

**Fair Sailing** is an initiative by the James Bay Neighbourhood Association (JBNA) to advocate for responsible cruise tourism practices that prioritize the interests of residents, local businesses and the environment of Victoria, Canada's highest volume port-of-call.

James Bay residents want quality of life, clean air, no foreign garbage and a healthy safe community. The impacts of the cruise industry in our neighbourhood include overtourism, air pollution, the import of foreign garbage, and threats to public health.

This section of **Fair Sailing** provides an overview of the cruise activity in the James Bay neighbourhood and JBNA initiatives to assess negative impacts in keeping with JBNA's mandate, while providing an introduction to the issue based sections of **Fair Sailing** which '*Rethinks the Restart*' of cruise tourism.

[www.fair-sailing.com](http://www.fair-sailing.com)

## Cruise Activity and Our Neighbourhood

James Bay is a neighbourhood of 12,000 residents in the City of Victoria within the Capital Region. Tourism has been a welcome part of James Bay for over 100 years. The James Bay Neighbourhood Plan recognizes the positive contributions of tourism to our community. The neighbourhood hosts many hotels and residents enjoy interacting with stay-over tourists; giving directions, suggesting restaurants and specialty retail stores, and just getting to know each other.

While Victoria has been a cruise ship destination since the early 1990s, the unbridled growth of cruise tourism has altered the tourist-resident relationship as it brought overtourism to Victoria, as it has to many parts of the world. Overtourism has created significant, and increasingly undesirable, impacts to James Bay.

The number of cruise ships increased from 34 in 1999 to 267 in 2019, with larger ships carrying more passengers (713,000 passengers and 300,000 crew in 2019). The 2020 cruise ship

schedule had projected passenger growth of 32% over 2019, until the banning of cruise ship travel in Canada due to the Covid-19 pandemic.

During cruise season, from April to October, the benefits to the local and regional economy come with significant negative environmental and social impacts, including air pollution, increased traffic volumes, noise, overcrowding, and the import of foreign waste materials.

In 2014, the Cruise Line International Association acknowledged that in Victoria the cruise ship berths are '*uniquely adjacent to a residential neighbourhood*'.

The industry benefitted greatly by using Victoria as a port-of-call. In 2019 the base value of Victoria as a port-of-call, based on forgone fines under the U.S. Passenger Vessel Services Act (PVSA), was about CAN\$700 million. With profits from excursions, the value to cruise lines would be even greater.

## JBNA Mandate re: Quality of Life and Environment

JBNA formally became a Society in 1993. Its constitution includes environmental clauses:

- *To enable the community to be actively involved . . . so as to preserve and enhance the quality of the environment and life therein, and*
- *To promote community awareness of and involvement in environmental issues and their impact on the community.*

JBNA has long advocated for more responsible cruise ship practices to reduce negative environmental, social, and public health impacts of cruising on our port community. From 2001 onwards, residents identified substantial negative impacts, focused on traffic congestion and ship emissions.

## JBNA and Cruise Impacts

In 2006, the JBNA Board approached the Vancouver Island Health Authority (VIHA) about air quality. VIHA initiated the **James Bay Air Quality Study (JBAQS)**. From 2006 through 2014, JBNA worked with the study team on various air quality components of the JBAQS and assessments following its completion.

As air quality studies were underway, JBNA created a task force to complete an impact study. The study had 5-pillars: JB Residents Survey, JBAQS findings, Traffic Volume Analysis and commissioned Noise Study (doubling of noise energy on cruise ship days), culminating with a Costs and Benefits study based on multiple accounts using survey findings and environmental metrics from air quality, traffic, and noise studies.

In early 2012, as the North American Emissions Control Area (ECA) was about to be implemented,

JBNA provided Transport Canada officials with information and data to give impetus to ensure that the industry could not use ‘alternate’ methods of meeting ECA requirements which would not address high sulphur dioxide levels while ships were berthed in Victoria.

By 2013, Sulphur dioxide levels had been lowered; however, there are ongoing issues related to emissions of noxious gases, particulates, greenhouse gases and waste compounds created by scrubbers used as an alternate method. This is discussed in more detail under **Air Pollution.**

JBNA, using the maxim “**What is measured, is managed**” as a guiding principle, continues to analyze traffic data and monitor air quality.

These activities and pertinent data are presented in more detail in various **Fair Sailing** section.

## James Bay Residents: Fair Sailing

Looking forward, there is a growing acknowledgement that climate change and the pandemic are linked, not in a causal way, but in the need to address how we live. There is recognition of the need for transformative change. Emerging sustainable tourism models focus on full transparency, sharing values, and building resilience in local communities. JBNA launched **Fair Sailing** to *Rethink the Restart* of cruise tourism and cruise industry operations. **Fair Sailing** advocates for responsible cruise ship practices.

JBNA’s priorities focus on changes which would address the negative impacts of cruising.

In 2020, JBNA became a participant in the Global Cruise Activist Network (GCAN), a network of residents in cruise port communities around the globe who developed a *Rethink Before Restart* campaign to urge worldwide changes to the cruise industry as it resumes operations after the Covid-19 pandemic. GCAN developed Principles for Responsible Cruise Tourism. From these principles, JBNA developed priority areas, which are the *foci* of JBNA’s **Fair Sailing**: Overtourism, Air Pollution, Foreign Garbage, and Public Health.

Fair Sailing Priority Area	Cruise Operations: Negative Local Impacts
Overtourism	<ul style="list-style-type: none"> <li>Traffic congestion/surges</li> <li>Noise (loss of Quiet Hours)</li> <li>Overcrowding of streets</li> </ul>
Air Pollution	<ul style="list-style-type: none"> <li>Emissions                             <ul style="list-style-type: none"> <li>Noxious gases and particulates</li> <li>GHG emissions</li> </ul> </li> </ul>
Foreign Garbage	<ul style="list-style-type: none"> <li>Foreign waste materials (landfill space/traffic/safety)</li> </ul>
Public Health	<ul style="list-style-type: none"> <li>Covid-19 and other diseases</li> <li>Protecting our Public Health system</li> </ul>

**Fair Sailing** provides data-based and science-driven papers on each priority area with **Actions Needed** to address negative impacts of cruise tourism. In addition, **Fair Sailing** provides discussion sections of Oceans & Marine Life, the Cruise Industry and BC Ports.

Covid-19 presents an opportunity for transformative change of cruise travel from the mass-tourism approach to a more sustainable, and responsible tourism model. JBNA believes the cruise industry can once again be welcomed in our neighbourhood.