

# **YOU SEE** *a beautiful beach*



---

**WE SEE** tourism, commerce, recreation, natural resources, infrastructure, homes and businesses, development, storms, and a growing population.

## **AMERICA NEEDS COASTAL MANAGEMENT**

The National Coastal Zone Management Program, created by legislation in 1972, is a partnership between the federal government and U.S. coastal and Great Lakes states and U.S. territories. NOAA administers this voluntary program, which was designed to address the wide range of issues affecting the nation's coasts.

See the reverse of this page for a summary of the program's 2018-2023 Strategic Plan, which is focused on keeping America's coasts healthy and vibrant.

**National Coastal Zone Management Program**  
**Office for Coastal Management**

[coast.noaa.gov/czm](https://coast.noaa.gov/czm)



# NATIONAL COASTAL ZONE MANAGEMENT PROGRAM

## Strategic Plan 2018-2023

---

*Strategic plans are an opportunity for people to unite and forge an approach that moves them closer to achieving collective goals. For this plan, state programs and the federal government came together and agreed to specific actions intended to make coastal communities safe and prosperous. Highlights are provided below.*

### Vision

Through a strong federal and state partnership, the nation's coasts are economically vibrant, resilient, and healthy for this and future generations.

### Goal 1 – Coastal communities and states effectively plan and prepare for change.

Growing numbers of residents and visitors, threats from extreme weather, demands of development—the coastal zone has many challenges, but these challenges also represent opportunities to grow in a way that is balanced, sustainable, and resilient. Over the next five years, NOAA and state coastal management programs will work hand-in-hand to

- Prepare for and minimize the risks to communities from coastal hazards,
- Foster integration of social and economic information into coastal management, and
- Grow and strengthen coastal economies.

### Goal 2 – Coastal ecosystems are protected, preserved, and restored for use and enjoyment.

Americans want clean beaches and beautiful places for recreation and rest. Added benefits: natural resources reduce flooding and offer storm protection, enhance tourism, provide a home to fish and wildlife, and keep our water clean. The National Coastal Zone Management Program is working to maintain and improve the health of the nation's coastlines. Over the next five years, NOAA and state coastal management programs will work together to

- Preserve and restore coastal ecosystems,
- Facilitate the adoption of natural and nature-based coastal infrastructure solutions, and
- Improve public access to enhance recreation and enjoyment for all.

### Goal 3 – The program's ability to advance coastal management is strengthened.

NOAA, the state coastal management programs, and the Coastal States Organization have a rich history of collaboration, and growing demands on coastlines require broader engagement. Over the next five years, the National Coastal Zone Management Program will

- Strengthen the national coastal zone management network and grow partnerships,
- Increase capacity for national program implementation, and
- Enhance awareness of the national program and associated resources.

To see the full strategic plan, visit [coast.noaa.gov/data/docs/czm-strategic-plan.pdf](https://coast.noaa.gov/data/docs/czm-strategic-plan.pdf).

To have questions answered, email [coastal.info@noaa.gov](mailto:coastal.info@noaa.gov).

