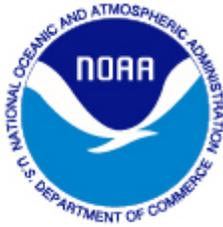


The U.S. ocean economy grew four times faster than the economy as a whole.

[View this email in your browser](#)



# DIGITAL COAST

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## CONNECTIONS

Dear Colleague,

A new economics report from NOAA says that ocean-dependent businesses grew four times as fast as the economy as a whole, paying \$113 billion in wages and producing \$343 billion in gross domestic product.

To get a copy of this report, please [drop me a line](#). And don't forget to read the "Stories from the Field" below, as these contain information about products you can use to get local economic information.

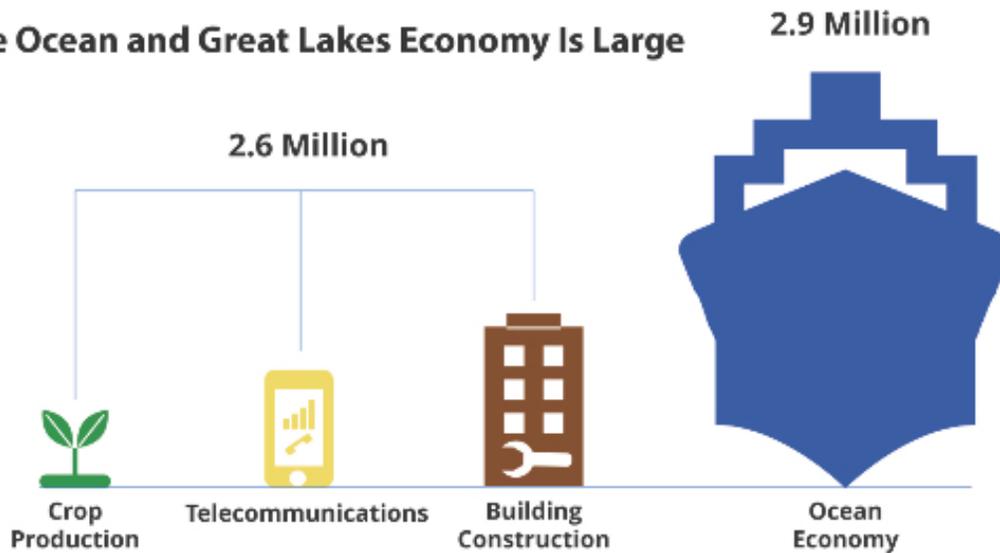
I'm assuming you might have some questions. If you do, please consider joining the tweet chat I'm hosting on June 17 at 1 p.m. Eastern time. Follow the hashtag #OceanEconChat to join in. Hope to hear from you then.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Adkins".

Jeff Adkins  
Economist  
I.M. Systems Group at NOAA

## The Ocean and Great Lakes Economy Is Large



The ocean and Great Lakes economy employs 2.9 million people—more employees than crop production, telecommunications, and building construction combined.

## Stories from the Field

Digital Coast Data and Tools in Action

### Examining Flood Exposure Data

Coastal areas are increasingly susceptible to flooding events and other hazards, and some residents are often particularly vulnerable because of age, income, and other factors. Gathering vulnerability information ensures that first responders are prepared before a storm hits. NOAA's Coastal County Snapshots provides this information in an easy-to-read, easy-to-print format.

[See how the Red Cross used this tool in Mississippi and Louisiana.](#)

### Developing a Baseline for Recreation and Tourism

Many coastal counties depend on recreation and tourism for a large portion

## Data Updates

New and Updated Data Sets

### Elevation

- 2014 Atlantic Coast Lidar
- 2009 South Carolina Lidar
- 2012-2014 Florida Lidar
- NOAA National Ocean Service Hydrographic Survey Data

### Imagery

- 2014 Post Sandy

### Ocean Uses and Planning Areas

- 2011 Great Lakes Vessel Density
- 2011 Gulf of Mexico Vessel Density
- 2011 Vessel Traffic
- Ocean Disposal Sites
- Shipping Lanes and Regulations

### Physical and Oceanographic

of their economic health. With the possibility of offshore wind development, these counties are concerned about tourism and recreation impacts.

Planners can use data from NOAA's Economics: National Ocean Watch data set and corresponding Coastal County Snapshot to analyze a coastal area's exposure to these impacts. [Read about the Bureau of Ocean Energy Management's study on the East Coast.](#)

## Additional Updates

### Incorporate Green Infrastructure into GIS Projects

The benefits of green infrastructure are clear, but planning for the best applications can still be tricky. A [new mapping guide](#) teaches GIS specialists to incorporate green infrastructure strategies directly into their mapping projects. The online guide offers easy access to examples, process guidance, case studies, and templates. Want more green infrastructure information? Check out the [Natural and Structural Measures for Shoreline Stabilization](#) brochure.

**Training Calendar** See the trainings that are coming up on the [trainings calendar](#).



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- Oil and Gas Resource Plays
- Tidal Stream Resource Potential
- U.S. Atlantic Coast Fishing Atlas

## News from our Coastal Colleagues

### "Be Current Smart" in the Great Lakes this Summer

Summer in the Great Lakes is a time for fun in the sun on the shores of the lakes. But dangerous waves and currents can turn a wonderful, relaxing day into a nightmare. A new initiative from Sea Grant programs and partners in the Great Lakes aims to educate parents and children to "[Be Current Smart](#)." The campaign includes tips, key messages, and additional resources for parents.

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

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