With Gratitude

The West Vancouver Vital Signs Initiative is fully funded through partnerships with local businesses and organizations. We are grateful for this support 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.

BRITISH PACIFIC PROPERTIES  LARCO PARK ROYAL  westvancouver

Leith Wheeler INVESTMENT COUNSEL LTD

Rotary Club of West Vancouver Sunrise

British Pacific Properties  VITAL SIGNS PLATINUM PARTNER

As our West Vancouver community continues to face real and complex challenges, the hard 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 30 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, friends, 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 a 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.

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.
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 shore.

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

**VITAL SIGNS ADVISORY COUNCIL MEMBERS**

- Dr. Alexandra Cheł - Medical Health Officer
- Vancouver Coastal Health
- Stephanie Hall - West Vancouver Memorial Library
- Sue Kettler - District of West Vancouver
- Reverend Dr. Simon Lasier - West Vancouver United Church
- Chief Constable John Le - West Vancouver Police
- Wendy McCulloch - Impact North Shore
- Charlotte McLaughlin - West Vancouver Environmental Issues Volunteer
- Barbara McMillan - Engagement Advisor
- Murray Hollard - North Shore Community Resources
- Mustel Research - 2022 Community Research Partner
- Elaine McIntyre - 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.

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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 (Sḵwx̱wú7mesh Úxwumíxw) 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 Sḵwx̱wú7mesh (pronounced Sk’omish) (Squamish), Səllwətaʔ/Selilwitulh (pronounced slay-wa-tooth) (Tsleil-Waututh), and xwməq̓əyam (Musqueam) Nations.

The Importance of Place

Sḵwx̱wú7mesh Úxwumíxw (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 Sea 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, Sḵwx̱wú7mesh Úxwumíxw 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.
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)

- West Vancouver: 44,122 (+3.9%)
- District of North Vancouver: 58,120 (+9.9%)
- City of North Vancouver: 88,168 (+2.9%)

Age (Distribution by groupings)

<table>
<thead>
<tr>
<th>Age</th>
<th>0-4</th>
<th>5-9</th>
<th>10-14</th>
<th>15-19</th>
<th>20-29</th>
<th>30-44</th>
<th>45-59</th>
<th>60+</th>
<th>Average Age</th>
<th>Median Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Vancouver</td>
<td>3</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>16</td>
<td>35</td>
<td>23</td>
<td>5</td>
<td>48</td>
<td>51</td>
</tr>
<tr>
<td>District of North Vancouver</td>
<td>4</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>21</td>
<td>37</td>
<td>17</td>
<td>3</td>
<td>43</td>
<td>44</td>
</tr>
<tr>
<td>City of North Vancouver</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>4</td>
<td>31</td>
<td>35</td>
<td>15</td>
<td>2</td>
<td>43</td>
<td>42</td>
</tr>
</tbody>
</table>

Gender

- West Vancouver: 46 Males, 54 Females
- District of North Vancouver: 49 Males, 51 Females
- City of North Vancouver: 47 Males, 53 Females

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*

- West Vancouver: 52 employed, 6 unemployed
- District of North Vancouver: 67 employed, 5 unemployed
- City of North Vancouver: 70 employed, 9 unemployed

Marital Status*

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>West Vancouver</th>
<th>District of North Vancouver</th>
<th>City of North Vancouver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married/common law</td>
<td>28</td>
<td>33</td>
<td>38</td>
</tr>
<tr>
<td>Single (never married)</td>
<td>16</td>
<td>15</td>
<td>14</td>
</tr>
<tr>
<td>Widowed</td>
<td>8</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>Divorced/ Separated</td>
<td>94</td>
<td>94</td>
<td>96</td>
</tr>
</tbody>
</table>

Total Household Income*

<table>
<thead>
<tr>
<th>Income Range</th>
<th>West Vancouver</th>
<th>District of North Vancouver</th>
<th>City of North Vancouver</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;$20,000</td>
<td>10</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>$20,000-$30,000</td>
<td>14</td>
<td>12</td>
<td>17</td>
</tr>
<tr>
<td>$30,000-$40,000</td>
<td>12</td>
<td>11</td>
<td>16</td>
</tr>
<tr>
<td>$40,000-$50,000</td>
<td>10</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>$50,000-$60,000</td>
<td>8</td>
<td>8</td>
<td>11</td>
</tr>
<tr>
<td>$60,000-$70,000</td>
<td>46</td>
<td>52</td>
<td>31</td>
</tr>
<tr>
<td>Median total household income</td>
<td>$98,808</td>
<td>$103,981</td>
<td>$67,119</td>
</tr>
</tbody>
</table>

Ethnicity*

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>West Vancouver</th>
<th>District of North Vancouver</th>
<th>City of North Vancouver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aboriginal</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>European (ex. Qc)</td>
<td>60</td>
<td>71</td>
<td>64</td>
</tr>
<tr>
<td>East/SE Asian</td>
<td>23</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>West/ Central Asia &amp; East Med</td>
<td>12</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>South Asian</td>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Latin/ South American</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>African</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

Language*

<table>
<thead>
<tr>
<th>Language (Mother Tongue)</th>
<th>West Vancouver</th>
<th>District of North Vancouver</th>
<th>City of North Vancouver</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>60</td>
<td>72</td>
<td>64</td>
</tr>
<tr>
<td>Chinese (North Asian)</td>
<td>15</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>French</td>
<td>9</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>German</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Italian</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>10</td>
<td>18</td>
</tr>
</tbody>
</table>

* 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, 93% 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.

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### 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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of Life</td>
<td>A</td>
</tr>
<tr>
<td>Sense of BELONGING</td>
<td>A-</td>
</tr>
<tr>
<td>Embracing DIVERSITY</td>
<td>B+</td>
</tr>
<tr>
<td>GETTING STARTED</td>
<td>C+</td>
</tr>
</tbody>
</table>

#### Sense of well-being

<table>
<thead>
<tr>
<th>Category</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAFETY</td>
<td>A</td>
</tr>
<tr>
<td>HEALTH &amp; Wellness</td>
<td>A-</td>
</tr>
<tr>
<td>ECONOMY</td>
<td>B-</td>
</tr>
</tbody>
</table>

### How we connect

- **Sports & Recreation**: A
- **ARTS & CULTURE**: B

### Priorities moving forward

<table>
<thead>
<tr>
<th>Priority</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOUSING Options &amp; Choices</td>
<td>F</td>
</tr>
<tr>
<td>GETTING AROUND: Transportation</td>
<td>C</td>
</tr>
<tr>
<td>ENVIRONMENT</td>
<td>B-</td>
</tr>
<tr>
<td>VOICES HEARD Having a Say</td>
<td>B-</td>
</tr>
</tbody>
</table>

### 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 excite 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

<table>
<thead>
<tr>
<th></th>
<th>Excellent</th>
<th>Good</th>
<th>Average</th>
<th>Below Average/Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place to Retire</td>
<td>54</td>
<td>37</td>
<td>8</td>
<td>1</td>
</tr>
<tr>
<td>Place to Raise a Family</td>
<td>80%</td>
<td>47%</td>
<td>42%</td>
<td>12%</td>
</tr>
<tr>
<td>Place for Teens &amp; Young Adults</td>
<td>48%</td>
<td>37%</td>
<td>29%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Residents Grade

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). (Figure on slide)

- 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 neighborhood infrastructure such as lights and sidewalks.

HOW TEENS/YOUNG ADULTS ENVISION A COMMUNITY OF THE FUTURE

- Locally available health services for young people/young adults - like Foundry.
- Integrated and emergency mental health support services.
- Sustainable and vibrant communities that take environmental responsibility.
- Mix of housing options (including more rentals) creating diverse neighborhoods.
- 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

According to this community survey, these are the 10 best things about the region, ranked by the percentage of survey respondents who selected them.

Other mentions included walkability, clean environment, quality of life, friends, and family close by.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>51%</td>
<td>Natural beauty (river, nature)</td>
</tr>
<tr>
<td>36%</td>
<td>Sense of community (welcoming, my home)</td>
</tr>
<tr>
<td>30%</td>
<td>Access to ocean, secluded beaches</td>
</tr>
<tr>
<td>28%</td>
<td>Atmosphere (peaceful)</td>
</tr>
<tr>
<td>19%</td>
<td>Amenities/Restaurants &amp; shops</td>
</tr>
<tr>
<td>15%</td>
<td>Location (Close to Vancouver)</td>
</tr>
<tr>
<td>14%</td>
<td>Feeling of Safety</td>
</tr>
<tr>
<td>10%</td>
<td>Parks &amp; public spaces</td>
</tr>
<tr>
<td>9%</td>
<td>Lifestyle/Recreation opportunities</td>
</tr>
<tr>
<td>9%</td>
<td>Neighbourhood</td>
</tr>
</tbody>
</table>

What are the Most Important Issues Facing West Vancouver Today?

Ranked by the percentage of survey respondents who selected them as one of three choices.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>56%</td>
<td>Traffic congestion</td>
</tr>
<tr>
<td>46%</td>
<td>Housing/Community Planning/development</td>
</tr>
<tr>
<td>41%</td>
<td>Transportation/option/ getting around</td>
</tr>
<tr>
<td>34%</td>
<td>Community Planning/development</td>
</tr>
<tr>
<td>31%</td>
<td>Appraisals growth</td>
</tr>
<tr>
<td>25%</td>
<td>Cost of living</td>
</tr>
<tr>
<td>20%</td>
<td>Climate change</td>
</tr>
<tr>
<td>20%</td>
<td>Environmental stewardship</td>
</tr>
<tr>
<td>18%</td>
<td>ElderCare and services for seniors</td>
</tr>
<tr>
<td>15%</td>
<td>Economy/ Business stability</td>
</tr>
<tr>
<td>16%</td>
<td>Municipal government/services</td>
</tr>
</tbody>
</table>

What Will The Community be Like 10 Years from Now?

Positive social change (i.e. young families, young adults) More entertainment/businesses/restaurants More affordable housing Better/more vibrant Improved connections to Vancouver

SAME AS NOW / NO REAL CHANGE 14% DEPENDS ON COUNCIL DECISIONS 7% DON‘T KNOW 11%

WORSE 62%

- Increased density/crowded
- More traffic congestion
- Reduced quality of life/worse
- Unaffordable housing/taxes
- Negative social change

Over 500 participants shared their thoughts with somewhat disparate opinions which fell into the following themes.

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 WV 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

Together

BELONGING

WELCOMING DIVERSITY

GETTING STARTED IN THE COMMUNITY

INDIGENOUS CULTURE & RELATIONS

Photo credit WVUC.
**Belonging**

**How would you grade your sense of belonging?**

Residents Grade: A-

1. Excellent
2. Good
3. Average
4. Below Average
5. Poor

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

**How/where do people feel most connected to the community?**

- 77% Personal Friendships
- 67% Good Neighbours
- 48% Have family local
- 44% Recognized/people know my name
- 44% Recreation & Sports
- 36% Arts & Culture Events
- 36% Family history on North Shore
- 35% Volunteer work
- 32% Clubs/programs/classes

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

**How sense of belonging changed during COVID?**

- 19% Became greater
- 47% Stayed about the same
- 25% Reduced slightly
- 9% Reduced greatly (felt isolated)

Belonging has dropped by 10% since 2019

**Living in a Diverse Community**

**How would you grade the neighbourhood/community in terms of accepting people from diverse cultural backgrounds?**

Residents Grade: B+

1. Excellent
2. Good
3. Average
4. Below Average
5. Poor

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 (66%).

**Taking Action**

Neighbourhood Small Grants

The Neighbourhood Small Grant (NSSG) 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.

**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

**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

**Impact North Shore**

Reports that it takes at least 5 years for a newcomer to feel part of the community.

“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
Getting Started

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

Almost half of respondents 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 rise)
- Walkable neighbourhoods/local services
- Outdoor gathering spaces
- Public education about newcomers and their cultures
- More language classes in the community

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.

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

Sufficient support

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

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

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 Squamish nation’s community of Esh7a7, 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 Squamish (Sḵwx̱wú7mesh), the xʷməθkʷəy̓əm (Musqueam), and the səl̓ilw̓ətaʔɬ (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.
Environmental Protection ÁTL’KÁTTSEM 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’KÁTTSEM 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 12th 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.

VITAL SIGNS REPORT

Housing & Neighbourhoods

**What overall grade would you give West Vancouver for having housing choices which meet different types of residents/situations?**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Count</th>
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<tbody>
<tr>
<td>Excellent</td>
<td>15</td>
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<tr>
<td>Good</td>
<td>24</td>
</tr>
<tr>
<td>Average</td>
<td>30</td>
</tr>
<tr>
<td>Below Average</td>
<td>28</td>
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**Strong support for more housing choices**

- More housing choices for seniors who wish to stay in the community: 87% (total agreed)
- More affordable house options for young adults & young families: 82% (total agreed)
- More housing options for people who work in the community: 80% (total agreed)

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.

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

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 (Caulfield, Eagleridge, Horseshoe Bay). The eastern neighbourhoods of Ambleside through to Cedardale indicate high support for a choice of housing mix across different neighbourhoods.
WHAT IS IMPORTANT IN CHOOSING A NEIGHBOURHOOD?

- Safety: 51%
- Feels close to nature: 37%
- Friends/family in the area: 35%
- Shoes, restaurants & services local: 35%
- Sense of privacy between properties: 21%
- Welcoming feeling: 28%
- Easy access to transit: 27%
- Options for recreation/fitness: 27%
- Other mentions included close to schools, community events & festivals, and children’s programs/activities.

These desired characteristics are consistent with those mentioned in the 2017 Vital Signs Report.

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

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 aged 13 to 15.

Hollyburn Community Services Society is a Foundation grant recipient.

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 FOUNDATION

VITALSIGNS REPORT

22

23
Getting Around

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

<table>
<thead>
<tr>
<th>Grade</th>
<th>Excellent</th>
<th>Good</th>
<th>Average</th>
<th>Below Average</th>
<th>Poor</th>
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<td>10</td>
<td>30</td>
<td>29</td>
<td>18</td>
<td>13</td>
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</table>

Walkability of the Community

GRADE A

- 15% Excellent
- 41% Good
- 32% Average
- 8% Below Average
- 4% Poor

GETTING AROUND by PERSONAL VEHICLE

GRADE B

- 23% Excellent
- 37% Good
- 23% Average
- 12% Below Average
- 5% Poor

Availability of public transit to meet needs

GRADE C

- 26% Excellent
- 28% Good
- 19% Average
- 14% Below Average
- 17% Poor

Availability of bicycle pathways & bike lanes to meet needs

GRADE C

- 30% Excellent
- 24% Good
- 13% Average
- 14% Below Average
- 19% Poor

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%.

75% of those working in West Vancouver travel into the community from elsewhere.

RESIDENTS GRADE

C

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 challenging 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.”

-7 (he/him), Young Adults Vital Conversation

55% of respondents own bikes with a majority being men.

West Vancouver has 13,000 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 46% 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?

16 41 33 9 2


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, Shelter, Young Adults Vital Conversation

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

- Conservation of natural areas 45%
- Maintain access to green space & parks 40%
- Forest management & wildfire prevention 36%
- Rising ocean & flood damage planning 33%
- Climate change/climate action 30%
- Low-impact transportation planning 27%
- Air & water quality 25%
- Ambitious energy options 16%
- Protection of species at risk 13%
- Residential & business emissions reductions 10%

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

RESIDENTS GRADE

Civic Engagement

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

15 43 20 14 8


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, Hm/Hm, Forum Member

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 WV Community Grant recipient for the North Shore Young Civic Forum.
Local Economy

How would you grade the local economy in West Vancouver/North Shore?

The local economy is rated ‘excellent’/‘good’ by 52% of residents, and more favourable by those 65 years and older (57%) 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 (AOBIA) 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).

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. Hu/him, Young Adults Vital Conversation

Building Business
Residents were given the opportunity to suggest a new business idea for the community. More than 200 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 specialty foods.
- New retail services (33%) with suggestions such as a bike shop, bookstore, gift shop, recreation rentals, beachside, cooking school, more clothing and specialty wear.
- Other suggestions included a boutique hotel, bowling/games facility, and more family health practices.

Satisfaction with choice of services/shops/business

Excellent 43
Good 14
Average 12
Below Average 3
Poor 2

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.

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.

VITALSIGNS REPORT

Well-being

Local Economy

Feeling Safe

Health & Wellness

Photo credit: Mike Danks
Feeling Safe

HOW WOULD YOU GRADE WEST VANCOUVER WHEN IT COMES SAFETY?

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.

OVERALL CRIME IN WEST VANCOUVER

20% LOWER THAN THE NATIONAL AVERAGE

West Vancouver Crime Report

Type of Crime | 2020 | 2021
--- | --- | ---
Crimes Against Person (Violent Crime) | 349 | 305
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
Fraud (all categories) | 167 | 158
Identity Fraud | 23 | 19

Changes to cannabis legislation have resulted in changes in the number of drug offences charged.

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 RMCS 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.

SAFETY IN ACTION

West Vancouver Police Department

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 DISTRICT OF WEST VANCOUVER IS A FIRESMART COMMUNITY

West Vancouver Fire & Rescue has 87 first responders plus another 10 staff including fire prevention officers, trainers and administration. In 2021, WVFR responded to 3,099 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 LGBTQ2S+ 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.
COVID-19 VACCINE COVERAGE
93% of persons in West Vancouver aged 5+ have received at least 1 dose (vs 96% for the Vancouver Coastal 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: 75% reported getting 150+ minutes of physical activity a week
- BC: 69% reported a decrease in child physical activity
- WV: 28% reported sleeping less
- BC: 30% reported increase in child stress
- WV: 23% reported drinking more alcohol
- BC: 22% reported increase in child screen time
- WV: 25% reported binge drinking 1+ times per month
- BC: 27% reported a decrease in child connection with family
- WV: 18% reported discrimination due to the pandemic
- BC: 20% reported a decrease in child connection with friends
- WV: 42% reported increased household conflict
- BC: 44% reported increased household conflict
- WV: 56% reported decreased connection with family
- BC: 57% reported decreased connection with family
- WV: 79% reported decreased connection with friends
- BC: 77% reported decreased connection with friends

Children/Youth

- WV: 81% reported a decrease in child physical activity
- BC: 76% reported increase in child stress
- WV: 94% reported increase in child screen time
- BC: 58% reported a decrease in child connection with family
- WV: 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. Provincial 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 continuing to reduce and prevent drug poisoning deaths.

HEALTH CARE HEROES

The past two years have taken a heavy toll on the health care sector, including family doctors, in-care teams, hospital, and emergency professionals. New virtual health services were introduced, which improved access and helped maintain a connection with some of the most vulnerable patients—albeit at a time when basic medical access was difficult. As we move through successive waves, COVID-19 continues to put pressure on our systems. Many front-line health-care providers are experiencing PTSD-type symptoms and the sector is facing increased staffing pressures. There is a need to improve mental health and anxiety support services, address the fentanyl and “poison drug” crisis, and cope with the rapid decline of available family doctors (often due to retirement) who live and work in the community.

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 concave of West Vancouver. The Feed the Need program was established with the support of a $100,000 matching grant from the Ian and Rosemary Mottershaw 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 WV.

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.
VITALSIGNS REPORT

Sports & Recreation

HOW WOULD YOU GRADE WEST VANCOUVER?

- Excellent
- Good
- Average
- Below Average / Poor

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 unswerving 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.

93% Strongly Agree
58% Somewhat Agree
35% Neutral
18% Somewhat Disagree
6% Strongly Disagree

69% Strongly Agree
26% Somewhat Agree
15% Neutral
8% Somewhat Disagree
5% Strongly Disagree

IN ACTION

Athlete Voice
Growing up in West Vancouver, I had access to great sporting facilities, which allowed me to try my hand at almost 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.

- Finn B. (Hk/Hf)
Survey participant

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

VITALSIGNALS REPORT

BROADER ACCESSIBILITY SEEN AS POSITIVE BY YOUTH

During the 2021 Vitality 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.

VIBRANCY & VITALITY

COLLABORATIVE ART

Launched in 2018 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, Feeny Building Gallery, Elk Purse Arts Centre, WV Memorial Library and Kay Meek Arts Centre. Each summer the community connects to create a temporary art project: 2019 – a 27 canvas mural; 2020 – a paint by numbers ledging art; 2021 – In Your Hands wire sculpture.

A Community Grant recipient.

PHOTOS CREDITS: WVCAC

LIFELONG LEARNING

ARTS & CULTURE

SPORTS & RECREATION
Lifelong Learning

HOW WOULD YOU GRADE LIFELONG LEARNING OPPORTUNITIES FOR ALL AGES?

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.

Over 120 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

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 those interviewed in person.

RESIDENTS GRADE

B-

Arts and Culture

HOW WOULD YOU GRADE ARTS AND CULTURE IN WEST VANCOUVER?

IN ACTION
Artist Voice

Growing up in West Vancouver, I was blessed with parents, friends and educators who supported my early affinities 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 Durl and Dorita Frestle, who provided me with a solid art foundation as I took on more advanced 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 Horsehoe 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 Parshall, Artist (self-nominated)

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 Noveruz 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 $6.2 million raised through sponsorships, major donors, government grants and public appeal.

The WVF Art Museum, Silk Purse (WYAC), 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.

WEST VANCOUVER FOUNDATION
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.

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 +/-71% at the 95% level of confidence. Interviewing was conducted from November 24 to December 16, 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.

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, 78 years of age and over. As well, 317 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.

Assigning Grades:

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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?
Respondents were asked to describe West Vancouver/North Shore in one word. 183 unique descriptors were submitted. The word map is a compilation of the responses.