

## Membership Application

**Company, Organization, or Official Entity** ..... **Date** .....

**Member Designee\***

Name ..... Title .....

Mailing Address ..... Street Address / P.O. Box .....

City ..... State ..... Zip + 4 .....

Telephone ..... Fax .....

E-mail ..... Website .....

**Membership Category** .....

(See reverse for Dues Guidelines)

**Annual Dues \$** .....

(Dues for new members joining after October 1 will be applied to the following year.)

**Please Invoice me:**

**Send Invoice Attention to:** .....

*\* Each firm shall designate its CEO, or a representative of such officer, to exercise the privileges of membership. (Bylaws, Art. 2, Sec. 6)*

**Describe your firm's activities:** .....

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**Total number of employees (or members if a membership organization) in 9 Bay Area counties:** ..... **Nationwide:** .....

**For a professional service firm, indicate number of professionals (e.g., attorneys, engineers) in 9 Bay Area counties:** .....

**List up to four others in your firm to receive BPC meeting announcements, updates and other information:**

Name	Title	E-mail
Name	Title	E-mail
Name	Title	E-mail
Name	Title	E-mail

**To post and link your website on our BPC Members page, please provide the following:**

Website URL: http:// .....

Brief description: .....

.....

**Referring to the BPC Work Program, what subject areas are the most important to you and what are your top two or three work item priorities based on your type of business and reasons you joined the BPC?**

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## Membership Dues

<b>CATEGORY</b>	<b>SUSTAINING<sup>1</sup></b>	
<b><u>SPONSOR<sup>2</sup></u></b>		
<b>WATER-RELATED INDUSTRY</b>		
<b>Bay Area Seaports and Airports</b>	5,000	20,000
<b>Dredging &amp; Mining Contractors</b>		
Based on average cubic yards dredged or mined per year		
Less than 50,000 cy/year	2,500	5,000
50,000 to 250,000 cy/year	5,000	7,500
Over 250,000 cy/year	10,000	15,000
<b>Vessel Carriers and Harbor Terminals</b>		
Based on average annual volume of goods moved per year (TEU's, tons, barrels)		
1,500 – 15,000	1,000	2,500
15,000 – 50,000	3,000	5,000
50,000 – 100,000	5,000	7,500
Over 100,000	7,000	10,000
<b>COMMERCE &amp; INDUSTRY</b>		
Land owners and developers of residential, industrial, commercial, tourism properties; equipment manufacturers	1,000	7,000
<b>LOCAL GOVERNMENT, SPECIAL DISTRICTS</b>		
	1,000	2,500
<b>WATER-RELATED RECREATION (marinas, yacht clubs)</b>		
	1,000	3,000
<b>PROFESSIONAL SERVICE FIRMS</b>		
Based on number of employees in the nine Bay Area counties		
1 to 5 employees	500	1,000
6 to 25 employees	750	1,500
26 to 50 employees	1,000	2,000
51 to 100 employees	1,500	2,500
Over 100 employees	2,000	5,000
<b>ASSOCIATIONS</b>		
	500	1,000
<b>INDIVIDUALS</b>		
	250	1,000

<sup>1</sup> The **SUSTAINING** level represents the minimum dues level for each category paid by the current membership.

<sup>2</sup> The **SPONSOR** level represents the higher dues level and includes special benefits. It is suggested that a major corporation, municipality or firm who is playing a significant leadership role in SF Bay-Delta business and who is actively engaged in Bay-Delta issues participate with the Coalition as a Sponsor member. For more information, contact the BPC.

The BPC is a non-profit, tax-exempt corporation designated under Section 501(c)(4) of the Internal Revenue Code. Contributions and funds made available to the Coalition are not deductible as charitable contributions as defined in Section 170(c) of the Code but may be deducted as necessary and ordinary business expenses in accordance with the Code.



## Bay Planning Coalition 2013 Members

### **BUSINESS & INDUSTRY**

Aeolian Yacht Club  
 AMPORTS/Port of Benicia  
 Argonaut  
 BAE Systems/San Francisco Ship Repair  
 Bel Marin Keys CSD  
 Berg Holdings  
 Brickyard Cove Marina  
 California Capitol & Investment Group  
 California Oils Corp.  
 Cargill  
 Chevron  
 Clipper Yacht Company  
 Corinthian Yacht Club  
 CS Marine Constructors Inc.  
 Downey Brand  
 DMB Redwood City Saltworks, LLC  
 The Dutra Group  
 Eagle Rock Aggregates, Inc.  
 Emery Cove Marina Condo Association, Inc.  
 Ford Point LLC  
 Foss Maritime Company  
 Ghilotti Construction  
 Golden Gate Land Holdings  
 Great Lakes Dredge & Dock Co., LLC  
 Jerico Products  
 Keech Properties  
 Lehigh Hanson West Region  
 Lennar Mare Island, LLC  
 Levin-Richmond Terminal Corporation  
 Manson Construction Company  
 Marina Village Yacht Harbor  
 Marine Survey & Management Co.  
 Montezuma Wetlands, LLC  
 NuStar  
 PG&E  
 Phillips66  
 Port of Oakland  
 Port of Redwood City  
 Port of Richmond  
 Port of San Francisco  
 Port of Stockton  
 Port of West Sacramento  
 Ports America  
 Power Engineering Construction Co.  
 Princess Cruises  
 ROMA Design Group  
 San Francisco International Airport  
 San Francisco Waterfront Partners, LLC  
 Santa Cruz Port District  
 Scott's Seafood Restaurants  
 Shell Martinez Refinery  
 Shimmick Construction Company  
 Sims Metal Management  
 Tesoro Corporation  
 Treadwell & Rollo/Langan  
 Valero Energy Corporation  
 Vortex Marine Construction, Inc.

### **PROFESSIONAL SERVICES**

AMEC Environment and Infrastructure  
 Anchor QEA CA, L.P.  
 ARCADIS U.S., Inc.

Bellingham Marine Industries  
 Bingham McCutchen, LLP  
 BKF Engineers  
 Briscoe Ivester & Bazell, LLP  
 Brown and Caldwell  
 Cardno ENTRIX  
 CH2M HILL  
 CLE Engineering, Inc.  
 CSW/Stuber-Stroeh Engineering Group  
 Cox Castle & Nicholson LLP  
 Cox, Wootton, Griffin, Hansen & Poulos LLP  
 ECORP Consulting, Inc.  
 ENS Resources, Inc.  
 ENVIRON International Corporation  
 Environmental Resources Management  
 Environmental Science Associates (ESA)  
 Farella Braun & Martel, LLP  
 Francois Sorba Law Office  
 Fugro West Inc.  
 Gahagan & Bryant Associates, Inc.  
 HDR Engineering, Inc.  
 IHI Environmental  
 Kennedy/Jenks Consultants  
 Law Offices of Paul Minault  
 Liftech Consultants  
 Lipton Environmental Group, LLC  
 Manatt Phelps & Phillips, LLP  
 Metropolitan Stevedore Company  
 Miller Starr Regalia  
 Moffatt & Nichol  
 Morrison & Foerster  
 Noble Consultants  
 NRC Environmental Services  
 Pacific EcoRisk  
 Parsons  
 Perkins Coie LLP  
 PES Environmental  
 Poseidon Water, LLC  
 San Sail, Inc.  
 Sheppard Mullin Richter & Hampton, LLP  
 Starcrest Consulting Group, LLC  
 Terraphase Engineering  
 TranSystems Corp.  
 TransBayCable LLC  
 URS Corporation  
 Weiss Associates  
 Wendel Rosen Black & Dean, LLP  
 Weston Solutions, Inc.  
 WRA  
 Zimmerman & Associates

### **LOCAL GOVERNMENT & DISTRICTS**

Alameda County Public Works Agency  
 City of Foster City  
 City of Monterey Municipal Marina  
  
 City of San Jose  
 City of San Leandro  
 City of Vallejo  
 Contra Costa County Water Agency  
 East Bay Municipal Utility District  
 Golden Gate Bridge, Highway & Transportation District

San Francisco Public Utilities Commission  
 San Mateo County Harbor District  
 Santa Clara Valley Water District  
 Sonoma County Water Agency  
 Strawberry Recreation District

### **ASSOCIATIONS**

AGC of California  
 Association of Bay Area Governments  
 Bay Area Council  
  
 The Bay Institute of San Francisco  
 Building & Construction Trades Council of Alameda County  
 Building Industry Assn. of the Bay Area  
 California Alliance for Jobs  
 California Assn. of Harbor Masters & Port Captains  
 California Marine Affairs & Navigation Conference  
 Contra Costa Council  
 Council of Industries  
 East Bay Economic Development Alliance  
 FuturePorts  
 Intl. Longshore and Warehouse Union  
 The Industrial Assn. Inc. of Contra Costa  
 Marine Science Institute  
 Marina Vista Improvement Club  
 Marine Exchange of the San Francisco Bay Region  
 Napa Yacht Club Homeowners Association  
 Northern California Marine Association  
 Oakland Metropolitan Chamber of Commerce  
 Operating Engineers— Local 3, AFL-CIO  
 Pacific Inter-Club Yacht Association  
 Pacific Merchant Marine Council, Navy League of the United States  
 Paradise Cay Homeowners Association  
 Pile Drivers Local Union 34  
 Sailors' Union of the Pacific  
 San Francisco Bay Joint Venture  
 San Francisco Estuary Institute  
 San Francisco Maritime National Park Association  
 San Mateo County Economic Development Agency (SAMCEDA)  
 Save San Francisco Bay Association  
 Seaport Industrial Association  
 Solano Economic Development Corp.  
 Western States Petroleum Association  
 Western Wood Preservers Institute

### **INDIVIDUALS**

Jim Haire  
 Trevor Ham  
 Bonnie Lowrie-Preston  
 Michael T. Rafferty  
 Nancy Wagner  
 Ellen Joslin Johnck, RPA



Bay Planning Coalition 2013 Board of Directors

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Bay Area

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Grant Davis, Sonoma County Water Agency

Alternate: Brad Sherwood

Peter Dailey, Port of San Francisco

Alternates: Jay Ach

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Alternate: Bill Gilfillan

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Alternate: Chris Elias

Mike Giari, Port of Redwood City

Walt Gill, Chevron

Alternate: Jeff Hartwig

Greg Gibeson, Pacific Inter-Club Yacht Association

Alternate: Russell Robinson

Tom Guarino, PG&E

Bill Hanson, Great Lakes Dredge & Dock Co.

Alternate: Bill Mueser

Eric Haug, Manson Construction Company

Alternates: Charles Gibson

James McNally

Eric Hinzl, Kennedy/Jenks Consultants

Alternate: Laura Kennedy

Phil Lebednik, Weston Solutions

Gary Levin, Levin-Richmond Terminal Corporation

Alternate: Jim Cannon

Jim Levine, Montezuma Wetlands LLC

Mike Luken, Port of West Sacramento

Gary Oates, Environmental Science Associates

Alternate: Patricia Berryhill

Sean Marciniak, Miller Starr Regalia

James Matzorkis, Port of Richmond

Alternate: Michael Williams

Mike Marcy, Tesoro Corporation

Alternate: Marc Bayer

Richard Rhoads, Moffat & Nichol

Alternates: Jaclyn Gnusti

Dilip Trivedi

Paul Shepherd, Cargill

Alternate: Pat Mapelli

Ellis Wallenberg, Weiss Associates

Daniel Woldesenbet, Alameda County Public Works  
Agency

Alternate: Kwablah Attiogbe

# **BAY PLANNING COALITION**



## **2012 ANNUAL ASSESSMENT AND 2013 WORK PLAN**

***The Mission of the Bay Planning Coalition is to work through a broad coalition, which will promote economic vitality with responsible environmental policies to enhance the quality of life in the San Francisco Bay Region.***

***The Vision of the Bay Planning Coalition is to provide visionary leadership for business, regulatory agencies, local government, non-profits and the public as an effective coalition that vigorously advances solutions for a healthy economy, environment and community.***

EXECUTIVE DIRECTOR'S PREAMBLE:

Reflecting upon this past year in the life of the Bay Planning Coalition, we found a great deal to be proud of, and much to evaluate in relation to our future and growth. 2011 and 2012 saw significant change and evolution in the Bay Planning Coalition, and it felt apt at this time to produce an Annual Assessment of the Coalition, looking back at this year's activities through the lens of the goals and priorities itemized in the Strategic Plan and Work Plan. Not to be considered a traditional Annual Report, the document that follows instead intends to encapsulate the accomplishments of a year of development and change, and to share with our members and stakeholders what we feel is and will continue to be the value of our Coalition. Taking stock of 2012 by reflecting up on the goals set out by the Coalition leadership in the Strategic Plan allows us to examine our effectiveness in utilizing the tools at our disposal, and our success in carrying out our strategic plan and staying true to our mission.

Looking ahead with the 2013 Work Plan, we intend to lay a broad framework for the continued forward propulsion of the Bay Planning Coalition as a leader and influencer in the San Francisco Bay Area through multiple avenues and partnerships. Building on the momentum gained from a profitable and stabilizing 2012, we will expand on our efforts in supporting quality of life, economic and environmental prosperity, and balanced regulation, navigating toward the goal of becoming the "go-to" organization for all maritime, trade and shoreline issues in the San Francisco Bay Area region.



John A. Coleman  
Executive Director  
December, 2012

**1. Monitor and inform decision-making at all levels of government.**

The Board of Directors of the Bay Planning Coalition (BPC) voted to take an official stance against Measure “F” on the San Francisco City and County Ballot, opposing the removal of the Hetch Hetchy Reservoir and taking BPC’s first ever public political position.

BPC successfully advocated for appointments to Governor Jerry Brown’s administration and to regional agencies. BPC also supported appropriations requests.

BPC made a concerted effort in all of its actions during the 2012 year to build upon its image as a *Public Policy* organization, and as a result has been more effective in working with strategic partners and important regulators such as the Bay Conservation and Development Commission (BCDC), US Army Corps of Engineers (USACE), and National Oceanic and Atmospheric Administration (NOAA), due to its strong reputation and ability to bring both expertise and balance (perspective) to the examination of major issues.

BPC worked to expand the discussion beyond dredging to focus and educate both members and stakeholders on the economics of trade and on the positive impacts of dredging, working to make a clear and compelling case for why dredging to adequate depths is the lynchpin action that enables increased economic health, increased local tax revenue, increased environmental protection and ultimately greater national security.

**2. Develop and advocate well informed, effective positions on key San Francisco Bay Region issues affecting our membership.**

By taking a position against Measure “F,” BPC represented the interests of the utilities and businesses within its membership, advocating for the continued usage of the Hetch Hetchy Reservoir as a vital water and energy source. In so doing, BPC continued to advocate for economic prosperity, product manufacturing and the movement of goods.

BPC, in partnership with the Building Industry Association of the Bay Area, participated in a lawsuit challenging the National Marine Fisheries Service designation of Critical Habitat for the Southern Distinct Population of the North American Green Sturgeon. BPC argued that its members depend on areas that would be designated Critical Habitat as a source of their livelihoods, and that the attendant costs and regulations imposed upon them as a result of this designation would harm and undermine their ability to use, develop and enjoy their properties.

Through workshops, briefings, emails and newsletters, BPC has increased the opportunities it has to support sensible regulation and vibrant maritime trade.

Making appearances at such events as the World Association for Waterborne Transport Infrastructure (PIANC) dredging conference and scores of local meetings throughout the year has enabled BPC to educate and influence opinion leaders regarding the importance of maritime trade to the local, regional and state economy.

### **3. Develop alliances with a broad variety of stakeholders to increase our effectiveness.**

Through such actions as regular Dredging Materials Management Office (DMMO), Joint Policy Committee (JPC), and BCDC meeting attendance, Bay Area Business Coalition conference calls, US Army Corps of Engineers (USACE) luncheons, workshops and relationship-building, NOAA Fisheries meetings, and more, BPC has expanded the scope and strength of its strategic alliances and stakeholder relationships.

BPC participated in the BCDC Executive Director selection process, will be involved in the building of the BCDC strategic plan and enforcement policy, and will be helping USACE with a December 2012 Executive Briefing on the Civil Works Transformation and Planning Modernization process.

BPC has been increasingly effective in communicating with regulators and decision-makers in these key organizations, thanks in part to BPC's strengthening reputation as a balanced Public Policy group.

### **4. Engage, support, grow and diversify membership in alignment with our mission and vision.**

In 2012, Bay Planning Coalition welcomed 24 new member organizations and significantly increased member participation, awareness and outreach through discounted access to a variety of workshops and briefings relevant to the needs and interests of the BPC membership, resulting in over 175 individuals from BPC member companies attending Workshops in the 2012 series.

The evolution of an informative website and regular email communications also serve to enhance the membership experience and increase communication between BPC and its members in order to best meet their current and evolving needs.

### **5. Anticipate future challenges and opportunities, and develop logical scenarios and options to deal with them.**

- Federal funding decline
- Panama Canal
- Marine highway
- LTMS

BPC participated regularly in Long Term Management Strategy (LTMS) review and DMMO meetings, and dedicated one of its three 2012 Workshops to an examination of the LTMS process, successfully bringing together and involving key players from BCDC and other organizations.

- BPC Membership Briefing on Ballast Water- June 7, 2012  
Facilitated dialogue between stakeholders in the maritime and water/wastewater industries on ballast water regulations, treatment capabilities, environmental and economic impacts within California.



- BPC-facilitated NOAA Eelgrass Meeting- June 27, 2012  
Helped arrange for a public information meeting on the new California Eelgrass Mitigation Policy.
- Workshop #1: Corps 101, September 19, 2012  
This workshop served to familiarize people with the United States Army Corps of Engineers (USACE) roles and responsibilities, explain the USACE's organizational structure, discuss USACE's funding and opportunities, present the Civil Works and Planning processes, and examine cost-sharing, federal sponsorship, and planning assistance to states.
- Workshop #2- Energy and Water Nexus Summit – October 24, 2012  
Stakeholders, experts, and representatives from public and private agencies and local government presented and participated in panels centering on the crucial issues related to the supply and pricing of water and energy and their relationship to the prosperity of the Bay and the movement of goods.
- Workshop #3- Long Term Management Strategy and Environmental Mitigation Banking  
Provided an opportunity to hear from BCDC, the USACE, and the Environmental Protection Agency (EPA) on the current review and ongoing plans regarding the LTMS, and also introduced attendees to Environmental Mitigation Banking in a thorough and in-depth manner.

## **6. Obtain and allocate resources to accomplish the strategic plan.**

In 2012, Bay Planning Coalition decisively reversed the 2011 deficit, ending the year with a strong momentum of netted profit and expanded sponsorship opportunities.

BPC was able to allocate \$5,000 from its budget toward educational support with a donation matching program benefiting the Marine Science Institute, and another \$5,000 to sponsor a peer review of the Salmonid Smolt Outmigration Draft Report, helping to enhance BPC's scientific credibility in the important area of Dredging Windows analysis.

BPC hosted a Ballast Water Briefing that was not budgeted for, and in doing so brought in revenue for the organization and obtained press exposure in outside publications.

BPC also hosted a Welcoming Luncheon for incoming USACE San Francisco District Commander John Baker, creating a unique opportunity for both members and guests to meet and talk directly with the new leader, while generating net revenue through that event.

2012 was the second year in a row that BPC obtained sponsors for the Annual Membership Meeting and Luncheon, making that event a net revenue generator.

Bay Planning Coalition hired a permanent Senior Administrative Assistant in Fall of 2012, ensuring that BPC would be represented at important meetings and events when the Executive Director was unavailable, and utilized the services of four interns to work on specific projects, including the Decision Makers Conference and 2012 Workshop Series.

## **7. Develop and implement a comprehensive communication and outreach program.**

BPC held three successful educational workshops, continuing a development tradition of holding at least three workshops per year, participated in a NOAA Fisheries Eelgrass meeting and hosted a Ballast Water Briefing. BPC engaged a new and broader spectrum of industry leaders in these workshops, widening the public's awareness of BPC actions and priorities.

Many of those opinion leaders commented positively on the expanded focus of the Coalition and expressed their appreciation for the opportunity to meet and discuss significant regional issues with peers in a setting that encouraged thoughtful and respectful dialog.

BPC significantly grew its online presence and email communications strategy in 2012, developing a presence on social media and beginning a once-monthly Email Newsletter to all members and associates to keep them updated on BPC's successes, activities, and upcoming events. The BPC website continues to evolve, now providing visitors with a Weekly Economic and Financial Commentary from Wells Fargo, a Weekly Washington DC Legislative Update from ENS Resources, Newsletters from the California Association of Sanitation Agencies (CASA), the Association of California Water Agencies (ACWA), the San Francisco Bay Joint Venture, and many more, in addition to grant opportunities from the EPA and other organizations, important meeting documents and announcements, event registration information, and a wealth of news, timely business intelligence and other resources.

BPC was a regular presence at BCDC, DMMO, JPC, San Francisco Estuary Institute (SFEI) and other meetings, and was a participant in the BCDC Executive Director selection process, as well as continuing to provide input in regards to the building of the BCDC Strategic Plan, and assisting in the review of the BCDC enforcement policy.

BPC built on its reputation as a public policy organization representing the interests of a broad membership base and as the host of unbiased, scientifically and politically balanced educational events.

## **8. Foster effective Board governance and leadership commitment.**

A By-Law committee was formed to update the BPC bylaws.

The May 2012 Board Meeting featured a presentation on the fiduciary duties and responsibilities of BPC Board Members.

New individuals expressed interest in joining the Board for 2013, and new additions were made to the Executive Committee.

## 2012 ACCOMPLISHMENTS : *2012 WORK PLAN*

### A. FEDERAL GOVERNMENT

#### 1. *Federal Energy & Water Appropriations/Harbor Maintenance Trust Fund*

BPC advocated for the advancement of HR 104 and SB 412 as the most logical avenue to provide the needed funding for dredging and maintenance of our channels, harbors and ports to the project depth to support economic growth and vitality.

BPC worked in 2012 to secure members of congress to support HR 104 and SB 412, specifically linking forces with those individuals not traditionally connected to maritime interests and issues, including the California Farm Bureau, the Western Growers Association, and Central Valley representatives. In doing so, BPC expanded its sphere of influence, and was able to educate relevant members and their staff regarding the positive impact that HR 104 and SB 412 would have on their work and interests.

Unfortunately, HR 104 and SB 412 “died” in congress. Budget concerns mean that there was no new funding of programs in the Federal governments, and Congress has yet to reverse its position of ‘No Earmarks’.

Federal budget concerns and a weakened economy had an impact on government representatives’ abilities to promote many of BPC’s goals in the Federal Government in 2012.

BPC will continue to support all efforts related to the RAMP Act, and toward funding for dredging being maintained or increased.

### B. STATE, REGIONAL AND LOCAL GOVERNMENT

#### 1. *Bay Area Business Coalition*

The goal of the Bay Area Business Coalition is to work together to protect the interests of all businesses facing external pressure from overzealous government entities.

BPC participated in every-other-month meetings with the Bay Area Business Coalition, maintaining active involvement in issues that have the greatest impact on members of BPC, and helping to broaden BPC reach and political support into air, land use, energy, housing and transportation.

#### 2. *San Francisco Bay Conservation and Development Commission (BCDC)*

BPC continued to attend BCDC meetings, to educate, monitor and advocate for an appropriate balance between economic and environmental interests. BPC also engaged in regular communications with staff and board members, increasing advocacy and strengthening BPC’s image

as a public policy organization, and deepening relationships with BCDC decisionmakers and stakeholders. BPC was involved in the selection process for the new Executive Director, and will be assisting in the development of the BCDC strategic plan, and in the upcoming work on the BCDC enforcement policy.

### 3. *Joint Policy Committee and Climate Change*

The Bay Planning Coalition-- working with the Bay Area Business Coalition—continued to actively monitor all actions of the JPC.

BPC attended JPC meetings and continues to stay abreast of shoreline, land use, business and maritime issues in relation to climate change and sea level rise.

### 4. *Advocacy for Political Appointments*

BPC successfully advocated for appointments to Governor Brown's administration, as well as other regional departments and agencies. BPC generated letters of support for political appointments and continued to facilitate meetings with persons of political influence to help move the political appointment process in favor of our candidates.

Other significant players are seeking out BPC's perspective, insight and support, and BPC's advocacy for political appointments to the Governor's office has gotten Bay Area Business Coalition support.

## C. EDUCATING THE PUBLIC OF THE IMPORTANCE OF MARITIME INFRASTRUCTURE PLANNING

### 1. *Long-Term Management Strategy (LTMS) for Dredged Material Disposal*

Bay Planning Coalition was directly involved in the 12-Year Review of LTMS, and participated regularly in LTMS and DMMO meetings. BPC also dedicated its third workshop in the 2012 series to an examination of the past and future of the LTMS process.

BPC made a presentation at an international dredging conference in San Diego on the importance of dredging and maritime trade to the economy of the San Francisco Bay, northern California and the western U.S.

Building relationships with decisionmakers, regulators and agencies of importance poises BPC to continue to advocate for balanced regulation, the dredging of navigational channels to adequate depths, and the promotion of vibrant maritime trade.

## D. INTERNAL AND EXTERNAL OPERATIONS

### INTERNAL

#### *1. Financial Accountability*

Bay Planning Coalition's Executive Director made a monthly report on the close of the financial books to the Executive Committee. A weekly report on all Coalition activities was also made by the Executive Director to the Executive Committee, supporting increased communication between the Executive Director and the Board.

In 2012, BPC printed workshop and event materials and carried out all event planning in-house, resulting in saved resources.

BPC closed out 2012 with a significant budget surplus, and was able to allot resources to support a marine educational organization in the form of donation matching, and sponsored a peer review on migration and LTMS, continuing the BPC goal of supporting science-based policy and decision-making. The budget surplus also allows the Board to set aside money for Strategic Planning Retreat in 2013, with the goal of updating the Coalition's strategic plan in 2013 in alignment with the Executive Committee's intention.

#### *2. Decisionmakers Conference (DMC) and BPC Workshop Series*

The 2012 Decisionmakers Conference and Workshop Series were educationally and financially successful, and were accompanied by an additional briefing on Ballast Water, which also brought in revenue.

All BPC Workshops were videotaped and made available on the BPC website and YouTube page to enable greater exposure and education on Workshop topics.

### EXTERNAL

BPC staff produced and distributed a monthly E-Newsletter, which has increased transparency and communication between the organization and its members, and has resulted in increased sponsorship, new members, and an increased awareness on the behalf of strategic partners of BPC's actions and plans. Members have expressed their appreciation for now having a better sense of being connected and "in the know" with timely developments within the Coalition.

BPC has taken advantage of opportunities to become In-Kind members and In-Kind sponsors with other organizations to help advance mutually beneficial goals.

BPC continues to develop its website and social media presence, and strives to become the best resource on the web for San Francisco Bay-related maritime news.

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## **2013 Work Plan:**

### **Maritime and public policy issues:**

Bay Planning Coalition will strive to remain proactive and involved on all maritime and public policy issues relevant to its members and to the vitality of the Bay region. BPC will continue to educate members, stakeholders, agencies, elected officials and the general public on the importance of the maritime economy to Northern California, highlighting the necessity of dredging to appropriate depths to support jobs, manufacturing and the movement of goods.

BPC will work to show that this has a direct impact on revenue flow-back to state, regional and local governments, resulting in environmental enhancement, recreational opportunities, job creation, and educational benefit.

### **Political and Business Community:**

BPC will aim to increase its education of regulators, elected officials and the public regarding maritime, recreation, airport and trade issues, and to increase political activity as permitted under IRS guidelines. BPC will work closely with the Bay Area Business Coalition in advocating for strategic appointments to local regulatory agencies, and in the formation of a Business Advisory Committee to the JPC.

### **Positioning and perception -- Strong advocate for maritime and shoreline interests:**

BPC aims to be the go-to authority on all trade, maritime and shoreline-related issues in Northern California. BPC plans to be the recognized “forum” for dredging, maritime, shoreline, recreation and trade issues, and to be known for fact-based public policy and advocacy, and unbiased, solution-oriented, results-oriented education and advocacy.

BPC will continue to work with a wide cross-section of local agencies and interests, from the Bay Conservation and Development Commission (BCDC), to the United States Army Corps of Engineers (USACE), to the Environmental Protection Agency (EPA), to the Bay Area Business Coalition, to fulfill the mission of supporting balanced regulation and an exceptional environment and quality of life in the Bay Area region, and to promote economic growth and opportunity.

In 2012, BPC supported a peer review of a Salmonid Migration study, and intends to support future opportunities for BPC to enhance its standing as a science-based decisionmaker and advocate, and to provide unbiased information to members and policy-makers.

### **Educational provider to target audience:**

BPC will build on its growing reputation as a source of thorough and unbiased education on relevant issues and concerns through a successful Decision Makers Conference, a series of at least three workshops, and membership briefings if necessary and timely.

BPC will also make itself available for presentations to member companies and for speeches and appearances at relevant agency events and conferences, and will continue to produce press releases and newsletters informing members and the general public about its events, activities and accomplishments.

BPC will continue the practice of videotaping all Workshops and archiving the video on the website and YouTube channel.

BPC's target audience includes regulators, community leaders, elected officials at all levels, the media, educational institutions, environmental organizations, business organizations, government agencies, disaster response agencies, and the Bay Area Business Coalition, in addition to BPC members and the general public.

### **RAMP Act:**

BPC will support all efforts related to the passage of federal legislation to ensure adequate funding is allocated for the maintenance and dredging of navigational channels and harbors, whether the next iteration of the RAMP act or other efforts. We view this legislation as the most logical avenue to provide the needed funding for dredging and maintenance of our channels, harbors and ports to the appropriate depth to support trade and economic growth and vitality.

BPC will stay abreast of events in Washington regarding the triggering of sequestration, as massive budget cuts will likely make the achievement of certain goals in 2013 a challenge in the federal arena.

### **Build on BCDC relationship:**

In addition to regular meeting participation and the involvement of BCDC in BPC events and activities, BPC will be working closely with BCDC on the development of their strategic plan and on the planned review of their enforcement policy.

### **Build on relationship with USACE:**

BPC will support the developing USACE efforts to increase federal funding, streamline the planning/study process and explore opportunities for alternative funding.

### **Build on relationships with Federal, state and regional agencies:**

BPC will hold appropriate meetings to promote discourse, understanding and resolution, such as with NOAA and other agencies that impact maritime and shoreline activities.

### **Increased intern involvement:**

BPC will reach out to educational organizations such as the Maritime Academy, UC Berkeley, Stanford, UC San Francisco and San Francisco State University to involve interns in the 2013 DMC and 2013 Workshop Series and briefings. BPC will also explore the option of supporting an intern in performing an economic study of changing shoreline industry and its impact on local and state government revenue.

### **Office move in 2013:**

BPC plans to move its offices to the East Bay in early 2013 in order to locate itself at the “epicenter” of membership, streamline staff transportation, enhance the professionalism of the BPC office, enable BPC to better serve its members and attend meetings, and set the Coalition up to support future expansion.

As part of this move, BPC will continue the sorting, purging, consolidation and electronic storage of BPC files from 1983-today.

### **Significant ongoing board member and board designee participation and support:**

In order to ensure BPC’s continued success and the smooth implementation of the Strategic Plan, BPC strives to have Board members engaged on policy, engaged on committees, engaged in member recruitment and outreach, and engaged in the important role of the Board to the success of BPC.

### **Efficient communication and operations:**

BPC will prioritize clear and efficient communication between such parties as the Executive Committee, the Board of Directors, the Executive Director, BPC Membership, and BPC staff.

### **Strategic Planning Retreat:**

BPC board members and staff participated in a successful strategic planning retreat in 2011, which helped guide BPC activities through 2012. In 2013, BPC will again host a retreat to continue in the adjustment and development of a strategic plan for BPC’s future.

### **Members:**

In 2013, Bay Planning Coalition will focus on building stronger relationships with its members, obtaining constructive member feedback, and ensuring that relevant issues are driving the dialogue and keeping members engaged and well-represented. BPC will proactively reach out to members to better understand their needs and expectations in an effort to enhance the membership experience. As part of this effort, BPC will reach out to its membership with a survey designed to solicit feedback and to learn how BPC can better represent and serve its members now and in the future.

BPC will also offer to make presentations to member companies about the value of BPC. A member company will be highlighted each month in the BPC monthly E-newsletter.

### **Financial:**

BPC will continue the 2012 trend of financial strength and revenue generation through events, sponsorships and the pursuit of new members.



**Programs:**

BPC will hold a 2013 Decision Makers conference, building on the 2012 Maritime Economy theme. In addition, BPC will host a 2013 workshop series, potentially expanding the number of workshops in order to increase exposure and opportunities to raise important issues and educate members and stakeholders. Workshop series focus and subject matter will be determined through work with board committees, and will prioritize issues that are timely and interesting to BPC members.

BPC will ask workshop attendees to fill out surveys in order to obtain feedback, improve our events and better serve our members in the future.

BPC will hold briefings and meetings as is relevant and necessary, and will seek out co-sponsorship opportunities with like-minded organizations.

**Forum for the Future of the San Francisco Bay:**

In 2013, BPC will strive to re-activate its foundation arm in the form of the Forum for the Future of the San Francisco Bay, in order to receive donations, support the performance of possible relevant economic studies, and implement its strategic plan.

## 26<sup>th</sup> Annual Decision Makers Conference

**Fueling California's Economic Engine and Jobs:  
The Importance of Trade to Northern California**

**Friday, May 3, 2013; 8:00am - 6:00pm  
The Pavilion at Scott's Seafood, Jack London Square, Oakland**

### CALL FOR SPONSORS

The Bay Planning Coalition's annual Decision Makers Conference is the forum of the year, where we provide a platform for new ideas, thoughtful action and innovative solutions through coalition building.

*The greater San Francisco Bay Region, home to vital ports, train routes, highway corridors and airports, is on the leading edge of the country's and state's recovery. The imports and exports through our region drive a huge and thriving economy, and sustaining and developing trade through our area is crucial to continued economic success.*

At the 26<sup>th</sup> Annual Decision Makers Conference, we will discuss the many considerations involved in supporting thriving commerce while preserving our natural environment and sustaining an exceptional quality of life in the San Francisco Bay Region.

The success of our Annual Decision Makers Conference depends on the participation of all stakeholders in the Bay Planning Coalition. We need you to help by becoming a sponsor. Through your sponsorship, you are investing in the Bay's future, which we all share.

For 30 years, BPC has been making a difference in San Francisco Bay by facilitating the balanced and intelligent use of the Bay for thriving commerce, recreation and the environment. Your sponsorship will help ensure that BPC will continue to offer access and advocacy on behalf of our members and achieve its mission for public well-being.

### **SIGN UP AS A 2013 DECISION MAKERS CONFERENCE SPONSOR TODAY!**

For questions about sponsorship levels and benefits, please call or email John Coleman, Executive Director, at 415-397-2293 and [john@bayplanningcoalition.org](mailto:john@bayplanningcoalition.org).

Thank you for your continued support.



Scott Warner  
President



John A. Coleman  
Executive Director

## 26<sup>th</sup> Annual Decision Makers Conference

### *Fueling California's Economic Engine and Jobs: The Importance of Trade to Northern California*

Friday, May 3, 2013; 8:00am - 6:00pm

Scott's Seafood  
Jack London Square  
Oakland, CA

## 2013 SPONSORSHIP PLEDGE FORM

- Yes! We are delighted to sponsor the 26<sup>th</sup> Annual Decision Makers Conference at the following level:**

### **Sponsorship (*please select*)**

- Hosting @ \$10,000 (includes up to 16 complimentary registrations)
- Contributing @ \$5,000 (includes up to 10 complimentary registrations)
- Supporting @ \$2,500 (includes up to 5 complimentary registrations)
- Donor @ \$1,000 (includes up to 2 complimentary registrations)

### **Organization:**

*(exactly as you would like it to appear in conference materials)*

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Website: \_\_\_\_\_

**Name and Title (or BPC Member Designee):** \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### **Contact:**

*(for invoicing, logistics and printing requirements)*

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### **Payment (*check one:*)**

- Check enclosed. Please send your completed form along with a check payable to:

**Bay Planning Coalition**

1970 Broadway, Suite 940  
Oakland, CA 94612

- Please invoice my organization. (Fax or email your completed form to Bay Planning Coalition at: 510-291-4114 or [bpcstaff@bayplanningcoalition.org](mailto:bpcstaff@bayplanningcoalition.org))

**IMPORTANT: Deadline for inclusion of sponsors in the Conference Brochure is Monday,  
April 10, 2013**

**26<sup>th</sup> Annual Decision Makers Conference  
Fueling California's Economic Engine & Jobs:  
The Importance of Trade to Northern California  
Friday, May 3, 2013; 8:00am – 6:00pm  
The Pavilion at Scott's Seafood, Jack London Square, Oakland**

**SPONSORSHIP OPPORTUNITIES**

**Hosting Sponsor @ \$10,000**

- \* Sixteen (16) complimentary 2013 Decision Makers Conference registrations
- \* Logo featured on conference webpage with link to company website
- \* Logo featured on special promotion distributed to targeted mailing list of 4,000 (schedule permitting)
- \* Corporate logo featured in electronic mailings
- \* Listing in media advertisements
- \* Full-page, full-color advertisement in conference program\*
- \* Prominent listing on conference signs, materials and handouts
- \* Listing in on-site Bay Planning Coalition Business Directory\*

**Contributing Sponsor @ \$5,000**

- \* Ten (10) complimentary 2013 Decision Makers Conference registrations
- \* Key placement of logo on conference webpage with link to company website
- \* Corporate logo placement in electronic mailings
- \* Listing in media advertisements
- \* Half-page, full-color advertisement in conference program\*
- \* Key listing on conference signs, materials and handouts
- \* Listing in the on-site Bay Planning Coalition Business Directory\*

**Supporting Sponsor @ \$2,500**

- \* Five (5) complimentary 2013 Decision Makers Conference registrations
- \* Placement of logo on conference webpage with link to company website
- \* Listing in electronic mailings
- \* Quarter-page, full-color advertisement in the conference program\*
- \* Sponsor listing on conference signs, materials and handouts
- \* Listing in the on-site Bay Planning Coalition Business Directory\*

**Donor @ \$1,000**

- \* Two (2) complimentary 2013 Decision Makers Conference registrations
- \* Donor listing on conference signs and materials
- \* Listing in the on-site Bay Planning Coalition Business Directory\*

# Workshop Series 2013

## The Economic Importance of Maritime Industry to Northern California

### SPONSORSHIP OPPORTUNITIES

Bay Planning Coalition leads by bringing key players together to develop solutions that keep bay projects moving and working to produce more jobs. Our efforts support our mission to ensure that commerce, recreation, and the natural environment thrive in the San Francisco Bay-Delta region.

**BPC's Workshop Series 2013** will include *at minimum* three workshops held to provide a forum for constructive dialogue on Bay management topics that require conversation, collaboration, problem-solving and action.

Sponsors make these workshops possible. By becoming a sponsor, you will be investing in the Bay's economic future and will be helping to ensure that BPC continues to offer access and advocacy on behalf of our members. Your Sponsorship also brings you visibility to our members and contacts—more than 3,000 of them!

We need you to help make this series a success. **On the reverse, please find information about sponsorship opportunities and benefits.** We cannot accomplish our work without your continued investment and support. Thank you.

Contact: John Coleman, Executive Director at (510) 768-8310 / [john@bayplanningcoalition.org](mailto:john@bayplanningcoalition.org)

### Sign up today as a sponsor for Workshop Series 2013:

**Organization Name:**

*(as you would like it to appear in materials)*

Address

City

State

Zip Code

Website

**Member Designee:**

Phone

Fax

Email

**Contact:**

*(for invoicing, logistics and logo requirements)*

Phone

Fax

Email

**Payment (check one):**  Check enclosed  Please invoice me.

Please send your completed form along with a check payable to:

**Bay Planning Coalition**  
1970 Broadway, Suite 940  
Oakland, CA 94612

**Become a Series sponsor today to maximize  
your visibility in our workshop marketing!**

A pledge and your logo is all we need!

# Workshop Series 2013

## The Economic Importance of Maritime Industry to Northern California

### SPONSORSHIP OPPORTUNITIES

#### Sponsorship Levels (*please select*)

**Leading Series Sponsor @ \$ 2,500**

- Eight (8) complimentary registrations to each Workshop in the Series
- Logo on Workshop Series webpage with link to company website
- Corporate logo in electronic mailings
- Prominent panelist or speaker role
- Prominent listing on workshop materials

**Supporting Series Sponsor @ \$ 1,250**

- Four (4) complimentary registrations to each Workshop in the Series
- Logo on Workshop Series webpage with link to company website
- Corporate logo in electronic mailings
- Introduce panelist or speaker
- Listing on workshop materials

**Individual Workshop Sponsor @ \$ 600 each**

- Four (4) complimentary registrations to each Workshop in the Series
- Logo on Workshop Series webpage with link to company website
- Corporate logo in electronic mailings
- Listing on workshop materials

**NEW:**

**President's Circle 2013 Sponsor**

- Workshop Series 2013 Sponsorship at the \$2,500 level
- Decision Makers Conference 2013 Sponsorship at the \$2,500 level
- Your organization's Annual Membership Dues
- Eight (8) free registrations at each Workshop Series workshop
- Five (5) free registrations at the 2013 Decision Makers Conference
- Corporate logo and company listing on all BPC event collateral, programs, event webpages and electronic mailings with link to company website
- "Featured Company" write-up in one of BPC's 2013 Monthly Newsletters
- Panelist, speaker or introductory role at relevant workshop or event

***The Mission of the Bay Planning Coalition is to work through a broad coalition, which will promote economic vitality with responsible environmental policies to enhance the quality of life in the San Francisco Bay Region.***

