



**Hampton Roads Sea Level Rise/Flooding Adaptation Forum AGENDA**

**Wednesday, July 10, 2013**

9:00AM – 3:00PM

**New location:** Old Dominion University's Regional Higher Education Center - Virginia Beach  
1881 University Drive, Virginia Beach, VA 23453  
<http://ww2.odu.edu/ao/vbhec/about/directions.shtml>

**REGISTRATION REQUIRED**

8:30 AM – 9:00 AM	Registration and coffee
9:00 AM – 9:15 AM	Opening Remarks and Introductions – <b>Larry Atkinson</b> , <i>Old Dominion University Climate Change and Sea Level Rise Initiative (CCSLRI)</i>
9:15 AM – 9:30 AM	Ice-Breaker/Networking Activity – <b>Jenifer Alonzo</b> , <i>Old Dominion University Department of Communication and Theater Arts and CCSLRI</i>
9:30 AM – 9:45 AM	RE.Invest Norfolk Update ( <a href="http://www.reinvestinitiative.org/partner-cities/norfolk/">http://www.reinvestinitiative.org/partner-cities/norfolk/</a> ) – <b>Denise Thompson</b> , <i>Manager of Environmental Protection Programs, City of Norfolk</i>
9:45 AM – 10:30 AM	Earning Trust and Explaining Complexities As You Communicate Climate Science – <b>Katherine Rowan, PhD</b> , <i>Director, Science Communication Graduate Program, George Mason University</i>
10:30 AM – 11:00 AM	Q&A with Speakers and Break
11:00 AM – 11:45 AM	Risky Business: Engaging the Public in Policy Discourse on Sea-Level Rise and Inundation – <b>Karen Akerlof, PhD</b> , <i>Research Assistant Professor, Center for Climate Change Communication, George Mason University</i>
11:45 AM – 12:45 PM	Lunch and <b>Keynote Speaker: Margaret Davidson, JD</b> , <i>Acting Director, Office of Ocean and Coastal Resource Management, NOAA</i>
12:45 PM – 1:00 PM	Communicating Adaptation: Notes from the Field – <b>Shereen Hughes</b> , <i>Wetlands Watch</i>
1:00 PM – 1:30 PM	Updates on Regional HRPDC and TPO Reports and Plans and HRPDC CZM/Virginia Beach Project – <b>Ben Mcfarlane</b> , <i>Regional Planner, HRPDC</i>
1:30 PM – 2:30 PM	<p style="text-align: center;"><b>Stakeholder Panel and Discussion</b></p> <p><b>Fred Brusso</b> – Planning Administrator of the City of Portsmouth  <b>Julia Hillegass</b> – Public Information &amp; Community Affairs Administrator, HRPDC, <a href="http://askHRgreen.org">askHRgreen.org</a>  <b>Gayle Hicks</b> – City of Hampton Public Works, Hampton Engages (<a href="http://Hamptonengages.com">Hamptonengages.com</a>)  <b>Clay Bernick</b> – Administrator of the City of Virginia Beach Environment and Sustainability Office</p> <p>Panelists are asked to address the following briefly (as appropriate) to kick-start a group discussion:</p> <ul style="list-style-type: none"> <li>• What do you do?</li> <li>• What do you need communications tools to do? (i.e., inform and increase awareness; or influence behavior?)</li> <li>• Who is your target audience and what is the key message?</li> <li>• What has worked well and what has not worked so well in your communications efforts?</li> <li>• How do you know when your outreach is successful?</li> <li>• What are best practices and strategies to effectively use different communications tools and tactics (i.e. social media, radio spots, public speaker series, town halls, etc.)?</li> <li>• What are strategies and lessons learned to best address deniers and meeting disruptors?</li> <li>• What are effective techniques for engaging the community?</li> </ul>