

**WORKING WATERWAYS AND WATERFRONTS 2007  
Norfolk, Virginia  
May 9-11**

**"Sense of the Meeting"\***

**Purpose and Goals of the Symposium**

Coastal communities and water-dependent industries face difficult but critical challenges: how to balance development pressures, recreational demands, and tourism with strategies for community development and business growth that are equitable and sustainable. Water-dependent enterprises--traditionally small businesses engaged in recreation, tourism and marine trades--are at risk. As a result, land use planners, politicians, and decision makers are not equipped to make reasonable decisions about waterfront development, and the inclusion or exclusion of water-based and water-dependent industries.

This three-day symposium served as a catalyst to organize and share the most current thinking regarding the growing impediments to boating and fishing access. Through presentations and panel discussions attendees learned about local, state, and national-level initiatives designed to address issues of water access and water-dependent industries. Participants developed management approaches to the access dilemma seeking to address these symposium goals:

- A commitment to act together and to make public access a high priority;
- A national agenda for action, including legislative initiatives, as well as ideas for state policy;
- Tools, or a set of approaches to specific situations;
- A structure for communicating among these diverse constituencies about these issues;
- A coalition (not a new organization) that would shepherd the strategic goals and actions developed at this summit;
- A vehicle for dealing with key issues, where people can bring their problems and have them addressed;
- Ideas and insights for the reauthorization of the Coastal Zone Management Act;
- A model for addressing inland water access as well.

**Sources, Consequences and Implications of Declining Access**

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\* Note: this 'sense of the meeting' was prepared by Frank Dukes of the Institute for Environmental Negotiation, University of Virginia, as a synthesis of key themes, commonalities, and lessons from presentations and discussions held prior to the final strategy-building session. The strategy notes were compiled by IEN Associate Lyle Solla-Yates and edited by Dr. Dukes.

Among speakers and participants at the Symposium there was unanimity that working waterfront, broadly defined to include recreational and commercial uses, is declining. Furthermore, many factors indicate that this trend is likely to continue unless there are substantial and coordinated efforts to reverse that decline. These factors include both a decrease in certain types of traditional uses and constraints on meeting demand for existing and new uses.

For commercial fisheries, the primary factors noted by speakers included a decline in many types of fish stocks, resulting in fewer available fish and increasing regulatory restrictions even when fish recover. At the same time the United States is seeing increases in cheaper imports (in 2006 three times the amount of seafood was imported as was exported). Reduced supply and increased costs have caused many processing facilities, typically located on waterfronts, to close.

At the same time, skyrocketing waterfront land values, fueled by demand for water views and access, combine with subsequent tax pressures to increases in operating expenses for commercial operations of all sorts, including marinas. In a self-reinforcing cycle, these operations find themselves priced out of business and selling to developers, thus rapidly increasing the rate of private development on the water. In some cases working waterfronts face challenges from new residents who may like the idea of such waterfronts but do not appreciate the reality (e.g., odors, noise). Such development removes waterfront from public access for the long-term future. Also, the population growth in coastal areas comes from non-permanent residents, who are invested in their homes or condominiums and personal interests (private access) rather than public good (public access).

This decline has many real and undesired consequences. Commercial fishermen cannot operate without the necessary infrastructure. Recreational boaters in many areas have an increasingly difficult time getting access to the water. While construction of condominiums may be increasing, traditional maritime economic benefits are reduced. Nationally, recreational boating supports some 460,000 jobs and another 480,000 indirect jobs (In Florida alone there are some 1 million registered boaters and their commercial waterfronts generate 180,000 jobs and \$14 billion/year), but recreational boating sales have been declining 1% a year and 10% fewer are boating than were doing so 10 years ago.

Other, less tangible losses are evident as well. As access becomes more restrictive it becomes more expensive, leading to less access to the waterfront by children and lower-income populations. And the fewer the numbers of people on the water, the fewer who will advocate for protecting those resources.

### **Challenges to Addressing the Need for Working Waterfronts**

A number of challenges to confronting the problems of working waterfront were described. These include:

- High demand for private housing on the water continues.
- Property insurance costs are rising.

- Tax structures promote defining "highest and best use" as the use that provides immediate economic benefit to the site owner alone, e.g., condominiums. Tax change at the state levels may require constitutional changes.
- Ecosystem concerns, expressed through regulations, add an additional cost to development.
- New and increasing homeland security concerns discourage public access.
- Regulatory environments that vary significantly by state and locality can be confusing. Complex regulatory barriers add costs or discourage efforts at providing access (one speaker noted that state coastal management program managers describe Federal interagency coordination as ineffective with access to assistance inefficient and confusing).
- Fewer than half the states have made access a priority.
- Language is confusing, such as competing definitions of what qualifies as "working waterfront" or "public access" and the distinction between publicly and privately accessible private facilities.
- Advocates for access come from a variety of populations, which means that people often work in isolation from one another.
- There is less hard data than anecdotal evidence of economic impacts of declining access.

#### **Common Interests and Opportunities**

While there are many challenges, many shared interests and opportunities also exist:

- Demographic trends are favorable with two-income families and baby-boomers becoming retired.
- The Public Trust Doctrine supports the state as a trustee public access for future generations (example: New Jersey discourages private use; a new rule is being promulgated that strengthens public access even for private owners with exceptions for safety, during construction, protecting wildlife, and two- or three- unit developments).
- New markets are being developed for marine resources (e.g., fisheries).
- Many programs exist that provide education and public awareness of problems and needs.
- There are many success stories at state and local levels.
- Heritage, economic development, and recreation are powerful unifying interests.
- Many people and communities care deeply about working waterfront. These include boat owners, boaters, the general public, marine trades, services providers, and more.

#### **Public Policy Actions and Opportunities**

Speakers identified both policy needs and ongoing relevant federal and state policy initiatives that offer opportunities for positive change. It also was noted that governments are the largest owners of waterfront in the nation.

Policy ideas included:

- Enforceable public access policies.
- Enforceable water-dependent use policies that specify boat services and storage.
- Review or permit authority for waterfront development that impacts either public access or water-dependent uses.
- Visioning ideas from coastal zone management program managers: a tiered approach to coastal management to participate in programs by need; implement a regional approach rather than by state.

Ongoing policy initiatives that may serve as vehicles for making policy changes included:

- Reauthorization of the Coastal Zone Management Act (34 State Coastal Management Programs, 27 National Estuarine Research Reserves). The Act needs outcome-oriented performance measures and better coordination among federal agencies.
- An ongoing Coastal Management Visioning Initiative, a 16-month process for core principles and specific options for NOAA, CSO (Coastal States Organization), and NERRA (National Estuarine Research Reserve Association) (<http://coastalmanagement.noaa.gov>).
- Sen. Collins of Maine has introduced Working Waterfront Preservation Act of 2007 with \$50 million/year for three years. This legislation that would fund proposals through state fishing agencies to maintain or acquire properties.

### **Knowledge and Research Needs**

Several speakers spoke of the need for high quality and up-to-date information to provide answers to policymakers and others. Specific needs include user patterns, the nature and extent of conversions (by state and locality), the economic impact of boating and other uses, the value of access, and the cost of its loss.

Regarding the future of commercial fisheries, the California Sea Grant examined that question for the Santa Barbara Channel in a comprehensive study that also considered infrastructure needs.

One large-scale effort is the Boating Access Surveillance and Monitoring (or Indexing) System a Michigan State. This is being developed as an efficient and scientifically valid method showing scope and nature of change as well as implications of that change, including economic implications of that change. Change occurs faster than can be inventoried and typical inventories do not provide knowledge about why change is occurring. By July 1, 2007 Michigan State also will have a tool that can give an economic impact assessment for water access decisions.

### **Tools and Best Practices Effective at Maintaining and/or Increasing Working Waterfronts**

Many examples of preservation, revitalization and development of new working waterfronts were offered. Characteristics of successful local

preservation, enhancement and development efforts mentioned by speakers included:

- Commitment and leadership at all levels dedicated to access;
- Entrepreneurial response to opportunity and/or dramatic needs;
- Clear purpose and broad and inclusive goals that demonstrate fulfillment of or compatibility with economic, natural resource, and socio-cultural needs;
- Local support, generated by public awareness and education, inclusive partnerships, and substantial and authentic stakeholder and public involvement;
- Sufficient planning time and adaptive planning efforts that identify and overcome regulatory and other hurdles;
- Technical resources (e.g., data, design, coordination);
- Creative use of financial and planning tools;
- Diverse funding sources;
- Accountability for implementation and follow-up.

Many specific tools were mentioned. Categories of tools included the following:

- Getting access more integrated into land use planning efforts.
- Offer to Dedicate (OTD) programs, such as offered by California.
- Land-use planning and zoning (e.g., Annapolis, Maryland maritime zoning, public access overlay district).
- Waterfront mapping and inventories.
- Land acquisition.
- State laws and regulations (e.g., Florida working waterfront program).
- Tax Increment Financing (e.g., Grandhaven, Michigan waterfront TIF).
- Limits on occupancy.
- Working waterfront bonds.
- Current use taxation (e.g., Maine seeking authority).

Ohio's DNR offered the Four Point Test (Systematic Development of Informed Consent): Is there a unique opportunity? Is this organization the right organization? Do we have a legitimate & rational process (ODNR has a master planning process template)? Are we listening; do we care?

One speaker noted the need to create tools for advocates to be able to bring quality information to planners. A Maine Sea Grant study offered its conclusions about planning tools. Key findings included:

- Tools and solutions need to be localized based on area-specific issues and local property owners need to be involved.
- Given the widespread nature of the problem, national strategies must support local efforts.
- Identify more innovative solutions.
- There is a need for more outreach and education.

Many success stories were offered throughout the conference:

- York Harbor, Maine's use of a conservation easement.

- Michigan Sea Grant's efforts such as Fishtown, Michigan preservation; Grandhaven, Michigan promotes public awareness of charterboats and fish cleaning/disposal; Detroit green and blueways.
- Santa Barbara's study and subsequent report that represents a collaborative process that included the fishing community - survey, workshops, data-based and forward looking.
- Middle Bass Island, Ohio, which developed a new marina basin, 160 transient slips of 340 total, and other entities.
- Coastal Enterprises, Inc., a community development organization and part of the Working Waterfront Access Pilot Program of \$2 million and a bond referendum this fall for \$35,500,000.
- Monroe County Marine Management Strategic Plan, South Florida to address loss of marine facilities.
- Gloucester, Massachusetts preserving and promoting a working harbor. A Harvard study identified "hub ports" that have full services for fishing, and Gloucester is one of them.
- Middle Peninsula Chesapeake Bay Access Authority in Virginia is a result of public officials recognizing the significance of public access. The Authority is intended to bring public attention to these issues and has accessed private and public funds from non-local sources to fund purchases and improvements of land.
- "Portfields," a NOAA-led, interagency effort through the EPA Brownfields initiative to revitalize ports. Portfields focuses on environmentally-sound ports, community revitalization, and environmental restoration. Three pilots worked in New Bedford, MA; Bellingham, WA; Louisiana.
- Providence, RI and Narragansett Bay planning.
- Louisiana recovery efforts.

### **State Models for Leadership**

At least different three state collaborative models for increasing waterfront access were offered during the Symposium. These were:

**Maine's Working Waterfront Coalition** is a private initiative that has more than 140 members. Their governance includes an executive committee as well as a steering committee that meets periodically. They attribute a successful coalitions to having a shared purpose, active involvement, clearly defined procedures and understanding of roles, support and influence of key interests and leaders, accepted leadership, ways of measuring progress, and staff support. **Alabama** also has a similar **Working Waterfront Coalition** facilitated by the Sea Grant program.

**North Carolina** had a General Assembly-appointed commission "**Waterfront Access Study Committee**" (WASC) chaired by the Sea Grant director. North Carolina's commission advocated the establishment of local advisory councils and a permanent joint legislative committee.

**Florida** has had the **Waterfronts Florida Partnership Program** since 1997. Their state goals included protecting environmental and cultural resources, enhancing economic development, increasing public access, and

ensuring protection from catastrophe. The program provides resources and technical assistance for communities seeking to increase working waterfront and public access. Florida also developed the 2005 Waterway and Waterfront Improvement Act, legislation that defined working waterfronts in a way that 1) includes recreational uses; 2) includes regulatory incentives, criteria and strategies that protect waterfront; 3) that requires consideration within local government comprehensive plans; 4) that creates a tax deferral scheme (but without funding, and to date few local governments are adopting); and 5) codifies Waterfront Florida program. In 2006 hotels and motels that provide public access were added to the list. A policy goal of "no net loss of ramps" helps drive Florida's efforts.

### Strategy Session

The symposium concluded with a strategy session. Approximately 50 participants offered ideas to address these questions:

- What can we do to ensure that private and public efforts at national, state and local levels enhance and sustain working waterfronts? How can we best work together to develop and implement adaptive strategies that will meet our goals?

The discussion was organized into these topics: The Meaning of Working Waterways and Water Access; Vision and Goals; Knowledge; Public Policy Actions; Learning from Tools and Best Practices; Marketing and Communication; and Leadership and Action. Following reflects the discussion and input from a participant survey along those lines.

#### **The Meaning of Working Waterways and Water Access**

- The terms "working waterways" and "water access" mean different things to different people.
- Access can be looked at in different ways. There can be a measure seeing if there is any access of any kind. It can be broken down into private or public access, judging the broadness of access by the public, and looking at who can access waterways and who cannot. Taxes paying for maintenance of a waterway give an obligation to use these criteria.
- Some prefer a narrow description of working waterways to include only the commercial fishing industry. The organizers of the symposium defined working waterfront as whole panoply: commercial, industrial, and recreational. The important metric is whether the activity is *water dependent*. Most hotels are not. The term *water dependent* helps some communities exclude things that are not, avoiding the crowding out of working waterfronts by less active uses.
- Facilitated Water Access might be a clearer term, including access to and on the water.
- Most lands are held privately, and government is limited. There is a need to determine what is in the public interest with clear delineation in every state.

- Several people suggested that a private use like a yacht club offers a public service when members of the public can gain access.
- Some definitions: 1. Working waterfront: a waterfront servicing commercial fisherman and boat repair, 2. Water access: land uses including marinas where the public can rent, yacht clubs, boardwalks, and waterside parks.
- Working waterfront should be special and separate. Florida for example is losing boat yards and fuel docks, which are critical for commercial fishing and boating. In the Northeast, a working waterfront is more intense, with large ship repair and large fishing fleets, showing a need for regional definitions.
- Many do not want to see the goals of water access and working waterfronts separated. An analogy to think about is how hunters and anglers have worked with preservationists. There is a natural coalition between advocates of access and working waterfronts. Eight allied groups were identified: recreational marinas, launch sites, harbors of refuge, commercial ports, aquaculture, fish processors, yacht clubs, and houseboat villages.
- One way to distinguish between "water dependent" uses and public access is to differentiate slips and walkways. At a site suitable for recreational boating, slips are the appropriate use. Otherwise public access is appropriate.
- Some top concerns are energy, safety, and the environment. Safe harbors are a priority and the increased coastal population is a major environmental threat.
- One definition of access would be as service access. With this definition, industrial use like in Norfolk should be included. There is pressure for conversion to non-maritime use on these sites. There is a need for a big tent for all sorts of uses threatened by conversion.
- There is a difference between working waterfront and public access: they are not necessarily compatible in the same place. There can be conflict between public access for those who have boats versus those who want to walk along the waterfront. Marinas just serve those who have boats.
- The water dependency test requires caution, since there can be significant regional differences. There is concern in Florida over losing mom and pop hotels to housing. Locals should decide the standards of what is water dependent.
- Privatizing would be devastating for boating access. Communities should be dedicated to public access to marinas, where people are free to walk around and enjoy the water. Economics drive land use. If you aren't wealthy, you may have limited to zero access.
- Local governments need to step in for public access. Marina owners have to buy insurance and pay taxes, while developers offer to buy their land to build condos. Marina operators need government help. If the general public isn't welcome, then there is no public access.
- Another access issue to consider is navigational access. This means boating infrastructure, waterways maintained with signage to help



boaters. This strategy provides access plus protects existing resources.

- Ports and large shippers have their own resources, so the organizers did not reach out to them. They are looking for a coalition of small ports and harbors, small boats and marinas. There is a need to be inclusive but focused enough to be meaningful.
- Given the variety of understandings about access and working waterfront, there is a need for people to define clearly what they mean. It also is likely that definitions would vary by jurisdiction.

### **Vision and Goals**

- *What exactly do we want to achieve? How will we know that we are being successful? What are our common interests? What shared concerns do we have? What can we do together that we cannot do separately? What are useful measures and Indicators of success?*
- Maintaining public access to working waterfronts in perpetuity.
- The public sector can work with condo developers to increase public access and still develop.
- Strengthen the Coastal Zone Management Act to protect water access by clearly defining what is water dependent.
- Preserving historic use following the Florida lead of no net loss.
- Preserving cultural diversity of waterfronts.
- Equal opportunity to waterfront and waterway.
- Setting a standard of access.
- Be respectful of ownership rights, need for action to meet capacity needs.
- General public access to beaches and waters.
- Affordable boating.
- Preserving, protecting, acquiring waterfront.
- Determine how much public access is needed.
- Eliminate problems where public access is wiped out.
- Be respectful of ownership rights, need for action to meet capacity needs.
- Don't think of hotels as the problem; instead work with hotels to improve access.
- A federal agency that prioritizes slips as an issue.
- Asking for a commitment for a best practices toolkit for perpetual (sustainable) public access to waterfront, like BMP toolkits.
- Better taxation policies.
- Finding a better term to encompass the issues of concern.
- Equal opportunity to waterfront and waterway.
- Spreading education and awareness.
- Money to buy property.
- Preserving, protecting, acquiring waterfront.

- Work together as a coalition with legislators.
- Asking for a commitment for a best practices toolkit for perpetual (sustainable) public access to waterfront, like BMP toolkits.
- BMP's to protect environmental resources are essential to minimize impacts and fulfill regulatory conditions.
- The public sector can work with condo developers to increase public access and still develop.
- Strengthen the Coastal Zone Management Act to protect water access by clearly defining what is water dependent.
- Better taxation policies.
- Be flexible.
- Determine how much public access is needed.
- Eliminate problems where public access is wiped out.

### **Knowledge**

- *What do we need to learn concerning the nature of the problems and real and potential solutions? What existing research initiatives need further support? What new initiatives are needed? Who is best qualified to provide this knowledge?*
- A national and regional inventory is a clear priority.
- What are other states doing to resolve conflicts between environmental regulation and water access?
- What previous surface technologies are available to address conservation requirements?
- What are the cumulative long-term environmental impacts of waterfront development?
- How do we bring land use planning tools to those who need them?
- We need to be able to apply data visualization tools and techniques for planning and consensus building.
- We need a mechanism for keeping inventory data current.
- Evaluation of needs to match opportunities with existing and future conditions: forecasting tools.
- Identifying differences between regions.
- Local communities are translating anecdotal issues into public policy. Policy should drive data needs. Then set specific targets guided by data.
- There is need for an economic study of boat yards converting to condos emphasizing loss of jobs. It would need an executive summary describing public interest and water access. How do different states view public interest and apply it?
- What liability issues from public access might arise? What is the socioeconomic value of public access and nonconsumptive use for condominium developments?
- How can we measure what makes sustainable waterfront communities? How do you know if you have one?

- Determine what level of service standards might be needed such as ramps. This would be related to demographics.
- What is the economic impact of dredging?
- State information needs to be consolidated into a national database.
- Documenting and quantifying the conversion problem. Where is it happening and at what speed?
- We need research into new technologies that reduce environmental impacts of boating and waterfront uses.
- County studies and state studies have been done or are underway. Information needs to be interpreted and brought to decision makers. Could enlightened land use regulation stem off conversion?
- Socioeconomic studies need to be conducted for the long term, beyond the two-year political cycle.

### **Public Policy Actions**

- *What public policy actions are needed? What policies should be pursued at the national level? How can these ideas be introduced into the policy arena? What policies should be pursued at state levels? What policies should be pursued at the local level?*

### *Federal*

- Reauthorization of the Coastal Zone Management Act is a clear priority. It could include a directive to address sustainable public access (in perpetuity) as well as navigable uses requiring navigable waters. It could strengthen states' abilities to work with local municipalities in the national interest. It could mandate preservation of commercial and recreational fishing and/or require water dependent use as a criteria for funding.
- Senator Collins' Working Waterfront Preservation Act of 2007 can define working waterways as a term. It could also require water access concurrency for funding like school funding.
- There needs to be a federal agency with greater authority and flexibility at the district level for addressing regional issues.
- Environmental Protection Agency and existing clean vessel programs should integrate to provide greater service. Streamlined permitting from the Army Corps of Engineers and EPA would be valuable. Rather than the current top down requirements, a more collaborative process could be established so that benchmarks can be met creatively and efficiently.
- There needs to be recognition of the impacts of coastal development at the national level.
- Integration of analysis of environmental carrying capacity is important.
- Funding could come from S-K funds (fish import duties) and import duties on boats. More of that money needs to go to agencies and localities working on these issues.

- The federal government is unlikely to help with funding in within the next 2 years. The Coastal Zone Management program or Sea Grantsea grant can coordinate municipal planning.
- The US. Army Corps of Engineers should consider recreational boating as well as commercial in their projects.
- Existing national programs like the Clean Marina Program can help provide more public access and are very important.
- Federal funds would support state programs that help local governments plan for waterfront conversion.
- Fully fund the many unfunded agency and grant programs that already exist.

#### *State and Local*

- There is need for a water access champion or ombudsman: someone paying closer attention at the state and local level.
- Development of marinas can be imaginatively arranged. Not everything needs to be on water.
- State and local property tax policies can work to support what we're trying to accomplish.
- Tools such as Enterprise Zones give incentives for activity. Tax Increment Financing is another local tool. Submerged lands fees encourage access. No net loss policies could be initiated locally and at the state level using the water dependency test, concurrency, and level of service metrics. Streamlined environmental permitting and land acquisition programs may also be effective. Statutes may prohibit acquisition without an environmental preservation purpose, which would need amendment.
- Require public access for private developments.
- Create an ombudsman to help with compliance issues.
- Coastal hazard mitigation money could fund land acquisition. More funds are needed to support existing programs.
- Comprehensive planning at the local and state level, including cooperation between planning and regulatory agencies, should consider recreational and commercial boating.
- There is need for regional coordination including a state program to show available grant money to local governments.
- Tax incentives are important because the forces threatening working waterways and water access are market driven. States might give tax exemptions to landowners providing public access, as they might for a historic or conservation easement.
- Property taxation could be based assessment of current use, not best use. Alternately, property taxes could shift to land to curb sprawl on waterways.
- The states should provide direction to local officials by promoting proffers and no net loss requirements. States need to prompt localities to plan. Matching funds would be effective.
- Entitlements are based on zoning ordinances, so local zoning changes could be helpful. Moratoriums can be allowed to give time to change

comprehensive plans. Moratoriums are currently not available in some places without clear public safety hazards.

#### *Combined*

- Integrating existing boating programs with different federal funding sources could allow those programs to focus on protecting access.
- Procedure for cleaning up waterways after natural disasters needs to be evaluated to avoid problems seen recently in Louisiana.
- A landowner liability act could be established offering protection for private property owners who grant public access.
- Dredging programs could include beach nourishment and public access requirements to receive federal funds. Waterways with federal funds do not currently require public access as a condition for funding. This would have to be introduced with some sensitivity because federal funding is being cut back for dredging and localities do not want to be burdened with additional responsibilities for access.
- We should look for opportunities where the private sector can work with government.
- Create an atmosphere where public access is desired rather than accept the environmental lobby's verdict.

#### **Learning from Tools and Best Practices**

- *How do we develop, share and learn from tools and best practices that are effective at increasing working waterfronts? What types of financial and technical assistance are available from private and public parties at the national, state and local levels? How can interested parties connect with this assistance?*

There was considerable support for a website where people can view information and submit content that is easy to use such as the Sea Grant program's Marina-net (which has merged with the Marine Environmental Education Foundation). Other ideas follow.

#### *Information*

- A private public partnership could compile information and provide funding. Sea Grant might run it, but would need funding to do it
- A wiki such as wikipedia.org might be an effective tool for the website.
- Focusing on the benefits of working waterfronts to tourism may be effective.
- Create an inventory of different sources of expertise across the country.
- Case studies could be organized by specific problem, issue, and objectives and put on web.
- Create a guide to federal programs and sources of funding.
- A clearinghouse of expensive economic studies could be applied in other parts of country.
- A BMP toolkit for perpetual (sustainable) public access, similar to water quality toolkits.

### *Existing Resources*

- NOAA has an online program with a searchable bibliography, Best Management Practices, and regulations from different states.
- The States Organization for Boating Access offers some of these resources.
- The national estuary program, present in every state, is an important tool.
- The Clean Marina Program provides guidebooks to marina operators in 28 states. They offer good technical assistance and touch on laws and references. These programs could be coordinated nationally.
- The Hewlett-Packard Foundation might be a potential partner for finding funding

### *Outreach and Activity*

- Work with universities and think tanks.
- Hold workshops on a regional basis for greater participation with information on programs across the country. Local governments need to understand their role and the role of zoning.
- Connect lobbyists of groups represented here to engage with the media.
- Create a public affairs task force.
- Create an outreach program to regulators, decision makers and managers of public trust resources.
- A low interest loan program could be developed for private arena development.
- Look for opportunities for the private sector to fill public needs.
- Hold another symposium of this sort to continue discussions, perhaps every two years.
- Keep the discussion going at the national level, meeting in person.
- The regional discussions should not occur at the expense of the national discussion.

### **Marketing and Communication**

- *What are effective communication and public relations strategies? How can we demonstrate the value of working waterfronts? What potential allies are missing from this Symposium or this issue in general?*

### *Actions*

- A coalition could develop a communication framework and boil down issues into white papers. A good example is the National Fish Habitat initiative, which restores habitat for fisheries in inland areas. It's a difficult program to explain, so they developed the *Ten Waters to Watch* campaign to express the challenges and their work. How can we make waterway access and working waterfronts tangible? *Ten Waterfronts to Watch?*
- Work with local press, who can offer excellent coverage.

- Organizations can prepare an abstract and a press release highlighting the importance of these issues to the national press.
- Write press releases in basic language, not government-speak. Include why local communities find these issues important, and put a human face on it.
- The message is going out to two audiences: groups for potential coalition building and the general public. Different messages are appropriate to each group.
- Provide information to realtors and community planners that communicates the need, requirement and economic benefits of working waterfronts.

#### *Potential Allies*

- Invite property owners into discussions.
- Sport fishermen and surfers could be potential allies.
- Local government people including those elected, appointed, and staff should be included as allies and communicated with.
- Elected state officials might be potential allies.
- Land trusts could be effective allies in acquiring land.
- The tourism industry can and does use working waterfronts in marketing.
- Natural allies are shipping, cruise boats, marine construction companies, and recreational outfitters like kayaking companies.
- The energy industry might be a potential ally.
- Potential allies might be found with the Coast Guard, the Corps of Engineers, and the U.S. Environmental Protection Agency.
- Work closely with the commercial fishing industry.
- Realtors, the American Planning Association, and historic preservation associations are important potential allies.
- The American Association of Port Authorities and the American Waterfront Revitalization Coalition could be partners.
- State environmental and cultural agencies, the United States Army Corps of Engineers, and the U.S. Fish and Wildlife Service could be partners.
- The environmental permitting and regulatory community is needed as a strong ally and partner in order to resolve conflicts.
- Developers, especially condominium developers, should be represented. Terminal operators, shipyards, army corps, and others can be considered part of a working waterfront.
- Minority communities.
- Politicians at all levels.
- Higher education community.

#### *The Message*

- Sustainability is an important part of the message on redevelopment. The goal is sustaining public access and working waterfronts. Language needs to link cultural, environmental, and economic sustainability.
- A public relations challenge is that waterfronts are perceived as dirty and unappealing, with smelly fishing vessels

- Community based social marketing with the same message, branding, and logo would be effective.
- Communicate the five senses of living in a fishing community.
- Frame the agenda as a celebration of waterfront and local: what can I learn and love about this place here? Talk about sense of place.
- Clarify that fishing and condos can be compatible, everyone can win.
- Emphasize economic contributions of working waterways: jobs, food, tourism, culture.
- Understand how the fillet makes it from the water to the table.
- Discuss working waterways as a unique historic and cultural resource.

### *Marketing Tools*

- Culinary, cultural, economic, environmental, recreational, and historical education can be a strategy.
- A seafood festival by commercial fisherman like the Port Salerno Seafood Festival where up to 20,000 people attended, gets the message across to the public.
- A brochure describing what it's like to live in a fishing community: waking up early, smells.
- Interpretive signage along waterfronts to engage and inform visitors and residents like what is done in Norfolk, Virginia.
- Visual tools showing what waterfronts will look like and operate if public access is lost.
- A promotional poster on the value of a working waterfront including statistics and data from Maine for posting would be effective and inexpensive.
- Making presentations at local libraries, community centers, colleges, and universities may be effective.
- Boat and other forms of interpretive tours are valuable for promoting issues.
- Kiosks at public events could be effective.
- Working waterfront tours could be included as heritage tourism.
- Videos could show really special waterfronts, that people feel connected to and want to go to. A PBS documentary might be effective at this.
- National Marina Day is Aug. 12th, a great opportunity to build awareness.
- The Association of Marina Industry website includes over 500 marinas. It has contacts with local government leaders and officials, and a prepared press kit.
- Take home results of this Symposium and explain to our local and state organizations.
- Bathing suits are effective.
- Brooke Shields should be a national spokesperson. Jimmy Buffet and Billy Joel would be great.

### **Leadership and Action**



- *What sort of structure and leadership will help us make progress and achieve our goals? How can we build on the momentum of this Symposium and other related efforts? What type of partnership will help us work together effectively? How can we communicate effectively with one another?*
- *What is each individual and organization willing to do? Who will provide coordination for this continuing effort? How will people continue to stay in contact with one another? What are immediate next steps?*

#### *Conference Followup*

The symposium steering committee will continue. There will be a report in August with a summary of the conference and a to-do list. The presentation powerpoints will be in a CD available before August. It will be sent to participants and posted on the web. The list of attendants with contact information will be e-mailed Monday. The organizers will also develop and distribute a press release with key points, which participants can add local information for local media.

Other ideas included:

- It is essential to develop consensus between recreational and commercial interests in order to present broadest constituency to policy makers.
- Public and private cooperation is essential.
- Some policy opportunities are the coastal zone management reauthorization, the Collins bill, and infusing these issues into the sea grant program, keeping the website useful, and communicating with state sea grant coordinators.
- Hopefully there will be another conference like this.
- Participants can create a short video on the subject, report to various agencies on these issues, communicate with local media, and write articles for sea grant newsletters and sites.
- Participants can form local coalitions in their states.
- Focus on grass roots leadership rather than structure.
- Participants can issue statements to reauthorize the CZMA.
- A task force could be started to generate ideas. Such a task force should have representatives from all areas, groups, and disciplines. Some participants are concerned that key people may not have time for another committee.
- The National Dredging Team serves as an interesting model for how regional working groups might be effective.
- Add these issues to conference agendas and put them on industry newsletters.
- The Collins bill needs lobbying in the House. There is need for constituents to be engaged in the House companion bill.

Participants concluded with ideas for a potential followup symposium. These included:

- The next event might include a section on financing, TIFs, CDBGs, and how-tos on these techniques.
- It could be useful to come back in 2 years to report on progress in states and localities.
- Dredging issues for fish might be explored next time.
- An inland fresh waters symposium that would address similar issues is being planned.

Specific offers for follow-up actions:

- Shawn Kiernan: work with local communities and document efforts.
- *Stephanie Showalter: conduct background legal research (survey state laws, summarize legal tools)*
- P. G. Thompson: whatever is necessary.
- *Patience Cohn: will participate as needed.*
- John Underwood (MRAA): lobbying, writing, etc.
- *Kenneth Walker: help coordinate NOAA activities.*
- Suzi DuRant: assist in forming a coalition in South Carolina.
- *Richard Bendetti: 1) participate in coalitions; 2) approach decision makers in Washington.*
- Stephanie Cunningham: Engage discussions with regulatory community to build consensus and streamline environmental regulations while still protecting natural resources.
- *April Turner: Could organize and convene workshops/meetings and provide technical assistance (we provide outreach educational opportunities and resource materials).*
- Jack Wiggin: hosting meetings, research, outreach materials, participating on working groups, coalition of institutions.
- *Lenore Alpert: Research/planning projects.*