

The logo for the Metropolitan Waterfront Alliance (MWA) is a stylized, handwritten-style 'MWA' in a vibrant blue color. It is positioned at the top center of a white rectangular banner that spans across the upper portion of the image.

MWA

Metropolitan Waterfront Alliance

**GROWING A BLUE MOVEMENT
FOR THE NY-NJ WATERFRONT**



MWA's Mission



MWA is determined to transform the New York and New Jersey Harbor and Waterways to make them clean and accessible, a vibrant place to play, learn and work, with great parks, great jobs, and great transportation for all.

Who are we?

- An alliance of over **700 organizations** in the metropolitan region
- Committed to **revitalizing the NY-NJ waterfront**
- **A BROAD coalition**— from the paddlers of the ***Sebago Canoe Club*** on Jamaica Bay to the international shippers of the ***New York Shipping Association***



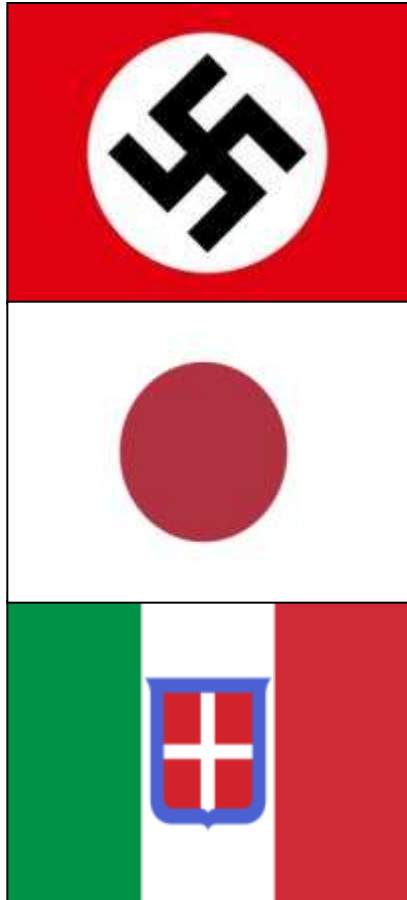
Most of All We Are an Alliance



Alliances Sometimes Work



Alliances Sometimes Don't Work...



An Alliance Tale

Internequine Housing Conflict

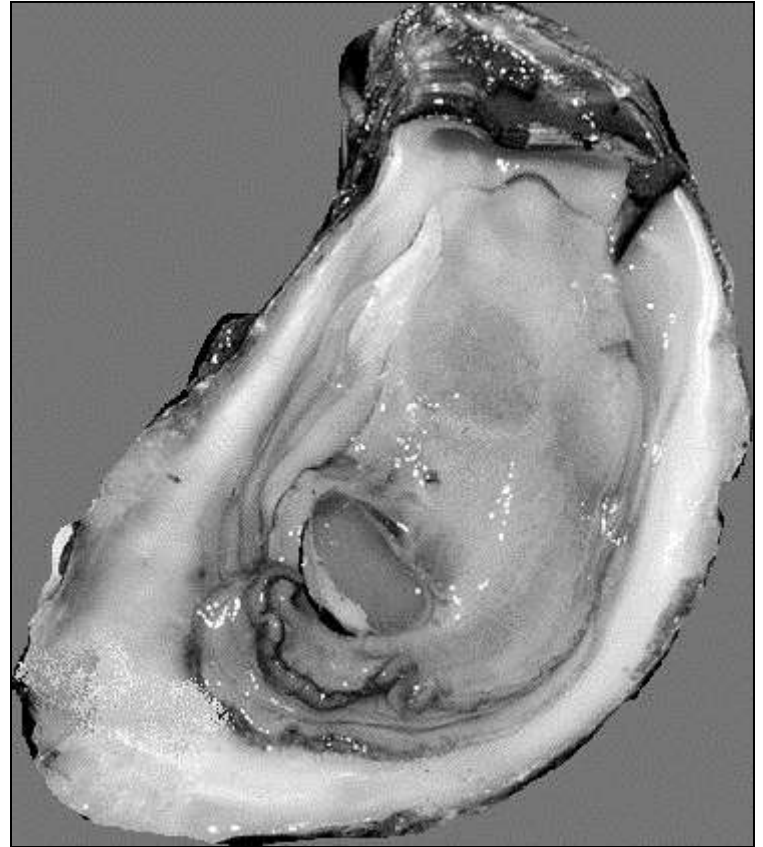
“Can’ t We all just get along?” - *Rodney King*



A Siloed Waterfront



A Siloed Waterfront



The Big Idea
The Details – Policy Platform
Defined Ground Rules
Driver/Leadership

Ingredients for Success

1. The Big Idea
2. The Details - Policy Platform
3. Defined Ground Rules
4. Driver/Leadership

The Big Idea

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Driver/Leadership

A waterfront cut off from people



A banal waterfront “esplanadia”



St. George, Staten Island



Port Richmond, Staten Island



The Big Idea

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Driver/Leadership

Sydney



Vancouver



Seattle



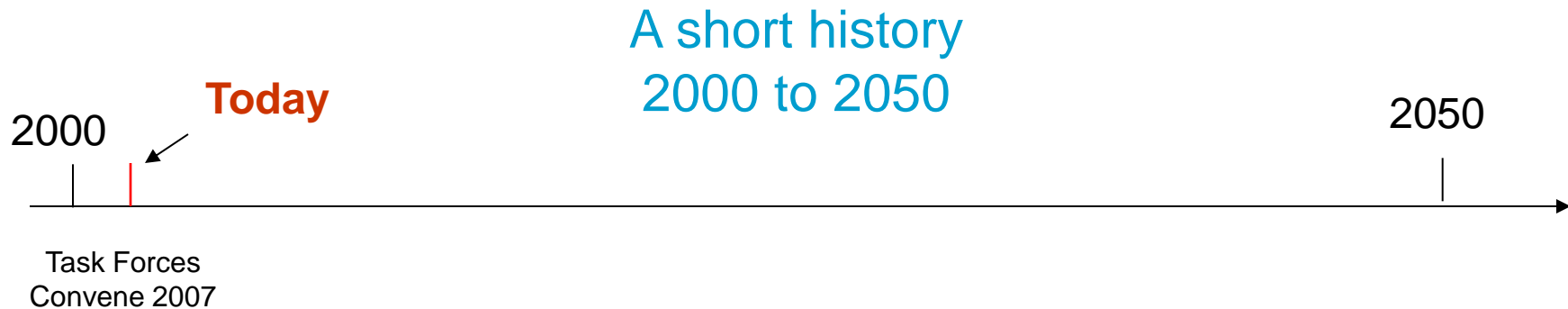
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A Generational Effort



The Waterfront Action Agenda



1. Green Harbor
2. Waterfront Town
3. Well Designed Edge
4. Working Waterfront
5. Blue Highways

The Big Idea

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Defined Ground Rules

Driver/Leadership



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Blue Movement

Action Agenda

Legislation

Comprehensive Waterfront Plan

Low threshold of membership –
no charge

Vet issue through Task Forces

All understand there is no
consensus

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There has to be
a leader
with a vision

Embracing and/or Avoiding Controversy

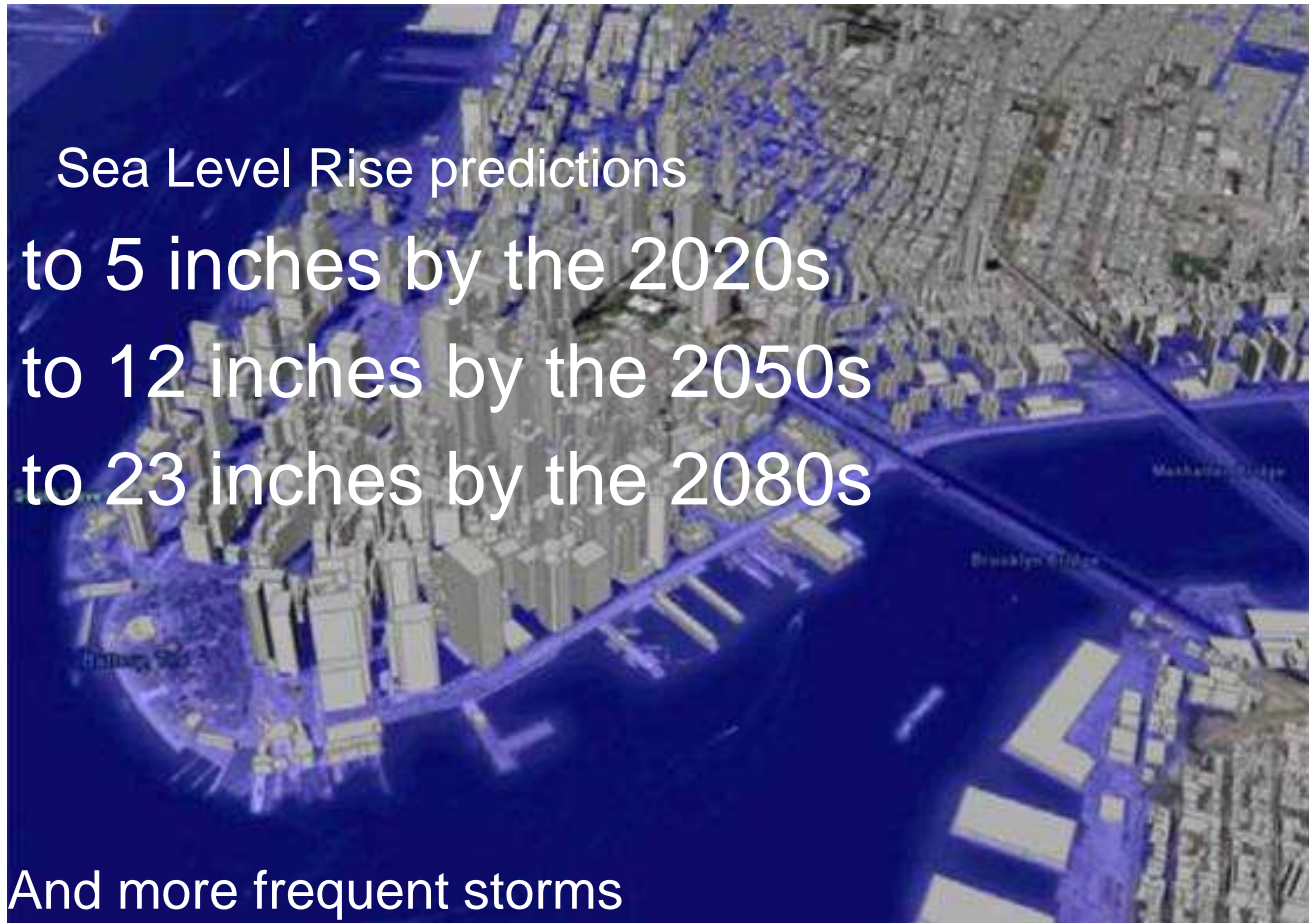
The Bayonne Bridge Example



Superstorm Sandy

Not a surprise to MWA

Storms and Sea Level Rise



Sea Level Rise predictions
to 5 inches by the 2020s
to 12 inches by the 2050s
to 23 inches by the 2080s

And more frequent storms





MWA Sandy Response

- Mayoral Forum
- General Assembly
- 12 Point Plan for Sea Level Rise
- New initiatives



New Initiatives

- Design Guidelines
- Waterfront Building Council
- Redundant Ferry System
- Tracking government and civic response



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Thank you!

