

VICTORIA'S VITALSIGNS®

GREATER VICTORIA'S 2022 ANNUAL CHECK-UP

VITAL VICTORIA

Check out the
updated data hub

WHAT DOES COMMUNITY MEAN TO YOU?



VICTORIA FOUNDATION
CONNECTING PEOPLE WHO CARE WITH CAUSES THAT MATTER®

THINGS TO CELEBRATE
& ISSUES TO ADDRESS...
SURVEY SAYS

QUALITY OF LIFE IN
**GREATER
VICTORIA**

SUSTAINABLE DEVELOPMENT GOALS
**A COLLECTIVE VISION FOR
A BETTER WORLD**

A MESSAGE FROM OUR PRESENTING SPONSOR

WHAT DOES COMMUNITY MEAN TO YOU?



TANYA SMITH
 Manager, Social Purpose Ecosystem,
 Coast Capital

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

The Vital Signs Report provides an excellent starting point as we work to listen to and learn from our neighbours and gain a broader understanding of diverse perspectives. Vital Signs tells us how our neighbours rate their livability and wellbeing and provides insight into their sense of inclusion and belonging.

Each year Coast Capital works with the Victoria Foundation to pull out one idea and bring the data to life in a "Vital Conversation." Over the years these conversations have explored issues such as financial wellbeing, youth mental health, and just last year, a shared vision for a more inclusive economy — exploring what it means to consider economic well-being, for both individuals of the community and larger civil society.

Last year's conversation highlighted voices that had, historically, been silenced or ignored in the quest to build inclusive economies and financial well-being. And through this conversation, we collectively began to reimagine what their participation could look like as we build new economies for the future.

This year's report asks the ever-important question, "What does community mean to you?"

To us, at Coast Capital, the idea of 'community' is core to who we are. It begins in the spaces in which we can come together and celebrate our differences. Both in public spheres, and in private spaces, community exists where a sense of belonging, and both physical and psychological safety, is experienced by all.

As a federal financial cooperative and B Corp™ certified social purpose organization, Coast Capital is committed to making a meaningful difference in the lives of everyday Canadians. Throughout our 80 year history we have believed that every person deserves the opportunity to build a better future. Contributing to an equitable society, where we all have the opportunity to thrive, is essential to building that future.

Community isn't static; community is nurtured. And we take the responsibility of contributing to equity, diversity, and inclusion through our practices and policies seriously.

We believe that in this ever-changing world — when we are grappling with what steps to take next — it's focused efforts and steadfast governance that will lead to tangible change.

We believe that, when it comes to building and nurturing community, the next steps lie in hosting conversations that elevate diverse voices and perspectives — so that we can partner in new ways and create safe spaces for innovation.

Community begins by taking the time to ask the question — "what does community mean to you?" And perhaps going one step further with the question "what would you like community to mean to you, and others?" — not just today, but for the future.

Thank you to everyone at the Victoria Foundation for exploring these questions — and thank you for elevating so many diverse voices, especially those of marginalized communities, in this year's report.

WITH THANKS

Existing and new businesses in our community are a vital and enriching thread in the economic, social, and cultural fabric of our community.

We would like to express our gratitude to the many businesses that have embraced the opportunity to help create a vibrant, caring community for all, specifically the sponsors whose generosity makes production and promotion of this report possible.

Our thanks also go to all the individuals and organizations that helped to create this report, including those that provided data, took our survey, or helped guide and support the project, including our board and staff at the Victoria Foundation.

PRESENTING SPONSOR



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ABOUT THE VICTORIA FOUNDATION

OUR VISION: A VIBRANT, CARING COMMUNITY FOR ALL

Established in 1936, the Victoria Foundation is Canada's second oldest community foundation and the sixth largest of over 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 \$287 million in people, projects and non-profit organizations that strengthen communities in BC and throughout Canada.

WHAT IS VITAL SIGNS?

MEASURING WELLBEING, CREATING CHANGE

Victoria's Vital Signs is an annual community check-up that measures the vitality of our region, identifies concerns, and supports action on issues that are critical to our quality of life. The Victoria Foundation produces the report to connect philanthropy to community needs and opportunities. This is the 17th consecutive year the report has been published. Special thanks to the Toronto Foundation and Community Foundations of Canada for supporting the national Vital Signs initiative. For more information, visit communityfoundations.ca/vitalsigns.

INDIGENOUS CULTURE AND HISTORY

The capital region is home to a rich diversity of Indigenous peoples and cultures. Based on the 2021 Census, there were an estimated 19,460 individuals in the Victoria CMA who identified as First Nations, Métis and/or Inuk (Inuit). We acknowledge with respect the Lekwungen speaking people of the Songhees and Esquimalt Nations on whose traditional lands our offices are located.

VITAL COMMUNITY NETWORK

The following community experts have kindly joined us to help guide Vital Signs and its engagement throughout the region. We thank them for their generosity and support. **Peter Baillie**, Times Colonist; **Andrea Carey**, Inclusion Incorporated; **Jill Doucette**, Synergy Enterprises; **Diana Gibson**, Community Social Planning Council; **Dallas Gislason**, South Island Prosperity Partnership; **Colleen Hobson**, Ministry of Children & Family Development; **Fran Hunt-Jinnouchi**, Aboriginal Coalition to End Homelessness; **Vimala Jeevanandam**, CRD Arts Development Service; **Del Manak**, Victoria Police Department; **Jean McRae & Meghan Mergaert**, Inter-Cultural Association of Greater Victoria; **Jodi Mucha**, BC Healthy Communities; **Sarah Phillips**, BC Transit; **Crystal Tremblay**, University of Victoria; **Keith Wells**, Greater Victoria Sport Tourism Commission; **Bruce Williams**, Greater Victoria Chamber of Commerce



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VISIT

VITAL VICTORIA

GREATER VICTORIA'S DATA HUB



The data hub launched in 2021 is continuing to grow and evolve. We are updating the platform as new data becomes available and adding new indicators. To date, we have over 70 indicators on the platform.

The platform allows us to track more indicators with more years of data than we ever could in the magazine. Likewise, we can build off the platform and explore other kinds of indicators and data in Vital Signs.

As a result, you will see some of the platform indicators here on the regional data pages, as well as indicators that are unique to the magazine.

victoriafoundation.bc.ca/vital-victoria

BELOW ARE SOME OF THE INDICATORS YOU WILL FIND ON OUR PLATFORM:

OUR COMMUNITY

- Population
- Median Age
- Lone Parent Families
- Visible Minorities
- Immigrants
- Life Expectancy

ARTS & CULTURE

- Canada Council for the Arts Funding
- Proportion of Artists

BELONGING & ENGAGEMENT

- Charitable Giving
- Sense of Belonging
- Hate-Motivated Crimes
- Voter Turnout in Federal Elections
- Women Candidates in Federal Elections

ECONOMY

- Employment Rate
- Unemployment Rate
- Farm Economy

ENVIRONMENTAL SUSTAINABILITY

- Population Density
- Household Water Conservation

GETTING STARTED

- Net Migration
- Youth Unemployment Rate

HEALTH & WELLNESS

- Self-Reported Health
- Self-Reported Mental Health
- Perceived Life Stress
- Smoking Rate
- Heavy Drinking Rate
- Physician to Population Ratio

HOUSING

- Average Rents
- Average Vacancy Rates
- Core Housing Need
- Gross Shelter to Income Ratio
- Housing Starts and Completions

LEARNING

- High School Non-Completion Rate
- Post-Secondary Attainment
- Educational Equity
- Education by Field of Study
- Undergraduate Tuition Fees

SAFETY

- Overall Crime Rate
- Crime Severity Index
- Crime Rates by Offence
- Youth Crime Rate

STANDARD OF LIVING

- Households by Income Bracket
- Median Family Income
- Median Income by Sex
- Poverty Rates

Thank you to our Digital Platform Sponsor



Collaboration Today, Prosperity Tomorrow

HOW TO READ THE REPORT

LETTER GRADES

The letter grades assigned to each issue area are from the citizen survey and refer only to the issue areas.

REGIONAL DATA

For each indicator, empirical data is collected from established national, provincial and local data sources, including Statistics Canada, Province of British Columbia, and the Capital Regional District. Our emphasis is on reporting population-level or system-level data and, where this is not available, we include robust data at the cohort and/or organizational level.

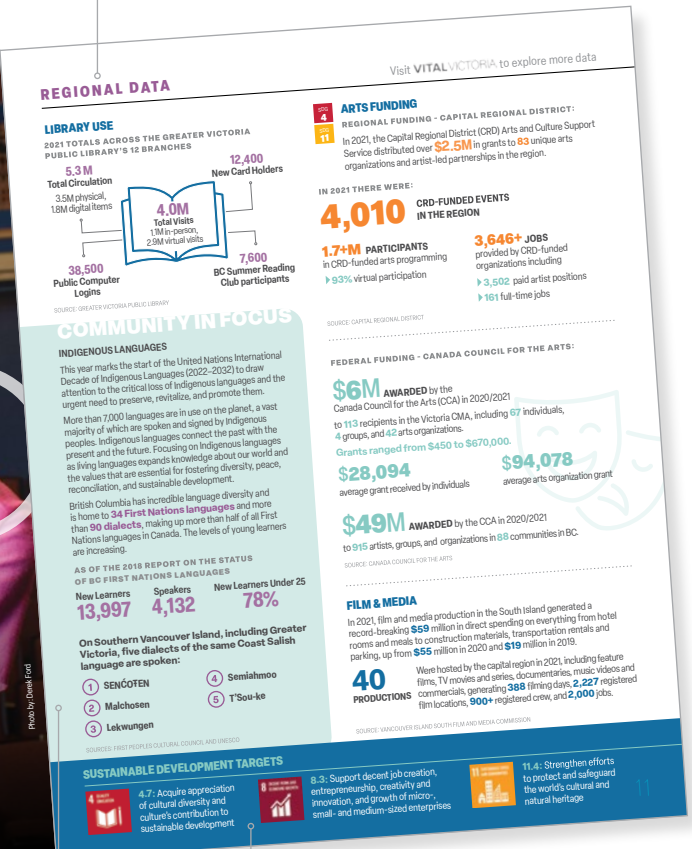


PHOTO AND CAPTION

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.

COMMUNITY IN FOCUS

Watch for these short stories in each issue area that look at some of the opportunities and challenges to act locally on the Sustainable Development Goals and on equity, diversity, and inclusion.



SUSTAINABLE DEVELOPMENT GOALS

Icons are placed next to indicators that support specific targets within the UN Sustainable Development Goals. We've also included simplified definitions of the targets in each issue area. See page 6 for more information.

SUSTAINABLE DEVELOPMENT GOALS

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

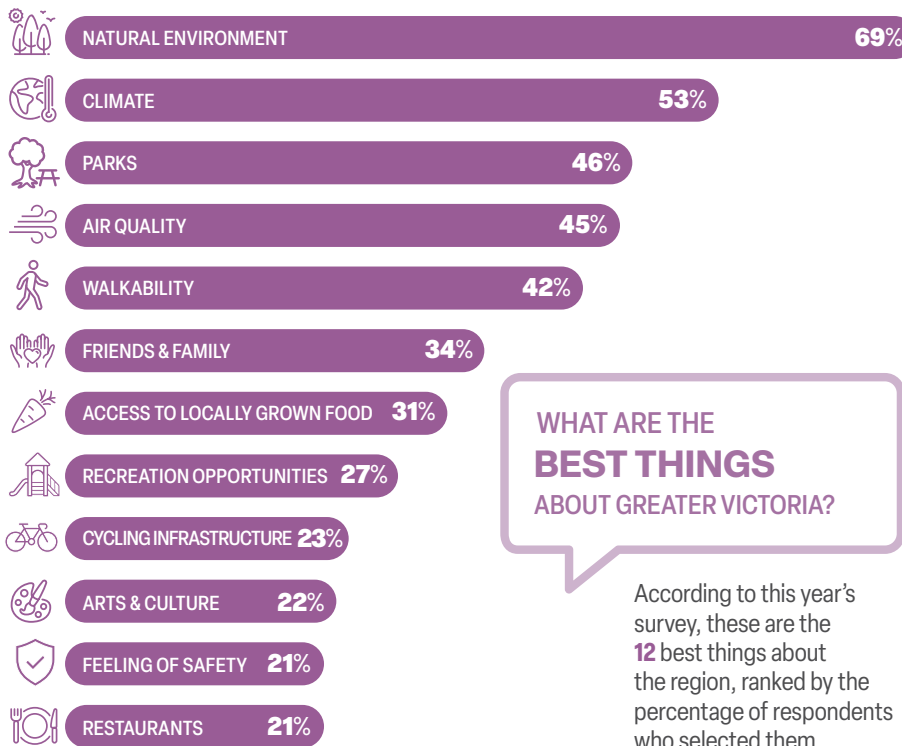
Visit globalgoals.org for more details.

FIND THESE ICONS ON PAGES 7-33 TO LEARN HOW THE SDGS AND THE TARGETS RELATE TO THE VITAL SIGNS KEY ISSUES.

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

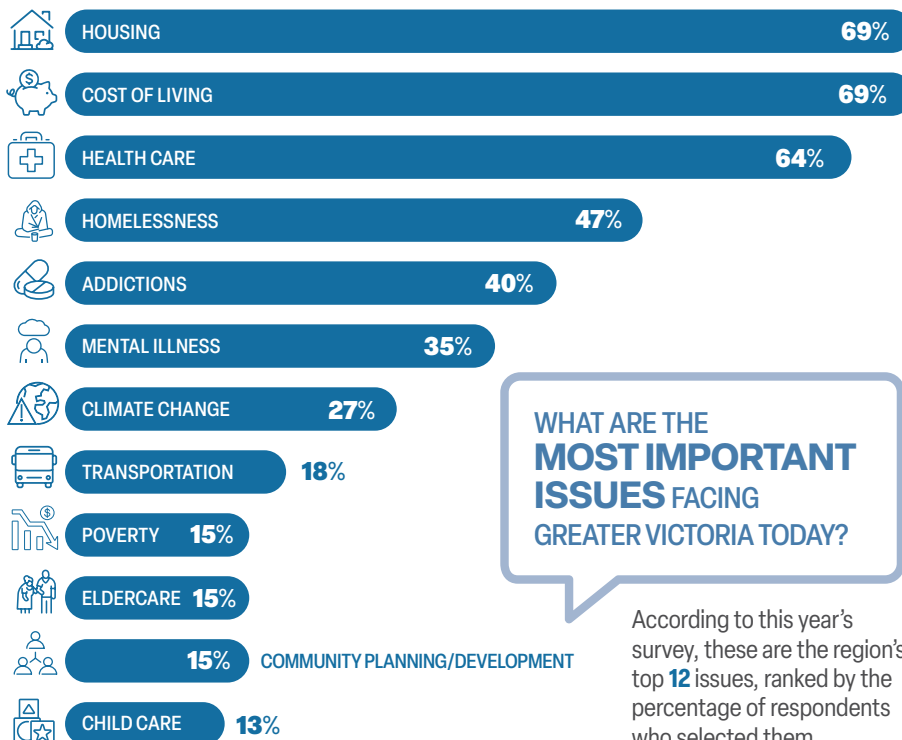
BEST THINGS & MOST IMPORTANT ISSUES

IN GREATER VICTORIA



WHAT ARE THE BEST THINGS ABOUT GREATER VICTORIA?

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



WHAT ARE THE MOST IMPORTANT ISSUES FACING GREATER VICTORIA TODAY?

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



THE BEST THING about Greater Victoria, the natural environment, is also the focus of two of the UN Sustainable Development Goals (SDGs).

SDG #14, Life Below Water, speaks to conserving and sustainably using the oceans, seas and marine resources for sustainable development.

SDG #15, Life on Land, looks to protect, restore, and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.



THE MOST IMPORTANT ISSUES facing Greater Victoria, cost of living and housing, 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.

NOTE: IN 2022 SURVEY RESPONDENTS WERE ABLE TO SELECT UP TO FIVE ANSWERS INSTEAD OF THE PREVIOUS SELECTION OF UP TO THREE ANSWERS.

QUALITY OF LIFE IN GREATER VICTORIA

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

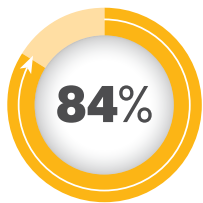
WHEN ASKED TO RATE THEIR OVERALL QUALITY OF LIFE, THE AVERAGE GRADE WAS



OF RESPONDENTS SAID THE AVAILABILITY OF AFFORDABLE HOME OWNERSHIP OPTIONS TO MEET THEIR NEEDS IS BELOW AVERAGE OR POOR.



OF RESPONDENTS RATE THEIR WAGE IN RELATION TO THE COST OF LIVING AS BELOW AVERAGE OR POOR



OF RESPONDENTS SAID THE AVAILABILITY OF AFFORDABLE RENTAL ACCOMMODATION TO MEET THEIR NEEDS IS BELOW AVERAGE OR POOR.



OF RESPONDENTS SAID THEIR ABILITY TO ACCESS PHYSICAL HEALTH CARE IN A TIMELY MANNER IS BELOW AVERAGE OR POOR.



OF RESPONDENTS SAID THEIR ABILITY TO ACCESS MENTAL HEALTH CARE IN A TIMELY MANNER IS BELOW AVERAGE OR POOR.



OF RESPONDENTS SAY THEY HAVE AN AVERAGE, GOOD, OR EXCELLENT ABILITY TO FIND SUITABLE EMPLOYMENT.

TOP 5 THINGS TO MAKE GREATER VICTORIA AN EVEN BETTER PLACE TO LIVE



AFFORDABLE HOUSING / MORE RENTAL OPTIONS



SOCIAL ISSUES
(including mental health, homelessness, etc.)



MORE AFFORDABLE COST OF LIVING



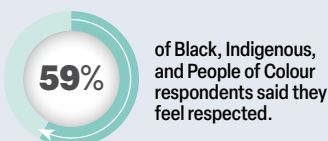
BETTER ACCESS TO HEALTH CARE



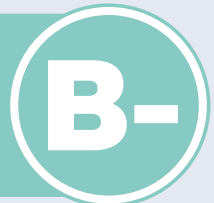
IMPROVE PUBLIC SAFETY

DIVERSITY, EQUITY, AND INCLUSION IN GREATER VICTORIA

ACCORDING TO SURVEY RESPONDENTS:



THE OVERALL GRADE FOR DIVERSITY, EQUITY, AND INCLUSION IN GREATER VICTORIA IS



of Black, Indigenous, and People of Colour respondents said they feel included.

WHAT DOES COMMUNITY MEAN TO YOU?

THE 2022 VITAL SIGNS SURVEY FOCUSED ON A QUESTION: WHAT DOES COMMUNITY MEAN TO YOU?

Based on theming of the open-ended question, the most common response centred on being connected and social along with friends and family.

68%

OF RESPONDENTS FEEL CONNECTED TO THE COMMUNITY IN GREATER VICTORIA (HOWEVER THEY DEFINE COMMUNITY)

57%

OF RESPONDENTS SAID THEY ARE ABLE TO ENGAGE WITH THEIR COMMUNITY THE WAY THEY WANT

50%

OF RESPONDENTS ARE ACTIVE VOLUNTEERS WITHIN THEIR COMMUNITY

17%

OF RESPONDENTS FEEL LONELY VERY OFTEN OR OFTEN

THESE ARE ANONYMIZED QUOTES FROM THE CITIZEN SURVEY OPEN-ENDED QUESTION:

- Take pride in my community
- Not sure since I don't really feel part of one
- Feeling welcome and valued by those around me, feeling free to express my thoughts and perspectives
- Community means connection to others in a meaningful way

2022 FEATURE ARTICLE

EXPLORING THE MEANING OF COMMUNITY

Our 2022 Victoria's Vital Signs feature article places a focus on defining the meaning of community from three perspectives.

The article is meant to be thought-provoking and demonstrate the similarities and differences in how we define community.



PATRICK KELLY



DR. GRACE WONG SNEDDON



CARLY MILLOY

READ THE ARTICLE ON VITAL VICTORIA AT victoriafoundation.bc.ca/vital-victoria

VITAL SIGNS
CITIZEN SURVEY GRADE



ARTS & CULTURE

DELIBERATELY INCLUSIVE

In 2021 the Belfry Theatre initiated a partnership with performing arts groups and educational institutions in Victoria, Vancouver, Regina, and Saskatoon to increase training opportunities for local Indigenous, Black, and People of Colour (IBPOC) artists and arts administrators to become the leaders of tomorrow.

Now in its second year, the program consists of a 12-part webinar series facilitated primarily by IBPOC leaders of the national arts community. Ten participants partake in online seminars covering a range of arts-related topics, including leadership models, fundraising, and community engagement, followed by a three-month paid internship at an arts organization that best matches their professional interests.

“It was important that we engage prominent IBPOC arts leaders to facilitate these seminars, sharing their unique perspectives and lived experiences,” said Michael Shamata, Artistic Director at the Belfry Theatre. “While acknowledging the inherent colonialism of the current system, we are attempting to build a community of arts leaders for the future.”

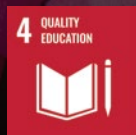


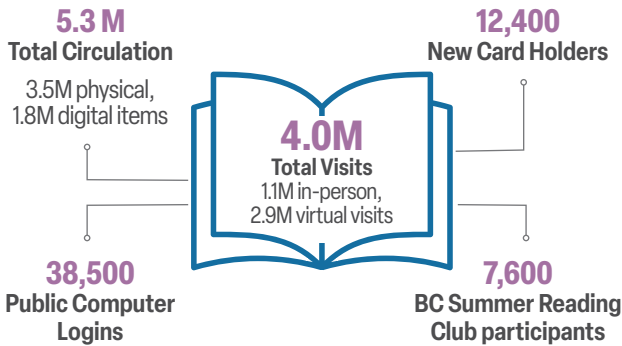
Photo by: Derek Ford

REGIONAL DATA

Visit **VITALVICTORIA** to explore more data

LIBRARY USE

2021 TOTALS ACROSS THE GREATER VICTORIA PUBLIC LIBRARY'S 12 BRANCHES



SOURCE: GREATER VICTORIA PUBLIC LIBRARY

COMMUNITY IN FOCUS

INDIGENOUS LANGUAGES

This year marks the start of the United Nations International Decade of Indigenous Languages (2022–2032) to draw attention to the critical loss of Indigenous languages and the urgent need to preserve, revitalize, and promote them.

More than 7,000 languages are in use on the planet, a vast majority of which are spoken and signed by Indigenous peoples. Indigenous languages connect the past with the present and the future. Focusing on Indigenous languages as living languages expands knowledge about our world and the values that are essential for fostering diversity, peace, reconciliation, and sustainable development.

British Columbia has incredible language diversity and is home to **34 First Nations languages** and more than **90 dialects**, making up more than half of all First Nations languages in Canada. The levels of young learners are increasing.

AS OF THE 2018 REPORT ON THE STATUS OF BC FIRST NATIONS LANGUAGES

New Learners	Speakers	New Learners Under 25
13,997	4,132	78%

On Southern Vancouver Island, including Greater Victoria, five dialects of the same Coast Salish language are spoken:

- ① SENĆOŦEN
- ④ Semiahmoo
- ② Malchosen
- ⑤ T'Sou-ke
- ③ Lekwungen

SOURCES: FIRST PEOPLES CULTURAL COUNCIL AND UNESCO

ARTS FUNDING

SDG 4
SDG 11

REGIONAL FUNDING - CAPITAL REGIONAL DISTRICT:

In 2021, the Capital Regional District (CRD) Arts and Culture Support Service distributed over **\$2.5M** in grants to **83** unique arts organizations and artist-led partnerships in the region.

IN 2021 THERE WERE:

4,010 CRD-FUNDED EVENTS IN THE REGION

1.7+M PARTICIPANTS in CRD-funded arts programming
▶ **93%** virtual participation

3,646+ JOBS provided by CRD-funded organizations including
▶ **3,502** paid artist positions
▶ **161** full-time jobs

SOURCE: CAPITAL REGIONAL DISTRICT

FEDERAL FUNDING - CANADA COUNCIL FOR THE ARTS:

\$6M AWARDED by the Canada Council for the Arts (CCA) in 2020/2021

to **113** recipients in the Victoria CMA, including **67** individuals, **4** groups, and **42** arts organizations.

Grants ranged from **\$450** to **\$670,000**.

\$28,094
average grant received by individuals

\$94,078
average arts organization grant

\$49M AWARDED by the CCA in 2020/2021

to **915** artists, groups, and organizations in **88** communities in BC.

SOURCE: CANADA COUNCIL FOR THE ARTS

FILM & MEDIA

In 2021, film and media production in the South Island generated a record-breaking **\$59** million in direct spending on everything from hotel rooms and meals to construction materials, transportation rentals and parking, up from **\$55** million in 2020 and **\$19** million in 2019.

40 PRODUCTIONS Were hosted by the capital region in 2021, including feature films, TV movies and series, documentaries, music videos and commercials, generating **388** filming days, **2,227** registered film locations, **900+** registered crew, and **2,000** jobs.

SOURCE: VANCOUVER ISLAND SOUTH FILM AND MEDIA COMMISSION

SUSTAINABLE DEVELOPMENT TARGETS

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

8 DECENT WORK AND ECONOMIC GROWTH
8.3: Support decent job creation, entrepreneurship, creativity and innovation, and growth of micro-, small- and medium-sized enterprises

11 SUSTAINABLE CITIES AND COMMUNITIES
11.4: Strengthen efforts to protect and safeguard the world's cultural and natural heritage

BELONGING & ENGAGEMENT

VITAL SIGNS
CITIZEN SURVEY GRADE

B-

IDENTIFYING AND ADDRESSING SERVICE GAPS WITH THE INDIGENOUS STREET FAMILY

The Aboriginal Coalition to End Homelessness Society provides aid, community connections, and culturally supportive housing to First Nations, Métis, and Inuit peoples experiencing homelessness in Victoria. A knowledge-gathering project in 2021, led by the society, polled 127 local Indigenous peoples with lived experience of homelessness, gaining insight into the most-accessed organizations and services supporting their physical, mental, emotional, and spiritual health — out of over 200 available. The conversations informed the development of an Indigenous Systems Improvement Map, enabling the society to discover the areas where additional supports are needed.

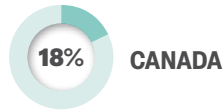
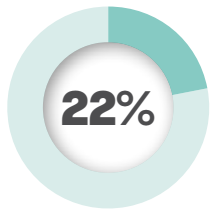
“Taking what was learned, it was critical to take action by addressing the gaps,” said Julia O’Quinn, Equity Programming and Research Manager with the Aboriginal Coalition to End Homelessness Society. “In the spirit of collaboration, we invited the 10 most-utilized organizations to a land-based outing to discuss how to strengthen support for the Indigenous Street Family. Throughout 2022 and 2023, we are working with these organizations on pilot projects and programs that will support their health toward healing, housing, and recovery.”



CHARITABLE GIVING

TAX FILERS WHO MADE CHARITABLE DONATIONS IN 2020

GREATER VICTORIA



2020
MEDIAN DONATION
IN GREATER VICTORIA

\$500

↑ UP FROM \$460 LAST YEAR, and on par with BC and well above the national median donation (\$340) in 2020

SOURCE: STATISTICS CANADA

COMMUNITY IN FOCUS

GENDER DIVERSITY

Greater Victoria is the most gender-diverse urban centre in Canada

0.75% OF RESIDENTS 15 YEARS AND OVER IDENTIFY AS TRANSGENDER AND NON-BINARY in 2021

the highest proportion among all census metropolitan areas according to the 2021 Census, which differentiated between “sex at birth” and “gender” for the first time.

The next highest levels of gender diversity were found in Halifax (0.66%) and Fredericton (0.60%).

1 in 300 CANADIANS (0.33%) IDENTIFIED AS TRANSGENDER AND NON-BINARY in 2021

Gender diversity is much higher among younger Canadians, with approximately 1.3% of those born between 1981 and 2006 identifying as transgender and non-binary, compared to 0.5% of those born in 1980 and before. Generation Z, aged 17 to 24 years, were seven times more likely to identify as trans or non-binary than individuals aged 76 years and older.

Younger generations may be more comfortable reporting their gender identity given the evolving acceptance and legal recognition of gender and sexual diversity.

The 2021 numbers will likely go up in future censuses as more people get comfortable reporting this kind of information to the government. The region’s greater gender diversity may be due to stronger population growth than the national average from 2016 to 2021 and the presence of three post-secondary institutions, which generally attract younger people.

SOURCE: STATISTICS CANADA

SDG
16

POLICE-REPORTED HATE CRIMES

40

HATE CRIMES REPORTED IN VICTORIA CMA in 2021

RATE OF
9.6

PER 100,000 POPULATION
UP FROM 8.5 in 2020
and lower than the rate of 10.2 across all CMAs in 2021

Police data on hate crimes reflect only those incidents that come to the attention of police and that are subsequently classified as hate crimes. Fluctuations in the number of reported incidents may be attributable to a true change in the volume of hate crimes, but also to changes in reporting by the public because of increased community outreach by police or heightened sensitivity after high-profile events.

HATE CRIMES INCREASE BETWEEN 2016 AND 2021:

↑ **135%**

SOURCE: STATISTICS CANADA

SENSE OF BELONGING

POPULATION THAT REPORTED A SOMEWHAT STRONG OR VERY STRONG SENSE OF BELONGING TO THEIR LOCAL COMMUNITY IN 2019/2020

AGED 12 YEARS AND OLDER

SOUTH VANCOUVER ISLAND

73%

BRITISH COLUMBIA

71%

CANADA

70%

YOUTH AGED 12–17 YEARS

SOUTH VANCOUVER ISLAND

84%

BRITISH COLUMBIA

89%

CANADA

86%

SENIORS AGED 65 YEARS AND OLDER

SOUTH VANCOUVER ISLAND

84%

BRITISH COLUMBIA

80%

CANADA

76%

SOURCE: STATISTICS CANADA

SUSTAINABLE DEVELOPMENT TARGETS



16.3: Promote the rule of law and ensure equal access to justice for all

16.10: Ensure public access to information and protect fundamental freedoms

VITAL SIGNS
CITIZEN SURVEY GRADE



ECONOMY

GOING GLOBAL

Salt Spring Arts provides programs and initiatives designed to connect emerging and professional artists with patrons of the arts for Salt Spring Island and the Southern Gulf Islands. When the pandemic prevented people from visiting the physical gallery, Artcraft — where over 100 local artists display and sell their creations during a three-month period annually — the council applied for and received non-repayable capital from the Investment Readiness Program, a funding program of the Government of Canada, facilitated by Community Foundations of Canada and the Victoria Foundation.

The funds were used to develop an online iteration of Artcraft: an accessible space to share local works with the global community year-round, as well as for training and development to manage the space and marketing internally.

“The online outlet has also helped us include Indigenous artists from the region,” said Elizabeth Nolan, Artcraft Manager for Salt Spring Arts. “This was something that was lacking from Artcraft in general because due to colonial policies of exclusion, there’s no longer a large Indigenous presence on the islands. On Vancouver Island there are still many Indigenous communities with ancestral ties to the region, and we’re excited to showcase and share their talent and works with the rest of the world.”



Photo by: Derek Ford

REGIONAL DATA

Visit **VITALVICTORIA** to explore more data

SDG 8 UNEMPLOYMENT RATE

THE UNEMPLOYMENT RATE AMONG PEOPLE AGED 15 AND OVER IN 2021

↓ **5%** **6.5% BRITISH COLUMBIA**

GREATER VICTORIA 7.5% CANADA

DOWN FROM 8% IN 2020

The unemployment rate among women in the region in 2021 was on par with the rate for the total population aged 15 and over.

SOURCE: STATISTICS CANADA

% POPULATION (15 YEARS +) WHO ARE UNEMPLOYED

	2017	2018	2019	2020	2021
Canada	6.4	5.9	5.7	9.5	7.5
BC	5.2	4.7	4.7	8.9	6.5
Victoria CMA	3.9	4.0	3.4	7.9	4.9

SDG 8 EMPLOYMENT RATE

THE EMPLOYMENT RATE AMONG PEOPLE AGED 15 AND OVER IN 2021

↑ **60%** **61% BRITISH COLUMBIA**

GREATER VICTORIA 60% CANADA

UP FROM 59% IN 2020

The employment rate among women in the region in 2021 was **57%**.

SOURCE: STATISTICS CANADA

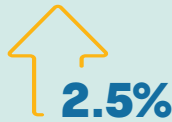
% POPULATION (15 YEARS +) WHO ARE EMPLOYED

	2017	2018	2019	2020	2021
Canada	61.4	61.4	61.9	58.0	60.2
BC	62.5	62.2	62.9	57.9	61.1
Victoria CMA	62.7	62.9	61.7	58.6	60.2

COMMUNITY IN FOCUS

INTEREST RATE INCREASES

In response to rising inflation, the Bank of Canada has been introducing the largest interest rate increases in decades. In July 2022, the Bank of Canada increased its benchmark interest rate by one full percentage point to **2.5%**, the biggest one-time hike since 1998, impacting the prime lending rates of Canada's big banks and other major lenders. Central banks generally raise benchmark interest rates when they want to cool down an overheated economy.



The Bank of Canada cautions it may raise its interest rate again to address inflation, which is predicted to average around **8%** through 2022, the highest in 40 years, then fall to **3%** by the end of 2023 and to **2%** in 2024. The high rate of inflation is being driven by multiple factors, including rising oil prices, global supply chain disruptions, labour shortages, and pent-up consumer demand from the pandemic.

PREDICTED INFLATION RATES (%)

2022 **8**

2023 **3**

2024 **2**

SOURCE: BANK OF CANADA

HOTEL ROOMS

GREATER VICTORIA AVERAGE RATES IN 2021 COMPARED TO 2020

↑ **50%**

OCCUPANCY RATE
UP FROM 36%

↑ **\$187**

DAILY ROOM RATE
UP FROM \$149

↑ **\$93**

REVENUE PER AVAILABLE ROOM
UP FROM \$54

SOURCE: CHEMISTRY CONSULTING GROUP

SDG 9 AIR AND FERRY PASSENGER VOLUME

BC FERRIES REPORTED INCREASES IN 2021 COMPARED TO 2020



↑ **26%**

PASSENGER TRAFFIC



↑ **20%**

VEHICLE TRAFFIC



↑ **7%**

BUS TRAFFIC

Tsawwassen
— Swartz Bay

VICTORIA INTERNATIONAL AIRPORT REPORTED INCREASES IN 2021 COMPARED TO 2020

↑ **17%**

FLIGHT PASSENGER VOLUME

SOURCE: CHEMISTRY CONSULTING GROUP



↑ **674,000**

TOTAL PASSENGERS
FROM 575,000 IN 2020

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

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



9.1: Develop sustainable, resilient, and inclusive infrastructures

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VITAL SIGNS
CITIZEN SURVEY GRADE



ENVIRONMENTAL SUSTAINABILITY

CLIMATE ACTION LEADERSHIP DIPLOMA

The most critical global threat facing humanity today is the climate crisis, and Pearson College UWC has developed an innovative program to help students, aged 16-19, build skills to successfully engage in climate leadership. With over 600 hours of instruction across two years, students learn from Indigenous Elders, external speakers, and guest lecturers in facilitated online sessions and in-person activities.

“The idea is to give young people guidance, direction, and stewardship in what their goals are in terms of how they can be effective fighting climate change,” explained Brian Geary, Director of Communications at Pearson College UWC. “Young persons interested in creating a career that supports climate action can practice using the tools they will need to take individual and collective action while gaining university-level credits and micro-credentials. By connecting with them early in their educational journey, we can help them be effective in climate action — in careers around the world as engineers, financial professionals, science and health researchers, and more: changemakers across a variety of areas and industries. They’re the ones who will be working steadily to make the shifts necessary to fight climate change in the longer term.”



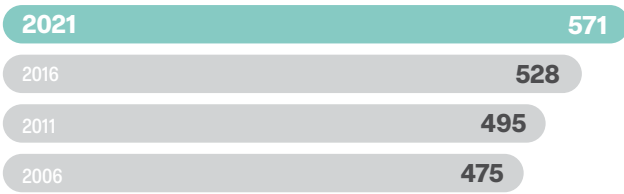
Photo by: Derek Ford

REGIONAL DATA

Visit **VITALVICTORIA** to explore more data

SDG 11 POPULATION DENSITY

POPULATION DENSITY OF GREATER VICTORIA
(PEOPLE PER SQ. KM.)



SOURCE: STATISTICS CANADA

ORCA POPULATION

The Southern Resident killer whales that frequent the Salish Sea are an extended family comprised of three pods (J, K, and L).

As of July 1, 2022, the total population was estimated at 73 individuals, down from 74 the year before. Between the July 2021 and 2022 counts, there were three deaths, two in K pod and one in L pod, and two births, one in J pod and one in K pod. The July 2022 census marks the lowest L pod count since the study began in 1976, and K pod sits at its lowest number in the last two decades.



SOURCE: CENTER FOR WHALE RESEARCH

SDG 12 SOLID WASTE DISPOSAL

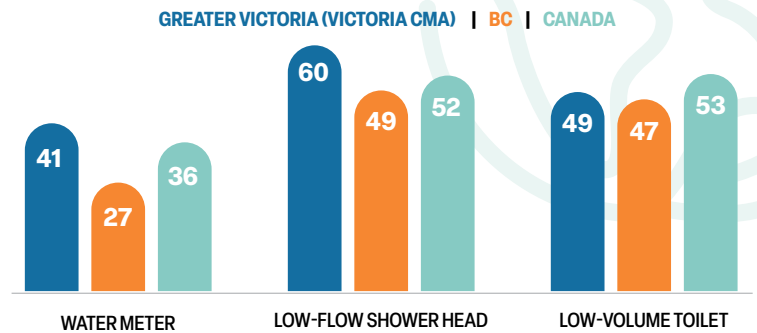
SOLID WASTE DISPOSAL RATE
(KG PER PERSON)



SOURCE: CAPITAL REGIONAL DISTRICT

SDG 6 HOUSEHOLD WATER CONSERVATION

PERCENTAGE OF HOUSEHOLDS THAT HAD THESE DEVICES IN 2019



Compared to 2013, there were fewer households in the region in 2019 with a water meter (down from 48%), and low-flow shower head (down from 64%), and more with a low-volume toilet (up from 44%).

SOURCE: STATISTICS CANADA

COMMUNITY IN FOCUS

EXTREME HEAT EVENTS

In 2021 BC experienced an unprecedented heat dome that resulted in record temperatures over several days. Temperatures peaked at **40°C** in many parts of the province, and overnight temperatures were uncharacteristically high.

DEATHS FROM HEAT-RELATED CAUSES BETWEEN JUNE 25 AND JULY 1, 2021

BRITISH COLUMBIA

619

GREATER VICTORIA

24

The chief coroner convened a multidisciplinary panel to review the circumstances of the deaths and identify actions to improve public safety and prevent future deaths.

SOURCE: BC CORONER'S SERVICE

The panel found nearly all deaths occurred indoors, and most who died were older adults with compromised health and who lived alone. A disproportionate number of decedents lived in homes without adequate cooling systems and in poor neighbourhoods.

The panel also found a lag between heat alerts issued by Environment and Climate Change Canada and the response of public agencies.

The panel made three recommendations:

- 1 Implement a coordinated provincial heat alert and response system.
- 2 Identify and support vulnerable populations during extreme heat emergencies.
- 3 Implement extreme heat prevention and long-term risk mitigation strategies.

SUSTAINABLE DEVELOPMENT TARGETS



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



11.6: Reduce adverse environmental impact of cities



12.5: Reduce waste generation through prevention, reduction and recycling

VITAL SIGNS
CITIZEN SURVEY GRADE



GETTING STARTED

TRAUMA-INFORMED DAYCARE

Little Phoenix Daycare recognizes the value of a trauma-informed approach, which informs its practice. The space has been designed and equipped to meet the needs of children who may have experienced trauma in their young lives.

Everything about the space at the Little Phoenix Daycare, from the lighting and textures to the colour palette and images is intended to create a calm and nurturing environment. The skilled team of early childhood educators help the children learn and grow.

“Whether children in our space have experienced trauma or not, we also recognize that play is the language of little ones, and we look at the behaviours of each child to see how we can support their learning, healing and recovery,” said Jane Taylor Lee, Executive Director of Family Services of Greater Victoria. “Because development doesn’t happen in isolation, we work with the parents to share programs, services, and resources — or referrals — that benefit the children within the daycare environment as well as in their own home.”



Photo by: Derek Ford

CHILD CARE SPACES

AVERAGE MONTHLY CHILD CARE SPACES FUNDED BY THE MINISTRY OF CHILDREN AND FAMILY DEVELOPMENT

13,845

SOUTH VANCOUVER ISLAND IN 2020/21

▲ UP 3% FROM 2019/20

Enough spaces for **25%** of the South Island's child population, aged 0-12 years.

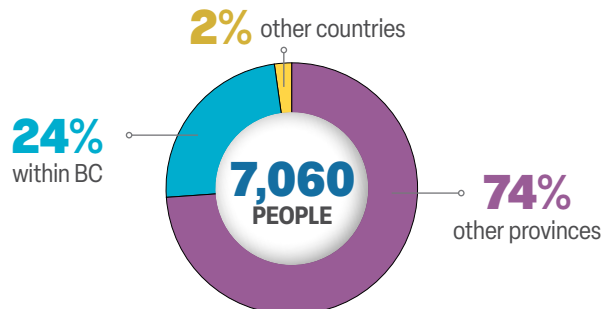


Provincially, there were approximately 126,000 licensed child care spaces in 2020/21, up 4% from 2019/20, and enough for 20% of BC's child population.

SOURCE: BC MINISTRY OF CHILDREN AND FAMILY DEVELOPMENT

NET MIGRATION

TOTAL NET MIGRATION IN GREATER VICTORIA BETWEEN JULY 1, 2020 AND JUNE 30, 2021



ON PAR WITH 2019/20

SOURCE: STATISTICS CANADA

COMMUNITY IN FOCUS

DECLINING FERTILITY RATES

In 2020 the fertility rate in Greater Victoria was **0.95**, the lowest of all census metropolitan areas (CMAs) in Canada and lower than rates for BC (1.17) and Canada (1.4).

Additionally, in 2020, there were **fewer births than deaths** in the region, marking another year of negative natural increase. Greater Victoria is the only CMA in the country where there has been a negative natural increase in the population every year for the past two decades.

Greater Victoria's population continues to increase, however, due primarily to migration from elsewhere in BC, Canada and internationally. Between 2016 and 2021, the region's population increased **8%** to 397,237.

In 2021 children under the age of 15 accounted for **12.7%** of the region's population, and the proportion of children under five years (**3.8%**) was the lowest of all CMAs in Canada.

SOURCES: STATISTICS CANADA AND WESTERN UNIVERSITY

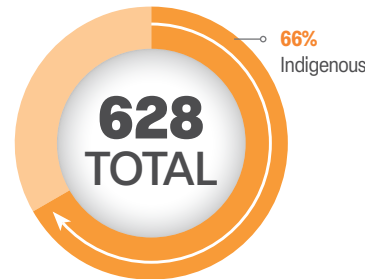
SDG 16 CHILDREN & YOUTH IN CARE

NUMBER OF CHILDREN AND YOUTH IN CARE AS OF MARCH 31, 2021

SOUTH VANCOUVER ISLAND

5,259 BRITISH COLUMBIA

▶ **67%** Indigenous



The rate of children and youth in care in BC was **6** per 1,000 population, aged 0-18 years, in 2021. For Indigenous children and youth in BC, the rate was **37** per 1,000 population.

IN SOUTH VANCOUVER ISLAND, APRIL 1, 2020 — MARCH 31, 2021

184 CHILDREN AND YOUTH ADMITTED INTO CARE
▶ **42%** Indigenous

38 YOUTH AGED OUT OF CARE
▶ **16** Indigenous

Provincially, **1,924** children and youth were admitted into care in 2020/21, of whom **55%** were Indigenous, and **427** youth aged out of care, including **246** Indigenous youth.

CARE PLAN COMPLETION RATE IN SOUTH VANCOUVER ISLAND AS OF MARCH 31, 2021



Both rates are below the BC completion rates of **81%** overall and **72%** for Indigenous children and youth. Care plans are critical to accessing services. The completion rate is based on children and youth who were in care for six months or longer.

SOURCE: BC MINISTRY OF CHILDREN AND FAMILY DEVELOPMENT

SDG 8 YOUTH UNEMPLOYMENT

UNEMPLOYMENT RATE FOR YOUTH, 15-24 YEARS, IN 2021

↓ **8%**

GREATER VICTORIA

DOWN FROM NEARLY **15%** IN 2020

12% BRITISH COLUMBIA

14% CANADA

Among young women in the region, the unemployment rate in 2021 was **12%**, on par with the rates for female youth in BC and Canada.

POPULATION (15-24 YEARS) WHO ARE UNEMPLOYED

	2017	2018	2019	2020	2021
Canada	11.4%	10.9%	11.0%	20.1%	14%
BC	8.6%	7.8%	9.1%	18.6%	12.2%
Victoria CMA	6.8%	6.3%	6.4%	14.6%	7.8%

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 GRADE



HEALTH & WELLNESS

KEY STAKEHOLDERS (GOOD MEDICINE)

The Indigenous Outreach Workers Network (IOW) is a dynamic group of Indigenous outreach and support workers from eight different non-profit organizations in the Greater Victoria area, collaborating effectively to provide inclusive, cohesive, and culturally safe supports for unsheltered and precariously housed Indigenous people in Victoria: building trust and maintaining relationships with folks as they transition from outdoors to indoors.

The group endeavours to bring culture back to those who want to reconnect in ways that feel good to them, such as a recent project with Island Health to inform the All Nations Healing Room at Royal Jubilee Hospital, a culturally safe space open to all First Nations, Inuit, and Métis peoples, where they can perform traditional healing practices and ceremonies, such as smudging, cleansing, and singing.

“The IOW is about teamwork,” said Alfred Ochen, Indigenous Outreach Worker with the Umbrella Society. “The interagency support provides a platform where all the outreach workers from the community can come together and share information about available resources, bringing collaborative and cooperative support to a vulnerable population in Greater Victoria.”



REGIONAL DATA

Visit **VITALVICTORIA** to explore more data

SDG 3 ACCESS TO HEALTHCARE PROVIDERS

RATE OF PHYSICIANS PER 100,000 POPULATION IN 2020

325.3 253.7 BRITISH COLUMBIA

SOUTH VANCOUVER ISLAND 242.3 CANADA

Physicians include family medicine and specialist physicians.

SOURCE: CANADIAN INSTITUTE FOR HEALTH INFORMATION

IN 2019/20 PEOPLE, AGED 12 YEARS AND OLDER, WHO REPORTED HAVING A REGULAR HEALTHCARE PROVIDER

SOUTH VANCOUVER ISLAND **72%**

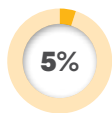
DOWN FROM 76% IN 2017/18

BRITISH COLUMBIA IN 2019/20 **82%**

CANADA IN 2019/20 **86%**

SOURCE: STATISTICS CANADA

SDG 3 DAILY SMOKING



In 2019/20, nearly **5%** of people, aged 12 years and older, in South Vancouver Island reported that they were a daily cigarette smoker, down from 8% in 2017/18, and lower than the rates for BC (6%) and Canada (10%).

Approximately **6%** of men and **4%** of women in South Vancouver Island reported that they were a daily cigarette smoker in 2019/20—roughly a one third decrease for both genders from 2017/18.

SOURCE: STATISTICS CANADA

COMMUNITY IN FOCUS

WAIT TIMES FOR WALK-IN CLINICS

Greater Victoria has the longest wait times for walk-in medical clinics in Canada, according to Medimap, an online navigation platform for Canadians to find health care providers in their community and for clinics to publish their wait times.

AVERAGE WAIT TIME FOR WALK-IN CLINICS IN 2021

161 min 58 min BRITISH COLUMBIA

GREATER VICTORIA 25 min CANADA

With nearly **1 million** British Columbians without a family doctor, many people turn to walk-in clinics and emergency rooms.

Clinic wait times from 2019 to 2021 were expected to drop as fewer people visited clinics during the pandemic and virtual calls became more common. This happened for participating clinics across the country except those in BC, where wait times increased by **35%** over the same period.

Medimap cautions its data does not include all provinces, and there may be human error in inputting wait times.

SOURCES: MEDIMAP AND BC COLLEGE OF FAMILY PHYSICIANS

SDG 3 ILLICIT DRUG TOXICITY DEATHS

Greater Victoria was one of the top three cities in BC where drug toxicity deaths occurred in 2021 (after Vancouver and Surrey).

ILLICIT DRUG TOXICITY DEATHS IN 2021

141 SOUTH VANCOUVER ISLAND
UP FROM 138 IN 2020

139 GREATER VICTORIA
UP FROM 136 IN 2020

32.6 RATE OF DEATHS PER 100,000
SOUTH VANCOUVER ISLAND

2,265 BRITISH COLUMBIA
UP FROM 1,728 IN 2020

43.6 RATE OF DEATHS PER
100,000 IN BC
UP FROM 34.5 IN 2020

Fentanyl was detected, alone or in combination with other drugs, in 86% of illicit drug toxicity deaths in BC in 2021. Carfentanil, 100 times more potent than fentanyl, was detected in 189 illicit drug toxicity deaths in BC in 2021, compared to 65 in 2020. The detection rate for benzodiazepines has rapidly increased since 2020. These sedative-type of drugs do not respond to naloxone and create life-saving challenges for first responders.

SOURCE: BC CORONER'S SERVICE

SDG 3 ALCOHOL CONSUMPTION PER CAPITA

ESTIMATED ANNUAL ALCOHOL CONSUMPTION PER CAPITA IN 2020

10.9L 9.3L BRITISH COLUMBIA

SOUTH VANCOUVER ISLAND **8L** CANADA in 2019/20

Data are reported in litres of absolute alcohol—one litre of absolute alcohol equals **58.7 standard Canadian drinks**.

9.3L means that British Columbians aged 15+ consume an average of **547 bottles** of beer a year, or about 11 bottles per week, or 1.5 per day (regular strength 5%, 341 mL bottles), or **104 bottles** of wine a year (12%, 750 mL bottles), or nearly two bottles per week, or 1.5 medium glasses per day.

SOURCE: CANADIAN INSTITUTE FOR SUBSTANCE USE RESEARCH

SDG 3 MENTAL HEALTH

POPULATION REPORTING HAVING VERY GOOD OR EXCELLENT MENTAL HEALTH IN 2019/20

AGED 12+

S. VAN. ISLAND **62%**

BC **63%**

CANADA **66%**

YOUTH, AGED 12-17

S. VAN. ISLAND **76%**

BC **70%**

CANADA **71%**

SENIORS 65+

S. VAN. ISLAND **74%**

BC **69%**

CANADA **71%**

SOURCE: STATISTICS CANADA

SUSTAINABLE DEVELOPMENT TARGETS

3 GOOD HEALTH AND WELL-BEING



3.4: Reduce premature mortality from non-communicable diseases and promote mental health and wellbeing

3.5: Strengthen prevention and treatment of substance use problems

HOUSING

VITAL SIGNS
CITIZEN SURVEY GRADE



UKRAINIAN VILLAGE: A COMMUNITY OF COLLABORATION

Affordable housing has been a long-term challenge for many residents throughout Victoria, and an influx of people fleeing their homeland brought a significant concern about the availability of local housing. Community leaders recognized this posed a major barrier to receiving Ukrainian immigrants to the capital region, but through a significant collaboration between local organizations and business leaders, a viable solution came to life as the Ukrainian Village.

The Kiwanis Village Society offered 13 bachelor units and two self-contained apartments at Hetherington House at cost. The Ukrainian Cultural Centre, with support from the Ukrainian Catholic Church of St. Nicholas, took on the lease, furnished the apartments, and provided support for new arrivals. The Victoria Foundation has funded the lease and additional costs to provide housing for 30 – 40 Ukrainian immigrants for the next year.

While the Ukrainian Village project is a good start, with more Ukrainians continuing to arrive regularly — as well as immigrants and refugees from other regions — additional housing will be needed for those new to the community and for those who already call Victoria home.



HOUSING SALES AND PRICES

PROPERTIES SOLD IN GREATER VICTORIA IN MAY 2022

761
DOWN 27%
FROM MAY 2021

The ratio of sales to active listings was **50%** in May 2022, making Greater Victoria a seller's market, with upward pressure on prices reflecting steady demand and inventory below historic levels.

SOURCE: VICTORIA REAL ESTATE BOARD

MEDIAN SALE PRICES IN MAY 2022

\$1,250,000
UP FROM JUST OVER
\$1 MILLION IN 2021

\$800,000
UP FROM **\$730,000**
IN 2021

\$598,000
UP FROM **\$478,000**
IN 2021

RENTS AND RENTAL VACANCY

AVERAGE VACANCY RATES IN GREATER VICTORIA IN OCTOBER 2021 (i.e., purpose-built rentals)

1%
DOWN FROM **2.2%**
IN OCT 2020

0.8%
LOWEST VACANCY RATE

AVERAGE APARTMENT RENT IN OCTOBER 2021

\$1,332
UP 3% FROM \$1,285
IN 2020

\$1,030
\$1,952

The supply of purpose-built rentals grew by **661 units** in 2021, compared to 1,317 units in 2020, with most of the new supply in the Westshore in 2021.

SOURCE: CANADA MORTGAGE AND HOUSING CORPORATION

COMMUNITY IN FOCUS

AFFORDABLE HOUSING SUPPLY

The Canada Mortgage and Housing Corporation projects that at current new construction rates, Canada's housing stock will increase by **2.3 million** units between 2021 and 2030, reaching **19 million** units by 2030.

To help restore affordability, Canada needs an additional **3.5 million** affordable housing units by 2030.

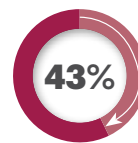
In BC, that translates to **570,000** units targeted at 44% affordability (ratio of average housing costs to average income). In 2021 housing affordability was pegged at 60% in BC

HousingHub, a division of BC Housing established in 2018, partners with community, government, and non-profit and private-sector stakeholders to create affordable housing for middle-income earners (average income between \$50,000 and \$100,000). It leverages land, low-capital equity, low-cost financing, and development expertise to build new or redevelop housing.

In Greater Victoria, HousingHub has facilitated three homeownership and two rental housing projects, generating

425 NEW AFFORDABLE HOUSING UNITS.

SOURCES: CANADA MORTGAGE AND HOUSING CORPORATION AND BC HOUSING



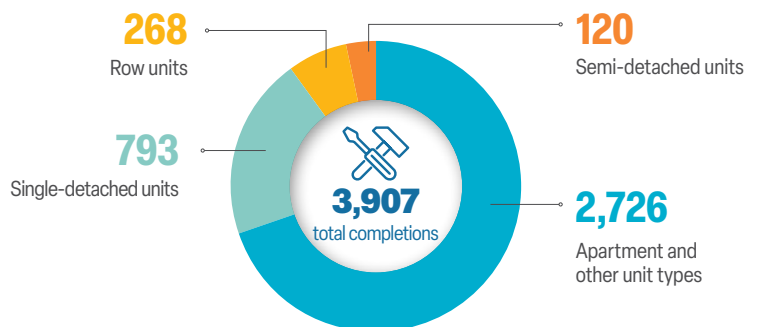
A person working **35 hours** a week at BC's minimum hourly wage of **\$15.65** would need to spend **43%** of their gross monthly income to rent a bachelor apartment (\$1,030) in Greater Victoria, based on 52 weeks per year.

51 HOURS per week at minimum wage is required to *affordably* rent this apartment (i.e., spend no more than 30% of household income on rent).

HOUSING STARTS AND COMPLETIONS

In 2021, there were 4,809 total housing starts, up from 3,209 in 2020, and 3,907 total housing completions, down from 4,044 in Greater Victoria (Victoria CMA). Among all housing starts, 860 were single-detached units, 134 were semi-detached units, 381 were row units, and 3,434 were apartment and other unit types.

HOUSING COMPLETIONS IN GREATER VICTORIA (VICTORIA CMA) IN 2021



SOURCE: STATISTICS CANADA

SUSTAINABLE DEVELOPMENT TARGETS



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



LEARNING

VITAL SIGNS
CITIZEN SURVEY GRADE

B+

THE RETURN OF THE COMMUNITY

The Shaw Centre for the Salish Sea is an award-winning aquarium and learning hub and a welcoming space with opportunities to get up close and personal with the Salish Sea bioregion, led by skilled learning professionals and a dedicated group of volunteers engaging with visitors and sharing knowledge.

Pop-up programs offer tailored-learning experiences for small groups, while employee volunteer opportunities help to deepen partnerships with complementary organizations. Unique community partnerships allow the Centre to create a stronger visitor experience and a wider range of programming and exhibits, such as the *To Fish as Formerly* exhibition that shared the resurgence of a highly relevant, conservation-based reef net fishing practice for the local Indigenous community.

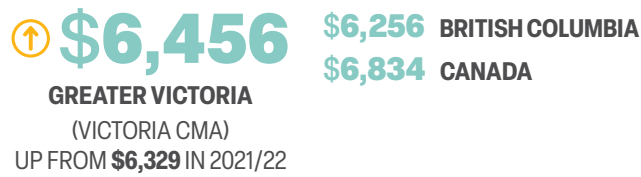
“The returning number of visitors and increase in multi-generational family outings reflects how hungry people are to get together and do something positive,” shared Pauline Finn, Executive Director at Shaw Centre for the Salish Sea. “We’re excited to have them join us for a safe learning opportunity: zooming out on a nice walk along the Sidney waterfront, then zooming in through close encounters with our team and critters in the Centre.”



Photo by: Derek Ford

UNDERGRADUATE TUITION

AVERAGE UNDERGRADUATE TUITION FEES IN 2022/23



SOURCE: STATISTICS CANADA

COMMUNITY IN FOCUS

MICRO-CREDENTIALS

A micro-credential is a non-degree certification that verifies competence in one or more skills. Training is competency-based with a short duration, and designed to fit busy schedules.

In 2021–2022, the first wave of **24** micro-credentials was offered at **15** BC public post-secondary institutions in five key areas:

- ▶ workplace skills
- ▶ climate action
- ▶ technology and emerging economies
- ▶ health and human services
- ▶ construction maintenance

The University of Victoria and Royal Roads University partnered with the South Island Prosperity Partnership to launch an online portal that provides access to micro-credential courses at both institutions. [MicroStartBC.com](https://microstartbc.com)

IN 2021-2022 THERE WERE



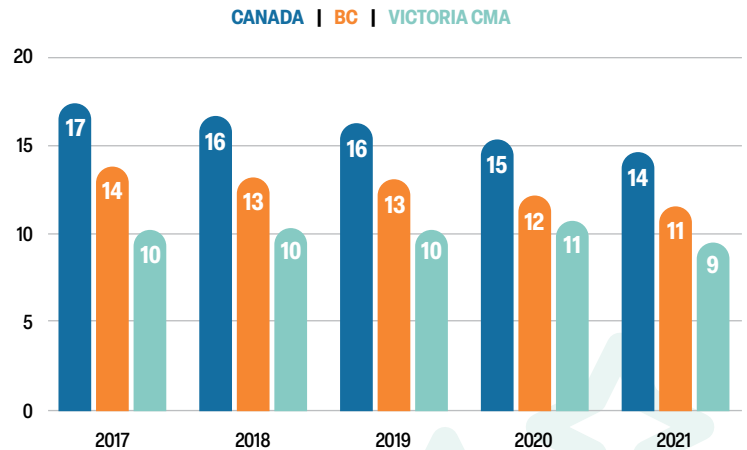
Camosun College continues to grow its micro-credentials to fill industry needs with advanced skills for clean energy and efficient buildings offered in partnership with Passive House Canada, electric vehicle technology and services for automotive technicians, and a film production assistant micro-credential.

SOURCES: PROVINCE OF BRITISH COLUMBIA, CAMOSUN COLLEGE, SOUTH ISLAND PROSPERITY PARTNERSHIP, UNIVERSITY OF VICTORIA, AND ROYAL ROADS UNIVERSITY

SDG 4 HIGH SCHOOL NON-COMPLETION

In 2021, approximately **9%** of the Greater Victoria population, aged 15 years and older, had not completed high school, lower than the previous year (11%), and lower than the 2021 rates for BC (11%) and Canada (14%).

% POPULATION 15 YEARS AND OLDER WHO HAVE NOT COMPLETED HIGH SCHOOL

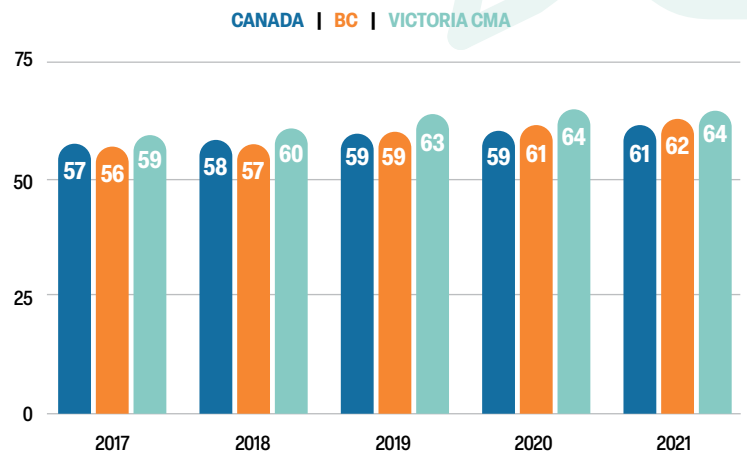


SOURCE: STATISTICS CANADA

SDG 4 POST-SECONDARY EDUCATIONAL ATTAINMENT

In 2021, **64%** of the Greater Victoria population, aged 15 years and older, had completed some form of post-secondary education (e.g., post-secondary certificate or diploma and university degree), on par with the previous year, and above the 2021 rates for BC (62%) and Canada (61%).

% POPULATION 15 YEARS AND OLDER WHO HAVE COMPLETED POST-SECONDARY EDUCATION



SOURCE: STATISTICS CANADA

SUSTAINABLE DEVELOPMENT TARGETS



4.1: Ensure all complete primary and secondary education

4.3: Equal access for all to affordable and quality tertiary education, including university

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SAFETY

VITAL SIGNS
CITIZEN SURVEY GRADE



RETHINKING JUSTICE

Drawing from over thirty years of experience supporting women and transgender [trans] survivors of sexual assault and childhood sexual abuse through advocacy, counselling, and empowerment, the Victoria Sexual Assault Centre is investigating transformative justice to bring holistic healing based on accountability, action, and prevention to victims – and perpetrators – of violence in Victoria.

Transformative justice is a community-grounded work that frequently involves the victim, the perpetrator, the justice agencies, and the community to address the root causes of violence.

“At the core of transformative justice is community,” shared Samantha Loppie, Direct Client Services Manager at the Victoria Sexual Assault Centre. “We are exploring a connection between service delivery and prevention education, recognizing that one cannot have long-term success without the other. To support this, we are gathering data from gender-based violence organizations, anti-violence organizations, education and prevention organizations, and agencies to bring in different elements of community members and organizations. With the support of progressive groups, like the Victoria Foundation, we can give life to this approach for our communities.”



Photo by: Derek Ford

REGIONAL DATA

Visit **VITALVICTORIA** to explore more data

OVERALL CRIME RATE

CRIMES PER 100,000 PEOPLE IN 2021

6,293 **8,318** BRITISH COLUMBIA

5,897 CANADA
GREATER VICTORIA
 (VICTORIA CMA)
 DOWN 17% FROM 2011

VIOLENT CRIMES

SDG 16

RATE PER 100,000 PEOPLE IN 2021

1,540 **1,552** BRITISH COLUMBIA

1,323 CANADA
GREATER VICTORIA
 (VICTORIA CMA)
 UP 21% FROM 2011

SEXUAL ASSAULT

LEVEL 1, 2 AND 3

SDG 5 SDG 16

RATE PER 100,000 PEOPLE IN 2021

115 **87** BRITISH COLUMBIA

90 CANADA
GREATER VICTORIA
 (VICTORIA CMA)
 UP 135% FROM 2011

YOUTH CRIME

YOUTH CHARGED WITH CRIMINAL VIOLATIONS

RATE PER 100,000 YOUTH (12-17 YEARS) IN 2021

772 **590** BRITISH COLUMBIA

1,007 CANADA
GREATER VICTORIA
 (VICTORIA CMA)
 DOWN 66% FROM 2011

SOURCE: STATISTICS CANADA

COMMUNITY IN FOCUS

INTIMATE PARTNER VIOLENCE DURING COVID-19

The BC Association of Aboriginal Friendship Centres and Battered Women's Support Services, in partnership with the University of Victoria, undertook a year-long research project with Indigenous women and gender-diverse people across the province to understand their experiences of intimate partner violence during the COVID-19 pandemic.

Key findings of *The Road to Safety: Indigenous Survivors in BC Speak Out against Intimate Partner Violence during the COVID-19 Pandemic* include:



85% of survey respondents reported an onset of intimate partner violence during the pandemic, and **77%** reported they experienced an increase in intimate partner violence during the pandemic.



67% of survey respondents faced challenges in accessing services during the pandemic, with **30%** indicating essential support services shut down.



47% of survey respondents did not have access to an Indigenous-run transition home or safe house with culturally safe and relevant supports and services.

SOURCES: BC ASSOCIATION OF ABORIGINAL FRIENDSHIP CENTRES, BATTERED WOMEN'S SUPPORT SERVICES, AND THE UNIVERSITY OF VICTORIA

SDG 5 SDG 16 POLICE-REPORTED FAMILY VIOLENCE

CHILD VICTIMS IN GREATER VICTORIA IN 2020

108 TOTAL VICTIMS **57 FEMALES** **51 MALES**

RATE OF CHILD VICTIMS, AGE 11 YEARS AND YOUNGER, OF POLICE-REPORTED FAMILY VIOLENCE, BY SEX OF VICTIM, PER 100,000, 2020

	Total	Female	Male
Canada	241	273	208
BC	221	269	176
Victoria CMA	268	287	249

Overall rate of 268 victims per 100,000 population, aged 11 years and younger, much higher than the rate of 193 in 2019, and higher than the rates for BC (221) and Canada (241) in 2020.

YOUTH VICTIMS IN GREATER VICTORIA IN 2020

76 TOTAL VICTIMS **51 FEMALES** **25 MALES**

RATE OF YOUTH VICTIMS, AGED 11-17 YEARS, OF POLICE-REPORTED FAMILY VIOLENCE, BY SEX OF VICTIM, PER 100,000, 2020

	Total	Female	Male
Canada	419	577	266
BC	409	566	258
Victoria CMA	348	468	229

Overall rate of 348 victims per 100,000 population, aged 12-17 years, much lower than the rate of 432 in 2019, and lower than the rates for BC (409) and Canada (419) in 2020.

SENIOR VICTIMS IN GREATER VICTORIA IN 2020

40 TOTAL VICTIMS **21 FEMALES** **19 MALES**

RATE OF SENIOR VICTIMS, AGED 65 YEARS AND OLDER, OF POLICE-REPORTED FAMILY VIOLENCE, BY SEX OF VICTIM, PER 100,000, 2020

	Total	Female	Male
Canada	76	80	72
BC	80	84	75
Victoria CMA	44	42	47

Overall rate of 44 victims per 100,000 people, aged 65 to 89 years, lower than the rate in 2019 (63), and much lower than the rates for BC (80) and Canada (76) in 2020.

SOURCE: STATISTICS CANADA

SDG 5 SDG 16 POLICE-REPORTED INTIMATE PARTNER VIOLENCE

INTIMATE PARTNER VIOLENCE VICTIMS IN GREATER VICTORIA IN 2020

947 TOTAL VICTIMS **725 FEMALES** **222 MALES**

RATE OF VICTIMS OF POLICE-REPORTED INTIMATE PARTNER VIOLENCE, BY SEX OF VICTIM, PER 100,000 POPULATION, 2020

	Total	Female	Male
Canada	336	522	145
BC	320	491	144
Victoria CMA	257	382	124

Overall rate of 257 victims per 100,000 population, higher than the rate in 2019 (247), and lower than the rates for BC (320) and Canada (336) in 2020.

SOURCE: STATISTICS CANADA

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 GRADE



COMMITTED TO CAMPERS

The Camp Thunderbird Summer Camp has created fun times and lifelong memories for generations of children throughout Greater Victoria, giving them a space to play while learning essential life skills, like working with others, taking safe risks, making good choices, and treating others with dignity and respect.

Despite COVID-related changes to the camp programs, Camp Thunderbird remained committed to providing an accessible camp experience for all, providing transportation, guidance, customized programs for children with physical, cognitive, or behavioural challenges, and even financial assistance where needed. All children interested in Camp Thunderbird are welcome to participate.

“We recently had a day of celebration for local Indigenous graduating students, acknowledging their accomplishments alongside elected and hereditary Chiefs, Elders, knowledge keepers and family from local First Nation communities. It was a beautiful day,” shared Luke Ferris, General Manager of Outdoor Adventure Programs at YMCA-YWCA of Vancouver Island. “Everyone has been so grateful to have a safe place with fun activities, where children and youth can belong, grow, thrive, and lead.”

Photo by: Derek Ford

REGIONAL DATA



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

SPORT AND COVID-19

KidSport Greater Victoria conducted online surveys in February 2022 to understand the experiences of KidSport families and local sport organizations (LSO) during the COVID-19 pandemic. These surveys were a follow-up to ones conducted in January/February 2021.

In addition to enhancing sport-specific skills, many parents commented about overall health benefits of sport, particularly during the uncertainty of the pandemic when sport was a means to “cope with this chaotic and scary world. It’s helped with physical and emotional health during this trying time in our lives.” Most parents noted that sport enabled their child to reconnect and socialize with friends to keep “things as normal and pandemic-free as possible.” Others acknowledged the broader influence of sport in their children’s lives:



[As a result of playing sport] our kids have increased confidence, fitness, life skills, and work ethic.



[Sport has supported my child] to believe in himself, help others, reach for his dreams...do well in school.



You have helped me raise a healthy, happy, wonderful boy. [Playing sport] has encouraged him to grow in the direction of a healthy, loving life.

SOURCE: KIDSPORT GREATER VICTORIA

Local survey results indicate kids here are faring better than elsewhere in Canada, with **20%** of KidSport parents reporting their children are less active and participating in less sport than in 2020, compared to **45%** reported nationally (Jumpstart State of Sport Report, 2022).

As noted by sport organizations across Canada, many Victoria-based LSOs continue to struggle financially, experiencing decreased revenue from registration fees, sponsorships and fundraising activities. In response, LSOs look to primarily raise registration fees, but also suspend some programming and reduce staff to afford COVID-19/return to sport protocols.

SOURCE: KIDSPORT GREATER VICTORIA

COMMUNITY IN FOCUS

SPORT TOURISM

SPORT TOURISM IS CURRENTLY A CATALYST FOR

\$117 million

in tourist spending in the capital region each year.

Greater Victoria hosts more than **100** major regional, provincial, national, and international sporting events annually, from the World Junior Hockey Championships and the FIBA Olympic Qualifying Basketball tournament to the Invictus Games and the 55+ BC Games.

First held in Vernon in 1988, the 55+ BC Games are the largest annual multi-sport event in the province. The Games are presented annually in different communities, enlisting hundreds of volunteers to help plan and stage the Games in partnership with the BC Seniors Games Society. The Games generate approximately **\$3 million** in economic impact for the host community and surrounding area.

In September, Greater Victoria hosted the 2022 55+ BC Games with **2,700** senior athletes competing in **22** sports supported by **875** volunteers at multiple venues across the region.

SOURCES: BC SENIORS GAMES SOCIETY AND GREATER VICTORIA SPORT TOURISM COMMISSION

COVID-19 IMPACTS ON CHILDREN AND YOUTH WITH DISABILITIES

Researchers from the National Physical Activity Measurement Study examined the impacts of the COVID-19 pandemic on movement behaviours (i.e., physical activity, sedentary behaviour, and sleep) and overall health of children and youth with disabilities (CYD) in Canada. Parents of CYD were surveyed in May and November 2020, with follow up interviews in 2021.

PERCENTAGE OF CHILDREN AND YOUTH WITH DISABILITIES THAT MET GUIDELINES



PHYSICAL ACTIVITY +
SEDENTARY BEHAVIOUR

LESS THAN **20%**



SLEEP

MORE THAN **50%**

NONE MET
ALL THREE
MOVEMENT
GUIDELINES.

Nearly one-quarter of CYD reported declines in health from pre-pandemic levels. Interview themes revealed that shifting of routines, unoccupied time, reduced physiotherapy opportunities, parental capacity, and the social and built environment all impacted the movement behaviours of CYD.

The study concluded that movement behaviours and health of CYD must be prioritized in COVID-19 recovery efforts through quality programming, highly trained instructors, accessible and inclusive infrastructure, and family-centred health.

SOURCE: CANADIAN DISABILITY PARTICIPATION PROJECT

SPONSORED BY
Odlum Brown Limited,
Brad Dovey, Director, Portfolio Manager
and Spencer Pocock, Portfolio Manager

STANDARD OF LIVING

VITAL SIGNS
CITIZEN SURVEY GRADE



WE ARE BETTER WHEN WE WORK TOGETHER

Having served over 140,000 meals in 2021 and on track to provide over 180,000 this year, the Rainbow Kitchen Society has certainly expanded beyond its starting point in 2001: offering coffee, tea, and sandwiches once per week to hungry residents of Vic West and Esquimalt. Since then, the society has quietly grown to become Victoria's second-largest soup kitchen.

The society provides a safe, family-friendly community space that welcomes everyone. Throughout the capital region, staff and nearly 200 volunteers serve hot meals, grab-and-go pantry items, and support for local schools and not-for-profit organizations: helping them stock local markets with fresh and dry goods, filling hamper programs with weekly bulk donations, and preparing portioned proteins for isolated and marginalized communities around Sooke.

"Victoria Foundation has supported us with flexible funding that allows us to focus on the need in our community," said Patrick Johnstone, Executive Director at the Rainbow Kitchen. "We're serving about 15,000 meals a month now, which would have been a December volume prior to COVID. There's still demand that's not being serviced, and Rainbow Kitchen is committed to continue helping — no questions asked."

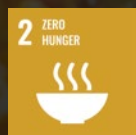


Photo by: Derek Ford

HOUSEHOLD INCOME

MEDIAN AFTER-TAX HOUSEHOLD INCOME FOR ALL HOUSEHOLD TYPES IN 2020



The median household income before taxes in Greater Victoria was **\$85,000** in 2020, on par with BC and slightly higher than Canada (\$84,000).

SOURCE: STATISTICS CANADA

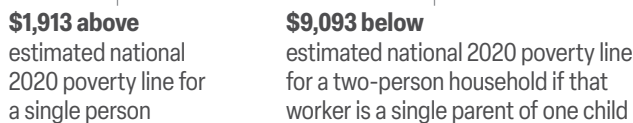
SDG 8 BC MINIMUM WAGE

GENERAL MINIMUM HOURLY WAGE IN BC

2018	2019	2020	2021	2022
\$12.65	\$13.85	\$14.60	\$15.20	\$15.65

A FULL-TIME MINIMUM WAGE WORKER EARNS

\$15.65/hour = \$28,483/year



Note: Full-time, full-year work is 35 hours of paid work for 52 weeks. The poverty line is based on Statistics Canada's 2020 Low Income Measure (LIM) for after-tax income in 2020 constant dollars for a one-person household (\$26,570) and a two-person household (\$37,576) in Canada.

SOURCE: STATISTICS CANADA

COMMUNITY IN FOCUS

FOOD BANK USAGE

The 2021 Food Banks Canada Hunger Report showed an increase in food bank usage across the country since 2019. Usage in urban centres was driven by pandemic-related unemployment and disproportionately affected racialized groups. In smaller urban centres, usage increased for older individuals and those with disabilities. In 2021 food banks provided over **3 million meals** across Canada and approximately 128,700 meals in BC. The province experienced a **5%** increase in total food bank visits between 2019 and 2021, below the national increase of 20%. In BC, there were 131,000 visits to food banks, of which 40,717 visits were children. The report included information from 126 food banks in BC.

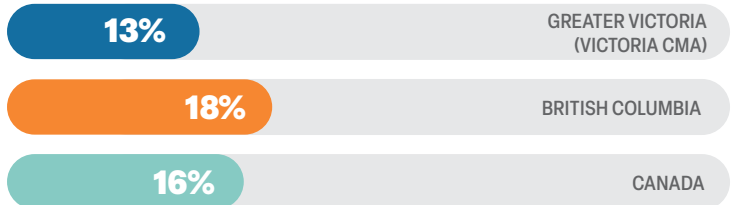
IN 2021
131,000
VISITS TO FOOD BANKS IN BC
UP 5% FROM 2019

SOURCE: FOOD BANKS CANADA

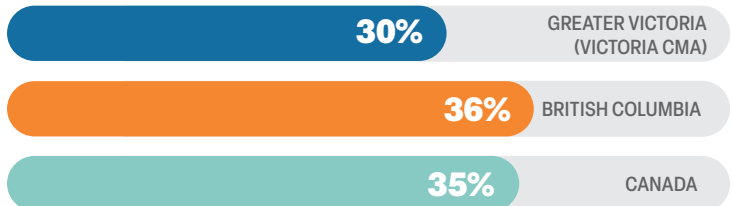
SDG 1 POVERTY RATES

THE POVERTY RATES IN 2019 AS MEASURED BY STATISTICS CANADA'S CENSUS FAMILY LOW INCOME MEASURE AFTER TAX

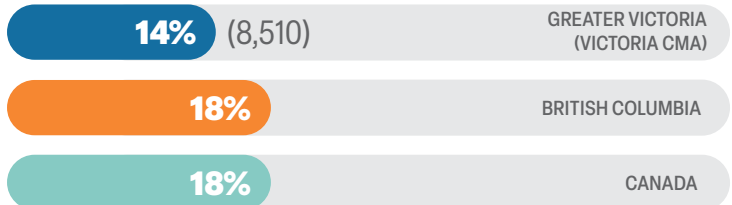
OVERALL



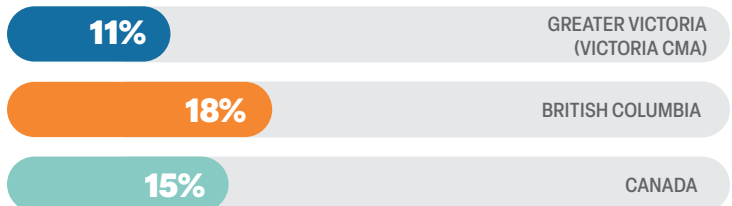
LONE PARENT FAMILIES



CHILDREN UNDER 18



SENIORS 65 YEARS AND OLDER



SOURCE: STATISTICS CANADA

SDG 8 LIVING WAGE

\$20.46 The hourly wage required to maintain an adequate quality of life in the capital region in 2021.

UP FROM \$19.39 IN 2019 (2020 was missed due to the COVID-19 pandemic).

Greater Victoria is a close second for the highest living wage in the province, following Vancouver. Housing and child care continue to be the two biggest costs in the living wage calculation.

SOURCE: COMMUNITY SOCIAL PLANNING COUNCIL OF GREATER VICTORIA

SUSTAINABLE DEVELOPMENT TARGETS



1.2: Reduce national poverty by 50%



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



VITAL SIGNS
CITIZEN SURVEY GRADE



TRANSPORTATION

BREAD, BUTTER, AND SOCIAL CONNECTION

Prior to the pandemic, the Oak Bay Volunteer Services Society was a well-utilized resource for the Oak Bay community, delivering groceries, pharmaceuticals, and rides to necessary appointments. When the pandemic hit, the society became an essential link between those isolated at home and the rest of the world, delivering over 10,200 hours of service to a community with complex needs: primarily seniors and folks with physical and mental health challenges who were locked down and reliant on the kindness of volunteers to bring them groceries, medications, and personal contact.

“In Oak Bay, there’s always been this sense of generosity,” said Renee Lormé-Gulbrandsen, Executive Director of the Oak Bay Volunteer Services Society. “We’ve been fortunate with our efforts to recruit volunteers because people really love this community. Between April 2021 and March 2022, we had 188 volunteers assisting 511 clients. This is our 45th year of service to the community, and through the generosity of organizations like the Victoria Foundation and the kindness and dedication of our volunteers, we’re able to ensure people get the support they need, especially during the most challenging times.”



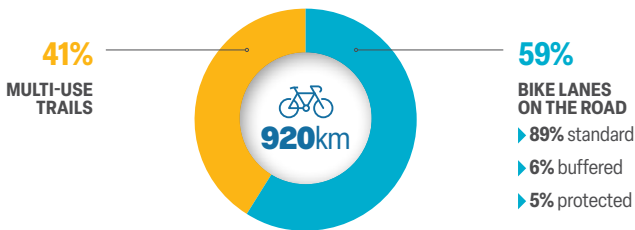
Photo by: Derek Ford

REGIONAL DATA

SDG 11

CYCLING INFRASTRUCTURE

As of January 1, 2022, there were just over **920 km** of bike ways in the Capital Region District (CRD).



CYCLIST AND PEDESTRIAN COUNTS

In 2021, the CRD Regional Cyclist and Pedestrian Count Program counted approximately 705,000 people cycling in both directions at the Galloping Goose Trail's automated counter, north of Harbour Road, for a daily average of 1,932 cyclists. In 2020 just over 713,000 people were counted at this location, for a daily average of 1,949 cyclists.

The CRD counts bicycle and pedestrian volumes across the region using permanent automated counters and volunteer manual counts. Automated counters are located at 28 sites and monitor trends and change over time. The manual counts cover more locations and collect different types of data, including age and gender.

The CRD counts include data from the City of Victoria, District of Saanich, and University of Victoria and are used to support bike route planning, infrastructure upgrades, and scheduling trail maintenance.

SOURCE: CAPITAL REGIONAL DISTRICT

VEHICLE AVAILABILITY

In 2021/22, households in Greater Victoria owned or leased an average of **1.6 insured motor vehicles**, the least number in all of BC Transit's operating area, down from 1.7 vehicles in 2020/21, and lower than the household average in BC (1.8) in 2021/22.



SOURCE: BC TRANSIT

COMMUNITY IN FOCUS

ELECTRIC VEHICLES

In 2020 Greater Victoria had the highest electric vehicle (EV) sales in the country.

According to the Capital Regional District's 2021 Electric Vehicle Infrastructure Roadmap, there were **240 Level 2** and **28 Direct Current Fast Charging Ports (DCFC)** across the region as of February 2021. To accelerate the pace of EV adoption in the region and support municipal EV planning, new investment in private (at home) and public charging is required. The report suggests 770 new Level 2 ports and 132 new DCFC ports will need to be implemented by 2030.

SOURCE: CAPITAL REGIONAL DISTRICT

SDG 11

TRANSIT USE



of residents in Greater Victoria used local transit in 2021/22, on par with the year before.

ONE IN 5 (20%) residents had used local transit in the past 24 hours, compared to **10%** in 2020/21, while 40% used it more than a month ago, down from 67% the past year.



In 2021/22, Greater Victoria residents made an average of 1.0 one-way trips per week, double from the past year:

4% HEAVY RIDERS **7% MEDIUM RIDERS** **10% LIGHT RIDERS**

All types of ridership were significantly higher than 2020/21, and 28% were occasional riders, down from 39% the year before.

GREATER VICTORIA TRANSIT RIDERS USED TRANSIT IN 2021/22

17% MORE OFTEN, more than twice the year before.

40% LESS OFTEN

43% ABOUT THE SAME, up from **35%** the previous year.

GREATER VICTORIA TRANSIT RIDERS USAGE IN 2021/22

COMMUTE TO WORK **27%** PERSONAL BUSINESS **26%** SHOPPING **16%**

Improvements that would encourage transit use more often were mandatory use of masks for riders and drivers until deemed unnecessary (**74%**) and increased bus frequency on busier routes (**63%**).

SOURCE: BC TRANSIT

A MESSAGE FROM BC TRANSIT

BC Transit is proud to provide safe and reliable transportation for our customers in the Victoria Regional Transit System, and our team is working hard to constantly improve our service. In early 2022 BC Transit launched the Route 64 connecting Beecher Bay to the West Shore, and this fall completed significant upgrades to the UVic Transit Exchange. In the last year we have introduced 8 new double-decker buses and 36 compressed natural gas buses to replace aging buses in our Victoria fleet. Our first electric bus is expected to be deployed late this year, in preparation for 10 built-to-order buses that will be delivered in summer 2023. BC Transit is also progressing towards implementing Umo, our innovative electronic fare collection system. Victoria will be the first transit system to have this technology, which along with cash will allow riders to pay with a new mobile app, reloadable smart card or their own credit or debit card. Umo will remove payment barriers and encourage more people to choose transit as BC Transit continues to maximize ridership growth in every way possible. We thank our customers for their support, and we welcome you on board whether you are travelling for work, shopping, school, or other activities.

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

Victoria Regional
Transit Commission



SUSTAINABLE DEVELOPMENT TARGETS

11 SUSTAINABLE CITIES AND COMMUNITIES



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

METHODOLOGY

CITIZEN OPINION SURVEY — This year, 2,542 citizens added their voices to Victoria’s Vital Signs by assigning grades and assessing their experience with various facets of life in each of the 12 key issue areas. They were also asked questions about quality of life, their perceptions and experience with equity and inclusion, and their view on the theme question: **What does community mean to you?**

The online survey, conducted by Leger, is based on a “self-selected” respondent population. The survey was open to all interested individuals in Greater Victoria, and survey participants volunteered to take part in the survey. Therefore, the results should be considered as representative of “interested residents of the capital region” and may not be representative of the Greater Victoria population overall. For a total sample of 2,542, at a 95% confidence level, data is accurate to +/- 1.94%, 19 times out of 20. 408 surveys were completed via a research panel and 2,134 completed the survey via open-link.

The Economy grading scale was missed by Leger in the original survey. To gather representative data, the question was included in a Greater Victoria wide Omnibus general population study. Data were collected from July 22nd to July 24th.

An invitation to participate in the open-link survey was promoted through many websites, social media channels, online newsletters, posters, media coverage, and more.

A full report on the results of the survey and its analysis is available on the Foundation’s website. Continuing from the 2021 theme of equity and inclusion, there is a segmentation analysis of BIPOC (Black, Indigenous, and People of Colour) respondents on select questions in the survey results. Best practices for addressing different ethnic groups within research is still being developed. However, due to the small sample sizes, ethnicities other than Caucasian were aggregated to form the BIPOC category.

SECONDARY DATA

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

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

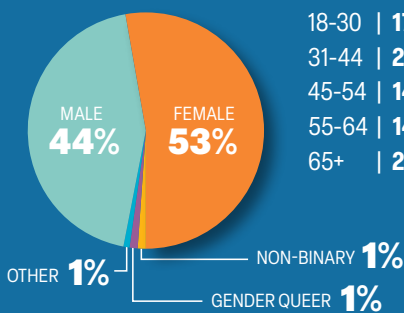
GRADING

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

CITIZEN SURVEY RESPONDENTS PROFILE

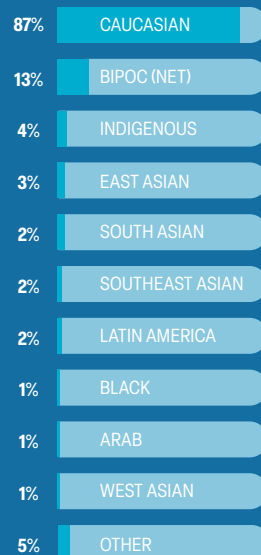
GENDER



AGE

18-30	17%
31-44	26%
45-54	14%
55-64	14%
65+	29%

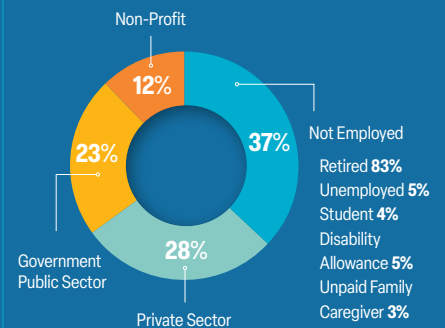
ETHNICITY



WHERE THEY LIVE

Victoria	36%
Saanich	25%
Langford	7%
Oak Bay	6%
Esquimalt	5%
Central Saanich	5%
View Royal	3%
Sooke	3%
Colwood	3%
Sidney	2%
North Saanich	2%
Metchosin	1%
S. Gulf Islands	1%
Other	1%

EMPLOYMENT BY SECTOR



HAVE LIVED IN GREATER VICTORIA

69%	MORE THAN 10 YEARS
12%	6-10 YEARS
16%	1-5 YEARS
3%	LESS THAN ONE YEAR

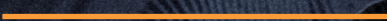
NOTE: SURVEY RESPONDENTS MAY HAVE CHECKED MORE THAN ONE ETHNICITY.

HOUSEHOLD INCOME

Less than \$20,000	5%
\$20,000-49,999	20%
\$50,000-79,999	25%
\$80,000-109,999	21%
\$110,000 +	30%

NOTE: ADDS UP TO 101%, BASED ON LEGER ROUNDING STANDARDS.

WHICH ISSUES WILL YOU TAKE ON?



ARTS & CULTURE

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



BELONGING & ENGAGEMENT

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



ECONOMY

Strong and vibrant communities have diverse local economies and a wide variety of options for fulfilling, secure, and well-paid work.



SPORTS & RECREATION

Sport and recreation play a foundational role in developing and sustaining healthy citizens and communities.



GETTING STARTED

Helping children, youth, and newcomers to get a good start in life, work, adulthood, and our community makes a lasting difference.



HEALTH & WELLNESS

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



HOUSING

Having safe and accessible housing people can afford is a basic need that contributes significantly to quality of life.



LEARNING

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



SAFETY

Public and personal safety affects the way we socialize and participate in community life.



ENVIRONMENTAL SUSTAINABILITY

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



STANDARD OF LIVING

Individuals, families, and children living below the poverty line may face many obstacles, which can limit their ability to enjoy quality of life.



TRANSPORTATION

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

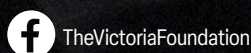
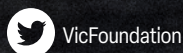
QUALITY OF LIFE



ONCE
WAS
KE YOU

THIS REPORT ONLY SCRATCHES THE SURFACE

Want to learn more? Information is available, including details on indicators, sources, and survey results, at victoriafoundation.ca.



Building better futures together.

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

As a member-owned financial cooperative and Certified B Corporation, nothing is more important than helping Canadians achieve what's most important to them. Together with our members, employees, and community partners, we invest 10% of our profits each year back into the communities we live, work, and serve in. And your membership makes that happen.

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