



## Recommendations to Policy Makers and Community Leaders at the Conclusion of Year 1: (2013-14)

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*Adapting to sea level rise will require tremendous financial investment, and given the high cost, it is likely that we will not protect everything. Specifically, what we choose to protect and how we pay for it may have a disproportionate impact on low-income neighborhoods and communities of color.*

-- "The Impacts of Sea Level Rise on the San Francisco Bay" 2012 White Paper, Pacific Institute/California Energy Commission

### **Executive Summary:**

**Who We Are:** Shore Up Marin is a year-old coalition formed by Earth Day Marin, Canal Welcome Center, GreenUp Learning and Marin Grassroots to help diverse Marin residents and stakeholders come together to proactively address sea level rise and flooding concerns, climate change and related water supply issues in an equitable way. We receive support in part from the San Francisco Foundation and our fiscal sponsor is MarinLink.

- **Shore Up Mission:** We seek equitable climate change and sea level rise solutions in Marin County through coordinated education and action among diverse stakeholders.

### **Top Recommendations to Marin Policy Makers:**

The following recommendations are culled from comments and survey responses made by community members at forums and events held by Shore Up during 2013-14.

- Establish an inclusive and transparent climate action public planning process at the County level that includes communities of color and lower income representatives as committee members in order to ensure an equitable process when addressing budget priorities related to mitigation and adaptation strategies.
  - When hiring for positions in County departments that deal with Climate Change, optimally hire racially and economically diverse community members to encourage multiple perspectives and build longer-term relationships with community.
  - At public meetings that address climate change, make accommodations for Spanish speakers (at least) by providing translation.
- Focus on the "big polluters" in terms of greenhouse gas (GHG) emissions, rather than focusing on communities with fewer resources to make sacrifices.
- Work with communities to develop, update and publicize an emergency plan in the event of flooding and the need for evacuation.
- Work with FEMA (Federal Emergency Management Administration) and homeowners to help solve the looming crisis of high flood insurance costs.
  - As an example, if adaptive measures are taken to reduce flooding, could rates be reduced?
- Take into account sea level rise projections when developing or approving residential and commercial zoning regulations, such as de-incentivizing development in FEMA floodplains.
- Support Supervisor Sears' leadership with District 3 working group on sea level rise and support plans to engage a broader constituency with opportunities for input.
- Support C-SMART sea level rise planning efforts in West Marin, coordinated by Jack Leibster for County of Marin.
- Prioritize funding for vulnerability assessments and mid-term to long-term planning for adaptation responses in Marin communities most likely to experience sea level rise.

### **Project Activities during 2013-14:**

In order to build greater collaboration between low-income and wealthy residents of Marin County on climate change resilience and carbon reductions, we focused our efforts on 2 regions: East San Rafael (Canal, Spinnaker and Bay Point) and Southern Marin (Marin City, Marina areas, and Mill Valley).

Four community forums were held during 2013-14 to spark dialogue between diverse communities of Marin on the looming reality of sea level rise and flooding on our shoreline, and the possibilities for climate change resilience and carbon reductions. Residents were invited to meetings in East San Rafael and Southern Marin; one forum took place for community leaders and we culminated with a forum at Earth Day Marin. Translated meetings enabled dialogue to take place across language barriers and the beginning of mutual understanding and empathy to build amidst differing concerns.

**We focused on 3 major strategic efforts:**

- 1. Building Diverse Participation**
- 2. Fostering Civic Engagement**
- 3. Educating the Public about projected Climate Change and Sea Level Rise Impacts in Marin**

Leveraging existing networks in the Canal and Marin City through Shore Up's leadership team (Canal Welcome Center, Marin Grassroots) and the MLK Coalition, the Hanna Center and Supervisor Sears' office, we reached out to local leadership to establish credibility and stronger ties. In this way, we were well poised to initiate the conversation about climate change and sea level rise to encourage understanding and bridges for multi-racial and cross sector dialogue and advocacy. While it was too early to in our process to build a representative group of advocates, we laid the foundation for public participation in policy making. And finally, by educating diverse community members about climate change and sea level rise, we began to bridge the gap of "cultural competencies" that exist between neighboring communities with vastly different incomes, backgrounds, and expectations.

**Strategic Activities that took place during 2013-14 (a sample):**

- Door to door canvassing in the Canal, Bay Point and Spinnaker's Point to invite residents to community meeting at the Pickleweed Community Center.
- Introducing residents to County planners, fire and emergency preparedness personnel, government and community leaders engaged in political processes to address sea level rise and climate change and decipher language to ensure it is accessible to community.
- Surfacing specific needs and priorities of community members by engaging in dialogue through scenario building (e.g. watching a film depicting residents facing Hurricane Katrina and posing questions in cross sector groups to elicit priorities residents will face when flooding occurs and asking participants to prioritize topics in our Climate Equity Model, etc.)
- Provide visual representations of projected rising water levels through National Oceanic and Atmospheric Administration (NOAA), Federal Emergency Management Agency (FEMA), and Marin County maps.

**Recommendations related to Building Diverse Participation:**

- Include representation from the Canal, Marin City, and other underserved and at-risk communities in local climate action planning as well as countywide climate action planning committees.
- Ensure translation equipment is available so that monolingual Latino leadership and community members can participate in committee meetings. Offer Spanish translation at a minimum.
- When planning meetings, consider accessibility by public transit and proactively organize carpools to meetings.

- Preferably plan meetings to take place outside of work hours. Ask target constituents and their leadership what best times to meet are – many do not work 9-5. If meetings take place during working hours, offer compensation to low-income participants. Provide childcare so parents can participate.
- Local bilingual organizers are highly recommended for paid opportunities to help with community outreach, translation, welcoming and troubleshooting.

**Recommendations related to Fostering Civic Engagement:**

- Develop an inclusive public process to plan for the County’s long-term response to the impacts of climate change, (e.g. potential flooding and sea level rise) which includes discussion about budget priorities. As an example, if a task force is formed for this purpose, ensure that representatives from low-income communities in Marin are at the table.
- Support Shore Up Marin to serve community members as a coach and link to training opportunities with environmental non-profits (addressing science of climate change, advocacy and communications training) and government agencies (addressing policy).
- Ensure that Fire departments work closely with local communities to develop emergency measures in case of flooding and related climate change disasters, so that local knowledge and concerns are taken into account and emergency plans are well known to vulnerable communities.

**Recommendations related to Educating Community about Climate Change and Sea Level Rise:**

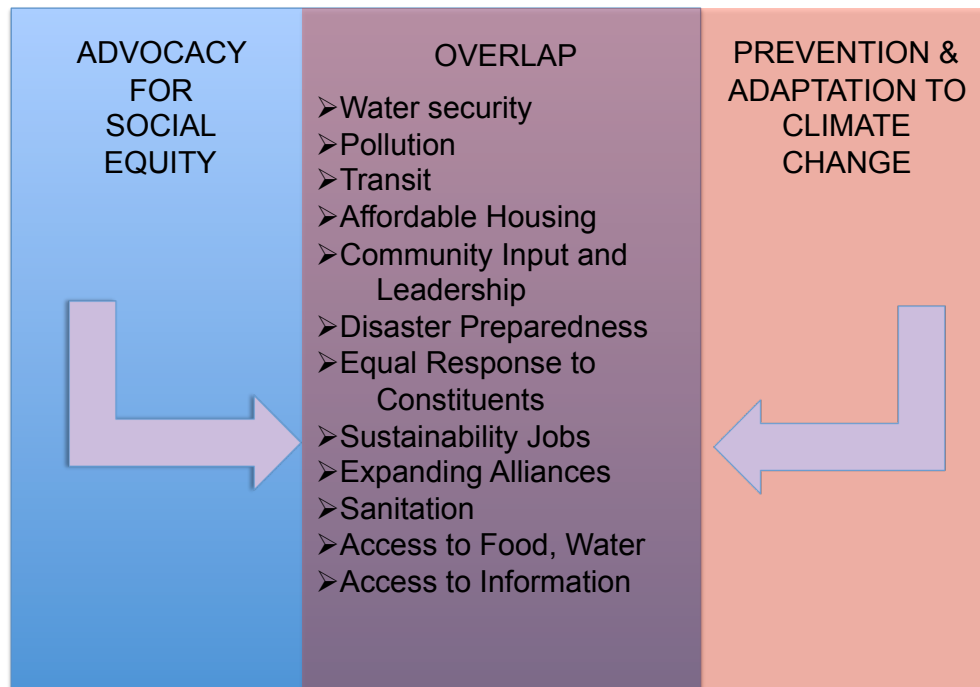
- Building on community participation this year, Shore Up Marin will convene 2 ongoing advisory groups (participants coming from Southern Marin and East San Rafael) for the purpose of empowering leadership and participation from underserved communities in climate change mitigation and sea level rise adaptation and emergency response planning.
- Provide training opportunities, both educational and advocacy oriented, for advisory group members in a program that results in a certificate of achievement.

**Additional Recommendations:**

- We commend the County’s Climate Action Planners for increasing their GHG reduction targets for 2020 to 30% below 1990 emission rates and urge them to continually raise the bar. According to the Community Development Agency’s recently reported research, Marin has already achieved 14.9% reduction rates. Given that many low-income, middle income and affluent communities as well as County infrastructure are projected to experience severe impacts from sea level rise, we must move as rapidly as possible. Let’s continue building on our successful efforts to reduce GHGs, and provide leadership for our municipalities and the region.
- When allocating funding for upcoming adaptive measures, make every effort to ensure that contractors hire local residents to perform work.

What we discovered from the community meetings that we held, is that low-income residents tended to be concerned about disaster preparedness issues (safety of their home and family) related to multiple types of disasters (ie. earthquakes, fires, or flooding) and less aware of sea level rise issues. Yet, as County planners and other speakers discussed projections for flooding related to climate change, residents were engaged and interested in knowing more about how to deal with the issues. In Marin City, for example, we uncovered a specific concern related to water leakage from pipes under the Gateway shopping center.

# Equity-based Climate Change Organizing Model



These pointed discussions will help planners, residents, and utilities do a better job. Homeowners, in contrast to renters, voiced concerns about rising insurance rates based on FEMA’s updated mapping, and wanted more details about ways to challenge the impending assessments.

Over the year, we solicited feedback on a Climate Change Equity Model, which identifies priorities that address both equity and environmental concerns, for the purpose of building a broader coalition to move the issues forward. The model helps us understand the broader implications of climate change, as it affects diverse populations. As we continue to vet this model, we plan to prioritize those issues, which emerge most often.

## Water Survey Results

We also gathered input from a survey on water issues created in collaboration with the Environmental Justice Coalition for Water, and asked Marin residents to prioritize their concerns about water and climate change. 35 respondents have taken the survey so far and we are continuing to add input from Marin residents on both the model and survey.

While we have no definitive results yet, we see several interesting data points emerging. Residents express more concern about “Scarcity of Water and Water Quality” than anything else. Given the recent years of drought, the water scarcity issue is not hard to understand, but water quality is another matter. We want to know if this concern relates to consequences anticipated by flooding, or if there is another water quality issue of concern to residents.

It is also interesting to note there are large gaps in answers about Safety of Home and Family. About half the respondents say these issues are of No Concern and half report they are a Big Concern. This answer may reflect differences in where residents live. To this point, we have added a zip code data point, which will help us decipher how responses link to geographical determinants and overall income levels.

	1- No Concern	2-	3- Medium Concern	4-	5- Big Concern	Total Respondents
Scarcity of Water	14.29% 5	5.71% 2	25.71% 9	2.86% 1	51.43% 18	35
Water Quality	23.53% 8	5.88% 2	29.41% 10	5.88% 2	35.29% 12	34
Cost of Water	21.21% 7	12.12% 4	36.36% 12	12.12% 4	18.18% 6	33
Wastewater Backup	16.67% 5	16.67% 5	23.33% 7	13.33% 4	30.00% 9	30
Flooding	17.14% 6	20.00% 7	20.00% 7	11.43% 4	31.43% 11	35
Evacuation	37.14% 13	8.57% 3	11.43% 4	17.14% 6	25.71% 9	35
Safety of home	38.24% 13	8.82% 3	11.76% 4	8.82% 3	32.35% 11	34
Safety of family	28.13% 9	9.38% 3	12.50% 4	15.63% 5	34.38% 11	32
Other	40.00% 2	0.00% 0	0.00% 0	0.00% 0	60.00% 3	5

### **Shore Up Plans for 2014-15:**

We will convene 2 advisory groups geared towards empowering leadership and civic participation from underserved communities in our priority areas – East San Rafael, with a focus on the Canal area and Southern Marin, with a focus on Marin City. We will also include underserved community members from Novato and West Marin. The goal is to support their development as leaders who can articulate and advocate for their communities, build connections and engage in productive dialog with a wide variety of people. By creating intentionally diverse advisory groups we hope to model effective integration within the group, which can then be applied to key policy-making environments in Marin.

We intend to work with County Agencies and Environmental Education groups to ensure that underserved populations are included in climate action planning at the policy level, and education and training with local environmental non-profits. Shore Up Marin will act as a mentor and facilitator to successfully integrate residents and community leaders who have not yet been engaged in climate planning with both educational and policy organizations.

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## Participating and/or Resource Organizations

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Adapting to Rising Tides  
Asian Advocacy Project  
Bay Area Air Quality Management District  
Bay Area Climate and Energy Resilience Project  
Bay Localize  
BCDC  
Canal Alliance  
C-SMART (County of Marin)  
Central Marin Sanitation Agency  
Community Emergency Response Team (CERT)  
City of San Rafael Fire Department  
City of San Rafael Planning Department  
City of San Rafael Sustainability Coordinator  
Community Action Marin  
Environmental Forum of Marin  
Environmental Justice Coalition for Water  
Hanna Project  
Las Gallinas Sanitary District Board  
Las Gallinas Watershed Project  
Local Government Commission for California  
Marin Carbon Project  
Marin City Community Development Agency  
Marin City Community Development Corporation  
Marin Clean Energy  
Marin County Department of Public Works  
Marin Health and Human Services  
Marin Housing Authority  
Marin Interagency Disaster Coalition  
Marin Fire Department  
MLK Coalition  
Pacific Institute  
Pickleweed Community Center  
Point Blue  
Red Cross, Latino Community Preparation  
San Rafael City Council representative  
Supervisor Kate Sears District 3 Sea Level Rise Working Group  
Supervisor Steve Kinsey's District 4 Office  
Sustainable San Rafael  
U.C. Berkeley Department of Landscape Architecture and Environmental Planning  
Viviendo Verde Ya  
West Oakland Environmental Indicators Project