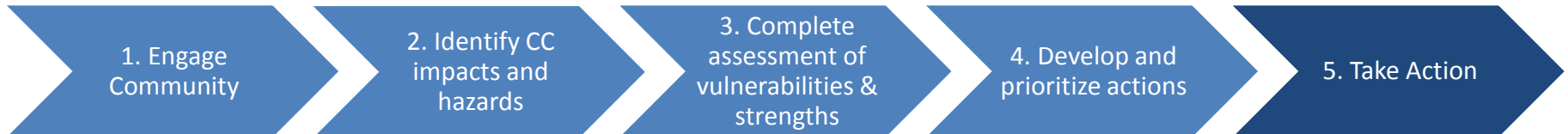# Municipal Vulnerability Preparedness (MVP)
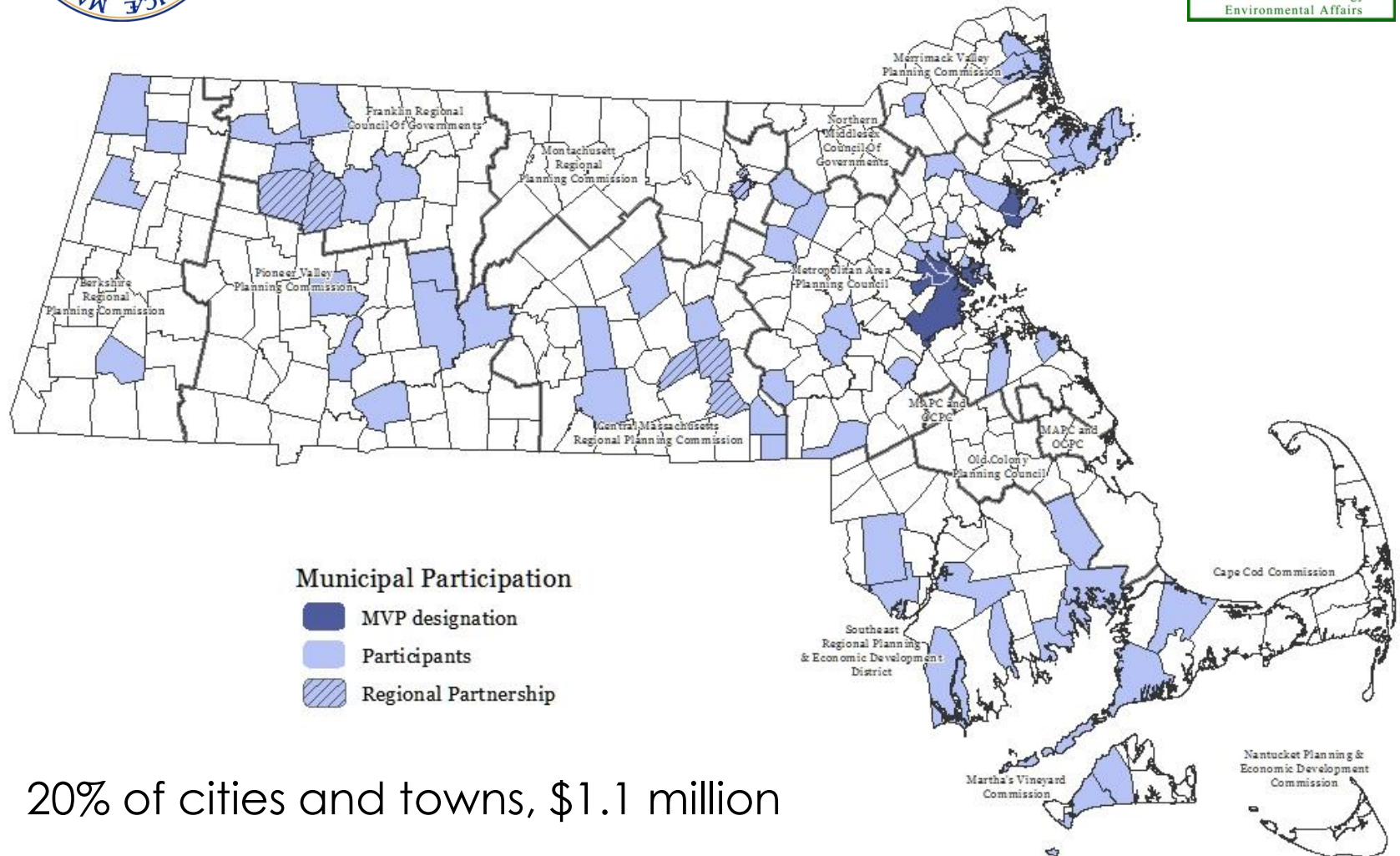

State and local partnership grant to build resiliency to climate change

| 1. Engage Community | 2. Identify CC impacts and hazards | 3. Complete assessment of vulnerabilities & strengths | 4. Develop and prioritize actions | 5. Take Action |

MVP Program 2017-2018

20% of cities and towns, $1.1 million

MVP Program
Ensuring Success Webinars

- Working with MVP Service Providers
  - EEA and TNC
- Advancing Social Equity in Climate Adaptation Planning
  - MAPC
- Alternatives for engaging your community
  - December 18, 2017
  - RTWN
  - Other than acting as service provider, how can you help the CRB process?
- The Importance of Listening
  - January 8, 2018
  - MMC
  - Why honest engagement with constituents and stakeholders is critical to project success

- Bylaw Review
  - January 22, 2018
  - Mass Audubon
  - The impact of local bylaws and regulation on nature based solutions
- Nature Based Solutions
  - February 5, 2018
  - TNC
  - Cost effective, long term solutions that leverage natural assets of your municipality
- Characterizing coastal flood hazards and increasing resilience
  - February 26, 2018
  - CZM
  - How to characterize future potential coastal flood risk, identify vulnerabilities and advance community action

MVP Program
Learn more

https://www.mass.gov/municipal-vulnerability-preparedness-program

Katie Theoharides – kathleen.theoharides@state.ma.us

Jenny Norwood – jennifer.norwood@state.ma.us

Advancing Social Equity

In Climate Adaptation Planning

Photo Credit: Renato Castelo

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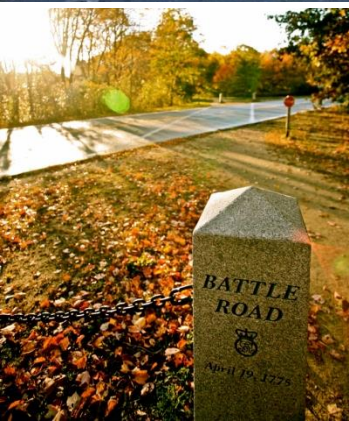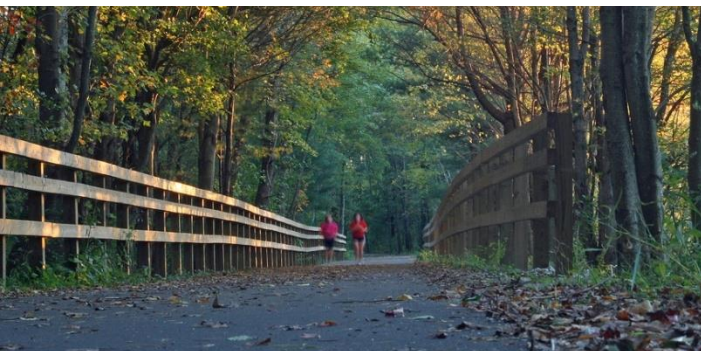
Presenters:

Barry Keppard
Public Health Director

Renato Castelo
Community Engagement Manager

Darci Schofield
Senior Environmental Planner

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Presentation Outline:

1. Who are the Most at Risk to Climate Change?
2. Best Practices to Ensure Diverse Participation.
3. Equity in Climate Planning-Case Studies.
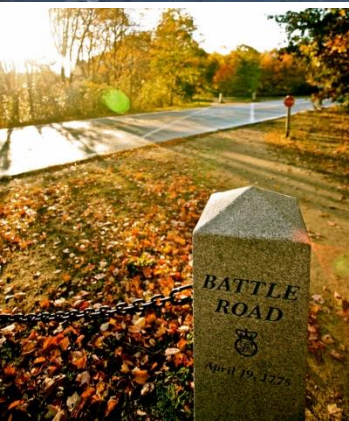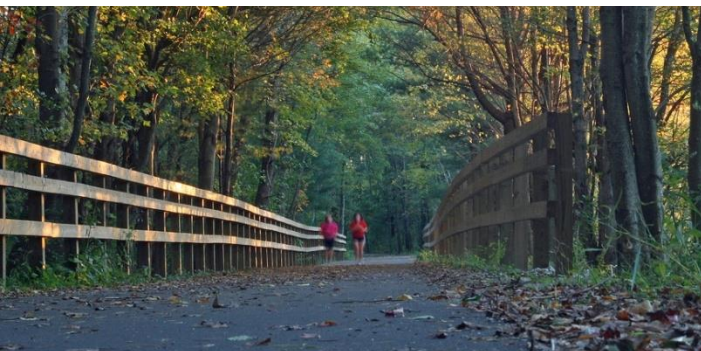
Societal Vulnerabilities
Who is At Risk from Climate Change Impacts?

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Climate Change

Cities and Town in Massachusetts projected to experience:

Warmer Average Temperatures
Longer, hotter summers
Sea level rise
Greater extreme precipitation events
More frequent flooding

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What is most at risk to these climate change impacts?

Source: David Mark, Maynard Life Outdoors

Who is most at risk to these climate change impacts?

BRENDAN SMIALOWSKI/AFP/GETTY IMAGES

Who is most at risk to climate change impacts?

Susceptible life stages

Pregnant women, Children and adolescents, Older adults

Existing health conditions

Persons with preexisting chronic diseases, Persons with disabilities

Occupationally exposed groups

Outdoor workers, First responders, Those working in hot indoor environments

Groups marginalized by race/ethnicity, SES, and English proficiency

Communities of color (particularly Indigenous, Black, and/or Hispanic populations), Low income/SES, Low English proficiency speakers, Immigrants

Groups living in vulnerable locations

Historic or predicted floodplain, urban flooding locations, areas prone to wildfire, heat islands, neighborhoods prone to power outages

Those who encompass multiple impacted identities are at greatest risk and therefore should be prioritized in planning considerations

Why are these populations at risk? An example

- Susceptible life stages (children, pregnant women, and older adults)

  – Extreme heat events:

    - Children/young athletes may experience increases in heat illness, ER visits, and death

    - Pregnant women may experience adverse birth outcomes such as increased neonatal death, preterm birth, etc.

    - Older adults may experience heat exposure deaths and increased hospitalization for cardiovascular and respiratory disorders

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Why are these populations at risk? An example

- Susceptible life stages (children, pregnant women, and older adults)

  - Degraded air quality

    - Children/young athletes may experience increases in asthma hospitalization and other allergies

    - Pregnant women may experience adverse birth outcomes

    - Older adults may experience heightened asthma and COPD symptoms

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Why are these populations at risk? An example

- Susceptible life stages (children, pregnant women, and older adults)

  - Infectious diseases

    - Children/young athletes may experience increases in gastrointestinal disease and death

    - Pregnant women may have greater rates of infection for themselves and the fetus – Lyme disease, West Nile virus, and more

    - Older adults may experience greater infectious disease due to compromised immune systems

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How might we assist municipalities in identifying populations at risk from climate change impacts and other hazards?

Map Locations of Populations Potentially At Risk
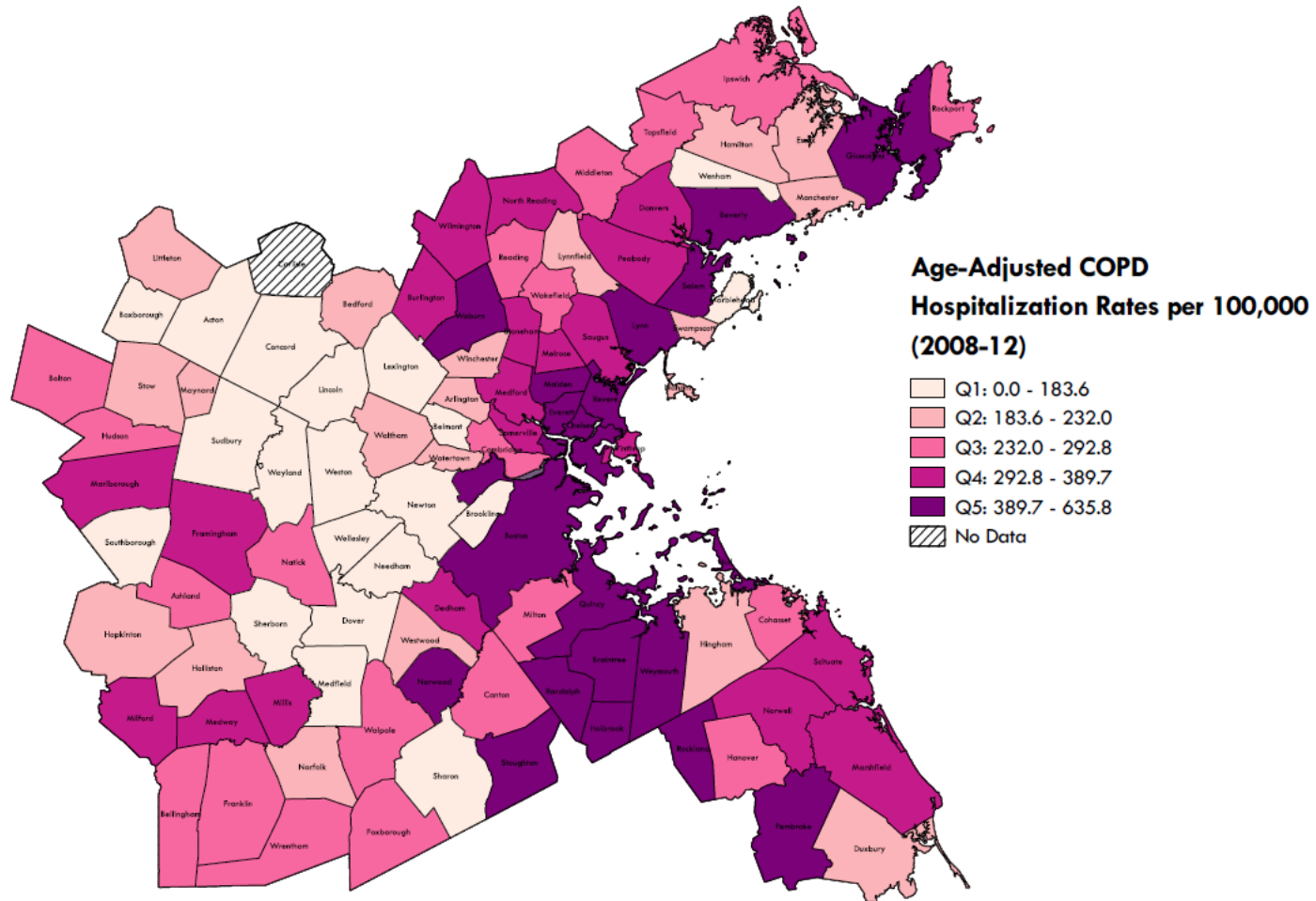
Source: MAPC, MDPH

Explore Data About Populations Potentially At Risk

Race and Ethnicity by Age Group
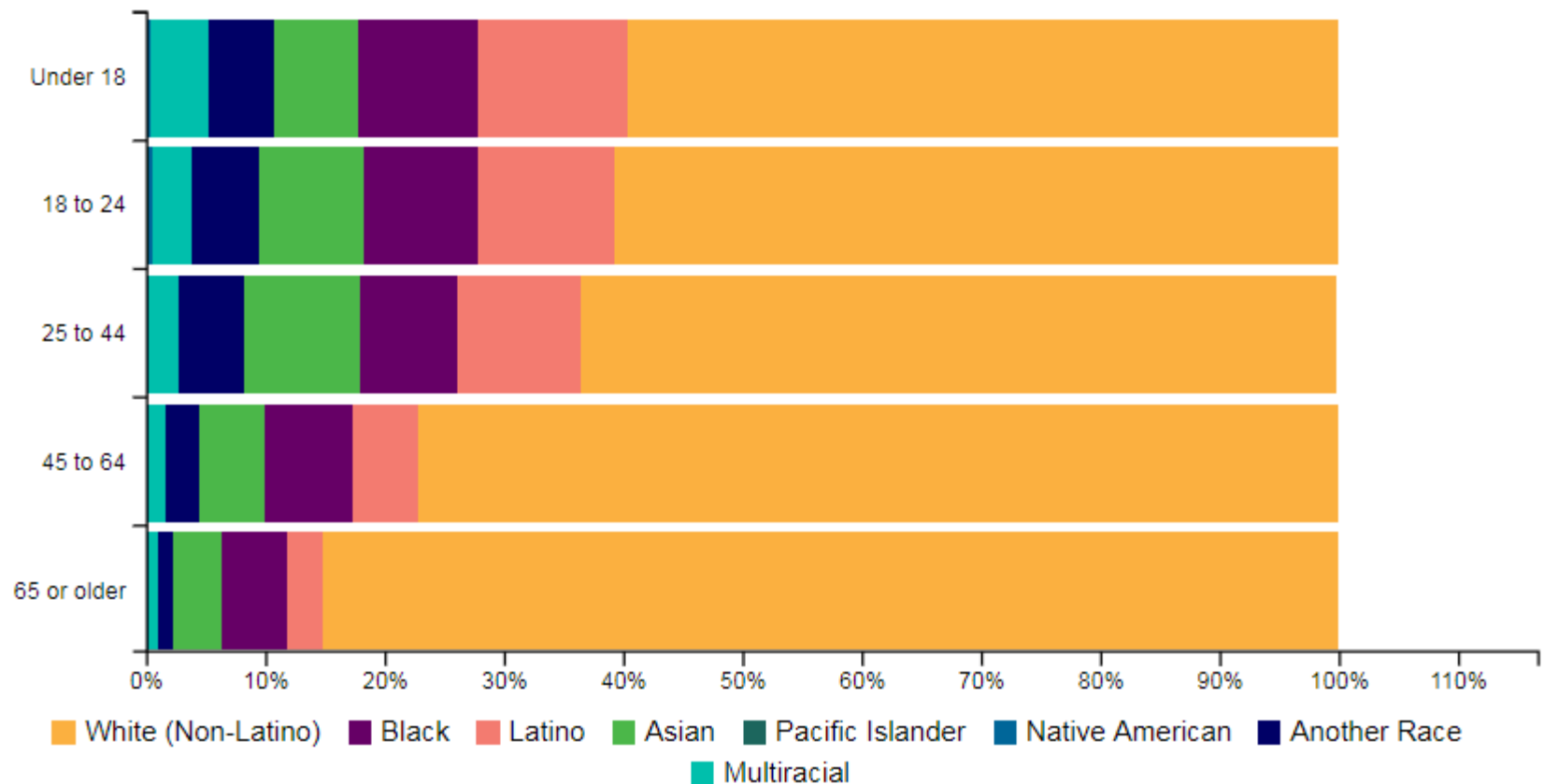
Source: State of Equity Metro Boston 2017

Explore Data About Populations Potentially At Risk

MAGIC Employment by Industry, 2015

Legend:
- Professional and Business Services — 28%
- Education and Health Services — 22%
- Trade, Transportation, Utilities — 14%
- Manufacturing — 11%
- Leisure and Hospitality — 8%
- Construction — 4%
- Information — 4%
- Other Services — 3%
- Financial Activities — 3%
- Public Administration — 2%
- Natural Resources and Mining — 1%
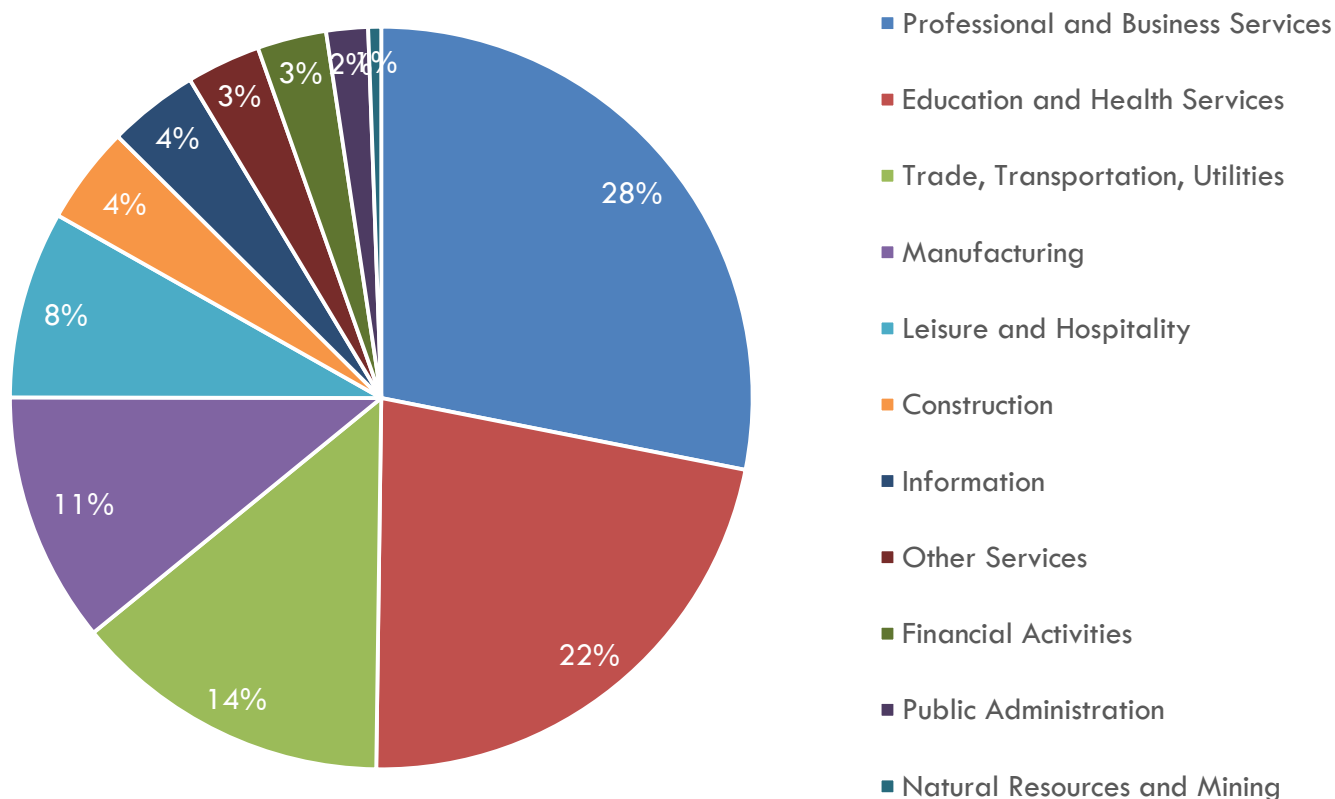
Source: State of Equity Metro Boston 2017

Mapping and Data Provide a Guide for Who Should Be Involved
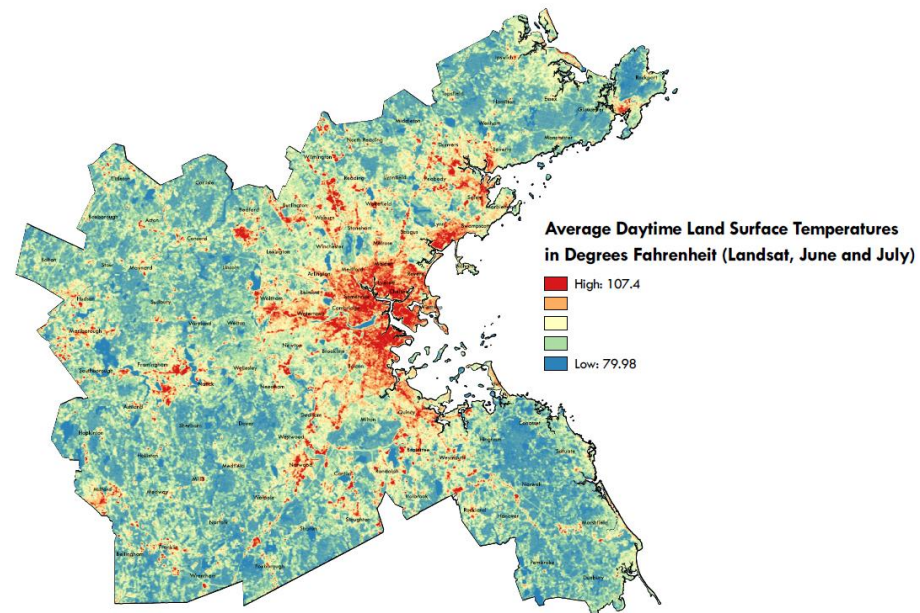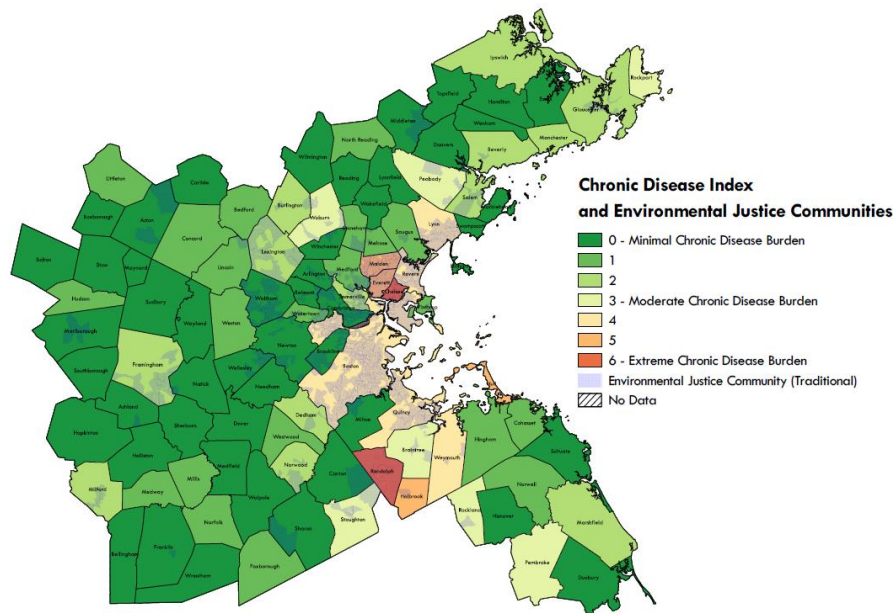
Source: MAPC, MDPH

As well as for identifying societal vulnerabilities and strengths

Who is most at risk to climate change impacts?

Susceptible life stages
Pregnant women, Children and adolescents, Older adults

Existing health conditions
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Those who encompass multiple impacted identities are at greatest risk and therefore should be prioritized in planning considerations

Knowing who not only identifies who may have the greatest needs, it is also a guide to who you need to include in the process and what actions may be needed to engage those groups

Ensuring Diverse Participation
Engagement Best Practices

Prepare for the Workshop

Tasks:

1. Establish a core team with goals
2. Engage stakeholders
3. Prepare materials for workshop
4. Decide on participant arrangements.

1. Establish a Core Team with Goals

Select members of the Core Team thoughtfully.
- Find "natural leaders" who will help you bring people to the workshop.
- Include age, gender, race, faith and SES to form a diverse Core Team that represents the needs and interests of the boarder community.

Charge your Core Team with responsibilities, not just tasks.
- Empower your Core Team to own the process:
  - "Would you make these 15 phone calls telling people abut the workshop? Vs. Would you take responsibility for getting 10 people to come to the workshop?"

Time meetings appropriately.
- This will impact the type of participants who will show up.

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2. Engage Stakeholders

Five steps to design your community engagement strategy:

1. Define your purpose of engagement

2. Conduct a stakeholder analysis

3. Consider your resources, challenges, opportunities & scale

4. Craft compelling messages

5. Select approaches to reach out to community members

2. Engage Stakeholders

Step 1: Core Team helps you identify the purpose of engagement

- Why is community input and involvement necessary to the project?
- What does successful engagement look like in the short and long term?

Step 2: Conduct a stakeholder analysis with your Core Team

- Gather demographics data for the area to inform your process
- Conduct a brainstorm session with your Core Team to create a list of stakeholders *(community groups, elected officials, non-profits, etc.)*
- Get to know the community *(Visit the area, read local news, conduct interviews.)*

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2. Engage Stakeholders

Step 3: Look at your resources, challenges, opportunities, and scale of engagement

- Consider budget, staff time, local partners, and established relationships in the community.

- Are there internal and/or external factors that can limit or strengthen your efforts? *(Discuss with Core Team)*

Step 4: Craft compelling messages

- Appeal to people's self-interest. *(What's in it for them? Why should they care? – be sensitive.)*

- Tailor your message to different audiences.

- Think about how to deliver your message. *(Who is the best messenger? How can the message be delivered most effectively? Does anything need to be translated?)*

- Talk to community leaders to find out community interests and concerns in advance.

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2. Engage Stakeholders

Step 5: Identify approaches to reach out to the community.

- With messages and stakeholders in mind, list tools and techniques to bring people to the workshop.
    - Find partners: Hold one-on-one meetings with community leaders and organizations
    - Connect with the housing authority
    - Mail workshop flyers in utility bills
    - Connect with local popular social media sites
    - Have a booth at a local community event

COMMUNITY ENGAGEMENT

STRATEGY CHART

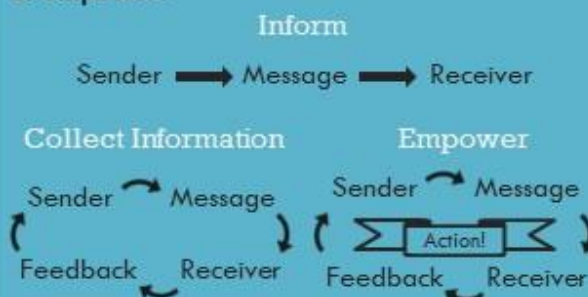Be specific. List all the possibilities.
Develop a timeline.

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Metropolitan Area Planning Council
Community Engagement Division — 617-933-0735
60 Temple PL Boston MA | www.mapc.org
Last updated: 6/15/17

1. PURPOSE OF ENGAGEMENT

Ask yourself these questions. They will help you define the purpose of engagement.

- Why is community input and involvement necessary to the project?
- What does successful engagement look like in the short and long-term?

Are you looking to inform, collect information, or empower?

Inform

Sender ⟶ Message ⟶ Receiver

Collect Information

Sender ↷ Message
Feedback ↶ Receiver

Empower

Sender ↷ Message
Feedback ↶ Receiver
Action!

2. STAKEHOLDER ANALYSIS

1. Get to know the community
* Visit the area   * Read local news
* Conduct interviews   * Use local/regional data

2. Create a list of stakeholders
Examine demographic and socioeconomic data.

Is anyone being left out of the process?

3. Explore each stakeholder. Consider:
- How could they be impacted by the project?
- What's their level of support for the project?
- How could they impact project outcomes?
- What is their level of influence on the project?

3. RESOURCES, CHALLENGES, OPPORTUNITIES, & SCALE

List the resources your office brings to the project. Consider budget, staff time, local partners and established relationships in the community.

Are there internal and/or external factors that can limit or strengthen your efforts?

Based on steps 1-3, select your Scale of Engagement:

- **Broad**: Most stakeholder groups are taken into account during the planning process.
- **Moderate**: Some stakeholders' opinions are taken into account.
- **Limited**: Only a targeted segment of stakeholders inform the process.

4. MESSAGING

1. **Appeal to people's self interest.** What is in it for them? Why should they care?

2. **Tailor your message to each audience.** If I was [stakeholder X], why would I care about the goals or outcomes of the project?

3. **Delivering the message.** Who is the best messenger? How can the message be delivered most effectively (*flyers, social media, radio, local access TV, etc.*)? Does anything need to be translated?

* Best practice: Talk to community leaders to find out community interests and concerns in advance.

5. APPROACH

Now, with the messaging and stakeholders in mind, list the tools and techniques you'll use.

To Inform
- Fact sheets
- Websites/flyers
- PowerPoints

To Collect Info
- Focus groups
- Surveys/polling
- Public meetings
- Community mapping
- Visioning workshops
- Open houses

Need more ideas?
Explore MAPC's Recipe Book!

To Empower
- Resident advisory committees
- Advocacy trainings
- Participatory decision-making
- Resident juries

Your approach must:
- Be in context and make sense to your audience.
- Be directed at a specific constituency.
- Be flexible and creative.

3. Prepare Materials for Workshop

Proposed approach could be strengthened by:

- Build connections to increase community relations, strength, and inclusion.
    - Use an ice breaker to open the workshop, and half way through it to energize the group; allow for everyone to introduce themselves; create space to share personal stories; etc.
- Considering language needs *(interpretation/translation of materials)*
- Recognize that people are context experts – try not to pre-define all of the workshop content in advance.

4. Decide on Participant Arrangements

"Careful consideration should be directed to diversifying small team membership based on rank, position, roles, responsibilities, and expertise of participants." *CRB Workshop Guide, Page. 7*

- Add race, gender, and English proficiency, faith to the list.

- Set group agreements at the beginning of the workshop.

- Be mindful about providing a space for everyone to speak.

Other Considerations:

- **Go to where people are – don't expect them to show up**. Hit the ground and see who would actually be impacted by climate issues. Focus on getting to the groups who tend to be invisible in these conversations.

- **Establish relationships with community groups/leaders**. Those who are the hardest to reach are typically the ones who have the most to lose.

- **Recognize that many people are not familiar with the system**. Many are disenfranchised, afraid of the government, or simply not used to being asked for their opinion on particular matters.

- **If possible, provide incentives for participation**, such as gift cards to participants or stipends to organizations that are helping you conduct outreach for the workshop.

- **Consider the time of your meetings.** This will impact who will show up to the workshop.
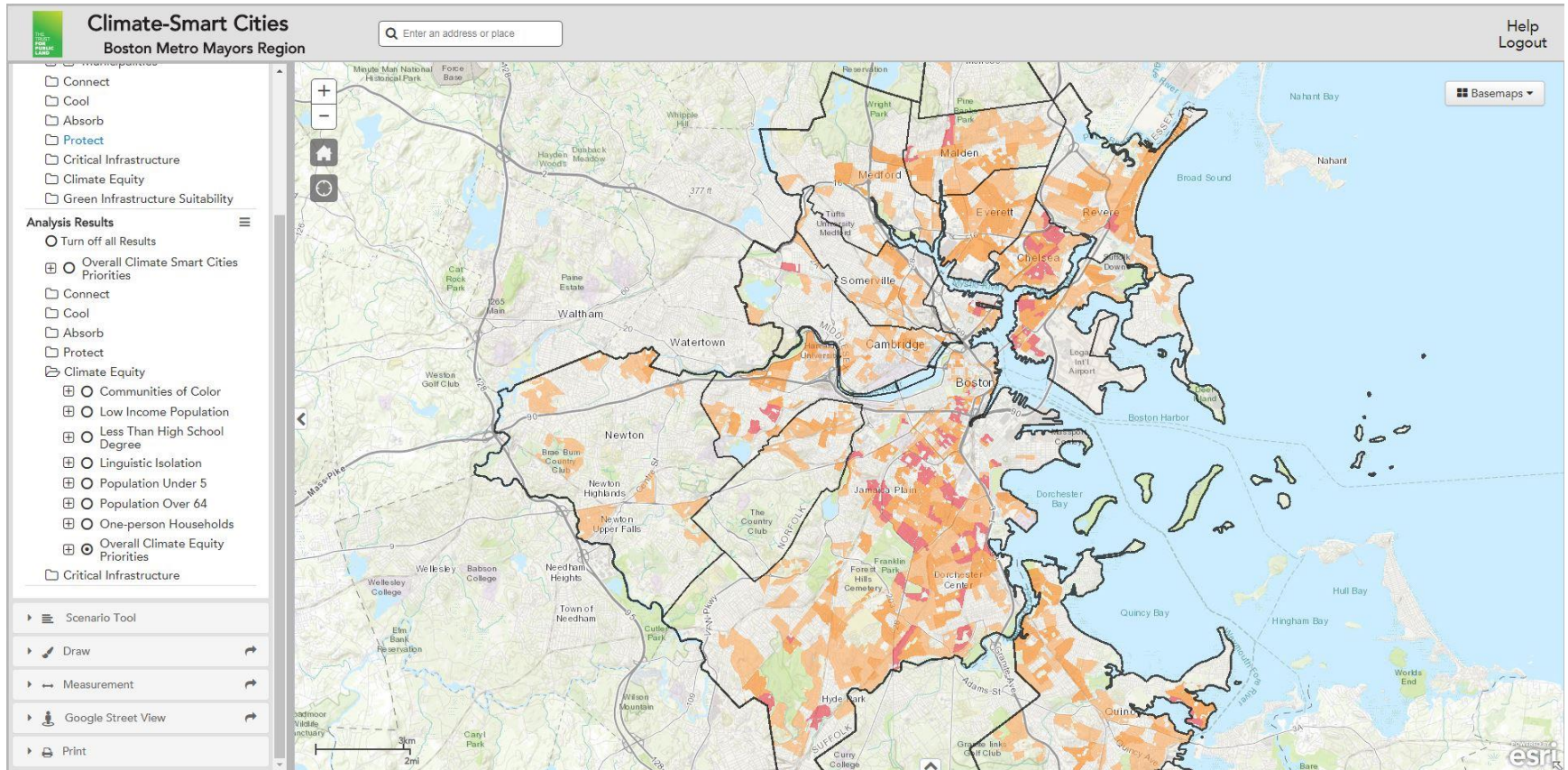

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Equity in Climate Planning
Case Studies
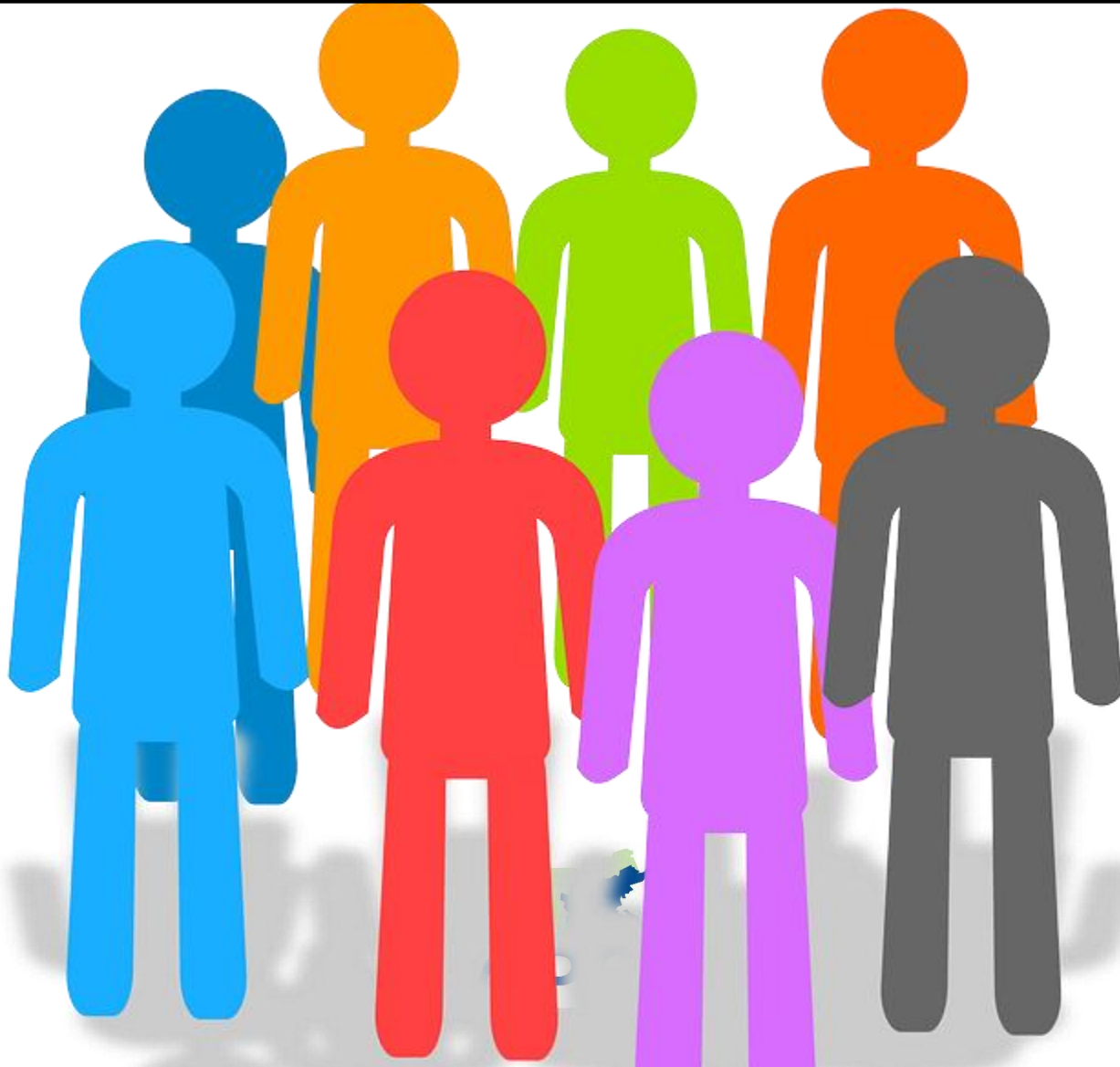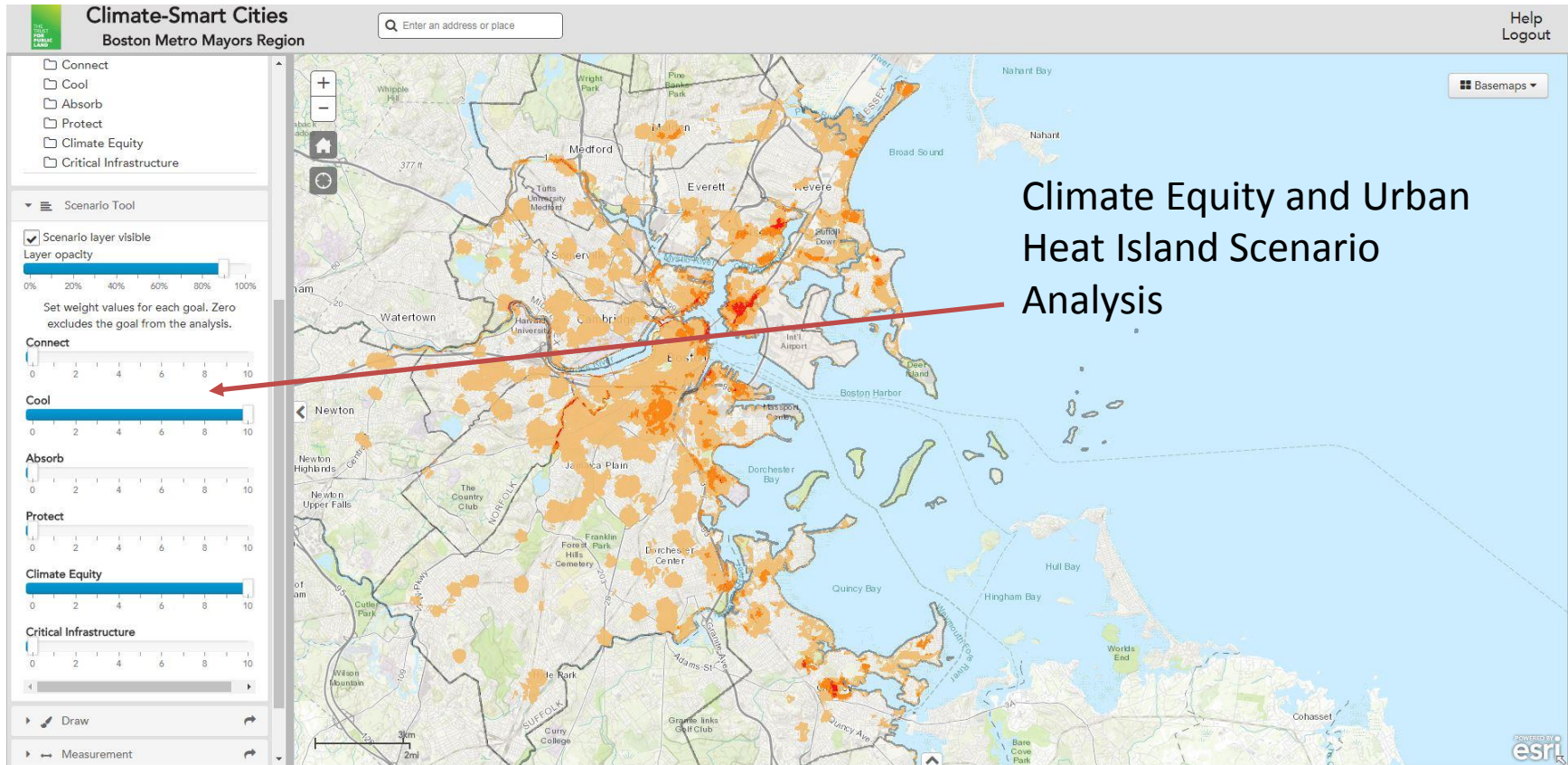
Case Study I-Social Vulnerability Data Analysis: Climate Equity in Metro Boston

https://web.tplgis.org/metromayors_csc/

Case Study I-Social Vulnerability Data Analysis: Climate Equity in Metro Boston

Climate Equity and Urban Heat Island Scenario Analysis

https://web.tplgis.org/metromayors_csc/

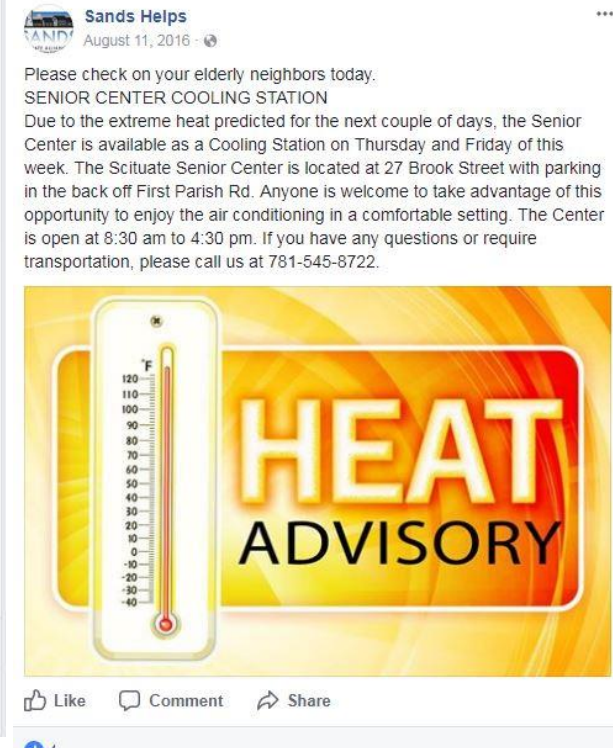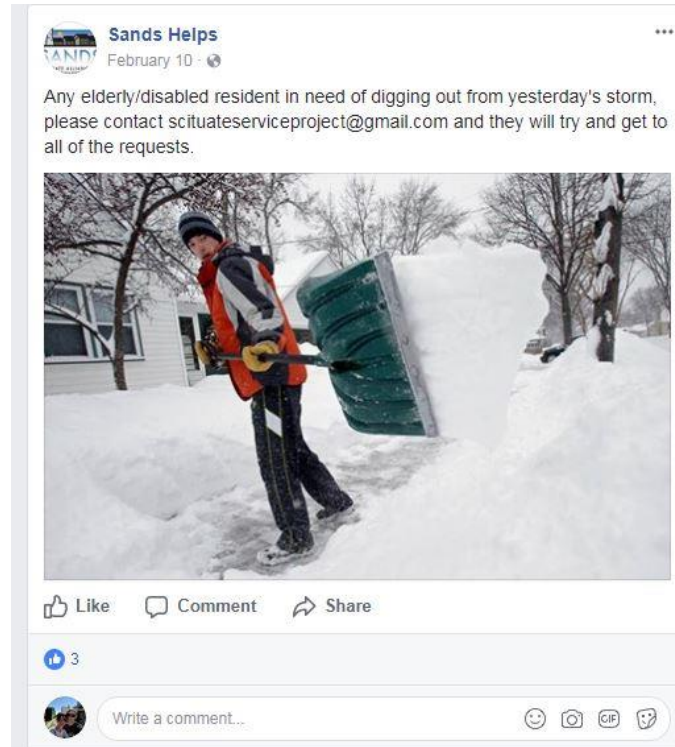# Case Study II-Cultural Equity in Climate Planning: Climate and Cultural Resilience in a Coastal City

- 24% of population is Asian
- 5% of population has limited English proficiency
- Two major rivers, two major brooks, and 27 miles of coastline
- Coastal neighborhood with greatest population people of color and low income QARI-working in partnership with grassroots organization
- Chinese Mid-Autumn Festival-engagement opportunity

Case Study III- Good Planning to Good Implementation- Seniors in a Coastal Suburb.

- 17% population is seniors.
- Most live in area at high risk to coastal flooding and extreme heat.
- After Blizzard of 2013, town hired Social Worker for the Council on Aging and Coastal Resilience Officer; Planning began.
- SANDS- MA First COAD, access to seniors through COA.

Sands Helps
February 10

Any elderly/disabled resident in need of digging out from yesterday's storm, please contact scituateserviceproject@gmail.com and they will try and get to all of the requests.

Like   Comment   Share

3

Write a comment...

Sands Helps
August 11, 2016

Please check on your elderly neighbors today.
SENIOR CENTER COOLING STATION
Due to the extreme heat predicted for the next couple of days, the Senior Center is available as a Cooling Station on Thursday and Friday of this week. The Scituate Senior Center is located at 27 Brook Street with parking in the back off First Parish Rd. Anyone is welcome to take advantage of this opportunity to enjoy the air conditioning in a comfortable setting. The Center is open at 8:30 am to 4:30 pm. If you have any questions or require transportation, please call us at 781-545-8722.

Like   Comment   Share

Reference: "Enhancing the Resilience of Vulnerable Groups Through Participatory Climate Change Adaptation Planning: A Case Study with the Elderly Community of Bridgeport, CT" Jason L. Rhoades, Antioch University . https://aura.antioch.edu/etds/285/

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Resources

Data and Mapping

- Massachusetts Environmental Public Health Tracking (Climate Change): https://matracking.ehs.state.ma.us/Climate-Change/index.html
- Housing.MA - The Massachusetts Housing Data Portal: http://www.housing.ma/
- Community Health Needs Assessments: https://www.mapc.org/resource-library/community-health-needs-assessments-in-the-mapc-region/
- Indicator Sites (e.g., Impact Essex County, MAPC Regional Indicators: http://www.regionalindicators.org/)

References and Guides

- Community-Driven Climate Resilience Planning: A Framework: http://www.adaptationclearinghouse.org/resources/community-driven-climate-resilience-planning-a-framework-2017.html
- The Impacts of Climate Change on Human Health in the United States - A Scientific Assessment: https://health2016.globalchange.gov/
- Social Equity: https://toolkit.climate.gov/topics/built-environment/social-equity

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Questions?

Photo Credit: Renato Castelo

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