

GSAA- WOC 3rd Annual Industry Forum

April 8th, 2015
Charleston, SC

The World Ocean Council (WOC) and the Governors' South Atlantic Alliance (GSAA) have partnered to convene a diverse range of ocean industries to improve ocean science, more effectively engage industry in ocean policy and planning, and develop science-based solutions to cross-cutting marine challenges. Following on a GSAA Coast and Ocean Portal Webinar in August 2014 and an Industry Forum in September 2014, the GSAA and WOC hosted an invitation-only session with industry to: discuss the Alliance's Issue Statements and Plans of Work for Offshore Energy Siting and Business Post Disaster Recovery Planning in the South Atlantic; contribute business ideas and feedback for these critical issue areas for North Carolina, South Carolina, Georgia and Florida; and direct the next steps for Alliance-Industry engagement.

Welcome and Introductions

Kristen Fletcher, WOC

Kevin Claridge, GSAA Steering Group Chair

Briefing: Introduction to WOC and Marine Planning

Kristen Fletcher, WOC

Kristen offered background on WOC as a nonprofit made up of private sector businesses around the world interested in sustainable use and management of the oceans. Through its work groups, including its Marine Planning Work Group, WOC members share information and engage in discussion to find solutions to ocean issues around the globe. Kristen also provided information on the partnership with the GSAA including the August 2015 webinar which detailed the Coast and Ocean Portal, the September 2014 Industry Forum which included a roundtable discussion regarding the role of South Atlantic businesses in the region's future marine planning, and the goals for the April 2015 Industry Forum to find the best ways for industry and the GSAA to engage. In furtherance of this project, WOC has created a draft database of ocean businesses in the South Atlantic region using the following business categories: Energy and Mining, Marine Construction and Facilities, Marine Technology, Marine Transportation, Renewable Living Resources, Ship and Boat Building, Tourism and Recreation, and Business Support and Professional Services. The objectives for the project include taking into account the needs and interests of ocean businesses, improving engagement, products and tools in marine planning, and providing a mechanism for consistent engagement by business into the marine planning process. (Slides are available for this presentation.)

Briefing

GSAA Strategic Issues and Marine Planning Activities

Kristine Cherry, GSAA Coordinator

Bruce Cwalina, Navy Installations Southeast

Kristine provided an overview of what Regional Ocean Partnerships are and then provided further detail about what the GSAA is, its structure, Steering group membership, Federal co-chairs, partners, and priorities issue areas (see slides for more details). Kristine then went on to provide some background information on how the GSAA's work has transitioned into focusing

on a regional resilience driver and specifically the new annual strategic issues, business post-disaster recovery planning (PDRP) and improved data and planning for offshore energy. The strategic issues were selected based on specific challenges/problems in the region that were considered responsive to the resilience regional driver and relevant to or actionable by the Steering Group and/or Governors. The strategic issues are anticipated to be reviewed annually and adjusted based on needs/new challenges. Ad-hoc workgroups were formed around both of the strategic issues and were tasked to develop Strategic Issue Statements for each strategic issue. These Strategic Issue Statements include a brief Statement of the Challenge, an expanded Description of the Challenge, and identified GSAA Strategies for 2015 with specific actions to carry out those strategies. The strategies are focuses around 3 categories: GSAA cooperative or collaborative efforts; research, data, and information needs; proposed changes in government policies or programs. The strategies are not intended to be time limited and should address specific regional needs. The actions under each strategy are intended to be time limited and tied to what can be done within the GSAA framework in approximately 1 year.

Kristine then provided some background information on the GSAA's strong foundation for resilience, specifically in post-disaster recovery planning (e.g. long-term recovery planning summit) and relevant tools/technical resources (e.g. GSAA Coast and Ocean Portal and Hazard Vulnerability Assessment). Following this, Kristine describes the challenge stated in the business PDRP Strategic Issue Statement. The description of the challenge for the Business PDRP Strategic Issue Statement mentions that the South Atlantic coast is vulnerable and that disasters can impact the economy resulting in short and long-term effects. The National Disaster Recovery Framework provides a framework for long-term recovery planning. The focus of this ad-hoc workgroup is around the Economic Recovery Support Function. Some of the economic recovery challenges that were identified in the Description of the Challenge include: adequate financial resources, adequate knowledge and information, and complicated network of planning efforts. (Presentation slides provide more details on strategies.)

Once completed, the Strategic Issue Statement on Business Post-Disaster Recovery Planning will be reviewed and sent for approval by the GSAA Executive Planning Team and Steering Group. Following adoption, definitive action with partners to implement the strategy will be pursued. Some expected outcomes of the Business PDRP Strategic Issue Statement include: coastal communities in the South Atlantic are better prepared for the long-term economic impacts of storms, hurricanes, and other hazards, and investments leveraged from multiple sources to support the PDRP activities the South Atlantic is undertaking.

Following this, Kristine provided an overview of marine planning in the South Atlantic region, specifying that the GSAA considers the South Atlantic to include the coast and ocean off of NC, SC, GA, and FL (Atlantic counties to the FL Keys). Kristine noted that marine planning was included in the Alliance's Action Plan, and every priority issue area has actions related to data and mapping needs. The states have already undertaken some marine planning activities through individual state efforts and GSAA activities. State efforts are at various stages of development, but all include: data and information gathering on ocean and coastal uses, providing open access to spatial data, and some level of stakeholder engagement. GSAA marine planning activities have thus far focused on gathering data and information via the GSAA Coast and Ocean Portal (gsaaportal.org), which focuses its information on beach nourishment, port expansion, and habitat restoration and conservation. Kristine shared Rhode Island's lessons learned (2013) and GSAA interests and benefits in marine planning: filling data gaps that can support ocean and coastal management decisions, providing necessary data and information

for federal consistency, learning more about potential impacts of and opportunities for offshore energy, identification of offshore sand resources, addressing waterfront and waterways navigation issues and port expansion opportunities, habitat conservation, and improved understanding and communication about ocean and coastal uses in the Regional Planning Body (RPB) process. Kristine then touched on the discussions regarding a Regional Planning Body that have occurred in the South Atlantic in the past few years. In 2013, the National Ocean Council sent letters to states, tribes, and South Atlantic Fisheries Management Council to identify points of contact. In 2014, all points of contact were named, there was a tentative plan for discussions, and a draft RPB Charter was provided by Navy. In 2015, the draft RPB Charter is being reviewed by the GSAA leadership.

Kristine then explained the description of the challenge for the Improved Data and Planning for Offshore Energy Siting Strategic Issue Statement, which mentions that recently, South Atlantic offshore energy activities have been gaining momentum (e.g. Bureau of Ocean and Energy Management Draft Proposed Program, Wind Energy Areas, and Hydrokinetic Energy Testing). However, there is the potential for conflict that could lead to delays in development, a lack of resources for a collaborative framework that could reduce conflict, and a lack of coordination of data and information from multiple sources. (Presentation slides provide more details on strategies.)

Once completed, the Improved Data and Planning for Offshore Energy Siting Strategic Issue Statement will be reviewed and sent for approval by the GSAA Executive Planning Team and Steering Group. Following adoption, definitive action with partners to implement the strategy will be pursued. Some expected outcomes of the Offshore Energy Strategic Issue Statement include: coordinated and collaborative approaches to collecting and organizing data and information needed for prudent, efficient decision making on offshore energy development; practical framework for communication to reduce conflict among ocean and coastal uses and users; and investments leveraged from multiple sources to support the planning activities the South Atlantic is undertaking.

Bruce Cwalina then briefed the participants about the draft RPB Charter and named some of the benefits to states for participating, including access to the National Ocean Council. Bruce then notified the group of the decision of the GSAA's Executive Planning Team (EPT) to continue to pursue marine planning but to table the Charter discussions now while the strategic issue development process is ongoing.

Large Group Q&A

Clarifying Questions/General Discussion Regarding GSAA Activities and Direction

Discussion points/further questions to answer:

- A South Atlantic RPB would largely focus on state needs and will be state-driven
- The Executive Order applies to all federal agencies, but does not put requirements on the states.
- Is an increase in access to resources/funding expected if the GSAA becomes an RPB?
- Is there a concern that the mission of GSAA becomes co-opted by marine planning?

Suggestions:

- GSAA should move more aggressively towards a blueprint for marine planning.
- The RPB should be an industry driven planning focus, or a balance between industry and government.

- GSAA needs to consider what kind of active, collaborative engagement they would like with industry.

Small Group Facilitated Discussion

Industry Feedback on GSAA Activities

- Business Post-Disaster Recovery Planning
Facilitators: Kristen Fletcher, WOC and Kayleigh Michaelides, GSAA
- Offshore Energy Siting
Facilitators: Leslie-Ann McGee, WOC and Kristine Cherry, GSAA

Participants (see participants list) broke out into two smaller discussion groups to provide input on each of the two strategic issue statements' description of the challenge and the specific strategies developed by the ad-hoc workgroups. Participants also provided feedback and suggestions on industry engagement in South Atlantic marine planning efforts.

Briefing

Summary reports from Small Group Discussions

Leslie-Ann McGee, WOC

Scott Cave, Atlantic Business Continuity Services

Industry forum feedback on Offshore Energy Strategic Issue Statement:

- Description of the Challenge suggestions:
 - Participants confirmed that the Description of the Challenge accurately portrays the challenges.
- Suggested Actions and Issues to Review:
 - Review how mitigation has been applied elsewhere and how it might be applied to offshore energy siting in the S. Atlantic.
 - Establish the clear connection between engagement in marine planning processes and reduced restrictions or efficiencies in permitting.
 - There is an opportunity in advance planning to ensure other (non-energy) industry interests are compatible (e.g. marine transportation waste disposal areas).
 - It is important to understand the onshore impacts of offshore energy activities and planning for onshore infrastructure issues.
 - Alignment across state and federal permitting processes is needed to address conflicts and unnecessary delays in the timeline for permitting.
 - It is necessary to think about variations across state policy and programs to review potential inefficiencies and make appropriate changes.
 - There exists a large body of information on monitoring processes for offshore energy industries, but the GSAA needs to build awareness in S. Atlantic of these processes.
 - A key missing piece of offshore energy discussion is seismic test results – what is the resource and where is it?
 - Wind energy has more study information on near(er) shore environmental and natural resources, but significant gap in data off the continental shelf.
 - Other data gaps include:
 - Lower density of marine life data than other areas of the U.S.;
 - Oil spill flow dynamics and potential impacts/risks to coastal communities.

Industry forum feedback on Business PDRP Strategic Issue Statement:

- Description of the Challenge suggestions:
 - Participants recommended that fragmentation of the issue be addressed
 - Is the main focus of the GSAA on recovery or preparedness? These are interconnected phases.
 - There seems to be a focus on hurricanes alone as the only real threat to businesses, but there needs to be a broad “all hazards” approach.
 - Define the risk in the description
 - Generally, the problem is not lack of information but rather lack of motivation.
 - Emphasize the importance of preparedness in post-disaster recovery
- Supported actions:
 - Create an award or certification for resilient businesses
 - This creates positive peer pressure in the local business communities and could ignite motivation and preparedness.
 - Examples include the Clean and Resilient Marinas Program or a city or chamber of commerce resiliency award
- Suggested Actions:
 - Focus on value proposition to influence businesses to prepare pre-disaster
 - Educate policy makers on the economic implications of relocation and no re-entry (related to long-term recovery)
 - Communicate to US Army Corps of Engineers the need for a comprehensive study for the region (e.g. the study done after Sandy in the NE) before the next event occurs in the S. Atlantic

Large group facilitated discussion

Opportunities for Future Industry Engagement

- Formation of an Industry Liaison Group
- Other strategies for long-term engagement

Leslie-Ann McGee, WOC

Next steps for GSAA-Industry engagement

Leslie-Ann McGee, WOC

Leslie-Ann reviewed a few options that other similar organizations have adopted to engage industry, and other options within the GSAA framework. These include involving industry in the GSAA’s existing Partner Arm or Issue Area Technical Teams (IATTs). The GSAA could also engage industry via a stakeholder liaison committee such as the Mid-Atlantic’s Stakeholder Liaison Committee which includes industry and other stakeholders. The GSAA could also consider a Business Advisory Council like the Gulf of Mexico Alliance has established. The Gulf of Mexico Alliance’s Business Advisory Council includes industry only, requires industry to apply to be a member, and targets meetings based on industry interests. This model requires at least one lead industry partner, which for GOMA is the Mid-continent Oil and Gas Association. Leslie-Ann then asked the group to mention any other models that haven’t been considered that need to be discussed and which model might be the best option for industry to contribute in the South Atlantic.

Discussions:

- Formality is important- will need definitive accountability to represent a cross-section of industry
- The Gulf has different economy, but there are analogous groups that could function in a similar capacity for the South Atlantic
- Is it an overall industry interest or specific industries? It is difficult to recruit others to participate if the GSAA cannot explain its focus for industry engagement at this point

Examples:

- One option is to have 2 industry seats on the EPT as part of the GSAA Partner Arm.
- Another option is to approach a few industry related contacts (work as POC) for questions and feedback.
 - Involvement could grow once this information is received. Does National Ocean Industries Association (NOIA) have a regional framework? They may be a useful point of contact or a partner to begin the dialogue.
 - It is important to note this will take time to evolve.
 - What part of the GSAA is developing these relationships?
 - This engagement will likely need a similar commitment as the Steering Group on the industry side.

Suggestions:

- Create a formal mechanism for industry to engage (such as Business Advisory Council) with clear connection and feedback loop to the EPT and Steering Group.
- Target industry sectors with specific relevance to Strategic Issues (“seats” per sector).
 - Invite the associations or companies that can best represent those sectors rather than having an open call.
- Ensure representatives understand the responsibilities associated with participation including the need to self-organize, to communicate with others in their sector, and to contribute to GSAA activities and Strategic Issue Implementation.

Next steps:

- The GSAA EPT meeting is scheduled for June 24th, and the EPT hopes to make a decision at that time on future industry engagement.
- Under the current project, GSAA and WOC will continue to partner through the end of December.

Closing

Summary of Key Outcomes and Actions

Kristen Fletcher, WOC

Kristen noted that GSAA and WOC will share notes from the meeting in the coming weeks with participants and others on the GSAA and WOC stakeholder lists. She also reminded participants that the Offshore Energy Siting and Post-Disaster Recovery Planning work groups meet on Mondays and Tuesdays respectively, and stakeholders are invited to participate. More information on these groups is available from Kayleigh Michaelides. Kristen thanked the participants for the dialogue and recommendations.

Meeting adjourned