

CHANGING THE CONVERSATION: Communicating About Local Climate Change Impacts and Scenarios for the Tampa Bay Region

Libby Carnahan¹, Sea Grant Agent

Ramona Madhosingh-Hector¹, Urban Sustainability Agent

Lara Milligan¹, Natural Resources Agent

Rebecca zarger², Associate Professor

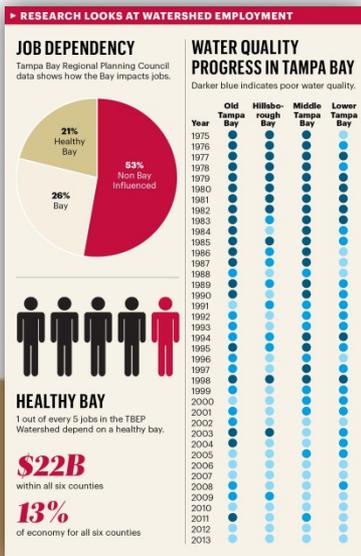
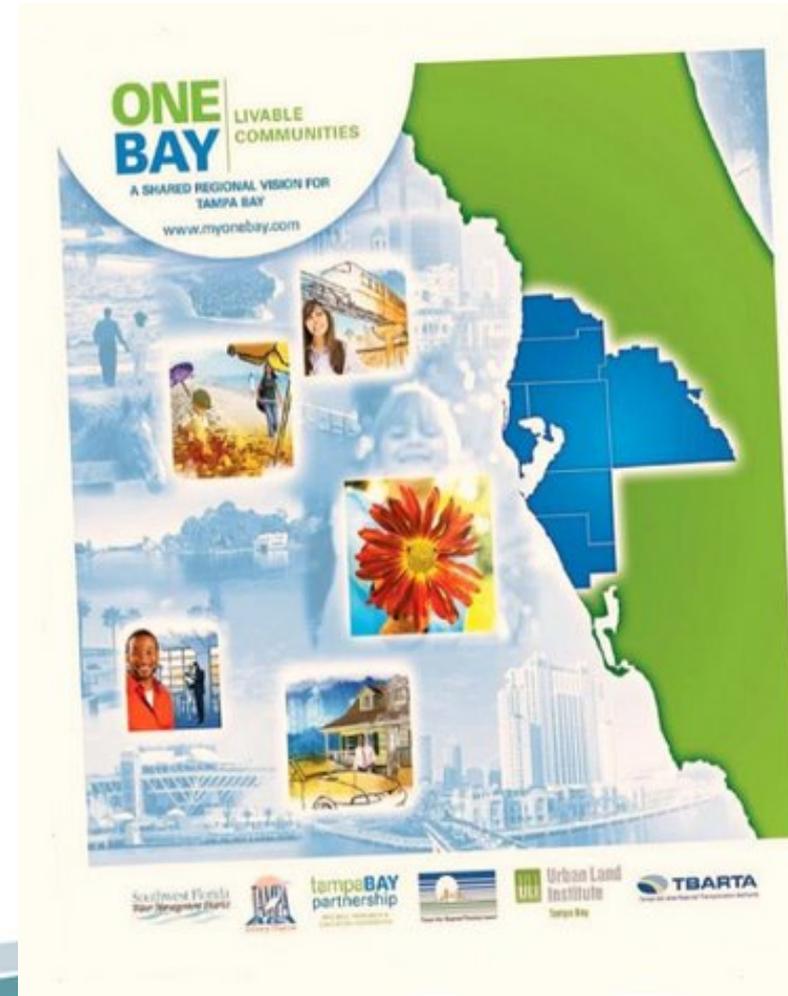
¹UF IFAS Extension Pinellas County

²University of South Florida, Anthropology



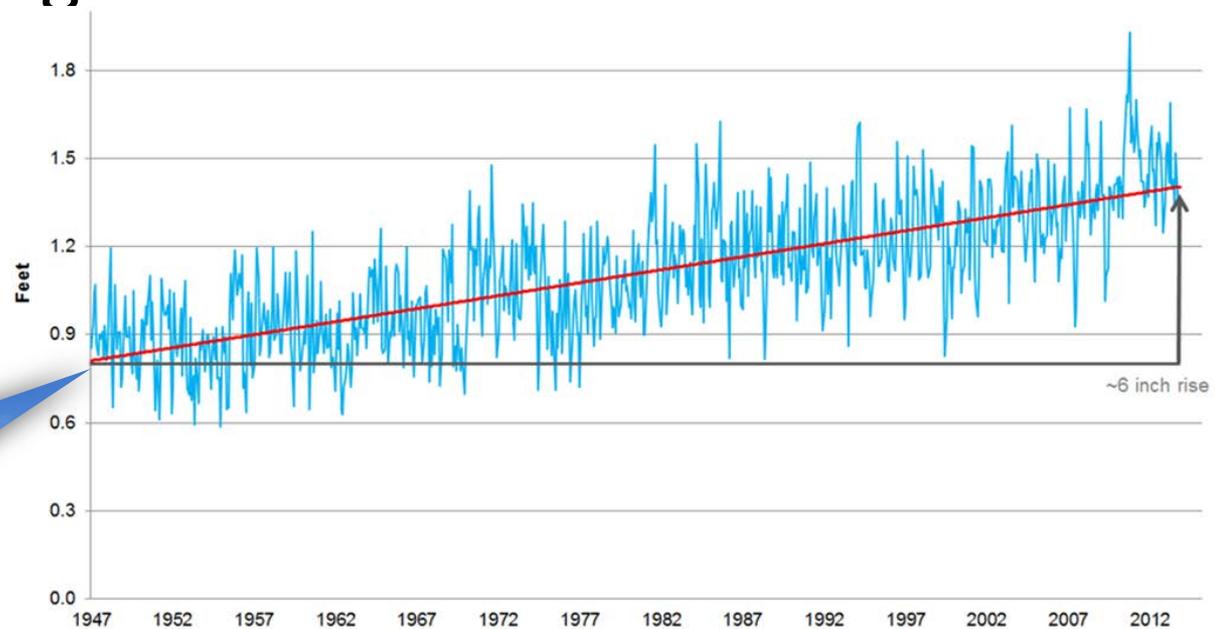
Tampa Bay...today

- Regional economy valued at \$170 billion
- \$51 billion directly influenced by Tampa Bay

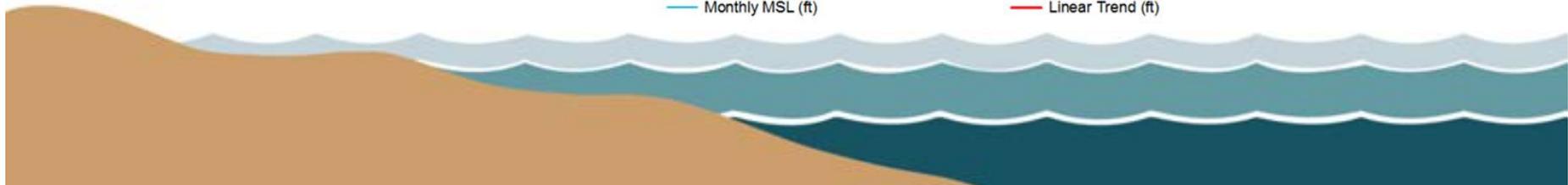


Tampa Bay...today

- Scientific data shows region is already experiencing sea-level rise

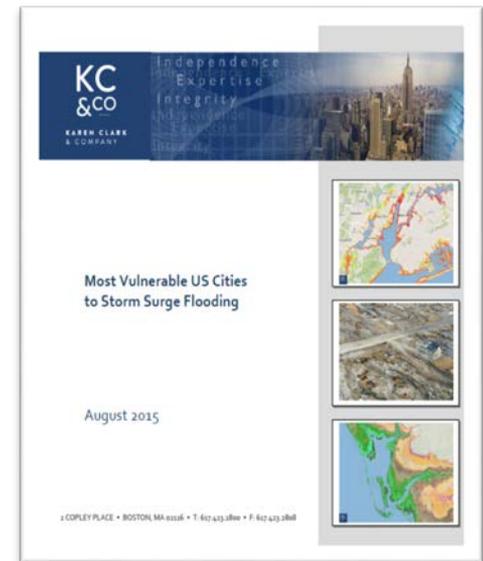
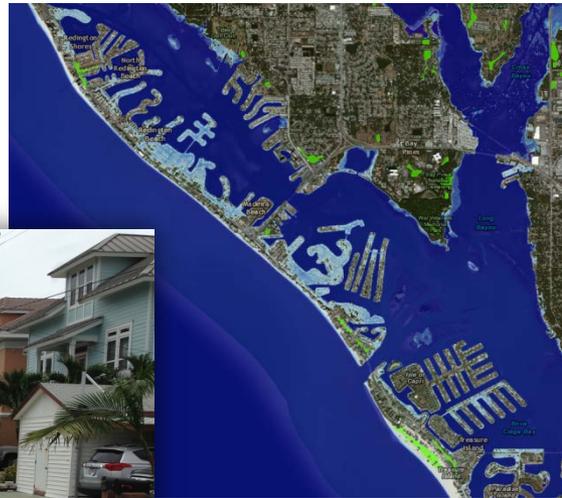


<http://tidesandcurrents.noaa.gov/stationhome.html?id=8726520>



Tampa Bay...today

- Tampa/St. Petersburg is 1 of the 10 most vulnerable coastal metropolitan areas



Climate: Change the Conversation

PROGRAM OBJECTIVE

Assess how local residents view climate change risk and vulnerability in the Tampa Bay region and to improve participant knowledge of local climate change information

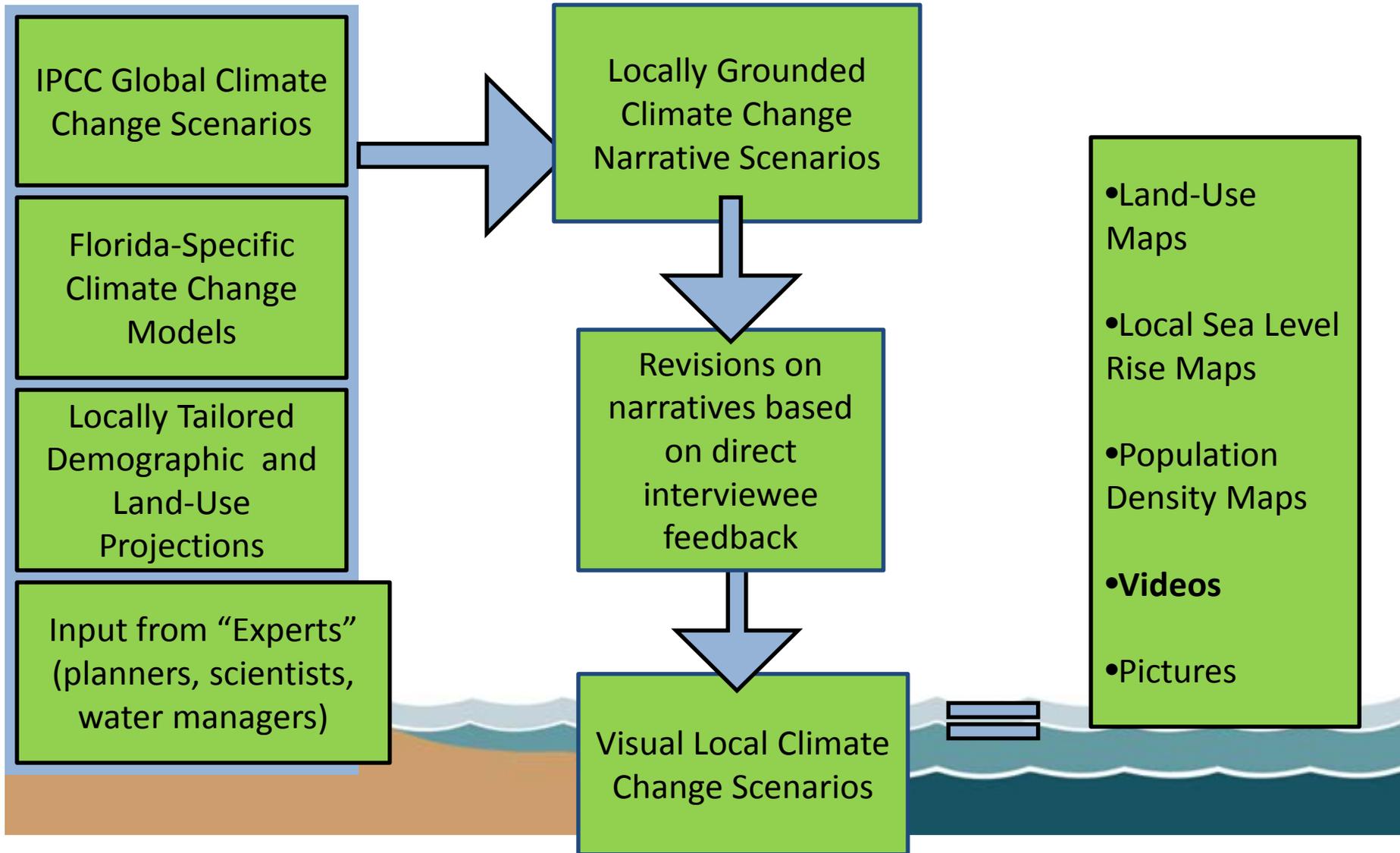


The Workshops

- Climate Science Overview
- Video visualizing 3 possible climate futures for the Tampa Bay region
- 5 interactive listening stations
 - Sea Level Rise
 - Transportation and Infrastructure
 - Water Resources
 - Food Systems
 - Natural Resources



Creation of Local Climate Change Scenarios

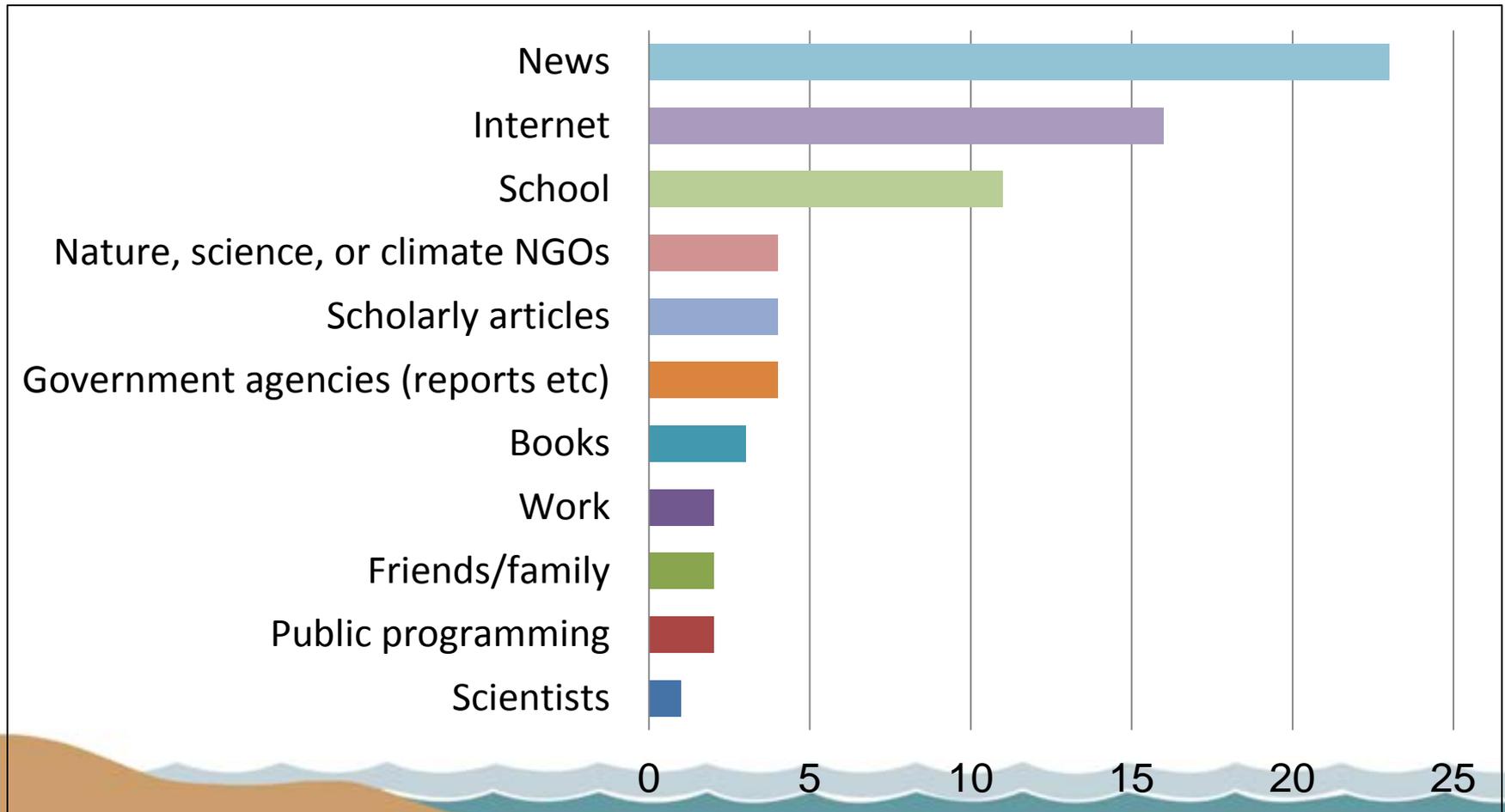


The Video

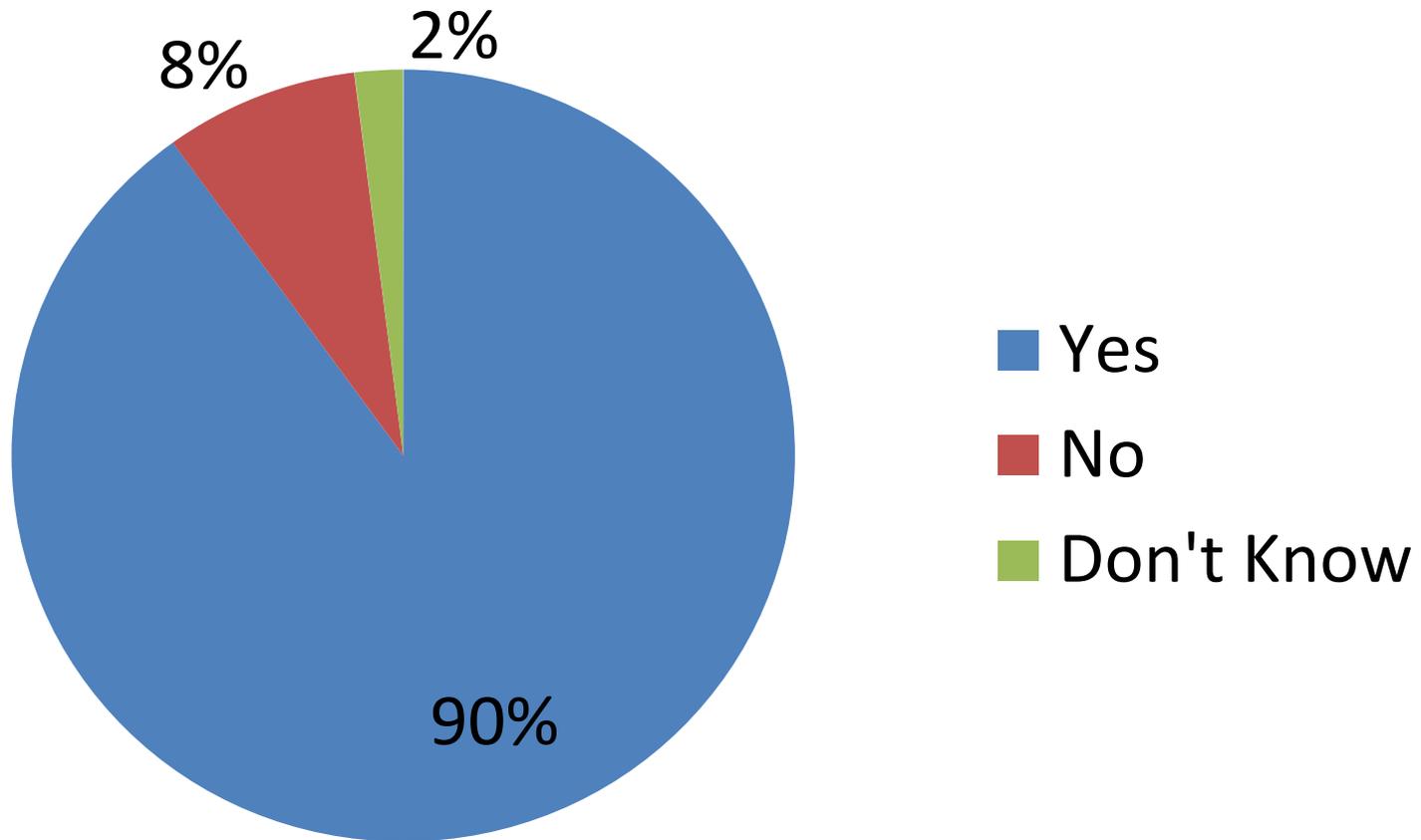
Aeries
Pisces
Virgo



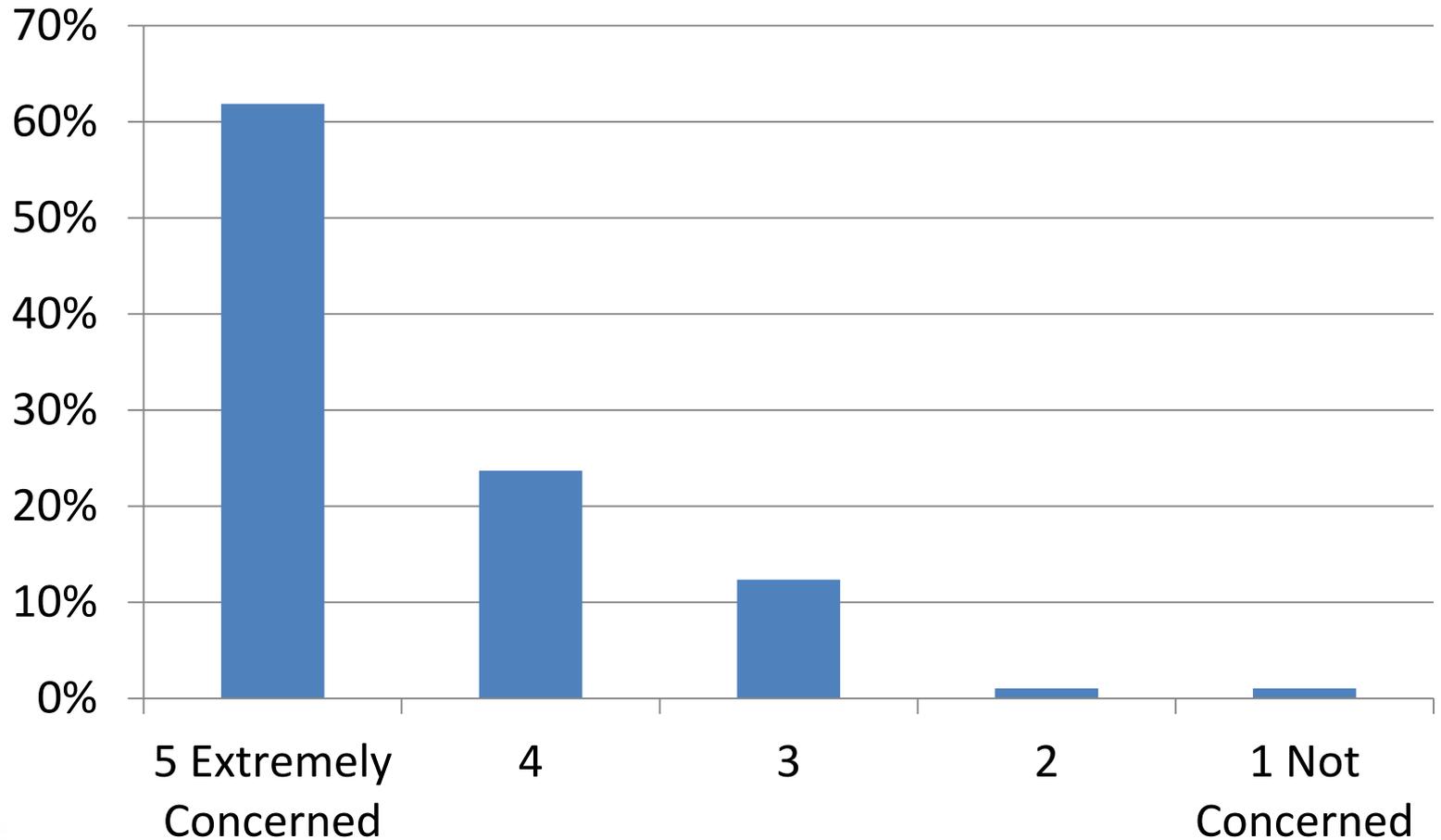
Where did workshop participants get information on climate change?



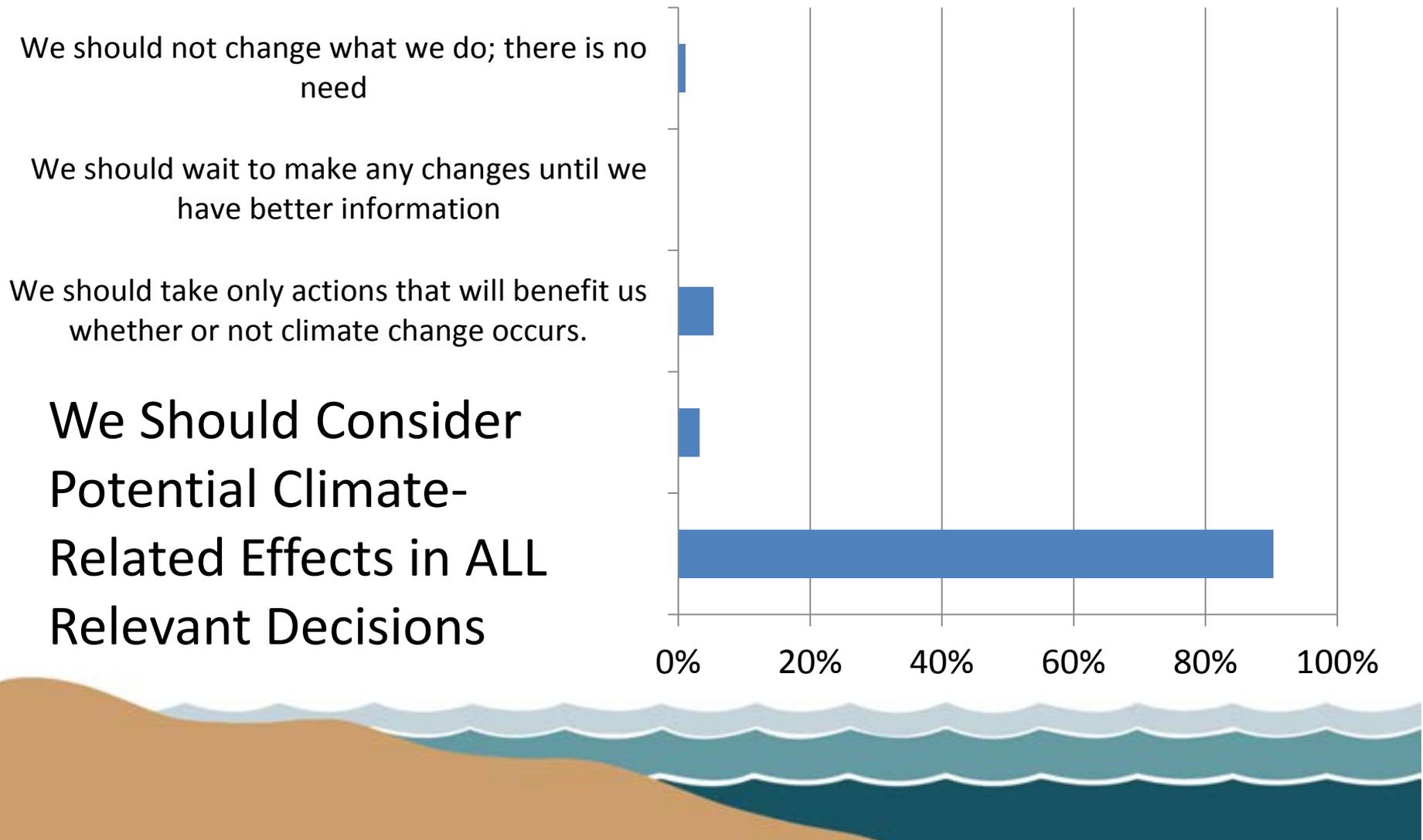
Do you think the Climate in Your Area is Changing (n=106)?



On a scale of 1-5, how concerned are you about Climate Change in the Tampa Bay region (n=97)?



How do you think your local community OUGHT to respond to a changing climate (n=93)?



Knowledge Gain

- 82% Demonstrated Knowledge Gain listing 2 or more facts learned (n=92)
 - Natural Resource Impacts
 - Climate Change
 - Regional Adaptation Planning
 - Health/Lifestyle Changes
 - Food/Agriculture Impacts



- 83% surveyed pledged to modify behavior based on knowledge gain (2015, n=24)



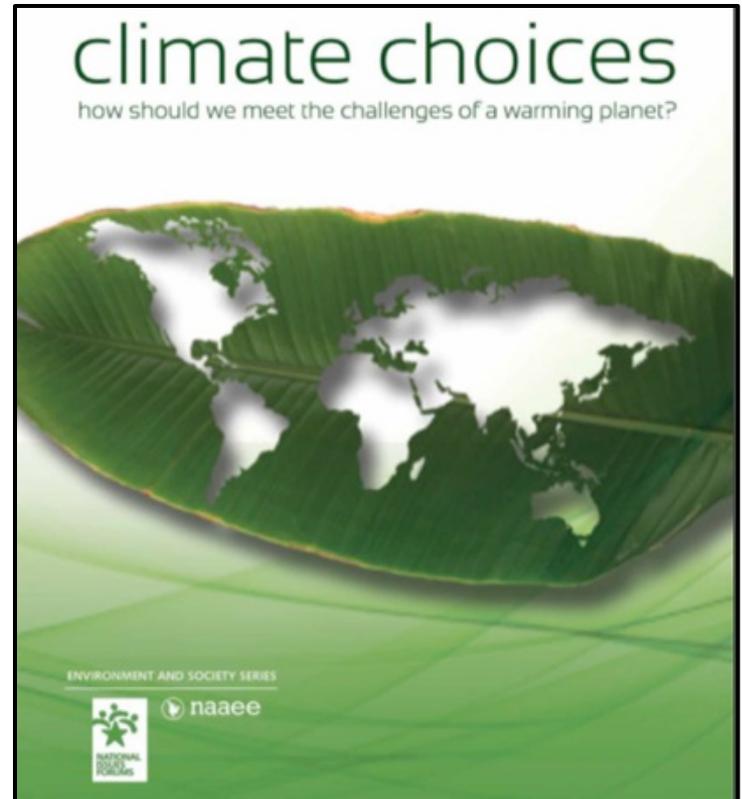
Conclusions & Lessons Learned

- Workshops well-received
- Results support program objectives
- Participants **CHOSE** to attend workshop which implied subject matter interest
- Feedback will be incorporated into future climate change programming



Next Steps

- National Issues Forum
 - Kettering Institute
- Work Directly with Municipalities
 - Inform cities of public perception and concerns
 - Expand to neighboring counties



Questions?



Libby Carnahan

lcarnahan@ufl.edu

727-453-6522

