

\$28 TRILLION GLOBALLY*

COASTAL INFRASTRUCTURE

★WWF/Allianz, 2009



WHO WILL PAY?









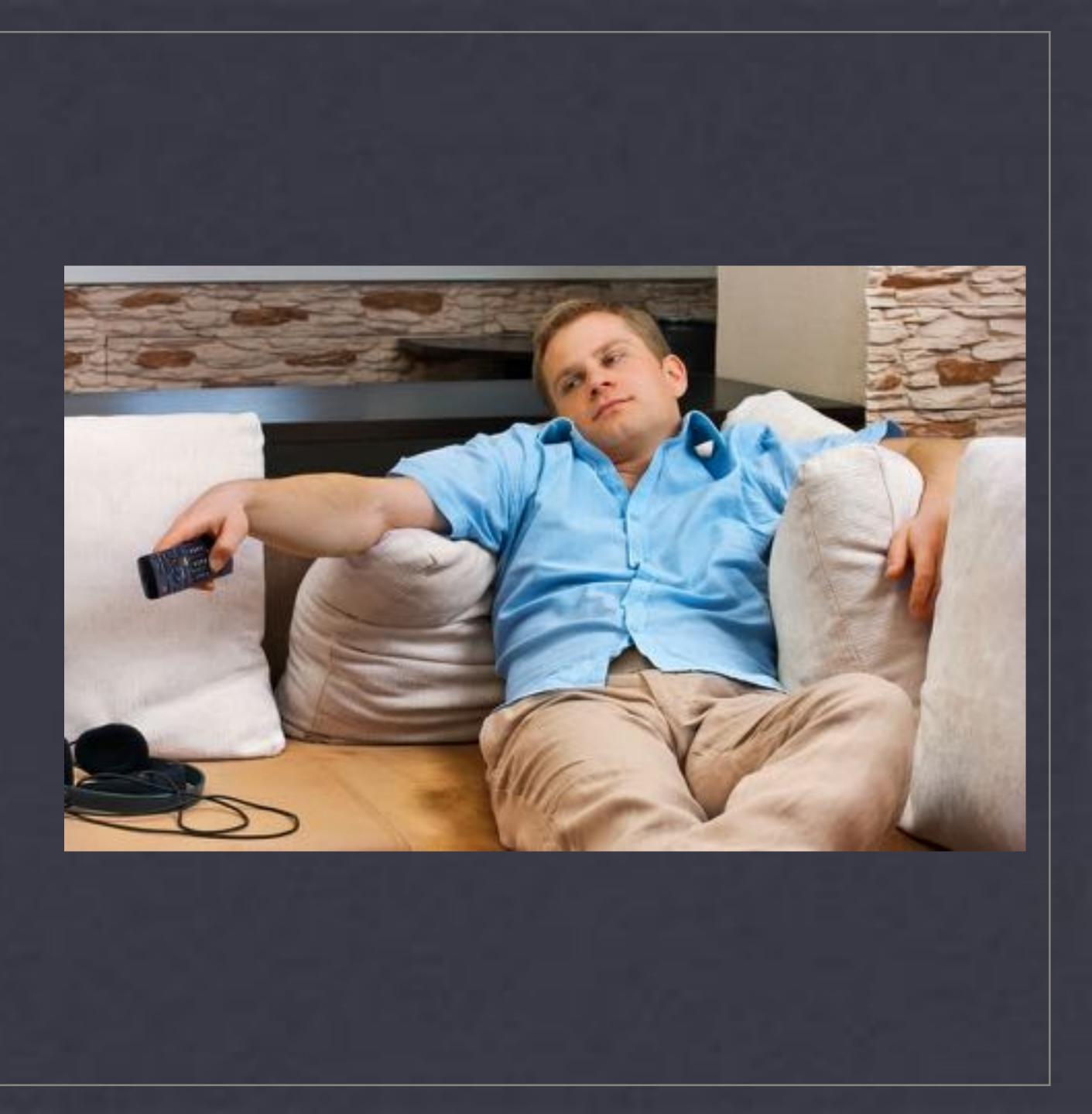








WAIT... THIS GUY?



AMERICAN APATHY

CLIMATE CHANGE RANKS NEARLY LAST ON 'WORRY' LIST

Americans' Level of Worry About National Problems - 2014 Rank Order

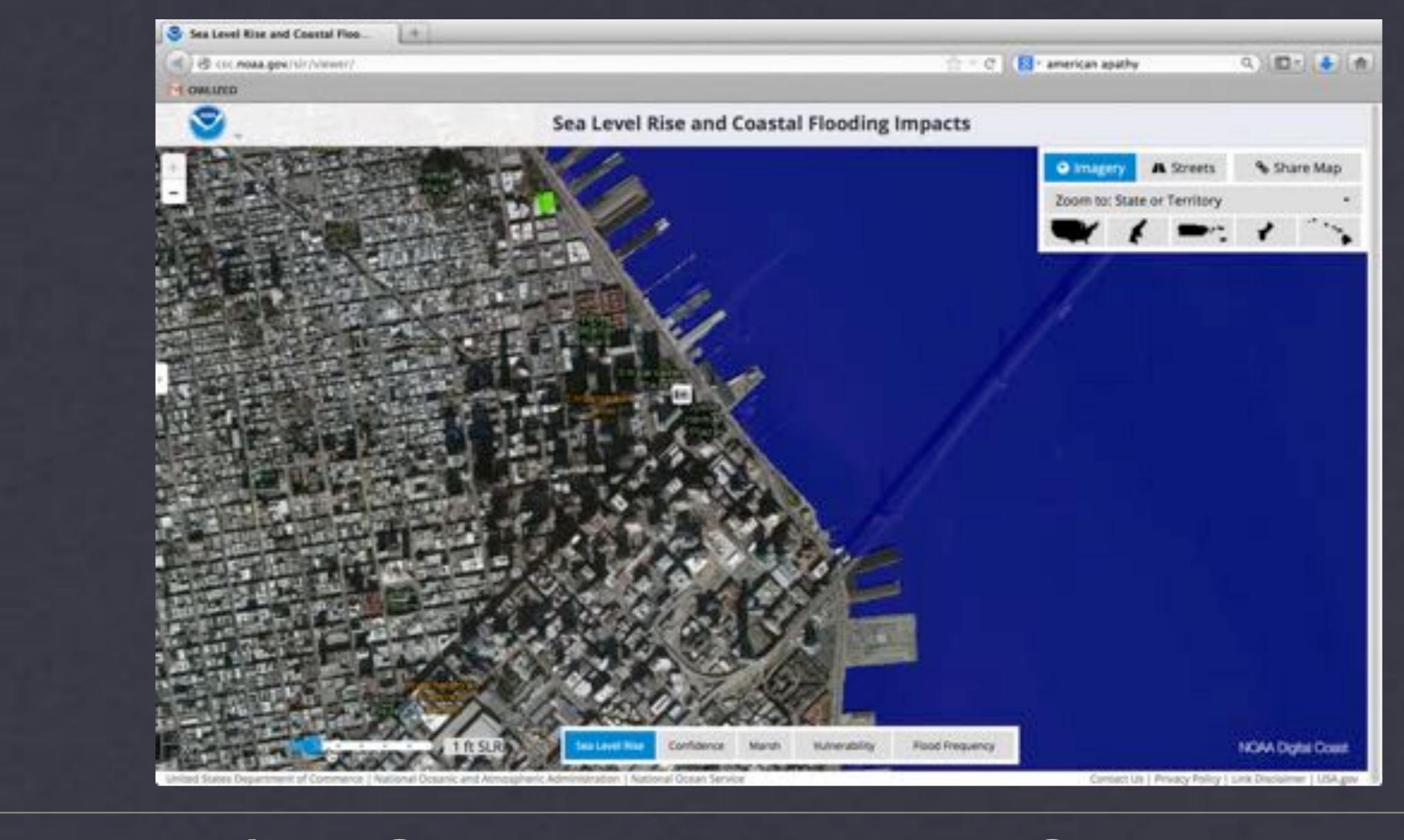
Next, I'm going to read a list of problems facing the country. For each one, please tell me if you personally worry about this problem a great deal, a fair amount, only a little, or not at all? First, how much do you personally worry about ... [RANDOM ORDER]?

	Great deal	Fair amount	A little not at a
	5	76	ж.
The economy	59	29	11.
Federal spending and the budget deficit	.58	22	20
The availability and affordability of healthcare	57	20	23
Unemployment	-49	28	23
The size and power of the federal government	48	20	31
The Social Security system	-46	29	24
Hunger and homeleisness	43	33	23
Crime and violence	39	31	20
The possibility of future terrorist attacks in the U.S.	39	24	37
The availability and affordability of energy	37	30	.23
Drug use	34	29	37
Illegal immigration	33	24	42
The quality of the environment	31	35	34
Climate change	24	25	51
Race relations	47	25	56

Question asked of a half sample March 6-9, 2014

GALLUP

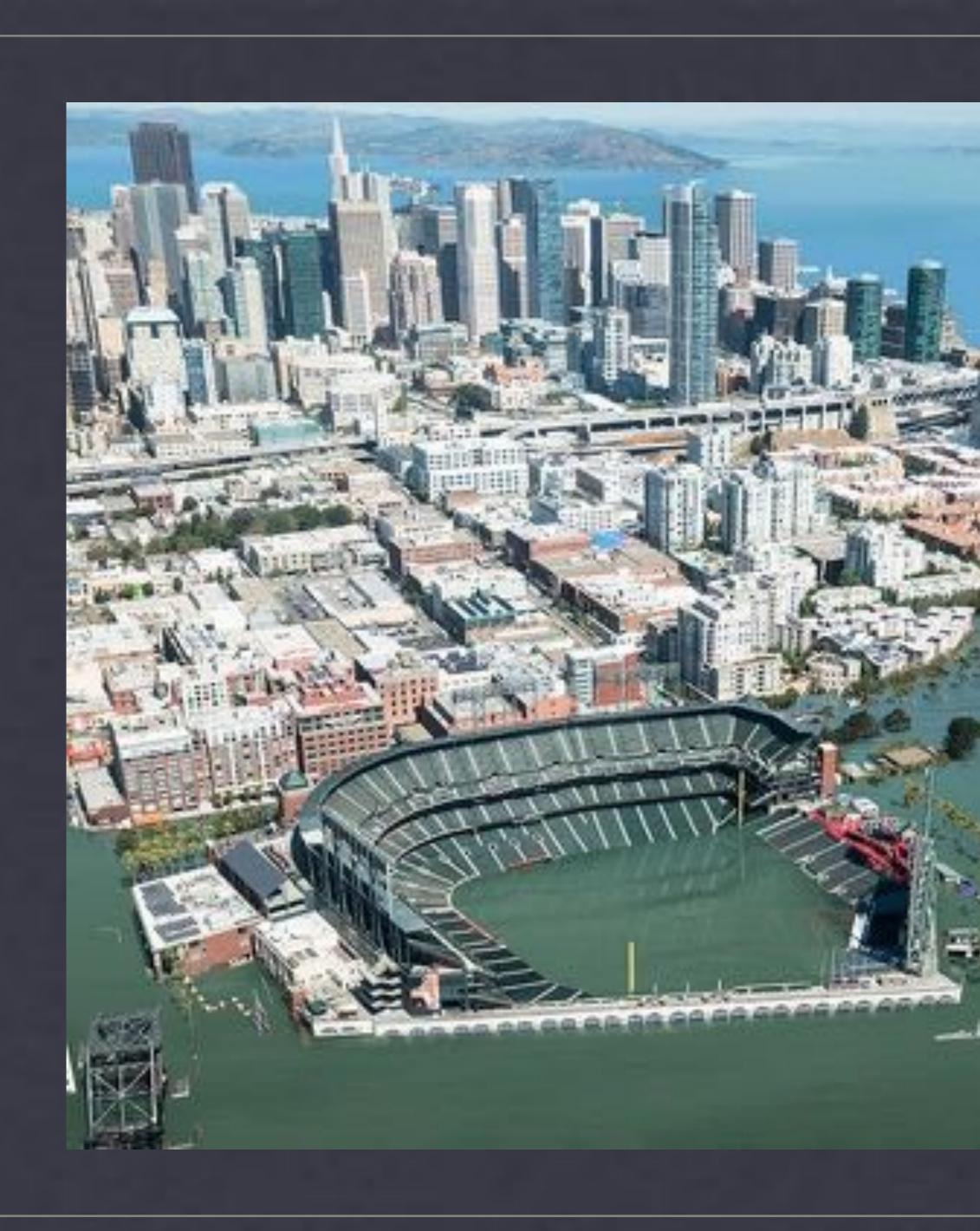




90% PROBABILITY <6 FEET SEA LEVEL



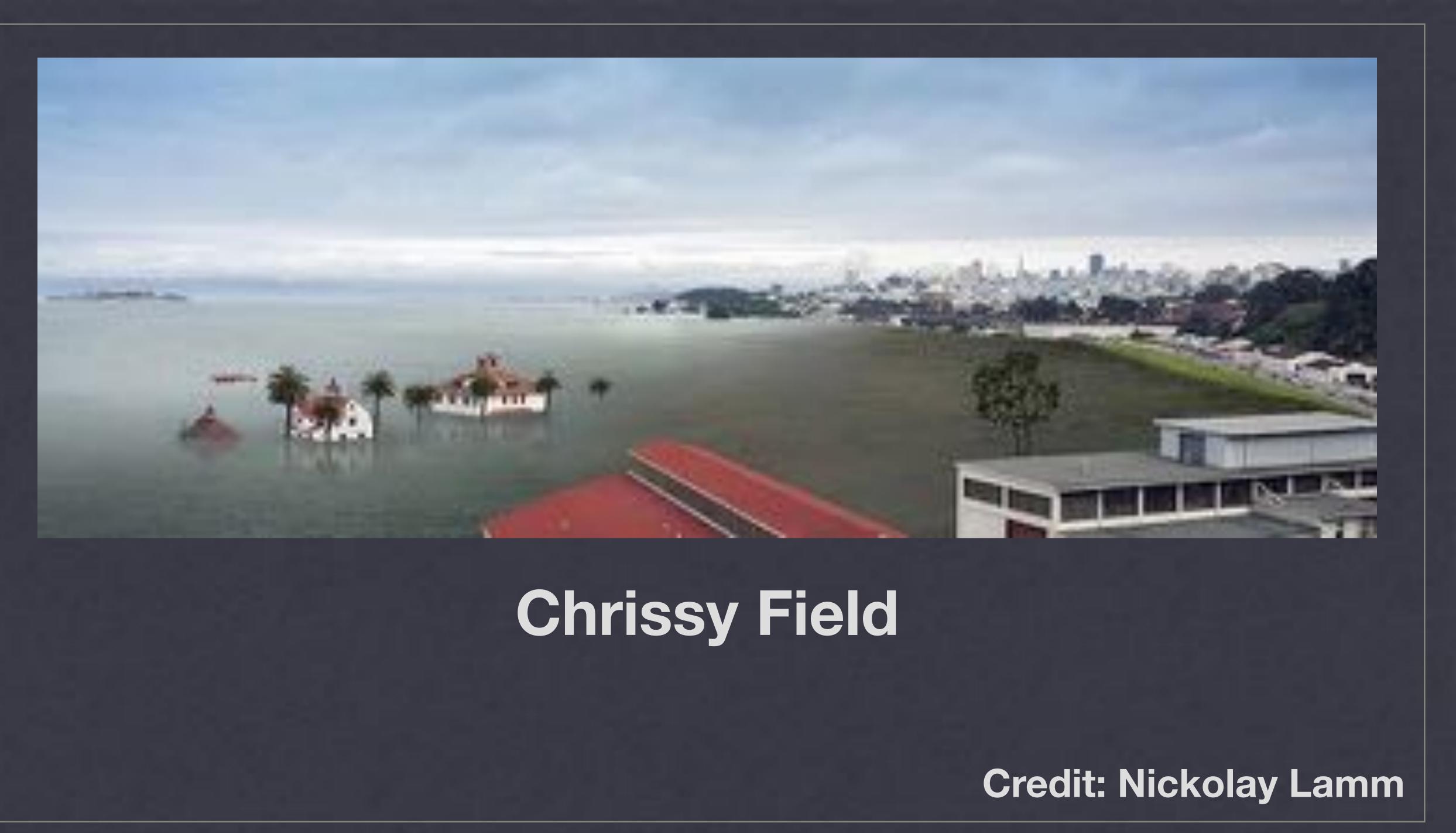
+ Global Sea Level Rise Scenarios for the United States National Climate Assessment [NOAA 2012]



AT&T Park @ 12 Feet SLR

Credit: Nickolay Lamm



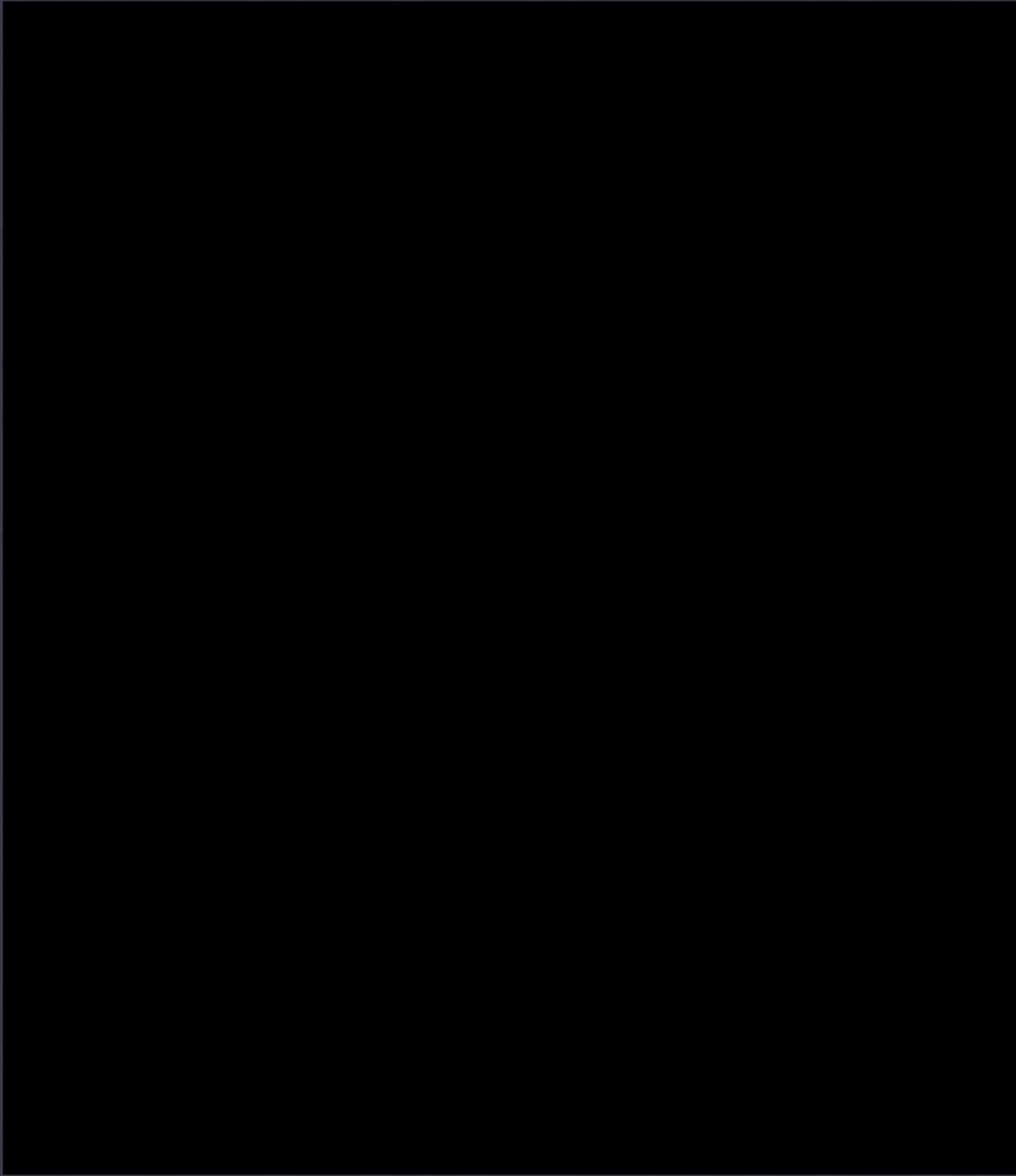




Chrissy Field

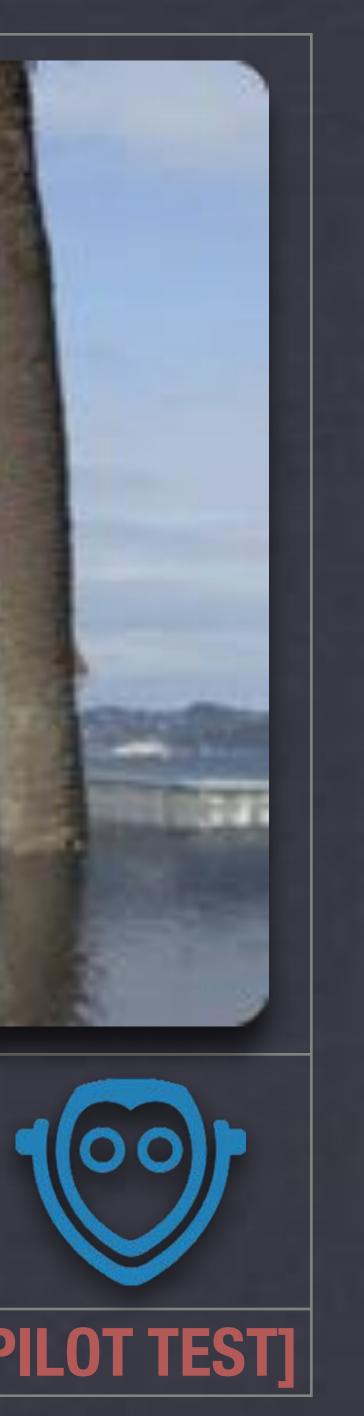
Credit: Nickolay Lamm













- Shows high-probability sea level rise scenarios
- **Boosts public support for adaptation policies**
- **Drives environmental stewardship actions**

OWL SEA LEVEL RISE VIEWER







- impacts.

- track stewardship actions, and write paper for publication.
- toolkit and distributed through partner organizations.



Climate Impact Visualization to Catalyze Risk Reduction

* OWL will be deployed to high foot-traffic Marin County locations vulnerable to climate

* Users will see 360-degree visualizations of recent El Nino and King Tide events, future inundation scenarios according to NOAA/USGS models, and green infrastructure solutions.

* Users prompted to take personal stewardship actions and support local adaptation policies.

* Dr. Susanne Moser, Ph.D. (Stanford) will conduct social science study into efficacy of tool,

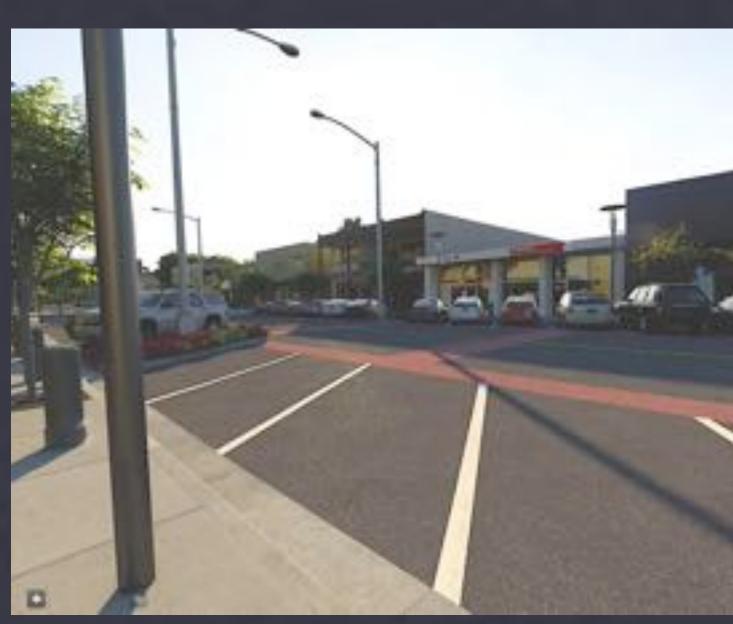
* Results will be packaged into a best practices outreach, education and communications





Palo Alto, CA









Seeing is believing.

San Francisco

Fremont, CA



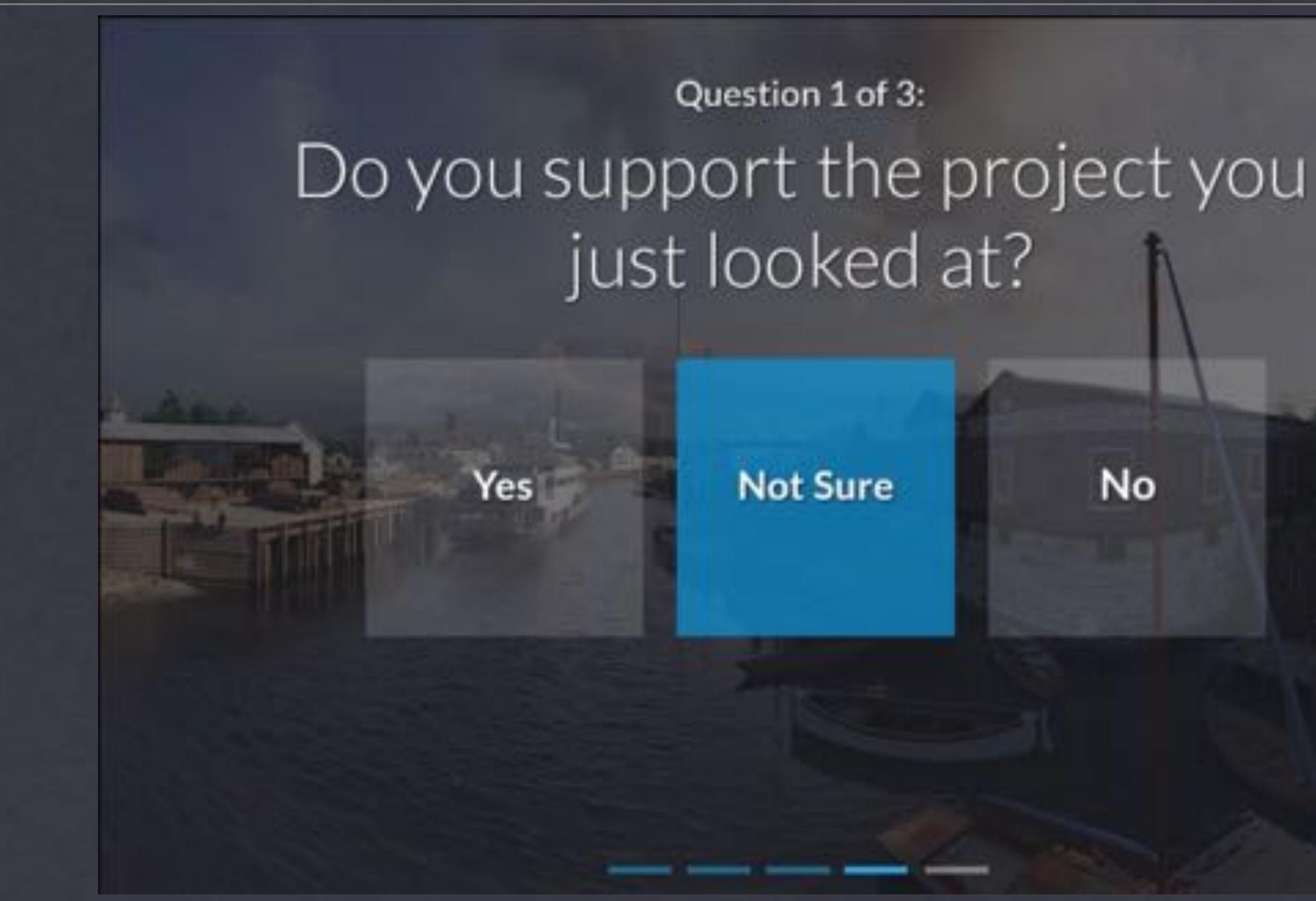
Napa River History Viewer

You're about to voyage back in time to the year 1900 and witness a typical day on the Napa River. When you're finished exploring, please take a moment to give us your feedback—we're considering bringing more OWLs Downtown to show you Napa's colorful, rough and tumble history. This historic demonstration project is brought to you by RSA+ and Owlized with special support from the Napa County Historical Society. Now if you're ready, click the right button and off you'll go to the year 1900!







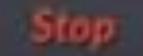


No





We value your feedback on this project. Please record your thoughts





Next

Head pans and tilts

Audio playback/recording

Records survey responses

Weeklong battery supply or hardwired

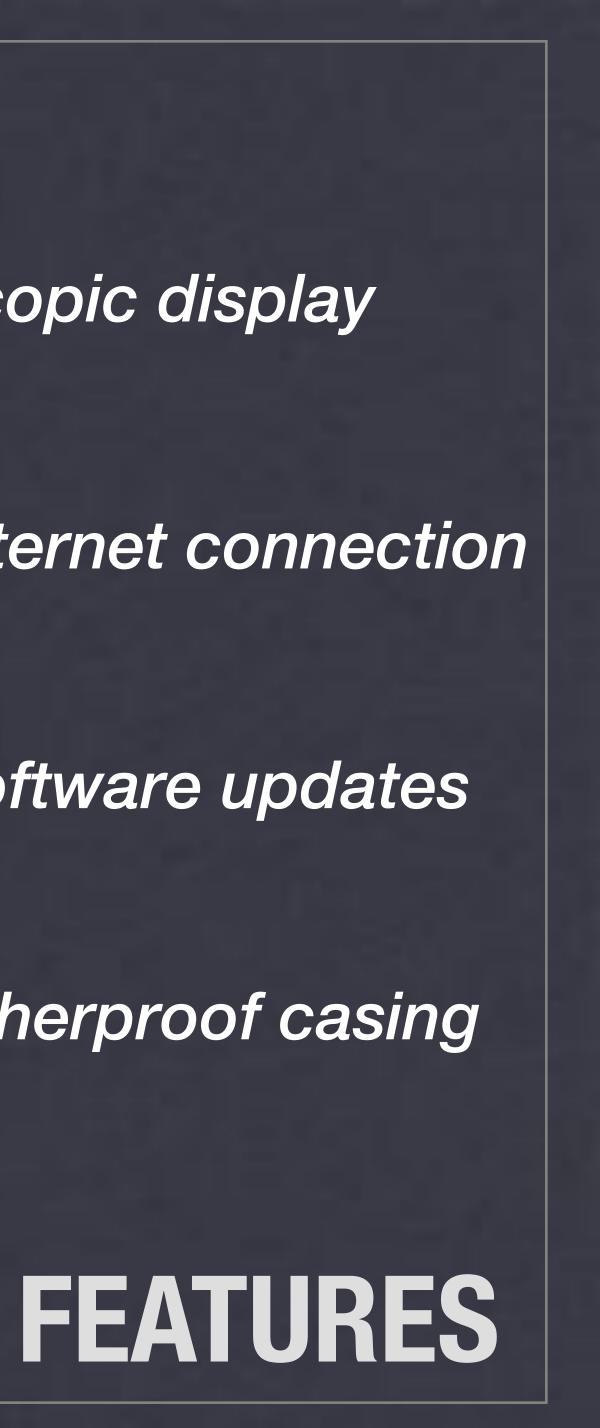
Securely bolts to ground

3D stereoscopic display

Wireless internet connection

Remote software updates

Tough, weatherproof casing



1. Tap button to toggle through sea level rise scenarios

2. OWL describes what you're seeing

Here's what 3 feet looks like...

3. OWL promotes adaptation measures

Here's what Marin County is doing about it...

4. Choose stewardship action

Would you like to sign up for rooftop solar?

PROGRAM





WOODS INSTITUTE FOR THE ENVIRONMENT STANFORD UNIVERSITY

San Francisco Bay National Estuarine Research Reserve

PARTNERS





To Whom It May Concern:

I write to express enthusiable support for and commitment to an upcoming environmental education pilot test being designed and implemented by Climate Access. 5P Environment, National Oceanic and Atmospheric Administration, Owland, Autodesk, San Francisco Bay National Estuarine Research Reserve, and California King Tides Initiative.

in this pilot project, we are looking to rese decision-making in understanding climate activities.

Starting in June 2014, San Franciscans and never before. Owliged has developed digit scenario data, allowing citizms walking by change.

An OW, digital vewfinder will be loaded a modeling from NOAA and installed at a vi-Users will look around inside the CWII, and coastine directly in front will change unde outcomes.

The OWL will be carefully programmed wi science behind the models they are slewin begin an engagement path on climate pre the region that offer citizen stewardship p

The project will be ied by Climate Acoms, I program and coordinate with project part gnantee partner in the project will be Cr. 5 Environment at Starford University, who is the outcomes of the 12-week ONV, stewfi

The outcomes of the poor project will beci communications tookit, which will be dist California King Tides Initiative, NERR and S model will be replicable across the US for advance action on climate change and inc

Autodesk piedges to contribute \$20,000 i and looks forward to playing a leading rol tool that can be utilized to help educate n coastal communities across the United Sta

Sincelely,

Tristan Randall

Tristian Randall Special Projects Executive Autodesk, Inc.

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San Francisco Bay National Estuarine Research Reserve 3152 Paradise Drive, Tiburon, CA 94920-1205 Tel (415) 338-3707 Fax (415) 435-7120 Web: www.sfbaynerr.org

To Whom it May Concern:

I write to express enthusiastic support for and commitment to an upcoming environmental education pilot test being designed and implemented by Climate Access, SF Environment, San Francisco Bay National Estuarine Research Reserve (SF Bay NERR), California King Tides Initiative, Owlized, and Autodesk.

In this pilot project, we are looking to research the use of visualization and scenario-based decisionmaking in understanding climate impacts and engaging citizens in stewardship activities. Starting in June 2014, San Franciscans and tourists will visualize anticipated sea-level rise like never before. Owlized have developed digital sidewalk viewfinders that can be loaded with scenario data, allowing citizens walking by to visualize how the world around them might change.

An OWL digital viewfinder will be loaded with the current, most accurate sea level rise modeling from NOAA and installed at a vulnerable location with high pedestrian foot traffic. The OWL will be carefully programmed with contextual narration to explain to users the science behind the models they are viewing, and after viewing the models will be prompted to begin an engagement path on climate preparation with SF Environment, NERR and others in the region that offer citizen stewardship programs. The outcomes of the pilot project will become part of a best practices outreach communications toolkit, which will be disseminated by Climate Access in partnership with the California King Tides Initiative, NERR and SF Environment. This environmental stewardship model will be replicable across the US for different scenario modeling to provide a catalyst to advance action on climate change and increase public support for environmental protection.

The San Francisco Bay National Estuarine Research Reserve engages with partners from across the region to translate and inspire action on science for a broad range of audiences. This proposed project supports the work of the Reserve by testing a new communication model on a high-priority topic. The lessons learned from this project will support an expansion of our education and communication endeavors, both from the Reserve and for the California King Tides Initiative, for which the Reserve is a founding member. The Reserve looks forward to the opportunity to develop a scalable environmental education tool that can be utilized to help educate residents and drive stewardship actions in vulnerable coastal communities across the United States.

Sincerely,

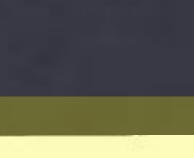
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Coastal Training Program Coordinator San Francisco Bay National Estuarine Research Reserve



San Francisco Bay National Estuarine Research Reserve is a partnership among National Oceanic and Atmospheric Administration, San Francisco State University, California State Parks, Soliano Land Trust and the Bay Conservation and Development Commission.

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SF Environment

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Department of the City and County of San Risections



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CALIFORNIA COASTAL COMMISSION

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To Whost it May Concern:

As conduir of the U.S. Okohol Change Research Pengrism (CHOCKP) Convenientiation and Education Interaptivey Working Group, the fideral lead on the Climate Literacy goale and NOALY Climate Substation coordinator, I are pleased to offer tru antheniatic support for and constructioned to an opcorring un-investigated adactation pilot and being designed and implemented by Climate Access is partnership with 50 Exvisionment, San Francisco Bay Nitional Elementes Research Reserve, California King Tile Initiative, Challinged and Austadiedk.

at this plat project. Climate Access is lecking to rewards the use of visualization and concern-based townits understanding climate impacts and if this two of imperiential objections can baid elitors to engage in stepsenhiltig antivities. Over a 12-week period, starting in Jane 2014, San Prancincane and tourism will visualize anticipated sea-level rise like never before. Owliand have developed digital sidewalk viewfinders that can be loaded with some lo date, allowing citeren walking by in visualize how the world around them snight change. An OWL digital viewfinder will be loaded with the europe, most accepte yes level view reaching from NOAA and installat as a volumble location with high pedestrian fact traffic. Using with Sock around inside the OWS, and see a range of scenarios that show here the exactline directly in them will change seder best (take action) and rearst (the withing) macorum.

A are impressed that Classis Aaroo will develop the experiential adocator program and accedurate willproject partners with the dissemination of the findings. To date, they have done impressive week. A subprentor partner in the project will be De Sau Messy, a follow at the Words builtule for the Environment at Stanford University, who will assist and advise on the research that analyzes the outcomes of the 12-week. CW, viewfader pilot prijnet. This makes in encolliest team.

The outcomes of the pilos project will became part of a lens practices nutrouch, education and communications toolky, which will be discontinued by Clinoste Arrows in partnership with the California King Tides Initiative, NERS and 37 Environment. I can extend the dimensionation of this workst nationally-If a shares provider. If successful, this environmental menandable model will be replicable not only in . countal regions solverslife in sea level rise, but it are region where the use of visualization and scenario climate inspect modeling has the peterstial to not a cotalyst to advence addersamiling of climate change and increase public support for environmental protection.

This proposal impgatio 503.6.4% science, service and stresurbidg mission along with not adsortion goal of anvironmanial literary. Fuellan, both NOAA Climate goal and USOCEP have a climate literacy abjective. As such, Thesh forward to acting as a project advisor on this effort, providing guidance to the Climan-Azonia trans and project partners on the choign of the moreoverantal education pillse; introductions toorganisations with reporting in developing experiential or integrative climate adocation projects in the line Francisco Bay Artea, such as the National Parks Service and the Observatory, coordinate relevant scientific assessments willingtion, and starting the findings from the pilot with NGAA and other foliant science. survey staff and partials.

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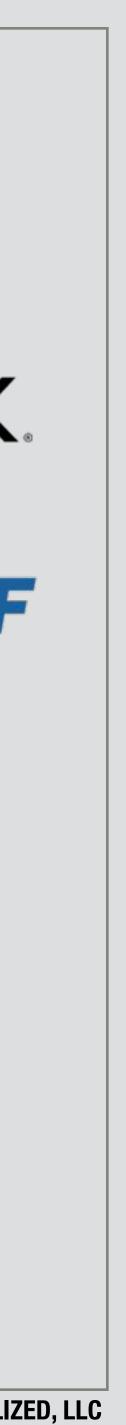
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PARTNERS **AUTODESK**. URBAN PARSONS FEMA BRINCKERHOFF

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Beyond Business as Usual A Report from Public Agenda

- * Survey of 462 leaders of civic and community-based organizations throughout California
- * Organizations' missions include improving local decision making by working with residents and/or civic leaders

BEYOND BUSINESS AS USUAL

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Leaders of California's Civic **Organizations Seek New** Ways to Engage the Public in Local Governance

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A REPORT OF DUBLIC AGENDA



PUBLC ENGAGEMENT in California

Public comment agendas are dominated by narrow interests and negative remarks

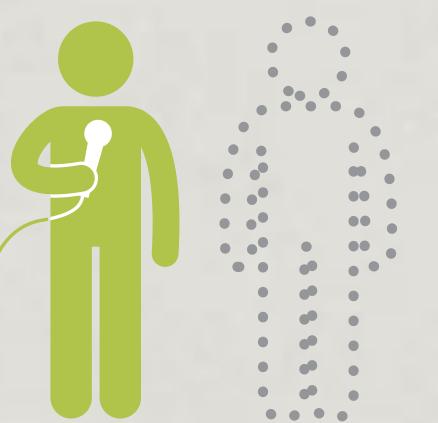


Many desire broad-based public participation and stronger collaboration.

Highlights from research with local officials and civic leaders

OPPORTUNITY FOR CHANGE

Public meetings often do not meet the needs of residents or local officials.



Large segments of the public are missing, especially low-income populations, immigrants and young people

WHAT THEY ARE SAYING





DIGITAL ARTS DISTRICT CAMPAIGN 2009



Mid-Market ARTS District

Summary Findings from Qualitative Research with San Francisco Voters November 11, 2011



DIGITAL ARTS DISTRICT CAMPAIGN 2009





and who would benefit.

Participants were not opposed to advertising.

If you made it the Marquee district, that's kind of interesting, maybe it will help spruce things up.

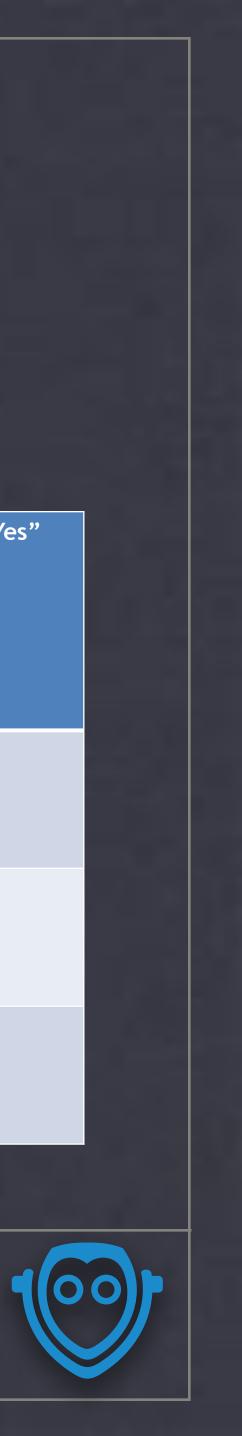
But were often skeptical of who was behind the measure and how the signs would look.

I need to know a lot more about the process and how it works. Who's proposing this idea? Who profits by it?

DIGITAL ARTS DISTRICT CAMPAIGN 2009

Participants were skeptical of the measure before seeing the signs and wanted to know more about what the signs would look like

	Yes	No	Net "Yes"
1 <i>st</i>	1	7	-6
2 nd	4	4	0
Total Initial	5	11	-6



Participants moved in favor of the Ballot Initiative, but nearly 1/3 of participants still voted "No" in the Final Ballot.

Initial Ballot

	Yes	Νο	Net "Yes"
1 st	1	7	-6
2 nd	4	4	0
Total Initial	5	11	-6

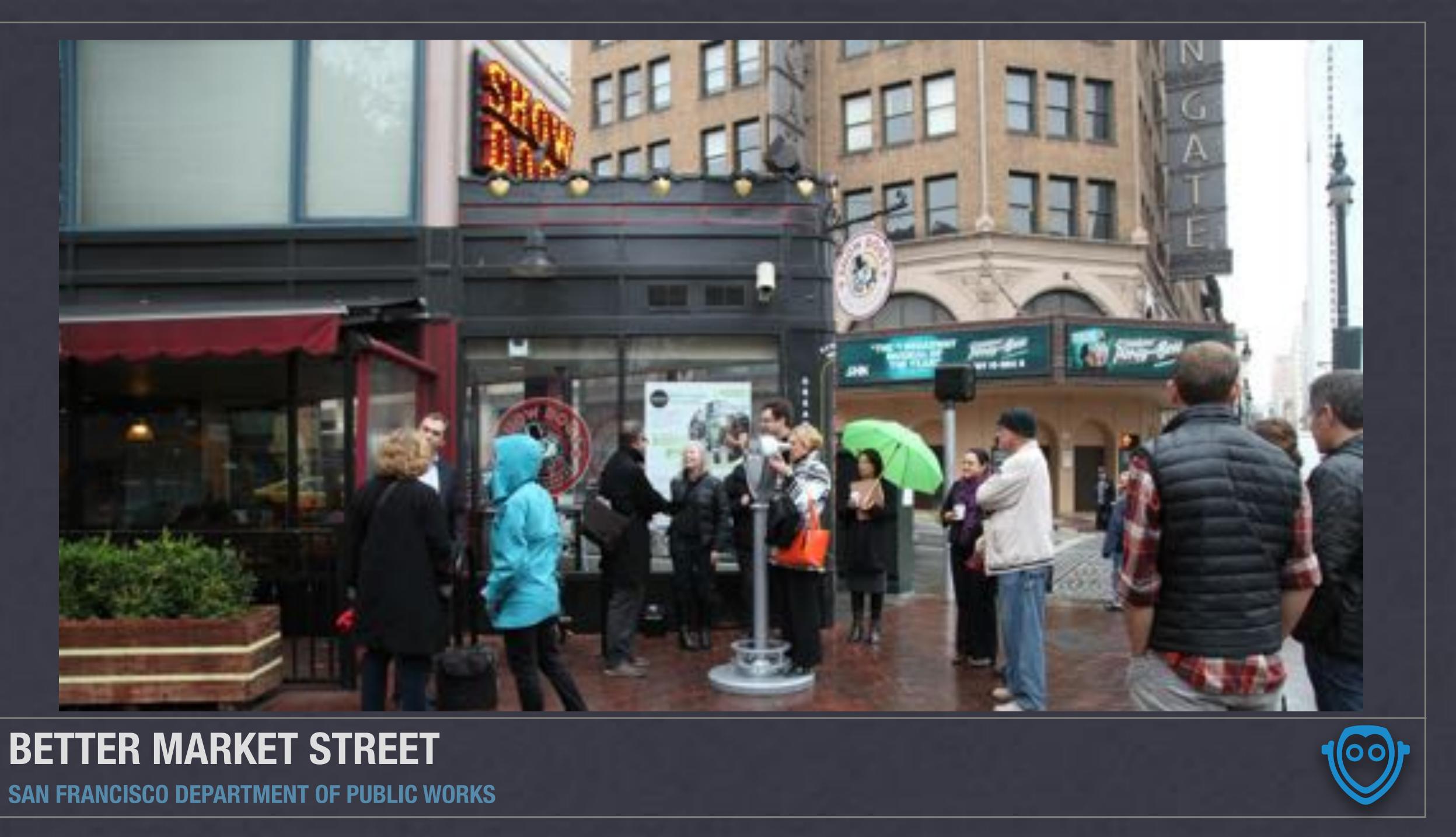
Overall, there was a Net +12 movement in votes from the initial to the final ballot.

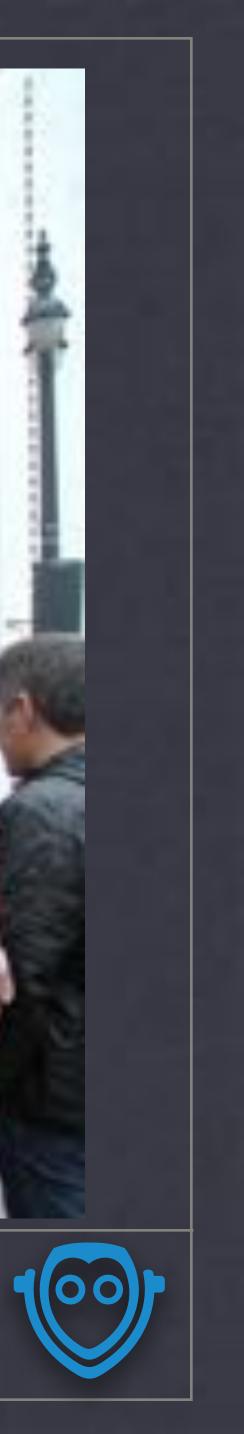
DIGITAL ARTS DISTRICT CAMPAIGN 2009

Final Ballot

	Yes	No	Net "Yes"
1 st	5	3	+2
2 nd	6	2	+4
Total Final	11	5	+6









BETTER MARKET STREET SAN FRANCISCO DEPARTMENT OF PUBLIC WORKS





Were you aware of the Better Market Street project before seeing the display today?

BETTER MARKET STREET SURVEY RESULTS 09/13

Somewhat Aware 35%

Not at all Aware 37%







How helpful was the OWL for understanding proposed design options?

5 (Extremely Helpful)
4 (Very Helpful)
3 (Somewhat Helpful)
2 (Not Very Helpful)
1 (Useless)

BETTER MARKET STREET SURVEY RESULTS 09/13











Would you like to use an OWL again to look at proposed design options for city projects?

BETTER MARKET STREET SURVEY RESULTS 09/13







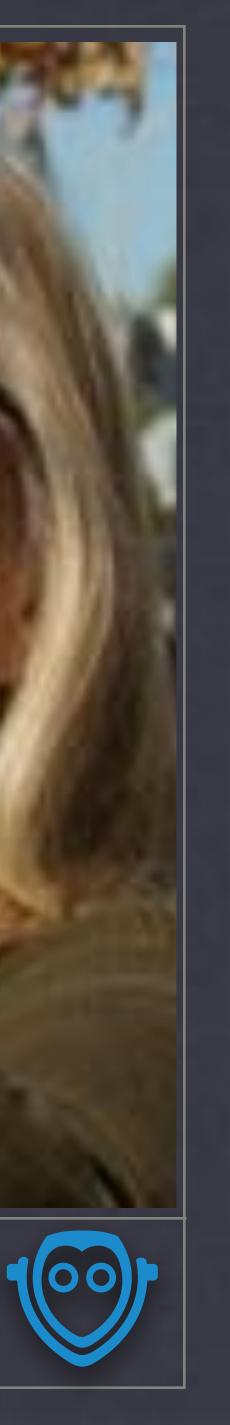






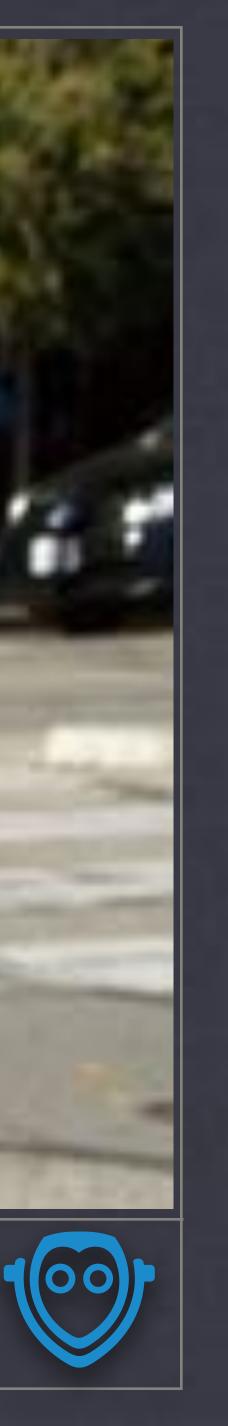








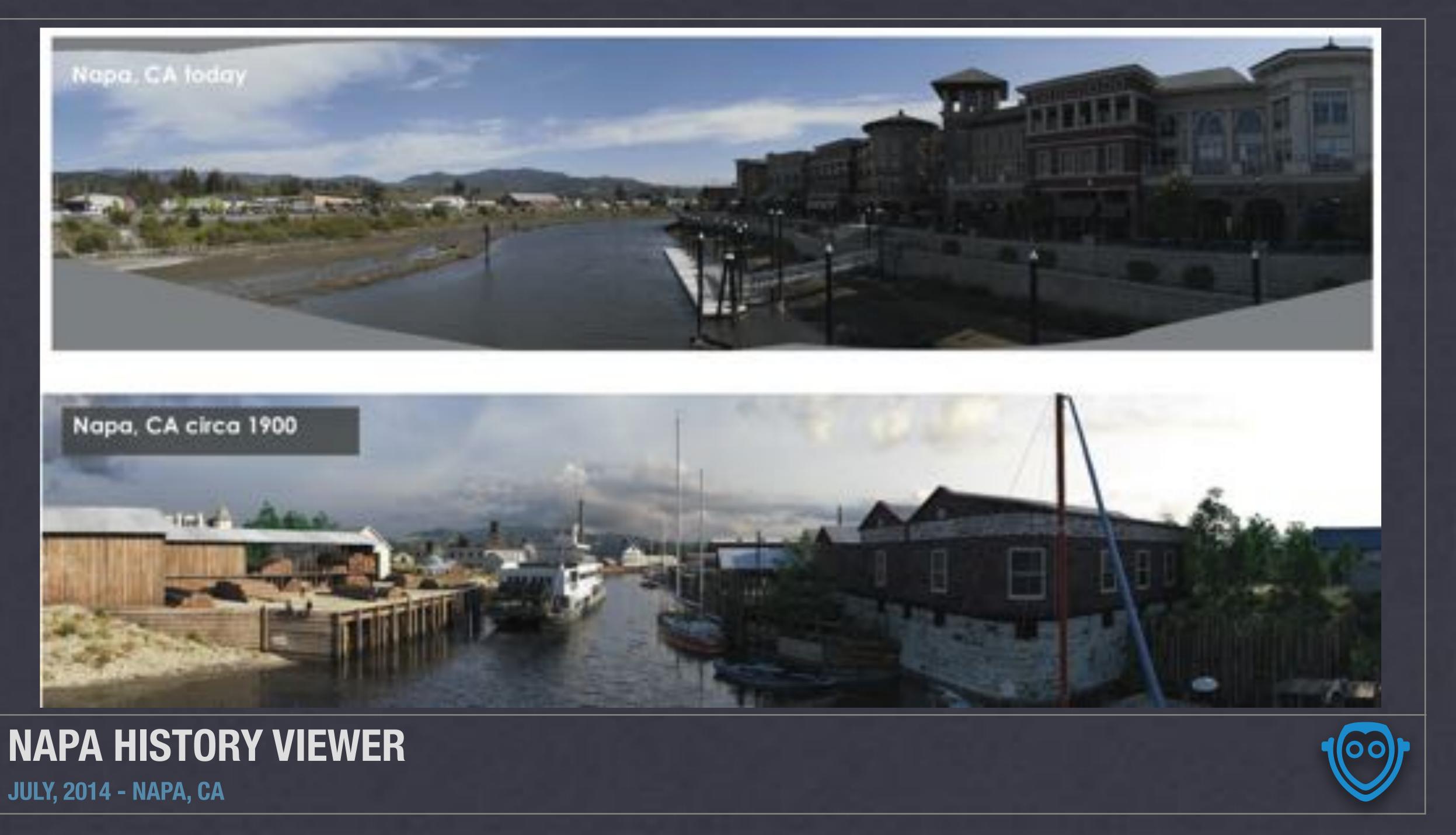




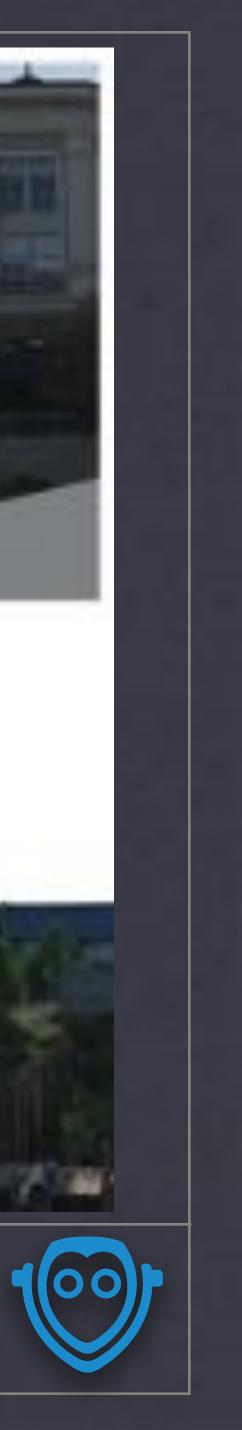


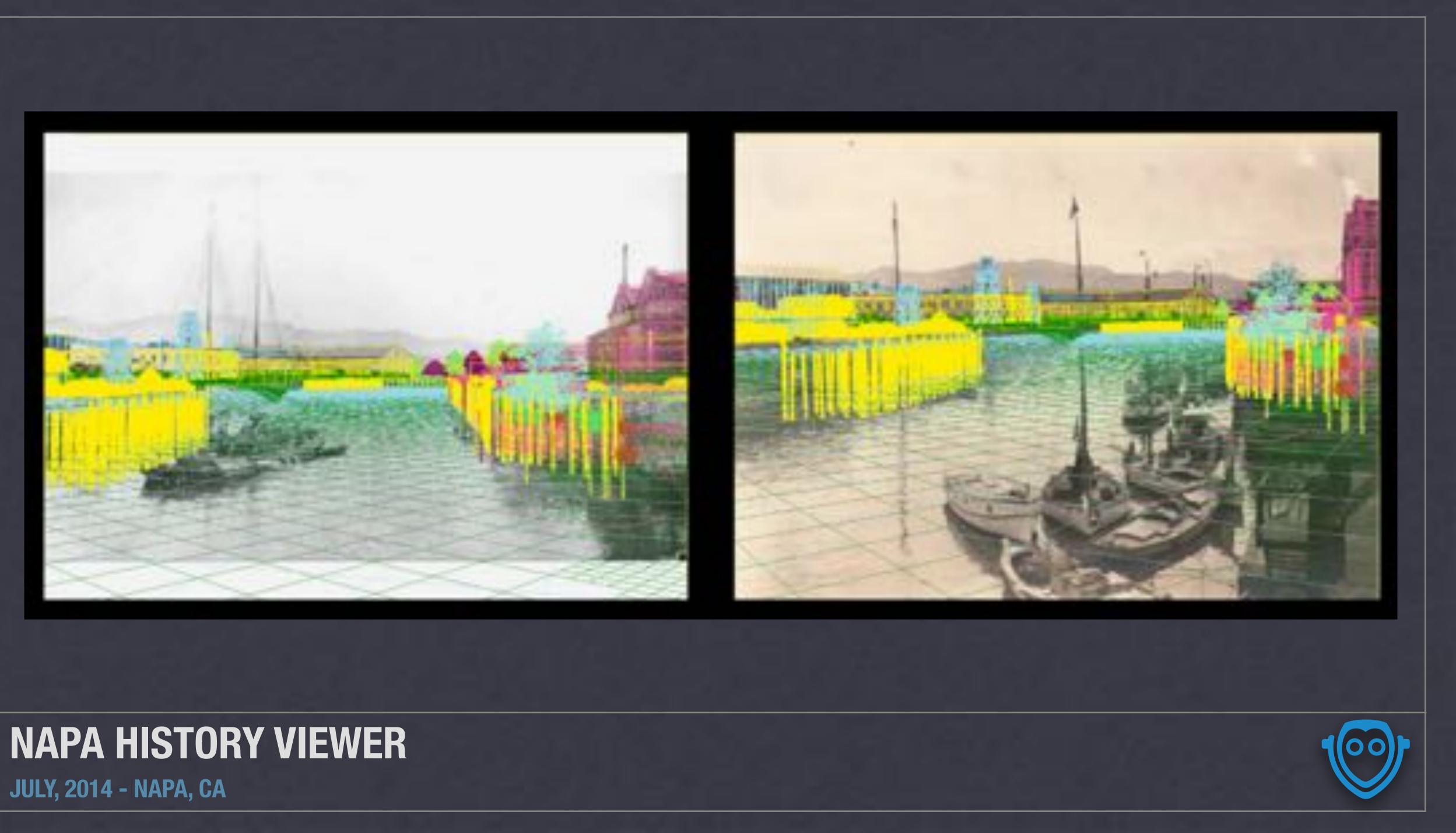
NAPA HISTORY VIEWER JULY, 2014 - NAPA, CA

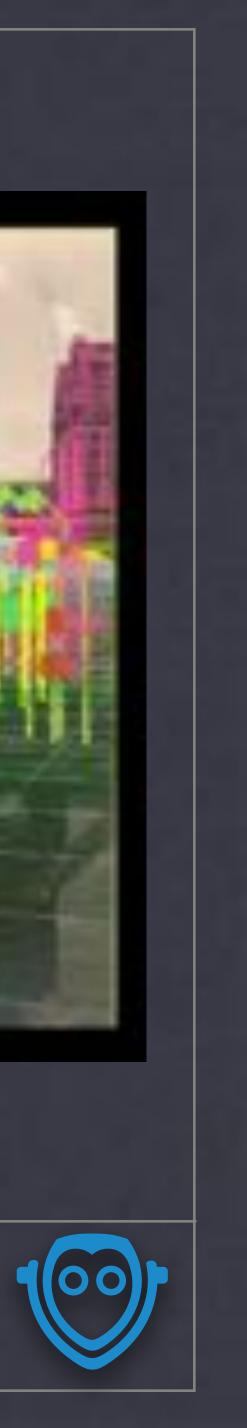


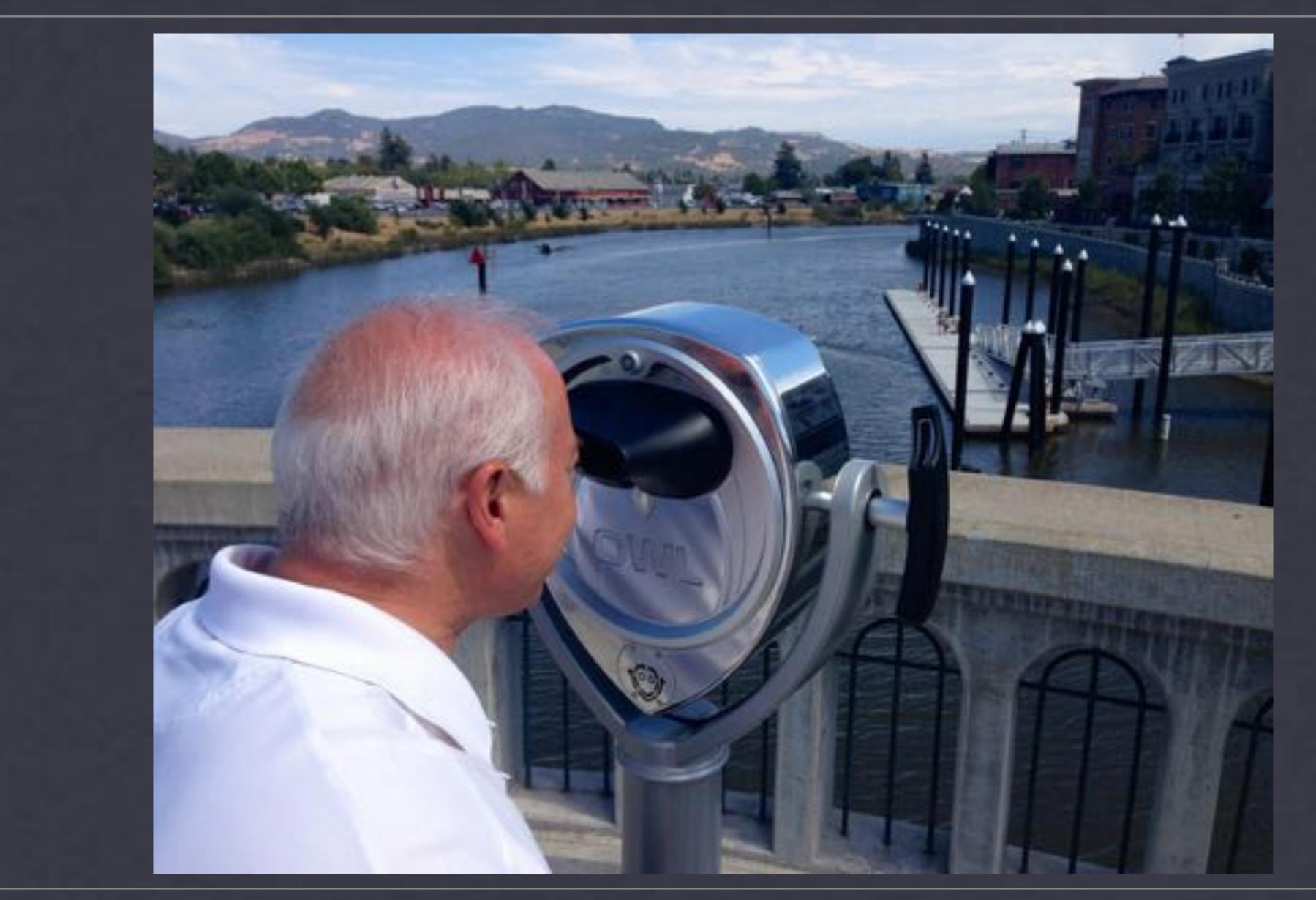


NAPA HISTORY VIEWER









NAPA HISTORY VIEWER JULY, 2014 - NAPA, CA







