



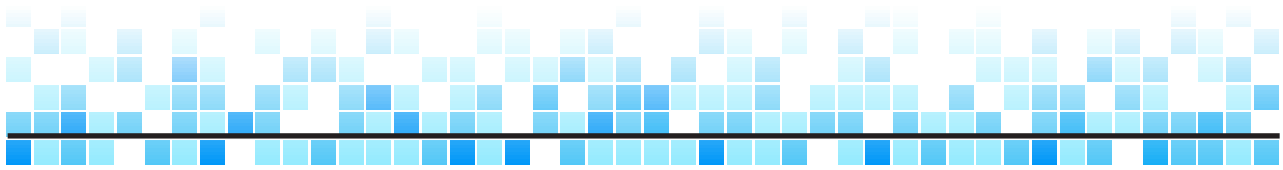
TOP TEN THINGS TO KNOW SERIES

DIGITAL COAST



coast.noaa.gov/digitalcoast

- 1. Simple concept, powerful tool.** One of the most-used information resources in the coastal management community, this NOAA-sponsored website helps communities address coastal issues.
- 2. Many users.** Planners and engineers. Emergency management officials, regulatory programs, and county council members. Scientists. Non-profits. All people interested in natural resources and coastal communities.
- 3. Many uses.** People use Digital Coast resources to bolster efforts to make their communities safer. The site includes 5.5 trillion points of lidar, 37 terabytes of imagery, 800,000 square miles of land cover, over 70 tools with over 140 use examples, and more than 100 training opportunities.
- 4. What is the secret sauce?** At its core, the Digital Coast delivers data—lots of it. And if that weren't enough, the Digital Coast leapfrogs past typical data portals by also providing the associated training, resources, and visualization tools needed to make data truly useful. And then some. You can get satellite data, storm surge animations, and training from the same web address—where else does that happen?!
- 5. Partnership.** The second secret sauce. The dynamic Digital Coast Partnership is comprised of nine impressive organizations whose members represent the website's primary user groups. Their active participation keeps the effort focused on customer needs and gives these organizations an opportunity to work together to address coastal issues.
- 6. Partnership members.** American Planning Association; Association of State Floodplain Managers; the Coastal States Organization; the National Association of Counties; the National Estuarine Research Reserve Association; the National States Geographic Information Council; NOAA Office for Coastal Management; The Nature Conservancy; and the Urban Land Institute.
- 7. Most popular resources?** That's a hard one, but here are a few contenders.
 - Lidar Data
 - Coastal County Snapshots
 - Sea Level Rise Viewer
 - Land Cover Data
 - Natural Infrastructure Resources
 - Risk Communication Training
 - Adaptation Planning Workshops
 - Resilience Tools
 - Offshore Planning Resources
- 8. Return on investment. Testimonials.** The initiative's ROI study says benefits exceed costs by a margin of three to one. Over the next 15 years, a return on investment of 411 percent is expected, representing a pretty good deal for taxpayers. State and local governments love their savings, too. Many local engineering and planning firms say they could not operate without the easy, no-cost access to such important resources.
- 9. Private sector jobs.** Most of the data in the Digital Coast are acquired through partnerships with private firms. Digital Coast sustains between 890 and 1,530 high-technology jobs in the private sector. The resources found in the Digital Coast are state-of-the-art.
- 10. Leverages federal investments.** Being on the Digital Coast greatly expands the reach and use of all data products. This approach also reduces duplication of effort and the amount of time users spend searching for authoritative data. Everybody wins.





DIGITAL COAST IN ACTION



COASTAL ZONE

Providing \$100 Million in Lidar Data

Lidar, the most popular Digital Coast data set, is provided at no cost to the consumer. Lidar is a foundational data set for many engineering and community projects. These data are acquired via private sector contracts.

GEORGIA

Adaptation Plan Cuts Damages and Saves Money

Tybee Island used Digital Coast resources to create a flooding adaptation plan. Actions taken made the community safer and resulted in a collective \$3 million in reductions for FEMA flood insurance premiums.

ATLANTIC COAST

Decision Support: Offshore Wind Facilities

Counties assessing the pros and cons of offshore wind facilities use a helpful scorecard developed with economic data acquired from the Digital Coast. This project is a partnership effort with the Bureau of Ocean Energy Management.

MISSISSIPPI AND LOUISIANA

Red Cross Uses NOAA Tool

Digital Coast data help first responders determine where the most vulnerable populations are located.

OREGON

Determining Tsunami Exposure

Officials used Digital Coast resources to document the infrastructure and people at risk and determine the necessary additional preparedness and response measures.

NEW YORK

Post-Storm Planning

Post-Sandy damage assessments and community reconstruction programs continue to benefit from the data and tools available from the Digital Coast. These resources include Coastal County Snapshots, Sea Level Rise Viewer, and Coastal Inundation Mapping training.

TEXAS

Major Flood Forecast Gap Repaired for Houston Area

High-resolution elevation data depict how structures and infrastructure would be impacted by floodwaters. This information is useful for evacuation and long-term planning efforts.

PACIFIC ISLANDS

Planning Maps and Tools Make Communities Safer

Digital Coast resources used to map urban forests in Hawaii, develop flood maps for Saipan, and create an online hazard assessment tool for American Samoa are making Pacific Island communities safer.

GREAT LAKES

Tourism and Economic Data Inform Restoration Efforts

Data obtained through the Digital Coast helped officials “see” where restoration actions could deliver the economic, ecosystem, and cultural benefits.

