

THE VALUE OF INFORMATION: DATA FROM SATELLITES, AIRCRAFT, AND MARINE VESSELS

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The satellites, aircraft, and marine research vessels that collect the data needed for effective coastal management cost billions of dollars to deploy, operate, and maintain. This raises an important question; how much bang are we getting for all those bucks? Addressing this question involves the consideration of value chains (the way that data collection platforms benefit the economy and society as a whole) and the value of information itself. This presentation will include examples from recent and ongoing work to assess the value of weather and environmental satellites, marine research vessels, research aircraft, and even the “lowly” stream gauge.