Crafting a Regional Message to evoke action

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Role of the ‘writer’

Bridge and puzzle:
• Translate science to organizational context
• Support interpretation of science
• Host a conversation on impacts
• Facilitate local understanding of climate change

Outcome:
• Clear, accurate understanding of future climate
• Preliminary impacts to support future work
• Story that will resonate with key audiences

*Give designers, engineers, planners, operation managers what they need to make informed, resilient, durable decisions*
Three Approaches

• Internally driven ➔
  Water and sanitation department

• Internal, cross departmental process ➔
  CRD Board & broad community

• Community driven process ➔
  Regional, municipal & community leaders
Vancouver summers could get as warm as San Diego by 2050: Report

By Jill Slattery
Online Producer  Global News

Greater Victoria summers to get much hotter by 2050s: report
General Trends

Precipitation
- Wetter winters, drier summers,
- Change in annual distribution: more intense storms, longer dry spells

Summer temperatures
- Hotter days, warmer nights, longer growing season, more cooling required

Winter temperatures
- Warmer winter days, less frost / snow, less heating required

Across indicators
- More variability and intensity
Frost Days: Change – 2050s
Summer Days: Change – 2050s
Reflections

What we have learned
Local stories are different

• Communities are nested in a local environment (i.e.: Region; Sub-region; site specific)
• Local thresholds vary
• Economic, social, environmental impacts vary

Example:
• Water resource management
• Tourism; economy
• Seasonal energy demand

Adaptation approaches localized
Recommendations

- Give local projections to stakeholders
- Craft key messages for decision makers
- Follow with a planning process
- Early action to best prepare
- Systems approach: consider sensitivities and interdependencies
- Acknowledge uncertainty & respond with flexibility
Thank you

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Regional Impacts

- Water supply and demand
- Sewerage and drainage
- Ecosystems
- Agriculture
- Air quality and human health
- Buildings and energy systems
- Transportation, recreation, and tourism