

"To better inform the public and policy makers, the U.S. Commission on Ocean Policy partnered with the **National Ocean Economics Project** to produce an economic study, "Living Near... And Making A Living From... The Nation's Coasts And Oceans" (Appendix C). "



2001 / 3 / 13

California's Ocean Economy

- CA Resources agency commissions a Similar Study of the CA Ocean.
- An Update of the 1994 Report: *California's Ocean Resources: An Agenda for the Future* presented at the 1997 CA and World Oceans Conference
- Updated to include improvements in methods and access to data
- Funded by a Coastal Energy Impact Assistance Grant awarded by the California Resources Agency

California's Ocean Economy

The National Ocean Economics Project

•NOEP Team

- **Judith Kildow—Principal Investigator**
California State University, Monterey Bay
- **Charles Colgan—Chief Economist and Investigator for Market/Demographic Data**
University of Southern Maine
- *Linwood Pendleton—Lead Economist for Nonmarket Data*
UCLA

Why an Accounting of the Ocean and Coastal Economies?

- Could you run a company without knowing:

How big your inventory is?

What's in your warehouse?

How the value of your inventory and company are changing?

Who is your staff?

Why an Accounting of the Ocean and Coastal Economies?

- Can you manage a resource without knowing:
 - The value of the resource and whether it is increasing or decreasing?
 - Who depends on the resource?
 - Is the resource healthy?

Why an Accounting of the Ocean and Coastal Economies?

- Could you make policy without knowing:

What the economic impact will be?

Who will benefit and who will not?

What urgent policy actions are needed?

Where is the COASTAL ECONOMY?

The Coast is not one place, but four places:

Near Shore

Coastal Zip Codes

Coastal Zone Counties

Touched by CZMA

Coastal Watersheds

To headwaters of coastal rivers

Coastal States

Bordering the Oceans and Great
Lakes

Three Contributions of Socioeconomic Research to Ecosystem Management

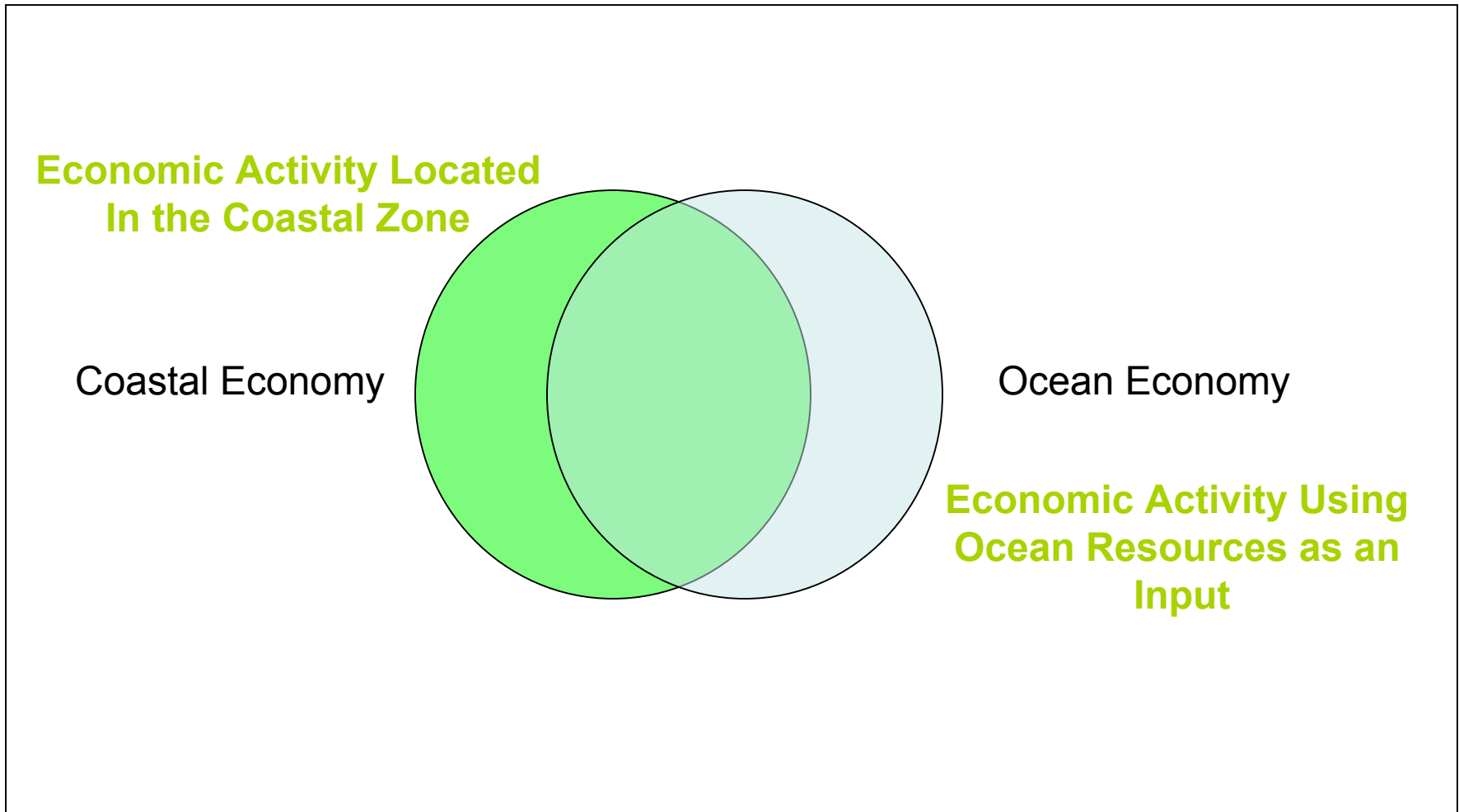
- The economic value of ecosystem resources
 - Changes in resources affecting changes in values
 - Changes in resource management affecting changes in values
- Socioeconomic change driving ecosystem change
- Ecosystem change driving socioeconomic change

The Value of Ecosystems and Changes

- Market and nonmarket values
 - Estimating uses, users, individual and total values
- Market values from existing government statistical series
- Nonmarket values from localized, highly specific studies

Region	County
North	Del Norte Humboldt Mendocino
North Central	Alameda Contra Costa, Marin Napa San Francisco Santa Clara
Central	Monterey, San Mateo Santa Cruz
South Central	San Luis Obispo Santa Barbara Ventura
South	Los Angeles Orange County San Diego

The Coastal and Ocean Economies Aren't The Same Thing

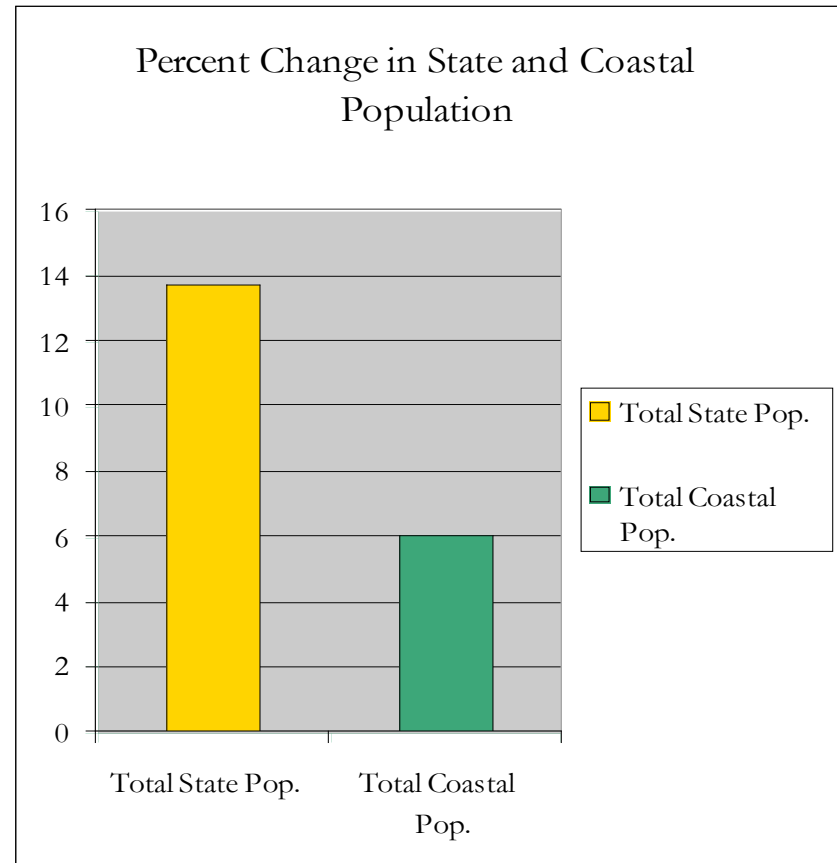


The Ocean Economic Sectors

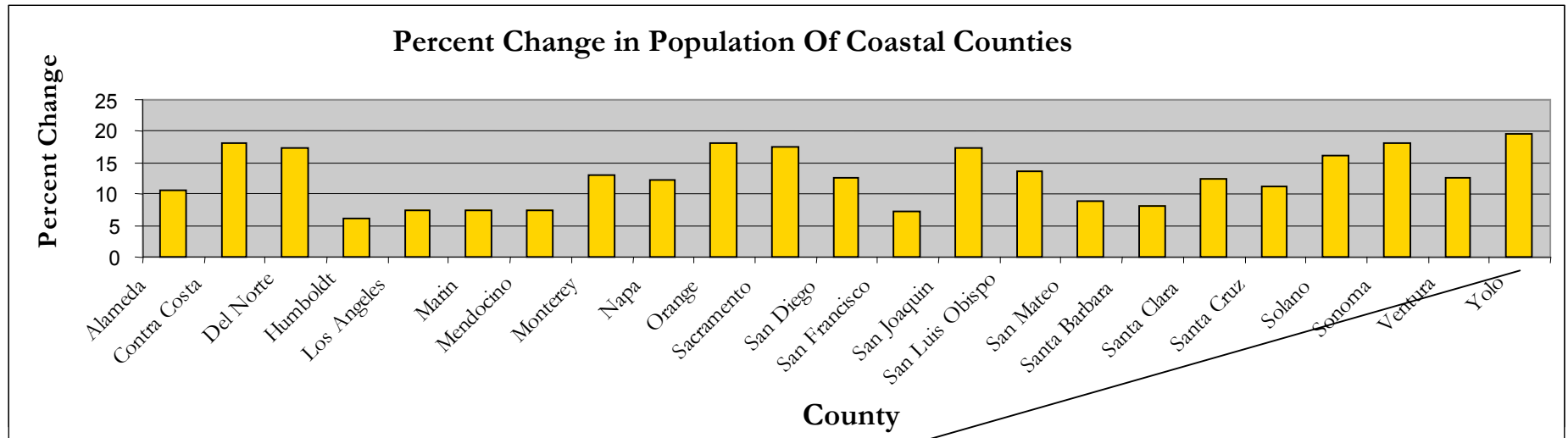
Construction	Marine Construction
Living Resources	Fish Harvesting, Aquaculture Seafood Processing
Minerals	Limestone, Sand, & Gravel, Oil and Gas Explor., Oil and Gas Production
Ship & Boat Building	Boat Building, Ship Building
Tourism & Recreation	Amusement and Recreation Services, Zoos and Aquaria, Boat Dealers, Eating and Drinking Places, Hotels and Motels, Marinas, Recreational Vehicle Parks and Campgrounds, Sporting Goods Retailers
Transportation	Deep Sea Freight, Marine Transp. Services, Search and Navigation Equipment, Petroleum and Natural Gas Pipelines, Warehousing

Population Summary for Coastal Counties

	Total State Population	Total Coastal Population
1990	29,785,857	23,546,687
2000	33,871,648	24,992,357
% Change	13.7	6.1



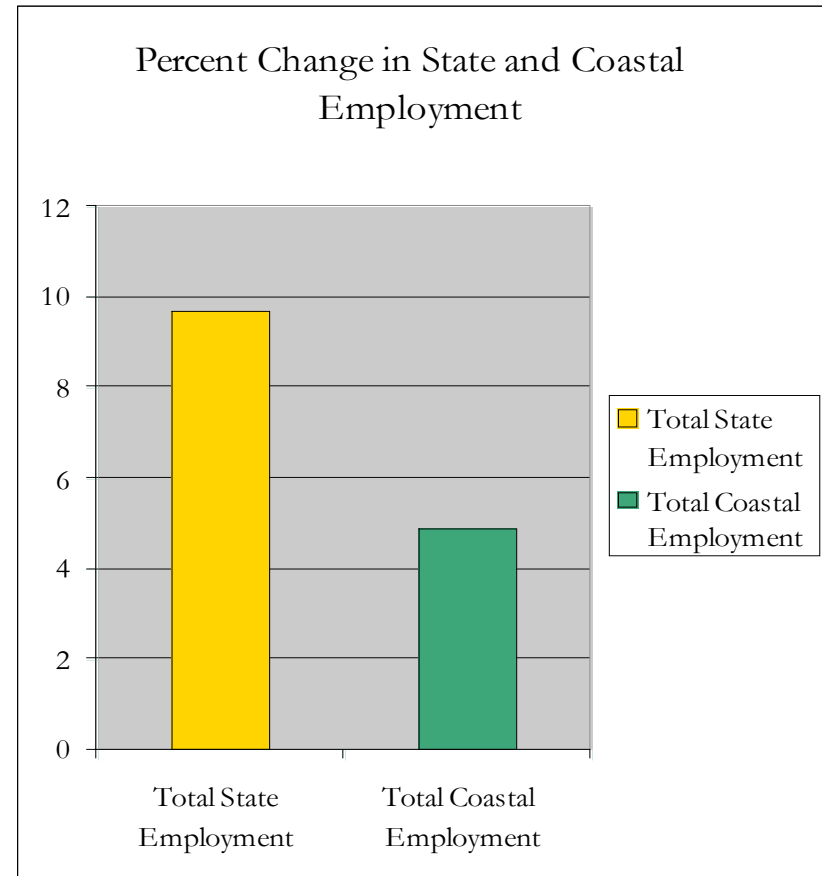
Percent Change in Population from 1990 to 2000, By County



- All of the coastal counties showed between 5 and 20 percent growth from 1990 to 2000.
- Yolo County had the highest growth rate.
- Humboldt and San Francisco had the slowest growth rate.

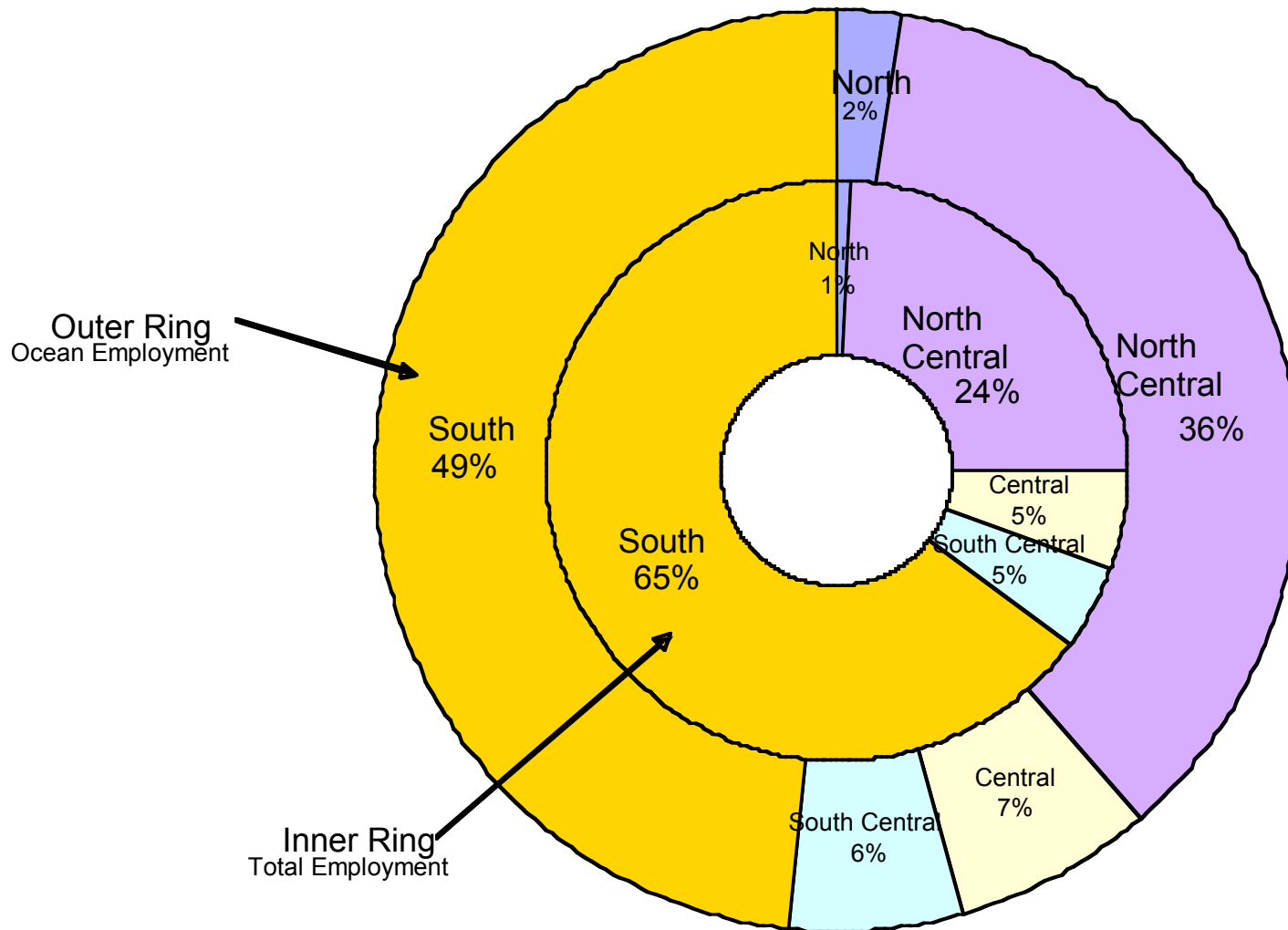
Employment Summary for Coastal Counties

	Total State Employment	Total Coastal Employment
1990	10,773,783	389,123
2000	11,817,324	408,127
% Change	9.7	4.9

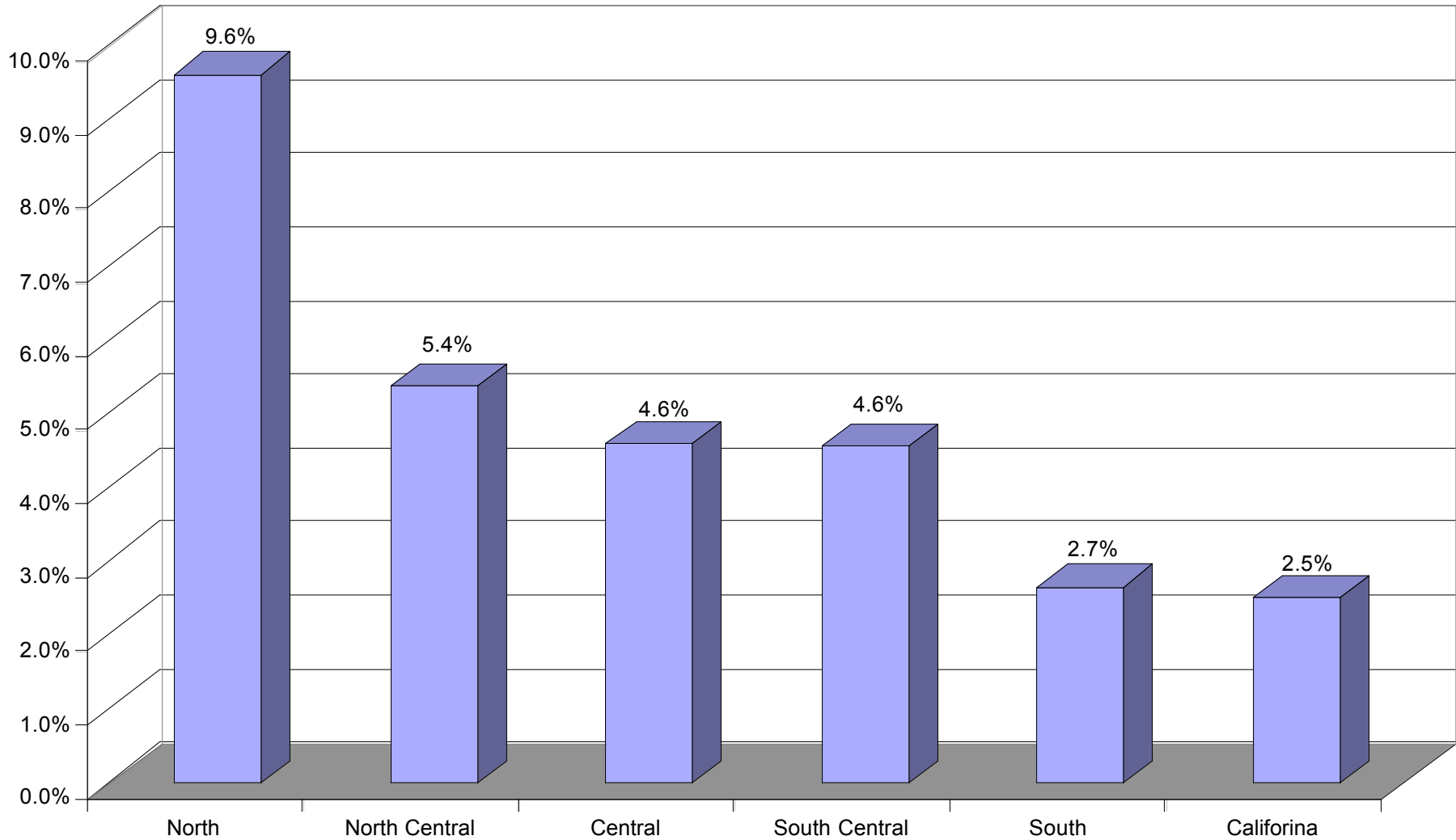


A Glimpse at the CA Ocean Economy

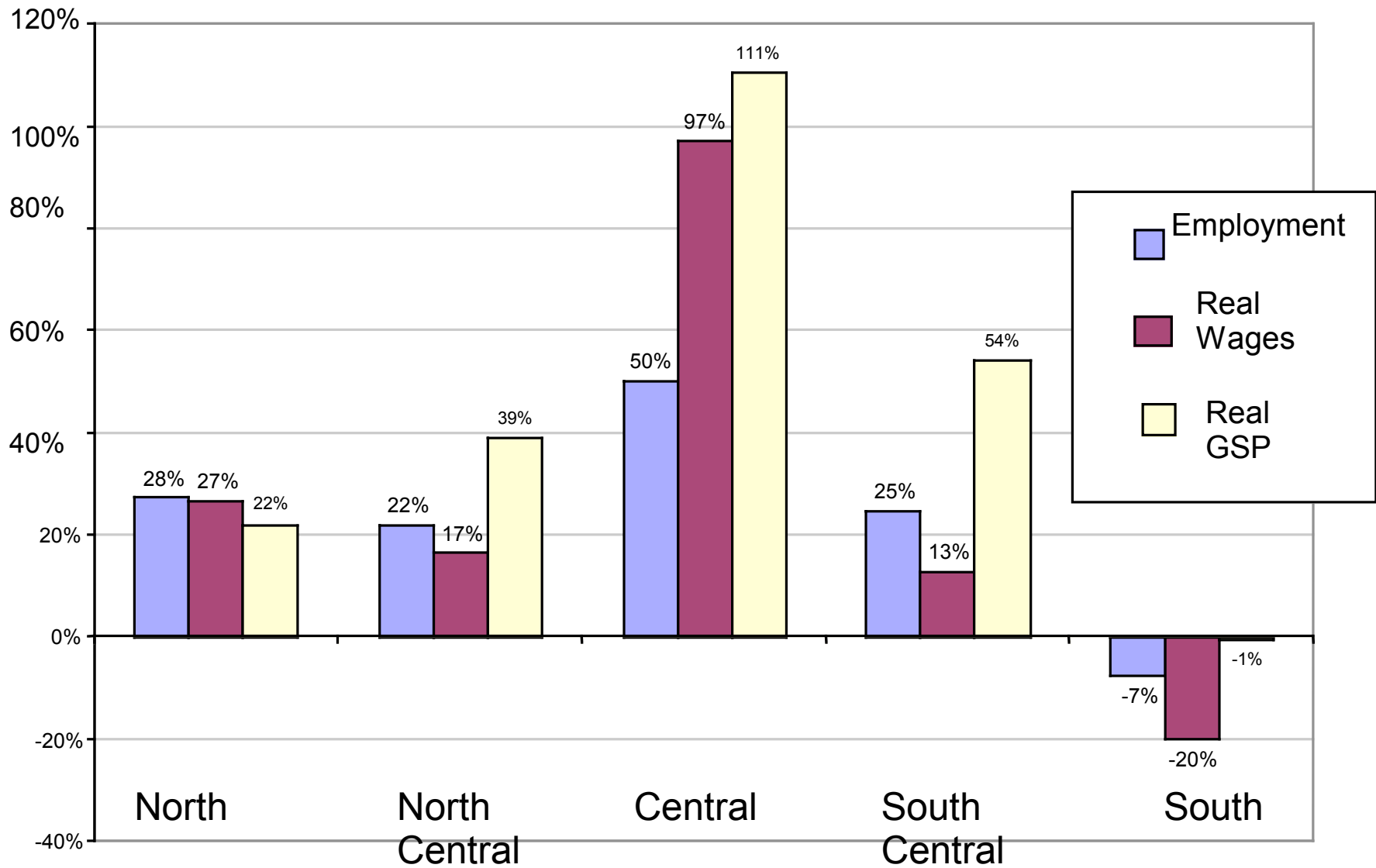
Ocean Employment by Region Compared



Ocean Sector Employment as Percent of Total Employment 2000



Changes in California Regional Ocean Economy 1990-2000



**Measure of Participation in Marine Recreational Activities
(from NSRE 2000)**

Recreational Activity	Number of Participants
Beach Activities	14,789,653
Recreational Fishing	2,727,286
Recreational Boating	4,221,775
Other Marine Recreation	2,321,265

Participation in Beach Related Activities (from NSRE 2000)

Recreational Activity	Number of Participants	Number of Days	Average Days Per Person
Visit Beaches	12,598,069	151,429,000	12.02
Swimming	8,398,997	94,573,000	11.26
Scuba Diving	288,023	1,383,000	4.80
Surfing	1,114,372	22,633,000	20.31
Wind Surfing	82,201	n/a	n/a
Snorkeling	706,998	3,818,000	5.40

California's Rank Among Coastal States 2000

	Employment	Gross State Product
Total Ocean Economy	1	1
Construction	3	2
Living Resources	4	3
Minerals	4	3
Ship & Boat Building	6	6
Tourism and Recreation	1	1
Transportation	1	1

Data Sources

- All of the data in the CA Ocean Economy report are available on the website of the National Ocean Economics Project
 - www.OceanEconomics.org
- Bureau of Labor Statistics
 - www.bls.gov
- Department of Labor Employment and Training Administration
 - www.doleta.gov
- U.S Census Bureau
 - www.census.gov
- For more information on estimating procedures please refer to the paper on Estimating Methodologies for the National Ocean Economics Project available at www.oceaneconomics.org