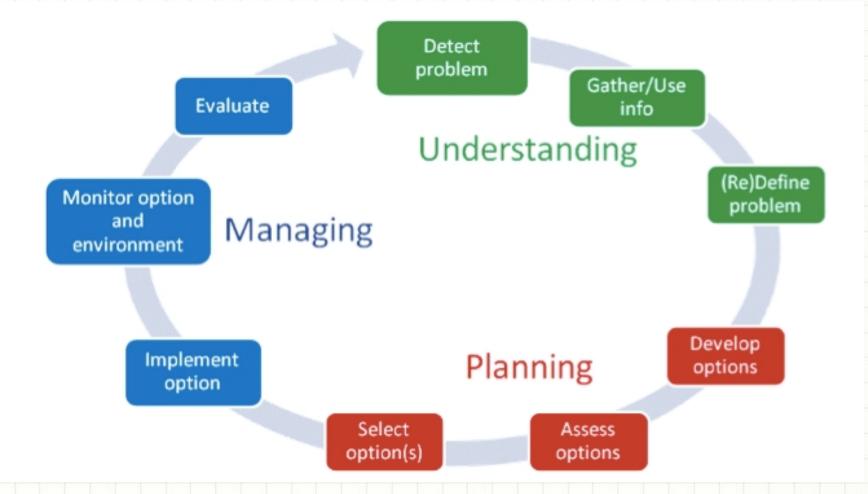
Communicating Adaptation Notes from the Field

Shereen Hughes
Assistant Director, Wetlands
Watch
July 10, 2013

A Process to Guide Communication Strategies





Focused Research

Pre-Pilot Marketing Segmentation/Issue identification

[Business Sector]

Identify Key
Business Sectors
with SLR Interest

Interview Process within Each Sector

Assemble

Marketing Profile

for Each Identified

Business Sector

Develop Marketing

Strategy for Each

Identified Sector

Outreach, Issue

"Framing",

Engagement

Process

Begin SLR

Adaptation Planning

Homeowners Insurance Changes in Coastal Virginia

Causes and consequences for shoreline communities

AUTHORS

Skip Stiles, Executive Director, Wetlands Watch Shannon Hulst, Assistant Director, Wetlands Watch



ussing How Life on Changed & Could ea Level Changes?

he Eastern Shore's First



g Workshop

a Level Trends & 's Eastern Shore

NE 13, 2012 30 P.M. MUNITY COLLEGE GHWAY, MELFA

nted Include:

t are other communities doing to are?

t's been done or can be done to are on the Eastern Shore?

vn Experiences During This Highly kshop!

36 for more information.



Support Planning & ACTION

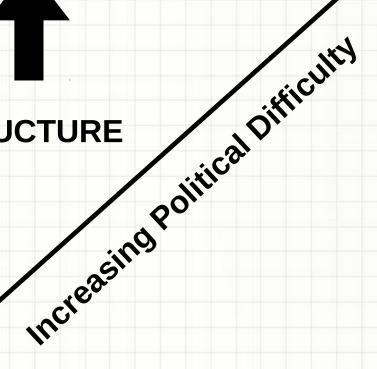




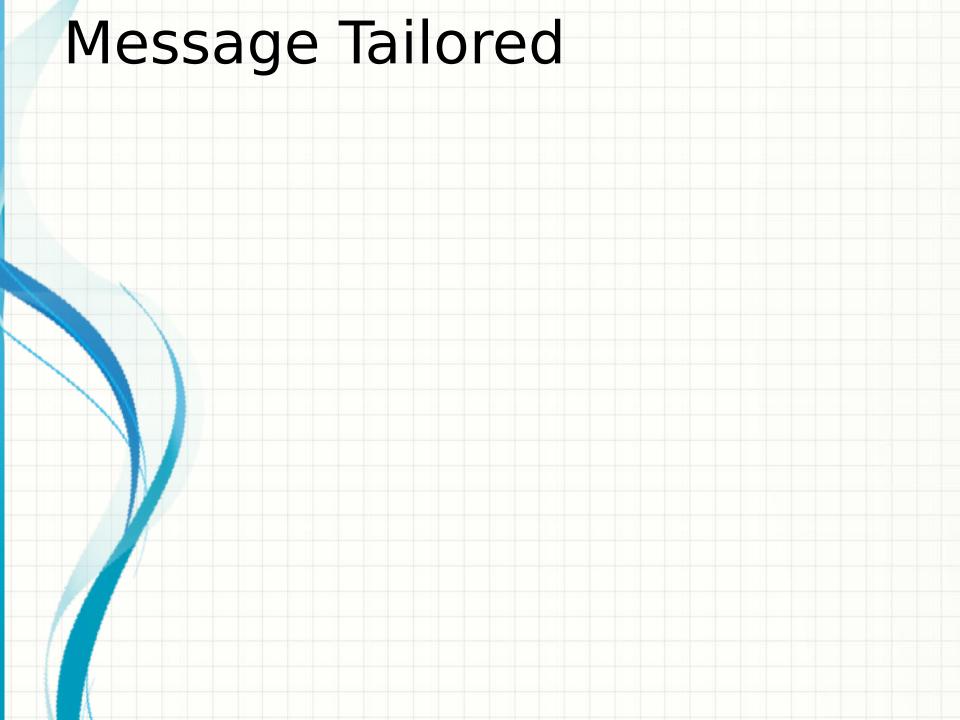
INVESTMENT/INFRASTRUCTURE



PLANNING





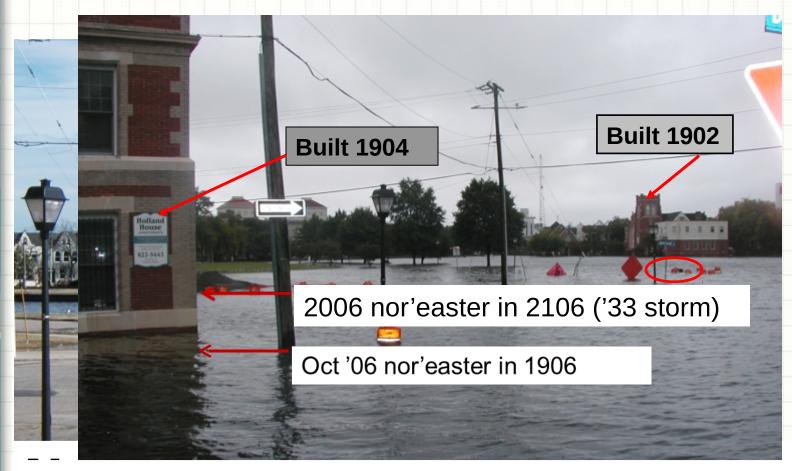


Issues of Concern

CLOSING ARGUMENTS



Storm Surge







Personal - Near Term - Local Concerns

What Will Sea Level Rise Do in My Children's/Grandchildren's Life?

What Is Sea Level Rise Already Doing to my Community/To Me?

- * How Many Times Have I Had to Change My Commute in the Last Year
- * Is it Just My Imagination or Are the Storms Getting Worse?

What Will Sea Level Rise Cost Me Over my Lifetime/Over my Business Horizon/During the time I Own My House?





LOCAL Images & Maps



FEMA Post-Hazard Mitigation Program

~\$130,000/house

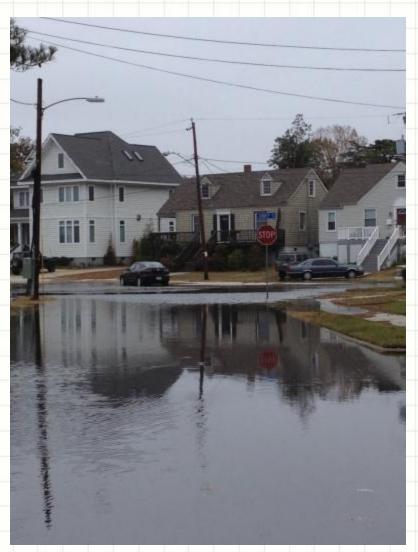
\$4.5 million in FEMA spending to raise houses in Norfolk after Isabel



House is Fine...Now About the Street



Predictable Flooding



Even after \$1.2 million, the street floods with little more than a "spring tide"



Economic Impacts Now & Near Future Hampton Roads Economic Costs with One Meter of Sea Level Rise \$12.6 Billion to \$87.1 Billion

just from property losses (no calculation of environmental losses, business losses, cost to maintain infrastructure etc.)

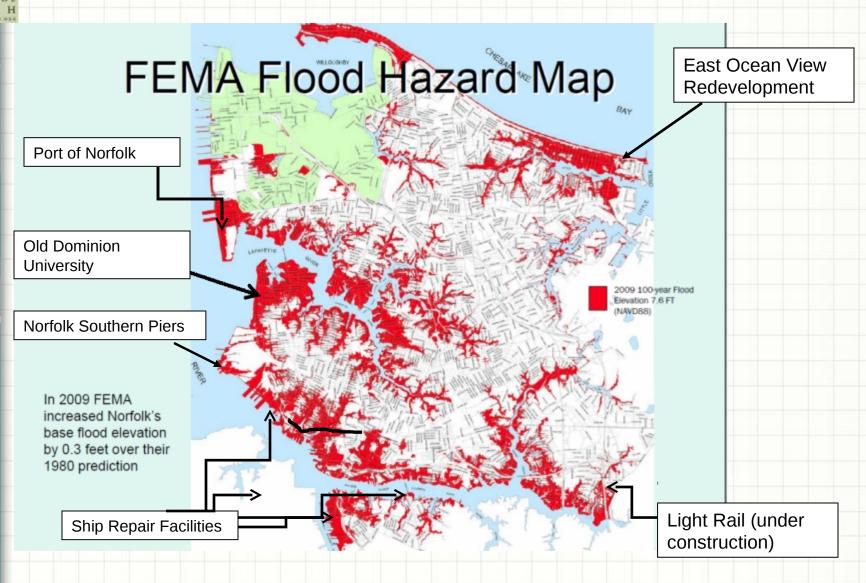
Phase III Sea Level Rise in Hampton Roads" – HRPDC, 2012





www.wetlandswatch.org

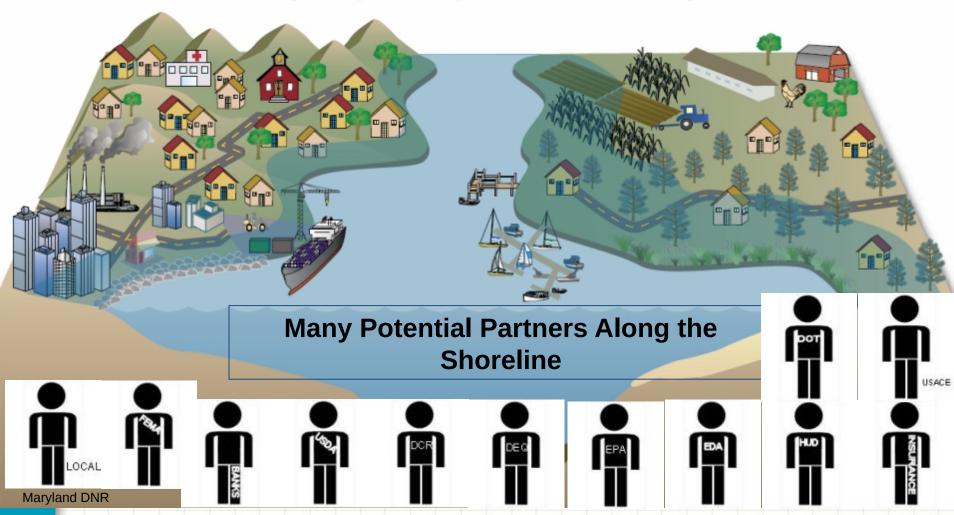
What's at Stake?





Partners & Audience

Chesapeake Bay vulnerability to sea-level rise and storm surge



Partners make a Difference

Fact-Based Advocacy
Local Champion
Technical Expertise
Professional Facilitation

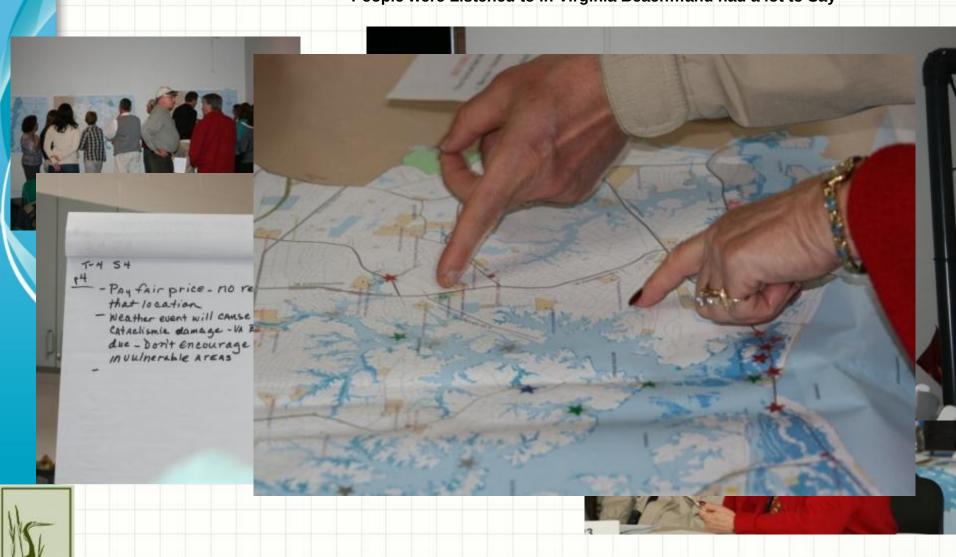
Don't Just Talk



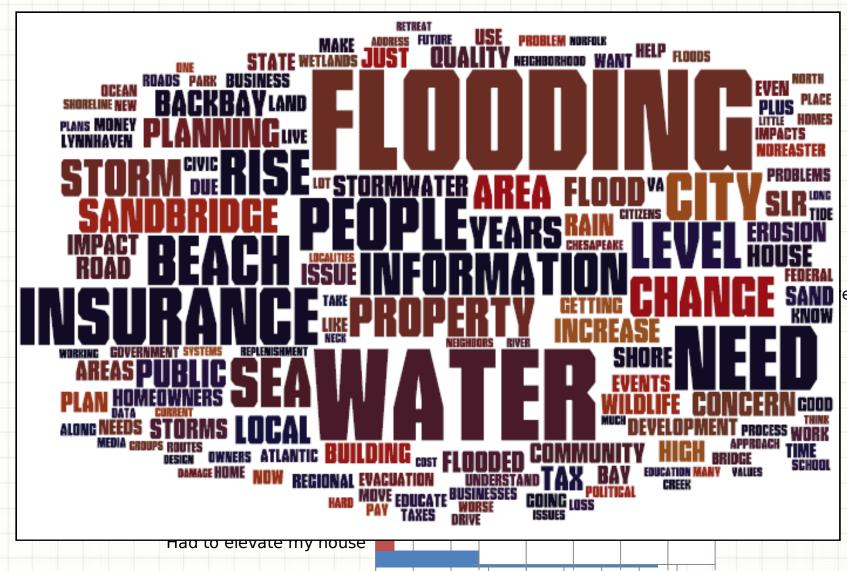
LISTEN!

Listening Sessions – Virginia Beach

People were Listened to in Virginia Beach...and had a lot to Say



PREENMANDER



0 20 40 60 80 100 0 10 20 30 40 50 60 70 80

Virginia Beach Sea Level Rise Listening Sessions Map

Legend

- Property Value Decline
- · Business Stress or Loss
- Insurance Refused or Dropped
- Wildlife Habitat or Migration Change
- * Storm water Overflows
- * Erosion
- * Flooding During Storms/Inundations
- ★ Water Quality
- Traffic Re-routed/Changed





94% think sea level rise should be a priority for local governme nts

Have a Response to NOW WHAT?

INSPIRE & ENGAGE – Design Competition

Rising Tide – San Francisco



PROJECTS FOR NEW YORK'S WATERFRONT

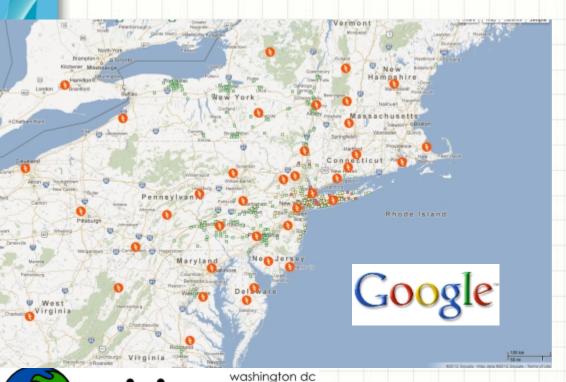


the living edge



с н landswatch.org

Gather/Map Personal Observations

















Citizens Land-Use Academy

- Grow a network of local champions
- Informed Advocates Needed
 - Adaptation Planning & Implementation
 - Comp. Plans & Shoreline Management
 - Stormwater & Chesapeake Bay ActionPlans

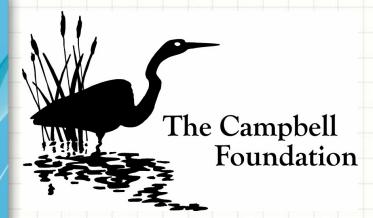
Looking for Local Partner to Pilot

To Be Continued...

Business

Insurance

Political Leaders



Virginia Environmental Endowment



