

EXECUTIVE SUMMARY

Building a Community of Practice of Climate Extension and Outreach Professionals:

A Southeast and Caribbean Climate Outreach Workshop

May 24-26, 2010

Jacksonville, Florida

Summary Prepared by the Georgia Sea Grant College Program

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INTRODUCTION

Coastal decision makers have expressed a need to incorporate the implications of climate change into their existing planning practices. However, these decision makers often lack sufficient climate literacy and context to incorporate climate information into their work.

Within the Southeast and Caribbean Region (SECART - North Carolina, South Carolina, Georgia, Florida, Puerto Rico, and the U.S. Virgin Islands), the needs are acute and urgent. Decision makers require more guidance on effectively communicating climate impacts to government officials, the public, and other stakeholders, and in assisting these users with options for adaptation strategies. The information and guidance they receive must be accurate, useful, and timely.

With funding from NOAA's Sea Grant College Program and the Office of Program Planning and Integration, the Sea Grant programs in the Southeast and Caribbean teamed with the NOAA Southeast Regional Team Lead at the Coastal Services Center to build internal capacity on climate change in our region.

The goal of our project was to build a “community of practice” of climate extension and outreach professionals in the Southeast and Caribbean region, and enhance the capacity of this community to provide accurate and timely information, tools, and assistance related to climate change impacts and adaptation to stakeholders. The project (Title, List of PIs and Budget Request - Appendix 1) was administered by the Georgia Sea Grant College Program.

A planning committee (Appendix 2) organized (Agenda - Appendix 3) and hosted a workshop at the Wyndham Hotel in Jacksonville, Florida, May 24-26, 2010. More than 50 people attended the workshop.

PURPOSE

The workshop was a critical component in achieving the project’s purpose of building a community of practice for climate outreach. Important to that purpose is building and training a community of outreach professionals and facilitating the continued sharing of best practices. The workshop brought together 52 such professionals from the four South Atlantic states and Puerto Rico (Appendix 2). The training, presentations and opportunities for interaction at the workshop, plus the framework established for future communication and collaboration form the basis for the community of practice.

The community cuts across areas of expertise, location and organization. Sea Grant programs, National Estuarine Reserves, university outreach organizations and Coastal Zone Management programs comprised about half of the participants. The other half was even more diverse with representatives from local and state governments, NOAA offices (NMFS, National Marine Sanctuaries, Coastal Services Center, National Weather Service, Regional Integrated Science and Assessment), EPA, USGS, Southeastern Regional Climate Center, state climatologists, and NGOs.

By design, the community is comprised largely of outreach professionals. Almost all (96%) the participants listed extension and outreach as a professional activity. Less than a third

participated in biological or physical science research, but nearly two-thirds did some social science research. Many (79%) were also involved in management and administration. This group is well chosen to inform policy related to climate change. The top five priority stakeholder groups served by the attendees were identified as:

1. City and county government staff
2. City and county government officials
3. Advisory committees or local councils
4. Extension, education or communications staff
5. State agency staff.

A presentation on the composition and priorities of attendees is available at:

<http://collaborate.csc.noaa.gov/climateadaptation/pages/groups.aspx>

IMPORTANT RESOURCES FOR LINKING COMMUNITY MEMBERS

Three important Web-based resources already exist to help maintain and build this community:

NOAA Coastal Services Center Coastal Climate Adaptation site: The CSC Web site is designed to be a resource and a “gathering place” for climate adaptation communities of practice at varying scales. It has resources, a forum, a calendar and areas for regional groups to exchange information. Presentations from the Southeast and Caribbean Climate Outreach workshop are available on this site.

<http://collaborate.csc.noaa.gov/climateadaptation/default.aspx>

NOAA Climate Services site: This site has a range of resources from its “ClimateWatch” magazine to K-12 curriculum to informal education materials to climate data. Unlike the CSC site, it is not designed to host a community of practice but offers much that can be of use to that community. At the workshop, Ned Gardiner presented on overview of NOAA Climate Services.

<http://www.climate.gov>

EPA Climate Change site: Like the NOAA Climate, the EPA Climate Change offers a site with extensive resources. Climate change indicators, the latest science and updates on regulation are available, along with assessments of economic, health and environmental effects of climate change.

<http://www.epa.gov/climatechange/index.html>

VALUE OF COMMUNITY OF PRACTICE

A plenary session was devoted to discussing how a Southeast and Caribbean Climate Outreach Community of Practice could add value. Key points from that discussion included assertions that such a community:

- Facilitates exchange and collaboration between science and policy communities
- Provides a forum through which successes of others can provide models to jump start new projects
- Makes expertise in SE climate service groups (SE-Regional Climate Center, state climatologists, university-based social scientists, etc.) accessible to developing projects
- Allows members to ask for help from others
- Promotes development of regional toolkits
- Facilitates collaborative teams
- Facilitates finding partners for projects, grants, etc.
- Can supply a catalog of experts
- Can help avoid duplication of effort and promote transparency and consistency
- Promotes stronger, more unified voice when seeking funding
- Allows sharing of resources at support level (e.g. graphic arts)
- Can offer basic information about important steps in originating projects (e.g. focus groups)
- Can offer point of entry to issue for public
- Can offer fact sheets and “ask the expert’ function of website

At the end of the session, there was general agreement that community formed at the workshop should continue to exchange ideas at subsequent workshops and through the Coastal Services Center Coastal Climate Adaptation Web site.

APPENDIX 1.

Project Title, Principal Investigators and Budget request

Proposal Title: Enhancing Capacity for Climate Engagement in the Southeast and Caribbean Region of the United States

Principal Investigator:

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Request:

Funds requested for NOAA investigators:	\$4,029
Funds requested for non-federal investigators:	\$20,971
Total request:	\$25,000

APPENDIX 2. COMMUNITY OF PRACTICE PLANNING COMMITTEE

David Bryant: GA SG

Stephanie Fauver - NOAA CSC

Karl Havens: FL SG

Charles Hopkinson: GA SG

Whitney Jenkins: FL SG?????

Jennifer Kline: GA Department of Natural Resources, Coastal Resources Division

Maia McGuire: FL SG

Geno Olmi: NOAA CSC

Lillian Ramirez: PR SG

Heidi Reckseik: NOAA CSC

Jack Thigpen - NC Sea Grant

Jessica Whitehead, SC Sea Grant Consortium

APPENDIX 3. AGENDA

Southeast and Caribbean Climate Outreach Workshop *Building a Community of Practice of Climate Extension and Outreach Professionals*

May 24-26, 2009

Wyndham Jacksonville Riverwalk Hotel, Jacksonville, FL

~ WORKSHOP GOAL & OBJECTIVES~

Goal: Increase our capacity to coordinate and perform outreach/extension/communication of climate information to stakeholders and decision makers.

- Share information on the fundamentals behind climate science, including how science demonstrates there will be changes and how those changes are likely to manifest in the Southeast and Caribbean Region.
- Discuss how outreach and engagement efforts are currently addressing climate in the region, exploring both the state of people's knowledge in the region and the level of outreach.
- Identify ongoing climate adaptation efforts and activities in the region, considering adaptation from a built environment, natural environment, and social environment perspective
- Share existing climate adaptation information, tools, and training materials, and identify current and anticipated sources of tools and technical assistance
- Identify needs from an outreach/extension perspective to inform the development of new climate products and services.
- Share best practices for working with communities that might be applied to climate outreach.
- Begin building a community of practice focused on climate adaptation that is contextualized for the region.

~ MAY24th ~

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|---------|--|
| 1:00 pm | Welcome, Introductions, and Overview of Agenda
(Geno Olmi, NOAA SECART Lead, and Heidi Recksiek, NOAA Coastal Services Center – Gulf Coast Services Center) |
| 1:20 pm | Project Overview
(Chuck Hopkinson, Director, Georgia Sea Grant) |
| 1:30 pm | Coastal Climate Science and Likely Impacts in the Southeast and Caribbean Region
(Greg Carbone, Director, Carolinas Integrated Sciences and Assessments Center at the University of South Carolina) |
| 2:30 pm | <i>Break</i> |
| 2:45 pm | Breakout Groups: Concerns about Climate Impacts in the Southeast and Caribbean Region |
| 3:45 pm | Report Out |
| 4:15 pm | Existing Activities: NOAA's Climate Services, Regional Efforts
(Ned Gardiner, NOAA Climate Program Office; David Bryant, Georgia Sea Grant; Stephanie Fauver, NOAA Coastal Services Center) |
| 5:00 pm | Wrap up Day 1
(<i>Evening gathering at The Landing</i>) |

~ MAY25th ~

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| 8:00 am | <i>Breakfast</i> |
| 8:30 am | Welcome, Overview of Day 2 |
| 8:45 am | Understanding Stakeholder Perceptions and Perspectives, Useful Behavior Change Frameworks (Heidi Recksiek, NOAA Coastal Services Center) |
| 9:10 am | Social Marketing: A Tool to Inform Climate Outreach and Communication |

(Paul Monaghan, University of Florida)

9:55 am Tactics for Fostering Adaptation (Jessica Whitehead, SC Sea Grant & NC Sea Grant)

10:15 am *Break*

10:30 am Breakout Groups: Identifying Barriers and Future Outreach and Engagement Needs

11:30 am Report Out

12:00 pm *Lunch*

1:00 pm Climate Project Case Studies (highlighting outreach/extension/communication components)

- Towards the formulation of an adaptive management plan to address sea level rise, City of Satellite Beach, Florida (Randy Parkinson, Space Coast Climate Change Initiative)
- Monroe County, FL and The Nature Conservancy (Doug Gregory, Monroe County Extension Director, and _____, TNC)
- Sea level rise planning process in North Carolina and review of public listening sessions (Tancred Miller, NC Dept of Environment & Natural Resources)
- Piloting climate extension methods: the Carolinas Coastal Climate Extension Initiative (Jessica Whitehead, SC Sea Grant & NC Sea Grant)
- Climate change in a hazards workshop format: the CSC/CZM Chatham County workshop (Jennifer Kline, Georgia Coastal Resources Division, and Jackie Teal, Chatham County Metropolitan Planning Commission)

2:30 pm *Break*

2:45 pm Breakout Groups: Identifying Outreach/Extension/Communication Best Practices

3:45 pm Report out

4:15 pm Large Group Discussion: Brainstorming Potential Collaboration Opportunities

5:00 pm Wrap up Day 2

~ **MAY 26th** ~

8:00 am *Breakfast*

8:30 am Welcome, Overview of Day 3

8:35 am Examples of Climate Adaptation Tools and Resources
(Stephanie Fauver, NOAA Coastal Services Center; Ned Gardiner, NOAA Climate Program Office; Susan Weatherford, Renaissance Computing Institute at UNC-Asheville; Mary Culver, NOAA Coastal Services Center)

9:45 am Large Group Discussion: Tools and Resource Needs

10:30 am *Break*

10:45 am Large Group Discussion: Next Steps for Capacity-Building and Collaborating

12:15 pm Closing Remarks

12:30 pm Adjourn