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July 10, 2013: Best Practices and Communications Strategies for Adapting to Sea Level Rise and Flooding

Hampton Roads Sea Level Rise/Flooding Adaptation Forum

7-10-2013

#### Communicating Adaptation: Notes From the Field

Shereen Hughes Wetlands Watch

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#### **COMMUNICATING ADAPTATION**

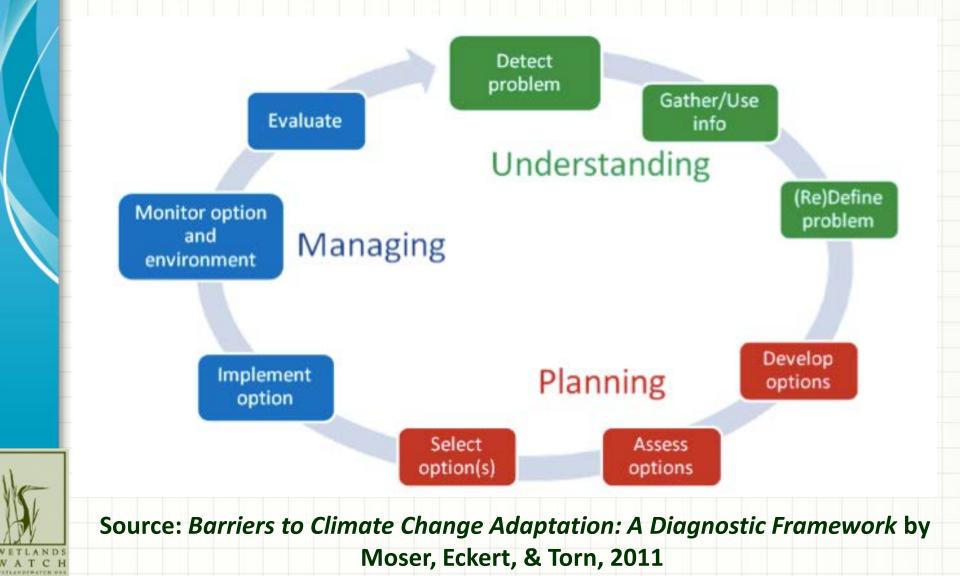
Notes from the Field

**Shereen Hughes** 

Assistant Director, Wetlands Watch

July 10, 2013

#### A Process to Guíde Communication Strategies



Focused Research

# And Social Marketing

# Raíse Awareness & Concern Build Support Network Willing to Take Action

Business Sectors with SLR Interest

within Each Sector

for Each Identified Business Sector Identified Sector

Engagement Process **Adaptation Planning** 

#### Wetlands Watch

#### JULY 2013

#### 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?

the Eastern Shore's First



#### <u>g Workshop</u>

a Level Trends & 's Eastern Shore

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

*ited Include:* <u>t are other communities doing to</u> <u>are?</u> <u>t's been done or can be done to</u> are on the Eastern Shore?

vn Experiences During This Highly kshop!

36 for more information.







# Increasing Political Difficulty **INVESTMENT/INFRASTRUCTURE**

#### PLANNING

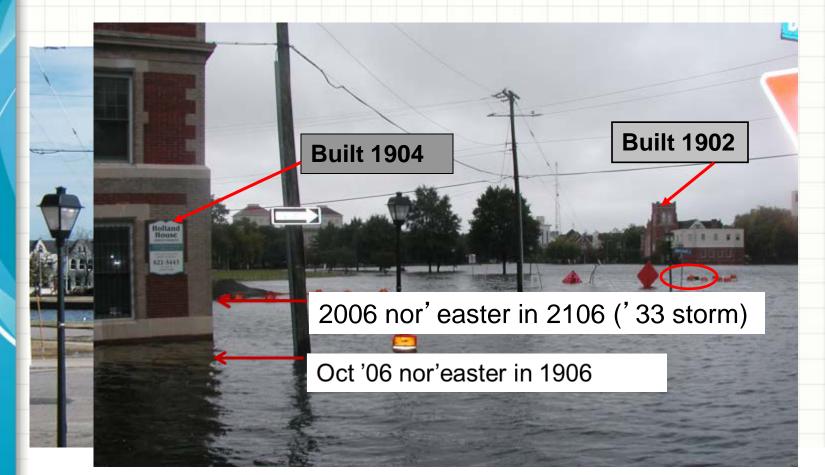


# Message Tailored





# Storm Surge



# October 2006 Nor' easter - Flooding in Norfolk

# 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

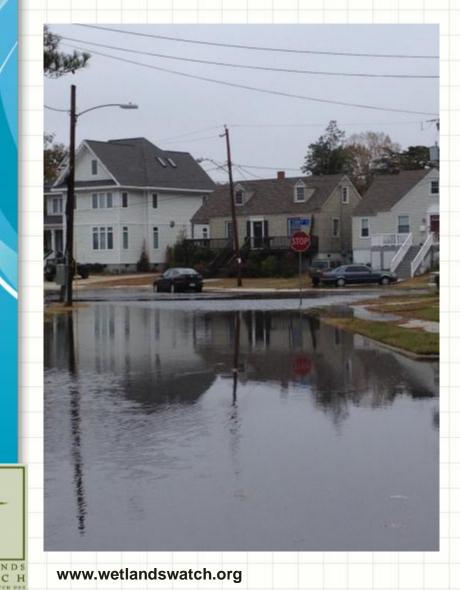
\$4.5 million in FEMA spending to raise houses in Norfolk after Isabel

## House is Fine...Now About the Street

#### \$1.23 Million to Raise One Block 18"

#### www.wetlandswatch.org

#### Predictable Flooding



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

# Economíc Impacts Now & Near Future

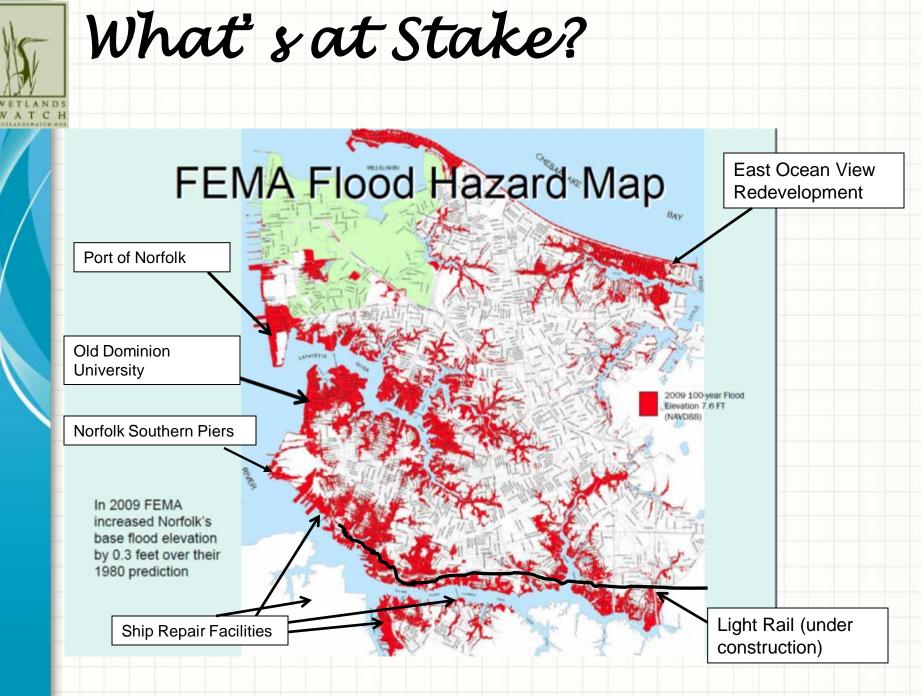
Hampton Roads Economic Costs with One Meter of Sea Level Rise

# \$12.6 Billion to \$87.1 Billion

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



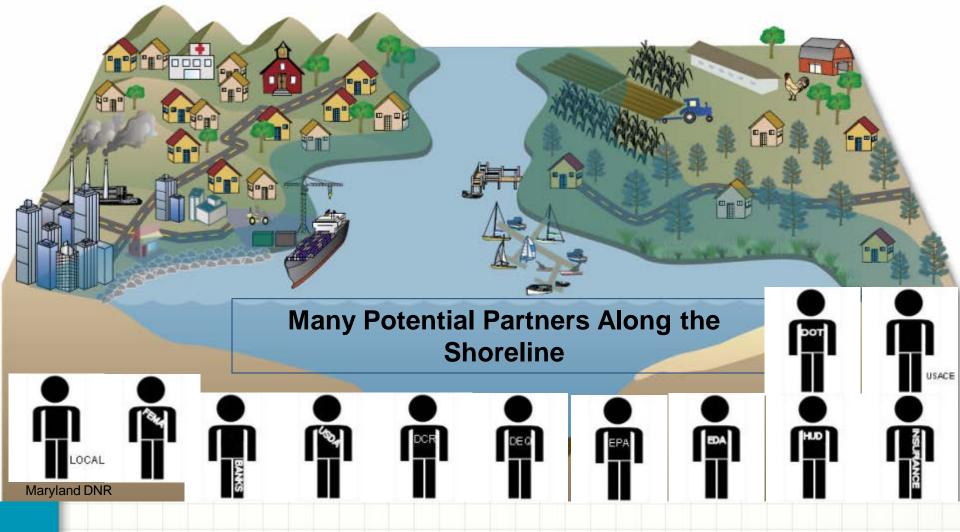
"Climate Change in Hampton Roads: Phase III Sea Level Rise in Hampton Roads" – HRPDC, 2012





#### Partners & Audience

Chesapeake Bay vulnerability to sea-level rise and storm surge



# Partners make a Dífference

# Fact-Based Advocacy Local Champion Technical Expertise Professional Facilitation

# Don't Just Talk

# LISTEN!

#### **Listening Sessions – Virginia Beach**

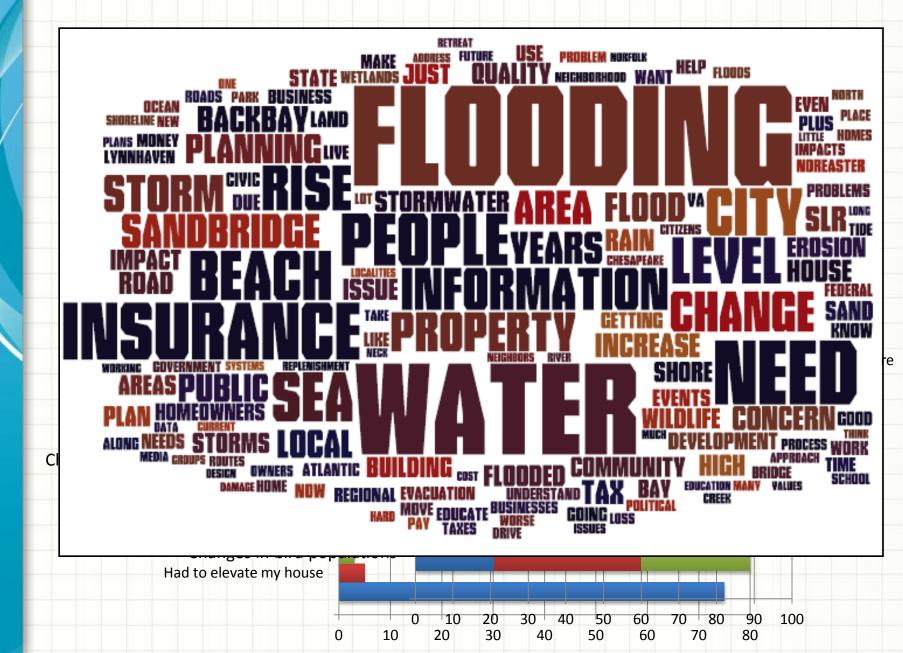
People were Listened to in Virginia Beach...and had a lot to Say

1-4 54 <u>14</u> - Pay fair price - no re that location - Neather event will cause Cataclismie damage - VA B

due - Don't encourage invulnerable areas



#### **EXERMANTERN**S

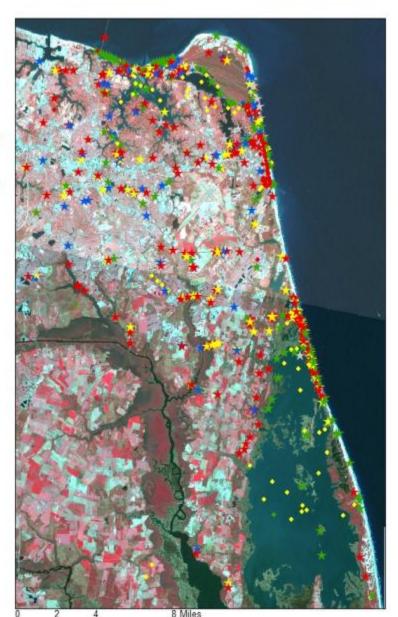


#### Virginia Beach Sea Level Rise Listening Sessions Map

#### Legend

- Property Value Decline
- Business Stress or Loss
- Insurance R efused or Dropped
- Wildlife Habitat or Migration C hange
- ★ 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 governments

# Have a Response to NOW WHAT?

# INSPIRE & ENGAGE - Design Competition

Rising Tide – San Francisco



PROJECTS FOR NEW YORK'S WATERFRONT



rise

the living edge



# Gather/Map Personal Observations



## Cítizens Land-Use Academy

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

#### Looking for Local Partner to Pilot

#### To Be Continued...

Business

#### Insurance

Polítical Leaders





