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May 2020

## New Data, New Resources

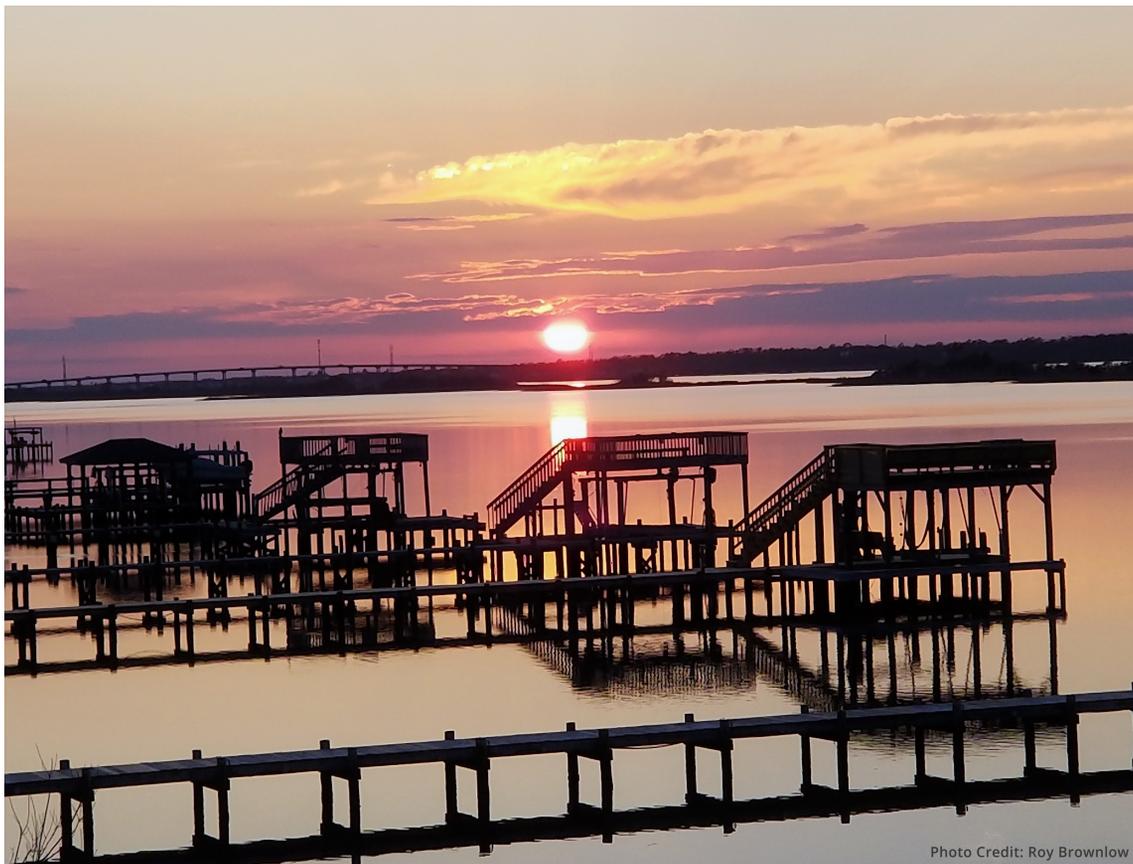


Photo Credit: Roy Brownlow

### Digital Coast

- **Story from the Field** – [Evaluating Coastal and Nearshore Habitat Projects and Data Needs in the Great Lakes](#)
- **Tool** – [Sea the Future](#)
- **Data** – See the list of [new and updated data sets](#).

### Office for Coastal Management

- **Coastal Management in Action Photo Contest** – [Submit your photos](#) before May 8, 2020.

- **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

### Ocean Data: Find It. View It. THEN Download It.

Having the right data is crucial for ocean planning, but there's nothing worse than downloading data, hoping it's what you need, and then turn up . . . disappointed. That's when having an online data viewer comes in handy.

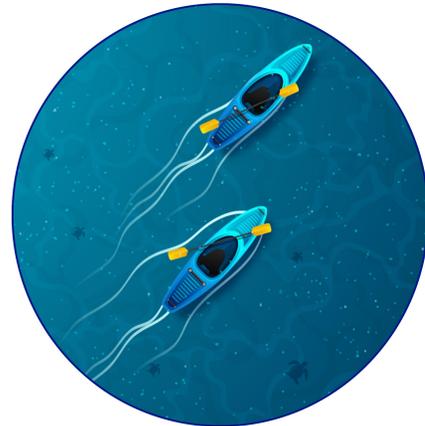
We have a national viewer for ocean data that you are bound to like. With the [MarineCadastre.gov National Viewer](#), you can include multiple data sets, adjust the opacity, and start your analysis without leaving the app. Once you are satisfied, you can add the data directly to ArcGIS or download it to dive in further. [Reach out to the team](#) with any questions you may have about this tool or the data.

## Stories from Your Peers

### Ecotours Bring Big Rewards

An exciting new chapter in ecotourism and environmental education has begun at the 110,000-acre Rookery Bay National Estuarine Research Reserve (Florida). An agreement by the research reserve, Friends of Rookery Bay, and Rising Tide Explorers (an ecotourism operator) enables up to 32 guided kayak tours and eight boat tours each week. The potential exists to generate more than \$1 million and serve 13,000-plus paddlers and passengers annually. Some of the profits will be directed to the Friends of Rookery Bay, ultimately benefiting the reserve's education, stewardship, and research programs.

- Read the [full story](#).



## Tips from the Digital Coast Academy

### Risk Communication Questions – We Have Answers!

When it comes to communicating information about storm preparedness and other coastal hazards, asking questions is a great place to start. The right questions can provide insight about your audience's feelings and mental models.

Here's an example: Start the conversation by asking people where they live and what they like about their community. The answers often reflect their priorities for protecting their community. This information will help you better frame the information you provide.

Need more tips? Check out our [Building Risk Communication Skills handout](#) or register for our [Seven Best Practices for Risk Communication](#) webinar taking place at 3 to 4:30 p.m. (Eastern time) on May 6.

## Fast Facts

# More Mitigation Measures, More Savings



**One dollar invested in mitigation =  
six dollars U.S. saves in future costs**



*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 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)

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