

X 1 snapshot of our community

X 10 key areas

X 115 survey responses

SUNSHINE COAST'S

VitalSigns®

2014



Contents

Foundation Message	2
Survey Highlights	3

Indicators

Our Community	4 & 5
Learning	6
Environment	7
Health & Wellness	8
Food Security	9
Housing	10
Arts & Culture	11
Low Income	12
Safety	13
Economic Health	14
Acknowledgements	15
Funding Partners	15

The Sunshine Coast Community Foundation presents Vital Signs 2014

The Sunshine Coast Community Foundation is a charitable organization that brings together people who care about the Sunshine Coast community. Our mission is

"To contribute to the quality of life on the Sunshine Coast by building endowments, making strategic grants and inspiring community leadership."

Each fall, Community Foundations from across Canada prepare Vital Signs reports, reporting on key areas of local life which are measurable, accountable and of interest to their communities. This is the third Vital Signs report produced by the Sunshine Coast Community Foundation since 2009. We believe these Vital Signs reports advance our mission by inspiring community leadership, better informing our donors about funding opportunities and helping us to make appropriate and strategic granting decisions.

Vital Signs brings community knowledge to life in one location

Each Vital Signs report is a snapshot of the Sunshine Coast community that presents our challenges and celebrates our accomplishments both through statistical data and the results of a survey of opinions of community members. We have strived in this report both to update key indicators we have reported on in the past and to incorporate important and interesting new indicators. For the first time this year we have devoted a page to indicators relating to food security which we believe is an increasingly

significant community issue.

An important goal of this report is to provide accurate, recent, objective data about our community. This continues to present challenges. With the replacement of the mandatory long form census with the voluntary National Household Survey (NHS), there is increased concern about the reliability of the information it collects. This is a serious problem. This data forms the basis for countless other statistics and reports concerning life in Canada. As we have reported on in the Our Community section, the rate of response to the NHS in our community was particularly low, making the data for our community less likely to be reliable than for B.C. or Canada as a whole. This will affect the ability of those who rely on statistics to accurately assess our community's needs and plan appropriate solutions. Because of our concerns about the reliability of the NHS data, we have included the notation (NHS) where data in this report is taken directly from that source.

We strive in this report to track trends over time. In many cases, however, we could not update the indicators we reported on in previous editions because of the change from the Census to the NHS, because some information previously available from B.C. Stats is no longer available and because of changes in how B.C. Stats calculates its population estimates. We have described these challenges more completely in the introduction to the backup data for "Our Community" and "Economic Health", available on our website.

On a brighter note, we have received extensive help from local government and from community



groups who maintain their own statistics. We believe that it is becoming increasingly important that reliable statistics are kept at the local level and that there be a forum to share those statistics for the benefit of the community generally. As in past years, the Foundation consulted extensively with community members at each step of the preparation. In addition to providing data, community experts have provided invaluable insight into local achievements, issues and challenges. The general public was invited to complete a survey to voice their opinions on the key areas. The results of the survey are shown on the next page. The Foundation board and Vital Signs management team provided support and leadership. To everyone involved, we express our sincere appreciation. Together we can "Build a Better Community for Tomorrow. Today.



Cameron Reid
Board Chair



Catharine Esson
Vital Signs Manager



Don Basham
Vital Signs Manager



2014 Community Survey Highlights

Survey Demographic Information

Survey respondents answered on-line survey questions about the issues in Vital Signs. The survey respondents included residents from all geographic areas of the Sunshine Coast, most of them long-term resident home-owners with an education beyond high school. The survey respondents were predominantly female and aged 45 years or older. Most respondents were part of a couple and only a few respondents identified themselves as visible minorities or recent immigrants.

Survey Highlights

When asked which issues the community should focus on to make the Sunshine Coast a better place, the top choices were the economy (chosen by 44% of survey respondents), unemployment (40%), and ferry service (27%). The lower priority issues, chosen by 14% or less of the respondents, were food sustainability, seniors' care, the environment, transportation, child care, poverty, and homelessness.

Detailed data available at
www.sccfoundation.com

Follow the links for Vital Signs 2014

2) How do you feel about the Sunshine Coast's overall ECONOMIC HEALTH?

Response	Chart	Percentage	Count
I think it is excellent		0.0%	0
I am satisfied with it		9.6%	11
It is OK		15.7%	18
It is a concern and needs attention		49.6%	57
It is in dire need of attention		25.2%	29
Total Responses			115

4) How do you feel about the Sunshine Coast's response to the challenges of LOW INCOME (on the Sunshine Coast)?

Response	Chart	Percentage	Count
I think it is excellent		0.0%	0
I am satisfied with it		11.6%	13
It is OK		23.2%	26
It is a concern and needs attention		46.4%	52
It is in dire need of attention		18.8%	21
Total Responses			112

6) How do you feel about the opportunity for residents to PARTICIPATE/CONTRIBUTE in our community?

Response	Chart	Percentage	Count
I think it is excellent		23.9%	27
I am satisfied with it		41.6%	47
It is OK		19.5%	22
It is a concern and needs attention		13.3%	15
It is in dire need of attention		1.8%	2
Total Responses			113

8) How do you feel about the opportunities for LEARNING/EDUCATION on the Sunshine Coast?

Response	Chart	Percentage	Count
I think it is excellent		5.5%	6
I am satisfied with it		30.9%	34
It is OK		40.0%	44
It is a concern and needs attention		22.7%	25
It is in dire need of attention		0.9%	1
Total Responses			110

1) How do you feel about the ARTS/CULTURAL environment on the Sunshine Coast?

Response	Chart	Percentage	Count
I think it is excellent		34.8%	40
I am satisfied with it		42.6%	49
It is OK		13.0%	15
It is a concern and needs attention		7.0%	8
It is in dire need of attention		2.6%	3
Total Responses			115

3) How do you feel about the Sunshine Coast's response to challenges facing the ENVIRONMENT (on the Sunshine Coast)?

Response	Chart	Percentage	Count
I think it is excellent		8.8%	10
I am satisfied with it		32.5%	37
It is OK		29.8%	34
It is a concern and needs attention		21.9%	25
It is in dire need of attention		7.0%	8
Total Responses			114

5) How do you feel about the overall HEALTH AND WELLNESS of our residents?

Response	Chart	Percentage	Count
I think it is excellent		6.2%	7
I am satisfied with it		41.6%	47
It is OK		31.0%	35
It is a concern and needs attention		17.7%	20
It is in dire need of attention		3.5%	4
Total Responses			113

7) How do you feel about availability of suitable HOUSING on the Sunshine Coast?

Response	Chart	Percentage	Count
I think it is excellent		3.6%	4
I am satisfied with it		18.8%	21
It is OK		32.1%	36
It is a concern and needs attention		35.7%	40
It is in dire need of attention		9.8%	11
Total Responses			112

9) How do you feel about SAFETY on the Sunshine Coast?

Response	Chart	Percentage	Count
I think it is excellent		21.8%	24
I am satisfied with it		50.0%	55
It is OK		25.5%	28
It is a concern and needs attention		2.7%	3
It is in dire need of attention		0.0%	0
Total Responses			110



Our Community

After 15 years of growth, the Sunshine Coast's population has hit a plateau. Few newcomers have moved here since 2011 and fertility rates in women are down. Our population has shifted to an older demographic. In 2011, the median age on the Sunshine Coast was 51.6 years old, almost 10 years older than the median age for the province.

Population

The Sunshine Coast's population has almost stopped growing in the past few years. As of 2013, the population was holding steady at around 29,000 people living in 14,726 households. The number of young people is dropping while the number of older adults is increasing: 46% of our population was 55 or older in 2013. For the Aboriginal population, the age distribution is the opposite, with a higher percentage of teenagers and youth and a lower percentage of elders. In 2011 the Coast's Aboriginal population was 5% of the total population, but 12.8% of people aged 15-19 were Aboriginal. (NHS)

Population per age group:

Age Group	2010	%	2013	%
0 - 14	3738	13.1	3519	12.1
15-24	2819	9.9	2758	9.5
25-34	2110	7.4	2121	7.3
35-44	3009	10.5	2811	9.7
45-54	4891	17.1	4437	15.3
55-64	5491	19.2	5834	20.1
65-74	3583	12.5	4393	15.1
75 +	2949	10.3	3144	10.8
TOTAL	28,590		29,017	

Non response rate

In 2011 Statistics Canada replaced the long form census with the voluntary National Household Survey. The Sunshine Coast's Global non-response rate (percentage of people who did not complete the survey in whole or in part) was 36%, much higher than the 26.1% GNR for both B.C. and Canada as a whole. Stats Canada reports the GNR as an indicator of data quality and does not publish survey results where the GNR is higher than 50%.

Regional Socioeconomic Index

The Sunshine Coast ranked third best among 26 regional districts in B.C. in the Regional Socioeconomic Index for 2012. This index, compiled by B.C. Stats, is a weighted composite of statistics measuring crime, health, education, human economic hardship, children at risk and youth at risk. These statistics are described more fully in later sections of this Vital Signs report.

How the Foundation is helping

Since the Foundation's inception in 2003, it has created 39 endowments with total contributed capital of over \$3.4 million. The Foundation has donated almost \$300,000 since 2003, including \$98,000 in 2014, to 170 community projects on the Sunshine Coast in a wide variety of charitable areas.



Our Community *(continued)*

Immigration and migration

The number of newcomers to the Sunshine Coast has decreased sharply since 2010. In 2011-12, for the first time since 1999, more people left the Coast than moved here, creating a net outflow of 25 people. As of 2011, 17.1% of the Sunshine Coast's population (4,790 people) was born outside of Canada. All but 405 of them immigrated before 2006. The most common countries of origin were the United States, the United Kingdom, Germany and the Philippines. 79.3% of the immigrants who moved here between 2007 and 2012 were working age adults with at least some post-secondary education, and 92.2% spoke English or French.(NHS)

Provincial gaming grants

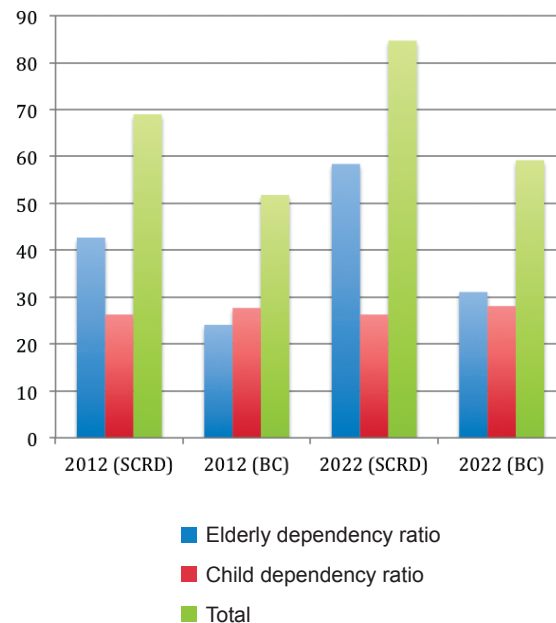
Sunshine Coast community organizations received \$806,445 from B.C.'s Community Gaming Grants program in 2013-14. This was an increase from the 2010-11 low point of \$541,115, but still 20% lower than the \$1.03 million in grants in 2008-09, before the province cut back the program.

B.C. Ferries

Ferry ridership dropped about 5% from 2006 to 2013, reaching a low of 1,076,644 cars and 2,501,900 passengers in 2012-13. Late ferries are increasingly common. In 2013/14 only 76.6% of ferry sailings left within 10 minutes of the scheduled departure, down from 87.5% in 2012.

Projected dependency ratios

B.C. Stats projects that by 2022 the combined elderly and child dependency ratios for the Sunshine Coast will reach 84.7%. The elderly and child dependency ratios compare the number of seniors and children in a community to the number of people of working age (18-64).



Did You Know?

- On the Sunshine Coast 47.2% of young adults (ages 20-29) live in their parental home. The provincial average is 41.1%.
- As of July 2014, there were at least 180 organizations on the Sunshine Coast that rely, at least in part, on volunteers.
- The municipalities of Gibsons and Sechelt have grown faster than the rural areas of the Sunshine Coast. In the 10 years from 2003 to 2013, the population of Gibsons grew 11.7%, Sechelt grew 17%, the Sechelt Indian Government District grew 5.1% and the unincorporated areas of the SCRDC grew 5.2%.





Learning

The education system is performing solidly on the Sunshine Coast, with an improving graduation rate, but there is a worrisome number of children and youth at risk. School District 46 was one of the first in the province to use tests developed by the Human Early Learning Partnership to access data about student vulnerability, as reported below.

Grade 12 graduation

The Sunshine Coast's high school graduation rate is gradually improving, particularly for boys and Aboriginal students. In 2012-13 our six-year completion rate was 79.7% for all students, 77.7% for boys and 81.8% for girls. These numbers are about two percentage points lower than the provincial averages.

Vulnerable students

In 2010-13, 38% of Sunshine Coast kindergarteners were rated as vulnerable on at least one scale of the Early Developmental Instrument, which assesses school readiness on five scales. That is an increase from 30% vulnerable students in 2009-2011, and much higher than the provincial average of 32.5%. The Middle Years Development Instrument, a survey given to Grade 4 students, suggested 25% had low well being in 2013.

Number of K-12 students

Our school population continues to shrink. 3,069 students were enrolled in School District 46 in 2013-14, compared to 3,811 students in 2006-07. Over the same time the number of Aboriginal students remained relatively steady, with 574 students in 2013-14.

Class size

Class sizes in 2013-14 averaged 19 students in kindergarten, 21 in Grades 1-3, 23.3 in Grades 4-7 and 22.7 in Grades 8-12, slightly fewer than the provincial average. Five of the district's 365 classes had more than 30 students.

Composite Indices of Education

In 2012 the Sunshine Coast was ranked 4th best out of 26 regional districts on the B.C. Stats Composite Index of Education. This index combines statistics on Grade 4 test scores, provincial exam completion, high school graduation and post-secondary credentials. However, the Coast ranked 11th best on the index of youth at risk and 14th best on the index of children at risk. These indices include statistics on welfare, crime, children in care, infant mortality, graduation rates and test scores.

Library use

Public library use is changing. There were 15,664 library cardholders in 2012, down from 17,223 in 2010, and total circulation dropped by 10%. During the same period, the number of virtual library visits grew five-fold, from 18,560 in 2010 to 96,293 in 2012.

Post-secondary studies

More than 60% of Sunshine Coast grads continue on to post-secondary studies, but many wait several years before doing so. By 2012-13, students who graduated in 2010 had entered 22 different post secondary institutions in B.C., including Capilano University (27.9%), University of Victoria (18.8%), and BCIT (6.7%).

How the Foundation is helping

In 2014 the Foundation provided funding to five projects in School District No. 46, including the High School Work Certificate and Tween Summer Engagement programs in Sechelt, the Summer Reading: The Key to Success program in Gibsons and programs at Chatelech and Elphinstone high schools, as well as scholarships for recent high school graduates.

Did You Know?

278 students in School District 46 received 154 bursaries and scholarships in 2014. The total value was \$216,742, plus one award of four years of tuition.



Environment

The Sunshine Coast continues to gradually improve its conservation of water and landfill space. New initiatives to reduce car traffic include Bike to Work Week and the Sunshine Coast Car Co-op. Region-wide environmental pressures are evident in the increasing numbers of invasive plants and Red-listed species at risk of extinction. But the dramatic recovery of the Sakinaw Lake sockeye salmon from the near-zero returns of adult fish to the lake in 2006-2009 provides an example of environmental resilience. The Sakinaw recovery strategy involved the Department of Fisheries and Oceans, local volunteers, the Sechelt Indian Band and other First Nations.

Water use

In 2013 the average water use on the Sunshine Coast was 517 litres per person per day, 12% less than the use in 2008. Summer water use remains high. In 2013, the average summer use was 613 litres per person per day, only a 2% drop from 627 litres in the summer of 2010. The average 2013 winter use was 392 litres, down from 432 litres in the winter of 2009-10. These figures include commercial as well as residential water use.

Year	Litres	
2008	578	
2009	573	
2010	524	Average Daily Water Use
2011	511	(litres per person per day)
2012	504	
2013	517	

Residential disposal and recycling

The amount of waste each Sunshine Coast resident sends to the landfill continues to drop steadily, from 440 kg /year in 2010 to 330 kg/year in 2013. In 2012, the SCRD ranked fifth best out of the regional districts in B.C. for its per capita disposal rate. The per capita diversion of waste (through recycling and reuse) dropped from 320 kg /year in 2010 to 290kg /year in 2013.

Modes of transportation

Commuters still travel mostly in cars, vans and trucks, but

other modes of transportation are gradually increasing. In 2011, 76% of commuters drove, 6% were passengers in vehicles, 7% took public transit, 8% walked, 1% bicycled and 3% used other methods (NHS). Ridership on Sunshine Coast Transit held steady in 2012-13 with 500,305 rides. That was down from 510,412 rides in 2011-12, but still slightly higher than the five-year average ridership.

Endangered species

Eight Sunshine Coast species are now on the provincial Red List of extirpated, endangered or threatened species. Three butterflies, the Western Branded Skipper, the Silver Spotted Skipper, and Johnson's Hairstreak, and a snail, the Threaded Vertigo, were added to the Red List since 2011. The other local Red List species are Northern Goshawk (a bird), Western Painted Turtle (a reptile), Northern Abalone (a shellfish), and Common Wood-nymph (a butterfly).

Invasive plants

Invasive plants that compete with native species are a significant threat to biodiversity on the Sunshine Coast. Twelve plants are now on the Coastal Invasive Species Committee's "eradicate" list, including Scotch Thistle, Giant Hogweed, and Orange Hawkweed. Other invaders, such as Knotweed, Yellow Archangel and Poison Hemlock, are on the "contain" list because their infestations are so well established that eradication is not possible.

How the Foundation is helping

In 2014 the Foundation funded projects for the SC Natural History Society, SC Conservation Association and SC Wildlife Shoreline Stewardship.

Did You Know?

The endangered Sakinaw Lake sockeye species is recovering. As of Aug. 6, 2014, 439 adults had returned to Sakinaw Lake, making this the fourth season in a row with triple-digit returns. Two elements of the recovery strategy are a captive breeding program and the delay of fishing in the Johnstone Strait until the last week of July, after many of the returning Sakinaw sockeye have migrated through.





Health and Wellness

The Sunshine Coast is a very healthy place to live. But there are areas of concern for health professionals, particularly among youth at risk. There is a need to attract more doctors here.

Composite Index of Health

In 2012 the Sunshine Coast was one of the healthiest parts of the province (ranked the fourth best out of 26 regional districts), according to the Composite Index of Health compiled by B.C. Stats. This index is based on life expectancy, infant mortality, and potential years of life lost due to premature deaths.

Public recreation facility use

The SCRD's public recreation facilities remained consistently busy during the past four years, according to counts of membership usage (number of visits by card-holding members plus drop-in admissions). In 2013, total membership usage for all five rec facilities reached a record high of 191,599, up 2% from 2012 but only slightly higher than the usage rates in 2010 and 2011.

Vaccination preventable diseases

The vaccination rate for kindergarten age students on the Sunshine Coast is high. In 2012-13, 92.8% of children received at least the first shot in the recommended series of immunizations for measles, mumps, and rubella. 87% of children received at least four doses of diphtheria, pertussis, and tetanus. The vaccination rates were lower for subsequent doses. The incidence of all these diseases is very low in the Sunshine Coast Local Health Area. From 2011 to 2013, the only vaccine preventable diseases reported among children aged birth-6 were four cases of influenza and one case of pertussis.

Children in Care

The Sunshine Coast has a high proportion of children and youth in government care, ranking tenth worst of 26 regional districts in B.C. In 2012 the SCRD had 16.4 children in care per 1,000 population, compared to the provincial average of 9.1 per 1,000.

Youth alcohol and smoking

Alcohol and tobacco use is common among teenagers on the Sunshine Coast. In a 2013 survey of high school students, 54% said they had tried alcohol or drugs and 21% had tried tobacco. Of those who had tried alcohol, 42% reported having five or more drinks on at least one occasion in the last month. Of those using tobacco, 21% said they started at age 12 or younger.

Number of doctors

In 2013 the Sunshine Coast Local Health Area had a population of 827 people for each of its 37 general practitioners. That is a higher ratio than some other health areas of similar size, such as Nelson (555 people per GP), Salmon Arm (623) and Caribou – Chilcotin (765).

How the Foundation is helping

In 2014 the Foundation provided funding to the Pender Harbour Aquatic Centre, SC Trails Society, SC Lions Club, St. Mary's Hospital, SC Special Olympics, Pender Harbour Health Centre Society and SC Hospice Society.

Did You Know?

- The Pender Harbour Seniors Housing Outreach Healthy Meals Program served 1,670 meals in 2013.
- 89 seniors received services from the Better at Home program from October 2013 to June 2014.



Food Security

Our region has a long history of agriculture, but farming has declined here, largely for economic reasons. The Sunshine Coast currently produces only about 2% of the food it consumes. Food costs in B.C. continue to rise steadily, making it harder for people with lower income to eat a healthy diet.

Food Bank costs

The Sunshine Coast Food Bank reports a dramatic increase in the cost of the food it provides locally, from \$1.99 per bag of food in 2010 to \$3.13 in 2013. In total, the four Sunshine Coast food banks assist about 1,855 people per month.

Farm land use

The Sunshine Coast has 3,981 hectares in the Agricultural Land Reserve, but only about 500 to 600 hectares of that is being actively farmed. The total number of farms in the SCRD declined from 96 in 2006 to 89 in 2011. The average farm size decreased from 6.1 hectares in 1996 to 2.8 hectares in 2011. The top crops were pasture and forage for livestock, mixed vegetables, tree fruits and berries.

Farm operators

In 2011, 130 people on the Sunshine Coast identified themselves as farm operators. Farming was a part-time occupation for most: 54% of the farm operators worked less than 20 hours a week on their farms, and 68% had paid work outside of their farms. Their average age was 55.7 years old, two years older than in 2006, which is typical for farmers throughout B.C.

Economics of farming

Sunshine Coast farms employed workers for a total of 1,641 weeks of paid work in 2010, increased from 888 weeks in 2006. Only six Coast farms had gross receipts over \$100,000 in 2011, and 69% of farms had gross receipts under \$10,000. The average gross revenue was \$4,106 per hectare, similar to farms on Vancouver Island. But taking expenses into account, many local farms were operating at a loss. In a survey of local farmers, 78% indicated they grow products for their own use, 66% sell locally and 20% sell off the Coast.

Organic farming

83% of farmers said they used organic methods and principles, but only 10% are certified organic.

Climate change

A projection of climate change in the SCRD's agricultural area plan predicts that by 2020 the Sunshine Coast will be significantly warmer and drier than it was in the years 1961 to 1990. The projection is for 13 more frost-free growing days per year, 7% less rain in summer and 3% more precipitation in winter. This change could have negative impacts on agriculture, but could also open opportunities for crop diversification.



How the Foundation is helping

In 2014 the Foundation funded projects for the Gibsons Farmers Market infrastructure, St. Hilda's Anglican Church Shared Abundance Co-op Kitchen, St. Bart's Food Bank and the Breakfast for Kids program.

Did You Know?

- In an emergency, the Sunshine Coast has only about a three-day supply of food for humans and house pets.
- A family on social assistance consisting of a single mother with two children would receive \$375 a month for food. Assistance levels in B.C. have not increased since 2007.





Housing

A much higher proportion of housing on the Coast is single detached homes than in BC generally. The lack of affordable housing, both for renters and mortgage holders, remains an urgent problem.

Housing Stock

The Sunshine Coast has more than twice the rate of unoccupied homes as the rest of the province. In 2011, 22% of private dwellings on the Sunshine Coast were not occupied by their usual resident, compared to 10% for all of B.C.. Of about 12,840 occupied dwellings, 82% were single detached homes (compared to 48% for B.C.), and 81% were owner occupied rather than rented (compared to 70% for B.C.). (NHS)

House Prices

As of July 2014 the MLS Benchmark House Price representing a "typical" detached house was \$353,900, a 6.2% decrease in three years. During that time the benchmark house prices in most nearby communities increased significantly.

Residential Building Permits

New single-family house construction on the Sunshine Coast remains in a steady decline, down to 91 new building permits in 2013 from a high of 300 in 2006. The year-to-date figures for 2014 show a further 6% drop.

Cost of Housing

In 2011 26% of all Sunshine Coast households spent 30% or more of their total income on housing, above the amount considered "affordable." Unaffordability was much worse for the Coast's rental tenants, of whom 47.5% were spending more than the affordable level for housing. The average monthly shelter cost for Sunshine Coast was \$986 for renters and \$979 for homeowners. For new home buyers, the gap between the affordable and actual cost is significant. In 2010/11, the affordability gap between what a household earning the median household income of \$55,708 could afford and the median home price of \$413,969 was \$149,969.

Affordable Housing

Subsidized housing is in short supply on the Coast. In 2013, 715 households were receiving some form of government housing subsidy. More than half of them were seniors. 43 households were on the B.C. Housing Registry wait list for affordable housing, and another 20 families were on the Coast Housing Society's wait list for low-income housing.

How the Foundation is helping

The Foundation has provided funding for two community forums on affordable housing in the past 10 years. In 2014 the Foundation provided funding for the Arrowhead Centre.

Did You Know?

Local residents made 68 calls to the bc211 help line since March 2014, when the United Way extended the program to the Sunshine Coast. Housing was the top concern for men: 56% of male bc211 callers asked for help with housing and homelessness. Health was the most common issue for women (28% of female calls).



Arts and Culture

Arts and culture are strong in our community, providing employment, tourism attractions, and recreational resources for residents. Maintaining a strong volunteer force is a vital challenge for the arts and culture sector.

Employment in the arts

Arts, culture, recreation and sport accounted for 4.92% of the Sunshine Coast's employment in 2011, and artists made up 1.92% of the Sunshine Coast's experienced labour force. These figures are much higher than the provincial and national percentages. (NHS)

Government support

The provincial government has increased its gaming grants support for arts and culture after many organizations protested the cuts to the program in 2011. In 2013-14 Sunshine Coast arts organizations received \$54,000 in gaming grants from the province, almost double the 2010-11 low of \$28,440. Local grants for arts and culture from Gibsons, Sechelt and the SCRD totalled \$94,350 in 2011, \$59,600 in 2012, \$58,516 in 2013 and \$71,862 to date in 2014.

Diversity and strength of arts sector

In 2014 the Coast Cultural Alliance's Purple Banner Tour of art studios listed 109 locations (99 on the Lower Sunshine Coast), up from 63 in 2011. The Sunshine Coast Arts Crawl weekend has grown greatly since it began in 2010. In 2013 visitors signed in for 20,000 visits to 122 studios and galleries throughout the Sunshine Coast and Powell River. Arts Crawl sales were more than \$135,000, a 30% increase from 2012. Some well-established annual events routinely sell out their venues, such as the Coast Recital Society, which had 1,890 attendees for seven events in 2013-14, and the Sunshine Coast Festival of the Written Arts, which in 2013 had attendance of 8,925, amounting to 90% of its total capacity.

How the Foundation is helping

In 2014 the Foundation provided funding for 10 Arts and Culture organizations including the SC Festival of the Written Arts, Coast Cultural Alliance, Deer Crossing the Art Farm Society, Gibsons and District Public Library, SC Quilters Guild, SC Arts Council, Sechelt Public Library, SC Community Services (Music for Youth), Gibsons Jazz Festival and the SC Botanical Garden Society.

Did You Know?

In 2014 Sunshine Coast Community Services hired a new settlement and outreach worker to support the immigrant community. Community Services also hosts large community multicultural events each year.





Low income

Overall, poverty is a smaller problem on the Sunshine Coast than in the past. In 2012 the Sunshine Coast ranked fifth best of 26 regional districts (improved from seventh in 2009) on the BC Stats Indicator of Human Hardship, an index combining several different measures of poverty. But when we look at age categories, there are big differences. Compared to other communities in B.C., the Sunshine Coast has fewer seniors living in poverty, but more youth on welfare.

Emergency Shelters

Between November 2013 and March 2014, the Cold Weather Shelter and Extreme Weather Emergency Shelter combined provided 758 stays on 126 nights. On average, six people stayed in the shelter per night.

Government Income Subsidies

In most categories, our welfare rates have dropped and are lower than the provincial average. In 2012, 0.7% of the Coast's employable people were receiving welfare, down from 1.0% in 2010. However, for youth the welfare rates have increased: 2.3% of Sunshine Coast residents aged 15-24 received welfare in 2012, higher than the provincial average of 1.8%. Our senior citizens are better off. In 2012, only 0.9% of Old Age Security recipients on the Sunshine Coast received the maximum income supplement, compared to 2.9% of all B.C. seniors.

Access to Recreation and Sports

More people are using the Leisure Access Scholarship program, which provides people with low income a discount for SCRD recreation programs and memberships. In 2013 the scholarships totalled \$145,364, up from \$108,951 in 2011. In 2013 the Sunshine Coast chapter of KidSport gave \$21,296 in grants to 126 children to participate in sports. Since this chapter was launched in 2009 it has granted \$93,109 to 606 children.

Breakfast for Kids

During the 2013-14 school year, the Breakfast for Kids program spent \$11,556 on food, up from \$7,677 in 2011-12. More than 1,000 students in School District 46 used the breakfast program at least once during the year, and more than 400 students depended on it daily.

Poverty Rate

In the 2011 National Household Survey, 13.1% of SCRD residents were classified as low income, which is better than the rates for B.C. (16.4%) and for Canada (14.9%). Only 8% of Sunshine Coast seniors were considered low income, while 15.4% of children were in low income families. Because of a change in methodology, these numbers are not comparable to the low income rates reported in the past. (NHS)

How the Foundation is helping

In 2014 the Foundation provided funding to KidSport SC, SC Community Services Society and the SC Community Resource Centre (the Seniors Planning Table).

Did You Know?

In 2011, 51.8% of the workers on the Sunshine Coast earned less than \$30,000. (NHS)



Safety

The Sunshine Coast continues to be a very safe community. Based on 2009-2011 data, the Sunshine Coast ranked fifth best out of 26 regional districts, with very low rates of serious violent crime, serious property crime, motor vehicle thefts, and non-cannabis drug offences. Our volunteer safety organizations are strong, but the increased level of training required of firefighters makes it more challenging to recruit new volunteers.

Volunteer fire departments

The Sunshine Coast's volunteer fire departments face increasing responsibilities beyond fire fighting. Out of over 600 calls to the Sechelt, Gibsons, Roberts Creek and Pender Harbour fire departments in 2013, only 114 were for fires; 209 calls were for motor vehicle accidents or medical assistance. Many of the other calls were false alarms or for "non-fire" issues such as fallen trees, downed hydro wires, or smoke complaints.

Crime rates

Crime rates are low and declining on the Sunshine Coast. At 848 per 100,000 persons in 2013, the Coast's violent crime rate was 22.4% below the national average and 32.8% below the provincial average. That rate had decreased 21.1% since 2012 and 51.1% since 1998. All other crime categories (property crime, criminal code traffic violations, and motor vehicle theft) followed the same pattern: steadily declining crime rates that are much lower than the provincial and national averages.

	2011	2012	2013
Crimes Against Person	660	606	541
Crimes Against Property	1524	1186	1228
Drug Offences	290	220	253
Motor vehicle - Fatal	0	4	0
Motor vehicle - Injury	90	93	90
Motor vehicle - Damage	224	272	260
Youth Crimes	11	4	5
Domestic Violence	90	68	59

Volunteer emergency programs

In 2013, the three local stations of Royal Canadian Marine Search and Rescue responded to 70 incidents at sea, assisting 37 people and preserving \$2.5 million worth of property. Sunshine Coast Search and Rescue responded to more than 14 incidents and assisted 18 people. Emergency Social Services assisted two people.

Paramedic service

The three local paramedic stations responded to 5,830 calls in 2013. Critical care and infant transport flight paramedics responded to another 148 incidents. Five full-time and 66 part-time paramedics staff the Coast's three stations.

Restorative justice

Referrals to the Community Justice Program have dropped in recent years. The program handled 25 referrals in 2013, 32 referrals in 2012 and 26 referrals in 2011; its busiest recent year was 2008-09 with 72 cases.

Transition House

The call volume for the Yew Transition House has increased from 591 calls in 2011 to 846 calls in 2013. In the first seven months of 2014, the transition house received 466 calls for assistance and sheltered 33 women and 13 children.



How the Foundation is helping

In 2014 the Foundation provided funding to the SC Royal Canadian Marine Search and Rescue for completion of their boathouse and established the new Ken Moore Marine Rescue Endowment fund.

Did You Know?

The average age of the volunteer firefighter with the Gibsons and District Volunteer Fire Department is 39 years old and the average length of service is 9 years.



Economic Health

The Sunshine Coast's economy has weathered five tough years, but some key economic indicators are now trending upwards, encouraging cautious optimism. On the down side, there is a lack of jobs for young adults.

Employers

Howe Sound Pulp and Paper, the Coast's largest business, employed 527 people in 2014, up from its 2009 low of 440 employees. In 2011, the sectors employing the most people on the Sunshine Coast were retail trade (1,975 workers), health care and social assistance (1,675 workers), and construction (1,530 workers). Overall, the goods sector accounted for 23.4% of the experienced labour force, and the services sector 76.7%. (NHS)

Income

In 2010, the median income for individuals on the Sunshine Coast was \$28,795. The median income for families was \$68,614. The composition of income reflects our high population of retired people. Employment provided only 63.8% of Sunshine Coast incomes (compared to 73.7% for B.C.), while pensions and other retirement income provided 23.6% of incomes (compared to 13.9% for B.C.). (NHS)

Employment

As of May 2011, employment levels were relatively low on the Sunshine Coast. Only 54.5% of Sunshine Coast residents 15 and older were employed, 4.2% were unemployed (compared to 5% unemployed for all of B.C.) and 41.3% were not in the labour force (compared to 35.4% for all of B.C.) (NHS). However, unemployment rates on the Coast have dropped in the past three years. In April 2014, 250 people collected regular employment insurance, compared to 350 in April 2011.

Small business

We are a community of small businesses: 99% of Sunshine Coast businesses have fewer than 20 employees, and 84% have no official employees at all, relying instead on the work of business owners, family members, and contracted workers. And those small businesses are proliferating. In 2013 there were 7,872 total business locations on the Sunshine Coast.

Retail

Retail sales on the Sunshine Coast grew steadily from 2007 to 2012. In 2012 retail sales were \$369 million, a 10.2% increase over 2011.

Construction

The SCRD's building permit figures suggest the Coast's construction industry has not yet recovered from the recession. The total value of building permits issued in 2013 was a record low of \$66.3 million, and the annual building permit total has not exceeded \$100 million since 2007. However, in June 2014 the year-to-date increase in building permits was 24.5%.

How the Foundation is helping

In 2014 the Foundation provided funding for the SC Community Services Society in support of the Female Entrepreneurship Opportunity program. Several of the Arts and Culture events funded by the Foundation contribute to our economy through tourism.

Did You Know?

Howe Sound Pulp and Paper awarded 18 apprenticeships to workers between 2009 and 2014.



Acknowledgements

SCCF Board of Directors

Chair
Cameron Reid

Vice Chair
Chris Fawcus

Secretary
Catharine Esson

Treasurer
Richard Wilson

Directors

Anne Titcomb

Art Peterson

Barrie Wilbee

Bruce Morris

Chris Reid

Gerry Tretick

Shelley McDade

Vicki Dobbyn

Executive Director
Sandra Cunningham

Vital Signs Management Team

Catharine Esson
Co-Manager

Don Basham
Co-Manager

Barrie Wilbee

Cameron Reid

Cathie Roy

Dale Eichar

Elise Rudland

Kerry Mahlman

Vicki Dobbyn

Report Writer

Nancy Moote

Research

Catharine Esson

Centre for the Study of Living Standards in Ottawa

Community Survey

Sandra Cunningham

Layout & Editing

Cathie Roy (Coast Reporter)

Eric Pinfold (Coast Reporter)

Photos

Cathie Roy

Coast Reporter

Rand Rudland

Vancouver Coastal Health

Royal Canadian Marine Search and Rescue

John Clarke

Special thanks to:

Coast Reporter

Sunshine Coast Regional District Staff

Sunshine Coast Credit Union

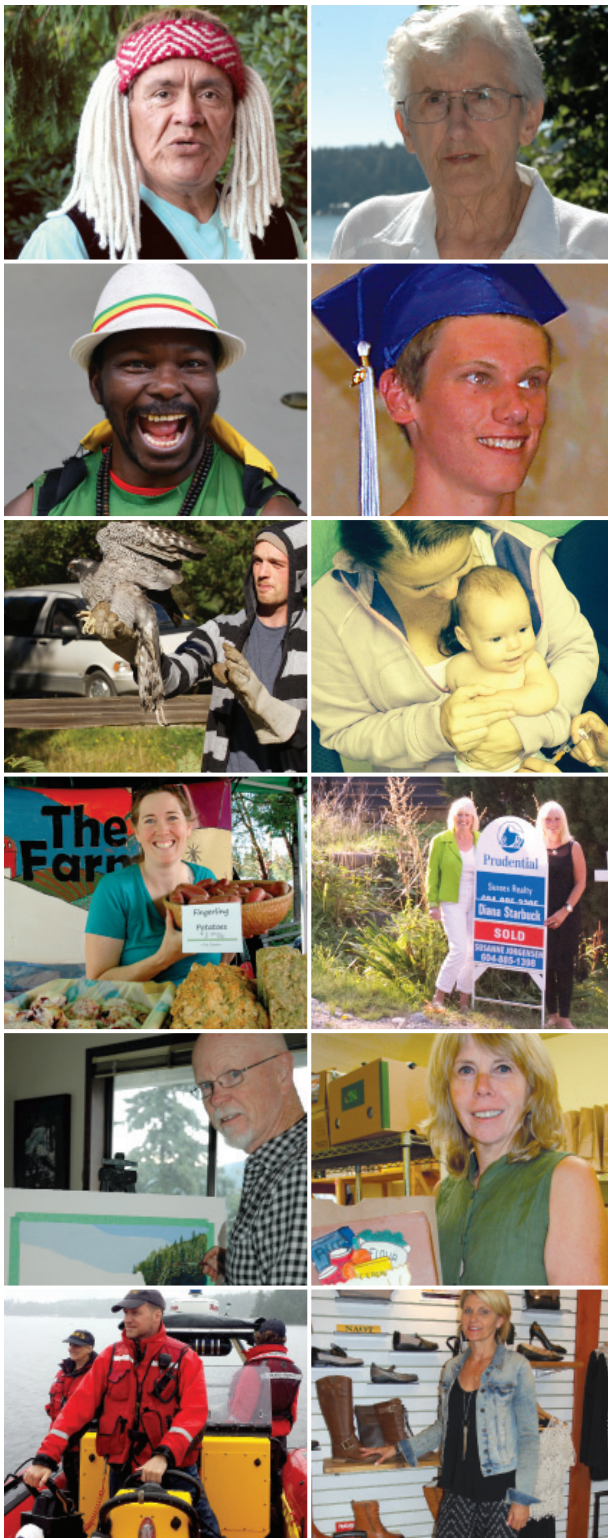
Vancouver Coastal Health

Areas of Study Groups

The community experts who participated in the areas of study consultations.

Funding Partners





SUNSHINE COAST'S

VitalSigns®



Vital Signs is a community check-up conducted by community foundations across Canada

that measures the vitality of our communities, identifies significant trends,
and shares opportunities for action in at least ten areas critical to quality of life.

Vital Signs is coordinated nationally by Community Foundations of Canada.



COMMUNITY
FOUNDATIONS
OF CANADA

The Vital Signs trademark is used with permission from Community Foundations of Canada.

**Sunshine Coast
Community Foundation**

Phone 604-741-7360

Email admin@sccfoundation.com

www.sccfoundation.com