

Growing Water Smart

Planning in the West webinar series

How to Talk about Climate Change and Resilience to Build Community Support. (Yes! It is possible!)

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Webinar Details

APA CM

- Survey sent to your email following webinar
- Didn't receive it? Contact us:
ClimateResilience@sonoraninstitute.org

Questions or Comments

Webinar Recording

- ResilientWest.org



We're more than conservationists.

For more than 25 years, the Sonoran Institute has worked to help people and communities achieve harmony between the built environment and the natural world.

\$300M

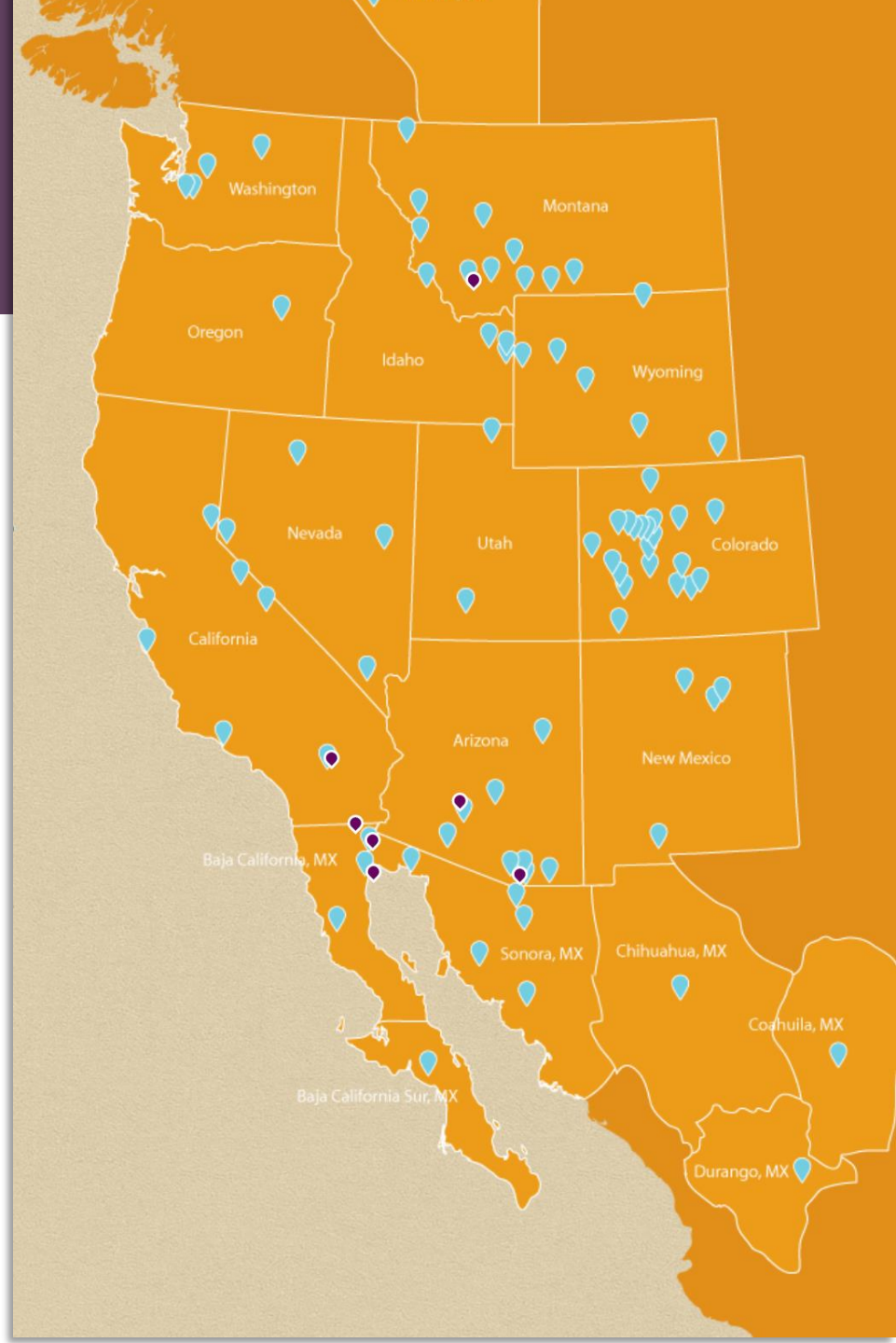
Local Investment

2,000+

Leaders Trained

500,000

Acres Conserved/Protected



Colorado River DELTA

Helping the River
Reach the Sea



Restoration
Renewal
Reconnection



Resilient Communities and Watersheds

BEST

Policies | Practices | Programs | Plans



INTEGRATING WATER +
LAND USE PLANNING



PROTECTING + RESTORING
WATERSHEDS



PLANNING FOR
CLIMATE CHANGE +
EXTREME WEATHER



FUNDING + INCENTIVIZING
RESILIENCE

Visioning and Planning

Tools + Trainings + Technical Assistance



LINCOLN INSTITUTE
OF LAND POLICY



Resilient Communities and Watersheds

Workshops

- Resilient Communities
- Growing Water Smart
- Exploratory Scenario Planning



LINCOLN INSTITUTE
OF LAND POLICY



Let's learn how to talk about climate change



LINCOLN INSTITUTE
OF LAND POLICY



Utah's Lake Powell is expected to get less than half of its usual water from spring runoff, thanks to warm, dry winter



Worsening drought threatens endangered minnow as parts of the Rio Grande dry up

With some of the lowest snowpack reports on record, officials said they will have little water this season



The long read

California burning: life among the wildfires

People used to roll their eyes at my gloomy talk of climate change. Then the big blaze came.

WELL, THERE IS COMMUNITY WILL...



AND POLITICAL WILL.

Home > News

Council denies proposed land use change and development plan for 112th/Sheridan

Thursday, January 25, 2018

In: Main News



Conceptual Site Plan

Council rejects climate change agreement

Mayor says it's too political; not sold on the science



Photo by Max Efrein.

Prescott resident Steve Cook delivers a five-minute presentation addressing many of Prescott City Council's objections to the U.S. Mayors Climate Protection Agreement.

So, How Do We Do It?

STRATEGY ELEMENTS



The Communication Strategy

The message you want to convey, the audience you need to absolutely hear it, and the right messengers to deliver the message



The Outreach Strategy

The channels and methods you use to get a message to your intended audience.



The Engagement Strategy

The process you use to collect input and feedback from the public and/or key stakeholders.

Let Me Share a Story...

ONE VALLEY PROSPERITY PROJECT.



GOOD PUBLIC PROCESS



Have you heard about the One Valley Prosperity Project?

Join the conversation!

Care about the Gunnison Valley? Share your thoughts here!

Grab a postcard and tell us what you **love** about living here and your **hopes** for the future.

1 wish I have for the future the GV is ...

SHARE YOUR STORY
Why you love living in the GV and why.

Prosperity from Gunnison to Gothic.

Prosperity is...

Prosperity would mean all people able to provide for themselves and their families without working 3 jobs. It means having a safe, healthy, enriching environment for all people. It means people can afford the basics, including housing, transportation, health care and child care. To me prosperity goes beyond just the basics though. It also means we all have access to opportunities recreation, sports, arts, and community.

A goal of the One Valley Prosperity Project is Prosperity from Gunnison to Gothic, but what does prosperity look like for our community?

Help us develop a definition that fits with our community's culture and values.

You could win a \$100 gift certificate to City Market for your contribution!

and Contact Information:

ONE VALLEY PROSPERITY PROJECT

LEADERSHIP MATTERED



PROJECT
MANAGEMENT



CREDIBILITY



BUY IN

THE MESSAGE RESONATED

**While our local economies are doing better,
not all of our residents are benefiting.**

**We can and should do a better job of
ensuring there is opportunity for residents in
all of our communities to thrive.**

WHAT THEY CARE ABOUT



A Caring Community



An Engaged Community



Connected to Nature



A Learning Community



A Good Life



A Healthy and Active Lifestyle



Family Friendly



A Secure Community

2 WHY THIS MATTERS

We Really Love It Here...

The Gunnison Valley is a special place. Life in this high mountain Valley is idyllic in many ways—clean air and water, beautiful landscapes, vibrant small towns, fantastic recreation opportunities and great people. We value our quality of life in the Gunnison Valley so much that many of us are willing to make sacrifices to enjoy that quality of life.

But We Had a Big A-Ha Moment...

The community has expressed concern about the lack of economic vitality (outside of tourism) and cost of living in the Valley for many years. We have concerns that our increasing popularity as a destination and socio-economic trends are diminishing many of the reasons we love living here. We have many community members unable to find affordable places to live. We learned that 16 percent of our residents live in poverty. It is not easy to get a good paying job here and it can be difficult for individuals and families to thrive in the Gunnison Valley.

Now We Want To Make It Better!

As a result of that community dialogue, the One Valley Prosperity Project is charting a course for the future of the Gunnison Valley. The One Valley Prosperity Strategy provides a path forward for addressing significant regional issues: housing affordability, the economy, quality of life, and social equity. None of these systemic issues will be resolved quickly, but the One Valley Prosperity Strategy puts the structures and plans in place to begin working on long term solutions.



Taking the Long View

Recognizing that improving living wages, reducing poverty, improving access to healthcare and creating affordable housing take time, the Strategy identifies short term actions and also recognizes that sustained leadership over time is necessary. This methodical approach to problem solving may frustrate some because results may not come as quickly as we'd like. Throughout this process, community leaders have noted that in the Gunnison Valley we have occasionally operated in a very reactionary mode rather than being proactive. Yet, on occasion, we have also demonstrated our ability to be more strategic with excellent results. To achieve our desired changes we will need to periodically revisit our goals so that our actions evolve along with changes in our Valley.

Recognizing We Are Stronger Together

The One Valley Prosperity Strategy aims to build on the best of how we operate and shift our culture to thinking more long-term and working more collaboratively. A central tenet of the One Valley Prosperity Project is that we must act as a unified Valley to achieve prosperity. If governments, nonprofits, businesses, and residents view themselves as interconnected and aligned around a common vision, we can achieve a higher level of success and prosperity. We are all tasked with working together and modeling our community values to others in the community and to our visitors.



CITY OF DURANGO PLAN UPDATE 2017

Why Update the Comprehensive Plan?

The Durango City Charter mandates that City Council adopt a Comprehensive Plan that will be a “guide for all future Council actions concerning land use and development regulations and expenditures for capital improvements.”

Comprehensive plans should be updated every 5 to 10 years to stay up-to-date with current demographics, land use trends, transportation impacts, infrastructure needs, economic pressures, and environmental/ sustainability needs of the jurisdiction. The City’s Comprehensive Plan was last updated in 2007.

To address major changes in the community (e.g. housing costs, housing availability, sustainability, arts and culture, artisan production, etc.) Durango is launching a major update to the Plan. The update is funded by the City and an Energy and Mineral Assistance Grant from the Colorado Department of Local Affairs.

Part 1:

Through Storytelling.

It's the key to great communication.



KEEP THE STORY SIMPLE

_____ **AND** _____,

BUT _____,

THEREFORE _____.

Source: *Houston, We Have a Narrative* by Randy Olson

KEEP THE STORY SIMPLE

We really love it here **AND** our local economy is doing better,

BUT not all of our residents are thriving,

THEREFORE we can and should do better.

Source: *Houston, We Have a Narrative* by Randy Olson

Part 2:

Community Values.

Talk about what matters.

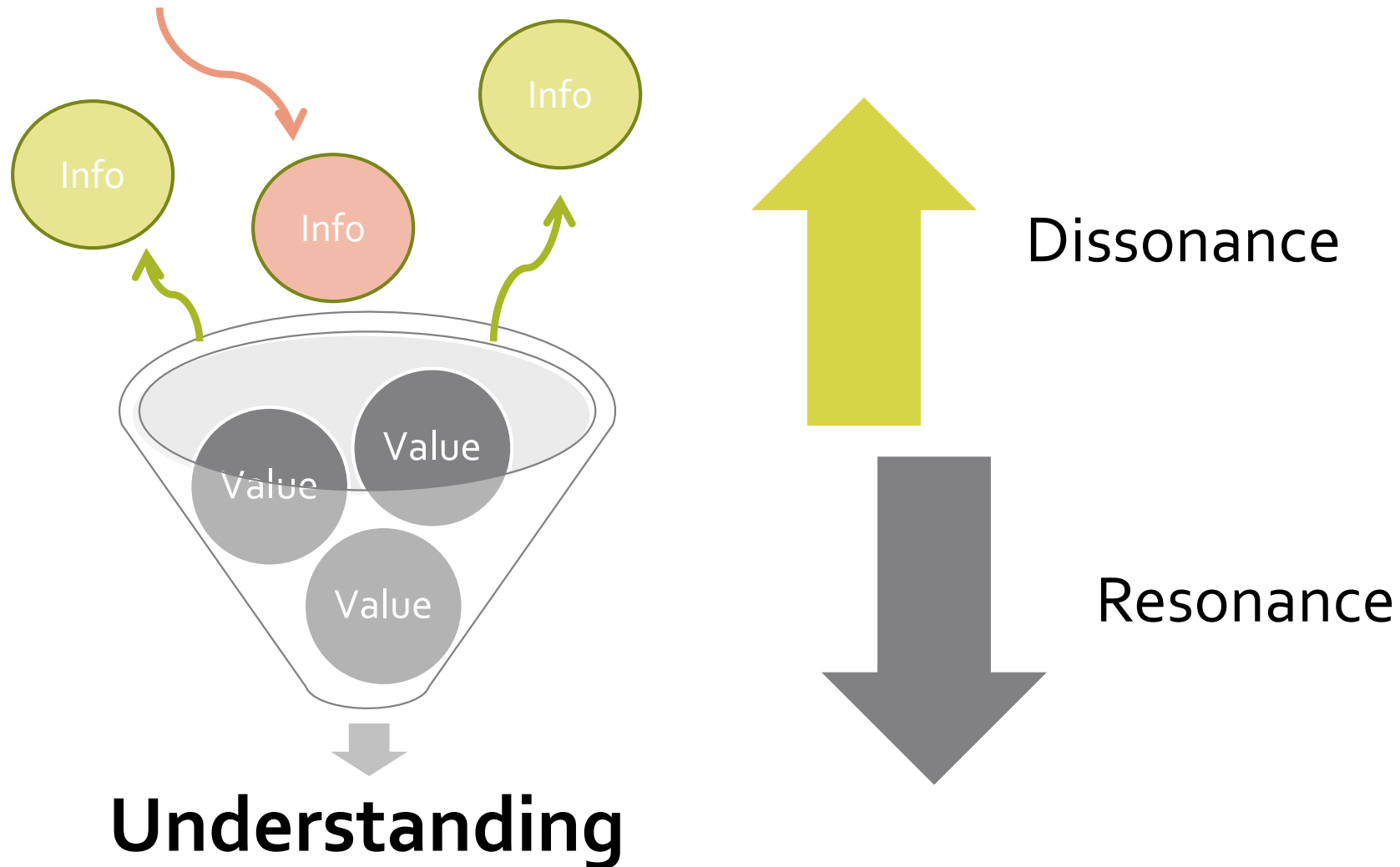
SORRY, BUT FACTS DON'T MATTER.

DDI WATE DDND EDTV

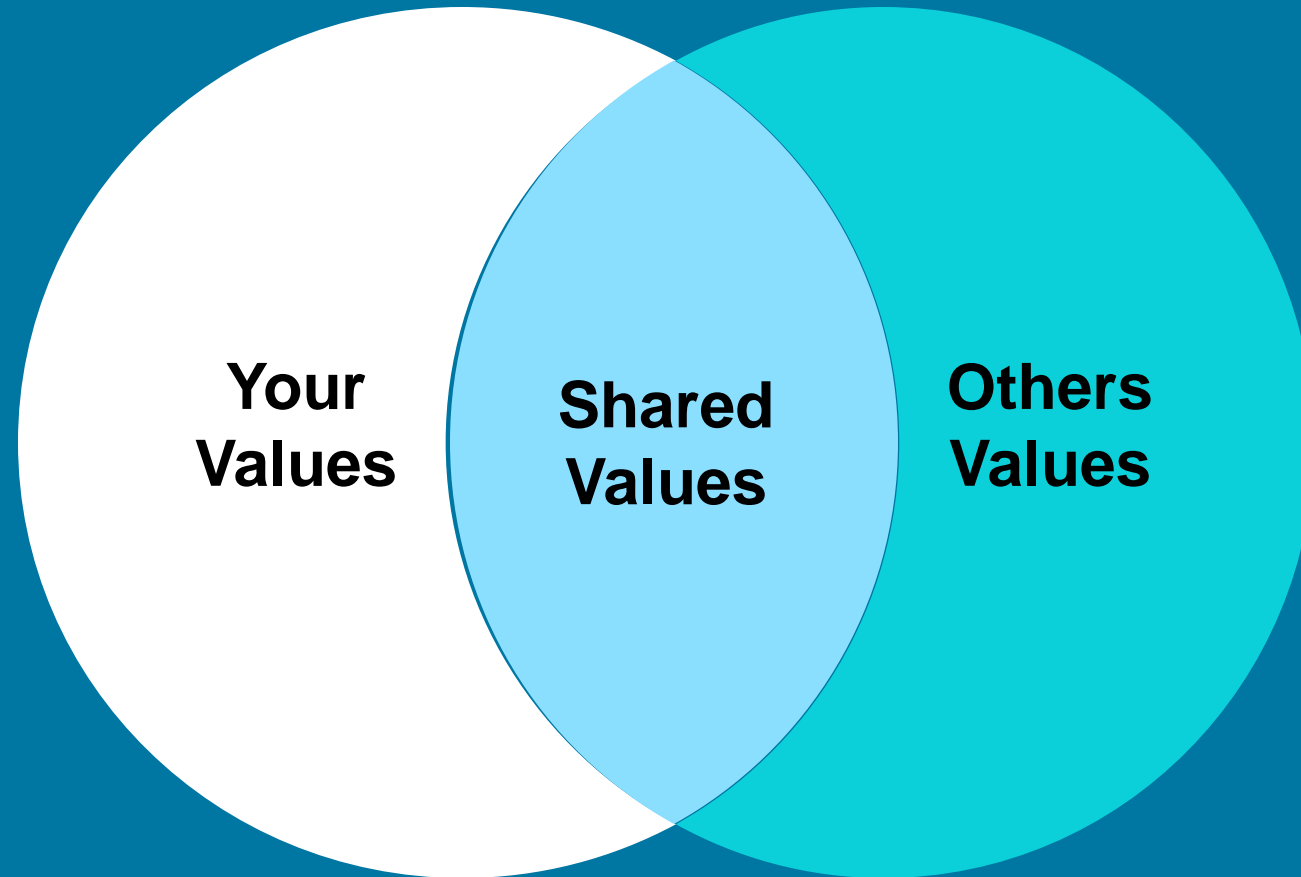
COMMUNITTY

DDI WATE MADIZET

Blame it on personal confirmation bias.



WORDS MATTER.



**Personal
Security &
Stability**

**Personal
Freedom**

**Personal
Enjoyment &
Stimulation**

**Personal
Fulfillment**

**Power,
Authority, &
Wealth**

**Respect for
Tradition &
Social Order**

**Care for
Others &
Environment**

Helpfulness

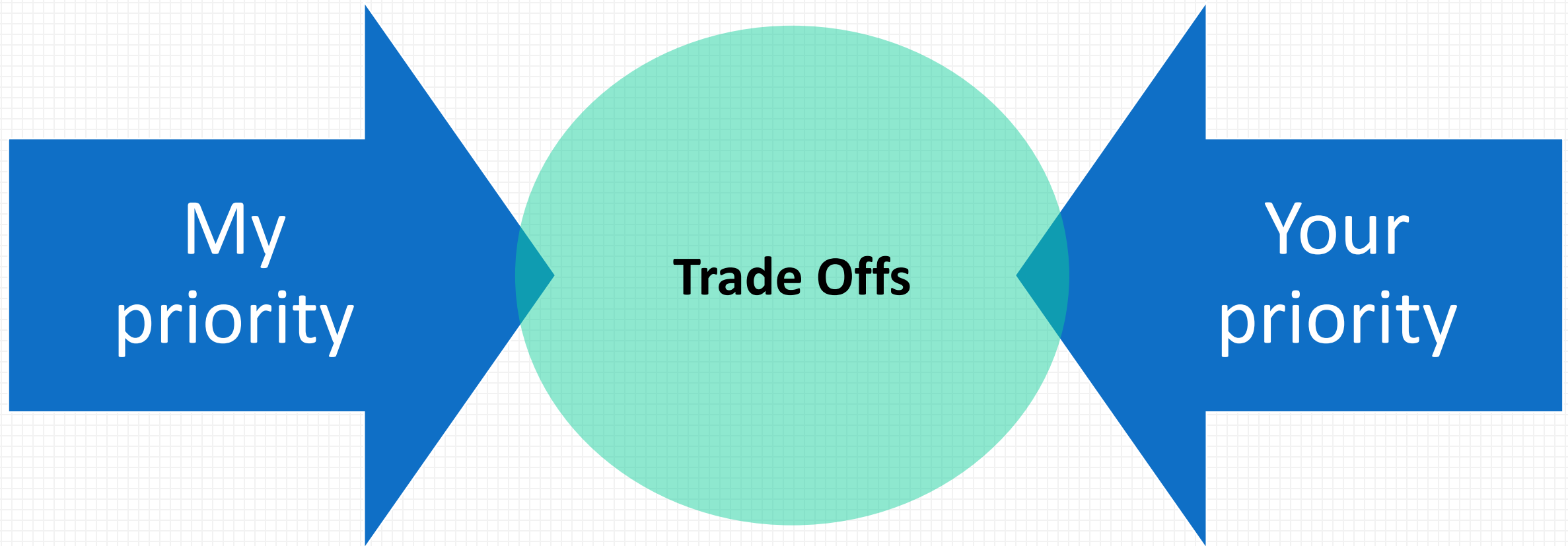
**Individual
Social
Interest**

UNIVERSAL VALUES

**Collective
Social
Interest**

Sources: S.H. Schwartz, Jonathan Haidt, Harris Interactive, Resource Media, Leonard Vasquez, and Stephen Kellert

VALUES ARE UNIVERSAL



It is our priorities that are different.

AMERICA'S VALUES

Primary Values

- Family & Personal Security
- Personal Responsibility
- Personal Liberty
- Honesty & Integrity
- Fairness & Equality

Secondary Values

- Care for Others
- Stewardship
- Personal Fulfillment
- Respect for Authority
- Love of Country &/or Culture

Family
Friendly

Recreation

Community
Character

Heritage and
Culture

Vibrant
Downtowns

Small Town
Feel

Inclusive &
Responsive
Government

Strong Local
Economy

Diversity

Living &
Working
Locally

Sense of
Community

Connection to
Nature

THINGS WE LOVE ABOUT OUR COMMUNITIES

OVPP VALUES



A Caring Community



An Engaged Community



Connected to Nature



A Learning Community



A Good Life



A Healthy and Active Lifestyle



Family Friendly



A Secure Community

Part 3:

What Have Learned About Messaging?

WHY CLIMATE CHANGE MESSAGES BACKFIRE(D)

Threat to
Individual
Lifestyle

You want to tell me how to live my life. This is America!

Too Narrowly
Focused on
Care/Harm

It's a problem in a far away place like the Arctic. It's sea level rise, we are going to drown! It's about emergency preparedness. It's about ghg. It's about energy.

The Facts Don't
Fit

It's really hot/cold/wet/dry where I live..... what climate change?

The Crisis Cannot
Be Solved

The climate has always changed. Now is just another example. We cannot do anything about it.

How to Message

1. Data enhances the message. It is not THE message.

2. Tell a story. Explain why this is happening or how the problem can be solved. Not just what the problem is.

3. It's a community challenge that can be solved.

4. Talk about the community. The people, place, & systems.

5. It's US. We all have a role. Not just the government.

6. Talk about US, our vision for the future, not IT.

7. Tell stories about people! How will they be impacted and how solutions will help.

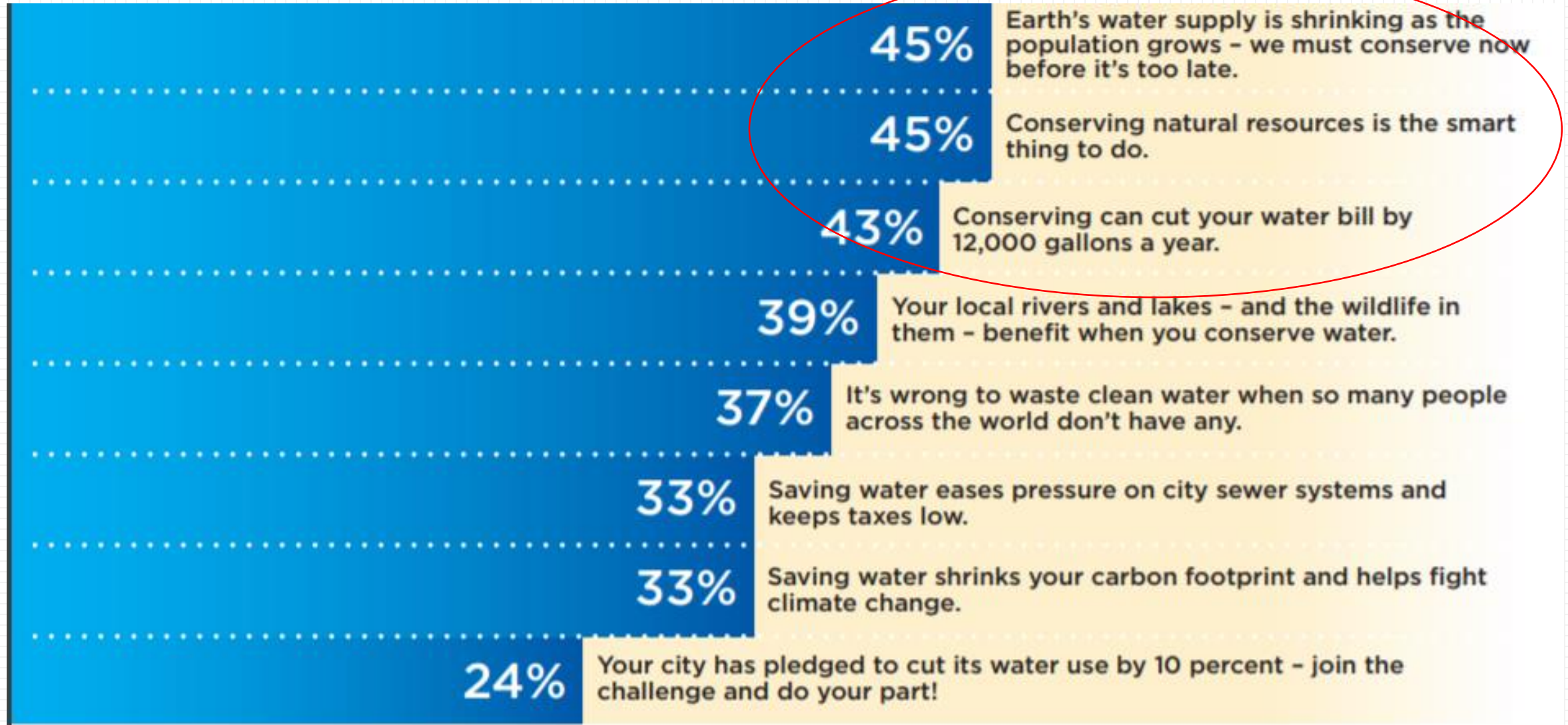
8. Connect climate driven issues to other community issues and priorities.

9. Focus on change that leads to better outcomes, not just the challenges.

10. Use case studies.

11. Talk public health, safety, security, and stability, not just the environment.

What Messages Resonated With Water?



Source: EcoPulse 2016 Special Report: [All Wet!](#)

BIG THINGS HAPPEN HERE

BUILDING A RESILIENT FUTURE

Travel the world and everywhere people know Texas. Texans are enthusiastically confident, optimistic, and admittedly unrealistic in their exuberant conviction to success. Dallas embodies this Texas ethos and was built through visionary leadership, bold ambition, and big ideas. Our maxim is, “**BIG THINGS HAPPEN HERE!**”

A look at Dallas' history reveals that big visions, big dreams, and a big heart has propelled Dallas to become the 9th largest city in America, and one of the most prosperous regions in the world.

What has energized this success? Simply the Dallas ethos –

BOLD ACTION IN PURSUIT OF A BIG IDEA

Over her 150 year history, Dallas has never shied from a challenge. To prepare for our next 150 years, Dallas embraces the concept of resilience.

What is urban resilience?

The capacity of individuals, institutions, businesses, and systems to anticipate, adapt, and recover from the social, economic, and physical challenges that are a growing part of the 21st century.

SAID ANOTHER WAY, IT'S PURE DALLAS GRIT!

Part 4:

CREATING A STRATEGY.

COMMUNICATION STRATEGY

1

Define the Problem

2

Clarify Role of Communication

3

Assess Audience

4

Develop a Message

5

Develop Infrastructure

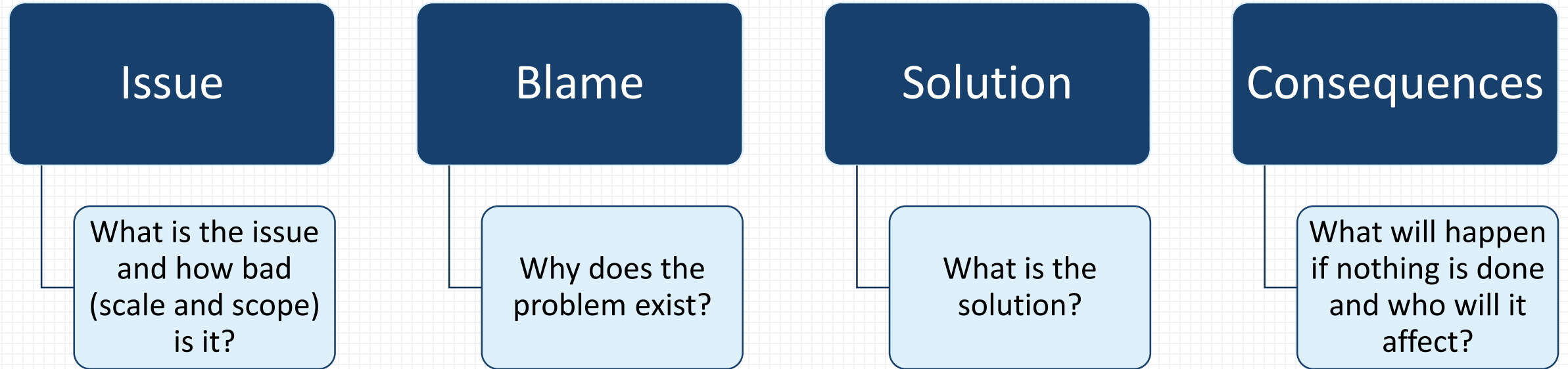
6

Select Communication
Channels

1. Define the Problem

**What is happening in your
community and how bad is
it?**

HOW TO DEFINE THE PROBLEM



This is actually a really hard step!

Define The Problem

PROBLEM:

- Fire negatively impacts our lives and economy.

BLAME

- Trends indicate that more frequent and potentially more damaging events are likely in the future.

SOLUTION

- We can be proactive and make good decisions that prepares our community to mitigate risks.

CONSEQUENCE

- We won't thrive or achieve our vision of who we want to be as a community if we are in constant crisis.

2. Role of Communication

**How can communication
support making happen
what you want to happen?**

What will your
communication
achieve?

Raise Awareness?

Change Behavior?

Compel Action?

3. Assess Your Audience and Target

**Who needs to hear your message
and who do they need to hear it
from?**

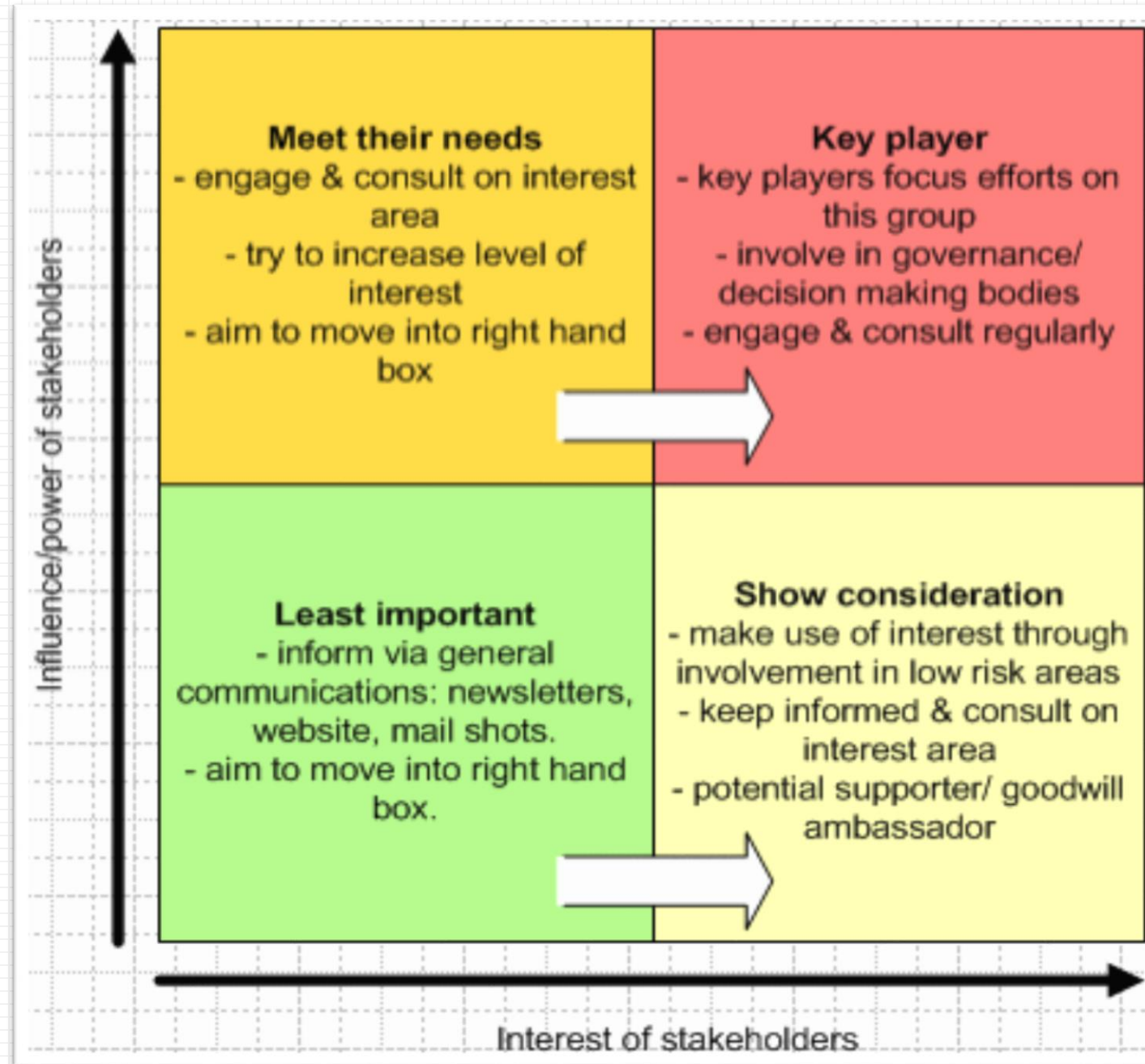
Staff

Elected Boards

Directors/Dept. Managers

Community Influencers

Usual & Unusual Suspects



4. Craft Your Message

**You know what's wrong, but how do
you talk about it?**

**You need to tell a story!
What's yours?**

The Problem

We have poverty and lack of equal opportunity.



Blame

It's all of our responsibility.



Solution

To solve it we need a plan for the future.

We need you to be part of the solution.

A prosperous community from Gunnison to Gothic.

WHAT IS THE KEY POINT?	THE MESSAGE IS...	HOW CAN YOU SUPPORT THE POINT?	WHAT ACTION DO YOU WANT STAKEHOLDERS TO TAKE?
We have poverty and lack of opportunity	While our local economies are doing better, not all of our residents are benefiting	We have the highest concentrated poverty rate for children in the State outside Denver. Our cost of living is higher than other similar	
It is all of our responsibility	<p>We can and should do a better job of ensuring there is opportunity for residents in all of our communities to thrive.</p> <p>The One Valley Prosperity Project wants to create a prosperous for our entire valley, from Gunnison to Gothic.</p>		
To solve it, we need a plan for the future	The first initiative of this project is to conduct a community-wide dialogue that provides residents an opportunity to come together to think strategically about how we can create a more prosperous future for our region – one that honors our community's values, builds upon local strengths, and synergizes local efforts.	<p>There will be two important outcomes from this dialogue:</p> <p>The One Valley Prosperity Strategy. A prioritized action plan that will guide policies and financial investments to support economic development in all three municipalities and the county.</p> <p>A set of community value statements that can guide long term decision making</p>	
We need you to be part of the solution.	This project can have a significant positive impact in our Valley.	<p>The CBTF and all the elected officials are committed to taking action. We are ready to act with money available for implementation.</p> <p>We have a great project team who want to make it easier and more fun for everyone to be a part of this important conversation.</p>	We cannot do it without the community. We need everyone to participate in defining what a prosperous valley will look like.

American Water Works Association

Resiliency is key!

Pressures from population growth, climate change, and urbanization are straining our clean water system to its capacity.

It is essential that we invest in our water and wastewater infrastructure for sustainable growth, enhanced livability, and a resilient future.

KEEP THE STORY SIMPLE

Pressures from population growth **AND** climate change **AND**

urbanization is straining our clean water system to its capacity, ,

BUT we can live up to our vision (sustainable, livable, or

resilient for the future), **THEREFORE** it is

essential that we invest in our water and wastewater

infrastructure ■

Source: *Houston, We Have a Narrative* by Randy Olson, AWWA



What Another Dry Winter Means for Colorado and the West

With dangerously low snowpack levels across the state, Colorado is facing a severe water shortage. We take a look at what that means for rivers, wildfires, and the future of water use in the West.

BY JAY BOUCHARD | MAY 14, 2018

“It’s important that the next million people who move to Colorado have a smaller water footprint,” Miller says. “There’s no reason that the next million have to use water at the same rate as the last million people who moved here.”

Be Aware All Water Is Connected.
Be Water Efficient.
Adapt Your Landscape.
Make Your Voice Heard.

Drought is the new normal **AND** population growth is exacerbating pressure on all of our already threatened forests, rivers, lakes, and community water supplies.

AND if it continues, it could get worse next year impacting our quality of life. **BUT** there is something we can do.

THEREFORE we need to use our water wisely and efficiently.

City of Seattle

What makes Seattle Seattle is not its current particular blend of ramblers and Craftsman on 5,000 square-foot lots.

What makes Seattle Seattle is that it is a welcoming green city for all classes, races, and ages.

To hold onto the latter, we have to let the former evolve. If we do, we can again be a city where everyone—barista or programmer, home health aide or harp teacher, roofer or retiree—can find a place to live.

City of Seattle

“This is about the beginning of a citywide conversation about **how we create vibrant neighborhoods that are economically diverse, with affordable homes near parks, and transit stops, jobs and good schools,**” the mayor said, promising the city will hold a series of community meetings in the coming months.

“Over the next 18 months, the city will be holding meetings in all the areas where we’re proposing changes ... **I know that Seattle is ready to embrace big ideas, to achieve our shared goal of a city that is equitable, a city that is for all.**”

KEEP THE STORY SIMPLE

What makes Seattle Seattle is that it is a welcoming green city for all classes, races, and ages

AND a city where everyone can find a place to live.,

BUT that is not true anymore. If we want to achieve our shared goal of a city that is equitable, and a city that is for all,

THEREFORE we have to let neighborhoods evolve. Over the next 18 months, the city will be holding meetings in all the areas where we're proposing changes.



"It's not what you say, John,
it's how you say it."

Search ID: cwin2393

Your Takeaway

Focus on Why It Matters

Keeping our social, economic,
and ecological systems
healthy so that everyone - at
all levels - can share in the
opportunity and promises of
a thriving community.

Resources

- <https://sheltongrp.com/insights/all-wet-special-report/>
- <http://frank.jou.ufl.edu/2016/03/climate-change-communication-studies/>
- <https://valuesandframes.org/>

Your Takeaway

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Q + A

Any Questions?



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