Metropolitan Waterfront Alliance

ANNUAL REPORT



The Metropolitan Waterfront Alliance works to protect, transform, and revitalize our harbor and waterfront.

A Message from the Chairman and the President

Legions take to the streets of Manhattan to deliver a clarion call that our planet is changing at an alarming pace. Those of us who live, work, and play where the water meets the land see these changes clearly, and are faced with the challenge of making our coastal city a place that can better manage the risk of the rising tide and at the same time allow people to use and enjoy our magnificent harbor.

We at the Metropolitan Waterfront
Alliance are committed to meeting this
dual task of resilience and engagement
with innovative programs. The newly
released Waterfront Edge Design
Guidelines (WEDG) will provide clear
direction for the stakeholders who control
our waterfront to create resilient, ecologically beneficial, and accessible shorelines, whether a park, marina, industrial
facility, or residential development.

With smart, effective ferry and dock advocacy, our **Open Waters Initiative** continues to create access for neighborhoods too long separated from the water. From the South Bronx to Sunset Park, communities are now asking for the environmental, economic, and transportation benefits that waterborne transit will bring. Our programs and events have a vast audience. Harbor Camp has opened the eyes of more than 12,000 young people to the majesty and opportunity of the waterways. City of Water Day festivities expand each summer, reaching more than 25,000 annually, and the Waterfront Conference continues to grow in influence and attendance.

Each of these efforts is incremental, but collectively they are a revolution. And a revolution is what we need; indeed, we demand it! There is no quick, single solution to the complicated challenge of living in a coastal city. An inspirational march is one step in a much larger journey. The marathon that MWA has undertaken is harbor-wide in scope and generational in span. It is audacious. If we succeed-and we will succeed—we will change the way our region looks and functions in the face of the rising sea. We will do it waterfront plan by waterfront plan, dock by dock, ferry route by ferry route, and, most important, child by child.

Christopher O. Ward
Chairman of the Board of Trustees

Roland Lewis

President and Chief Executive Officer

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Metropolitan Waterfront Alliance

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Open Waters Initiative

COMMUNITY ECO DOCKS

Despite hundreds of miles of coastline, New York and New Jersey remain largely unwelcoming to many types of vessels, offering too few opportunities for communities to enjoy and use the waterways for recreation and education. This can and will be fixed.

Community Eco Docks are tools for changing that equation, by opening up the region's waterfront to historic ships, kayaks, canoes, and other boats, and serving as outdoor classrooms for handson environmental science lessons.

In October 2013, MWA worked with NYC Parks to open the first full-scale Community Eco Dock in Bay Ridge, Brooklyn, a neighborhood long cut off from the waterways despite its broad expanse of waterfront. Since then, through the generous support of New York City Council Member Vincent Gentile, MWA has organized free public programming, including visits by Hudson River Sloop *Clearwater*, *Pioneer* and *Lettie G. Howard* from the South Street Seaport Museum, historic fireboat *John J. Harvey*, tug *Pegasus*, schooner *A.J. Meerwald*, yacht *Ventura*, and *American Princess*.

MWA is also working with Alliance Partners, faculty at area schools, and educators to program the Eco Dock for use by environmental science and biology classes for aquatic habitat research, water quality testing, and tidal monitoring.

This year, MWA also worked with NY State Office of Parks, Recreation, and Historic Preservation, and Alliance Partners Long Island City Community Boathouse and HarborLAB, to open the docks in Gantry Plaza State Park in Long Island City, Queens, for free on-water programming.

DOCKNYC

DockNYC, a partnership between the NYC Economic Development Corporation, Billybey Marina Services, and MWA, is a project to improve public access to the waterways by activating six berthing sites across the city. Vessels invited to call at these sites include charters and dinner cruises, ferry service, and historic and cultural ships. MWA has held public meetings to connect the maritime community with the neighborhoods served by the program, bringing together diverse groups of stakeholders to share their ideas.







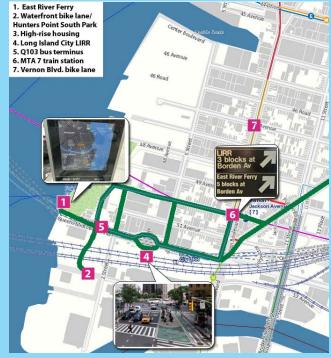
ABOVE: Lettie G. Howard kicks off the 2014 season at the Bay Ridge Eco Dock. LEFT: Brooklyn youths get instructions from Clearwater's crew to safely guide her back to Bay Ridge. RIGHT: Wade Moody of John Dewey High School teaches a group of students at the Eco Dock about oysters.



ABOVE: MWA President Roland Lewis addresses a rally at City Hall to save the Rockaway Ferry.

RIGHT: MWA's proposed changes to improve connections to the East River Ferry in Long Island City.

BELOW: Commuters boarding a ferry at Pier 11 in lower Manhattan.





FERRY TRANSIT PROGRAM

MWA is the leading voice for an affordable, extensive, and frequent region-wide commuter ferry system that is fully integrated into the public transportation network.

Waterborne transit plays an increasingly important role in moving commuters and sightseers throughout New York and New Jersey, providing a critical backstop for public transportation during systemwide outages. One standout success story is the city's East River Ferry service, which, after three years of exceeding ridership projections, was extended through 2019. However, the regional ferry system remains a hodge-podge of private and public operators, and our "blue highways" are still largely underused. MWA addresses these issues through community organizing and policy advocacy to government leaders.

MWA has established Ferry Advisory Committees, local groups committed to ensuring that ferry service is responsive to community needs, in the Bronx and in Brooklyn. The Bronx Ferry Alliance, dedicated to bringing commuter ferry service to the southeast Bronx, has held five public meetings, sparking a grassroots movement and gathering valuable feedback to inform the city's water mass transit policy. MWA has also conducted research to identify potential policy reforms to improve connections between ferries and upland destinations and services, issuing a policy paper that proposes 15 actionable steps. Ship to Shore: Integrating New York Harbor Ferries with Upland Communities includes the following recommendations:

- Extend bus routes to ferry landings
- Add ferry stops and routes to public transit maps
- Add MTA neighborhood maps and NYC-DOT wayfinding signs at ferry terminals
- Integrate MTA and ferry fares
- Allow MetroCards for ferry payment and free or discounted transfers between ferries and NYC Transit
- Install MetroCard machines at ferry landings
- Synchronize ferry, bus, and rail schedules
- Improve bicycle and pedestrian access to ferry landings via bike route extensions, traffic calming, and streetscape improvements

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Waterfront Edge Design Guidelines (WEDG)

LEED® for the waterfront: Design for access, resiliency, and ecology at the water's edge

The waterfront is a place where improved quality of life, access to the water, and even protection from the water is only made possible through innovative, interdisciplinary waterfront design. In an effort to catalyze longterm, sustainable, and effective waterfront transformation, MWA is developing the Waterfront Edge Design Guidelines (WEDG) program to influence urban waterfront development in New York City and the surrounding region and beyond.

MWA assembled a multi-disciplinary task force of regulators, consultants, civic organizations, and Alliance Partners to help guide and implement WEDG. With support of all major regulators and input from the task force, WEDG will be a tool for real waterfront change, used by decision makers for resilient, equitable, and ecologically beneficial waterfronts.

Program progress has been significant, and MWA will release the WEDG pilot, Version 1.0, in fall 2014, including an incen-

tivized ratings system similar to the U.S. Green Building Council's LEED® program. WEDG will include guidelines for three types of development: residential/commercial, industrial/maritime, and parks/open space. The guidelines are organized according to the following categories:

- Site Selection and Planning
- Public Access and Interaction
- Edge Resiliency
- Ecology and Habitat
- Materials and Resources
- Operations, Maintenance, and Monitoring
- Innovation

MWA will begin Version 2.0 of WEDG immediately following the release of Version 1.0, and outreach will continue. Version 1.0 describes the "what" of waterfront edge design: best practices and the full toolkit of potential waterfront edge treatments; Version 2.0 will describe the "how": in-depth information regarding how to best implement the toolkit, and resources for doing so.

"Brooklyn Bridge Park's innovative design [below] has created an activated waterfront while also providing features for resiliency and ecological benefit, strategies very much aligned with the core values of MWA's WEDG program," said Regina Myer, President of Brooklyn Bridge Park Corp.



"At the water's edge, we have taken an impermeable landscape and made it porous," Ms. Myer continued, "creating areas where visitors can actually get down to the water. We are also continuing to pilot various projects such as tidal pools and pile encapsulation with the dual goals of providing long-term maintenance and habitat enhancement along our shoreline. It is this thinking that WEDG is tapping into, and we are excited to follow the WEDG program's progress."

City of Water Day

City of Water Day is the region's biggest harbor festival, turning on multitudes of New Yorkers and New Jerseyans to the potential of their waterfront.

On July 12, 2014, tens of thousands of people attended City of Water Day festivities on Governors Island, at Maxwell Place Park in Hoboken, NJ, and at 35 City of Water Day In Your Neighborhood sites – by far the most satellite locations of the festival and participation by Alliance Partners in its seven-year history. This year, the festival was presented by the Great Atlantic & Pacific Tea Company.

City of Water Day is a celebration of the waterways and waterfronts of the New York/New Jersey metropolitan region. People ventured onto docks, piers, and beaches for boat tours on historic and educational vessels, ferry rides, kayaking, and fishing – all free. Alliance Partners set up information booths at City of Water Day sites all over the region, offering maritime fun, science exhibits, craft activities, games, giveaways, and information about their programs. More than 450 volunteers ensured the day went smoothly. Live music, great food, and a special children's section sponsored by Disney added to the fun.

A major highlight of the day was the second annual City of Water Day Cardboard Kayak Race, which was generously sponsored this year by Con Edison. Twenty intrepid teams gathered at Kayak Hill on Governors Island and simultaneously received identical amounts of cardboard and tape. Two hours later, they were climbing into their handmade paper vessels, paddles in hand, ready to race each other. As the crowd roared and cheered, defending champion Stevens Institute of Technology won for the second year, with North Brooklyn Boat Club coming in second, and the U.S. Coast Guard a close third.



City of Water Day media coverage was exceptional, with feature stories and calendar listings in at least a dozen

major newspapers and magazines, six television stations, two radio stations, and countless newsletters, websites, blogs, and eblasts.







ABOVE: Kayaks on Governors Island. RIGHT TOP: A girl sees a starfish for the first time. RIGHT BOTTOM: MWA's Roland Lewis (arms raised) cuts the ribbon to open City of Water Day with help from many VIPs.



A slight mishap in heat #2 of the MWA's second annual Cardboard Kayak Race is swiftly taken care of, and then they're off! A huge crowd pleaser, the competition highlights MWA's efforts to draw people to the water.

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Harbor Camp

Harbor Camp gives children the opportunity to discover the majesty and opportunity of the harbor that surrounds them.

2014 marked a decade of Harbor Camp, a flourishing program organized by the Metropolitan Waterfront Alliance that has treated more than 12,000 children to fun, educational, and eye-opening waterfront activities. Harbor Camp provides children with environmental, historical, and maritime education—along with a healthy dose of fun—and cultivates stewardship in its participants.

MWA acts as a liaison between providers and participating camp programs. MWA provides camps with a budget, allowing them to choose their waterfront experiences. Scenes of once-tentative city kids

captivated by river creatures, or helping to raise a tall ship's sails, or paddling a kayak for the first time are replayed with heartwarming regularity.

Every summer since its founding, Harbor Camp has expanded both in partnerships with organizations that provide water-related educational trips, and in the number of children served. In 2014, 18 youth organizations—the most ever—took their Harbor Campers on trips around the waterways of New York and New Jersey, all paid for by MWA, in turn funded generously by Alcoa and private donors.







ABOVE LEFT: Harbor Campers check out the engine room of the steam-powered lighthouse tender Lilac, moored at Pier 25 on the Hudson River. ABOVE RIGHT: Harbor Camp kids enjoy a sail on the tall ship Clipper City.



LEFT: Harbor Campers try paddleboarding at Hoboken Cove. ABOVE: Children from the South Bronx get safety instructions before they step into kayaks (see cover photo) at Brooklyn Bridge Park.

Waterfront Conference

MWA's Waterfront Conference is the region's largest and most important annual gathering of waterfront experts, scientists, civic leaders, government officials, and activists.

MWA's annual Waterfront Conference gathers leading waterfront advocates, elected officials, environmentalists, community and business leaders, scientists, and policymakers to share ideas and develop strategies for improving the waterfront. The conference is a unique way to achieve multiple goals – bringing together MWA's constituency, generating policy ideas, and building momentum for new waterfront thinking. The conference takes place, of course, on a boat.

Each year, the Waterfront Conference revolves around plenary sessions and panels of experts discussing of-the-moment waterfront topics, from resiliency to expanded ferry service.

The 2013 Waterfront Conference attracted more than 600 participants, including six NYC mayoral candidates and 40+ journalists from the realms of print, radio, TV, and Internet, all eager to address the need to protect and improve hundreds of miles of waterfront in the wake of Superstorm Sandy. Seven groups and individuals were honored for their fore-

sight and actions in response to Superstorm Sandy.

MWA's 2014 Waterfront Conference explored progress on the waterfront with a special focus on grassroots, community-based waterfront plans, and an early look at the de Blasio administration's approach to waterfront policy.

Five community-led waterfront plans were honored at the 2014 conference, plans that have transformed the metropolitan region and in doing so have taught us important lessons about collaboration, equity and resilience:

- Fund for a Better Waterfront's Plan for the Hoboken Waterfront
- Green Shores NYC's Waterfront Vision Plan
- Harlem River Working Group's Our River Our Future
- Ironbound Community Corporation's Newark Waterfront Park Plan
- Rockaway Waterfront Alliance's Greater Rockaway: 2020 Waterfront Vision



LEFT: At the 2014 Waterfront Conference, Dr. Julie Pullan, MWA board member, looks on as fellow board member Helena Durst honors Heroes of the Harbor from the Fund for a Better Waterfront for their Plan for the Hoboken Waterfront.

BELOW: Hundreds of waterfront advocates, government officials, scientists, engineers, environmentalists, journalists, and community activists boarded the Hornblower Infinity on April 24, 2014, to explore progress on the regional waterfront.



Heroes of the Harbor

On October 6, 2014, the Metropolitan Waterfront Alliance is honoring Heroes of the Harbor for the vital contributions they have made to the health and vitality of our regional waterfront.

THE NY/NJ FERRY INDUSTRY

Ferry service is fast, efficient, environmentally friendly, and scenic. Playing an integral role in our urban transit network, ferries skirt everyday road congestion and provide critical transportation during emergencies. It's no wonder that ferry service is expanding in the New York/ New Jersey region. What's more, ferries can fill public transit gaps in underserved waterfront neighborhoods at a fraction of the capital cost and time of subway construction. This year, MWA is proud to honor the region's leading ferry companies as they become an increas-

ingly important piece of the public transit network. We salute:

- Billybey Ferry Company
- New York Waterway
- New York Water Taxi
- NYC Dept. of Transportation (Staten Island Ferry)
- Seastreak
- Statue Cruises

SIMS METAL MANAGEMENT

In December 2013, Sims Metal Management, an international recycling company, opened a state-of-the-art recycling plant at the Sunset Park waterfront.





Sims Metal Management's state-of-the-art recycling plant on the Sunset Park waterfront opened in December 2013 and was recently awarded a "WEDG-certified" designation.

The facility is not only reactivating the local Brooklyn shoreline, but heralding a sustainable era for the city's industrial waterfront. Most material is transported to and from the facility by barge. Sustainability practices include gravel areas and a retention pond to absorb stormwater, and one of the city's largest solar panel arrays. Later this year, a wind turbine will begin to turn. Mussels have colonized on rope hanging from the dock. And three new reefs, built from material dredged from the Kill van Kull, provide wave attenuation and restore marine and bird habitat lost when the area was dredged during construction. In recognition of this progressive reactivation of the industrial waterfront, the WEDG program's Waterfront Building Council has awarded the Sims Metal Management facility the first-ever "WEDG-certified" designation.

CAPT. JOHN DOSWELL

Currently the executive director of the Working Harbor Committee, Captain John Doswell is the founding chair of the Friends of Hudson



River Park, serves on the boards of the North River Historic Ship Society and Save Our Ships NY, and was a founding board member of the Governors Island Alliance. As a member of the Maritime Infrastructure and Permitting Panel, Captain Doswell contributed to Vision 2020, NYC's 10-year comprehensive waterfront plan. Part owner of the retired NYC fireboat *John J. Harvey*, he has organized numerous maritime events, including boat parades and activities for OpSail, MWA's City of Water Day, Hudson River Park Day, and the 500-boat Flotilla to Reclaim Governors Island.

The Bottom Line

MWA's Board of Trustees and staff extend our deepest appreciation to our many contributors for their generosity in 2013 and 2014. We cannot do what we do without you, and our contributors expanded their support that is essential to our campaigns to create a diverse and vibrant waterfront.

MWA's financial support comes from community and family foundations, business and corporate grants, governmental entities, and numerous engaged and caring individuals from around the region. We would particularly like to highlight the generous and continuing support of Elizabeth H. Atwood, the Rockefeller Brothers Fund, the Robert Sterling Clark Foundation, Surdna Foundation, the New York Community Trust, and the Bernard F. and Alva B. Gimbel Foundation.

The following page presents our 2013 financial results, as verified by our independent auditor. In 2013, MWA had revenue of almost \$1.3 million, and expenses were approximately \$1.1 million. Of every dollar of expense, approximately 83 cents was spent directly on MWA's programs. The remainder covered general and administrative costs (6 cents) and fundraising (11 cents).

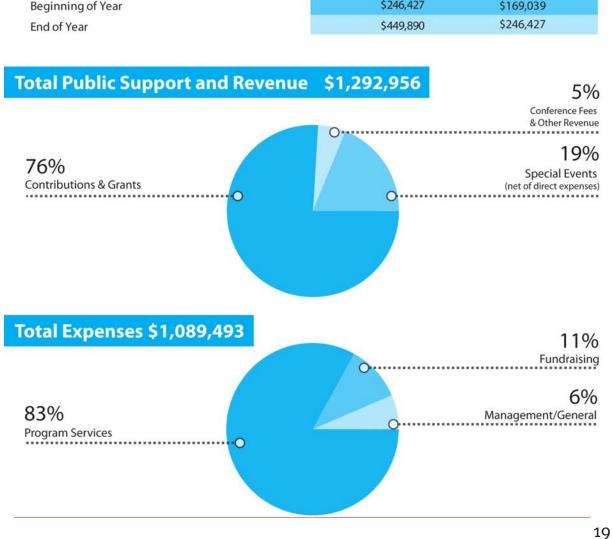
DONATE TO MWA

We are island people living in a coastal city – invest in your harbor today! You have the power to contribute to the vibrancy and resiliency of the New York -New Jersey harbor and waterways. With your support, MWA will continue to carry out our targeted campaigns to increase public access to the harbor and waterways, expand ferry service, improve waterfront edge designs, bring on- and at-the-water programming and education to the public, and advance progressive waterfront policies. Together, we can realize the full potential of the incredible resource that is our harbor and waterways, for today and for future generations.

MWA is a tax-exempt organization under Section 501(c)(3) of the U.S. Internal Revenue Code. Contributions are tax deductible to the fullest extent of the law.

Please contact us for information on making gifts to MWA, for a copy of our audited financial statement or Form 990, or for other inquiries.

	2013	2012
PUBLIC SUPPORT AND REVENUE		
Contributions & Grants	\$982,037	\$848,309
Conference Fees & Other Revenue	\$67,403	\$46,482
Special Event (net of direct expenses)	\$243,516	\$195,334
Total Public Support and Revenue	\$1,292,956	\$1,090,125
EXPENSES		
Program Services	\$904,079	\$835,418
Management/General	\$70,892	\$62,545
Fundraising	\$114,522	\$114,774
Total Expenses	\$1,089,493	\$1,012,737
CHANGE IN NET ASSETS	\$203,463	\$77,388
NET ASSETS		
Beginning of Year	\$246,427	\$169,039
End of Year	\$449,890	\$246,427



MWA thanks our contributors for their support.

INDIVIDUALS

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NYS Department of Health

NYS Department of Parks.

New York State Senate

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of State

American Council of **Engineering Companies** of New York American Littoral Society, **New York Chapter** American Planning Association, National Capital Area Chapter Appalachian Mountain Club Astoria Park Alliance **Battery Park City Parks** Conservancy **Bayshore Discovery Project** Bronx Children's Museum Bronx Coalition for Parks and Green Spaces Bronx Community Development Bronx River Alliance Brooklyn Arts Council Brooklyn Bridge Park

Conservancy

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Community Development

Hoboken Historical Museum

Hong Kong Dragon Boat

Festival in New York

Hudson River Community

Corporation

Sailing

Hart Island Project

Henry Hudson 400

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Great Ecology

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Gruzen Sampton

Grainger

Parsons Brinckerhoff Partnership for Sustainable Ports **Phoenix Beverages** Pier 66 Maritime Planet Habitat PLC Urban Planning & Policy Ra Partners Red Hook Container Terminal REI Reichgott Engineering The River Café Rogers Marvel Architects Roux Associates **RSA Protective Technologies** Saker Aviation Scarano Boat Building Schiavone Construction Co. Score New York Seastreak SF Marina Systems USA Silverstein Properties Sims Metal Management Skanska USA Sotheby's International Realty Southwest Brooklyn Industrial **Development Corporation** Sovereign Bank Stantec Consulting Starr Whitehouse Landscape Architects & Planners Statue Cruises Studio V Architecture STV Group Sustainable Yards and DecoWorks Tencate The PIMCO Foundation The Shipyard Marina TIME/To Improve Municipal Efficiency TLM Associates Tom Fox & Associates Tonio Burgos and Associates Two Trees Management Co. United Metro Energy Corp United NY/NJ Sandy Hook Pilots U.S. Army Corps of Engineers **Urban Engineers** Van Alen Institute We Design/We Build Weeks Marine

Weil, Gotshal & Manges

Wing Systems Associates

WXY Architecture + Urban

Design

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These girls participated in Harbor Camp, a program of the Metropolitan Waterfront Alliance. This photograph was taken in August 2014 aboard the steam-powered lighthouse tender Lilac docked at Pier 25. See page 12 for details.

Metropolitan Waterfront Alliance

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