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
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

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.

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.

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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.

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.

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BAYVIEW PLACE
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.

#200 – 703 Broughton Street, Victoria, BC V8W 1E2
Ph: 250.381.5532  Fax: 250.480.1129
victoriafoundation.ca
Charitable BN 13065 0898 RR0001

THE VITAL SIGNS TEAM
The Victoria Foundation:
Rob Janus, Project Manager
Lori Elder
Anna Glenny
Carol Hall
Louise MacDonald
Brin Morgan
Melanie Porter
Sandra Richardson
Emily Wiesenthal
Kyle Wells

Contributors
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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
What 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
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.*

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.

*Read more about the 31 trends at brookfieldinstitute.ca, where both reports are available for download.*
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.

Q&A

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.

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.

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.
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.

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.

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.

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.
**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.

---

**Jill Doucette**

**FOUNDRING PARTNER, SYNERGY ENTERPRISES**

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.

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**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.

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**Essay**

*REGENERATION AND REINVENTION*

BY JILL DOUCETTE

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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.

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.

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.

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

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

### 2019 Citizen Grades

#### Things Working Well

- **Arts & Culture**: B+  
  - Vibrant arts and culture community with diverse offerings  
  - Strong festival scene  
  - Performing arts

- **Belonging & Engagement**: B-  
  - Plenty of opportunities to get involved  
  - Strong sense of community and volunteerism  
  - City administration efforts to engage citizens

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

- **Environmental Sustainability**: B  
  - Green spaces/walking paths/clean air and water  
  - Cycling infrastructure  
  - Eco-conscious community with grassroots programs

- **Getting Started**: B-  
  - Excellent work of organizations supporting newcomers  
  - General awareness and acceptance of cultural diversity  
  - Availability of programs to support children and newcomers

- **Health & Wellness**: B-  
  - Many opportunities for physical activity and outdoor recreation  
  - Availability and access to health care  
  - Health care system and services

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

- **Learning**: B  
  - Access to diverse educational opportunities  
  - Positive learning environment  
  - Dedicated and talented teachers

- **Safety**: B  
  - Safe place to live  
  - Police presence  
  - Traffic and road safety

- **Sports & Recreation**: B+  
  - 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

- **Standard of Living**: C+  
  - Availability of support services  
  - Affordable nutritious food  
  - Employment opportunities

- **Transportation**: C+  
  - Good public transit service  
  - Cycling opportunities and expanding cycling infrastructure  
  - Road and infrastructure improvements

#### Priorities for Improvement

- **Arts & Culture**:  
  - Offering more affordable arts and cultural activities  
  - Increasing funding to support arts and culture  
  - Creating more festivals and community celebrations

- **Belonging & Engagement**:  
  - Increasing opportunities to get involved in community and neighbourhood activities  
  - Increasing awareness of community engagement and public consultation opportunities  
  - Improving voter turnout

- **Economy**:  
  - Increasing wages  
  - Diversifying the economy  
  - Improving supports for entrepreneurs and small business

- **Environmental Sustainability**:  
  - Reducing our reliance on cars  
  - Traffic congestion/removing bike lanes  
  - Conservation of natural areas

- **Getting Started**:  
  - Affordable and accessible housing  
  - Access to affordable child care  
  - Foreign accreditation recognition

- **Health & Wellness**:  
  - Availability of family physicians  
  - Access to mental health services  
  - Wait times for medical procedures

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

- **Learning**:  
  - Affordability of post-secondary education  
  - Quality of school curricula  
  - Financial sustainability of school districts

- **Safety**:  
  - Reducing use of illegal drugs  
  - Supports for mental health  
  - Visible presence of police

- **Sports & Recreation**:  
  - Access to low-income programs  
  - More affordable opportunities  
  - Investment in facilities

- **Standard of Living**:  
  - Affordable housing options  
  - Adoption of a “living wage”  
  - Reducing the income gap between rich and poor

- **Transportation**:  
  - Investment in light rail/rapid transit  
  - Regional coordination of transportation infrastructure  
  - Service and affordability of buses
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.

### SUSTAINABLE DEVELOPMENT GOALS

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

<table>
<thead>
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<th>SDG</th>
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<th>SUMMARY</th>
<th>SDG</th>
<th>PAGE</th>
<th>SUMMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 NO POVERTY</td>
<td>22, 39</td>
<td>GOAL 1: End poverty in all its forms everywhere.</td>
<td>10 REDUCED INEQUALITIES</td>
<td>18, 26, 30</td>
<td>GOAL 10: Reduce inequality within and among countries.</td>
</tr>
<tr>
<td>2 ZERO HUNGER</td>
<td>N/A</td>
<td>GOAL 2: End hunger, achieve food security, and promote sustainable agriculture.</td>
<td>11 SUSTAINABLE INDUSTRIES</td>
<td>19, 25, 31, 41</td>
<td>GOAL 11: Make cities and human settlements inclusive, safe, resilient, and sustainable.</td>
</tr>
<tr>
<td>3 GOOD HEALTH AND WELL-BEING</td>
<td>18, 20, 28, 29, 36, 38, 40</td>
<td>GOAL 3: Ensure healthy lives and promote wellbeing for all at all ages.</td>
<td>12 SUSTAINABLE CONSUMPTION AND PRODUCTION</td>
<td>25</td>
<td>GOAL 12: Ensure sustainable consumption and production patterns.</td>
</tr>
<tr>
<td>4 QUALITY EDUCATION</td>
<td>19, 32, 33</td>
<td>GOAL 4: Ensure equitable, quality education and promote lifelong learning opportunities.</td>
<td>13 CLIMATE ACTION</td>
<td>25</td>
<td>GOAL 13: Take urgent action to combat climate change and its impacts.</td>
</tr>
<tr>
<td>5 GENDER EQUALITY</td>
<td>21, 34, 35, 39</td>
<td>GOAL 5: Achieve gender equality and empower all women and girls.</td>
<td>14 LIFE below WATER</td>
<td>24</td>
<td>GOAL 14: Conserve and sustainably use the oceans, seas, and marine resources.</td>
</tr>
<tr>
<td>6 CLEAN WATER AND SANITATION</td>
<td>N/A</td>
<td>GOAL 6: Ensure availability and sustainable management of water and sanitation for all.</td>
<td>15 LIFE ON LAND</td>
<td>24, 25</td>
<td>GOAL 15: Protect and promote terrestrial ecosystems, forests, land, and biodiversity.</td>
</tr>
<tr>
<td>7 AFFORDABLE AND CLEAN ENERGY</td>
<td>N/A</td>
<td>GOAL 7: Ensure access to affordable, sustainable, and modern energy for all.</td>
<td>16 PEACE AND JUSTICE</td>
<td>21, 27, 35</td>
<td>GOAL 16: Promote peaceful societies, accountable institutions, and access to justice for all.</td>
</tr>
<tr>
<td>8 DECENT WORK AND ECONOMIC GROWTH</td>
<td>19, 23, 27, 39</td>
<td>GOAL 8: Promote sustained, inclusive economic growth, full employment, and decent work for all.</td>
<td>17 PARTNERSHIPS FOR THE GOALS</td>
<td>N/A</td>
<td>GOAL 17: Strengthen global partnerships for sustainable development.</td>
</tr>
<tr>
<td>9 INDUSTRY, INFRASTRUCTURE AND INNOVATION</td>
<td>N/A</td>
<td>GOAL 9: Build resilient infrastructure, promote sustainable industrialization, and foster innovation.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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victoriafoundation.ca 13
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.

84% would describe themselves as happy
63% are satisfied with work and home life balance
84% feel supported by loving family, companions, and/or friends

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

40% of transgender individuals report frequently feeling uncomfortable due to discrimination, significantly higher compared to 3% of females and 2% of males

72% rate their general sense of mental wellbeing as high
84% rate their general sense of physical wellbeing as high
25% feel high or overwhelming stress associated with personal finances
24% feel uncomfortable at least sometimes as a result of discrimination

67%
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.
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.

- **NATURAL ENVIRONMENT**: 53%
- **CLIMATE**: 39%
- **AIR QUALITY**: 23%
- **WALKABILITY**: 20%
- **FEELING OF SAFETY**: 20%
- **FRIENDS & FAMILY**: 18%
- **PARKS**: 18%
- **ACCESS TO LOCALLY GROWN FOOD**: 16%
- **ARTS & CULTURE**: 16%
- **FESTIVALS & EVENTS**: 13%
- **RECREATION OPPORTUNITIES**: 13%
- **SENSE OF COMMUNITY**: 11%

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.

- **COST OF LIVING**: 51%
- **HOUSING**: 38%
- **HEALTH CARE**: 26%
- **CLIMATE CHANGE**: 22%
- **MENTAL ILLNESS**: 21%
- **TRANSPORTATION**: 20%
- **ADDITIONS**: 19%
- **HOMELESSNESS**: 17%
- **ELDER CARE**: 12%
- **COMMUNITY PLANNING/DEVELOPMENT**: 11%
- **MUNICIPAL AMALGAMATION**: 11%
- **CHILD CARE**: 8%

**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...

### GENDER

<table>
<thead>
<tr>
<th>Greater Victoria</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Males</td>
<td>48</td>
</tr>
<tr>
<td>Females</td>
<td>52</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>GV</th>
<th>CANADA</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-14</td>
<td>13</td>
<td>17</td>
</tr>
<tr>
<td>15-24</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>25-64</td>
<td>54</td>
<td>54</td>
</tr>
<tr>
<td>65-74</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>75-84</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>85+</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Median age</td>
<td>45</td>
<td>41</td>
</tr>
</tbody>
</table>

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

### MARITAL STATUS

<table>
<thead>
<tr>
<th></th>
<th>GV</th>
<th>CANADA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single (never married)</td>
<td>27</td>
<td>28</td>
</tr>
<tr>
<td>Common-law</td>
<td>11</td>
<td>12</td>
</tr>
<tr>
<td>Married</td>
<td>45</td>
<td>46</td>
</tr>
<tr>
<td>Divorced</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Widowed</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

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

### LANGUAGE

<table>
<thead>
<tr>
<th></th>
<th>GV</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speak English most often at home</td>
<td>94/67</td>
<td>10/18</td>
</tr>
<tr>
<td>Have knowledge of both official languages</td>
<td>10/18</td>
<td>6/12</td>
</tr>
</tbody>
</table>

### INDIVIDUAL INCOME

<table>
<thead>
<tr>
<th>Income Range</th>
<th>GV</th>
<th>CANADA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $10,000</td>
<td>12</td>
<td>14</td>
</tr>
<tr>
<td>$10,000-$29,999</td>
<td>29</td>
<td>31</td>
</tr>
<tr>
<td>$30,000-$59,999</td>
<td>32</td>
<td>30</td>
</tr>
<tr>
<td>$60,000-$99,999</td>
<td>20</td>
<td>17</td>
</tr>
<tr>
<td>$100,000 +</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Median Total Income</td>
<td>$37,481</td>
<td>$34,204</td>
</tr>
</tbody>
</table>

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

### MISCELLANEOUS

<table>
<thead>
<tr>
<th></th>
<th>GV</th>
<th>CANADA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Income</td>
<td>13</td>
<td>14</td>
</tr>
<tr>
<td>Employed</td>
<td>61</td>
<td>60</td>
</tr>
<tr>
<td>Visible Minority</td>
<td>14</td>
<td>22</td>
</tr>
<tr>
<td>Aboriginal Identity</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Immigrant</td>
<td>18</td>
<td>22</td>
</tr>
<tr>
<td>Living Alone</td>
<td>33</td>
<td>28</td>
</tr>
<tr>
<td>Renter</td>
<td>37</td>
<td>32</td>
</tr>
<tr>
<td>Single Parent</td>
<td>15</td>
<td>16</td>
</tr>
</tbody>
</table>

Source for all data: Statistics Canada
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* rehearse for the performance.
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.

**ECONOMIC IMPACT OF ARTS & CULTURE**

- **$742 MILLION**
  - 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.
  - 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**

<table>
<thead>
<tr>
<th>Year</th>
<th>GDP Total</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$666 M</td>
<td>10,014</td>
</tr>
<tr>
<td>2013</td>
<td>$703 M</td>
<td>9,634</td>
</tr>
<tr>
<td>2016</td>
<td>$742 M</td>
<td>10,567</td>
</tr>
</tbody>
</table>

**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

**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%.

**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 WSÁNEC 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.

**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
- **2017/18 Federal Arts Funding** $3.8M

SOURCE: CANADIAN URBAN LIBRARIES COUNCIL

SOURCE: GREATER VICTORIA PUBLIC LIBRARY

SOURCE: UNIVERSITY OF WASHINGTON PRESS

SOURCE: CAPITAL REGIONAL DISTRICT AND CANADA COUNCIL FOR THE ARTS

SOURCE: CAPITAL REGIONAL DISTRICT

SOURCE: UNIVERSITY OF WASHINGTON PRESS

SOURCE: CAPITAL REGIONAL DISTRICT

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.
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.

**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.

**BEST PLACE TO BE A WOMAN**

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.

**POLICE-REPORTED HATE CRIMES**

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).

**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

**LOOKING BACK...**

**REGIONAL DATA**

**SUSTAINABLE DEVELOPMENT TARGETS**

5: Gender equality

16: Peace and justice

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

**SOURCE:** STATISTICS CANADA

**SOURCE:** YOUTHFULCITIES CANADIAN INDEX 2019

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Civil Impact</th>
<th>Tech Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$4 billion</td>
<td>$4 billion</td>
</tr>
<tr>
<td>2017</td>
<td>$5.2 billion</td>
<td>$5.2 billion</td>
</tr>
</tbody>
</table>

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.

CIVIL SOCIETY IMPACT

<table>
<thead>
<tr>
<th></th>
<th>Civil Society</th>
<th>Tourism</th>
<th>Airport (YYJ)</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP</td>
<td>$7 billion</td>
<td>$1.2 billion</td>
<td>$420 million</td>
</tr>
<tr>
<td>FTEs</td>
<td>122,000</td>
<td>22,300</td>
<td>4,200</td>
</tr>
<tr>
<td>Tax revenue</td>
<td>$584 million</td>
<td>$376 million</td>
<td>$81 million</td>
</tr>
</tbody>
</table>

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.

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.

EMLOYMENT 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.

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

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

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.
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).

**SUSTAINABLE DEVELOPMENT TARGETS**

**PROTECTING OLD GROWTH TREES**

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.

**SPECIES AT RISK**

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.

- **76 red-listed species (44%)**
- **88 blue-listed species (51%)**
- **3,729 yellow-listed species (74%)**

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

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

**CLIMATE CHANGE IMPACTS**

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

**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

**SOLID WASTE DISPOSAL**

<table>
<thead>
<tr>
<th>Solid waste disposal rates per person</th>
<th>CRD 2018</th>
<th>380 kg</th>
<th>CRD 2017</th>
<th>407 kg</th>
<th>BC 2017</th>
<th>506 kg</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC TARGET FOR 2020/21</td>
<td>350 kg</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**AIR QUALITY**

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 (µg/m³) respectively, higher than in 2017, and the highest for both in over a decade. Victoria exceeded the provincial benchmark of 8 µg/m³ 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.

**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

**LOOKING BACK...**

REGIONAL DATA

**PROTECTING OLD GROWTH TREES**

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

**SOLID WASTE DISPOSAL**

<table>
<thead>
<tr>
<th>Solid waste disposal rates per person</th>
<th>CRD 2018</th>
<th>380 kg</th>
<th>CRD 2017</th>
<th>407 kg</th>
<th>BC 2017</th>
<th>506 kg</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC TARGET FOR 2020/21</td>
<td>350 kg</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SOURCE:** CAPITAL REGIONAL DISTRICT AND PROVINCE OF BC

**CLIMATE CHANGE IMPACTS**

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

**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

**SOURCE:** CAPITAL REGIONAL DISTRICT

**SPECIES AT RISK**

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.

- **76 red-listed species (44%)**
- **88 blue-listed species (51%)**
- **3,729 yellow-listed species (74%)**

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 Elfin 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.

**LOOKING BACK...**

REGIONAL DATA

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<td>350 kg</td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>From</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>36%</td>
</tr>
<tr>
<td>Other Provinces</td>
<td>31%</td>
</tr>
<tr>
<td>Other Countries</td>
<td>32%</td>
</tr>
</tbody>
</table>

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

**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%

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

**Children & Youth in Care**
As of December 31, 2018 there were 734 children and youth in care in South Vancouver Island

64% of children and youth in care were Indigenous.

43% had no care plan in place. These plans are the gateway to services for children and youth in care.

Source: BC Ministry of Children and Family Development Reporting Portal

**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

<table>
<thead>
<tr>
<th>Group Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infants (0-18 months)</td>
</tr>
<tr>
<td>Toddlers (19-35 months)</td>
</tr>
<tr>
<td>Children (3-5 years)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Family Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infants (0-18 months)</td>
</tr>
<tr>
<td>Toddlers (19-35 months)</td>
</tr>
<tr>
<td>Children (3-5 years)</td>
</tr>
</tbody>
</table>

12,443

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

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

- $390 Group Facilities
- $400 Family Facilities

Source: BC Ministry of Children and Family Development Reporting Portal

**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


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.

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

**2018 Youth Unemployment**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Victoria CMA</td>
<td>6.4%</td>
</tr>
<tr>
<td>British Columbia</td>
<td>8.1%</td>
</tr>
<tr>
<td>Canada</td>
<td>11.1%</td>
</tr>
</tbody>
</table>

6.4% down from 10.5% in 2014

Source: Statistics Canada

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.

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

GROUP FACILITIES

- Infants (0-18 months): $1,100
- Toddlers (19-35 months): $1,000
- Children (3-5 years): $825

FAMILY FACILITIES

- Infants (0-18 months): $850
- Toddlers (19-35 months): $850
- Children (3-5 years): $800

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

$390 Group Facilities

$400 Family Facilities
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.
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.

**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**

<table>
<thead>
<tr>
<th>Year</th>
<th>South Vancouver Island</th>
<th>British Columbia</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>65%</td>
<td>70%</td>
<td>80%</td>
</tr>
<tr>
<td>2015</td>
<td>68%</td>
<td>73%</td>
<td>81%</td>
</tr>
<tr>
<td>2016</td>
<td>71%</td>
<td>75%</td>
<td>82%</td>
</tr>
<tr>
<td>2017</td>
<td>74%</td>
<td>77%</td>
<td>84%</td>
</tr>
<tr>
<td>2018</td>
<td>76%</td>
<td>79%</td>
<td>85%</td>
</tr>
</tbody>
</table>

**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

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.
**REGIONAL DATA**

**INDIGENOUS HOMELESSNESS**

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

- **at least 1,525**

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%).

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%).

**RENTAL HOUSING WAGE**

- **$28.47/hr** Rental wage for a two-bedroom apartment in the capital region in 2018
- **$21.33/hr** Rental wage for a one-bedroom apartment in 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 Victoria CMA had the third highest average rental wage in Canada (after Vancouver and Toronto).

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.

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.

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.

**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.

**CORE HOUSING NEED**

- **14%** Victoria CMA
- **15%** BC
- **13%** Canada

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**

SDG 11: Access to adequate, safe and affordable housing for all

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

% 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

<table>
<thead>
<tr>
<th>Region</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater Victoria</td>
<td>67.4%</td>
</tr>
<tr>
<td>British Columbia</td>
<td>64.8%</td>
</tr>
<tr>
<td>Canada</td>
<td>64.5%</td>
</tr>
</tbody>
</table>

SOURCE: STATISTICS CANADA

EDUCATIONAL EQUITY

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

SUSTAINABLE DEVELOPMENT TARGETS

4.1: Ensure all complete primary and secondary education

4.5: Eliminate gender disparities in education

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.

EDUCATION IN INFORMATION AND COMMUNICATIONS TECHNOLOGY

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

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

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

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.
OVERALL CRIME RATE, 2018
Total Criminal Code violations per 100,000 population

<table>
<thead>
<tr>
<th>Region</th>
<th>Rate</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater Victoria</td>
<td>6,310</td>
<td>up 7% from 5,800 in 2017</td>
</tr>
<tr>
<td>British Columbia</td>
<td>8,210</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>6,123</td>
<td></td>
</tr>
</tbody>
</table>

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

SOURCE: STATISTICS CANADA

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.

<table>
<thead>
<tr>
<th>Region</th>
<th>CSI</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater Victoria</td>
<td>1.78</td>
<td>up 5% from 61 in 2017</td>
</tr>
<tr>
<td>British Columbia</td>
<td>1.76</td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>1.76</td>
<td></td>
</tr>
</tbody>
</table>

POLICE-REPORTED FAMILY VIOLENCE
Total victims per 100,000 population in 2017

<table>
<thead>
<tr>
<th>Region</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater Victoria</td>
<td>76</td>
<td>52</td>
</tr>
<tr>
<td>British Columbia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

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

SENIOR VICTIMS
Total victims per 100,000 population in 2017

<table>
<thead>
<tr>
<th>Region</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater Victoria</td>
<td>21</td>
<td>15</td>
</tr>
<tr>
<td>British Columbia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In Greater Victoria, 33% of senior victims of family violence were victimized by a family member in 2017.

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

POLICE-REPORTED INTIMATE PARTNER VIOLENCE
Total victims per 100,000 population in 2017

<table>
<thead>
<tr>
<th>Region</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater Victoria</td>
<td>649</td>
<td>184</td>
</tr>
<tr>
<td>British Columbia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

In Greater Victoria, 30% of victims of intimate partner violence had been victimized by an intimate partner in 2017.

In Canada, 30% of victims of intimate partner violence had been victimized by an intimate partner in 2017.

SUSTAINABLE DEVELOPMENT TARGETS

5.2: Eliminate violence against women and girls
16.1: Reduce all forms of violence and related deaths

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.
$117 million

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.

**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.

**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.

**ECONOMIC IMPACT OF SPORTS AND RECREATION**

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

<table>
<thead>
<tr>
<th>Year</th>
<th>S&amp;R GDP TOTAL</th>
<th>S&amp;R JOBS TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>$157,168,712</td>
<td>2,699 (11.9% of BC)</td>
</tr>
<tr>
<td>2013</td>
<td>$136,870,984</td>
<td>2,392 (11.8% of BC)</td>
</tr>
<tr>
<td>2010</td>
<td>$127,144,255</td>
<td>2,121 (11% of BC)</td>
</tr>
</tbody>
</table>

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

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**

<table>
<thead>
<tr>
<th>Grade 4 Students</th>
<th>Participating</th>
<th>Grade 7 Students</th>
<th>Participating</th>
</tr>
</thead>
<tbody>
<tr>
<td>90%</td>
<td>Often</td>
<td>83%</td>
<td>Often</td>
</tr>
<tr>
<td>10%</td>
<td>Never</td>
<td>17%</td>
<td>Never</td>
</tr>
</tbody>
</table>

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 local Grade 4 students often participated in after-school activities (twice or more per week).

of local Grade 4 students never participated in after-school activities.

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.

of local Grade 7 students often participated in after-school activities.

of local Grade 7 students never participated in after-school activities.

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.
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

BC MINIMUM WAGE
$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

MEDIAN HOURLY WAGE
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

$26
$25
$21.50

SOURCE: STATISTICS CANADA

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.

Single Parent Families
32%
38%
36%
Children under 18
16%
20%
20%
Seniors 65 and older
10%
18%
13%

SOURCE: STATISTICS CANADA

PRECARIOUS PROFESSIONAL WORK IN CANADA
Results of a 2018 national survey of 1,000 professionals from all occupational backgrounds

78% securely employed
22% precariously employed
53% of precarious professionals have fluctuating incomes and 60% do not have a pension plan or RRSP.

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

SOURCE: CANADIAN CENTRE FOR POLICY ALTERNATIVES

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
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.
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.
42 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.

VITAL SIGNS
COMMUNITY VOICES

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 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.

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.

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.

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!

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 AJIMEE DALY, TEACHERS, SENIOR SCHOOL ECONOMICS, ST MICHAELS UNIVERSITY SCHOOL

MAUREEN SAWA, CHIEF EXECUTIVE OFFICER, GREATER VICTORIA PUBLIC LIBRARY

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?

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.

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.

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.

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.

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.

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

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

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

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.

QUALITY OF LIFE

THIS REPORT ONLY SCRATCHES THE SURFACE
Want to learn more? Information is available, including details on indicators, sources, and survey results, at victoriafoundation.ca.
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