



SOUTH OKANAGAN|SIMILKAMEEN'S

VitalSigns[®]

MEASURING THE HEALTH OF
OUR COMMUNITIES

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Message from the President and Leadership Team Chair

The Community Foundation of the South Okanagan | Similkameen is pleased to present our second Vital Signs® report. The 2013 report is more ambitious than the last having been expanded to reflect all the communities in the South Okanagan and Similkameen area to complement our Smart and Caring Communities initiative. As in the previous report, we have worked to combine relevant statistical information which measures the vitality of our communities and identifies issues and trends, with citizen's assessments in a range of areas critical to a fulsome quality of life.

Feedback on the first report clearly indicated that the information presented helped to inform and guide not only the decisions we made as a Foundation, but also those of individuals and other organizations working in support of our community's well being.

The Community Foundation of the South Okanagan | Similkameen has been a vital part of helping people give back to their communities for over 20 years. Through our stewardship of gifts from citizens and organizations, we have been able to grant over \$1,250,000 in our history to meet a variety of community needs.

Once again, this Vital Signs® report could not have been completed without the dedicated effort of the members of our Vital Signs® Community Leadership Team, and the more than 650 citizens that committed their time by completing the Vital Signs® survey.

We are extremely grateful to all who participated. We believe that the result is a stimulating report that offers you a portrait of our region. We hope you will read it, consider the issues and information presented, and then step forward where you live to help be part of building smart & caring communities for everyone.



Susan Kelly, President of the Board of CFSOS



Kim Lyster, Vice President & Vital Signs® Leadership Team Chair

A PROFILE OF OUR REGION



The Community Foundation of the South Okanagan|Similkameen provides support to charities throughout the RDOS.

RDOS Quick Facts:

Geographic Area	10,400 km ²
Total Population	80,762
City of Penticton	32,877
District of Summerland	11,280
Town of Oliver	4,824
Town of Osoyoos	4,845
Town of Princeton	2,724
Village of Keremeos	1,330
Electoral Area A	1,892
Electoral Area B	1,140
Electoral Area C	3,473
Electoral Area D	5,717
Electoral Area E	1,844
Electoral Area F	2,100
Electoral Area G	2,314
Electoral Area H	1,768

School Districts 53, 58, 67

Many of the Learning statistics are available by School District (SD). The number of students in each district is as follows (2012/13):

SD 53	2,443
SD 58	2,505
SD 67	6,017

Okanagan Health Service Delivery Area (OHSDA)

Some statistics are only available for the OHSDA, which has a population of approximately 319,000 people (2006).



HOW TO READ THIS REPORT



Issue Areas

This report covers 11 Issue Areas that must be considered when assessing the overall health and vitality of a community.

Research Findings

The statistics were collected with the assistance of Community Foundations of Canada and the Centre for the Study of Living Standards. Reliable sources such as Statistics Canada were used with an emphasis on the most current and geographically specific data possible. Note: some of the 2011 census results were not available at the time of publication.

Public Opinion

Hundreds of comments were received from citizens throughout the South Okanagan|Similkameen. This section provides a sample of those comments.

Survey Grade

Citizens throughout the RDOS were invited to complete a survey on the health of their community, measuring 11 issue areas on the following 6 point scale:

- A+ Awesome! Our community is doing great!
- A We're doing well and headed in the right direction.
- B Progress is being made.
- C Some progress is being made, but not quickly enough.
- D Of concern, we need to focus on this.
- F In dire need of immediate corrective action.

The grade shown is the median score from all responses. If the median score received less than 40% of responses then the grade shown is a combination of the two most popular responses ("B+", for example).

Not all respondents completed every question. Survey grades are not intended to be statistically significant, but rather to give a sense of public opinion on a matter.

Survey Responses

The 2013 Vital Signs survey received more than 650 responses from residents throughout the region.

Where respondents live:

Cawston	25	Hedley	5
Kaleden	14	Keremeos	22
Naramata	31	Okanagan Falls	52
Olalla	2	Oliver	45
Osoyoos	66	Penticton	337
Princeton	9	Summerland	66
Other	10		

Demographic profile:

65% Female
61% married
67% have no dependent children
52% over 55 years old
39% are between 35-54 years old
8% are under 34 years old

LEARNING

Access to quality educational opportunities for people of all ages is important to the welfare of our communities. Improving outcomes for students of all ages and backgrounds is an important societal goal.

HOW WE ARE HELPING:

Over the last two years the Community Foundation has granted over \$25,000 to local schools, Parent Advisory Committees, and community learning programs. This also includes thousands of dollars allocated to bursaries and scholarships for students from within the Regional District of the Okanagan Similkameen.

CITIZEN FEEDBACK:

"More degree programs need to be available in Penticton. Youth seeking a degree should not have to travel to Kelowna or other areas to get their education... More skilled training in the region is warranted."

"Cuts to Family Life Education, Gifted Program and other areas in the schools are a real concern."

66%

six-year completion rate of Aboriginal students in School District 67 in 2012 vs. 60% in 2011. This is compared the BC average of 57% in 2012 vs. 54% in 2011.

School District 53:

54% (2012) vs. 47% (2011)

School District 58:

56% (2012) vs. 54% (2011)

10

classes (out of a total of 1,170) in School Districts #53, 58, & 67 have more than 30 students.

50%

of high school graduates in the South Okanagan have successfully completed post-secondary education (2011) compared to 53% for BC (2012).

57%

of School District 58 students met the math standards in grades 4 & 7 as compared to the BC average of 76%. This compares to 74% and 79% in School District 67 and 53 respectively.

82%

of School District 67 students met the reading standards in grades 4 & 7 as compared to the BC average of 80%. This compares to 69% and 82% in School District 58 and 53 respectively.



YOUR OPINION

A-

HEALTH & WELLNESS

51%

of residents in our health region self-reported as overweight or obese (2012). This compares to 46% for all of BC.

34%

of Penticton residents report suffering from depression & anxiety vs. 31% in Summerland, 26% in Keremeos and 24% for all of BC.

12%

of Oliver & Osoyoos residents are diabetic vs. 8% for Penticton and Summerland, 9% for Keremeos and 10% for Princeton. The BC average is 8%.

21%

of residents in our health region are smokers. This compares to 14% for all of BC and an average of 17% for all of Canada.

63%

of residents in our health region reported being physically active during leisure time. This compares to 60% for all of BC.

Personal health and well-being are largely a reflection of the lifestyle choices we make and these, in turn, are strongly influenced by our social and economic status. Collective action that empowers and motivates all individuals to make healthy choices will improve the health of our communities and help our region flourish.

HOW WE ARE HELPING:

In 2013, the Foundation granted \$7,600 to the Okanagan Similkameen Healthy Living Society to implement sustainable and innovative healthy living action plans to make our region the "healthiest in BC". These action plans involve collaboration among partners from every segment of the health care system.

CITIZEN FEEDBACK:

"We have a fantastic community centre and physical activity opportunities. We have a wonderful farmer's market, and the new coupon program is helping low income families and seniors access healthy food at the market. We have some great mental health support but I think this area could be improved."



ARTS & CULTURE

Participation in arts, cultural and heritage activities, projects and events create engaging and authentic connections. The creative well-being of individuals and organizations are a vital sign of thriving communities and something to be enthusiastically pursued.

HOW WE ARE HELPING:

In 2013, the Community Foundation granted \$3,500 to the NK'Mip Desert Heritage Society to complete an important project that documents all of the photos and historical records on site. Once completed, these documents can then be accessed by community members, museum and history researchers.

CITIZEN FEEDBACK:

"The population is beginning to see the value of the arts in a community. Most of this is volunteer now but we do bring in dance, music, theater and festival... It will grow to create a culturally rich community I am sure."

"Opportunities to attend cultural events are limited, as is participation in making art."

1,476

people on average visited the libraries daily throughout the South Okanagan -Similkameen in 2012. This means almost 2% of the population visit the library each day.

7%

decline in visits to the Penticton and Osoyoos Museums from 2011 to 2012. Princeton was unchanged year over year.

11,578

of visits to the Penticton Art Gallery in 2012 vs. 2011 which was virtually unchanged at 11,583 visitors.

\$5.49

2012 BC Gaming grants per capita to Arts organizations in Penticton (vs. \$8.06 per capita in 2010). This compares to \$3.72 per capita for the entire region.

YOUR OPINION

A-

BELONGING & LEADERSHIP

50%

voter turnout in Keremeos in the 2011 municipal election, compared to 34% for Penticton, 36% for Summerland, 44% for Oliver, 40% for Osoyoos, and 45% for Princeton.

\$320

20% of Penticton taxpayers gave \$320 (median) in charitable donations in 2011 vs. 22% of BC taxpayers who gave a median gift of \$370.

91%

of Okanagan residents reported being satisfied or very satisfied with life in 2012. This is down from 93% in 2010.

11%

of students in School District 53 report being bullied, teased or picked on. This compares to 10% for School District 58 and 9% for School District 67.

Most people have a deep need to feel they belong to a culture, a community, or a cause. Our communities are stronger when citizens are able to experience a sense of belonging and can put their energies toward demonstrating civic responsibility, respect for others, social well-being and volunteerism.

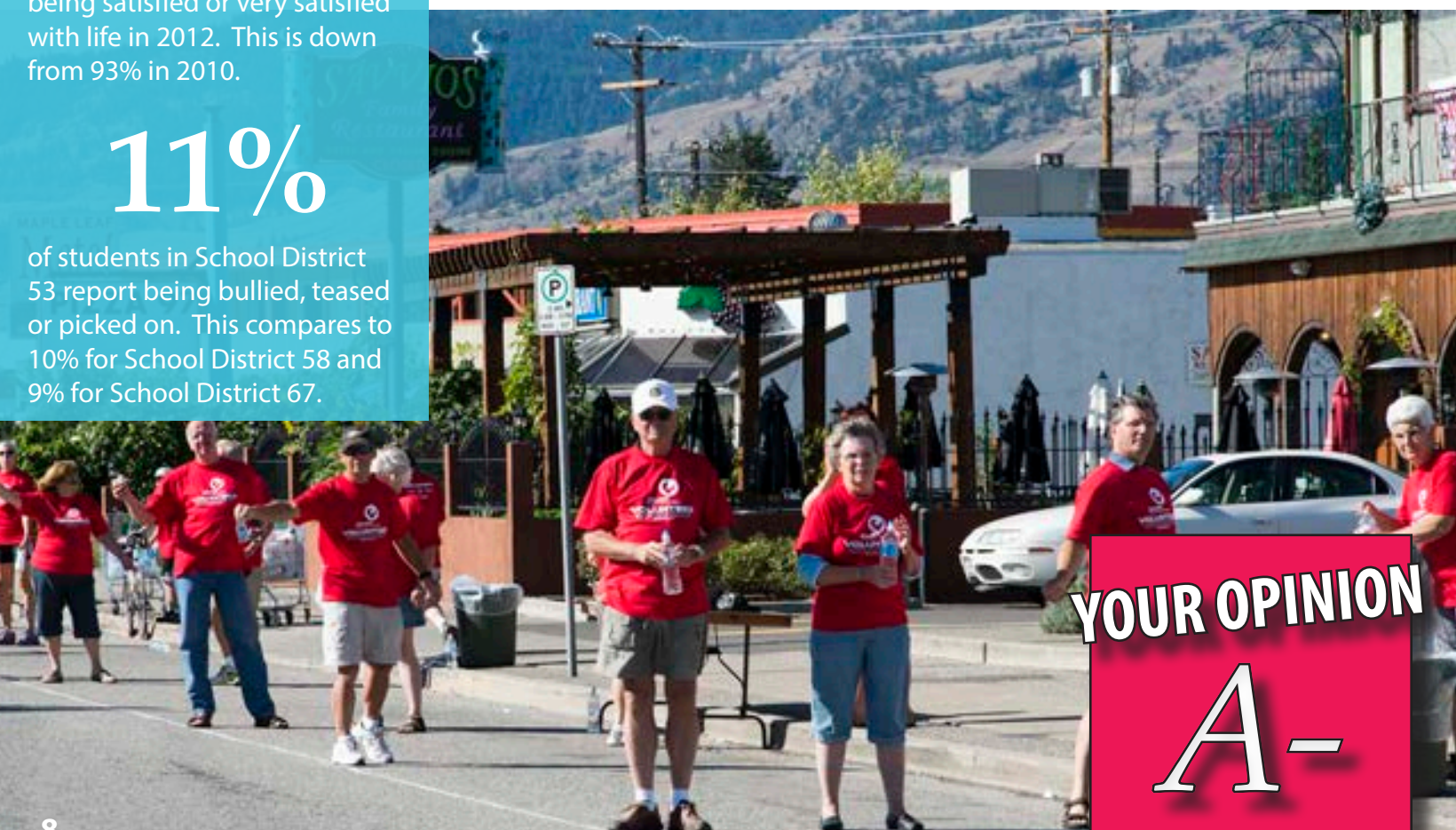
HOW WE ARE HELPING:

In 2013, the Foundation granted over \$3,500 to STOP A BULLY, a program which provides an anonymous reporting system to 132 schools across Canada. In addition, the Foundation granted \$4,000 to the Meals on Wheels program which will assist in the expansion of services to seniors at home and school programs.

CITIZEN FEEDBACK:

"There is far too much divisiveness in this community. Too much time is spent on blaming and criticizing rather than getting on with the job at hand."

"I think the ability of residents to participate is excellent, however, given the # of organizations ... needing volunteers, our citizens could improve those odds."



SAFETY

Feeling safe and secure in our communities is measured not only by numbers of crimes but also by the richness of our relationships and connectedness with our neighbours. We should feel safe walking to school, having children play outside and smiling at people we walk past.

HOW WE ARE HELPING:

In 2013, the Community Foundation granted \$4,200 to the Penticton & District Emergency Program Society. This grant was used to purchase mountain bikes, equipment, and trailers to be used when search and rescue crews are called out to remote locations on the many busy trails throughout the RDOS.

CITIZEN FEEDBACK:

"My sense of security rests in my community - my neighbours and neighbourhood - and the stresses and strains of poverty are evident."

"I usually feel safe but there are always some problems, especially downtown. Foot patrols are always good and the late evening mobile volunteers are a good idea."

13

violent crimes per 1000 people in Oliver/Osoyoos in 2011 (16 in 2010).

- | | |
|--------------|-----|
| • Penticton | 24 |
| • Summerland | 8.6 |
| • Keremeos | 22 |
| • Princeton | 19 |

28

property crimes per 1000 people in Summerland in 2011 (29.4 in 2010).

- | | |
|------------------|----|
| • Keremeos | 46 |
| • Oliver/Osoyoos | 39 |
| • Penticton | 71 |
| • Princeton | 43 |

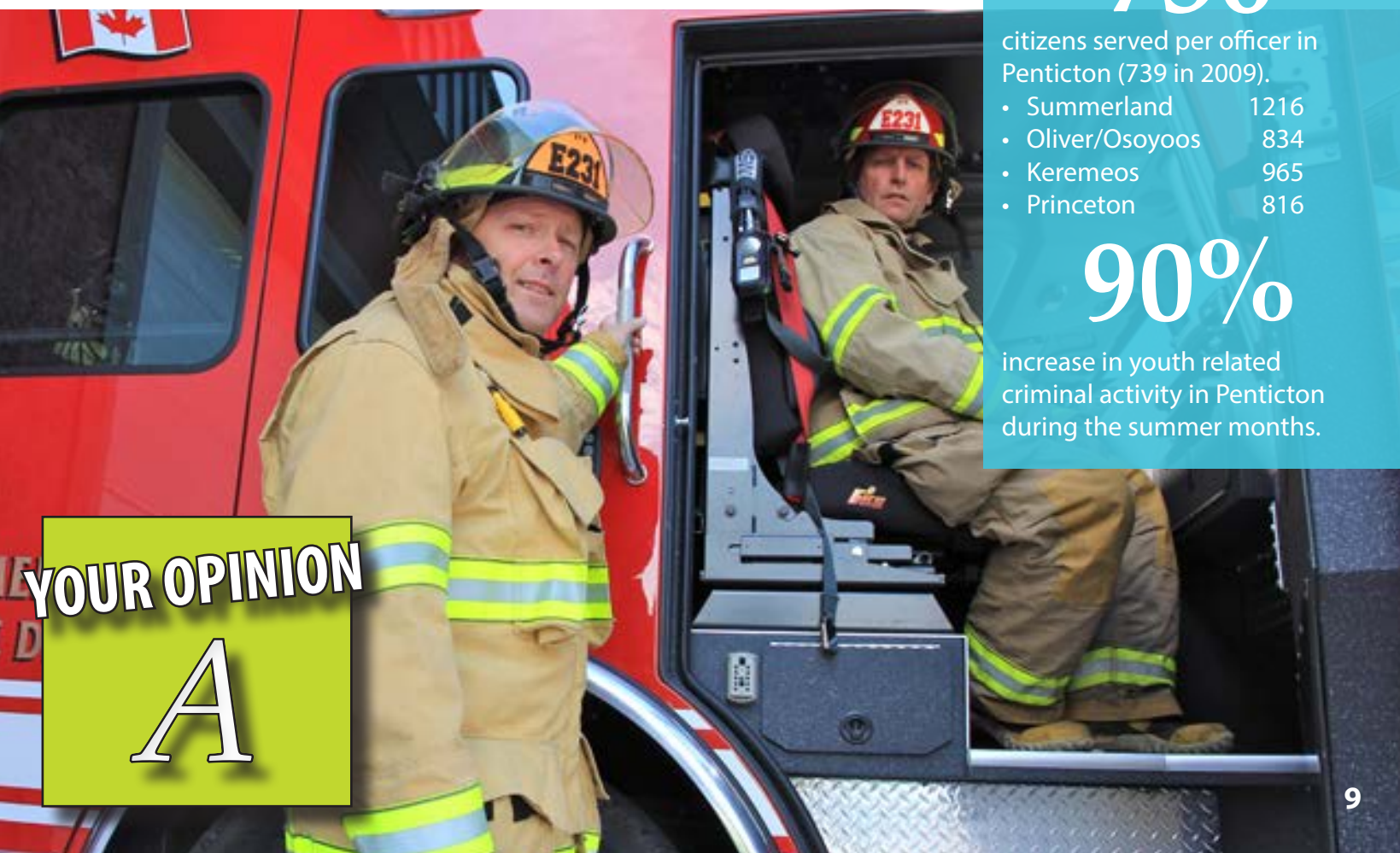
736

citizens served per officer in Penticton (739 in 2009).

- | | |
|------------------|------|
| • Summerland | 1216 |
| • Oliver/Osoyoos | 834 |
| • Keremeos | 965 |
| • Princeton | 816 |

90%

increase in youth related criminal activity in Penticton during the summer months.



YOUR OPINION

A

GETTING AROUND

430,000

rides on the conventional bus service in the Penticton & Naramata in 2012/13 (413K in 2010/11).

- Summerland 11,903
- Osoyoos 5,839
- Similkameen 8,193

12,601

handyDART and Paratransit rides in Summerland and Penticton in 2012. This compares to 10,500 rides in 2011.

13%

of Penticton citizens walked or biked to work in 2011 (17% in 2006).

- Summerland 10%
- Osoyoos 17.6%
- Princeton 10%

1,723

km of non-motorized trails in the RDOS. There are also 997km of motorized trails, 415km of mixed trails and 378km of cycling trails.

A wide variety of accessible transit options is necessary to properly support the diversity, health and environmental sustainability of our region's communities. The availability of these options allows citizens to be actively engaged in their communities.

HOW WE ARE HELPING:

In 2012, the Community Foundation granted \$11,000 to the Penticton & District Community Resources Society towards the purchase of two used buses for transporting children to and from school and the after school program. These buses directly benefit struggling families that are most in need of support.

CITIZEN FEEDBACK:

"Local government, Interior Health and the College need to partner on public transit options that link communities in the regional district and create more employment, education and health care options."

"We could definitely use more walking and bike paths outside of the downtown area."



YOUR OPINION

B+

ENVIRONMENT

We depend on, and are stewards of the natural environment. It provides the essentials of life, inspires us, and is critical to our health and vitality. It is important to take the necessary steps to protect, preserve and appreciate our urban and rural surroundings.

HOW WE ARE HELPING:

In 2012/13, the Foundation granted over \$2,200 to the Summerland Trans Canada Trail Society for interpretive signage on the popular KVR trail in Summerland. In addition, \$7,100 was granted to the Friends of the Summerland Gardens Society for critical research into water conservation practices for our region.

CITIZEN FEEDBACK:

"Add home composting to the collection each week as they now do in Calgary and Vancouver... will reduce garbage by a significant amount."

"We need to seriously look at establishing grey water systems and accessing non-treated water for agricultural irrigation (including people's lawns)."

16%

of the RDOS land base is within conservation lands or dedicated open spaces. This compares to 8.4% for North and Central Okanagan Regional Districts.

57

hectares of Penticton land are dedicated as natural parks.

• Summerland	221
• Oliver	1
• Keremeos	2
• Princeton	6

130

kg of curbside recycling per household in Penticton (2012).

• Summerland	100kg
• Oliver	110kg
• Osoyoos	80kg
• RDOS Rural	90kg

519

average litres per capita of daily water usage in Penticton (2012) vs. 589 average litres per capita in 2009. That is a reduction of 70 litres over the last 3 years.

YOUR OPINION

A-

GETTING STARTED

14%

of Osoyoos residents (in 2011) were new to the community (in last 5 years) vs 15% in 2006.

	2011	2006
Penticton	8%	7%
Summerland	7%	8%

20%

unemployment rate for youth (15-24 yrs) in the Okanagan-Similkameen (2011) compared to 8% for all eligible workers in our region.

85%

of South Okanagan - Similkameen residents report English as their first language. 2.9% report their first language as German, while 2% each report French and Punjabi. 11% of residents in Keremeos reported Punjabi as their first language.

173

aboriginal students enrolled at Okanagan College in 2011/12 compared to 56 in 2006/2007.

A healthy, welcoming community actively addresses equality, access, and inclusion in order to promote opportunities for its residents. The availability of community services and meaningful work is critical for anyone entering a new phase of life.

HOW WE ARE HELPING:

In 2013, the Community Foundation granted \$5,000 to the Community Kitchen project at the Shatford Centre. In 2012, the Community Foundation granted \$4,300 Big Brothers Big Sisters of the Okanagan to provide a mentoring program to girls ages 10-14 which will give them confidence and life skills to be successful adults.

CITIZEN FEEDBACK:

"Many immigrants are moving here, there is a good immigrant society that offers help if the newcomers reach out. There are good programs available to teach ESL."

"Young families need to have more opportunities to build a life here. Otherwise, we will end up as just a retirement town."



YOUR OPINION

B+

HOUSING

Creating diverse, affordable housing suitable for all stages of life is a key ingredient in building successful communities. The ratio of housing costs to income affects a community's ability to compete for business, attract new citizens, and build thriving arts, restaurant, and entertainment sectors.

HOW WE ARE HELPING:

In 2013, the Community Foundation granted \$25,000 to Penticton & District Community Resources Society to expand the Better at Home Program. This program helps seniors with daily tasks and chores to help them continue to live independently in their homes and remain connected to their communities.

CITIZEN FEEDBACK:

"We need decent housing for the homeless, mentally and physically challenged, and the working poor. What's currently available are run-down rental places, motel rooms are often better but are not suitable for families."

"There is plenty of housing for those for whom money is no barrier. For the rest of us, it is a struggle."

5%

rental vacancy rate in Penticton in fall 2012 compared to a provincial average of 4%.

3

the number of emergency shelters for women in Penticton. Oliver, Keremeos, and Princeton have 1 each. Penticton also has 1 men's shelter.

5

The average house price is more than 5 times the median income of a family living in Penticton (2010). Homes in Kelowna are more than 6 times the median income. For BC as a whole, homes are more than 7 times the median income.

20

Number of affordable housing units per thousand people in Princeton compared to:

- Keremeos 20
- Summerland 18
- Oliver 18
- Penticton 16
- Osoyoos 11

YOUR OPINION

C

GAP BETWEEN RICH & POOR

\$32,810

Penticton's median, after-tax income in single-parent families for 2010. This compares to a median income of \$34,000 for BC as a whole.

14,376

Use of the Penticton Food Bank in 2012, up 9% from 2011. Summerland increased 8% to 390; Osoyoos increased 27% to 1,785 individuals.

\$58,888

As of 2005, the median income of Summerland families was highest in our region, followed by Penticton (\$53,179) and then Osoyoos, Oliver & Princeton at about \$50,000.

64%

Women earn, on average, 64% of a man's income in our region. In Keremeos, women earn 69% of a man's income. The average income of Keremeos is the lowest in the area.

When citizens have adequate resources to ensure their basic needs are met, individuals, families, and communities benefit. The statistics in our region show that the gap between the rich and the poor continues to widen. A smart and caring community supports those in the greatest need.

HOW WE ARE HELPING:

In 2013, the Foundation granted \$4,500 to the Salvation Army Food Bank to purchase equipment and kitchen supplies. The Salvation Army depends heavily on its kitchen and volunteers to manage a growing demand for their services. This grant was important to improving efficiencies and working conditions.

CITIZEN FEEDBACK:

"Those without jobs, and those working minimum wage, are invisible. They're not at the coffee shops or restaurants... They don't participate in recreation activities; they don't join clubs or participate in religious activities. And there are hundreds of us. We'd like to participate and contribute, but our financial insecurity is so huge it's impossible."



YOUR OPINION

D+

WORK

Richness and diversity of work for skilled trades, professionals and their partners is important to attract a strong and vibrant workforce to our communities. An economy that supports competitive wages is necessary to retain young workers and help established workers develop their careers.

HOW WE ARE HELPING:

In 2012, the Community Foundation granted \$8,000 to the Canadian National Institute for the Blind to purchase vision aid equipment to loan clients who are visually impaired. This equipment allows clients to seek training, education, build confidence, and develop skills to take advantage of job opportunities and enjoy a fulfilling career.

CITIZEN FEEDBACK:

"I would like to see more support for freelancers, entrepreneurs, contractors and mobile workers. Successful independent workers can bring a huge amount of money into the local economy."

"It is quite difficult to find decent paying, year around employment options in this community."

40%

of the population in Osoyoos and Princeton is employed vs. 50% for Summerland and 52% for Penticton (2011).

9%

of eligible workers were unemployed in Penticton in 2011.

- | | |
|--------------|----|
| • Summerland | 9 |
| • Osoyoos | 7 |
| • Princeton | 11 |

28%

of the labour force in Princeton is employed in Manufacturing and Construction, followed closely by Health & Education (27%) and Wholesale & Retail (13%).

Penticton's top 3 industries:

- Health & Education (21%)
- Manufacturing & Construction (17%)
- Wholesale & Retail Trade (15%)

Summerland's top 3 industries:

- Health & Education (21%)
- Manufacturing & Construction (18%)
- Business Services (15%)

Osoyoos' top 3 industries:

- Business Services (15%)
- Health & Education (14%)
- Wholesale & Retail Trade (12%)

YOUR OPINION

D+

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This report presents a highlight of findings.

*For in-depth results please visit our website:
www.cfsos.net/vitalsigns*

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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 areas critical to quality of life.

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SOUTH OKANAGAN|SIMILKAMEEN'S

VitalSigns®

