

# EQUITY DATA @ N'HOOD LEVEL NEW TOOL IN CITY TOOLKIT

Case Study: Crystal Pool Replacement Project

## WHY ARE WE HERE?

- March 2019 - VCAN presentation and City commitment to apply an equity lens to all decisions, using neighbourhood-level data
- April 2019 – Proposal to move pool to Central Middle School suggested equity lens not yet implemented
- May 2019 – NPNA assembled StatsCan equity data, obtained active support from the “northern neighbourhoods”, negotiated opportunity to present to NPNA Councillor Reps and Senior Staff
- June 6, 2019 – Shorter version of May presentation, can supply full presentation and data

## SAME CONVERSATION JUST BEGINNING AT CITY-LEVEL ACROSS NORTH AMERICA

Critical tipping point: cities with “have and have-not” neighbourhoods, or cities where everyone has access to the fundamental ingredients of well being

### “Community Health and Well-being” Framework

Conference Board of Canada + DIALOG

Eg: Portland Engagement, Toronto Neighbourhoods, Peel Region Police Station, City of Oaklands

“Without being aware of it, our neighbourhoods and how they are built, influences how healthy we are.”

Dr. Theresa Tam, Chief Public Health Officer of Canada

“What you measure affects what you do. If you don’t measure the right thing, you don’t do the right thing.” Nobel economist Joseph Stiglitz

Community Wellbeing Wheel



## CITY OF VICTORIA HAS ALREADY BEGUN THE PROCESS OF EMBEDDING EQUITY

2019 – 2022 Strategic Plan, Declaration of Principles and Values

> Welcoming diversity and fostering a spirit of inclusion and equity in everything we do

Strategic Objective #5: Health, Well-Being and a Welcoming City

> 11(g) Diversity and inclusion training for staff and Council

Strategic Objective #8: Strong, Liveable Neighbourhoods (excerpt from equity and affordability goals)

> Increase in number of opportunities for engagement with neighbourhoods

> Increased access to social determinants of health in all neighbourhoods

> Increase in the amount of green space in neighbourhoods

> All neighbourhoods are thriving, distinctive, appealing, viable and have amenities

## NEXT STEP: ACTIONS DRIVEN BY NEIGHBOURHOOD LEVEL EQUITY DATA

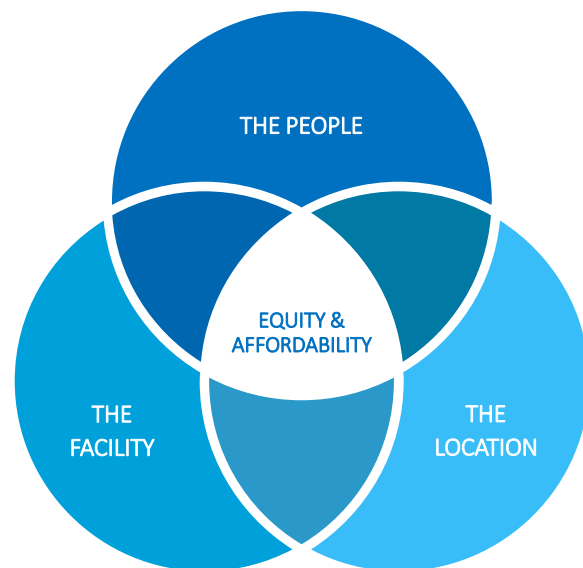
You're already planning at the neighbourhood level. Your policies are in line with global best practices and BC Provincial Directives.

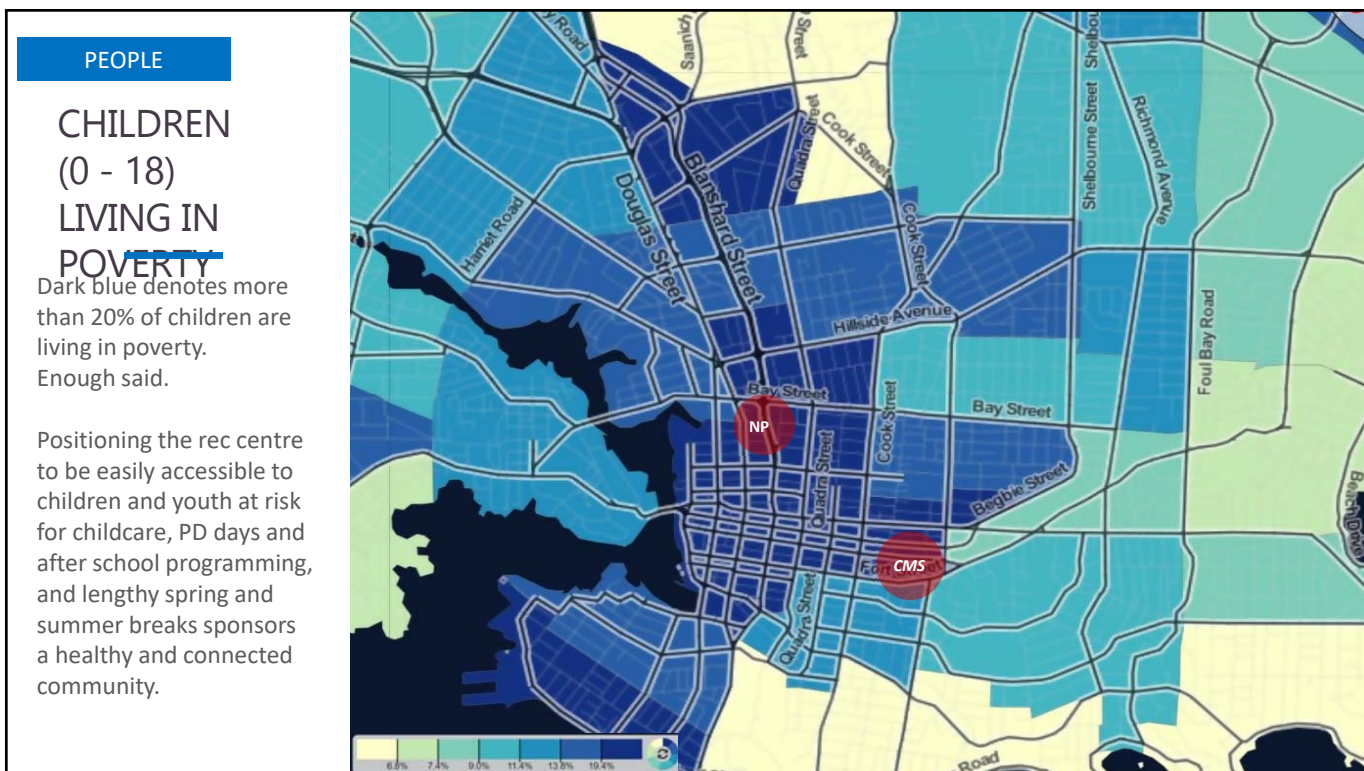
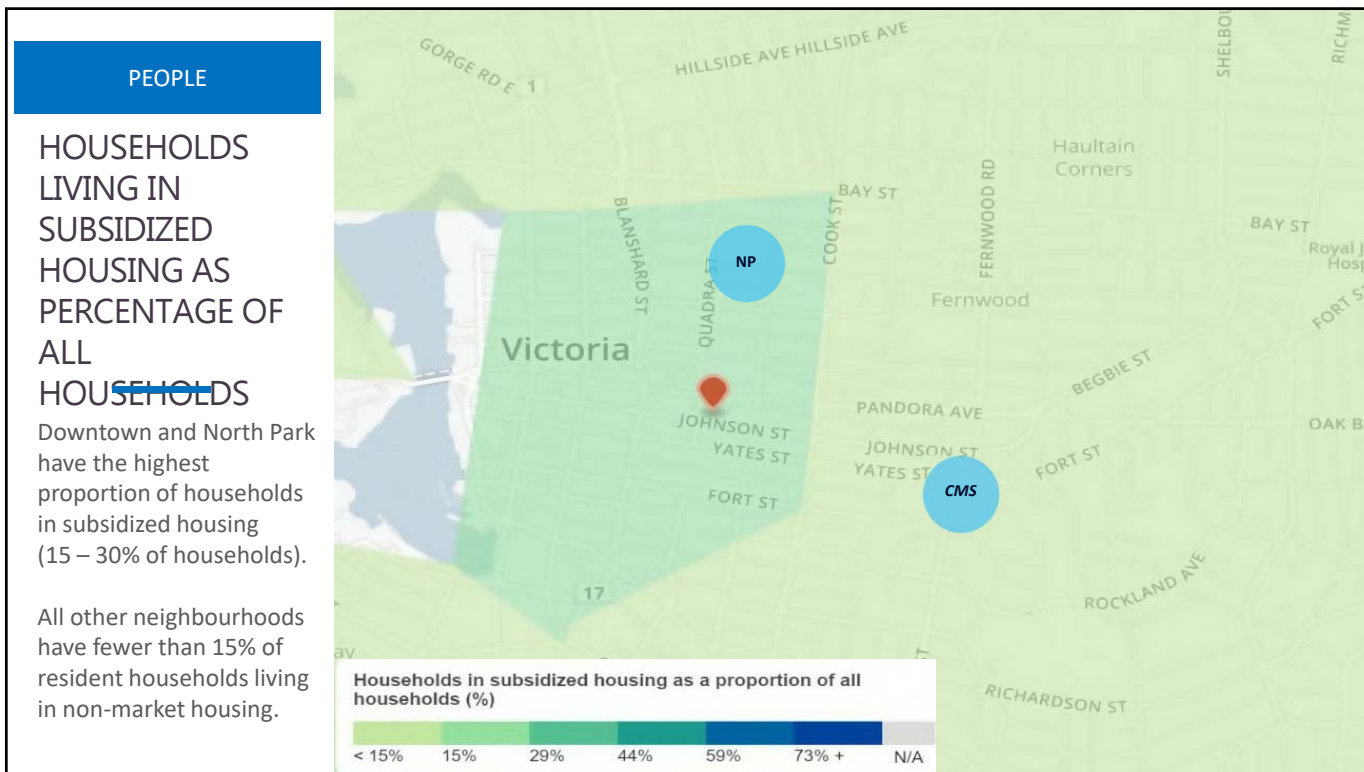
The critical next step is gather and apply neighbourhood level equity data.

Without this data our community goals are incomplete, because we can't ensure services are being delivered to those who need them most.

### CASE STUDY:

APPLYING N'HOOD  
LEVEL EQUITY DATA  
TO THE CRYSTAL  
POOL REPLACEMENT  
PROJECT

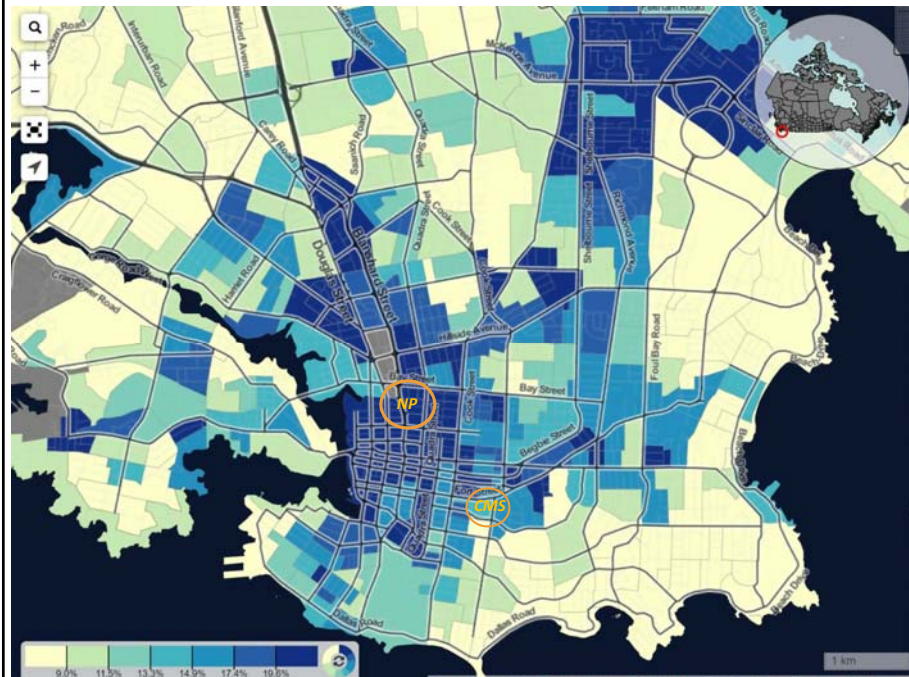




PEOPLE

ADULTS (18 – 64) LIVING IN POVERTY

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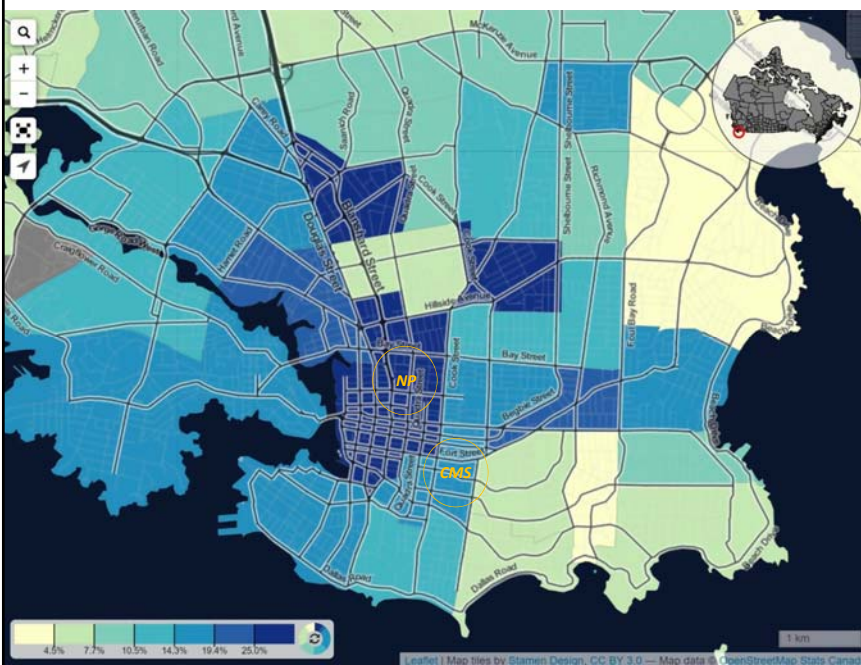
Nearly ¼ or more than 2,000 adults living in the downtown and North Park neighbourhoods are living in poverty according to Statistics Canada’s 2016 census.

Same is true for much of Hillside Quadra and Burnside Gorge.

PEOPLE

SENIORS (65+) LIVING IN POVERTY

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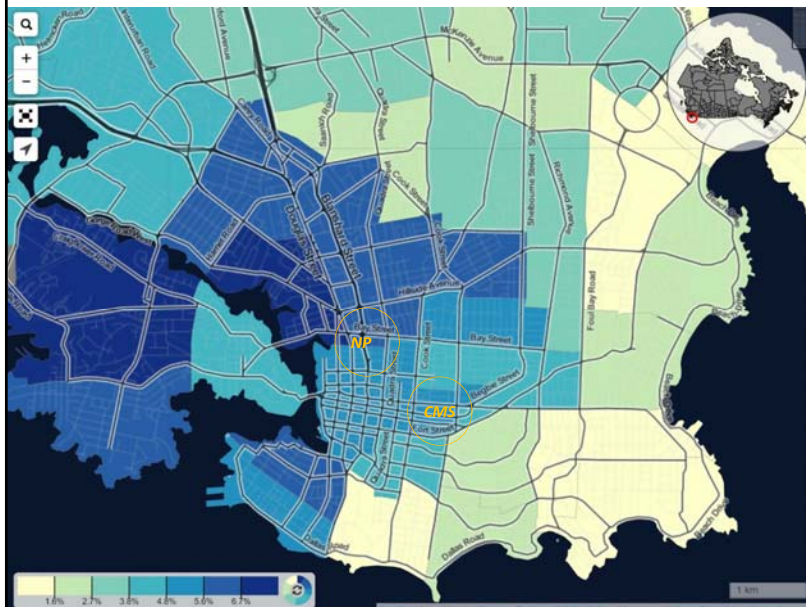


More than 36% of seniors living in downtown, Harris Green and North Park are living in poverty.

Number of seniors over 75 years of age, living alone and living in poverty is particularly high for North Park.

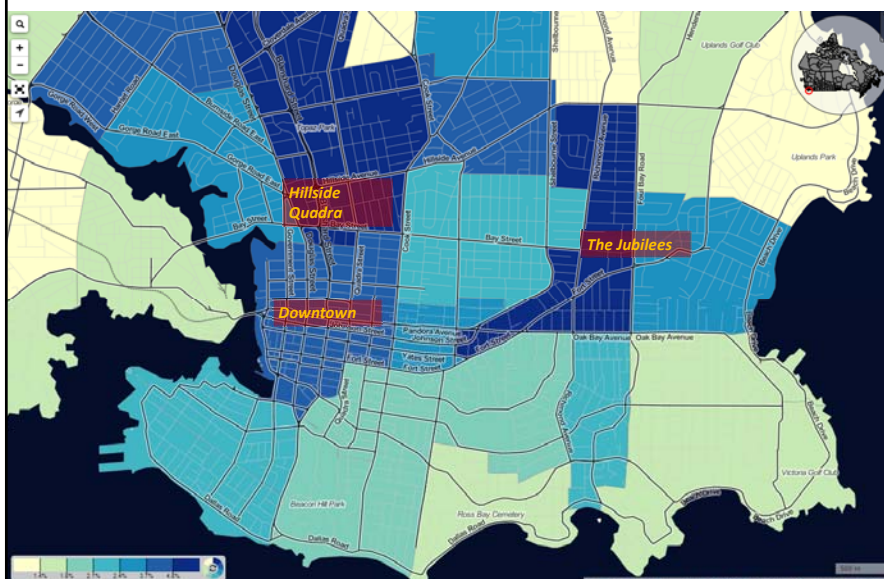
Access to physical recreation and opportunities for connection are paramount to health outcomes and higher levels of wellbeing for seniors who are at higher risk of social isolation.

Identifying as Aboriginal



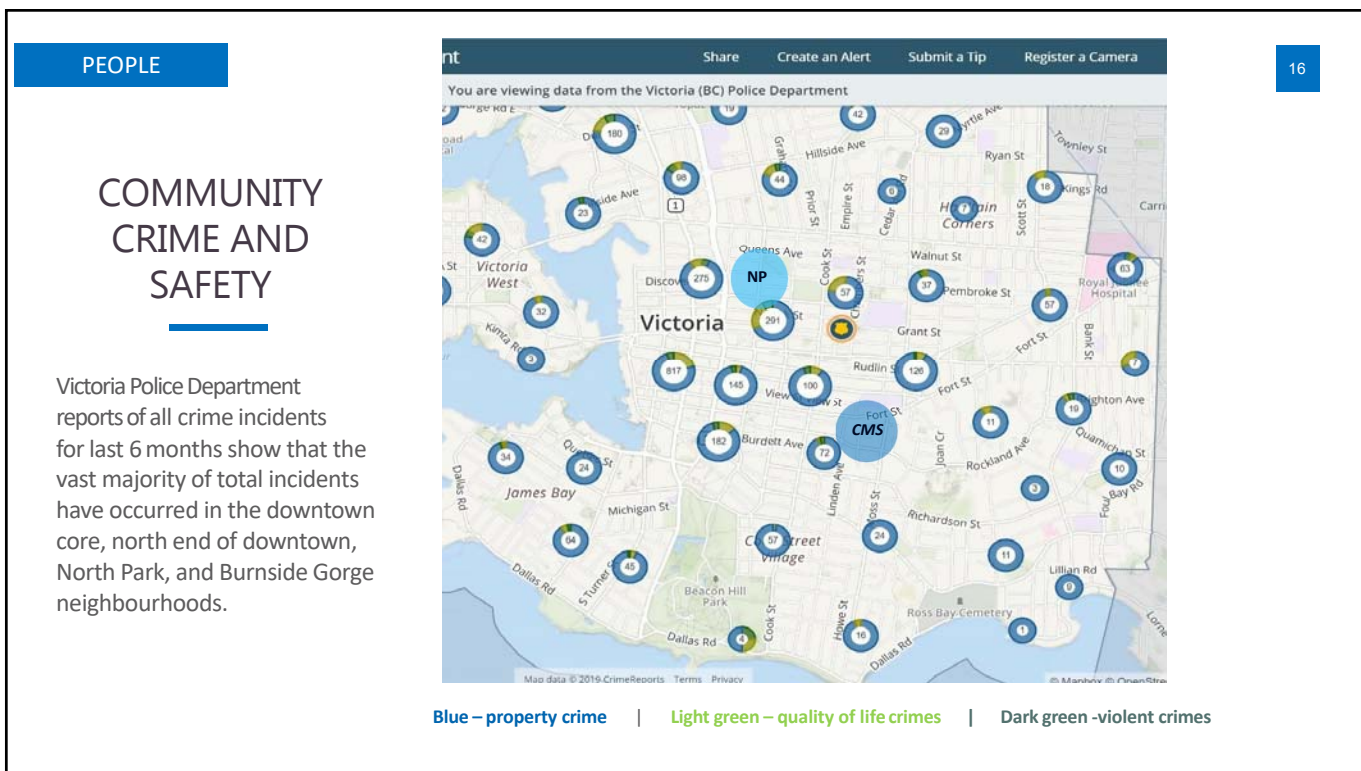
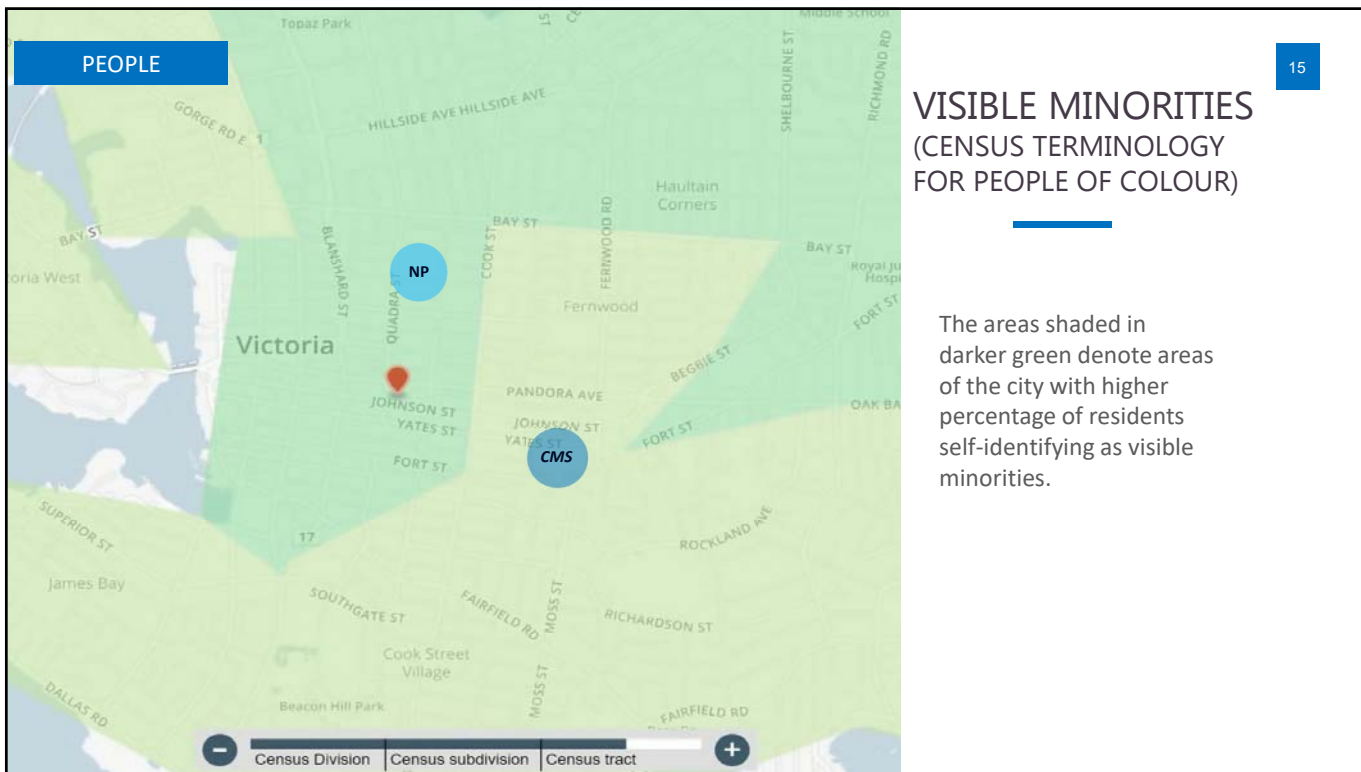
Within the municipal boundaries of Victoria, the highest number of urban Indigenous peoples live in the neighbourhoods of Burnside Gorge and Hillside Quadra.

Newcomers arriving between 2011 to 2016



From 2011-16, the growth of newcomers to Victoria was significant; concentrated in Hillside Quadra, downtown and the Jubilees.

In 2016 in Hillside Quadra, more than 25% of new Canadians reported arriving during the last census period (under 5 years in Canada). In North Park, Harris Green and Downtown, newcomers of under 5 years represented 20% of the immigrant population.



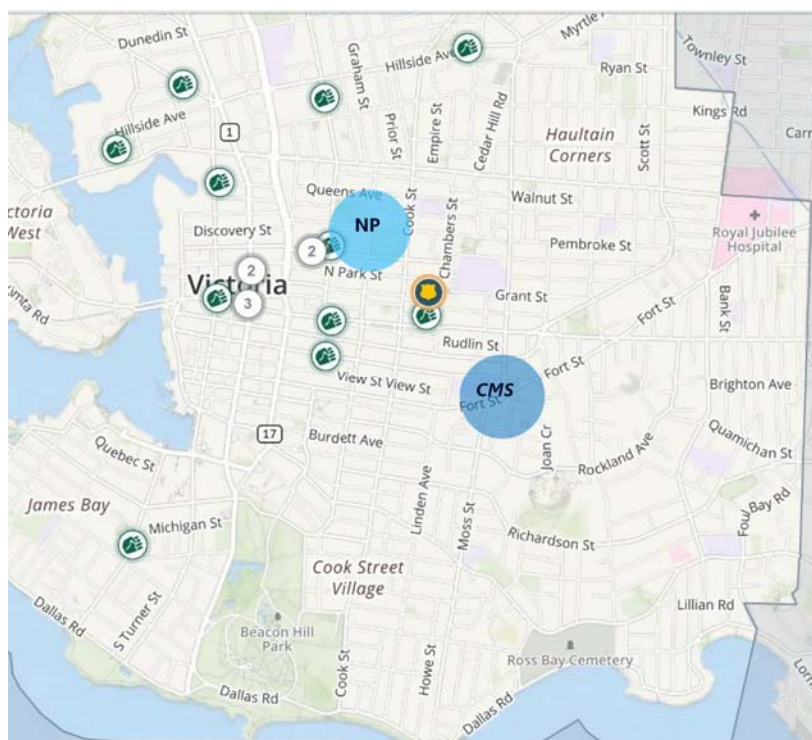


PEOPLE

### VICPD Reported Assaults (Last 6 months)

While assaults make up the smallest # of incidents, they are most impactful to residents' and business' sense of safety.

Reported assaults in the city are concentrated in the north end of the city in northern downtown, North Park, Hillside Quadra and Burnside Gorge



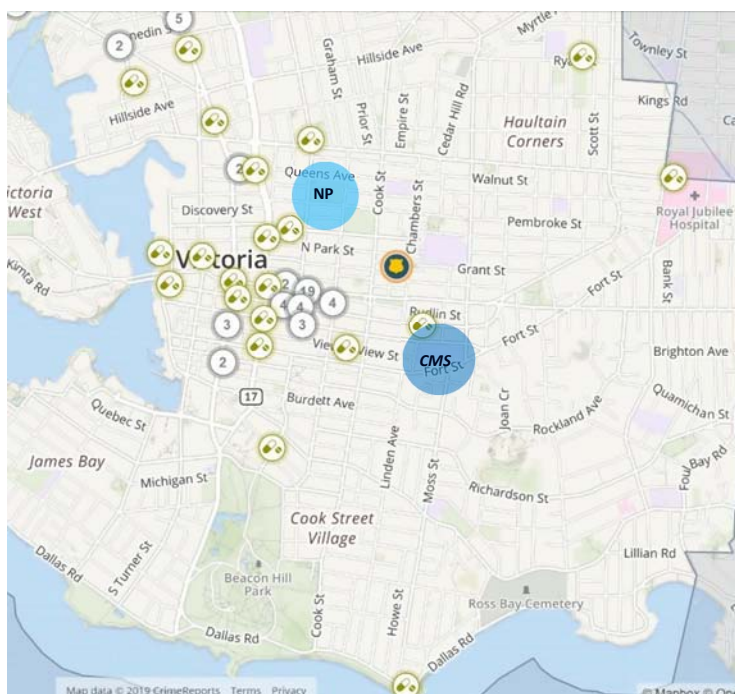
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PEOPLE

### QUALITY OF LIFE CRIMES – DRUG-RELATED (LAST 6 MONTHS)

An anticipated concentration of drug-related quality of life crime incidents in the core and north end of downtown and North Park, but also extending along Douglas into Hillside Quadra and Burnside Gorge.

Drug-related quality of life crimes are non-existent in Fairfield, Gonzales, Rockland, and James Bay.



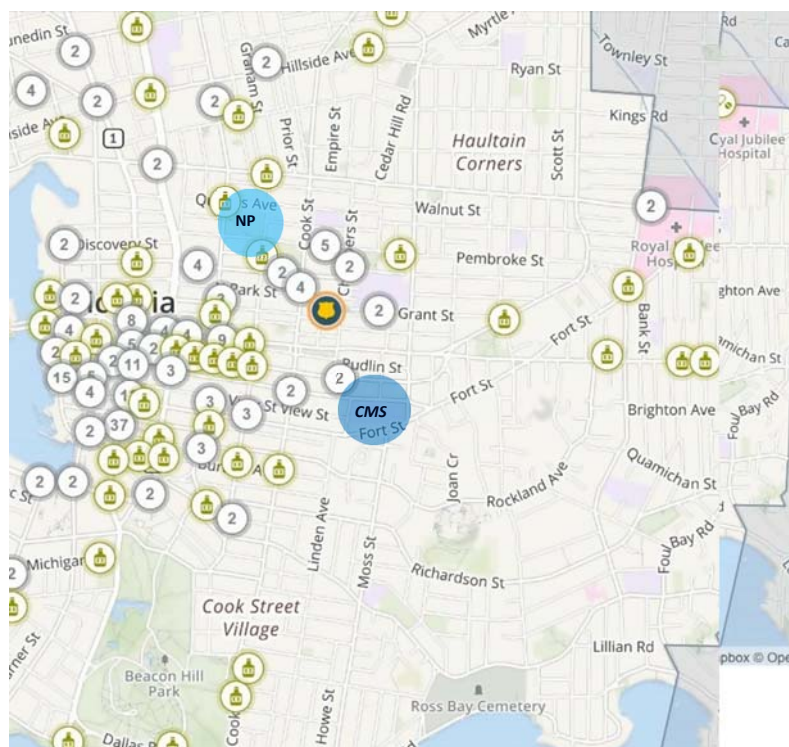
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## PEOPLE

## QUALITY OF LIFE CRIMES – ALCOHOL- RELATED (LAST 6 MONTHS)

Alcohol-related crimes are significant in the downtown where most bars and restaurants are located, but also more prevalent in the areas north of the downtown.

Alcohol-fueled quality of life crimes are non-existent in Fairfield, Gonzales and Rockland.



## AFFORDABILITY

## THE PEOPLE

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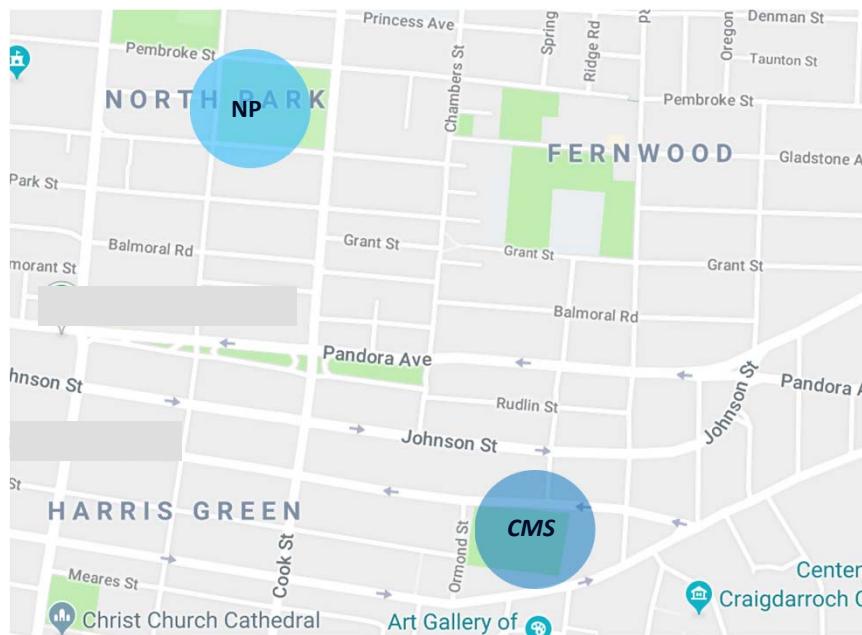
## Affordability considerations associated with the people using the recreation centre

- ▶ **Consider affordability of the facility and services to underserved:**
  - Go beyond the LIFE program
- ▶ **Consider value for money:** Utilize this significant investment in social infrastructure to
  - deliver on crime reduction and police savings or redirections ( the annual police budget is \$26M or ¼ of City's operating budget),
  - improve social determinants of health for Victoria's most vulnerable population, and
  - enhance community connections and sense of wellbeing for marginalized populations (seniors, youth, newcomers).
- ▶ **Bundle amenities to reduce overall costs while maximizing community benefit:**
  - Gymnasiums and arts centres are profit centres and can help to subsidize the costs of valuable community assets like community kitchens and childcare to fulfill critical local needs
- ▶ **\$1.6M/year in direct losses from the current facility are absorbed by Victoria taxpayers**
  - Could a partnership with a service agency (eg: YMCA/Native Friendship centre / ICA) reduce these losses and costs to taxpayers while delivering more services to a wider variety of people?
  - If so, what critical community development and social planning needs could \$1.6 M in annual operation savings be re-assigned towards?

# LOCATION

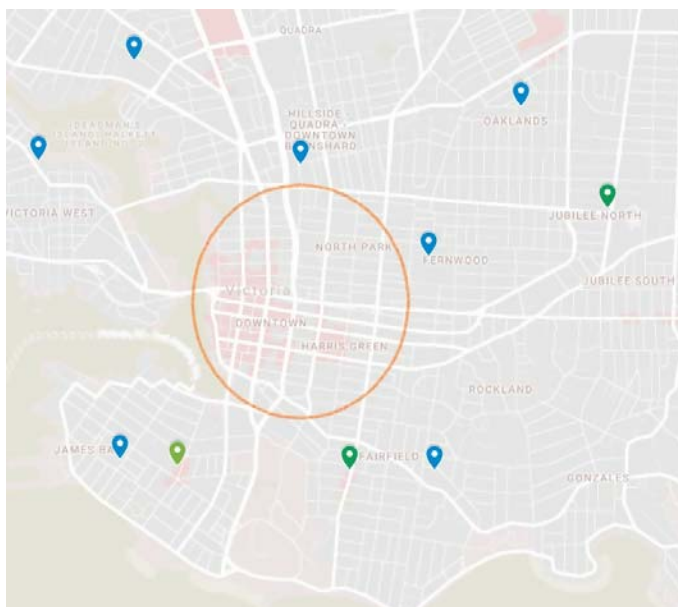
## UNINTENDED CONSEQUENCES OF NOT USING AN EQUITY LENS

There are considerable and lasting implications of removing a **significant public asset** from northern neighbourhoods that already house disproportionately high community burdens and have disproportionately fewer community assets and benefits



# LOCATION

## A Community Hub Desert where it's needed most (Map of City-funded Community Centres and Seniors Activity Centres)



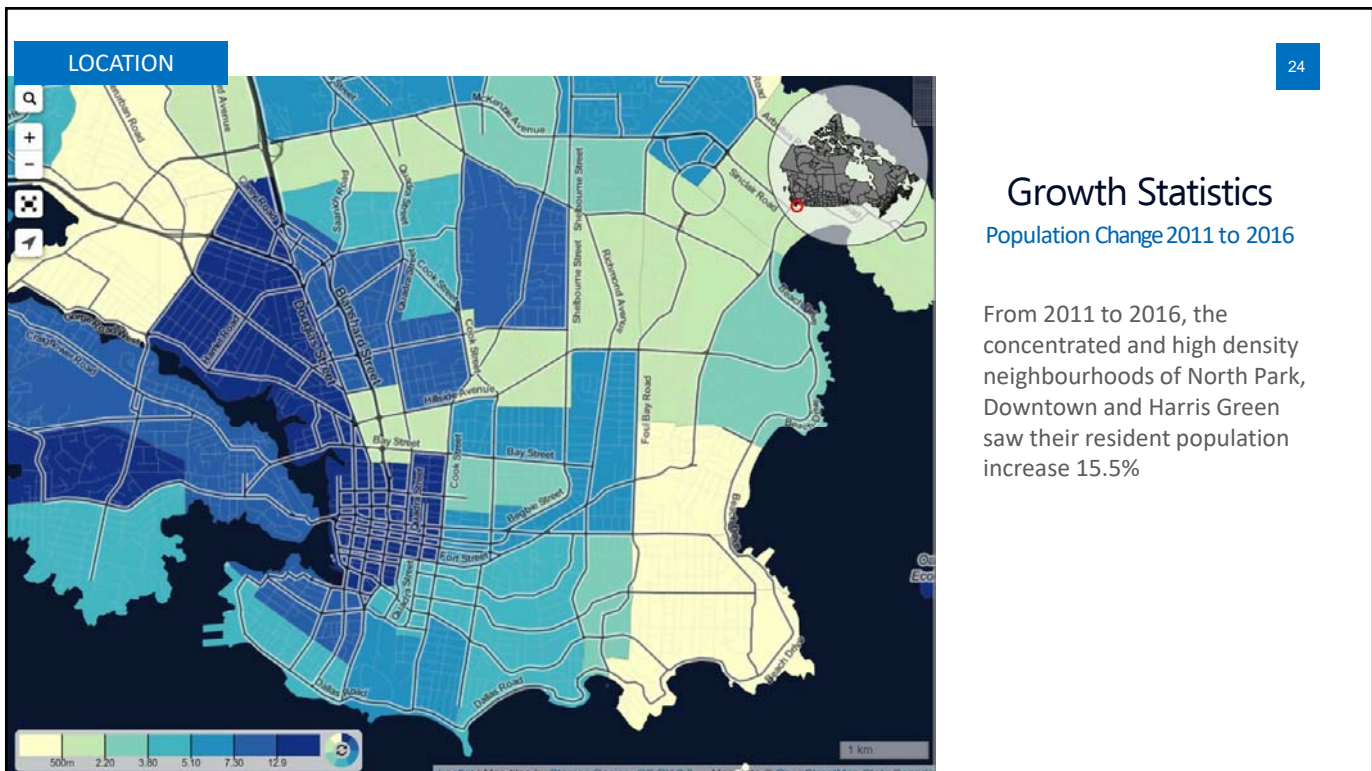
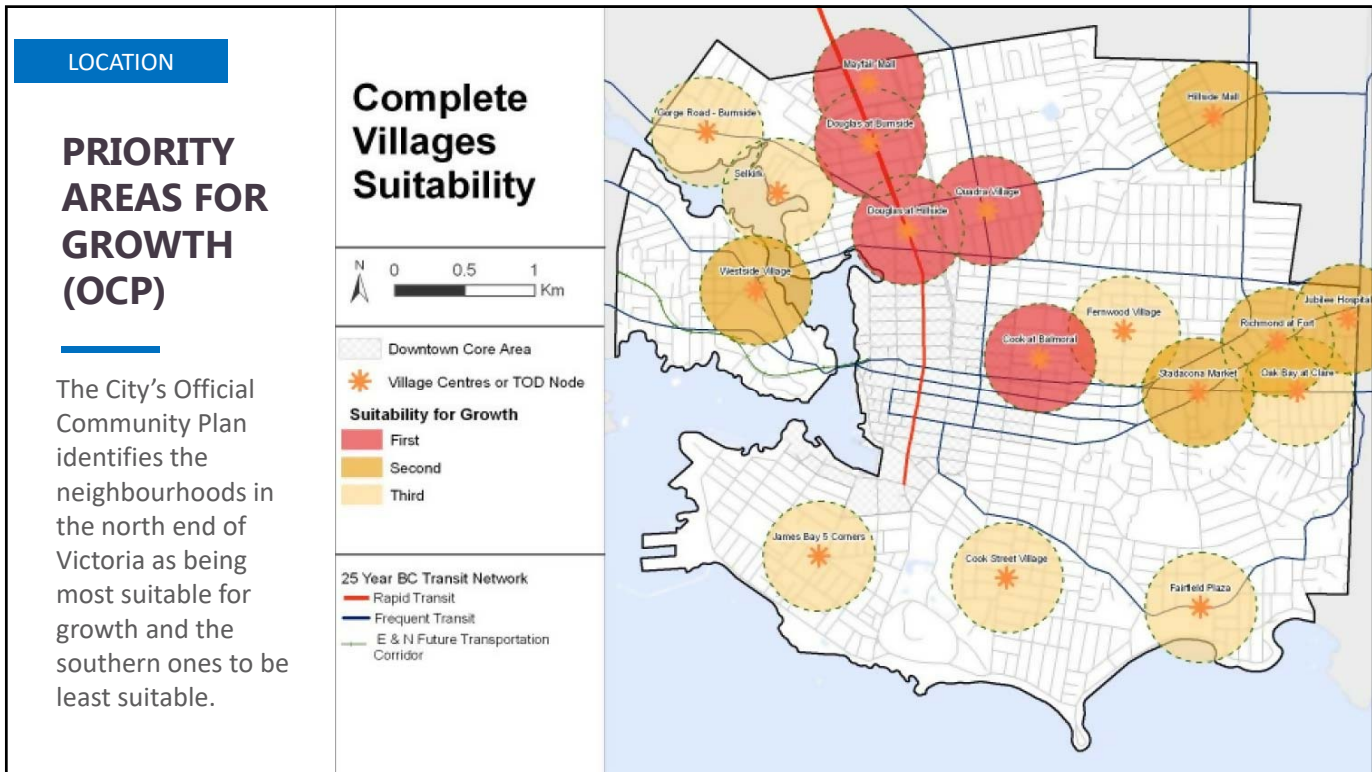
**Victoria Community and Seniors Centres**  
The City of Victoria owns, maintains, and/or pays the operating costs of 7 community centres and 3 seniors centres.

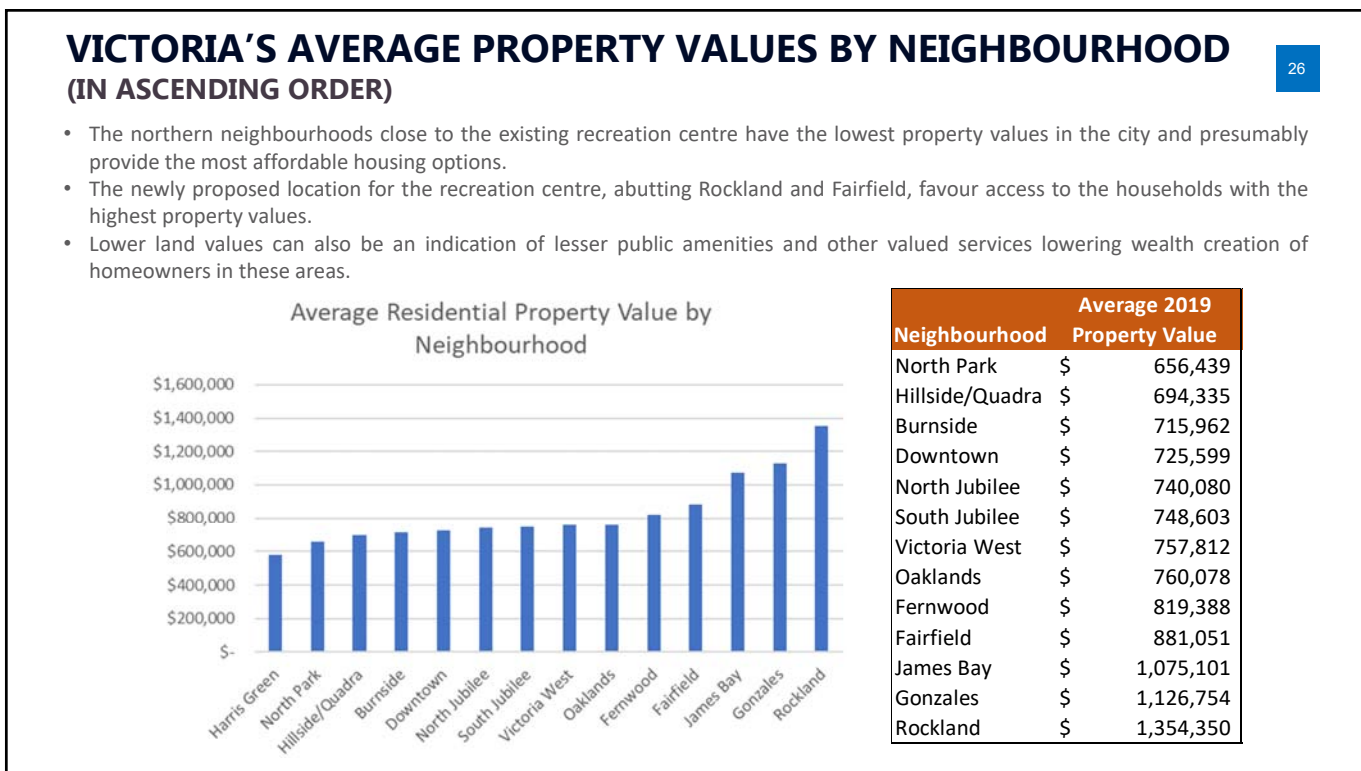
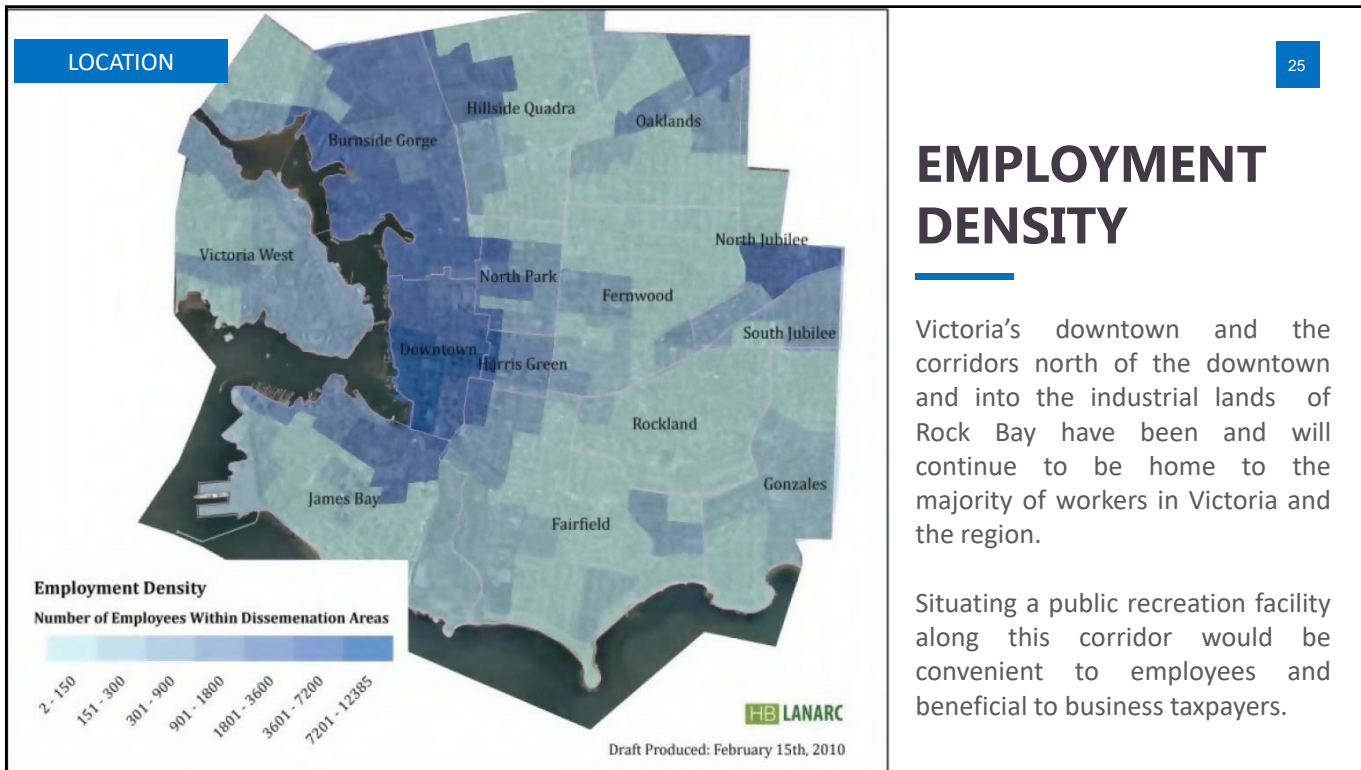
North Park, Downtown and Harris Green are the only densely populated neighbourhoods in Victoria without either a community centre or seniors centre.

These three neighbourhoods have the greatest population density (residents/m2) and highest population growth.

**Community and Seniors Centres**

- Fernwood Community Centre
- Quadra Village Community Centre
- Burnside Gorge Community Centre
- Fairfield Community Centre - Garry Oaks R...
- James Bay Community Centre
- Oaklands Community Centre & Association
- Victoria West Community Centre
- Cook Street Village Activity Centre
- JAMES BAY NEW HORIZONS SOCIETY
- Silver Threads Service





Source:



See where your neighbourhood ranks!  
 By Mark Brown and Romana King  
 Apr 11, 2017

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Ranking of where to buy in CRD	Neighbourhood	Municipality	Realtor Grade	Impact of Relocating Crystal Pool from Central Park to Central School
5	Fairfield East	Victoria	★★★★★	positive
5	Fairfield West	Victoria	★★★★★	positive
7	Rockland	Victoria	★★★★½	positive
8	James Bay	Victoria	★★★★½	positive
14	Downtown	Victoria	★★★★	neutral
14	Songhees	Victoria West	★★★★	neutral
22	Fernwood	Victoria	★★★★	neutral
58	Victoria West	Victoria West	★★★★	neutral
71	Jubilee	Victoria	★★★½	negative
79	Oaklands	Victoria	★★★½	negative
111	Hillside	Victoria	★★★	negative
115	Mayfair	Victoria	★★★	negative
129	Rock Bay	Victoria	★★★	negative
133	Central Park	Victoria	★★½	negative
136	Burnside	Victoria	★★	negative

Neighborhood rankings from a realtor magazine article advising on where to buy out of all 150 neighbourhoods in the CRD

Please note that we do not agree with these realtor rankings of Victoria's northern neighbourhoods which place many of these areas at the very bottom of the list of the region's 150 neighbourhoods.

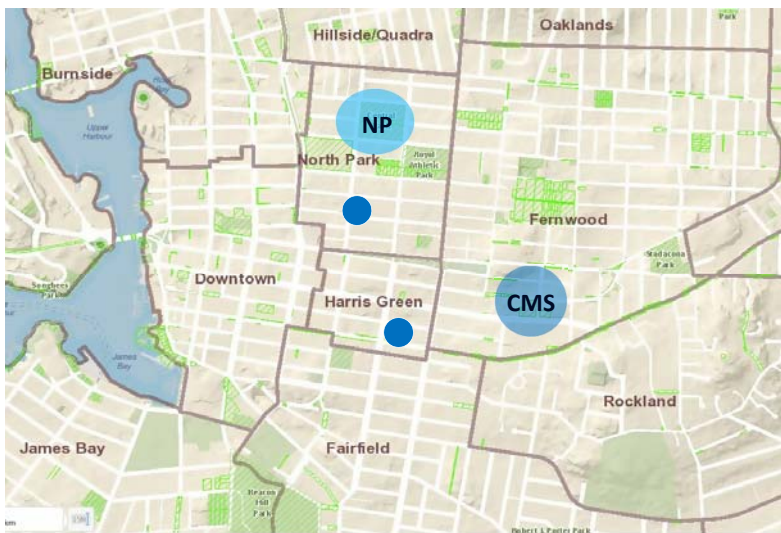
That said, moving the recreation centre away from these 'low scoring' areas and toward the most 'coveted' neighbourhoods in the region isn't going to improve the standing of these areas to northern residents or realtor rating systems.

LOCATION

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## OCP'S GREENSPACE AND PARK ACQUISITION MAP

Don't build on greenspace in park deficient neighbourhoods!

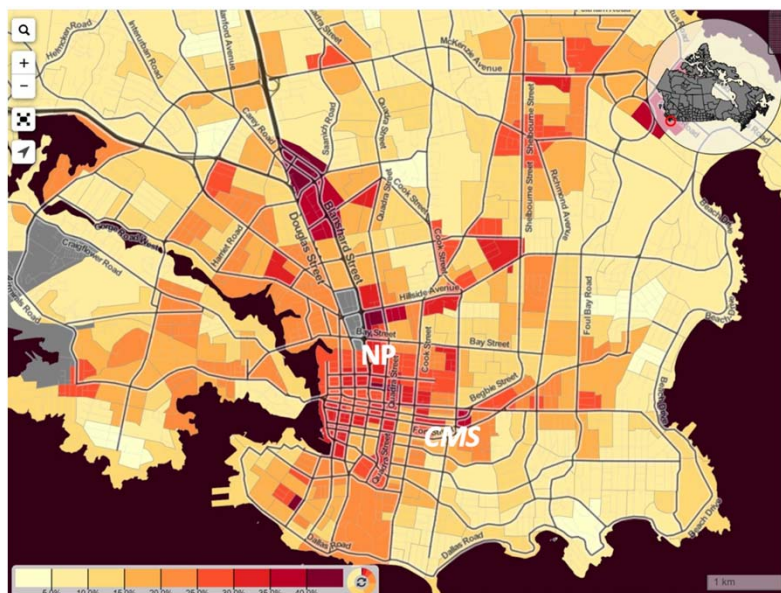


● Area identified as park deficient and targeting for park acquisition in Victoria's OCP

LOCATION

# UNDERSERVED POPULATIONS IN VICTORIA: LOW INCOME

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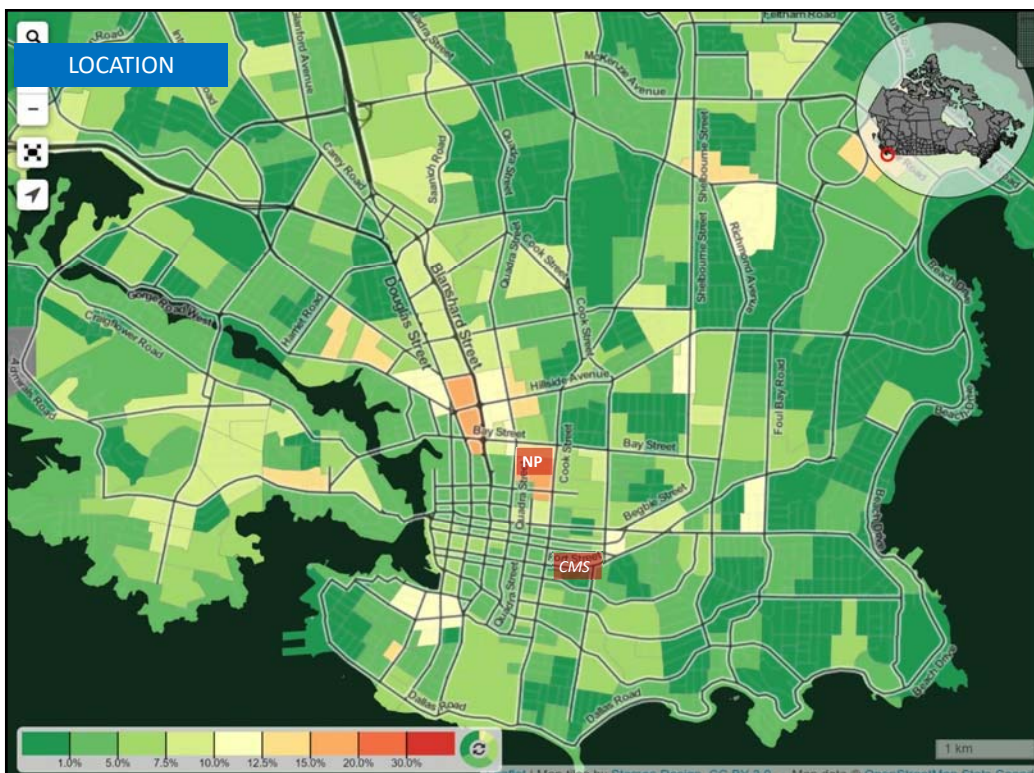
**People Living Below the Low Income Measure (LIM)**  
*(LIM refers to households earning less than 50% of median income)*

The vast majority of the lowest income quintile households live on the north end of downtown, North Park and Hillside Quadra. Conversely, the areas with the smallest proportion of these households are Fairfield, Gonzales and Rockland.

Applying an equity lens would evaluate the existing location as vastly preferable to the Central Middle School for a significant investment in public recreation.

LOCATION

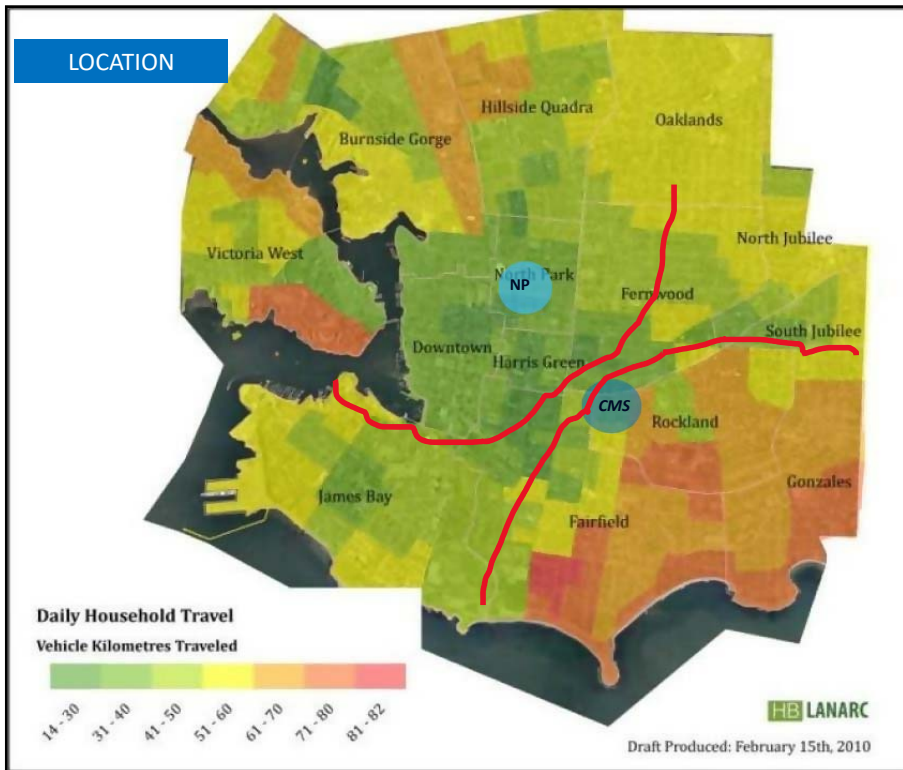
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# HOUSEHOLDS LIVING IN CORE HOUSING NEED (OVERCROWDING)

There are two areas of town with high proportions of households living in core housing need (15-20%):

- North Park, and in particular, the areas immediately abutting Crystal Pool/Central Park
- Blanshard Court (Evergreen Terrace) in Hillside Quadra



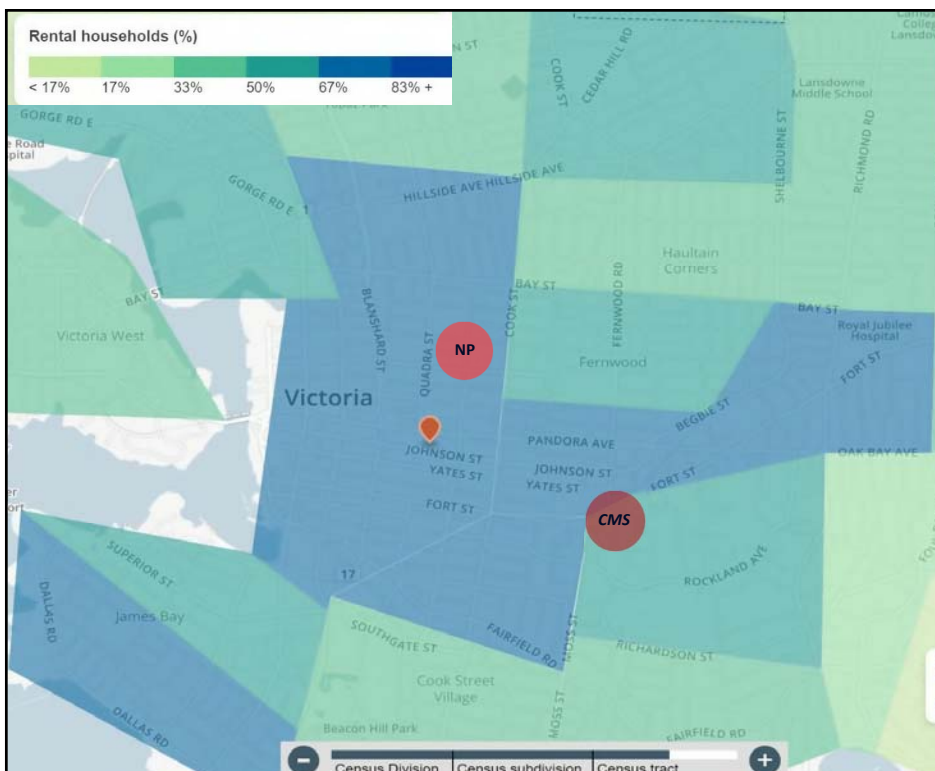
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### MOBILITY AS INDICATOR OF ACCESS/CHOICE AND WEALTH

This map depicts Daily Private Vehicle Kms Travelled and is a proxy for:

- household vehicle ownership
  - higher disposable income
- Households with vehicles and higher incomes have more choice when it comes to accessing recreation and wellness.

The existing recreation facility is centred in the area with lowest vehicle ownership and easily accessed on foot.



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### OTHER WAYS TO DISCERN DISPARITIES IN WEALTH AND ACCESS TO PERSONAL GREEN SPACE

Proportion of households that are renters, blue areas represent areas where in excess 2/3rds of households are occupied by renters.

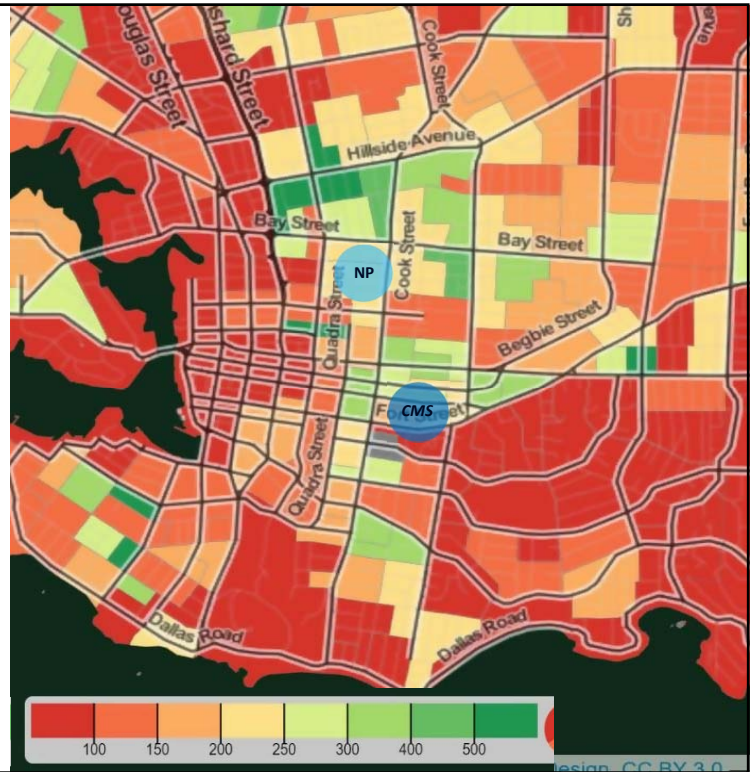


## LOCATION

## TODDLER DENSITY (TODDLERS PER KM<sup>2</sup>)

Areas in green denote the highest number of toddlers per square km. The immediate area surrounding both the existing and proposed recreation centre locations have higher number of toddlers than the rest of the city.

That said, there's a vast discrepancy in the income levels of these families with the proportion of children living in poverty being significant (20% or greater) throughout the north end of town.



## AFFORDABILITY

## THE LOCATION

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## Affordability considerations associated with the siting of the recreation centre facility

→ **Household Affordability:** Locate the facility to be convenient to the greatest number of people and the most underserved

- High growth and density areas and employment centres.
- Demographic and socio economic indicators

→ **Transportation access:** Locate the facility to be convenient to transit and active transportation routes.

- Transit, walking and cycling are more affordable options for visitors
- Reduce need for parking infrastructure

→ **Climate and energy:** Locate the City's most expensive and energy intensive facility next to low carbon, low cost energy sources

- Waste heat recovery from ice rinks and industrial loads and other renewable district energy options

## FACILITY

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### FACILITY DESIGN AND PROGRAMMING

#### OUTDATED PARADIGM

*Training and performance metrics, numbers of participants showing up for a program.*

#### NEW PARADIGM

*Experiential aspects related to inclusion and community building such as belonging, engagement, meaning, mastery and challenge.*

Is the pool being designed using the old paradigm or the new?

Do we understand the needs of the underserved populations in our city?

And can this facility bridge the gap in services to those citizens?

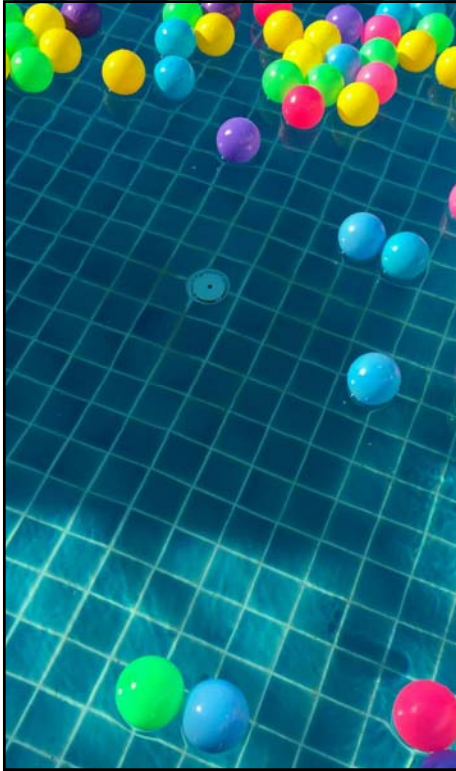
## FACILITY

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### SOCIAL BENEFITS FROM RECREATION AND PHYSICAL ACTIVITY

Societal benefits extend well beyond physical health:

- **Psychological and social well-being**
  - Better cognition, brain development, mental health for children
- **Increased civic pride**
  - Community attachment, engagement and cohesion,
  - Reduction in racism, bigotry, violence, crime
  - Newcomers – a way to connect with their new community
- **Economic development and prosperity**
  - equalization benefits for low-income households
- **"Durable by design"**
  - more resilient and resistant to disease / chronic illness
- **Vastly improved early childhood developmental trajectories**
- **Increased life expectancy overall**
- **Reduced smoking rate for youth and adults**



AFFORDABILITY



THE FACILITY

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**OPERATIONAL COSTS** – Analysis and transparency related to the lifetime operating and maintenance costs associated with the facility design.

For example:

a) Do we know the cost implications of a 50% increase in water volume (i.e. 50m pool vs 25m pool) to the facility's four largest costs:

- Energy: heating and ventilation
- Water
- Pool filtration
- Staffing costs (# of employees)

b) Have we prepared a Triple Bottom Line cost benefit analysis or life cycle costing analysis over the life of the asset to measure the impact of different options related to siting, amenity selection, service delivery/partnership models, etc.?

## OUR 'ASK'

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**1. Apply equity and affordability analyses to all future infrastructure investments** (siting, design, amenity selection, engagement, procurement, and evaluation)

**2. Build on this initial data scan provided here.** Data will get your strategic plan to where you want it to take us – “a City for All”

(We fast-tracked assembling this scan because we don't want to slow you down)

**3. Make Crystal Pool Replacement Project the first test of this equity 'business case'** (next week's motion). More than just a pool - possibly a Wellness Centre for those who need it most

**4. Initiate a legacy for a new governance structure** – an equity-based model to operationalize and institutionalize Community Health and Wellbeing into the City's big and small decisions