



NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

Social Science Community Newsletter

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Special Issue: Facts about the Ocean and Coastal Economy



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Oceans and coasts are a vibrant source of wealth to our Nation. They provide food and jobs; they support activities ranging from recreation to tourism, mining, transportation, and trade; they sustain families, businesses, companies and large scale industries. If the U.S. coastal shoreline counties were considered as an individual country, they would have ranked #3 in global GDP in 2012. ^{1,2}



2

Our economy relies on healthy coastal and ocean ecosystems. In 2012, the U.S. Ocean Economy employed more people than the Telecommunications, Electric Power Generation, and Home Construction sectors combined; adding 2.9 million employees and 112.9 billions of dollars in wages. ^{1,2}



3

Coastal and ocean monitoring technologies deliver critical information to improve safety, enhance the economy, and protect the environment. The U.S. Integrated Ocean Observing System (IOOS), a multi-agency platform, provides access to over 1 million climate observations per day, 5,180 datasets, and 4,034 services to assist economic and environmental decision-making. ³



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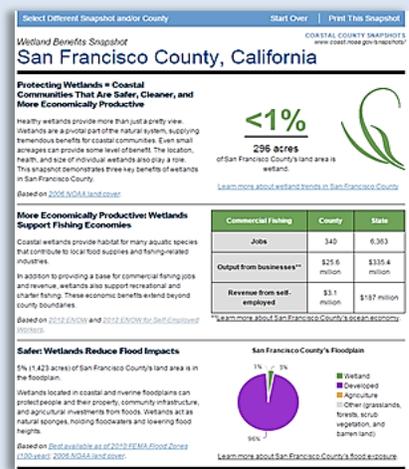
Smart decisions require a balance between the efficient use of resources and their stewardship. Managers and decision-makers must have a good understanding of how the U.S. economy is connected to the ocean and coasts. Changes in ocean and coastal conditions can have a direct impact on tourism, shipping, agriculture, and industry. For example, one third of all grain crops produced in Illinois, about \$1.4 Billion, are exported through the LA-Long Beach port. ⁴



NOAA social scientists are working hard with other federal agencies to improve our knowledge of the blue economy and to identify new opportunities for the sustainable development of our ocean resources. Four of these efforts are: ENOW, Measuring Economic Resilience, Coastal Green Infrastructure, and the Natural Capital Business Roundtables.

ENOW stands for Economics: National Ocean Watch. The online tool provides time-series data on the ocean and Great Lakes economy, which includes six economic sectors dependent on the oceans and Great Lakes. ENOW is available for counties, states, regions, and the nation in a wide variety of formats. Data is accessible for download in customizable reports or as data files. The tool is produced by the Office for Coastal Management using data from the Bureau of Labor Statistics and the Bureau of Economic Analysis. Some of the products derived from ENOW are:

- **ENOW Explorer:** data on the six sectors of the ocean economy by county or state.
- **Coastal County Snapshots:** Generates concise statistics on the economic snapshot of a particular county such as jobs by sector, wages, flood exposure, community infrastructure, and wetland economic benefits.
- **Data registry:** Access to comprehensive datasets on the economy of coastal areas.



1. Spatial Trends in Coastal Socioeconomics (STICS). <http://coast.noaa.gov/digitalcoast/data/stics>
2. State of the Coast. <http://stateofthecoast.noaa.gov/>

3. www.ioos.noaa.gov/communications/presentations/welcome.html
4. <http://noaa.maps.arcgis.com/apps/MapJournal/>

California's Ocean Economy Compared to the US Ocean Economy

Employment, Wages and Gross Domestic Product (GDP)



Measuring Economic Resilience

Oceans and coasts provide billions of dollars to our Nation in jobs and wages. Working with the Bureau of Economic Analysis, we are implementing a pilot project in California to better understand the connections between the coastal and ocean economy and our Nation's heartland. The story map of this effort is now live! You can visit it [here](#).

First draft of results will be available in late spring 2015. In the meantime, we continue building stakeholder support for this effort with the help of our partners at the Bureau and across NOAA.



Natural Capital Business Roundtables

Natural capital has value to businesses. NOAA, the Economic and Statistics Administration, the Economic Development Administration and the National Institute of Standards and Technology are implementing a series of industry-focused regional business roundtables to help industries consider the natural capital they rely on along our Nation's coasts. The roundtables create a better understanding of what information and analytical frameworks businesses need to successfully integrate natural capital into their decision-making processes. The first roundtable took place in April 2015 at the Baker Institute in Houston, Texas, and included representatives from the energy, shipping, and tourism sectors.



Coastal Green Infrastructure

Coastal green infrastructure offers a host of benefits. From protection to recreation, green infrastructure solutions have the potential to increase property values, improve ecosystem health, and generate new services and amenities. The Coastal Green Infrastructure and Ecosystem Services Task Force, an interagency team co-chaired by NOAA, is getting ready to release its research agenda and recommendations in the summer of 2015. The research agenda delivers a concise analysis of gaps, needs, and opportunities for advancing coastal green infrastructure approaches in our Nation.



Recent Publications in Social Science

- [Mining web-based data to assess public response to environmental events.](#)
YoonKyung and Stow. 2015
- [The gap between science and policy: Assessing the use of nonmarket valuation in estuarine management based on a case study of US federally managed estuaries.](#)
Guo and Kildow. 2015.
- [Exploring connections among nature, biodiversity, ecosystem services, and human health and well-being: Opportunities to enhance health and biodiversity conservation.](#)
Sandifer et al. 2015.
- [Does learning about climate change adaptation change support for mitigation?](#)
Carrico et al. 2015.
- [Vulnerability and adaptation of US shellfisheries to ocean acidification.](#)
Ekstrom et al. 2015.
- [Marine resource management: Culture, livelihoods, and governance.](#)
Levine et al. 2015.
- [Aspects of Fishery Management, Job Satisfaction, and Well-Being among Commercial Fishermen in the Northeast Region of the United States.](#)
Pollnac et al. 2015.
- [Hidden Flexibility: Institutions, Incentives, and the Margins of Selectivity in Fishing.](#)
Abbott et al. 2015.
- [Heat protection behaviors and positive affect about heat during the 2013 heat wave in the United Kingdom.](#)
Lefevre et al. 2015.