



Metropolitan Waterfront Alliance

Thanks in part to the support of the NY-NJ Harbor Estuary Program Management Committee and the New England Interstate Water Pollution Control Commission (NEIWPC) over 30,000 people came together on Saturday, July 14th, 2012 to celebrate and revitalize the New York-New Jersey Harbor as part of the Metropolitan Waterfront Alliance's 5th annual City of Water Day. This year's event was held on Governors Island (New York) and at Liberty State Park (New Jersey) — and at fifteen “In Your Neighborhood” sites throughout the harbor.

Highlights of the event included:

- Free narrated harbor boat tours for over 6,000 people on the region's premier working, historic, and educational vessels;
- Kayaking, gig rowing, outrigger paddling and paddle-boarding lessons;
- A flotilla of over 250 paddlers, rowers and sailors converging on the festival from launch points throughout the harbor (Governors Island only);
- Disney's *Imagination Playground* (Governors Island only);
- The *Waterfront Activity Fair*, showcasing hundreds of businesses and organizations working to revitalize our waterfront;
- Special activities just for families, including water-themed arts and crafts, touch-tanks, puppet shows, and relay races;
- Free narrated ferry transit between Governors Island and Liberty State Park courtesy of Statue Cruises;
- Live music and some of the region's best food vendors.

The purpose of City of Water Day is to:

- Promote Public Access to the Waterfront
- Provide opportunities for estuary education while highlighting the need for citizen involvement to make waterfront revitalization and restoration a reality
- Encourage public engagement with hundreds of organizations working on the waterfront every day

Many City of Water Day visitors had little previous connection to the harbor. The event gave them first-hand waterfront experience; and inspired them with the vision of a restored and revitalized NY-NJ harbor. The festival gave MWA an opportunity to highlight the important work of our Alliance Partners and provide them with a platform to make their work more effective. The Waterfront Action Fair helped achieve this while generating new activity for our Alliance Partners, who were given the much-needed opportunity to network, plan future collaborations, speak with the general public about their missions, and actively engage community members in volunteering and attending at future events.

With the grant from NEIWPC, MWA was able to provide 20 non-profit alliance partners with the incentive and tools to communicate their mission to City of Water Day participants through

\$250 grants made possible by the grant. Each of the grantees undertook a program activity that achieved one of the following:

- Enhanced environmental education; or
- Enhanced public awareness of the Hudson River Estuary; or
- Provided an opportunity for the public to gain access to the water and waterfront

In the attached Appendix I you can review a full list of grantees and the activities that they undertook to promote environmental education, enhance public awareness of the Hudson River Estuary and harbor, or provide an opportunity for public access to the water and waterfront.

In addition, the funds provided by NEWIPCC also provided the MWA with much needed support for City of Water Day by allowing MWA to rent equipment needed to complete a successful event. Some of this equipment included, safety boats, safety equipment, walkie-talkies, and tents.

The only problem MWA encountered during City of Water Day was that construction being completed on Governors Island limited the space where City of Water Day activities could take place. With the assistance of Governors Island staff MWA was able to solve this problem by maximizing space and maintaining crowd control. Staff managed the event planning logistics, recruited volunteers, and coordinated with the speakers to brainstorm the panel topics. Enclosed are receipts totaling \$10,000 for grants made to Alliance Partners and for equipment rentals.



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Appendix 1: 2012 City of Water Day Grant Recipients



Volunteers from East River C.R.E.W and their davits presentation.

East River C.R.E.W.

Volunteers at the East River C.R.E.W. table manned an exhibit with various presentation boards about historic boathouses and advocacy for davits and ladders, and distributed copies of their East River Estuary Guide. Also on hand were copies of coloring pages related to the Estuary Guide, and flyers with info about East River C.R.E.W's free 2012 community rowing program. The public, especially children, were provided with art supplies, and invited to decorate coloring pages to illustrate the creatures who

call the East, Hudson, and Harlem Rivers home.



Staff from the Friends of Queens Library at their CWD table.

Friends of Queens Library

The Friends of Queens Library explained the events and activities of the Library. They also gave out children's bookmarks and promotional materials and highlighted the historic and environmental significance of the Harbor.

Governors Island Alliance

The alliance tabled with explanatory material about Governors Island and its history and significance to the New York Harbor. The alliance also produced a large plastic 'jigsaw' map of the harbor for children & adults to play and discover.



The making of the Governors Island Alliance 'jigsaw' map.



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Long Island City Community Boathouse c/o The Gowanus Dredgers

LICCB tabled, explaining the public activities of the Long Island City Community Boathouse and its trips along the East River. In addition to the tabling materials they displayed a kayak for people to view.



Volunteers from the Harlem Community Development Corporation

Harlem Community Development Corporation

HCDC used the funds to develop materials that gave the visitor an opportunity to see the multicultural activities available in Harlem River Park.

Hutchinson River Restoration Project

The Project's funds were used to develop and execute a poster sized map of the Hutchinson River, showing its location in the Bronx and the six cities in Westchester County: Pelham

Manor, Mount Vernon, Pelham, New Rochelle, Eastchester, and Scarsdale. They displayed the map at their table and also provided explanatory material of the HRRP.



Volunteers from the Hutchinson River Restoration Project with their display map.



The SS Lilac

Lilac Preservation Project

The Lilac Preservation Project produced and displayed the history of the SS Lilac, and gave out a calendar of their public programs and events.

New York City Friends of Clearwater

The NYCFC utilized the funds for their display materials and their volunteer musicians drew passers-by to their table. Their staff offered educational materials and engaged the public in



Staff from NYCFC at City of Water Day 2012 with educational materials.



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discussion about crucial environmental issues (especially concerning water), and gave the public an opportunity to write letters or sign petitions relating to such issues. They also invited members of the public to participate in further NYCFC activities, such as their monthly meetings, field trips, and annual Water Festival on the Hudson River, which all feature education about environmental topics.



New York Outrigger volunteers

New York Outrigger

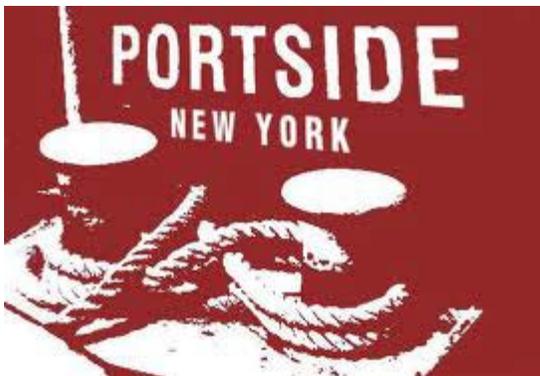
New York Outrigger strove to educate New Yorkers about outrigger canoe paddling and its roots in Polynesian culture. The diversity of their organization was also on display in their materials explaining our educational initiatives and outreach programs. Their outreach initiatives engage New Yorkers in a variety of ways from providing instruction at our Novice Sessions, to facilitating teamwork exercise for community groups.



Tugboat Pegasus

Tugboat Pegasus Preservation Project

Pegasus used the grant to produce public literature explaining the history of the Tugboat Pegasus and the work involved in restoring it. They also provided materials detailing the rich tugboat history of the Harbor and distributed a schedule of programs.



PortSide New York

PortSide presented the first phase of their interactive game about what boats and ships need to dock in the harbor. They also had a printed take-away with observational activities and facts about boats and piers.



Volunteers demonstrating how vegetation can mitigate storm water run-off.

Sustainable South Bronx

Their program activity centered on the hands-on “Sewer in a Suitcase” model that demonstrated how green infrastructure practices can be used to mitigate stormwater runoff and prevent combined sewer overflow events. This engaging model showed the mechanics of



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our city's sewer system, the detrimental effect that combined sewer overflow has on our waterways, and how green infrastructure practices can be used to protect our urban waterways and communities. In addition, they brought two small modular green roof trays to demonstrate how specific soils and vegetation can be used to mitigate stormwater.



A Velo City demonstration bike.

Velo City

At City of Water Day 2012, students from Velo City's summer, afterschool and leadership cohorts came together to engage visitors. The students offered a coloring book on the harbor & its uplands. They also produced a workshop to children and a butcher-paper markup for adults. A half-hour before City of Water Day ended, Velo City showcased some common themes from our conversations on a fresh piece of butcher paper and invited kids to sum up their feelings with a composite sketch. The Velo City students then

parleyed what they learned into the rest of their summer curriculum, asking students to consider new ways of linking bikes to boats. They also produced materials to encourage students to think more aggressively about the water as a transit route.

Village Community Boathouse

VCB used the funds provided to transport two row boats based on traditional design to City of Water Day. In addition, two of their Whitehall Gigs were tied up by the waterfront on Governor's Island for the public to see. Information about the organization and its mission and the history and construction of the boats were available to the public. The traditional design of their boats, as well as the culture of the organization, served to educate the public about the history of the harbor, the nature of the estuary, and the relationship of those two things to the development of New York City. In addition, VCB addressed the need, with pamphlets, for increased public access to the waterfront and waterways in and around New York Harbor for recreation and pleasure.

Greater Newark Conservancy

The Conservancy crew promoted their efforts highlighting their environmental stewardship programs. These programs, work to improve the quality of life in New Jersey's urban communities. They also produced pamphlets and flyers detailing our four program areas-- environmental education, community greening and gardening, job training and advocacy for environmental justice.



Staff from the Greater Newark Conservancy interacting with City of Water Day participants.



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Frog brought to City of Water Day by the Turtle Back Zoo's Education Team.

Turtle Back Zoo

The Zoo's Education Team designed and displayed a custom program in a dynamic, entertaining format to engage child and family visitors. Included within the program were lessons specific to local aquatic wildlife. The Zoo also brought ambassador animals to the presentation with the focus primarily on the Diamondback Terrapin found in the NY-NJ Harbor. Participants were able to get an up-close and personal

experience with the included collection.



A volunteer from Green Guerillas at City of Water Day 2012.

Green Guerillas c/o Earth Matter NY

Green Guerillas used the funds provided to develop education materials to promote their organizing and advocacy to help people cultivate community gardens, sustain grassroots groups, grow food, engage youth, and address issues critical to the future of their gardens. They also distributed seedlings of fruits and vegetables and developed explanatory literature which was given to the public.



A volunteer from the Greenpoint Monitor Museum at CWD 2012.

Greenpoint Monitor Museum

The museum produced pamphlets and materials on the history of the ship, Monitor, the maritime tradition of the New York – New Jersey Harbor and their work on the Museum.



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Lower Eastside Ecology Center



Staff from the Lower East Side Ecology Center at CWD 2012.

LEEC tabled with illustration and pamphlets covering the East River Esplanade and Park, and their conservancy efforts along the East River.



Staff from the S.S. Columbia

S.S. Columbia Project

The S.S. Columbia Project produced and distributed informational materials about the S.S. Columbia and their restoration work on it and the maritime tradition of the harbor.