



# Communication Plan

**Ben Landis, USGS Science Communicator**  
**Andrea Graffis, Communication Intern**



# Communication Team

## Partner Members

**Ben Young Landis | US Geological Survey, Chair**

**Christopher Bujalski | Bureau of Indian Affairs**

**Jennifer Duberstein | Sonoran Joint Venture**

**Melissa Pitkin | Point Blue Conservation Science**

**Andrea Graffis | CA LCC**

**Sarah Sawyer | US Forest Service**

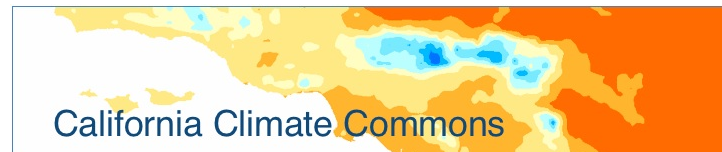
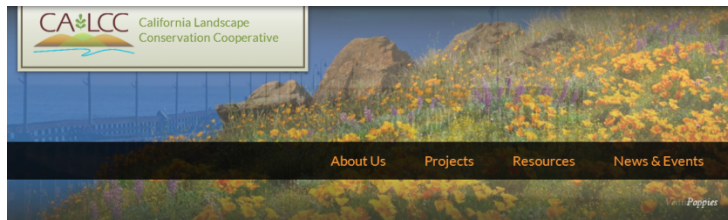
**Michelle Selmon | Department of Water Resources**



# Communication Plan

## Purpose

**Identifies communication goals, objectives, tools and tactics by which the CA LCC supports climate-smart conservation**

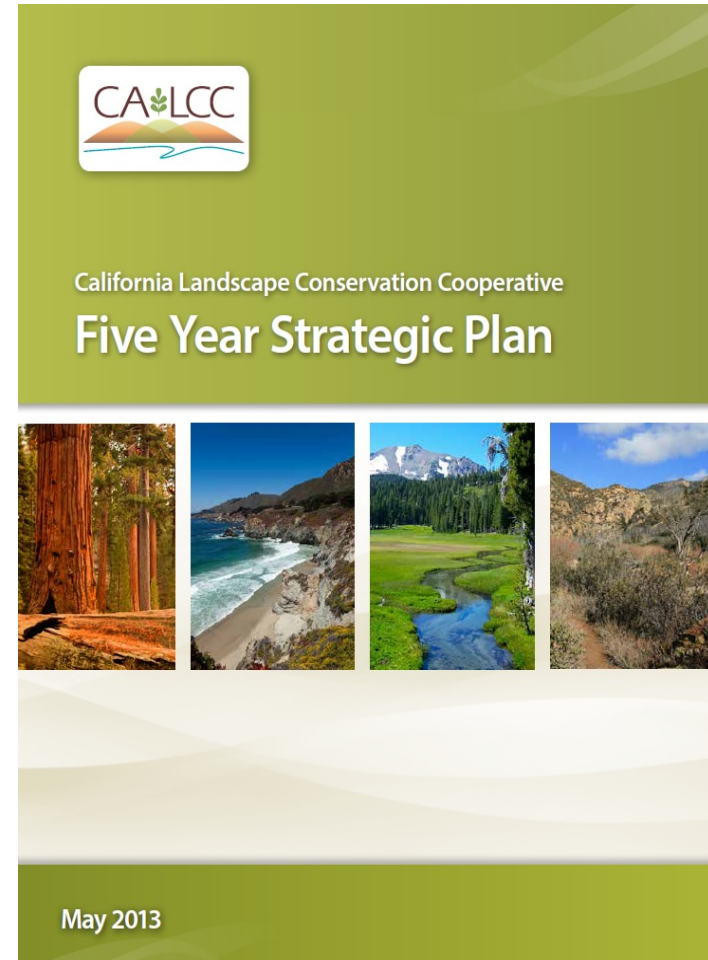




## Highlighted Communication Strategies

- ✓ Expand and enhance engagement of audiences
- ✓ Seek broader engagement in the CA LCC collaborative functions
- ✓ Identify and facilitate efficient ways to engage partner collaboration
- ✓ Develop and deliver relevant training and information products

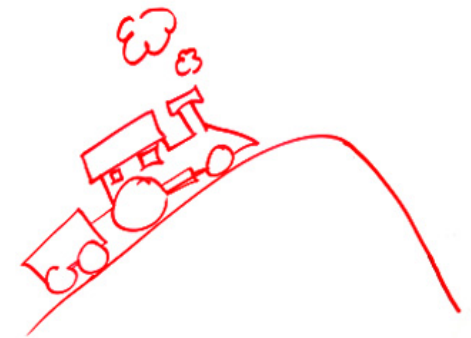
***... to advance climate-smart conservation***





# Communication Goals

- 1. Partners are working as an engaged network to advance climate-smart conservation and decision making**
- 2. Relevant and useful information is available and being used to inform climate-smart conservation**
- 3. Achieve increased awareness of the role, contributions and successes of the CA LCC**



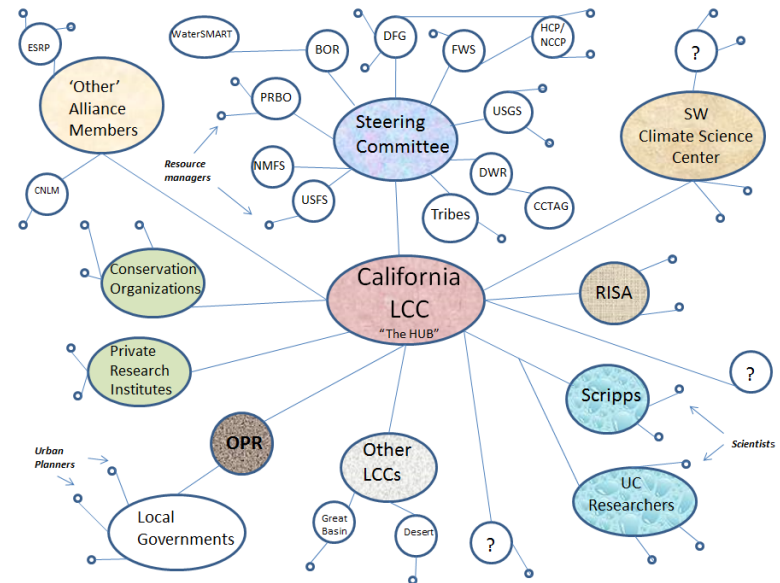


# Communication Objectives

## Goal 1: Engaged network of partners

### Goal 1: Engaged network of partners

- Encourage research that addresses CA LCC priorities
- Foster an information exchange network
- Expand the CA LCC network of partners





# Communication Tools/Tactics

## Goal 1: Engaged network of partners

- **Distribute: funding opportunities, existing projects & priorities**
- **Climate Commons forum**
- **Host index of partner projects**
- **Handouts, case studies, presentations and personal communication at events**

### Climate Commons Forum

| Forum                                                                                                                                                                                               | Topics | Posts | Last post                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------|------------------------------------------|
| <b>General Forums</b>                                                                                                                                                                               |        |       |                                          |
| General Discussions related to finding and using climate change data or this website                                                                                                                |        |       |                                          |
| <a href="#">Using Datasets (questions, tips, tools)</a>                                                                                                                                             | 0      | 0     | n/a                                      |
| <a href="#">Metadata Discussion</a>                                                                                                                                                                 | 2      | 3     | By Deanne DiPietro 10 months 3 weeks ago |
| <a href="#">Using this website</a>                                                                                                                                                                  | 5      | 6     | By Allan Hollander 10 months 1 week ago  |
| <a href="#">Desired Datasets</a><br>For discussion of datasets we would like to find or create                                                                                                      | 0      | 0     | n/a                                      |
| <a href="#">General discussion</a>                                                                                                                                                                  | 5      | 18    | By Deanne DiPietro 11 months 2 weeks ago |
| <b>Discussions on Cataloged Datasets</b>                                                                                                                                                            |        |       |                                          |
| Each dataset in the catalog will have a forum for discussion specific to that dataset.                                                                                                              |        |       |                                          |
| <a href="#">About Modeling Bird Distribution Responses to Climate Change</a>                                                                                                                        | 1      | 1     | By Deanne DiPietro 1 year 7 months ago   |
| <a href="#">About California Basin Characterization Model (BCM) downscaled climate surfaces</a><br>For discussion of the 270m climate downscaling and derived data by Alan and Lorraine Flint, 2011 | 6      | 18    | By Deanne DiPietro 10 months 4 days ago  |
| <a href="#">Developers Forum</a><br>Discussion among the developers of this website                                                                                                                 | 1      | 1     | By admin 1 year 11 months ago            |



# Communication Objectives

## Goal 2: Info is available and used

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- Continually identify the key science needs of resource managers
- Translate scientific information that addresses key management needs to achieve climate-smart conservation

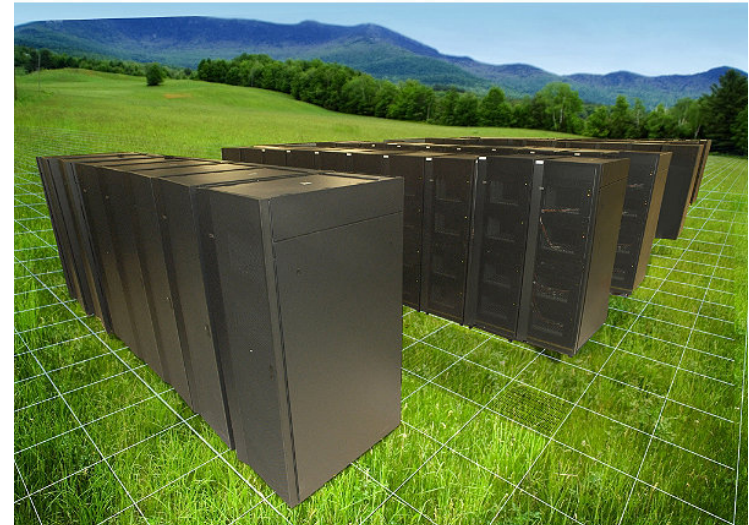




# Communication Tools/Tactics

**Goals 2: Info is  
available and used**

- **Hold meetings to assess managers objectives, needs and evaluation of resources**
- **Webinar series**
- **Host trainings and workshops**
- **Distribute info via newsletter, website and Climate Commons**





# Communication Objectives

## Goal 3: Increase awareness of CA LCC

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- Expand use of CA LCC resources
- Collaborate actions with Nat'l and other LCCs
- Engage Steering Committee and subcommittee partner organizations
- Engage Affiliates in CA LCC business operations

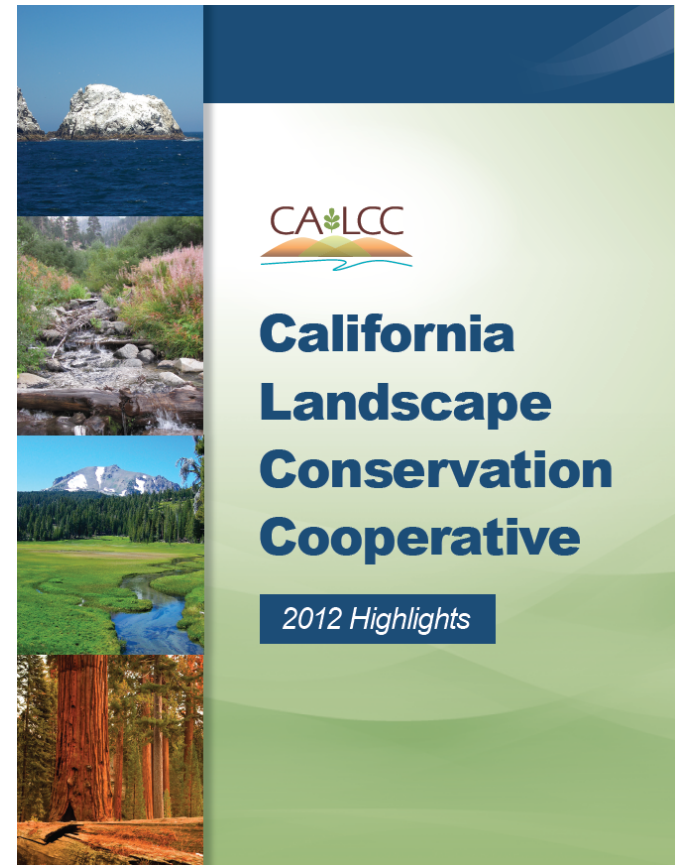




# Communication Tools/Tactics

## Goal 3: Increase awareness of CA LCC

- CA LCC resources available
- Nat'l LCC website
- Communication between committees
- Collaborate actions with other LCCs
- CA LCC website for business operation transparency
- Annual Report

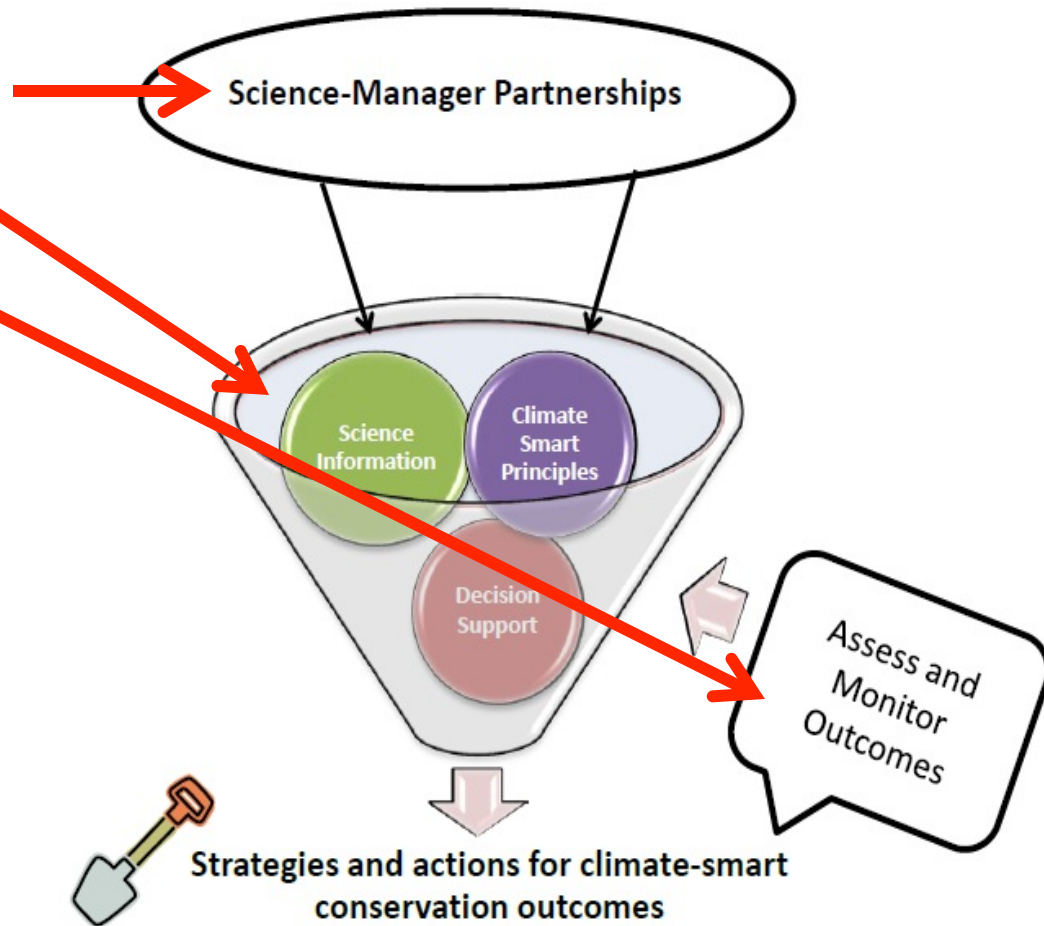




# Communication Plan

## Climate-smart model

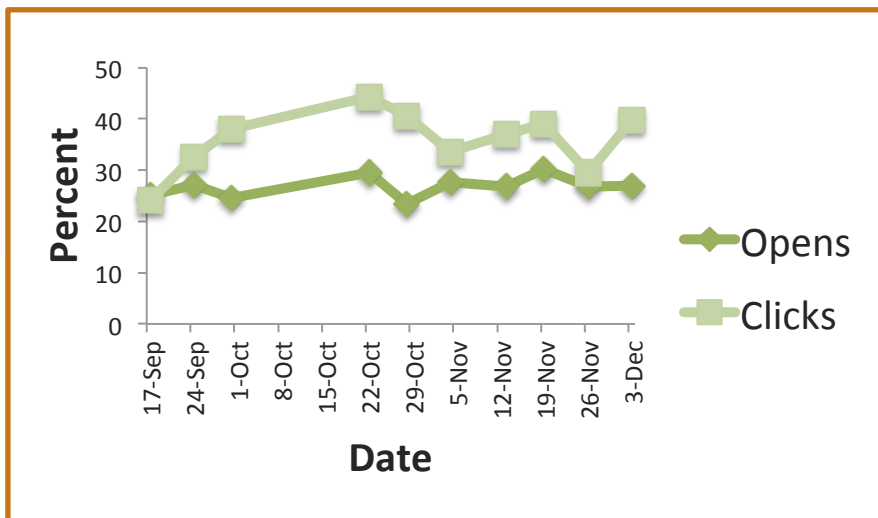
### Communication Plan





## Communication Tool Statistics

### Usage Statistics



### Most Popular Click Type

California Climate Commons  
Highlight

Article - Climate-Smart Conservation



### Marketing Company



What is Climate-Smart Conservation? This Climate Commons article outlines the basics of Climate-Smart conservation for those new to the process in the Quick Guide to Climate-Smart Conservation. For the advanced readers this article provides Climate-Smart guidance documents, how-to materials and frameworks, and tools for analysis.

To read this article, [click here](#).



# Communication Tools Statistics

Pageviews (n = 21,000) for Most Visited Pages





# Communication Tools Statistics

## Most Common Event (n = 1,175)

