



DIGITAL COAST

CONNECTIONS

Dear Colleague,

The U.S. coasts are great places to work and play, but not everyone understands the economic importance of coastal and ocean resources. The truth is, the oceans and Great Lakes provide tremendous economic benefits, employing 2.8 million people in 2011 and producing \$282 billion in goods and services. Ocean and Great Lakes-dependent businesses employ more people than telecommunications, home construction, and crop production combined!

Telling this story is important, especially when there are competing demands for coastal and ocean resources. That's where [Economics: National Ocean Watch \(ENOW\)](#) steps in. ENOW provides data and tools that describe ocean-dependent economic activities in concrete terms of jobs, wages, and gross domestic product.

Visit the website to learn more about your state's coastal economic picture.

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

Jeff Adkins
Economist
NOAA Coastal Services Center

What is the Ocean and Great Lakes Economy?



www.csc.noaa.gov/enow



Stories from the Field

[Conveying the Visual Impacts of Small Docks and Piers in Massachusetts](#)

Officials in the town of Falmouth, Massachusetts, used the Digital Coast's easy-to-use visualization tool, [CanVis](#), to show the visual impact of proposed docks placed in local ponds. These ponds are resource conservation areas, and the addition of multiple docks could have affected viewsheds and habitat. By using CanVis at town planning meetings, the town improved the communication process, saved time and resources, and ultimately decided to reduce the number of planned docks.

Data

New and Updated Data Includes:

Imagery

- 2011 Matanuska-Susitna Borough, Alaska, DMC 4-band 8-bit imagery

Elevation

- 2008 North Carolina U.S. Army Corp of Engineers (USACE) lidar
- 2011 Matanuska-Susitna Borough, Alaska, lidar
- 2011 USACE lidar: Alabama, Mississippi and Louisiana
- 2011 USACE lidar: Massachusetts

[Partnering to Map Oceans and Coasts for Multiple Needs in North Carolina](#)

With numerous organizations working to fill the increasing need for ocean and coastal data, the risk of duplication of effort has increased. To ward against this in North Carolina, the NOAA Integrated Ocean and Coastal Mapping effort was launched. Strategic partners came together to discuss priorities, document existing data holdings, and determine the most pressing data gaps. The partnership has led to increased efficiency, eliminated duplication, and increased the use of important data sets. To see where this effort stands today, visit the [NOAA IOCM](#) site.

Additional Updates

So Many Trainings, So Little Time

The list of [offered trainings](#) has grown! We now have 20 online, in-person, or combination trainings ranging from Climate Adaptation for Coastal Communities to Public Issues and Conflict Management. Whatever your needs, we probably have a related training that can make your efforts more successful. Check out our [training calendar](#) to see what's available.

and New Hampshire

- 2013 California topobathy merge project
- 2013 Puget Sound Lidar Consortium (PSLC): Entiat
- 2013 PSLC: Nooksack
- 2013 PSLC: Tulalip

ENOW

- 2011 U.S. Ocean and Great Lakes economy data

News from our Coastal Colleagues

[Better Data Required: The Economics of Extreme Weather](#)

Extremes of weather and climate take a toll on the U.S. by limiting economic growth. A recent [EOS article](#) highlights the need for better economic data to fully understand the consequences of these extreme events. The authors suggest a solution that would solve inconsistency problems and allow for more detailed economic data.



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