2007 The (Metropolitan) Waterfront Alliance becomes an independent organization after being incubated as a project of The Municipal Art Society of New York

2008 More than 500 leaders attend the first Waterfront Conference
We introduce legislation for a new Comprehensive Waterfront Plan and a revitalized Waterfront Management Advisory Board

2009 Our Alliance has grown to include more than 450 partner organizations

2010 Our first Community Eco Dock is funded in Bay Ridge, Brooklyn

2011 Vision 2020: New York City Comprehensive Waterfront Plan is released by the City of New York
East River ferry service is launched

2012 Our Heroes of the Harbor gala honors the rowers and paddlers who provide free public programming throughout the region

2013 We publish our first Voter Guide for the waterfront
The Waterfront Conference features a New York City mayoral forum with all major candidates

2014 Working with more than 50 educators, we create our Harbor Literacy Points curriculum

2015 WEDG launches and the first four projects are certified
We announce our new name: Waterfront Alliance

2016 Harbor Camp has provided free trips to more than 20,000 kids

2017 Our Alliance has grown to 1,000 partners
NYC Ferry launches and expands waterborne transport for our waterfront
Harbor Scorecard is released
CONTENTS

CELEBRATING 10 YEARS OF SERVICE 2
WEDG 4
MARITIME ACTIVATION PLAN 5
WATERFRONT CONFERENCE 6
VOTER GUIDE FOR THE WATERFRONT 6
HARBOR SCORECARD 7
GET ON THE WATER 8
FERRY TRANSIT 9
ALLIANCE PARTNERS 9
IN THE NEWS 10
CONNECT WITH US 10
OUR FINANCIALS 11
BOARD OF TRUSTEES back cover
The Waterfront Alliance’s award-winning Waterfront Edge Design Guidelines (WEDG®) program is preparing for national rollout in early 2018 after two years of growth at home in New York. A pioneering strategy for improving waterfront access, resiliency, and ecology, the WEDG guidelines and credit system (think “LEED® for the waterfront”) are used by landowners, developers, designers, engineers, government agencies, and community groups.

In 2017, we expanded professional opportunities with the introduction of WEDG 101, a mini-course with continuing education credits; the WEDG Professional Volunteer program, in which participants help to score WEDG-worthy sites; and a certified WEDG project bicycle tour. WEDG is also an active part of three community-based planning initiatives—Soundview, Bronx (CB9), Flushing Bay, and Newtown Creek. The Soundview project culminated in a Waterfront Action Plan that reflects neighborhood priorities, guides private development and public investment, and offers an advocacy platform. WEDG is a model applicable not only at waterfronts across New York City but at waterfronts around the world.

Left: Onsite at Domino Sugar Factory in South Williamsburg, Brooklyn, one of our first WEDG-certified projects. Below: The introduction of the WEDG program in Soundview, Bronx has led to more community advocacy and engagement around our waterfront.

WEDG is generously supported by the Doris Duke Charitable Foundation, The New York Community Trust, and The Rockefeller Foundation.

“We think the WEDG program will give businesses the incentive to do the right thing. And it’s a good way for the community to mediate.”

William Rivera, District Manager, Bronx Community Board 9

Look out for the revised WEDG and new website portal coming your way in 2018!
“Brooklyn Bridge Park took design risks with a layout that’s tied to the water. There are fewer boundaries and more places you can touch the water. It’s the best design, so far, for waterfront activation. But even with that great design, the Park is finding ways to do more on the water.”

Murray Fisher, Founder and Executive Director, New York Harbor Foundation

Seeking to expand maritime experiences for the public along its 1.3-mile shoreline, Brooklyn Bridge Park engaged the Waterfront Alliance to create a Maritime Activation Plan. After interviewing stakeholders and cataloguing the Park’s waterfront assets, we produced a strategic plan and menu of ideas that address infrastructure needs, feasibility, and benefits; and offers suggestions for administration and partnerships. Using the Maritime Activation Plan as a model for creative, practical waterfront programming, the Waterfront Alliance aims to produce similar plans for other organizations to help activate waterfronts around the region.
“Simultaneously achieving more waterfront jobs, greater recreational opportunities, and environmental protection of our New York Harbor is a challenge that requires cooperation at all levels of government.”

Rep. Nydia Velázquez, Member of Congress

The 2017 Waterfront Conference—Measuring Our Harbor: Strong, Healthy, and Open—offered a steady stream of inspired ideas, stories of great effort, nuggets of wisdom, and cutting-edge planning tools. Rep. Nydia M. Velázquez, member of Congress; Bill de Blasio, Mayor of the City of New York; and Ras J. Baraka, Mayor of the City of Newark, New Jersey launched the conference, speaking to 500+ attendees about the value that our harbor and waterfronts bring to the region. Participants urged sound policies on climate change, waterborne transit, maritime career pathways, and ensuring our region’s fair-share of federal funding for infrastructure improvements. For the second year in a row we welcomed undergraduate and graduate students as our Arcadis Waterfront Scholars. After a call for applications, we selected and invited 70 students who represented nearly two dozen schools throughout the metropolitan region.

There were more than 200 candidates for New York City public office in the fall of 2017. Waterfront Alliance prepared a briefing for all candidates—Blueprint for Our Blueways—and contacted each campaign with a survey on key waterfront policy issues. More than 50 candidates responded, and their answers were compiled into the Waterfront Alliance’s 2017 Voter Guide for the Waterfront.

Download the Voter Guide at waterfrontalliance.org and see how your candidates stack up.
To mark our 10th anniversary, the Waterfront Alliance created the Harbor Scorecard, a neighborhood-by-neighborhood assessment of waterfront access, water quality, and coastal flood risk, with practical guidance for individuals on how to work toward a healthier, more resilient, and more open harbor.

View the interactive scorecard and find your neighborhood at waterfrontalliance.org.

Right: Mayor de Blasio gets a first-hand look at the Harbor Scorecard. Below: The Harbor Scorecard was launched at the Rally for our Waterfronts on the steps of City Hall on June 1st.
GET ON THE WATER

At the heart of our mission, we strive to get you not just to the water, but on the water—and sometimes even in the water! In 2017, tens of thousands of people experienced the water through a Waterfront Alliance public program or event.

CITY OF WATER DAY

35,000 attendees on Governors Island and throughout the five boroughs and New Jersey

200 Volunteers

65 In Your Neighborhood satellite locations

25 Con Edison Cardboard Kayak Race in teams

8 boathouses

NEIGHBORHOOD DOCKS

1,700 people attended Waterfront Alliance-sponsored programs

9 Neighborhood Docks offering free public programs

6 Waterfront Alliance sponsored public dock programs in 2017

HARBOR CAMP

1,800 youths participated in free waterfront and on-water programs in 2017

40 Harbor Camp partner organizations

Above: Fishing instruction is one of many programs offered on our waterfront.
Below: Ushering in the tenth annual City of Water Day on July 15 on Governors Island.
The Waterfront Alliance welcomed our 1,000th partner during our tenth year. Alliance Partners include businesses and nonprofit organizations throughout New York, New Jersey, Connecticut, and beyond, all of which share our mission of protecting, transforming, and revitalizing our harbor and waterfront.

”Socrates partners with the Waterfront Alliance because our waterfront is a major aspect of our character, mission, and space. It’s a natural partnership that allows us to foster awareness, appreciation, and stewardship of our New York City waterways.”

Katie Denny Horowitz, Director of External Affairs at Socrates Sculpture Park, Queens

Find your ferry route at www.ferry.nyc.

NYC Ferry vessels utilize cutting-edge technology to reduce emissions and minimize waves.

This year, following years of advocacy by Waterfront Alliance and grassroots partners, the City of New York launched three new routes of an expanded, citywide ferry network—NYC Ferry—serving South Brooklyn, western Queens, and Rockaway for the price of a bus or subway ride. NYC Ferry also reduced the fare for riders on the East River route. New Yorkers answered: in August, NYC Ferry hit the one-millionth-rider mark, a month earlier than expected. Two more routes are slated for 2018 (Lower East Side and Soundview). Waterfront Alliance serves as the primary non-governmental advocate for ferry service in New York City, and continues to push to expand this system to other transit-starved waterfront neighborhoods.

Become Alliance Partner 1,001! Go to waterfrontalliance.org to join for free and view our Alliance Partner directory.
That renaissance is now a revolution, with NYC Ferry doubling the number of neighborhoods served by maritime transit, and other waterfront communities from Coney Island to Throgs Neck to Staten Island's south shore demanding service.”

The City Ferry Revolution and Its Many Advantages, op-ed by Roland Lewis in Gotham Gazette, May 5, 2017
## OUR FINANCIALS

We extend our deepest gratitude to our donors who make our work possible. View a complete list of our 2016–2017 donors at waterfrontalliance.org.

### PUBLIC SUPPORT AND REVENUE

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<thead>
<tr>
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<th>2016</th>
<th>2015</th>
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<tbody>
<tr>
<td>Contributions and Grants</td>
<td>$1,250,148</td>
<td>$889,449</td>
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<td>Conference Fees and Other Revenue</td>
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<td>Special Events (net of direct expenses)</td>
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<td><strong>Total Public Support and Revenue</strong></td>
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### EXPENSES

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<td>Program Services</td>
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<td>General and Administrative</td>
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<td>Fundraising</td>
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<td><strong>Total Expenses</strong></td>
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### CHANGE IN NET ASSETS

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<td><strong>$222,057</strong></td>
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### NET ASSETS

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<td>Beginning of Year</td>
<td>$616,626</td>
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<tr>
<td>End of Year</td>
<td>$838,683</td>
<td>$616,626</td>
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### 2016 TOTAL PUBLIC SUPPORT AND REVENUE

- **$1,628,335**
  - **77%** Contributions and Grants
  - **21%** Special Events (net of direct expenses)
  - **2%** Conference Fees and Other Revenue

### 2016 TOTAL EXPENSES

- **$1,406,278**
  - **82%** Program Services
  - **12%** Fundraising
  - **6%** General and Administrative

Harbor Camp gets young people out on the water every summer, with many experiencing our waterfront for the very first time.
“People have worked hard to return us to the water, and we have more to do, but I can tell you: this city is surging forward. We’re going to make sure the water is for everyone. With your help, we can get it done.”

Bill de Blasio, Mayor, New York City
From his keynote address at the Waterfront Alliance’s 2017 Waterfront Conference