

Regional Strategies to Address Coastal Flooding – NH Setting Sail Workshop

April 13, 2017 – Group Discussion Notes

PUBLIC OUTREACH – CLIMATE RELATED COASTAL IMPACTS AND ADAPTATION

Key Stakeholders:

Conservation Commission
State Representatives
Planning Board
Residents and tax payers
Neighborhood groups
Select Board
Fire Chief
Librarian
Business Leaders
City Council
Municipal staff
Community leaders
Public officials
Media specialists
Vulnerable residents

Key Partners:

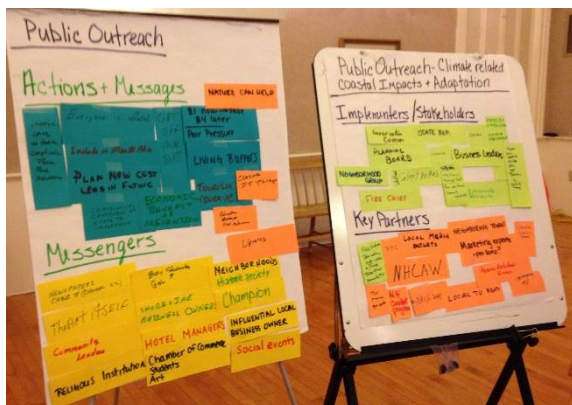
Local media outlets
Rockingham Planning Commission
NH Climate Adaptation Workgroup (CAW)
Neighboring towns
Marketing experts
Public relations group
Community TV and radio
NH Coastal Program

Actions and Messages:

Create a comic book
Work with UNH to create documentary about projected impacts for community TV channels
Nature can help
Change laws to force compliance with FEMA flood insurance
Everyone is affected
Include info and recommendations in Master Plan
Plan now, costs less in future
Community consensus on steps to implement
Economic benefit of prevention
Threats to tourism revenue
Get off your butt
Living buffers
Educate students, visit schools
Peer pressure – spending \$1 now save \$4 later
Convince Trump

Messengers:

Newspapers
Cable TV/local cable access channel
The act itself
Community leaders, Town “champion”
Religious institutions
Social events
Boy and girl scouts
Shoreline business owners
Hotel managers, Influential local business owner
Chamber of Commerce
Art students
Libraries
Neighborhoods
Historic Society



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EVACUATION PLANNING – COMMUNICATION AND ROUTES

Key Stakeholders:

NH DOT
Police
Fire Chief
Emergency Management Director
FEMA
Schools, including PTA and School Board
TV and radio stations
Groups on social media

Key Partners:

News and Weather Report
Supermarkets, Big Box Stores, Retailers
Hotels (visitors)
Hospitals and walk-in clinics
Phone Companies and Cell Phone Carriers
Shipping and Trucking Companies (aware of road conditions)
Nuclear Plant Siren

Actions and Messages:

Plan and go!
NH Alerts
School Buses
911
Shelter in Place
Clearly marked evacuation routes
EMD text alerts
Consistent regional message
Drills to prepare (what to have in car)
Go this way!
Go uphill!
Exit directions
Signage
Reverse 911
Carpool with neighbors

Implementers and Messengers:

Phone app with evacuation instructions
Town mailing to residents, including a map of evacuation routes
Emergency Management Committee
Centralized command
Mobile loud speakers
Grocery stores
Governor, Police, Executive branch of government
Schools
Coordinated messaging
Facebook, Twitter, text message

