



Report

Project: NY-NJ Harbor Estuary Paddling Guide

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ORGANIZATION INFORMATION

Organization: Going Coastal, Inc.

Submitted by: Barbara La Rocco

Title: President

Street Address: 22 E 1st Street #615

City/Town: New York, NY Zip Code: 10003

Telephone: 646-403-9794

Federal ID # 16-1666507

Project Report:

NEIWPC and NY-NJ Harbor Estuary Program support funded the research, compilation, production, creation and delivery of the NY-NJ Harbor Estuary Paddling Guide covering over 100 municipalities, and 14 counties in two states. The project achieved its purpose of promoting and raising awareness of estuary accessibility, while advocating for active stewardship and even greater accessibility.

On July 16, 2011 the NY-NJ Harbor Estuary Paddling Guide was released and several thousand were widely distributed to the families attending City of Water Day events on Governor's Island and at Liberty State Park in New Jersey.

Researching, collecting and quantifying data for the 2011 NY-NJ Harbor Estuary Paddling Guide was an enormous undertaking. The map encompasses over one hundred towns, several federal, state and municipal park systems and a dozen water bodies. A number of the water bodies that are part of the guide have their own water trail initiatives in process. The Paddling Guide effort engaged this network of water trail initiatives and hundreds of municipalities, park's administrators and stakeholders.

Project deliverables include mapping all legal human-powered boat launches within the harbor estuary. The total was 114. The final product provided the most comprehensive map of kayak/canoe access in the Harbor Estuary. The Paddling Guide consists of a detailed map of all launches, portages, harbor security zones, federal

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channels, and public parks. An overview of the launch site, potential hazards, permitting requirements, site amenities, and contact information compliments the map. A listing of boating programs and estuary resources and safety tips are also included in the guide.

Through the summer of 2011, Going Coastal disseminated Paddling Guides. Numerous stakeholders received quantities of maps for distribution, including Hackensack Riverkeeper, Metropolitan Waterfront Alliance, Baykeeper, NJ Coastal Management Program, NYC DEP, NJ Meadowlands Commission, Palisades Park Commission, Hudson River Park, Gateway National Recreation Area (Jamaica Bay & Sandy Hook units), Sebago Canoe Club, Brooklyn Bridge Park Boathouse, NJ Sea Grant, Floating the Apple, Long Island City community Boathouse, Red Hook Boaters, Inwood Hill Canoe Club, Yonkers Paddling & Rowing Club, North Brooklyn Boathouse, Liberty State Park, NYC Parks, Cranford Canoe Club and Kayak State Island. The Harbor Estuary program received 5000 maps for their distribution.

Going Coastal joined NYC & Co., the official NYC visitors guide service. The one-year membership ensures that the Paddling Guide is on all visitor bureau racks around Manhattan, as well as promoted through their publications. Additionally, Going Coastal delivered maps to the tourism offices in Brooklyn, Bronx, Staten Island, and Queens. Membership in the Manhattan Chamber of Commerce facilitated the dissemination of Paddling Guides to members at the numerous “green” networking events. Two hundred maps are mailed to individuals requesting the Guide. Individuals can request the guide by email. A media alert on the Kayaker listserv and notices to area clubs alerted boaters to the availability of the maps by mail.

The Paddling Guide has been distributed at tabling events such as City of Water Day, Staten Island Waterfront Festival, and the Yonkers Waterfront Fest. The Paddling Guide was featured at NYC’s popular Summer Streets Saturdays, where Park Avenue is closed from the Brooklyn Bridge to Central Park and thousands of runners, cyclists and walkers take to the street on August 13 and August 20. A banners-size map was created on canvas to display at events. Going Coastal will continue to disseminate maps at upcoming events like the NY Boat Show throughout 2011.

In addition to event tabling and partner distribution, Paddling Guides are distributed at regional outdoor retailers Eastern Mountain Sports, REI (opening fall



2011), Paragon Sporting Goods and Patagonia stores in Manhattan. Additional outlets include bike shops and YMCA facilities.

The NY-NJ Harbor Estuary Paddling Guide expands on our commitment to water access and easy access to information about the growing network of existing and developing launches and landings.

Going Coastal has performed the baseline mapping, but this is a “fluid” project that is in constant change from severe weather, human intervention, climate change, and other conditions that affect access. We know that one of the residual affects of Hurricane Irene was the closing of boat ramps and launch points throughout the watershed. The recent sewage spills revealed the need for immediate and accurate water monitoring information. We are determined to further develop and produce accurate, up-to-date print and online (as well as phone) products that inform people about all of the ways they can access and enjoy the waters of the NY-NJ Harbor Estuary. Expanding this NY-NJ Harbor Estuary network of water trails and developing an online solution for boaters to easily submit up to the minute trail information is a logical next step.