

# NANOOS Workshop



March 25, 2022



The NANOOS Community Workshop examined three topics that showcase some of NANOOS's most successful products: Fisheries, Coastal Hazards, and Safe Navigation. Through these use cases and with input from from various user communities, sectors, and disciplines who attended the workshop, the NANOOS community addressed the following key questions:

How can we improve the system?

How do we increase the visibility of NANOOS?



## How can we improve the system?



### **CUSTOMIZATION**

- View more data simultaneously (colormaps, contours, vectors, point time series)
- Scale offsets between platforms better to standardize or allow user to customize
- Save locations and assets of interest, share routes with friends, etc.
- Different depth fields (e.g., bottom DO) for different fisheries, coastal conditions
- Current location (or ability to drop a pin)
- Clarify arrows indicating wind direction



#### **ACCURACY**

- Timeliness of data, lag an issue with near real-time and forecasts
- Shore lines misaligned with GPS positions
- Better bathymetric maps to see canyons and ridges
- Post tide corrections
- Link into climatological wind roses



#### **PARTNERSHIPS**

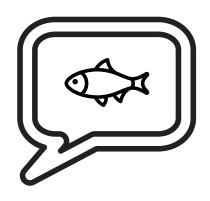
- Partner with private fee-based apps to include more data and products
- Interest in seeing more community science (e.g., crab pot data) on NVS
- Commercial fishers
- Coast Guard and SeaGrant Offices on safety trainings
- Tour operators and watercraft organizations in different regions



### **EXPANSION**

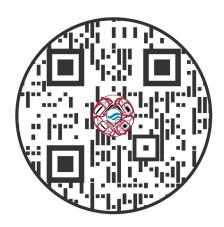
- Need more training tools on how to use and make the most of the apps
- Simple user guide for orientation to NANOOS
- More direct download of selected data
- Low-bandwidth access, how to save view for offline reference
- Optimize viewing data on small screens
- Add more webcam feeds

# How do we increase the visibility of NANOOS?



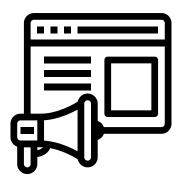
### **MESSAGING**

- Publish fisheries announcements and push notifications
- Develop training videos easily accessible in app and on website
- Cross-post between NANOOS and external partners websites e.g.
  NOAA weather sites, Wind Alert, etc.



### **ADVERTISING**

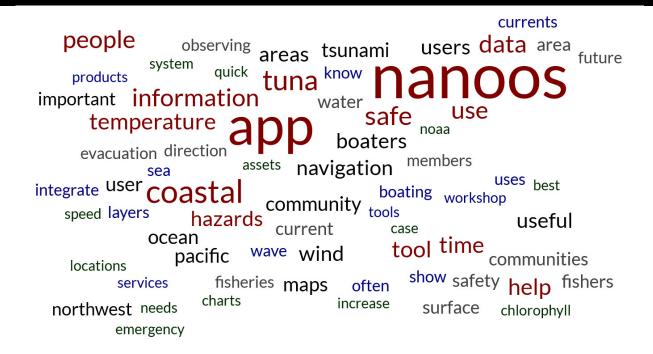
- Advertise using gear manufacturers, fishing/regulations guidebooks)
- Post QR codes at high visibility sites (e.g. marinas, bait shops, etc.)
- Provide literature for hotels, local businesses, state park visitor centers (exhibit), aquaria, etc.



### **MARKETING**

- Develop catchy phrases or signage to get people's attention
- Work with local leaders on placement of signage and pamphlets
- Dedicate local funding to disaster preparedness for outreach
- Buy catchy web domains that point to app
- More use of social media

### WHAT ELSE WE HEARD



### THANKS TO ALL OF OUR PARTICIPANTS!

**Applied Physics Laboratory** 

**C-IOOS Atlantic** 

C-IOOS Pacific

Columbia River Inter-Tribal Fish Commission

Consortium for Ocean Leadership

Curry County, OR

Department of Fish and Wildlife, WA

**Emergency Volunteer Corps of Nehalem Bay** 

Hakai Institute

**IOOS Program Office** 

Lincoln County Oregon

Lincoln County Sheriff's Office - Emergency Management

L'Observatoire global du Saint-Laurent

Marine Exchange of Puget Sound

**National Park Service** 

Nehalem Emergency Volunteer Corps

**NOAA** Fisheries

NOAA Office of Coast Survey

Northwest Indian College

**NWIFC** 

Ocean Networks Canada

Olympic Coast National Marine Sanctuary

Oregon Coastal Management Program

Oregon Department of Geology and Mineral Industries

**Oregon State University** 

**Oregon State University Foundation** 

Oregon Tuna Fisher

ORHAB / UW ONRC

Pacific Shellfish Institute

Pierce County, WA

Quileute Indian Tribe

**Quinault Indian Nation** 

**RBR Ltd** 

**Scoot Science** 

Seabird Scientific

South Slough NERR

The Sailing Foundation

Tula Foundation/Ocean Decade Regional Collaborative Center

University of Washington

**US Geological Survey** 

Washington Department of Fish and Wildlife

Washington Sea Grant

Washington State Department of Ecology

Washington State Department of Health

WeatherFlow-Tempest, Inc.

