

American Shore and Beach Preservation Association

Strategic Plan 2019-2021

The American Shore and Beach Preservation Association (ASBPA) has adopted a strategic plan for 2019-2021.

This plan follows our 2016-2018 plan to build upon ASBPA's 90-year legacy of advancing coastal science and advocating for coastal policies that protect communities, restore ecology, and provide recreation and economic development for residents and businesses. ASBPA will continue to hold an annual National Coastal Conference and Summit, publish *Shore & Beach* as a peer-reviewed journal, develop educational content on timely coastal issues, and advocate for federal funding for coastal restoration, research and shore protection.

Additionally, ASBPA will develop resources to connect coastal managers and coastal researchers on the most critical challenges facing our coast, advocate to expedite coastal project delivery, and encourage regional resilience planning along the entire developed coastline of the United States. To achieve all its goals, ASBPA is committed to growing as an organization.

The ASBPA strategic plan sets goals and objectives for external advancements and for internal growth, and to guide all our efforts for the next three years.

Mission:

ASBPA is dedicated to preserving, protecting and enhancing our coasts by merging science and public policy.



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Advocating for healthy coastlines



U.S. Coastal Research Program (USCRP)

The USCRP is a community of researchers from federal agencies, academia, industry and NGOs, that seek to coordinate and advance coastal research.

The program has held workshops on critical coastal topics, developed a national coastal science plan that identified 260 ongoing coastal research projects, and established a multi-agency, academic and NGO collaborative study on nearshore processes during storm events. In 2019, the USCRP will award \$5 million in funds to academic research. ASBPA is the lead NGO facilitator of the USCRP.

Learn more: uscoastalresearch.org



Science and Technology

By supporting research and communicating the needs of coastal practitioners, ASBPA makes coastal science & technology more widely understood by the coastal community. To achieve this, we have three Science & Technology goals:

- 1) The nation's top five coastal engineering and management challenges have clear state-of-the-science papers and expert recommendations on next steps.
- 2) A "U.S. Coastal Research Program," (USCRP) a collaborative effort between federal agencies, academia and NGOs, coordinates and lead a nationwide coastal research agenda.
- 3) By 2021, 100 coastal communities are using ASBPA Science & Technology products to inform science-based decision-making.

***Key Objective:** 8 federal agencies, and representatives from academia stakeholders serve on a USCRP Leadership Council.*

Government Affairs

ASBPA supports coastal policy decision-making and funding priorities based on sound science and engineering. To achieve this, we have four Government Affairs goals:

- 1) Funding for coastal protection, restoration, and research increases commensurate with increasing need due to sea level rise and other factors.
- 2) Coastal project approval and construction timelines are shortened without undermining environmental or community protection or increasing cost.
- 3) Regional coastal resilience plans that assess vulnerability and sediment management are complete or in process for the entire populated coastline of the United States.
- 4) Coastal sediment of all types is managed as a resource to keep it within a watershed or littoral system, and only contaminated sediment is intentionally removed from the system.

***Key Objective:** Environmental permitting timeframes at USACE, NMFS and USFWS are sped up, and overlap with state permitting requirements are reduced, such that beneficial coastal projects can be permitted within one year of permit application.*

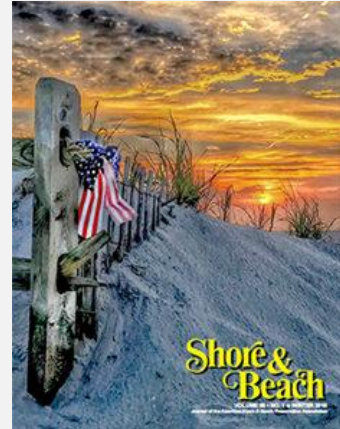


Education and Outreach

ASBPA educates and engages coastal stakeholders and the next generation of coastal practitioners on the latest science and policy related to shore and beach preservation. To achieve this, we have four goals:

- 1) Produce digitally friendly content that informs coastal practitioners about relevant issues.
- 2) Distribute content to reach our targeted audiences of: 1) ASBPA members, 2) the coastal community, 3) decision-makers and 4) media; while growing each audience.
- 3) ASBPA conferences and summits will educate attendees about recent coastal science and policy, and will brand ASBPA as a national leader in coastal restoration.
- 4) Each year, coastal practitioners and coastal students will have opportunities for courses and content that will improve their coastal knowledge and advance their careers.

Key Objective: *Each year, ASBPA will create 100 pieces of informational content for web-posting, social media, and Coastal Voice.*



Shore & Beach

Shore & Beach is ASBPA's peer-reviewed journal that has been published since 1933. Publishing four issues per year, with occasional special issues devoted to a singular timely topic, it has included many distinguished authors including Morrough P. O'Brien, Robert Dean, and James Houston.

Shore & Beach has recently become available in digital as well as print format. Over the next three years, *Shore & Beach* will publish at least sixteen peer-reviewed articles and eight interest and/or opinion features, and has set a goal to improve its "impact factor."

To submit articles or learn more, go to:

<http://asbpa.org/publications/shore-and-beach/>

Or email: editor@asbpa.org.

Best Restored Beaches & Shorelines

For over a decade, ASBPA has presented awards each year to beaches that have been restored or renourished to provide clear public benefits. Nominated projects are reviewed by beach experts, and the credibility that comes from a “Best Restored Beach” award can help market the beach.

In 2019, ASBPA will launch a new award program that will provide the same credibility to non-beach restored shorelines.



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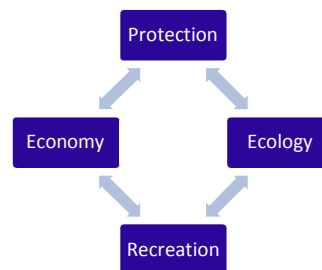
Internal Resources

In order to achieve our external goals, ASBPA needs to grow as an organization. We have established four areas of organizational growth:

- 1) Membership will focus on coastal and beach practitioners, but expand to beach operations and broader coastal management; members will remain geographically diverse, provide greater revenue and have more opportunities to engage one another.
- 2) ASBPA’s budget will be stable and balanced each year, and have diversified revenue streams, including new grant funding.
- 3) Chapters are mission-driven and active, advancing ASBPA's national goals while ASBPA supports the chapters' state or regional goals.
- 4) Human Resources – board members, staff/contractors and volunteers – will be actively engaged on committees and provide policy, technical and fundraising support to the organization.

Why Preserve our Coasts?

For anyone who’s ever seen children play in the surf, “hung ten” on a long board, spotted a red knot feeding on horseshoe crab eggs, or held the hand of a loved one while walking on the beach, the importance of shores and beaches is obvious. ASBPA believes preserving and restoring our coasts are important for four primary and interconnected reasons:



Storm protection: A healthy beach reduces coastal storm damages to communities, infrastructure, and transportation corridors.

Ecology: Beaches and coastal areas provide valuable habitats for a wide variety of ecosystems and species.

Recreation: Beaches are our largest playgrounds, with more recreational use than all our national parks combined.

Economic: U.S. coasts are a major draw for tourists from across the nation and the world, generating billions of dollars in revenues annually and creating thousands of jobs.