

2018 Community Profile WHITE ROCK City by the Sea!

White Rock - City by the Sea!

As a beautiful seaside community, White Rock is situated along a sandy beach and the warm shallow waters of the Semiahmoo Bay.

With one of Canada's warmest climates, White Rock enjoys a moderate climate with an average summer temperature of 23° C, and an average winter temperature of 6° C.

The City's Waterfront includes the Promenade, approximately two and a half kilometres long, which is used all year long. Along with the Promenade, White Rock's heritage Pier, historic Train Station, and the iconic "White Rock", the unique character and vibrancy of the Waterfront Village along Marine Drive creates a special ambience that defines our community.

Our base of local businesses that serve White Rock and South Surrey residents, along with a variety of parks and other community services, makes White Rock a regional destination. Attracting a diverse demographic, spanning from young families to retirees, the City of White Rock boasts the friendliness of a small coastal town with the amenities and economic opportunities of a modern urban centre.





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Executive Summary

This Community Profile is intended to provide baseline information on White Rock through five primary characteristics: its context (geography and history), population indicators, economic indicators, social indicators, and community amenities.

Section 1: Context - Geography and History

White Rock is located in the southwest corner of the Lower Mainland, 45 kilometres from the City of Vancouver, adjacent to the Canada/US border.

Since its inception, White Rock has developed from a small seaside frontier town into a bustling mixed-use community known for its moderate year-round climate, sandy beaches, and variety of amenities.

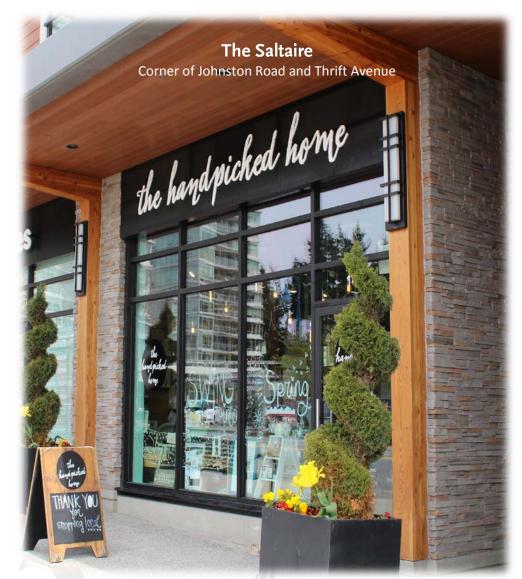
White Rock was, and still is, the local summer escape of choice.

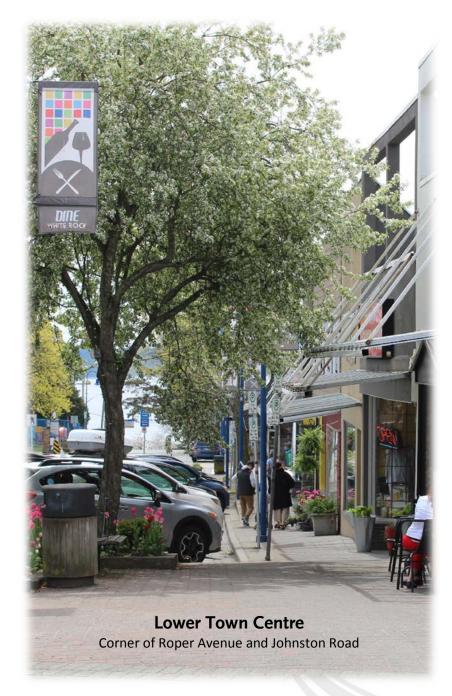
Section 2: Population Indicators

The population of White Rock in 2016 was 19,952 individuals. With a total land area of 5.12 square kilometers, the City of White Rock is one of the most compact and dense communities in Metro Vancouver. By 2046, the City's population is expected to reach between 23,900 and 27,300 people.

The City's demographics have diversified over the past two decades, with approximately 16 per cent of White Rock residents identifying themselves as a visible minority. The majority of recent immigrants indicate an Asian nation as their place of birth. 3.9 per cent of the population identify themselves as First Nations, Metis, or Inuit.

White Rock's working age population, aged between 15 years old and 64 years old, represents approximately 57.2 per cent of total population in 2016. Senior citizens account for 34 per cent of the City's population.





Section 3: Economic Indicators

In White Rock, the median family income is \$62,344, approximately 16 per cent lower than the Metro Vancouver median. The prevalence of residents living in a low income (after tax) situation is 16.5 per cent. This lower total income value can be attributed to White Rock's smaller household sizes, and its larger senior population dependent upon fixed sources of retirement income.

The median employment income of full-year full-time workers in White Rock is higher (\$58,715) than the Metro Vancouver median (\$54,955).

Among its working age population, White Rock has an unemployment rate at six per cent. 94.2 per cent of working-age White Rock citizens have some form of secondary (high school diploma or equivalent) education, with 67.8 per cent of the working-age population possessing a post-secondary certificate diploma, or degree.

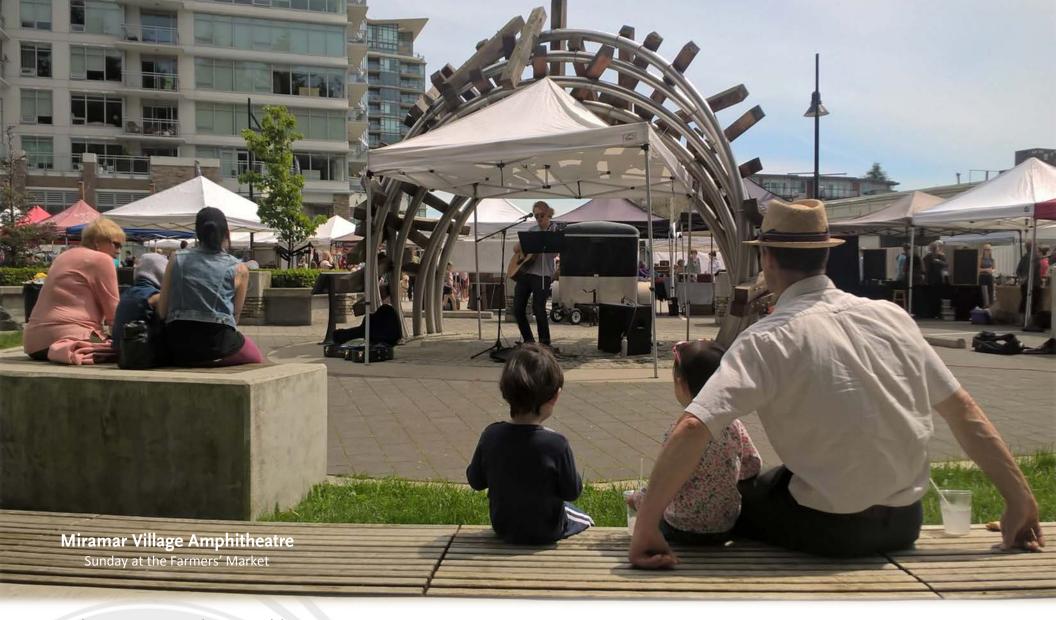
Section 4: Social Indicators

52 per cent of White Rock's population over the age of 15 is either married, or living with a common-law partner. The average family size in White Rock is slightly smaller than the regional average (2.5 persons versus 2.9 persons), and is heavily weighted towards census families smaller than three persons in size. At 44.8 per cent of all households, one-person households comprise the majority of residences in White Rock.

As a commuter community, the majority of White Rock workers (82.2 per cent) commute to work using a personal vehicle – usually as the driver. The majority of commuters are heading towards a place of work elsewhere in Metro Vancouver (81.3 per cent). The commute time of the average White Rock worker is 29.2 minutes.

White Rock's housing stock has grown by 24.1 per cent over the past twenty years, totaling 10,856 private dwellings as of 2016. White Rock's diverse housing stock, on average, is older than the Metro Vancouver average. 67.9 per cent of all dwellings in White Rock are owned, while the remaining 32.1 per cent are rented out to tenants.

White Rock tenant households are also much more likely to spend more than 30 per cent of their income on shelter costs (49.5 per cent) when either compared to White Rock homeowner households (22.8 per cent), and Metro Vancouver tenant households (43.5 per cent).



Section 5: Community Amenities

The City of White Rock contains many amenities for the use and enjoyment of residents and visitors alike, ranging from the community's infrastructure network (including its own water utility) to its wide variety of municipal facilities (such as the White Rock Community Centre and the Centennial Arena). Extensive public greenspace can be found throughout the City, including over a dozen public parks including Ruth Johnston/Centennial Park and the Waterfront Promenade.

The safety and health of White Rock's population is maintained by various organizations, including the White Rock Royal Canadian Mounted Police Detachment, White Rock Fire Rescue, and the Peace Arch Hospital.



Section 1: Context - Geography and History

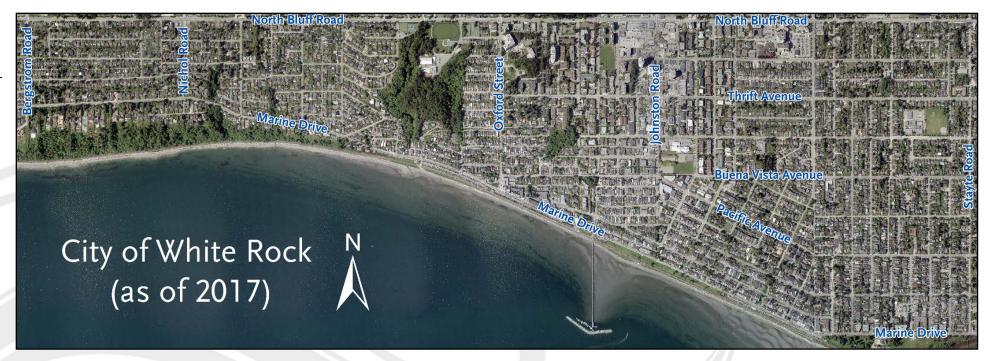
Geography

The City of White Rock is located in the southwest corner of the Lower Mainland, 45 kilometres from Vancouver and adjacent to the Canada/US border. With an area of 5.12 square kilometres, the City of White Rock accounts for less than one per cent of the total land area in Metro Vancouver.

White Rock is bounded by Surrey to the west (Bergstrom Road), north (North Bluff Road) and east (Stayte Road), and by Semiahmoo Bay and the Semiahmoo First Nation to the south.

With one of Canada's warmest climates, ranging from 6°C in the winter to 23°C in the summer on average, White Rock's distinctive seaside assets have long drawn residents and visitors alike to its shores.

From single family homes to higher-density mixed-use developments, White Rock has a wide selection of housing, employment, and leisure opportunities that attracts individuals and families from across the region and country.





History

Before European settlement, the Semiahmoo and other Coast Salish peoples lived here, and they are a vital part of the community today. Grand Chief Bernard Charles Memorial Plaza represents a key locale that commemorates the community's ties with its First Nations heritage.

Named after its iconic landmark, White Rock started as a dream. In the late 1890s, the White Rock Townsite offered urban Lower Mainlanders a chance to have their own piece of 'cottage country'. By the 1910s, ease of train access and the availability of various services ended its pioneer days.

Over the next few decades, White Rock would slowly develop into a seaside village known for its temperate climate, sandy beaches, and its variety of amenities. It was, and still is, the local summer escape of choice.

Through a special warrant from the Provincial Government, the City of White Rock incorporated in 1957. With the opening of the Deas Island Tunnel (now George Massey) in 1959 and the Alex Fraser Bridge in 1986, increases in home prices north of the Fraser River, and the growing popularity of automobile-oriented communities, the community ballooned in size during the post-war period.

In the late 20th and early 21st centuries, White Rock has garnered a more sophisticated profile as a compact and vibrant community. Many of the community's hillside cottages gave way to larger homes, and its defined commercial areas began to develop into vibrant mixed-use neighbourhoods.

The late 19th century dream that this sleepy frontier settlement would be the Naples of British Columbia had, in effect, become reality.



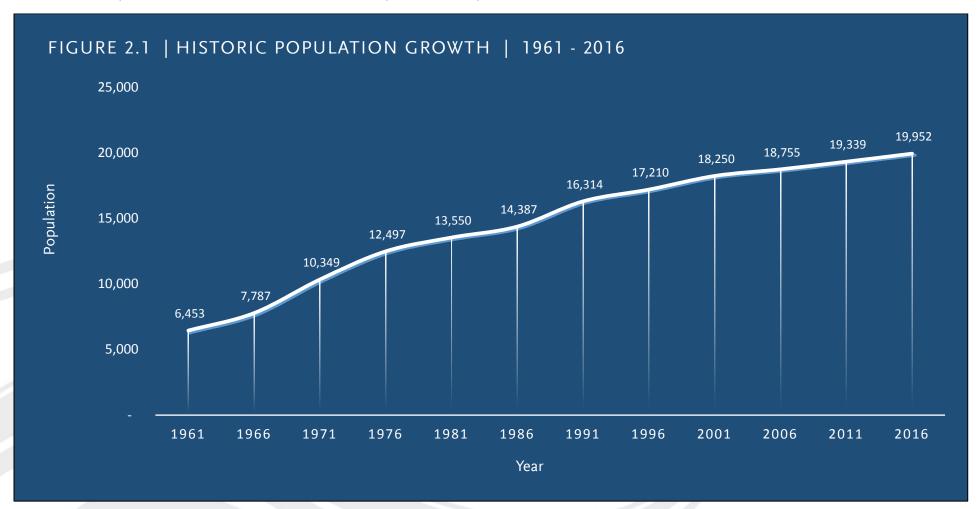


Section 2: Population Indicators

Historic Population Growth

Since the City's incorporation in 1957, historic population growth in White Rock has varied over time. The local population grew significantly in the City's earlier years, with double-digit percentage increases frequently occurring from 1961 to 1991. Over the past two decades, population growth in the City of White Rock has remained relatively steady, rising at a rate of 3 per cent to 6 per cent every five years.

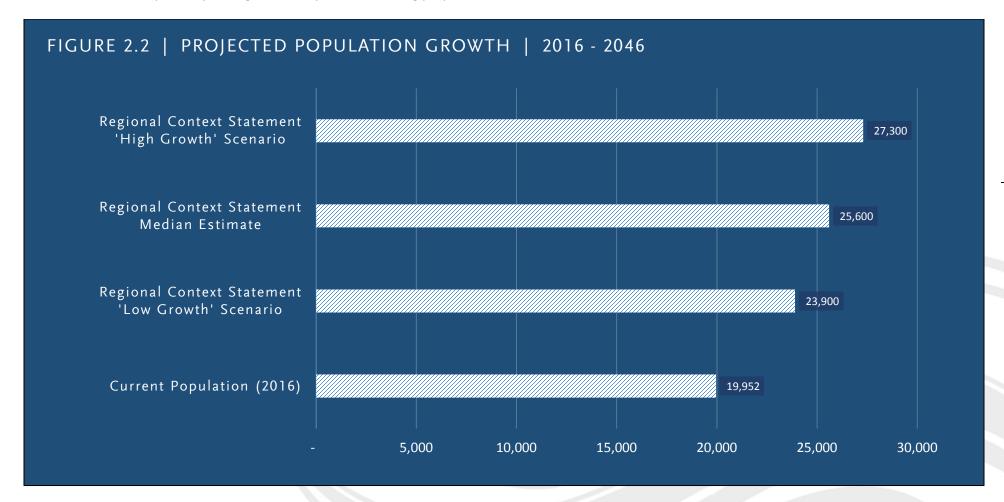
At the time of the last census in 2016, the population of White Rock was 19,952 individuals. With a population density of 3,893.1 individuals per square kilometre, the City of White Rock is the most fourth-most compact community in Metro Vancouver (after North Vancouver, New Westminster, and Vancouver).



Projected Population Growth

Based upon recent and long-term trends, the future population of the City of White Rock is anticipated to reach between 23,900 and 27,300 people by 2046. This is a relatively modest growth rate of between 0.6 and 1.0 per cent annually.

While this rate of increase is lower than the median growth rate in Metro Vancouver, it is not unexpected; White Rock's limited land base requires new growth to be accommodated primarily through redevelopment of existing properties.



Population Demographics, Age and Sex

Generally, White Rock has an older population than other municipalities in Metro Vancouver.

The median age of the population in White Rock increased from 53.8 years old in 2011, to 56.6 years old in 2016. In comparison, the median age of the population of Metro Vancouver was 40.9 years old in 2016.

Children

In 2016, there were 1,750 children less than 14 years old in White Rock, representing 8.8 per cent of the total population.

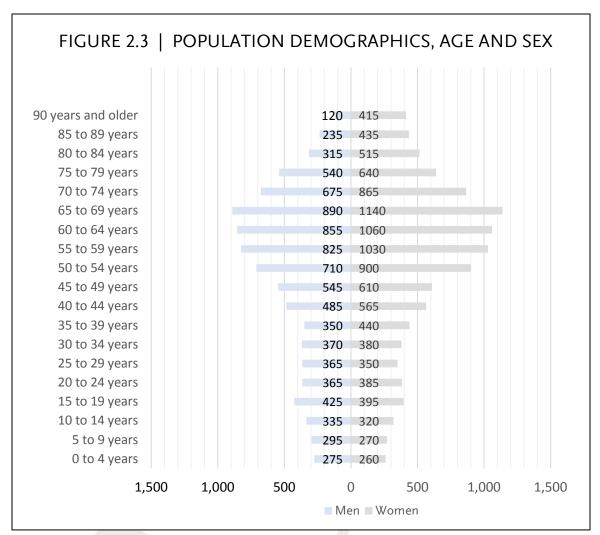
Young and Working Age Adults

The working age population, aged between 15 years old and 64 years old, represents approximately 57.2 per cent of White Rock's total population in 2016.

Seniors

Senior citizens over the age of 65 years old represent 34.0 per cent of the City's total population.

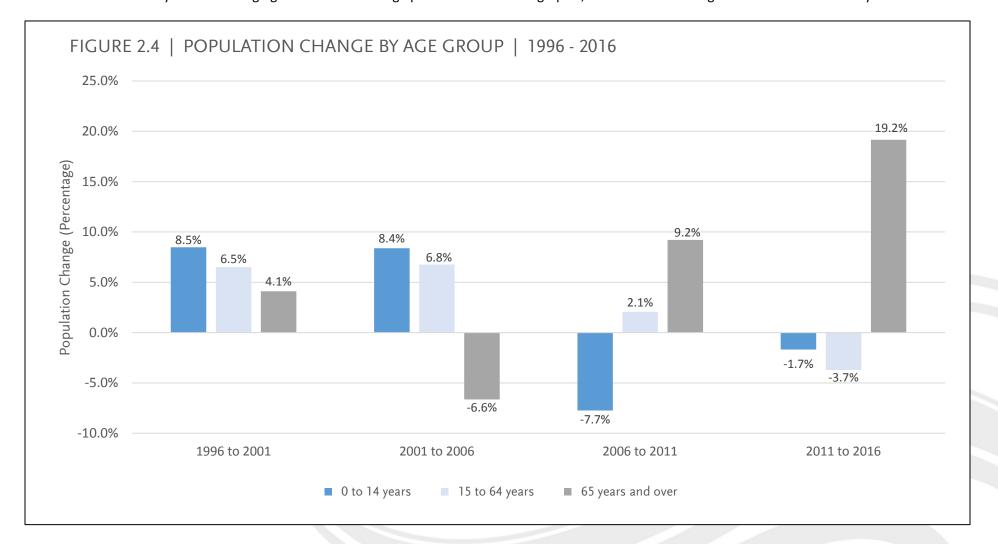
As seniors represent 15.7 per cent of Metro Vancouver's total population, White Rock has a significantly higher share of seniors as part of its population in comparison.



Population Demographics, Changes by Age Group

While the pace of growth in the City of White Rock has slowed down, the City's demographic characteristics have changed significantly over the past two decades. Until 2006, the community of White Rock saw modest, but consistent increases in its younger demographics.

Over this past decade, the largest changes in population growth in White Rock are primarily due to its rapidly growing senior population. This rapid growth can be attributed to two key factors: the aging of White Rock's large pre-retirement demographic, and additional immigration into the community.



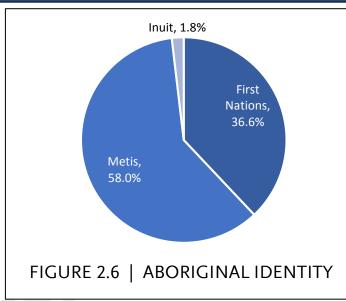


Diversity

While the proportion of White Rock's population that identifies as being part of a visible minority group is smaller than Metro Vancouver (16.4 per cent versus 48.9 per cent), this share of the community has increased significantly over the past fifteen years.

Aboriginal Population

There were 560 Aboriginal people in White Rock, representing 3.9 per cent of the population, in 2016. Of this population, 36.6 per cent identified as First Nations, 58.0 per cent as Metis, and 1.8 per cent as Inuit.



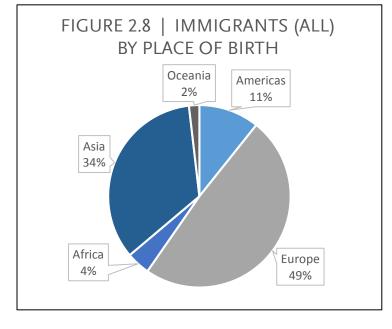
Immigration

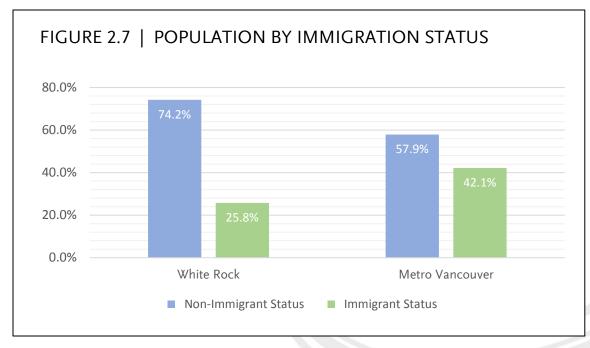
As of 2016, immigrants account for approximately 25.8 per cent of White Rock's population in private households.

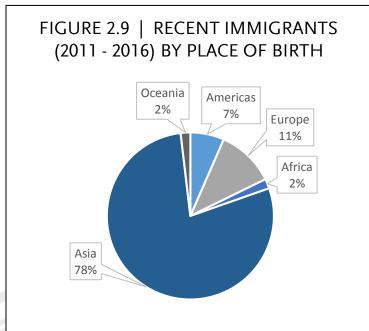
This is a much lower percentage when compared to the total population of Metro Vancouver, where 42.1 per cent of the total population has immigrant status.

The majority of immigrants in White Rock are from Europe, with 23.8 per cent of all immigrants identifying the United Kingdom as their place of birth.

Recent immigration trends in White Rock have changed over the past five years; the majority of all recent immigrants, from 2011 to 2016, identify an Asian nation as their place of birth.

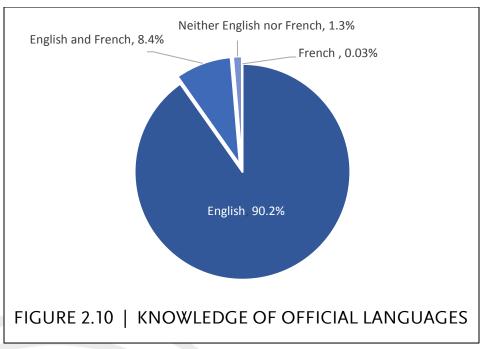


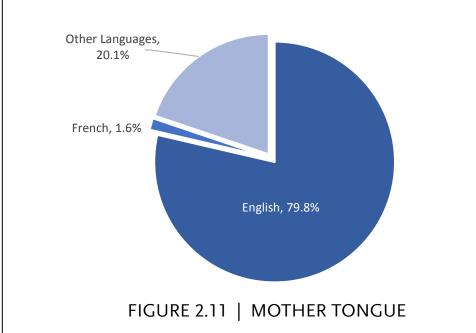




Language

In 2016, the majority of White Rock residents identified that they spoke at least one of Canada's official languages. 90.2 per cent of the population noted their knowledge of the English language, while another 8.4 percent stated that they spoke both English and French. Only 1.3 per cent of White Rock's residents identified that they did not have knowledge of one of Canada's official languages.





In White Rock, approximately 80 per cent of the population indicated English as their mother tongue (the first language that they learned at home).

20.1 per cent of White Rock residents, on the other hand, identified that their mother tongue was not an official language of Canada.

In 2011, the share of White Rock residents who spoke a non-official language as their mother tongue was 15.7 per cent of the population - a trend that is consistent with the recent changes in immigrant demographics.

Data for Figure 1.11 | Mother Tongue includes all individuals who reported a specific language in a single response, or as part of multiple response.





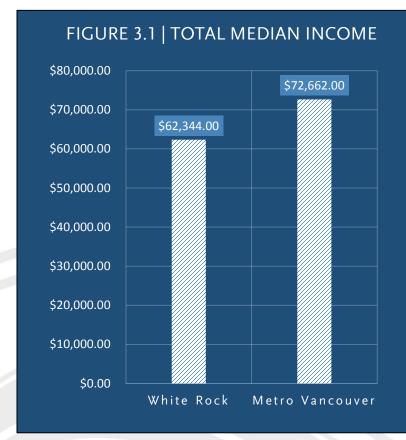


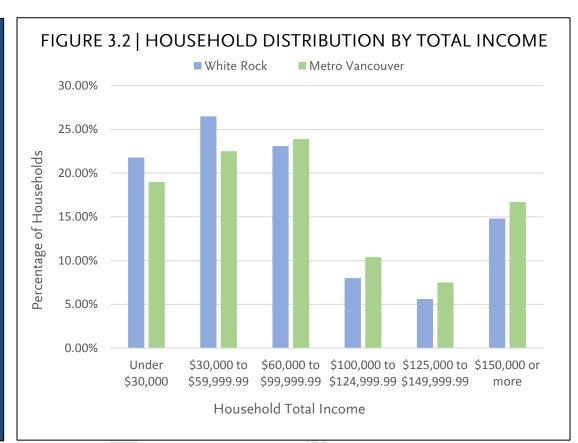
Section 3: Economic Indicators

Median Total Income

In 2015, the median total income of households in the City of White Rock was \$62,344. This is lower than Metro Vancouver's median total income, \$72,662 per household. Once adjusted using the consumer price index, White Rock's median total income has increased by 4.6 per cent from 2005 (\$59,592). This lower value can be attributed to White Rock's smaller household sizes, and its larger senior population dependent upon fixed sources of retirement income.

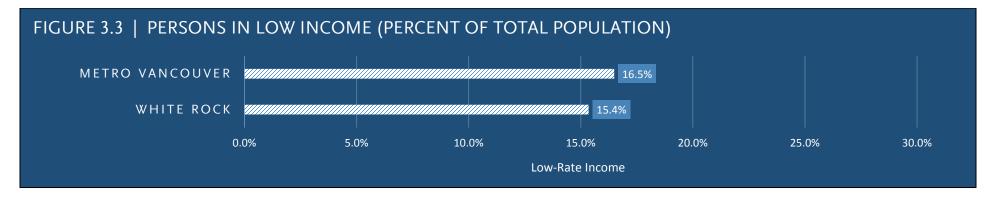
The median employment income of full-year full-time workers in White Rock is higher (\$58,715) than the Metro Vancouver median (\$54,955).



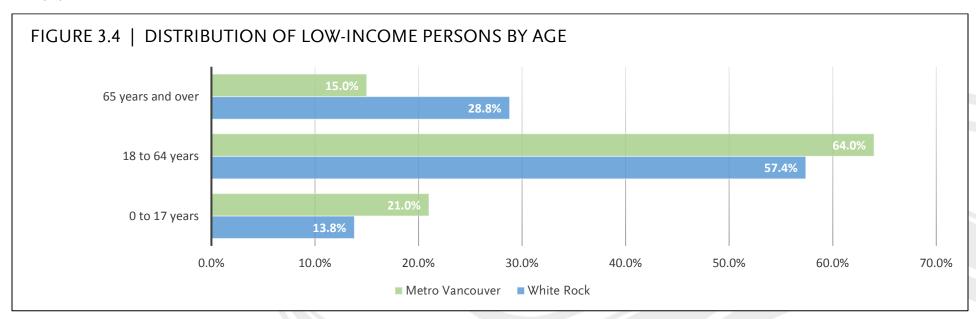


Prevalence of Low Income

Recent census data reveals that in 2015, 2,935 White Rock residents (15.4 per cent of all residents) had incomes below the low-income measure, after-tax.



While White Rock has a lower overall prevalence of low income compared to Metro Vancouver in 2015, a greater percentage of White Rock's senior population live in low-income households (28.8 per cent of the total low-income population) when compared to the greater Metro Vancouver region (15.0 per cent of the total population).

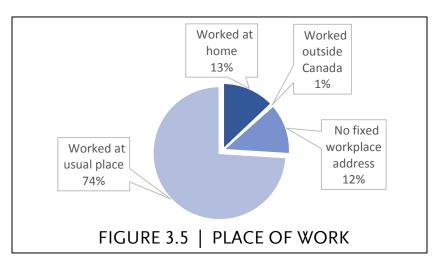


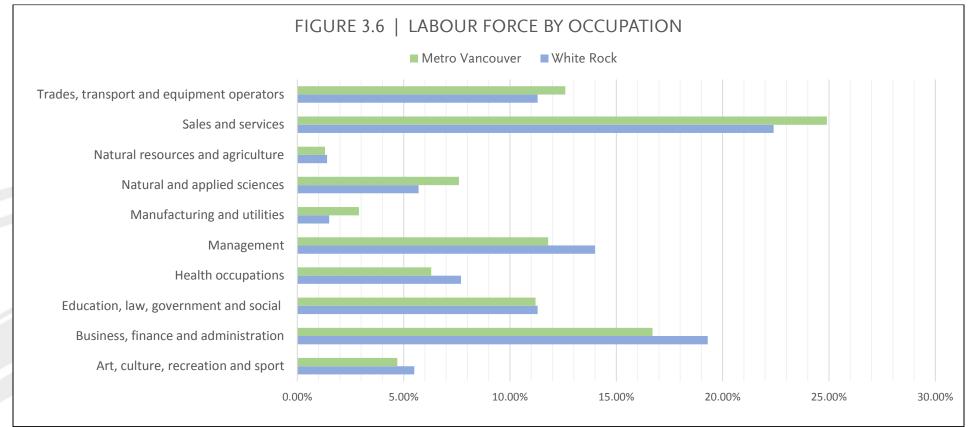
Employment

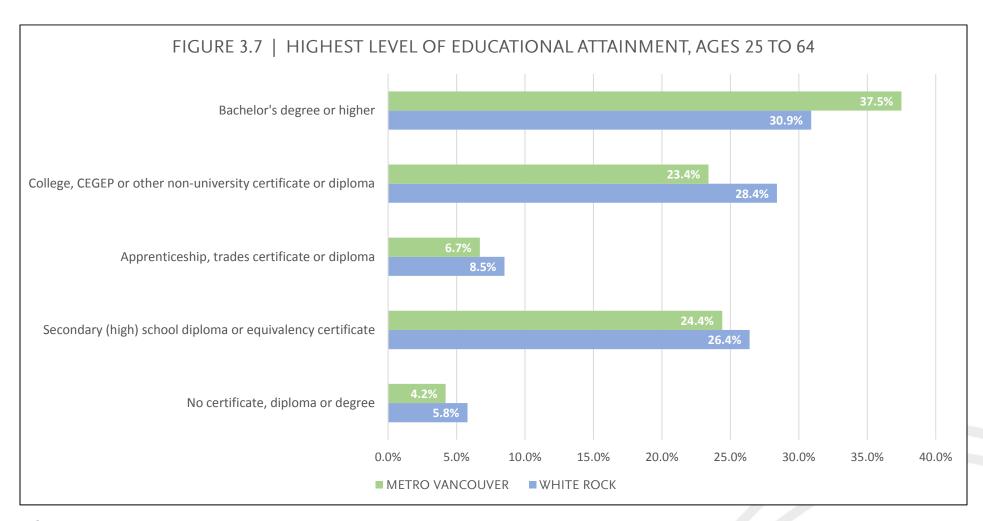
Approximately 9,450 residents of White Rock were employed in 2016, with approximately 55 per cent of residents working in a full time capacity. Three quarters of the workforce operated at a fixed address.

At approximately 6.0 per cent, the unemployment rate in White Rock is slightly higher than the Metro Vancouver average (5.8 per cent). The employment rate in White Rock is lower in comparison to Metro Vancouver (51.1 per cent vs. 61.8 per cent), which reflects the aging demographics of the community.

The distribution of labour by occupation differs slightly between Metro Vancouver and White Rock; however, there is a greater percentage of residents of White Rock working within the healthcare, business, and management sectors.







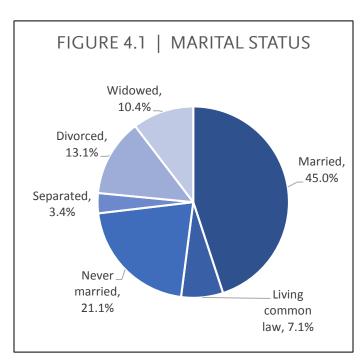
Education

Of the approximately 9,785 White Rock residents between the ages of 25 and 64 years, 67.8 per cent have a postsecondary certificate, diploma or degree, 26.4 per cent have at least some form of secondary education (high school diploma or equivalent), and the remaining 5.8 per cent have no certification whatsoever.

Approximately 11.3 per cent of White Rock's working age population possesses a university degree, certificate, or diploma above the bachelor level.







Section 4: Social Indicators

Household Characteristics

Marital Status

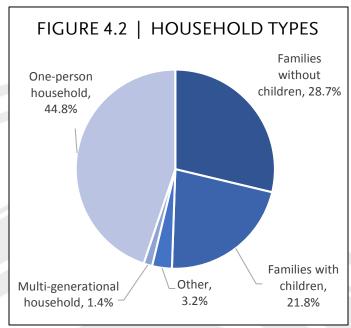
Approximately 52 per cent of all White Rock residents aged 15 and over were either married, or living with a common-law partner. The remaining portion of the population (approximately 48 per cent) were not married and not living with a common-law partner, including those who were single (never married), separated, divorced or widowed.

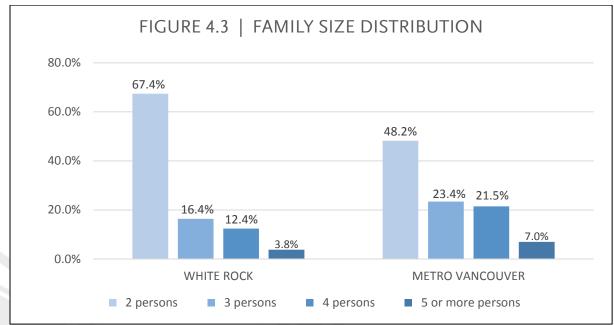
Household Types

One-person households comprise the majority of residences in White Rock (44.8 per cent), followed by families without children (28.7 per cent) and families with children (21.8 per cent).

Family Structure

The proportion of census families smaller than three persons in White Rock is higher than the Metro Vancouver average by approximately 20 per cent. Subsequently, the average family size in White Rock is slightly smaller than the regional average (2.5 person versus 2.9 persons).



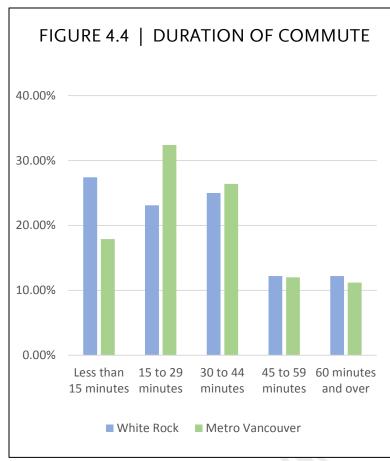


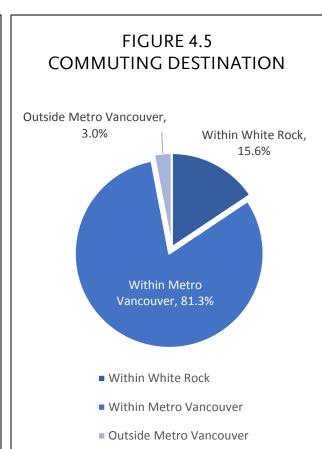
Transportation and Mobility

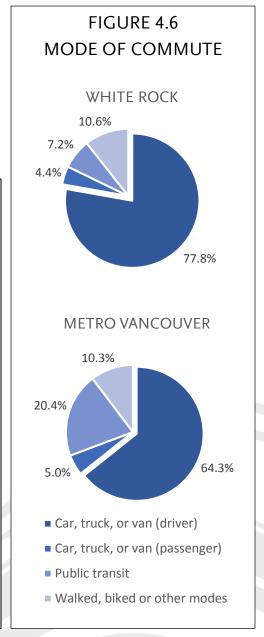
In White Rock, approximately 82.2 per cent of the employed population who commuted to work did so using a personal vehicle – with the majority behind the wheel.

The duration of the average White Rock commute was 29.2 minutes, approximately 4 minutes longer than the average Metro Vancouver commute time.

While 15.6 per cent of White Rock workers travel elsewhere within the community for work, the majority (81.3 per cent) travelled to another community located somewhere else in Metro Vancouver for work.







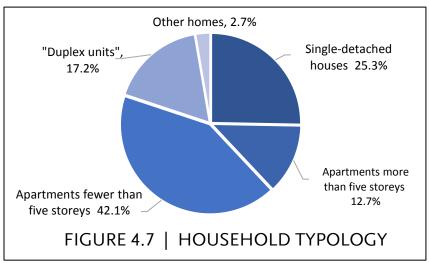
Housing

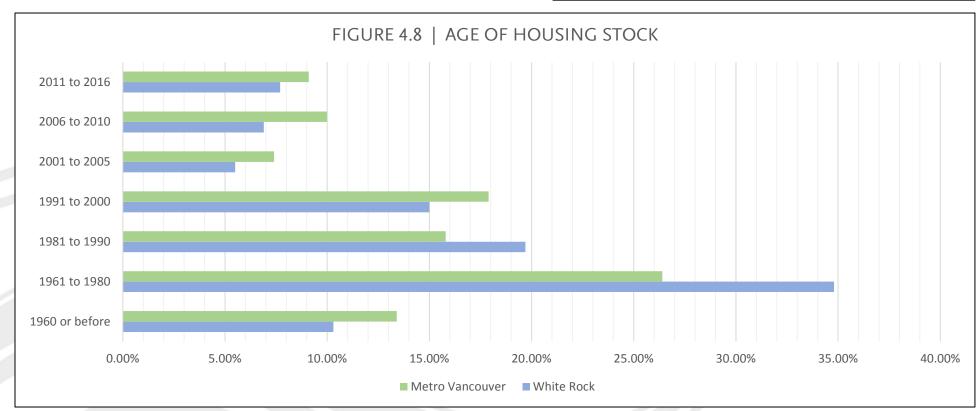
Housing Stock, Type and Age

The total housing stock in White Rock has increased by 24.1 per cent over the past twenty years, from 8,745 private dwellings in 1996 to 10,856 private dwellings in 2016.

The majority of dwellings in White Rock, approximately 54.8 per cent, take the form of apartment buildings. The growing inclusion of secondary suites in newer single-detached homes is also represented in the data, falling under Statistics Canada's broad definition of "duplex units".

White Rock's housing stock, on average, is older than Metro Vancouver. Its age coincides with the City's rapid population growth during the 1960s, 1970s, and 1980s.





Homeowner Statistics

67.9 per cent of all households in White Rock are owners. The median monthly shelter costs for owned dwellings was \$946, which is lower than the Metro Vancouver median (\$1,376). 22.8 per cent of White Rock homeowners spend more than 30 per cent of their income on shelter costs.

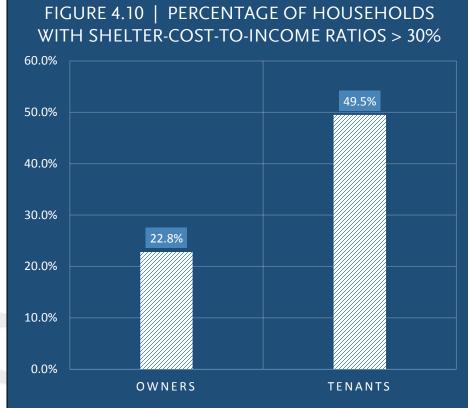
48.8 per cent of White Rock homeowner households are currently servicing a mortgage, a lower rate when compared to the overall Metro Vancouver region (60.3 per cent). In 2016, the median value of owner-occupied dwellings in White Rock was \$600,196; in comparison, the median value of owner-occupied dwellings in Metro Vancouver is \$800,200.

Tenant Statistics

The percentage of rented dwellings in White Rock has gradually declined over the past 20 years, from 34.6 per cent in 1996, to 32.1 per cent in 2016. The median monthly shelter cost for rented dwellings was \$1,010 dollars in White Rock, which is less than the Metro Vancouver median (\$1,136 dollars).

Approximately 49.5 per cent of all White Rock renters spend more than 30 per cent of their income on shelter costs, which is higher than the Metro Vancouver average (43.5 per cent). Approximately 10 per cent of White Rock tenant households qualify for subsidized housing.





Section 5: Community Amenities

Waterfront

First and foremost, White Rock is a seaside community – and the Waterfront is its crown jewel. As one of the City's key attractions, the Waterfront is a cherished and distinctive community amenity.

The seaside village-like storefronts and residences, along with the Promenade, makes the Waterfront into a memory-making destination where residents and visitors alike can live, work, and play.

As its stunning views and ease of access attracted the first cottage developments in the community, three protected heritage sites on the Waterfront represent the history of White Rock: the Pier, the former Train Station (now the White Rock Museum & Archives), and the iconic 'White Rock' itself.

West Beach Waterfront
Looking West from the Pier







Infrastructure

City Facilities and Green Spaces

There are a variety of City facilities located across White Rock, including City Hall, the White Rock Community Centre, the Kent Street Activity Centre, the Horst & Werner Centre for Active Living, the White Rock Library, the White Rock Museum & Archives, and the Centennial Arena.

The City manages 15 public parks of varying size throughout the community. The green heart of the City - Centennial/Ruth Johnson Park - is home to a wide variety of recreational activities including the Horst & Werner Centre for Active Living, the Centennial Community Garden, the Centennial Arena, and the upcoming All-Abilities Playground.

Other facilities include tennis courts, a roller hockey rink, a soccer field, a lawn bowling field, and a baseball field. As the green heart of the City, the extensive trail system throughout Centennial Park provides active transportation links to the surrounding residential neighbourhoods.









CITY OF WHITE ROCK

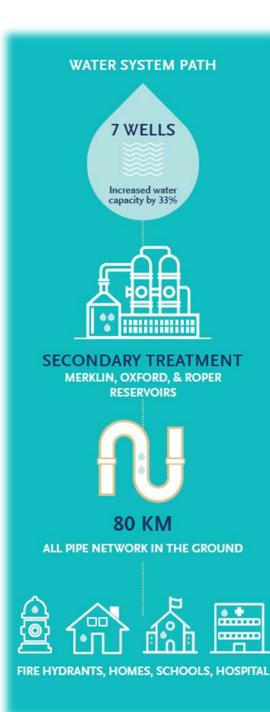
MERKLIN WATER RESERVOIR AND PUMPING STATION APRIL 2017

THE PLAQUE COMMEMORATES THE COMPLETION OF THE MERKLIN ESERVOIR AND PUMPING STATION. THIS SIGNIFICANT CAPITAL INVESTMENT WAS MOERTAKEN BY THE CITY TO IMPLEMENT QUALITY ASSURANCE MEASURES IN THE OFTIMAL PROVISION OF RELIABLE DRINKING WATER, TO IMPROVE SERVICE DELIVERY AND INCREASE WATER STORAGE CAPACITY FOR THE CITY OF WHITE ROCK. INIS INVESTMENT DEMONSTRATES CITY COUNCIL'S COMMITMENT TO

BUILDING AND SUPPORTING KEY INFRASTRUCTURE PROJECTS FOR OUR CITIZENS AND TO PREPARE FOR FUTURE GROWTH AND DEMAND.

WHITE ROCK CITY COUNCIL 2014 - 2018

COUNCILLOR DAVID CHAP MAYOR WAYNE DA



Water

Prior to the City's acquisition of the system in October 2015, water services in White Rock were owned and operated by private companies. Responsible for seven wells and 80 kilometres of water mains, the City's Engineering and Municipal Operations Department provides water to its residents and visitors from the Sunnyside Uplands aquifer – an underground formation of water-bearing rock that stretches from the Nicomeki River to the north, Highway 15 to the east, and to the coastlines to the south and west.

The City has taken many steps to improve water quality and quantity for the community in the recent past:

- Increasing local drinking water storage capacity by 33 per cent;
- Applying and receiving near \$12 million dollars in government grants for water quality treatment;
- Constructing a new treatment plant;
- Completing secondary disinfection of water throughout the entire distribution systems; and
- Updating the City's Water System Master Plan to address the City's water needs to the year 2045

Sanitary Sewers

There are 10 major sanitary catchment areas located within City limits, which are serviced by over 82 kilometres of sanitary sewer assets including gravity sewers, force mains, and siphons. The City also manages three pump stations located at the base of Keil Street, Ash Street, and Bergstrom Road.

The entire sanitary sewer system drains into the Metro Vancouver Pump Station located at the foot of Oxford Street, which is then pumped up to the connection with the South Surrey Interceptor on North Bluff Road.

Drainage Infrastructure and Watercourses

There are 18 major drainage catchment areas located in the City of White Rock, with an additional three catchment areas that drain from Surrey into White Rock. Including major trunk sewers and flow diversions, there are approximately 99.3 kilometres of storm sewers in the City.

The majority of storm sewer infrastructure in the City drains directly into Semiahmoo Bay either through piped outfalls along the Waterfront, or in culvert crossings under the BNSF Railway.

Watercourses and ravines also play a prominent role in ecological stormwater management in the City of White Rock. There are five major watercourses in the community: Duprez Ravine, Coldicutt Creek, Anderson Creek, Everall Creek, and Collingwood Creek.

Transportation

The City manages over 80 kilometres of street right-of-ways (including shared roads and sidewalks). The City of White Rock also works with TransLink to accommodate and enhance public transit connectivity throughout the local White Rock / South Surrey region, and to the rest of Metro Vancouver.



Health and Safety

Maintaining and enhancing the health and safety of the community is an important responsibility for the City of White Rock. Together, the White Rock RCMP Detachment and White Rock Fire Rescue provide the community with various services, including fire rescue and inspection, crime reduction and community policing initiatives and public education.

Community healthcare needs are addressed through the Peace Arch Hospital Complex, and by various medical and dental offices located throughout the City.

White Rock Fire Rescue (WRFR)

As a City department, White Rock Fire Rescue is committed to serving the community to prevent and minimize loss of life, property, and the environment from natural or man-made emergencies.

WRFR is also responsible for the Emergency Preparedness Program to ensure that residents are prepared for the aftermath of a local crisis.

WRFR employs 26 permanent staff, including 22 career firefighters, two deputy chiefs, one fire chief, and one administrative assistant. Operating out of a modern four bay station located in the City's Civic Centre, WRFR responds to over a thousand incidents every year.

White Rock Royal Canadian Mounted Police (WR RCMP)

The White Rock Royal Canadian Mounted Police Detachment provides policing services for the City of White Rock, and currently consists of 23 regular members, with an additional 10 full-time staff and 14 casual staff.

The WR RCMP operates out of a fully equipped police station located in the City's Civic Centre, providing various services to the community including General Duty, Community Policing, and Victims' Assistance.

The Detachment also provides front counter services during business hours, and can temporarily house prisoners on-site through secure facilities. Complaint taking and dispatching services are provided off-site by the City of Surrey RCMP Operational Communications Centre.



Peace Arch Hospital

Located at the southeast corner of North Bluff Road and Finlay Street, the Peach Arch Hospital is the major healthcare provider in the South Surrey-White Rock area. As part of Fraser Health's integrated care network, the Peace Arch Hospital Complex provides a range of services including on-site primary care (acute and residential care), referral services, and educational opportunities.

The future of the Peace Arch Hospital Complex, including the future expansion and re-development of the site, is guided by the Peace Arch Hospital Master Concept Plan, which includes the upcoming expansion of the Emergency Care Facility and the Perioperative Suite (the Peace Arch Hospital Expansion Project).

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