Blue Economy Initiative: Phase 1

July 2026

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Definition

The Port of San Francisco defines the **Blue Economy** as the sustainable use of Bay and coastal resources to deliver economic, environmental, and community benefits for Bay Area residents.

Objective

The Port of San Francisco will collaborate with blue economy stakeholders to drive innovation, attract investment, and deliver measurable impact along its 7.5-mile waterfront.

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Areas of Focus

Focus Areas	Description
Sustainable Seafood Economy	Support a local and low-impact fishing, harvesting, processing economy.
Ecotourism	Enhance the waterfront as a destination through environmentally responsible tourism.
Clean Energy	Accelerate the transition to low- and zero-emission maritime operations.
Bay Health	Invest in nature-based solutions and environmental restoration.
Digital Transformation	Modernize waterfront and maritime operations and enable innovation.
Workforce Development	Invest in the maritime and water oriented skill pipeline and workforce development opportunities.
Partnerships	Build a robust network of Blue Economy partners to catalyze investment, innovation, and drive impact.

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Report Recommendations

- Building on the success of regional models, Port staff recommend a **3-phase approach** to: launch the initiative, grow the ecosystem, and build the capacity for a **Bay Blue Economy Initiative**.

1. Launch initiative
2. Grow ecosystem
3. Build capacity

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Phase 1: Launch Initiative

- **Timeline:** 2026-2027
- **Milestones:**
  - Commissioner support Resolution passed
  - Port interdivisional Program Management established
  - Leasing incentives approved by Commission
  - Market research and procurement for third party administrator
  - 3 transactions or more deployed by end of 2027

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Initiative Endorsement

- **Endorses** Blue Economy Initiative Roadmap
- **Directs** staff to implement the Initiative with focus areas and phased approach
- **Adopts** Leasing Incentive Program
  - Tier 1 – Space Incentive
  - Tier 2 – Space + Water Incentive
  - Tier 3 – Tenant Improvement Incentive
- **Delegates** leasing authority up to $250K
- **Requires** status reports on progress

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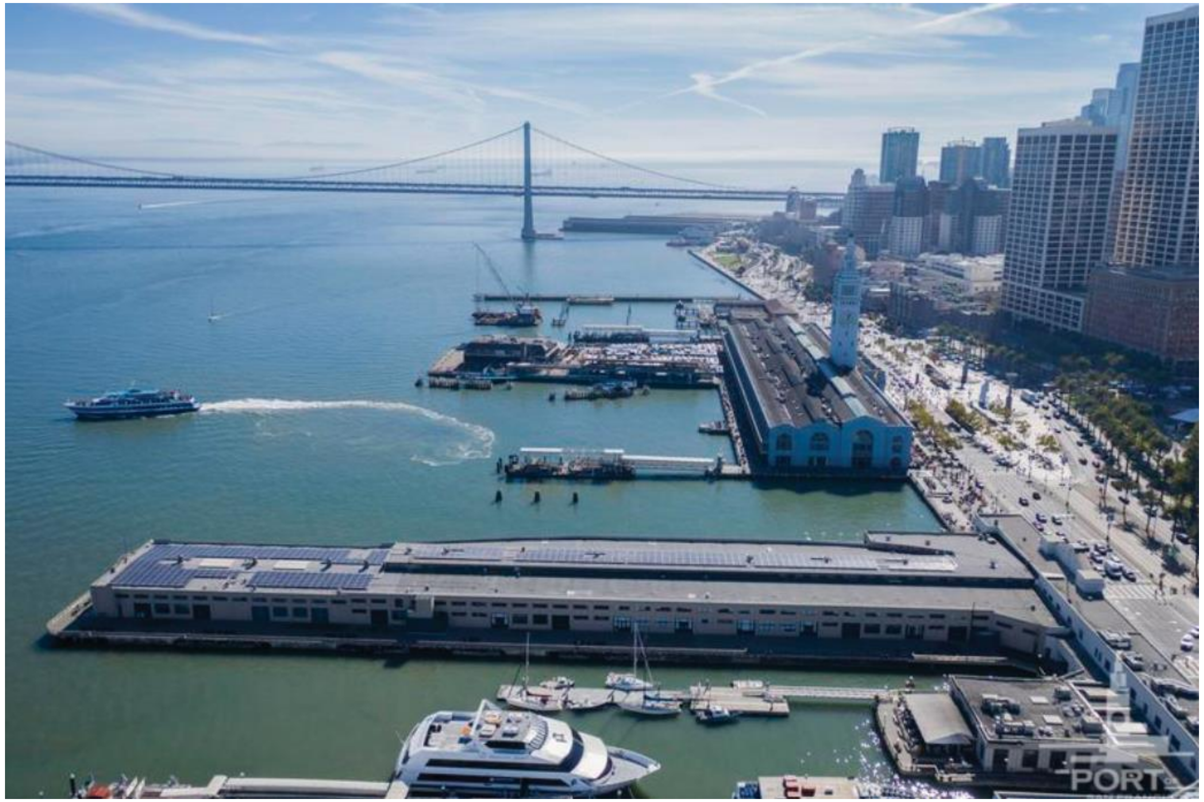
Next Steps

- **Convene** internal working group
- **Establish** intake process
  - Launch Webpage
- **Continue** outreach and education
  - Wed, August 6 Open House
- **Return** to the Port Commission with status update



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Thank You

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