

Coastal Zone 2011 Trainings and Workshops, Sunday, July 17, 2011

Trainings and workshops must meet their minimum number prior to June 15, 2011, or will be cancelled. Please sign up EARLY and encourage your colleagues and friends!

There are 5 trainings and 8 workshops specially designed for meeting attendees by subject matter experts and for a minimal cost of \$25. You do NOT need to register for the conference to attend a training or workshop. **You DO need to register by June 1, 2011.** Conference trainings and workshops are subject to cancellation if minimum numbers of participants are not reached. Money will be refunded if a training or workshop is cancelled. To register for a training or workshop opportunity, check the appropriate box on the registration form.

Trainings: pages 2-6

9AM - 5PM

1. Training Combines Two Complementary Approaches for Reducing and Adapting to Coastal Risks

9AM - 12PM

2. Effectively Communicating Climate Change: Innovative Tools for Education and Public Outreach
3. Want More People and the Right People to Know About (and Find) Your Website?

1PM - 5PM

4. Collaborative Leadership: Engaging the Public in Decisions that Affect Coastal Communities
5. Introducing Green Infrastructure for Coastal Resilience

Workshops: pages 6-11

9AM - 5PM

6. An Introduction to Systems Thinking for Coastal Management Practitioners
7. NOAA Coastal Inundation Mapping

9AM - 12PM

8. Helping Coastal Communities Strategize Adaptations to Climate Change
9. Making Tough Decisions Objectively
10. Using CanVis to Visualize the Coastal Zone

1PM - 5PM

11. Decision Support Tools for Coastal and Marine Spatial Planning: What is in the Toolbox?
12. Strategic Conservation Planning using the Habitat Priority Planner
13. Demonstration and Hands-On Exercises with the Estuary Data Mapper

3. Want More People, and the Right People, to Know About (and Find) Your Website?

Lawrence Charters and Davida Remer, NOAA National Ocean Service

Time: 9AM-5PM

Participants: Minimum 15, Maximum 30

Websites are a key tool for communications with partners, constituents, and the public. Ever wonder why, even though you have great content on your website, users are still not finding you? Are you planning a new website and want to insure that you provide the right content to the right users?

NOAA's National Ocean Service has planned, developed, and maintained more than 100 websites for NOAA, other government agencies, nongovernmental organizations, and academic institutions. These range from sites that are purely informational about a program or topic to sites that deliver raw scientific data to sites of record that track and support the administration of a program or organization. In all of these cases, it is important that a site be both well planned and well built so that the site can be found, be properly indexed by search engines, and be both trusted and used by the intended audiences seeking information important to them.

In this training we will provide website developers, managers, and editors clear guidelines for making your sites search engine friendly, and for getting users to your site through search engines. Given that somewhere between 70 percent and 95 percent of traffic to most websites comes via search engines, it is important to understand how search engines index sites, and of common structural errors that cause problems for search engines. We will also provide examples of other, non-electronic methods of promoting your website and getting your message to the public.

As it is difficult to add good site design, construction, and search engine optimization after the fact, we will also discuss what happens before you build a website. A good website planning process clearly identifies the purpose, objectives, and audience for the site; anticipates and allows for changes over time; and includes features that allow the site to promote itself. This process will help you create a website that is well-targeted with the right content to meet the needs of your user community.

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4. Collaborative Leadership: Effectively Engaging the Public in Decisions that Affect Coastal Communities

David C. Batson, Senior Collaboration and Alternative Dispute Resolution Specialist, U.S. Environmental Protection Agency; and Deputy Director, Coastal America

Time: 1PM-5PM

Participants: Minimum 16, Maximum 24

Intended audience: Members of government agencies and those who interact with government agencies.

Effectively addressing upcoming challenges to coastal communities will be a daunting task for local, state, and federal governments; one that will undoubtedly involve difficult decisions and create tension with local communities and stakeholders. This task is made no easier by the reality of ever reducing government budgets and strained resources. For governments at all levels to be successful in dealing with these challenges will require a collaborative approach to decision making and project implementation that leverages the resources and expertise of affected private stakeholders and the public.

This training session will provide an overview of proven collaborative approaches and techniques to enhance the success of government efforts that impact coastal communities through effective collaboration with affected stakeholders. Through presentation, case studies, and interactive exercises, participants will learn critical situation assessment and process skills to make them more effective collaborative leaders.

Speaker background: David Batson, has over 30 years of experience as a facilitator, mediator, and trainer supporting collaboration between government, private parties, and the public.

5. Introducing Green Infrastructure for Coastal Resilience

Nancy Cofer-Shabica and Josh Murphy, NOAA Coastal Services Center

Lindsay Goodwin, The Baldwin Group on contract with NOAA Coastal Services Center

Time: 1PM-5PM

Participants: Minimum 9, Maximum 36

This workshop provides an introduction to how communities can consider green infrastructure as part of a land use and conservation planning strategy to enhance resilience. Green infrastructure refers to a strategically planned network of natural lands and open spaces that conserve ecosystem values and functions and provide benefits to human populations. Protected ecosystems provide natural services to human communities, such as water filtration, flood protection, and storm buffering that can help lessen impacts from coastal hazards.

This workshop asks participants, “What makes your community resilient?” and “Where are the existing natural landscapes that can enhance resilience?” With increasing development pressures and frequent weather events threatening our coastlines, these questions become more and more critical to address. This three-hour course introduces students to the fundamental green infrastructure concepts that play a critical role in making coastal communities more resilient. Through lectures, group discussions, and exercises, participants will identify natural assets in their communities that improve coastal resilience and will identify the key stakeholders and resources needed to support the implementation of green infrastructure concepts.

Workshop objectives:

- Participants become familiar with green infrastructure terms and concepts and the variety of contexts in which they are used.

feedback loops and policy leverage points. Good practices for diagramming are emphasized. Interested participants can transfer a causal loop diagram to Vensim PLE, the free version of a powerful modeling software package.

This workshop was conducted at CZ 2007 and CZ 2009. Past participants are encouraged to attend again, since new examples and cases will be offered. They can work on a new individual problem, participate in the group modeling exercise (not offered previously) and preview a working version of a teaching/ research model on the dynamics of state/local level ICM. Participants are encouraged to bring laptops, instructions for downloading software will be provided in advance, however computers are not required for successful participation and will not be provided.

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7. NOAA Coastal Inundation Mapping Short Course: A Comprehensive, Interactive Approach to Mapping Sea Level Rise Using GIS

Matthem Pendelton and William Brooks (I.M. Systems Group, NOAA Coastal Services Center)

Time: 9AM-5PM

Participants: Minimum 10, Maximum 40

The purpose of this four-hour course is to provide participants with important information on coastal inundation, with an emphasis on mapping sea level rise using a geographic information system (GIS). The course is a combination of lectures and interactive demonstrations focused on topics relevant to coastal inundation, including resources available for products and data, enhanced spatial methods used to delineate flood areas in a coastal environment, visualization techniques, and more. Each lecture will be followed by a live demonstration of covered material, allowing attendees to see the methods behind the production of high-quality inundation products. The information and techniques in the short course are based on NOAA's two-day, hands-on inundation mapping course and will follow a four-step process for mapping inundation as outlined in the NOAA Coastal Services Center's Coastal Inundation Toolkit (www.csc.noaa.gov/digitalcoast/inundation/index.html).

Course topics and demos include the importance of mapping inundation, obtaining and preparing elevation data, preparing water levels, and mapping and visualizing inundation. This workshop is designed for certified floodplain managers; state, county, and municipal officials and planners; and those with current GIS skills who are interested in learning more about mapping coastal inundation. Intermediate GIS experience (six months to one year of GIS usage) is required.

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8. Helping Coastal Communities Strategize Adaptations to Climate Change: How to Implement a Structured Dialogue Using an Interactive Diagramming Program

Seth Tuler (Social and Environmental Research Institute, Greenfield, Mass.)

Jessica Whitehead (South Carolina Sea Grant Consortium, Charleston, S.C.)

Thomas Webler (Social and Environmental Research Institute, Greenfield, Mass.)

Kirstin Dow (Department of Geography, University of South Carolina, Columbia, S.C.)

Time: 9-12PM

Participants: Minimum 8, Maximum 30

This workshop will teach participants to facilitate discussion of climate-related impacts on coastal communities between local officials and other stakeholder groups using the Vulnerability and Consequences Adaptation Planning Scenarios (VCAPS) process. This process couples structured discussion with an interactive computer-based diagramming program to help local officials and stakeholders collectively design scenarios that depict potential impacts of climate stressors on their communities and suggest collective and individual response options. Many adaptation decisions will be taken at a local level. Coastal managers and communities desire a better understanding of how large-scale global processes are relevant to local decisions and circumstances. Consequences can be direct effects (e.g., flooding from sea level rise, shoreline erosion), but they are often the result of complex indirect interactions as well (e.g., loss of income from reduced tourism and recreation leading to reduced budgets, inability to purchase hazard insurance potentially influencing the tax base, new pressures on infrastructure leading to investment needs). Community planners must understand how impacts are related to differences in vulnerability, how municipal actions can exacerbate impacts (e.g., construction of protective seawalls and revetments), and how management decisions interact in productive and unproductive ways. The VCAPS process promotes structured and efficient dialogue and deliberation among a diverse group of individuals. Our process focuses discussion by integrating the concepts of vulnerability analysis and the causal chain of hazard events. VCAPS combines a facilitated series of meetings using an interactive computer-based diagramming program to help local planners collaboratively develop qualitative scenarios about how multiple stressors interact to affect processes within a social-environmental system and produce significant consequences to communities. It highlights vulnerabilities and management interventions that can be taken to adapt to or mitigate consequences.

A benefit of this approach is that it highlights causal connections and feedbacks. The computer diagramming tool enables a facilitator to summarize discussions visually, in real-time. This promotes reaching efficient closure on different discussion points. It also creates a record of a shared understanding of the local adaptation issue. We will illustrate the use of VCAPS and our experiences using it to promote discussion and learning in two Southeastern coastal communities. While VCAPS is presented in a climate change context, participants will find that the tool has multiple uses, including for water management, shoreline change, and complex management issues connected to climate variability. Workshop participants will learn the conceptual underpinnings of the process and how it can support informed discussion of adaptation strategies in communities that are planning for the management of coastal hazards in a period of climatic change. Participants will be provided with a copy of the diagramming tool.

9. Making Tough Decisions Effectively
Baldwin Tom (The Baldwin Group)

Time: 9-12PM

Participants: Minimum 25, Maximum 30

Daily we make decisions by sorting (consciously or subconsciously) between different options. When such decisions have to be made by more than one person, it takes longer. When we work with a team of interested parties, the complications exponentially increase and the time it takes to come to a common decision is extended for days, months, and even years! It is tough! Decision making around a set of competing options is simple, but not easy to do. It is simple because there are processes and tools to help sort options one from another. It is not easy because we let our emotion enter the decision dynamics - that's when things get tough. In this workshop we will provide one tool that has been used for years by corporations and federal agencies to great success. It is so simple to use that you will be able to apply it right in our session. Yet, it has been considered the most powerful tool by numerous executives and decision makers because it allows a disparate group of people to come to consensus on tough choices much quicker (with energy, but without destructive emotion) than with any other process or tool. It is a team tool so all parties feel engaged and part of the solution. You will learn to use the Implications Wheel® developed by Futurist Joel Barker. You will learn the following:

1. That the Wheel, a decision enhancing tool, will help you anticipate the future.
2. To clearly identify both positive and negative implications of any proposed action.
3. That unintended consequences are unanticipated ones that the Wheel will uncover.
4. To numerically determine the significance of different implications.

After this discussion, I guarantee you will be able to take on difficult decision making situations with greater confidence and a real sense of pending success! This workshop will be hands-on with practical examples and discussions. It will be open ended, yet defined. Your experiences and input will help fuel the session. Benefits and outcomes include:

1. Improve your decision making
2. Identify problems before they occur
3. Explain and validate decisions

Facilitator: Dr. Baldwin H. Tom CMC® is the CEO of The Baldwin Group, currently the prime contractor at NOAA's Coastal Services Center in Charleston, SC. Dr. Tom is a past National Board Chair of the Institute of Management Consultants USA and past leadership trainer for the United Way, providing strategic thinking and planning and basic management training to new agency executives. He has created over twenty different courses that help managers and teams better govern people and tasks to fulfill their organizations' missions.

11. Decision Support Tools for Coastal and Marine Spatial Planning: What's in the Toolbox?

Margaret Caldwell, George Shillinger, Melissa Faler, Matthew Armsby, and Erin Prahler (Center for Ocean Solutions)

Time: 1-5PM

Participants: Minimum 20, Maximum 50

With the rising importance of coastal and marine spatial planning (CMSP) in the U.S. and abroad, there is a growing need for ocean and coastal planners and managers to:

- (1) identify currently-available visualization and decision support tools (collectively referred to here as DSTs);
- (2) understand why these tools were developed and where they have been used;
- (3) characterize how current DSTs can be used in CMSP processes;
- (4) identify synergies between tools;
- (5) identify groups of tools that could work in tandem throughout a CMSP process; and
- (6) bring these toolboxes to the user community.

Moving the DST developer and user communities into better alignment is critical for getting ecosystem-based CMSP efforts off the ground. In this half-day workshop, the Center for Ocean Solutions will present a DST rubric and decision tree for CMSP created by tool developers and coastal and marine managers from around the world. The rubric and decision tree are designed to help guide users to the best tools for their planning process. In addition, several tool developers will be on hand to showcase available DSTs, illustrate how they can be applied in a CMSP process, and answer questions about their application to those who are undergoing or are interested in CMSP implementation.

12. Strategic Conservation Planning Using the Habitat Priority Planner

Chrissa Waite and Danielle Bamford (The Baldwin Group, NOAA Coastal Services Center)
Lauren Long (I.M. Systems Group, NOAA Coastal Services Center)

Time: 1-5PM

Participants: Minimum 10, Maximum 25

Geospatial data and maps can be powerful visual tools for supporting strategic conservation planning. The Habitat Priority Planner is a free and user-friendly geographic information system (GIS) tool that allows stakeholder groups to work with data and maps for setting conservation priorities. While exploring the functionality of the Habitat Priority Planner, this workshop will show how a local conservation collaborative used this tool to help identify and prioritize habitats for protection. This interactive workshop will use a combination of lectures, demonstrations, discussions, and group activities to help participants learn how to establish conservation goals and criteria with a spatial context.

