NWWWS: Theme 1 Economics
Using Regional Economic Tools to Grow Waterfront Industries

Bay Area Maritime Strategy
Ellen Johnck, Principal
Ellen Joslin Johnck, RPA Consulting
S. F. Bay: What was the presenting problem/challenge?

- Getting to yes in environmental permitting sooner than later
- Dredging and dredged material disposal tied up in mudlock
- Increase in air quality regulation
- Pile driving noise and construction materials regulations
- New climate change/sea level rise issues
- Turning an environmental & economic challenge into an opportunity?
Turning the challenge into the opportunity for a thriving Bay

- Innovative **waterfront planning** that
  - sustains a working waterfront for industry and jobs;
  - supports a diversity of waterfront uses including water transit, marinas, wildlife habitat, and integrated with residential and commercial uses on contiguous land;
  - addresses climate change and potential sea level rise, and

- Expansion of **world-class maritime goods movement**, ferries, recreational marinas and water-dependent industries;

- Creation of a model of economic progress and environmental stewardship through **regional innovation and supportive local, state, and federal policies and programs.**
How did you use economic tools to address the problem?

• Follow the shipping channel(s); conducted an analysis of the local and global shipping supply chain to bring the players together; we studied how we were connected as a system economically and environmentally on the Bay.
SF estuary water-dependent industries operate within an interdependent system
How did this understanding inform policy and strategy development?

• Understanding the goods movement supply chain led to formation of a coalition

• Within the context of the coalition, agreed on mutual goals to keep goods moving, construction of maritime and shoreline facilities and environmental solutions to accomplish goals;

• Developed a list of priority issues and strategies

• Agreed on collaborative planning as a framework with local, state and federal resource agencies
How did understanding the Bay economic and environmental system inform strategy?

- Selected issues and strategies for collaborative planning with the state and federal environmental agencies:
  - Dredging: Long Term Management Strategy and Environmental Windows
  - Air Quality: Maritime Air Quality Plan
  - Pile driving noise/materials: NMFS Guidelines
  - Climate change/sea level rise: BCDC Policies
- Annual S. F. Bay Decisionmakers Conference, similar to the NWWWS
What has been the outcome of the strategy of coalition and collaborative planning with agencies?

- Dredging and dredged material disposal: Long Term Management Strategy (a joint state-federal-stakeholder partnership) and the Beneficial Reuse of Dredged Material
- Federal appropriations: based on plans and projects that cut across USACE business lines (navigation, ecosystem restoration and flood protection)
- Air quality: Maritime Air Quality Plan (partially modeled on Port of Seattle) at Port of Oakland
- Pile driving noise/materials: NMFS Guidelines
- Role of Science: Fish Fast Track System
- Climate Change/Sea Level Rise: BCDC Policies
- Annual San Francisco Bay Decisionmakers Conference
Let’s keep the Port in the waterfront!!!
Maritime Administrator
Sean T. Connaughton
A Vision for the 21st Century: Making the System Work
Bay Planning Coalition Annual Decision Makers’ Conference
Oakland, California
April 2013