



CZMA 40th Celebration Strategy **10-6-11 Draft**

Forty years ago, Congress passed landmark legislation to protect, restore, and enhance the nation's coasts. The National Coastal Zone Management Act of 1972 empowered coastal states to do this job with guidance and support from the federal government. Over the past forty years, 35 coastal states, territories and commonwealths created and implemented programs that met federal guidelines while doing an outstanding but often unheralded job of providing access to coastal waters, protecting and restoring coastal habitats, reducing damage from natural hazards, developing sustainable communities, and expanding the coastal economy. The Act created a unique partnership of federal, state, and local governments and other stakeholders to protect the nation's coastal treasures.

The 40th anniversary of the Coastal Zone Management Act (CZMA) is an excellent opportunity to strengthen existing partnerships and build new ones around the successes and lessons learned. The goal of the joint CSO-NOS CZMA Celebration will be to advance a positive profile of coastal zone management with Congress and the Administration.

Structure for the Celebration

The 40th Anniversary Celebration of the CZMA will be a mix of activities and information materials arranged around four primary themes. Activities will be implemented quarterly during the 2012 calendar year and an outreach document will be prepared for each focus area to support these activities.

The Celebration will be supported by the NOS-CSO Cooperative Agreement and will help to implement portions of the stakeholder outreach strategy being developed by OCRM in coordination with the Meridian Institute, including developing information materials and/or supporting forums and other engagement with stakeholders. The activities sponsored by the CSO-NOS Cooperative agreement will be supplemented by activities planned by CSO and partners.

Goals

The goals for the year-long CZMA Celebration are:

1. Create a positive profile of coastal zone management with Congress and the Administration.
2. Engage nontraditional partners to build a better understanding of the impacts of the National Coastal Management Program on multiple constituencies.

Methods

to reach these goals are:

- *Inform & develop constituencies and elected officials as champions for coastal management and provide specific opportunities for them to convey their support to Congress.
- *Create outreach documents for use by coastal stakeholders and policy makers.
- *Develop and energize a coalition of stakeholders for future efforts toward CZMA reauthorization efforts in the Congress.

Events & Outreach

Quarterly events

Four events are planned to include briefings, two in DC (at a minimum) and one or two at a coastal site. Each event will focus on an individual theme (see below). CSO staff will organize and execute the DC events and will support organization and execution of coastal site events. The initial list identified (to be narrowed):

***Hill Briefings**

***Ocean & Coastal Celebration, February, 2012, Washington, DC**

- Planning underway

Roundtable/Dialogue Session with National Ocean Council

The Coastal Society Conference - June 3-6, 2012, Miami, FL

- Plenary Confirmed; planning underway

Restore America's Estuaries Conference – October 20 – 24, 2012, Tampa, FL

- Partnership Confirmed

CHOW – June 2012, Washington, DC

- initial contact

APA National Planning Conference – April 14 – 17, 2012, Los Angeles, CA

- Abstract Submitted

American Association of Port Authorities, October 21-25, 2012, Mobile, AL

***Ass'n of State Floodplain Managers, May 20 – 25, 2012, San Antonio, TX**

***Ass'n of State & Interstate Water Pollution Control Auth., March 11 – 13, 2023, Alexandria, VA**

Coastal Sites: NERES (possibly via National Estuary Day in September)

***coordinate with Clean Water Act 40th Celebrations as appropriate**

Briefings will pull together appropriate members of the CZMA Coalition (industry, NGOs, and other stakeholders), organizations identified by the Meridian project, and other key partners as co-sponsors and facilitators. Outreach documents will be made available to these partners and broadly as educational materials about the CZMA.

Outreach materials

Initial ideas and copy for outreach documents will be developed by the CZMA workgroup, in partnership with NOS staff, and then completed by a contract communications specialist. The documents and display posters will complement each other but will not necessarily mirror each other to allow for the communications specialist to design the documents for the greatest outreach impact.

An integrated package of content materials for the events and outreach will be developed around an overarching theme and for specific themes. If desired, a stand-alone piece can be created for each state describing “What the CZMA Means to ____” so that a package of overall materials with this insert could go to local constituents and stakeholders.

Overarching Theme: Sustainable Coasts & Communities

Although the coasts constitute less than a fifth of the nation's landmass, they support an overwhelming majority of its people, development, and economic activity: more than 80% of the nation's economy is supported in coastal states.

Themes: The Coastal Economy
Coastal and Marine Water Quality
Coastal Habitat and Restoration
Hazards

Key Elements: Statement of Problem/Situation
(Ex: compare and contrast example (1972/2012?))
Success Stories (Accomplishments & Contributions of CZMA)
Tools (those used and needed)
What can the audience do to help

Themes

The Coastal Economy

Statement of Situation

The concentration of economic growth, infrastructure and population along our coasts underscore the tremendous contribution of coastal states to the national economy. Increased development to accommodate a burgeoning coastal population, urban runoff, overfishing, and impacts from climate change including sea level rise and ocean acidification, will increase pressure on our ocean and coastal resources. The sound management of our ocean and coastal resources is not only a wise investment for the environment, but it is also a long-term investment in the economy.

Success Story

Tools

What can the audience do to help

Coastal & Marine Water Quality

*in coordination with 40th Anniversary of CWA, NEPs

Statement of Situation

Clean coastal waters and estuaries are fundamental to healthy coastal economies. Under both the CZMA and the Clean Water Act (CWA), a federal-state shared approach has been key in addressing water quality problems which not only occurs from activities in the water but also occur from activities on land. This theme can include marine debris, beach cleanup, seafood/fisheries, nonpoint (6217), and Ecosystem Services. There could be an opportunity to highlight public education through citizen outreach day of taking water quality samples to better understand area pollutants.

Success Story

Tools

NERRS: The NERRs have a System-Wide Monitoring Program that provides standardized, quantitative measures of water quality across all reserves that can assist with contributing local data to water-dependent users.

What can the audience do to help

Habitat & Restoration

Statement of Situation

Nowhere in the nation is the threat of sprawl, habitat loss, and the break-up of interconnected lands and water more significant than along the nation's coasts. The preservation and restoration of coastal and estuarine areas is critical to both humans and the natural environment. When healthy, these areas shield communities from storms, filter pollutants to maintain water quality, provide shelter, nesting and nursery grounds for fish and wildlife, protect rare and endangered species, and provide access to beaches

and waterfront areas. This theme will bring in Ecosystem Based Management and Ecosystem Services.

Success Story

Tools

NERRS: The reserves represent some of coastal management best efforts in protecting biogeographically significant areas of land and employing ecosystem based management. NERRS stewardship work serves to protect over 1.3 million acres of the land in perpetuity.
CELCP

What can the audience do to help

Hazards/Resiliency

Statement of Situation

Coastal communities in the United States and around the world are increasingly vulnerable to natural hazards that have the potential to threaten life and cause widespread damage to homes, businesses, and infrastructure. Episodic events such as hurricanes, tsunamis, flooding, and severe storms cause human loss and suffering; damage property and natural resources; displace residents; and disrupt daily life. Chronic disturbances like sea level rise, fluctuating lake levels, and climate change may prove to be even more damaging to coastal communities over the long-term. High coastal population density coupled with projected increases in storm frequency and severity may exacerbate the impacts of coastal disasters and slow subsequent recovery and community rebuilding efforts. In the wake of such events, private citizens and public officials are questioning how coastal communities can better prepare for potential hazards.

Success Story

Tools

This theme could tie in work of CZM and Reserves with local communities to assist in preparing for hazards. It could also hit on public education and outreach efforts done by both programs.

What can the audience do to help

Key Partners

Key NOAA Partners: Coastal Programs, NERRS, Sea Grant, Sanctuaries, CSC, NCCOS, Office of Habitat Protection

Key Federal Partners: DOI (FWS, NPS, USGS, BOEMRE), NOC, Regional Planning Bodies, EPA

Key NGO Partners: NACO, ASFPM, TNC, OC, NRDC, NGA, League of Cities, UCAR, ECOS, ASIWPCA, ASWM, Audubon (OR Plan); Trust for Public Lands; Sierra Club; League of Women Voters; ANEP; NERRA; AZA;

Key Private Sector Partners: Moore Foundation, Packard Foundation, Chambers of Commerce, APA, AAPA, API; Great Lakes Lake Carriers Association; Homebuilders Ass'n (OR Land use program)

Local partners – rely on state delegates + NERRS managers