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ABSTRACT

In response to the growing importance of socio-economic research with respect to industry decision-making using environmental information, NCDC has led the development of a NOAA-wide Economics website with its NOAA partners (www.economics.noaa.gov). This Web Site presents a centralized source of information pertaining to the economic value and real-world application of NOAA's data products in decision-making, as well as the economic costs of extreme events on the environment and society. The information provided in this Web Site is synthesized from a vast array of contemporary scientific literature and is presented in *four Themes* (i.e., Climate, Ecosystems, Weather & Water, and Commerce & Transportation). Each theme is then subdivided into *three Categories* (Data Users, Extreme Events, and Observing Systems). Within these Categories there are *numerous Topics* in relation to NOAA - each with *five summary Sections* (Topic Overview, Economic Benefits, Economic Costs, Data Applications, Data & Products).

Fundamentally, the Web Site is intended for a general audience and provides a clear, accurate, citable, but not overly academic explanation of NOAA's value to society. Common users of this Web Site include the general public, Media, educators, Congressional staffers and NOAA personnel. Peer-reviewed research that is primarily

quantitative and other related content (see bulleted list below) may be submitted for possible inclusion on the site: (www.economics.noaa.gov/?file=submit).

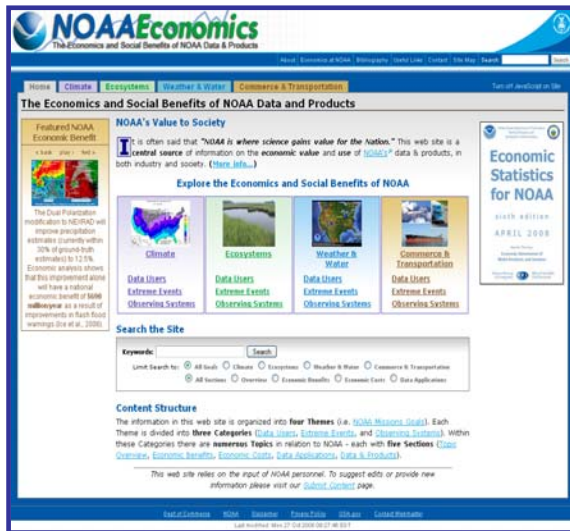
The NOAA Economics web site covers economic data and analyses across many subject areas. Peer-reviewed research (i.e., primarily quantitative) and other related content (see below) may be submitted for possible inclusion on the site.

Specifically, this website incorporates:

- 208 topic overview narratives providing societal and economic perspectives on the value of NOAA data and products (i.e., for business, consumer, policy decision-making, etc.)
- 164 sources of peer-reviewed literature; 77% of this literature is hyper-linked to the source.
- 118 summaries on the economic benefits of / cost mitigation by NOAA data and products.
- 159 summaries regarding the economic costs / impacts of environmental extreme events.
- 720 data user-stories (i.e., real-world accounts on the use of NOAA products in decision-making).
- Hundreds of external hyperlinks to NOAA datasets/products and internal hyperlinks interconnecting many NOAA program missions and responsibilities.

REFERENCE

(<http://www.economics.noaa.gov>)



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