

Paula Kusack

Subject: FW: Request for Council Support - BC Coastal Marine Strategy 🦋
Attachments: Coastal Marine Strategy Brief_Dec 2025_CPAWS BC_WCEL-1.pdf; Coastal Marine Strategy Motion For Consideration_Dec 2025.pdf

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Dear Mayor Pachal and Council,

I'm reaching out on behalf of Canadian Parks and Wilderness Society - BC and West Coast Environmental Law to request your support to legislate the [BC Coastal Marine Strategy](#). Since 2019, we have led a campaign called [Blueprint for the Coast](#), which advocates for a BC Coastal Marine Strategy and law that upholds Indigenous rights, supports biodiversity, and uplifts coastal communities.

In 2024, BC released its first Coastal Marine Strategy. This strategy is an intersectional plan aiming to boost biodiversity, tackle marine pollution, and recover nearshore habitats with nature-based solutions – all the while advancing Indigenous coastal management, building up resilience to climate change, and working to revitalize coastal communities and economies.

Now, we're campaigning to ensure the Coastal Marine Strategy is effectively implemented, resourced, and strengthened by legislation. An accompanying legal framework will ensure the policies outlined within the Coastal Marine Strategy are prioritized and able to withstand the inevitable changes in leadership over the course of its 20-year implementation period and beyond. [Please click here to read more about the legal implementation of the BC Coastal Marine Strategy.](#)

We respectfully request that your council consider the following actions:

- **Pass a motion of support for the BC Coastal Marine Strategy; and/or**
- **Submit a letter from the Mayor to Premier David Eby and the Honourable Randene Neill, Minister of Water, Land and Resource Stewardship to voice support for the BC Coastal Marine Strategy and its enshrinement into law.**

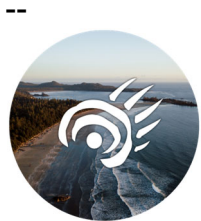
Last year, our initiative received formal endorsements from the [Association of Vancouver Island and Coastal Communities \(AVICC\)](#) and the [Union of BC Municipalities \(UBCM\)](#). Endorsement from your council would provide vital municipal support, which will keep this campaign on the forefront of decision-makers minds.

Please find attached a template to initiate a council motion and a brief on the importance of BC's Coastal Marine Strategy. We would be grateful to speak with you further about how your community can benefit from the BC Coastal Marine Strategy. Please reach out with questions, concerns, or if you would like a presentation on our work.

Thank you for your time and consideration.

Sincerely,

Alicia



Alicia Elgert (she/her)
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Ocean Program
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Strengthening BC's Economy and Readiness Through the BC Coastal Marine Strategy

British Columbia stands at a pivotal moment. Our coastal communities are on the frontlines of both economic pressures and environmental change. As the BC chapter of the Canadian Parks and Wilderness Society (CPAWS-BC), we work to safeguard the lands and waters that sustain us. Both CPAWS-BC and West Coast Environmental Law believe this is a timely opportunity to work together to strengthen resilience through the Coastal Marine Strategy – an approach that supports local economies while safeguarding the natural systems we all depend on.

The [BC Coastal Marine Strategy](#) is an overarching provincial framework with 116 concrete activities for managing coastal and nearshore marine areas within provincial jurisdiction. When fully implemented, the strategy can drive climate adaptation, grow BC's blue economy, enhance national defense, and advance Indigenous coastal management.

Protecting the coast is not just about the environment, it's smart economic policy.

Marine-based tourism and recreation alone generate over \$5 billion annually,¹ and the global ocean economy is projected to double between 2010 and 2030, outpacing broader global growth by 20%.² This represents a major opportunity for BC to expand its blue economy. Furthermore, these figures do not account for the vast amount of ecosystem services provided by marine and coastal areas. A 2012 report found the nearshore areas of BC's Lower Mainland provided \$22.6 billion in ecosystem services per year (this value translates to approximately \$30 billion as of 2024).³ This strategy will support a productive and biodiverse ocean, which is necessary for a thriving and sustainable blue economy.

¹ Big River Analytics Ltd. (2021). Economic Contribution Analysis: For the Economic Contribution of the Oceans Sector in Coastal BC. Unpublished and prepared privately for the governments of British Columbia and Canada.

² OECD, The Ocean Economy in 2030 (2016), p. 30, online: https://www.oecd.org/content/dam/oe.cd/en/publications/reports/2016/04/the-ocean-economy-in-2030_g1g6439e/9789264251724-en.pdf

³ David Suzuki Foundation and Earth Economics: Nearshore Natural Capital Valuation (November 2012), p. 67, online: <https://david Suzuki.org/wp-content/uploads/2012/11/nearshore-natural-capital-valuation-aquatic-benefits-british-columbia-lower-mainland.pdf>

The Coastal Marine Strategy can also strengthen national defence. BC's coastline is home to critical defense and emergency response infrastructure, and integrated coastal planning under the Strategy aligns with both provincial and national defense priorities. When implemented, it will enhance readiness in the face of climate impacts and geopolitical risks.

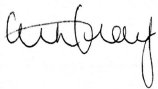
*"Many of us have seen first-hand the damage of degraded shorelines, pollution, abandoned vessels, declining salmon and contaminated shellfish. In a coastal province like ours, these impacts ripple inland, from Salmon Arm in the Okanagan all the way to the Rockies. Our coast also hosts critical national defense and emergency response infrastructure. So whether you are interested in the environment, the economy or national defense, a coordinated effort from the Province to protect our coast needs the force of law behind it." – **Councillor Mary Wagner**, the City of Langford*

Although the release of the Coastal Marine Strategy is a significant accomplishment for BC, a glaring functional gap remains, as the strategy does not have a legal framework to back it up. Legislation is key to strong, integrated coastal management. An accompanying legal framework would make the Coastal Marine Strategy durable and effective across government.

With your local government's support, BC can ensure the strategy drives lasting results for our economy, communities, and coastal ecosystems.

We welcome the opportunity to brief you on the opportunities within the Coastal Marine Strategy for your community.

Sincerely,



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Natalie Groulx
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BLUEPRINT FOR THE COAST

Motion:

WHEREAS in July 2024, following extensive consultation with First Nations and stakeholders, the Province of British Columbia released its first ever Coastal Marine Strategy, providing a 20-year vision of a “diverse, productive and resilient coastal marine environment that is valued in its own right and that supports the prosperity, health and well-being of coastal communities now and into the future”;

WHEREAS the Coastal Marine Strategy details nine important goals (diverse marine life; abundant wild Pacific Salmon; a clean coast; climate-ready communities; a sustainable coastal economy; vibrant coastal communities; trusting, respectful relationships; a robust tool kit; and integrated and balanced management), but does not have the force of law, and codifying the Strategy into law would support its success and longevity rather than leaving it dependent on the priorities of the government of the day:

THEREFORE BE IT RESOLVED THAT Council directs the Mayor to urge the Provincial Government to enshrine the BC Coastal Marine Strategy into law.