



July 2019

New Data, New Resources



Digital Coast

- **Publication** – [ENOW Hawaii: Exploring the Hawaii Ocean Economy through a Deeper Dive into the ENOW Data Set](#)
- **Publication** – [Characterizing the Ocean Economies of Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands](#)
- **Self-Guided Resource** – [Risk Communication Essentials for More Effective Conversations](#)
- **Self-Guided Resource** – [Risk Communication Mental Shortcuts: Why People Do What They Do](#)
- **Data** – See the [list](#) of new and updated data sets



Office for Coastal Management

- **Impact Story Database** – Read the [most recent stories](#).

Tech Topics

Map Benthic Habitats Efficiently and Effectively

A first step in benthic mapping usually involves the production of a baseline map. From this, users can create data sets that make gathering information more efficient. The map can also be used to assist with permitting or to monitor underwater changes over time.

The best photos for a baseline data map involve a high-resolution, map-based view of several kilometers, which allows the viewer to see subtle submerged features. These images are then analyzed, the data are developed, and field surveys are used to calibrate the results. Use this tried-and-tested [guide](#) to get details, examples, and even cost assessments for this process.

Stories from Your Peers

San Diego County Benefits from Adaptation Strategy

The threat of worsening sea level rise looms over San Diego County, but their adaptation strategy has made impressive gains. It's part of the Resilient Coastlines Project of Greater San Diego, a partnership effort encompassing nine cities and putting into action 14 adaptation planning initiatives. So far, the strategy has enabled officials to tackle common sea level rise concerns using expert science and data, and has helped many living shoreline and beach nourishment projects get underway. The associated lidar data collected with this effort helped alert officials to erosion threats. According to the latest economic figures (2016), San Diego County has an \$8.1 billion annual ocean economy that employs more than 117,000 people—making the stakes for successful adaptation very high.



- Read the [full story](#).
- Learn about the [Resilient Coastlines Project](#).

Tips from the Digital Coast Academy

Make Your Maps Meaningful

If you use maps at a community meeting to share information, be sure to provide the opportunity for participants to identify where they live or work—maybe have them stick a pin or post-it on a large displayed map when they arrive. Studies show map data becomes more meaningful if people can visualize how they are personally affected by the potential hazards. People are going to be thinking about their locations anyway—perhaps even to the point of distraction!—so why not make it work in everyone's favor?

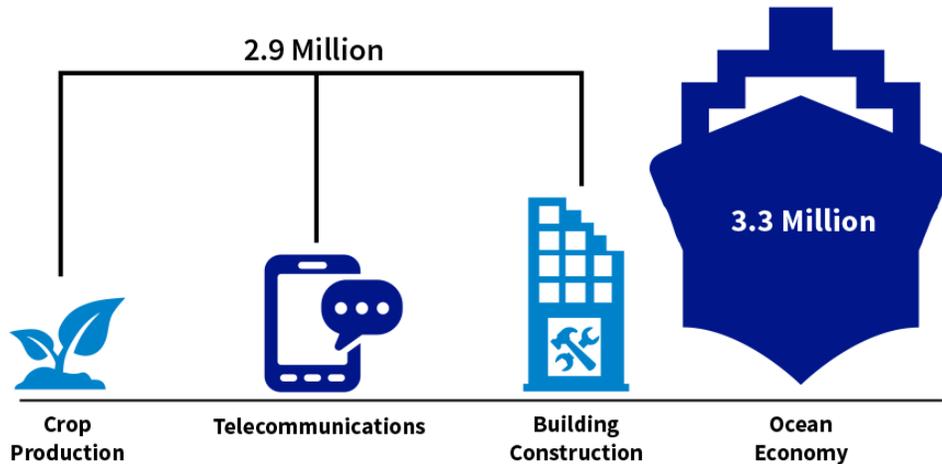
For more ideas about using maps to engage stakeholders, register for one of the Office for Coastal Management's quarterly webinars, such as [Using Flood Exposure Maps](#). The next offering is July 16, 2019 at 1 p.m. ET.

Fast Facts



ECONOMICS

U.S. Total Employment Comparison



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 there are others you'd like to see added.

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NOAA's Digital Coast



NOAA Office for Coastal Management

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