

PRODUCTS AND SERVICES BULLETIN

NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION (NOAA)

COASTAL SERVICES CENTER

WINTER 2006

This is the first installment of the National Oceanic and Atmospheric Administration's (NOAA) Coastal Services Center's Products and Services Bulletin. This quarterly publication supplies up-to-date information about the tools and services developed for the nation's coastal resource managers and will be produced in both electronic and print formats. If you would like to receive the electronic version, have questions or comments, or do not wish to receive this publication, please contact Elliot Shapiro at Elliot.Shapiro@noaa.gov.

New Products

Ocean economics Web site. Many of the answers to coastal economics questions can be found here. Developed by the National Ocean Economics Program team, the site provides data on ocean-related economic activities and resources. Check out www.oceaneconomics.org.

Social science Web site. The new Applying Social Science to Coastal Management Web site provides descriptions of different tools, methods, case studies, and general human dimensions information resources. Visit the site at www.csc.noaa.gov/socialscience/.

Global Positioning System guidebook. Knowing what Global Positioning System (GPS) equipment to buy and how to operate it can be a challenge. To help coastal programs, NOAA's Pacific Services Center produced a guidebook that includes information about GPS, what it is used for, what to look for when purchasing a system, and how it can help your organization. To obtain a copy, contact Adam.Stein@noaa.gov.

Maine Coast Protection Initiative Web site. The Center has been working to help coastal conservation organizations gain better access to geographic information system (GIS) technologies and data. The Center is also providing technical support by developing a Web site, conducting a GIS needs assessment,

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supporting conservation planning, and funding a grant project to further the goals of the initiative. Visit www.csc.noaa.gov/id/mcpiIntro.html for details. Coastal land cover and change mapping. The Center's Coastal Change Analysis Program (C-CAP) is developing land cover and change maps for the portions of the Northeast, the Mid-Atlantic, southern Florida, and those areas of the Gulf of Mexico hardest hit by Hurricanes Katrina and Rita. These maps are developed using remotely sensed imagery and can be used to track changes in the landscape through time. To see available land cover data and maps, visit www.csc.noaa.gov/landcover/.

Special Hazards Edition of Magazine. A special edition focusing on coastal hazards and their impacts on coastal communities can be seen in the January/February edition of Coastal Services magazine. The issue features the ways coastal programs help their communities prepare for and respond to coastal hazards. Visit www.csc.noaa.gov/magazine/ to subscribe to this publication and see current and past issues.

Updated Products

E-learning tutorial. To increase the value of monitoring data, the Center and staff members from the South Carolina Oyster Restoration and Enhancement (SCORE) program have developed a Web site that shows volunteers how to operate the tools used to monitor water quality at restoration sites. The site includes e-learning applications, background material, quizzes, and other resources developed in coordination with local high school science classes. Go to www3.csc.noaa.gov/scoysters/html/elearn.htm.

On-line wave assessment. An on-line geographic information system-based mapping tool, specific to coastal flooding in Oregon, has recently been expanded to include 17 additional miles of the Oregon coast. Part of the Coastal Storms Program, the tool calculates potential erosion in areas prone to flooding. The tool is now being expanded to other parts of the Oregon coast and is likely adaptable for portions of the coast of California and Washington. Check out the information at www.csc.noaa.gov/csp/pacific_nw/coast_in_tool.html.

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Upcoming Products and Initiatives

Magazine and Newsletter Evaluation. The Center contracted with Daniel J. Edelman Inc. to evaluate the effectiveness of its two primary publications, Coastal Services and Coastal Connections. The evaluation consisted of phone interviews and written surveys, and the results are anticipated in early spring. For more information, contact Donna.Mccaskill@noaa.gov.

Tracking waterborne substances and organisms. Chesapeake Bay is deliberating the introduction of a non-native oyster species as a means of improving oyster production in the region. The Chesapeake Bay Oyster Larvae Tracker (CBOLT) is a Web-based particle-tracking model developed to determine how the oyster larvae, once released, might move through the bay. The model will also work in other locales for other types of waterborne substances. For additional information, contact Dave.Eslinger@noaa.gov.

Center News

Increasing Hurricane Response Capabilities for 2006. The Center is looking to increase the services provided to the Federal Emergency Management Agency (FEMA) before and after a hurricane hits. These services include continuing to provide FEMA with hurricane-related geographic information system expertise and data, and can include the temporary deployment of a Center staff member to FEMA. This assistance went beyond region IV in 2005, and the two organizations are looking to formalize this expanded partnership in anticipation of increased hurricane activity in upcoming years. For details, contact Doug.Marcy@noaa.gov.

Sharpening the Focus. Using the results of its recent strategic assessment, the Center made internal changes to help the organization better meet the challenges of the next decade. These changes include newly focused theme areas:

- Coastal Hazards
- Coastal Watersheds
- Integrated Ocean Observation Systems
- Learning Organization

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Performance Measures. The Center is working with a contracting firm, Abt Associates, to develop performance measures for each of the theme areas in the Center. This work, which is designed to increase the accountability and dedication to excellence within the organization, should be completed by summer. For details, contact Jan.Kucklick@noaa.gov.

Regionally Based Services. The Center continues its commitment to provide regionally based services. Currently, regional personnel can be found in Hawaii, California, New Hampshire, Maryland, and Mississippi. Pending the results of a needs assessment, the Center also hopes to begin establishing a presence in the Great Lakes region. The Center has named Rachel McEvers regional coordinator to organize the regional efforts and make them more effective. For details, contact Rachel.Mcevers@noaa.gov.

Social Science. The Center's primary areas of expertise continue to be data, information, training, remote sensing, and geographic information systems. Added to this mix is a new area of expertise—social sciences. Recognizing that all the issues facing the coastal zone have a human component, the Center refocused an existing department that is now being called "Human Dimensions." Visit www.csc.noaa.gov/socialscience/ for information.

Training Schedule

Managing Visitor Use in Coastal and Marine Protected Areas

- January 10–11 Chesapeake Bay National Estuarine Research Reserve (NERR)
- January 12–13 Delaware NERR
- February 7–8 Weeks Bay NERR Project Design and Evaluation
- February 1–3 University of North Carolina–Wilmington
- February 9–10 Mississippi-Alabama Sea Grant, Biloxi, Mississippi
- February 13–14 North Carolina Aquarium on Roanoke Island, Manteo, North Carolina

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- February 22–24 New York City, New York
- March 1–3 Wake County, North Carolina State University
Cooperative Extension
- March 6–7 Kingston, Rhode Island
- March 14–16 California Public Issues and Conflict Management
- January 24–26 Wells Bay NERR, Maine
- March 14–16 Georgia Coastal Management Program Remote
Sensing for Spatial Analysts

- February 28–
March 1 and
March 2–3 Silver Spring, Maryland

Training for your organization can take place at the Center in Charleston, South Carolina, or be brought to your facility. For more information, visit www.csc.noaa.gov/training/.



NOAA Coastal Services Center
LINKING PEOPLE, INFORMATION, AND TECHNOLOGY