

# Climate Talks & Communication Toolkit

*from the Southern California Regional Climate Adaptation Framework*

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[www.scag.ca.gov](http://www.scag.ca.gov)



## Project Background



- SoCal Climate Adaptation Framework
  - Kicked off in February 2019
  - Funded by Caltrans SB1 Adaptation Planning Grant
  - Focus on developing tools and resources for local jurisdictions
- Key Deliverables
  - Outreach and communications strategies
  - Vulnerability mapping and assessment tools
  - Transportation and land use scenarios and modeling
  - Planning guidance and policy model language
  - Finance and funding guidance

# SoCal Adaptation Planning Guide



- Aligned with phases and steps in the California Adaptation Planning Guide (Draft 2020)
- Highlights content from other key resource documents
- Incorporates examples from within the SCAG region
- Identifies tools and resources for each phase and step

## Outreach Overview

### What is the Climate Talks Box?

An immersive pop-up experience, crafted with sustainable materials, educating the public about climate change and climate adaptation strategies.

### Goal

Test four different messaging strategies about climate change to understand what resonates with people who live in the SCAG region.

### Messaging Strategies

1. How climate change causes personal, monetary & health-related harm
2. How trusted leaders are speaking about climate change
3. How climate change is affecting California's natural resources
4. How climate change will affect the region surrounding the pop-up



# Events



Redondo Beach Pier Summer Concert Series, 08/24



Taste of Baldwin Park, 08/29



Climate Resolve Keep LA Cool Day @ Hansen Dam, 09/07



Open Arts & Music Festival, 09/15

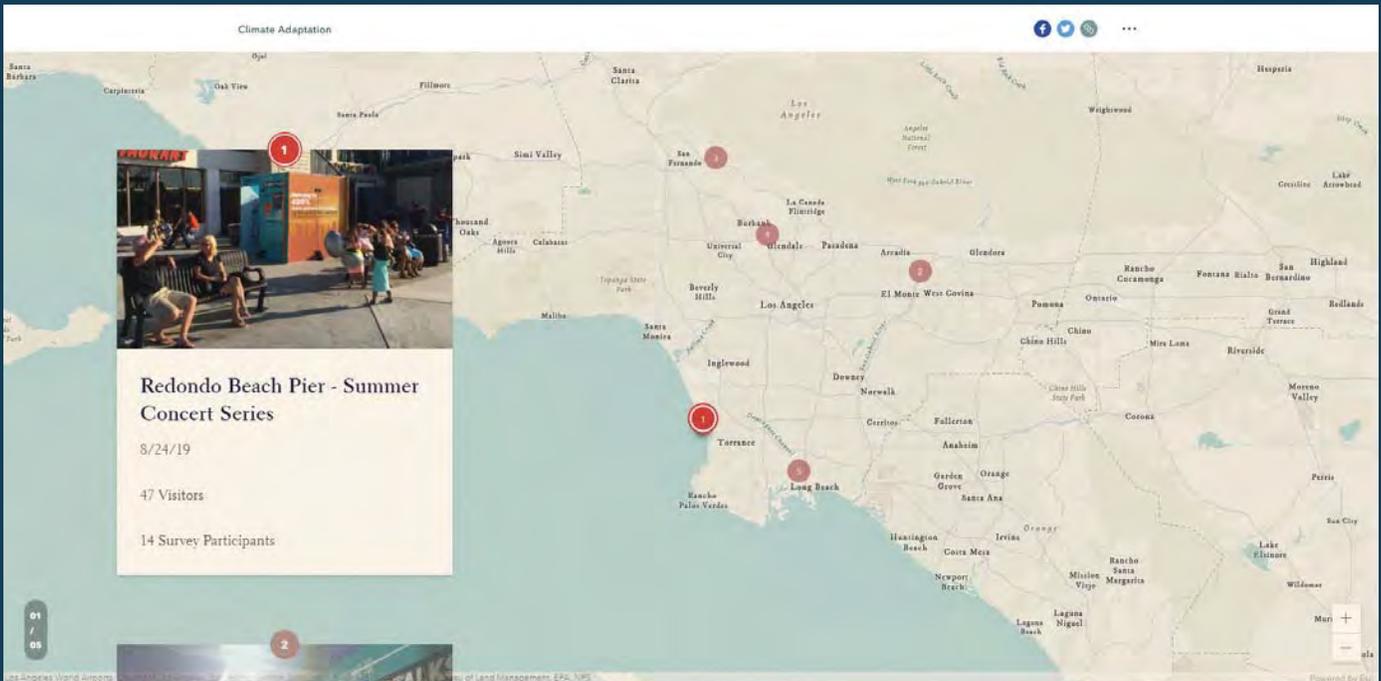


Urban Hive Market Long Beach, 09/28

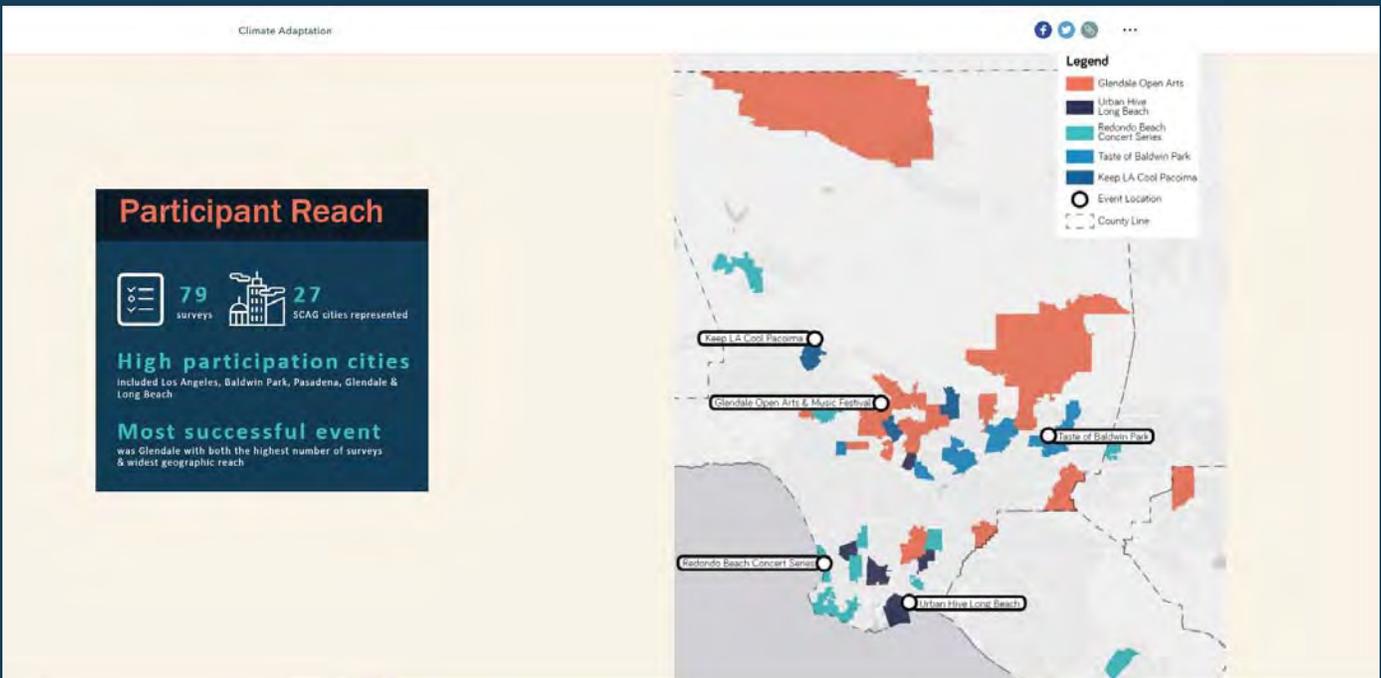
# Climate Adaptations Communications Strategy



# Climate Adaptations Communications Strategy



# Climate Adaptations Communications Strategy



# Outreach Workshop Templates



# Outreach Workshop Templates

## WHAT IS INCLUDED IN THE WORKSHOP TEMPLATE

This workshop template includes three customizable components:

- 1 A presentation slide deck tailored to SCAG jurisdictions who would like to engage constituents in a conversation about climate adaptation and/or mitigation.
- 2 Materials for an interactive activity, in both group and individual formats.
- 3 Corresponding meeting announcements and invites that you can change for your event

All template components provide you with a flexible base. Add to and change them as you see fit.

## HOW TO USE THIS TEMPLATE

- 1 Read through this Guide to help orient yourself to the materials included, messaging strategies, and best practices as you craft your communications approach.
- 2 Open up the presentation slide deck in either InDesign or PowerPoint and start to move things around, add your content, and customize the presentation as you see fit.
- 3 Modify the template invitations/notices and send them to your constituents to announce your upcoming workshop.
- 4 Print out the final materials or project them digitally at your workshop to start the conversation!

# Communication Strategies

## 1) Make it personal

*Use a personal "risk-based" messaging strategy that identifies the monetary costs and health impacts of climate change for your constituency.*

- This strategy ranked as the most effective during SCAG's community outreach.
- Use facts that can apply to an individual's or family's life and phrase the risk so that the effects are tangible. A utility bill increasing by hundreds of dollars is an experience that is easy to grasp; it is much more difficult to grasp a change in millions of dollars to a government's budget.
- *As an example, we have included four such facts in the "How the Climate Affects You" section of the slide deck.*

## 2) Localize and concretize

*Use a before and after visualization of a familiar and beloved resource.*

- In this strategy, you can direct your audience's feelings of attachment towards a place, into collective support. Use a visual (photographs, videos, renderings) to show the before and after effects of our changing climate. This allows attendees to see the effects for themselves.
- A good subject is nearby nature that has been affected by extreme weather events.
- As an additional note, the literature shows that conservative audiences respond more favorably to changes that are framed as the "past & present," whereas liberal audiences preferred a "present & future" framing.
- *See the examples in the "How the Climate Affects California" section of the slide deck.*

## 3) Map the risk

*Use a chronological map to show the proximity of risk and change over time.*

- This strategy uses mapping visualization to help participants understand the future effects of climate change.
- It is important to keep in mind that map-reading is a special skill. Aid participant understanding by ensuring your visualizations are focused on your immediate locality, and that familiar landmarks are called out.
- Connecting the familiar (local places) to the hard-to-grasp (future climate effects) builds a kind of support grounded in personal affection.
- *See the examples in the "How Climate Changes at Home" section of the slide deck.*

## 4) Bring in a trusted advisor:

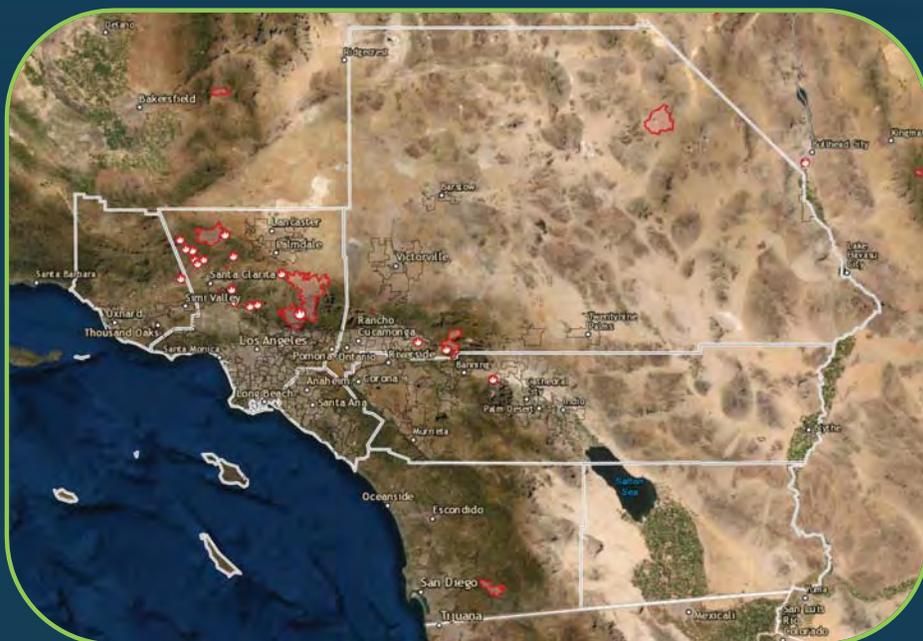
*Use the words and stature of someone your community already trusts.*

- This strategy requires the identification of a leader or authority figure with whom your community has a rapport and finding a values-based message that will resonate with them.
- This can occur as quotes, a video message, or an in-person appearance. The literature says this strategy can work especially well with older, and more conservative constituencies.
- However, appropriate advisor selection can align this strategy with a wide range of ideologies. Notably, this strategy was reported as slightly less impactful than the other strategies explained here.
- *See the examples in the "How the Climate Affects Us" section of the slide deck.*

# EXAMPLE: California Wildfires in 2020



- 25+ Major Wildfires in CA
- 3.3 Million Acres Burned
- 4,000+ Structures Destroyed
- Over 20 Deaths



## EXAMPLE: California Wildfires in 2020



*“Researchers at Stanford University estimate that the pollution from an unprecedented stretch of heavy wildfire smoke is likely to have led to at least 1,200, and up to 3,000, deaths in California between Aug 1. and Sept. 10 that otherwise would not have occurred..” – SF Chronicle; 9/24/20*



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## EXAMPLE: California Wildfires in 2020



*“Over the past 50 years, excluding the last four, wildfires averaged about the same in direct damages: a billion dollars per year, adjusted for inflation.*

*But in three of the past four years, including this one, fires are on track to cause damages in excess of **\$10 billion.**” – NY Times; 9/16/20*



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## EXAMPLE: California Wildfire Hazard Areas

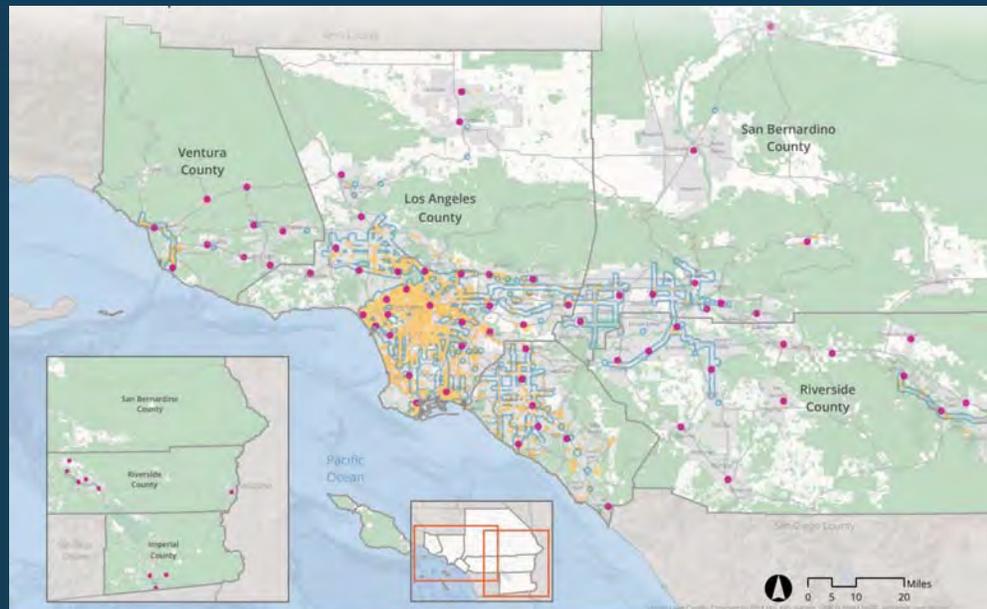


- 1.8 Million People in Southern California reside in very high fire hazard areas in 2016
- By 2045, this could increase to 2.2 million based on local growth estimations



## EXAMPLE: Connect SoCal and Beyond

- Plan Goal – *Adapt to a changing climate and support an integrated regional development pattern and transportation network*
- **18,000** Fewer People in Very High Risk Wildfire Areas than baseline
- **1,000** fewer homes in 2 ft sea level rise areas
- Looking Forward to 2024 – *Regional Resiliency Framework*



Priority Growth Areas vs. Regional Growth Constraints

- Job Center
- Neighborhood Mobility Areas
- High Quality Transit Area
- Regional Growth Constraints

Note: SCAG used locally informed data elements to determine Regional Growth Constraints including the absolute constraint areas shown in the map such as Tribal lands, Conserved Land and others. See the Sustainable Communities Strategy Technical Report for more details on these and the variable constraints used in plan development.

Source: CalBRACE, California Department of Conservation, CPAD, CCEd, County Transportation Commissions, NOAA Coastal Services Center, SCAG, 2019

# 2020 APA California Award of Excellence



**Subject:** American Planning Association California Chapter, 2020 Award of Excellence

**Nomination:** Public Outreach Award  
Climate Adaptation Communication Strategies

Dear Kimberly,

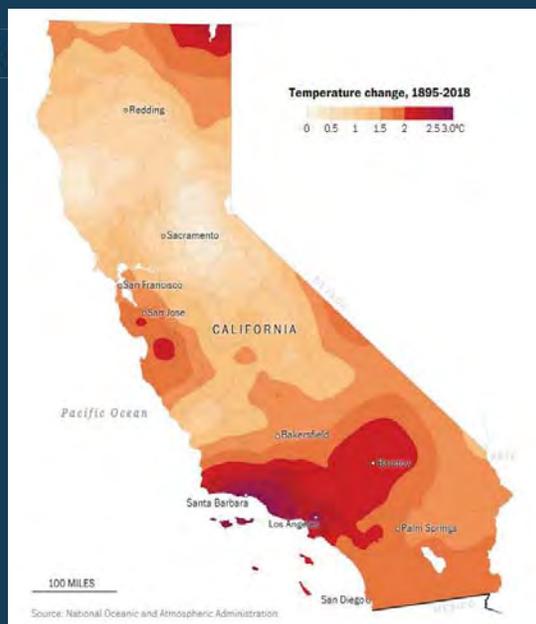
Congratulations! On behalf of the APA California Chapter and this year's Chapter Awards Program Jury, it gives us great pleasure to inform you that your nomination has been selected as the Excellence Award winner of the 2020 Public Outreach Award for the Climate Adaptation Communication Strategies. After much deliberation and review, the Awards Jury was impressed with your nomination and selected it for this year's Excellence Award. As the Nomination Coordinator, it is your responsibility to notify all nominees listed in your submittal. Please do so as soon as possible.

# SoCal Adaptation Planning Guide



## Summarize Climate Change Impacts Specific to SCAG Region

- Extreme Heat
- Sea Level Rise/Coastal Flooding and Erosion
- Severe Storms/Wind
- Inland Flooding
- Drought
- Wildfire
- Air Quality and Vector Borne Diseases
- Landslides
- Pests and Ecological Hazards



# Upcoming Tools for Adaptation Planning



## Public Engagement Tools (all phases)

- Templates
- Communication Strategies

### Phase 1 Tools:

- Status of Vulnerability Assessments
- Decision Tree

### Phase 2 Tools:

- Interactive Exposure Map

### Phase 3 Tools:

- Adaptation strategies worksheet

### Phase 4 Tools:

- Status of General Plans
- Model policies
- Project checklist
- Metrics to track progress
- Project tracking

# SoCal Climate Adaptation Framework - Online

The screenshot shows the website interface for the Regional Climate Adaptation Framework. It includes a search bar at the top right, a navigation menu on the left with categories like 'Home', 'Climate Change', and 'Sustainable Communities Program', and a main content area with a title and a large image of a city skyline at sunset. Below the image is a section titled 'ABOUT THE PROJECT' with descriptive text and a bullet point for 'Communication & Outreach Strategies and Templates'.

## SoCal Climate Adaptation Framework

Report to EEC:  
November 5, 2020

Full launch:  
December 31, 2020

Safety Element Updates Due:  
January 2022

# Questions?

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