

# REDESIGN RUPERT



## Community Profile



## Acknowledgements

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Finally, a very special thank you to the members of the Redesign Rupert Advisory Committee, Carmen Elduayen, George Emes, Scott Farwell, Laurie Gray, Sandra Jones, Jacquie Ridley, and Paul Vendittelli for your time, advice, and support. Your involvement enriched the project and leaves a lasting legacy for the community to draw upon.

Marleen Morris, Krystin St. Jean, and Greg Halseth

August 2017

## Accessing This Report

The reports from this project may be accessed through the Community Development Institute's website at: <http://www.unbc.ca/community-development-institute/research-projects>. Seven reports make up the final Redesign Rupert Report:

- Executive Summary
- Redesign Rupert Report 1: Project Governance
- Redesign Rupert Report 2: Initial Meetings
- Redesign Rupert Report 3: Community Mapping
- Redesign Rupert Report 4: Redesign Rupert Recharge Community Workshop
- Redesign Rupert Report 5: Redesign Rupert Action Groups
- Redesign Rupert Report 6: Community Profile

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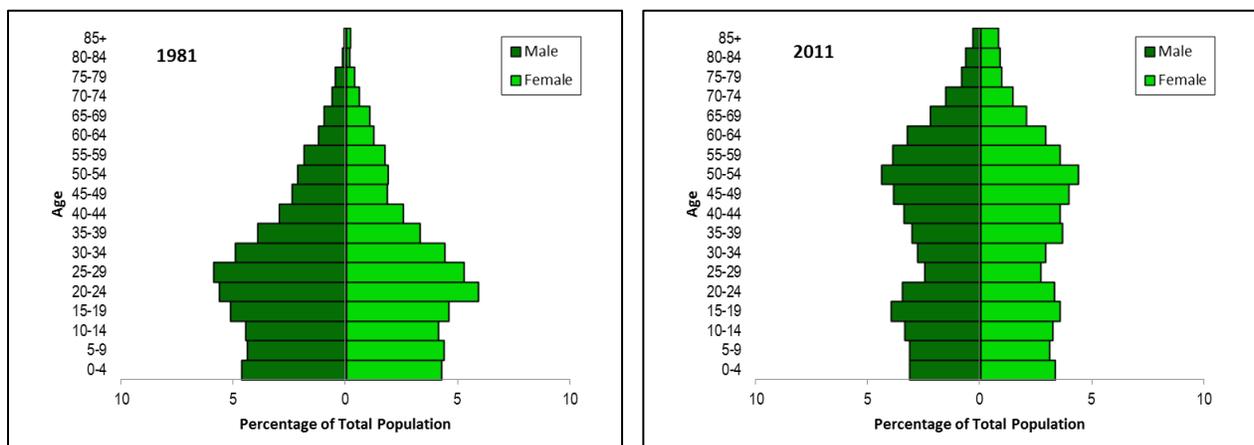
### Key Takeaways:

1. The population of Prince Rupert has decreased since 1996, but is recovering.
2. The population is aging. The number of people aged 65 and 85+ is increasing and these people can be expected to need care and specialized housing in the future.
3. The proportion of the population aged 0-19 is higher in Prince Rupert than in BC, but lower than it was in Prince Rupert in 1981.

The population of Prince Rupert has fluctuated significantly over the past 20 years. According to Census data, the population decreased from 16,714 in 1996,<sup>1</sup> to 12,508 in 2011.<sup>2</sup> Expecting that the population has grown over the past five years, in June of 2015 the City of Prince Rupert conducted the **Go Plan Population Survey**, in which assessments were conducted with nearly 20% of households.<sup>3</sup> These surveys estimated a permanent population of 13,766, with a shadow population of 521 people, made up primarily of mobile workers. This represents a 10% growth in the permanent population from the 2011 Census (Figure 1).

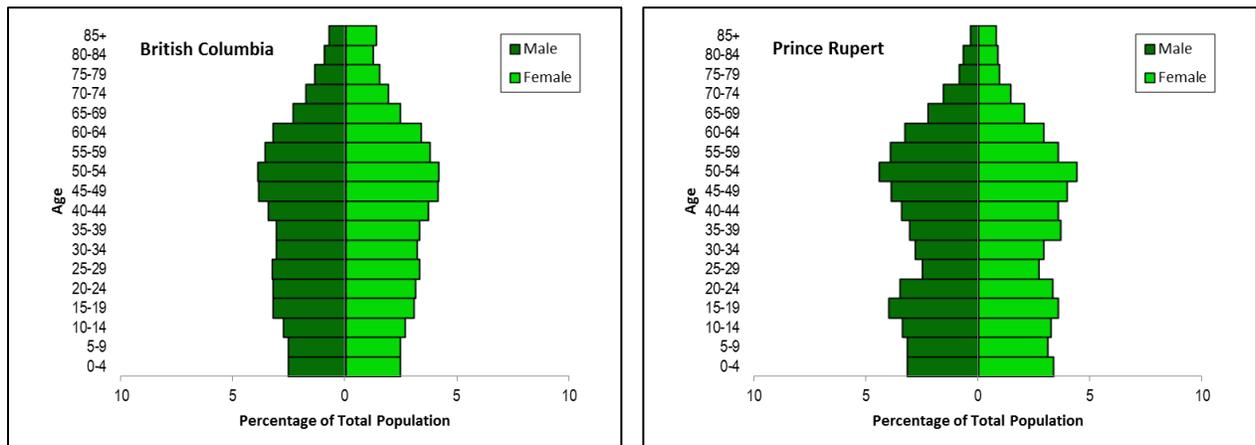
The population of Prince Rupert is aging (Figure 1), however, the median age is still younger than the rest of the province. In 2011, the median age of Prince Rupert residents was 39.4 years, while that for the province was 41.9 years.<sup>5</sup> The proportion of residents aged 65+ has increased from 4.9% (790 people) in 1981<sup>4</sup> to 11.9% (1,289 people) in 2011.<sup>2</sup> In comparison, the provincial average was 15.7% in 2011.<sup>2</sup> The percentage of residents aged 85+ also grew over this period, from 0.3% (55 people)<sup>4</sup> to 1.2% (145 people).<sup>2</sup> The percentage of people aged 85+ in BC in 2011 was 2.1%.<sup>2</sup> This indicates that the number of people needing care and/or supportive housing will start to increase in the future.

**Figure 1: Prince Rupert Population 1981 and 2011**



Source: CHASS Canadian Census Analyser; 1981 and 2011 Census of Population.

**Figure 2: British Columbia and Prince Rupert Population 2011**



Source: CHASS Canadian Census Analyser; 2011 Census of Population.

Compared to the province as a whole, Prince Rupert had a higher proportion of youth (people aged 0-19 years) in 2011 at 26.8% versus 21.6%<sup>2</sup> (Figure 2). In 1981, the proportion of youth (aged 0-19) was 36.0%. On the other hand, the proportion of residents in the ‘family formation years’ (aged 20-44) was lower in Prince Rupert (31.1%) than the province (32.7%).<sup>2</sup> In 1981, 44.7% of Prince Rupert’s population was in the family formation years, versus only 39.4% of the population of BC.<sup>4</sup> This change can be attributed to economic challenges in the forestry and fishing industries after 1990.

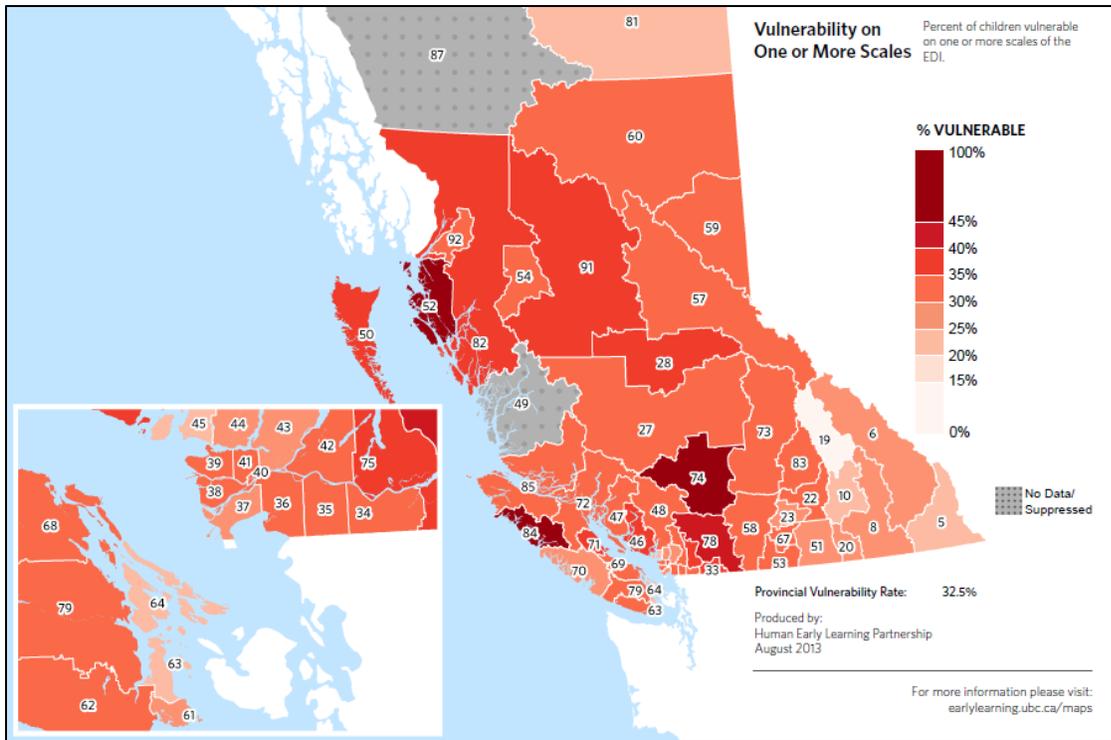
- <sup>1</sup> Statistics Canada. 2010. CHASS (Computing in the Humanities and Social Sciences) Canadian Census Analyser. 1996 Census/Profile of Census Subdivisions. Accessed July 8, 2015.
- <sup>2</sup> Statistics Canada. 2012. Prince Rupert, British Columbia (Code 5947012) and Canada (Code 01) (table). Census Profile. 2011 Census. Statistics Canada Catalogue no. 98-316-XWE. Ottawa. Released October 24, 2012. <http://www12.statcan.gc.ca/census-recensement/2011/dp-pd/prof/index.cfm?Lang=E> . Accessed June 9, 2015.
- <sup>3</sup> City of Prince Rupert. 2015. Go Plan Population Survey: Methodology and Results. <http://www.princerupert.ca/sites/default/files/Planning/MajorProjects/CPR-Final%20Aug%2017%2C%202015.pdf>. Accessed February 8, 2016.
- <sup>4</sup> Statistics Canada. 2010. CHASS Canadian Census Analyser. 1981 Census/Profile of Census Subdivisions. Accessed June 9, 2015.
- <sup>5</sup> Statistics Canada. 2013. Prince Rupert, CY, British Columbia (Code 5947012) (table). National Household Survey (NHS) Profile. 2011 National Household Survey. Statistics Canada Catalogue no. 99-004-XWE. Ottawa. Released September 11, 2013. <http://www12.statcan.gc.ca/nhs-enm/2011/dp-pd/prof/index.cfm?Lang=E> . Accessed June 9, 2015.

## Key Takeaways:

1. Young children entering the school system in Prince Rupert were assessed as vulnerable on UBC's Early Development Instrument. Without help, these children may experience future challenges in school and society.
2. The current number of Kindergarten to Grade 12 students enrolled in public and private schools is just over half of what it was in 1991.
3. From 1999-2015, the average high school graduation rate for non-Aboriginal students in Prince Rupert was 86%, compared with 83% for BC as a whole. The average graduation rate for Aboriginal students over the same time frame was 46% in Prince Rupert, compared with 50% for BC as a whole.
4. The proportion of adults in Prince Rupert with post-secondary education is on the rise.

In analyzing available data, Prince Rupert exhibits both positive and challenging educational issues. To begin, according to the Early Development Instrument (EDI), many young children in Prince Rupert are entering Kindergarten in a vulnerable state. The EDI is a tool developed by UBC to assess kindergarten children in five core areas known to be good predictors of adult health, education, and social outcomes.<sup>1</sup> Vulnerable children are defined as those who, without additional support and care, may experience future challenges in school and society. Among Prince Rupert children measured between the 2011 and 2013 school years, 46% were vulnerable on one or more scales. The provincial average was 33% and only two school districts out of 59 ranked higher in vulnerability than Prince Rupert (see Figure 1). This is an improvement from the 49% vulnerability assessment that Prince Rupert received between 2004 and 2009.

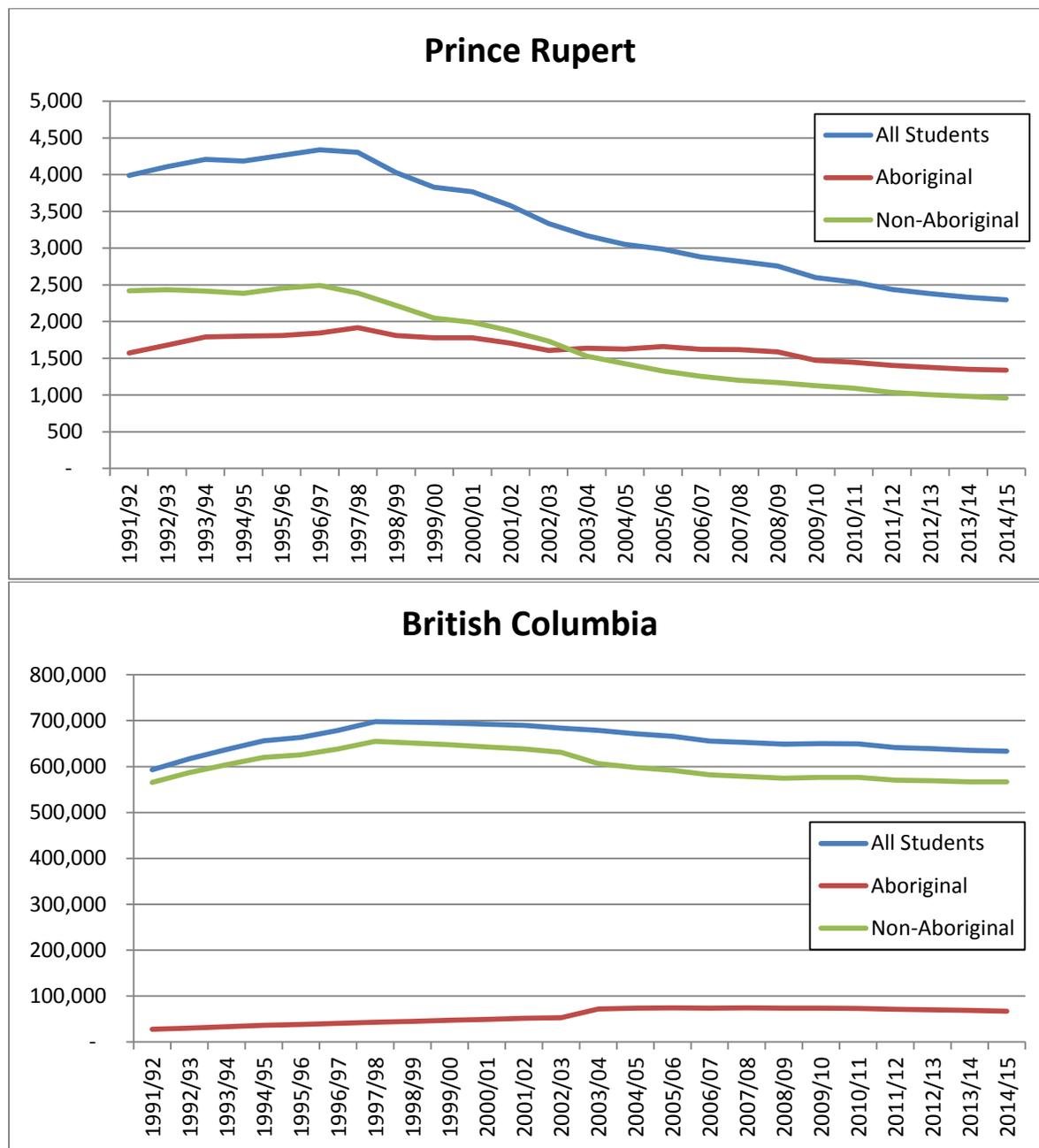
**Figure 1: Early Development Instrument: Vulnerability on One or More Scales 2011-2013**



Source: Human Early Learning Partnership, 2013.

The number of Prince Rupert students enrolled in Kindergarten to Grade 12 has decreased dramatically between 1991 and 2015; from 3,990 to 2,297 (this includes both public and private schools).<sup>2</sup> The number of non-Aboriginal students decreased at a much higher rate than the number of Aboriginal students. In comparison, the provincial headcount remained steady over this same time period (see Figure 2). This decrease in the Prince Rupert headcounts corresponds to the overall loss of population in the city starting in the late 1990s.

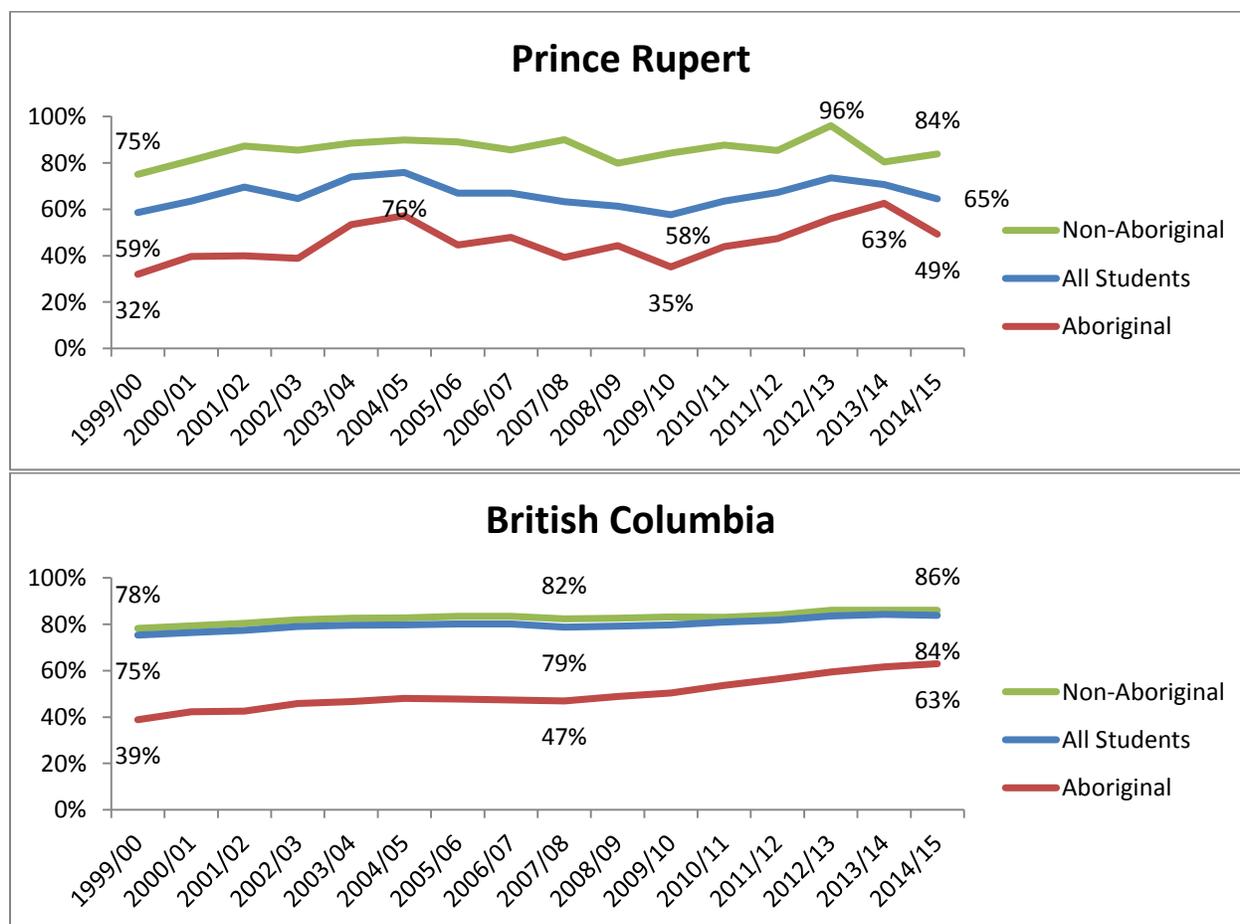
**Figure 2: Kindergarten to Grade 12 Headcounts 1991-2015**



Source: BC Ministry of Education, 2014.

The data on Prince Rupert high school students provides interesting insights. Between the years 1999 and 2015, the average high school graduation rate for non-Aboriginal students in Prince Rupert was 86%, compared with 83% for BC as a whole. The average graduation rate for Aboriginal students over the same time frame was 46% in Prince Rupert, compared with 50% for BC as a whole. Overall, the percentage of students who completed high school within six years of starting (the six-year completion rate) was consistently lower in Prince Rupert than the provincial average (see Figure 3).<sup>3</sup> The average six-year completion rate over this timespan was 80% in BC. In Prince Rupert it was 66%. Overall, the six-year completion rate has improved slightly in Prince Rupert, but not as much as the provincial average. Note that in the figure below, the pronounced shifts on an annual basis can be partially accounted for by Prince Rupert’s small population relative to BC.

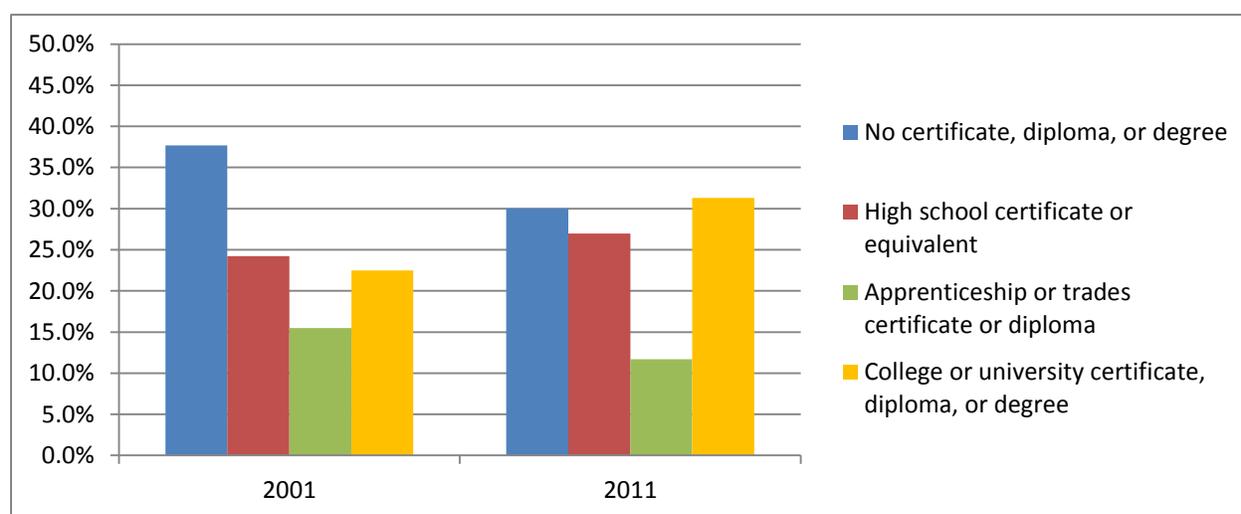
**Figure 3: Six-Year High School Completion Rate 1999-2015**



Source: BC Ministry of Education, 2014.

The data around highest level of education in Prince Rupert is encouraging. According to Census data, the proportion of residents with less than a high school diploma has decreased from 37.7% in 2001 to 30.0% in 2011, the proportion of people with a high school education has increased from 24.2% to 27.0%, and the proportion of people with a college or university certificate, diploma, or degree has increased from 22.5% to 31.3%.<sup>4,5</sup> While these figures are all positive for the community, one area of challenge is that the portion of residents with an apprenticeship or trades certificate or diploma has decreased from 15.5% to 11.7%, which could heighten skills shortages in Prince Rupert.<sup>4,5</sup>

**Figure 4: Highest Level of Education 2001 and 2011**



**Source:** CHASS Canadian Census Analyser; 2001 and 2011 Census of Population.

For comparison, in 2011 16.7% of BC residents aged 15+ had less than a high school education, 27.7% had only a high school education, 10.6% had an apprenticeship or trades certificate or diploma, and 45.0% had a college or university certificate, diploma, or degree.<sup>6</sup>

<sup>1</sup> Human Early Learning Partnership. 2013. EDI Mapping – Wave 5: British Columbia School Districts. [http://earlylearning.ubc.ca/media/mapsets/w5/bc\\_w5\\_edimapset.pdf](http://earlylearning.ubc.ca/media/mapsets/w5/bc_w5_edimapset.pdf). Accessed July 14, 2015.

<sup>2</sup> BC Ministry of Education. 2014. BC Schools - Student Headcount by Grade. <https://catalogue.data.gov.bc.ca/dataset/bc-schools-student-headcount-by-grade/resource/d7a8b496-850a-469c-92af-d1b7da61fedf>. Accessed April 21, 2016.

<sup>3</sup> BC Ministry of Education. 2014. Six-Year Dogwood Completion rates from 1997/1998 to 2014/2015. <https://catalogue.data.gov.bc.ca/dataset/bc-schools-six-year-completion-rate/resource/74cb16ae-c5ae-4e68-b546-e0574d601c7c>. Accessed April 21, 2016.

<sup>4</sup> Statistics Canada. 2010. CHASS (Computing in the Humanities and Social Sciences) Canadian Census Analyser. 2001 Census/Profile of Census Subdivisions. Accessed June 9, 2015.

<sup>5</sup> Statistics Canada. 2013. Prince Rupert, CY, British Columbia (Code 5947012) (table). National Household Survey (NHS) Profile. 2011 National Household Survey. Statistics Canada Catalogue no. 99-004-XWE. Ottawa. Released September 11, 2013. <http://www12.statcan.gc.ca/nhs-enm/2011/dp-pd/prof/index.cfm?Lang=E>. Accessed June 9, 2015.

<sup>6</sup> Statistics Canada. 2013. British Columbia (Code 59) (table). National Household Survey (NHS) Profile. 2011 National Household Survey. Statistics Canada Catalogue no. 99-004-XWE. Ottawa. Released September 11, 2013.

**Key Takeaways:**

1. The labour force population has decreased by 19.7% between 2001 (7,890) to 2011 (6,355).
2. The Manufacturing sector saw the greatest loss; losing 94.4% (4,205 positions) between 2001 and 2011.
3. Transportation and Warehousing is the fastest growing sector in Prince Rupert.
4. Many of the top industries are recovering from 2006 levels.
5. Unemployment in Prince Rupert has decreased from 15.4% in 2001 to 10.1% in 2011.

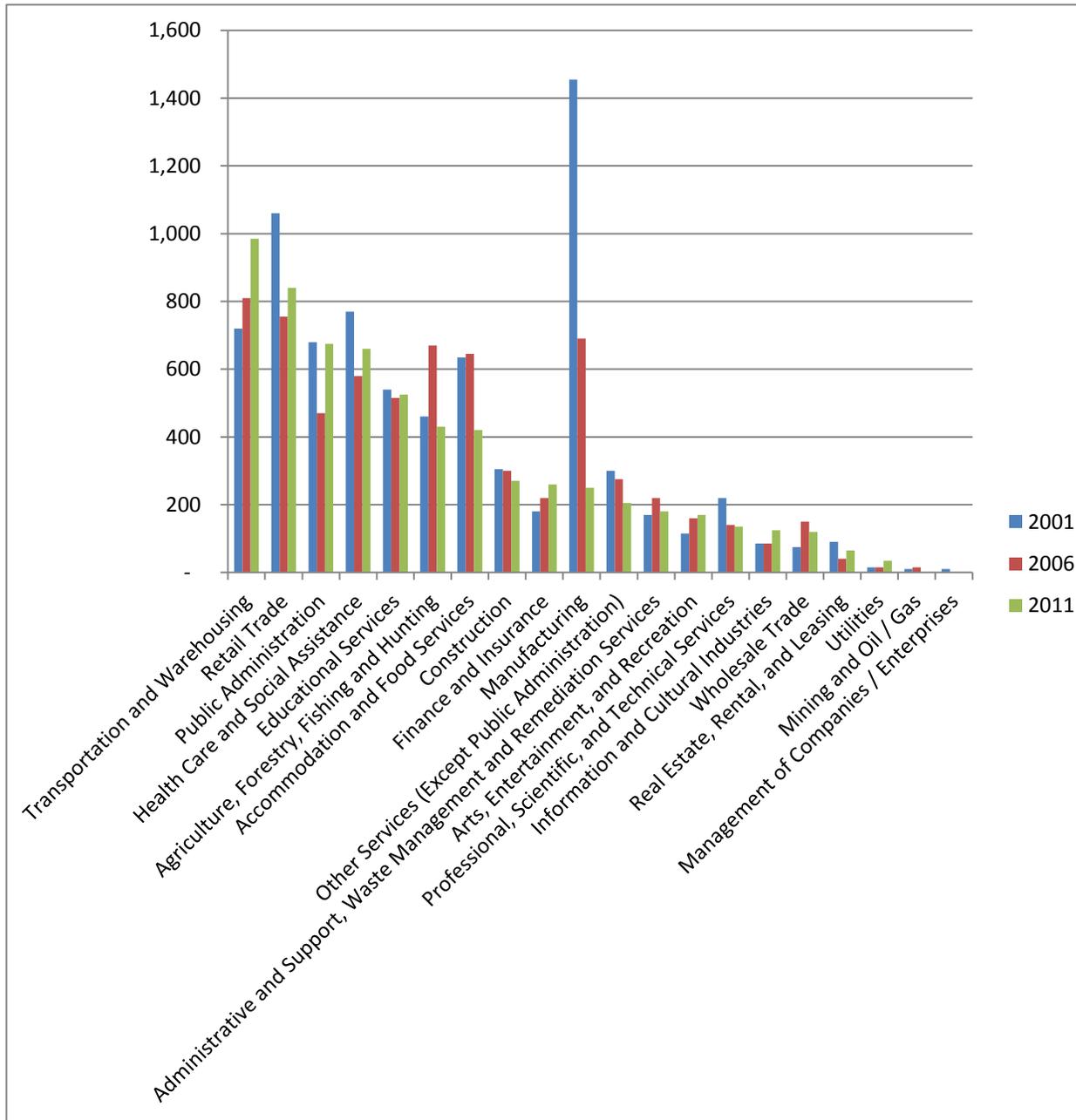
The labour force population in Prince Rupert has decreased by 19.7%, from 7,890 in 2001<sup>1</sup>, to 6,355 in 2011<sup>2</sup>. The labour force includes the employed and the unemployed; the employed are persons having a job or business, whereas the unemployed are without work, are available for work, and are actively seeking work.

There are five major industries in Prince Rupert that employ the majority of workers: Transportation and Warehousing, Retail Trade, Public Administration, Health Care and Social Assistance, and Education Services. The data indicates that there was substantial economic activity in these industries in 2001. However by 2006 they all experienced a decline except for the Transportation and Warehousing industry<sup>3</sup>. The largest decrease was seen in Manufacturing, where between 2001 and 2011 the industry lost 4,205 jobs. As of 2011, all the major industries appear to be recovering and have reclaimed the greatest share of the labour force (Figure 1).

The fastest-growing industry in Prince Rupert is Transportation and Warehousing, which has seen continuous growth through all Census years. This industry employed 720 people in 2001 and as of 2011, 985 people were employed, an increase of 36.8%. The growth of this industry can be attributed to the Port of Prince Rupert and the Fairview Container Terminal, which began operations in the fall of 2007. This activity is supported by a range of transportation and logistics services. As the Port of Prince Rupert continues to expand and diversify its capacity, Transportation and Warehousing will continue to be a key employer for the community.

From 2001 to 2006, employment increased in the sectors of Agriculture, Forestry, Fishing and Hunting, Accommodation and Food Services, Finance and Insurance, Administrative and Support, Waste Management and Remediation Services, Arts, Entertainment and Recreation, and Wholesale Trade<sup>3</sup>. However, by 2011 only the Arts, Entertainment, and Recreation and Finance and Insurance industries were still experiencing an increase in employment.

**Figure 1: Prince Rupert Labour Force by Industry, 2001, 2006, 2011**



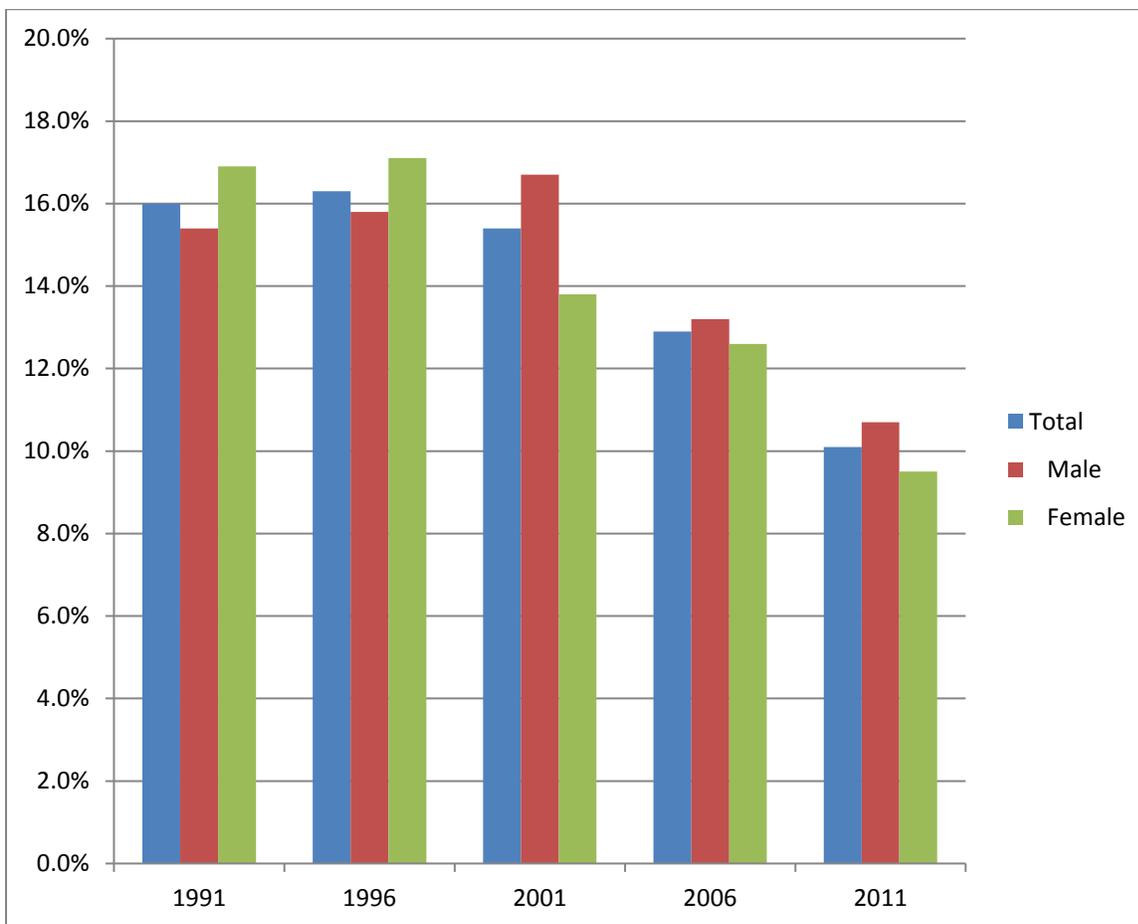
Source: Statistics Canada, 2001, 2006, 2011



The unemployment rate in Prince Rupert has been steadily decreasing since 2001 (See Figure 2). The unemployment rate in 2001 was 15.4%<sup>4</sup> and declined in 2006 to 12.9%<sup>5</sup>. As of 2011, the unemployment rate was 10.1%<sup>6</sup>. The regional unemployment rate from 2001 in Kitimat was at 11.8%<sup>7</sup> and in 2011 was also 11.8%<sup>8</sup>. While in Terrace the unemployment rate in 2001 was 13.5%<sup>9</sup> and has since decreased to 7.8% in 2011<sup>10</sup>.

Meanwhile, the Province of British Columbia's unemployment is currently 5.9%<sup>11</sup>.

**Figure 2: Prince Rupert Unemployment Rate 1991-2011**



Source: Statistics Canada, 1991, 1996, 2001, 2006, 2011

- <sup>1</sup> Statistics Canada. 2002. Prince Rupert, CY, British Columbia (Archived Content). 2001 Community Profiles. 2001 Census. Ottawa. Version updated August 2013.  
<http://www12.statcan.ca/english/Profil01/CP01/Details/Page.cfm?Lang=E&Geo1=CSD&Code1=5947012&Geo2=PR&Code2=59&Data=Count&SearchText=Prince%20Rupert&SearchType=Begins&SearchPR=01&B1=Work&Custom=> Accessed July 14, 2016.
- <sup>2</sup> Statistics Canada. 2013. Prince Rupert, CA, British Columbia (Code 955) (table). National Household Survey (NHS) Profile. 2011 National Household Survey. Statistics Canada Catalogue no. 99-004-XWE. Ottawa. Released September 11, 2013. <http://www12.statcan.gc.ca/nhs-enm/2011/dp-pd/prof/index.cfm?Lang=E> . Accessed July 14, 2016.
- <sup>3</sup> Statistics Canada. 2007. Prince Rupert, British Columbia (Code5947012) (table). 2006 Community Profiles. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. Statistics Canada. 2010. CHASS Canadian Census Analyser. 1981 Census/Profile of Census Subdivisions. Accessed June 9, 2015. <http://www12.statcan.ca/census-recensement/2006/dp-pd/prof/92-591/index.cfm?Lang=E> . Accessed July 14, 2016.
- <sup>4</sup> Statistics Canada. 2002.
- <sup>5</sup> Statistics Canada. 2007.
- <sup>6</sup> Statistics Canada. 2013.
- <sup>7</sup> Statistics Canada. 2002. Kitimat, DM, British Columbia (Archived Content). 2001 Community Profiles. 2001 Census. Ottawa. Version updated August 2013.  
<http://www12.statcan.ca/english/profil01/CP01/Details/Page.cfm?Lang=E&Geo1=CSD&Code1=5949005&Geo2=PR&Code2=59&Data=Count&SearchText=kitimat&SearchType=Begins&SearchPR=01&B1=All&Custom=> Accessed July 21, 2016
- <sup>8</sup> Statistics Canada. 2013. Kitimat, DM, British Columbia (Code 5949005) (table). National Household Survey (NHS) Profile. 2011 National Household Survey. Statistics Canada Catalogue no. 99-004-XWE. Ottawa. Released September 11, 2013.  
<http://www12.statcan.gc.ca/nhs-enm/2011/dp-pd/prof/index.cfm?Lang=E> (accessed July 21, 2016)
- <sup>9</sup> Statistics Canada. 2002. Terrace, CY, British Columbia (Archived Content). 2001 Community Profiles. 2001 Census. Ottawa. Version updated August 2013.  
<http://www12.statcan.ca/english/profil01/CP01/Details/Page.cfm?Lang=E&Geo1=CSD&Code1=5949011&Geo2=PR&Code2=59&Data=Count&SearchText=Terrace&SearchType=Begins&SearchPR=01&B1=All&Custom=> Accessed July 21, 2016
- <sup>10</sup> Statistics Canada. 2013. Terrace, CY, British Columbia (Code 5949011) (table). National Household Survey (NHS) Profile. 2011 National Household Survey. Statistics Canada Catalogue no. 99-004-XWE. Ottawa. Released September 11, 2013. <http://www12.statcan.gc.ca/nhs-enm/2011/dp-pd/prof/index.cfm?Lang=E> Accessed July 21, 2016.
- <sup>11</sup> Statistics Canada, CANSIM, table [282-0087](#) and Catalogue no. [71-001-XIE](#). Last modified: 2016-07-08. <http://www.statcan.gc.ca/tables-tableaux/sum-som/l01/cst01/lfss01c-eng.htm> Accessed July 22, 2016

**Key Takeaways:**

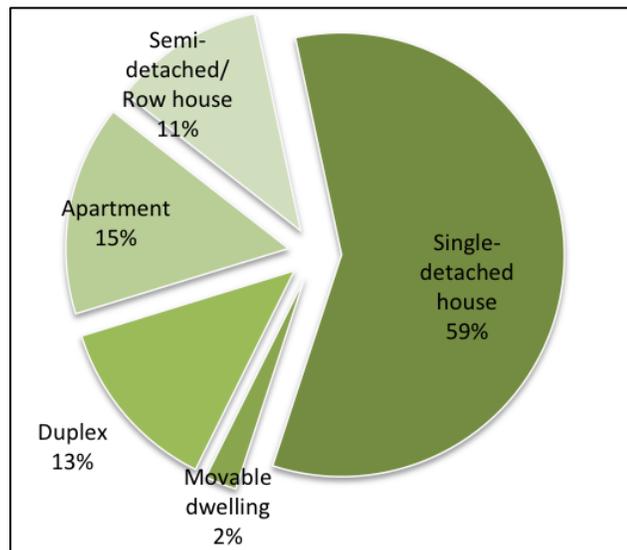
1. While there is not a shortage of physical dwellings in Prince Rupert, there is an extremely limited supply of safe, appropriate, and affordable homes available.
2. A key issue is the age of the housing stock. As of 2011, more than three-quarters of homes were at least 35 years old and there have been minimal new developments.
3. Residential assessment values and house prices have increased steadily; between 2011 and 2016 the average selling price of single-detached home increased 44.3%, while the number of homes available for sale has been decreasing.
4. Prince Rupert has a high proportion of households who rent, rather than own their homes. The average rent of a private apartment recorded in Spring 2015 was \$730.

Housing is a leading issue of concern in Prince Rupert. While there is not a shortage of physical dwellings, much of the existing stock is old and in need of repair. The stock of affordable housing is already at a premium, and further increases to the already elevated housing and rental prices are poised to critically impact low and middle income residents in Prince Rupert, especially seniors and vulnerable populations.

Prince Rupert’s housing stock includes a good balance of dwelling types. The majority of dwellings are single-detached homes (59%), followed by apartments (15%), duplex (13%), and semi-detached/row houses (11%). Homes in Prince Rupert are however larger than average. As of 2011, the average home in the CA had 6.6 rooms, relative to 6.2 in BC overall. In BC overall, the proportion of dwellings with three or more bedrooms was 55.4%; in Prince Rupert, it was 68.0%.

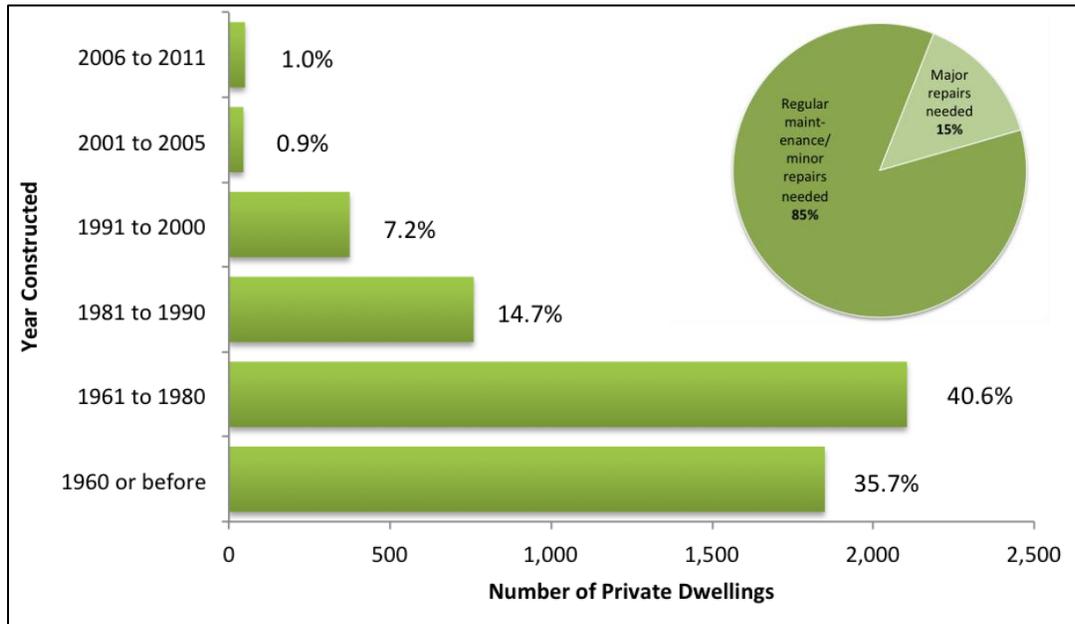
Prince Rupert is comprised mostly of small households. As of 2011, 60.5% of households consisted of either one (27.4%) or two (33.2%) people. The average number of individuals per household was 2.5.

**Housing Stock: 2011**



Source: Statistics Canada. Census of Population 2011

## Age of Private Dwellings: 2011

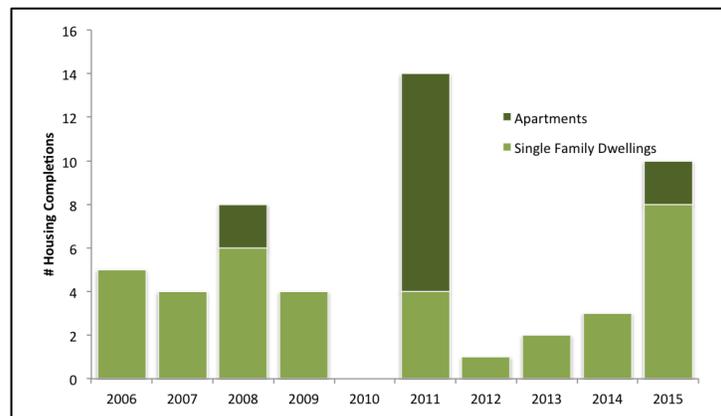


Source: Statistics Canada. 2011 National Household Survey

Potentially contributing to the condition of housing in Prince Rupert is the fact that there are a high proportion of households who rent, rather than own their homes. As of 2011, only six in ten households in the CA (60.5%) owned their homes, compared to 70% in the province overall; 39.5% of households were renters.<sup>1</sup>

Prince Rupert has seen minimal residential development in the past decade. Since 2006, the City of Prince Rupert has issued an average of 3.8 residential building permits per year<sup>2</sup> and there have been only 51 housing completions. The majority of these new homes were completed in 2011, when the city saw the addition of four single-detached homes and 14 apartments.

## Housing Completions by Dwelling Type: 2006-2015



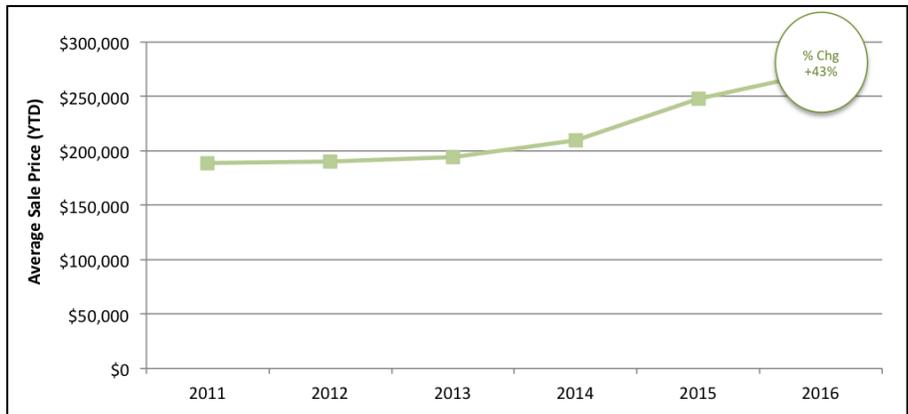
Source: Canada Mortgage and Housing Corporation, produced by Statistics Canada. Housing starts, under construction and completions

Although there has been a lull in housing development, assessment roll values for residential properties in Prince Rupert have increased steadily since 2013.<sup>3</sup> Between 2011 and 2016, the average selling price of a single-detached home in Prince Rupert increased by 44.3%. Prices rose steeply in 2014, increasing 18%, and then by another 10% over the last year (as of July).

This rise in prices corresponded to a decline in listings. While the number of homes for sale increased between 2011 and 2013, in 2014, listings dropped 20%. That same year, the average price jumped by almost \$38,000.

As of June 2016, the average selling price of a single-family home in Prince Rupert was \$285,055.<sup>4</sup>

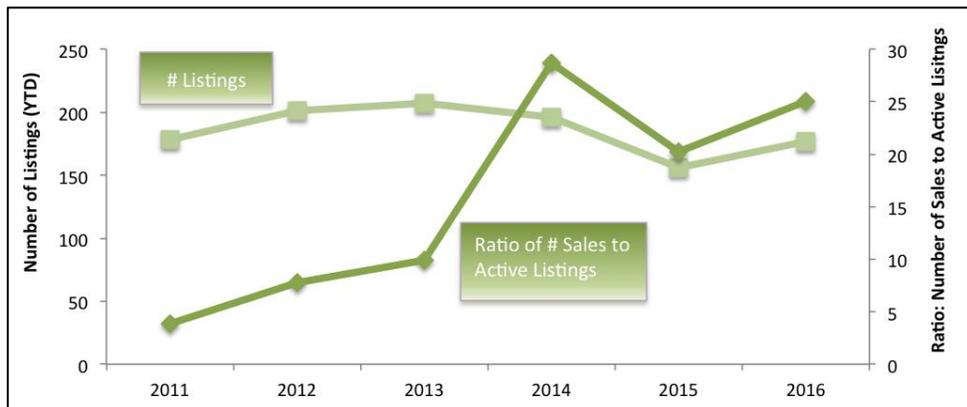
### Average YTD Sale Price: 2011-2016



Source: BC Northern Real Estate Board: Comparative Activity by Area Reports, 2016

Since 2014, it has been a seller's market for residential real estate in Prince Rupert. As the number of listings dropped, the ratio of Sales-to-Active Listings (S/A%) – also known as the market absorption rate – has risen. Between 2013 and 2014, the S/A% rose from 9.9 to 28.7. While there was some market correction in 2015, the S/A% increased back to 20 this past year.<sup>5</sup>

### Listings and Sales-to-Active Listings Ratios: 2011-2016



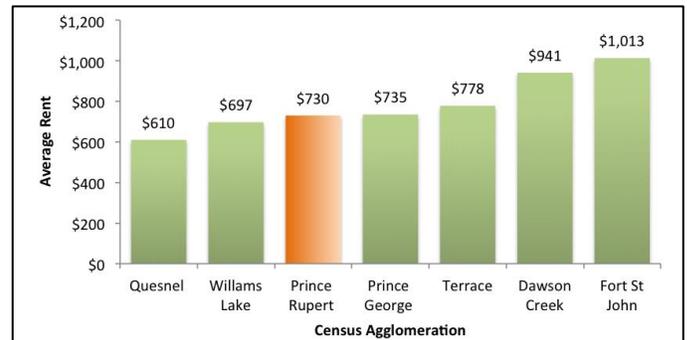
Source: BC Northern Real Estate Board: Comparative Activity by Area Reports 2016

In 2011, the average rent, including utilities, in the City of Prince Rupert, as reported by the NHS, was \$679. The average renter household had an after-tax income of \$42,535, and 19% of that income was going towards housing and utilities. Thirty-seven percent of renters were paying 30% or more on housing, and for 17% of renters, housing was consuming more than half of their income.

While updated NHS statistics are not yet available, the average rent in Prince Rupert, not including utilities, recorded by the CMHC Rental Market Survey in the spring of 2015, was \$730, up 1.7% from the same time in 2014.

As of 2014, the average rent of a one-bedroom apartment in Prince Rupert CA was \$620. Of particular significance to the seniors population in Prince Rupert, this average rent is also \$47 below the maximum subsidy available to low-income seniors through the SAFER Program<sup>6</sup> administered by BC Housing.

### Average Rent of Private Apartments: April 2015 Select Northern BC Communities



Source: Canada Mortgage and Housing Corporation.

Rental Market Statistics, 2016

As of April 2015, the housing stock in the city contained 892 rental units. The number of rental dwellings saw a marginal expansion of seven units (or 0.8%) between 2014 and 2015, which is significant given that the total housing stock only increased by ten dwellings that year. The vacancy rate in April 2015 was 5.6%.

The rental pool is extremely limited and the costs of housing – and of rental units in particular – are inflated to the point of being unaffordable for residents. The stock of affordable housing is already at a premium, and further increases to the already elevated housing and rental prices are poised to critically impact low and middle income residents in Prince Rupert, especially seniors and vulnerable populations.

**This profile was adapted from the Northern BC Housing Study released by the Community Development Institute and funded by BC Housing. For more information, please visit the [Community Development Institute Website](#).**

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<sup>1</sup> Statistics Canada. 2013. Ibid.

<sup>2</sup> Statistics Canada, Produced by BC Stats. 2016. *British Columbia Building Permits*. [file:///Users/claremochrie/Downloads/Building%20Permits%20by%20Community%20\(4\).pdf](file:///Users/claremochrie/Downloads/Building%20Permits%20by%20Community%20(4).pdf) (accessed October 2016).

<sup>3</sup> BC Assessment. 2016. *Northern BC 2016 Roll Release: January 4, 2016*. <https://www.bcassessment.ca/Property-information-and-trends/layouts/15/WopiFrame.aspx?sourcedoc=/Property-information-and-trends/AnnualReleasesandReports/Northern%20BC%202016%20Roll%20News%20Release.pdf&action=default> (accessed October 2016).

<sup>4</sup> BC Northern Real Estate Board (BCNREB). 2016. *News Release: July 6, 2016*. <http://bcnreb.bc.ca/board-news-releases> (accessed September 2016).

<sup>5</sup> BCNREB. 2016. *Comparative Activity by Area Reports: BCNERB MLS Property Types*.

<sup>6</sup> SAFER provides a rental subsidy directly to individuals 60 years or older who live in a private market rental unit and are on a moderate or low income. The SAFER income cap for a single senior living outside of Vancouver is \$26,676.