

# DIGITAL COAST CONNECTIONS



December 2018

## New Data, New Resources



### Digital Coast

- **Training** - [Estimating the Local Marine Economy Tutorial](#)
- **Training** - [Tutorial for Sea Level Rise Viewer: Marsh Migration](#)
- **Data** - See the list of new and updated [data sets](#)



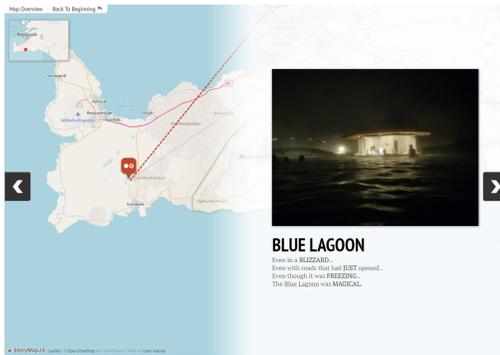
### Office for Coastal Management

- **Tool** - [Adapting Stormwater Management for Coastal Floods](#)
- **Story** - [Veterans Benefit from Nature's Power to Heal and Teach](#)

## Tech Topics

### Tell Your Story with Pictures, Text, and Maps

While stories might be the best way to engage your audience, and pictures are worth a thousand words, maps represent an equally effective communication tool. If you don't have a GIS background, your mapping options may feel severely diminished, but there is hope. Use [StoryMapJS](#) to easily create a desktop and mobile-ready story map. You can even take photos from Flickr and import them directly into the map. [Read more](#) to see lessons learned from



someone new to this software.

- MaryEllen Sault

## Stories from Your Peers

### Program Fosters Visibly Cleaner Boatyard and Marina Waters

Ensuring clean water resources is important not only for marine life but also for economic vitality. Quantifying economic impact is an important component of the decision-making process.

Let's look at information used to support Wisconsin's Clean Marina program. The marina and boatyard industry plays a significant role in this state's recreation and tourism economy, contributing \$1 billion to the state's gross domestic product and more than \$481 million in wages. In a recent survey, 73 percent of boat owners said they saw a marked improvement in water quality after the adoption of the Clean Marina program. A total of 21 Wisconsin marinas and boatyards are certified and another 14 are working toward certification.



Those numbers present a strong case for this program. Do you have similar figures for programs in your state? (This certification program was co-developed by the Wisconsin Coastal Management Program and the University of Wisconsin Sea Grant.) NOAA's economic data may be able to help.

- Read the [full story](#).
- Learn more about the [Clean Marina Program](#).

## Tips from the Digital Coast Academy

### Find a Project Champion

When Toledo, Ohio, planners were trying to build momentum and support for green infrastructure projects, finding a local champion who believed in the value of applying a sustainability lens to Toledo's rebuilding efforts turned out to be a very successful approach. This local champion was able to serve as a catalyst for gathering support and moving projects forward. Having someone the community already trusts champion your efforts will bring an element of authenticity to the project that cannot be overestimated.

Put this technique to work for you. Read more about [Toledo's process](#) and follow up with the experts.

## Fast Facts



# HIGH TIDE FLOODING



**300 - 925% increase over 50 years**  
**10 to over 30 times per year**  
**creates public safety and health risks**

Source: Sweet et al. (2014)

This is just one of the many coastal management [fast facts and graphics](#) provided for your use. See the [list](#) here, and let us know if you have others you'd like to see added.

#### Feedback? Please!

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