE PRICE FOR A TOWNHOUSE IN MAY 2019

**\$586,000**

Up from \$550,000 in May 2018

MEDIAN SALE PRICE FOR A CONDO IN MAY 2019

**\$428,950**

Up from \$407,000 in May 2018

SOURCE: VICTORIA REAL ESTATE BOARD

### RENTS AND RENTAL VACANCY

In October 2018, the average vacancy rate for purpose-built rental apartments in Greater Victoria rose to **1.2%**, from **0.7%** in 2017. Bachelor apartments had the lowest vacancy rate in 2018 at **0.6%**.

The average apartment rent for all unit types was **\$1,170**, up from **\$1072** in 2017. Average rents ranged from **\$926** for a bachelor to **\$1,647** for a 3+ bedroom unit.

SOURCE: CANADA MORTGAGE AND HOUSING CORPORATION

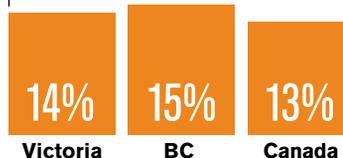


Rental price increase between October 2017 and 2018

### CORE HOUSING NEED

SDG 11

Percentage of households in core housing need in 2016



SOURCE: CANADA MORTGAGE AND HOUSING CORPORATION

In 2016, approximately **14%** (21,750) of all households in the capital region were in core housing need. This is down slightly from **15%** (20,870) of the region's households in 2011.

A household is in **core housing need** if its housing is below one or more of the adequacy, suitability and affordability standards, and it would have to spend 30% or more of its before-tax household income to access local housing that meets all three standards.

## SUSTAINABLE DEVELOPMENT TARGETS



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

# LEARNING

VITAL SIGNS  
CITIZEN SURVEY SAYS:

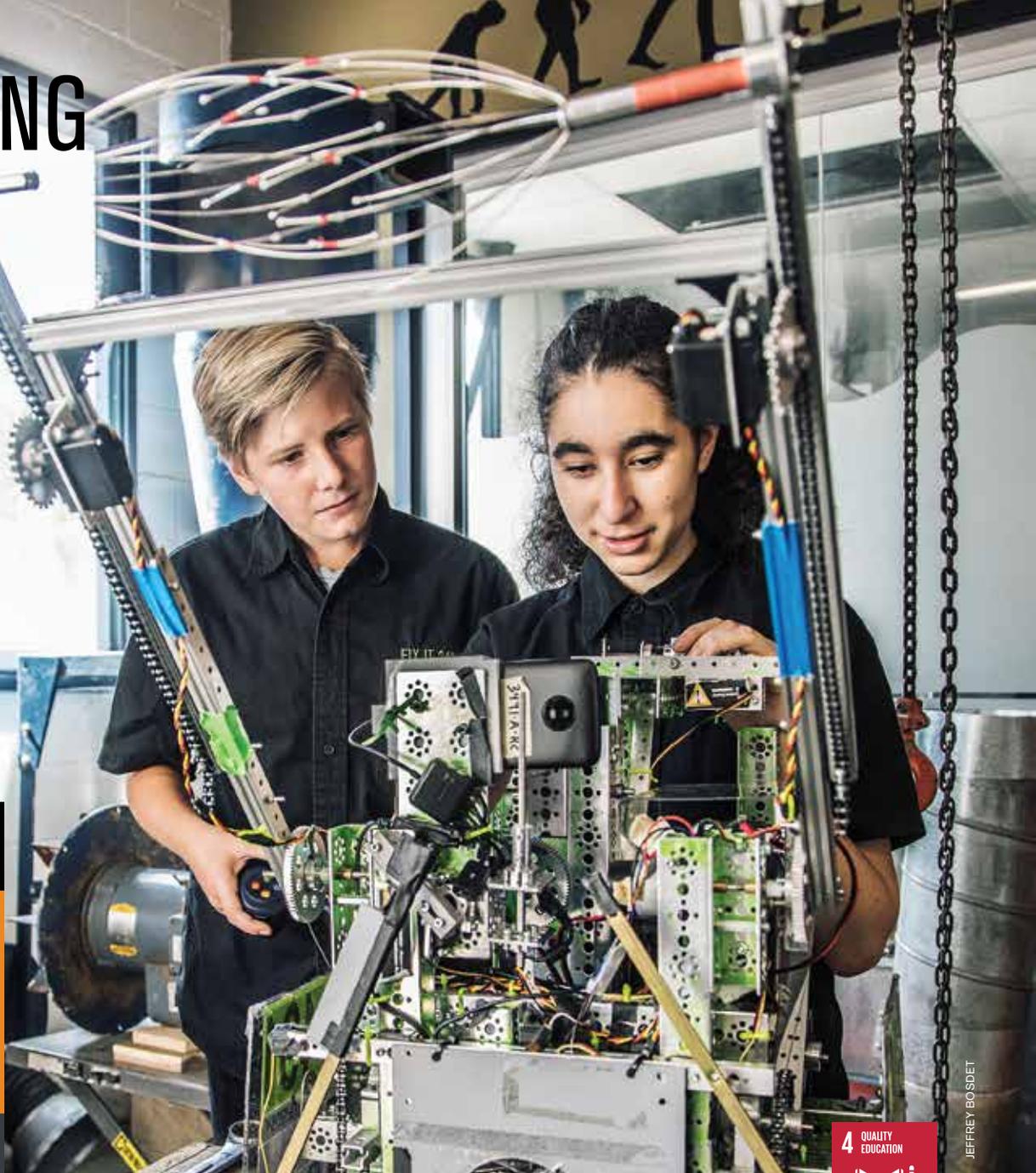
# B

## WORKING WELL

- » Access to diverse educational opportunities
- » Dedicated and talented teachers
- » Affordable educational options

## PRIORITIES FOR IMPROVEMENT

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



JEFFREY BOSDET

4 QUALITY EDUCATION



## ENCOURAGING YOUTH TO PURSUE CAREERS IN STEM

Supplemental learning opportunities in schools offer valuable enrichment to standard school curricula.

The Society for the Advancement of Young Scientists provides students throughout the region with opportunities to engage in science in fun and accessible ways, with the aim of encouraging more students to pursue careers in science, technology, engineering and math (STEM). Funding from the Victoria Foundation is supporting the organization's delivery of the *FIRST Tech Challenge*, a robotics competition for students in grades 7-12. Participants work in teams to learn to build robots, gaining

essential problem solving, time management, and leadership skills in the process. With a focus on diversity and inclusion, the Society hosts outreach events for groups traditionally under-represented in STEM programming, including low-income students, Indigenous students and girls.

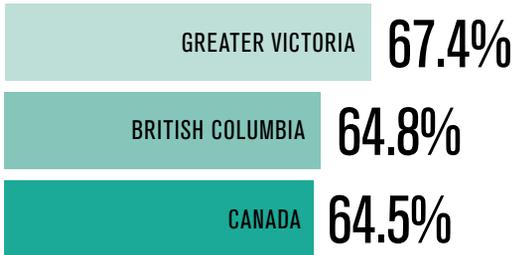
**IN ACTION:** Two members of a FIRST Tech community group work on their robot at Makerspace. The *FIRST Tech Challenge* runs through the school year with students in Grades 7-12.

# REGIONAL DATA

## POST-SECONDARY EDUCATIONAL ATTAINMENT

SDG 4

% of population, 15 years and older, who had completed some form of **post-secondary education** (e.g., university degree or post-secondary certificate or diploma), in 2018



SOURCE: STATISTICS CANADA

## EDUCATIONAL EQUITY

SDG 4



**Ratio of men to women who had a post-secondary certificate, diploma or degree in 2016 in Greater Victoria**

The closer a ratio is to 1.0, the greater the equity.

While the numbers of men and women attaining post-secondary certification in the region rose in each of the three census years, the ratio of men to women decreased marginally, from 0.92 (2006) to 0.91 (2011) to 0.89 (2016), meaning that more women than men attained certification.

SOURCE: STATISTICS CANADA

## INTERNATIONAL STUDENT TUITION

# \$25.5 Million

**Estimated tuition revenue for the four school districts in the capital region from 1,800 international and out-of-province students**

In 2016/17, BC school districts generated over \$242 million in tuition revenue from approximately 15,580 international student full-time equivalent students (FTEs), up from 4,083 FTEs and \$56 million in 2001/02.

SOURCE: BC TEACHERS FEDERATION.

In 2007, the Victoria Foundation partnered with the **Irving K. Barber BC Scholarship Society** to manage and award scholarships from \$38 million in endowment funds established by the Province of BC. The fund continues to grow and, to date, the Society has awarded over \$20 million in scholarships to more than 6,700 students for post-secondary transfers, international studies, Indigenous students, and women in technology.

LOOKING BACK...

## EDUCATION IN INFORMATION AND COMMUNICATIONS TECHNOLOGY

# 2.3%

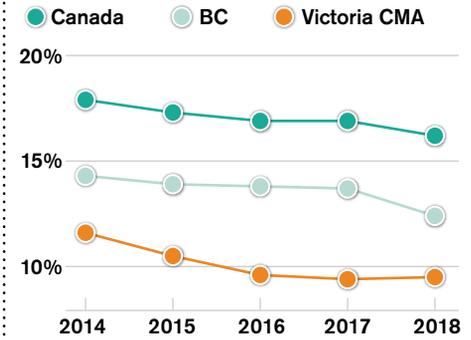
Percentage of population in Greater Victoria that reported mathematics, computer and information sciences as their major field of study in 2016. This is similar to 2011 (2.4%), and to rates for BC (2.1%) and Canada (2.3%) in 2016.

SOURCE: STATISTICS CANADA

## HIGH SCHOOL NON-COMPLETION

SDG 4

Percentage of population in Greater Victoria, 15 years and older, who had not completed high school in 2018

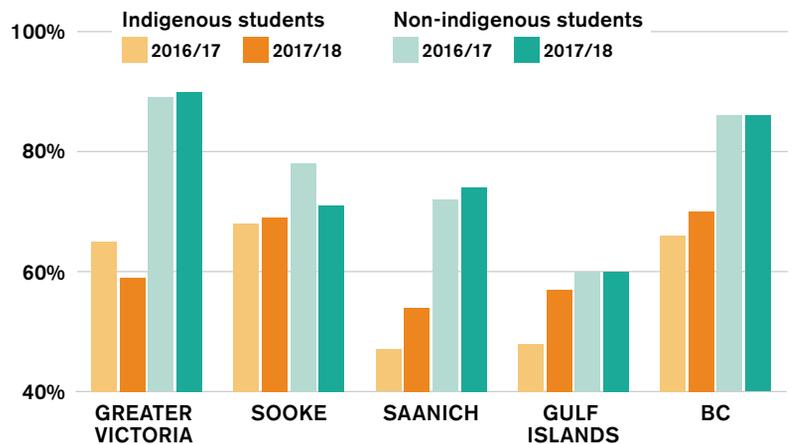


SOURCE: STATISTICS CANADA

## INDIGENOUS SIX-YEAR HIGH SCHOOL COMPLETION RATE

SDG 4

The six-year high school completion rate for Indigenous students rose in three of the region's four school districts in 2017/18 compared to 2016/17, closing the gap with their non-Indigenous counterparts. This rate is the proportion of first-time Grade 8 students who graduate high school after six years.



SOURCE: BC MINISTRY OF EDUCATION

## SUSTAINABLE DEVELOPMENT TARGETS



- 4.1: Ensure all complete primary and secondary education
- 4.5: Eliminate gender disparities in education



JEFFREY BOSDET

## VITAL SIGNS CITIZEN SURVEY SAYS:

# B

### WORKING WELL

- » Safe place to live
- » Police presence
- » Traffic and road safety

### PRIORITIES FOR IMPROVEMENT

- » Supports for mental health
- » Reducing use of illegal drugs
- » Visible presence of police

## TEACHING YOUNG PEOPLE ABOUT SAFE RELATIONSHIPS

Rates of police-reported intimate partner violence are higher in rural areas than urban ones.

With funding from the Victoria Foundation, S.W.O.V.A. Community Development and Research Society is delivering workshops on healthy and respectful relationships to middle school students on Salt Spring Island. Through a series of interactive sessions on topics such as bullying, sexism, racism and homophobia, the *Respect Project* teaches

students how to develop safe, non-violent relationships with peers and intimate partners while learning to prevent, identify and address abuse. Workshops are co-facilitated by trained high school youth and include resources for parents.

**IN ACTION:** *Respect Project* co-facilitator Kate Nash coordinates workshops on healthy relationships for middle school students on Salt Spring Island.



# REGIONAL DATA

LOOKING BACK...

In 2009, the **Victoria Emergency Management Agency** introduced a new social marketing campaign called "Recipe for Disaster" that focused on preparedness at home and in businesses, a series still in use 10 years later. Today, local emergency preparedness resources are available for the region as a whole and for all 13 municipalities and three electoral areas via [PrepareYourself.ca](http://PrepareYourself.ca).

## OVERALL CRIME RATE, 2018

Total Criminal Code violations per 100,000 population



The total crime rate in Greater Victoria has decreased **50%** since 1998.

SOURCE: STATISTICS CANADA

## POLICE-REPORTED FAMILY VIOLENCE



## CHILD AND YOUTH VICTIMS

Total victims per 100,000 population in 2017



SDG 5  
SDG 16

## CRIME SEVERITY INDEX, 2018

The CSI is a measure of all police-reported crime, which takes into consideration both the volume and seriousness of offences.



SOURCE: STATISTICS CANADA



In Canada, 30% of child and youth victims of violence were victimized by a family member in 2017.



Nearly six in 10 child and youth victims of police-reported family violence were victimized by a parent.

## SENIOR VICTIMS



Total victims per 100,000 population in 2017



SDG 5  
SDG 16



In Canada, 33% of senior victims of police-reported violence were victimized by a family member in 2017.

## INTENTIONAL HOMICIDE

Total homicides per 100,000 population in 2018



SOURCE: STATISTICS CANADA

SDG 16

## POLICE-REPORTED INTIMATE PARTNER VIOLENCE



Total victims per 100,000 population in 2017



SDG 5  
SDG 16



SOURCE: STATISTICS CANADA

In Canada, 30% of victims of police-reported violent crime had been victimized by an intimate partner in 2017.

## VIOLENT CRIMES

Total violent Criminal Code violations per 100,000 population in 2018



The violent crime rate in Greater Victoria has decreased **39%** since 1998.

SOURCE: STATISTICS CANADA

SDG 16

## SUSTAINABLE DEVELOPMENT TARGETS



**5.2:** Eliminate violence against women and girls



**16.1:** Reduce all forms of violence and related deaths

# SPORTS & RECREATION

VITAL SIGNS  
CITIZEN SURVEY SAYS:

**B+**

## WORKING WELL

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

## PRIORITIES FOR IMPROVEMENT

- » Access to low-income programs
- » More affordable opportunities
- » Investment in facilities

## DEVELOPING PHYSICAL LITERACY

Respondents to the 2018 Vital Signs citizen survey identified the need for more affordable opportunities to participate in sports and recreation as a key area for improvement.

Rainbow Express Day Care Society is providing important access to physical literacy programming for pre-school aged children. Funding from the Victoria Foundation is supporting the day care's *Richardson Sport* program, which introduces children to a new sport each week that may otherwise be potentially cost-prohibitive to families. Through fun and non-competitive

play, children gain confidence, improved gross and fine motor skills, positive socialization with peers, and a foundation for active living as they grow. An additional aim of the program is the early introduction of girls to sport to promote self-esteem and belonging.

**IN ACTION:** Children from the Rainbow Express Day Care Society participate in sport programming, such as tennis and team-building games put on by the *Richardson Sport* program.



# REGIONAL DATA

## SPORT TOURISM

One hundred major regional, provincial, national and international sporting events take place in Greater Victoria each year, contributing

**\$117 million**

to the regional economy on an annual basis.

12 Olympic and Paralympic sports have their national training centres in Greater Victoria, and the region has barrier-free competition centres that meet or exceed all sport-specific criteria.

SOURCE: GREATER VICTORIA SPORT TOURISM COMMISSION

## WHO KNEW?

In June 2019, the *Physical Literacy Indoor and Outdoor Markings Regional Initiative* rolled out in **13** recreation centres across the capital region. Colourful markings were installed at recreation centres to highlight specific fundamental movement skills that are critical to the development of physical literacy.



Designs include line and zig zag patterns for running, balancing and walking, foot prints for skipping, and lines, dots and lily pads for one and two foot hopping. The markings provide an engaging physical literacy activity for centre visitors and a teachable moment about the importance of fundamental movement skills.

SOURCE: CAPITAL REGIONAL DISTRICT

## ECONOMIC IMPACT OF SPORTS AND RECREATION

Sports and Recreation GDP and Jobs in the Capital Regional District and BC

S&R GDP TOTAL	2016	S&R JOBS TOTAL
<b>\$157,168,712</b> (12.2% of BC)		<b>2,699</b> (11.9% of BC)
<b>\$136,870,984</b> (12.7% of BC)	2013	<b>2,392</b> (11.8% of BC)
<b>\$127,144,255</b> (12.3% of BC)	2010	<b>2,121</b> (11% of BC)

The sports GDP per capita in the region was **\$427** in 2016, compared to **\$277** for BC.

SOURCE: CAPITAL REGIONAL DISTRICT

The **Annual Regional Recreation Pass Program**, a partnership between all capital region municipalities, was implemented in 2009. The popular program continues to allow pass holders to access **12** recreation centres across Greater Victoria with one annual fee.

LOOKING BACK...

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

— DECLARATION OF THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

## AFTER SCHOOL ACTIVITIES



of participating **Grade 4 students** in Greater Victoria School District (#61) reported engaging in after-school activities in 2018/19, compared to **88%** of their BC counterparts.



of participating **Grade 7 students** in Greater Victoria School District (#61) reported engaging in after-school activities in 2018/19, compared to **84%** of their BC counterparts.



SOURCE: UBC HUMAN EARLY LEARNING PARTNERSHIP

# STANDARD OF LIVING

SPONSORED BY  
MNP

VITAL SIGNS  
CITIZEN SURVEY SAYS:

C+

## WORKING WELL

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

## PRIORITIES FOR IMPROVEMENT

- » Affordable housing options
- » Adoption of a “living wage”
- » Reducing the income gap between rich and poor

## SUPPORTING PARENTS AND CHILDREN

The Victoria Society for Children with Autism (VSCA) provides support to families with children on the autism spectrum. Many of the parents in these families have had to leave full-time employment to take care of their child, a life that can be both exhausting and, at times, lonely.

With a grant from the Victoria Foundation, VSCA runs respite programs for these parents, as well as programs to assist children by providing the additional support required to

attend recreational and community events. The help can be a vital component of community inclusion for autistic children, as well as providing caregiver respite to reduce stress, strengthen families, and help build community bonds.

**IN ACTION:** Max and Connor participated in cycling programs supported by funding from the Victoria Foundation and are now confident cyclists.



JEFFREY BOSDET

# REGIONAL DATA

## LIVING WAGE

The hourly wage required to maintain an adequate quality of life in the capital region in 2019.

# \$19.39

down \$1.11 or 5.4% from 2018 (\$20.50).

The living wage is the hourly wage that two working parents with two young children must earn to meet their basic living expenses once taxes, credits, deductions and subsidies have been taken into account.



Almost **ONE IN FIVE** two-parent families with children in Greater Victoria had incomes below the 2018 Living Wage.

SOURCE: COMMUNITY SOCIAL PLANNING COUNCIL

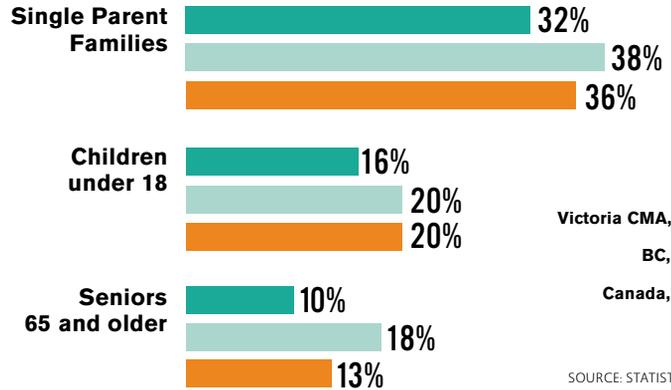
In 2008, the **median income for female tax filers** in Greater Victoria was \$26,430, 27% less than the \$36,084 for male tax filers. By 2017, the median income for women had increased to \$35,550, but still 25% less than the \$47,260 for men.

LOOKING BACK...

SDG 1

## POVERTY RATES

In 2016, the poverty rates in Greater Victoria were **14%** overall, **32%** for single parent families, **16%** for children (9,320 children), and **10%** for seniors, as measured by Statistics Canada's Census Family Low Income Measure, after tax.



Victoria CMA, 2016  
BC, 2016  
Canada, 2016

SOURCE: STATISTICS CANADA

## BC MINIMUM WAGE

SDG 8

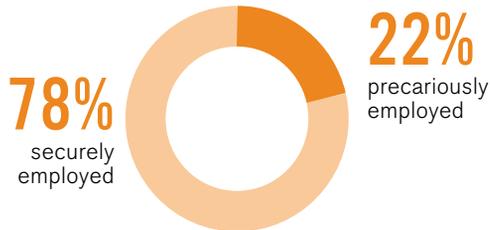
# \$13.85/hour

A full-time, full-year minimum wage worker earns **\$25,207**, approximately **\$800** above the estimated 2019 poverty line for a single person. However, if that worker is a single parent of one child, their minimum wage income is **\$9,300 below** the estimated 2019 poverty line for a two-person household.

SOURCE: STATISTICS CANADA

## PRECARIOUS PROFESSIONAL WORK IN CANADA

Results of a 2018 national survey of 1,000 professionals from all occupational backgrounds



Among the precarious professionals are:

- 26% full-time
- 37% contract
- 34% part-time
- 15% freelancers
- 40% private sector
- 30% public sector
- 60% female

The three most common occupational categories are:

- 28% education
- 18% health care
- 19% business, finance and administration

53% of precarious professionals have fluctuating incomes and 60% do not have a pension plan or RRSP.

SOURCE: CANADIAN CENTRE FOR POLICY ALTERNATIVES

## MEDIAN HOURLY WAGE

SDG 5 SDG 8

In 2018, the median hourly wage for full-time and part-time workers, 15 years and older, in Greater Victoria was \$26 for men and \$23 for women, meaning that women earned approximately 89 cents for every dollar earned by men.

Average hourly wage, after tax, for full- and part-time workers in Victoria CMA, 2018



SOURCE: STATISTICS CANADA

## SUSTAINABLE DEVELOPMENT TARGETS



1.2: Reduce national poverty by 50%



5.1: End discrimination against all women and girls



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

# TRANSPORTATION

SPONSORED BY  
URBAN SYSTEMS



VITAL SIGNS  
CITIZEN SURVEY SAYS:

C+

## WORKING WELL

- » Cycling opportunities and expanding cycling infrastructure
- » Good public transit service
- » Road and infrastructure improvements

## PRIORITIES FOR IMPROVEMENT

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

## HELPING SENIORS REMAIN INDEPENDENT

Many seniors living on their own require additional support to shop for their basic needs.

Broadmead Care Society works to ensure people of all ages and abilities can live to their full potential. With funding from Victoria Foundation, the organization's bus program is helping seniors remain independent by offering regular free bus trips to local shopping centres. Supported by Broadmead staff as well as volunteers from partner

agencies, participating seniors are provided accessible transportation to buy groceries, fill prescriptions, and shop for personal items such as clothing. The service also allows opportunity for community building, connecting isolated seniors with others to share in regular visits and conversation.

**IN ACTION:** Esther, pictured with bus driver Derek, enjoys an outing and gets her shopping done with the bus program.



DEREK FORD

# REGIONAL DATA

## ACTIVE TRANSPORTATION PROFILE

**Ready, Step, Roll** is based on the success of Active and Safe Routes to School, an 18-month pilot project in 2016/17 that promoted the use of active transportation in the capital region for the daily trip to and from school. The project was delivered in 20 schools.

At the start of the project, **66%** of students travelled to and from school using a non-active mode of transportation.



By the end of the project, the driving mode share dropped from **47% → 43%**

The active transportation mode share rose from **32% → 38%**

In 2019/20, five elementary schools in the region will be participating in Ready, Step, Roll.

SOURCE: CAPITAL REGIONAL DISTRICT

### DID YOU KNOW?

Last year, BC Transit took significant steps towards making improvements in the Victoria Regional Transit System. In order to improve commute times, BC Transit, in partnership with the Government of Canada and Province of B.C., added infrastructure improvements to the bus lanes on Douglas Street and Highway 1. Customers can look forward to even more improvements in the following year.

In July 2019, BC Transit launched the real-time bus location technology, NextRide, across the Victoria Regional Transit System, allowing customers to track when their next bus will arrive. Additional accessibility features have been added to reduce barriers for those with visual and hearing impairments, including audible and visual next stop announcements.

More than 100 new buses will soon be added to Victoria's conventional and custom fleets, which includes 19 double-deckers, 61 CNG buses, and 10 battery-electric buses, thanks to funding from the provincial and federal governments to match growing ridership demands.

BC Transit is proud to build on the 26.9 million trips taken on BC Transit conventional buses and 376,000 on handyDART in 2018/2019 and looks forward to continuing to build on the service currently provided, including the customer experience.

Victoria Regional Transit Commission



In April 2009, an engineering assessment concluded the 85-year-old **Johnson Street Bridge** required significant investment or risk closure. In March 2018, the new \$105 million bridge opened, after a three-year delay and over budget by \$42 million, and features three vehicle lanes, bike and pedestrian paths, and plaza areas.

LOOKING BACK...

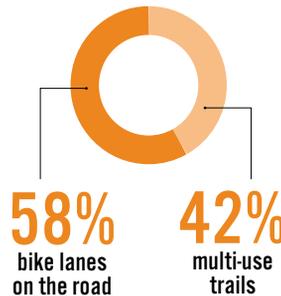
## CYCLING INFRASTRUCTURE

SDG 11

As of January 1, 2019, there were approximately

**883 km**

of bike ways in the Capital Regional District.

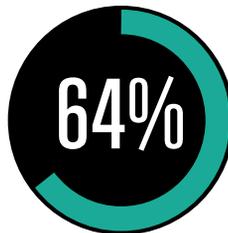


**93%** standard bike lanes  
**5%** buffered bike lanes  
**2%** protected bike lanes

SOURCE: CAPITAL REGIONAL DISTRICT

## TRANSIT USE

SDG 11



In 2018/19, **64%** of Greater Victoria residents used local transit, the second highest proportion of transit users in BC Transit's operating areas.

SOURCE: BC TRANSIT

## REGIONAL TRAVEL PROFILE

SDG 11

Trips daily to, from, and within the capital region in 2017

**1.1 million**  
(6.5 million km)

Average Daily Trip Length: **6 km**

Average Daily Trip Rate:

**3.17 km** per person (5 years and older)  
**6.68 km** per household

Overall, active transportation modes represent almost **one in five (19%)** of all trips.

work related	K-12 school	dining/restaurant	return home
<b>21%</b>	<b>31%</b>	<b>26%</b>	<b>20%</b>

**8%** of pick-up/drop-off trips and **19%** of shopping trips use active transportation.



Transit's share is strongest for post-secondary school trips at **51%**, with just **10%** for work.



Walk share is strongest for dining/restaurant trips and K-12 school trips, both at **24%**.



Cycling is strongest for post-secondary school trips at **11%**, the work commute at **9%**, and K-12 school trips at **8%**.

SOURCE: CAPITAL REGIONAL DISTRICT

## SUSTAINABLE DEVELOPMENT TARGETS



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

# VITAL SIGNS COMMUNITY VOICES

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



**JEAN MCRAE, CHIEF EXECUTIVE OFFICER, INTER-CULTURAL ASSOCIATION OF GREATER VICTORIA (ICA)**

For almost 50 years, ICA has been helping

immigrant and refugee newcomers make the Capital Regional District home. In helping immigrants make the connections to settle successfully, we work with over 300 community partners. Vital Signs helps us to better understand our community and the work of our partners. We reference Vital Signs as we are developing programming and proposals. It provides an excellent snapshot of our community, and we share it with funders and policy makers so they better understand what is happening for newcomers and our community.



**PETER BAILLIE, PRESIDENT 2019-2020, ROTARY CLUB OF VICTORIA HARBOURSIDE**

For a number of years now, the Rotary Club of Victoria – Harbourside

Foundation and the club's Community Service Donations committee, working together – have turned to the Victoria Foundation's Vital Signs report to evaluate the funding criteria we use to gift a significant amount of money every year. It helps us stay relevant in changing times and is a much anticipated and discussed document in the Rotary world.



**ROBERT BETTAUER, CEO, PACIFIC INSTITUTE FOR SPORT EXCELLENCE (PISE)**

Our purpose is to help develop and improve the quality of life in our community through sport

and physical activity. The addition of this key area in Vital Signs includes an important lens into how we are doing as a community and how we are all interconnected. The detailed snapshot of information in the report provides us with knowledge, ideas, and potential partnerships with other sectors in our region towards our common objective of a healthy, vibrant community!



**CARLO VIJANDRE, MANAGER, ASSET MANAGEMENT, CAPITAL REGIONAL DISTRICT**

Our communities make investments in both public and private sector

organizations for the services they provide. I see *Victoria's Vital Signs* as a form of key performance indicators for organizations to help set strategic priorities and also to help sustain the level of service they provide to the community. I applaud the Victoria Foundation for providing this information. It gives meaning to and links the activities that organizations perform and helps them make evidence-based decisions for a sustainable quality of life in our community.



**MANDY FARMER, CEO OF ACCENT INNS AND HOTEL ZED**

As CEO of Accent Inns and Hotel Zed, happiness of our staff is my top priority. With the biggest chunk of our

staff residing in the Greater Victoria region, I rely on *Victoria's Vital Signs* to keep me informed on a wide range of issues that affect their quality of life. It is also a great source for ideas and inspiration on how I can best contribute to their wellbeing, be it by adding a new work perk, benefit, or other program we haven't had before. Vital Signs is always a great resource for me.



**DAVID LAU, EXECUTIVE DIRECTOR, VICTORIA IMMIGRANT AND REFUGEE CENTRE SOCIETY (VIRCS)**

Vital Signs works how we do – collaboratively, consultatively, and

across a wide array of human needs. The staff of Victoria Immigrant and Refugee Centre are always happy to contribute to Vital Signs on the changes and emerging new problems our newcomer clients face, as well as the successes. We utilize the report for grant writing, but it also gives us a current picture of other organizations' work and other populations who share similar needs. This allows us to create new collaborative programs and share our successes.



**GRAHAM LILLY AND AIMEE DALY, TEACHERS, SENIOR SCHOOL ECONOMICS, ST MICHAELS UNIVERSITY SCHOOL**

*Victoria's Vital Signs* is an important research tool in the Economics 12 project at St. Michaels University School. Our two classes are given a research question about sustaining



Victoria's prosperity from

organizations like the South Island Prosperity Partnership and Downtown Victoria Business Association. The students have to research the question for four weeks and present their findings to an invited panel of experts. The report is used extensively, and we have invited guest speakers like Rob Janus from the Victoria Foundation to provide their valuable insights.



**MAUREEN SAWA, CHIEF EXECUTIVE OFFICER, GREATER VICTORIA PUBLIC LIBRARY**

Your place to connect, discover and imagine, the Greater Victoria

Public Library builds community and supports literacy and lifelong learning by providing free access to information, space, tools and expertise. Through our programs, collections and services, we inspire our library members to discover new ideas and information that will enlarge their world. The insights and information provided through the annual Vital Signs report have informed the development of many of the service initiatives we develop in collaboration with community partners. Working together, we can do more with more to build community and inspire lifelong learning for all.

# WHICH ISSUE WILL YOU TAKE ON?



## THIS REPORT ONLY SCRATCHES THE SURFACE

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

*In 2018, our members helped us give*



*With your help, we're empowering youth.*

We've made a promise to help build a richer future for youth in your community. And we're keeping our promise through our Youth Get It Community Investment Program. So just by banking with us, you're supporting youth in your communities too. Every year, we invest 10% of our budgeted bottom line towards local community causes. Since 2000, that's more than \$77 million.

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

