

CSO and OCRM Performance Measures Communication Workgroup Recommendations

March 2011

Appendices

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Appendix 1: Work Group Purpose Statement

Coastal States Organization - NOAA Office of Ocean & Coastal Resource Management Performance Measures Communication Workgroup

Workgroup Purpose: The purpose of the Performance Measures Communication Workgroup is to recommend the most effective measures to communicate the results of the Coastal Zone Management Act Performance Measurement System (CZMAPMS). The key points of the workgroup will be to 1) evaluate the value of the performance measures to “tell the story” about the CZMA and the state/Federal coastal program partnership and better inform management decisions, and 2) how to best integrate the measures into a broader CZMA communication strategy. It should be noted that the assessment of a measure’s value is closely tied to what it might communicate about national coastal program success. The recommendations of the workgroup will include key audiences, national messages, and methods. The workgroup will consider existing data sources including the performance measures, contextual indicators, Coastal Management Program performance reports, Section 309 Assessment and Strategies, and other nationally collected data.

Structure: Volunteers from state Coastal Management Programs will be recruited to represent the range of program structures, geographic areas, and expertise. Roles sought include program managers, performance measures coordinators, and communications specialists. Representatives from the Office of Ocean and Coastal Resource Management (OCRM) will also serve on the workgroup. OCRM representatives will include program specialists, program evaluators, and communications specialists. OCRM will also support the workgroup with a separate interdivisional team that will respond to requests and recommendations by the workgroup.

Approach: There will be 8-9 meetings of this group over a period of 9 months. The first meeting will discuss the general approach, communication goals, messages, audiences, and potential communication products. The following meetings will address each category of the CZMAPMS (Government Coordination and Public Involvement, Public Access, Coastal Habitat, Coastal Water Quality, Coastal Hazards, and Coastal Community Development and Dependent Uses) looking at its desired results, current strategies employed by coastal management programs to achieve the goal, related performance measures and contextual data, and the communication “story”. Based on this analysis, the most compelling data will be identified for development into a strategic approach to communicating the results for a variety of audiences.

Timeline: The workgroup will accomplish its purpose through conference calls and email. If the group elects to hold an in-person meeting, an effort will be made to accommodate the request. A date for the first meeting of the workgroup will be planned for January, based on participants’ availability. Workgroup meetings will be held approximately monthly through September 30, 2010.

Deliverables: This work group will have three primary deliverables.

- 1) A matrix looking at an overall communication goal, audiences, message(s), and types of communication products for the CZMAPMS.
- 2) A matrix looking at each performance measure, the story it is telling and the purpose of that measure.
- 3) Memo on recommended approaches for communicating the most compelling measures and their story.

Work Group Members

The following people volunteered to serve on the work group and contributed their expertise and creativity to help develop the attached recommendations for the National Coastal Zone Management Program. Their contributions are greatly appreciated.

Allison Castellan, OCRM	Anne Iwata, Wisconsin CMP
Catherine Coletti, New Hampshire CMP	John King, OCRM
Jeff Dewey, Pennsylvania CMP	Kim Kruse, Alaska CMP
Ted Diers, CSO Chair and NH CMP	Sheri Land, Texas CMP
Matthew Fleming, Maryland CMP	Chris McCay, OCRM
Kristen Fletcher, Coastal States Organization	Laurie Rounds, OCRM
Tanya Haddad, Oregon CMP	Randy Schneider, OCRM
Zac Hart, OCRM	Ellen Ternes, OCRM
Steve Holland, Ohio CMP	Michele Winowitch, OCRM

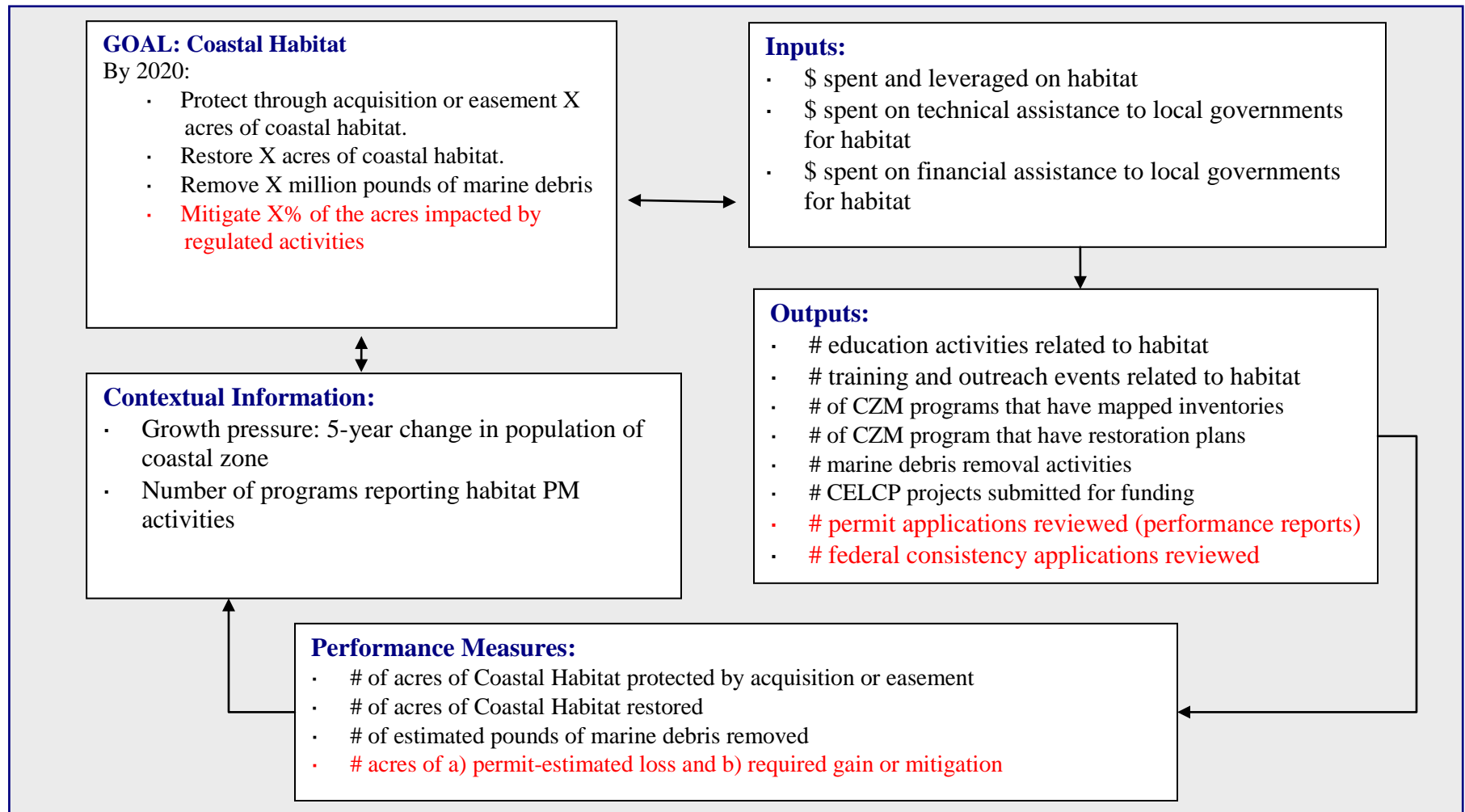
Background: The Coastal Zone Management Act Performance Measurement System (CZMAPMS) was developed to track measures of effectiveness of the national Coastal Zone Management (CZM) Program. The CZMAPMS consists of performance measures to track programmatic activities and outcomes and contextual measures to track changes in local capacity and environmental conditions. In addition, OCRM has developed a suite of contextual indicators to provide information on environmental and socioeconomic factors that may influence or be influenced by actions of the CZM Program.

Implementation of the CZMAPMS was initiated using a phased approach from 2006 to 2009. During that time, substantial progress was made to establish reporting standards for the draft performance measures, test their implementation at a national level, evaluate the results, and make improvements to the CZMAPMS. The outcome of the phased implementation period is a smaller, more robust set of measures that represents shared national priorities with feasible and consistent reporting standards.

The crucial next steps for the CZMAPMS are 1) To assess which measures are the most effective at communicating CZM Program outcomes and outputs, and 2) to use performance measures data in conjunction with nationally collected contextual indicators and qualitative sources of information to communicate national program success.

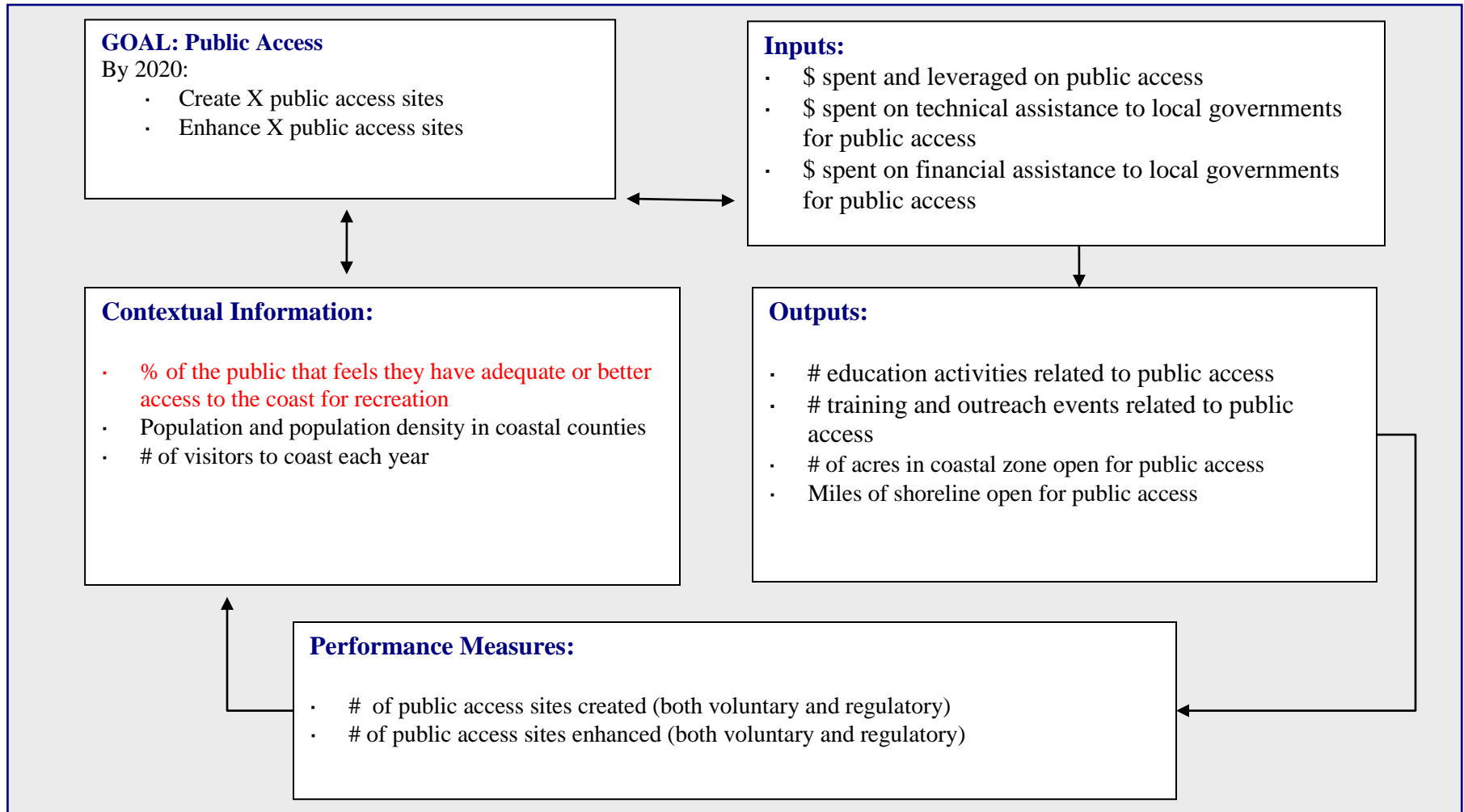
Appendix 2: Performance Measure Matrices

Performance Measure Evaluation Matrix: Coastal Habitat (discussed on February 24, 2010)



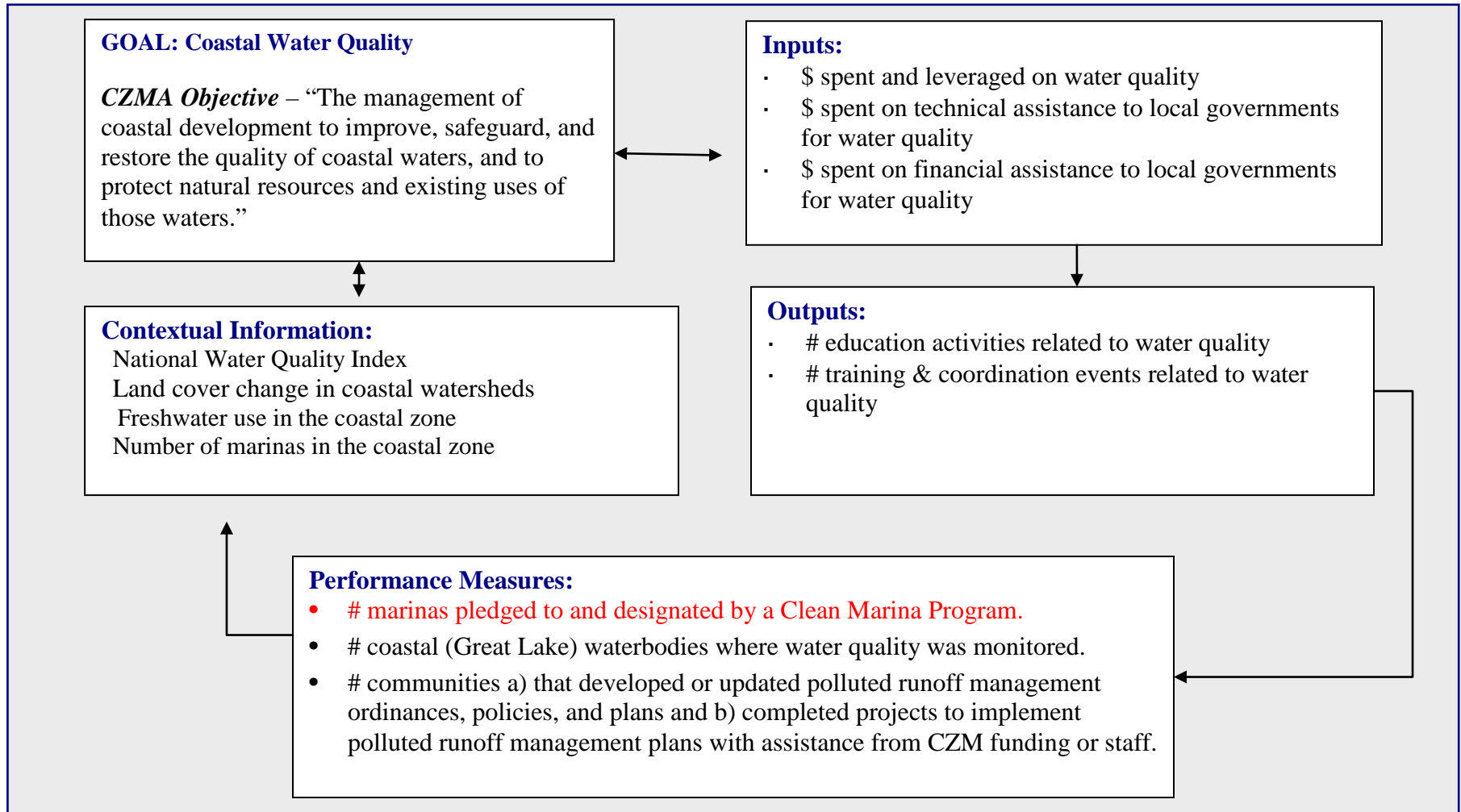
Red: work group felt that these required more time to improve state reporting and national consistency

Performance Measure Evaluation Matrix: Public Access (discussed on March 24, 2010)



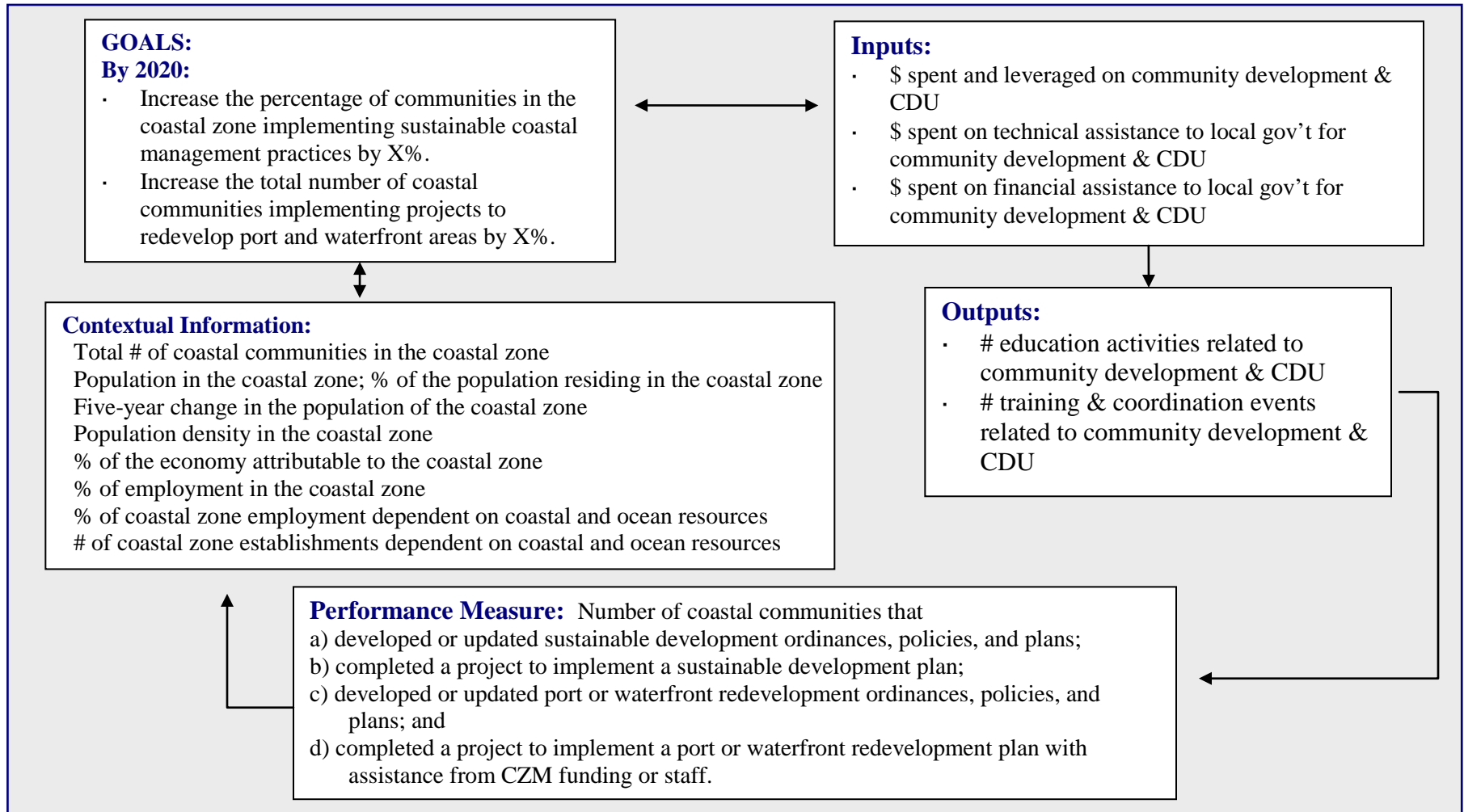
Red: work group felt that these required more time to improve state reporting and national consistency

Performance Measure Evaluation Matrix: Coastal Water Quality (discussed on April 21, 2010)

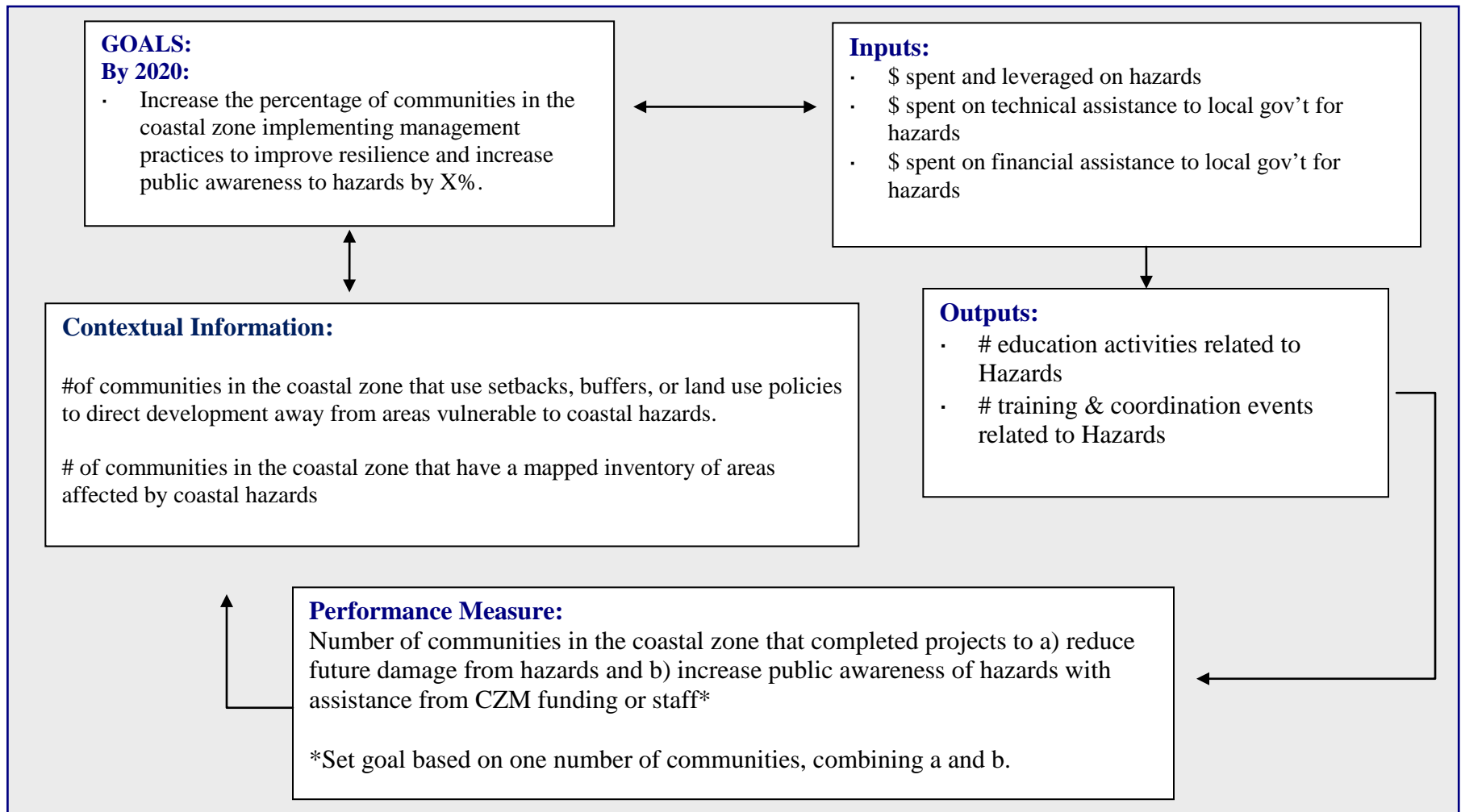


Red: work group felt that this required more evaluation and input to recommend incorporation of data into Water Quality messages.

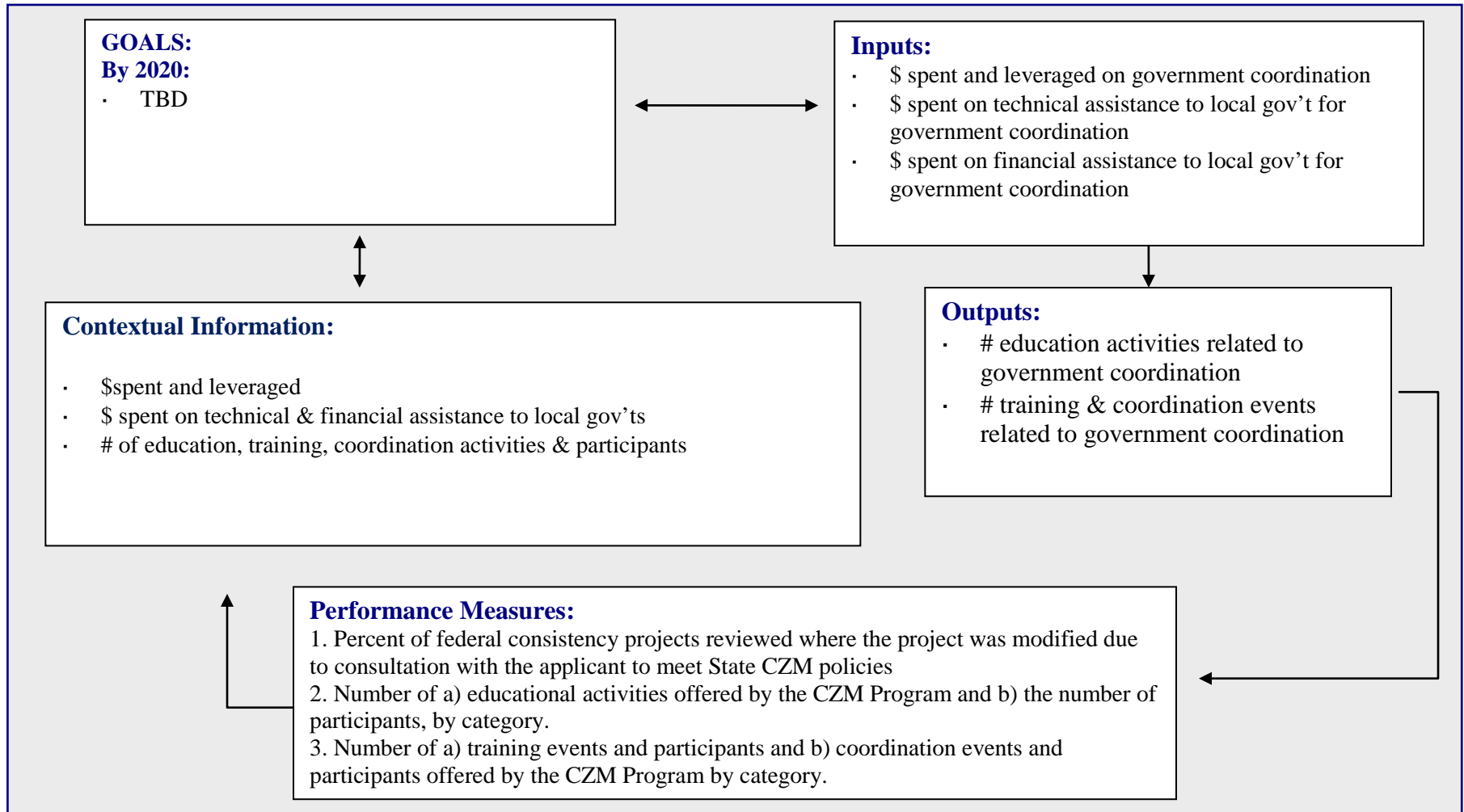
Performance Measure Evaluation Matrix: Coastal Community Development and Dependent Uses (discussed on May 19, 2010)



Performance Measure Evaluation Matrix: Coastal Hazards (discussed on June 30, 2010)



Performance Measure Evaluation Matrix: Government Coordination and Public Involvement (discussed on July 21, 2010)



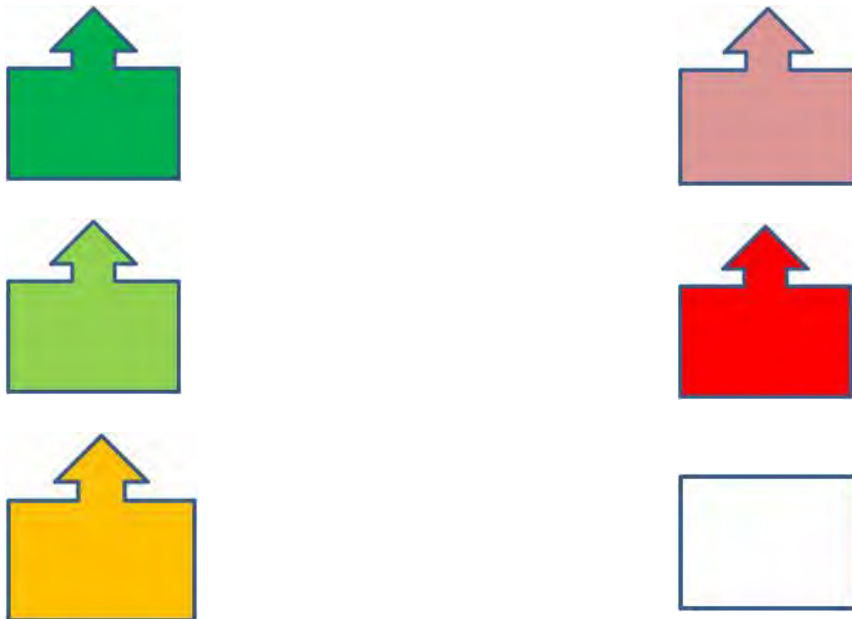
Appendix 3: Performance Measures Data Evaluation

An important step taken by the work group included the evaluation of the performance measures in communicating the national program’s effectiveness and in better informing management decisions. This information was essential to the development of the most effective communication message for each performance measure category. The workgroup considered existing data sources including the performance measures, contextual indicators, Coastal Management Program performance reports, Section 309 Assessment and Strategies, and other nationally collected data. However, the focus of the evaluation was the annual performance measures.

Each work group meetings was devoted to one category of the CZMPAMS (Coastal Habitat, Public Access, Coastal Water Quality, Coastal Community Development and Dependent Uses, Coastal Hazards, and Government Coordination and Public Involvement). For each measure, the work group discussed data quality, consistency, reporting improvements, and other issues. Based on this analysis, the most compelling data was identified for development into a strategic approach to communicating the results for the selected audience.

The following graphics were used to qualitatively assess performance measure data for 1) total figures, 2) breakdown into categories, and 3) consistency across programs:

- 4 Colors: indicate highest (dark green) to lowest (red) data quality and
- 2 Shapes: indicate improving data quality (up arrow) or no improvements (no arrow).



Below are the qualitative assessments of performance measure data submitted through 2009:

Habitat Acquisition

Acres of coastal habitats protected by acquisition or easement with assistance from CZM funding or staff, by category.



- **2006-07: 2,077 acres**
Wetlands- 761; B&D- 1,7;
Nearshore- 473; Other- 841
- **2007-08: 6,886 acres**
Wetlands- 114; B&D- 4; Nearshore-
845; Other- 5,923
- **2008-09: 4,562**
Wetlands- 44; B&D- 32; Nearshore-
133; Other- 4,353

Data Questions

- Is it a concern that data represent projects that were either funded or supported by staff time?
- How should CELCP data be represented?
- How should the large 'other' category be represented?

Habitat Restoration

Acres of coastal habitats restored with assistance from CZM funding or staff, by category.



- **2006-07: 2,491 acres**
Wetlands- 1,215; B&D- 207;
Nearshore- 381; Other- 687
- **2007-08: 2,764 acres**
Wetlands- 771; B&D- 10; Nearshore-
345; Other- 1,637
- **2008-09: 19,711**
Wetlands- 16,883; B&D- 227;
Nearshore- 560; Other- 2,041

Data Questions

- Is it a concern that data represent projects that were either funded or supported by staff time?
- How should the 'other' category be represented?
- How should beach restoration be treated?

Habitat Protection & Mitigation

Acres of permit estimate loss and required gain or mitigation due to regulated activities, by category.



- 2006-07: +558 acres
Wetlands: +555; B&D: +5.7;
Nearshore: -2.6; Other: 0
- 2007-08: +2,107 acres
Wetlands: +2,086; B&D: +17;
Nearshore: +116; Other: -112
- 2008-09: +909 acres (177%)
Wetlands: +1,494 ; B&D: +0.3;
Nearshore: -79 ; Other: -507

Data Questions

- Should the baseline be 2010-the first year required?
- Are data consistency issues related to beach & dune and submerged habitat important?
- Are differences in mitigation allowed a concern?
- How should the large 'other' category be represented?

Marine Debris

Estimated pounds of marine debris removed



- 2007-08:
2,134,994 pounds
- 2008-09:
5,302,740 pounds

Data Questions

- How should different debris types be represented? For example some programs remove derelict vessels in addition to beach clean-ups.
- How does marine debris 'fit' into our habitat message?

New Public Access

Public access sites created by voluntary or regulatory activities.



- 2005-06: 151 sites
voluntary- 29; regulatory-122
- 2006-07: 218 sites
voluntary- 13; regulatory-205
- 2007-08: 109 sites
voluntary- 10; regulatory- 99
- 2008-09: 203 sites
voluntary- 8; regulatory-195

Data Questions

- Is it a concern that data represent projects (voluntary) that were either funded or supported by staff time?

Enhanced Public Access

Public access sites enhanced by voluntary or regulatory activities.



- 2005-06: 150 sites
voluntary- 150; regulatory-nr
- 2006-07: 216 sites
voluntary- 130; regulatory-86
- 2007-08: 375 sites
voluntary- 280; regulatory- 95
- 2008-09: 154 sites
voluntary- 51; regulatory-103

Data Questions

- Is it a concern that some regulatory enhancements are signage programs or re-establishing ROWs?

Clean Marinas

Number of marinas in the coastal zone pledged to and designated by a Clean Marina Program.



Data Questions

- 2010 guidance corrects consistency problem.
- Pledged marinas added in 2009.
- 20 programs have Clean Marina Designation programs.
- 3 of these do not have a pledging process.

Water Quality Monitoring

Number of coastal (Great Lake) **waterbodies** where water quality was monitored with assistance from CZM funding or staff.



- 2006-07: 1,126 sites
- 2007-08: 1,108 sites
- 2008-09: 1,030 sites

Data Questions

- 2010 guidance addresses consistency issues in defining 'sites' by now reporting the total number of waterbodies monitored.
- 21 States reported activity.

Polluted Runoff Management

Number of coastal communities a) that developed or updated polluted runoff management ordinances, policies, and plans and b) completed projects to implement polluted runoff management plans.



- 2006-07: 258 communities
- 2007-08: 260 communities
- 2008-09:
 - a) 49 communities
 - b) 45 communities

Data Questions

- 22 States reported activity.
- 2009 guidance separated activities into a and b above.

Community Development

of communities that a) developed or updated sustainable development ordinances, policies, and plans; and b) completed a project to implement a sustainable development plan.



2007-08:

301 communities

2008-09

- a) 92 communities
- b) 51 communities

Data Issues

- 21 States reported activity
- Only began breaking out activities in 2009 reporting period.

Coastal Dependent Uses

of communities that a) developed or updated port or waterfront redevelopment ordinances, policies, and plans; and b) completed a project to implement a port or waterfront redevelopment plan with assistance from CZM funding or staff.



2007-08:

- 75 communities

2008-09:

- a) 33 communities
- b) 15 communities

Data Issues

- 13 States reported activity.
- Only began breaking out activities in 2009 reporting period.

Reducing Future Damage

Number of communities that completed projects to a) reduce future damage from hazards with assistance from CZM funding or staff.



2007-08:

129 communities

2008-09

60 communities

Data Issues

- 13 States reported activity
- Lump planning and on-the-ground projects
- New NOAA Resilience Index

Public Awareness of Coastal Hazards

Number of communities that completed projects to increase public awareness of hazards with assistance from CZM funding or staff.

total figures

consistency

2007-08:

31 communities

2008-09:

39 communities

Data Issues

- 7 States reported activity.
- Focuses on communities, not state-wide efforts.
- New NOAA Resilience Index

Federal Consistency

Percent of federal consistency projects reviewed where the project was modified due to consultation with the applicant to meet State CZM policies

total figures

break down

consistency

2006-07: 15%

2007-08: 9%

2008-09: 24%

Data Issues

- 24 States reported activity
- Improving due to new database tracking and changes by states
- Does not capture pre-application consultations not tracked by states

Education- All Categories

Number of a) educational activities offered by the CZM Program and b) the number of participants, by category

total
figures

consistency

2006-07:

1,742 events

160,077 participants

2007-08:

1,729 events

89,873 participants

2008-09:

1,270 events

968,743 participants

Data Issues

- 31 States reported activity.
- Hands-on or stewardship education events only- not publications, etc.

Training and Coordination Events- All Categories

Number of a) training events and participants and b) coordination events and participants offered by the CZM Program by category

total
figures

break
down

consistency

2006-07:

1,742 training events

160,077 participants

2007-08:

804 training events

19,349 participants

2008-09:

1,082 events (~60% coord.)

25,829 participants (~40% coord.)

Data Issues

- 32 States reported activity.
- Consistency of categorizing training vs education could be better. Some educational events that don't fit under PM#2 are included under training.
- Consistency in defining coordination events is improving, but was variable this first year.

Appendix 4: Performance Measures Recommendations

Performance or Contextual Measure (April 2010 ver.)	Overall Recommendations	Recommended Reporting Frequency	Coastal Programs Reporting Activity-2008-09	Communication Purpose	Recommended Improvements to Measure
Government Coordination					
1. Percent of federal consistency projects reviewed where the project was modified due to consultation with the applicant to meet State CZM policies, by category.	Add context related to number of projects reviewed, number denied, etc.	Same frequency: Annual	23	Outcome reporting for Congress, NOAA	none
2. Number of a) educational activities offered by the CZM Program and b) the number of participants, by category.	Include break-down under each PM category and one total number to report under Gov't Coordination.	Same frequency: Annual	30	Output reporting for Congress, NOAA	none
3. Number of a) training events and participants and b) coordination events and participants offered by the CZM Program, by category.	Include break-down under each PM category and one total number to report under Gov't Coordination. Separate coordination events to report separately.	Same frequency: Annual	32	Output reporting for Congress, NOAA	none
	Number of coordination events conducted by the CZM Program: Communicate this component of PM#3 separately under Gov't Coordination.	Annual	Not available	Output reporting for Congress, NOAA	Improve consistency in reporting across programs for eligible coordination events.

Public Access					
4. Number of public access sites a) created through acquisition or easement and b) enhanced with assistance from CZM funding or staff	Due to annual fluctuations in data, communicate progress on achieving a set goal using 5 year-cycle.	Annual data on a rolling 5-year cycle	16	Outcome reporting for Congress, NOAA	none
5. Number of public access sites a) created and b) enhanced through CZM regulatory requirements.	Due to annual fluctuations in data, communicate progress on achieving a set goal using 5 year-cycle.	Annual data on a rolling 5-year cycle	13	Outcome reporting for Congress, NOAA	none
16. Percent of the public that feels they have adequate or better access to the coast for recreation.	Delete from CZMAPMS but pursue partnership to conduct a survey nationally or regionally.				
17. Number of acres in the coastal zone that are available for public access.	No changes	Same frequency: 5 Years	Not available	Outcome oriented contextual information	none
18. Miles of shoreline available for public access.	No changes	Same frequency: 5 Years	Not available	Outcome oriented contextual information	none
Coastal Habitat					
6. Number of acres of coastal habitats a) protected by acquisition or easement and b) restored with assistance from CZM funding or staff, by category.	No changes	Same frequency: Annual	9	Outcome reporting for Congress, NOAA	Establish linear projects protocol for converting to acres; change term to acres "under" restoration.

7. Number of acres of a) permit-estimated loss and b) required gain or mitigation due to activities subject to CZM regulatory programs, by category.	Focus message on 'net gain'; move to government coordination category	Same frequency: Annual	23	Output reporting for Congress, NOAA	Networked programs are limited in ability to report. Develop a good way to present the information acknowledging that programs have different role in implementing enforceable policies.
8. Number of a) marine debris removal activities completed with assistance from CZM funding or staff and b) pounds of marine debris removed during those activities.	No changes	Same frequency: Annual	25	Outcome reporting for Congress, NOAA	None
19. Number of Coastal Management Programs that have habitat restoration plans for coastal habitat, by category.	Delete from CZMAPMS. Incorporate primarily into 309 communication.				
20. Number of Coastal Management Programs that have mapped inventories of coastal habitat, by category.	Delete from CZMAPMS. Incorporate primarily into 309 communication.				
21. Number of acres of coastal habitat a) restored and b) protected through acquisition or easement using non-CZM or non-CELCP funds	Delete from CZMAPMS				

Coastal Water Quality					
9. Number of marinas in the coastal zone a) pledged to and b) designated by a Clean Marina Program	Move to Contextual Measure reported in 309 and under the Coastal Dependent Uses and Community Development category.	Change to 5 Years	20	Outcome oriented contextual information	None
10. Number of coastal (Great Lake) waterbodies where water quality was monitored with assistance from CZM funding or staff	Change to include both water quality and aquatic habitat monitoring and make a Contextual Measure under the Habitat category.	Change to 5 Years	21	Output contextual measure	Report this measure as a percentage of the total number of waterbodies monitored to provide context for the data?
11. Number of coastal communities a) that developed or updated polluted runoff management ordinances, policies, and plans and b) completed projects to implement polluted runoff management plans with assistance from CZM funding or staff.	Move to community development category	Same frequency: Annual	22	Outcome reporting for Congress, NOAA	none
Coastal Hazards					
12. Number of communities in the coastal zone that completed projects to a) reduce future damage from hazards and b) increase public awareness of hazards with assistance from CZM funding or staff.	No changes	Same frequency: Annual	14	Outcome reporting for Congress, NOAA	none

	Number of Coastal Management Programs that completed enhancements to policies and programs to address coastal hazards and public awareness of hazards: CPD should collect this data for from 309 A&S and grant performance progress reports.	Every 5 Years	Not available	Outcome reporting for Congress, NOAA	none
22. Number of communities in the coastal zone that use setbacks, buffers, or land use policies to direct development away from areas vulnerable to coastal hazards.	Better define eligible setbacks, buffers, and land use policies.	Same frequency: 5 Years	Not available	Outcome oriented contextual information	Develop a way to communicate the different approaches used by states- numerical setbacks vs non-quantitative setback requirements.
23. Number of communities in the coastal zone that have a mapped inventory of areas affected by coastal hazards	Don't use for CZMAPMS message but keep as 309 A&S				

Coastal Dependent Uses and Community Development					
13. Number of coastal communities that a) developed or updated sustainable development ordinances, policies, and plans; b) completed a project to implement a sustainable development plan; c) developed or updated port or waterfront redevelopment ordinances, policies, and plans; and d) completed a project to implement a port or waterfront redevelopment plan with assistance from CZM funding or staff.	No changes	Same frequency: Annual	25	Outcome reporting for Congress, NOAA	Recommend improvement to guidance to improve consistency on eligible activities. Eligible activities should not be limited to projects that implement existing plans.
Financial Measures					
14. Number of a) CZM federal and matching dollars spent and b) dollars leveraged by CZM funds, by category.	No changes	Same frequency: Annual	34/18	Output reporting for Congress, NOAA	none
15. Number of CZM federal and matching dollars a) spent on technical assistance and b) provided as financial assistance to local governments, by category.	Develop a simple way to communicate what "leveraged dollars" means.	Same frequency: Annual	34	Output reporting for Congress, NOAA	none

Appendix 5: Coastal Hazards Fact Sheet Template



Coastal Zone Management Act Performance Measurement System: Coastal Hazards



Northeasters, such as this one in South Kingston, R.I., batter shorelines, eroding beaches and bluffs and damaging and destroying coastal property. Source: USGS; B. Oakley

Coastal Hazards and Coastal Programs' Role

Growing populations, declining coastal ecosystems, and changing climate conditions puts the nation's coastal areas at risk to habitat and property loss at the hand of coastal hazards like storm surge, flooding, and sea level rise. Through its partnerships, the Coastal Zone Management Program helps states and communities strengthen their resiliency by managing development to minimize damage, increasing preparedness, and responding to hazards when they strike. Training and public education play a large part of CZM's role. Armed with understanding and preparedness, communities are better able to deal with the effects left in the wake of powerful storms.

The Coastal Zone Management Program

The Coastal Zone Management Program (CZM) is a voluntary partnership between the federal government and U.S. states authorized by the Coastal Zone Management Act (CZMA) of 1972 to address national coastal issues. The Act provides the basis for protecting, restoring, and responsibly developing our nation's diverse coastal communities and resources. Thirty-four states have approved coastal management programs and address a wide range of issues, including coastal hazards. The National Oceanic Atmospheric Administration office of Ocean and Resource Coastal Management administers the CZM program.

Performance Measurement System

The performance measurement system was created to track and assess CZM work towards the goals of the CZMA. For more information visit www.coastalmanagement.noaa.gov.

Reaching Our Goal

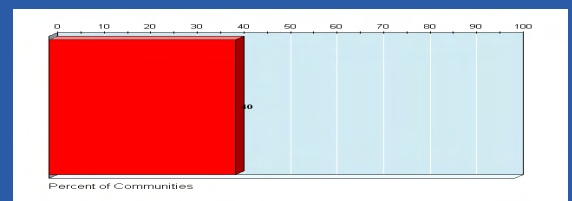
As a result of CZM funding or staff:

60 communities did projects to reduce the future damage of hazards*

39 communities completed public awareness projects*

256 education and training activities were held with **10,844** participants

Goal: Increase the percentage of communities implementing management practices to improve resilience and public awareness of natural hazards by _____ percent.



* Information based on 2008-2009 performance measurement data collected from 13 programs.

CZM Project Showcase

Maryland Helps Local Governments Prepare for Climate Change

With over 4,000 miles of coastline, rising sea levels (anticipated to be two-three feet over the next 100 years), and naturally occurring regional land subsidence, Maryland is one of the most vulnerable states in the country to climate change. In April 2009, the Maryland Coastal Management Program (MCMP) launched the Coast-Smart Communities Initiative, which included developing partnerships to host a summit on sea level rise adaptation. **More than 170 mayors, county commissioners, environmentalists, business leaders, and Maryland state officials came together to work through a set of actions that communities can take to protect their people, infrastructure, and investments from future risk.** The summit was centered around a role-play simulation based on a hypothetical Maryland community that reflects the reality of many of the state's coastal towns and cities. At the request of workshop participants, the MCMP held additional workshops for specific communities. More info at <http://www.dnr.state.md.us/CoastSmart/index.asp>.

Hawaii Increases Resilience through Hurricane Force Wind Building Design Standards

The Hawaii Coastal Management Program (HCMP) launched a community resilience initiative to adopt statewide hurricane-force wind building design standards specific to each of Hawaii's four counties. Results from HCMP and Federal Emergency Management Agency funded wind speed studies were transmitted to the State Building Code Council (Council) and offered as technical amendments to the 2006 International Building Code. HCMP provided key testimony to the Council, and the wind standards were adopted in its final draft of the State Building Code. **The state's adoption of wind standards specific to Hawaii's wind exposure is due largely to the HCMP's collaboration with various public and private groups and is an example of how the coastal management program uses good science to inform and improve policy making in Hawaii.**

Texas Continues to Help Ike Communities Recover

After Hurricane Ike roared across Galveston Island and Bolivar Peninsula, destroying or damaging several thousand homes and businesses and causing more than \$29 billion in damage in 2008, the Texas Coastal Management Program (TCMP) helped local communities identify potential mitigation projects that could be eligible for the Federal Emergency Management Agency's Hazard Mitigation Grant Program. The TCMP secured matching funds from the state for the federal grant program, enabling local governments to purchase damaged beachfront properties. **Over 800 damaged homes that were destroyed or damaged will be removed with the help of this state and federal funding, eliminating the threat they pose to public health and safety.** Once removed, the properties will be converted to open space in perpetuity, ensuring that homes are not rebuilt in high-hazard areas where the risk of damage from another storm are greatest. More info at www.glo.state.tx.us/coastal/hazmit/.

By the Numbers

41% of the U.S. population lives in the coastal zone.

\$33.2 billion — total estimated cost of all billion dollar weather disasters related to coastal hazards.

Appendix 6: CZMA Performance Measurement System Fact Sheet

NATIONAL COASTAL ZONE MANAGEMENT



The National Coastal Zone Management (CZM) Program, created by the Coastal Zone Management Act, is a partnership between NOAA's Office of Ocean and Coastal Resource Management (OCRM) and the 34 coastal and Great Lakes states and territories that works to protect, restore, and responsibly develop the nation's coastal resources and communities.



The CZMA Performance Measurement System

In response to recommendations from Congress, OCRM and the coastal states and territories worked together to establish the Coastal Zone Management Act (CZMA) Performance Measurement System. The CZMA Performance Measurement System increases the CZM Program's ability to strategically address the nation's ocean and coastal management priorities.

Performance measures and success stories give stakeholders information about how the CZM Program is responding on a national level to environmental, economic, and social challenges to balance development with the protection and restoration of coastal resources.

The CZMA Performance Measurement System establishes:

- National goals;
- Programmatic performance measures;
- Environmental and economic indicators; and
- An annual reporting process for sharing progress.

Our Valuable Coasts

- 53 percent of the nation's total population live in the 673 coastal counties in 2011.
- \$7.9 trillion contribution to GDP by the 673 coastal counties, over half of U.S. GDP in 2007
- 69 million jobs in the coastal counties of the U.S. in 2007
- 13.6 million expected increase in U.S. coastal county population by 2020

Reference: NOAA's State of the Coast
<http://stateofthecoast.noaa.gov>

The CZMA Performance Measurement System focuses on five critical components of the CZM Program:



Public Access

Our coasts are vital places for recreation, including boating, fishing, swimming, nature watching, and diving. These activities help fuel our economy and are critical to the country's social and cultural fabric. The CZM Program protects, creates, and enhances public access to the coast through regulatory programs, acquiring new public access sites, and enhancing recreational facilities such as boardwalks and piers.



Coastal Community Development and Dependent Uses

Coastal communities support more than one half of the population, vibrant waterfronts and ports, and business and industry dependent on healthy coastal ecosystems. The CZM Program gives funding and expertise to help coastal communities sustain their economies, human health, environment, and coastal character.



Coastal Hazards

Coastal communities are home to more than 165 million people, generate more than half of the U.S. economic output, and account for hundreds of millions of dollars in flood loss claims. The resilience of these vital coastal communities depends upon their preparedness for coastal hazards. The CZM Program engages states and communities to become more resilient by managing development and planning to reduce the impacts of storms and other coastal hazards.



Coastal Habitat

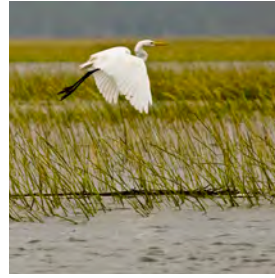
Coastal habitats are spawning grounds, nurseries, shelter, and food for commercially and recreationally important finfish, shellfish, birds, and other wildlife. Coastal ecosystems also protect communities from floods and storms and serve as natural filters to help keep our waters clean. The CZM Program uses funding and expertise to protect and restore coastal habitat and develops local partnerships to engage citizens. The CZM Program also works with communities to reduce marine debris that may affect wildlife.



Government Coordination

Government coordination limits redundancy and leverages resources. Government coordination and public participation improve management for economic benefits, minimize impacts of hazards and development, and help balance competing uses of coastal lands and waters. Through the CZMA Federal Consistency framework, the CZM Program effects change through state policies; provides technical assistance and dedicated staff resources to review coastal zone projects; and achieves regulatory efficiencies through a coordinated, predictable project approval process.

NATIONAL COASTAL ZONE MANAGEMENT








The CZMA Performance Measurement System

How the CZMA Performance Measurement System Works

National goals based on the CZMA were established for each of the five performance measure categories. Data collected through the CZMA Performance Measurement System will be compiled annually to produce a national report of how the CZM Program is meeting its national goals. The compiled data will be made publicly available on a CZMA Performance Measurement System web site and fact sheets. The CZMA Performance Measurement System will help the CZM Program track progress and adapt to changing needs in the coastal zone.

Adding Measurable Goals

OCRM and coastal states and territories will develop quantitative benchmarks and establish measurable, long range, national goals. For example, a measurable goal for Public Access will be set that identifies the total number of public access sites to be created or enhanced by a target year. The performance measures will then be used to measure the CZM Program's progress in meeting national goals. Success stories from coastal states and territories will also highlight activities that may not be measured through numerical performance measures.

Category	National Goal	Performance Measures
 Public Access	Create and enhance public access in the coastal zone.	Number of public access sites created or enhanced.
 Coastal Community Development and Dependent Uses	Increase the percentage of coastal communities implementing sustainable coastal management practices and revitalizing port and waterfront areas.	Number of coastal communities that developed sustainable development, polluted runoff management, and port or waterfront redevelopment policies and plans or that implemented a project to address this goal in the coastal zone.
 Coastal Hazards	Increase the percentage of coastal communities implementing management practices to improve resilience and increase public awareness of hazards.	Number of coastal communities that completed projects to reduce future damage from hazards and increase public awareness of hazards.
 Coastal Habitat	Protect and restore coastal habitat and remove marine debris.	Number of acres of coastal habitat protected and under restoration; number of pounds of marine debris removed.
 Government Coordination	Improve government coordination and decision making on projects affecting the coastal zone; public participation in the CZM Program; and knowledge and management of coastal resources.	Percent of federal consistency projects modified to meet CZM policies; acres of habitat gained by CZM regulatory programs; and number of education, coordination, and training events held.



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