

Coastal Marine Strategy
Policy Intentions Paper
Public Engagement

What We Heard



Ministry of
Water, Land and
Resource Stewardship

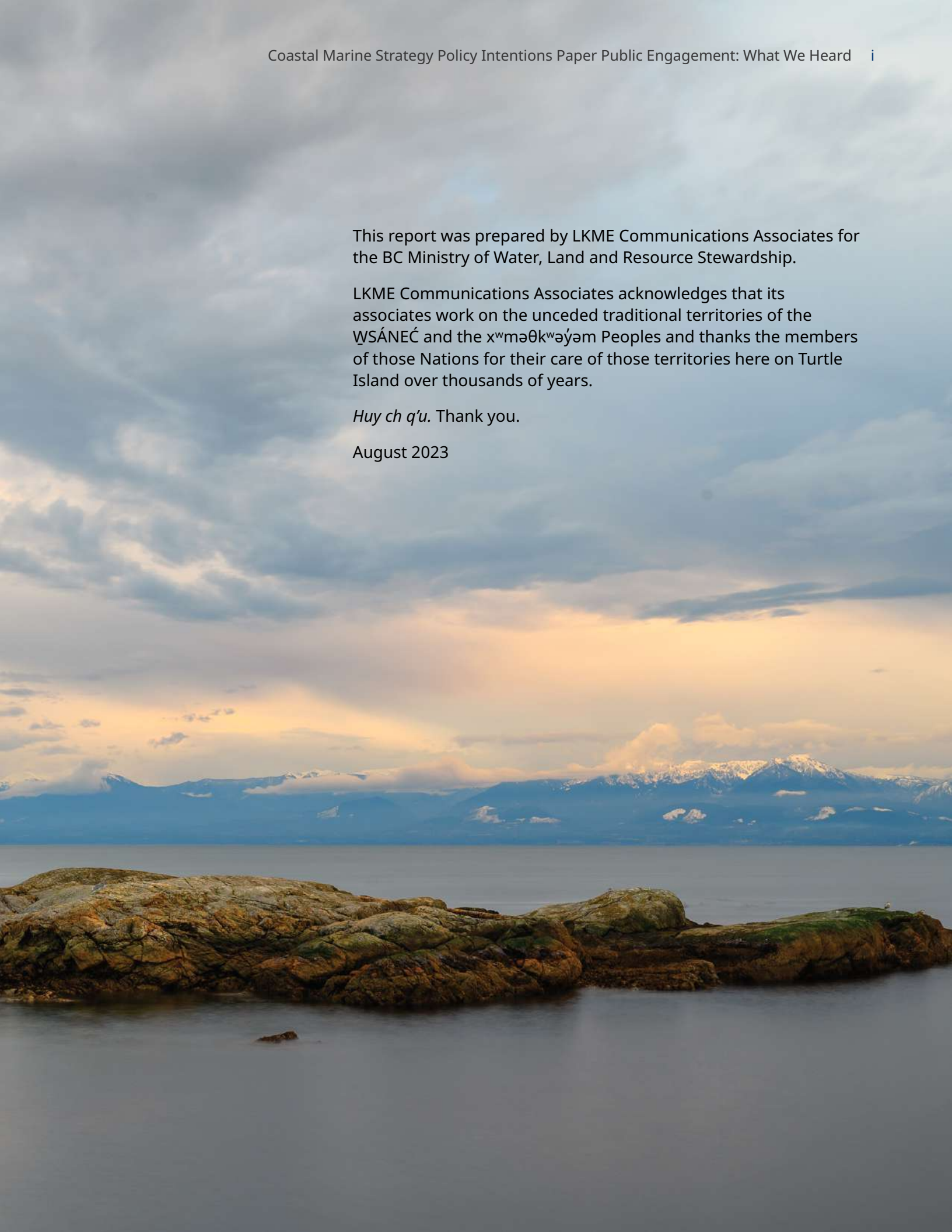
August 2023

This report was prepared by LKME Communications Associates for the BC Ministry of Water, Land and Resource Stewardship.

LKME Communications Associates acknowledges that its associates work on the unceded traditional territories of the W̱SÁNEĆ and the xʷməθkʷəy̍əm Peoples and thanks the members of those Nations for their care of those territories here on Turtle Island over thousands of years.

Huy ch q'u. Thank you.

August 2023



Executive summary

From December 15, 2022, to April 15, 2023, the Province sought feedback from the public on the policy direction presented in the [Coastal Marine Strategy for British Columbia Policy Intentions Paper](#). British Columbians were invited to provide input through an online questionnaire or by written submission. In addition, open houses with MLAs were held in June 2023 in Prince Rupert, Steveston, Victoria and Campbell River.

This “What We Heard” report summarizes key themes captured during the public engagement.

More than 900 submissions were received from individuals, environmental non-governmental organizations, local and regional governments, industry associations and businesses across coastal British Columbia. Feedback received during the June 2023 open houses is not included but will be incorporated in the development of the Strategy.

During the public engagement, the following key issues were raised:

- ▶ Protecting British Columbia’s Pacific wild salmon stocks
- ▶ Addressing pollution in British Columbia’s coastal and marine environments
- ▶ Addressing the impacts of shipping and vessel traffic in British Columbia’s coastal waters

- ▶ Prioritizing the environment and protecting coastal ecosystems and their biodiversity
- ▶ Addressing climate change and prioritizing climate change mitigation and resilience
- ▶ Enacting and enforcing meaningful legislation
- ▶ Stepping up monitoring, information gathering, and data sharing, and using the resulting data to undertake evidence-based actions
- ▶ Empowering Indigenous Peoples in British Columbia
- ▶ Including Indigenous knowledge in decision-making
- ▶ Consulting and engaging with stakeholders
- ▶ Taking a collaborative, equitable approach to Strategy implementation
- ▶ Considering the importance of non-economic values in decision-making
- ▶ Supporting the economy and industry
- ▶ Prioritizing education

The Province and First Nations will use the feedback received during public engagement and targeted engagement with local governments, communities and stakeholders to develop goals and actions in the Coastal Marine Strategy.



Message from the Honourable Nathan Cullen Minister of Water, Land and Resource Stewardship



For the first time in the province's history, the government of British Columbia and First Nations throughout the province have embarked upon the co-development of a Coastal Marine Strategy. From the outset, we were committed to an engagement process that would incorporate a diverse range of community perspectives and values. From December 2022 to June 2023, the Province engaged with British Columbians up and down the coast to hear their perspectives and to help highlight shared priorities that will inform the development of the specific objectives, targets and actions that will make up the Strategy. This "What We Heard" report summarizes feedback generated by the public engagement process, and I am confident that the work to date will support a healthy, resilient and productive coast.

Healthy and biodiverse coastal marine ecosystems that are stable, vibrant and full of life predictably deliver a range of benefits to people and help to mitigate the impacts felt by a changing climate. That is why our government and coastal First Nations have made the co-development of a Coastal Marine Strategy a key priority.

I'd like to express my thanks to all those who took the time to provide feedback to the team in the Ministry of Water, Land and Resource Stewardship. Your contributions outlined in the "What We Heard" report will assist our government in implementing tangible and meaningful actions to protect and sustain our coasts and marine life while keeping our communities resilient.

The Coastal Marine Strategy, slated for release in 2024, will guide us for the next two decades. It's more than a blueprint of policy and action — it represents the hopes and aspirations of generations for the future of British Columbia and its beautiful coasts.

Sincerely,

Nathan Cullen
Minister of Water, Land and Resource Stewardship

Message from Kelly Greene, Parliamentary Secretary for Fisheries and Aquaculture



As stewards of coastal ecosystems on behalf of current and future generations, we need to nurture healthy and productive ecosystems.

British Columbia is one of the few maritime jurisdictions in North America without a comprehensive coastal marine strategy. We are committed to co-developing British Columbia's first-ever Coastal Marine Strategy with First Nations to set priority actions to improve the health and biodiversity of coastal marine environments, adapt to climate change, grow a sustainable economy and advance reconciliation.

To help inform our work, we invited British Columbians to participate and share their values on the broad vision, values and goals for the coastal marine environment. In addition to more than 900 submissions received in a four-month period from December 2022 to April 2023, my ministry also held a series of open houses in June 2023. I had the pleasure of speaking with and listening to participants at three of these open houses, and I thank all those who shared their time, thoughts and effort to make these open houses so productive.

At each of these open houses, we heard overwhelming support for the creation of a Coastal Marine Strategy for British Columbia, including the themes, values and content co-developed thus far. More than 100 people attended the open houses, asked insightful questions and gave constructive comments at each session.

Together, we will co-manage our coastal and marine resources in a good way to support sustainable prosperity and human health and well-being, while investing back into the ecosystems that sustain us all. I look forward to continuing to work with First Nations on this important strategy. Together, we will develop a thoughtful strategy that will successfully guide British Columbia over the next two decades.

Sincerely,

Kelly Greene
Parliamentary Secretary for Fisheries and Aquaculture
Ministry of Water, Land and Resource Stewardship

Contents

Introduction	1
Ministry Intentions Paper and public consultation process	2
Purpose and format of the “What We Heard” report	2
Overview of respondents	3
Summary of public feedback	4
Vision statement	5
Outcome A - A healthy and productive coast	8
Outcome B - Resilience to climate change	11
Outcome C - Trusting, respectful relationships	14
Outcome D - Holistic learning and knowledge sharing	17
Outcome E - Community well-being	20
Outcome F - A sustainable, thriving ocean economy	23
Respondents’ preferred actions	26
Sector analysis	27
Summing it up	32
References	34
Appendix A. Strategy outcomes and intentions	35
Appendix B. Methods and constraints	36
Appendix C. Public engagement survey questions	38

List of figures

Figure 1. Map of the coastal marine waters of British Columbia	1
Figure 3. Where respondents said they live	3
Figure 2. Respondents’ self-reported relationships to the coast	3
Figure 4. Respondents’ support for the Coastal Marine Strategy vision statement	5
Figure 5. Aggregated and weighted results of respondents’ rankings of key outcomes	7
Figure 6. Respondents’ level of support for the policy intentions of Outcome A.....	8
Figure 7. Respondents’ level of support for the policy intentions under Outcome B	11
Figure 8. Respondents’ support for the policy intentions under Outcome C	14
Figure 9. Respondents’ support for investing in data gathering and management under Outcome D.....	17
Figure 10. Respondents’ support for the policy intentions under Outcome E	20
Figure 11. Respondents’ support for the policy intentions under Outcome F	23
Figure 12. Respondents’ 10 most preferred actions overall	26
Figure 13. Respondents’ overall support for the Coastal Marine Strategy’s direction.	32
Figure 15. Respondents’ satisfaction with the direction, based on relationship to the coast.....	32
Figure 14. Respondents’ satisfaction with the direction, based on age and gender	32

List of tables

Table 1.....	5
Table 2.....	9
Table 3.....	12
Table 4.....	15
Table 5.....	18
Table 6.....	21
Table 7.....	24



Introduction

In 2020, British Columbia's government committed to developing a Coastal Marine Strategy that articulates priorities and lays out actions to improve the health and stewardship of the province's coastal marine environments, mitigate and adapt to climate change, nurture a sustainable "blue economy," foster resilience in coastal communities and create opportunities to advance reconciliation with First Nations.

The Ministry of Water, Land and Resource Stewardship (the Ministry) is co-developing the Coastal Marine Strategy with First Nations whose territories include the coast. Together, the Province and coastal First Nations will set out a shared vision for healthy coastal marine ecosystems, community well-being and a sustainable ocean economy.

Focusing on areas close to shore (Figure 1), the Coastal Marine Strategy will concentrate on activities, uses and values that the Province of British Columbia is accountable for in the coastal marine environment while recognizing the need for strong collaboration and cooperation with other orders of government who share responsibility. The actions proposed in the Coastal Marine Strategy will expand on existing programs and initiatives and present new ideas and concepts. It will span a 20-year horizon, reflecting where we are today and addressing future needs, priorities and emerging trends.



Figure 1. Map of the coastal marine waters of British Columbia. The dark blue area indicates the coastal environment that the Coastal Marine Strategy will focus on.

Ministry Intentions Paper and public consultation process

In December 2022, the Province released an intentions paper on the Coastal Marine Strategy for public engagement. The purpose of the engagement was to spark a conversation and to better understand public interests, values, areas of focus, and potential solutions regarding stewardship of the coastal marine environment in British Columbia.

The Intentions Paper:

- ▶ describes the process to develop the Coastal Marine Strategy with coastal First Nations governments,
- ▶ describes Provincial accountabilities,
- ▶ summarizes recent and ongoing work in support of stewardship of coastal marine values, and

▶ outlines a proposed framework for the Coastal Marine Strategy, including guiding principles, a vision and 30 policy intentions under six outcomes (see [“Appendix A. Strategy outcomes and intentions” on page 35](#)):

- Outcome A - A healthy and productive coast
- Outcome B - Resilience to climate change
- Outcome C - Trusting, respectful relationships
- Outcome D - Holistic learning and knowledge sharing
- Outcome E - Community well-being
- Outcome F - A sustainable, thriving ocean economy

Public engagement on the Intentions Paper took place from December 15, 2022, to April 14, 2023. Four open houses with MLAs were also held in June 2023.

Purpose and format of the “What We Heard” report

This report was prepared by LKME Communications Associates, which was contracted by the Ministry to compile and summarize comments on the Intentions Paper. Feedback received through online engagement, including 81 responses provided via email and 845 responses submitted through the EngageBC online questionnaire, was compiled and analyzed. (See [“Appendix B. Methods and constraints” on page 36](#).)

The results of the analysis are intended to illustrate broad trends, preferences and themes. The key themes shared most often among the priorities, reflections, suggestions and comments provided in response to the questionnaire (see [“Appendix C. Public engagement survey questions” on page 38](#)) and in email submissions are arranged by outcome, as presented in the Intentions Paper and the questionnaire. The long-form written submissions received from organizations were analyzed, and summaries of the predominant themes are arranged by sector.



Overview of respondents

Ninety-four per cent of the 926 respondents were individuals who submitted feedback on the Intentions Paper either through the EngageBC questionnaire or by email. Fifty-two organizations provided feedback by email.

As Figure 2 shows, many of the EngageBC respondents described themselves as “concerned citizens” or people who “spend time in the marine environment.” Members of environmental organizations were also well-represented among survey respondents. People who depend on the ocean for their livelihood, represent local government, or practise Indigenous or Treaty rights were less prevalent.

The majority of online respondents reside in coastal British Columbia (Figure 3), and residents of Vancouver and Victoria were well represented. Fewer than one per cent of the respondents do not live full-time in British Columbia.

Other demographic information provided by respondents through EngageBC shows that just over half of the respondents self-identified as women. In addition, 78 per cent of the individuals who took part in the online survey are at least 45 years old.

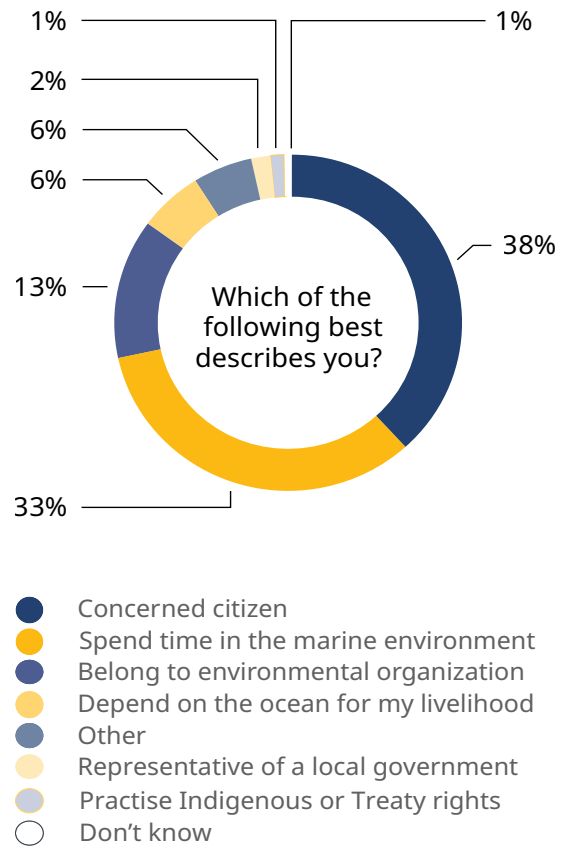
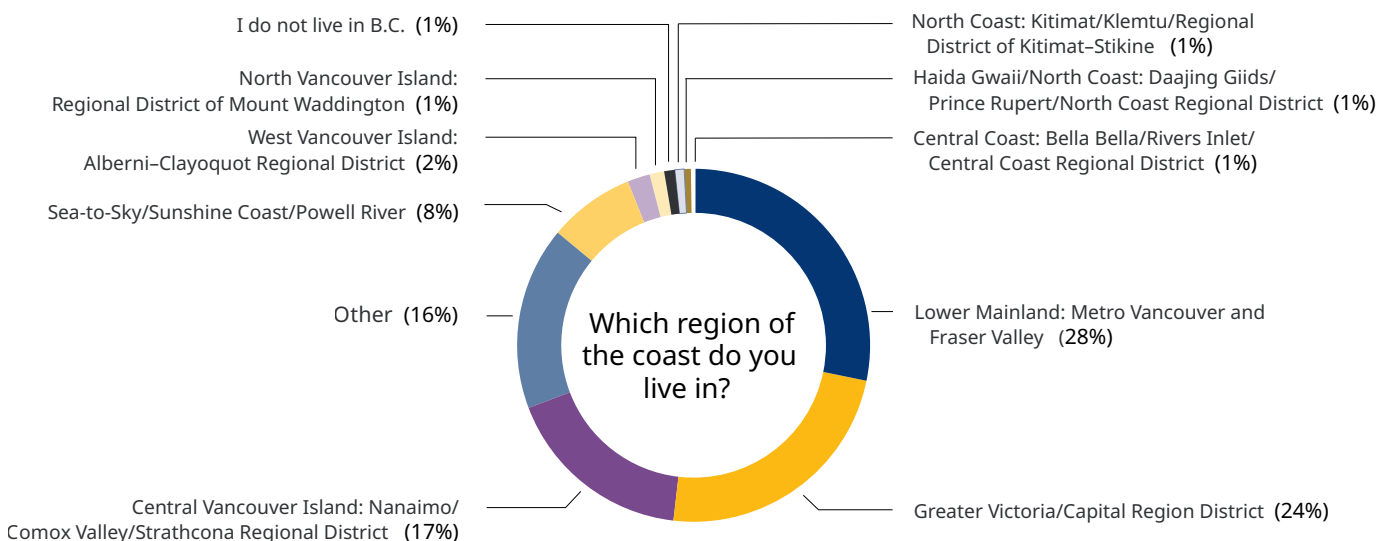


Figure 2. Respondents' self-reported relationships to the coast.

Figure 3. Where respondents said they live.

Note: Not all respondents provided this information.



Summary of public feedback

Respondents provided feedback on the vision statement and outcomes that will define the framework of the Coastal Marine Strategy and on the priority opportunities and challenges the Coastal Marine Strategy could address.

This section of the report summarizes that feedback.



Vision statement

The Intentions Paper presented the vision for the Coastal Marine Strategy. Jointly created by the Ministry and coastal First Nations, the vision offers an overarching framework for the Coastal Marine Strategy.

Seeking public feedback on the Coastal Marine Strategy’s vision statement, the Ministry asked the following question:

Does the vision statement capture the values that you care most deeply about?

The feedback from the public engagement indicates that most online respondents are happy with what they see in the vision statement (Figure 4).

The Ministry also asked respondents to answer the following question:

Do you have any further feedback on the vision?

In total, 487 respondents commented 865 times about the vision statement. Analysis of those comments uncovered 153 distinct ideas, which were then grouped into themes.

Some ideas or themes were expressed by only one respondent. Other ideas and themes were expressed by many respondents. The number of times each theme was mentioned was tallied and organized in order of frequency mentioned (Table 1). The percentages indicated in the table are based on the 865 theme-mentions.

STRATEGY VISION

As stewards of coastal ecosystems on behalf of current and future generations, we aim to nurture healthy and productive ecosystems. We will manage them together in a good way to support sustainable prosperity and human health and well-being, while investing back into the ecosystems that sustain us all.

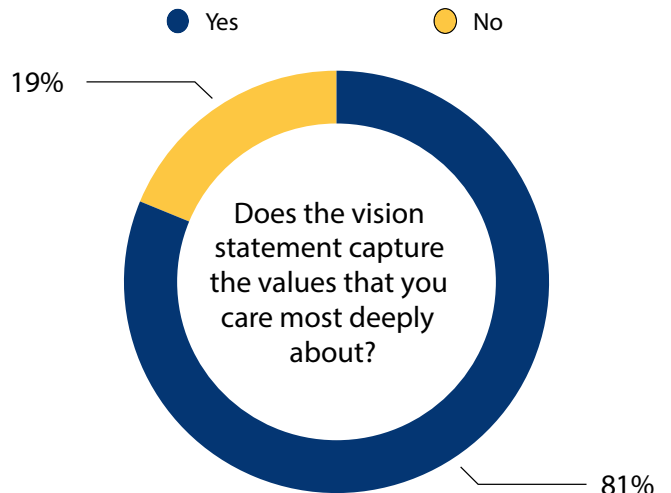


Figure 4. Respondents’ support for the Coastal Marine Strategy vision statement.

Table 1. Comments about the vision statement	Number (%) of theme-mentions
--	------------------------------

Non-economic values are important 219 (25%)

One of the most frequently mentioned themes among the comments about the vision statement was the need to focus less on the economy and more on other priorities:

- ▶ Many respondents mentioned community health and well-being, ecological conservation, and sustainability as important values to emphasize in the vision.
- ▶ Another frequently mentioned idea is that the vision could better reflect that people are just one part of the ecosystem.

Table 1. Comments about the vision statement	Number (%) of theme-mentions
<p><i>Clarify the wording</i></p> <p>Many respondents indicated that they thought the wording of the vision statement was vague. They expressed concern that, without more specific language, the vision could be open to multiple diverging interpretations or to misinterpretation. Concerns over vagueness and ambiguity comprised the most frequently mentioned single idea relating to the vision statement.</p>	185 (21%)
<p><i>Prioritize ecological health</i></p> <p>The vision inspired many comments urging that the Coastal Marine Strategy prioritize ecological health:</p> <ul style="list-style-type: none"> ▶ Many respondents were enthusiastic about a holistic approach to planning, highlighting again that people were only one component of the ecosystem. ▶ Multiple comments suggested that care for shorelines and marine, estuary and river habitats be prioritized. “In reality if you take care of the ecosystem, humans will prosper,” one respondent wrote. 	93 (11%)
<p><i>Protect wild salmon</i></p> <p>Respondents highlighted the need for the vision statement to prioritize the protection and restoration of wild fish populations such as Pacific salmon and herring and other forage fish, as well as their habitats:</p> <ul style="list-style-type: none"> ▶ Many respondents suggested that sustainable fisheries and better management of extractive and commercial fisheries should be encouraged. Concerns about open net-pen fish farms and their impacts on the health of Pacific wild salmon populations were mentioned frequently. “The status of salmon breeding stocks should be of greatest concern,” one respondent said. ▶ Some respondents suggested that bottom-trawl fisheries should be ended. 	72 (8%)
<p><i>Other themes</i></p> <p>Themes mentioned less frequently include calls for accountability and transparency within the Coastal Marine Strategy and during its implementation, support for empowering Indigenous Peoples, and concerns about pollution and the negative impacts of shipping and vessel traffic.</p>	(< 5% each)

Key outcomes

The Intentions Paper sets out six key outcomes that support the Coastal Marine Strategy’s vision of ecosystem health, good management, prosperity and well-being. Together with the vision statement, these outcome statements define the Coastal Marine Strategy’s framework.

- ▶ A healthy and productive coast (Outcome A)
- ▶ Resilience to climate change (Outcome B)
- ▶ Trusting, respectful relationships (Outcome C)
- ▶ Holistic learning and knowledge sharing (Outcome D)
- ▶ Community well-being (Outcome E)
- ▶ A sustainable, thriving ocean economy (Outcome F)

Survey respondents were asked to rank the outcomes according to their importance to the respondent.

In total, 811 respondents ranked the outcomes. Some ranked all six outcomes, and others ranked only some of the outcomes.

Respondents’ choices were assigned weights from 6 to 1, according to how they ranked the outcomes (top-ranked choice = “6” ... lowest-ranked choice = “1”).

“A healthy and productive coast” received the most weight, with “Resilience to climate change” receiving the next most (Figure 5). Overall, most respondents viewed “Holistic learning and knowledge sharing” as the least important outcome.

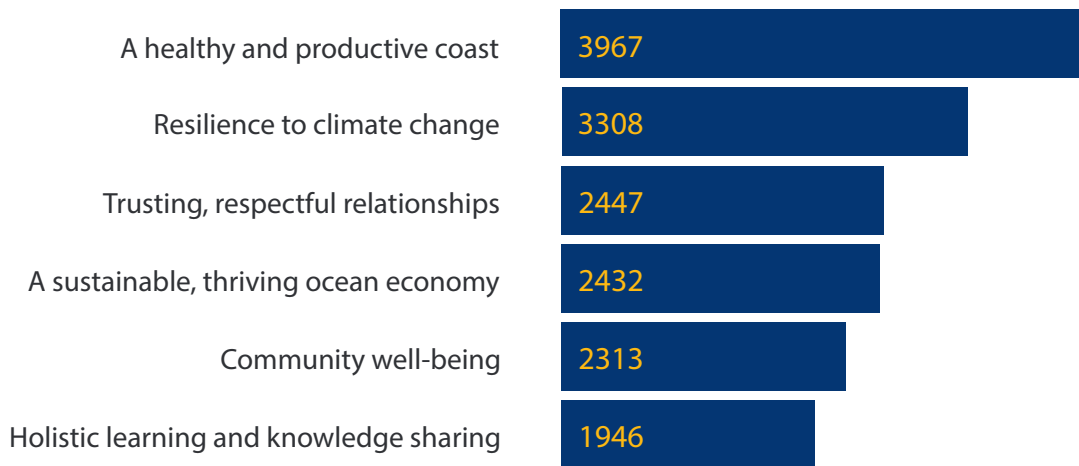


Figure 5. Aggregated and weighted results of respondents’ rankings of the Coastal Marine Strategy’s key outcomes.

Outcome A - A healthy and productive coast

Seeking public feedback on the intentions under Outcome A, the Ministry asked the following question:

What is your level of support for the intentions under the theme of a healthy and productive coast?

The responses received indicate online respondents are strongly aligned with the policy intentions of Outcome A, with 96 per cent of respondents supporting or strongly supporting them (Figure 6).

Also under Outcome A, the Ministry asked the following question:

Are there specific stressors to the marine environment, or potential solutions, that you don't see mentioned in the Intentions Paper and that you would like to see included in the Coastal Marine Strategy? If so, please describe.

Through the public engagement, 561 of email and survey respondents commented 1,388 times in response to the request for input about coastal marine stressors and potential solutions.

Analysis of those comments uncovered 331 distinct ideas that were then grouped into themes. Some ideas or themes were expressed by only one respondent. Other ideas and themes were expressed by many respondents. In addition, some respondents expressed multiple ideas and themes in each of their comments.

The number of times each theme was mentioned was tallied and organized in order of frequency mentioned (Table 2, next page). Percentages indicated in the table are based on the 1,388 theme-mentions about Outcome A.

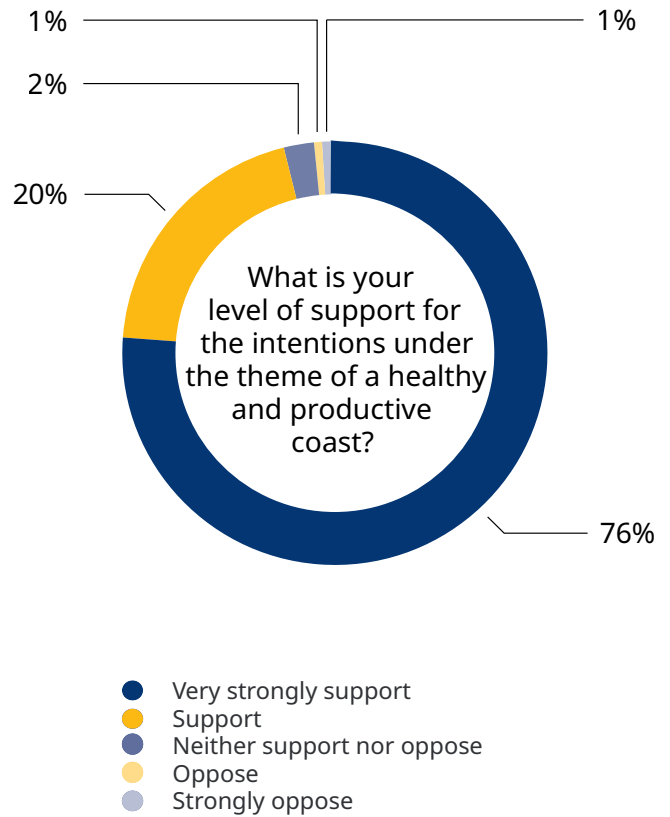


Figure 6. Respondents' level of support for the policy intentions of Outcome A - A healthy and productive coast.



Table 2. Comments about Outcome A - A healthy and productive coast	Number (%) of theme-mentions
--	------------------------------

Address coastal pollution

350 (25%)

Concerns about pollution was the theme that figured most frequently in the comments about Outcome A. Respondents' concerns span a range of pollution types and sources, including ghost fishing gear, stormwater pollution, sewage discharge and aquaculture waste, among others:

- ▶ "Prevention of marine pollution could be strengthened and should go beyond microplastics and waste to consider key threats like oil spills," one respondent wrote. Concerns about pollution from vessels, including the risk of oil spills, fuel leaks and sewage discharge, recurred frequently, as did concerns about noise pollution from vessels.
- ▶ Respondents expressed a strong desire to see more and better pollution monitoring, controls, legislation and enforcement, in general.
- ▶ Plastics and polystyrene are top of mind among respondents, many of whom indicated concerns about deteriorating Styrofoam and expanded-polystyrene docks.

Protect wild salmon stocks

267 (19%)

"Support for recovery of wild salmon is a priority, as they are a keystone species on the B.C. coast," one respondent said. Concern about the health and status of Pacific wild salmon populations was a frequently recurring theme among the responses:

- ▶ Calls for the abolition of open net-pen ocean-based salmon farms were among the most numerous of all comments submitted across all outcome areas.
- ▶ Some respondents emphasized the need to protect herring and other forage fish. "Herring are a key species in the food web, they are food for everything as eggs, larval, part of plankton, minnows, and all sizes to maturity. Normally herring live up to 10 years, spawning many times, laying up to 50,000 eggs. This is a huge food source for everything [...] Stop the herring roe fishery," one respondent wrote.
- ▶ Some respondents who represent environmental non-governmental organizations highlighted new research showing the effect of pollution from tires on wild salmon populations, with calls to control this source of water contamination.

Address the effects of vessel traffic

199 (14%)

A frequently recurring theme among the Outcome A responses dealt with respondents' concerns about shipping, ports and vessel traffic:

- ▶ The volume of vessel traffic along the coast was highlighted as a concern, as was the issue of derelict and abandoned vessels.
- ▶ Many respondents called for better management of, or elimination of, shipping anchorages, particularly in the Gulf Islands region.
- ▶ Respondents highlighted the need to manage pollution from vessels, as noted above.
- ▶ Some respondents said they were concerned about the effects of the Port of Vancouver's planned expansion.

Table 2. Comments about Outcome A - A healthy and productive coast	Number (%) of theme-mentions
<p><i>Protect the coastal environment and its biodiversity</i></p> <p>Respondents indicated they are looking for meaningful protection of their coastal environments. As one respondent commented, “Reinforce and protect vulnerable marine areas before it’s too late. Be able to anticipate a declining marine area or species, and put in place effective policies that will help sustainably protect or restore that area or species.”</p> <ul style="list-style-type: none"> ▶ The top concern shared among these comments is that coastal kelp and eelgrass beds be protected and restored. ▶ Protection for southern resident killer whales and other whales was the next most frequently mentioned concern. ▶ “Prevent and reverse impacts to our shorelines from coastal modification such as seawalls and riprap through setback requirements and restrictions on the use of toxic materials,” one respondent wrote, echoing many calls among the responses to stop or limit development along shorelines and to prevent shoreline hardening. ▶ The need to protect coastal forests was another frequent recommendation, as was the desire to limit forestry-related impacts on the coastal environment, including the effects of erosion and increased sedimentation from harvested hillsides. 	133 (10%)
<p><i>Address climate change</i></p> <p>Respondents highlighted issues related to climate change in their comments here, as well as under Outcome B - Resilience to climate change. “There needs to be more priority given to climate change concerns and the health of ecosystems, and the economic benefits of doing so will follow,” one respondent wrote. Another said, “Climate change is quickly becoming the primary stressor, and we need to get serious about reducing greenhouse gas output, in every aspect of our lives. Every government document and initiative needs to reckon with this and put it front and centre, rather than trying to compartmentalize it away in some remote corner of government policy. Adaptation is not enough to mitigate ecosystem impacts.”</p> <ul style="list-style-type: none"> ▶ Many respondents cautioned against liquid natural gas development in British Columbia because of its potential impacts on the coastal environment and called for a moratorium on pipelines. ▶ Some called for cleaner fuels for vessels and alternative, clean energy sources. “A possible solution would be the mandated use of alternative, cleaner, greener fuel sources as an alternative to bunker fuel use,” said one respondent. ▶ Sea level rise was a concern, as was its impacts on communities and coastal environments. 	104 (7%)
<p><i>Other themes</i></p> <p>Themes mentioned less frequently under Outcome A include calls for better legislation and enforcement, support for emphasizing non-economic values, recognition of the need for monitoring and data with clear metrics, and calls to empower Indigenous Peoples.</p>	(< 5% each)

Outcome B - Resilience to climate change

Seeking public feedback on the intentions under Outcome B, the Ministry asked the following question:

What is your level of support for the intentions under the theme of resilience to climate change?

The responses indicate that Outcome B has popular support among survey respondents. Ninety-three per cent said that they agree or strongly agree with the policy intentions under the theme of resilience to climate change (Figure 7).

Also under Outcome B, the Ministry asked the following question:

Are there any further priorities you suggest for improving resilience to climate change in coastal and marine environments?

In total, 391 survey and email respondents commented 714 times on possible priorities to include under Outcome B.

Analysis of the comments uncovered 213 distinct ideas, which were then grouped into themes. Some ideas or themes were expressed by only one respondent. Other ideas and themes were expressed by many respondents. In addition, some respondents expressed multiple ideas and themes in each of their comments.

The number of times each theme was mentioned was tallied and organized in order of frequency mentioned (Table 3, next page). The percentages shown are based on the 714 theme-mentions about Outcome B.

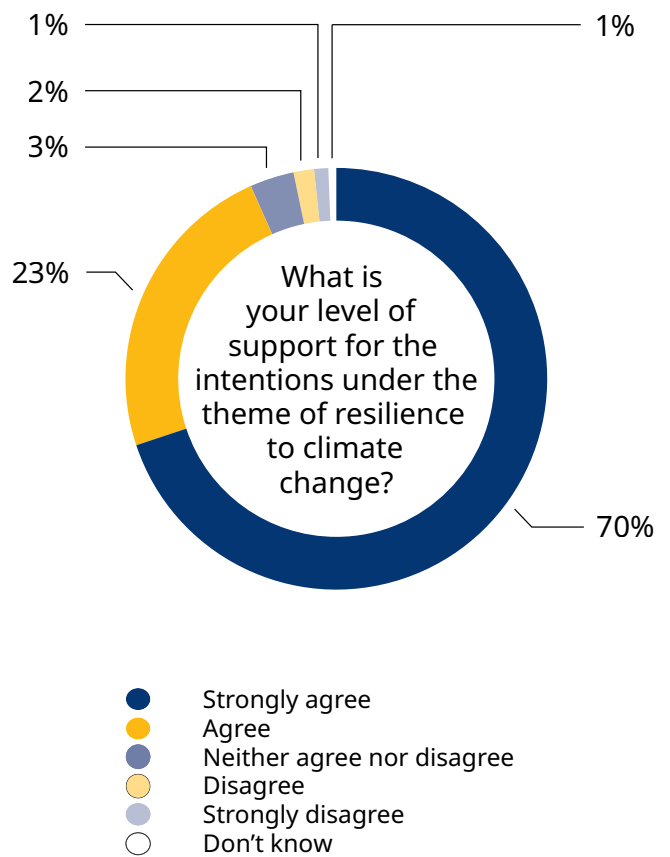


Figure 7. Respondents' level of support for the policy intentions under Outcome B - Resilience to climate change.



Table 3. Comments about Outcome B - Resilience to climate change**Number (%) of theme-mentions***Prioritize climate change, with an emphasis on mitigation and resilience*

235 (32%)

Among the responses to the request for suggestions for improving climate change resilience, calls for the Coastal Marine Strategy to prioritize climate change and emphasize climate mitigation and resilience generally were the most frequently mentioned theme. As one respondent said, "Climate change is exacerbating existing environmental problems, such as ocean acidification and sea level rise, and increasing the vulnerability of coastal communities to natural disasters like storms and floods. Any framework for guiding decision-making about the coast must take into account the urgent need to mitigate and adapt to climate change."

- ▶ Many said they felt the Province subsidizes the fossil fuel industry and called for an end to that practice. Many appealed for cleaner fuels for vessels and alternative, clean energy sources, and suggested the Province encourage the development of green energy sources. Some respondents expressed concern about the climate impacts of fracking, fossil fuel extraction, and shipping in general.
- ▶ Concern about sea level rise was frequently mentioned.

Focus on environmental protection

95 (13%)

"The best resilience to climate change is a healthy environment," one respondent stated. The need for environmental protection was another frequently mentioned theme, with numerous comments recognizing the links between land and coastal marine environments:

- ▶ Comments on forests and logging figured here, with respondents calling for protection of forest resources and an end to old-growth logging to better protect the coastal marine environments and wild salmon habitats downstream of those forests from erosion, increased sedimentation, flash flooding, and other impacts.
- ▶ Respondents also highlighted the importance of protecting kelp and eelgrass beds for their value as blue carbon sinks and as critical coastal marine habitat.
- ▶ Some supported the idea of an ocean acidification and hypoxia action plan.

Act on pollution

58 (8%)

As among the responses to questions about other key outcomes, concern about pollution was a frequently mentioned theme under this outcome:

- ▶ Respondents called for runoff and wastewater management to be improved and for pollution in general to be reduced.
- ▶ Many respondents said they thought more and better pollution monitoring, controls and enforcement should be a priority under the Coastal Marine Strategy.
- ▶ Concern about plastics pollution was also top of mind.

Table 3. Comments about Outcome B - Resilience to climate change	Number (%) of theme-mentions
<p><i>Enact and enforce meaningful legislation</i></p> <p>Legislation and enforcement was a recurring theme among respondents' suggestions:</p> <ul style="list-style-type: none"> ▶ Many respondents called for the Province to better enforce existing legislation. ▶ They also highlighted a desire to see more marine protected areas created. ▶ Several respondents recommended that industry be held responsible for cleaning up the pollution it generates and for mitigating its effects on the coastal marine environment. 	58 (8%)
<p><i>Gather and use meaningful data</i></p> <p>The need for meaningful data, evidence-based action, and accountability in climate action plans and the Coastal Marine Strategy came up repeatedly among suggestions:</p> <ul style="list-style-type: none"> ▶ Many respondents called for specific and measurable objectives. ▶ There was a broad call to increase monitoring. ▶ Respondents said they wanted to see funding increased for research into climate impacts and the effectiveness of climate mitigation measures. 	42 (6%)
<p><i>Consider non-economic values of the coastal marine environment</i></p> <p>Respondents used terms like “ecological health and well-being” to describe this priority. Here, too, many responses emphasized the theme of the importance of the coastal marine environment’s non-economic values:</p> <ul style="list-style-type: none"> ▶ Several respondents identified a desire to see the Coastal Marine Strategy prioritize sustainability over economic growth in general. 	40 (6%)
<p><i>Need for action, not more plans</i></p> <p>A number of respondents questioned the government’s sincerity in terms of the Coastal Marine Strategy’s development process and the public engagement, as well as the Province’s ability to implement the Coastal Marine Strategy and its intended actions:</p> <ul style="list-style-type: none"> ▶ There were many calls for action to be taken now and for less talk. “We don’t have 20 years — we need to create resilience and mitigate climate change impacts right now,” one respondent said. ▶ Some respondents expressed concerns about roadblocks to implementing the Coastal Marine Strategy. 	38 (5%)
<p><i>Other comments</i></p> <p>Themes mentioned less frequently include concerns about protecting wild salmon and their coastal marine habitats under a changing climate, calls to ensure that Indigenous Peoples are empowered, and suggestions that a collaborative approach be used to address climate change.</p>	(< 5% each)

Outcome C - Trusting, respectful relationships

Seeking public feedback on the intentions under Outcome C, the Ministry asked the following question:

What is your level of support for the intentions under the theme of trusting, respectful relationships?

Eighty-nine per cent of survey respondents indicated that they either support or strongly support the policy intentions under this outcome (Figure 8).

Also under Outcome C, the Ministry asked the following open-ended question:

How do you think governance of the coastal marine environment could be improved?

In total, 408 email and survey respondents commented 744 times about Outcome C.

Analysis of those comments uncovered 244 distinct ideas, which were then grouped into themes. Some ideas or themes were expressed by only one respondent. Other ideas and themes were expressed by many respondents. In addition, some respondents expressed multiple ideas and themes in each of their comments.

The number of times each theme was mentioned was tallied and organized in order of frequency mentioned (Table 4, next page). Percentages noted in the table are based on the 744 theme-mentions relating to Outcome C.

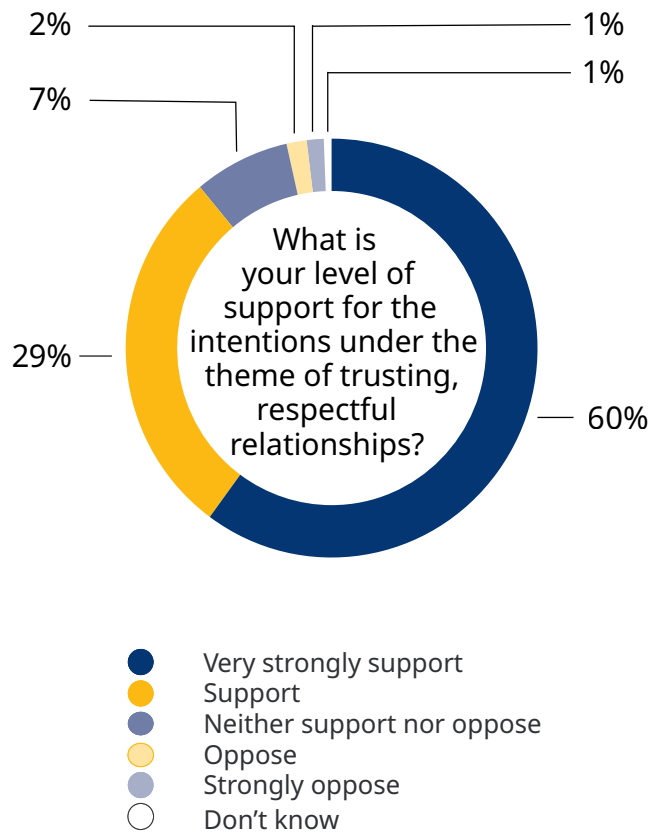


Figure 8. Respondents' support for the policy intentions under Outcome C - Trusting, respectful relationships.

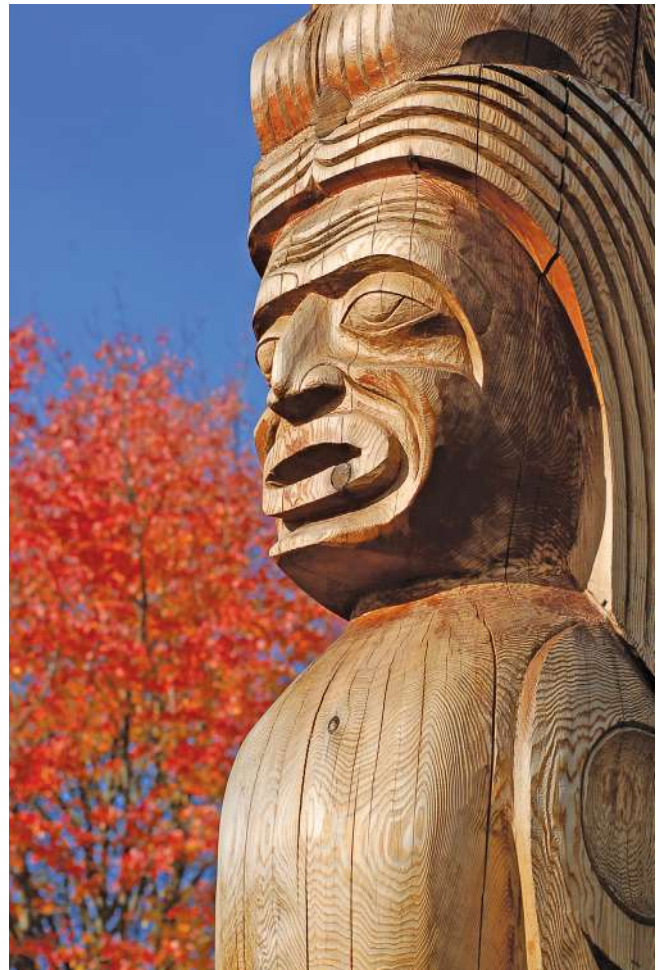


Table 4. Comments about Outcome C - Trusting, respectful relationships	Number (%) of theme-mentions
<p data-bbox="151 344 503 378"><i>Empower Indigenous Peoples</i></p> <p data-bbox="151 394 1159 590">Among the responses to the request for suggestions on how coastal marine governance could be improved, “Empower Indigenous Peoples” was a frequently recurring theme. Participants called strongly for Indigenous guiding principles, knowledge, worldviews and values to be included in the Coastal Marine Strategy’s development process and in its implementation. “We strongly support the efforts in all areas to continue to build trusting relationships with First Nations,” one respondent wrote.</p> <ul data-bbox="151 617 1175 835" style="list-style-type: none"> ▶ Many respondents expressed a strong desire to see the Ministry commit to engaging and collaborating with Indigenous Peoples and co-designing or co-managing the Coastal Marine Strategy with them. ▶ Respondents highlighted the need to respect Indigenous rights and to implement the United Nations Declaration on the Rights of Indigenous Peoples. ▶ The call to settle treaties was another recurring comment. 	<p data-bbox="1235 344 1349 378">141 (19%)</p>
<p data-bbox="151 911 639 945"><i>Enact and enforce meaningful legislation</i></p> <p data-bbox="151 961 1180 1255">Legislation and enforcement was another common theme among comments about improving Coastal Marine Strategy governance through relationships and trust. “Enacting or amending legislation is key to strong, integrated coastal management. In the absence of a coastal law, the strategy is vulnerable to an inevitable change in the political landscape,” one respondent wrote. “Without an accompanying coastal law, the strategy would be more likely to fall short of meeting the outcomes listed in the Intentions Paper, thereby failing to make meaningful change. A commitment to legal reforms will strengthen the delivery of the Coastal Marine Strategy and ensure the province has the ability to sufficiently manage coastal ecosystems.”</p> <ul data-bbox="151 1283 1154 1470" style="list-style-type: none"> ▶ Respondents called for better enforcement of existing regulations. ▶ Some also called for strong legislation to support coastal management, sustainability and resilience. ▶ Respondents felt both industry and individuals needed to be held responsible for managing, mitigating and reversing their environmental impacts. 	<p data-bbox="1235 911 1336 945">72 (10%)</p>
<p data-bbox="151 1547 391 1581"><i>Consult and engage</i></p> <p data-bbox="151 1598 1115 1656">Under this theme, respondents highlighted the need to consult and engage with local communities, including Indigenous communities, in decision-making.</p> <ul data-bbox="151 1684 1183 1921" style="list-style-type: none"> ▶ Suggestions to consult with and engage <i>all</i> stakeholders also occurred frequently. ▶ Respondents felt there was room to build trust in relationships between government and communities in developing and implementing the Coastal Marine Strategy. One respondent said, “In this era, we need much stronger emphasis and attention on building public trust of democratic processes. This involves [...] designing meaningful participatory structures, reporting back to engaged rights-holders and stakeholders, and investing in effective communication avenues.” 	<p data-bbox="1235 1547 1321 1581">69 (9%)</p>

Table 4. Comments about Outcome C - Trusting, respectful relationships	Number (%) of theme-mentions
<p><i>Take a collaborative approach</i></p> <p>Collaboration was a recurring theme among the suggestions about governance. As one respondent said, “Consider opportunities to collaborate with local governments as well as First Nations, the federal government, neighbouring jurisdictions, and NGOs [non-governmental organizations].”</p> <ul style="list-style-type: none"> ▶ Respondents called for better collaboration between different levels of government, between departments and branches within government, and between government and stakeholders. ▶ Respondents emphasized the need for a collaborative approach to Indigenous and community stewardship programs. ▶ They also highlighted the need for collaboration around decision-making in the Coastal Marine Strategy. 	60 (8%)
<p><i>Monitor, and use the data</i></p> <p>Here, as with responses to questions about other outcomes, respondents called frequently for specific, measurable and enforceable targets and commitments:</p> <ul style="list-style-type: none"> ▶ Many respondents called for robust monitoring of the coastal marine environment. ▶ Some called for a science-based approach and supported increased use of citizen scientists at the local level. “Work with and engage existing stewardship groups,” one respondent suggested. “Much work is being done now by the various Streamkeepers and other environmental groups — keep them in the loop and call on them for boots on the ground.” ▶ Respondents also identified the need for research and monitoring to be funded under the Coastal Marine Strategy. 	53 (7%)
<p><i>Be conscious of “special rights”</i></p> <p>Suggestions that all British Columbians should be treated equally were a recurring theme. Among these suggestions, some respondents said they thought Indigenous people should not be afforded particular consideration or influence.</p>	36 (5%)
<p><i>Other comments</i></p> <p>Themes mentioned less frequently include suggestions for more education around governance, concerns about the efficacy of the Coastal Marine Strategy process, calls to protect Pacific wild salmon populations, and demands for accountability and transparency.</p>	(< 5% each)



Outcome D - Holistic learning and knowledge sharing

Seeking public feedback on the intentions under Outcome D, the Ministry asked the following question:

How much do you support investments in data gathering and management for making informed decisions?

Support for this outcome, as with the other outcomes, is strong, with 88 per cent of survey respondents indicating support or strong support for investments in data gathering and management for making informed decisions (Figure 9). The survey question differed from the outcome’s phrasing.

Also under Outcome D, the Ministry asked the following question:

What marine information or data would you be interested in? Please tell us in a few words.

A total of 369 email and survey respondents commented 673 times in response for the request for suggestions for Outcome D. Analysis of those comments uncovered 225 distinct ideas, which were then grouped into themes.

The number of times each theme was mentioned was tallied and organized in order of frequency mentioned (Table 5, next page). Percentages noted are based on the 673 theme-mentions relating to Outcome D.

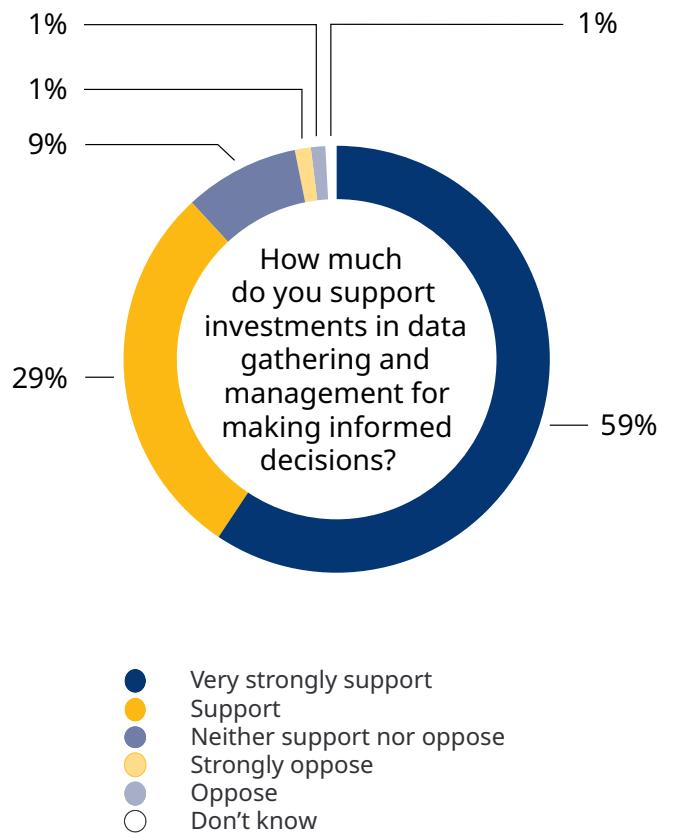


Figure 9. Respondents’ support for investing in data gathering and management under Outcome D - Holistic learning and knowledge sharing.

Table 5. Comments about Outcome D - Holistic learning and knowledge sharing	Number (%) of theme-mentions
<p data-bbox="151 344 959 375"><i>Monitor the coastal marine environment, and establish clear metrics</i></p> <p data-bbox="151 394 1162 457">Monitoring, data and metrics in general comprised the most frequently mentioned theme among the suggestions provided:</p> <ul data-bbox="151 485 1187 1058" style="list-style-type: none"> <li data-bbox="151 485 1187 548">▶ Respondents highlighted the need for monitoring and data gathering — of species’ health and abundance, in particular. <li data-bbox="151 562 1187 758">▶ Some suggested that data collection and research be improved in all areas and aspects of the coastal marine environment, including natural ecosystems, local communities, Indigenous cultures and the economy. “The foundation in our understanding of coastal ecosystems is data collection and presentation,” one respondent wrote. “We need thorough mapping of the natural and human components of our coast, before we can realistically discuss alternatives.” <li data-bbox="151 772 1003 804">▶ They called for greater and sustained investment in science and research. <li data-bbox="151 819 1187 913">▶ They also called for open-access data, for more and better data pertaining to water quality, ocean acidification, and water temperature, for data about the loss or degradation of coastal habitat, and for the integration of data systems. <li data-bbox="151 928 1187 1058">▶ Respondents indicated that they expect the Province to base Coastal Marine Strategy-related decisions on sound evidence and to be accountable and transparent in its decision-making. “There are lots of data out there regarding coastal health. The difficulty is in getting governments to use it in decision-making,” one respondent commented. 	<p data-bbox="1234 344 1349 375">317 (47%)</p>
<p data-bbox="151 1136 448 1167"><i>Address coastal pollution</i></p> <p data-bbox="151 1186 1162 1249">Coastal pollution figured as a prominent theme under the holistic learning and knowledge sharing outcome, as it did under other outcomes:</p> <ul data-bbox="151 1276 1105 1381" style="list-style-type: none"> <li data-bbox="151 1276 1105 1339">▶ Respondents called for better monitoring of pollution and highlighted the need for controls and enforcement. <li data-bbox="151 1354 894 1381">▶ Monitoring and addressing microplastic pollution was a priority. 	<p data-bbox="1234 1136 1333 1167">79 (11%)</p>
<p data-bbox="151 1457 873 1488"><i>Include Indigenous traditional knowledge in decision-making</i></p> <p data-bbox="151 1507 1097 1570">The intersection of First Nations traditional knowledge and western science came up frequently in comments submitted under Outcome D:</p> <ul data-bbox="151 1598 1179 1946" style="list-style-type: none"> <li data-bbox="151 1598 1179 1793">▶ Many respondents said they thought it was important to incorporate traditional knowledge in decision-making and to be guided by Indigenous principles, values and world views. “Work with the federal government to provide resources for [First Nations] Guardians to carry out traditional management (e.g., clam gardens and spawn on kelp fisheries), data collection, and monitoring according to their own priorities and laws,” one respondent suggested. <li data-bbox="151 1808 1179 1871">▶ Respondents expressed desire to see Indigenous people, as well as other marine experts, consulted in information gathering. <li data-bbox="151 1885 1146 1946">▶ Some respondents cautioned that some Indigenous practices might not be practical in today’s world. 	<p data-bbox="1234 1457 1317 1488">55 (8%)</p>

Table 5. Comments about Outcome D - Holistic learning and knowledge sharing**Number (%) of theme-mentions***Use monitoring and data to advance conservation of salmon and other wild fish*

33 (5%)

Respondents' comments revealed a recurring theme about Pacific wild salmon conservation under this outcome:

- ▶ Several respondents highlighted a need for uncensored data on open net-pen ocean fish farms.
- ▶ Respondents indicated a desire for more data on salmon in general and for increased and better monitoring of Pacific wild salmon populations throughout their life cycle.
- ▶ They also suggested herring and other forage fish populations, as well as their coastal habitats, including eelgrass and kelp beds, be monitored, noting that healthy forage fish populations support healthy populations of wild salmon, whales and other species. "Eelgrass and kelp bed mapping data needs to be included and updated regularly," one respondent said.

Other comments

(< 5% each)

Themes mentioned less frequently include suggestions for monitoring and data gathering about climate change impacts, including sea level rise, to better inform climate mitigation and resilience decisions and actions. Other types of data that respondents suggested be collected include ecosystem and species' health and population data to protect southern resident killer whales, other whales and species at risk. Respondents also suggested that monitoring efforts should focus on the intertidal zone.

Some respondents indicated a distrust of Indigenous traditional knowledge, and some are concerned with the efficacy of the Coastal Marine Strategy process.



Outcome E - Community well-being

Seeking public feedback on the intentions under Outcome E, the Ministry asked the following question:

How much do you support the policy intention for fostering well-being in coastal communities?

Survey respondents indicated strong support for Outcome E's policy intentions to foster well-being in coastal communities (Figure 10), although the degree of support was slightly lower than for Outcomes A to D.

Also under Outcome E, the Ministry asked the following open-ended question:

Are there any other suggestions you have for strengthening coastal community well-being?

A total of 384 email and survey respondents commented 677 times in response. Analysis of those comments uncovered 233 distinct ideas, which were then grouped into themes. Some ideas or themes were expressed by only one respondent. Other ideas and themes were expressed by many respondents. In addition, some respondents expressed multiple ideas and themes in each of their comments.

The number of times each theme was mentioned was tallied and organized in order of frequency mentioned (Table 6, next page). Percentages indicated are based on the 677 theme-mentions relating to Outcome E.

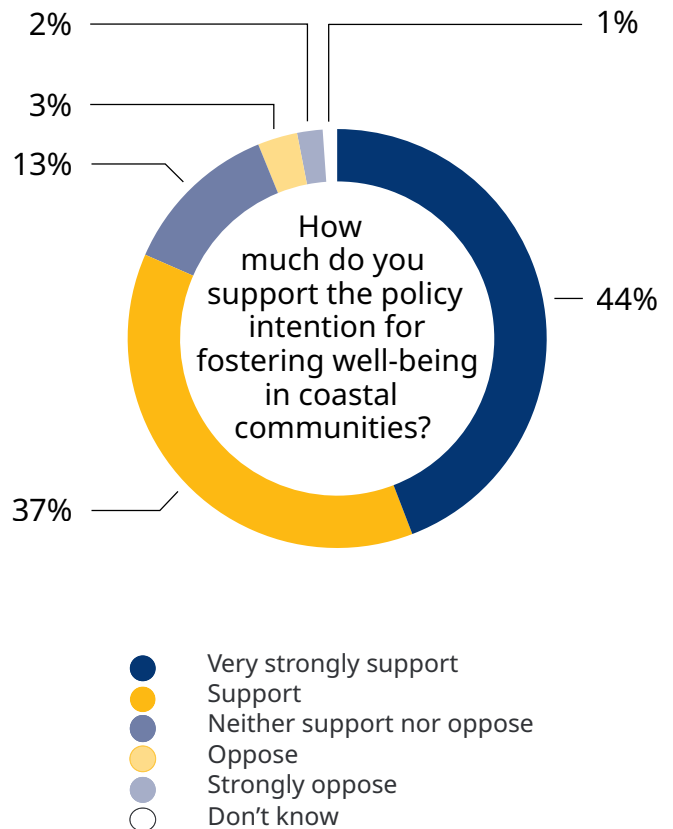


Figure 10. Respondents' support for the policy intentions under Outcome E - Community well-being.



Table 6. Comments about Outcome E - Community well-being	Number (%) of theme-mentions
<p><i>Consider the importance of non-economic values</i></p> <p>“We can only strengthen coastal community well-being by strengthening environmental protections,” one respondent said. Respondents’ top recommendation among the suggestions submitted was that the Coastal Marine Strategy prioritize sustainability and ecological health and restoration over economic growth.</p> <ul style="list-style-type: none"> ▶ Respondents emphasized that a holistic approach was needed and that humanity be considered as only one component of ocean ecosystems. 	88 (13%)
<p><i>Prioritize environmental protection</i></p> <p>Related to the theme about non-economic values, environmental protection was another theme that came up repeatedly in suggestions about strengthening community well-being.</p> <ul style="list-style-type: none"> ▶ Respondents raised concern about the impacts of shoreline and coastal access, and recommended limiting shoreline or foreshore development. ▶ They also called for support for non-consumptive industries. 	73 (11%)
<p><i>Support industry and the economy</i></p> <p>Comments under this theme focused primarily on the idea of investing in a diverse and sustainable coastal and marine economy. “To have a successful coastal marine strategy there needs to be a full understanding of the effects of any initiatives that could have economic repercussions on the coast and time allotted to make changes,” one respondent wrote.</p> <ul style="list-style-type: none"> ▶ Many respondents supported diversification of coastal economies. “We urgently need jobs that are compatible with reducing our carbon output,” one respondent said. ▶ They also called for the creation of career and job opportunities, including opportunities for and within local communities. “We are nothing without jobs, trained and skilled workforce and a sustainable economy,” one respondent said. 	65 (10%)
<p><i>Consider climate change</i></p> <p>Respondents indicated that they were concerned about the effects of potential climate change impacts on their communities. This theme was repeated throughout the suggestions provided under Outcome E.</p> <ul style="list-style-type: none"> ▶ The most frequently mentioned recommendations within this theme urged the Ministry to prioritize climate resilience and mitigation within the Coastal Marine Strategy. One respondent wrote, “If climate change impacts can be reduced (e.g., reduced carbon outputs) through a concerted effort by the government to raise awareness re: impacts of fossil fuel, and help with transition away from fossil fuels, all communities will have increased well-being.” ▶ Respondents also called for the development of alternative energy sources in general and for cleaner fuels for vessels in particular. 	59 (9%)

Table 6. Comments about Outcome E - Community well-being	Number (%) of theme-mentions
<p><i>Protect salmon and other wild fish populations</i></p> <p>Many respondents also recognized that coastal community health and well-being is tied to the health and well-being of the province's Pacific wild salmon populations. Salmon protection was a dominant theme in suggestions for strengthening community well-being:</p> <ul style="list-style-type: none"> ▶ Here, as elsewhere, many respondents called for a ban on open net-pen fish farms. ▶ Respondents highlighted the need to protect and restore rivers, estuaries and marine ecosystems. ▶ They also called for limits to be placed on foreign exploitation of British Columbia fish stocks and other natural resources. 	54 (8%)
<p><i>Empower Indigenous Peoples</i></p> <p>Respondents' suggestions revealed the recurring theme that the Coastal Marine Strategy could be used to further empower Indigenous Peoples:</p> <ul style="list-style-type: none"> ▶ Respondents called for the Coastal Marine Strategy to support Indigenous cultural revitalization and resilience. ▶ Respondents suggested that the Ministry commit to engaging and co-designing or collaborating with Indigenous Peoples. ▶ Here, too, they said implementing the United Nations Declaration on the Rights of Indigenous Peoples should be a priority under the Coastal Marine Strategy. 	49 (7%)
<p><i>Prioritize education</i></p> <p>Suggestions provided by respondents frequently included mentions of the need for education about coastal marine science:</p> <ul style="list-style-type: none"> ▶ Respondents suggested educating and engaging residents of coastal communities about coastal and marine stewardship. "What people know and care about, they will protect. Best to educate the local people, other British Columbians and Canadians, and have recreational and cultural teachings targeted locally, rather than mainly wealthy foreign tourists," one respondent suggested. ▶ Many suggestions specified the need for retraining resource-based workers to work in ecologically sustainable industries. ▶ Engaging youth and improving conservation education were seen as priorities. 	46 (7%)
<p><i>Other comments</i></p> <p>Themes mentioned less frequently include concerns about pollution and calls for increased consultation and engagement. A number of respondents also suggested monitoring and sharing of data about climate impacts on coastal communities, the effectiveness of climate resiliency initiatives, the impacts of environmental losses on communities, and communities' economic and social well-being.</p>	< 5% each

Outcome F - A sustainable, thriving ocean economy

Seeking public feedback on the intentions under Outcome F, the Ministry asked the following question:

What is your level of support for the sustainable, thriving ocean economy policy intentions?

Seventy-seven per cent of survey respondents indicated that they strongly or very strongly support the sustainable, thriving ocean economy policy intentions of Outcome F (Figure 11).

Also under Outcome F, the Ministry asked the following question:

Do you have further comments on how to develop a more sustainable ocean economy?

In total, 437 email and survey respondents commented 747 times about Outcome F. Analysis of those comments uncovered 279 distinct ideas, which were then grouped into themes. Some ideas or themes were expressed by only one respondent. Other ideas and themes were expressed by many respondents. In addition, some respondents expressed multiple ideas and themes in each of their comments.

The number of times each theme was mentioned was tallied and organized in order of frequency mentioned (Table 7). Percentages are based on the 747 theme-mentions relating to Outcome F.

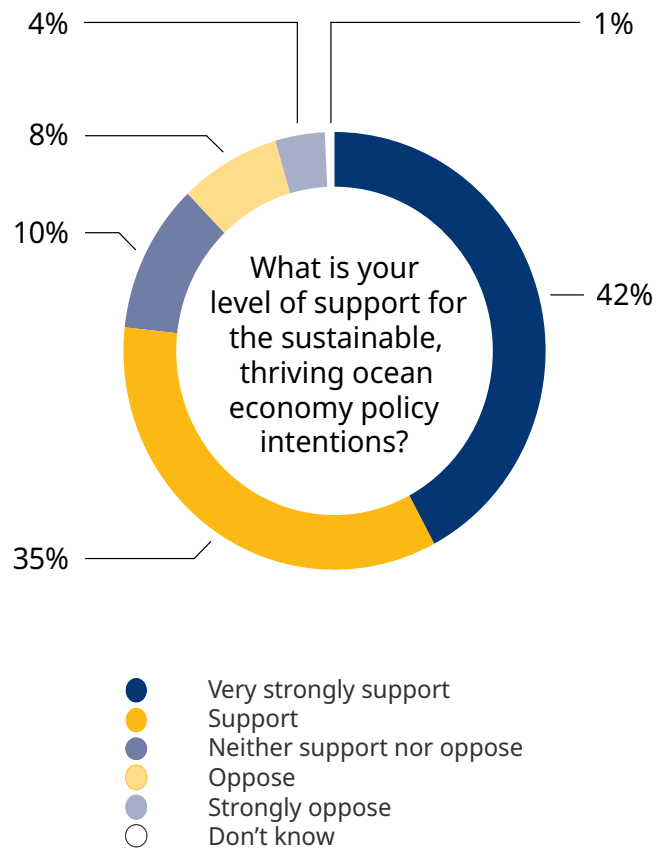


Figure 11. Respondents' support for the policy intentions under Outcome F - A sustainable, thriving ocean economy.

Table 7. Comments about Outcome F - A sustainable, thriving ocean environment	Number (%) of theme-mentions
---	------------------------------

Protect salmon and other wild fish populations

180 (24%)

The need to protect and restore wild fish populations — specifically, those of Pacific salmon, rockfish, and herring and other forage fish — was the theme most frequently mentioned in comments about Outcome F - A sustainable, thriving ocean environment:

- ▶ Respondents called for the elimination of open net-pen fish farms or for the approach to fish farming to be revisited to mitigate its negative impacts. Many comments included requests for reviews of all aquaculture, current and future, and for better management of extractive fisheries.
- ▶ Respondents also called for the protection of river, estuary, shoreline and marine habitats. One respondent said that there's "far too much emphasis on exploitation of the ocean for profit. Oceans first, people second. Otherwise we will have neither."

Table 7. Comments about Outcome F - A sustainable, thriving ocean environment	Number (%) of theme-mentions
<p data-bbox="152 348 513 380"><i>Consider non-economic values</i></p> <p data-bbox="152 396 1166 590">The theme of considering values other than economics recurred frequently in the comments. Many respondents expressed concern that Outcome F focuses on extractive industries and “business as usual” activities and approaches that have been shown to damage the coastal marine environment and keystone species. “The coastal economy (i.e., resource uses and exploitation) should not be subsidized until measures to protect and conserve the resources (applying the precautionary principle) have been implemented,” one respondent said.</p> <ul data-bbox="152 621 1187 926" style="list-style-type: none"> ▶ Respondents stressed a desire to prioritize sustainability over growth. In addition, a number of respondents emphasized in their comments that ecosystem health trumps economic health because healthy ecosystems support and make economic health possible. “If you get the baseline environmental and traditional knowledge evidence right, this will naturally indicate the economic opportunities,” one respondent commented. “This is where the economy becomes part of the environment with valued components that drive the prosperity meter up.” ▶ Some respondents asked that recreational uses of the coastal marine environment be clarified within the Coastal Marine Strategy. 	84 (11%)
<p data-bbox="152 1005 431 1037"><i>Address climate change</i></p> <p data-bbox="152 1054 1187 1213">Under this theme, many respondents expressed concern about climate change and the economy. “It can’t just be about sustainable use of resources, it also needs to be about carbon-neutral or carbon-negative operations,” said one respondent. “Economic activities that can’t be decarbonized effectively within a reasonably short time frame should not be encouraged.”</p> <ul data-bbox="152 1245 1133 1461" style="list-style-type: none"> ▶ Related to this were concerns about the climate, environmental and social impacts of tourism, including the climate impacts of air travel by visitors to the province. ▶ Respondents also stressed the need for alternative fuels and cleaner energy sources. “Microgrids in coastal communities would benefit all parties, enhance economies and improve resiliency,” one respondent suggested. ▶ Some respondents mentioned concerns about offshore resource development. 	53 (7%)
<p data-bbox="152 1539 586 1570"><i>Emphasize environmental protection</i></p> <p data-bbox="152 1587 1125 1646">General support that the Coastal Marine Strategy emphasize environmental protection figured frequently as a theme among the comments:</p> <ul data-bbox="152 1677 1170 1940" style="list-style-type: none"> ▶ Respondents expressed support for non-consumptive industries. ▶ Several called for protection for kelp and eelgrass environments. ▶ Some urged the banning of seabed oil and gas extraction and seabed mining in British Columbia’s near- and offshore marine environments. ▶ Some suggested the Coastal Marine Strategy should take a “seven-generation approach” to sustainability to ensure future generations are able to experience and benefit from British Columbia’s coastal marine environment. 	49 (7%)

Table 7. Comments about Outcome F - A sustainable, thriving ocean environment**Number (%) of theme-mentions***Consider the importance of tourism*

41 (5%)

The importance of tourism and its ability to educate the public was a recurring theme:

- ▶ Many respondents indicated that they support the development of regenerative coastal tourism enterprises.
- ▶ Some suggested the Province should streamline the process to start up eco-businesses and tourism operations, while others called for a reduction in the number of permits required for tour operators. “More business certainty is required for regenerative marine tourism,” one respondent wrote. “Protection and continued access to key areas is vitally important to be sustainable (i.e., Park Use Permits, collaboration with First Nations, and fair legislation).”
- ▶ Some respondents suggested that some regulations around whale watching be reconsidered. “Some current regulations governing whale watching place B.C. at a competitive disadvantage without providing extra benefit to local whales, something we hope can be re-evaluated,” one respondent said.

Other comments

(< 5% each)

Themes mentioned less frequently include calls for the empowerment of Indigenous Peoples, calls for legislation and enforcement to protect the coast, and recognition that the economy and industry in general need support. “Without an economy, all your plans, strategies, initiatives and policies mean absolutely nothing,” a respondent said.



Respondents' preferred actions

Seeking public input, the Ministry asked respondents the following question:

Thinking about protection of B.C.'s coastal marine environment, improving coastal community well-being and building a more sustainable marine economy, what would be your top 5 actions to take?

Respondents identified their priorities for action as open-answer responses. In total, 559 survey respondents commented 1,793 times in response to this request for input on actions to support the Coastal Marine Strategy's vision.

Analysis of those comments uncovered 355 distinct ideas, which were then grouped into themes, or priorities. The number of times each theme was mentioned was tallied and organized in order of frequency mentioned.

Figure 12 presents the 10 most frequently mentioned themes among survey respondents' recommended actions. The percentages noted are based on the 1,793 theme-mentions among the comments.

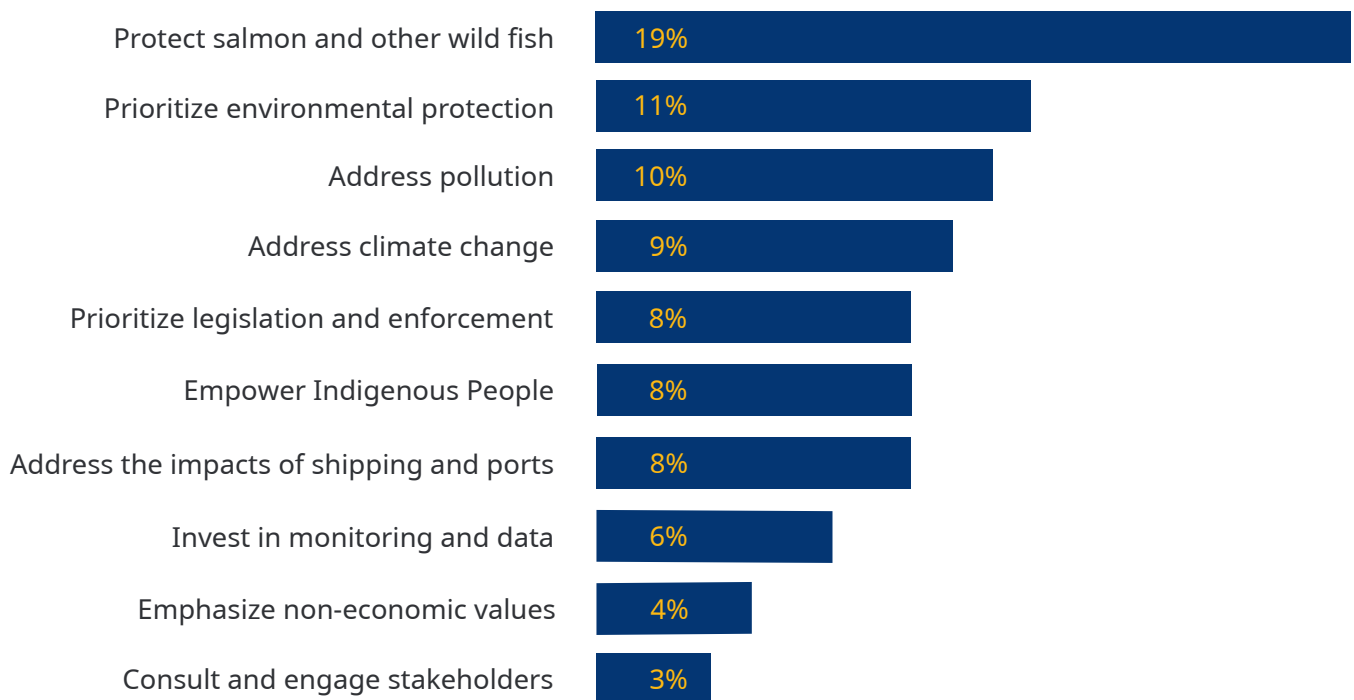


Figure 12. Respondents' 10 most preferred actions overall.

Sector analysis

For the qualitative (long-form) feedback received through the public engagement, 52 organizations provided responses. These organizations were identifiable by sector. Sectoral affiliation was determined according to the *Economic Contribution Analysis for the Economic Contribution of the Oceans Sector in Coastal BC* (Big River Analytics Ltd. 2021).

The most-represented sector in the responses was that of environmental non-governmental organizations. Few responses were received from other sectors through the public engagement,

but of these, 11 industry associations that submitted feedback represent multiple businesses, organizations or constituents.

For the purposes of this report, each submission received was assigned equal weight in the analysis. The sentiments expressed in the summary should be interpreted with care.

The views of stakeholders and local governments were also solicited through other engagement processes. This report summarizes only the feedback received through the public engagement.

Summary of key comments, by sector

LOCAL GOVERNMENT

Seven responses were received from representatives of local and regional governments.

- ▶ The seven respondents representing local governments expressed strong concern about invasive species. They called for a proactive approach to prevent their introduction and spread through the province's coastal marine environments.
- ▶ They are concerned about the effects of climate change on their communities, and they called for funding to support climate change mitigation and adaptation measures.
- ▶ As part of that, they called for the protection of river, estuary, shoreline and marine habitats to increase climate resiliency and to protect and restore salmon and biodiversity. They would like to see controls on development in coastal areas, including the application of "no net loss" principles for shoreline, estuary and other development.
- ▶ They stressed the importance of monitoring coastal environments and note that the current lack of monitoring and data standards and consistency is a challenge for effective coastal marine protection and management among neighbouring communities.
- ▶ Marine pollution is a concern, including pollution from stormwater runoff and from vessels.
- ▶ They would like to see financial incentives for habitat protection along the coast and funding to support the initiatives in the Coastal Marine Strategy. Related to this, they would like to see funding for Green Shores certification and other nature-based solutions. They also stress that improved homeowner and community education about the coastal environment, climate change and nature-based options is essential.
- ▶ They stressed the importance of Pacific wild salmon to British Columbia's coastal communities and the importance of forage fish and their habitats to salmon.
- ▶ They would like to see greater collaboration between local governments and the Province, and greater coordination between Provincial ministries, and between the Province and the federal government and other jurisdictions.
- ▶ They strongly support working with Indigenous Peoples.
- ▶ They are concerned about the lack of coordination and authority among jurisdictions for abandoned and derelict boats, and they recommend the Province regulate private mooring buoys in provincial Crown areas and municipal areas.



FORESTRY

Three responses were received from the forestry sector. One of the respondents represents many of British Columbia's lumber, pulp and paper and manufactured wood producers, and another represents owners and operators of privately managed forests in the province.

- ▶ Forestry-sector respondents strongly support the First Nations Guardian program.
- ▶ They want to be assured of no net loss of log-handling sites along the coast, and they feel that pollution from log handling debris is less of a problem today than it was in the past.
- ▶ They would like to see the Coastal Marine Strategy integrated with other Provincial strategies.
- ▶ They want clearer messaging on the Coastal Marine Strategy's scope.
- ▶ They emphasized the need to maintain employment in the forestry sector. They stressed the importance of job retention and called for the Coastal Marine Strategy to help build local capacity and jobs for ecosystem monitoring and assessment.
- ▶ They highlighted that diversity in the sector is important and that there are more women employed in the sector now than there were in the past.
- ▶ They stressed the advantages of collaboration between business sectors and governments and called for greater collaboration between governments and the forestry sector.

FISHING

Of the **three** responses received from the fishing sector, one was prepared by two contributors that, together, represent owners and operators of hundreds of licensed vessels and almost 1,000 crew members. Another response was prepared by an organization that represents fisheries associations.

- ▶ Respondents in the sector want to be better consulted in the Coastal Marine Strategy process. They also asked for transparent and timely decision-making around issues that affect the sector and stressed the need for a holistic approach to managing the coastal marine environment.
- ▶ They are concerned about continued access to fisheries and want support for the sector to renew, continue and prosper. Some respondents are very concerned about the Northern Shelf Bioregion Marine Protected Network's impacts on access.
- ▶ They see the recovery of wild salmon as vital to their livelihoods and to their communities, and they are against open net-pen ocean fish farms.
- ▶ They would like to see shellfish populations restored and protected.
- ▶ They are concerned about pollution in fisheries and the effects of climate change on their industry.
- ▶ They see the Coastal Marine Strategy as a way to address docks, marinas and infrastructure needs.
- ▶ They support better mapping, more research and better data, including about how the sector supports communities.

TRANSPORTATION

Three responses were received from the transportation sector. One respondent is an organization that represents 46 British Columbia businesses and industry associations. Another represents commercial ocean carriers, agents and shippers that participate in domestic and international shipping, with stakes in the province.

- ▶ Respondents in the sector expressed concern about potential confusion or conflicts between jurisdictions in the Coastal Marine Strategy. They would like to see it integrated with other Provincial strategies and a regional approach applied.
- ▶ They suggested the Coastal Marine Strategy's 20-year timeframe may be unrealistically long.
- ▶ They highlighted the importance of a sustainable marine economy and increased collaboration between industry and government.
- ▶ They stressed the importance of climate mitigation and adaptation, including flood prevention.
- ▶ They suggested that habitat offsetting may be a viable option for shoreline mitigation.
- ▶ They support evidence-based decision-making.

PORTS AND HARBOURS

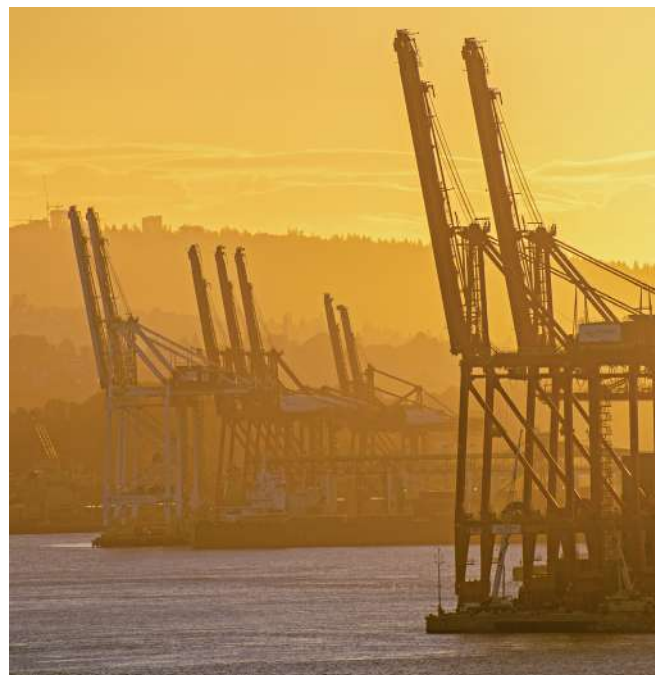
Two responses were received from organizations representing ports and harbours in British Columbia.

- ▶ The respondents highlighted the importance of a sustainable marine economy.
- ▶ They expressed concern for potential confusion or conflict between governmental jurisdictions around the Coastal Marine Strategy.
- ▶ They stressed the importance of monitoring coastal marine environments and activities and of sharing the resulting data.
- ▶ They are concerned about climate change and recommended that the Coastal Marine Strategy prioritize climate mitigation and resilience.
- ▶ They favour a regional approach to planning and implementation.
- ▶ They encourage collaboration with First Nations and furthering reconciliation.
- ▶ They also called for increased support for ports to implement sustainability measures and to manage ship waste streams.

RESEARCH AND TECHNOLOGY

Two responses were received from organizations in the research and technology sectors. One of the responses was prepared by two organizations.

- ▶ The respondents support evidence-based decision-making. They stressed the importance of mapping in monitoring programs and recommended monitoring microplastics in the water column.
- ▶ They called for collaboration between the private sector, First Nations and government, and they called for Indigenous knowledge to be included in decision-making.
- ▶ They suggested the Coastal Marine Strategy leverage the work done during the UN Decade of Ocean Science for Sustainable Development.
- ▶ They would like to see the Coastal Marine Strategy acknowledge marine carbon removal as a climate mitigation tactic.
- ▶ They advocated for development of alternative, greener, renewal energy and fuels. They also noted that the current legislative complexity across multiple jurisdictions is a roadblock to the development of those fuel sources in British Columbia.
- ▶ They called on the Province to exercise its jurisdiction and authority over the seabed and to support integrated marine spatial planning to guide marine activities over the course of the Coastal Marine Strategy's implementation.



TOURISM

Two responses from the tourism sector were submitted during the public engagement. One of the responses was prepared by nine contributors, eight of whom represent multiple other organizations. For the purposes of this analysis, each response was weighted equally.

- ▶ The respondents in the tourism sector would like to see a holistic approach to the Coastal Marine Strategy that addresses environmental, economic, social and cultural values.
- ▶ They feel their sector could be better consulted in the Coastal Marine Strategy process.
- ▶ They support monitoring and data gathering and sharing and suggested that their operators are well positioned to help with that. They recommend acquiring baseline data for all coastal values.
- ▶ They support the protection and restoration of Pacific wild salmon, are against open net-pen ocean-based fish farms, and support land-based aquaculture.
- ▶ They also support measures to protect southern resident killer whales and recommend the Province work with neighbouring jurisdictions to establish consistent protocols and policies.
- ▶ They would like to see financial incentives for the removal of marine debris and for upgrading infrastructure and equipment to greener technologies and fuels to help lower the sector's carbon footprint.
- ▶ They called for a reduction in the number of permits required to operate within the sector, integration of policies and legislation across Provincial ministries, improved inter-jurisdictional coordination, and region-wide collaboration among jurisdictions on programs.
- ▶ They suggested that 'regenerative tourism' and 'tourism' are different, and voiced some concerns about wording in the Coastal Marine Strategy.
- ▶ They support continued development and communication of sustainable resources and best practices within the industry. They suggested promoting operators that practise sustainability and improving education of visitors.
- ▶ They are concerned about continued access to resources.

ENVIRONMENTAL NON-GOVERNMENTAL ORGANIZATIONS (ENGOS)

Twenty-five responses were received from ENGOS. One of the responses was prepared by 19 contributors.

- ▶ Respondents are concerned about coastal pollution, including sewage discharge, chemical pollutants, polystyrene from deteriorating docks, lost fishing gear, and leaching contaminants from legacy industrial sites, as well as oil spills and fuel leaks from all sources. They called for a coastal clean-up response task force be established to deal with emergency polluting incidents. They recommended pollution legislation reforms, the "polluter-pays" principle, and improved monitoring of contaminants and pollutant regulation at source.
- ▶ They are concerned about climate change impacts, including sea level rise and flooding, on ecosystems, species and communities, and they recommend shoreline, estuary, nearshore and blue-carbon ecosystems be protected to help mitigate those effects and to prevent and manage floods. They called for funding and support for nature-based solutions for coastal protection and shoreline restoration.
- ▶ They support legislation for coastal zoning and any legislation that supports coastal management, sustainability and climate resilience.
- ▶ They called for more protections for salmon and forage fish, southern resident killer whales, other whale populations, and species at risk.
- ▶ They are strongly against seabed mining and oil and gas extraction, and they urge the Province to protect the seabed.
- ▶ They are concerned about invasive species.
- ▶ They highlighted the need for investments in research, monitoring, and implementation of Coastal Marine Strategy programs, including monitoring the coastal environment for changes to support decisions, actions and practices. They called for accessible, centralized, open-source data, and they suggested better use of citizen science and First Nations Guardian programs.
- ▶ They support Indigenous rights and recommend co-governance with First Nations, more support for First Nations Guardian programs, and alignment with the United Nations Declaration.

OTHER

The **five** responses received in this diverse category were submitted by industry associations and organizations representing business, agriculture, mining, public safety, and recreation. Each response was weighted equally.

- ▶ In general, respondents in these sectors would like to see legislative and jurisdictional complexity reduced.
- ▶ They highlighted the need for standards in data and data management. They also suggested that consistent, standardized baseline data be collected about coastal features and ecosystems to support planning, management and assessment of the Coastal Marine Strategy's progress.
- ▶ They support Indigenous rights and suggest that investments be made to build capacity within Indigenous communities.
- ▶ The agricultural sector respondent called for greater support for water storage solutions to prevent runoff from farms and ranches. They also expressed concern about salinity in groundwater and about climate change impacts, including salinity from flooding and ocean level rise.
- ▶ The recreational sector respondent indicated concern over marine pollution, including polystyrene, polypropylene rope, and debris from aquaculture.
- ▶ The public safety respondent indicated concern about dangers posed by derelict vessels.
- ▶ The business sector respondent expressed concern about the implementation of the plan and its implications for jobs and communities, as well as about the overall regulatory environment on the coast. They recommend that "carrots, not sticks" be used to encourage change and compliance with the Coastal Marine Strategy's objectives and suggest that new regulation should be undertaken as a last resort and as part of a reformed, consolidated regulatory framework.
- ▶ They feel the complexity, number and scope of existing governing bodies should be reduced and that the Province's strategies and planning frameworks should be integrated across ministries.
- ▶ They support the production of sustainable food sources and asked that the Province work with the federal government to modify the Pacific Salmon Treaty, which currently allows Alaskan fishermen to intercept returning stocks of British Columbia's Pacific wild salmon.



Summing it up

Eighty-eight per cent of survey respondents said they think the Coastal Marine Strategy is going in the right direction (Figure 13).

Opinion diverges based on respondent segment. A lower proportion of respondents aged 25–44 years agreed that the Coastal Marine Strategy is on the right track (Figure 14, top), compared to other age groups. Satisfaction with the direction also varied with respondents’ gender (Figure 14, bottom).

Please note that insufficient numbers of responses were received in some age and gender categories to make inferences, and the sentiments noted here should not be extrapolated more generally to those population segments.

Respondents who depend on the ocean for their livelihood or practise Treaty rights were also somewhat less inclined to agree that the Coastal Marine Strategy is on the right track (Figure 15).

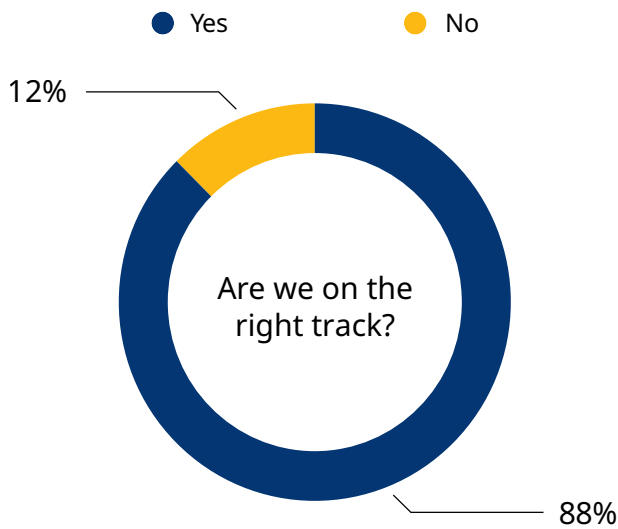


Figure 13. Respondents’ overall support for the Coastal Marine Strategy’s direction.

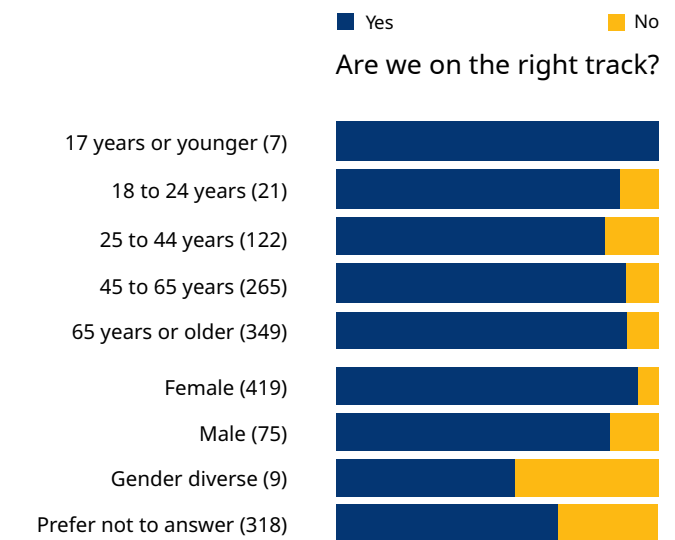
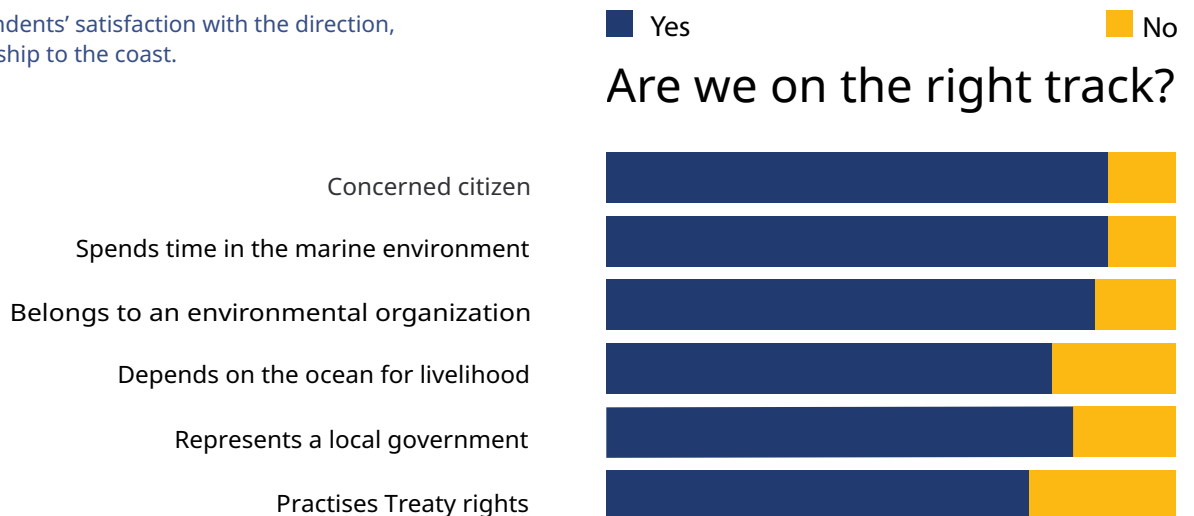


Figure 14. Respondents’ satisfaction with the direction, based on age (top) and gender (bottom). Numbers in parentheses represent numbers of respondents.

Figure 15. Respondents’ satisfaction with the direction, based on relationship to the coast.



Priorities revealed by the public engagement

The majority of respondents indicated that they support the Coastal Marine Strategy advancing the following priorities:

- ▶ Protecting Pacific wild salmon populations
- ▶ Addressing pollution in British Columbia's coastal and marine environments
- ▶ Addressing the impacts of shipping and vessel traffic in British Columbia's coastal waters
- ▶ Protecting coastal ecosystems and their biodiversity
- ▶ Addressing climate change and prioritizing climate mitigation and resilience
- ▶ Enacting and enforcing meaningful legislation to support the Coastal Marine Strategy
- ▶ Stepping up monitoring, information gathering, and data sharing, and using the resulting data to undertake evidence-based actions
- ▶ Empowering Indigenous Peoples in British Columbia
- ▶ Including Indigenous knowledge in decision-making
- ▶ Consulting and engaging with stakeholders
- ▶ Taking a collaborative, equitable approach to Strategy implementation
- ▶ Considering the importance of non-economic values in decision-making
- ▶ Supporting the economy and industry
- ▶ Prioritizing education



References

Big River Analytics Ltd. 2021. *Economic Contribution Analysis for the Economic Contribution of the Oceans Section in Coastal BC*. Big River Analytics Ltd., Squamish, British Columbia.

PHOTO CREDITS

Cover: Aerial view of Chesterman Beach and Cox Bay, south of Tofino, by Dave Hutchison Photography, istock.com/Dave Hutchison Photography; **page i:** Strait of Juan de Fuca, by Vlad D, vlad-d-EbNlt6JLY7M-unsplash; **page ii:** Mayne Island lighthouse, by Hunter Reilly, hunter-reilly-RQG8jXZz8sE-unsplash; **page 2:** Boats moored at Comox Harbour, by Greg Rosenke, greg-rosenke-6mEeqg1bnqw-unsplash; **page 4:** beach near Tofino, by Julia Verea, julia-verea-OSA803k2H8M-unsplash; **page 8:** cormorants at rest, False Creek, by Veronica Dudarev, veronica-dudarev-IKW28_z2f3w-unsplash; **page 14:** Indigenous carving, Stanley Park, by Tiberiu Ana, Tiberiu-Ana_CC-BY-NC-ND, via flickr Creative Commons; **page 17:** sandpipers, by Chong Wei, chong-wei-4Yye00nv_nY-unsplash; **page 20:** whale watching off Vancouver Island, by Don White, istock.com/Don White; **page 25:** float plane fuelling up at Tofino, by Boogich, istock.com/Boogich; **page 28:** fish boats at Steveston, by Sen Yang, istock.com/Sen Yang; **page 29:** port terminal, Burrard Inlet, by Micah Mckerlich, micah-mckerlich-3pbbfsaq-h0-unsplash; **page 31:** view of Vancouver's West End from Point Grey, by Vlad D, vlad-d--He-xOYJfkM-unsplash; **page 33:** fishing boat off southern Vancouver Island, by Don White, istock.com/Don White

Appendix A. Strategy outcomes and intentions

A - A HEALTHY AND PRODUCTIVE COAST

A healthy and productive coast that sustains ecosystems with abundant fisheries and marine wildlife is the foundation from which all our other aspirations for the coast evolve. We intend to:

- A-1 Boost efforts to recover wild salmon
- A-2 Monitor coastal ecosystem health
- A-3 Prevent and clean up marine pollution
- A-4 Protect and restore nearshore habitat
- A-5 Help recover southern resident killer whales and other marine species at risk

B - RESILIENCE TO CLIMATE CHANGE

Sea level rise, coastal erosion, ocean acidification, warming seas, changing ocean currents, extreme weather events and shifting species distributions are impacting ecosystems and communities. We must work together to build resiliency to climate change. We intend to:

- B-1 Keep communities safe from harmful climate risks
- B-2 Support seafood harvesters, producers, and innovators
- B-3 Shift to nature-based solutions for coastal protection
- B-4 Develop an ocean acidification & hypoxia action plan
- B-5 Protect and restore kelp beds, eelgrass meadows, and other blue carbon sinks

C - TRUSTING, RESPECTFUL RELATIONSHIPS

Responsible governance starts with respect: for the natural environment, for the connections between people and place, and for the management and stewardship responsibilities of all parties who share a role in taking care of the ocean. We intend to:

- C-1 Respect and uphold First Nations rights
- C-2 Engage British Columbians in coastal marine management
- C-3 Advance collaborative stewardship
- C-4 Evaluate the need for comprehensive coastal zone legislation

D - HOLISTIC LEARNING AND KNOWLEDGE SHARING

We all share goals for stewardship of coastal marine values. These goals can only be achieved when we co-create and share all forms of knowledge in a respectful way to make decisions. We intend to work in partnership with others to:

- D-1 Weave traditional knowledge with western science
- D-2 Assess the value of the ocean
- D-3 Enhance marine spatial data
- D-4 Improve availability of marine and coastal information

E - COMMUNITY WELL-BEING

The ocean underpins the cultural, social and economic fabric of coastal communities up and down the coast of B.C. These communities are undergoing continuous change, and how well they thrive will depend in part on employment opportunities, adequate coastal infrastructure, access to resources, and good planning. We intend to:

- E-1 Create jobs and support steady, rewarding employment
- E-2 Build a diverse coastal workforce
- E-3 Support First Nations' cultural revitalization and resilience
- E-4 Improve capacity of communities to respond to change
- E-5 Develop and implement marine use plans
- E-6 Improve access to nature, in a respectful way

F - A SUSTAINABLE, THRIVING OCEAN ECONOMY

B.C.'s ocean economy represents about 8 per cent of provincial GDP, with the transportation, tourism and recreation, coastal forestry, and seafood sectors contributing more than \$17B. Emerging sectors, like the conservation-based economy, hold great promise. Realizing the full potential of the ocean demands responsible, sustainable approaches. We intend to:

- F-1 Invest in a diverse coastal and marine economy
- F-2 Co-develop enduring fiscal relations with First Nations governments
- F-3 Support the marine fisheries economy
- F-4 Advance sustainable aquaculture
- F-5 Support regenerative marine tourism
- F-6 Manage cumulative effects

Appendix B. Methods and constraints

What data were received

ENGAGEBC SUBMISSIONS

EngageBC recorded 845 visits to the online survey site. The survey provided an opportunity to gather quantitative data in the form of multiple-choice, ranking, and yes/no questions. The survey also asked for qualitative information in the form of responses to open-ended questions.

Out of the 845 responses, 137 respondents took every opportunity offered in the questionnaire to provide input. Most respondents completed the survey and answered some of the open-ended questions. Each survey respondent spent, on average, approximately 16 minutes on the EngageBC survey site.

EMAIL SUBMISSIONS

As of May 5, 2023, 81 email responses were submitted. Although the Ministry continues to receive feedback via email, correspondence received after May 5 was not included in the analysis.

How the data were managed

Data were compiled in a database to manage and track feedback generated through public engagement.

Quantitative data — results from yes/no, ranking, and multiple-choice survey questions — were aggregated, and the sentiments expressed are shown in charts in this report.

For qualitative data — open comment received through EngageBC or email submissions — a thematic text analysis of more than 70,000 words of feedback was completed:

- ▶ The ideas expressed in each comment were identified. Many emails and survey responses expressed many different thoughts. Each of these ideas was separated out in a database and matched with the key outcome it referred to.
- ▶ Each separate and distinct idea was tagged with an idea-code. The number of times each idea-code was expressed among all the respondents in responses to that question was tallied. Doing this quantifies



the qualitative information submitted, allowing a weight or numerical importance to be assigned to the ideas expressed.

- ▶ A second grouping process then grouped the idea-codes grouped into 26 broad themes. These themes were also tallied and weighted. The themes form the basis of the reflections described in the tables under each key outcome in this report.

In addition, input from organizations was grouped and analyzed by sector. Sectoral affiliation was defined by the nomenclature used in the *Economic Contribution Analysis for the Economic Contribution of the Oceans Sector in Coastal BC* (Big River Analytics Ltd. 2021). Only feedback received from confirmed representatives of organizations — that is, by email — was included in the analysis. EngageBC responses were excluded because the survey was anonymous.

Some organizations that submitted responses represent multiple constituents. For the analysis, each submission received was assigned equal weight, regardless of the number of constituents on whose behalf the response was submitted.



Constraints on the public engagement channels used, the feedback received, and the resulting analysis

The results of the analysis are intended to illustrate broad trends, preferences, and themes.

The public engagement channels used and the feedback received were subject to the following constraints, which also affected the analysis:

- ▶ Certain groups of individuals may have been more motivated than others to provide feedback. As a result, responses represent the views of engaged individuals and stakeholders and should not be taken to be represent those of all British Columbians.
- ▶ Other engagement taking place at the same time as the public engagement may have diverted some individuals and organizations away from providing feedback through EngageBC or by email.
- ▶ Some respondents may have provided both EngageBC questionnaire feedback and email input without identifying that they had done so.
- ▶ Some respondents may have provided EngageBC forum feedback more than once without identifying that they had done so.
- ▶ The counts received for valuing different topics in the Intentions Paper may be skewed because not all respondents answered all questions in the EngageBC survey or in their email input.
- ▶ Few responses were received during the public engagement from representatives of some sectors, but 11 organizations that represent multiple other organizations submitted responses. Each submission received was assigned equal weight. As a result, although this report summarizes the sector feedback received ([“Sector analysis” on page 27](#)), the sentiments presented should not be extrapolated to entire sectors, nor should definitive conclusions be drawn from the summaries.

Appendix C. Public engagement survey questions

VISION STATEMENT AND OUTCOMES/PRIORITIES

Does the vision statement capture the values that you care most deeply about?

- Yes
- No

Do you have any further feedback on the vision?

From the list below, rank the following 6 priorities/ outcomes for the coast in level of importance to you:

- A healthy and productive coast
- Resilience to climate change
- Trusting, respectful relationships
- Holistic learning and knowledge sharing
- Community well-being
- A sustainable, thriving ocean economy

OUTCOME A - A HEALTHY AND PRODUCTIVE COAST

What is your level of support for the intentions under the theme of a healthy and productive coast?

- Very strongly support
- Support
- Neither support nor oppose
- Oppose
- Strongly oppose
- Don't know

Are there specific stressors to the marine environment, or potential solutions, that you don't see mentioned in the Intentions Paper and that you would like to see included in the Coastal Marine Strategy? If so, please describe.

OUTCOME B - RESILIENCE TO CLIMATE CHANGE

What is your level of support for the intentions under the theme of resilience to climate change?

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

Are there any further priorities you suggest for improving resilience to climate change in coastal and marine environments?

OUTCOME C - TRUSTING, RESPECTFUL RELATIONSHIPS

What is your level of support for the intentions under the theme of trusting, respectful relationships?

- Very strongly support
- Support
- Neither support nor oppose
- Oppose
- Strongly oppose
- Don't know

How do you think governance of the coastal marine environment could be improved?

OUTCOME D - HOLISTIC LEARNING AND KNOWLEDGE SHARING

How much do you support investments in data gathering and management for making informed decisions?

- Very strongly support
- Support
- Neither support nor oppose
- Oppose
- Strongly oppose
- Don't know

What marine information or data would you be interested in? Please tell us in a few words.

OUTCOME E - COMMUNITY WELL-BEING

How much do you support the policy intention for fostering well-being in coastal communities?

- Very strongly support
- Support
- Neither support nor oppose
- Oppose
- Strongly oppose
- Don't know

Are there any other suggestions you have for strengthening coastal community well-being?

OUTCOME F - A SUSTAINABLE, THRIVING OCEAN ECONOMY

What is your level of support for the sustainable, thriving ocean economy policy intentions?

- Very strongly support
- Support
- Neither support nor oppose
- Oppose
- Strongly oppose
- Don't know

Do you have further comments on how to develop a more sustainable ocean economy?

GENERAL

Thinking about all 6 outcomes and 30 draft policy intentions together as a whole (as outlined in the Intentions Paper), are we on the right track?

- Yes
- No

Thinking about protection of B.C.'s coastal marine environment, improving coastal community well-being and building a more sustainable marine economy, what would be your top 5 actions to take?

DEMOGRAPHIC INFORMATION

Which of the following best describes your relationship to coastal and marine spaces in British Columbia?

- Depend on the ocean for my livelihood (e.g., fishing, tourism, shipping, aquaculture, other)
- Practise Indigenous or Treaty rights in the marine environment
- Spend time in the marine environment (e.g., recreation, nature appreciation)
- Concerned citizen
- Part of an environmental organization
- Representative of a local government
- Don't know
- Other [Please specify]

Which age category do you belong to?

- 17 years or younger
- 18 to 24 years
- 25 to 44 years
- 45 to 65 years
- 65 years or older

Do you identify as belonging to one of the following Indigenous groups?

- First Nations
- Métis
- Other
- I do not identify as Indigenous
- Prefer not to answer

Which region of the coast do you live in?

- Central Coast - Bella Bella/Rivers Inlet/Central Coast Regional District
- Central Vancouver Island - Nanaimo/Comox Valley/Strathcona Regional District
- Greater Victoria/Capital Regional District
- Haida Gwaii/North Coast - Daajing Giids/Prince Rupert/North Coast Regional District
- Lower Mainland - Metro Vancouver and Fraser Valley
- North Coast - Kitimat/Klemtu/Regional District of Kitimat–Stikine
- North Vancouver Island - Regional District of Mount Waddington
- Sea-to-Sky/Sunshine Coast/Powell River
- West Vancouver Island - Alberni–Clayoquot Regional District
- Other
- I do not live in B.C.

What gender do you identify with?

- Woman
- Man
- Gender diverse
- Prefer not to say