

“Securing Florida’s Blue Economy: A Strategic Plan for Florida’s Oceans and Coasts”

2020 FSBPA Annual Conference



Lenore Alpert, Ph.D., Executive Director
Florida Ocean Alliance

William Stronge, Ph.D., Chair Emeritus
Department of Economics, Florida Atlantic University &
Stronge Consulting, Inc., Boca Raton, FL

BLUE ECONOMY

The Blue Economy is sustainable use of ocean resources for economic growth, improved livelihoods and jobs, and ocean ecosystem health.

The Blue Economy encompasses many activities...

Renewable
Energy

Maritime
Transport

Fisheries

Tourism

Climate Change

Waste
Management

To learn about other aspects of the blue economy, visit www.worldbank.org/oceans

Florida's Blue Economy

- Florida's coastal counties generated more than \$797 billion of economic value or 77% of the state's more than \$1 trillion economy (based on 2018 data).
- Direct and indirect use of ocean and coastal resources contributed \$73.9 billion.
- More than one million jobs in Florida were directly and indirectly created by activities that used ocean and coastal resources.



In Addition to COVID, Existing Issues Include:

- Declining water quality (e.g. algal blooms, sewage spills)
- Damaged natural habitats (e.g. coral reefs, mangroves, seagrass beds)
- Climate change: Sea level rise, extreme storm impacts, rising temperatures, ocean acidification, exacerbated coral disease
- Aging infrastructure
- Silos in management
- Data and information access, sharing, and management
- Public-private collaborations



Strategic Plan Goals:



- **Blue Economy** – Develop and expand supporting resources.
- **Ocean and coastal resilience** – Ensure resilience to the effects of local and global threats.
- **Human and natural infrastructure** – Improve water, wastewater, stormwater, power infrastructure, and natural habitats.
- **Implementation, outreach, and financing** – Build and sustain broad support and partnerships to execute the Plan with accountability and transparency.

Priority Actions:

- Public-private partnership under the Executive Office of the Governor, similar to Space Florida, to bring together key representatives from the public sector and private industry to solve ocean and coastal issues.
- Evaluate risk-based vulnerabilities in ocean and coastal industries, small businesses, supply chains, and natural and human-built infrastructure to determine where key investments should be made.
- Update standards and permits for human-built and natural infrastructure to incorporate designs and practices that will increase resilience and protect the economy.
- Protect, restore, and manage coastal and marine habitats and living resources that have a critical need for intervention by reducing pollution and other local threats, and mitigating impacts from climate change.

Improve, Create, and Better Utilize Partnerships

- Florida Governor and Legislature
- State and Federal Agencies
- Florida Ocean Alliance
- Florida Ports Council
- Marine Industries (*e.g. Tourism, transportation, fishing, aquaculture, etc.*)
- Conservation, Environmental, and Education Organizations (*Aquatic Preserves, Parks, Estuary Programs, National Seashore, Marine Sanctuary, etc.*)
- Academia
- And More



Implementation and a Call to Action

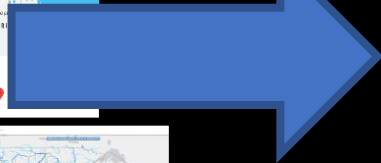
- Establish executive level public-private partnership
- Blue Economy advertising campaign/consistent messaging
- Statewide resilience criteria
- Implement Task Force and Plan recommendations
- Measure cumulative and secondary impacts
- Statutory and rule changes
- Leverage existing appropriations and find additional funding sources
- Identify gaps in research and fund
- Improve data sharing, collaboration, access, and management

Easy Access Multiple Data Sources in Real Time One Map

This collage features several environmental data dashboards. At the top left is the 'Algal Bloom Sampling Status' dashboard from the Department of Environmental Protection (DEP), showing monitoring links and a map of Florida. Below it is the 'NATIONAL HURRICANIC CENTER' dashboard from the Federal Weather Commission (FWC), displaying hurricane forecasts for the Atlantic and Central Pacific. To the right is the 'Mote Marine Laboratory' dashboard, which includes a map of Florida with red markers and a table of confirmed cases by county.

COVID/John's Hopkins

Mote



The main map is a GeoCollaborate interface showing a real-time dashboard of the United States. The map is overlaid with a color-coded grid and numerous blue circular data points of varying sizes, representing COVID-19 cases. A search bar at the top right allows for finding addresses or places. The bottom of the map features a 'Real-Time Trusted Data Dashboard' with the text 'Sensitive Information Sharing Environment (SIE)' and a red banner indicating 'OPERATIONAL SPECIAL COVID-19 STATUS'. Logos for GeoCollaborate and the National Hurricane Center are also visible.

NOAA/NWS

So many websites offering pieces of information

Delivering trusted data from disparate sources, in real-time, onto any map

Thank You

For an executive summary and full report go to:

www.floridaoceanalliance.org

