



WEST VANCOUVER'S

Vital Signs

2021/22 Report

COMMUNITY PERSPECTIVES - MOVING FORWARD



WEST VANCOUVER
FOUNDATION

With Gratitude

Cover photo credit: Todd McMyn

The West Vancouver Vital Signs initiative is fully funded through partners from the community. We are thankful for this leadership as these resources allow us to deliver meaningful insights and host important conversations, while ensuring donor funds are focused on making an impact in areas of need across the North Shore.

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As our West Vancouver community continues to face real and complex challenges, the bold work and leadership of the West Vancouver Foundation on the continued study and analysis of our community’s health through Vital Signs is an important and worthy initiative. As a community builder for over 90 years in West Vancouver, British Pacific Properties remains a proud partner and supporter of the West Vancouver Foundation’s Vital Signs Program and its dedication to building a more inclusive, resilient community. In addition to the more recognized and documented issues of housing affordability and accessibility, this year’s Vital Signs uncovered other, more subtle community priorities through a robust Citizen Survey including safety, health and wellness, and the need for action on climate impacts.

Through this research and these collaborative community conversations, we hope to understand and address our vulnerabilities and work together towards a brighter and healthier tomorrow. British Pacific Properties commends the West Vancouver Foundation on another year of meaningful and critical work and congratulates them in their 43rd year of serving the community.

Geoff Croll President
British Pacific Properties Limited

For their support of our work since 1989, the West Vancouver Foundation is proud to recognize British Pacific Properties as Founding Corporate Partner.

The Power of Connection

One of the fundamental truths about humans is that we are driven to be part of something greater than we are—the simplest expression of this desire is our need to be connected to our families, friend groups, and community. The COVID-19 pandemic radically shifted this sense of social connectedness. For some, our community felt less vibrant and a lonely place. Social isolation was a significant hardship. Others found renewed sense of why connectedness is important, and reached out with kindness, in recognition that a community must also be resilient in order to thrive. Now that the pandemic is loosening its grip on so many aspects of our lives, there is a collective gratefulness, along with the understanding that as individuals and as a community we have learnt precious lessons from this unprecedented period.

The 2022 Vital Signs report reflects the feelings of over five hundred West Vancouver residents who shared their unique perspectives and impressions through survey answers and open-format comments. Their responses provide a snapshot of life now, encompassing pressing issues, and hopes and dreams for the future. Strung through the report are many areas to celebrate—love and reverence for nature, richness of culture and education, feeling safe with meaningful personal connections. The findings also reflect the dichotomy and divisive feelings in the community when it comes to future planning. The themes of housing, transit, and growth at times overwhelm the related issues of wellness, climate action, reconciliation, and belonging.

Part of the work of Vital Signs is to ignite open and frank conversations in the community. The past three years have been a period of accelerated change throughout the world, inspiring elevated conversations around climate change, systemic racism, social justice, and rising debt levels. It has created the space to examine what it means to contribute to broader societal change and led many of us to pause and review our work with a new lens. In society at large there is a greater sense of divisiveness; a feeling of separateness which challenges the power of together. The West Vancouver Foundation leads with the belief that we are at our best when choices are guided by compassion and consideration for others.



An individual’s sense of belonging is fundamental to growing a vibrant community, and it empowers each of us to live with optimism as to what the future holds.

As you read the report, we invite you to think about your own definition of connectedness, compassion, and generosity, and how they contribute to a healthy and vibrant community.

A Welcoming Community:

Is inclusive—accepting of all ages, abilities, ethnicities, cultures, faiths, genders, sexual orientations, socioeconomic status. Includes a range of ages, interests, activities, and opportunities for inter-generational and intercultural connections. Fosters a culture of volunteerism, philanthropy, civic literacy, and stewardship along with providing opportunities for contribution and civic engagement.

West Vancouver Vital Signs provides valuable insights into our community’s challenges, needs and desires and we congratulate the West Vancouver Community Foundation on the work they have and continue to do in this regard. Park Royal has a long and established relationship with West Vancouver and the Squamish Nation and is dedicated to helping address the Report’s low or failing grades such as getting around, welcoming newcomers and housing options. As Park Royal pursues its Neighbourhood Vision and stated objectives, we see an alignment with the results from the community survey and strive to do our part in contributing to healthier, inclusive, vibrant, and resilient communities for West Vancouver and the Squamish Nation.

Vital Signs continues to shine a light on the best our community has to offer and its shortcomings in a thoughtful and intelligent manner. We have a lot to be thankful for but there is work to do and decisions to be made on how we move forward with necessary and sometimes bold steps to ensure future generations are welcomed and can enjoy the quality of life we hold so dearly.

Park Royal is proud to support Vital Signs and serve the West Vancouver and Squamish Nation communities. We know we have an important role in helping to shape a future benefiting those who do and will ultimately call this community home.

Rick Amantea
Vice President Community Partnerships & Development - Park Royal

About Vital Signs

Vital Signs is a community check-up conducted by community foundations across Canada that measures the vitality of our communities and identifies significant trends in a range of areas critical to quality of life. Vital Signs is coordinated nationally by Community Foundations of Canada. The Vital Signs trademark is used with permission from Community Foundations of Canada.

Our approach to Vital Signs research and outreach recognizes the interconnected and fluid nature of the North Shore communities through people, work, recreation, shared services, and common values. Our work reflects that complex social, economic, and environmental priorities cross our shared rivers, mountains, and shores.

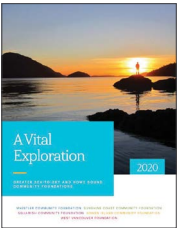
Understanding of the key themes is cumulative and readers are encouraged to review past reports online.

VITAL SIGNS ADVISORY COUNCIL MEMBERS

The Vital Signs Advisory Council provides guidance on the Vital Signs program from a community perspective. We thank these leaders for sharing their insights, expertise, and being ambassadors for this learning.

- Dr. Alexandra Choi** - Medical Health Officer Vancouver Coastal Health
- Stephanie Hall** - West Vancouver Memorial Library
- Sue Ketler** - District of West Vancouver
- Reverend Dr. Simon LeSieur** - West Vancouver United Church
- Chief Constable John Lo** - West Vancouver Police
- Wendy McCulloch** - Impact North Shore
- Charlotte McLaughlin** - West Vancouver Environmental Issues Volunteer

- Barbara McMillan** - Engagement Advisor
- Murray Mollard** - North Shore Community Resources
- Mustel Research** - 2022 Community Research Partner
- Elaine McHarg** - West Vancouver Foundation, Project Lead
- We also recognize past members whose insights have helped to shape reports and engagements which are foundational to our continued learning.



District of West Vancouver

MESSAGE FROM THE MAYOR, WEST VANCOUVER

On behalf of my council colleagues and our staff, I applaud the work of the Vital Signs team at the West Vancouver Foundation. Over the past five years they have shone a light on countless aspects of our community to celebrate, and have also identified areas that need more care, attention, and action.

Several of the themes examined in the 2021/22 Vital Signs report are also found in WV Council’s Strategic Plan, the District’s Official Community Plan, and the mission statements of many community organizations. This new report deepens our collective understanding of the priorities our neighbours care about most; and the public survey has provided the opportunity to hear broadly from citizens across the community. These past two years have been ones of great resiliency, and have reminded each of us about the importance of family, friends, neighbourhoods, and community. We have learnt that when we stand together to explore opportunities and challenges, we are stronger.

Thank you to everyone at the West Vancouver Foundation for your hard work and dedication to the community. We are proud to acknowledge the Foundation as a trusted and valued partner.

Warm regards,
Mary-Ann Booth

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About West Vancouver Foundation

OUR PURPOSE

An unwavering commitment to community and to a future where everyone belongs.

We believe in a future that is bright, just and sustainable with the resources to ensure a vibrant quality of life for generations to come.

BOARD MEMBERS

- Naomi Denning
- Carolyn Coleclough
- Darrell Ert
- John Parker
- Gordon Holley
- Zahra Jenab
- Dave Mason
- Paul Robillard
- Jonathan Stewart
- Justin Yoo

The West Vancouver Foundation is one of 191 Canadian community foundations and part of a worldwide movement of local philanthropy.



Forward Facing

One does not live by the oceans, lands, and forests and not be touched by the beauty and sense of place. The West Vancouver Foundation is committed to Reconciliation by building connections and working with the Squamish Nation (Skwxwú7mesh Úxwumixw) to ensure a greater understanding of Indigenous history and recognition of the voices of First Peoples.

For the first time our Vital Signs Report includes insights on how residents acknowledged the National Day of Truth & Reconciliation and their commitment to further learning.

As signatory to the Philanthropic Community’s Declaration of Action on Reconciliation (signed 2018), we acknowledge the importance of ensuring our approach is informed by truth, guided by collaboration, and shines a light on the learning and action we each must take on this journey.

As signatory to the Canadian Philanthropic Commitment on Climate Change (signed 2022), we recognize the need to integrate climate considerations in all areas of our work and to create a sustainable future for all generations.

Land Acknowledgement

We gratefully acknowledge that the West Vancouver Foundation is located on the ancestral, traditional, unceded territory of the Coast Salish Peoples, as represented by the Skwxwú7mesh [pronounced Skohomish] (Squamish), Səlilwətaʔ/Selilwitulh [pronounced slay-wa-tooth] (Tsleil- Waututh), and xwməθkwəy̓əm (Musqueam) Nations.



The Importance of Place

Skwxwú7mesh Úxwumixw (Squamish Nation) traditional territory is in the Lower Mainland region of British Columbia. Prior to, and following the arrival of Europeans in the late 1700s, the lands and waters used and occupied either exclusively, or jointly with First Nation neighbours, were from Point Grey on the south to Roberts Creek on the west; then north along the height of land to the Elaho River headwaters including all of the islands in Howe Sound and the entire Squamish valley and Howe Sound drainages; then southeast to the confluence of the Soo and Green Rivers north from Whistler; then south along the height of land to the Port Moody area including the entire Mamquam River and Indian Arm drainages; then west along the height of land to Point Grey.

This territory includes some of the present-day cities of Vancouver, Burnaby, and New Westminster, all of the cities of North Vancouver and West Vancouver, Port Moody and all of the District of Squamish and the Municipality of Whistler. These boundaries embrace all of Howe Sound, Burrard Inlet and English Bay as well as the rivers and creeks that flow into these bodies of water. In addition, Skwxwú7mesh Úxwumixw used and occupied the various islands located in Howe Sound.

COMMITMENT TO ACTION

Sustainable Development Goals

Leave no one behind (LNOB) is the central, transformative promise of the 2030 Agenda for Sustainable Development.

The UN Sustainable Development Goals (SDGs) provide:

- A universal framework and plan to achieve a better and more sustainable future for all by 2030
- Requires both global collaboration and local action to achieve each goal
- Canada is one of 193 countries participating in this commitment
- The 17 SDGs are integrated and interdependent — they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability.

At the local level, the SDGs are an opportunity to focus and coordinate collective efforts to address problems beyond the community scale, such as inequality, climate action, and poverty, which can only be addressed through common action. The SDGs were considered in determining the areas of focus in the report. Look for the SDG icon associated with the topics examined.

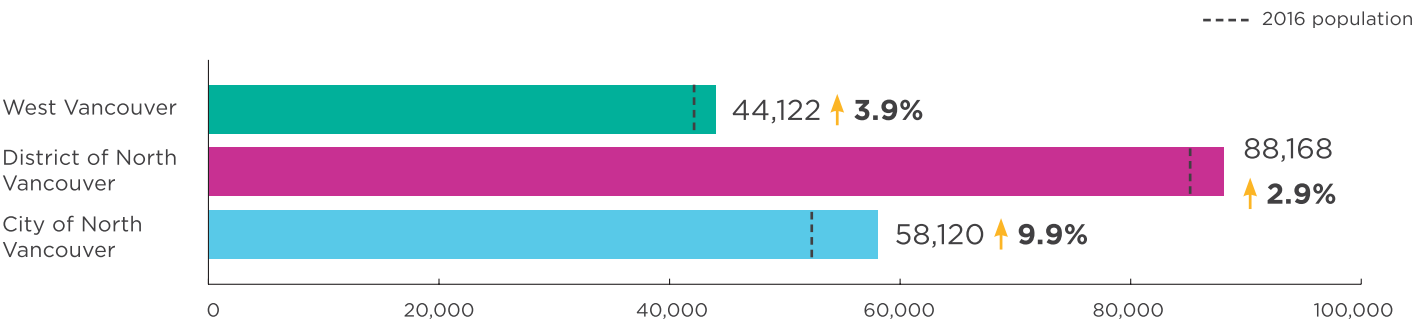


NORTH SHORE COMMUNITIES

Villages of 100

Imagine that the North Shore communities each has 100 residents. The data on these pages show how many of those 100 embody certain characteristics or attributes, based on 2021 & 2016 data (2016 data is noted). This is an alternative way to presenting statistical information as percentages of a population.

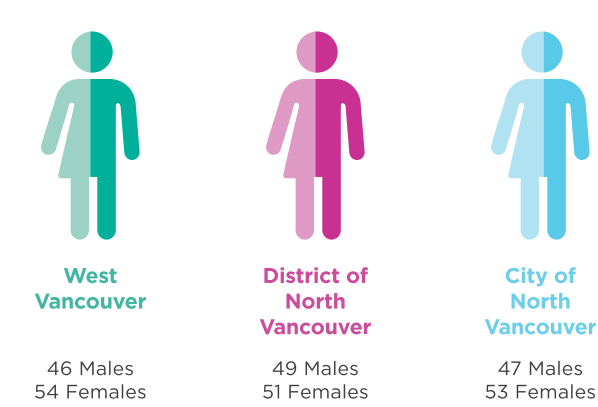
Population (% change from 2016)



Age (Distribution by groupings)

Age:	0-4	5-9	10-14	15-19	20-39	40-64	65-85	85+	Average Age	Median Age
West Vancouver	3	5	6	7	16	35	23	5	48	51
District of North Vancouver	4	6	6	6	21	37	17	3	43	44
City of North Vancouver	4	4	5	4	31	35	15	2	43	42

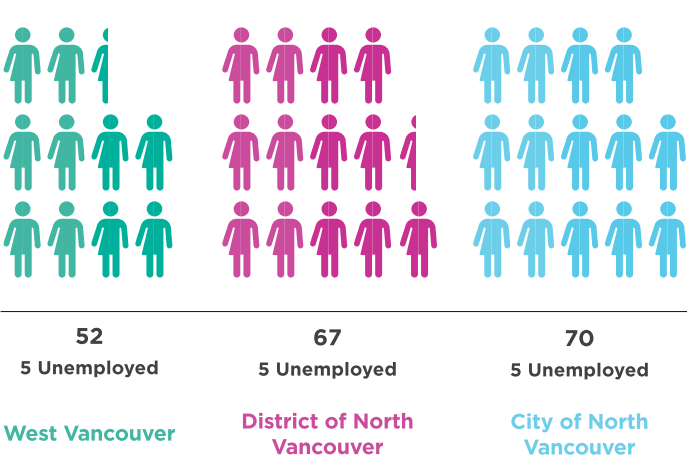
Gender



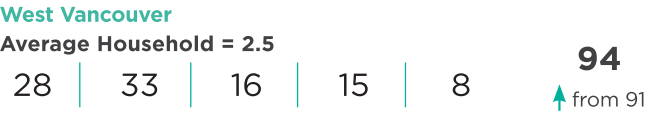
For 2021, Transgender, Transsexual, and Intersex persons were asked on their gender at birth and the gender they most associate with or leave the questions blank.

Employment*

People in the labour force. Person icon = 5 residents



Household Size



Residents not in a private residence WV (740), DNV (780), CNV (615)

Total Household Income*

	Less than \$20,000	\$20,000-\$40,000	\$40,000-\$60,000	\$60,000-\$80,000	\$80,000-\$99,999	\$100,000+	Median total household income
West Vancouver	10	14	12	10	8	46	\$89,808
District of North Vancouver	6	10	11	11	10	52	\$103,981
City of North Vancouver	11	17	16	14	11	31	\$67,119

Ethnicity*

	Aboriginal	European (inc. UK)	East/ SE Asian	West/ Central Asian & Middle East	South Asian	Latin/ S. American	African	Other
West Vancouver	1	60	23	12	2	1	2	1
District of North Vancouver	2	71	14	8		4	2	
City of North Vancouver	3	64	15	10		4	2	2

Language*

(Mother Tongue)	English	Chinese dialects	Farsi	German	Korean	French	Tagalog	Punjabi	Slavic	Other
West Vancouver	60	15	9	2	2	1			2	9
District of North Vancouver	72	4	6	2	2	1	1		2	10
City of North Vancouver	64	3	8	1	2	1			3	18

* 2021 information for the following indicators had not been released by publication date. For reference, the 2016 Census data is provided, and updates can be referenced online.

Methodology Overview

The goal of the survey was to better understand the perspective of residents on their quality of life, aspects of the community they appreciate, key priority areas which require attention, and how the COVID-19 pandemic has had an impact.

The research was conducted by Mustel Research and included two components, telephone interviews and an online survey covering 60 questions. The survey was conducted in field from November 26, 2021 to January 17, 2022.

557 citizens responded to the survey. 200 interviews were conducted by telephone, and 357 West Vancouver and other North Shore residents participated through the online survey. In total 99% of respondents lived or worked on the North Shore, with 92% lived or worked in West Vancouver. Responses have been weighted based on the community demographics.

Further details on the methodology can be found on page 39.

How to Read this Report

The report is organized around four primary themes: Together, Priorities Today, Sense of Well-being, and How We Connect.

UN SUSTAINABLE DEVELOPMENT GOALS:

For this report we have mapped the WV Vital Signs themes to the appropriate Sustainable Development Goal(s).

CALL OUTS:

Through out the report there are call outs which provide highlights or context to the theme area. The featured voices may be residents, volunteers, or Vital Conversation participants. We are committed to ensuring the opinions of youth and young adults are reflected in our engagement and reporting

The importance of pronouns: Using someone’s correct personal pronouns is a way to respect their identity and create an inclusive environment. In this report you will notice that where we reference contributors, we include their preferred pronouns.

GRADE:

Respondents were asked to grade several areas. The final grade is converted from a 5-point ranking and uses the standard Canadian schools’ definitions. This provides a standardized way to compare different areas.

PHOTO & CAPTION:

The West Vancouver Foundation takes an active role in addressing issues of concern in the community. Often these issues become known through Vital Signs reporting and engagement in the community.

SCORES:

The score in the (image pie charts) represent the total agreement score.



Snapshot of Results

Residents were asked to assign a grade to each of 14 key issue areas. The scores out of five were then converted to provide an overall letter grade for each issue. (The standard letter scale used in BC and Canada.) The grades provide a snapshot of community opinion and establishes a benchmark for future surveys. In the report the themes have been clustered under four main topic areas.

Together

Quality of Life	A
Sense of BELONGING	A-
Embracing DIVERSITY	B+
GETTING STARTED	C+

Priorities moving forward

HOUSING Options & Choices	F
GETTING AROUND: Transportation	C
ENVIRONMENT	B-
VOICES HEARD Having a Say	B-

Sense of well-being

SAFETY	A
HEALTH & Wellness	A-
ECONOMY	B-

How we connect

SPORTS & RECREATION	A-
Life-long LEARNING	B-
ARTS & CULTURE	B

A Liveable Community has

- A clean, healthy environment, and access to green spaces and parks
- A built environment that is designed for residents of all ages and stages
- Ease of mobility, walkability; access to public transit, bike lanes; well managed and maintained traffic and roads
- Affordable and appropriate housing options
- A vibrant and sustainable local economy
- Availability of shops and key services in close proximity
- Availability of work and access to employment opportunities
- Access to health care
- Safety and security, low crime and well-equipped to deal with emergencies
- Access to educational and recreational opportunities
- A vibrant public realm, with welcoming places where people can connect
- Vibrant and diverse arts and cultural activities
- Residents engaged in the social, economic, and civic life of the community
- Planning, policies, and practices in place for long term resilience and sustainability

Youth Voices in the Community

Vital Conversations help to gather information on how groups and individuals feel about the community and what they view as important priorities. In 2019 the West Vancouver Foundation hosted our first Vital Conversations with Young Adults and Teens living and going to school in West Vancouver. These discussions informed the WV Vital Signs Report 2019 and a regional report Vital Explorations in 2020.

While usually held in-person, for 2021 the sessions were held via Zoom. Young Adults and Teens came together in separate sessions to discuss emerging issues in their community, key themes, and how they might be able to work together to create positive change.

Key themes identified as critical to address in their community included:

- ▶ The impacts of climate inaction and the responsibility of government, businesses, and individuals to make climate action a priority
- ▶ The need for affordable and accessible housing that is suitable across all ages
- ▶ Recognizing Diversity/Addressing Reconciliation/ Racial Injustice
- ▶ Improved health services designed for young people including mental health
- ▶ Transportation options (beyond cars) including rapid transit (B-Line)
- ▶ A desire for belonging and community services for youth

We heard that West Vancouver Young Adults and Youth want more formal consultations to ensure that people like them have a say on what is important in the community. Their ask was for young people to be considered in community planning initiatives more broadly (not just those specifically for youth), and that youth/young adults of varying backgrounds and who identify differently to feel included, valued, and welcomed.

When asked about what may worry or excites them the Teen group (16/17 years old) commented on the pressures and anxiety they feel to balance school, sports, planning for the future, and still be social.

“I often worry about failure, university, the future in general, and comparing myself to others.”
- Teen Vital Conversation Participant

When asked their views on Belonging the young adults most often referenced losing attachment to the community due to lack of suitable housing choices, affordability, and the need for a new way of thinking.

“We are in a precarious position in facing challenges of housing and the economy- we need all hands on deck.”
- Young Adult Vital Conversation participant

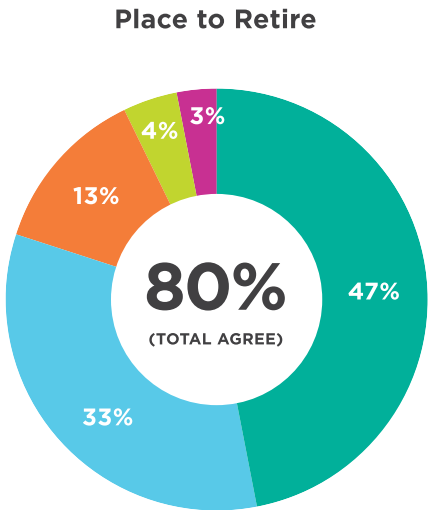
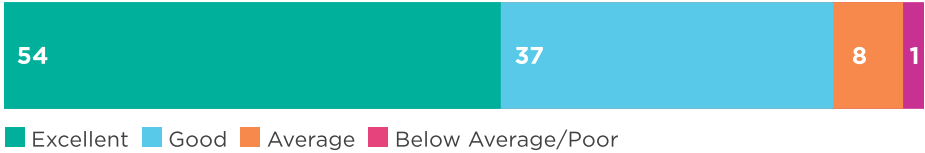
The 2021 Youth Vital Conversation was part of the RBC Future Launch Community Challenge of dialogues across the country.

“The Vital Conversation with our young adults’ group in West Vancouver was informative, enlightening and reinforced the need to have these types of conversations in our local community. The group was candid, sincere and I left the conversation feeling more connected to the mindset of young adults in West Vancouver”
- RBC Royal Bank Representative

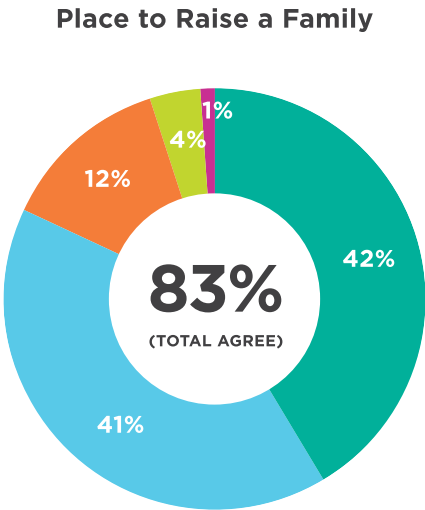
Quality of Life



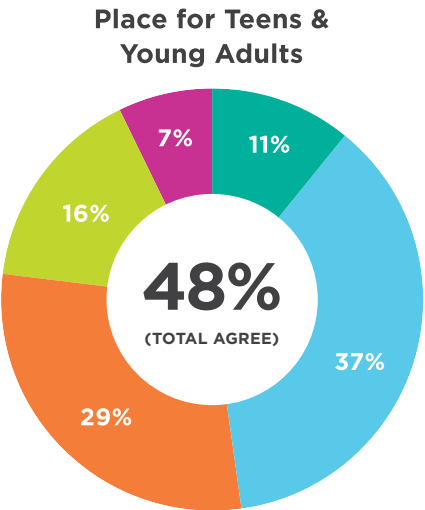
OVERALL QUALITY OF LIFE



Those who responded online were less certain West Vancouver was a good place to retire if you are not wealthy - citing increased cost of living and limited housing options.



Excellent Good Average Below Average Poor



Residents who scored this highest were older and no longer have youth living at home.

WHAT WOULD MAKE WEST VANCOUVER AND THE NORTH SHORE AN EVEN BETTER PLACE TO LIVE?

86% of respondents provided suggestions on ways to improve the community, which fell into these major themes. (Ranked in order of response).

- ▶ Greater variety and affordability of housing options
- ▶ More amenities/services (restaurants, entertainment, recreation)
- ▶ Attract more diverse population (young families, local workers)
- ▶ Reduce traffic congestion
- ▶ Better transportation options (transit, bike lanes)
- ▶ Change in city council (planning, accountability, spending)
- ▶ Less development (mega homes, condominium towers, etc.)
- ▶ More neighbourhood infrastructure such as lights and sidewalks

HOW TEENS/YOUNG ADULTS ENVISION A COMMUNITY OF THE FUTURE

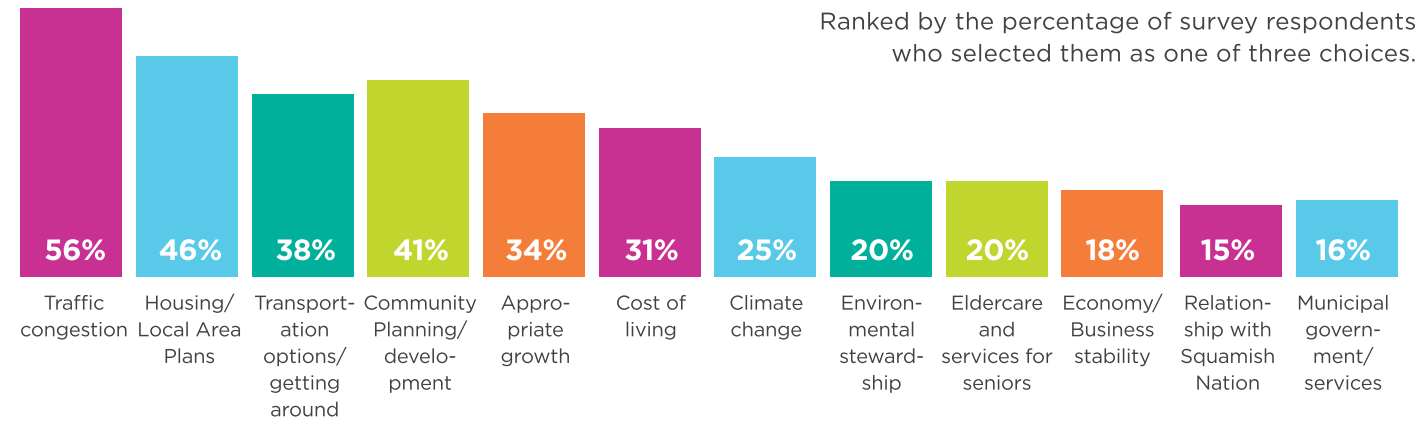
- ▶ Locally available health services for young people/youth - like Foundry
- ▶ Integrated and emergency mental health support services
- ▶ Sustainable and vibrant communities taking environmental responsibility
- ▶ Mix of housing options (including more rentals) creating diverse neighbourhoods
- ▶ Subsidized housing in West Vancouver
- ▶ Good transit including something like a rapid bus through West Van
- ▶ More recognition of Indigenous peoples and their history in our community
- ▶ More to do for young adults (like Lower Lonsdale)

Best Things & Most Important Issues

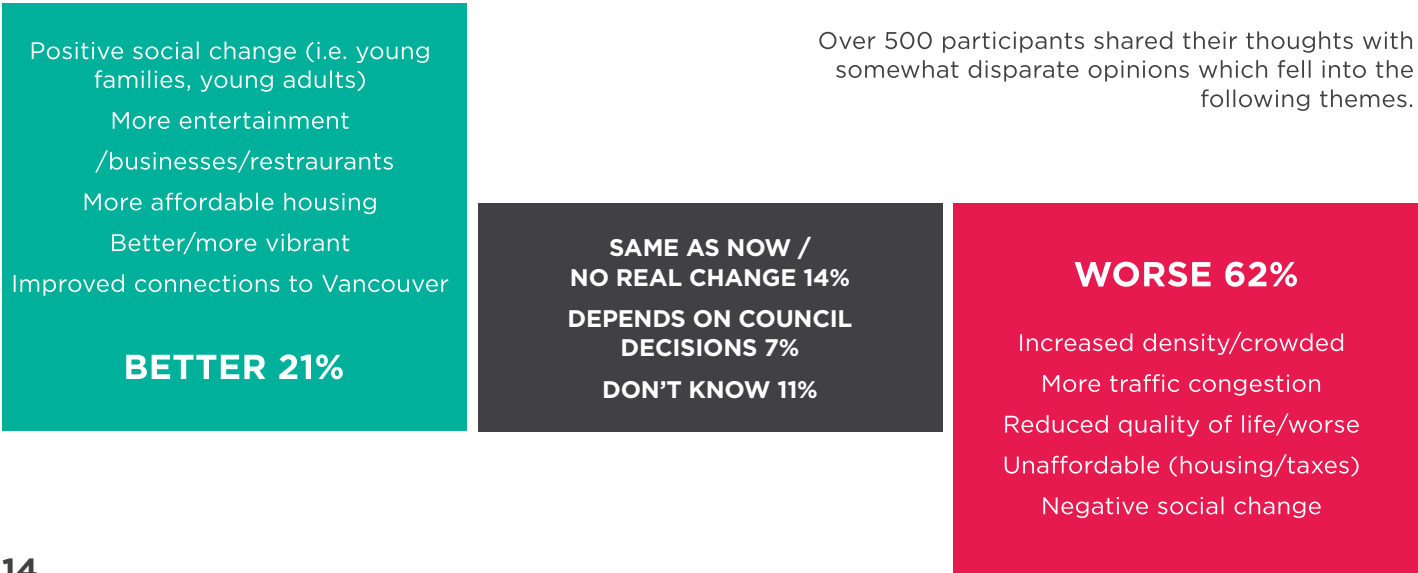
Best Things About West Vancouver & the North Shore



What are the Most Important Issues Facing West Vancouver Today?



What Will The Community be Like 10 Years from Now?



SHARING OUR COMMUNITIES REFUGEE SPONSORSHIP

Refugees may come to Canada because of war, natural disasters, displacement, or they are targeted due to race, religion, sexuality, or other reasons.

While refugee support has long been a tenet of the West Vancouver United Church (WVUC), efforts were redoubled in 2015, sparked by the Syrian refugee crisis. Since then, WVUC has raised funds and provided direct settlement support to families as they begin their new lives in Canada. The program is entirely run by volunteers and provides a minimum commitment for one year to these vulnerable newcomers. WVUC is only one of several local organizations who support refugees as they settle in our communities.

West Vancouver United Church established their first fund with the WVF in 1986.

“Refugee sponsorship has deepened my faith by revealing the importance of helping others in their time of need. It has also been uplifting to form relationships with the sponsored families, and to see their children flourish in their new homes.”

- J.M.(he/him) - Volunteer, West Vancouver United Church

Photo credit WVUC.

Together

BELONGING

WELCOMING
DIVERSITY

GETTING STARTED IN
THE COMMUNITY

INDIGENOUS CULTURE
& RELATIONS

Belonging



HOW WOULD YOU GRADE YOUR SENSE OF BELONGING?



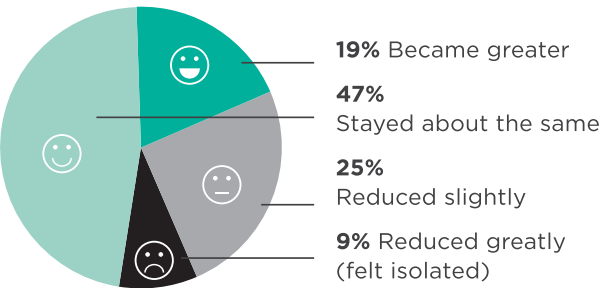
The theme of Belonging has been explored in each of the WV Vital Signs reports, in the attempt to understand the best conditions for meaningful connection between neighbours, groups, and across the diverse people of our community.

HOW/WHERE DO PEOPLE FEEL MOST CONNECTED TO THE COMMUNITY?



Personal connections are a strong driver to Belonging. As a result programs, events, and designed spaces which encourage mixers and shared experiences are valued opportunities.

HOW SENSE OF BELONGING CHANGED DURING COVID?



Belonging has **dropped by 10%** since 2019

RESIDENTS GRADE

A-

Time in the community directly influences Belonging with those living here for over 25 years having the strongest attachment.

TAKING ACTION

Neighbourhood Small Grants

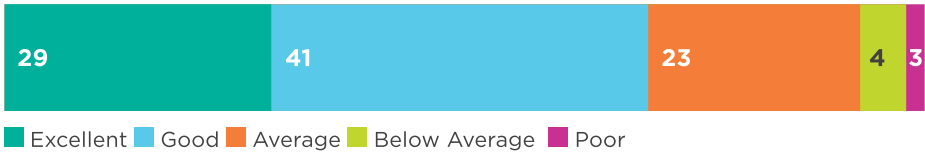
The Neighbourhood Small Grant (NSG) program was started as a way to combat loneliness and social isolation, by making communities stronger, safer and more welcoming. By offering a small grant (up to \$500), to individuals, we enable the applicant to bring their project to life, often in a more impactful way or with people in the community they may not have previously been familiar with. The NSG kickstarts people's imagination and often makes neighbours more willing to participate. Traditional projects have included concepts such as park cleanups, emergency preparedness meetings, community gardens and enhanced block parties.

Impact North Shore reports that it takes at least **5 years** for a newcomer to feel part of the community.

Living in a Diverse Community

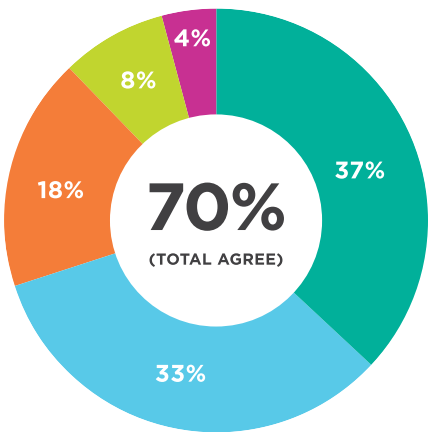


HOW WOULD YOU GRADE THE NEIGHBOURHOOD/COMMUNITY IN TERMS OF ACCEPTING PEOPLE FROM DIVERSE CULTURAL BACKGROUNDS?

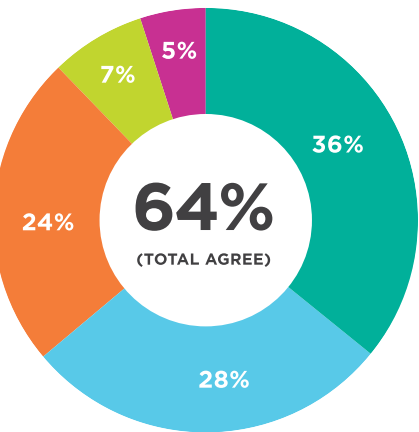


The interview group was more likely to rate their neighbourhood as “excellent”, while those opting in online felt neighbourhoods were “average” in welcoming diversity. Those more often giving an Excellent grade lived in postal code V7W (60%) and V7V (51%), those earning over \$80,000 (49%), and those under 65 years old (46%).

Excited to live in a community which is so diverse with distinct cultures



Welcome more opportunities for cross-cultural education and awareness



In the interviewed group men are more inclined to agree on being excited to live in a community with different cultures/backgrounds (75%).

Strongly Agree Somewhat Agree Neutral Somewhat Disagree Strongly Disagree

“There is extraordinary community spirit in Horseshoe Bay, where we have been welcomed with tremendous warmth. The community is diverse in many unexpected ways and the best bit is the initiative and drive in making sure the community is the best it can be.”

Survey participant

RESIDENTS GRADE

B+

HOW WE COULD DO BETTER

Respondents had the opportunity to suggest ways West Vancouver could do better when it comes to diversity, equity, and inclusion.

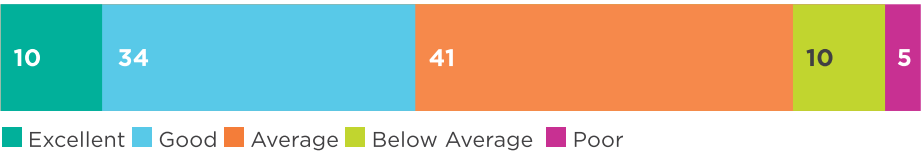
Of all the suggestions, those with diverse cultural backgrounds prioritized:

- ▶ more community building and cultural sharing events
- ▶ more affordable housing or measures to improve affordability
- ▶ outreach efforts based in the community to support more consultation and networking
- ▶ offering programs and business services in different languages
- ▶ education services and programming through accessible, non-intimidating locations such as the library
- ▶ recognize that diversity is not always defined by culture and includes BIPOC, LGBTQ2S, religions, and marginalized groups

Getting Started



GRADE WEST VANCOUVER/NORTH SHORE WHEN IT COMES TO SUPPORTING NEWCOMERS OR THOSE WHO JUST MOVED HERE

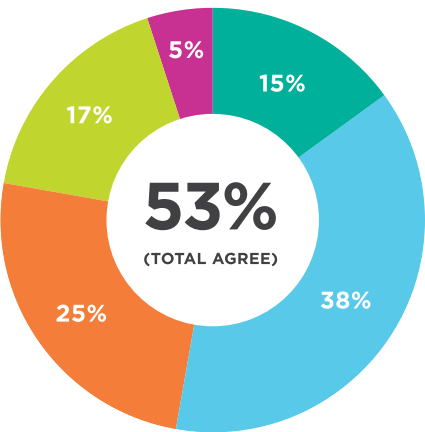


Coming to a new community can be exciting and filled with hopes and dreams. It can also be a time of great uncertainty. The common definition of “newcomers” is those who have been in Canada for less than five years, but it is sometimes used to refer to those new to the community. As of the 2016 census, West Vancouver’s total immigrant population is 45%.

On the North Shore we have a mix of those who are settling in to make a permanent home and others who may be here for a shorter period, often while children attend school. Challenges may include learning a new language, employment, childcare, navigating the school systems and loneliness. How quickly newcomers feel welcomed depends upon their circumstances, level of economic certainty, and established network of friends and family.

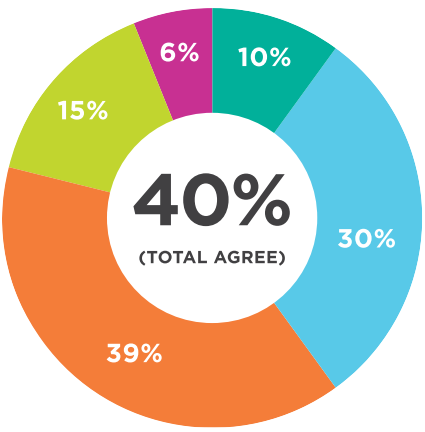
Being settled is often defined as feeling safe, respected, and valued.

Easy to become part of the community



Those who have been members of the community for less than 10 years scored this theme lower overall with more respondents indicating Neutral.

Sufficient support



Opportunities to connect with others, language courses, help finding employment/schooling is available for newcomers to help them get started.

■ Strongly Agree ■ Somewhat Agree ■ Neutral ■ Somewhat Disagree ■ Strongly Disagree

RESIDENTS GRADE

C+

Almost half of responders grade the municipality as “Excellent or Good.”

WAYS TO MAKE OUR COMMUNITY MORE WELCOMING

Respondents had the following suggestions:

- ▶ Community services that accommodate diversity (youth, ethnicity, languages, gender-identity, sexual orientation, etc.)
- ▶ More community events reflecting the full diversity of the community
- ▶ Neighbourhood associations/welcoming committees for new residents (akin to the old Welcome Wagons)
- ▶ Variety of (affordable) housing in different neighbourhoods (not just high rises)
- ▶ Walkable neighbourhoods/ local services
- ▶ Outdoor gathering spaces
- ▶ Public education about newcomers and their cultures
- ▶ More language classes in the community

Indigenous Culture & Relations

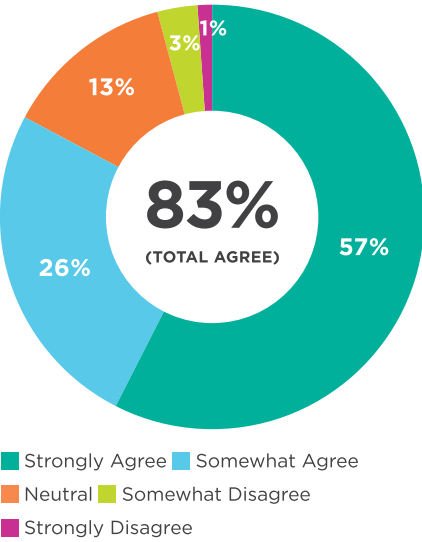


In 2015, to redress the legacy of residential schools and advance the process of Canadian reconciliation the Truth and Reconciliation Commission made 94 calls to action. Over the past six years individuals, groups, educators, businesses, and government have taken steps to deepen their understanding and respond with care. In November 2019, the British Columbia government passed the United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) into law, followed by the Parliament of Canada in June 2021.

A CONVERSATION FOR US ALL

It is important to foster, learn about, and respect Indigenous culture, values, and traditions.

Overall respondents feel they have a good understanding of the history and issues facing Indigenous people.



Being part of the conversation

Education and learning about new history can always be daunting. It is recommended that interested learners begin by reading the 94 Truth and Reconciliation Calls to Action and determine how they themselves can act. Additional programs are offered through the West Vancouver Library, community groups, colleges and universities, along with online resources.

NATIONAL DAY FOR TRUTH AND RECONCILIATION

September 30, 2021, marked the first National Day for Truth and Reconciliation. It recognizes the tragic legacy of residential schools, the missing children, the families left behind and the survivors of these institutions.

70% of survey respondents acknowledged this day

- ▶ 52% Discussed Indigenous history & relations with friends/family
- ▶ 44% Committed to learn more about the injustices done to Indigenous communities
- ▶ 11% Donated to an Indigenous lead organization
- ▶ 9% Attended a ceremony of remembrance held by Indigenous people

Those most inclined to act were women (78%) and those under the age of 65. Women, by and large, led each of the positive areas of action.

Indigenous relations was not graded by survey participants.



THE NORTH SHORE CONNECTION TO RESIDENTIAL SCHOOLS

The discovery of the unmarked graves of Indigenous children in Kamloops, and across the country, came as a shock to many Canadians, with young lives so tangibly connected to the loss of hopes and dreams. Now, history is being corrected through the courage and determination of the leaders and Elders of the Inuit, Metis, and First Nations.

Many North Shore residents do not realize the local connection to this heartbreaking period. St. Paul’s was Metro Vancouver’s only residential school, located in present-day North Vancouver, next to the Skwxwú7mesh community of Esłhá7an. St. Thomas Aquinas Regional Secondary School, a private Catholic school, currently operates on the site. More than 2,000 Indigenous children were forced to attend St. Paul’s during its operation from 1899 to 1959.

In August 2021 three B.C. First Nations, the Skwxwú7mesh (Squamish), the xʷməθkʷəy̓əm (Musqueam), and the səliwətaʔ (Tsleil-Waututh), announced they would be working together to investigate the former St. Paul’s Indian Residential School and determine what happened to the children who attended but never returned home.

Priority Issues

HOUSING

GETTING AROUND/
MOBILITY

ENVIRONMENT &
SUSTAINABILITY

CIVIC ENGAGEMENT



ENVIRONMENTAL PROTECTION ÁTL'KA7TSEM HOWE SOUND BIOSPHERE

In September 2021, B.C.'s Howe Sound was designated a United Nations Educational, Scientific and Cultural Organization (UNESCO) biosphere, allowing stakeholders in the region to collaborate more effectively on sustainable development. The area is a biodiversity hotspot, featuring rare glass sponges throughout the watershed. Known as Átl'ka7tsem in the Squamish language, the area covers 2,187 square kilometres from the western side of West Vancouver, surrounds the community of Squamish and extends west to the Sunshine Coast. This is Canada's 19th biosphere region and B.C.'s third, after Clayoquot Sound and Mount Arrowsmith, both on Vancouver Island. *The Howe Sound Biosphere Trust has been a fund holder at WVF since 2016.*

Photo credit Adam Taylor.

Housing & Neighbourhoods



RESIDENTS
GRADE

F

WHAT OVERALL GRADE WOULD YOU GIVE WEST VANCOUVER FOR HAVING HOUSING CHOICES WHICH MEET DIFFERENT TYPES OF RESIDENTS/SITUATIONS?

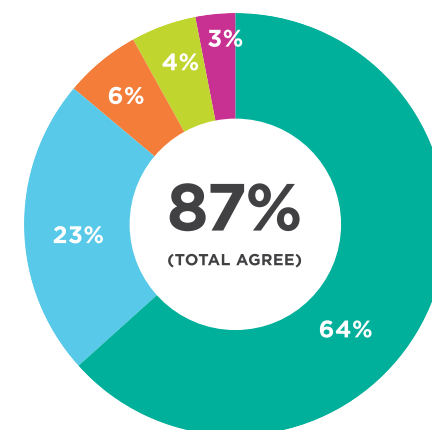


Housing continues to be a crisis issue and impacts many of the other elements of a liveable community.

Housing is one of the most frequently discussed topics across West Vancouver and the country. Respondents have high levels of consensus on the need for more and different types of housing choices to respond to the needs of community members.

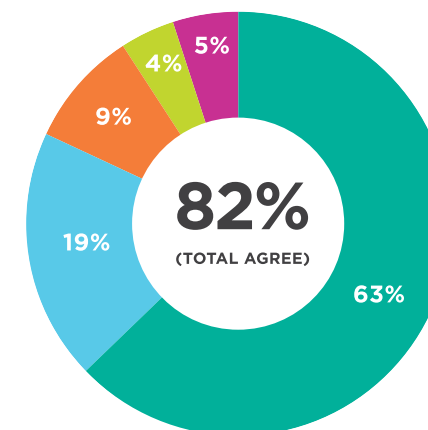
STRONG SUPPORT FOR MORE HOUSING CHOICES

More housing choices for seniors who wish to stay in the community



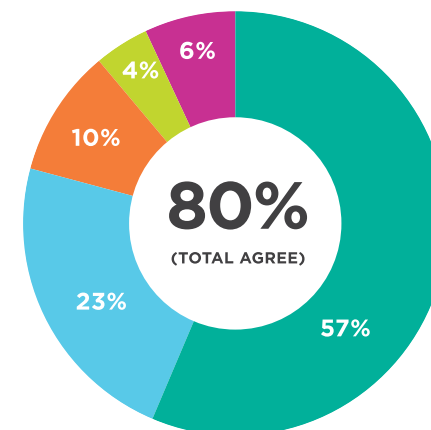
The desire for seniors-friendly housing will continue to grow as there is a sizeable seniors segment and strong attachment to community and friends. 89% of those age 65+ scored this as Strongly/Somewhat Agree.

More affordable house options for young adults & young families



Strongly supported across all demographics. The ability to deliver on affordability for young families will require leveraging innovative funding and development partnerships.

More housing options for people who work in the community



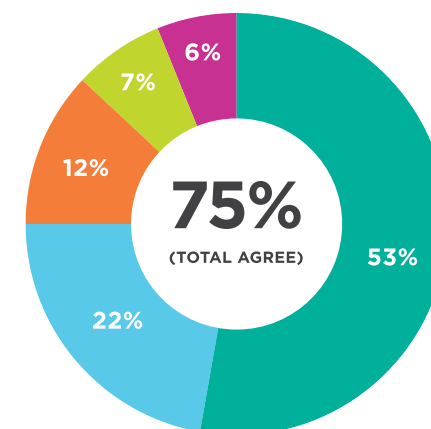
Nine-in-ten renters scored this Strongly Agree/Somewhat Agree. It also scored high with those whose ethnicity is other than Caucasian.

Want a mix of housing choices across different neighbourhoods

With a total Agree score of 75% and only 13% disagreeing there is solid support for a mix of housing choices across the community.

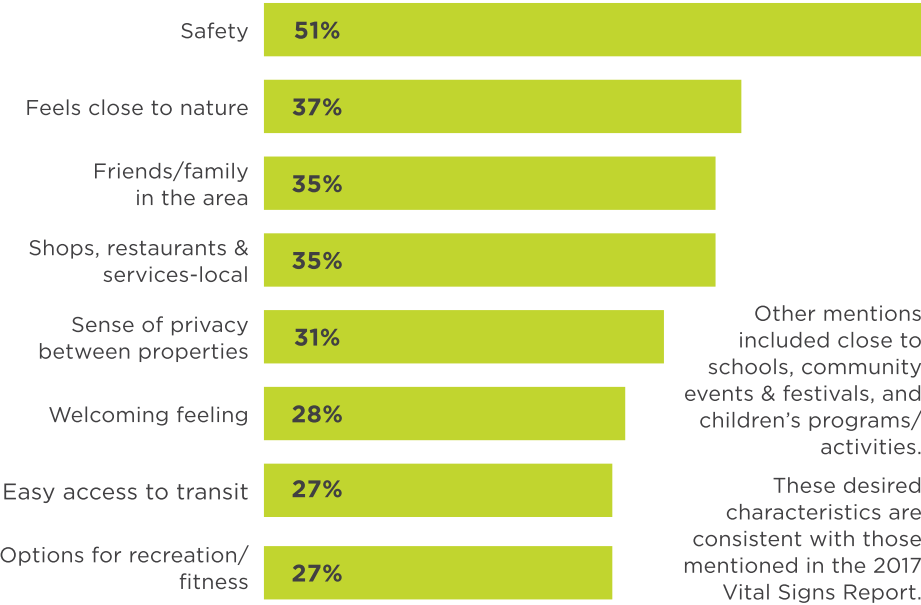
The western neighbourhoods in the V7W postal code indicated slightly less support (Caulfeild, Eagleridge, Horseshoe Bay). The eastern neighbourhoods of Ambleside through to Cedardale indicate high support for a choice of housing mix across different neighbourhoods.

Strongly Agree Somewhat Agree Neutral Somewhat Disagree Strongly Disagree



VITALSIGNS REPORT

WHAT IS IMPORTANT IN CHOOSING A NEIGHBOURHOOD?



AWARENESS OF DEVELOPMENT PROJECTS

Overall, respondents had a high level of awareness of the Cypress Village and Inglewood Care proposed developments, while less familiar with the Gateway Residences (by name) and the housing proposal for Gordon Avenue.

IN ACTION

Finding Hope In Connection

Adequate, affordable, and available housing is fundamental to not just an individual's health and well-being, but also to the health and well-being of the whole community.

The Hollyburn Family Services Youth Safe House

Approximately 150 youth, between the ages of 13 and 18, receive support services such as counselling, family and teen mediation, nutritious meals, and laundry facilities. They also have access to emergency housing throughout the year. This is one of the few programs which support youth ages 13 to 15.

Hollyburn Community Services Society is a Foundation grant recipient.



HAS WHAT IS IMPORTANT TO YOU IN YOUR COMMUNITY/ NEIGHBOURHOOD CHANGED DURING COVID-19?

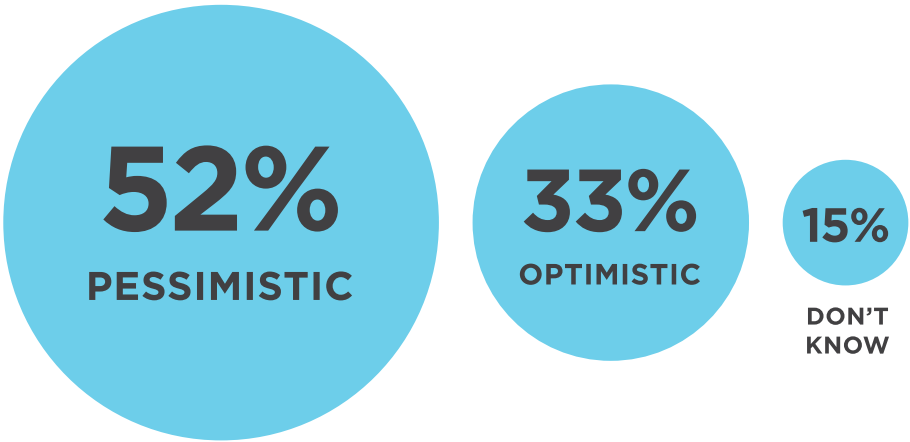
One-third of participants responded, with the majority feeling negative in nature, largely due to the inability to socialize, business/service closures, and an increased sense of wariness.

Positive changes include getting to know neighbours, a greater sense of respect and kindness, increased appreciation for local neighbourhoods, the outdoors and nature.

“We can’t lose sight that there are homeless people on the North Shore, and others who are vulnerable.”

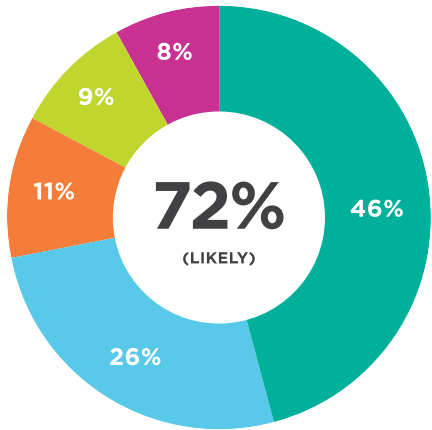
Survey participant

Residents were asked if they were to move, are they optimistic or pessimistic that they could find the right housing in West Vancouver.



Staying Power

Still living/working in West Vancouver in 10 years.



Very likely Somewhat likely Neutral Somewhat unlikely Very unlikely

HOUSING TYPES ACROSS THE NORTH SHORE

	Single Family Detached home	Semi-detached House	Row House	Apt/flat in a Duplex	Apt-building fewer than 5 storeys	Apt-building five or more storeys	Other
West Vancouver	55.6%	2.6%	2.3%	8.6%	9%	21.5%	0.1%
District of North Vancouver	49.3%	1.6%	8.9%	17.9%	13.6%	8.8%	0%
City of North Vancouver	10.7%	3.4%	7.9%	11.4%	38.1%	28.5%	0.1%

Residents not in a private residence WV (740), DNV (780), CNV (615).

Source Canada Census 2021

WEST VANCOUVER HOUSING APPROVALS

Housing approvals since the last Vital Signs (2019) are not meeting the needs and expectations of current and future residents for a broader range of housing choices in size and affordability. (Target is 250 net-new units per year)

West Vancouver Council Approved Units, 2019 to 2022					
	Strata Apartments	Infill & Missing Middle	Market Rental	Non-Market Rental	Seniors
Net-new Units	161	14	116	156	47

NOTES:

Source District of West Vancouver

Council approved units refers to units “created” through approved rezoning applications

Infill and missing middle refers to townhouses, duplexes, and infill detached housing

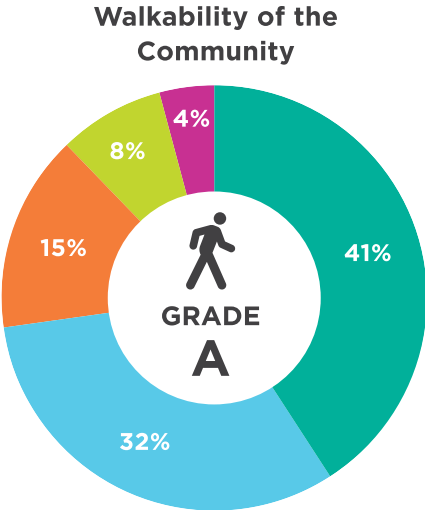
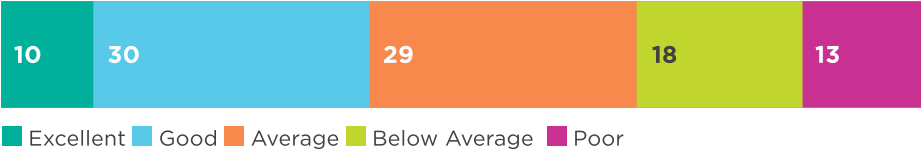
The initial 2018 approvals of 303 and 752 Marine Drive are not included (they date from 2018), but the additional units created from subsequent rezonings are included.

Approvals of phased developments enabled through area-wide rezonings (e.g. Rodgers Creek, Evelyn by Onni, Horseshoe Bay neighbourhood zones) are not included in these tables. While the approvals are in place, these units may be built over several decades. In some cases, they have yet to receive permits nor have the final unit counts been confirmed.

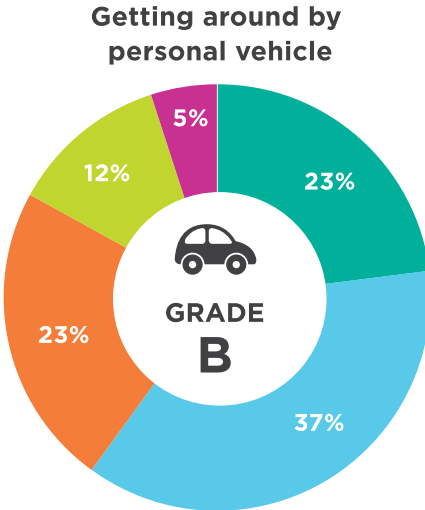
Getting Around



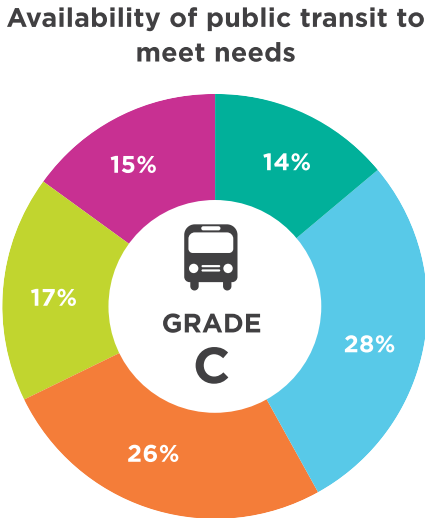
OVERALL, HOW WOULD YOU GRADE GETTING AROUND IN WEST VANCOUVER?



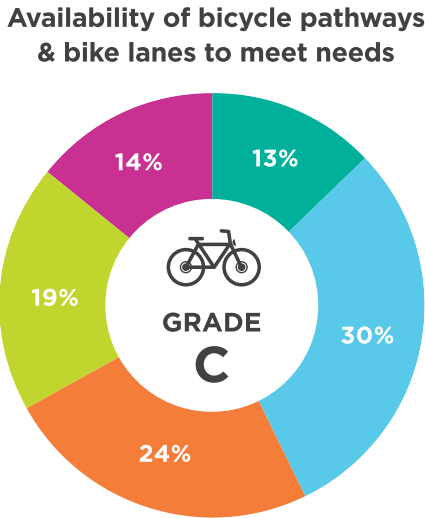
Suggested improvements include more sidewalks, night lighting, and slow streets. Walkability includes seawalk, trails and parks.



Despite concerns regarding congestion, travelling by private vehicle received a combined Excellent/Good score of 60%.



62% of responders have a Compass Card.



■ Excellent ■ Good ■ Average ■ Below Average ■ Poor

RESIDENTS GRADE

C

Mobility around West Vancouver and the North Shore is at best average and in need of immediate action.

75%

of those working in West Vancouver travel into the community from elsewhere



55%

of respondents own bikes with a majority being men

PRIORITY #1 - GETTING FROM POINT A TO POINT B

Getting around the North Shore is considered the number one issue facing communities right now. Transportation and congestion are long standing issues across the North Shore, complicated by geography and the fragmented ownership of roadways. West Vancouver was built with very few through east-west routes which increases dependency on the Upper Levels Highway and Marine Drive. One of the biggest challenges facing West Vancouver is the growth in adjacent communities.

The newly released population report indicates that between 2016-2021, West Vancouver only grew by 3.6%, yet Squamish grew by 21.8%, Whistler 19%, the Sunshine Coast 14%, and Bowen Island by 9%.

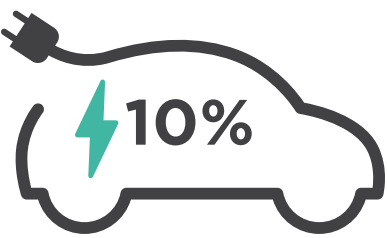
All of these communities impact the flow of traffic on highways 99 and the Trans-Canada leading through West Vancouver.

North Shore Connects

Several long-and short-term planning initiatives are underway for rapid transit that involve all levels of government. The questions on everyone's mind are: what kind of improvements, how fast, and at what cost? One thing that is widely agreed on—no single option will resolve all the issues. It will take progressive thinking, planning, and behaviour changes—including more active transportation—to find a solution.

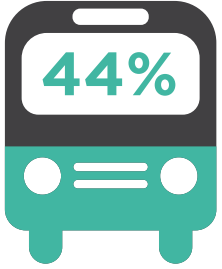
“The community needs to show that they care about issues important to youth and young people. Most of West Vancouver’s decisions do not prioritize young people, for example the lack of transit options for a demographic less likely to own a car.”

I.T. (he/him), Young Adults Vital Conversation



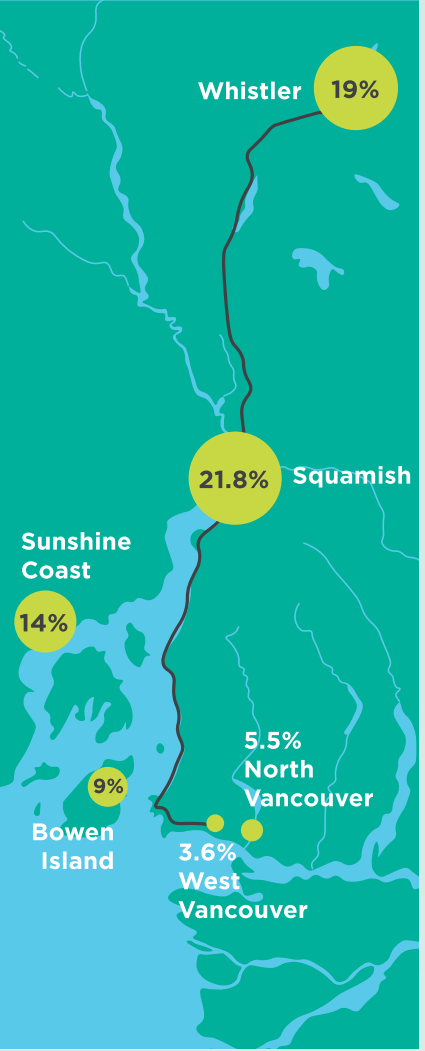
West Vancouver has 33,000 licensed personal vehicles (10% electric).

Does not include vehicles registered to businesses.



Senior's Shuttle Service

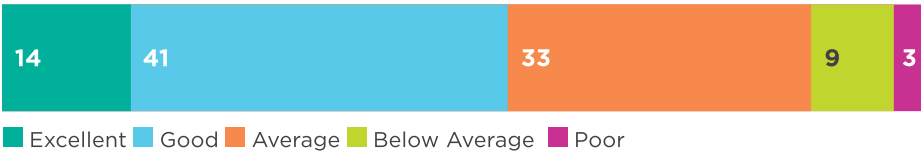
The senior's shuttle service received a strong endorsement. From those who responded 44% gave it a Excellent or Good.
(Note: only one-third of total respondents scored this mode.)



Environment & Sustainability



HOW WOULD YOU GRADE WEST VANCOUVER AS A COMMUNITY WHEN IT COMES TO ENVIRONMENTAL SUSTAINABILITY?



Environmental sustainability scored highest with those who were selected randomly through the phone survey (Excellent/Good 63%), while those who opted-in online judged it more critically (Excellent/Good 49%).

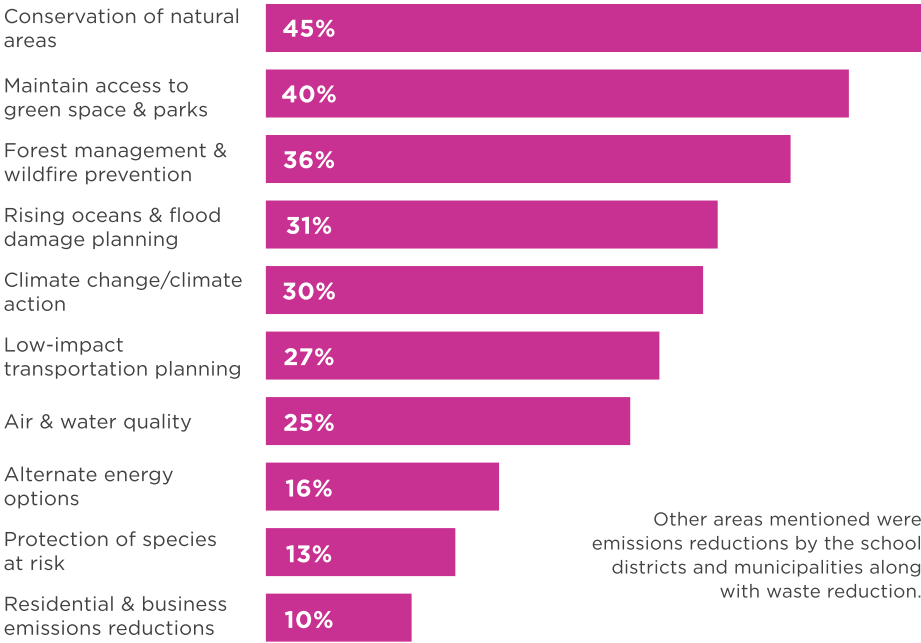
Overall, one in three respondents scored the environmental response as Average. Given the climate risk in our geographic area, the response may indicate residents are looking for more information, suggestions, and expanded reporting.

YOUTH VOICE

“Young people are often told we are responsible for solving the environmental problems, though many issues require larger community or societal scale change. We all need to work on this with urgency.”

SR, she/her, Young Adults Vital Conversation

Residents were asked to identify their three top environmental concerns. On a consolidated basis the key themes are:



Other areas mentioned were emissions reductions by the school districts and municipalities along with waste reduction.

RESIDENTS GRADE

B-

Overall, West Vancouver and the North Shore were graded as Good/Average when it comes to environmental sustainability—with more action and stewardship needed.

HOW CLOSE IS RUNAWAY GLOBAL WARMING?

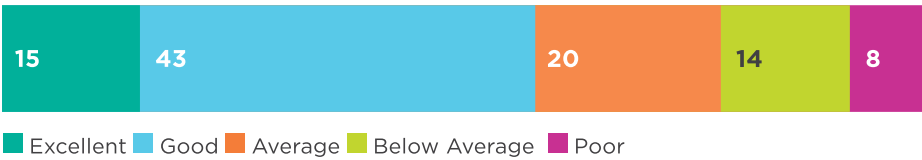
There is little room left in the debate that climate change is impacting our lives. Canada’s average annual temperature is on the rise and weather anomalies are increasing each year—drier forests, rising sea levels, increasing extreme weather events, changing biodiversity and species loss are requiring more attention across all levels of government, through research and new policies. People love the North Shore because of the green spaces, waterways, beaches and being close to nature. Protecting these natural areas and mitigating the impact of climate is an increasingly demanding role with higher expectations from the public than ever before.



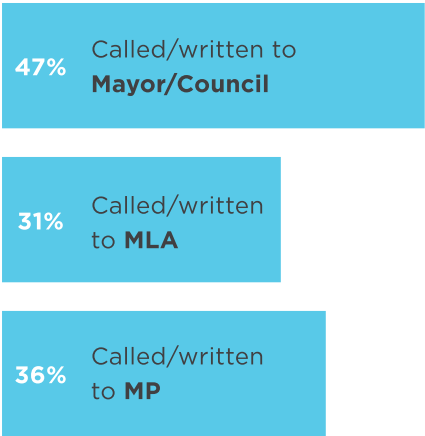
Civic Engagement



OPPORTUNITIES TO ENSURE IDEAS, OPINIONS AND BELIEFS ARE HEARD BY INDIVIDUALS / GROUPS / ORGANIZATIONS WHO CAN MAKE CHANGE



Civic Participation within the Past Three Years



Writing to Mayor and Council is an action taken most often by those living in the community for 25-39 years (56%) and residents 65 years of age and older (43%).

Online responders are twice as likely to be engaged as those interviewed by phone.

For those who shared an opinion with local government bodies the most frequently mentioned topics were:

Affordability/new housing/development projects	66%
Transportation/roads	54%
Arts facility/arts & culture	45%
Parks and recreation	31%
Environment/Climate change	31%

For upper levels of government, primary feedback was related to COVID-19 issues, health care services, and Reconciliation.

YOUTH VOICE

“Being a part of the North Shore Young Civic Forum and connecting with other civic-minded young adults has been amazing. I’ve been able to deepen my understanding of how our local governments works, to foster relationships with my peers, and to develop ways to make meaningful impact in my community.”

KS, he/him, Forum Member

RESIDENTS GRADE

B-

Approximately six in ten respondents agree they have opportunities to have their voices heard across a range of topics through a choice of channels.



IN ACTION

Citizenship

Successful democracies depend on engaged citizens. North Shore Community Resources (NSCR) is operating two programs that help residents get informed and participate.

North Shore Democracy Café is a non-partisan program that encourages residents and citizens to participate more actively in civic life by organizing educational workshops, voter engagement campaigns, and community forums like the North Shore Young Civic Forum.

NSCR is a WVF Community Grant recipient for the North Shore Young Civic Forum.

LOCAL ECONOMY

FEELING SAFE

HEALTH & WELLNESS



THERE WHEN NEEDED NORTH SHORE RESCUE

North Shore Rescue is one of the leading search and rescue groups in the country. Specializing in mountain and wilderness rescue, along with safety education, the team is made up volunteers from all occupations and across all ages. In 2021 the North Shore Rescue made 227 rescues, well above the expected 140. They work in partnership with WV Police, WV Fire, and other search and rescue teams in the region. *North Shore Rescue is a long-standing partner of the West Vancouver Foundation and one of our first agency fund holders.*

Photo credit: Mike Danks

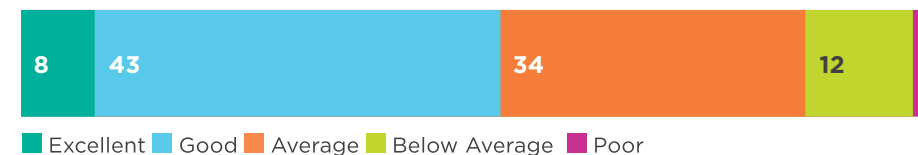
Local Economy



RESIDENTS
GRADE

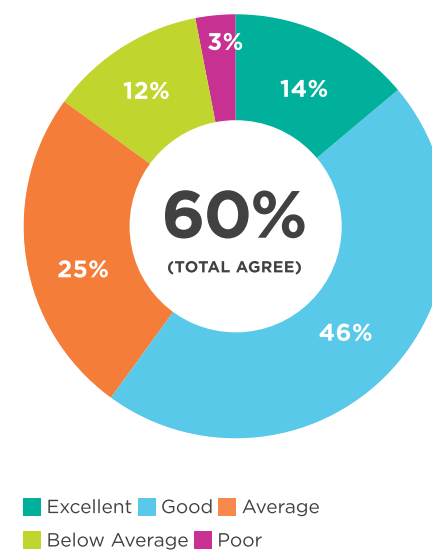
B-

HOW WOULD YOU GRADE THE LOCAL ECONOMY IN WEST VANCOUVER/NORTH SHORE?



Over the past two years businesses have relied on a combination of federal and provincial support funding, innovation and resiliency to survive. Going forward, local businesses continue to face challenges from several angles: staff shortages, supply chain issues, increased debt, higher costs and the threat of new COVID-19 restrictions. This is making recovery harder than it looks.

Satisfaction with choice of services/shops/business



BUILDING BUSINESS

Residents were given the opportunity to suggest a new business idea for the community. More than 300 suggestions were submitted, falling into these groupings:

- ▶ Food related businesses were most frequently suggested (47%), including restaurants (not chains), greengrocers, more mini groceries in neighbourhoods, brewery, bar/pub, and speciality foods.
- ▶ New retail services (33%) with suggestions such as a bike shop, bookstore, gift shop, recreation rentals (beach-side), cooking school, more clothing and speciality wear.
- ▶ Other suggestions included a boutique hotel, bowling/games facility, and more family health practices.

WHAT CAN BUSINESSES DO TO SUPPORT BELONGING?

"I love to see leadership from businesses act on community issues and wanting to be forces for good, and not just focusing on profit. We all have a responsibility to put our concerns into action, fight systemic oppression, address climate change, and create a better future for tomorrow."

M.R. he/him, Young Adults Vital Conversation

The local economy is rated 'excellent'/'good' by 52% of residents, and more favourable by those 65 years and older (67%) and women (63%).

SUPPORTING BUSINESS

The West Vancouver and North Vancouver business communities are each served by established Chambers of Commerce and several neighbourhood business and business improvement associations. The best way to support local businesses is to buy from them and use their services, proudly. Both the WV Chamber and the Ambleside Dundarave Business Improvement Association (ADBIA) have supported business recovery through their respective stimulus programs.



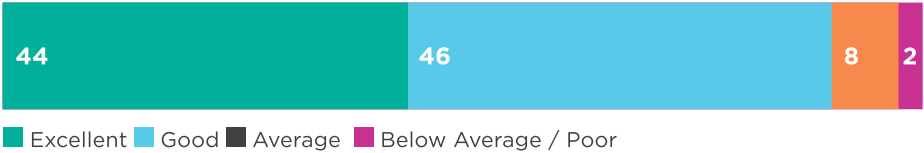
BY THE NUMBERS

Workers in Metro Vancouver need to be paid \$20.52 per hour (full time) to meet their basic needs, according to the latest calculation from Living Wage for Families BC. The figure factors in the cost of rent, transportation, childcare, food, clothing, and telecommunications. This has risen 5.2% from 2019. It is also five dollars more per hour than the province-wide minimum wage (\$15.65/hr).

Feeling Safe



HOW WOULD YOU GRADE WEST VANCOUVER WHEN IT COMES SAFETY?



West Vancouver is well served by police, fire, and emergency services with professional, civilian, and volunteer members. Safety is widely recognized as more than policing and includes having a general sense of wellness and comfort.

OVERALL CRIME IN WEST VANCOUVER IS 20% LOWER THAN THE NATIONAL AVERAGE

West Vancouver Crime Report

Type of Crime	2020	2021
Crimes Against Person (Violent Crime)	348	303
Crimes Against Property (Property Crime)	1484	1437
Drug Offences (Controlled Drugs & Substances Act)	26	14
Motor Vehicle Incident - Fatal	2	2
Motor Vehicle Incident - Injury	54	40
Motor Vehicle Incident - Damage	239	269
Youth Crime (Yth-Charged/Recommended Charges)	12	14
Domestic Violence (Intimate Partner Violence)	43	32
Frauds (all categories)	167	153
Identity Fraud	29	19

Changes to cannabis legislation have resulted in changes in the number of drug offence charges.

WEST VANCOUVER POLICE DEPARTMENT REFLECTS NEEDS OF THE COMMUNITY

Diversity: The WVPD recognizes the diversity of our community and has made important safety information on the WVPD website accessible in Mandarin, French and Farsi.

Service: Non-emergency call taking has transitioned from E-Comm to Transit Police to reduce wait times for callers. In addition, online reporting has been added.

Mental Health: WVPD has entered into a partnership with Vancouver Coastal Health, North Vancouver RCMP, and the Integrated First Nations Unit to launch the “Car 22” program. Car 22 involves having a nurse from Vancouver Coastal Health attend mental health calls with police officers.

Vision: Residents of all cultures reach out, with confidence, to the West Vancouver Police for protection and partnership.

WVPD Team: 79 Police Officers, 22 Civilians.

RESIDENTS GRADE

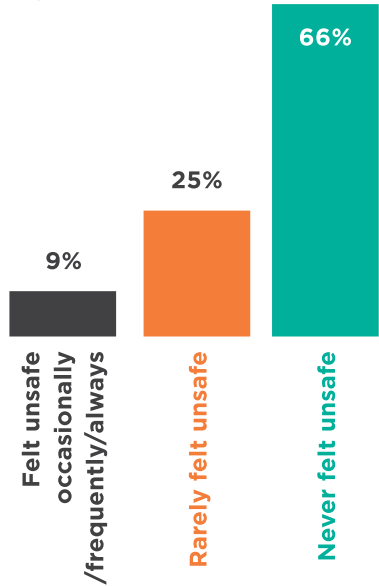
A+

Safety is overwhelmingly graded as Excellent/Good by both the survey groups and across all ages. Safety also ranks as the number one factor in what is important in choosing a neighbourhood.

SAFETY FOR ALL - LIVING WITHOUT FEAR

Survey participants were asked how often they felt unsafe because of various personal identifiers (ethnicity/culture, religion, physical presentation, gender, or sexual orientation).

Almost 1 in 10 felt unsafe in some way.



The group that reported the strongest sense of safety were Caucasian, cis-identifying, and mid/high wealth.

SAFETY IN ACTION West Vancouver Police Department



Photo Credit: WVPD

West Vancouver Rainbow Crosswalk

In June 2020, the West Vancouver Police Department unveiled the new rainbow crosswalk (16th Street at Esquimalt Avenue) to celebrate Pride month with LGBTQ2S+ members of the community. It stands as a symbol of the WVPD commitment to promote diversity and inclusion.

THE DISTRICT OF WEST VANCOUVER IS A FIRESMART COMMUNITY

West Vancouver Fire & Rescue has 97 first responders plus another 10 staff including fire prevention officers, trainers and administration. In 2021, WVFR responded to 3,599 incident calls. With teams across four firehalls they deliver prompt and effective response to fire, rescue, and medical emergencies to every corner of the community. WVFR is often involved in major situations on our mountains or along the waterfront with other agency partners or adjacent fire departments.

Additionally, WVFR provides residents with guidance to significantly reduce fire hazards in their neighbourhood, leads public education events, and undertakes fire prevention assessments for residents and businesses

EMERGENCY PREPAREDNESS

Over the past year British Columbians have witnessed catastrophic emergencies including floods, fires, and a heat dome. The recommendation is that each household has an escape plan for serious emergencies and the ability to be self-sufficient for up to 72 hrs.

The forest, marine, and mountain landscapes that make the area so beautiful also make it more prone to hazards in an era of climate change. Being prepared for a wide range of emergencies is the responsibility of local governments, businesses, and residents.

Seniors and those living alone report feeling under prepared. Natural disasters also include situations where people cannot leave their home - such as heat domes. While it is important to take care of your own situation, neighbour to neighbour connections are a key to safety.

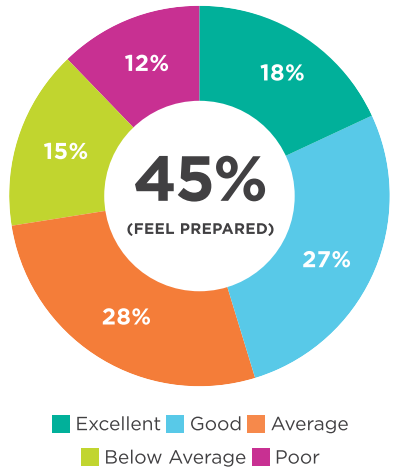
DIVERSITY BEYOND ETHNICITY

Approximately 4% of the total Canadian population (age 15 and older) identifies as LGBTQ2S+ (lesbian, gay, bisexual, transgender, queer, Two-Spirit, or those who identify with another non-binary gender or minority sexual identity).

Almost one-third of LGBTQ2+ Canadians are under 25 years old. In the most recent BC Adolescent Health Survey 11% of teens in West Vancouver (and through the Sea to Sky region) identify as something other than Straight.



When asked to assess their personal level of preparedness the results were split, with less than half (45%) feeling prepared.



Health & Wellness



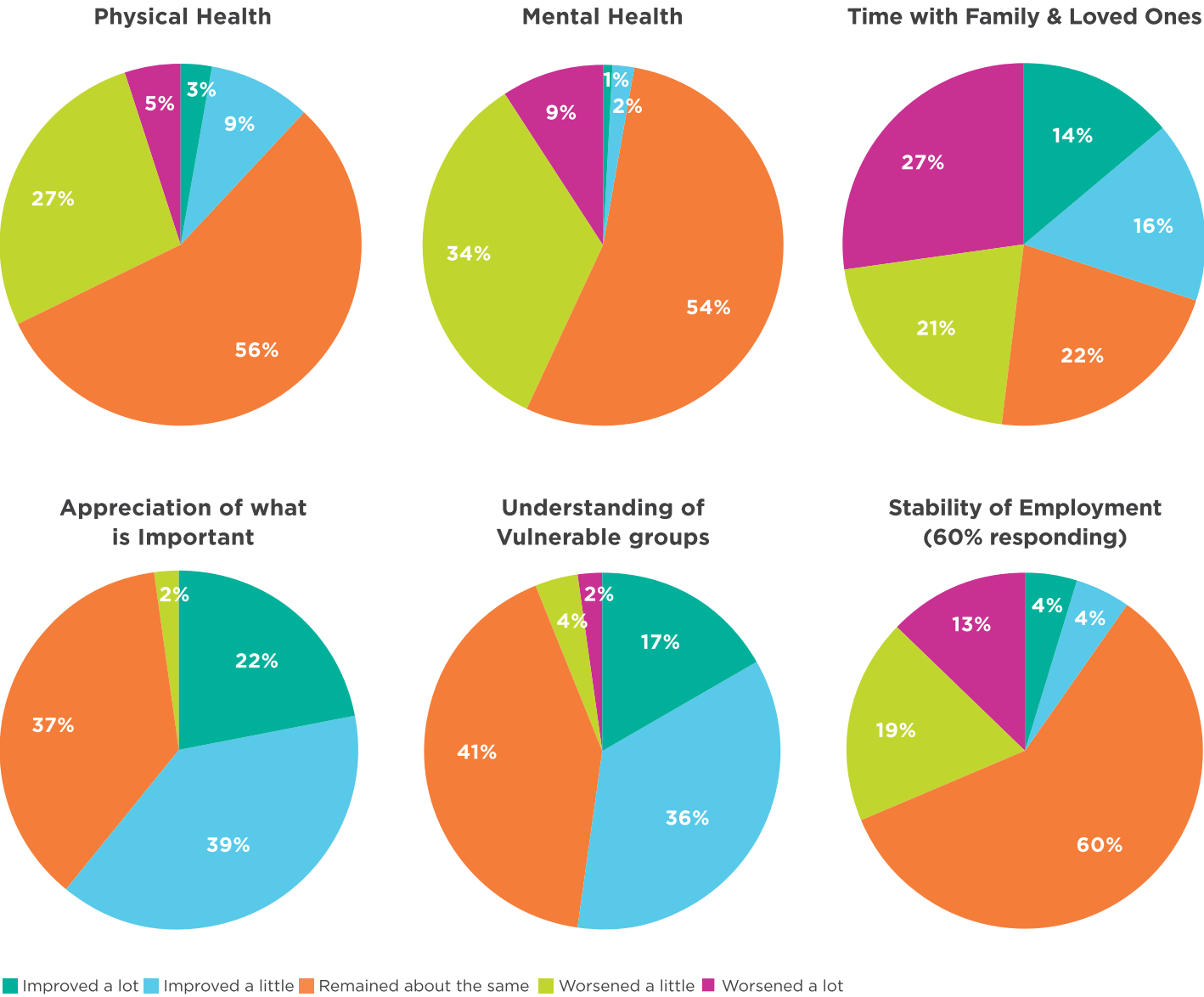
HOW WOULD YOU GRADE YOUR HEALTH AND WELLNESS ?



■ Excellent ■ Good ■ Average ■ Below Average / Poor

HOW COVID-19 PERSONALLY IMPACTED RESIDENTS

Residents assessed nine different topics with regards to how COVID-19 has personally impacted them.



Seniors (over 65) graded this area similar to their younger counterparts.

COVID-19 VACCINE COVERAGE

93% of persons in West Vancouver aged 5+ have received at least 1 dose (vs 96% for the Vancouver Coast Health region)



BC COVID-19 SPEAK REPORT (Survey on People’s Experiences, Actions & Knowledge) Round 2

Report highlights for West Vancouver/Bowen Island (which for the large part were similar)

Adults

WV		BC
75%	reported getting 150+ minutes of physical activity a week	69%
28%	reported sleeping less	30%
23%	reported drinking more alcohol	22%
25%	reported binge drinking 1+ times per month	27%
18%	reported discrimination due to the pandemic	20%
42%	reported increased household conflict	44%
56%	reported decreased connection with family	57%
79%	reported decreased connection with friends	77%

Children/ Youth

WV	
81%	reported a decrease in child physical activity
76%	reported increase in child stress
94%	reported increase in child screen time
58%	reported a decrease in child connection with family
90%	reported a decrease in child connection with friends

Recovery from the COVID pandemic goes beyond just the illness, it includes addressing the longer-term physical health, mental wellness, and social impacts through positive behaviors and supportive relationships.

A CRISIS WITHIN A CRISIS

COVID-19 often knocked the opioid crisis out of the headlines, yet the factors that led to it are still in play. Even worse, many have been amplified. Provincially, 2021 saw 2,236 illicit drug toxicity deaths.



- The BC Coroner reports West Vancouver/Bowen Island has lower rates of illicit drug toxicity deaths than some other Local Health Authorities, yet death rates increased from 5.7 per 100,000 person-years in 2019 to 13.3 per 100,000 in 2020. Illicit drug toxicity death rates remained elevated in 2021 at 11.4 per 100,000.
- These statistics highlight the importance of decriminalization in an effort to reduce and prevent drug poisoning deaths.

IN ACTION

Vulnerable Seniors

One of the earliest community responses to COVID-19 was the home delivery food program supporting vulnerable older adults in West Vancouver through the Seniors’ Activity Centre. Over time, the hardships were determined to be not solely COVID related but chronic, and included other health related needs, reflecting the hidden poverty within the wealthy concaves of West Vancouver. The Feed the Need program was established with the support of a \$100,000 matching grant from the Ian and Rosemary Mottershead Fund at the West Vancouver Foundation. *The Feed the Need fund was established at the West Vancouver Foundation in 2020 and continues to receive support through WVF.*



Community response

The response by community groups throughout COVID has been profound. Many support groups pivoted programs to hybrid delivery and for critical safety/health services they engaged in new ways to protect the welfare of clients/participants. During 2020 and 2021 the West Vancouver Foundation granted almost \$1.5 million to charities serving the North Shore.

How we Connect

SPORTS & RECREATION

LIFELONG LEARNING

ARTS & CULTURE



VIBRANCY & VITALITY COLLABORATIVE ART

Launched in 2019 by the WV Community Arts Council, the First Thursdays Art Walk is a partnership with local galleries to promote visual art and local artists in West Vancouver and encourage residents and visitors to 'Discover Where You Live Through Art' on the First Thursday evening of the summer months.

Site activations and art exhibitions are featured at the WV Art Museum, Ferry Building Gallery, Silk Purse Arts Centre, WV Memorial Library and Kay Meek Arts Centre. Each summer the community connects to create a temporary art project: 2019 – a 21 canvas mural; 2020 – a paint by numbers leaping orca; 2021 – In Your Hands wire sculpture. *A Community Grant recipient.*

Photo credit: WVCAC

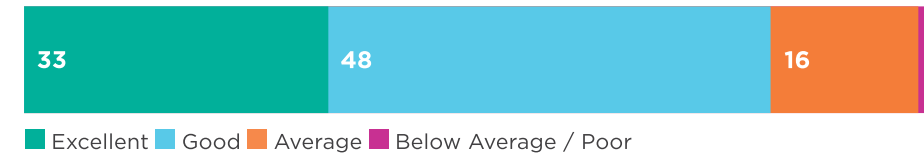
Sports & Recreation



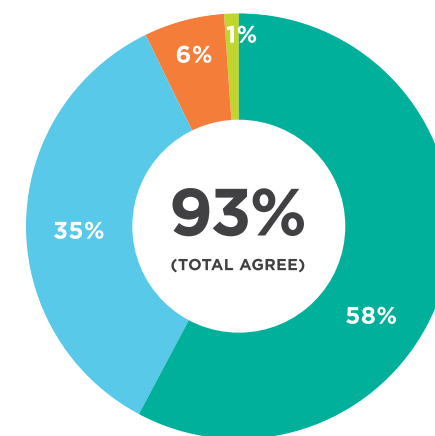
RESIDENTS
GRADE

A-

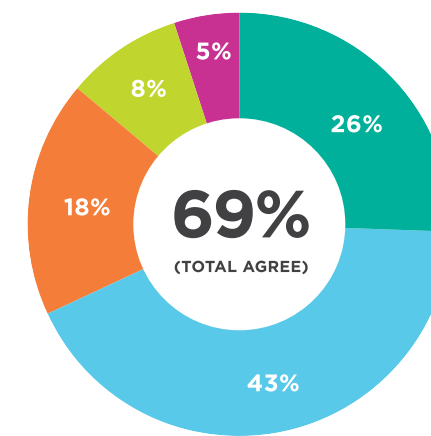
HOW WOULD YOU GRADE WEST VANCOUVER?



Sports & recreating are key to creating vibrant connected communities



Keeping free/low-cost options for sports & recreation is key to widespread accessibility



Survey participants provide unwavering and absolute support as to the role of sports and recreation in community-building.

Recreation on the North Shore includes all-season access to activities on the mountains, ocean and rivers.

Strongly Agree Somewhat Agree Neutral Somewhat Disagree Strongly Disagree

BROADER ACCESSIBILITY SEEN AS POSITIVE BY YOUTH

During the 2021 Vital Conversation with Teens, participants shared that an unexpected benefit of COVID-19 was that since schools/programs were less focused on high-performance/elite athletes, there were more opportunities for all students to participate or learn a new sport.



IN ACTION

Athlete Voice

Growing up in West Vancouver, I had access to great sporting facilities, which allowed me to try my hand at just about any sport I wanted to pursue. And I was lucky to do so. Sport formed the basis of many of my, and my families, lasting friendships. Looking back, I now realize how fortunate we were to have the range of sporting opportunities played in community facilities open to all kids growing up in the area. The hub of field hockey in West Vancouver is Rutledge Field, which in addition to local programs is the training field for both national teams and frequently hosts international tournaments. I would not be where I am now, playing for Canada's National Men's Field Hockey team, without the individual and community commitment to valuing sport and making it available for everyone in West Van.

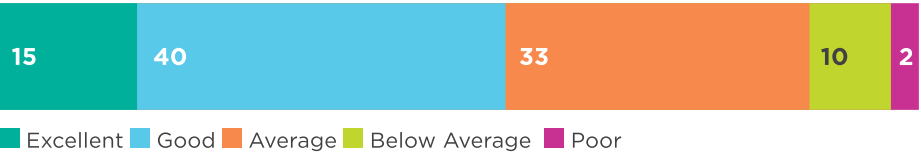
- Fin B. (He/His),
Survey participant

The West Vancouver Field Hockey Club began in 1972 and opened their fund, to build the Rutledge Field, with WVF in 2005.

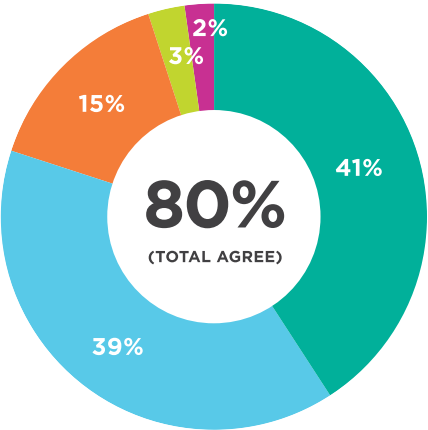
Lifelong Learning



HOW WOULD YOU GRADE LIFELONG LEARNING OPPORTUNITIES FOR ALL AGES?

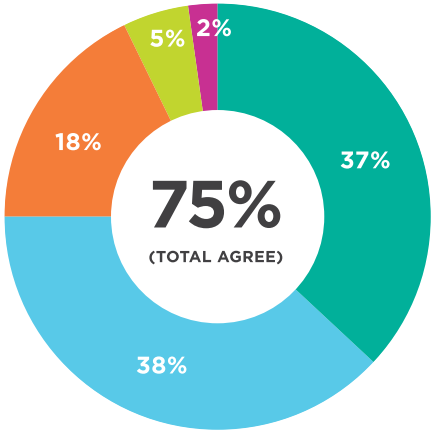


80% of residents consider learning programs as key to creating a vibrant and connected community

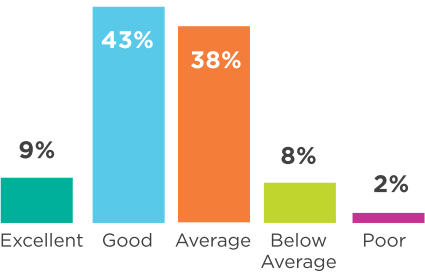


Strongly Agree Somewhat Agree Neutral Somewhat Disagree Strongly Disagree

Availability of local learning opportunities is considered important both personally and for families



Availability of Choices and Topics



Over half positively graded the availability of lifelong learning programs offered through various providers.

Those who opted in through the online survey were slightly more enthusiastic than the interviewed segment.

Over 130 participants made suggestions on what they would like to learn about through a community program.

The key themes are:

- ▶ **Indigenous culture/history**
- ▶ **Improving themselves**
Exploring arts
Personal skills (gardening, cooking, etc.)
Technology proficiency
Language courses
- ▶ **Greater understanding**
Climate issues
Environmental
History of the area/community
Cultural representation in the community
Health and wellness programs

RESIDENTS GRADE

B-

IN ACTION

West Vancouver Memorial Library - Innovation

When COVID-19 hit, it took just days for WVML to take its service offerings to a virtual format. So far, over 30,000 people have enjoyed the Library's virtual programming, which run the gamut from storytimes and virtual escape rooms, to Excel workshops, to English conversation circles for newcomers, to author readings, and more.



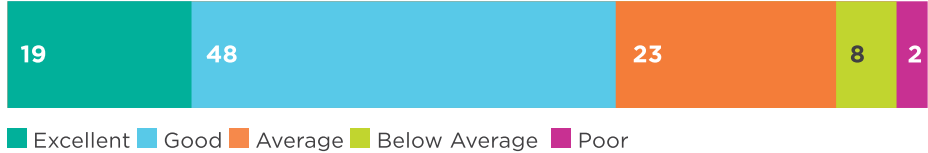
The 2019 Library On-Site & Online Survey found that 23% of those 80 years old or older lack access to technology.

In response to this, the Library launched the Dial-a-Story: A Phone-in Program for Adults and Dial-a-Story: Indigenous Storytelling by Squamish Elders programs. These programs provide a low-barrier opportunity for patrons to connect with others, as only a telephone is required for access. The Indigenous Storytelling program reached more than 230 members of our senior population, as listeners as well as storytellers.

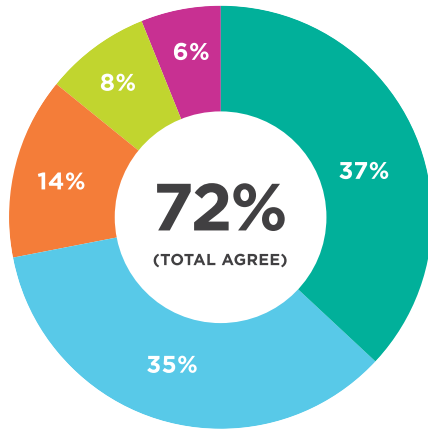
Arts and Culture



HOW WOULD YOU GRADE ARTS AND CULTURE IN WEST VANCOUVER?

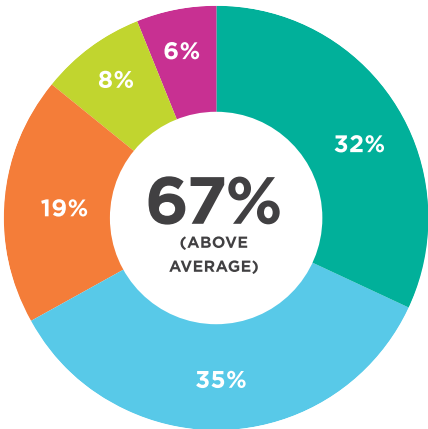


A strong arts and culture scene is key to creating a vibrant connected community



Strongly Agree Somewhat Agree Neutral Somewhat Disagree Strongly Disagree

Availability of arts and culture programs is considered important personally & for families



Excellent Good Average Below Average Poor

IN ACTION

Artist Voice

Growing up in West Vancouver I was blessed with parents, friends and educators who supported my early affinity for drawing and designing. I attended West Bay elementary school and graduated from Hillside secondary school in 1978. There I was very fortunate to have teachers, Fred Duel and Dorte' Froslev who provided a solid art foundation as I took on more advance studies including at Capilano College and Emily Carr. In the early years of my career, I balanced art with being a firefighter here in West Vancouver.

The West Vancouver I grew up in was filled with artists, architects, actors, musicians, and educators. Today, it continues to be important to support creators and contributors at every stage for a thriving community. I live in Horseshoe Bay and continued to be inspired by nature and people.

The *West Vancouver Artists Fund* was established at the WVF in 2004 by a group of local artists.

Ross Penhall, Artist (he/him)



RESIDENTS GRADE

B

Those who identified other than Caucasian rated WV arts and culture lower overall.

ARTFUL PLACES

In West Vancouver arts and culture programs are offered through locations across the community. Events such as the Bridge Festival celebrating culture, Harmony Arts with performing and visual artists, and Nowruz marking the beginning of spring, are popular and well attended along the waterfront.

Arts education, experiences, and exhibits are offered through the West Vancouver Arts Museum, Ferry Building, Silk Purse, Kay Meek Arts Centre, both community centres, plus school programs, public and private.

Over the past two years the Ferry Building has been rejuvenated thanks to almost \$2 million in federal and provincial grants. The Kay Meek Arts Centre has undertaken upgrades (including streaming equipment) valued at over \$4.2 million raised through sponsorships, major donors, government grants and public appeal.

The WV Art Museum, Silk Purse (WVAC), and the Harmony Arts headquarters operate out of refurbished older residences—some approaching the end of their useful public life. Future visual arts exhibit and learning facilities have been a key area of community engagement.

Methodology

Expanding Our Approach:

The extended restrictions during the COVID-19 pandemic required the West Vancouver Foundation Vital Signs team to rethink our approach. Based on the experience of other community foundations, we embarked on a citizen/community opinion survey which would allow us to hear directly from a broad group of those who live and/or work in the community. The goal was to better understand the perspective of residents on their quality of life, aspects of the community they love, key priority areas which require attention, and how the COVID-19 pandemic has had an impact.

Structure:

The research was conducted by Mustel Research, an independent professional market and opinion research firm based in B.C., and included two components, telephone interviews and an online survey. The questionnaire and survey comprised of over 60 questions including those which allowed participants to answer in their own words. In total over 5,000 individual comments were received. The survey work was done in-field from November 26, 2021 to January 17, 2022.

Response:

557 citizens responded to the survey. 200 interviews were conducted by telephone among a random sample of West Vancouver residents, 18 years of age and over. As well, 357 West Vancouver and other North Shore residents opted in to complete the online survey. In total 99% of the respondents either live or work on the North Shore, while 92% live or work in West Vancouver.

Quality:

The personal interview (telephone) component was managed to ensure the final sample would be representative of the community at large, including: a random selection of households; a random selection of individuals interviewed within the households; up to six calls to the selected household/individual to minimize potential bias due to non-response; and matching the sample (gender, age, area of residence) to the most recent Statistics Canada data for West Vancouver. The margin of error for this component is +/-7.1% at the 95% level of confidence. Interviewing was conducted from November 24 to December 15, 2021.

The online survey is based on a ‘self-selected’ respondent population. The survey was open to all interested individuals (West and North Vancouver) and the invitation to participate was promoted by the West Vancouver Foundation and various partners using social media, websites, newsletters, and direct outreach. The margin of error is +/-5.2% at the 95% level of confidence. (Online surveys are considered a non-probability method of surveying, and the margin of error estimates are provided as a guide only.) Access to the online survey was from November 24, 2021, to January 17, 2022.

The results from the two approaches were considered both separately and collectively. Those opting into the online survey tended to be more engaged in civic issues, and were skewed to older residents, without children at home and homeowners, resulting in some differences in responses when compared to those randomly sampled. On topics where there was alignment from both groups the consolidated results are provided. Where a key difference was identified the random, online and consulted results and/or a comment may be listed.

Assigning Grades:

90 - 100	85 - 89	80 - 84	76 - 79	72 - 75	68 - 71	64-67	60-63	55-59	50-54	0-49
A+	A	A-	B+	B	B-	C+	C	C-	D	F (fail)



Generosity

Building Community

At the close of the sixty question survey participants were asked a final question—*Is there anything further to draw attention to that has not already been addressed?*

Hundreds of responses were submitted—many providing more exacting details on the areas of mobility, housing, affordability, community planning, government and how to be a welcoming community for all. There were also suggestions around social issues such as: homelessness; vulnerable community members; Indigenous reconciliation; being more welcoming towards LGBTQ2S, BIPOC, and marginalized or underserved groups; the need for urgent climate action; and being a community that anticipates what challenges may come next.

Vital Signs reporting only scratches the surface and begins the conversations.

The power of community is that each of us can make an impact on our neighbourhood, community, family, and often someone we don't even know.

Despite divergent opinions, our common goal is to live in a place where people can contribute with optimism, build respect through dialogue and healthy exchange, and take meaningful action to make things better.

Thank you for taking the time to read this Vital Signs report. Over the next months the West Vancouver Foundation will host Vital Conversations across the community, addressing several of the themes outlined in the report. We hope you can join us.

Perhaps the greatest question now is what cause will you support with your time, talent and resources to make our community better?

A Giving Community

Overall, one in ten individuals have donated to a local charity in the past two years. The donation rate was slightly lower by those interviewed by phone. Interestingly, the group which participated via the online survey tended to be more engaged in community issues which would presumably mean they are more aware of local needs.

Each year community agencies reach out for funding which will support initiatives addressing many of the themes in this report.

West Vancouver Foundation is a leader in community-based philanthropy across Vancouver's North Shore. We work with individuals, families, and corporate donors offering a range of fund and investment options. There are also options to provide immediate support to projects, and we can help match donors with an agency that shares a passion and area of interest.

