

Bay Area Climate Change Communication Strategies Workshop

June 26, 2013 8:30 a.m. – 3:00 p.m.
2150 Allston Way (David Brower Center), Berkeley

- 8:30 Refreshments and registration
- 9:00 **Welcome**
Andrew Gunther, Executive Coordinator, Bay Area Ecosystems
Climate Change Consortium

Marina Psaros, Principal and CEO, Coravai, LLC
- 9:15 **Public Perception and the Challenges of Climate Change
Communication**
Ellen Hanak, Co-Director of Research and Senior Fellow,
Public Policy Institute of California
- 9:45 **Orientation and Move Into Working Sessions**
Marina Psaros
- 10:00 **Communications Working Session 1**
- 1A - Our Coast, Our Future (OCOF)
 - 1B - Silicon Valley 2.0
 - 1C - Oakland Airport Shoreline Resilience Planning
 - 1D - California Landscape Conservation Cooperative (LCC)
- 10:45 **Working With Elected Officials**
Moderator: Adrienne Alvord, California and Western States Director,
Union of Concerned Scientists
- Panelists:
- Josh Huber, Senior District Representative for U.S. Congressman
Eric Swalwell (CA-15)
 - State Assemblyman Mark Stone, California District 29A
 - Tom Roth, Environmental Consultant for State Senator Noreen
Evans

- 11:45 **Communications Working Session 2**
- 2A - Climate and Energy Resiliency Project's *Leaders* campaign
 - 2B - Point Blue's Climate-Smart Stream Restoration
 - 2C - Bay Ecosystems Habitat Goals Update
 - 2D - North Bay Climate Adaptation Initiative (NBCAI)
- 12:30 **Lunch**
- 1:15 **Strategic Communications Planning and Garnering Public Support for Action**
- *Voter Support for AB32 and Restoration Authority*, Curtis Below, Vice President, FM3
- 1:45 **Communications Working Session 3**
- 3A - Terrestrial Biodiversity and Climate Change Collaborative (TBC3)
 - 3B - Point Blue's Tidal Marshes Climate-Smart Planning Tool
 - 3C - Save the Bay's *For the Bay* campaign
 - 3D - California King Tides Citizen Science to Support Ongoing Projects
- 2:30 **Wrap Up**
 Lightning Report Out
 Final Reflections
 Next Steps

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