

# N.J. Coastal & Climate Resilience Conference

*Cutting-Edge Communication to Empower Our Communities*



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NEW JERSEY  
DEPARTMENT OF  
ENVIRONMENTAL  
PROTECTION



# Cutting-Edge Communication to Empower Our Communities

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*The MARCO Portal: Informing Action & Engagement for a Resilient Region, **Karl Vilacoba**, Monmouth University*

*Mid-Atlantic Digital Tools for Coastal & Ocean Acidification to Empower Local Communities, **Janet Reimer**, MARCO/MACAN*

*Advancing Coastal Risk Communication: New Tools, Data, and Community Insights, **Dan Rizza**, Climate Central*

*Using Photovoice for Coastal Advocacy, **Sherry Dudas**, Accomack-Northampton Planning District Commission*

*Collaborative Tools for “Getting to Yes” on Climate Resilience Projects, **Chris Kane**, P3 Collaborative/Rutgers University*

*Integrating Data-Driven Decision-Making and Community Voices through the NJBPU's Urban Heat Island Mitigation Program, **Aileen Eagleton**, NJBPU*

# The MARCO Portal: Informing Action and Engagement for a Resilient Region

March 9, 2026

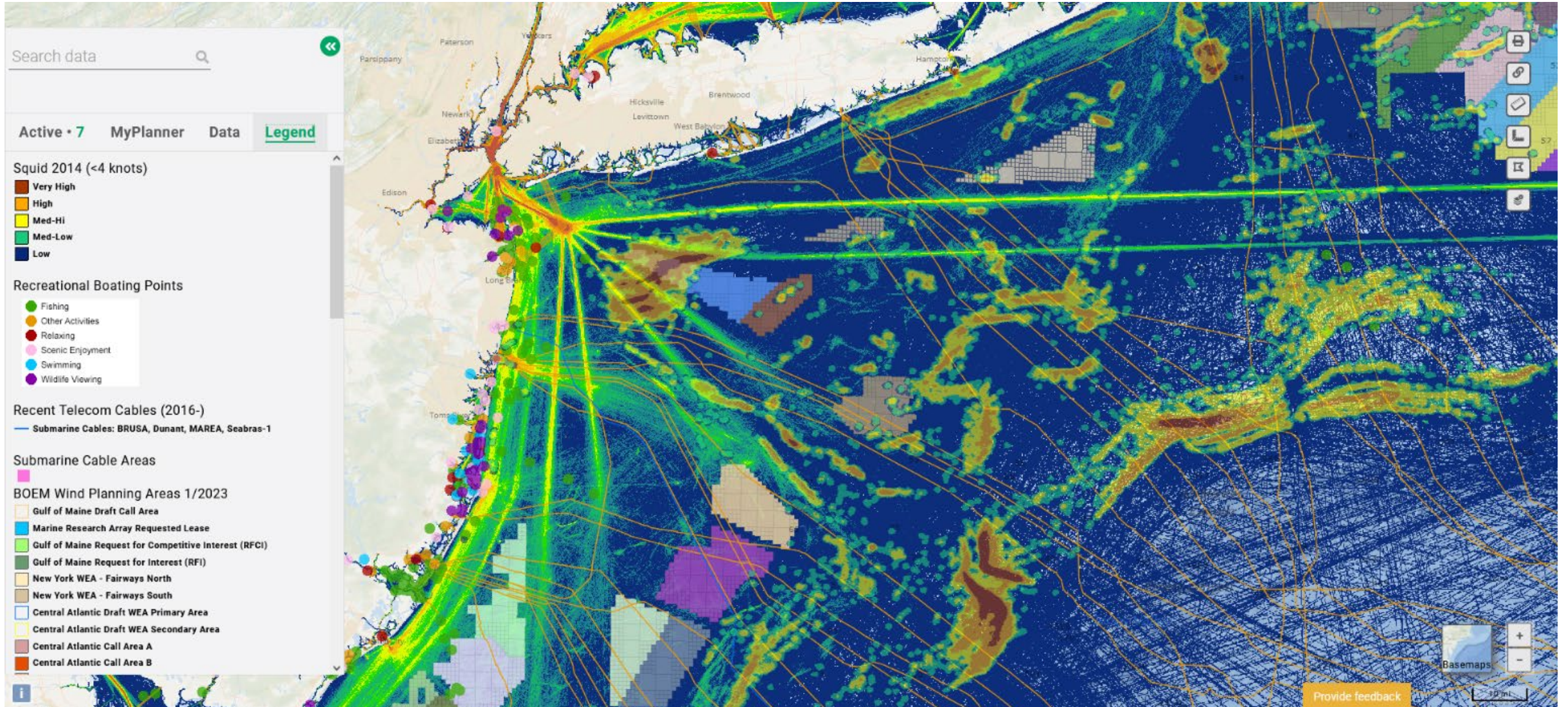
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**Karl Vilacoba**

Communications Director & Ocean Data Manager  
Monmouth University Urban Coast Institute



# The Ocean Is a Busy Place ...







## The Mid-Atlantic Ocean Data Portal Team

The Portal is maintained by a team consisting of the Monmouth University Urban Coast Institute, Rutgers University Center for Remote Sensing and Spatial Analysis, Duke University Geospatial Ecology Lab, the New York State Department of State, and Ecotrust under the guidance of MARCO.

It was developed with funding from the Gordon and Betty Moore Foundation, Bureau of Ocean Energy Management, National Oceanic and Atmospheric Administration, and the states of New York and Virginia.



## What Is MARCO?

Established in 2009, the Mid-Atlantic Regional Council on the Ocean (MARCO) is a Regional Ocean Partnership between Virginia, Maryland, Delaware, New Jersey, and New York, voluntarily convened by governors to address cross-jurisdictional ocean matters.

More: [midatlanticocean.org](http://midatlanticocean.org)

### **MARCO Chair:**

Ryan Green

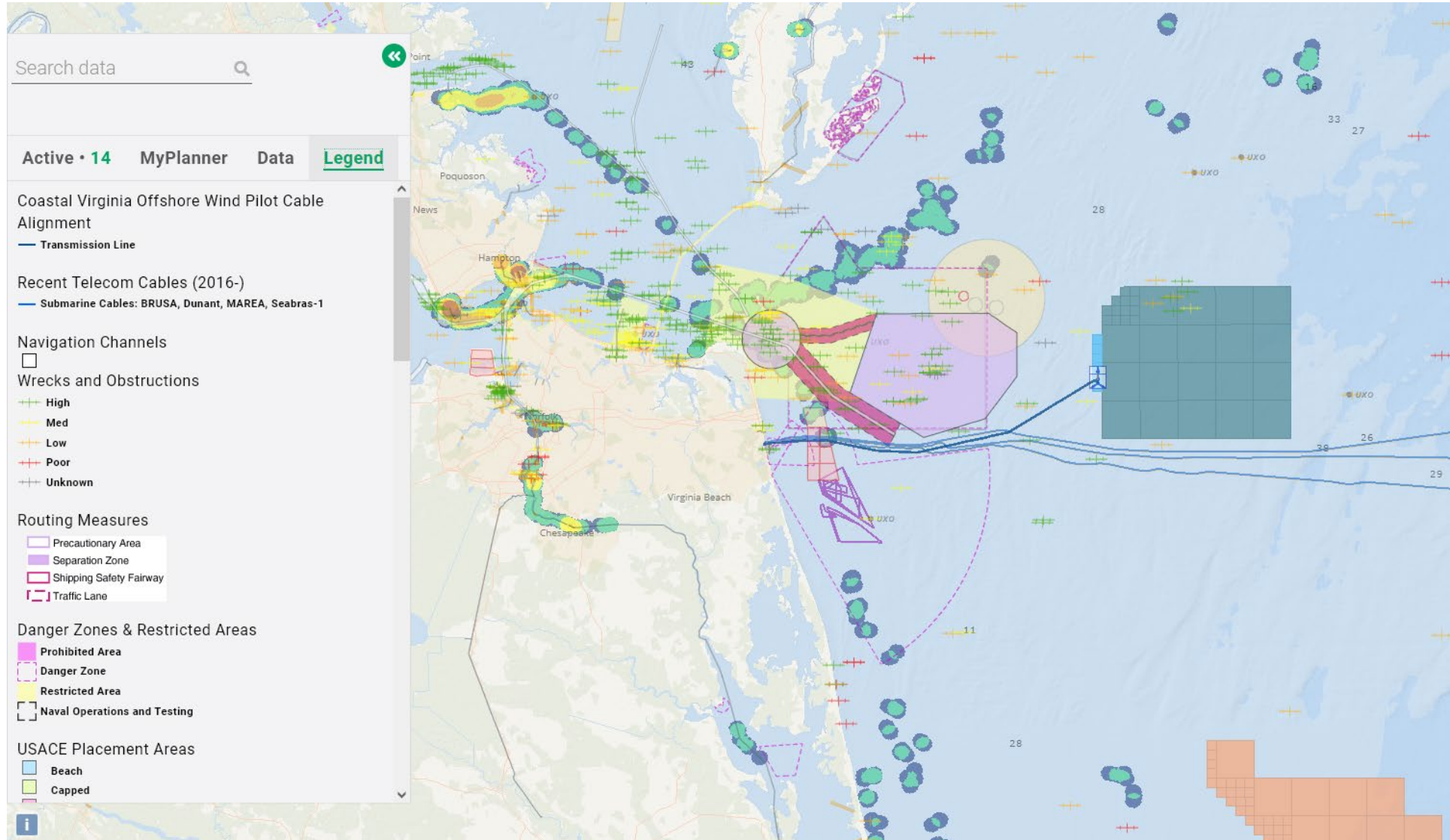
Virginia Department of Environmental Quality

### **Ocean Mapping & Data Team Chair:**

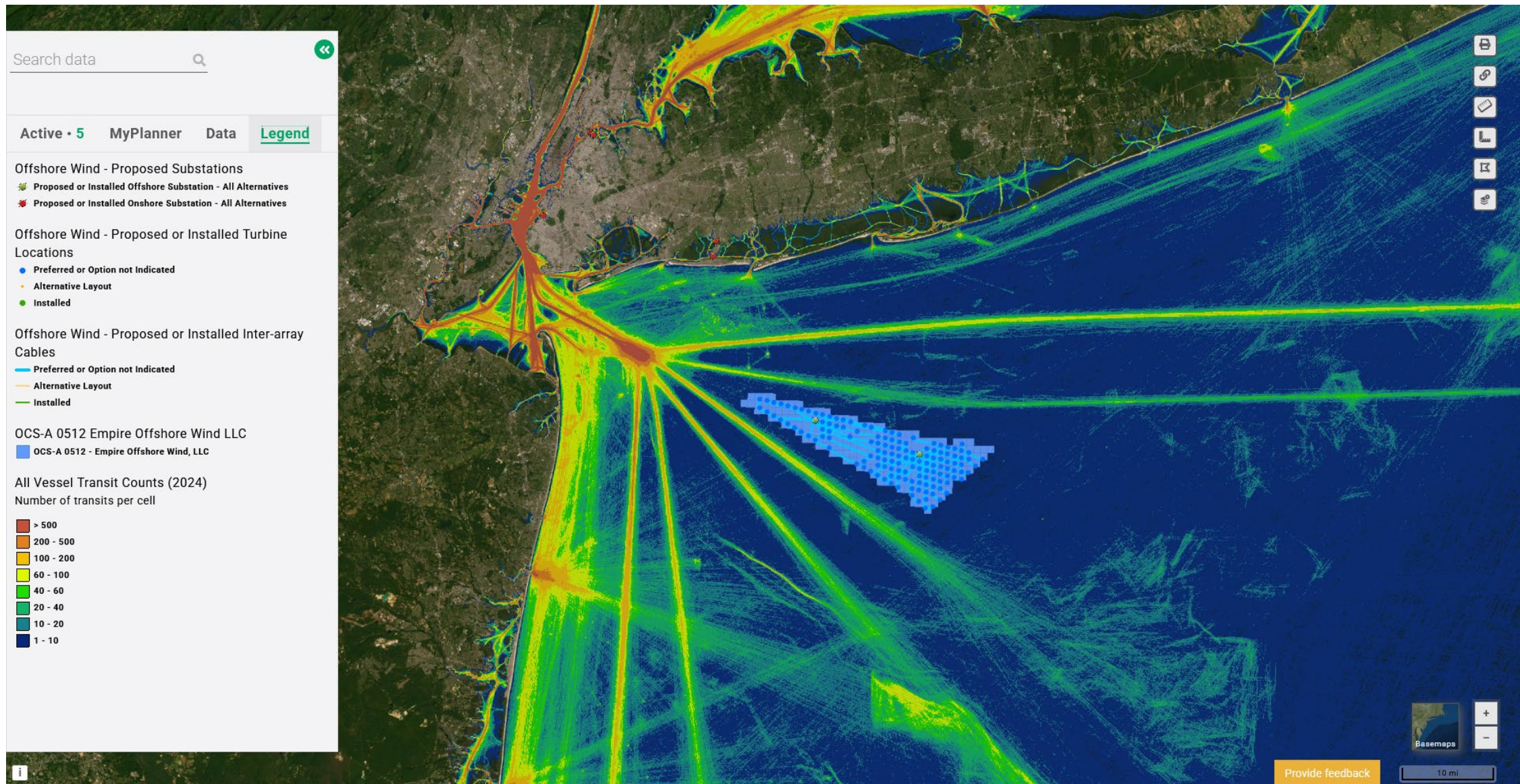
Kevin Hassell

N.J. Department of Environmental Protection

# Portal Use Example: Submarine Cables



# Portal Use Example: Offshore Wind





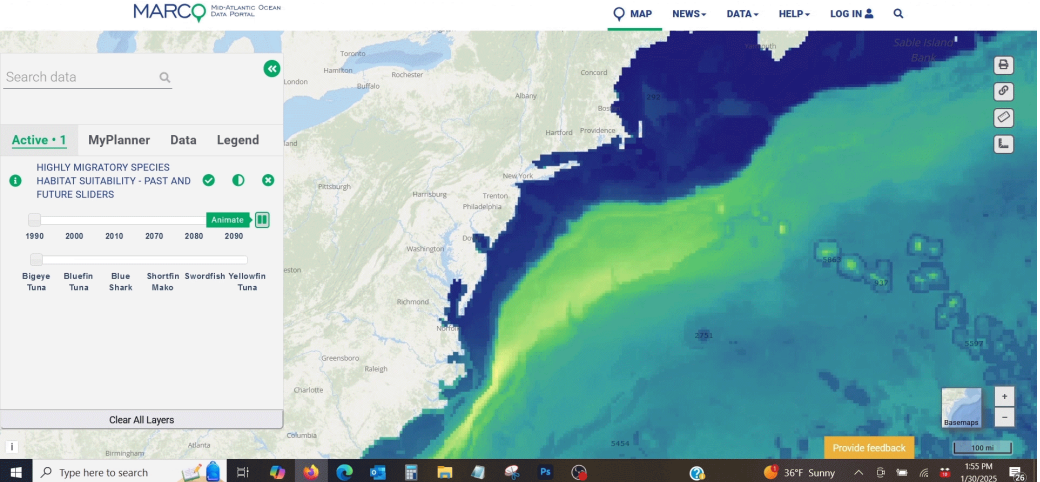
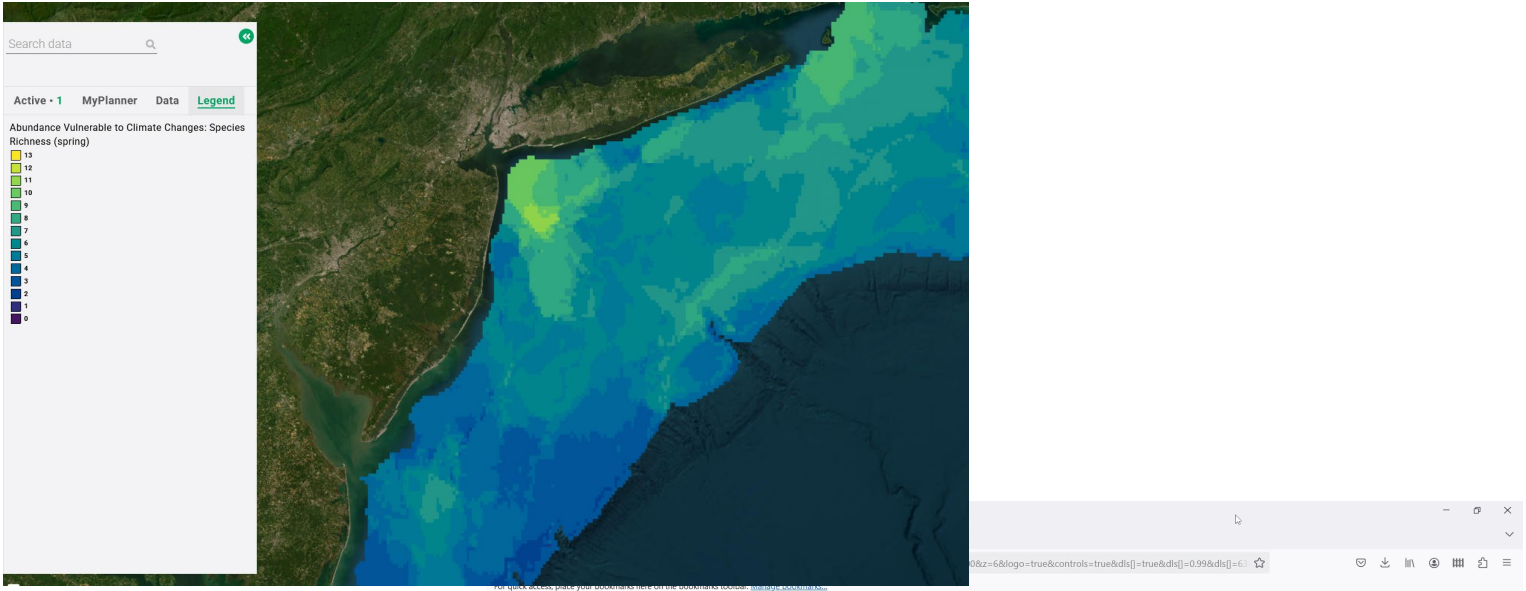
# Portal Use Example: Climate-Ready Fisheries

## A DAY IN THE LIFE: THE F/V CHRISTIAN AND ALEXA

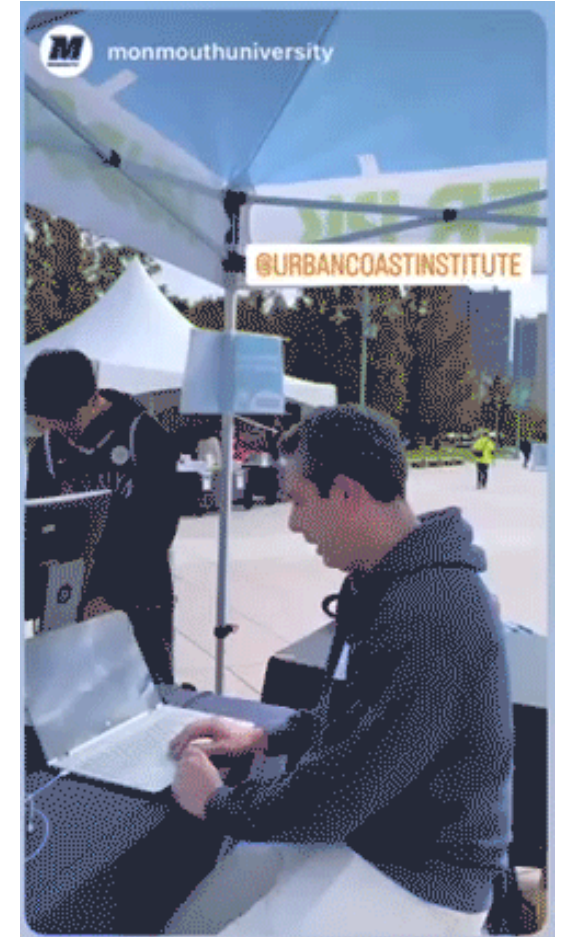
*Kenny and Art Ochse, owners of the fishing vessel Christian and Alexa, recently welcomed Ocean Stories aboard to observe a typical day at sea. Follow along with our trip diary and learn how scallops make it from the sea bed to your grocery store. Be sure to watch the Portal's signature scrolling data maps above for scientific insights on the journey.*

### 8:02 a.m. | Point Pleasant Beach, New Jersey

It's a brisk late November morning and the fishing



# Portal Use Example: Education



Fall 2022 Marine Applications of GIS



Thank you! Come visit the Portal  
table at tonight's Tool Café

Karl Vilacoba  
Portal Project Manager  
[kvilacob@monmouth.edu](mailto:kvilacob@monmouth.edu)