

TOFINO'S VITAL CONVERSATION ON SUSTAINABLE TOURISM

Report to Tofino Council

August 27, 2019



Background

- ▶ Vital Conversation on Sustainable Tourism
- ▶ April 23, 2019
- ▶ 32 participants
- ▶ Objective was to better understand how Tofino's tourism economy interrelates with community life in Tofino and to consider this experience through the lens of varied community stakeholders



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Vital Signs

- ▶ National Program led by community foundations
- ▶ Uses local knowledge to measure the vitality of a community and support action towards improving quality of life
- ▶ Clayoquot Biosphere Trust publishes biennially
- ▶ Recent Vital Signs reports aligned with United Nation's Sustainable Development Goals

The Vital Conversation

- ▶ Model for community dialog developed by Community Foundations of Canada
- ▶ Intended to ignite community dialog to dig deeper into issues identified through Vital Signs



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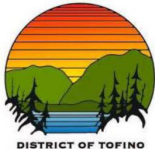


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UN Sustainable Development Goals (SDGs)



1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	



Vital Conversation Themes

- ▶ People and Work
- ▶ Environment
- ▶ Housing
- ▶ Health and Wellness

Community Presenters

- ▶ Environment and Climate Change
- ▶ Work and People
- ▶ Poverty and Income Inequality
- ▶ Housing
- ▶ Safety
- ▶ Transportation
- ▶ Health
- ▶ Arts and Culture
- ▶ Learning
- ▶ Youth



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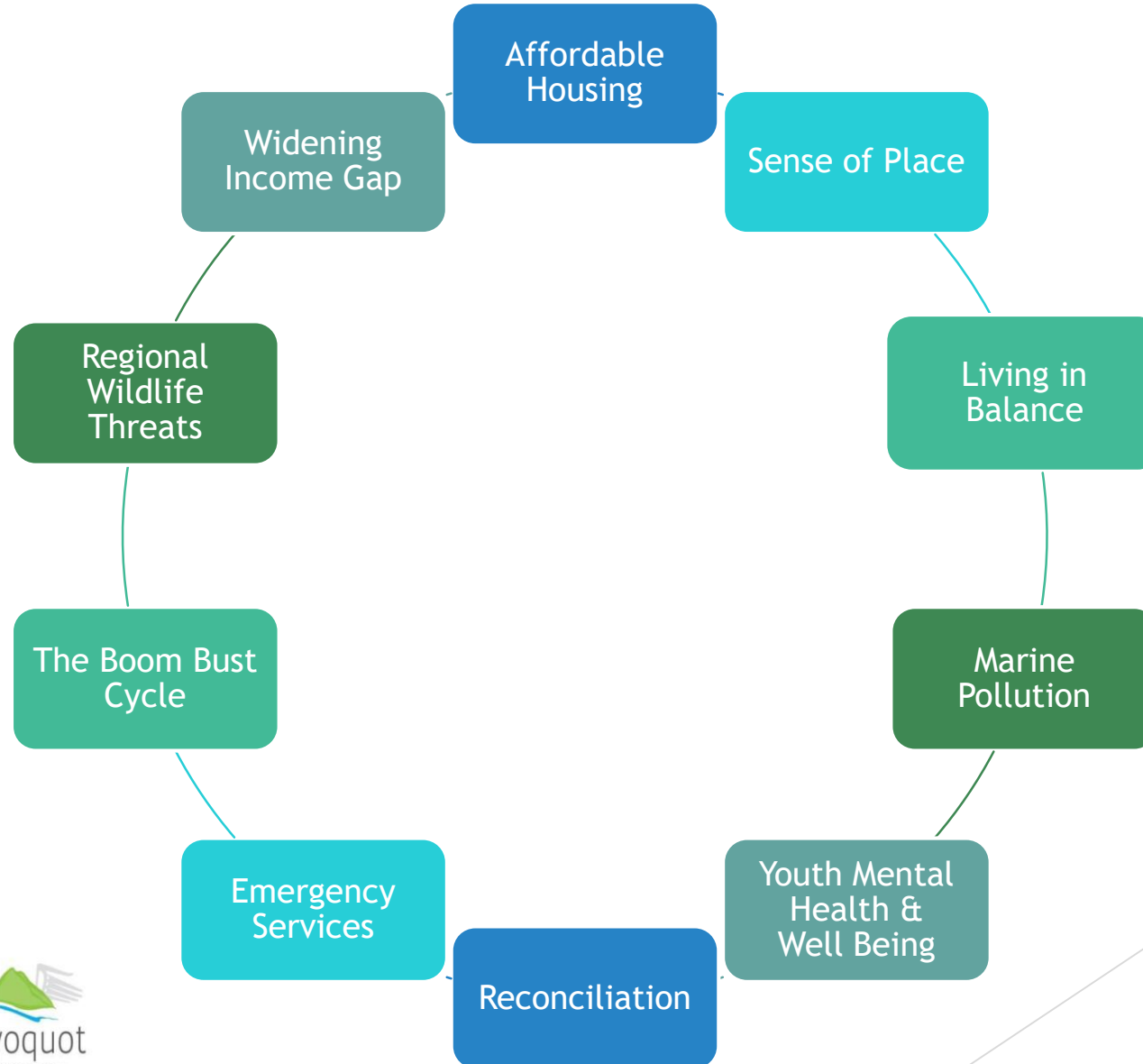


[3 minute video of Vital Conversation
https://vimeo.com/333853511](https://vimeo.com/333853511)

Six Key Lines of Tension & System Pressure Areas

1. As number of visitors increases ↑ health of natural environment decreases ↓
2. As costs increase for visitors ↑ job satisfaction decreases ↓
3. As number of visitors increases ↑ local access to emergency services decreases ↓
4. As number of visitors increases ↑ demand for high-cost infrastructure increases and affordability of municipal property tax decreases ↓
5. As the proportion of work force in tourism increases ↓ individual median wage increases ↑
6. As number of visitors increases ↑ sense of well-being for locals decreases ↓

Priority Pressure Areas



Priority Pressure Areas

Affordable Housing

Apply for MRDT
Tax for
affordable
housing

Sense of Place

Invest in local
culture and
cohesion

Living in Balance

Set limits and
slow growth

Marine Pollution

Partner to
reduce water and
sewer costs

Youth Mental Health
and Well Being

Invest in local
youth education
and training

Reconciliation

Partner to
reduce inequality

Emergency Services

Increase
emergency
service provision

The Boom Bust Cycle

Invest in
retaining local
workforce

Regional Wildlife
Threats

Prioritize
conservation of
habitat and
diversity

Widening Income Gap

Close the gap
between wages
and cost of living



Deeper Patterns

- ▶ Seasonality: we feel differently in the Winter than the anxiety we feel in the Summer.
- ▶ Business owners need help to manage the seasonal boom-bust cycle.
- ▶ We're really a region and we may need to recommit to our sustainability vision (e.g. Biosphere Region designation, core protected areas).
- ▶ We need to look at both the balance & the process of re-balancing of resources (for social, economic, ecological well-being).
- ▶ The gap is widening between visitor expectations and the quality of life for staff and local residents.
- ▶ We have a limited municipal government tax-base with which to service costs such as infrastructure that should be supported by federal and provincial taxes *(based on Tofino's \$57 million annual Tourism revenue tax contribution).
- ▶ We have an opportunity to use MRDT to service costs
- ▶ How can we access other Tourist assets, what can they give?
- ▶ We need to invest in Truth and Reconciliation Calls to Action & UN Declaration of Rights of Indigenous People...we are guests in FN territories.

Next Steps:

- ▶ How can tourism invest in priority pressure areas to build the resilience of the community?
 - ▶ What is the tension?
 - ▶ What is possible?
 - ▶ What has worked before?
 - ▶ What are others doing?
 - ▶ What can we do right now to shift the pattern?

