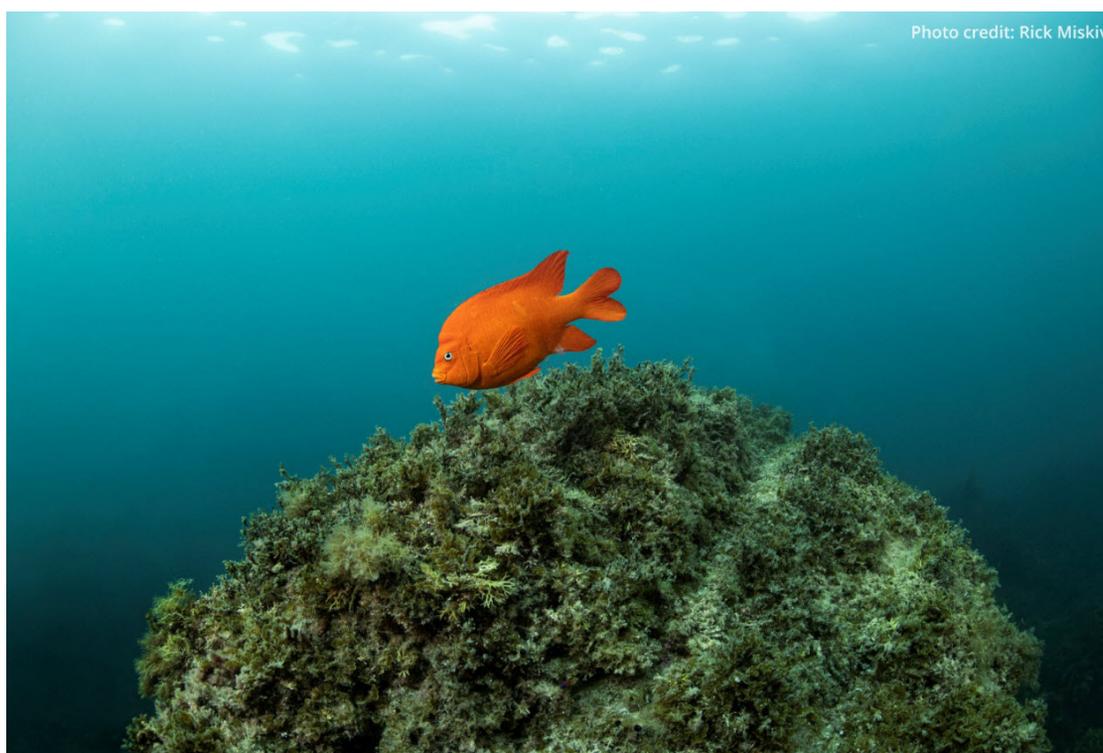


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July 2020

New Data, New Resources



Digital Coast

- **Video** – [Changing Water Levels in the Great Lakes](#)
- **Self-Guided Training** – [Seven Best Practices for Risk Communication](#)
- **Quick Reference** – [Connecting with Your Audience: Planning Your Next Interaction](#)
- **Data** – See the list of [new and updated data sets](#).

Office for Coastal Management

- The National Coral Reef Monitoring Program has released [coral reef status reports](#) for Florida, Flower Garden Banks, Puerto Rico, and the U.S. Virgin Islands.
- **NOAA's Coral Reef Conservation Program** is celebrating its [20th anniversary!](#) Follow along and participate on social media all year using the hashtag [#NOAACoral20th](#).
- **Impact Story Database** – Explore the [list](#). Use the stories in your communication efforts. The most recent stories are at the top.

Tech Topics

Map a Fuller Picture of Ocean Uses with Participatory GIS

You can collect oceans of data on whale migration, ship traffic, and wetlands, but you still may be missing information from important ocean stakeholders. Use participatory GIS to fill in the data gaps. With this approach, the project team talks to boaters, people who fish, and other ocean-goers to discover where these people “use” the ocean.

Often the best way to get this information is by holding a participatory GIS workshop. Additional validation steps, such as public meetings or map production, might also be needed. Get the full process in this [how-to](#) and check out marinecadastre.gov to find existing ocean data and information.

Stories from Your Peers

Documenting the Economic Impact of Ecotourism – It Makes a Difference

The recreational trails of Minnesota’s Lake Superior region draw visitors captivated by their winding beauty and dramatic vistas of wildlife, cliffs, waterfalls, and the lake itself. A recent study found that summer visitor spending on and around the four most popular trails brought an estimated \$18 million into the area’s economy. Nearly 60 percent of summer trail users surveyed were visitors to the area, spending three nights and \$184.86 per day. Minnesota’s Lake Superior Coastal Program supported this study and trail ecotourism, having invested \$356,000 since 2011 to improve visitor enjoyment and safety.



- Read the [full story](#).
- See an [interactive map](#).

Tips from the Digital Coast Academy

Facilitating Virtual Meetings? Help is on the Way!

Taking your meetings online requires additional planning and preparation to ensure smooth sailing. This planning includes upping your facilitation game and knowing how to handle potentially distracting behaviors in a virtual setting. NOAA's Office for Coastal Management is offering a technical assistance session designed to help participants get ideas and find answers to virtual meeting questions. Contact Jan Kucklick if you are interested in hosting a technical assistance hour for your colleagues and stakeholders. The sessions can be tailored for your specific questions and needs.

Fast Facts

Aquaculture is Growing!

1.7 million jobs supporting a **\$1.5 billion** industry feeding Americans **626 million** pounds of seafood every year!



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

News from Our Coastal Colleagues

Save the Date: Center for Watershed Protection's *Virtual 2020 Coastal and Island Conference*

The Center for Watershed Protection's virtual [2020 Coastal and Island Conference](#) will focus on the unique challenges of communities surrounded by water, including the interrelationships of watersheds, stormwater management, water quality, and climate resilience. Take this opportunity to hear about the broad spectrum of topics, and take a deeper dive into the issues and best practices by connecting with those who live and work in these areas. Save the date for November 16 and 17, 2020, and [submit your abstract](#) by July 20.

Feedback? Please!

This newsletter is created for coastal professionals dedicated to keeping coastal communities safe and productive. Please provide any feedback you may have to coastal.info@noaa.gov

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