

# The Language of Climate Change: Shaping Public Preparedness

Case Study: Cambridge, MA

*KLEINFELDER*

# Overview

- Climate Change Planning in the City of Cambridge
- Challenges of Communicating Climate Change Messages
- Solutions and Examples
- Moving Forward
- Q&A




# Why is this important?

## Lynn Flooding Leaves Cars, Trucks Submerged In Water (Photos)

Unbelievable photos show cars and trucks submerged in feet of water in Lynn, including Westin Avenue.

By David Hampton, Patch National Staff | Aug 12, 2018 11:07 am ET | Updated Aug 12, 2018 11:16 am ET



Like 111 | Share

tilebar

\$5.9

## Massachusetts Heat Wave Stretches into Fourth Day

Heat indices could reach triple digits on Monday, and meteorologists don't expect a reprieve until the end of the week. A heat emergency has been declared in Boston.

by HAYLEY GLATTER • 7/2/2018, 9:09 a.m.

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## Nor'easter clips Maine, knocking out power, flooding roads and canceling flights



Friday morning's astronomical high tide in Portland reached 12.1 feet, the 12th highest ever for the city, CBS 13 Chief Meteorologist Charlie Loprest reported. A full moon coinciding with a nor'easter storm contributed to the high seas.

CBS 13 | BDN

PRIME ORIGINAL

NEW SEASON WATCH NOW | prime video

MOST POPULAR

- Snow days in Maine could soon be a thing of the past
- Two stabbed at student housing complex in Orono

POLL QUESTION

Up to 10 inches of snow forecast

## Springfield, Vt., Sees Flash Floods

Saturday, July 28, 2018

Springfield, Vt. — Heavy storms wreaked havoc on Friday in Springfield, creating washouts, disrupting traffic, trapping vehicles and flooding the first floor of a housing complex, according to a news release from the Springfield Fire Department.

Fire Chief Russ Thompson said the first floor of the Whitcomb Building, a six-story complex managed by the Springfield Housing Authority that is home to 72 income-eligible residents 62 and older or those who have a disability, quickly flooded on Friday afternoon after a nearby drainage basin clogged. The water levels in the building rose over 4 feet, Thompson said. As crews worked to divert water from the building, the water buckled the steel entry doors of the building's electrical service room and cut off the building's power.

First-floor residents were moved to a safe area, the chief said, and welfare checks were conducted throughout the building's other five floors. Two residents were trapped in an elevator but were otherwise unharmed.

# ALL FROM 2018

## Nor'easter Brings Coastal Flooding, Heavy Precipitation To Mass.

March 02, 2018 Updated Mar 02, 2018 9:37 PM

By Benjamin Sessory and Lisa Creamer



## Heat Wave to Wallop New Hampshire

By ASSOCIATED PRESS • JUL 1, 2018

Tweet Share Google+ Email

Today	Tonight	Monday
Hot	Partly Cloudy Breezy Fog	Hot
High: 93 °F	Low: 68 °F	High: 92 °F

National Weather Service reports high temps to be in mid- to high- 90s through Thursday, July 5.

Meteorologist Derek Schroeter says there's some relief on the immediate coast but even that will come to an end Tuesday when temperatures climb into the upper 90s in some places.

## Storm triggers Maine's worst tidal flooding since historic Blizzard of 1978

Roads are closed off and buildings are swamped, and Portland has its third-highest tide on record.

BY ERIC RUSSELL STAFF WRITER



tilebar

\$8.50

## Official: NH Residents Rescued From Flood Waters

Hurricane Florence's remnants have caused flash flooding in New Hampshire that resulted in some people being rescued.

Sept. 18, 2018, at 11:30 a.m.

AP

DERRY, N.H. (AP) — Hurricane Florence's remnants have caused flash flooding in southern New Hampshire that resulted in some people having to be rescued.

Chris Legro from the National Weather Service said he received reports Tuesday morning of boats being used to rescue people from rising water in Derry, New Hampshire.

He said the rainfall was fast and furious, with more than 5 inches of rain falling in Auburn, New Hampshire, in as little as six hours. To the north, some places in southern Maine saw a couple of inches. By late morning, the worst of it was over.

The death toll from the storm is at least 32 in three states, with 25 fatalities in North Carolina. The once-powerful Category 4 hurricane made landfall late last week.

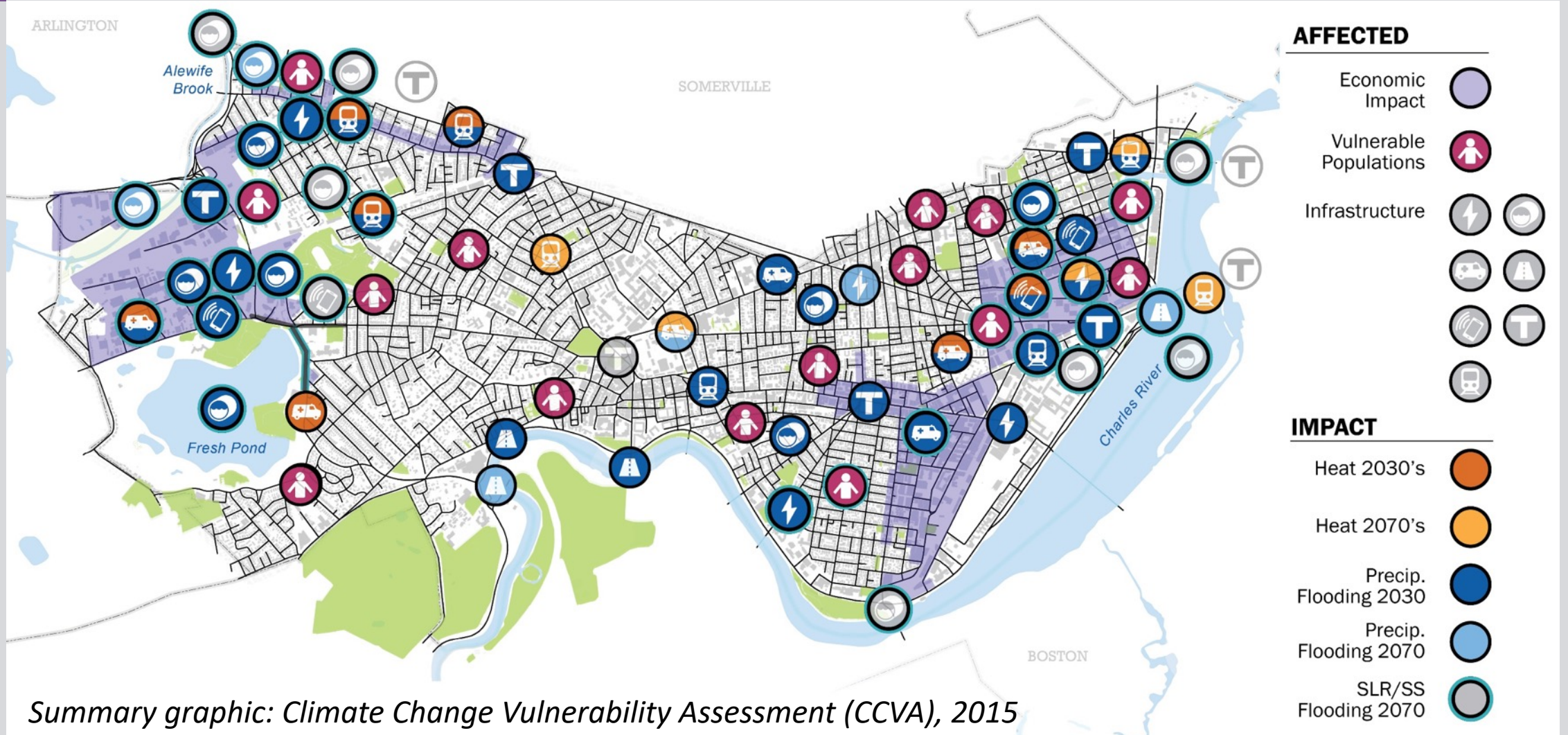
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# Why is communication critical?

- **Build understanding** around why climate change action is relevant to them
- **Empower people** to take action in meaningful ways



# Case Study: Cambridge MA



# Cambridge's Commitment to Addressing Climate Change

December 2002:  
City Council adopts  
Cambridge Climate Protection  
Plan



2002

November 2015:  
Cambridge presents  
results of the CCVA



2015

November 2017:  
CCPR Alewife Plan  
Completed



2017

July 2019:  
Expected  
completion of CCPR



2019

2010



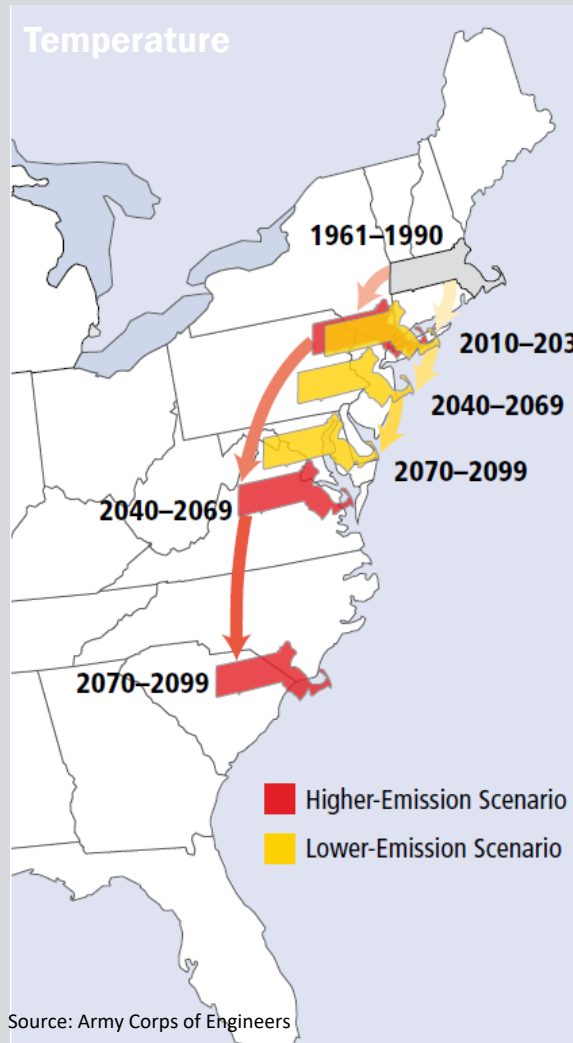
July 2010:  
Intense rainfall causes severe  
flooding in Cambridge

2018



March 2018:  
New England experiences 3 back-  
to-back Nor' Easters in 11 days.

# Cambridge Climate Change Vulnerability Assessment [CCVA] - Climate Scenarios



Bishop Allen Drive (Source: Kleinfelder)



Amelia Earhart Dam (Source: MaUSHarbors.com)



Chicago Heat wave



Charles River Dam (Source: New England District, US Army Corps of Engineers, 2015)

# Cambridge Climate Change Preparedness & Resilience Plan Vision

Ⓐ Prepared Community

Ⓑ Adapted Buildings

Ⓒ Resilient Infrastructure

Ⓓ Resilient ecosystems

**Protect** the **lives and livelihoods** of members of the Cambridge **community** that are at risk from climate change impacts and, in the process, enhance the **well-being** of the Cambridge **community**.



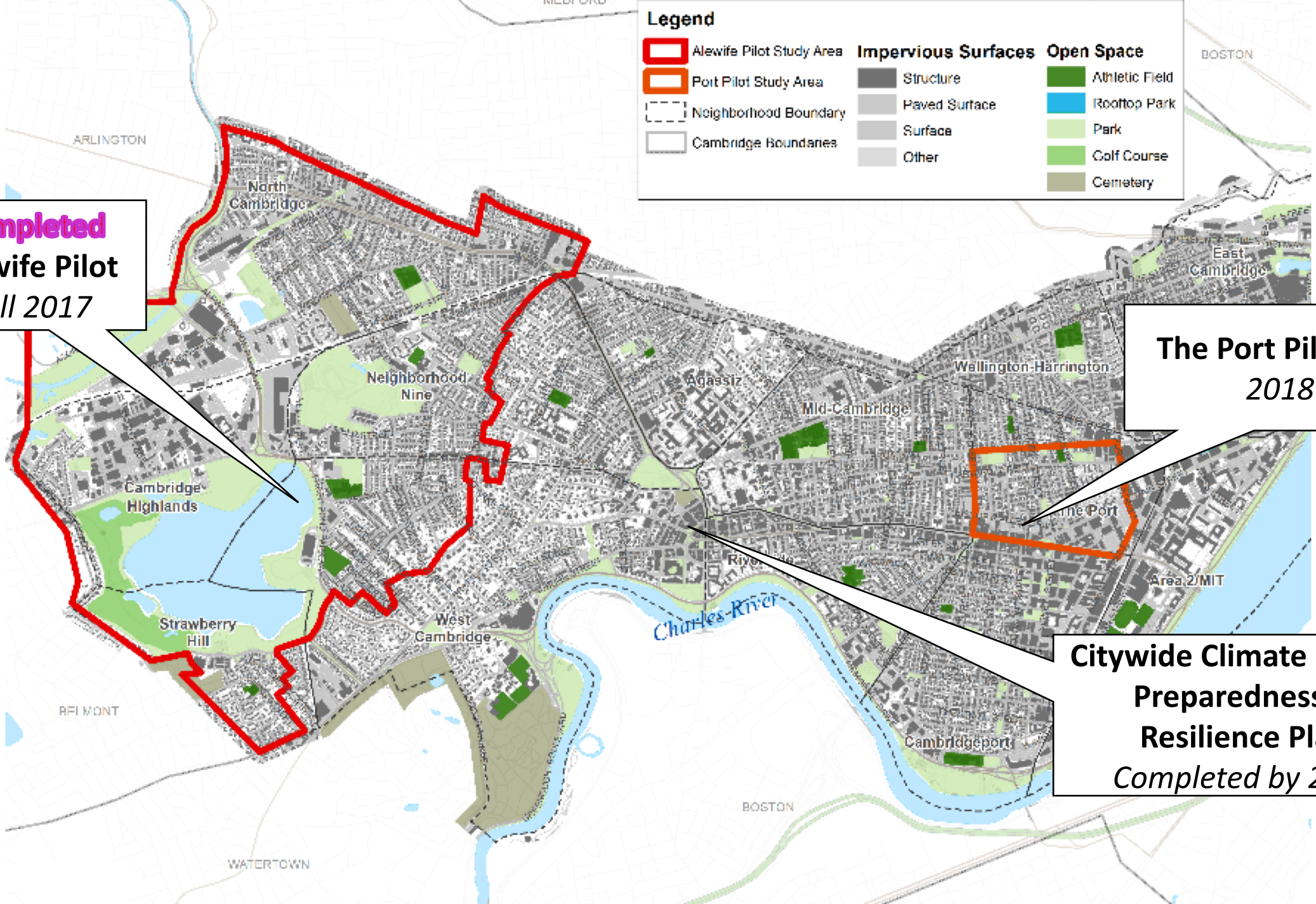
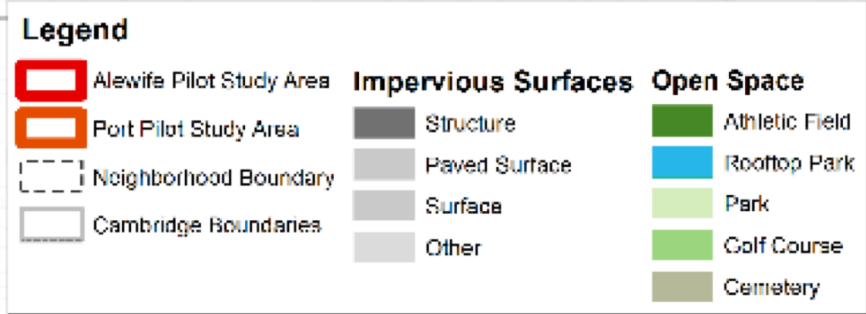


# Informed Messaging

**Completed  
Alewife Pilot**  
*Fall 2017*

**The Port Pilot**  
*Fall 2018*

**Citywide Climate Change  
Preparedness &  
Resilience Plan**  
*Completed by 2019*



# Differences in Messaging Needs Explored Through Pilot Neighborhoods

## Alewife

Opportunity for redevelopment

Larger parcels

Lots of open space, both green and grey

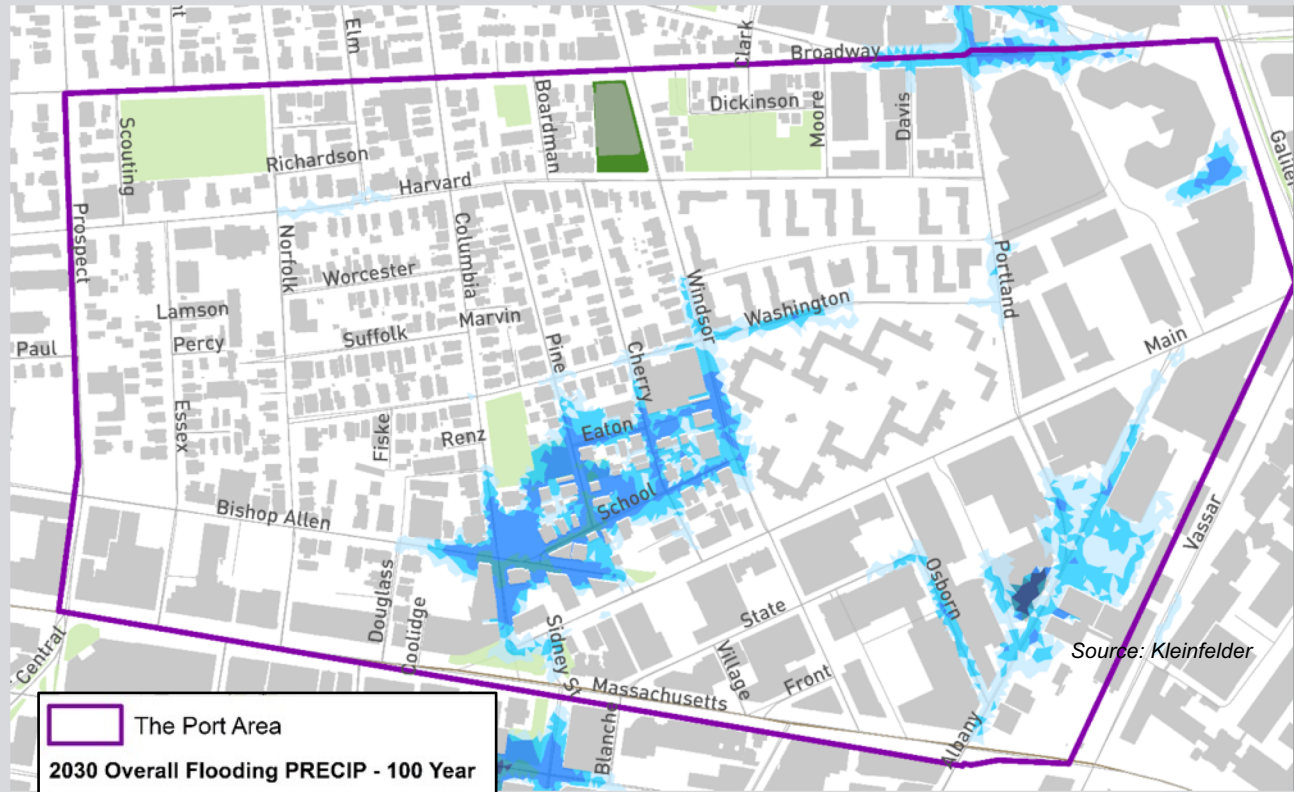
## The Port

Built out and densely populated

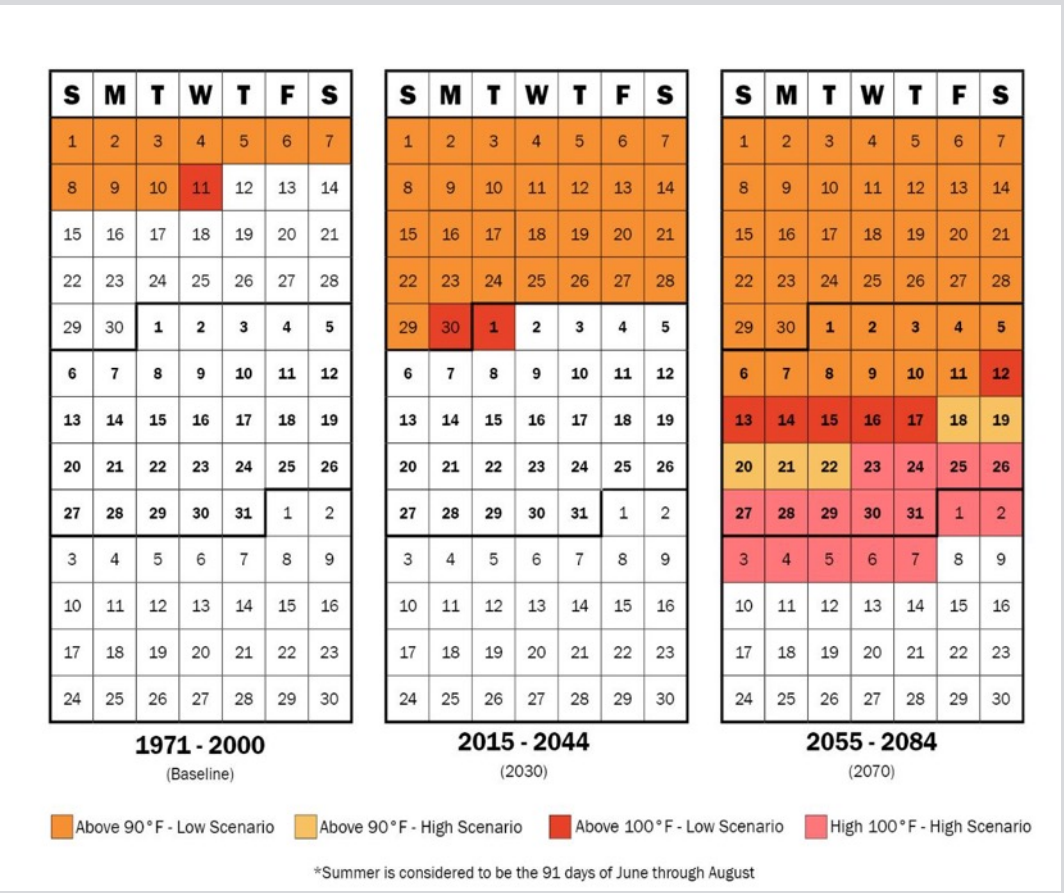
Mostly renters

Environmental justice community

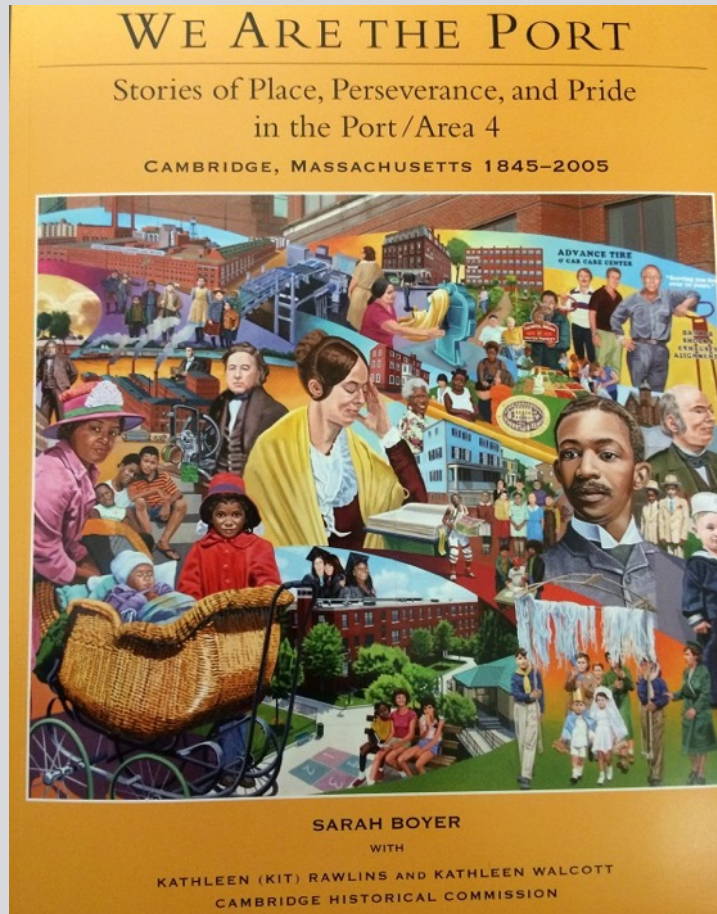
# Message: Flooding from Precipitation & Heat



**2030 10-Year Precipitation Flood**



# Research



CONTACT:  
 John Bolduc | 617.349.4628  
 Cambridge Community Development Department

## PREPARING CAMBRIDGE FOR CLIMATE CHANGE

### CLIMATE CHANGE RISKS IN CAMBRIDGE

In 2017, the City conducted the Climate Change Vulnerability Assessment to identify the critical areas of physical and social vulnerability. If nothing is done to prepare for climate change, Cambridge will be impacted by:

- HEAT:** More hot days and longer heat waves.
- FLOODING:** More rain and higher ocean mean more frequent, deeper flooding.
- EXTREME RAINFALL EVENTS:** More localized flood damage as early as 2030.

### PROTECTING YOUR HOME AND NEIGHBORHOOD

Actions you can take in response to climate change threats:

- PREPARE YOUR COMMUNITY:** By preparing now, you will enhance your neighborhoods. Meet your neighbors to know who to reach out to during emergencies, such as power outages.
- ADAPT BUILDING:** Raise boilers/furnaces and electrical units, and install a sewer backflow preventer in your basement. It could save thousands of dollars in flood repair costs.
- UPGRADE FOR RESILIENT ENERGY:** Update your home to be energy resilient with solar panels and high-performance wall insulation. It will save you 20-30% on utility bills.
- RESILIENT NATURAL SYSTEMS:** Plant trees so your block is 2-4 degrees cooler in hot months. It will also help lower your cooling bills.

### PROTECTING OUR COMMUNITY

City initiatives that are in place to address climate change include:

- CCPPR:** CLIMATE CHANGE PREPAREDNESS & RESILIENCY PLAN identifies strategies to address climate risks.
- FloodViewer:** A FLOODVIEWER TOOL allows users to look up flood risk projections for specific parcels.
- STEPS TO PROTECT YOUR PROPERTY:** from flooding are explained in a pamphlet prepared by the City.
- THE PATH TO A NET ZERO CAMBRIDGE:** ACHIEVING NET ZERO CAMBRIDGE will reduce carbon pollution and help reduce climate change risks.

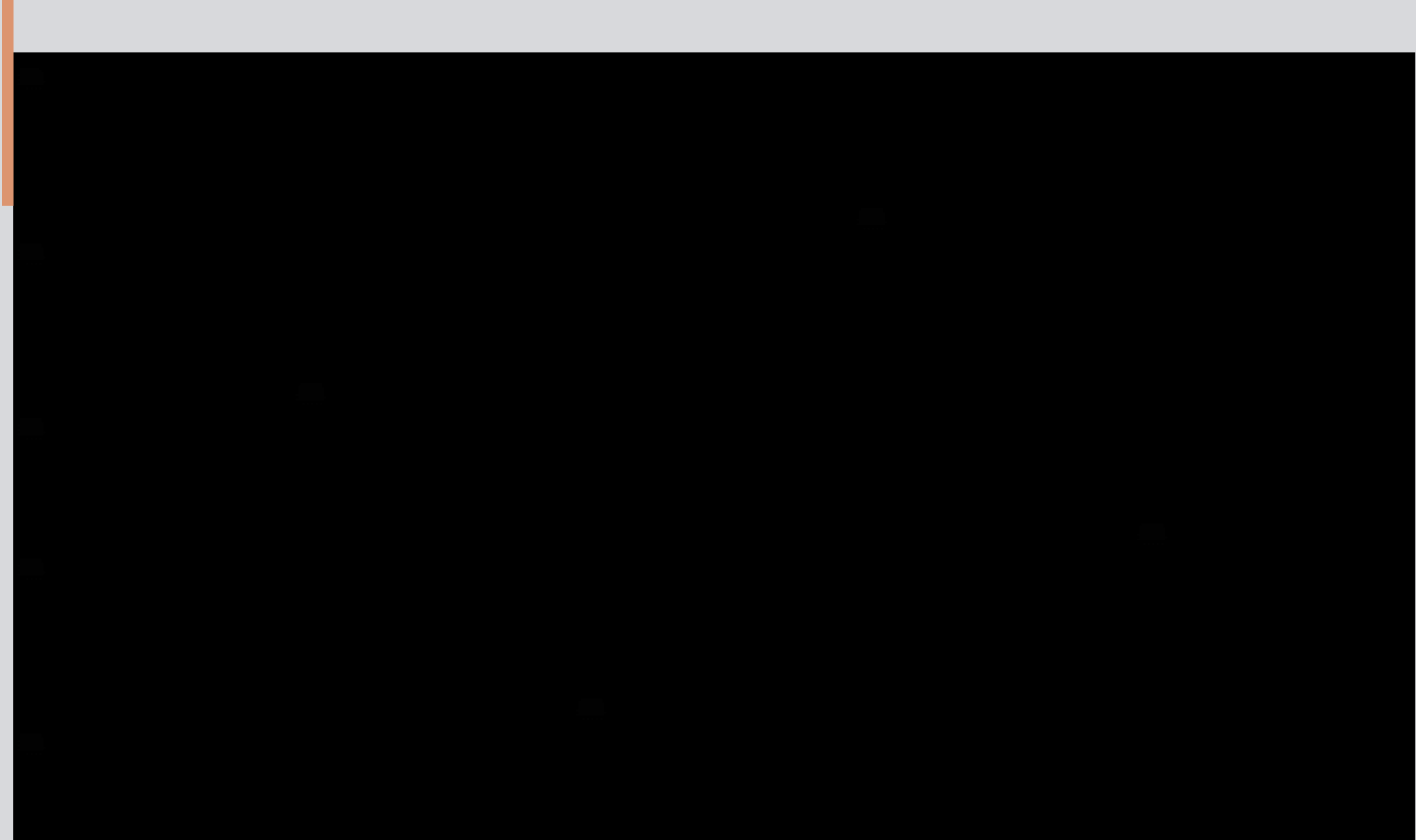
The proposed resiliency strategies are integrated in the City's comprehensive plan: **Envision Cambridge**.

WWW.CAMBRIDGEMA.GOV/CLIMATEPREP

Community Interest in Climate Change

70% of Housing is Renter occupied. Something to consider for building adaptation

Creating Multi-lingual tools & Communication Already being implemented





Your Opinions: What the video gets right?



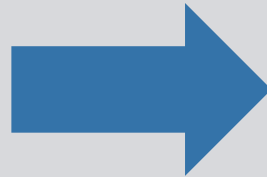
# Challenges



# Public Meeting Fatigue

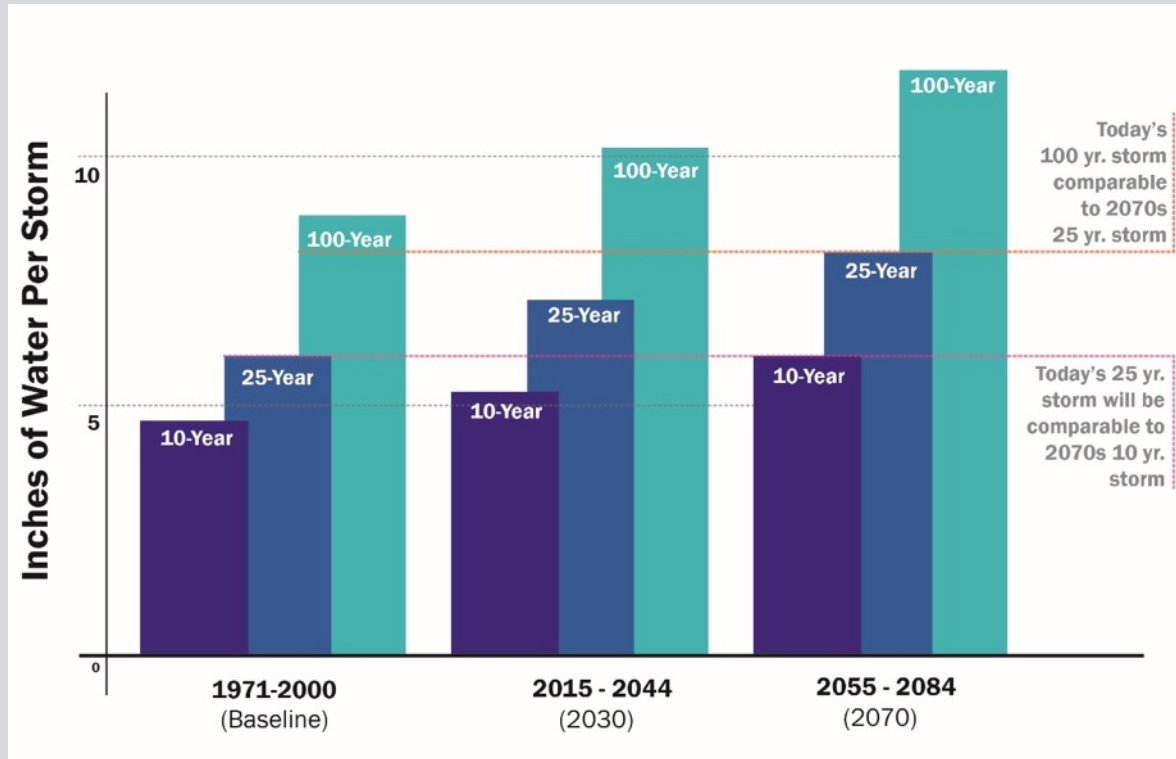


Typical Public Meeting

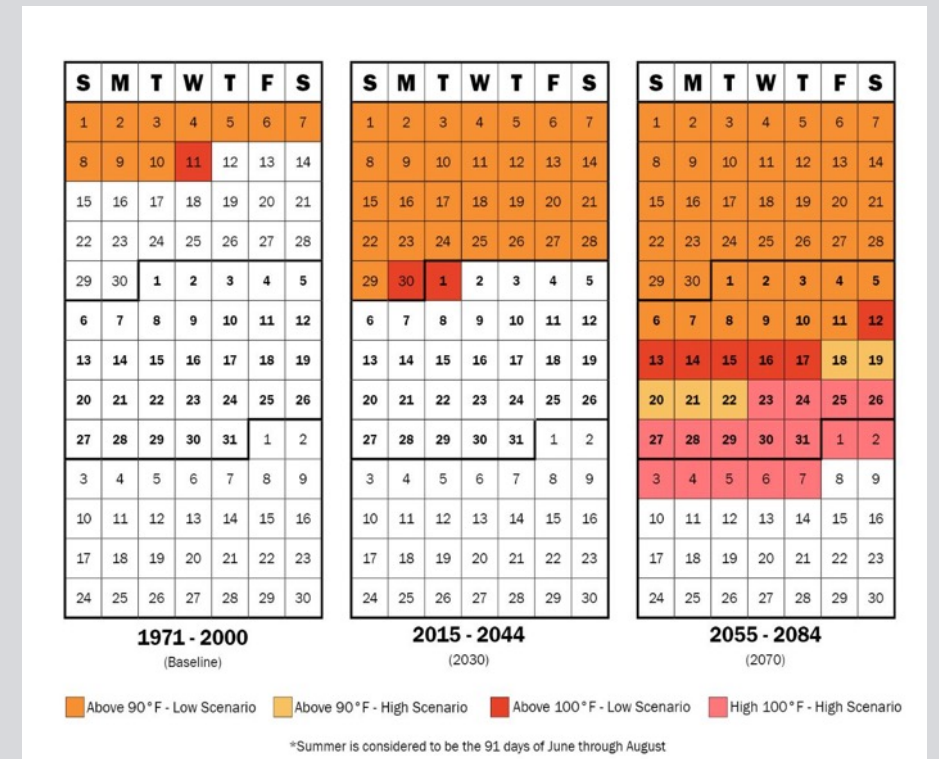


Piggyback on Community Events

# Technical Language



Bar Charts



Easy to Grasp Graphics

# Competing Priorities

What prevents you from making these changes?

# 1 Answer: I'm a renter

#2 Answer: Cost

**What is your vision to better prepare for more frequent HEAT WAVES?**  
¿Cuál es tu visión para prepararse mejor para OLAS DE CALOR más frecuentes?

**How would you make your home more comfortable?**  
¿Cómo harías que tu casa sea más cómoda?

**ADAPTED BUILDINGS**

- Add more insulation & new windows**  
Agregar más aislamiento y ventanas nuevas
- Install air conditioning such as ductless split a/c**  
Instalar aire acondicionado, como los split sin ductos
- Adapt your roof to be a reflective roof**  
Adaptar el techo para que sea un techo reflectante

Place your dots here:

Coloca tus puntos aquí:

**ESILIENT ECOSYSTEMS**

- Remove or replace asphalt with light colored pavement**  
Eliminar o reemplazar el asfalto con pavimento de color claro
- Plant more grass and/or trees**  
Plantar más césped y/o árboles
- Add shade structures**  
Añadir estructuras de sombra

Place your dots here:

Coloca tus puntos aquí:

**What prevents you from making these changes?**  
¿Qué te impide hacer estos cambios?

**Place your dots here: Coloca tus puntos aquí:**

- I'm a renter & I need the owner's permission**  
Soy inquilino y necesito el permiso del propietario
- I don't have time or the ability**  
No tengo el tiempo ni la capacidad
- Cost (I don't have the money)**  
Costo (no tengo el dinero)
- Need more information (on how to do it)**  
Necesito más información (sobre cómo hacerlo)

**What is your vision to better prepare for frequent FLOODING?**  
¿Cuál es tu visión para prepararte mejor para INUNDACIONES frecuentes?

**How would you protect your home to make it safe?**  
¿Cómo protegerías tu hogar para que sea seguro?

**ADAPTED BUILDINGS**

- Relocate electric panels & air/heat units to a higher floor**  
Cambiar los paneles eléctricos y las unidades de aire/calentación a un piso más alto
- Make the building water tight**  
Hacer que el edificio sea hermético
- Install a sump pump and generator**  
Instalar una bomba de sumidero y un generador

Place your dots here:

Coloca tus puntos aquí:

**ESILIENT ECOSYSTEMS**

- Allow more water to soak into the ground**  
Permitir que más agua penetre en el suelo
- Add a green or blue roof**  
Agregar un techo verde o azul
- Install a rain garden**  
Instalar un jardín de lluvia

Place your dots here:

Coloca tus puntos aquí:

**What prevents you from making these changes?**  
¿Qué te impide hacer estos cambios?

**Place your dots here: Coloca tus puntos aquí:**

- I'm a renter & I need the owner's permission**  
Soy inquilino y necesito el permiso del propietario
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- Need more information (on how to do it)**  
Necesito más información (sobre cómo hacerlo)

# Know your Audience

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(Cambridge Public Health Department)

## PREPARANDO CAMBRIDGE PARA MUDANÇAS CLIMÁTICAS

### RISCOS RESULTANTES DE MUDANÇAS CLIMÁTICAS EM CAMBRIDGE

Em 2017, a prefeitura realizou uma Avaliação de Vulnerabilidades Resultantes de Mudanças Climáticas para identificar as áreas críticas de vulnerabilidades físicas e sociais. Se nada fizermos para nos preparar para as mudanças climáticas, Cambridge vai sofrer o impacto de:



**CALOR:** Dias mais quentes e ondas de calor mais prolongadas.



**INUNDAÇÕES:** Mais chuvas e níveis mais altos do oceano significam inundações maiores e mais frequentes.



**EVENTOS EXTREMOS DE CHUVAS INTENSAS:** Danos resultantes de inundações mais localizadas, possivelmente já em 2030.

### COMO GUARDAR SUA CASA E SEU BAIRRO

Medidas que você pode tomar para se preparar das ameaças da mudança climática



**PREPARE SUA COMUNIDADE**  
A preparação, agora, significa melhorias para seu bairro. Conecte-se com seus vizinhos e saiba com quem você pode contar durante emergências, por ex., durante quedas de energia.



**PASSE A USAR ENERGIA RESILIENTE**  
Atualize sua casa para usar energia resiliente, como painéis solares e isolamento térmico de alto desempenho. Isso vai economizar 20 a 30% nos custos de utilidades públicas.



**ADAPTAÇÕES AOS PRÉDIOS**  
Bancadeiras/lomilhas e unidades elétricas e instale uma válvula de retenção de esgoto no seu porão. Isso vai evitar economizar milhares de dólares no custo das reparações de danos causados por inundações.



**SISTEMAS NATURAIS RESILIENTES**  
Plante árvores no seu quarteirão para que ele fique 2 a 4 graus mais fresco nos meses quentes. Isso também ajudará a abaxiar o custo da eletricidade do ar-condicionado.

### COMO GUARDAR NOSSA COMUNIDADE

As iniciativas que a prefeitura instituiu para lidar com as mudanças climáticas incluem:



**O PLANO DE RESILIÊNCIA E PREPARAÇÃO PARA AS MUDANÇAS CLIMÁTICAS** identifica estratégias para lidar com mudanças climáticas.



**A FERRAMENTA DE FLOODVIEWER** permite que os usuários consultem projeções do risco de inundação de terrenos específicos.



**OS PASSOS PARA GUARDAR A SUA PROPRIEDADE** de inundações são explicados em um panfleto preparado pela Prefeitura.



**TORNAR O NET ZERO CAMBRIDGE UMA REALIDADE** que reduzirá a poluição por carbono e ajudará a diminuir os riscos da mudança climática.

As estratégias de resiliência propostas estão integradas ao plano abrangente para a cidade: o **Envision Cambridge**.

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(Cambridge Community Development Department)

## PREPARANDO CAMBRIDGE PARA EL CAMBIO CLIMÁTICO

### RIESGOS DEL CAMBIO CLIMÁTICO EN CAMBRIDGE

En 2017, la Ciudad llevó a cabo la Evaluación de Vulnerabilidad ante Cambios Climáticos para identificar las áreas críticas de vulnerabilidad física y social. Si no hacemos nada para prepararnos para el cambio climático, Cambridge se verá afectada por:



**CALOR:** Días más calurosos y olas de calor más prolongadas.



**INUNDAIONES:** Más lluvia y niveles más altos de los océanos generan inundaciones más frecuentes y profundas.



**LLUVIAS EXTREMAS:** Más daños localizados debido a las inundaciones a partir del 2030.

### CÓMO PROTEGER SU HOGAR Y VECINDARIO

Medidas que puede tomar ante las amenazas del cambio climático.



**PREPARE A SU COMUNIDAD**  
Si se prepara ahora, podrá mejorar su vecindario. Reunirse con sus vecinos para saber a quién recurrir durante alguna emergencia, como en casos de cortes de luz.



**CAMBIE A ENERGÍA RESILIENTE**  
Actualice su hogar con energía resiliente mediante paneles solares y aislantes de pared de alto rendimiento. Esto le permitirá ahorrar entre un 20 y 30 % en sus facturas de servicios.



**ADAPTE SU VIVIENDA**  
Eleve las calderas u hornos y las unidades eléctricas, e instale un dispositivo para impedir el retroceso de aguas residuales en el sótano. Podría ahorrarle miles de dólares en costos de reparación por inundaciones.



**SISTEMAS NATURALES RESILIENTES**  
Plante árboles para que su calle y manzana tengan de 2 a 4 grados menos durante los meses más calurosos. También ayudará a bajar el costo de su factura de electricidad.

### CÓMO PROTEGER A NUESTRA COMUNIDAD

Las iniciativas de la ciudad que se están implementando para abordar el tema del cambio climático incluyen:



**EL PLAN DE RESILIENCIA Y PREPARACIÓN PARA EL CAMBIO CLIMÁTICO** identifica estrategias para abordar los riesgos climáticos.



**LA HERRAMIENTA DE FLOODVIEWER** permite a los usuarios buscar proyecciones de riesgo de inundación para parcelas específicas.



**LOS PASOS PARA PROTEGER SU PROPIEDAD** de las inundaciones están explicados en un panfleto preparado por la ciudad.



**LOGRAR QUE CAMBRIDGE SEA UNA COMUNIDAD "NET ZERO (ENERGÍA CERO)"** reducirá la contaminación de carbono y ayudará a reducir los riesgos del cambio climático.

Las estrategias de resiliencia propuestas forman parte del plan integral de la ciudad llamado: **Envision Cambridge**.

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(Cambridge Community Development Department)

## PREPARASYON CAMBRIDGE POU CHANJMAN KLIMATIK

### RISK POU CHANJMAN KLIMATIK NAN CAMBRIDGE

An 2017, Vil la te fè Evalyasyon Vinerabilite pou Chanjman Klimatik (Climate Change Vulnerability Assessment) pou kapab identifiye zòn an danje ki trè vinerab fizikman ak sosyalman. Si pa gen anyen ki fèt pou chanjman klimatik, Cambridge prat:



**CHALÈ:** Pliis jou chalè ak vag chalè ki dire pliis tan.



**INONDASYON:** Pliis lapli ak nivo oseyan ap monte, ki vle di inondasyon ki rive pi souvan ak pi fon.



**PUS JOU AK GWO LAPLI:** Pliis domaj akòz inondasyon ki lokalize, ki ka kouranse nan lane 2030.

### PWOTEJE LAKAY OU AK KATYEW

Aksyon ou ka fè pou kontre menas chanjman klimatik



**PREPARE KOMINOTE'W**  
Lè ou prepare depi kounye an, ou prat amelyore katyew lan. Raskrite wazyen'w pou konnen kijan pou kontakte yo lè gen jans, tankou lè gen biakwout.



**MODÈNIZE AK ENÈJI KI REZISTAN**  
Modènize kay ou pou li kapab gen enèji rezistan ak panno solè e ensolasyon nan mi ki gen gwo pèfòmans. Sa prat pèmèt ou ekonomize 20-30% sou bòdwo elektrisite ou yo.



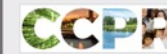
**ADAPTE BILDING**  
Leve chodyè/chofaj ak ensalasyon elektrik yo atè a, epi instale yo pou anpeche dlo sal yo retounen nan besment la. Li ka ede'w sòve plizyè milye dola nan depans reparasyon akòz de inondasyon.



**SISTÈM NATIRÈL KI REZISTAN**  
Plante pyebwa pou rafrechè blok ou pou li gen 2-4 degre mwens pandan mwa chòlè yo. Epi tou, sa prat ede'w bese bòdwo pou rafrechè kay ou.

### PWOTEJE KOMINOTE'W

Pami inisyativ Vil la mete anplas pou kontre chanjman klimatik, genyen:



**PREPARASYON POU CHANJMAN KLIMATIK AK PLAN REZISTAN** ki identifiye estrateji pou jere risk klima.



**YON ZOUTI POU OBSÈV INONDASYON** ki pèmèt nou konsilte pwofeksyon pou risk inondasyon pou pasèl teren espesifik.



**ETAP POU PWOTEJE PWOPRIYETE'W** kontre inondasyon yo explique nan yon filiv Vil la pare.

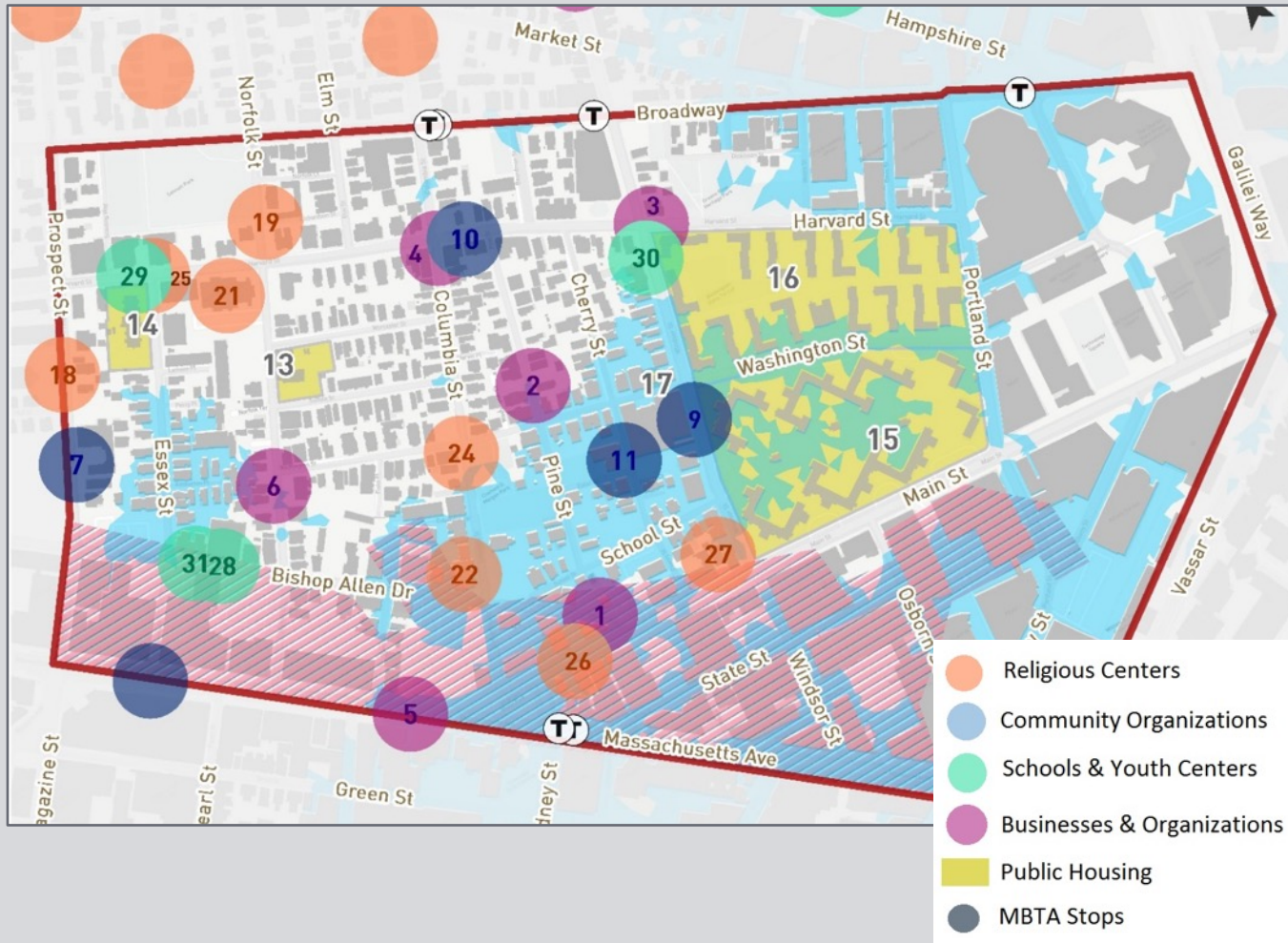


**REALIZE NET ZERO CAMBRIDGE** prat redwi poliyon kabòn epi ede redwi risk chanjman klimatik.

Estrateji rezistan ki pwopoze yo entegre nan plan komple Vil la ki rele: **Envision Cambridge**.

# Assuming the City or Other Organization Will Take Care of Me

## CRITICAL SERVICES AT RISK FOR 2030 100-YEAR PRECIPITATION FLOODING/HEAT



(24) Pentecostal Tabernacle North Campus  
 (25) St. Bartholomew's – Episcopalian-- Union Baptist  
 Church Christian Mission Holiness Church

Cambridge Community Foundation  
 (10) Cambridge Community Outreach  
 Cambridge Community Art Center  
 Margaret Fuller Neighborhood House  
 (13) Tutoring Plus

(29) Moses Youth Center  
 Fletcher Maynard Academy  
 Prospect Hill Academy  
 The Algebra Project, Inc

Central Square Farmers Market (Mass Farmers Market)  
 Discovery Learning Associates  
 (4) Izzy's Restaurant & Sub Shop  
 Camie's Bakery and Restaurant  
 Central Square Theater / Underground Railway Theater  
 (6) The Gospel Room

(15) (16) Washington Street Apartments  
 Newtowne Court Apartments

# Misconception Around Messaging of Climate Change

I'm from Florida, this isn't hot.

2070 is so far from now!



Solutions and Moving Forward

# Consistency of Message Across Mediums

3D VR Tool

DPW Pamphlet

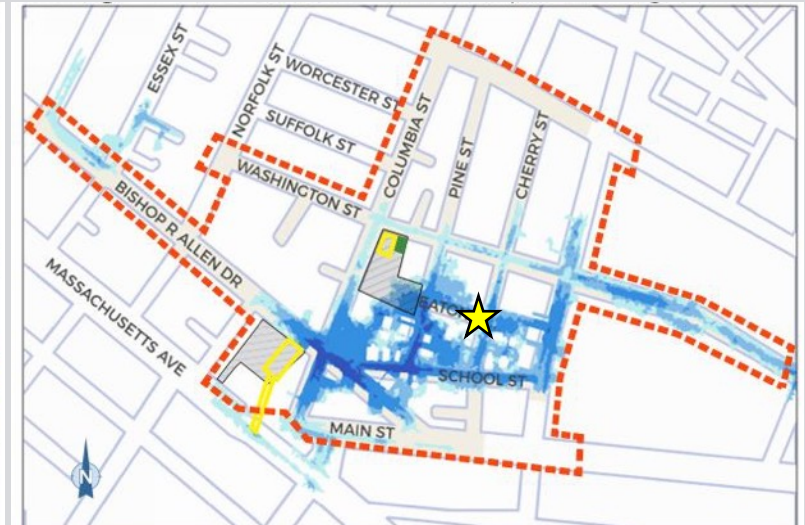
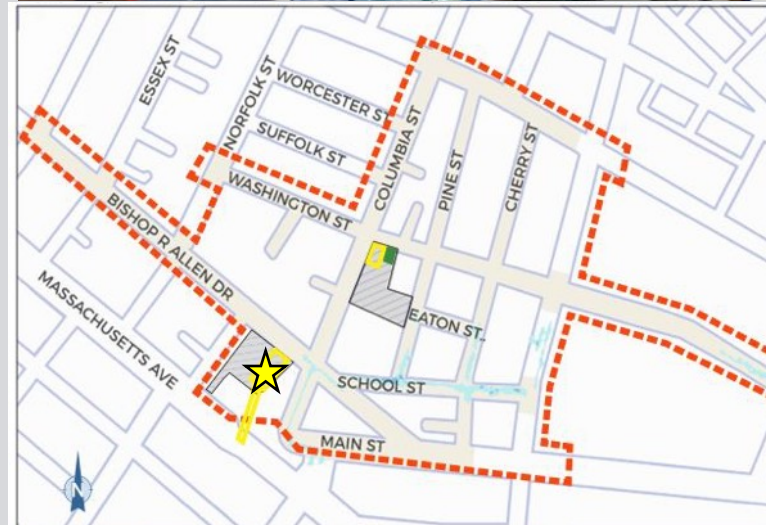
2030 annual 10% chance of flood  
(10 year 24hr storm)



2030 improved with the construction of the PL-6 Stormwater Tank



2030 annual 4% chance of flood  
(25 year 24hr storm)



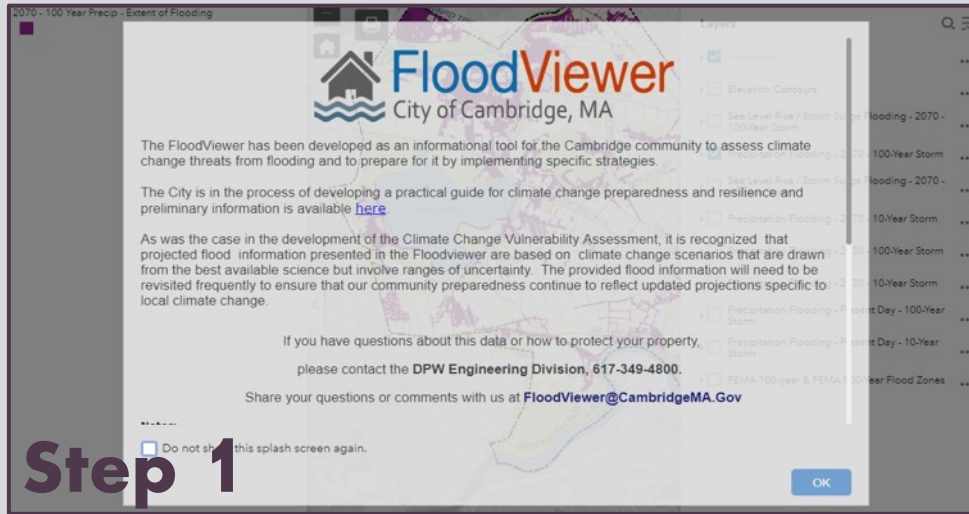


# Providing Clear Guidance Materials

- 1. Use flood resilient materials*
- 2. Build exterior flood walls*
- 3. Install backwater valves*
- 4. Elevate/relocate utilities*



# Providing Easy-to-Use Tools



**Step 1**

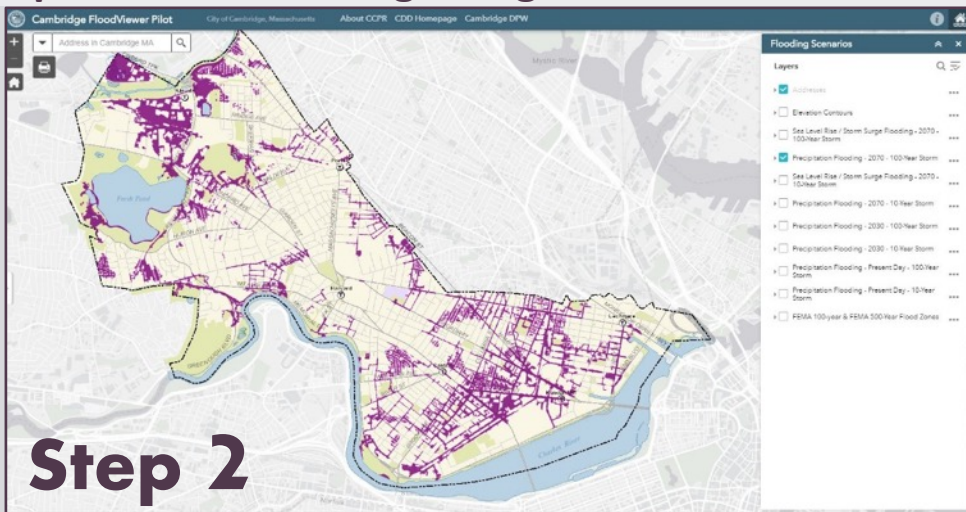
Google: Cambridge Flood Viewer

Website: <http://www.cambridgema.gov/Services/FloodMap>



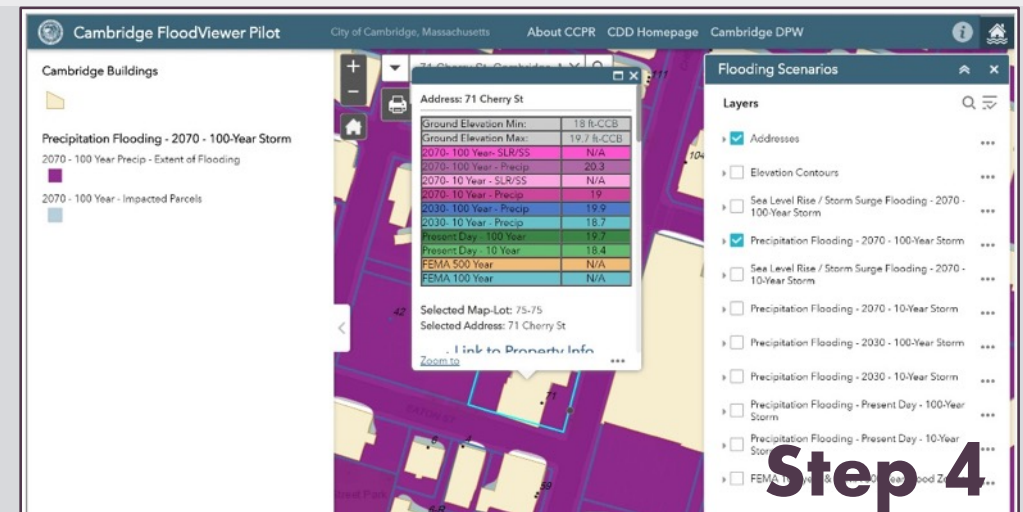
**Step 3**

Select Address & Storm



**Step 2**

Design Flood 2070 – 100 Year Precipitation



**Step 4**

Click on Property for More Info

# Learn and Adapt

## PROTECTING YOUR HOME AND NEIGHBORHOOD

Actions you can take in response to climate change threats



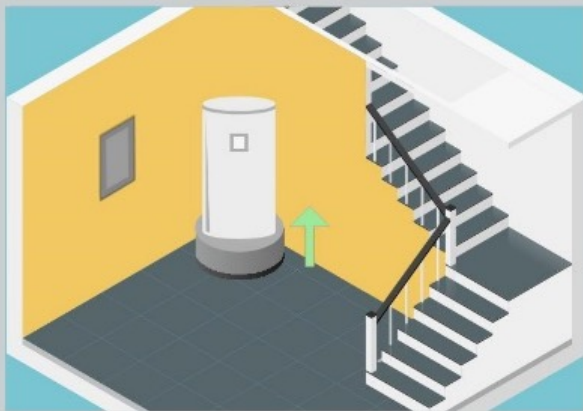
### PREPARE YOUR COMMUNITY

By preparing now, you will enhance your neighborhood. Meet your neighbors to know who to reach out to during emergencies, such as power outages.



### UPGRADE FOR RESILIENT ENERGY

Update your home to be energy resilient with solar panels and high-performance wall insulation. It will save you 20-30% on utility bills.



### ADAPT BUILDING

Raise boilers/furnaces and electrical units, and install a sewer backflow preventer in your basement. It could save thousands of dollars in flood repair costs.



### RESILIENT NATURAL SYSTEMS

Plant trees so your block is 2-4 degrees cooler in hot months. It will also help lower your cooling bills.

# PROTECTING YOUR HOME AND NEIGHBORHOOD

Actions you can take in response to climate change threats



## PREPARE YOUR COMMUNITY

### ACTION:

- Meet your neighbors to know who to reach out to during emergencies, such as power outages.

### IMPACT:

- By preparing now, you will enhance your neighborhood.



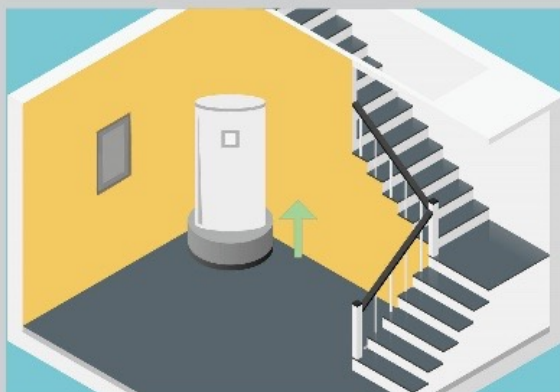
## UPGRADE FOR RESILIENT ENERGY

### ACTION:

- Install solar panels
- Upgrade to high performance wall installation
- Install a heat pump

### IMPACT:

- It will save you 20-30% on utility bills.



## ADAPT BUILDING

### ACTION:

- Raise boilers/furnaces and electrical units
- Install a sewer backflow preventer in your basement.

### IMPACT:

- It could save thousands of dollars in flood repair costs.



## GREEN YOUR PROPERTY

### ACTION:

- Plant trees
- Decrease paved areas
- Plant a garden

### IMPACT:

- It will make your house cooler during a heat wave.

# Questions?

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<https://www.cambridgema.gov/CDD/climateandenergy/climatechangeplanning>

Preparing Your Community

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<https://www.cambridgema.gov/Services/FloodMap>

<https://go.wondavr.com/SHPM2kCupP>

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