

2025

ATTACHMENT A

# Draft Budget Public Engagement Summary





## **ATTACHMENT A: 2025 Draft Budget Public Engagement Summary**

### **PURPOSE**

To provide Council with public and stakeholder input received during the engagement period of June 3 to August 28, 2024 to help inform 2025 City Budget decisions.

### **BACKGROUND**

The City's 2025 budget engagement followed the approach of the previous year, combining a random statistically valid Ipsos telephone interview survey with 700 City of Victoria residents, with a series of focused budget community conversations, co-hosted with eight equity-seeking organizations and 86 community members they serve.

The main purpose of the Ipsos Survey and community conversations is to obtain residents' input on City services, programs and spending priorities to help guide Council's annual budget decisions for 2025.

The Ipsos 2025 Budget Survey was conducted between June 3 and 19, 2024, with the eight co-hosted budget community conversations taking place from July 30 to August 28, 2024.

### **Ipsos Budget Survey**

The City of Victoria contracted Ipsos to conduct the 2025 Budget Survey. A total of 700 telephone interviews were held with a randomly selected representative sample of Victoria residents aged 18 years or older. The survey was approximately 12 minutes in length.

Last year, Ipsos recommended a statistically valid telephone survey. With extensive experience conducting community-based research, Ipsos finds the telephone continues to be the best means of obtaining a random and representative sample as well as accurate and reliable results. While there have been some recent criticisms of telephone surveys' ability to achieve representative samples due to the declining proportion of landline households, the inclusion of cellphones into the sample frame addresses these concerns.

Cellphone sample is particularly important in ensuring appropriate representation from younger residents who are overall less likely to own landlines. Interviewing for the City's 2025 budget polling survey was conducted on both cellphones and landlines. Best practice recommends conducting between 65% and 75% of interviews on cellphones.

All telephone survey interviews were conducted between June 3 and 19, 2024. A series of upfront screening questions was used to ensure that respondents met the criteria. A screening question was included at the start of the survey to confirm residency in Victoria.

To avoid bias, City of Victoria employees did not participate.

To ensure the data was gathered from **a representative group of residents across the city**, neighbourhood quotas were set roughly proportionate to the population in each of Victoria's 12 neighbourhoods. The final sample was weighted according to Census 2021 data for Victoria neighbourhoods to ensure the demographics of the sample matched those of the actual population in Victoria in terms of age/gender and neighbourhood. (Please note, the boundaries of the Downtown, Fairfield, Oaklands and Jubilee neighbourhoods have changed since 2021.)

Overall results based on a sample size of 700 are accurate to within  $\pm 3.7\%$ , 19 times out of 20. The margin of error will be larger for sample subgroups.

The City's 12 neighbourhoods were grouped into four broad areas for analytical purposes. Neighbourhood groupings were based on geographical proximity and ensure a statistically robust sample size in each area. Of the 700 Victoria participants, their neighbourhood groupings were as follows:

- Gonzales/Rockland/Fairfield (n=163)
- James Bay/Downtown/Victoria West (n=220)
- Jubilee/Fernwood/Oaklands (n=167)
- Hillside Quadra/North Park/Burnside Gorge (n=150)

### **Community Conversation Series with Equity-Seeking Groups**

The City partnered with eight local organizations that represent local equity-seeking groups to co-host a series of budget community conversations between July 30 and August 28, 2024.

The role of each organization as co-host was to invite approximately 8-12 members of the community they serve to participate in a casual budget discussion that would be two hours in length. The following table outlines the co-hosting budget community conversation series.

The budget community conversations were held with urban Indigenous peoples, youth, seniors, persons with disabilities, members of the 2SLGBTQIA+ community and vulnerable populations – those who are currently unhoused and living rough on the streets, sheltering in City parks and/or overnight shelters or residing in a range of supportive housing in the community or in their own independent housing.

Co-Hosting Organizations	# Community Participants	Date/Time/Location
<p><b>Silver Threads Service</b></p> <p>Tracy Ryan, Executive Director</p>	11	<p>Tuesday, July 30, 2024 noon-2 p.m. Silver Threads 1911 Quadra Street</p>
<p><b>Victoria Native Friendship Centre</b></p> <p>Katherin Cooper Program Administrator</p>	9	<p>Wednesday, July 31, 2024 10 a.m.-noon Victoria Native Friendship Centre 231 Regina Avenue</p>
<p><b>Our Place Society</b></p> <p>Salome Waters, Seniors Support and Inclusion Worker</p>	11	<p>Friday, August 2, 2024 11:30 a.m.-1:30 p.m. Our Place Society 919 Pandora Avenue</p>
<p><b>Victoria Disability Resource Centre</b></p> <p>Wendy Cox, Executive Director</p>	12	<p>Tuesday, August 6, 2024 4-6 p.m. Victoria Disability Resource Centre 817A Fort Street</p>
<p><b>Peers Victoria Resources Society</b></p> <p>Leigh Elliott, Executive Director</p>	7	<p>Wednesday, August 7, 2024 3:45-5:15 p.m. Peers Victoria Resources Society #1-744 Fairview Road</p>
<p><b>Aboriginal Coalition to End Homelessness</b></p> <p>Nikki Wilkinson, Land-Based Healing Program Manager</p> <p>Graham Kelly, Youth Programs and Services Coordinator</p>	14	<p>Thursday, August 8, 2024 Noon-2 p.m. Aboriginal Coalition to End Homelessness c/o 2860 Quadra Street</p>
<p><b>Victoria Pride Society</b></p> <p>Ace Mann, President</p>	11	<p>Tuesday, August 27, 2024 4-6 p.m. Victoria City Hall Songhees Nation Room 1 Centennial Square</p>
<p><b>City of Victoria Youth Council</b></p> <p>Alisha Lapour, Mental Health Program and Youth Coordinator Volunteer Victoria</p>	11	<p>Wednesday, August 28, 2024 6-8:30 p.m. Victoria City Hall Songhees Nation Room 1 Centennial Square</p>

Co-Hosting Organizations	# Community Participants	Date/Time/Location
<b>TOTAL PARTICIPANTS</b>	<b>86</b>	

The City’s Engagement Framework and Equity Framework identify the importance of supporting equity-seeking groups and individuals by compensating them for their time and expertise to reduce financial barriers to participation.

Each organization received an honorarium of \$250 for their support in co-hosting the community conversation and selecting/inviting the attendees. Participants received an honorarium of \$100 and a preloaded \$5 Umo card for sharing their lived experience and input to help inform the City’s 2025 Draft Budget.

The budget community conversations with the Victoria Native Friendship Centre and the Aboriginal Coalition to End Homelessness each included an elder(s) conducting a land acknowledgement, for which they were compensated \$250 and a gifted blanket from the City.

Each community conversation consisted of an introduction, followed by two hands-on, interactive activities. The budget engagement branding was aligned with its approach: *Your City Budget. Tell us what matters most.*



The first activity invited participants to write down their ideas (one idea per post-it note) or call out an idea to be written down by the staff facilitator about **what they would like City Council to fund next year to help them, their neighbourhood or community.**

Ideas could fit within one or more Council priorities but didn’t have to. The facilitator collected the post-it note ideas and worked through each aloud, inviting more context and group discussion. Themes were agreed upon and posted on a display panel.

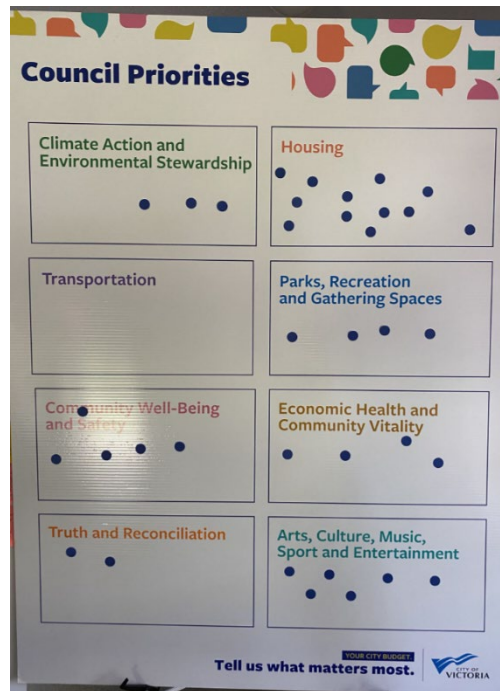
The second hands-on activity invited participants to rank Council's eight priorities for investment.

This year, each participant was given a set of three blue sticky dots – each with equal value and asked to select their **top three priorities for investment next year.**

An information sheet summarizing Council's eight priorities and associated actions was shared by the co-hosting organizations with participants in advance to provide context each discussion.

In addition, each participant was provided a print copy of the information sheets at the session. Large font print versions were also made available at each community conversation.

help create a safe, inviting space to share ideas, complimentary food and beverages were provided by the City.



for

To

Acknowledging that some people like to have busy hands when thinking and talking, an assortment of fidgets were made available, including markers and colouring sheets, which proved to be popular with some participants. Indigenous artwork colouring sheets were provided by the Victoria Native Friendship Centre during their community conversation.

### Accessibility Accommodations

Accommodations were made available to community members to remove any barriers to participating in the series:

- A community conversation was held in person at the Victoria Disability Resource Centre – a place that participants were familiar with.
- A large font version of the session's information sheet was available in print and emailed to co-hosting organizations in advance to share with participants.
- ASL interpreters and live captionists were made available virtually from the Island Deaf and Hard of Hearing Centre for the Victoria Disability Resource Centre community conversation.
- The sticky-note ideas interactive activity was designed to be written and read aloud so that input could be shared orally and in live captioning on screen for all to participate in the discussion. The facilitator noted down ideas that were shared aloud to place on the discussion panel.
- Venues were accessible and scent and nut-free.
- Dietary requests were met.

## **Ipsos Telephone Survey – Key Findings**

1. This year's results are consistent with 2023, with generally little change in residents' perceptions or priorities.
2. Overall perceptions of quality of life are positive – but many feel this has worsened over the past three years.
  - a. Main reason for rating the quality of life as good: the favourable weather, the city's general appeal as a nice place to live, its aesthetic beauty and the friendly community.
  - b. Main reason for rating the quality of life as poor: the high cost of living.
3. Social issues, particularly **housing/affordable housing** and **poverty/homelessness**, dominate the public issue agenda. **Transportation** sits in distant second, followed by **public safety/crime**.
4. A majority of residents are satisfied with the overall level and quality of City services. Just over half say services have stayed the same over the past three years. Among those noticing a change, perceptions are more negative than positive.
5. **Housing** is identified as the number one priority for investment. **Community safety and wellbeing** places second. The emphasis placed on **climate change** has slipped this year, while **transportation** sees a slight bump in mentions.
6. To balance the budget, residents would most prefer to see the City continue to offer the same services *but not to the same level*, for example, reduced hours. An increase in property taxes is the least preferred option overall.

## Important Local Issues

The Ipsos Survey identified that **social issues** continue to dominate the public issue agenda (in open-ended questions).

**Social issues** at 71%: (housing/affordable housing (37%) and poverty/homelessness (33%). Other mentions of note: “substance use/drugs/addiction” (12%), mental health (3%), food security (1%), seniors’ issues (<1%), childcare (<1%) and other social mentions (2%).

**Transportation** sits in a distant second at 18%: (cycling infrastructure (5%), traffic congestion (4%), public transportation (3%), conditions of roads (3%), transportation general (2%), road safety including speeding (1%), parking (1%) and other transportation mentions (1%)

**Public safety/crime** rounds out the top three at 14%: (public safety (12%), policing/law enforcement (2%), crime (general) (<1%), (downtown safety/crime) (<1%), and other public safety/crime mentions (<1%).

Of note:

- **Social issues** are mentioned more often by renters (75%) versus homeowners (67%); and those with household incomes of \$60-<\$100K (78%) versus <\$60K (67%) and \$100K+ (72%).
- **Transportation** is mentioned more often by those living in Gonzales/Rockland/Fairfield (27%); by men (22%) versus women (15%); by those 55+ years of age (25%); those who have lived here 20+ years (22%); and by homeowners (24%) versus renters (13%).
- **Public safety/crime** is mentioned more often by homeowners (18%) versus renters (10%); and those living alone (19%) versus two-person households (10%) and three+ person households (15%).

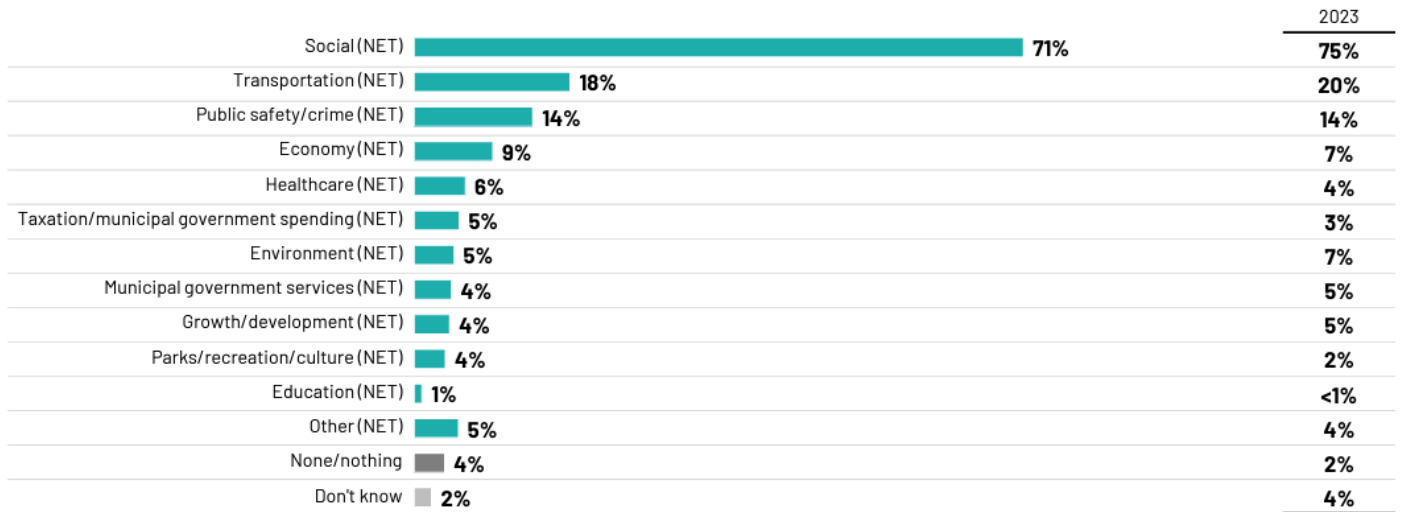
All other issues are mentioned by fewer than one-in-10 residents.

This year’s results are statistically similar to 2023.



# Important local issues

(coded open-ends, multiple mentions allowed)



A "NET" is a combination of two or more mentions that cover a specific theme.

Base: All respondents - 2024 (n=700); 2023 (n=700)

Q1. In your view, as a resident of the City of Victoria, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders?

Are there any other important local issues?

▲ ▼ Significantly higher/lower than 2023.

© Ipsos | City of Victoria 2025 Budget Survey | September 2024

16



## Core Services Needing Most Attention and Investment

When Ipsos survey participants were asked which of the following six City core services need the most attention and investment next year, the results were as follows:

- **Housing** continues to stand out as the core City service perceived as needing the most attention and investment (50%).
- **Public Safety** places second (28%).
- **Transportation** moves into third place (9%), up four percentage points from 2023.
- In contrast, **Climate Action** slips six percentage points, dropping to 6% and fourth overall.
- Few identify **Parks and Recreation** (4%) and **Arts and Culture** (3%) as the areas most in need of attention and investment.

Perceptions of core City services most in need of attention and investment are statistically consistent by neighbourhood and gender. However, some statistically significant differences are seen by age and housing tenure.

### Highlights by Age:

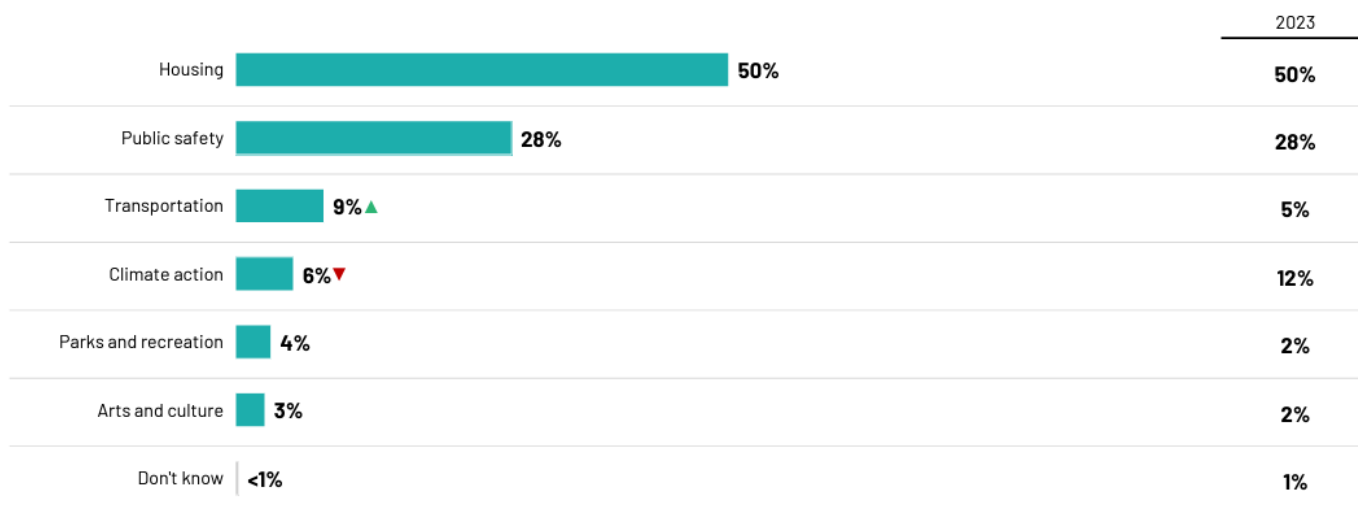
- While *housing* is the top priority across all age groups, mentions are highest among:
  - 59% of those <55 years of age  
Includes:
    - 59% of 18-34 years of age

- 58% of 35-54 years of age
  - 39% of 55+ years of age
- Older residents attach a higher priority to *public safety*:
  - 33% of 55+ years of age  
Versus:
    - 19% of 18-34 years of age
    - 29% of 35-54 years of age
- Older residents attach a higher priority to *climate action*:
  - 10% of 55+ years of age  
Versus:
    - 2% of 35-54 years of age
    - 5% of 18-34 years of age
- Older residents attach a higher priority to *parks and recreation*:
  - 6% of 55+ years of age  
Versus:
    - 2% of 35-54 years of age
    - 2% of 18-34 years of age
- *Transportation* is a greater priority to those who are:
  - 18-34 years of age at 14%  
Versus:
    - 35-54 years of age at 5%
    - 55+ years of age at 8%

### Highlights by Housing Type

- For renters, *housing* is the number one priority (63%) by a wide margin. *Public safety* sits in a distant second (19%).
- In contrast, homeowners prioritize *housing* (39%) and *public safety* (36%) equally.

## Core City service needing most attention and investment



Base: All respondents - 2024 (n=700); 2023 (n=700)  
 Q9. Of the following six core City services, which one do you think needs the most attention and investment next year?

▲ ▼ Significantly higher/lower than 2023.

© Ipsos | City of Victoria 2025 Budget Survey | September 2024

27



### Investment in City Services and Programs

Below are the results when survey participants were provided a selection of the City's core services and programs and asked if they thought the City should *invest more, less or about the same as this year* in the 2025 Budget.

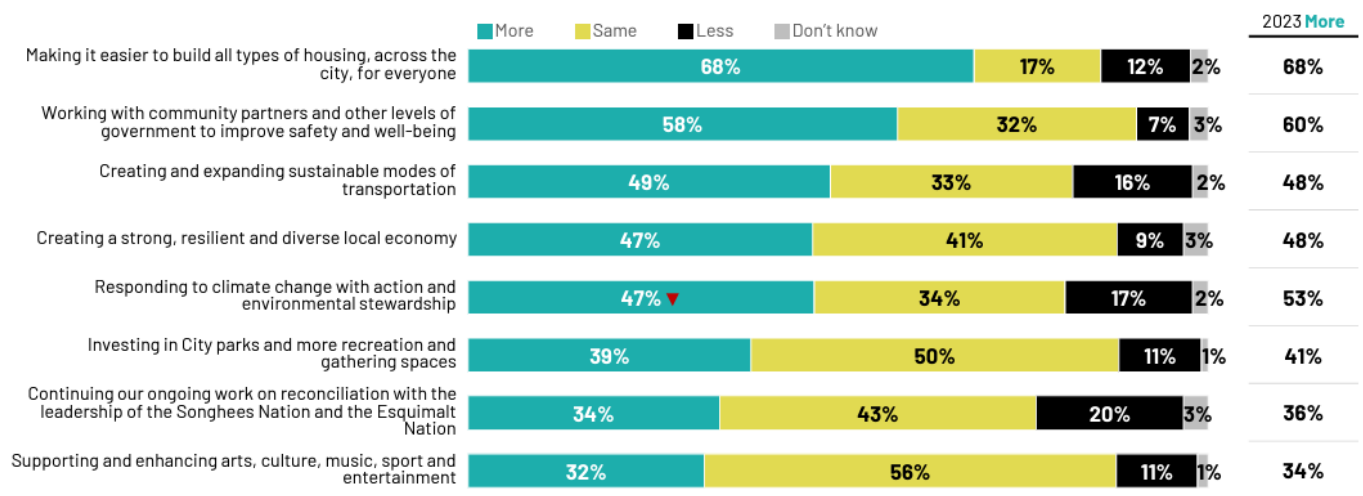
#### Key Findings:

- Residents think the City should invest “more” or “the same” in ALL the evaluated services and programs.
- There are no services and programs where a majority think the City should reduce investment. However, there are some services and programs that are a greater spending priority.
- Overall, residents continue to prioritize investment and “invest more”:
  - 68% say “invest more” – Making it easier to build all types of housing, across the city, for everyone
  - 58% say “invest more” – Working with community partners and other levels of government to improve safety and wellbeing
  - Rounding out the top five are:
    - 49% say “invest more” – Creating and expanding sustainable modes of transportation
    - 47% say “invest more” – Creating a strong, resilient and diverse local economy

- 47% say “invest more” – Responding to climate change with action and environmental stewardship\*
- Whereas less emphasis for investment is placed on:
  - 39% say “invest more” – Investing in City parks and more recreation and gathering spaces
  - 34% say “invest more” – Continuing our ongoing work on reconciliation with the leadership of the Songhees Nation and the Esquimalt Nation
  - 32% say “invest more” – Supporting and enhancing arts, culture, music, sport and entertainment

\*Comparison with 2023: This year’s results are statistically consistent with 2023 with one exception: ‘Responding to climate change with action and environmental stewardship’ has declined by six percentage points.

## Investment in City services and programs



Base: All respondents – 2024 (n=700); 2023 (n=700)

Q6. The City of Victoria has started planning for its 2025 Draft Budget. To help inform this process, the City is interested in learning residents' priorities for investment next year. Considering all the services and programs competing for funding dollars, please tell me whether you think the City should invest more, less, or about the same as this year in each of the following.

▲ ▼ Significantly higher/lower than 2023.

# Investment in City services and programs by gender, age, neighbourhood, and own/rent (1/2)

2024 INVEST MORE												
	TOTAL	GENDER		AGE			NEIGHBOURHOOD				OWN/RENT	
		Male	Female	18-34	35-54	55+	Gonzales/Rockland/Fairfield	James Bay/Downtown/Victoria West	Jubilee/Fernwood/Oaklands	Hillside Quandra/North Park/Burnside	Own	Rent
Base:	700	350	327	109	203	381	163	220	167	150	402	285
Making it easier to build all types of housing, across the city, for everyone	68%	70%	67%	89%	70%	52%	57%	71%	67%	78%	55%	83%
Working with community partners and other levels of government to improve safety and well-being	58%	54%	63%	61%	62%	55%	50%	66%	58%	56%	59%	58%
Creating and expanding sustainable modes of transportation	49%	47%	51%	59%	46%	44%	53%	48%	39%	59%	47%	53%
Creating a strong, resilient and diverse local economy	47%	46%	48%	55%	44%	44%	37%	51%	44%	54%	46%	48%

Base: All respondents - 2024 (n=700)  
 Q6. The City of Victoria has started planning for its 2025 Draft Budget. To help inform this process, the City is interested in learning residents' priorities for investment next year. Considering all the services and programs competing for funding dollars, please tell me whether you think the City should invest more, less, or about the same as this year in each of the following.

  = Statistically higher  
  = Statistically lower



# Investment in City services and programs by gender, age, neighbourhood, and own/rent (2/2)

2024 INVEST MORE												
	TOTAL	GENDER		AGE			NEIGHBOURHOOD				OWN/RENT	
		Male	Female	18-34	35-54	55+	Gonzales/Rockland/Fairfield	James Bay/Downtown/Victoria West	Jubilee/Fernwood/Oaklands	Hillside Quandra/North Park/Burnside	Own	Rent
Base:	700	350	327	109	203	381	163	220	167	150	402	285
Responding to climate change with action and environmental stewardship	47%	38%	55%	55%	44%	44%	43%	52%	40%	53%	44%	51%
Investing in City parks and more recreation and gathering spaces	39%	40%	37%	40%	42%	35%	35%	38%	39%	43%	38%	39%
Continuing our ongoing work on reconciliation with the leadership of the Songhees Nation and the Esquimalt Nation	34%	29%	37%	50%	34%	21%	28%	31%	35%	44%	26%	43%
Supporting and enhancing arts, culture, music, sport and entertainment	32%	32%	30%	38%	33%	26%	32%	33%	25%	37%	29%	34%

Base: All respondents - 2024 (n=700)  
 Q6. The City of Victoria has started planning for its 2025 Draft Budget. To help inform this process, the City is interested in learning residents' priorities for investment next year. Considering all the services and programs competing for funding dollars, please tell me whether you think the City should invest more, less, or about the same as this year in each of the following.

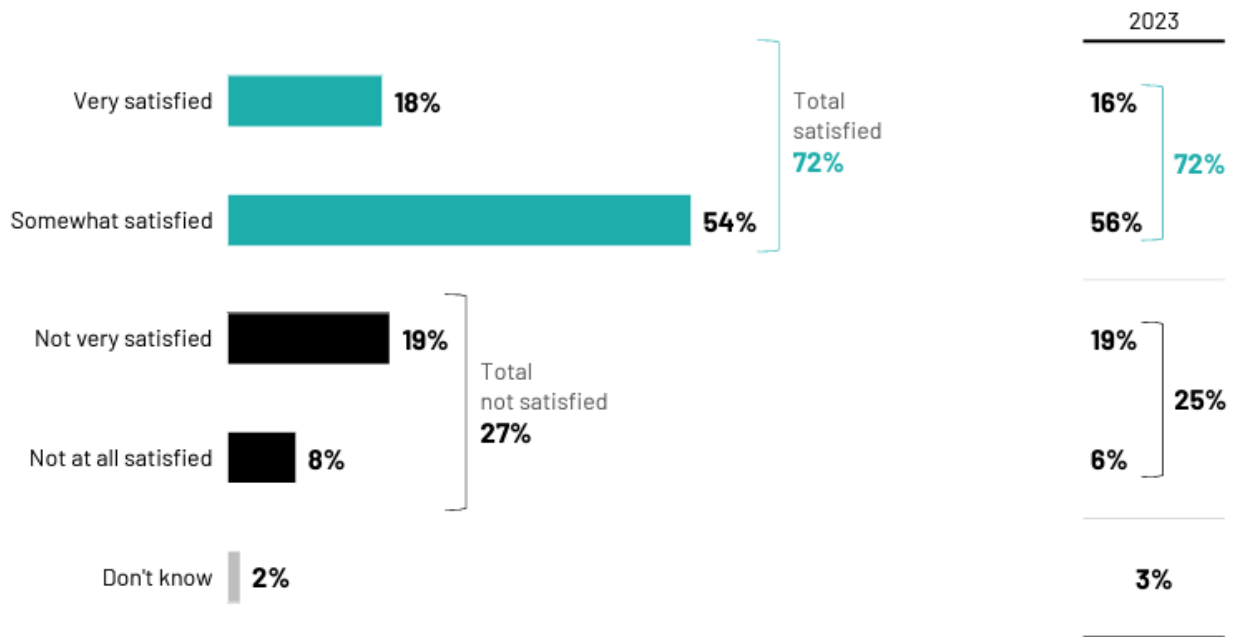
  = Statistically higher  
  = Statistically lower



## Overall Satisfaction with City Services

According to the Ipsos Budget Survey:

- A majority (72%) of residents say they **are satisfied with the overall level and quality of services provided by the City** – unchanged from 2023.
- **Total satisfied** ('very satisfied' + 'somewhat satisfied') is higher among:
  - 82% of those living in Hillside Quadra/North Park/Burnside  
Versus:
    - 67% of those living in Jubilee/Fernwood/Oaklands
    - 69% of those living in James Bay/Downtown/Victoria West
    - 73% of those living in Gonzales/Rockland/Fairfield
  - 76% of those who have lived in Victoria for <20 years  
Versus 67% of those who have lived in Victoria for 20+ years
  - 80% of those with household incomes of <\$60K  
Versus:
    - 67% of those with household incomes of \$60K-<\$100K
    - 72% of those with household incomes \$100K+



Base: All respondents – 2024 (n=700); 2023 (n=700)

Q4. How satisfied are you with the overall level and quality of services provided by the City of Victoria?

▲ ▼ Significantly higher/lower than 2023.



## Change in Satisfaction with City Services in Past Three Years

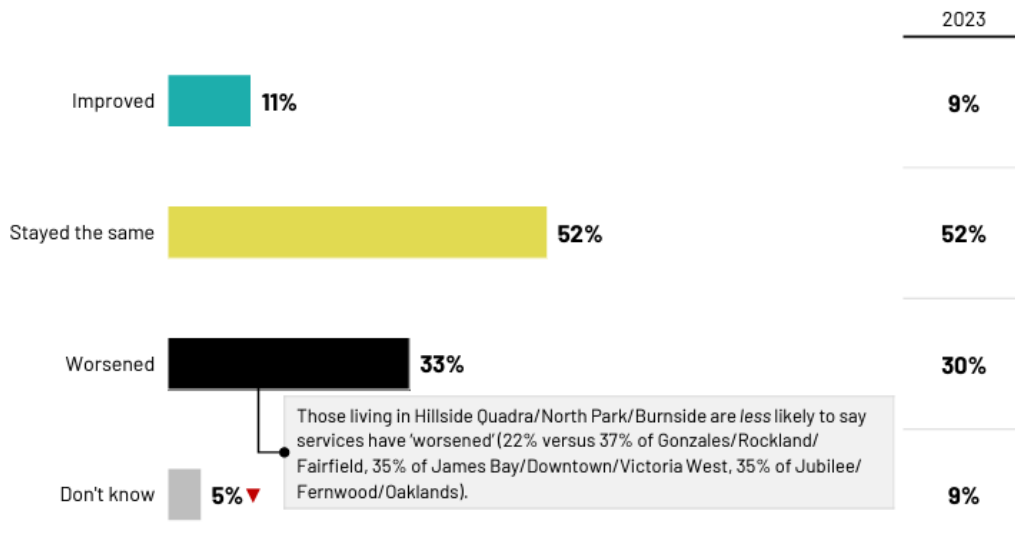
Just over half (52%) of survey respondents feel City services have ‘stayed the same’ over the past three years.

Among those noticing a change, more feel services have ‘worsened’ (33%) than ‘improved’ (11%) – consistent with 2023.

- ‘Worsened’ is higher among:
  - 37% of those who have lived in Victoria for 20+ years  
Versus 28% of those who have lived in Victoria <20 years
  - 38% of homeowners  
Versus 28% of renters
  - 40% with household incomes of \$60K - <\$100K  
Versus:
    - 24% of <\$60K
    - 32% of \$100K+

Those living in the following neighbourhoods **are less likely** to say services have ‘worsened’:

- 22% living in Hillside Quadra/North Park/Burnside
- 37% living in Gonzales/Rockland/Fairfield
- 35% living in James Bay/Downtown/Victoria West
- 35% living in Jubilee/Fernwood/Oaklands



Base: All respondents – 2024 (n=700); 2023 (n=700)

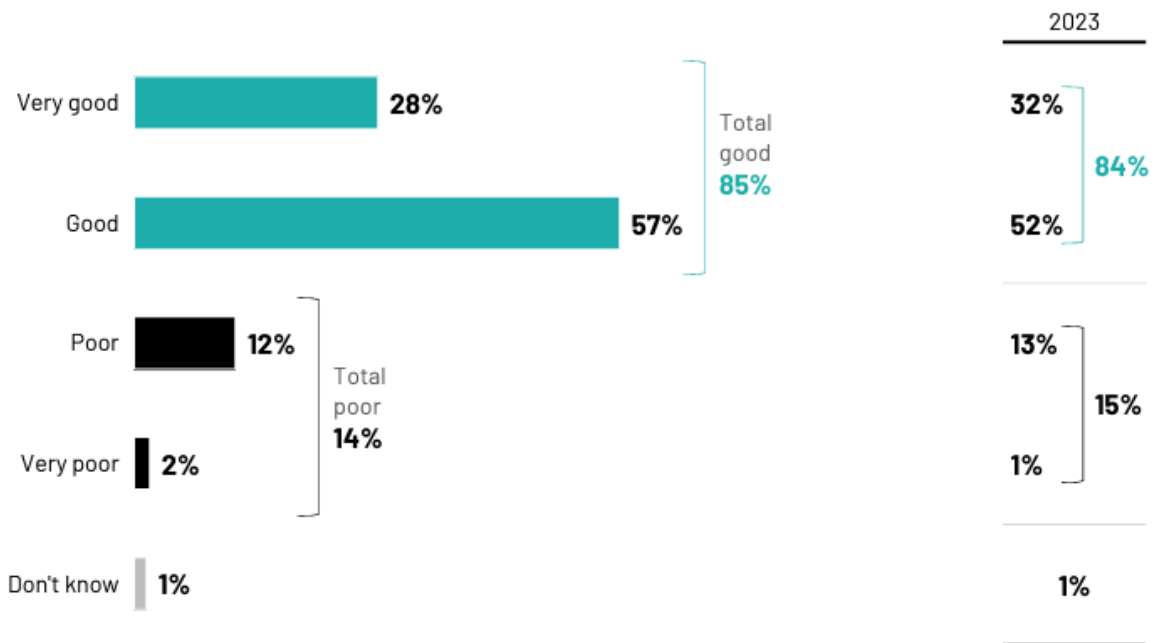
Q5. And, do you feel that the overall level and quality of services provided by the City over the past three years has improved, stayed the same, or worsened?

▲ ▼ Significantly higher/lower than 2023.

## Overall Quality of Life in Victoria Today

Perceptions of the overall quality of life in Victoria today are positive (85% total good) – on par with 2023 (84%).

- Total good ('very good' + 'good') is higher among:
  - 87% for those 55+ years of age  
Versus:
    - 80% of 35-54 years of age
    - 85% of 18-34 years of age
  - 89% of those who have lived in Victoria for <20 years of age  
Versus 80% of those who have lived in Victoria 20+ years



Base: All respondents – 2024 (n=700); 2023 (n=700)  
Q2. How would you rate the overall quality of life in Victoria today?

▲ ▼ Significantly higher/lower than 2023.





## Reasons Quality of Life is Good

Among the 85% who rate Victoria's overall quality of life as 'very good'/'good', the three most frequently mentioned open-ended responses are:

- 20% "good weather/climate"
- 15% "nice place to live/enjoy life here"
- 15% "beautiful city"
- One-in-ten (10%) mention "friendly people/community"



Mentions <3% not shown.

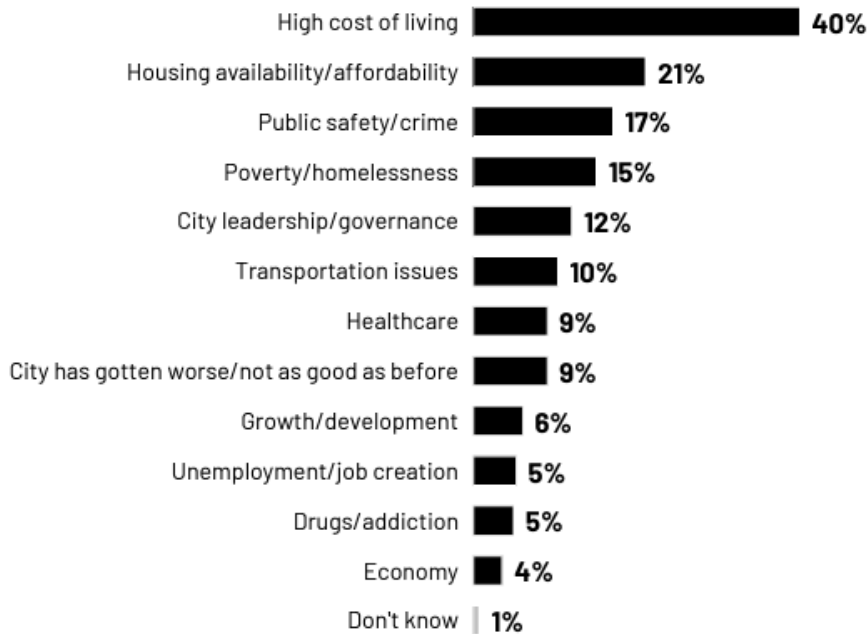
Base: Rated the overall quality of life as very good/good (n=595)

Q2a. Why do you rate the overall quality of life as good? Any other reasons?

## Reasons Quality of Life is Poor

Among the 14% who rate the overall quality of life in Victoria as ‘**very poor**’/‘**poor**’:

- 40% say the “**high cost of living**” is the number one reason for rating Victoria’s quality of life poorly
- Less frequently mentioned reasons include:
  - 21% say “housing availability/affordability”
  - 17% say “public safety/crime”
  - 15% say “poverty/homelessness”
  - 12% say “City leadership/governance”
  - 10% say “transportation issues”
  - 9% say “healthcare”



Mentions <3% not shown.

\* Small base size (<100), interpret with caution.

Base: Rated the overall quality of life as very poor/poor (n=95)\*

Q2b. Why do you rate the overall quality of life as poor? Any other reasons?



## Change in Quality of Life in Victoria in Past Three Years

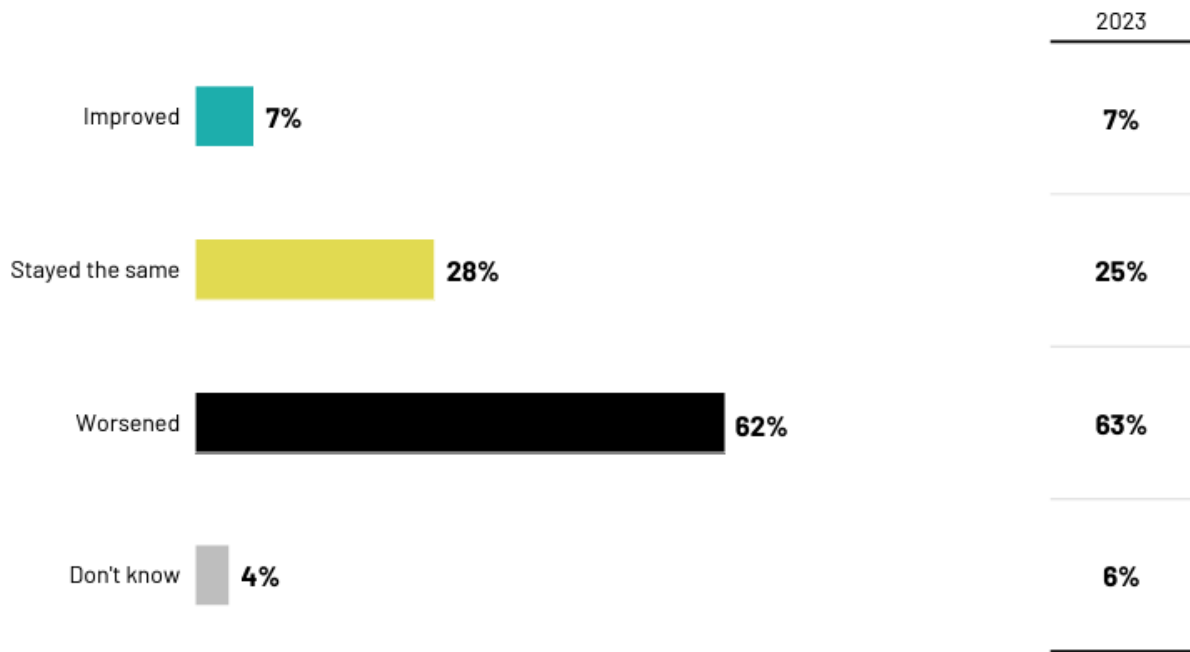
Most (62%) City of Victoria residents believe that the quality of life in Victoria **has ‘worsened’ over the past three years** – consistent with 2023 (63%).

Nearly three-in-ten (28%) feel the quality of life has ‘stayed the same’ (higher than the 25% in 2023).

Only 7% say ‘improved’ – also consistent with 2023 (7%).

Perceptions of a **‘worsened’** quality of life are higher among:

- 67% of those who have lived in Victoria for 20+ years  
Versus 55% of those who have lived in Victoria <20 years
- 72% of those with household incomes of 60K-<\$100K  
Versus:
  - 56% of <\$60K
  - 57% of \$100K+



Base: All respondents – 2024 (n=700); 2023 (n=700)  
Q3. And, do you feel that the quality of life in Victoria in the past three years has improved, stayed the same, or worsened?

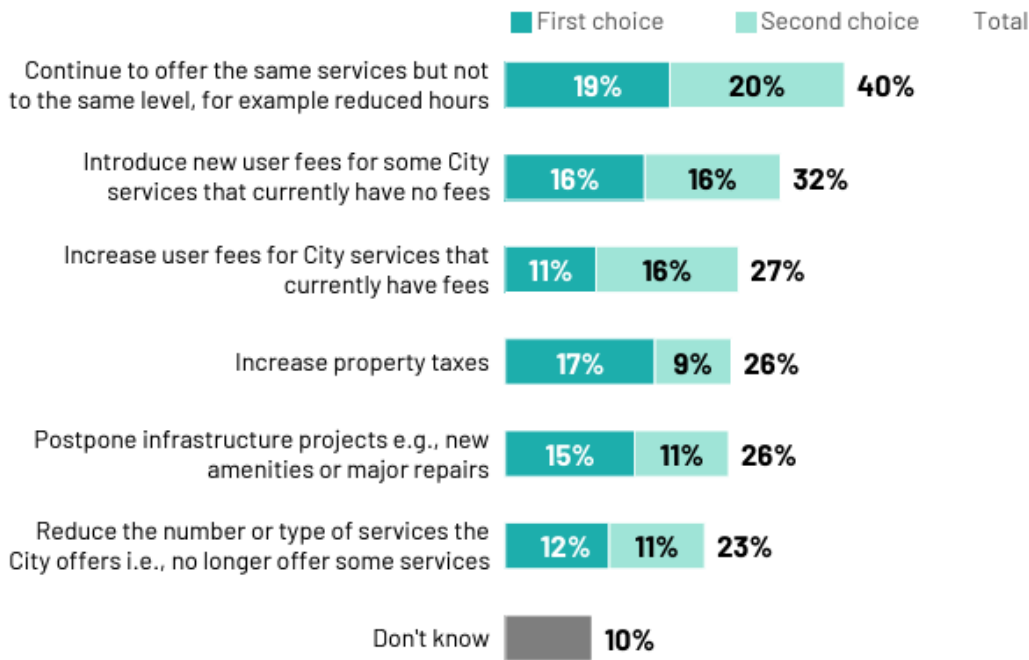
▲ ▼ Significantly higher/lower than 2023.



## Preferred Financial Tools to Balance City Budget

To balance the budget:

- 40% of residents are most likely to prefer the City **continue to offer the same services but not at the same level, for example, reduced hours**
  - Women (47%) are more likely than men (32%) to prefer this option.
- This tool is followed by 32% of residents who prefer the City **introduce new user fees for some City services that currently have no fees**



Base: All respondents - 2024 (n=700)

Q10. The City has a number of financial tools that can be used to balance the budget. Which one of the following would you most prefer the City use to balance its budget?

Q11. Which one would you next most prefer?

<sup>1</sup> 2023 survey also asked about corporate sponsorship and naming rights for municipal programs and facilities.



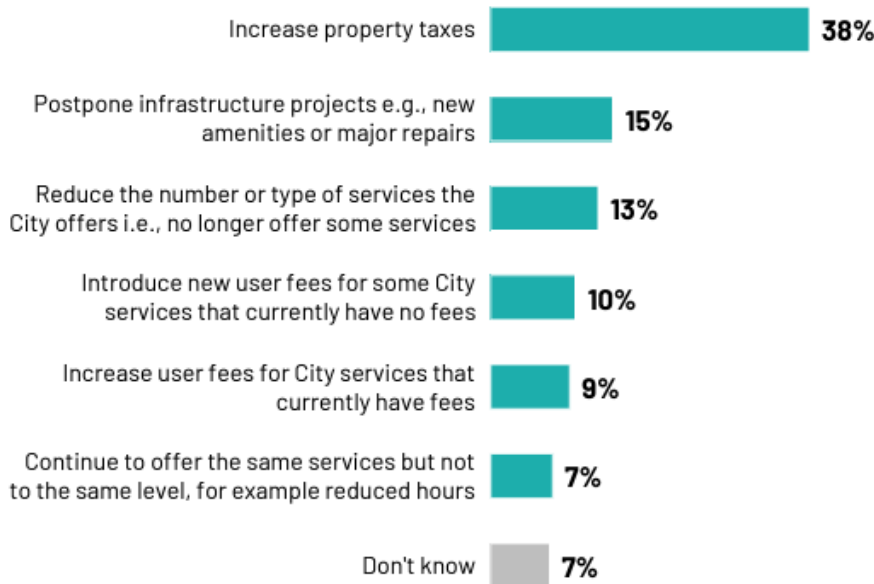
*(Please note, this data cannot be compared with the 2023 Ipsos survey results due to differences in question wording.)*

## Least Preferred Financial Tool to Balance City Budget

The **least preferred** financial tool to balance the City Budget is **increase property taxes** at 38%, more than double than any tool.

Victoria residents **least likely** to prefer an increase in property taxes include:

- 48% of those living in Jubilee/Fernwood/Oaklands  
Versus:
  - 32% of those living in James Bay/Downtown/Victoria West
  - 37% of those living in Hillside Quadra/North Park/Burnside
  - 39% of those living in Gonzales/Rockland/Fairfield
- 43% of those who have lived in Victoria 20+ years  
Versus 34% who have lived in Victoria <20 years
- 49% of homeowners  
Versus 27% of renters
- 50% of business owners  
Versus 37% of non-business owners



Base: All respondents - 2024 (n=700)  
Q12. And which one would you least prefer?

<sup>1</sup> 2023 survey also asked about corporate sponsorship and naming rights for municipal programs and facilities.



## Equity Seeking Budget Community Conversations

Using three blue sticky dots, budget community conversation participants were asked to identify **their TOP THREE priorities for investment in 2025 of Council’s eight priorities.**

The table below summarizes the results across all eight groups that participated in the community conversations. Where more than one priority is listed, this indicates a tie. Detailed results for this activity are located in **Attachment C.**

Ranking of Council’s Priorities by Equity-Seeking Group Participants (Multiple entries indicate a tie)			
Equity-Seeking Participant Group	First Priority	Second Priority	Third Priority
Silver Threads Service	Community Well-Being and Safety	Housing	Parks, Recreation and Gathering Spaces
			Transportation
Victoria Native Friendship Centre	Housing	Community Well-Being and Safety	Truth and Reconciliation
Our Place Society	Housing	Community Well-Being and Safety	Economic Health and Community Vitality
Victoria Disability Resource Centre	Housing	Community Well-Being and Safety	Transportation
Peers Victoria Resources Society	Housing	Community Well-Being and Safety	Truth and Reconciliation
Aboriginal Coalition to End Homelessness	Housing	Arts, Culture, Music, Sport and Entertainment	Community Well-Being and Safety
Victoria Pride Society	Housing	Arts, Culture, Music, Sport and Entertainment	Climate Action and Environmental Stewardship
			Community Well-Being and Safety
			Truth and Reconciliation
City of Victoria Youth Council	Climate Action and Environmental Stewardship	Community Well-Being and Safety	Housing

## Analysis – Ranking of Council Priorities

Some of the results of the community conversations’ ranking activity align with the Ipsos Budget Survey, with **Housing** and **Community Well-Being and Safety** ranking first and second in priority.

- **Housing** is ranked as the **most important priority** most often by groups or second most important, except by youth who rank it as third important.
- **Community Well-Being and Safety** is ranked in the top three priorities by all groups.

In contrast to the Ipsos Survey, the community conversation ranking activity identifies the following:

- **Truth and Reconciliation** is noted in the top three by three groups; during discussions, most groups indicated it should be integrated into all eight Council priorities.

- While **Transportation** is only noted by two groups as being in the top three, it was a topic of discussion by all groups in the post-it note ideas activity.
- **Climate Action and Environmental Stewardship** is noted by two groups – and is the first priority for the Youth Council.
- **Arts, Culture, Music, Sport and Entertainment** is also noted by two groups.
- **Parks, Recreation and Gathering Spaces** and **Economic Health and Community Vitality** are each noted by one group as being in the top three.

## **WHAT WE HEARD: Key Themes and Ideas**

The post-it note activity was successful in generating ideas and discussion within each of the eight, equity-seeking groups. A range of ideas and topics were discussed and categorized under key themes.

Upon analysis, it is apparent that the City is not necessarily financially able or responsible for funding some actions, but it can play an important role in advocating for change among external agencies and other local governments in the Capital Region, as well as the provincial and federal governments.

Based on ideas generated by the community conversations, below are some initiatives City Council could **consider supporting** in 2025:

- Provide incentives for developers to build affordable/accessible housing units in Victoria.
- Make storage a key focus for funding and community partnerships for the unhoused, who need quality, secure and accessible storage to safely leave their belongings during the day and overnight so that they can find and/or go to work.
- Budget and deliver Indigenous cultural safety training to City Bylaw staff to help create better understanding when working with unhoused Indigenous peoples.
- Improve communications with those sheltering on how to retrieve belongings that have been removed by Bylaw services (i.e., print information to be distributed, left behind or posted in spaces where sheltering takes place; City’s website content to be updated regarding fees and how to retrieve belongings; consider tagging belongings that are removed for ease of documentation and retrieval).
- Look at installing community bulletin boards in areas of downtown for the City and local agencies to post helpful information about their programs and services (i.e., at Pandora Avenue and Quadra Street, Centennial Square).
- Create a public education campaign to educate the broader community about who is unhoused, how they got there and their struggles, to increase understanding, destigmatize and note opportunities on ways to help.

- Consider creating and funding a free seniors' bus pass, a free bus pass for the unhoused and a subsidized bus pass for people with disabilities.
- Partner with local agencies to help fund Indigenous arts and cultural programs.
- Fund community programming and space downtown for youth.
- Include a clause in City contracts to safeguard against hate groups booking City facilities.
- Allocate more grant funding to support arts and culture projects year-round and consider developing a grant program to support community leadership initiatives.
- Support Indigenous and non-Indigenous artists in downtown vacant spaces.
- Consider additional support for Silver Threads Service to continue operating.
- Allocate funding for accessible fitness equipment in gyms.

## **Advocacy**

City Council could consider an advocacy role in the following areas:

- Advocate to provincial government to increase PWD payments (currently \$1,400 a month) for persons with disabilities.
- Advocate for increased funding and training for more outreach workers to support the unhoused in the areas of health and wellness checks and hygiene delivery.
- Advocate to BC Housing on a range of sheltering and supportive housing issues, including more staff training and after-care housing for the unhoused exiting detox.
- Advocate and support an 2SLGBTQIA+ resource centre for the community.
- Advocate to BC Transit and other local governments in the Capital Region to provide free bus passes to students, seniors and the unhoused across all municipal boundaries, with more buses more frequently and on time and an electric fleet.
- Advocate for more funding to improve the HandyDART program for those with disabilities.
- Advocate to Island Health for improved after-care support/information for the unhoused when released from hospital, Indigenous cultural safety and 2SLGBTQIA+ training for all frontline healthcare workers; more physicians and primary care for those 55+.
- Advocate for more mental health supports for youth, including free counselling



- Advocate and help fund a piloted community hub model of care that is home to a range of health and social service providers under one roof to provide complex care, referrals and break down systemic silos.
- Advocate for a review of the province’s Extreme Weather Response (EWR) program triggers to further protect the unhoused and deliver a more coordinated response, with spaces automatically open from October-March annually.

## Common Themes and Ideas Shared

Common themes, ideas and input shared by community conversation participants are summarized in the table below. Please see **Attachment C** for full notes taken during each group discussion.

KEY THEMES	DETAILS
<b>Accessibility and Inclusion</b>	<ul style="list-style-type: none"> <li>• More accessible curbs and sidewalks</li> <li>• Financially support and foster disability inclusion efforts</li> <li>• Fund inclusive recreational sports/programs for children with disabilities</li> <li>• Affordable, adapted housing for persons with disabilities</li> <li>• Easier access to mobility aids</li> <li>• Need more ASL interpreter funding (the deaf need to pay for their own medical interpreter when going to doctor or dentist)</li> <li>• See accessibility as more than just wheelchairs</li> <li>• Visual emergency alarms in housing (i.e., smoke carbon monoxide alarms) and emergency flashing lights in new buildings</li> <li>• New builds should all be adaptable and/or accessible (i.e., lowering counters)</li> <li>• Accessible outdoor seating infrastructure with back support</li> <li>• City could offer free neuro-divergence workshops for non-profit organizations</li> <li>• Grants/funding for elevators in heritage buildings</li> <li>• Queer-assisted living for elders so they don’t have to go back into the closet</li> <li>• Centralized website for community resources/supports</li> <li>• Healthy food accessibility – could City partner with farms to subsidize and distribute affordable food?</li> <li>• Include air quality in accessibility</li> <li>• Help fund a staffed “Hub” office for Queer folks with information/pamphlets. Perhaps part of new Crystal Pool facility.</li> </ul>
<b>Arts and Culture</b>	<ul style="list-style-type: none"> <li>• Space for emerging Indigenous artists to work and display their artworks</li> <li>• Funding for Indigenous art/theatre/music projects</li> <li>• More free spaces to gather for arts and culture initiatives</li> <li>• Low-cost, fully-equipped performance venues for 100-150 people</li> <li>• Support cross-cultural events that bring Indigenous and non-Indigenous people together to increase understanding and</li> </ul>

KEY THEMES	DETAILS
	<p>build relationships</p> <ul style="list-style-type: none"> <li>• Arts &amp; Culture Day for housed and unhoused artisans to display their artworks for sale and invite community to attend (a community building/destigmatizing event)</li> <li>• More accessible venues with equitable access</li> <li>• More art projects around the city; easier access to arts funding year-round with accessibility criteria</li> <li>• Need creative outlets to hold onto Indigenous culture (i.e., crafting needles and supplies for beading, sewing and weaving; photography; horticulture)</li> <li>• Information sessions (in person and virtual) on City grants that are offered for arts and culture</li> <li>• More City arts and culture grant programs</li> <li>• Year-round supported queer arts and culture programming</li> <li>• City needs cancellation clause in contracts for hate groups at the Victoria Conference Centre</li> <li>• Public arts and culture events in Centennial Square could include versus exclude homeless community</li> </ul>
<b>Bylaw Services</b>	<ul style="list-style-type: none"> <li>• Trauma-informed training for Bylaw officers</li> <li>• Need new approach for cleaning up the streets</li> <li>• Allow people more time to gather their belongings before removing them</li> <li>• Stop taking away people's purses and backpacks containing ID, money and medication</li> <li>• Transparency on inventory of belongings collected by Bylaw. Currently no records of items removed/discarded/stored. Bylaw officers no longer make a record – why?</li> <li>• Sweeps are causing people more trauma on a daily basis</li> <li>• Confusion on how and where to get belongings back from Bylaw and the fees involved (website, need info handed out)</li> <li>• Use money spent on Bylaw sweeps towards mental health/addiction programs</li> <li>• Enforce bylaws on placement of sandwich board signs that block sidewalks for pedestrians and mobility devices</li> </ul>
<b>Climate Action/ Environment</b>	<ul style="list-style-type: none"> <li>• Need better recycling program</li> <li>• Free bus passes are good for the environment</li> <li>• Support solar panels on buildings</li> <li>• More awnings for shade downtown</li> <li>• Need a hub to share free furniture, clothes, etc.</li> <li>• Misters need to be turned on earlier in the year</li> <li>• Initiatives to help people build relationships with land, water and nature</li> <li>• More green incentive funding for e-bikes and heat pumps</li> <li>• More green roofing incentives in public spaces</li> <li>• Encourage electric leaf blowers</li> <li>• When personal belongings are removed and discarded, Bylaw staff</li> </ul>

KEY THEMES	DETAILS
	are creating more waste for the landfill (i.e., tents, clothes). Is anyone looking at that?
<b>Communications</b>	<ul style="list-style-type: none"> <li>• Community-led bulletin board for social service organizations to communicate programs and services to the unhoused (i.e., in Centennial Square or Pandora Avenue to communicate City services and programs to residents and visitors)</li> <li>• City education campaign to de-stigmatize and decriminalize the unhoused to create understanding and opportunities to help</li> <li>• Communicate better and increase transparency on why Council makes the decisions it does</li> <li>• City to reach out more to disability community so they feel heard and supported</li> <li>• Public phones are needed</li> <li>• City to be a hub for ALL information</li> </ul>
<b>Community Safety &amp; Well-Being</b>	<ul style="list-style-type: none"> <li>• Safer streets; safety on Pandora Avenue</li> <li>• More street lighting (i.e., James Bay is dark)</li> <li>• More community-led crisis response teams</li> <li>• Address aggressive panhandling downtown</li> <li>• More compassion for homeless community</li> <li>• Community wellness for all people; more humanity</li> <li>• Events to increase acceptance of community members, neuro diverse, gender diverse, unhoused</li> <li>• Trans-hate is out there; need safe spaces to combat isolation</li> <li>• People need emotional safety and to not feel invisible</li> <li>• Grants to combat anti-SOGI activism</li> <li>• Community BBQ funded by City to bring all people together</li> <li>• Safety is not always the police</li> <li>• Indigenous Cultural Safety training for all City staff/frontline workers</li> <li>• Safety for the housed and the unhoused</li> <li>• Gangs are moving in; theft is increasing, more guns and weapons showing up</li> </ul>
<b>Community/Social Connections</b>	<ul style="list-style-type: none"> <li>• Hold/support community events that bring ALL members of the community together to increase understanding</li> <li>• Create a culture where we take care of each other and care by destigmatizing drug users</li> <li>• Supports for homeless (physical, mental, addiction)</li> <li>• City to fund community leadership initiatives</li> <li>• What can people do to help people who are unhoused?</li> <li>• Look at people in the eye who are unhoused; make them feel seen</li> <li>• More money for My Great Neighbourhood grants</li> <li>• More meetings like this with the City with people who care</li> </ul>
<b>Economy/Downtown</b>	<ul style="list-style-type: none"> <li>• Support and promote local businesses</li> <li>• Need a market space for Indigenous artisans and small businesses</li> <li>• Increased vacancies downtown – do something with the space</li> </ul>

KEY THEMES	DETAILS
	<ul style="list-style-type: none"> <li>• More food truck villages</li> <li>• Market Victoria as a gateway to Vancouver Island</li> <li>• Introduce business licences for sex trade workers</li> <li>• Reduce development projects to preserve green space</li> </ul>
<b>Education/Training</b>	<ul style="list-style-type: none"> <li>• More training for Bylaw staff re: colonialism, trauma, PTSD</li> <li>• Need more and free youth programs and services (mental health, addiction)</li> <li>• City Council to experience one week of low income or disability (PWD) budgeting \$50-\$100 week for groceries</li> <li>• City Council to experience at least one overnight stay at a shelter</li> <li>• Education campaign to share stories of homeless; not all unhoused people are the same (help remind people how to be human to others)</li> <li>• Create “a day in the life” experience to give public a glimpse of what it’s like to be unhoused in downtown Victoria</li> <li>• Open mic events for unhoused to introduce themselves and tell their stories</li> <li>• Greater awareness in community about what a white cane means</li> <li>• Public education campaign about trans/queer people and issues</li> <li>• More cycling information from the City of Victoria</li> </ul>
<b>Facilities</b>	<ul style="list-style-type: none"> <li>• Silver Threads Service needs a funding subsidy to continue operating. They are the only one of 11 centres that is not in a City-owned facility.</li> <li>• More washroom access for the unhoused</li> <li>• Supervised toilets and showers for the unhoused</li> <li>• Blocking the unhoused from using washrooms doesn’t eliminate the need for public washrooms</li> <li>• Mobile laundry van is needed</li> <li>• Pet-friendly community centres for the unhoused</li> <li>• Use parkades for night sheltering</li> <li>• Places to charge phones</li> <li>• More information/transparency about Crystal Pool – why City is not providing less expensive option(s) in referendum</li> </ul>
<b>Food Security</b>	<ul style="list-style-type: none"> <li>• More community gardens</li> <li>• More accessible community gardens</li> <li>• Rooftop farming (see Montreal) mandate on new builds</li> </ul>
<b>Healthcare</b>	<ul style="list-style-type: none"> <li>• Support a Community Hub Model with social service providers from Peers, BC Housing, SOLID, detox, housing, domestic violence, etc. – all under one roof for easy access and referrals (City to help fund/support); breaks down complex needs and social service silos = systemic change</li> <li>• Advocate for Indigenous cultural safety training for healthcare staff; racism at hospitals and only 1 Indigenous Liaison Nurse for three hospital Mon-Fri, 9-5; need healthcare advocates with you</li> </ul>

KEY THEMES	DETAILS
	<ul style="list-style-type: none"> <li>• More detox services</li> <li>• Supportive housing for unhoused exiting detox (currently people go back to living on the streets with no follow-up care) and cycle continues</li> <li>• Need drug rehabilitation centres for the unhoused</li> <li>• Need to be clean 2-3 weeks before you can get a mental health screening for housing – need housing support for when people are getting clean</li> <li>• More doctors and clinics</li> <li>• More safe supply initiatives/consumption sites</li> <li>• Harm reduction safety and information</li> <li>• Navigation of health system supports for street community</li> <li>• More health care outreach on the street both day and night</li> <li>• Mental health support without criminalization</li> <li>• Urgent care clinics for seniors only; free medical services for seniors (dentist, chiro, acupuncture)/extended health care</li> <li>• More supports for women 55-65</li> <li>• Help make healthcare more accessible – shorter wait times, more general practitioners</li> <li>• Mental health support through wellness activities (i.e., local food production)</li> <li>• Advocate for a queer resource centre for 2SLGBTQ+ community with counselling, workshops, resource groups, youth drop-ins and info on how to navigate the healthcare system</li> <li>• Healthcare is not always safe and respectful for trans people</li> <li>• Mental health supports for queer community</li> <li>• Host workshops for youth on mental health</li> <li>• More mental health supports/services for youth (free counselling, Foundry, detox)</li> </ul>
<p><b>Homelessness</b></p>	<ul style="list-style-type: none"> <li>• Pandora Avenue – is this the best we can do for the unhoused? People need help.</li> <li>• No more sweeps of Pandora Avenue – not helpful</li> <li>• Help get homeless people off the streets and into safe housing with the supports they need</li> <li>• Solve the homeless problem</li> <li>• Where are the homeless to go when Bylaw moves them?</li> <li>• Cold weather protocols are late and disorganized. Needs to be triggered before people are hypothermic/wet and cold. Need automatic seasonal support.</li> <li>• Need safe outdoor spaces for sheltering</li> <li>• A lot of people have been displaced from their homes; cost of living keeps going up</li> <li>• People need somewhere to go during the day</li> <li>• Unhoused people need compassion</li> </ul>

KEY THEMES	DETAILS
<b>Housing</b>	<ul style="list-style-type: none"> <li>• Housing is not a privilege; housing is a human right</li> <li>• All forms of housing needed</li> <li>• Affordable mixed housing for seniors, families, students, low income</li> <li>• Affordable housing for people on disability</li> <li>• More tiny homes in different locations</li> <li>• More co-op housing and workshops on how to access it</li> <li>• More safe and supportive housing and for couples</li> <li>• If kicked out of supportive housing, must wait a year to get back on the list</li> <li>• Rent control; rental caps still don't help people living on PWD (Persons With Disabilities) income</li> <li>• Subsidies for renters on a scale of income</li> <li>• Rezoning to create necessary housing for non-profits to help built tiny home communities</li> <li>• Need small micro housing similar to after WWII</li> <li>• More guidelines to avoid renovictions</li> <li>• Living in a vehicle is considered housing</li> <li>• More time to vacate once a property is sold (especially for people with disabilities); more tenant rights</li> <li>• BC Housing promised all housing spaces to be adaptable but hasn't happened yet</li> <li>• Commercial spaces are sitting empty; Armory for shelter and Canadian Tire could be used for housing.</li> <li>• Create a community for people with old RVs</li> <li>• City incentives for homeowners to house vulnerable people in their basement suite</li> <li>• City incentives to build affordable housing</li> <li>• Include low-income suites in new builds</li> <li>• People who work full-time are still having to sleep outside</li> </ul>
<b>Immigrant Supports</b>	<ul style="list-style-type: none"> <li>• Immigrant red tape causes barriers for those who are new to Canada in accessing support</li> <li>• Need a centre to help newcomers navigate the social services and immigration systems</li> <li>• ICA only supports permanent residents; who helps people get permanent residence status?</li> <li>• Grants for BIPOC community members to go back to school</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>• Media need to be less biased (anti-homeless)</li> <li>• Media to help educate about homelessness; not all homeless are created equal</li> </ul>
<b>Mental Health</b>	<ul style="list-style-type: none"> <li>• Need for forced hospitalization for those with mental illness and addiction</li> <li>• More mental health workers</li> <li>• More funding for counselling</li> <li>• Unhoused mentally ill don't get their medication</li> </ul>

KEY THEMES	DETAILS
<b>Parking</b>	<ul style="list-style-type: none"> <li>• More accessible parking everywhere</li> <li>• Is the City doing a policy on accessible parking?</li> </ul>
<b>Parks</b>	<ul style="list-style-type: none"> <li>• Good connections and pathways</li> <li>• Use half the City's flower budget to grow food to give away (need food not veggie starts)</li> <li>• Plant more non-invasive species</li> <li>• Parks are the only form of free recreation and community gathering; do not allow sheltering</li> <li>• Grow Indigenous medicines in City parks for harvesting</li> <li>• Reconsider removal of Sequoia tree in Centennial Square</li> <li>• Install "no smoking" signs in Centennial Square</li> <li>• More native plants in public spaces for rewilding and bee/pollinator habitat</li> <li>• Can you use some of the Centennial Square improvement funding to go towards a hub for the unhoused?</li> <li>• More wheelchair access ramps on beaches and grass</li> </ul>
<b>Police</b>	<ul style="list-style-type: none"> <li>• More training for police re: trauma and Indigenous Cultural Safety training</li> <li>• Naloxone/training for police</li> <li>• Homeless afraid to call the police for help as they are not sure if they will receive supportive care or be safe</li> </ul>
<b>Recreation</b>	<ul style="list-style-type: none"> <li>• Invest in community centres</li> <li>• More programs such as the LIFE program</li> <li>• Funding for accessible fitness equipment in gyms</li> <li>• Adaptive fitness centre for people with disabilities</li> <li>• Free places for people to gather and enjoy</li> <li>• Grants for low-income adults to participate in sports</li> <li>• Funding for 2SLGBTQ+ sports teams and programming</li> <li>• More youth-friendly events (not just 19+)</li> <li>• A youth centre to hang out at downtown with programming</li> </ul>
<b>Shelters/Sheltering</b>	<ul style="list-style-type: none"> <li>• More shelters that allow couples to be together</li> <li>• More shelters that allow pets; pets are critical to homeless people</li> <li>• We need more homes, not shelters.</li> <li>• Not everyone on the streets can live independently. This needs to be recognized.</li> <li>• More places for the unhoused to have access to phones, computers, showers and laundry facilities</li> <li>• Shelters won't hold your spot if you have to go to the hospital</li> <li>• Can Armories building be used as a shelter?</li> <li>• Shelter staff can be abusive; need more trauma-informed training</li> <li>• Shelters will only allow one bag. Where do you store your other stuff so that it isn't stolen or removed by Bylaw?</li> </ul>

KEY THEMES	DETAILS
	<ul style="list-style-type: none"> <li>• Few to zero resources for women, especially 55+</li> <li>• Give people self-governance when sheltering</li> <li>• Are there pieces of City land that can be used for sheltering?</li> <li>• Shelters have accessibility issues</li> <li>• “Indian Time” – it happens when it happens (i.e., it will be done when it is meant to be done). Indigenous cultural value of time is different from colonial value; this creates challenges with deadline to remove tents daily at 7 a.m.</li> </ul>
<b>Social Services</b>	<ul style="list-style-type: none"> <li>• Advocate for better hours and wages for outreach support workers to help them avoid burn out (care for caregivers)</li> <li>• Better training for supportive housing workers</li> <li>• New model for funding to avoid agencies competing for same \$\$</li> <li>• Hard to stay clean in supportive housing when surrounded by drugs and alcohol</li> <li>• More Tiny Homes for people with addiction with supports</li> <li>• Need programs led by people with lived experience</li> <li>• Every unhoused person needs their own social worker; every time you get a new social worker you start from scratch and have to re-tell your trauma story (painful/exhausting)</li> </ul>
<b>Storage</b>	<ul style="list-style-type: none"> <li>• Continued need for safe and secure storage for the unhoused – how to find work or go to work when no where to store belongings during the day</li> <li>• Concerns of losing possessions to theft and Bylaw officers</li> </ul>
<b>Transportation</b>	<ul style="list-style-type: none"> <li>• Free bus passes for seniors</li> <li>• Free or low-priced transit for people with disabilities</li> <li>• Free bus transportation for Indigenous Elders</li> <li>• More buses that run more regularly</li> <li>• More buses during busy times</li> <li>• More electric buses</li> <li>• No floating bus stops; fix floating bus stops (safety issue for those with disabilities)</li> <li>• Improve existing bus stops (i.e., outside City Hall, bus stop is very low and ramp is too steep)</li> <li>• Longer pedestrian signals</li> <li>• Advocate for better training for Transit drivers (re: sudden braking, waiting for someone with a disability to sit down)</li> <li>• Cyclists need to be licensed</li> <li>• Bike lanes to include tactile cues</li> <li>• Another free bike valet at the opposite end of downtown</li> <li>• HandyDART needs more funding – need to book <i>three weeks in advance</i> and often poor service (i.e., takes a long time to get where you’re going as there are multiple stops)</li> <li>• Don’t house people where there isn’t transit</li> <li>• City budget line item for curb ramps, tactile cues, audible lights</li> <li>• Fund Island Rail</li> </ul>



KEY THEMES	DETAILS
	<ul style="list-style-type: none"> <li>• More bike safety/bike lanes – address bike safety issues along Wharf Street</li> </ul>
<p><b>Truth and Reconciliation</b></p>	<ul style="list-style-type: none"> <li>• To be a lens and component of each of Council’s priorities, not siloed</li> <li>• Funding for Indigenous people to be teaching about their land and culture in schools</li> <li>• We need access to our natural medicines</li> <li>• All residential school survivors should have a PTSD dog</li> <li>• People living off reserve should have the same rights as people living on reserve</li> <li>• Why doesn’t the City recognize Indigenous Urban Peoples?</li> <li>• More programs, specifically cultural, for First Nations people (i.e., such as QomQem Coastal Connections that provides cultural programming)</li> <li>• Discrimination at the mall; not allowed to sit on a bench</li> <li>• Protected supports for Urban Indigenous (those residing off reserves) as they have different needs</li> <li>• Reconciliation means all nations, not just those born on these territories</li> <li>• More education on how to work with Indigenous peoples</li> <li>• Indigenous people should not be homeless; this was their land</li> <li>• Racism and discrimination are rampant for Indigenous people</li> <li>• A space to learn about Indigenous culture and history from their perspective</li> </ul>
<p><b>Youth</b></p>	<ul style="list-style-type: none"> <li>• Youth want print information – mobile devices used for entertainment (i.e., posters in schools, printed brochures)</li> <li>• Youth use social media for fun, not for finding out information</li> <li>• City to be a hub for all information</li> <li>• More politics “how to class” for high schools</li> <li>• Survey youth to find out how best to reach them</li> <li>• City to hire youth ambassadors for age groups to share info with peers; youth to canvass other youth to champion City program information</li> <li>• Advocate for mental health education in all levels of school</li> <li>• Can City do something to improve international homestay experience for youth?</li> <li>• Remove barriers to make it easier for university students to vote</li> <li>• Encourage mock elections in school</li> <li>• Make voting information more accessible for youth</li> </ul>

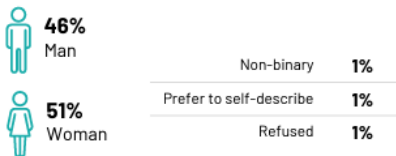
## Who We Heard From – Ipsos Budget Survey

Ipsos provided the following breakdown of who we heard from in the budget survey. The following statistics are consistent with 2023:

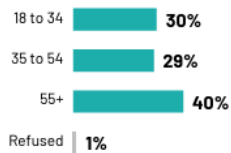
- Slightly more women than men participated in the survey (51% versus 46%); 1% were non-binary
- 40% are 55 years or older; followed by 30% are 18 to 34 years old, and 29% are 35 to 54 years old
- 37% identified as being two-person households, followed by 32% in one-person households
- 53% completed university or post-graduate studies, followed by 33% of those with some post-secondary and college diploma education; 14% have high school education or less
- 17% identified having children under 18 years of age in their household
- 51% identified as homeowners versus 47% who are renters (*Compared to 49% and 50% in 2023 respectively*)
- 58% have a household income of <\$100K; 34% have a household income of \$100,000+

## 2024 Weighted sample characteristics (1/2)

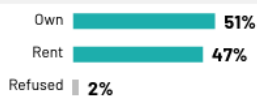
### GENDER IDENTITY



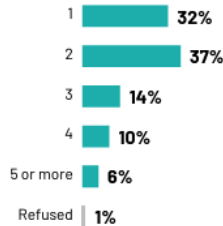
### AGE



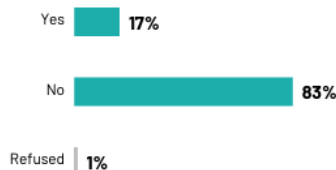
### OWN VS. RENT



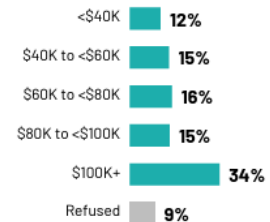
### NUMBER OF PEOPLE IN HOUSEHOLD



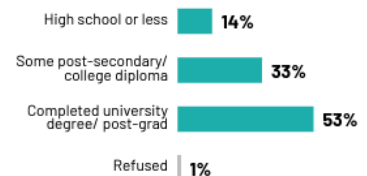
### CHILDREN <18 IN HOUSEHOLD



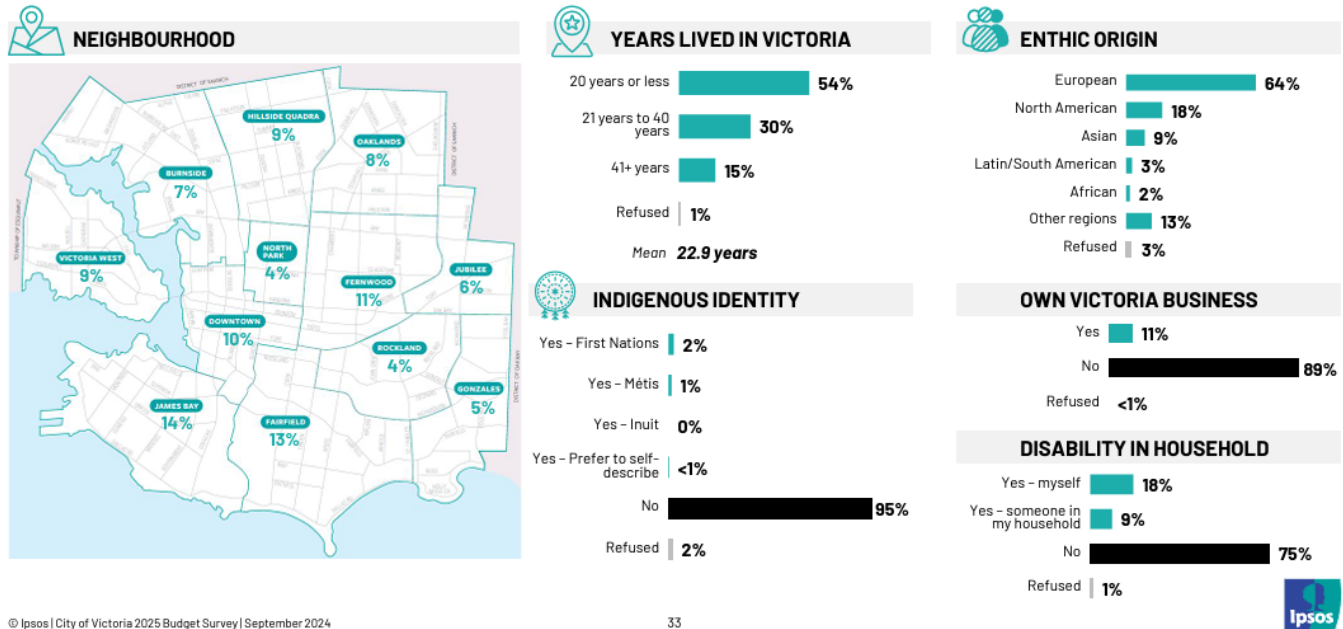
### HOUSEHOLD INCOME



### EDUCATION



## 2024 Weighted sample characteristics (2/2)



Of the 700 Ipsos budget survey participants, their neighbourhood groupings were as follows:

- Gonzales/Rockland/Fairfield (n=163)
- James Bay/Downtown/Victoria West (n=220)
- Jubilee/Fernwood/Oaklands (n=167)
- Hillside Quadra/North Park/Burnside Gorge (n=150)

**NOTE:** The Ipsos survey’s weighted neighbourhood percentages in the map above mirror the Census 2021 neighbourhood population percentages.

### Ethnic Origin | Indigenous Identity

Over half of Ipsos survey respondents (64%) identified as European followed by 18% identifying as North American, 9% as Asian, 3% as Latin/South American, 2% as African and 13% from other regions.

Of those who identified as Indigenous, 2% were First Nations and 1% were Métis.

### Victoria Business Owners

Of the Ipsos survey participants, 11% identified as being Victoria business owners.

### Disability in Households

Of the survey respondents, 18% identified as having a disability in their household, while 9% identified having a member of their household other than themselves having a disability.