



# Development Guide: Preparing for Coastal Flooding & ESRI Story Maps

## 1. Start from where you are.

Include community members and staff in the development process to ensure information matches or enhances the level of data literacy, fills gaps in existing data, and moves the conversation forward.

### Key Steps:

- Complete exercises to assess internal and/or community awareness of coastal flooding and identify gaps in data. Maine Flood Resilience Checklist, GMRI's "Preparing Coastal Communities for Sea Level Rise" program, and/or the U.S Climate Resilience Toolkit are places to begin.
- Explore climate adaptation maps, sea level rise data, and vulnerability assessment viewers to leverage (and avoid duplicating) existing resources.

## 2. Build and refine the narrative.

Planning is storytelling. Set a clear vision and purpose for the tool that guides what data is incorporated into the Story Maps and how the text serves as a supporting narrative.

### Key Steps:

- Establish an advisory team of local experts, municipal staff and/or community members.
- Use the Story Maps template to answer common questions from community members: What is the City/Town preparing for? What measures are underway or planned to build resilience?
- Distribute a prototype to assess the user's ability to navigate the tool, measure how effectively the Story Maps achieves learning objectives, and identify key gaps in the narrative or data.

## 3. People and data.

Take a human-centered approach. We often focus on home, but encourage users to think about their lived-experience in community by highlighting open spaces, social services, food systems, and cultural assets.

### Key Steps:

- Include shared spaces, public infrastructure, and critical services to highlight the compounding effects of disruption and the interconnected nature of vital systems.
- Incorporate citizen science to capture experiential knowledge and data, subsequently building community engagement and capacity in adaptation planning.
- Center on social vulnerability, wherever possible, using the Coastal Risk Explorer developed by TNC.

## 4. Change is certain.

In a future of climate disruptions, change is one thing to count on. The dynamic nature of ESRI Story Maps allows users to adapt the template, images, maps, and embedded content overtime.

### Key Steps:

- Create something that is adaptable. Administrators of the Story Maps can easily incorporate updated climate data, community/municipal data, and experiential data in the future.
- Start a conversation about local effects that can evolve into an ongoing dialogue with the community.

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