

# Bay Planning Coalition

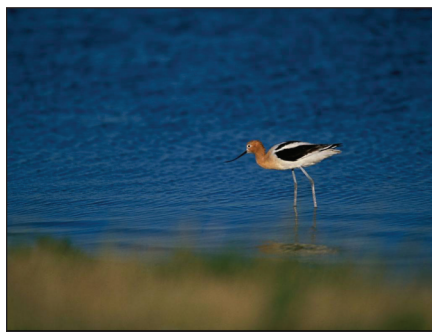
The Bay Planning Coalition is a nonprofit, membership-based organization whose mission is to ensure a healthy and thriving Bay for commerce, recreation and the natural environment.

Now in its 25th year, the Bay Planning Coalition started with a group of Bay Area citizens who were concerned about sustaining commerce and the need to streamline the multiple state and federal agency environmental permit process that frequently delayed the timely completion of construction projects. The need was to establish a voice for building public awareness about the value of maritime and related shoreline business, increase harmony and to minimize the delay, cost and uncertainty of the regulatory process.

One of the key messages of Bay Planning Coalition, since the beginning, has been “Balance” — achieving a fair and sensible permit process that satisfies all environmental and regulatory mandates while not hampering business.

“We work for the intelligent use of the Bay,” explains Ellen Johnck, who was initially picked to start the Bay Planning Coalition when it was determined that the need was there. Some Bay Planning Coalition successes include developing a plan for maintaining navigation channels at a safe and reliable depth for shipping while advancing the restoration of wetlands and flood control levees; examining air quality and reducing soot around marine terminals, and responding to increased regulations around global warming.

U. S. House of Representatives’ Speaker Nancy Pelosi has said, “for 25 years, the Bay Planning Coalition has played a unique and valuable role. Government agencies have overwhelmingly welcomed the Bay Planning Coalition’s presence, often referring to it as the ‘GO-TO Organization’ for information. Senator Dianne Feinstein calls BPC “an essential resource.”



Businesses are encouraged to get involved and join the Bay Planning Coalition in order to have their voices heard, as well as have instant access to a large network of like-minded citizens and community members. “The BPC members are the people who know the Bay,” explains Johnck, who successfully works to communicate between “the people who’ve been driving the ships, the scientists who understand the quality of the mud, the geologists who know the soil, and the people who make the construction materials,” in order to ensure that everybody’s interests are observed and integrated into the project review and approval process.

The Bay Planning Coalition has strong relationships with its partners, state and federal agencies, including the U. S. Army Corps of Engineers, the Environmental Protection Agency, Fish & Wildlife, and — on the state level, the State and Regional Water Boards, the Department of Fish and Game, the Bay Conservation and Development Commission, and a host of agencies in charge of the management of the Bay.

“We ensure business progress and environmental protection are simultaneous,” says Johnck. “We join hands together.”

The Bay Planning Coalition knows that you have to build trust at the same time that you might also have to educate. Many agencies know a lot about what they’re trying to accomplish, but may not know much about business,

or the specifics of life here on our beloved San Francisco Bay.

Members report success through business-to-business negotiations and strategic planning; BPC’s Annual San Francisco Bay Decisionmakers’ conference is a mechanism for bringing government agencies together with business leaders and exploring solutions to regulatory issues. Being a member of the Bay Planning Coalition means we are hooked up to the world!” says John Cockle of Levin Richmond Terminal.

The Bay Planning Coalition acts as an advocate and is a formidable force globally, nationally and state-wide. “We focus on a common theme,” says Johnck, who had 20 years of political experience and was the Chairman of the California Coastal Commission for the northern California region before starting the Bay Planning Coalition 25 years ago. “We all work together. For example, we have U. S. Representative Mike Honda from San Jose supporting the Port of Oakland’s deepening project and U. S. Representative George Miller from Richmond supporting the Port of Redwood City’s dredging in conjunction with the USFWS’s Bair Island wetland restoration. There is great unanimity supporting the maritime transportation projects in the Bay as an integrated system of ports, terminals and facilities.”

To learn more about how you can become a member of the Bay Planning Coalition, visit [www.bayplanningcoalition.org](http://www.bayplanningcoalition.org). ■

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 Bay Planning Coalition  
Celebrating 25 Years of Leadership