



June 2023

## New Data, New Resources

### Office for Coastal Management

- Explore the [list of state impact stories](#) and use them in your communication efforts. The most recent stories are at the top.

### Digital Coast

- **Self-Guided Course** – [Preparing for Effective Risk Communication](#)
- **Tool** – [Hazard Exposure and Reporting Analytics](#)
- See the [list of new and updated data sets](#) from NOAA's Digital Coast.

## Tools You Can Use

### Building Risk Communication Skills – Quick Reference

**The Product:** Risk communication is about building trust as much as it's about sharing. [This quick reference guide](#) helps you start the conversation while getting to know the community you're working with.

**Why Tashya Chose It:** Conversing with strangers can be intimidating, especially when the topic is something folks don't know much about, or an issue they don't prioritize. Use these questions to get people to talk, which in turn helps you determine what they value, what their concerns are, and what's behind the questions they ask.

In addition to [emailing us](#) with your questions (and probably getting a response from Tashya, herself!), you can explore the [risk communication topic page](#).

### STAFF PICKS!

**MEET  
TASHYA  
ALLEN,**  
our learning  
services  
coordinator in the  
Southeast and  
Caribbean.



## Tech Topics

### Tips for Using Sea Level Rise Data

The [2022 Sea Level Rise Technical Report](#) provides the most recent sea level rise and extreme water-level data available. To help people apply this information, NOAA and boundary-spanning partners developed a helpful [application guide](#).

To narrow the range of sea level rise scenarios used in planning, for instance, the guide says time frame and risk tolerance should be considered. A wastewater treatment facility, which would be difficult to move and will be used for at least 50-60 years, would be assigned a low risk-tolerance, while a community park could be rated as having a high risk-tolerance because the park could be designed to adapt, or even be moved, with fewer community repercussions.

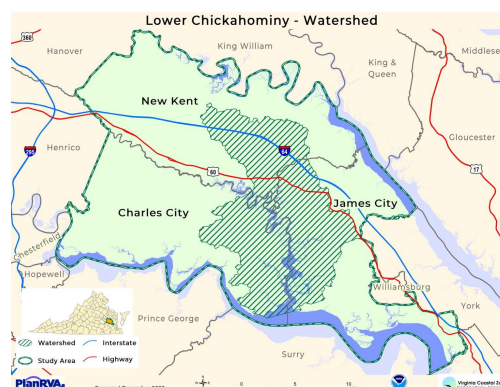
See the [Application Guide for the 2022 Sea Level Rise Technical Report](#) for more information.

## Stories from Your Peers

### Promoting Ecotourism to Conserve a Watershed

A proactive desire to conserve a Virginia watershed led the state's coastal management program to promote ecotourism as a way to bring in additional revenue and lessen the chance of losing the asset to development. [Social Science Basics for Coastal Managers](#)—a NOAA Digital Coast training offered through the Chesapeake Bay-Virginia National Estuarine Research Reserve—provided helpful skill-building guidance for engaging interested stakeholder groups, including tribes.

- Read the full story [here](#).



## Tips from the Digital Coast Academy

### Code, Categorize, and Sort: Qualitative Data Analysis

The social sciences represent a valuable but often overlooked element of coastal management, yet most issues, from marsh restoration to flood mitigation, involve critical, human-based components. To increase the use of social sciences, the Digital Coast training, [Social Science Basics for Coastal Managers](#), provides instruction on how one should conduct a focus group, prepare effective survey questions, and more.

The training recently added a module on analyzing qualitative data to take your social science to the next level. Here's an example: Interviews and surveys often include open-ended questions that make it hard to combine and quantify. Coding and categorizing answers based on sentiment or another theme can help you sort and quantify majority opinions.

Find an offering of this training (or host it yourself). [Email us](#) with any questions.

## Fast Facts



### Economic Benefits from Reducing Marine Debris in Orange County, California

Debris Reduction	Economic Benefit (in millions of dollars)
25%	\$32
50%	\$67
75%	\$106
100%	\$148



From a study of 31 beaches in Orange County, California, conducted by NOAA's Marine Debris Program. Projected savings is over a period of three months.

Source: NOAA's Marine Debris Program

*This is just one of the many coastal management [fast facts and graphics](#) provided for your use. [Read the list](#) and let us know if there are 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](mailto:coastal.info@noaa.gov)


*NOAA's Digital Coast*




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