



Metropolitan Waterfront Alliance

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MWA's Waterfront Edge Design Guidelines (WEDG) Program Awards First Certification to Sims Metal Management

Sims, the NY/NJ Ferry Industry and Capt. John Doswell to be honored at the Heroes of the Harbor Gala on Oct. 6

Gala's Festive Parade of Boats Open to the Public

New York, NY –The groundbreaking **Waterfront Edge Design Guidelines Program** (WEDG), nearing its launch date by the Metropolitan Waterfront Alliance (MWA), will award its first-ever “WEDG-certified” designation to Sims Metal Management at its annual Heroes of the Harbor Gala on October 6.

For its leadership in the recycling business and for its new Brooklyn waterfront state-of-the-art facility serving the region, Sims Metal Management is one of MWA's 2014 Heroes of the Harbor. Joining Sims as Heroes of the Harbor are the New York and New Jersey ferry industry for moving people and bringing vitality to our waters and neighborhoods in good times and in times of distress, and Captain John Doswell for his lifetime of service to our harbor.

Every year, the Heroes of the Harbor Gala honors extraordinary members of the New York and New Jersey waterfront community whose efforts have helped improve our waterfront. It raises awareness and critically needed support for the Metropolitan Waterfront Alliance's work to transform our harbor into a healthy, thriving, world-class resource for all.

“What do this year’s Heroes of the Harbor have in common? They are all pioneers in their separate-yet-related watery domains, and they all have persevered through challenging times,” said Roland Lewis, MWA President and Chief Executive Officer. “The work of the people at Sims, the New York and New Jersey ferry industry and Captain John Doswell has transformed our waterfront in the most profound ways, and for this we thank them.”

“With the opening of the state-of-the-art recycling facility at the Brooklyn shoreline, Sims Metal Management has shown us the future of the industrial waterfront,” said Marcia Bystryn, President of the New York League of Conservation Voters. “We salute Sims for its perseverance and leadership, and for its progressive, environmentally friendly way of doing business.”

The very first WEDG certificate will be presented to Sims by Col. Paul Owen, Commander of the Army Corps of Engineer, New York District. “The US Army Corps of Engineers, New York District, is honored to present on behalf of MWA, the first WEDG pilot Version 1.0 ‘certified’ award to the Sims facility,” Col. Owen said. “The Sims industrial/maritime facility vastly surpassed the requirements set forth in the WEDG program. The District looks forward to working together on this and other valuable MWA programs that seek to improve the resiliency of the NY/NJ Harbor.”

Following the tribute to Sims, executives from the region’s leading ferry companies will rise to also accept Heroes of the Harbor awards. “What would we do without ferries?” said MWA Chairman Christopher O. Ward. “Fast, efficient, environmentally friendly, and able to fill transit gaps in waterfront neighborhoods at a fraction of the cost of a subway extension, ferry service dovetails with MWA’s commitment to resilience and sustainability.” New York City Deputy Mayor for Housing and Economic Development Alicia Glen will present the Heroes of the Harbor awards to the ferry industry representatives.

New York City Comptroller Scott Stringer will honor Captain John Doswell for a lifetime of service to the harbor. “New York City’s waterways have long been our City’s ‘6th Borough,’ from the launch of the first ferry service between Manhattan and Brooklyn in 1642 to the Fulton steamboat linking Albany and New York in 1807. And thanks to people like Captain John Doswell, our waterways today continue to thrive as active recreational spaces,” said Comptroller Stringer. “John is a highly respected maritime consultant who thinks big when it comes to events like boat parades, tug competitions, and swimming races--and his waterfront advocacy underscores his enduring commitment to the city we all cherish.”

More information on the Heroes of the Harbor

NY/NJ FERRY INDUSTRY

The New York region now boasts the highest ridership of any ferry network in the country and is second highest in the world. Fast, efficient, and environmentally friendly, ferries play an increasingly integral role in the region’s urban transit network, able to

skirt everyday road congestion and provide critical transportation during emergencies. Moreover, dock construction and ferry service can fill public transit gaps in under-served waterfront neighborhoods at a fraction of the capital cost and time of subway construction. MWA is proud to honor the region's leading ferry companies as Heroes of the Harbor:

- **Billybey Ferry Company** – Operator of the extraordinarily successful East River Ferry service, this maritime company also operates numerous ferry routes on the Hudson River between New York and New Jersey.

- **Statue Cruises (Hornblower)** – Every day, Hornblower vessels ferry thousands of people to Liberty and Ellis Islands. The company also operates Liberty Landing ferry, which connects Jersey City to Lower Manhattan.

- **NYC Department of Transportation** – The iconic, orange Staten Island Ferry provides 20 million people a year (60,000 passengers a day, not including weekend days – the equivalent of a three-lane highway operating at full capacity 24 hours a day!) with free ferry service between St. George on Staten Island and the Whitehall Terminal in Lower Manhattan.

- **New York Waterway** – The region's largest ferry company, NY Waterway revived the region's moribund private ferry industry in 1986 with the launch of a single Hudson River route that linked Weehawken and midtown Manhattan. Since its launch, NY Waterway has dramatically expanded its fleet and routes, and has carried upwards of 65 million passengers.

- **New York Water Taxi** – A New York fixture since 2002, the yellow and black checkered New York Water Taxis offer routes that please commuters and tourists alike, whether to Yankee stadium or Brooklyn's IKEA, or on an all-day access pass for destinations throughout the harbor. Recently, New York Water Taxi launched the Westside Ferry Service to commuters' kudos.

- **Seastreak** – This company offers daily ferry service between Manhattan, the Atlantic Highlands and other New Jersey destinations, as well as summer service to Sandy Hook beach, and the popular but threatened service that links Lower Manhattan, the Rockaways and the Brooklyn Army Terminal.

SIMS METAL MANAGEMENT

After more than a decade of planning, design, permit acquisition and construction, Sims, an international metal recycling company, opened a state-of-the-art recycling plant on the Sunset Park waterfront in December 2013. The facility is not only reactivating the local Brooklyn shoreline, but heralding a sustainable era in general for the city's industrial waterfront. Most material is transported to and from the facility by barge, which is twice as efficient as rail transport and ten times as efficient as trucking. Sustainability practices include gravel areas and a retention pond to absorb stormwater, one of the city's largest solar panel arrays and a wind turbine. Three new reefs, built from material dredged from

the Kill van Kull, provide wave attenuation and restore marine and bird habitat. Sims also created an educational interactive exhibit for regularly scheduled tours with children. General Manager Tom Outerbridge will accept on behalf of the company.

CAPTAIN 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: New York City Comprehensive Waterfront Plan*, NYC's 10-year waterfront plan. He has organized numerous maritime events, including parades of boats and water-based activities for OpSail, MWA's City of Water Day, Hudson River Park Day, and more. He has piloted the restored lightship *Frying Pan*, the historic schooner *Lettie G Howard*, and is one of the pilots, as well as part owner, of the retired NYC fireboat *John J. Harvey*. For this lifetime of service to our harbor, MWA salutes Captain John Doswell.

More information on the Waterfront Edge Design Guidelines (WEDG) Program

MWA's WEDG Program is LEED® for the waterfront: design for access, resiliency, and ecology at the water's edge. The WEDG pilot, Version 1.0, will be released in November 2014, and will include an incentivized 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. With support of all major regulators and extensive input from a multi-disciplinary task force, WEDG will be a tool for real waterfront change, used by decision makers for resilient, equitable, and ecologically beneficial waterfronts.

More information on the Heroes of the Harbor Gala

The Heroes of the Harbor event will take place on Monday, October 6, 2014, beginning at 6pm with the annual Boat Parade, open to the general public. The parade extends north past Pier 62, a beautiful public space in Hudson River Park accessible by crossing the West Side Highway at 22nd or 23rd streets. At Pier 62, a narrator with a public address system will regale the audience with details and stories about the passing vessels.

Immediately following the Boat Parade, the Heroes of the Harbor awards ceremony and dinner will be held at The Lighthouse at Chelsea Piers. For more details and to reserve your place at the waterfront party of the year, visit www.waterfrontalliance.org/heroes2014.

The Metropolitan Waterfront Alliance (<http://www.waterfrontalliance.org>) works to protect, transform, and revitalize our harbor and waterfront.

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