



The National Coastal Zone Management Program

Measuring Performance: Public Access



The National Coastal Zone Management Program

The National Coastal Zone Management (CZM) Program is a voluntary partnership between the National Oceanic and Atmospheric Administration (NOAA) and 34 coastal states and territories. Established under the Coastal Zone Management Act (CZMA) in 1972, the program seeks to protect, restore, and responsibly develop our nation's diverse coastal communities and resources.

The Importance of Public Access

Our coasts provide many recreational opportunities, including boating, fishing, swimming, sunbathing, nature watching, and diving. These activities drive coastal tourism, helping to fuel our economy, and are important to the country's social and cultural fabric. Coastal areas have traditionally provided low-cost recreational and harvesting opportunities for everyone. However, with the U.S. coastal population expected to grow by nearly 15 million more people by 2020, public access to the coast is under increased pressure from population growth and changing land uses.

Enhancing Public Access

The National CZM Program protects, creates, and enhances public access to the coast, ensuring everyone can enjoy the coast and providing substantial economic benefit to coastal communities. The program developed several metrics to track and assess its performance in achieving the CZMA's public access goals. The metrics focus on the National CZM Program's work to create and enhance access sites, increase public awareness of access opportunities, and expand the capacity of coastal decision makers to comprehensively plan for and manage public access.

Putting It into Context...

160 million people

Number of people that live along the U.S. coast in 2010 (52% of the U.S. population)

\$62 billion

Value of the U.S. coastal tourism and recreation industry in 2009

1.9 million jobs

Number of jobs supported by the coastal tourism and recreation industry in 2009

Sources: NOAA's State of the Coast. www.stateofthecoast.noaa.gov; NOAA's Coastal Services Center, ENOW Explorer. www.csc.noaa.gov/enow

PUBLIC ACCESS

Between 2008 and 2011

Goal:

Create and enhance public access to coastal areas

Getting Results

The National CZM Program:



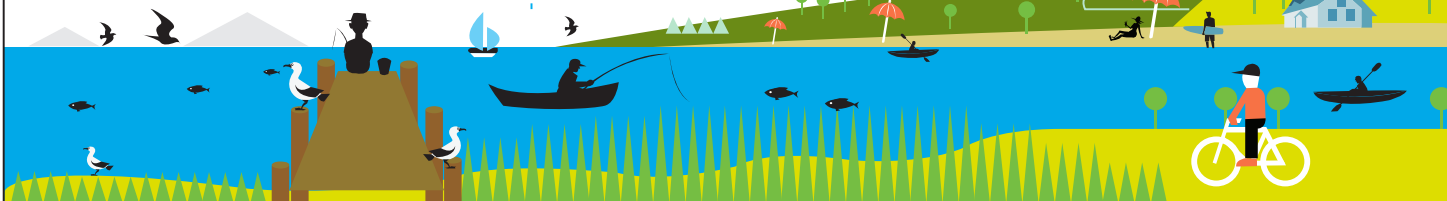
created:

470 new access sites



enhanced:

730 access sites with new enhancements such as dune walkovers, boat ramps, and fishing piers



Increasing Capability



educated:

37,000 people about access opportunities and the importance of public access to coastal communities



🌿 = 100 access sites 👤 = 1,000 people 💰 = \$10 million

Putting Funding to Work



trained:

650 coastal decision makers to comprehensively plan for and manage coastal access



invested:

\$26M (federal+match) in coastal public access

Leveraging an additional

\$24M

Spotlight: National CZM Program Enhances Public Access in Florida

Coastal tourism is important to Florida's economy. To stimulate tourism and educate residents and visitors about Florida's maritime history, the National CZM Program in Florida supported the creation of the Florida Panhandle Shipwreck Trail. The trail's 12 shipwrecks, located offshore of Pensacola, Destin, Panama City, and Port St. Joe, were chosen by a consensus of local dive operators based on popular demand, historical context, and ecological diversity. The trail's interactive website features underwater videos of each shipwreck, the locations of local dive shops, and the current marine weather forecast. An official passport, available from participating dive operators, guides visitors along the trail. The passport contains information about each of the shipwrecks, a dive log to record each stop, and a place to validate the visit with an official sticker. For additional information, visit www.floridapanhandledivetrail.com.

The Florida Coastal Management Program also launched an online guide that allows users to locate public access points along Florida's coast. The Florida Coastal Access Guide provides an interactive map and detailed information about each of the 2,145 access points, including parking, accessibility, facilities, picnic areas, trails, camping, boat ramps, lifeguards, and fees, allowing visitors to easily choose the access that best matches their interests and needs. The guide can be found at www.dep.state.fl.us/cmp/beachaccess/default.htm.



Credit: Florida DEP

"Through partnerships with state programs like Florida's Coastal Zone Management Program, local governments can increase efficiency and effectiveness in providing awareness and access to coastal resources. The Florida Panhandle Shipwreck Trail is an excellent example of these successes."

—Captain Robert Turpin, Escambia County Marine Resources