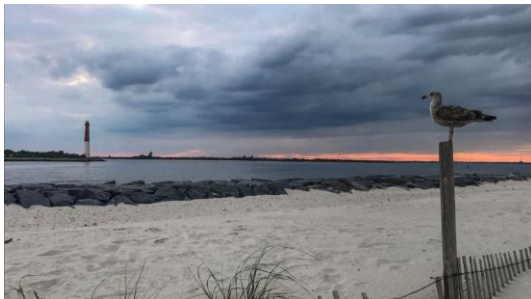


DIGITAL COAST CONNECTIONS



June 2019

New Data, New Resources



Digital Coast

- ♦ **Quick Reference** – [Building Risk Communication Skills: Questions to Ask and What to Listen For](#)
- ♦ **Quick Reference** – [Measuring the Value of Ecosystem Services](#)
- **Data** – See the [list](#) of new and updated data sets



Oice for Coastal Management

- ♦ **Coastal Management Fellowship** - See the [list](#) of recently chosen 2019-2021 coastal fellows.
- ♦ **Coastal Management in Action Photo Contest** – Winners and honorary mentions [announced](#).
- ♦ **State Story Database** – Read the [most recent stories](#).

Tech Topics

Why Is the TIFF Black and White?

Ever download lidar data (especially when using NOAA's Digital Coast [Data Access Viewer](#)) and get what looks like a solid black TIFF file included in your zip file? You're not alone. Contrary to popular belief, this isn't a useless file. Most likely you're opening the file in a program that has no idea what to

do with this specific format. Try opening it again in a program that expects geospatial data (a remote sensing or GIS program). That should apply a color map to the range of values and fix it.

Keep in mind that if a TIFF file is not what you wanted, you can download other file types (such as point clouds) from the Data Access Viewer—you just have to specify the output.

Learn more in this [GeoZone blog post](#).

Stories from Your Peers

NOAA Rehabs Puerto Rico Reefs, Trails, and Flood Maps

Following Hurricane Maria and a devastating winter storm, Puerto Rico's coral reefs and interpretive coastal trails were in rough shape. NOAA helped salvage and reattach more than 7,000 coral fragments to regrow the reefs and restored all trails at Jobos Bay National Estuarine Research Reserve while saving more than \$70,000. In addition, NOAA provided fine-scaled flood maps and training to aid recovery and protect residents from future flood hazards. Tourists and hikers can once again view the unspoiled mangroves and lagoons that shelter endangered species on the island before diving in and enjoying the coral reefs.

- Read the [full story](#).
- Listen to the story on [NBC](#).



More than 7,000
coral fragments reattached

Tips from the Digital Coast Academy

Communicate Risks Effectively: Think Like Your Audience

Alerting beachgoers to hazards such as dangerous waves and rip currents is no easy task. People don't always understand what a rip current is or how a wave can be dangerous. Determining how beachgoers perceive these risks can help you evaluate existing messages and identify how to communicate about risks effectively.

While there is no silver bullet to building a communications strategy, you can reach multiple audiences by segmenting your outreach strategy for each target audience. Make sure to keep messaging simple and focus on each of the three "windows" of when people need information: before they get to the beach, when they get to the beach, and when they are in the water.

Read this [report](#) for more key tips and outreach ideas. Then dig into the risk communication basics with this [reference guide](#).

Fast Facts



America's Coasts

40% of the population, **10%** of the land mass
\$8.3 trillion in goods and services annually
55.8 million employed
\$3.4 trillion in wages annually



Source: Bureau of Labor Statistics and Bureau of Economic Analysis

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!

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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