



PRESS RELEASE

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New Jersey Municipalities Lead to Protect New Jersey's Ocean Environment and Blue Economy

The American Littoral Society thanks Berkeley Township (Ocean County), the Borough of Bradley Beach (Monmouth County), and the City of Asbury Park (Monmouth County) for [showing leadership](#) in support of ocean planning.

These three coastal municipalities are the *first* to support the [Mid-Atlantic Ocean Action Plan](#), the region's blueprint for ensuring a healthy Mid-Atlantic ocean ecosystem and sustainable ocean uses. Each adopted a [resolution](#) strongly supporting the Mid-Atlantic Regional Ocean Action Plan and recognizes the many benefits ocean planning brings to New Jersey.

"Berkeley Township is proud to be the first Ocean County municipality to support the Ocean Action Plan," said Mayor Carmen Amato. "We have always supported the American Littoral Society and their efforts have helped to protect and improve our bay, ocean and many other natural resources. I hope that every municipality in Ocean County, as well as in the state, will follow suit and support this Ocean Action Plan to ensure that New Jersey's greatest natural amenity is protected and improved for generations to come."

The town council of Bradley Beach, a coastal community near Asbury Park, NJ, echoed those sentiments.

"Bradley Beach is committed to supporting this Plan, which will benefit our residents and our ocean," said John Weber, Bradley Beach Councilman.

In New Jersey, concern for the ocean isn't simply about the view, noted Asbury Park Deputy Mayor Amy Quinn.

"As a coastal city, we recognize that our health is directly tied to the health of our ocean and coast," Quinn said. Supporting the Ocean Action Plan helps ensure the long-term health of not only our beaches, but also our residents, and our tourism economy."

Asbury Park Mayor John Moor added: "We have a significant responsibility to provide leadership that will protect our coastal economy and a healthy ocean. Supporting the Mid-Atlantic Ocean Action Plan enables us to do exactly that."

Just as municipalities plan for how to use their land, regional ocean planning helps New Jersey, the Mid-Atlantic States, tribal nations, and federal agencies to do the same across their shared waters.

“Support by these municipalities sends a message that coastal communities are paying attention and understand how planning for future use of the ocean advances all of our interests,” said Helen Henderson, Ocean Planning Manager for the American Littoral Society.

Ocean planning helps give all stakeholders – including beach goers, recreational and commercial fishing communities, local governments, business and conservation interests, and those tasked with protecting US security – a voice on balancing the increasing demands for ocean resources. Among the mounting challenges are renewed calls for offshore drilling, new wind energy projects and increasing shipping traffic.

Ocean planning uses coordinated data collection and analysis to guide decisions, such as how to ensure that habitats critical for sea life are not harmed by sand mining or wind energy development projects. The planning process also addresses other important issues for coastal communities, such as marine plastic pollution.

The Society applauds these actions by our municipal ocean partners and we congratulate them for their leadership in the state of New Jersey and the entire Mid-Atlantic region by calling for the continuation of a strong, protective ocean plan. We look forward to working with them to ensure a healthy New Jersey coast and ocean.

[Visit us to learn more](#) about ocean planning, the Ocean Action Plan, and the Society's work.

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Leaders in coastal conservation since 1961, the American Littoral Society, a 501 (c)3 non-profit organization, promotes the study and conservation of marine life and habitat, protects the coast from harm, and empowers others to do the same.

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