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

Internecine Housing Conflict

“Can’t We all just get along?” - Rodney King
A Siloed Waterfront
A Siloed Waterfront
Ingredients for Success

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

A waterfront cut off from people
A banal waterfront “esplanadia”
The Big Idea

The Details – Policy Platform

Defined Ground Rules

Driver/Leadership

Ingredients for Success

Sydney

Vancouver

Seattle
A Generational Effort

A short history
2000 to 2050

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

Ingredients for Success

Task Forces
Convene 2007

2000
Today

2050
The Waterfront Action Agenda

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

The Details – Policy Platform
Defined Ground Rules
Driver/Leadership

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
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
CLIMATE RESILIENCE:

Comprehensively address winds, storm surges, and sea level rise

Superstorm Sandy

Big Achievements and Big Steps
Superstorm Sandy

Big Achievements and Big Steps
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
Ingredients for Success

1. The Big Idea

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[Image of a harbor scene with boats and kayaks]
Thank you!