

TELLING STORIES WITH MAPS: USING MAPS TO START DISCUSSIONS ABOUT LOCAL HAZARDS

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“Uh hi, I want to talk to you about hazards and why they are important.” Have you ever tried to start this conversation with people in your community? How did that turn out for you? Eyes glaze over when you started talking or using graphs? Awkward, huh?

What can help people talk about hazards and their potential impacts to the community? NOAA’s Coastal Flood Exposure Mapper is not a person, or a magic bullet, but is a web-based tool that is helping several small towns in New Jersey and Georgia start conversations about coastal flood hazards occurring in their area and what the current and future impacts could be, which is leading to action.

This presentation will demo the new product and share how communities are using it to get their conversations started about hazards and their impacts.