Did you know that New York City’s 520 miles of coastline is longer than the coastlines of Miami, Boston, Los Angeles, and San Francisco combined?

This annual report highlights the Waterfront Alliance’s programs and initiatives to protect, transform, and revitalize the New York and New Jersey harbor and waterways.
Making Connections

A MESSAGE FROM THE CHAIRMAN AND PRESIDENT

Nine years and counting. As the Waterfront Alliance closes in on a remarkable decade of waterfront advocacy, let us highlight for you the accomplishments of just the past year.

This was the year that not one, not two, but three separate initiatives championed by the Waterfront Alliance came to fruition—with the announcement of an operator for Citywide Ferry Service; the launch of the New York City Economic Development Corporation’s Waterfront Navigator, a one-stop shop for permitting assistance; and the revival of the Waterfront Management Advisory Board.

This was the summer that the number of City of Water Day In Your Neighborhood sites and participants broke records, and the number of children getting on the water through Harbor Camp trips reached a total of 20,000. Remarkable. Imagine all that glee.

This was the year we dreamed up innovative ways to reach the public in an effort to bring more stakeholders to important conversations about waterfront issues. We launched Deep Dives, a free series of six interactive and well-attended discussions leading to the annual Waterfront Conference, and the Waterfront Scholars program, which sponsored 100 college and graduate students to attend the conference. We heard new voices and welcomed new ideas.

Since its launch as an independent civic organization in 2007, the Waterfront Alliance has ignited a revolution about how people in New York and New Jersey use the magnificent harbor and waterways that surround us.

We have changed hearts and minds through public programs, and have shaped the built environment through advocacy and planning.

As we head toward our 10th anniversary, we recently asked our more than 900 Alliance Partners, businesses and nonprofit organizations with a stake in our regional waterways, about their priorities for the next decade. Representatives of 139 organizations responded to our survey, the results of which can be found online, providing invaluable strategic input to help us shape the next decade of service to our waterfront. The clearest message was the demand for more and better waterfront access. Survey respondents also were united in calling for infrastructure improvements to address the need to protect our shorelines from rising sea levels, as well as to comply with fishable and swimmable benchmarks of the Clean Water Act.

To commemorate our 10th anniversary as an independent civic organization, the Waterfront Alliance plans to create a harbor-wide assessment—a report card—of how well we are performing, and what needs the most improvement. We will assess the present and future of an open harbor, a healthy harbor, and a strong harbor—and then we will go forward with creativity and inclusivity. Connect with us. Join us. The best is yet to come.

Chris Ward
Chair of the Board of Trustees

Roland Lewis
President and CEO
“One of our Harbor Campers was super afraid last summer and had to get out of the kayak. Through a lot of support from our staff and her own tenacity, she gained a lot of confidence this year and became a very good paddler. She told us, ‘Thank you so much for helping me overcome my fears!’ We aim to build resilience in youth through the paddling programs and we would not be able to serve these young people without your help.”

Noelle Thurlow, Resilience Sports, Hoboken, New Jersey

Harbor Camp

By the end of the 2016 summer season, 20,000 children, many from settlement houses, will have participated in Harbor Camp since the program began more than a decade ago. This season alone saw 4,000 children get on the water on more than 100 trips.

By the end of each summer, Harbor Camp participants had sailed in New York Harbor, examined marine life with scientists, and explored historic vessels to name just a few of their experiences. For some, the Harbor Camp excursion has been life-changing. More than a few children, initially afraid of the water, have overcome their anxieties to walk up the gangplank of a schooner or paddle a kayak for the very first time.

This season, thanks to the generosity of Harbor Camp funders—one of whom, Paul Balser, is a 2016 Hero of the Harbor—the Waterfront Alliance was able to expand the program. We welcomed several new youth groups to the Harbor Camp roster, for a total of 20 participating organizations.

In addition, + POOL, an initiative to build the world’s first water-filtering floating pool for New York City waters and another 2016 Hero of the Harbor, provided learn-to-swim scholarships.

Twenty thousand minds opened to the wonder and fun of New York Harbor and its waterways and waterfronts—a remarkable achievement. We are grateful to Harbor Camp sponsors: the Alcoa Foundation, TD Charitable Foundation, the Paula del Nunzio Balser and Paul F. Balser Sr. Family Foundation, and the Peter R. & Cynthia K. Kellogg Foundation, as well as many generous individual donors.

“Noelle Thurlow, Resilience Sports, Hoboken, New Jersey

Connect!

Download your free copy of SPLASH!—the Waterfront Alliance’s online summer guide of low- and no-cost waterfront educational opportunities in New York and New Jersey. Visit waterfrontalliance.org/SPLASH

“When you’re on the water, you can feel fresh wind. And it might splash on you, but when it splashes on you, it kind of feels good. And when the boat rocks, it kind of feels like you’re on a rollercoaster.”

Isabella, six years old, Stanley Isaacs Center
“You can tell they’re having a blast. When they first got on the boat, they were reserved and resistant. It was unfamiliar to them. Now we’ve been on the boat for a little over an hour and they don’t want to go back. They’re oohing and ahhing. That’s beautiful to witness. I’m really grateful. Truly grateful.”

Marquis King, supervisor, Stanley Isaacs Center

“Our kids had a really good time. At the Intrepid, they got to see what life was like for sailors when the Intrepid was an actual ship. They got to see simulators, so they had a sense of what it would be like to drive a boat like that. Our older kids went on the Pioneer and learned how to put up sails and take them down. They learned what it took to be a sailor in the 1880s. They learned how to tie knots, they got to see some of the wildlife that lived in the harbor, and they sailed!”

Marc Santora, director of youth services, Lincoln Square Neighborhood Center
District by district, person by person, the Waterfront Alliance connects individuals directly to our waterfront and waterways. During the 2016 season, nearly 2,000 adults and children participated in our Neighborhood Docks programs throughout the five boroughs.

With the support of elected officials and our Alliance Partners, we worked together to offer shoreline access, free kayaking, touch tanks, children’s activities, and science lessons at protected coves and a network of Community Eco Docks and DockNYC sites.

We continue to assist with waterfront events hosted by other groups, making introductions and offering our expertise, as well as facilitating the docking of vessels not associated with public programming—all of which bring thousands more people to the waterfront each year.
This year, several Neighborhood Docks events were coordinated with the Polynesian voyaging canoe Hōkūle’a, whose long voyage traversing the waters of the world using only the stars, winds, waves, and marine creatures as guides brought attention to the importance of living sustainably. During Hōkūle’a’s two-week stopover in New York City, at the Gantry Plaza State Park Community Eco Dock the Waterfront Alliance worked to enable docking, organize public events, support educational programming, and promote the canoe’s special mission.

June 18 was a double-header when more than 750 happy New Yorkers participated in free kayaking and other activities at Fort Totten in Queens in the morning, and free games and other activities at the Bay Ridge waterfront in Brooklyn in the afternoon.

August 27 celebrated our waterfront’s history when the Waterfront Alliance organized 10 different community and program partners for Rediscover Denyse Wharf and the Battle of Brooklyn, attended by hundreds of New Yorkers and visitors.

Visit our interactive map at waterfrontalliance.org to find your nearest Neighborhood Dock. You can also check out our events calendar where we list waterfront events—many of them free—throughout our region.
Waterfront Edge Design Guidelines

Now in its second year, the Waterfront Edge Design Guidelines (WEDG) program is an award-winning tool for people across the New York region and beyond to improve waterfront access, resiliency, and ecology. With six certified projects—and many more in the process of receiving WEDG certification—we are going deep and going broad.

Here at home, we are tailoring the program to a local community, using WEDG to guide redevelopment along the Soundview peninsula. In partnership with Bronx Community Board 9, the Waterfront Alliance is encouraging and equipping Bronx residents long under-served by limited access to waterways to plan for better waterfronts.

Working with community stakeholders, we are using the WEDG principles and toolkit to prepare a neighborhood action plan of specific interventions guiding private development and public investment.

The Waterfront Alliance expects this initiative to become a model applicable far beyond this particular district, serving as a proof of concept for implementing these innovative principles not only across the city but across the nation—allowing us to expand WEDG into a national waterfront standard, an initiative that can change the relationship to the water for millions of Americans.

WEDG is an incentive-based ratings system for properties directly touching a water body. Owners or developers employ WEDG scorecards for three types of uses—residential/commercial, parks, and industrial/maritime—and then work to earn credits in seven categories:

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

Connect!

Download the WEDG manual for free at waterfrontalliance.org/WEDG
Interested in getting your waterfront project WEDG certified?
Email us at wedginfo@waterfrontalliance.org.
Hunter’s Point South, a City-owned, mixed-use development on the East River waterfront in Long Island City, Queens, achieved WEDG certification for its kayak launch and get-downs, diverse waterfront edge treatment and consideration of climate change, creation of a tidal marsh, and a robust maintenance plan, among other credits.

WE’RE TAKING THE SHOW ON THE ROAD!

At the time of this publication, WEDG has been or will be featured at:

- **Restore America’s Estuaries: National Summit**
  - December 2016
  - New Orleans, LA

- **American Society of Landscape Architects: Annual Meeting**
  - October 2016
  - New Orleans, LA

- **World Canals Conference 2016**
  - September 2016
  - Inverness, Scotland
  - Recipient of the Leadership Award

- **American Institute of Architects: Convention 2016**
  - May 2016
  - Philadelphia, PA

- **Regional Plan Association, Summit for Resilient Waterfront Parks**
  - March 2016
  - New York, NY

- **COPRI: Waterways Infrastructure Symposium**
  - January 2016
  - New York, NY

- **National Working Waterfronts & Waterways Symposium**
  - November 2015
  - Tampa, FL

- **AIANY: H2O Ceremony, Control and Conservation**
  - March 2016
  - New York, NY

- **American Planning Association New York Metro chapter, Recipient of the Meritorious Achievement Award**
  - October 2015
  - New York, NY
Policy and Advocacy

Many of our partners tell us that policy and advocacy are where the Waterfront Alliance shines, and convening diverse stakeholders for discussion and consensus may be our greatest success. This year, three major water-focused initiatives came to fruition, and all had extensive roots in multi-year Waterfront Alliance advocacy.

The Citywide Ferry Service operator was selected in February 2016, the New York City Economic Development Corporation’s Waterfront Navigator—a one-stop shop to help permit applicants navigate complicated bureaucracy—was launched in May, and the Waterfront Management Advisory Board was reconstituted by the New York City Council and signed into law by Mayor de Blasio in August.

Seeing critical need in other waterfront policy areas, the Waterfront Alliance continued to assemble disparate groups to discuss common ground. In February, the Waterfront Alliance worked with Brooklyn Borough President Eric Adams and the International Longshoremen’s Association to convene a round-table discussion on preserving and expanding maritime jobs in Brooklyn. Hailed as an effective exchange of views that concluded with tangible steps to protect and expand the maritime industry, the discussion was attended by representatives from marine transportation companies, container terminals, government agencies, academic institutions, and nonprofit groups, and is expected to lead to another meeting this fall.

In April, working with the Harbor Safety, Navigation and Operations Committee, the Waterfront Alliance hosted the Captains and Paddlers Shared Harbor Boat Tour to survey navigational hot spots, where big boats and little boats cross paths. At each hot spot, representatives from the recreational boating side and commercial vessel side both spoke, often asking the other side for their version of the best scenario if small boats and large commercial vessels were on a collision course. After the tour, many mariners expressed gratitude for the eye-opening tour and the opportunity to listen to new voices.

Connect!

Visit waterfrontalliance.org to access our public testimony, policy reports, and policy positions.
Waterfront Conference

Name the day when waterfront stakeholders from any profession, any perspective—policymakers, journalists, advocates, and academics, as well as engineering, architecture, and nonprofit professionals—can connect across professional lines, address controversial topics, and learn about a wide range of waterfront issues. This is the Waterfront Alliance’s annual Waterfront Conference.

More than 500 people boarded the Hornblower Infinity on May 12 to attend the 2016 Waterfront Conference. Their driving motivation: discussing how to define and deliver equity at the waterfront. Among them were nearly 100 college and graduate students attending as part of a new Waterfront Scholars program in partnership with Arcadis, also the premier sponsor of the conference.

The day began with a keynote conversation between Maria Torres-Springer, president of the New York City Economic Development Corporation, and noted urbanist Michael Sorkin of Terreform and CUNY, and proceeded with interactive panel discussions, with topics ranging from financing of public waterfronts, to addressing how to engage questions of coastal retreat, to bringing urban youth to the water for educational opportunities.

“The singular planning, policy, and engineering issue of the next generation is sea level rise/climate change, and the sooner we get folks engaged to solve the problem the better we will all be.”

Peter Glus, New York City executive for Arcadis
What does it mean to live in a coastal city in the 21st century? What should we do to make sure our waterfronts are accessible, resilient, and ecologically healthy? Hundreds of college and graduate students answered these questions in an essay contest sponsored by Arcadis in the spring of 2016, and the top 100 respondents, from more than 30 institutions, were named the first-ever cohort of Waterfront Scholars. They were invited to the Waterfront Conference to learn and network, and honored for their commitment to a thriving, shared waterfront.

This year, as a precursor and complement to the Waterfront Conference, the Waterfront Alliance inaugurated Deep Dives, a free series of six interactive discussions about innovation, new research, and projects in progress that affect our waterways. Each program focused on a different aspect of the future of the region’s waterfront. Hosted by Cornell Architecture Art Planning, and sponsored by Arcadis and AKRF, discussions ranged from the value of art at underutilized waterfronts, to realizing the potential of Citywide Ferry Service with community involvement, to making real connections between people and their ports.

Mark your calendar for the 2017 Waterfront Conference on May 10 and join hundreds of waterfront stakeholders for a day of dialogue and discourse. Follow us on Twitter using #WaterfrontConference for the latest updates.

“I’ve watched the marshland deteriorate and horrendous algae bloom for years from untreated or partially treated waste from East Rockaway’s Bay Park sewage facility, which was finally fixed as a result of Hurricane Sandy. We must be vigilant, and government processes should be transparent and fair to all stakeholders. I think a mixed systems approach, especially the education of all involved, must be followed.”

Jeremy Feldshuh, student, Stony Brook University
City of Water Day

Each year on City of Water Day, the Waterfront Alliance and hundreds of our Alliance Partners entice people to the water with the promise of fun, educational, and athletic activities—all for free, thanks to our generous sponsors.

This year was better than ever. On July 16, 2016, tens of thousands of people took us up on our annual invitation and made their way to Governors Island, Maxwell Place Park in Hoboken, New Jersey, and a record-setting 57 different City of Water Day In Your Neighborhood sites—affirmation of the marvelous citywide spirit of City of Water Day.

Thousands of people took free boat tours on all kinds of interesting vessels, caught free ferry rides between Governors Island and Hoboken, paddled kayaks, cheered on their favorite team at the ever-popular Con Edison Cardboard Kayak Race, and more.

The Con Edison Cardboard Kayak Race on City of Water Day has become the day’s signature event. This year, 24 teams—including competitors from the U.S. Coast Guard, Columbia University, Stuyvesant High School, and Con Edison, plus local boat clubs, company squads, and family groups—built and raced their life-size paper boats in sweltering heat as a huge crowd cheered them on. Congratulations to this year’s winner, House of Cardboard Kayak, on their first-time win!

What will you do on City of Water Day? Learn more about this free family festival at waterfrontalliance.org and plan your day! You can also register to get involved by volunteering, hosting an In Your Neighborhood event, or participating in the Waterfront Activity Fair.

HERE’S WHAT PEOPLE DID ON CITY OF WATER DAY!

- Stand-up paddle-boarding
  - Hoboken Cove Community Boathouse
- Measured water’s salinity and turbidity
  - South Street Seaport Museum
- Donned waders to drag a seining net through water
  - Brooklyn Bridge Park
- Kayaked
  - Hackensack Riverkeeper
- Made a Gyotaku fish print
  - Lower East Side Ecology Center
- Viewed planktonic flora and fauna under a microscope
  - The River Project
- Rowed a handmade wooden boat
  - Rocking the Boat
- Monitored water quality
  - Bronx Council for Environmental Quality and Friends of Van Cortlandt Park
- Cleaned a Harlem River cove
  - New York Restoration Project
- Toured a dragon boat
  - Hong Kong Dragon Boat Festival in New York

Connect!
A highlight of Heroes of the Harbor is the Parade of Boats, an urban flotilla of dozens of boats—big and small—that delights our guests and the public as it passes Chelsea Piers. Even if you cannot join us for the event you can still view the parade from Pier 62, open to the public.
Heroes of the Harbor

October 5, 2016

New York Harbor is filled with heroes of all kinds, working to make our waterways and shorelines the best they can be: accessible, resilient, equitable and a thriving place for business, recreation, and transportation. Each year the Waterfront Alliance honors those who have stepped forward with exemplary work and ideas. We salute Paul Balser, Malcolm McLaren, and + POOL as our 2016 Heroes of the Harbor.

Paul Balser

One of the founding trustees of the Waterfront Alliance, investor Paul Balser helped launch the Waterfront Alliance’s Harbor Camp, and has supported the highly successful program from its inception. Harbor Camp combines two of Paul’s great philanthropic passions: devotion to families and children served by the settlement houses of New York and his commitment to an open and accessible harbor. By the end of the 2016 season, 20,000 happy children had gotten to and on the water through Harbor Camp trips.

Malcolm McLaren

Almost 40 years ago, visions of Jacques Cousteau dancing in his head, Malcolm McLaren went out on his first job as a diver-engineer and found himself inspecting a Hudson River sewer outfall. Today, Mal is the president and CEO of McLaren Engineering Group, a world-renowned firm that continues to provide innovative marine engineering along with a range of other services. From the earliest lonely days where he strapped on a diving helmet to explore New York Harbor’s murky depths, to today where he is a leader in the field, Mal has been an innovator and enthusiast about our waterfront.

+ POOL

One of the questions + POOL likes to ask is, “What if you could change how New Yorkers see the rivers just by giving them a chance to swim in the water?” + POOL will soon answer that question with the world’s first water-filtering, floating pool. Without using chemicals or additives, + POOL will filter the river water that flows through the walls of four joined rectangular pools, tethered to the riverbed and connected to the shore. + POOL was co-founded by designers Dong-Ping Wong and Oana Stanescu of Family New York, and designers Archie Lee Coates IV and Jeffrey Franklin of PlayLab, Inc.
Our Financials

PUBLIC SUPPORT AND REVENUE

<table>
<thead>
<tr>
<th>Description</th>
<th>2015</th>
<th>2014</th>
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<tbody>
<tr>
<td>Contributions and Grants</td>
<td>$889,449</td>
<td>$1,178,206</td>
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<tr>
<td>Conference Fees and Other Revenue</td>
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<td>Special Events (net of direct expenses)</td>
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<td>$318,380</td>
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<td><strong>Total Public Support and Revenue</strong></td>
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<td><strong>$1,568,760</strong></td>
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EXPENSES

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<td>Program Services</td>
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<tr>
<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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<td><strong>$1,407,156</strong></td>
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CHANGE IN NET ASSETS

($307,037)  $161,604

NET ASSETS

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<tr>
<td>End of Year</td>
<td>$616,626</td>
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2015 TOTAL PUBLIC SUPPORT AND REVENUE

$1,300,092

68.4%
Contributions and Grants

3.4%
Conference Fees and Other Revenue

28.2%
Special Events (net of direct expenses)

2015 TOTAL EXPENSES

$1,607,129

83.64%
Program Services

5.62%
General and Administrative

10.74%
Fundraising
Our Supporters

We extend our deepest gratitude to our donors, without which our work would not be possible. The following represents donors to the Waterfront Alliance from January 2015–August 2016.

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 Kevin Odenthal
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 Yvonne Tawil
 Bradbury Taylor
 Peter Thomas
 Kevin Thompson
 Shea Thorvaldson
 Noelle Thurlow
 Robert Townley
 Marc Trzepla
 Michael Tumulty
 Damon Turney
 Karen Robson
 David Tweedy
 Rodney Van Deusen
 Eric Van Dornelen
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 Silvia Vercher Pons
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 Frano Violich
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Madelyn Wilts
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Fund for a Better Waterfront
Hackensack Riverkeeper
HarborLAB
Hong Kong Dragon Boat Festival in NY
Hudson River Community Sailing
Hudson River Park Trust
Hudson River Sloop Clearwater
Intrepid Sea, Air & Space Museum
Municipal Art Society
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Meet all 900+ of our Alliance Partners on our website at waterfrontalliance.org. You can also register your organization to become an Alliance Partner and join us in protecting, transforming, and revitalizing our harbor and waterfront.

Connect!
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Meet our Alliance Partners! The Waterfront Alliance is a coalition of more than 900 organizations—businesses and nonprofit organizations throughout New York, New Jersey, and beyond—working together to bring about real change to our region’s 700 miles of shoreline.

**Coney Island Beautification Project**

In late 2012, Pamela Pettyjohn and a few Coney Island neighbors, shocked by the devastation caused by Hurricane Sandy and discouraged that people were afraid of the water, felt compelled to act. The Coney Island Beautification Project (CIBP) was born, dedicated to the resiliency of Coney Island and its people, public spaces, and the waterfront. Today, the CIBP is a powerhouse organizer with Ms. Pettyjohn at its helm, reaching out in creative ways to residents of all ages while partnering with government agencies and many other organizations. The CIBP hosts meetings about park planning, stormwater management, and waterfront redevelopment; promotes conservation efforts such as composting, recycling, and cleanups; and makes sure residents understand their options for access and transportation. CIBP’s projects and activities encourage stewardship and make it clear to residents that they can make a difference in their own waterfront community.

www.facebook.com/cibproject

**Downtown Boathouse**

The Downtown Boathouse has been offering free kayaking to the public for more than 20 years. Back in the 90s, public access to the water was scarce, and the Downtown Boathouse quickly became a cherished institution. Masters at temporary relocations and inoperative dock interludes through the years, Downtown Boathouse volunteers just kept putting the boats out, fitting passers-by with life vests, and hosting informal talks and activities related to kayaking. This past summer, the Downtown Boathouse hosted 25,000 people at Pier 26 and restarted the free kayaking program at Governors Island, which had been on hiatus while a new dock was funded, built, and installed.

www.downtownboathouse.org

**Thomas Balsley Associates**

With offices and projects around the world, Thomas Balsley Associates (TBA) has done some of its most remarkable planning and design work in New York City. From small waterfront parks to sweeping urban shoreline designs, TBA balances the principles of access, resiliency, and ecology while listening to the needs of the community as it works to activate shorelines. In the Bronx, TBA is creating new waterfront space at Soundview Park (at the junction of the Harlem and East Rivers) and a little further east at Ferry Point Waterfront Park. In Queens, TBA is transforming the Hunters Point South shoreline, a Waterfront Edge Design Guidelines-certified project that will connect the community to the waterfront with vibrant, open, multi-use spaces. Gantry Plaza State Park, Riverside Park South, Chelsea Waterside Park—the list of transformational waterfront work by Thomas Balsley Associates in New York is impressive.

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