

VICTORIA'S

VITAL SIGNS[®]

GREATER VICTORIA'S 2024 ANNUAL CHECK-UP



**CAN YOU
IMAGINE
VICTORIA
FOR THE NEXT
GENERATION?**

> This cover photo features three generations of local community members.

+ SURVEY RESULTS
**THINGS TO
CELEBRATE
& MOST
IMPORTANT
ISSUES**

EXPLORE DATA ON
**QUALITY OF LIFE
IN THE REGION**

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



VICTORIA FOUNDATION

CONNECTING PEOPLE WHO CARE WITH CAUSES THAT MATTER[®]

A MESSAGE FROM THE VICTORIA FOUNDATION'S CEO

For nearly 20 years, Victoria's Vital Signs has been helping us identify and respond to the most important issues facing residents of Greater Victoria. Thanks to thousands of survey respondents who have shared their experiences of living here, we now present the 19th edition of our annual, data-driven checkup that snapshots the diverse qualities of life on the South Island.



SANDRA RICHARDSON
Chief Executive Officer,
Victoria Foundation

This year, Vital Signs asks: Can you imagine Victoria for your grandkids and future generations? Imagination is a powerful tool. It's one that will inspire many of us to work together by listening, learning, and collaborating to ensure our grandkids and their kids can prosper in our beautiful region. Together, with knowledge gathered from this report, we can continue to improve our collective wellbeing and strengthen the vitality of our community.

We hope you enjoy reading the 2024 Vital Signs report and imagining a future where our upcoming generations can thrive.

A MESSAGE FROM OUR PRESENTING SPONSOR

Coast Capital is honored to partner with the Victoria Foundation as Presenting Sponsor of Victoria's Vital Signs report. This report is essential in helping us understand our community's most complex challenges. As a federal financial cooperative and Certified B Corporation™, guided by our Social Purpose, Building Better Futures Together, we share the Foundation's commitment to fostering understanding, dialogue, and the collaborative action needed to create an equitable society where everyone can thrive.



TANYA SMITH
Senior Manager, Social Purpose
Ecosystems, Coast Capital

We are also proud to support actionable solutions through our sponsorship of Vital Conversations and collaboration on the Spark Funds grants. These initiatives allow us to dig deeper into the report's data, turning insights into meaningful conversations and, ultimately, into tangible change through innovative partnerships and projects that drive systemic solutions to local issues.

We are deeply grateful to the Victoria Foundation for the work they do to strengthen our community and look forward to the conversations and initiatives that will emerge from this year's Vital Signs report.

PRESENTING SPONSOR **coastcapital**

WITH THANKS

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

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

Special thanks to the Marshall and Bicknell family featured on this year's cover, representing three generations of local community members. Dave Bicknell, Retired Battalion Chief with Victoria Fire Department, his daughter Alexandria Marshall, Firefighter with Esquimalt Fire Department, and her daughter, Stevie Marshall.

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ABOUT THE VICTORIA FOUNDATION

OUR VISION: A VIBRANT, CARING COMMUNITY FOR ALL

Established in 1936, the Victoria Foundation is Canada's second oldest community foundation and sixth largest of over 200 nation-wide. We manage charitable gifts from donors whose generosity allows us to create permanent, income-earning funds. The proceeds from these funds are then distributed as grants for charitable or educational purposes. To date, the Victoria Foundation has invested more than \$340 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 19th consecutive year the report has been published. Special thanks to the Toronto Foundation and Community Foundations of Canada for supporting the national Vital Signs initiative.

For more information, visit communityfoundations.ca/vitalsigns.

INDIGENOUS CULTURE AND HISTORY

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

VITAL COMMUNITY NETWORK

The following community experts have kindly joined us to help guide Vital Signs and its engagement throughout the region. We thank them for their generosity and support. **Andrea Carey**, Inclusion Incorporated; **Bhupinder Dulkhu**, Victoria Foundation Gadsden Initiative; **Shelley Cook**, Community Social Planning Council; **Chris Gilpin**, CRD Arts and Culture Support Service; **Dallas Gislason**, South Island Prosperity Partnership; **Fran Hunt-Jinnouchi & Julia O'Quinn**, Aboriginal Coalition to End Homelessness; **Del Manak**, Victoria Police Department; **Meghan Mergaert**, Inter-Cultural Association of Greater Victoria; **Jodi Mucha**, BC Healthy Communities; **Sarah Phillips**, BC Transit; **Julie Potter**, University of Victoria; **Keith Wells**, Greater Victoria Sport Tourism Commission and **Bruce Williams**, Greater Victoria Chamber of Commerce.

CONTENTS

- 4 The New Digital Version of Victoria's Vital Signs
- 5 How to read the report
- 6 Sustainable Development Goals
- 7 Best things and most important issues
- 8 Quality of life in Greater Victoria
- 9 Feature Article: Future Generations of Greater Victoria

VITAL SIGNS KEY ISSUES & METHODOLOGY

- 10 Arts & Culture
- 12 Belonging & Engagement
- 14 Economy
- 16 Environmental Sustainability
- 18 Getting Started
- 20 Health & Wellness
- 22 Housing
- 24 Learning
- 26 Safety
- 28 Sports & Recreation
- 30 Standard of Living
- 32 Transportation
- 34 Methodology



VICTORIA FOUNDATION
CONNECTING PEOPLE WHO CARE WITH CAUSES THAT MATTER*

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

THE VITAL SIGNS TEAM

The Victoria Foundation:
Melody Burns, Jaime Clifton,
Roxann Corpuz, Jonathon Dyck,
Carol Hall, Taryn Malcolm, Brin Morgan,
Sara Neely, Sandra Richardson,
Marilyn Sing and Adam van der Zwan

CONTRIBUTORS

Vital Signs is designed by
eclipse360°
#200 – 602 Broughton Street
Victoria, BC V8W 1C7
eclipse3sixty.com

CommPlan Canada,
Vital Community Network Chair
Balfour Consulting Group,
Research Consultant
Leger, Survey Consultant

DIVE INTO

The New Digital Version of Victoria's Vital Signs Online!



Explore this year's stats and stories in the new digital version of Victoria's Vital Signs!

This online report is dynamic, engaging, and easy to navigate on smartphones, tablets, and computers. For 19 years Victoria Foundation has produced Victoria's Vital Signs exclusively as a print magazine. We hope you enjoy this new and enhanced online reading experience.

victoriavitalsigns.ca

Thank you to our digital platform and online Vital Signs sponsor



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We transform potential into prosperity

HOW TO READ THE REPORT

LETTER GRADES

The letter grades assigned to each issue area are from the citizen survey and refer only to the issue areas. See Page 34 of this report for more information on the citizen survey and the methodology used.

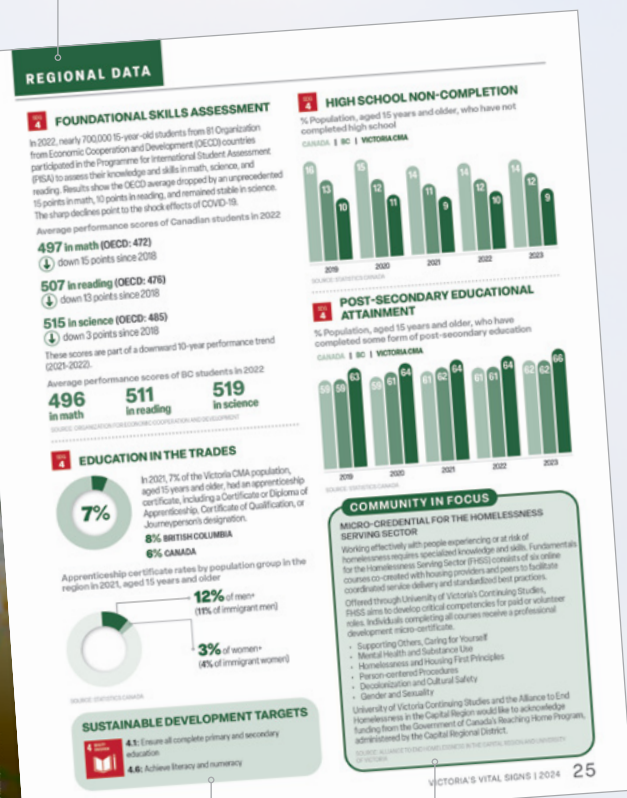
REGIONAL DATA

We curate secondary data from established national, provincial, and local data sources, including Statistics Canada, Province of British Columbia, and the Capital Regional District. Our emphasis is on reporting population-level or system-level data and robust data at the cohort and/or organizational level.



PHOTO AND CAPTION

The Victoria Foundation takes an active role in addressing issues of concern in our community. Often, these issues come to light as the result of survey findings and regional data. These photos and captions profile organizations that are Victoria Foundation grant recipients.



SUSTAINABLE DEVELOPMENT TARGETS

Icons are placed next to indicators that are recognized measures of the UN Sustainable Development Goals (SDG) and their targets. The relevant SDG targets are listed on each regional data page. See page 6 for more information about the SDGs.

COMMUNITY IN FOCUS

These short stories present different kinds of local and BC data that complement the indicators and help animate the issue areas.

SUSTAINABLE DEVELOPMENT GOALS

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

Visit globalgoals.org for more details.

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














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

BEST THINGS & MOST IMPORTANT ISSUES

IN GREATER VICTORIA















WHAT ARE THE BEST THINGS ABOUT GREATER VICTORIA?

According to this year's survey, these are the region's **14** best things, ranked by the percentage of respondents who selected them.

-  **65%** NATURAL ENVIRONMENT
-  **54%** CLIMATE
-  **52%** AIR QUALITY
-  **46%** PARKS
-  **40%** WALKABILITY
-  **37%** FRIENDS & FAMILY
-  **32%** ACCESS TO LOCALLY GROWN FOOD
-  **28%** RECREATION OPPORTUNITIES
-  **25%** ARTS & CULTURE
-  **24%** RESTAURANTS
-  **23%** CYCLING INFRASTRUCTURE
-  **18%** FESTIVALS & EVENTS
-  **16%** FEELING OF SAFETY
-  **14%** LOCAL BREWERIES

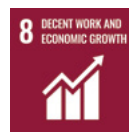
WHAT ARE THE MOST IMPORTANT ISSUES FACING GREATER VICTORIA TODAY?

According to this year's survey, these are the region's top **14** issues, ranked by the percentage of respondents who selected them.

-  **70%** COST OF LIVING
-  **58%** HOUSING
-  **57%** HEALTHCARE
-  **55%** HOMELESSNESS
-  **52%** ADDICTIONS
-  **34%** MENTAL HEALTH
-  **20%** CLIMATE CHANGE
-  **18%** COMMUNITY PLANNING/DEVELOPMENT
-  **16%** TRANSPORTATION
-  **16%** POVERTY
-  **16%** ELDERCARE
-  **14%** ECONOMY
-  **13%** FOOD SECURITY
-  **12%** MUNICIPAL AMALGAMATION



THE BEST THING about Greater Victoria, the natural environment, is the focus of **SDG #14, Life Below Water**, which speaks to conserving and sustainably using the oceans, seas, and marine resources for sustainable development, and **SDG #15, Life on Land**, which looks to protect, restore, and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation, and halt biodiversity loss.



THE MOST IMPORTANT ISSUE facing Greater Victoria, cost of living, is particularly embodied in **SDG #8, Decent Work and Economic Growth**, which promotes inclusive and sustainable economic growth, full and productive employment, and decent work for all, and **SDG #11, Sustainable Cities and Communities**, which aims to make cities and human settlements inclusive, safe, resilient, and sustainable.



QUALITY OF LIFE IN GREATER VICTORIA

Vital Signs citizen survey participants were asked a range of questions about their quality of life.

When asked to rate their overall quality of life, the average grade was:



TOP 5 THINGS TO ADDRESS
to make Greater Victoria an even better place to live



AFFORDABLE HOUSING / MORE RENTAL OPTIONS



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



IMPROVE PUBLIC SAFETY

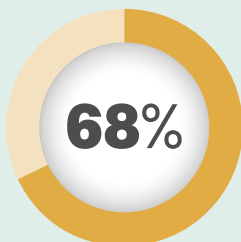


MORE AFFORDABLE COST OF LIVING

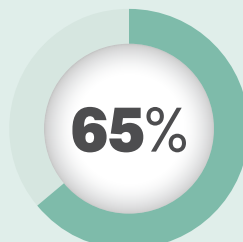


BETTER ACCESS TO HEALTHCARE

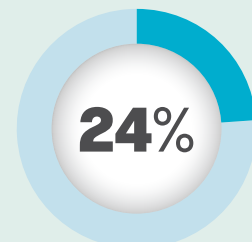
See the full survey responses at victoriafoundation.bc.ca/vital-signs



of respondents said they are likely to still be living and/or working in Greater Victoria 10 years from now.



of respondents said they are satisfied with their work and home life balance.



of respondents rate their access to physical healthcare in a timely manner as good or excellent.

DIVERSITY, EQUITY, AND INCLUSION IN GREATER VICTORIA

When asked to rate diversity, equity, and inclusion in Greater Victoria, the overall grade was:



According to the 2024 Vital Signs citizen survey, the top three issues to focus on in the region when it comes to diversity, equity, and inclusion are:

- 1 Provide supports for people experiencing mental health problems, addictions, and homelessness
- 2 Provide affordable housing/more rental opportunities
- 3 Provide equal opportunities to all citizens

Of those surveyed:

52% of respondents agree that Greater Victorians are committed to anti-racism, equity, and inclusion.

43% of respondents agree that Black, Indigenous, and People of Colour have equal opportunities and are treated as equals.

77% of respondents agree that it is important to learn about and respect Indigenous culture, values, and traditions.

Overall, Greater Victorians feel accepted in their neighbourhood, for who they are, and in the city, town, or district they live in. Those who are white, and those with an annual household income over \$50,000 are more likely to feel this way.

76% of respondents feel accepted in the neighbourhood they live in.

73% of respondents feel accepted for who they are.

72% of respondents feel accepted in the city, town, or district they live in.

SOURCE: VICTORIA FOUNDATION



CAN YOU IMAGINE

A Greater Victoria for our future generations?

**LOCAL IMPACT ADVISOR, PHILANTHROPIST,
AND FORMER CEO JIM HAYHURST SAYS HE CAN.**

Even as the world faces challenges like climate change and high costs of living, a certain resilience endures in Greater Victoria, and it's drawing in new residents, changemakers, and innovators every year.

Hayhurst and his wife Beth know there's an unmistakable culture of support and of "giving back" that breathes magic into Vancouver Island livability. And it's our responsibility to ensure this region stays prosperous for the decades to come by embracing the shifting values that younger people are discovering for the challenges ahead.

Imagining a Greater Victoria where our future generations thrive starts with optimism and understanding the perspectives youth have on how to live a quality life in a post-pandemic age.

Visit victoriavitalsigns.ca/featurearticle to read our Vital Signs 2024 feature article on redefining 'quality of life' and 'community building' for the future!



FUTURE GENERATIONS OF GREATER VICTORIA

Here's what Vital Signs citizen survey respondents had to say about the future of our community:

67% of survey respondents agree the natural beauty of the region will be preserved.

62% of survey respondents agree Greater Victoria will remain a desirable place to live.

29% of survey respondents agree infrastructure will meet the needs of future generations.

21%

of survey respondents agree healthcare services will meet the needs of future generations.

13%

of survey respondents agree Greater Victoria will be an affordable place to live.

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VITAL SIGNS
CITIZEN SURVEY GRADE

ARTS & CULTURE

INCLUSIVE INSPIRATION THROUGH DANCE

Every year, artists apply to Dance Victoria's Artists Residency Program. Successful applicants enjoy studio time and a financial contribution toward their project budget, enabling emerging artists to develop their work and extend their reach. This year, the Victoria Foundation Community Grants Program funding supported four racialized and underrepresented dance artists.

"This support encourages artists to stay in the city, providing one more opportunity to continue their creative endeavors in Victoria," states Dayna Szyndrowski, Dance Victoria's General Manager. "It highlights the importance of creating more community and increasing visibility for artists in Victoria. The program also ensures that people outside of Victoria can see the vibrant arts scene and the talent that exists within the city."

Queer contemporary dance artist and teacher Angela Mousseau was a grant recipient. She developed a work in collaboration with two emerging artists, Elya Grant and Nyah Wong (pictured here), and shared it during the Intrepid Theatre's OUTstages Festival, presenting their work-in-progress at this public-facing event. The program also supported Visible Bodies Collective, an intercultural, intergenerational group of BIPOC (Black, Indigenous, and People of Colour) artists and dancers.



LIBRARY USE

In 2023, the Greater Victoria Public Library (GVPL) reported the following visits, circulation and engagement across its 12 branches in the region:



22,000 New Card Holders
16% of total cardholders as of December 31, 2023

5.9M Total Circulation
3.8M physical items, **2.1M** digital items

137,000 Public Computer Logins

28,000 Total Program Participation

SOURCE: GREATER VICTORIA PUBLIC LIBRARY

GPVL rankings in 2022 (most recent year of data) among 17 reporting urban library systems in Canada:

1st
for total
circulation

3rd
for in-person
visits

8th
for total number of
cardholders per capita

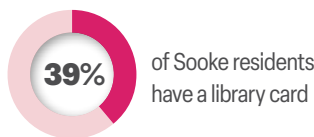
SOURCE: CANADIAN URBAN LIBRARY COUNCIL

The Vancouver Island Regional Library (VIRL) serves Vancouver Island, Haida Gwaii, and the Central Coast. It operates 39 branches, including two in the capital region: Sidney/North Saanich and Sooke.

In 2023, the two branches combined recorded:

363,000 Total Circulation and **252,000** Physical Items
and **111,000** Digital Items

16,000 Total Cardholders (20% new applicants)



Since opening in 2022, the Sooke library has become a go-to community consultation space for all levels of government. In 2023, the Sidney/North Saanich library worked with municipal partners to establish an on-site bike repair station that loans repair kits and started loaning board games and puzzles with huge success.

SOURCE: VANCOUVER ISLAND REGIONAL LIBRARY

SUSTAINABLE DEVELOPMENT TARGETS



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



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



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



ARTS FUNDING

Regional Funding in 2023

Funds distributed by Capital Regional District (CRD) Arts and Culture Support Service:

\$2.6M to **93** local non-profit arts organizations and artist-led partnerships of whom 13 were first-time recipients

9,460 events and performances hosted by CRD grant recipients in the region with over 929,000 participants and audience members

5,297 arts workers were employed by grant recipients, including artists and full- and part-time staff

SOURCE: CAPITAL REGIONAL DISTRICT

Federal Funding in 2022/23

Funds awarded by the Canada Council for the Arts:

\$6.1M to **147** recipients in the Victoria CMA, including **99** individuals, **3** groups, and **45** arts organizations

Grants ranged from **\$1,000** to **\$670,000**

\$19,007

average grant received by individuals

\$93,436

average arts organization grant

\$57M awarded

to **1,500** artists, groups, and organizations in **106** communities in BC

SOURCE: CANADA COUNCIL FOR THE ARTS



EMPLOYMENT IN THE ARTS

Approximately **8,500 people** worked in arts, culture, recreation and sports occupations, except management, in Greater Victoria in 2023

↑ continuing an upward trend since 2019

SOURCE: STATISTICS CANADA

COMMUNITY IN FOCUS

UVIC INAUGURAL INDIGENOUS STORYTELLER-IN-RESIDENCE

Award-winning Tłı̨ch̓ Dene author Richard Van Camp was named the University of Victoria's inaugural Indigenous Storyteller-in-Residence.

Van Camp, an alumnus of UVic's creative writing program, began his residency in September, where he is offering two online courses called 'Recovering Family Medicine Through Story' in the English and Continuing Studies departments. He is also offering one-on-one writing workshops to students, and an on-campus graduate seminar in 2025.

The new Storyteller-in-Residence program is part of UVic's commitment to ʔetal nəwəl — which means relationships with the lands, waters, and all living beings — by welcoming students and community members to explore the healing power of stories.

SOURCE: UNIVERSITY OF VICTORIA

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BELONGING & ENGAGEMENT

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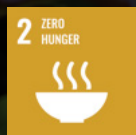


A NOURISHING WELCOME

The Victoria Immigrant and Refugee Centre Society (VIRCS) offers support and services to newcomers settling in the Greater Victoria Region. This year, they received a Victoria Foundation Community Grant for their Welcome Garden program. This multifaceted initiative helps foster a sense of community engagement while bolstering food security for racialized communities.

“The Welcome Garden is an oasis within real life and the workplace, creating a safe and inclusive space where people can connect, learn, and feel a sense of belonging,” says Cenit Muñoz, Welcome Garden Program Manager.

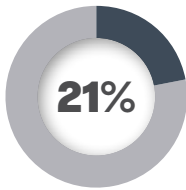
The Welcome Garden program started eight years ago in response to food insecurity and challenges faced by the BIPOC (Black, Indigenous, and People of Colour) immigrant and refugee community. It provides access to community gardens to grow ingredients for culturally preferred dishes, runs food and garden literacy programs (theoretical and hands-on), and hosts multicultural potlucks. Children are always welcome to reinforce inclusion and encourage connection.



CHARITABLE GIVING

Tax filers who made charitable donations in 2022

GREATER VICTORIA



↓ down from 22% in 2021

2022
MEDIAN DONATION
IN GREATER VICTORIA

\$520



↑ up from \$500 in 2021

↓ below BC median (\$550) in 2022

↑ well above the national median donation (\$380) in 2022

SOURCE: STATISTICS CANADA

SDG
16

POLICE-REPORTED HATE CRIMES

In 2023, there were

52

POLICE-REPORTED HATE CRIMES IN THE VICTORIA CMA, A RATE OF 12 PER 100,000 POPULATION

↑ up from the region's 2022 rate (9.3)

on par with BC's rate in 2023

↓ lower than the rate across all CMAs (14) in 2023

The region's hate crime rate doubled from

4.2 IN 2019 TO **8.5** IN 2020 AND HAS RISEN STEADILY SINCE THEN.

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

SOURCE: STATISTICS CANADA

SUSTAINABLE DEVELOPMENT TARGETS



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

16.10: Ensure public access to information and protect fundamental freedoms

BELONGING, ENGAGEMENT, AND WELLBEING IN CANADA

In 2023, Community Foundation of Canada released its national Vital Signs report, *Reconnecting Communities*, drawing on results of the 2022 Social Capital in Canada Study, conducted by Environics Institute for Survey Research. According to the national report:

↓ **People's feelings of belonging are going down**

Since 2013, a strong sense of belonging has dropped **12%**.

29% of people do not have close friends in their community, while 8% of people have no close family and 12% have no close friends at all.

50% of two-parent families feel like they live in a close-knit community, but only 32% of lone-parent families feel the same.

22% of people who have experienced high levels of discrimination do not have someone they can depend on, compared to 8% of people who have experienced no discrimination.

31% of people who are financially insecure do not have someone they can depend on, compared to 8% of people who are financially secure.

↓ **People are less engaged in their communities**

Since 2013, the proportion of people engaging in community groups has declined by 19%, and the proportion of people volunteering has declined by **12%**.

Despite years of the pandemic, people are resilient

63% have a high wellbeing score and

59% are satisfied with their lives.

SOURCE: COMMUNITY FOUNDATIONS OF CANADA

COMMUNITY IN FOCUS

BC NON-PROFITS UNDER PRESSURE

BC's non-profits are grappling with soaring demand, skyrocketing costs, and fixed capacity, according to the latest State of BC's Non-Profit Sector Report, a survey of 558 BC non-profits, including 67 in the region.

In 2024, the sector reported decreases in all revenue sources, except government funding, which remained stable, and spending increases across the board. Over the previous 12 months:

- **84%** of respondents reported higher overall expenses.
- **75%** reported increased spending on salaries and benefits, **66%** on programs and services, and **68%** on administration.
- **76%** reported increased demand for services and support from clients and communities.
- **39%** reported capacity to deliver programs and services stayed the same.
- **29%** reported decreased volunteer involvement.

The State of the Sector report series is a collaboration between Vantage Point, Vancouver Foundation, Victoria Foundation, and the City of Vancouver. Vancity Community Foundation and United Way BC joined in 2023.

SOURCE: VANTAGE POINT, VANCOUVER FOUNDATION, VICTORIA FOUNDATION, CITY OF VANCOUVER, UNITED WAY BRITISH COLUMBIA, VANCITY COMMUNITY FOUNDATION

ECONOMY

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FOSTERING A FOOD COMMUNITY AND NETWORK

“We want to reinforce connections between our work of local food aggregation to support farmers and local food businesses to create a really cohesive system of local food and skills support,” explains Laura Gair, Director of Food Security and Resource Development with the Capital Region Food and Agriculture Initiatives Roundtable (CRFAIR).

Kitchen Connect Food Hub and Skills Training opened in Fall 2023 at The Mustard Seed Food Security Distribution Centre. Funded by the Province of BC's Provincial Food Security Initiative through the Victoria Foundation, and VIATEC, and an initiative of the Victoria Community Food Hub Society, the Kitchen Connect Food Hub offers an affordable professional kitchen for rent and provides a space for training and work opportunities. At the time of writing, 16 small-scale food makers, including Big Boss Tacos and Soupa Kitchen, were using the new food processing and packaging facility. The hub fosters a network and contributes to a vibrant food community by connecting to local farmers, producers, and various non-profits and charities. Plus, it increases access to affordable and appropriate food. “We are hearing now more people visit food banks and access emergency food than ever before,” shares Gair.



Photo by: Derek Ford

REGIONAL DATA

SDG 8

UNEMPLOYMENT RATE

The unemployment rate among people, aged 15 and over, in 2023

4%

5% BRITISH COLUMBIA

GREATER VICTORIA
SIMILAR TO 2022

5% CANADA

The unemployment rate among women in the region in 2023 was **3%**, lower than the rate for men (4%).

SOURCE: STATISTICS CANADA

% Population (15 years +) who are unemployed

	2019	2020	2021	2022	2023
Canada	5.7	9.7	7.5	5.3	5.4
BC	4.8	9.1	6.6	4.6	5.2
Victoria CMA	3.5	7.8	4.9	3.8	3.7

SDG 8

EMPLOYMENT RATE

The employment rate among people, aged 15 and over, in 2023

61%

62% BRITISH COLUMBIA

GREATER VICTORIA
ON PAR WITH 2022

62% CANADA

The employment rate among women in the region in 2023 was **59%**, lower than the rate for men (64%).

SOURCE: STATISTICS CANADA

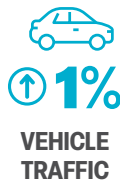
% Population (15 years +) who are employed

	2019	2020	2021	2022	2023
Canada	62.3	58.1	60.5	62.0	62.1
BC	63.1	58.4	61.2	62.1	61.8
Victoria CMA	61.8	58.9	60.2	60.8	61.4

SDG 9

AIR AND FERRY PASSENGER VOLUME

BC Ferries reported increases in 2023 compared to 2022



Victoria International Airport reported increases in 2023 compared to 2022



SOURCE: CHEMISTRY CONSULTING GROUP

HOTEL ROOMS

Greater Victoria average rates in 2023 compared to 2022

70%

OCCUPANCY RATE
UP FROM 69%

\$247

DAILY ROOM RATE
UP FROM \$236

\$173

REVENUE PER AVAILABLE ROOM
UP FROM \$163

The Victoria Conference Centre recorded a nearly **4%** decrease in delegate days in 2023, with 84,000 days compared to 87,300 in 2022.

SOURCE: CHEMISTRY CONSULTING GROUP

SUSTAINABLE DEVELOPMENT TARGETS



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

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

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



9.1: Develop sustainable, resilient, and inclusive infrastructures

COMMUNITY IN FOCUS

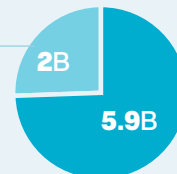
ECONOMIC IMPACT OF REGION'S TECH SECTOR

Total economic impact of the technology sector in Greater Victoria

\$7.9 billion IN 2023

UP **51%** FROM \$5.2 BILLION IN 2017

INDIRECT IMPACT
(i.e., economic activity generated by businesses that supply goods and services to tech firms)



DIRECT IMPACT
(i.e., revenues of tech firms and self employment income)

In 2023, an estimated 20,000 employees were directly employed in the region's tech sector, up from 16,775 in 2017. Of this total, tech firms employed 17,900 individuals and 2,110 were self-employed within the sector.

SOURCE: VICTORIA INNOVATION, ADVANCED TECHNOLOGY AND ENTREPRENEURSHIP COUNCIL (VIATEC)

VITAL SIGNS
CITIZEN SURVEY GRADE



ENVIRONMENTAL SUSTAINABILITY

RECLAIMING AND REVIVING WSÁNEĆ CULTURAL LANDS

The WSÁNEĆ Lands Trust Society (WLTS) fosters environmental sustainability by restoring returned lands of great ecological and cultural significance. Early donor-advised funding from the Victoria Foundation was critical to supporting the dynamic framework of the land trust and the establishment of the stewardship endowment fund, which supports the long-term care of reclaimed lands, such as historical wetland and peat bog areas.

The WLTS supports unified land conservation to benefit all WSÁNEĆ People. The first parcel, a 49-acre peat bog, rich with vital plant species like native cranberries and willows used for traditional reef nets, is in the process of being restored. This “not only restores ecological balance but also reawakens a sense of responsibility and connection to the land that was historically embedded in WSÁNEĆ laws and culture,” shares Joni Olsen, Policy/Negotiations Manager for the WSÁNEĆ Leadership Council. Indigenous youth are involved in removing invasive species and learning traditional practices to ensure cultural and environmental stewardship is passed down to future generations.



REGIONAL DATA

SDG 12

SOLID WASTE DISPOSAL

Solid waste disposal rate (kilograms per person)

CRD 2023

382

CRD 2022

405

BC 2021

506

BC TARGET

350

SOURCE: CAPITAL REGIONAL DISTRICT

SDG 14

SOUTHERN RESIDENT KILLER WHALES

The Southern Resident Killer Whales (SRKW) that frequent the Salish Sea are an extended family comprised of three pods: J, K, and L. The current population is estimated at 74 whales. During 2023, there was one birth in J pod, one death in K pod, and two births in L pod.



SOURCE: CENTER FOR WHALE RESEARCH

New research shows that SRKW are experiencing “bright extinction”, the precipitous decline toward extinction that happens in full view, despite rich data on why and how to stop it. SRKW have been listed as a species at risk in Canada since 2005. The study estimates the population will decline by one whale per year for the next generation, and then accelerate rapidly toward extinction. Preventing this is possible, but with greater sacrifices in regional ocean use, urban development, and land use practices than if mitigation had started a decade earlier.

SOURCE: COMMUNICATIONS EARTH & ENVIRONMENT (2024) 5:173

SUSTAINABLE DEVELOPMENT TARGETS



11.6: Reduce adverse environmental impact of cities



12.5: Reduce waste generation through prevention, reduction and recycling



14.2: Manage and protect marine and coastal ecosystems to avoid significant adverse impacts

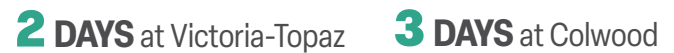
SDG 11

AIR QUALITY

In 2022, the region’s two monitoring stations, Victoria-Topaz and Colwood, recorded annual average concentrations of fine particulate matter (PM2.5) of **6.6** and **5.6** micrograms per cubic metre (μgm^3) respectively, below the provincial annual benchmark of **8** μgm^3 .



In 2022, due largely to particles from wildfire smoke, the PM2.5 levels exceeded the provincial 24-hour benchmark of 25 μgm^3 for



Of all the air pollutants, PM2.5 has the greatest impact on human health. Major sources of PM2.5 in BC include:

- seasonal wildfires
- residential wood combustion
- prescribed burning
- marine vessels
- heavy-duty diesel vehicles
- mining and pulp and paper sectors

SOURCE: BC LUNG FOUNDATION

Last year (2023) was the most destructive wildfire season on record in BC, with over 2.8 million hectares of forest and land burned, tens of thousands of people forced to evacuate, and hundreds of homes and structures lost or damaged. Six wildland firefighters lost their lives.

SOURCE: BC WILDFIRE SERVICE

COMMUNITY IN FOCUS

KELP FOREST RECOVERY

Working closely with coastal First Nations, researchers led by the University of Victoria and Bamfield Marine Sciences Centre are regrowing kelp forests decimated by ocean heat waves and over-grazing by sea urchins. The goal is to develop an open-access roadmap for kelp recovery and add to the science for scaling-up kelp reforestation.

In the second year of a four-year project, researchers are testing culturing and out-planting methods for two canopy-forming kelp species and measuring their hardiness in different conditions. In kelp nurseries planted off Barkley Sound and Hornby Island, researchers are studying growth rates, temperature tolerance, and biomass size, among other characteristics.

The project is supported by a research grant from Fisheries and Oceans Canada’s Aquatic Ecosystems Restoration Fund.

SOURCE: UNIVERSITY OF VICTORIA

VITAL SIGNS
CITIZEN SURVEY GRADE

GETTING STARTED

THRIVING FUTURES: YOUTH IN FOCUS

For more than 60 years, BGC South Vancouver Island (BGCSVI) has supported children and youth to foster a sense of belonging and connection from Sooke to Central Saanich.

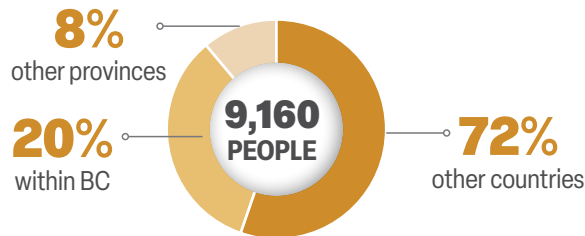
Programs such as the Westshore’s FIG (female-identifying group for middle years 11-15), Baby Steps (for youth parents with infants eight weeks to one year old), and Central Saanich’s CSAN (a cooking program/community kitchen for youth) are a few ways the Victoria Foundation’s grant “ensures that we are responding upstream as best we can,” shares BGCSVI Executive Director Dalyce Dixon. “We want to catch youth disengaging from their peers and school as early as possible to connect them to their community — it’s a vital sign of the community’s health when youth can be supported to reach their greatest potential close to home.”

BGCSVI’s Community Youth Intervention Program (CYIP) also provides a range of resources, including one-to-one outreach and transportation, which youth identified as a key barrier to accessing services. Indicators a youth might benefit from support include being more withdrawn or anxious, attendance dropping, or less connection to a prior social group. When there is no one to check in on youth, “BGC’s CYIP outreach workers are there.”



NET MIGRATION

Total net migration in Greater Victoria between July 1, 2022 and June 30, 2023



↓ Lower than the previous year (**10,611**), with larger shares coming from other countries (**72% vs 56%**) and **within BC (20% vs 11%)** and a smaller share from other provinces (**8% vs 34%**) compared to 2021/22.

In 2022/23, **467 young people**, aged 20-34 years, came to Greater Victoria from other provinces, down from 1,721 the year before, and **796 young people** came here from other parts of BC, on par with 2021/22.

SOURCE: STATISTICS CANADA

SDG 4

CHILD VULNERABILITY

From 2019 to 2022 (Wave 8) in South Vancouver Island

31% OF KINDERGARTEN CHILDREN WERE VULNERABLE on one or more scales of the Early Development Instrument (EDI) ▶ Compared to **33%** for BC

47% CHILDREN WERE ON TRACK FOR DEVELOPMENT

22% IN FLUX

↑ **OVERALL CHILD VULNERABILITY RATE HAS INCREASED STEADILY** from **24%** in 2007-2009 (Wave 3)

THE FIVE EDI SCALES ARE

- ▶ Social competence
- ▶ Emotional maturity
- ▶ Physical health and wellbeing
- ▶ Language and cognitive development
- ▶ Communication skills and general knowledge

SOURCE: UNIVERSITY OF BRITISH COLUMBIA HUMAN EARLY LEARNING PARTNERSHIP

SUSTAINABLE DEVELOPMENT TARGETS



4.2: Ensure equal access to quality early childhood development, care, and pre-primary education



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



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

SDG 16

CHILDREN & YOUTH IN CARE

In South Vancouver Island, April 1, 2022 — March 31, 2023

207 CHILDREN AND YOUTH ADMITTED INTO CARE
▶ **44%** Indigenous children and youth

Provincially, **55%** of admissions were Indigenous children and youth

39 YOUTH AGED OUT OF CARE (i.e., turned 19 years old)
▶ **54%** Indigenous youth

24% CHILDREN AND YOUTH LEFT CARE FOR PERMANENCY (i.e., family reunification, adoption, or permanent transfer of custody)
▶ Compared to **17%** of their BC counterparts

29% INDIGENOUS CHILDREN AND YOUTH LEFT CARE FOR PERMANENCY
▶ Compared to **21%** of non-Indigenous kids in care

26 months MEDIAN TIME CHILDREN AND YOUTH SPENT IN CARE BEFORE DISCHARGE TO PERMANENCY
▶ Compared to the BC median of **24 months**

SOURCE: BC MINISTRY OF CHILDREN AND FAMILY DEVELOPMENT

SDG 8

YOUTH UNEMPLOYMENT

Unemployment rate for youth, aged 15-24 years, in 2023

7% GREATER VICTORIA SIMILAR TO 2022 **9%** BRITISH COLUMBIA
11% CANADA

% Population (15-24 years) who are unemployed

	2019	2020	2021	2022	2023
Canada	10.7	20.1	13.5	10.1	10.8
BC	9.2	18.8	12.3	8.8	9.3
Victoria CMA	6.5	14.3	7.8	7.5	7.3

SOURCE: STATISTICS CANADA

CHILDCARE SPACES

Across the region's 13 municipalities, as of January 1, 2024,

14,789 TOTAL LICENSED CHILDCARE SPACES

including group childcare (under 36 months, 30 months to school entry, and kindergarten to age 12), preschool, multi-age, in-home multi-age, and family childcare.

Highlands (**57**) had the lowest number of licensed childcare spaces and Saanich (**4,630**) had the highest. Sooke (**413**) and Sidney (**410**) had a similar number of spaces, despite Sooke having a higher number and proportion of children, aged 0-14 years, than Sidney (16% and 9% respectively), based on the 2021 Census.

SOURCE: VICTORIA CHILD CARE RESOURCE AND REFERRAL AND STATISTICS CANADA

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BOOTH SCOTT



VITAL SIGNS
CITIZEN SURVEY GRADE

HEALTH & WELLNESS

THRIVING WITH DEMENTIA

The Alzheimer Society of B.C. offers support, information, and education for people affected by dementia. It is the only province-wide organization exclusively supporting caregivers and people with dementia and customizing support based on individual needs.

“We foster inclusion and community to help combat isolation and loneliness, ensuring people feel understood and supported. We help people know what to expect with a dementia diagnosis and plan for that personal journey,” says Colleen Cahoon, Manager, Community Services for Vancouver Island.

This “one stop shop” includes peer support groups, in-person and online education workshops and webinars, and one-on-one support services, including the First Link® Dementia Helpline, available to anyone in the province in three different languages. As well, social programs like Coffee and Chat and Minds in Motion® provide connection to others on the dementia journey. Minds in Motion® includes moderate exercise along with social activities for people living with early-stage dementia to enjoy with a care partner.

Early connection to services and supports is vital so individuals and families are equipped to make the best decisions for their care and lives. “You can live well with dementia when you have the right community and support.”



SDG 3 UNREGULATED DRUG DEATHS

Greater Victoria was one of the top three BC cities for unregulated drug deaths in 2023, after Vancouver and Surrey.

UNREGULATED DRUG DEATHS IN 2023

175 SOUTH VANCOUVER ISLAND (SVI)
similar to 2022

170 GREATER VICTORIA
down from 172 in 2022

38.3 RATE PER 100,000 POPULATION IN SVI
down from 39.7 in 2022

2,558 BRITISH COLUMBIA
up from 2,388 in 2022

46.3 RATE PER 100,000 POPULATION
IN BC up from 44.6 in 2022

Fentanyl was detected in 85% of BC's unregulated drug deaths in 2023 and benzodiazepines were detected in 43%, up from 29% in 2022. These sedative-type of drugs do not respond to naloxone and create life-saving challenges for first responders.

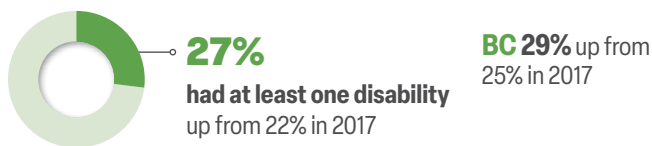
Between 2019 and 2023, 126 youth under 19 years of age died from unregulated drug toxicity in BC, the leading cause of unnatural death among youth during this period. Over half (51%) of the youth were female and 60% were between 17-18 years of age. Two thirds (66%) of the youth had experience with child protective services, while 67% had a mental health diagnosis.

BC Coroners Service works in a real-time database environment and statistics are updated retroactively as investigations are completed. These statistics are current to May 31, 2024.

SOURCE: BC CORONERS SERVICE

LIVING WITH DISABILITY

Percentage of Canadians, aged 15 and older, with at least one disability in 2022



New regional data was not available as of publication, however, in 2017, **29% (89,250)** of people, aged 15 and older, in the Victoria CMA had a disability.

From 2017 to 2022, the largest increases were in disabilities related to mental health, pain, and seeing conditions. Among those with disabilities in Canada, 39% had mental health-related disabilities in 2022, up from 33% in 2017. The growth of Canada's senior population between 2017 and 2022 contributed to the overall increase in the disability rate. Regardless of age, women+ are more likely than men to have a disability.

SOURCE: STATISTICS CANADA

SUSTAINABLE DEVELOPMENT TARGETS

- 3** GOOD HEALTH AND WELL-BEING
- 3.5:** Strengthen prevention and treatment of substance use problems
 - 3.8:** Achieve access to quality essential healthcare services for all

SDG 3 ACCESS TO HEALTHCARE PROVIDERS

Family Physicians in 2022

819 SOUTH VANCOUVER ISLAND
Rate of **186** per 100,000 population

BC **141** per 100,000

CANADA **124** per 100,000

↑ up from 783 family physicians and a rate of 181 per 100,000 population in 2021

Psychiatrists in 2022

106 SOUTH VANCOUVER ISLAND
Rate of **24** per 100,000 population

BC **16** per 100,000

CANADA **15** per 100,000

↑ up from 97 psychiatrists and a rate of 23 per 100,000 population in 2021

SOURCE: CANADIAN INSTITUTE FOR HEALTH INFORMATION

WALK-IN CLINIC WAIT TIMES

Average wait time to see a healthcare provider at a walk-in clinic in 2023

107 min GREATER VICTORIA
down from 137 minutes in 2022

93 min BRITISH COLUMBIA
up from 79 minutes in 2022

68 min CANADA
up from 37 minutes in 2022

British Columbia experienced the longest wait time in the country. Manitoba had the lowest average wait time in 2023 at 45 minutes, while Ontario had the largest increase, going from 25 minutes in 2022 to 59 minutes in 2023.

Approximately 70% of walk-in clinics across Canada use Medimap to share their wait times. Wait times are updated by clinic staff every 30 minutes on average. Medimap currently operates in the following provinces: British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, and Nova Scotia.

SOURCES: MEDIMAP

COMMUNITY IN FOCUS

VICTORIA NATIVE FRIENDSHIP CENTRE'S NEW INDIGENOUS PRIMARY CARE CLINIC

In March 2024, the Victoria Native Friendship Centre (VNFC) opened a new primary care clinic in the region, in the Gorge-Tillicum neighbourhood, for First Nations, Inuit, and Métis community members to access primary care services, including mental health and addiction supports, and complex care for seniors.

The clinic ensures culturally safe, equitable, and inclusive services for up to 4,500 Indigenous patients, and provides residents with better continuity of care from nurses, physicians, and other wellness providers. The clinic aims to staff 20 full-time healthcare professionals by September 2024.

The clinic is a partnership with VNFC, the Victoria Primary Care Network, and the BC Ministry of Health. The provincial government is providing around \$2 million in annual funding.

SOURCES: VICTORIA NATIVE FRIENDSHIP CENTRE AND PROVINCE OF BRITISH COLUMBIA

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HOUSING

VITAL SIGNS
CITIZEN SURVEY GRADE

HOUSING ADVOCACY AND SUPPORT

The Tenancy Legal Advocacy and Empowerment Project supports clients with one-on-one assistance for residential tenancy issues, such as eviction, rent payment troubles, and conflict management to deal with unsafe or unsuitable living conditions. The project, an initiative of the Together Against Poverty Society (TAPS), has been running for several years, partially supported by Victoria Foundation funding. It also advocates with the provincial government, pushing for more proactive measures to prevent homelessness.

Initially, the project helped people access government-related benefits. Recently, it has become more complex. “Many clients who are currently housed and receive government benefits are still at risk of homelessness,” states Douglas King, Executive Director of TAPS. In the past two to three years, there has been a significant increase in demand for assistance, as no-fault evictions are now more common.

Historically, housing shelters were designed primarily for single men with various struggles. “Increasingly, we see diverse clients, including single mothers and families, who face eviction with nowhere to go. There is a critical need for shelters that accommodate families and for low-income housing to prevent no-fault evictions,” says King. This project addresses a huge blind spot in the system, helping tenants navigate complex legal and housing issues in an attempt to prevent homelessness.



HOUSING SALES AND PRICES

Properties sold in Greater Victoria in May 2024

↓ **763**

DOWN **1.5%** FROM MAY 2023

The ratio of residential sales to active residential listings was **28%** in May 2024, making Greater Victoria a seller's market, with upward pressure on prices reflecting growing demand coupled with ongoing lack of inventory.

Median sale prices in May 2024



SINGLE-FAMILY HOME

\$1,191,000

up 1% from **\$1,174,950** in 2023



TOWNHOUSES

\$789,574

up 1% from **\$785,000** in 2023



CONDOS

\$547,450

down 2% from **\$560,000** in 2023

May is typically when Greater Victoria is at or near peak of activity in the property market.

SOURCE: VICTORIA REAL ESTATE BOARD

RENTS AND RENTAL VACANCY

In Greater Victoria in October 2023

Average vacancy rates for purpose-built rental apartments (i.e., units built as long-term rental housing)

ALL UNIT TYPES ↑ **1.6%** similar to 2022 (1.5%)

HIGHEST VACANCY RATE **1.6%** 2 bedroom units

LOWEST VACANCY RATE **1.1%** 3+ bedroom units

Average apartment rents

ALL UNIT TYPES

\$1,571

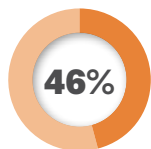
UP **7.8%** FROM \$1,467 IN 2022

BACHELOR \$1,222

3+ BEDROOM \$2,123

The supply of purpose-built rentals in the region grew by **1,490 units** in 2023, compared to 1,328 units in 2022, with most of the new supply in Victoria and the Westshore in 2023.

SOURCE: CANADA MORTGAGE AND HOUSING CORPORATION



A person working **35 hours** a week at BC's minimum hourly wage of **\$17.40** would need to spend **46%** of their gross monthly income to rent a bachelor apartment (\$1,222) in Greater Victoria, based on 52 weeks per year.

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

SUSTAINABLE DEVELOPMENT TARGET

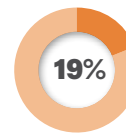


11.1: Access to adequate, safe, and affordable housing for all

SDG 11

SENIOR RENTAL HOUSING PRECARITY

In the Capital Region in 2021



19% OF RENTERS WERE AGED 65 YEARS AND OLDER

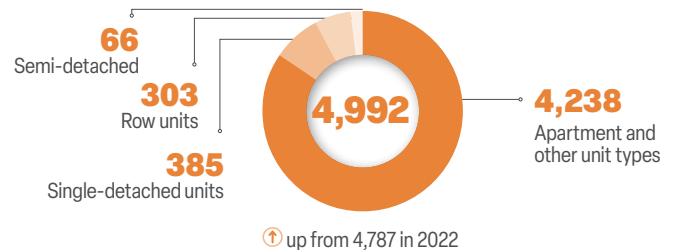
APPROXIMATELY 53% of senior renters spent over **30%** of their monthly income on rent and utilities, making their housing unaffordable and **21%** spent over **50%** of income on rent and utilities, putting them at heightened risk of homelessness.

► These spending rates are higher than for BC senior renters (49% and 19% respectively) and highest among other age groups in the region, with renters, aged 15-29 years, close behind at 46% and 19% respectively.

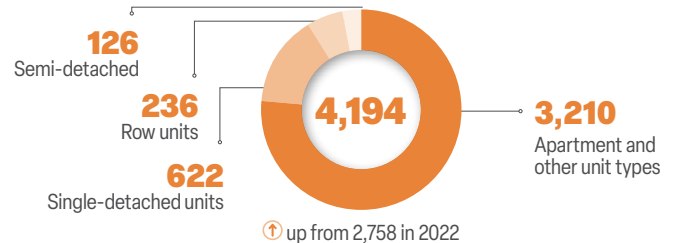
SOURCE: BC NON-PROFIT HOUSING ASSOCIATION

HOUSING STARTS AND COMPLETIONS

Housing Starts in Greater Victoria in 2023



Housing Completions in Greater Victoria in 2023



SOURCE: CANADA MORTGAGE AND HOUSING CORPORATION

COMMUNITY IN FOCUS

BC MUNICIPAL HOUSING TARGETS

In 2023, the Province began setting five-year housing targets for priority municipalities across BC. Targets were established for Victoria, Saanich, and Oak Bay in 2023, and for Central Saanich, Colwood, Esquimalt, North Saanich, Sidney, and View Royal in 2024. Municipalities report progress at six months and then annually. At the six-month mark, Victoria had exceeded its year-one target, Saanich was close on the overall number, and Oak Bay was behind.

Contributing to the region's targets, the University of Victoria has identified 50 acres for development, including the Ian Stewart Complex and Queenswood Campus in Saanich and the Cedar Hill Corner Property in Oak Bay. UVic will use these lands to build a connected community, deliver new housing, and diversify revenue.

SOURCE: PROVINCE OF BRITISH COLUMBIA AND UNIVERSITY OF VICTORIA

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BC SCHOLARSHIP SOCIETY

LEARNING

VITAL SIGNS
CITIZEN SURVEY GRADE



CULTURALLY AND VISUALLY ENRICHED READING SPACES

Libraries have long been free, accessible, and supportive places to bring children. This year, Salt Spring Island Public Library was awarded a Victoria Foundation Community Grant to revitalize the children's area, focusing on accessibility, inclusivity, safety, and Indigenous-focused design.

The space is designed and scaled specifically for children to ensure accessibility, including those using wheelchairs. Clear sightlines enhance safety and maximize the area's potential, supporting multiple programs, including science and technology and summer camps. A cozy nook dubbed "The Grotto" accommodates those who prefer smaller settings. Additional toys and literacy tools have also been introduced, and "the new flooring is durable, child-friendly, and carbon-positive," shares Julia Wagner, Assistant Library Director of Salt Spring Island Public Library.

Coast Salish artist Charlene Johnny adapted characters from an outdoor mural, wrapping them inside the library with a unique lighting effect. Indigenous characters are integrated into the library's scheme. Each image represents different areas of the children's section, promoting accessibility and cultural representation while supporting those with reading disabilities.



4 QUALITY EDUCATION



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES

SDG 4

FOUNDATIONAL SKILLS ASSESSMENT

In 2022, nearly 700,000 15-year-old students from 81 Organization for Economic Cooperation and Development (OECD) countries participated in the Programme for International Student Assessment (PISA) to assess their knowledge and skills in math, science, and reading. Results show the OECD average dropped by an unprecedented 15 points in math, 10 points in reading, and remained stable in science. The sharp declines point to the shock effects of COVID-19.

Average performance scores of Canadian students in 2022

497 in math (OECD: 472)

↓ down 15 points since 2018

507 in reading (OECD: 476)

↓ down 13 points since 2018

515 in science (OECD: 485)

↓ down 3 points since 2018

These scores are part of a downward 10-year performance trend (2012-2022).

Average performance scores of BC students in 2022

496
in math

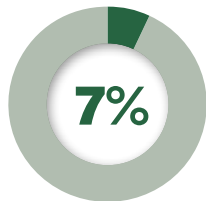
511
in reading

519
in science

SOURCE: ORGANIZATION FOR ECONOMIC COOPERATION AND DEVELOPMENT

SDG 4

EDUCATION IN THE TRADES

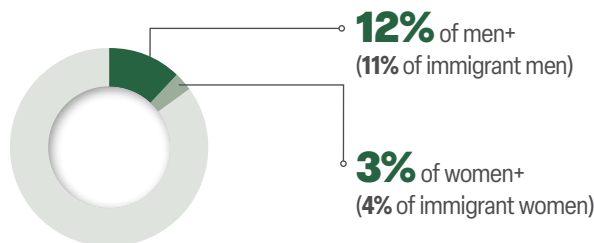


In 2021, 7% of the Victoria CMA population, aged 15 years and older, had an apprenticeship certificate, including a Certificate or Diploma of Apprenticeship, Certificate of Qualification, or Journey person's designation.

8% BRITISH COLUMBIA

6% CANADA

Apprenticeship certificate rates by population group in the region in 2021, aged 15 years and older



SOURCE: STATISTICS CANADA

SUSTAINABLE DEVELOPMENT TARGETS



4.1: Ensure all complete primary and secondary education

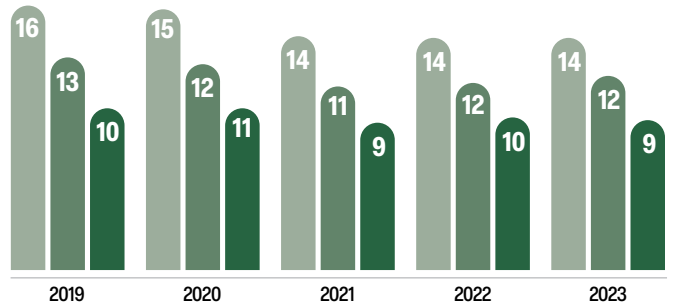
4.6: Achieve literacy and numeracy

SDG 4

HIGH SCHOOL NON-COMPLETION

% Population, aged 15 years and older, who have not completed high school

CANADA | BC | VICTORIA CMA



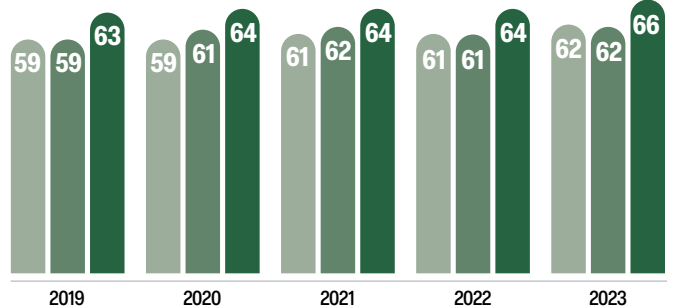
SOURCE: STATISTICS CANADA

SDG 4

POST-SECONDARY EDUCATIONAL ATTAINMENT

% Population, aged 15 years and older, who have completed some form of post-secondary education

CANADA | BC | VICTORIA CMA



SOURCE: STATISTICS CANADA

COMMUNITY IN FOCUS

MICRO-CREDENTIAL FOR THE HOMELESSNESS SERVING SECTOR

Working effectively with people experiencing or at risk of homelessness requires specialized knowledge and skills. Fundamentals for the Homelessness Serving Sector (FHSS) consists of six online courses co-created with housing providers and peers to facilitate coordinated service delivery and standardized best practices.

Offered through University of Victoria's Continuing Studies, FHSS aims to develop critical competencies for paid or volunteer roles. Individuals completing all courses receive a professional development micro-certificate.

- Supporting Others, Caring for Yourself
- Mental Health and Substance Use
- Homelessness and Housing First Principles
- Person-centered Procedures
- Decolonization and Cultural Safety
- Gender and Sexuality

University of Victoria Continuing Studies and the Alliance to End Homelessness in the Capital Region would like to acknowledge funding from the Government of Canada's Reaching Home Program, administered by the Capital Regional District.

SOURCE: ALLIANCE TO END HOMELESSNESS IN THE CAPITAL REGION AND UNIVERSITY OF VICTORIA

SPONSORED BY
CREST

SAFETY

VITAL SIGNS
CITIZEN SURVEY GRADE



THE SOUND OF CHANGE

“The stories of transformation are profound. You should not be living a life in isolation,” states Denise Robertson, Executive Director of Island Deaf and Hard of Hearing Centre. “Improving hearing can bring back the ability to fully participate in relationships and community activities. Plus, it reduces safety risks.”

Launched in 2016, the Sound of Change initiative provides low-income seniors and individuals with free refurbished hearing aids, aural rehabilitation, speech reading educational opportunities, technology, and batteries. The program ensures that all services and products are accessible to those in need, combatting the isolation often accompanying hearing loss. Supported by the Victoria Foundation for several years, the initiative has served nearly 1,000 clients and provided nearly 2,000 hearing aids, with a retail value of about \$5.5 million.

National research data shows increasing numbers of younger individuals, 25% of those under 25, experience some form of hearing loss. The Sound of Change is unique, with no similar program in North America, and is committed to ongoing support and service to people of any age, making this program truly special.



REGIONAL DATA



POLICE-REPORTED INTIMATE PARTNER VIOLENCE

Police-reported intimate partner violence victims in Victoria CMA in 2022

931 TOTAL VICTIMS

722
FEMALES

204
MALES

Overall rate of **244** victims per 100,000 population, down from 2021 (274) and below the region's 2019 rate (247), and lower than the rates for BC (293) and Canada (347) in 2022.

Rate of victims of police-reported intimate partner violence, by sex of victim, per 100,000 population, 2022

	Total	Female	Male
Canada	347	538	151
BC	293	453	127
Victoria CMA	244	366	110

SOURCE: STATISTICS CANADA



POLICE-REPORTED FAMILY VIOLENCE

Police-reported family violence victims in Victoria CMA in 2022

945 TOTAL VICTIMS

628
FEMALES

313
MALES

Overall rate of **223** victims per 100,000 population, down from 2021 (233) and below the region's 2019 rate (225), and lower than the rates for BC (273) and Canada (338) in 2022.

Rate of victims of police-reported family violence, by sex of victim, per 100,000 population, 2022

	Total	Female	Male
Canada	338	456	216
BC	273	375	169
Victoria CMA	223	289	152

SOURCE: STATISTICS CANADA

For data by age of family violence victims, visit the Vital Victoria data hub at victoriafoundation.bc.ca/vital-victoria

SUSTAINABLE DEVELOPMENT TARGETS



5.2: Eliminate violence against women and girls



16.1: Reduce all forms of violence and related deaths

OVERALL CRIME RATE

Criminal violations (Criminal Code and Federal Statute violations) per 100,000 population in 2023

6,155 VICTORIA CMA **7,986** BRITISH COLUMBIA
up from 6,103 in 2022 **6,302** CANADA

VIOLENT CRIME

Violent crimes per 100,000 population in 2023

1,451 VICTORIA CMA **1,562** BRITISH COLUMBIA
down from 1,466 in 2022 **1,428** CANADA

SEXUAL ASSAULTS

Sexual assaults (level 1, 2 and 3) per 100,000 population in 2023

73 VICTORIA CMA **81** BRITISH COLUMBIA
down from 104 in 2022 **91** CANADA

YOUTH CRIME

Youth, aged 12-17 years, charged with criminal violations per 100,000 youth population in 2023

894 VICTORIA CMA **779** BRITISH COLUMBIA
up from 794 in 2022 **1,388** CANADA

SOURCE: STATISTICS CANADA

WORKPLACE SAFETY

Claims in the capital region in 2022

5,425 CLAIMS FOR SHORT-TERM DISABILITY, LONG-TERM DISABILITY, AND WORK-RELATED DEATH
8% of all claims in BC

Province-wide in 2022

150,370 Reported Injuries **57,780** Short-Term Disability Claims **181** Work-Related Death Claims

Almost **4 million** days of work were missed due to work-related incidents and diseases.

SOURCE: WORKSAFEBC

COMMUNITY IN FOCUS

WORKING TOWARD A SAFER COMMUNITY

The Community Social Planning Council of Greater Victoria is developing a new Community Safety and Wellbeing Plan. The plan aims to ensure all residents feel safe, have a sense of belonging, and can meet their needs for education, healthcare, food, housing, income, and social and cultural expression.

Phase one includes community-based research and engagement overseen by an advisory committee comprised of individuals that experience marginalization, criminalization, and racial inequity, as well as the organizations and service providers who work with them. The group will share best practices, identify safety and wellbeing priorities, and review research data.

Phase two will engage the broader community through solution-oriented collaborative sessions, with a focus on additional safety and wellbeing topics.

SOURCE: COMMUNITY SOCIAL PLANNING COUNCIL OF GREATER VICTORIA



SPORTS & RECREATION

B+

VITAL SIGNS
CITIZEN SURVEY GRADE

CHAMPIONING GIRLS' HOCKEY

In its sixth year, the Capital Region Female Minor Hockey Association (CRFMHA) received a Victoria Foundation Community Grant to fund referee and coach training, infrastructure development, and policy revision to support guaranteed programming. They partnered with the Canadian Council of Provincial and Territorial Sport Federations in order to qualify for funding.

The demand for girls' hockey in the region is high and it's one of the fastest growing sports in the country. "We're expanding rapidly and are now one of the largest female minor hockey associations in BC's history," states Ian Fleetwood, President of CRFMHA. Conceived to address the unmet need for girls wanting to play hockey, CRFMHA went from 12 to 27 teams and now counts more than 400 players ranging in age from five to 20. Their quarterly free and low-cost beginner programs always sell out. "We grew 33% in the fifth year and have already grown another 27% before the sixth season starts."

CRFMHA has received regional and provincial awards, including BC Hockey Minor Hockey Association of the Year in 2023. The launch of the Professional Women's Hockey League has propelled interest in female hockey, and Fleetwood and CRFMHA's 24-person board are thrilled with the uptake and the opportunities for young women that team sports create.

4 QUALITY EDUCATION



5 GENDER EQUALITY



10 REDUCED INEQUALITIES



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

STATE OF LOCAL SPORT FOR KIDS

Across BC, children are being left on the sidelines because they do not have the resources to play sports. KidSport provides funding for kids from families who need financial help to cover the cost of sport registration.

For the past two decades, KidSport Greater Victoria has provided over **\$4.3 million** in season-of-sport registration grants to support over 16,500 children and youth living in financial need in the region. As the cost of sport continues to rise, the total disbursements and average funding per child increases year over year.

In 2023, KidsSport Greater Victoria funded **1,114 children**, up **33%** from 2022, with **42%** of athletes identifying as Indigenous (**17%**), newcomer (**19%**), or having a disability (**6%**). Greater Victoria athletes participated in 33 different sports, including the top sports of soccer, gymnastics, and lacrosse.

That same year, KidSport BC funded **7,742 kids** from **210** communities (those without a KidSport chapter), the largest single-year funding distribution in the program's history. In 2023, provincially funded kids participated in **53** different sports, with soccer as the top sport.

SOURCE: KIDSPORT GREATER VICTORIA

RALLYING FOR GIRLS' MENTAL HEALTH

In 2022, over 4,500 Canadian women, girls and gender-diverse youth and 350 women sport leaders were asked how they experience sport.

When it comes to the mental health benefits of sport participation:

78% of girls who participate in sport report positive mental health (compared to **68%** of those who do not participate).

76% of girls said that sport participation enhances their mental and emotional health.

76% of girls said that sport participation builds confidence.

Coaches and decision-makers play a critical role in enabling girls' full participation in sport. They also have a responsibility to support girls' mental health, yet only **41%** of sport leaders feel well equipped to talk about mental health with girls. Even fewer sport leaders feel comfortable discussing mental illness.

Only 1 in 10 girls are comfortable speaking to their coaches about their mental health and wellbeing.

SOURCE: CANADIAN WOMEN & SPORT AND CANADIAN TIRE JUMPSTART CHARITIES.

JUMPSTART STATE OF PLAY REPORT

In 2022, over 2,700 Canadian students, grades 3-12, were surveyed about their sport participation, sport preferences, motivations to play, access to sports, and student-coach experiences.

65% of youth played sports the same or more than before the pandemic, with **23%** playing less, and **4%** not playing anymore.

69% of youth play sports at school on a team, **64%** at a local club, **45%** at a recreation centre, and **33%** at an afterschool program.

Most popular sports overall played in the past three years:



Youth with disabilities ranked swimming the most popular. For females, the top five excluded hockey, but included volleyball, and soccer was the most popular, same as for males. Some traditionally male-dominated sports were played more frequently by females than males, and fewer females than males gave up sports as they aged.

Top three reasons overall why youth enjoy playing sports:



Playing with friends is the number one reason across all demographic groups. For youth with disabilities, the top three reasons include making new friends; for Black youth, it's learning new skills; and for high school males, it's playing sports to compete.

Top three reasons overall why youth do not play sports very often:



SOURCE: CANADIAN TIRE JUMPSTART CHARITIES

COMMUNITY IN FOCUS

ENGAGING NEWCOMER YOUTH IN RECREATION

Each summer, the Inter-cultural Association of Greater Victoria (ICA) provides newcomer youth with priority access to recreational opportunities that serve as platforms for cultural exchange, community engagement, and youth empowerment.

Opportunities range from sports to camping to cultural events, at minimal or no cost for participants thanks to funding and facility and equipment support from local governments and partner agencies in the region.

In ICA's experience, the best way to support newcomer youth is to prioritize fun, accommodate different abilities and interests, provide safe community spaces to gather, and encourage youth-led activities. In 2023, this mindset helped ICA implement a climbing activity, with passes made available to a local climbing gym, and opportunities to try yoga at a downtown studio.

SOURCE: INTER-CULTURAL ASSOCIATION OF GREATER VICTORIA AND SPORT FOR LIFE

SPONSORED BY
ODLUM BROWN, BRAD DOVEY, DIRECTOR, PORTFOLIO MANAGER

STANDARD OF LIVING

VITAL SIGNS
CITIZEN SURVEY GRADE

FUELLING FLEXIBLE FUNDING

As the Action Committee of People with Disabilities (ACPD) approaches its 50th anniversary next year, the agency reflects on its mission “to empower, advocate for social inclusion, and promote economic equity for all people with disabilities.”

“The core funding we received from Victoria Foundation sustains our advocacy program and allows us to expand services and increase our community voice,” says ACPD Coordinator Christine Paisley. “The flexible funding keeps rent and hydro paid and enables us to include people with disabilities on our board and staff, ensuring inclusivity and representation.”

In 2023, ACPD assisted 2,531 individuals with various supports, including navigating provincial disability systems, securing housing and rent subsidies, resolving tenancy disputes, and accessing grants for emergency food and supplements for people in need. ACPD also consults with municipalities on accessibility measures, shifting from crisis response to proactive support.

This year, ACPD focused on enhancing community voice and expanding services. “We see more individuals in crisis, lacking housing and support services, and living in dangerous situations. We aim to continue expanding our reach and fulfilling our mission.”



REGIONAL DATA

SDG 8

MEDIAN FAMILY INCOME

Median census family income after-tax in 2022

\$66,620 **\$61,720** BRITISH COLUMBIA
\$60,800 CANADA
 VICTORIA CMA
 UP FROM **\$64,980** IN 2021

SOURCE: STATISTICS CANADA

SDG 5

MEDIAN INDIVIDUAL INCOME

Median individual total income in 2022

\$49,750 **\$43,170** BRITISH COLUMBIA
\$43,090 CANADA
 VICTORIA CMA
 UP FROM **\$48,050** IN 2021

Victoria CMA in 2022

\$44,420 WOMEN **\$56,600** MEN

SOURCE: STATISTICS CANADA

SDG 8

BC MINIMUM WAGE

General minimum hourly wage in BC

2020	2021	2022	2023	2024
\$14.60	\$15.20	\$15.65	\$16.75	\$17.40

A FULL-TIME MINIMUM WAGE WORKER EARNS

\$17.40/hour = \$31,668 /year pre-tax

\$3,154 above national 2022 poverty line for a single person
\$8,657 below national 2021 poverty line for a two-person household if that worker is a single parent living with one child

Note: Full-time, full-year work is 35 hours of paid work for 52 weeks. The poverty line is based on Statistics Canada's 2022 Low Income Measure (LIM) threshold for market income in 2022 constant dollars for a one-person household (\$28,514) and a two-person household (\$40,325) in Canada.

SOURCE: STATISTICS CANADA

APP-BASED GIG WORKERS

In 2024, BC established an inflation-adjusted minimum wage and protections for people working in app-based gigs, such as ridehailing and delivery services. These workers must receive **\$20.88** an hour from the time they accept an assignment to the time it is completed ("engaged time"). The pay standards are not applied to time spent waiting between gigs, which accounts for the 20% higher minimum wage.

SOURCE: PROVINCE OF BRITISH COLUMBIA

SUSTAINABLE DEVELOPMENT TARGETS



1.2: Reduce national poverty by 50%



5.1: End all forms of discrimination against all women and girls everywhere



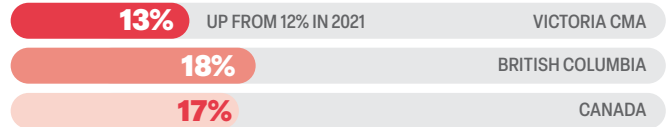
8.5: Achieve full, productive employment, decent work for all and equal pay for work of equal value

SDG 1

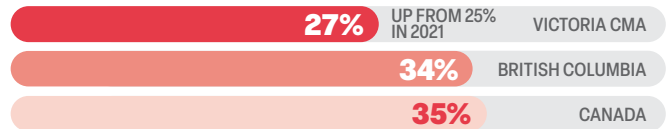
POVERTY RATES

Poverty rates in 2022 as measured by Statistics Canada's Census Family Low Income Measure after tax.

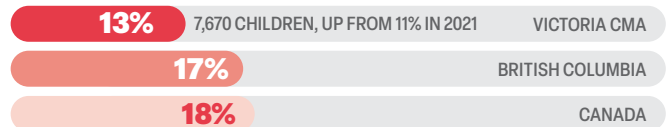
OVERALL



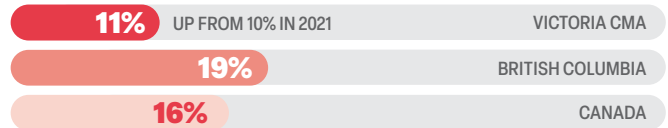
LONE PARENT FAMILIES



CHILDREN UNDER 18 YEARS



SENIORS 65 YEARS AND OLDER



SOURCE: STATISTICS CANADA

SDG 8

LIVING WAGE

\$25.40 The hourly wage required to maintain an adequate quality of life in the capital region in 2023.
 up from \$24.29 in 2022

\$8 higher than the current minimum wage (\$17.40).

Food, shelter, and childcare make up the largest portion of household expenses. The largest dollar increase was in shelter costs and food costs were up considerably. Childcare costs were down due to expanded government investment.

The living wage is the hourly wage required for two working parents with two young children to meet their basic expenses, after accounting for government taxes, credits, deductions, and subsidies, based on a 35-hour work week.

SOURCE: COMMUNITY SOCIAL PLANNING COUNCIL OF GREATER VICTORIA

COMMUNITY IN FOCUS

FOOD BANK USAGE

In March 2023, Canada's 2,388 food banks reported 2 million visits and distributed 4 million meals. Food bank usage was up 32% from March 2022 and up 79% from March 2019.

Of food bank users in 2023, one third (642,000) were children, 44% were single adults, 42% were on social assistance or disability support, 27% were newcomers to Canada, and 12% were Indigenous people. Top reasons people accessed a food bank were food costs, housing costs, and low wages or not enough hours of work.

In BC, 127 food banks, including four in Greater Victoria, reported 196,000 visits (32% by children) and provided 225,000 meals in 2023, with food bank usage up 20% from 2022 and up 57% from 2019.

SOURCE: FOOD BANKS CANADA

VITAL SIGNS
CITIZEN SURVEY GRADE



TRANSPORTATION

FACILITATING ACTION AND CONNECTION

Transportation is key to community support. Hulitan Family and Community Services Society received a Victoria Foundation grant for the purchase of a van. Hulitan's transportation services cover from Port Renfrew to the Saanich Peninsula, both on and off reserve. For communities like Tseycum First Nation, where not many people drive, providing safe and reliable transportation, including car seats, is vital.

"We are opening a trauma-informed, Indigenous-specific childcare centre, the first of its kind, fully funded through the Aboriginal Headstart program. This center will offer wraparound services for families, including a family support worker, a therapist, an elder cultural coordinator, and a nutrition component," explains Kendra Gage, Executive Director of Hulitan Family and Community Services Society. "The ability to provide transportation is crucial, enabling us to pick up children for the 'Journeys to the Heart' program, take them on field trips, and help families to access the food bank and other essential services."

The van means more than simply transportation. It also "ensures safety, reliability, and a welcoming environment, addressing the complex issues families face."



HOUSEHOLD TRAVEL CHARACTERISTICS

The CRD Origin-Destination Household Travel Survey profiles residents' 24-hour travel patterns on a typical fall weekday. Conducted every 5+ years, the 2022 survey reported significant reductions in total trips and average trip rates and shifts in trip purpose and travel mode from 2017, reflecting the pandemic's lingering effects.

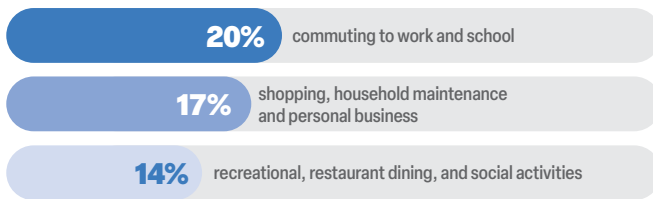
Trip volumes

↓ **10%** drop in daily trip volumes from 2017 to 2022.

↓ **17%** reduction in average daily trips per person from 2017 to 2022.

Trip purpose

In 2022, **59%** of daily trips were to destinations outside the home and **41%** were return-home trips. The top purposes for trips to a destination:



Travel mode share in 2022

69% of daily trips were made by auto. Of these, **54%** were made as the driver, with almost three-quarters made by the driver travelling alone and another **15%** with one or more passengers.

6% of trips were made by transit.

25% of trips were made by active transportation modes, with **15%** made on foot, **8%** by bicycle and micromobility, and **2%** other.

Mobility options in 2022

89% of households had access to at least one vehicle, with a household average of 1.6 vehicles.



66% of households had at least one adult bicycle or e-bike and 70% of households with children had at least one child-sized bicycle.



SOURCE: CAPITAL REGIONAL DISTRICT

SUSTAINABLE DEVELOPMENT TARGET



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



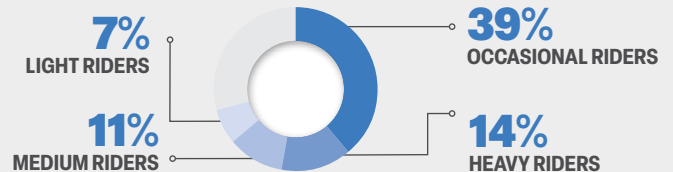
TRANSIT USE

71% of residents in Greater Victoria used local transit in 2023/24.

18% of residents had used local transit in the past 24 hours, while 40% used it more than a month ago.



In 2023/24, Greater Victoria residents made an average of 4 one-way trips per week, more than the average across BC respondents (2.9).



Greater Victoria transit riders used transit in 2023/24 compared to a year ago

22% ↑
more often

32% ↓
less often

45%
about the same

Greater Victoria riders who use transit more often are increasing usage due to:

70%
convenience

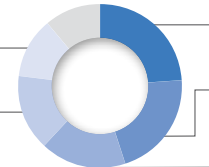
57%
affordability

42%
environmental reasons

Greater Victoria residents transit uses in 2023/24

15% shopping

12% going to the ferry terminal or airport



24% commute to work

21% entertainment or social reasons

17% personal business

The main reasons non-riders do not use transit are preferring to drive (60%), bus taking too long to arrive at destination (55%), and preferring to cycle or walk (49%).

Note: In 2023/24, BC Transit used a different research provider with a different methodology, preventing direct comparisons with data from previous years. Total percentages may not add up to 100% for select items.

SOURCE: BC TRANSIT

A message from BC Transit Public transit continues to play a vital role in addressing the challenges our communities face today. We're making it easier for people to take the bus with the recent introduction of Umo, which is now live in 30 communities across the province. Choose the best payment method for you by either using the Umo app or a reloadable Umo card. Contactless payment using a credit or debit card is the next phase of the project. Our path toward a fully electric fleet by 2040 continues with the announcement of sixty-six electric buses on order. Transit can also get you there faster! We recently completed engagement on the future plans for 96 Blink RapidBus, the McKenzie line that will be added to the 95 Blink RapidBus Victoria to Westshore line already in service. For more information on the Victoria Regional Transit System, visit bctransit.com/Victoria.

Victoria Regional Transit Commission



METHODOLOGY

CITIZEN OPINION SURVEY — This year, 6,564 citizens added their voices to Victoria’s Vital Signs by assigning grades and assessing their experience with various facets of life in each of the 12 key issue areas. They were also asked questions about quality of life, their perceptions and experience with equity and inclusion, and their thoughts on future generations of Greater Victoria.

The online survey, conducted by Leger, is based on a “self-selected” respondent population. The survey was open to all interested individuals in Greater Victoria, and survey participants volunteered to take part in the survey. Therefore, the results should be considered as representative of “interested residents of the capital region” and may not be representative of the Greater Victoria population overall. For a total sample of 6,564 at a 95% confidence level, data is accurate + or - 1.2%, 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.

417 surveys were completed via research panel and 6,147 surveys were completed via open link.

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

A full report on the results of the survey and its analysis is available on the Victoria Foundation’s website.

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

SECONDARY DATA

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

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

GRADING

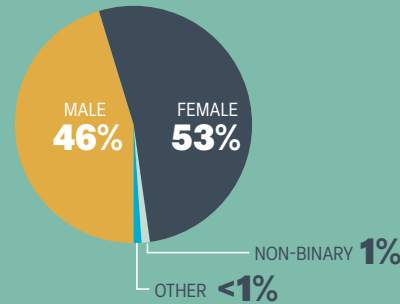
Citizen grading of the issue areas is based on a report card scale:

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

CITIZEN SURVEY

RESPONDENT PROFILE

GENDER



AGE

18-30	17%
31-44	24%
45-54	15%
55-64	14%
65+	30%

HAVE LIVED IN GREATER VICTORIA

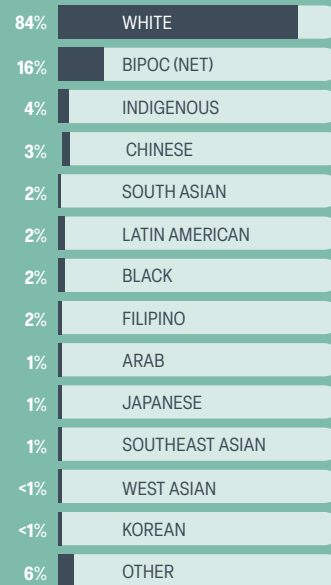


HOUSEHOLD INCOME

NET: <\$50k*	20%
Less than \$20,000	4%
\$20,000-49,999	17%
NET: \$50,000-79,999	23%
NET: \$80k+	57%
\$80,000-109,999	22%
\$110,000+	35%

* indicates rounding

ETHNICITY

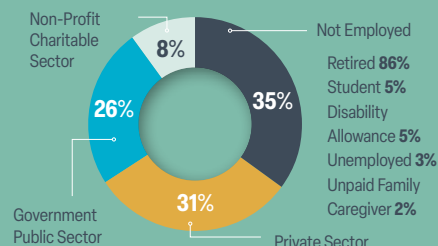


WHERE THEY LIVE

Victoria	34%
Saanich	22%
Langford	8%
Oak Bay	6%
Esquimalt	6%
Central Saanich	5%
Colwood	4%
View Royal	3%
Sidney	3%
North Saanich	2%
Sooke	2%
Highlands	1%
Metchosin	1%
S. Gulf Islands	1%
Salt Spring Island	1%
Other	3%

Note: Survey respondents may have checked more than one ethnicity.

EMPLOYMENT BY SECTOR



WHICH ISSUES WILL YOU TAKE ON?



ARTS & CULTURE

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



BELONGING & ENGAGEMENT

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



ECONOMY

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



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.



GETTING STARTED

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



HEALTH & WELLNESS

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



HOUSING

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



LEARNING

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



SAFETY

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



SPORTS & RECREATION

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



STANDARD OF LIVING

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



TRANSPORTATION

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

WANT TO STAY IN THE LOOP? SIGN UP FOR OUR NEWSLETTER!

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