2020 GOMA Tools Café Descriptions

September 15, 2020 Webinar

U.S. Fish and Wildlife Service Socioeconomic Profile Tool

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Web address: https://headwaterseconomics.org/tools/usfws-indicators/

INTENDED AUDIENCE
U.S. Fish and Wildlife Service Socioeconomic Profile Tool is designed for use by public land managers but is publicly available and can be used by anyone to generate socioeconomic profiles for any state, county, city/town, American Indian area, and/or census tract.

MAIN USE
Do you want to understand the communities you serve and who may affect and be affected by your decisions? If so, then the new U.S. Fish and Wildlife Service Socioeconomic Profile Tool will be of interest to you.
The Socioeconomic Profile Tool is a web-based application developed by Headwaters Economics that provides users with customized reports on the socioeconomic conditions around the areas they work. The tool is free, publicly available and includes socioeconomic indicators from state to census tract level that are relevant and reliable. It is continually updated with the latest data as it becomes available, is capable of producing on-the-fly reports in Excel and PDF, is user-friendly and is available nationwide.
Natural resource practitioners, planners, visitor services specialists, researchers and others can use the tool to explore state to community-level data on economics, demographics and land use.
Knowing more about the communities you work in is often a first step in planning, stakeholder engagement efforts and designing programs and policies that meet the needs of communities.
As you dig into the socioeconomic data in the reports you generate you may find you have questions about the data and why it’s important. To help you make the most of your inquiry you will get an easy to understand, short, and to the point guide to interpret the results. Want to go even further? The guide also provides some key resources to learn more and make the most out of the data as well as a comprehensive list of citations. If you like what you find and want to use the data in your own work simply copy and paste tables, charts, and paragraphs into your document.

GEOGRAPHY & SCALE
Socioeconomic profiles can be generated for any county, city/town, American Indian area, census tract, and/or state within all 50 states and Washington, D.C.

ACCESSIBILITY
Publicly available online.

Bluevalue

**Presenters:** David Yoskowitz, Kara Coffey, Chris Hale, Yasmine Carcamo, and Michael Young

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**INTENDED AUDIENCE**
Academic scientists, agency scientists, resource managers, decision-makers, NGOs, and highly interested citizens

**MAIN USE**
The natural world supports, sustains, and enriches human life in numerous ways. Scientists and resource managers refer to these benefits as “ecosystem services”. The newly updated Bluevalue, previously known as GecoServ, is a searchable online database of ecosystem service valuation studies relevant to coastal habitats in the Gulf of Mexico region. Although ecosystem services are critical to human well-being, cases in which they have been successfully applied to real policies and decisions are rare. For society to make informed decisions about sustainable use of the environment, directly linking the valuation — or quantification — of ecosystem services to society’s needs, is necessary. Bluevalue is that link. Many scientists, economists, practitioners, and others around the world have conducted ecosystem valuation studies. However, it can be difficult and time-consuming for decision-makers to find and access the results of those studies. Bluevalue offers quick and easy access to actual ecosystem values in numbers. It houses literature from around the world that users can download, cite, bring to meetings, and share with others. Data stored in Bluevalue can be used to inform management decisions when the option to conduct a primary valuation study is not possible due to monetary or time constraints. The main goals of Bluevalue are to allow for the distribution and sharing of information on ecosystem service valuation, facilitate the application of the value transfer methodology, help managers include ecosystem services in the decision-making process, and identify current gaps in ecosystem service literature. The Bluevalue database is an international powerhouse of information concerning the economic value of coastal habitat ecosystem services. The previous version was GecoServ (Gulf of Mexico Ecosystem Services Valuation Database), which was originally launched in 2011 and was supported by the United States Environmental Protection
Agency’s Gulf of Mexico Program, National Oceanic and Atmospheric Administration (NOAA), and the Harte Research Institute for Gulf of Mexico Studies.

GEOGRAPHY & SCALE
The tool’s geographic area is focused on worldwide data. The tool was initially intended for use by audiences in the Gulf of Mexico, but now has international use. Since the GecoServ launch in 2011, this tool has 10,501-page views in 1,460 cities in 124 countries. More than half of these visits are from cities in the U.S. Over the years, an increasing number of visits have occurred outside the U.S. These foreign visits to the site have increased 12-19% per year since 2013. In 2016, foreign visits represented 62% of total visits to the site.

ACCESSIBILITY
This tool is available online only.

Logic models and socio-economic metrics for restoration project and program monitoring and assessment in the Gulf of Mexico

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INTENDED AUDIENCE
The primary audiences for this tool are Gulf restoration practitioners and funders.
MAIN USE: This online resource represents a repository of expert-reviewed ecosystem service logic models and associated socio-economic metrics for various restoration project types taking place in the Gulf of Mexico (including habitat restoration, recreational enhancement, and water quality enhancement). The resource was built in a multi-year effort to establish standard, commonly used metrics for socio-economic and human well-being outcomes of restoration, which are not currently monitored consistently. Logic models provide practitioners developing projects or programs the ability to identify specific social and economic outcomes of their project or program that link to a set of metrics which can be used for monitoring. Practitioners can use the general logic models provided or adapt the models to reflect expected effects of specific projects using editable versions of the models included in the repository. Additionally, there will be example protocols available for how to collect data on the suggested metrics for
practitioners who wish to or are required to implement them. Funders can use the resource to help prioritize and identify projects that match their goals relating to social and economic components of restoration and as a suggested resource for how socio-economic monitoring of their funded projects might be performed.

GEOGRAPHY & SCALE
This tool was designed and built for the Gulf of Mexico using input from practitioners and experts in the Gulf States. Both the models and metrics can be used to assess socio-economic outcomes at project (site) and program (regional) scales.

ACCESSIBILITY
This set of resources is available online through the Gulf of Mexico Ecosystem Service Logic Models and Socio-economic Indicators project website (https://nicholasinstitute.duke.edu/project/gems/models-and-metrics). In addition, there will be printed practitioners’ and funders’ guides that describe the resource and guide these user groups on how to apply the tools.