

Seattle's Office of Sustainability and Environment



Preparing Seattle for Climate Change: Lessons Learned from Adaptation at the Local Level

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Pacific Northwest Climate Science Conference



◆ City of Seattle:

- ◆ Is responsible for land use regulation and planning, transportation infrastructure and services, parks and recreation, human services, solid waste, etc.
- ◆ Also owns its water supply resources and electricity system.

- ◆ Office of Sustainability & Environment is responsible for planning for climate mitigation and adaptation across city



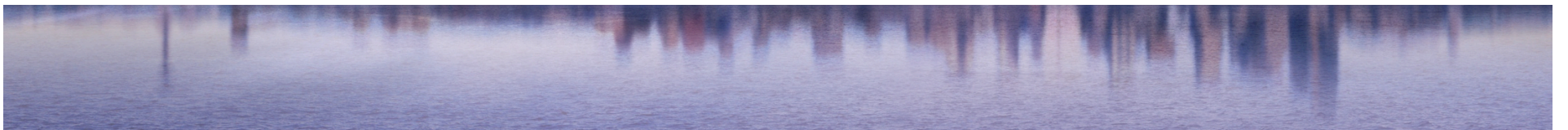


ACTION

SEATTLE
CLIMATE
ACTION
PLAN



June 2013





◆ Citywide adaptation planning

- ◆ Beginning now
- ◆ Expected to be complete by June 2015
- ◆ Will build on great ongoing adaptation work at SPU and SCL

◆ Priorities

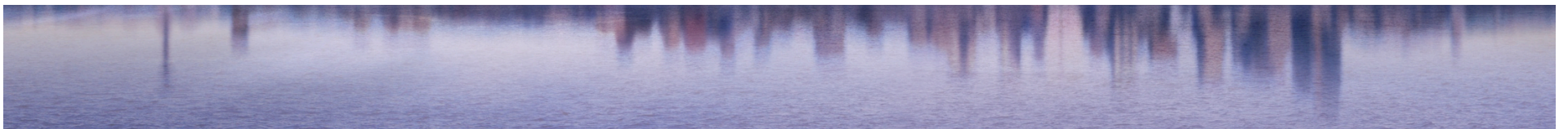
- ◆ Enhancing the quality of our neighborhoods





OSE contracted with Harstad Research to supplement its emerging national research with Seattle-specific research on:

- ◆ Community values.
- ◆ How values are linked to beliefs about climate change/action.
- ◆ How values can build support for climate action.



- ◆ The importance Seattleites place on being a climate action leader.

SEATTLE RESIDENTS
BELIEVE IN
CLIMATE CHANGE
BUT **ARE UNSURE**
OF WHAT NEEDS
TO BE DONE





45%

TRANSPOR
TATION
INSTRAS
TRUCTURE



40%

SOCIAL
PROBLEM
S



30%

ECONOMY/
COST OF
LIVING



20%

CITY
GOVERN
MENT AND
SERVICES



10%

PLACE-
BASED/
ENVIRONM
ENT



**CLIMATE CHANGE
TOP-OF-MIND FOR
ONLY 5% OF
SEATTLEITES.**




A purple-tinted photograph of a forest stream. In the foreground, a mossy log lies horizontally across the frame, with various leaves and ferns scattered on and around it. In the background, a small waterfall cascades over rocks, creating a misty spray. The overall scene is a lush, natural environment.

PEOPLE BELIEVE
ACTION
IS NEEDED TO
ADDRESS
CLIMATE CHANGE



Making the Case for Climate Action

- ◆ Build on the widely-acknowledged, broad risk of climate change.
- ◆ Articulate how climate change will affect Seattle (i.e., increased precipitation, storm surge, sea level rise, and resulting flooding).
- ◆ Focus messaging on potential near-term risks of storm surge and more frequent and intense rainfall in order to create the broadest mandate for climate action.
- ◆ Reinforce that actions aimed at mitigating and adapting to climate change also improve quality of life.
- ◆ Rely on Seattle City Light, police and firefighters, and the Office of Sustainability and Environment as the most credible branches of City government to deliver



trustworthy sources of information, including university scientists and environmental groups



**UNIVERSITY SCIENTISTS
+ ENVIRONMENTAL GROUPS**

“The changing climate is already
devastating the planet.”

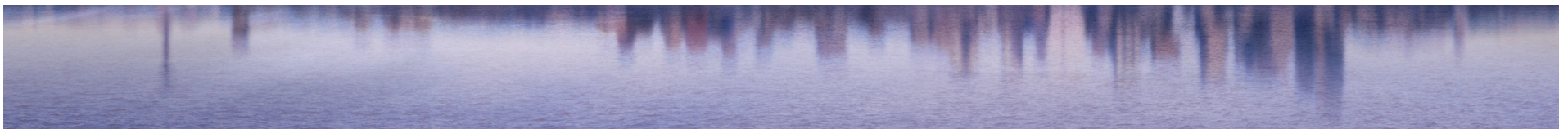
“The higher temperatures and changes
in precipitation will threaten our region’s
natural environment.”



**SELECT DEPTS. IN CITY
(SCL, SPD, SFD, OSE)**

“The Seattle metro area is
expected to grow by over a million
people.”

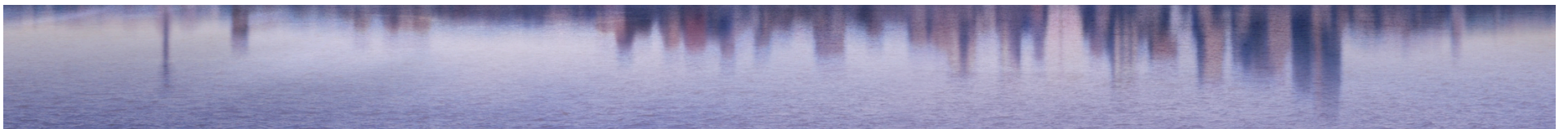
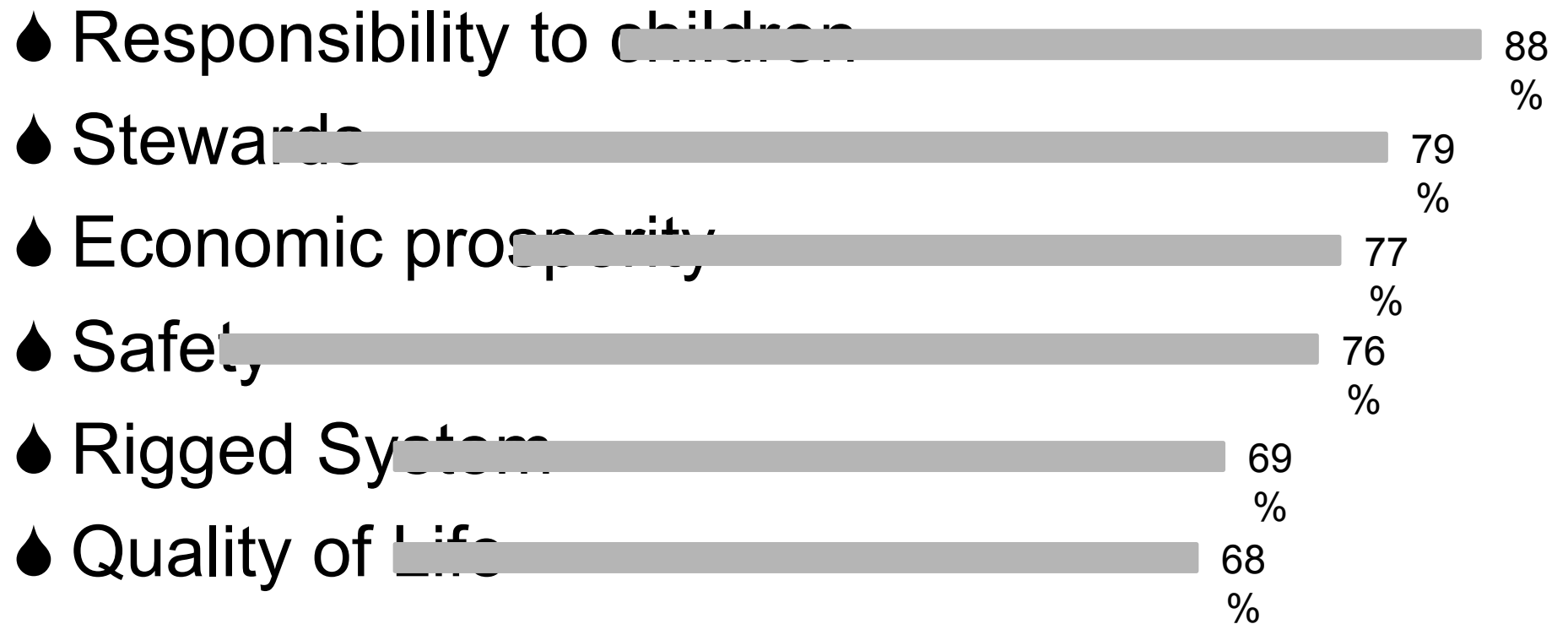
“The combination of higher
temperatures and more traffic
congestion will worsen air quality.”





Messages for Climate Action

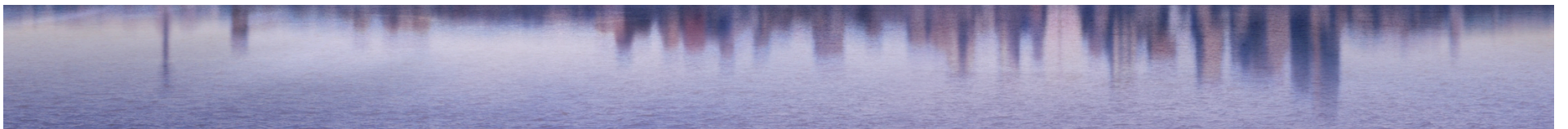
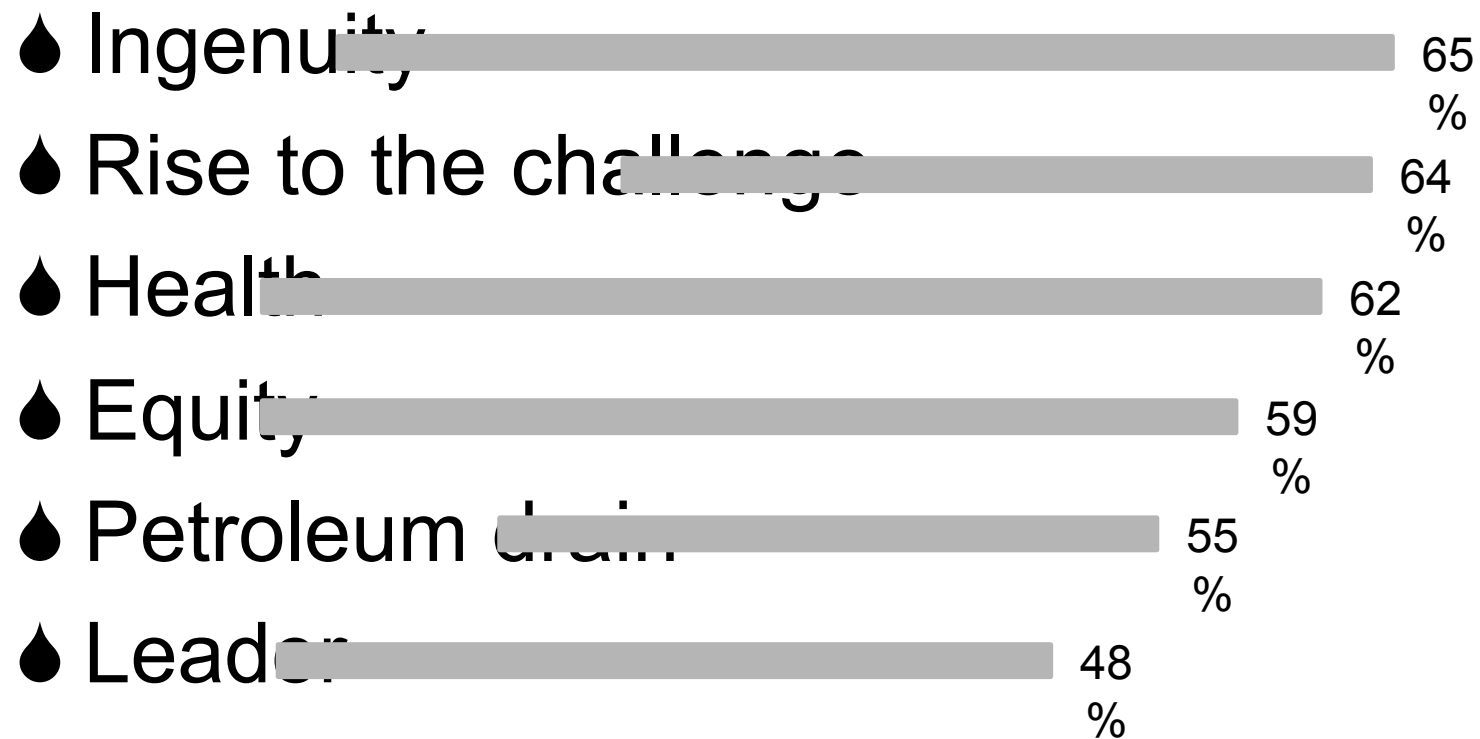
(in order of persuasiveness, % of respondents who ranked each message 8 or above)





Messages for Climate Action

(in order of persuasiveness, % of respondents who ranked each message 8 or above)



Credits

Harstad Strategic Research conducted a telephone survey of 603 registered voters in Seattle in June 2013.

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