

Expedition: Blue!

Town Engagement Package



Cape Cod Blue Economy Project www.bluecapecod.org



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Water as our Way of Life™

Promoting a maritime-focused economy for Cape Cod, the islands of Martha's Vineyard & Nantucket, and southern Plymouth County.

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Blue Action Items

The BEP has prioritized a number of actions and sub-actions to be implemented by the project with the help of regional partners.

Action 1 - Innovation

Action 2 - Financial Support

Action 3 - Environmental Education

Action 4 - Workforce Development

Action 5 - Peer Networks

Action 6 - Regulations and Permitting

Action 7 - Access to Water & Infrastructure

Action 8 – Marketing and Awareness



Cape Cod Blue Economy Project *A Call to Action*



- A Vibrant Maritime and Technology Economy
- A Healthy Environment = A Healthy Economy
- A Prepared and Educated Workforce for the Future

**The blue economy acknowledges that the
environment is our economy.**

**It recognizes the vast role that water, both salt
and fresh, plays in our everyday life,
understanding our relationship with the water
resources surrounding us, how we interact, and
finding a sustainable and symbiotic course for
the future.**

Cape Cod Blue Economy Plan Themes

1. Vibrant **Maritime & Technology** Economy
2. **Healthy** Environment = A **Healthy** Economy
3. **Prepared & Educated** Workforce

Cape Cod Blue Economy Sectors

SECTOR	EXAMPLES
Tourism and Recreation	Amusement, boat dealers, eating and drinking, hotels and lodging, marinas, RV/campgrounds, scenic water tours, sporting goods, zoos/aquaria
Ship and Boat Building	Boat building and repair, Ship building and repair
Renewable Living Resources	Fishing, fish hatcheries, aquaculture, seafood, markets, seafood processing
Marine Transportation	Deep sea freight, marine passenger, search and navigation, warehousing
Marine Construction & Facilities	Docks, piers, jetties, stone revetments, bulkheads, boat lifts and living shoreline protection installations
Physical Resource Extraction	Limestone/sand/gravel, other resource extraction.
Marine Technology	Robotics, sampling equipment, ocean access technology for exploration
Research, Education, Advocacy & Support Serv.	R&D, teaching, advocating, legal and technical support services

Expedition: Blue! - Goals...

- To **build awareness** of the past, present and future of the Blue Economy and to **promote those institutions** where we will place our installations.
- To **connect the broad regional interests** and offerings of Blue Economy sectors.
- To **appeal to a wide audience** such as education, visitors, locals and areas of special interest.

We want to partner with your Town to...

- 1. Uncover sites & stories** of the blue economy
- 2. Craft a narrative** specific to your town & site
- 3. Place an installation** that allows visitors & locals to appreciate and engage the blue economy

With each Town's collaboration, we are offering the opportunity to build.... EXPEDITION: Blue!

A scalable kit of parts – a “front porch” - that can be repeated at multiple sites to provide a regional storytelling platform for the blue economy.

These “front porches” will stand alone as individual coherent sites, but together form a trail and network.

that is...

recognizable

use local materials and labor

inviting

multifunctional

forward looking

heightening awareness

creates a regional identity

a place to learn

a place to take something away

a launch-point for further adventures

Inviting: the approachability of a roadside shop



Relaxed: the contemplative atmosphere of a porch



Useful: The purposefulness of a pier or wharf



Picturesque: provide direct contact with the Cape's beauty



Storied: elevate local narratives & tales



Smart: share the intelligence of a university and research institution



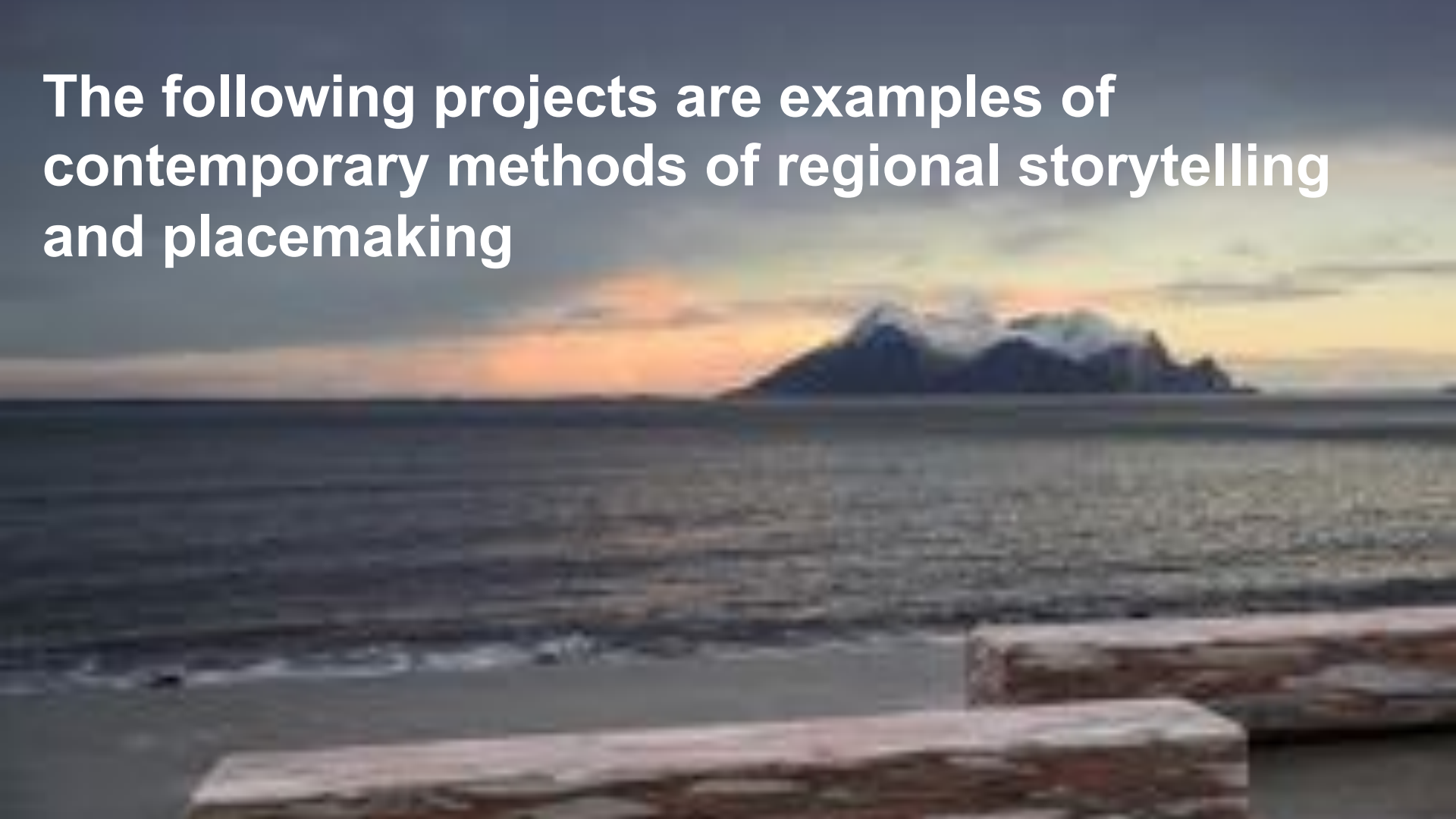
Real: present the authenticity of the buildings & artifacts of region



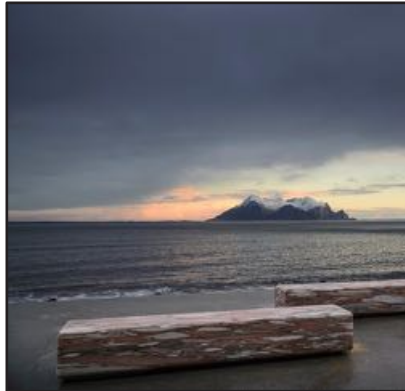
Succinct: Don't over complicate the message



The following projects are examples of contemporary methods of regional storytelling and placemaking



Examples: Placemaking & Storytelling



Examples: Placemaking & Storytelling



Examples: Placemaking & Storytelling



Contemporary land art piece and interpretation site

Examples: Placemaking & Storytelling



which also doubles as bike rest stop

Examples: Placemaking & Storytelling



Simple amenities are provided

Examples: Placemaking & Storytelling



...but the precise location and orientation makes all the difference: everyone gets a view

Examples: Placemaking & Storytelling



Examples: Placemaking & Storytelling



or small shelters for quiet conversation?

Big Picture

We want to understand the most appropriate sites with the most engaging stories that tell how your town is engaged with the blue economy.

This will help the Blue Economy Foundation in the implementation of the most compelling group of 20+/- installations

“Front Porches” Small, Medium & Large Installations



Small Installation

- 2 graphic panels, direct to substrate printing 18"x54" on high pressure laminate.
- (1) 8'x4.5' shingle and clapboard wall with 1'x3' window
- Foundation system
- Artifacts provided by individual partners

Probable cost range per unit **\$5,000-\$7,500**



Medium Installation

- 2 graphic panels, direct to substrate printing 18"x54" on high pressure laminate.
- (1) 8'x4.5' cedar shingle and clapboard wall with 1'x3' window
- 3.5'x8' cedar slatted opening
- 3.5'x8' cedar shingle and clapboard wall
- 3.5'x8' cedar slatted roof and framing
- 7'x8' cedar shingle and clapboard wall with 4'x1.5' opening
- (1) 12'x4' cedar deck
- 3.5'x3.5'x18" cedar bench
- Foundation system
- Artifacts provided by individual partners

Probable cost range per unit **\$22,000-\$25,000**



Large Installation

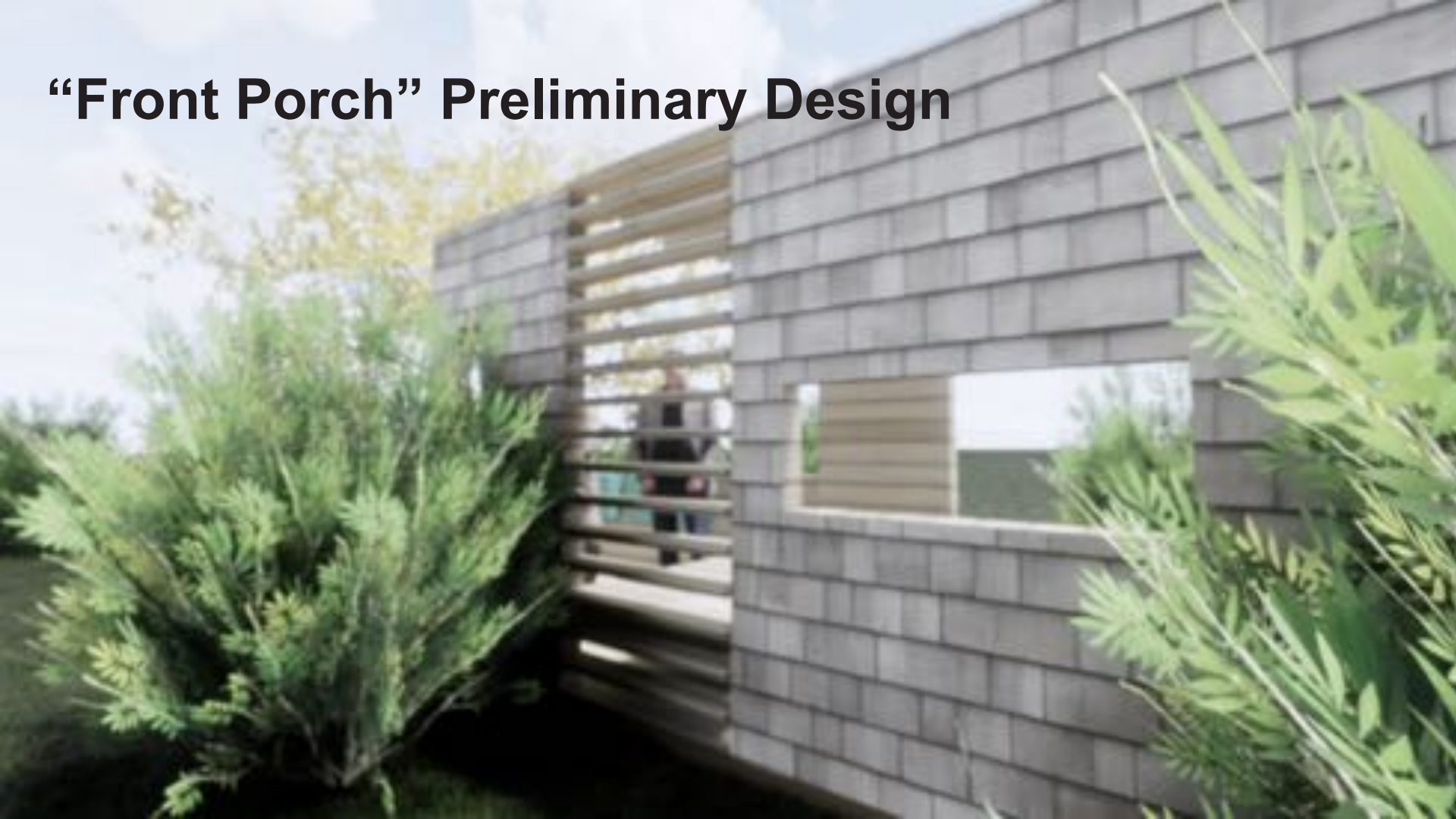
- 2 graphic panels, direct to substrate printing 18"x54" on high pressure laminate.
- (1) 8'x4.5' cedar shingle and clapboard wall with 1'x3' window
- 3.5'x8' cedar slatted opening
- 3.5'x8' cedar shingle and clapboard wall
- 3.5'x8' cedar slatted roof and framing
- 7'x8' cedar shingle and clapboard wall with 4'x1.5' opening
- (1) 30'x8" cedar deck
- 3.5'x3.5'x18" cedar bench
- 20'x3.5' cedar shingle and clapboard wall
- Foundation system
- Artifacts provided by individual partners

Probable cost range per unit **\$35,000-\$40,000**

“Front Porch” Preliminary Design



“Front Porch” Preliminary Design



General Schedule

PHASE	APPROX. DATES
PHASE 1	June 14, 2019 – March 31, 2020
Town-Led Site Submission	July 3 – September 13, 2019
CCBEP-Led Site Evaluations and Selection	September 14 – October 31, 2019
Conceptual Design	June 14 – December 31, 2019
Construction Documents / State Submission	January 1 – March 30, 2019
PHASE 2	April 1, 2020 – June 30, 2021*
Bidding	
Construction and Fabrication	
Site Installation	

WHAT WE NEED FROM YOUR TOWN:

1. Develop highly relevant “short list” of partner sites within your town.
2. Jointly fill out site assessment matrix for each site. Submission form located on the Project Website.
3. Identify the compelling, pertinent blue economy stories at each site for deeper consideration of the story and assets for evaluation.