Summarizing the Digital Coast Accomplishments Report 2024

First released in 2007, the *Digital Coast* caters to the unique needs of coastal communities, delivering not only coastal data, but also the tools, training, and information needed to make these data truly useful. Since then, the success of the site led to formal congressional support for the program through the 2020 *Digital Coast Act*, which supports its growth and development.

The legislation outlines various areas of improvement, including developing additional content, thoughtfully coordinating with underserved communities, increasing the availability of land cover and other data for coastal communities, and documenting best practices of product and service delivery. It also emphasizes the need for continuous improvement of the website interface, making it more accessible, increasing decision-support tools, enhancing opportunities to leverage partnerships, and providing more fellowship opportunities.

The *Digital Coast Strategic Plan* was informed by congressional guidance and the accomplishments report highlights significant achievements made between 2021 and 2023. During this period, the site received over 4,650,000 visits. The site can attribute much of this success to the value of the information resources that can be found there. Equally important is the user input used to keep the site relevant. Currently, the site contains

- 3,200 data sets
- 84 tools
- 174 learning products and services
- 118 stories from the field
- 900 contributing partners

The accomplishments report follows the format of the *Digital Coast Strategic Plan*. A summary is provided below and additional details are included in the report.

OBJECTIVE 1: Provide Actionable Decision-Support Resources

- Tools: 18 tools developed by NOAA and contributing partners
- Training: 229 training sessions and 42 different courses delivered
- Technical Assistance: ~16,000 users received technical assistance through one-on-one support or training

OBJECTIVE 2: Increase Availability of Core Coastal Data Sets

- 118,000 downloads of custom data in fiscal year 2023, a 27 percent increase since fiscal year 2021
- 33 trillion lidar points, more than doubling holdings since the start of fiscal year 2021
- 200 terabytes of imagery, almost quadrupling over this period
- Improved access to data for typically underserved areas such as Guam, the Northern Mariana Islands, Alaska, and several Great Lakes tribal communities

OBJECTIVE 3: Advance the Digital Coast Partnership

- 8 national organizations representing over 100,000 members collaborate with NOAA to ensure that coastal leaders have access to relevant data, tools, training, and other resources
- 4 funded Digital Coast Connects projects engaged marginalized communities to improve coastal inundation impacts
- 6 Digital Coast Fellows provided technical assistance to Digital Coast Partners while receiving on-the-job training and educational opportunities

OBJECTIVE 4: Expand NOAA and Interagency Collaborations

- 8 federal agencies collaborating to share data, tools, and training to reduce duplication of efforts
- 4 terabytes of U.S. Army Corps of Engineers imagery added to the Digital Coast since fiscal year 2021
- 148 billion lidar points added to the Digital Coast from fiscal years 2020 to 2023 from U.S. Army Corps of Engineers sources
- 680 imagery data sets available on the Digital Coast through collaborations with the NOAA National Geodetic Survey
- Worked with FEMA to highlight Digital Coast resources that tribal communities could use to develop hazard mitigation plans
- Supported telecommunications infrastructure siting that included climate considerations using current and future coastal inundation

OBJECTIVE 5: Enhance the Digital Coast Platform

- 4,651,595 overall visits, a 47 percent increase, during this time frame
- Digital Coast website was completely redesigned in fiscal year 2023
- Increased visitors in core sections – 105 percent increase for data, 48 percent increase for tools, and 47 percent increase for training
- 6,000 percent increase in overall navigation use on mobile devices, thanks to the website redesign that focused on improvements for mobile users
- 500 percent increase in site visits due to clear links to topic pages
- 6 minutes 30 seconds average time spent on pages, a 22 percent increase (industry benchmark is about 47 seconds, and the government average is 2 minutes 36 seconds)*

Sources: Contentsquare's 2023 Digital Experience Benchmark report and Government Services Administration's Digital Analytics Program Google Analytics