

Measure the power of your community's ocean and coastal economy with these Digital Coast resources.



DIGITAL COAST

CONNECTIONS

Dear Colleague,

The latest economic data says that ocean and Great Lakes-related employment is growing faster than the nation's as a whole, and that these sectors employ more people than crop production, telecommunication, and building construction combined.

You read that right. Our ocean and coastal economy is a big deal, and we have the numbers to prove it. You can read more in the most recent [NOAA Report on the U.S. Ocean and Great Lakes Economy](#).

Because coastal officials can have a hard time quantifying the value of the coast, NOAA's Digital Coast provides some great resources, including numerous [tools and data sets](#) to document and understand economic impacts on the local level. One of the easiest ways to get started is by obtaining an [easy-to-read snapshot](#) of the economic impact of your county, which comes in a handout-ready format. Or maybe a refresher on basic economic terms and principles is more your speed. Accomplish this by watching the [ECON 120 video series](#).

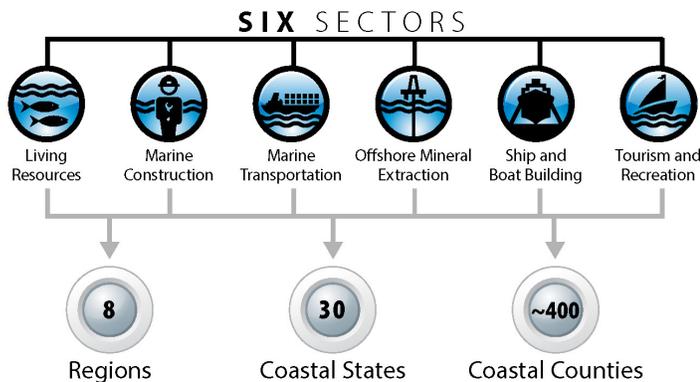
We know you value your coast. Let's make sure everyone else does too!

Sincerely,

A handwritten signature in black ink, appearing to read "Jeffery Adkins". The signature is fluid and cursive, written in a professional style.

Jeffery Adkins
NOAA Office of the Chief Economist
Senior Economist for NOAA Office for Coastal Management

What is the Ocean and Great Lakes Economy?



www.coast.noaa.gov/digitalcoast/data/enow



Stories from the Field

Digital Coast Data and Tools in Action

Mapping Ecosystem Services and Economic Data to Inform Restoration Priorities

Restoration needs often cannot be treated equally. Coastal managers in the Great Lakes wanted to alleviate ecosystem stressors through restoration projects but wished to prioritize their efforts at least in part by the social and economic returns realized from the sites. Using a combination of reports, citizen science, and social media, they gathered information on cultural ecosystem services and used [NOAA's gross domestic product data](#) to determine the economic importance of these services. Learn about the results by reading this short [profile](#).

Data Updates

New and Updated Data Sets*

Elevation

- 2007 Florida
- 2015 Massachusetts
- 2016 Florida
- 2016 New England
- 2016 Post-Matthew

Imagery

- 2015 Coastal Ohio
- 2015 Coastal Pennsylvania
- 2016 Coastal Indiana

Land Cover

- 2010 Puerto Rico

See a [full list](#) of the new and updated data, or [subscribe to the data updates newsletter](#).

Developing an Economic Baseline for Recreation and Tourism

In many coastal areas, tourism and recreation are major contributors to the local economy, and offshore facilities, such as wind energy, could impact these contributions. Combining [NOAA's economic data](#) with [NOAA's Coastal County Snapshot on Ocean Jobs](#) provides managers with the information they need to develop an economic baseline for tourism and recreation and determine which areas are most vulnerable. The Bureau of Ocean Energy Management [used this method](#) to inform development of offshore wind energy planning areas along the Atlantic Coast.

News from Our Coastal Colleagues

NSGIC Executive Director Named Top Women in Technology in 2017

Congratulations to Molly Schar, executive director of the National States Geographic Information Council (NSGIC), for being named one of StateScoop's [Top 50 Women in Technology in 2017](#). This inaugural list features an elite group of women across state and local government who work steadfastly to improve government and those governed. Director Schar is the only recipient who works in the GIS field.

*Some data sets do not cover the entire state.

Additional Updates

Get Your Community Up to Speed on Adaptation Planning

Coastal communities increasingly realize the need for adaptation strategies, but many are unsure where to begin. The newly redesigned [Adaptation Planning for Coastal Communities](#) course teaches participants practical skills for incorporating adaptation strategies into the planning process. In two days, participants get the opportunity to practice and apply what they learn while exploring local and national real-world examples. Host a course today.

Be a Part of Improving the Digital Coast Website

The Digital Coast was just revamped, but we never stop trying to improve. Help us assess changes to the site. [Contact us](#) if you would like to participate in our usability testing.

Training Calendar

See what trainings are coming up in the [training calendar](#).



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Send your product, personnel, or event news to Caitlyn.McCrary@noaa.gov. We'll include it in *Digital Coast Connections*, space permitting. For answers to additional questions, contact coastal.info@noaa.gov.

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