

Council Member Motion

Notice given on: Wednesday, June 4, 2025

Meeting Date Wednesday, June 18, 2025
From Councillor Istace
Subject **Cowichan Trail Stewardship Society [Adopt-a-Trail program]**

Background

Purpose: For Councillor Istace to move the motion that was introduced at the June 4, 2025 regular Council meeting.

An Adopt-a-Trail program would create an avenue to bring significant funding for trail maintenance to the region that is not reliant on the MNC annual budget for the sanctioned trails on Maple Mountain, Pi'paam (Mt Tzouhalem) and Swuq'us (Mt Prevost).

The trail network of North Cowichan has received international recognition through events, articles, photos and films resulting in companies as well as athletes traveling to enjoy the trails and also use them for training or producing marketing content. Because of these benefits and enjoyment many local companies and individuals as well as notable large bike international bike companies have expressed interests in supporting the local trail network by sponsoring specific trails. Similar programs have been very successful for the Fraser Valley Mountain Bike Association (FVMBA), North Shore Mountain Bike Association (NSMBA), and more across BC.

Organizations like the CTSS through their grassroots intimate connections in the local community fostered through volunteerism, events and advocacy often can much more readily leverage corporate and individual financial support. As CTSS has now achieved official charitable non-profit status with the government of Canada they can now issue charitable receipts. The timing now feels appropriate for staff to explore and report back on the opportunities that exist for an adopt a trail or trail sponsorship.

Links

[Trail Adoption Plan \(TAP\) | North Shore Mountain Bike Association](#)

[Sponsorship - FVMBA](#)

Recommendation

"THAT Council direct staff to prepare a report exploring the feasibility of allowing the Cowichan Trail Stewardship Society (CTSS) to manage an "Adopt-a-Trail" program on sanctioned trails within their existing trail maintenance responsibilities in the Municipality of North Cowichan."