



Adaptation Clearinghouse & ICARP Communications

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ICARP TAC QUARTERLY MEETING

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Adaptation Clearinghouse

Explore the clearinghouse database to find resources on climate adaptation and resiliency efforts in California

[Search for Resources](#)

ResilientCA.org

ICARP ADAPTATION CLEARINGHOUSE

Site Analytics

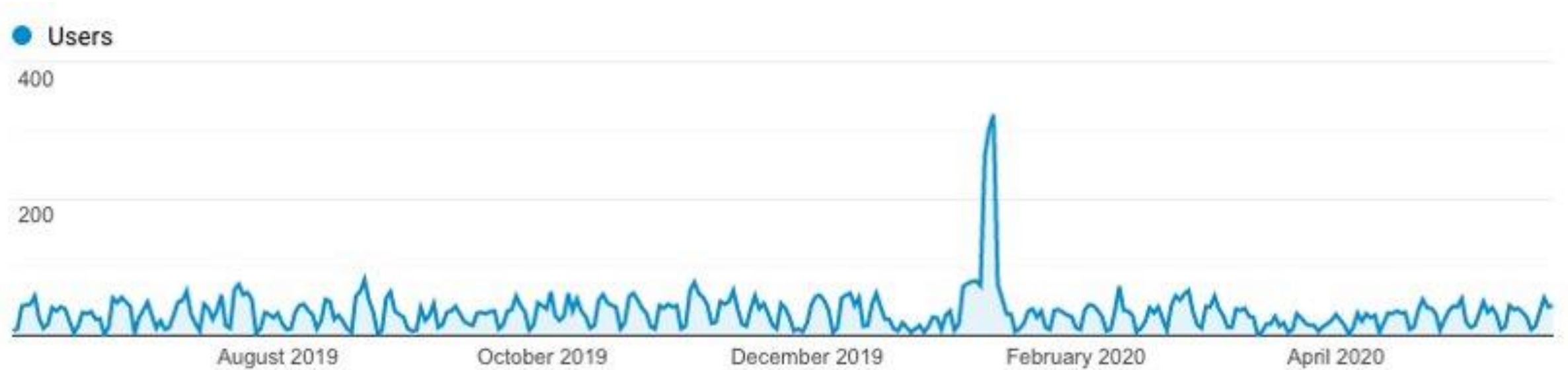


Users over 12 months: June 2019-May 2020

- 9700 total unique users
- 14.5% Returning users
- 32,000 page views
- 13,300 sessions (avg 1100/month, or 37/day)
- 67% avg bounce rate across entire site
- 45% bounce rate for landing page, 65% for search page

Restructuring and content improvements needed!

Visits over time





Top pages

5 most visited pages:

1. Landing page
2. Search page
3. Case studies
4. Topics
 - a. Investing in Adaptation
 - b. Plan Alignment
 - c. Equity & Environmental Justice
5. Tools

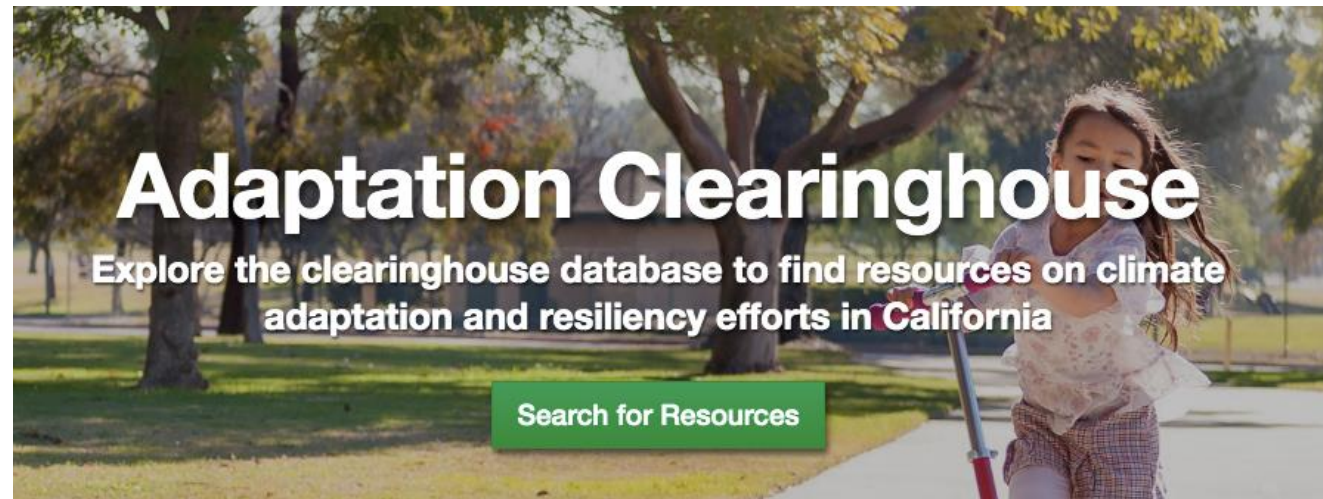
5 most visited resources:

1. SLR Compass Plan Alignment Tool
2. SB 379
3. Executive Order B-30-15 Guidance: Planning and Investing for a Resilient California
4. Guide to Equitable, Community-Driven Climate Preparedness Planning
5. Fire Smart Lake Sonoma Case Study

Overall Site Updates



- Structural site changes
- Specific page overhauls
- New resource priorities
- New State Adaptation Efforts page
- Addressing minor errors and edits
- Language and link updates



Adaptation Planning Guide Mockup



A screenshot of the ResilientCA.org website mockup. The header includes the ResilientCA.org logo, social media icons for Facebook, Twitter, and Email, and a "Glossary" link. Below the header is a navigation menu with "Adaptation Planning Guide" (highlighted with a red underline), "Case Studies", "Resources by Topic", "Tools & Data", and "About". The main content area features a descriptive paragraph: "The Adaptation Planning Guide (APG) provides step-wise guidance and resources for local governments and communities in California on climate adaptation and resiliency planning." Below this are five colored buttons representing the guide's phases: "Introduction: Overview of local adaptation planning" (dark blue), "Phase 1: Explore, Define, and Initiate" (teal), "Phase 2: Assess Vulnerability" (orange), "Phase 3: Define Adaptation Framework and Strategies" (pink), and "Phase 4: Implement, Monitor, Evaluate, and Adjust" (light blue). At the bottom of the main content area are three white buttons: "Adaptation Planning Resources", "Local Adaptation Strategies", and "Adaptation Pathways".

APG Landing page & Introduction Mockup

The California Adaptation Planning Guide provides a step-by-step process for communities and local governments to plan for consequences of climate change.

- Designed to be flexible and responsive to community needs
- Includes recent summaries of statewide information and guidance on using key planning tools
- Updated in 2020 by State of California to reflect the latest best practices

INTRODUCTION

[Download APG >](#)

[What is Climate Adaptation Planning? >](#)

[How Is California Vulnerable to Climate Change? >](#)

[How should the APG be used? >](#)

[How is equity integrated? >](#)

[What are the State's Climate Resilience Efforts? >](#)

[Who developed the APG and why? >](#)



Explore Adaptation Planning Phases

PHASE 1

Define, explore, and initiate the planning process. Identify key stakeholders

PHASE 2

Analyze potential impacts and adaptive capacity to assess vulnerability

PHASE 3

Create an adaptation framework and develop adaptation strategies

PHASE 4

Implement adaptation framework, Monitor, Evaluate and Adjust

Popular Topics

Adaptation Planning Resources

List of reports, guidance documents, and toolkits from federal, state and non-governmental organizations that support local adaptation planning

[Browse Resources >](#)

Local Adaptation Strategies

Design and implement strategies for managing climate impacts.

[Browse Strategies >](#)

Adaptation Pathways

Build adaptation capacity, prioritize strategies, stagger investment, maintain flexibility, and communicate critical climate adaptation concepts while pursuing adaptation goals.

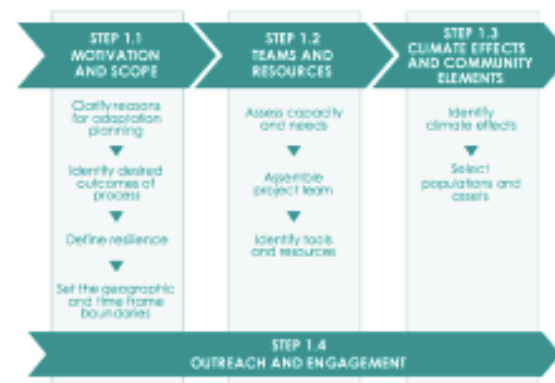
[Browse Pathways >](#)

APG Phase 1 Chapter Mockup

APG Home > Phase 1 > Overview

Introduction	–
Overview	
Motivation & Scope	–
Why is the community conducting an adaptation planning process?	
What is the plan or project resulting from the adaptation planning process?	
What does adaptation and resilience mean to the community?	
Adaptation and the emergency management cycle	
Community vision for adaptation and resilience	
What is the geographic area?	
What is the time frame for the planning process?	
What is the time frame for the plan or project?	
Teams & Resources	+
Climate Effects & Community Elements	+
Outreach & Engagement	+

Phase 1: Define, Explore, and Initiate



Adaptation planning efforts should begin with a scoping phase to define, explore, and initiate the planning process. Phase 1 establishes the basic aspects of the planning effort, the issues it will address, and who will be involved. Making these decisions at the beginning of the process helps ensure that it will be thorough, integrated, and equitable. These scoping activities are the foundation of the adaptation planning process—a framework that informs and directs future efforts. Without this foundation, the process may not comprehensively address community need or some important topics, and climate change effects may not be adequately mitigated. The lack of a clear scope may lead to a longer, costlier, and less organized planning process. The scoping phase is essential to ensure an effective and complete adaptation planning effort, and can help align the process with existing or future planning documents.

DOWNLOAD

- Complete Guide (PDF)
- Phase 1 (PDF)
- Checklists & Templates (ZIP)

PHASE 1 ADAPTATION PLANNING RESOURCES

- State of California Resources
- Federal Resources
- Nongovernmental Resources

PHASE 1 HIGHLIGHTS: MOTIVATION AND SCOPE

- Coastal Hazard Resilience Planning in California: Crosswalks
- Types of Plans and Programs
- Resilience Defined by the City of San Francisco
- Planning Areas for Local Hazard Mitigation Plans



Additional ideas

- Highlighting **community engagement and equity/environmental justice** content
- Site **glossary** all of key terms
- Updates to **Plan Alignment** and **Investing in Adaptation** pages, crossover with Phase 4
- Links and highlights to **case studies** and resources housed on the site
- **Interactive** decision-support tools
- Searchable adaptation strategies page



Beta testing (August-September)

- Listserv promotion and partner network announcements
- Possible introductory public webinar in early August
 - Basis for virtual tour recording
- Multiple virtual public workshops
 - Targeted outreach to primary users and underrepresented audiences
 - Coordination with partners on outreach
- Survey
- Site heatmapping & Active user feedback application (TBD)
- TAC member workshop (TBD)

Questions?





ICARP Communications

BRANDING, GAP ANALYSIS, AND STRATEGY UPDATE

Updated ICARP Brand



ICARP is the State of California's primary program for driving a cohesive, coordinated response to the impacts of climate change across local, regional and state efforts, with a commitment to prioritizing equitable approaches and efforts that integrate mitigation with adaptation. This is done via:

1. The Adaptation Clearinghouse
2. The Technical Advisory Council

ICARP advances a climate-resilient California for all.

Key Messages



ICARP Need & Role

- A facilitator of a statewide, cross-sectoral, coordinated community of practice based on a shared vision of resilience across local, regional, and state efforts
- Coordination, partnerships, research, tools & resources, guidance
- Incubator of approaches and strategies
- Nimble structure to address urgent and emerging challenges and align historically competing ideas



Key Messages (continued)

Vision and principles

- Equity, natural infrastructure, avoiding maladaptation, collaboration
- Best available science and local/traditional knowledge; balancing short, mid, long term solutions; Integrated, balanced, multi-benefit approaches

Definition of Vulnerable Communities

Priority Audiences



1. Local government practitioners
2. State agencies
3. NGO & private sector professionals
4. Legislators and staff
5. Tribes
6. General Audience



Communications Goals



1. Increase general awareness and engagement with all ICARP efforts.
2. Amplify best practices and existing resources.
3. Expand the diversity of represented regions, impacts, and sectors in ICARP efforts.
4. Build and maintain partnerships to better identify gaps, barriers and solutions in the field.

Communications Goals (continued)



5. Identify opportunities to improve policies at local and state levels.
6. Improve coordination across state and local functions and identify cross-sector priority alignment opportunities specific to climate adaptation and broader state resilience goals.
7. Prioritize communicating resources, strategies, and efforts that build the resilience of vulnerable communities and address equity and environmental justice needs.

Gap Analysis of Communications Channels



1. Need to boost direct and indirect engagement with local government practitioners.
2. ICARP and OPR - produced resources, guidance, and opportunities to engage are popular.
3. Expand quantity, variety and promotion of case studies.
4. Gaps in ICARP communications and resources exist for tribes, rural/inland areas, wildfire/forestry, Ag/food systems, and water agencies.

Strategy 1

Expand the network of ICARP followers and partners, prioritizing local jurisdiction-level practitioners and underrepresented regions and sectors.



Short term

Utilize TAC members, state agencies, and other partners to amplify reach to local practitioners.

Leverage upcoming TAC and Adaptation Clearinghouse opportunities to target engagement at underrepresented audiences.

Coordinate with equity/capacity building efforts across the state to expand equity/EJ network connections.

Long term

Build additional relationships with tribal partners.



Short term

Develop and use consistent brand & design guidelines and uniform messaging.

Enact coordinated outreach campaigns for individual products and engagement opportunities across all available mediums and partners.

Coordinate with equity/EJ efforts across the state to understand how communications can address equity and capacity gaps.

Strategy 2

Improve the accessibility, uniformity, and visibility of messaging and products.



Strategy 3

Update and restructure the Adaptation Clearinghouse to reflect user needs and the best available resources.

Short term

Regularly update and add new content, prioritizing case studies and other popular resource types.

Centralize state adaptation resources on the site to make it the go-to hub for understanding statewide adaptation efforts.

Long term

Initiate or partner on creative storytelling opportunities to amplify site resources.



Feedback?

1. Does the proposed restructuring of the Adaptation Clearinghouse align with TAC priorities and the needs of practitioners and communities?
2. Do the proposed communications/engagement goals and strategies align with TAC priorities and the needs of practitioners and communities?
3. What are some additional ideas for communications strategies and actions or Adaptation Clearinghouse updates?
4. Do you have suggestions for creative online engagement strategies for Adaptation Clearinghouse Beta testing?