

Effectively Communicating Climate Facts and Policy in the U.S.

July 24th 1PM ET



#### Introduction

#### Kristen Soares



State Climate Policy Network Manager



### **State Climate Policy Network**



#### Network of **15,000+**

- State and local elected officials
- → NGO advocates
- → Researchers
- State agency staffers
- → Organizers and activists
- → Business leaders

... working on state climate policy





#### **Pro Bono Policy Assistance**

We specialize in state climate policy design and analysis. Reach out to <a href="mailto:kristen@climate-xchange.org">kristen@climate-xchange.org</a> with your requests on:

- Example states and model rules for a given policy
- Gap analysis of your state's climate policy landscape
- Connections to other actors working on similar issues

Or, check out our **State Climate Policy Dashboard**, which tracks 65+ state-level climate policies and relevant resources across all 50 states.



### Say What? Effectively Communicating Climate Facts and Policy in the U.S.



Joshua Low
Partnerships Director
Yale Program on Climate
Change Communication



Karen Florini Senior Advisor Climate Central

- State Climate Opinions and Perspectives
- 2. Visualizing Climate Facts and Policy
- 3. Q&A





# Building Public and Political Will for Climate Action

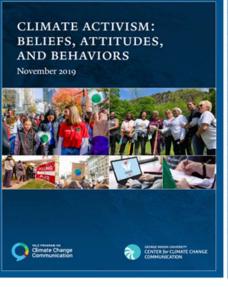
Presentation for ClimateXChange, July 2024
Joshua Low, Partnerships Director
Yale Program on Climate Change Communication

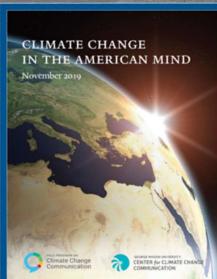


#### WHO WE ARE & WHAT WE DO

- Research: Scientific studies on public beliefs, opinions, attitudes and behavior
- Partnerships: Help advocates, businesses, educators, and governments build public and political will for climate action









Yale school of the environment

**STAFF & STUDENTS 2024** 



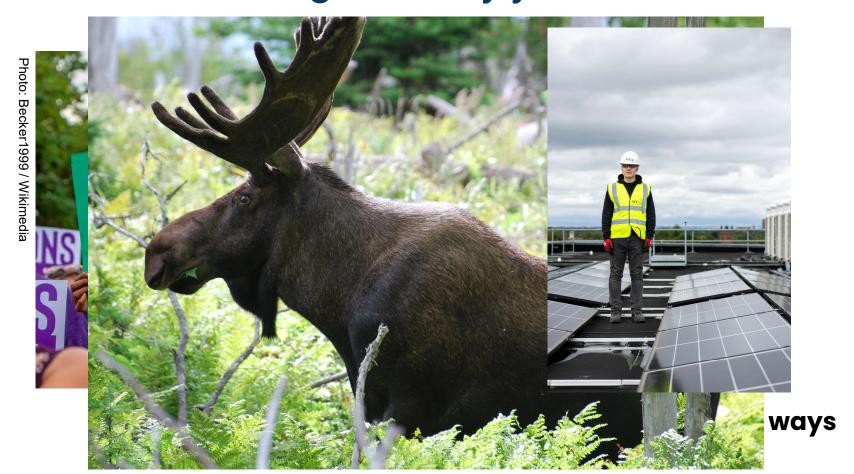




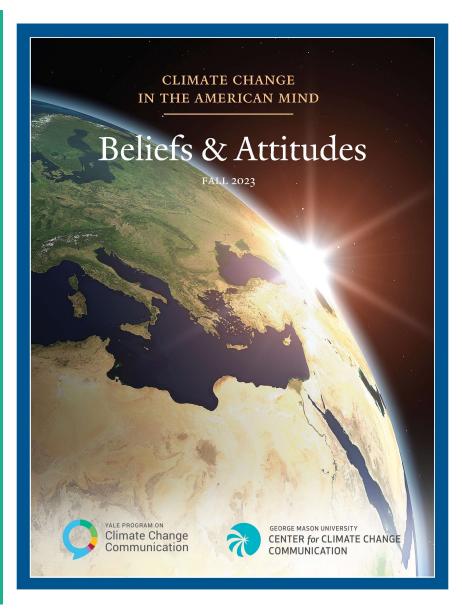
1st Rule of Communications:

Know your audience.

### Your audience will not, and may not need to, think about climate change the way you do

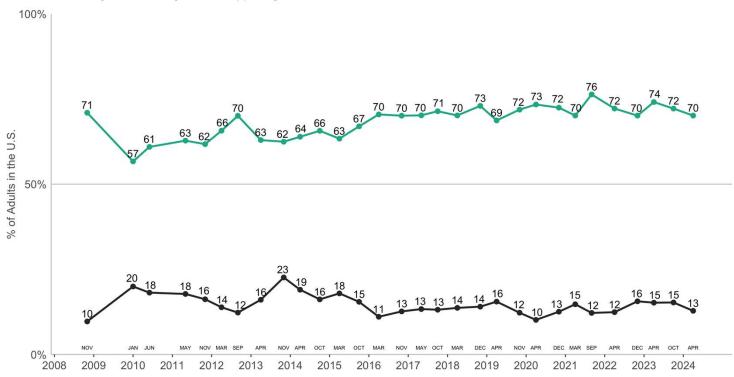


# **Americans on Climate Change**



### 7 out of 10 think global warming is happening

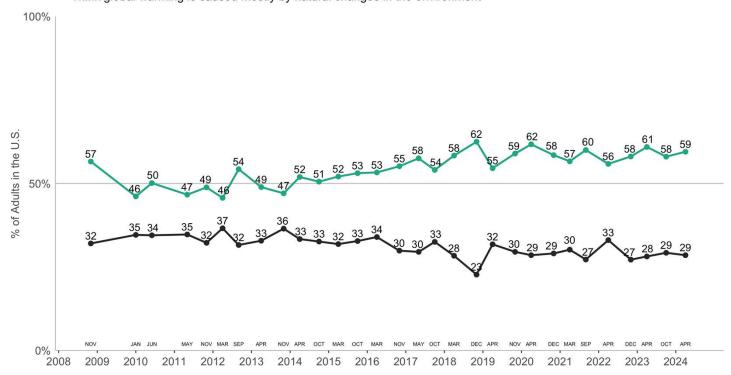




Do you think global warming is happening?

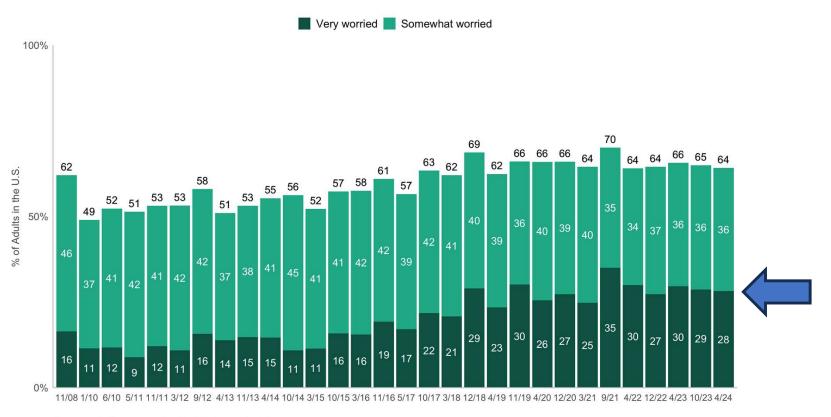
# A majority of Americans think global warming is mostly human-caused

Think global warming is caused mostly by human activities
Think global warming is caused mostly by natural changes in the environment



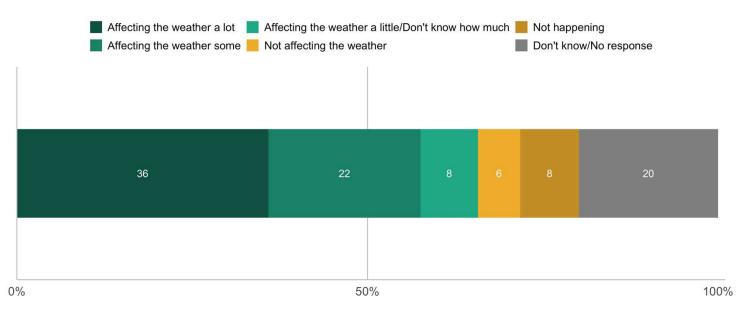
Assuming global warming is happening, do you think it is . . .

# A majority of Americans are worried about global warming



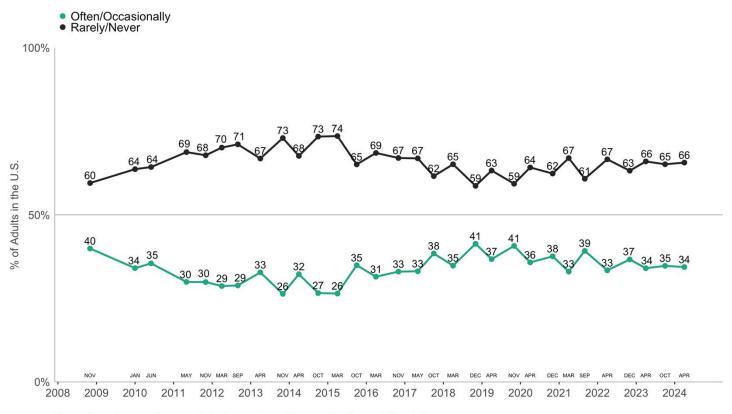
How worried are you about global warming?

# Two thirds of Americans think global warming is affecting weather in the United States.



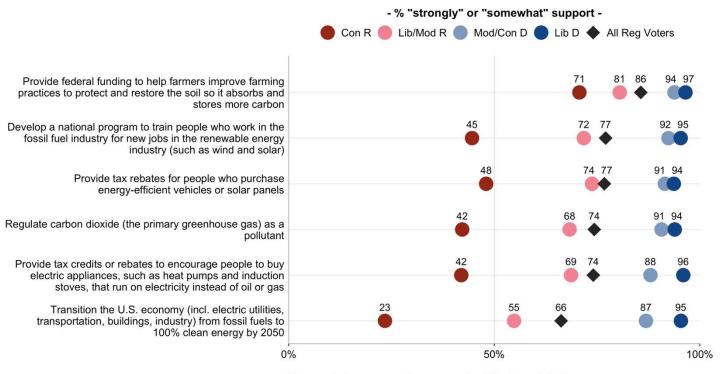
Which statement best reflects your view? (a) Global warming is affecting weather in the United States; (b) Global warming is not affecting weather in the United States; (c) Global warming isn't happening; (d) dont know; (e) Prefer not to answer. [If (a) selected] How much do you think global warming is affecting weather in the United States?

# Most Americans "rarely" or "never" discuss global warming with family and friends



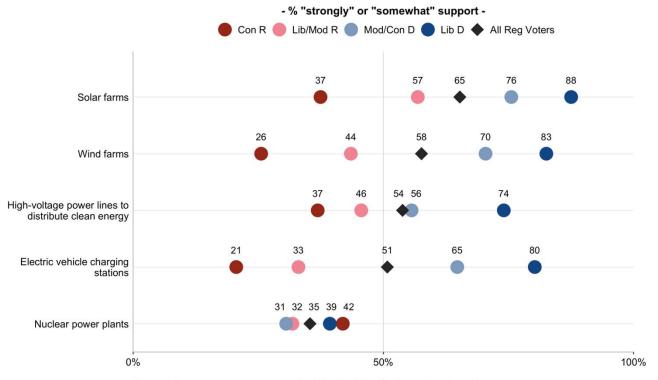
How often do you discuss global warming with your family and friends?

### Most registered voters support many climatefriendly energy policies.



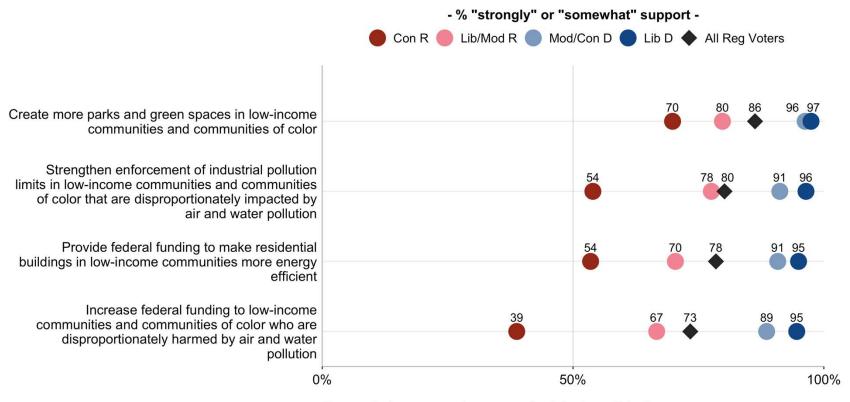
How much do you support or oppose the following policies?

# A majority of registered voters support building climate-friendly energy production and distribution infrastructure in their local area.



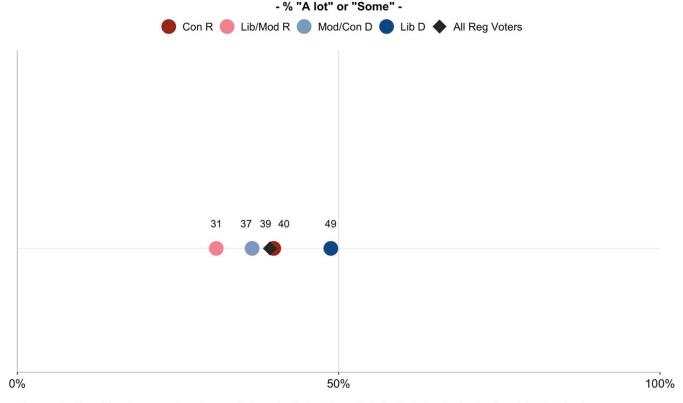
How much do you support or oppose building the following in your local area?

#### Climate justice policies have bipartisan support



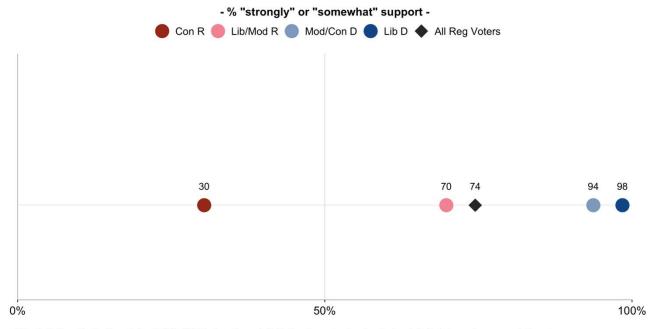
How much do you support or oppose the following policies?

# Most registered voters have not heard much about the Inflation Reduction Act (IRA)



How much, if anything, have you heard or read about the federal law called the "Inflation Reduction Act of 2022" (also known as the "IRA"), a bill that was passed by the U.S. Congress and signed by president Biden? Have you heard...

### A majority of registered voters support the Inflation Reduction Act (IRA) after learning about it

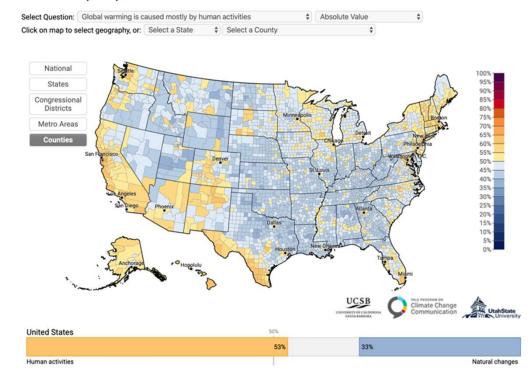


The Inflation Reduction Act of 2022 (IRA) aims to curb inflation by reducing the federal deficit, lowering prescription drug prices and the cost of health insurance, modernizing the Internal Revenue Service, and investing in U.S. clean energy production. The law authorizes \$391 billion for developing clean energy and addressing global warming, including tax incentives and rebates to help consumers and businesses buy energy-efficient appliances, solar panels, electric vehicles, etc. The IRA also includes support for clean energy jobs and investments in communities that are most harmed by air and water pollution. It is the largest investment the U.S. government has ever made to reduce global warming, and is projected to help the U.S. reduce its carbon pollution 40% by 2030. The law will be paid for by closing tax loopholes. How much do you support or oppose this law?

### Climate Opinion Locally

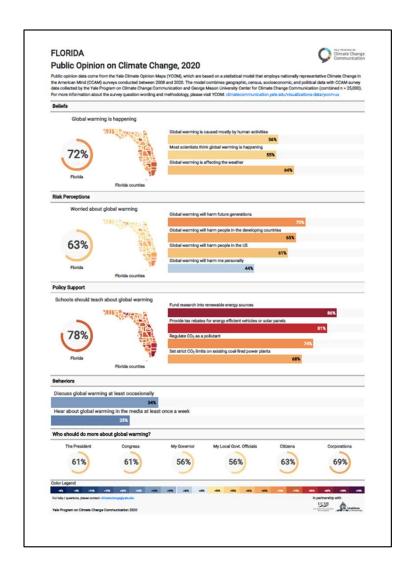
### Yale Climate Opinion Maps

#### Estimated % of adults who think global warming is mostly caused by human activities (53%), 2019



### Yale Climate Opinion Factsheets

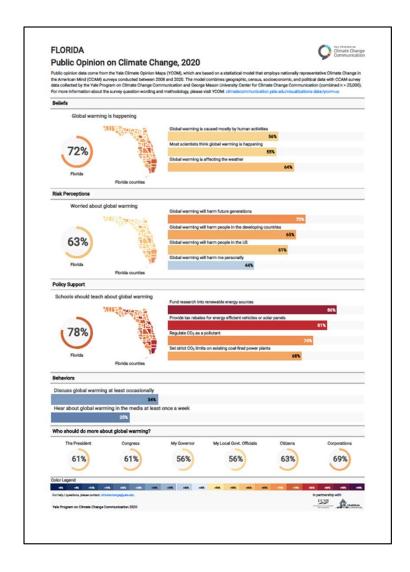
https://climatecommun ication.yale.edu/visualiz ations-data/factsheets/



### Yale Climate Opinion Factsheets

What is surprising you? How will you change your communications approach?

https://climatecommun ication.yale.edu/visualiz ations-data/factsheets/



### **Six Americas**

### Global Warming's "Six Americas"

**Alarmed** 

Concerned

**Cautious** 

Disengaged

Doubtful

**Dismissive** 

Fall 2023 N = 1,033

> Highest Belief in Global Warming Most Concerned Most Motivated

Lowest Belief in Global Warming Least Concerned Least Motivated













Disengaged

Doubtful

Illustration by Michael Sloan





### Global Warming's "Six Americas"

Concerned

**Alarmed** Concerned Cautious Disengaged Doubtful **Dismissive** 28% 29% 11% 15% Highest Belief in Global Warming Lowest Belief in Global Warming Most Concerned Least Concerned Most Motivated Least Motivated

Cautious

Illustration by Michael Sloan

Alarmed

Fall 2023

N = 1,033

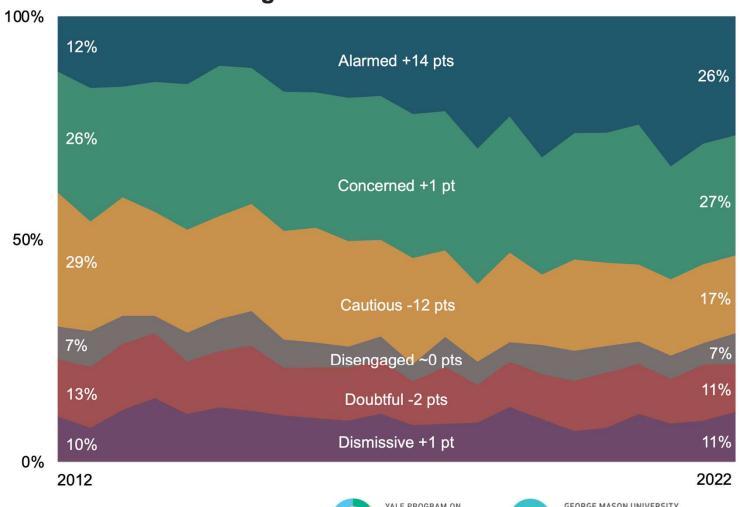


Disengaged



Doubtful

#### Global Warming's Six Americas Over the Last Decade

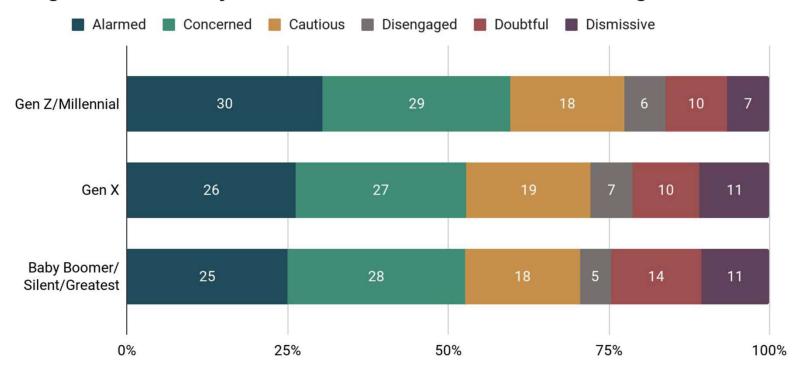


Data from 22 national surveys (*n* = 25,393) April 2012 – December 2022





### Gen Z and Millennials are more likely to be Alarmed or Concerned about global warming and are less likely to be Doubtful or Dismissive than are older generations

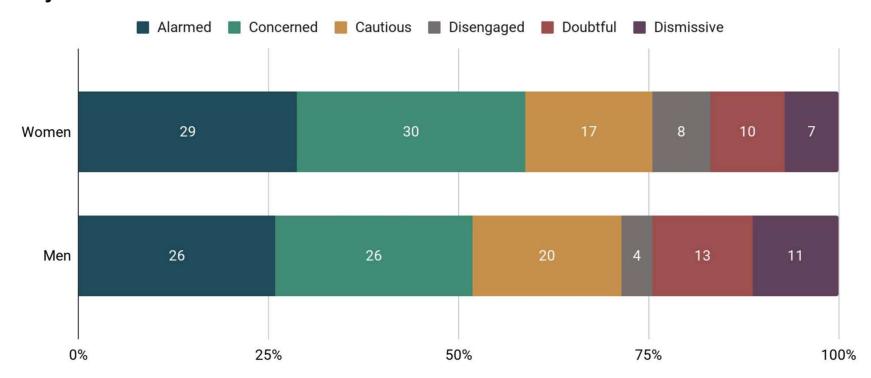


Global Warming's Six Americas

April 2020, December 2020, March 2021, September 2021, April 2022, December 2022. Base: 6,211 U.S. adults (Gen Z/Millennial n = 1,707; Gen X n = 1,567; Baby Boomer/Silent/Greatest n = 2,937)

Source: Yale Program on Climate Change Communication; George Mason University Center for Climate Change Communication

### Women are more likely to be Alarmed or Concerned about global warming and are less likely to be Doubtful or Dismissive than are men



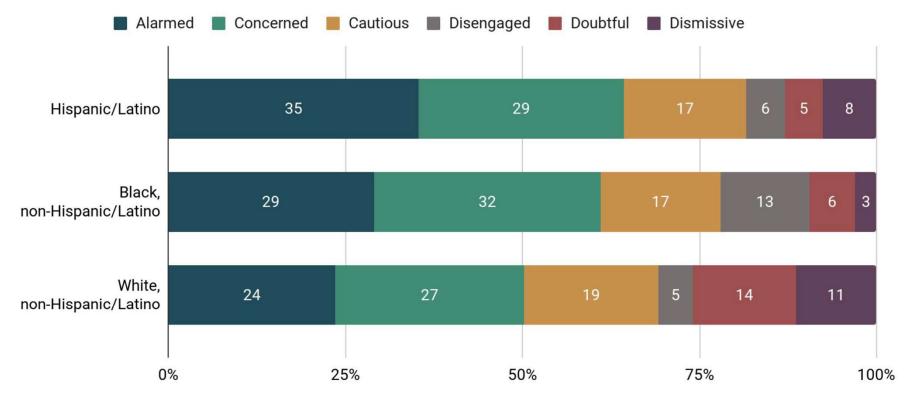
#### Global Warming's Six Americas

April 2020, December 2020, March 2021, September 2021, April 2022, December 2022. Base: 6,211 U.S. adults (Women *n* = 3,145; Men *n* = 3,066)

Source: Yale Program on Climate Change Communication; George Mason University Center for Climate Change Communication

#### Majorities of Hispanic/Latino and Black adults are Alarmed or Concerned about global warming

Hispanic/Latino and Black adults are more likely than White adults to be Alarmed



Global Warming's Six Americas

April 2020, December 2020, March 2021, September 2021, April 2022, December 2022. Base: 5,764 U.S. adults (Hispanic/Latino n = 706; Black, non-Hispanic/Latino n = 572; White, non-Hispanic/Latino n = 4,486)

Source: Yale Program on Climate Change Communication; George Mason University Center for Climate Change Communication

# How do we build public and political will for climate action?

Organize For Power





### Educate and Persuade For Silent Permission



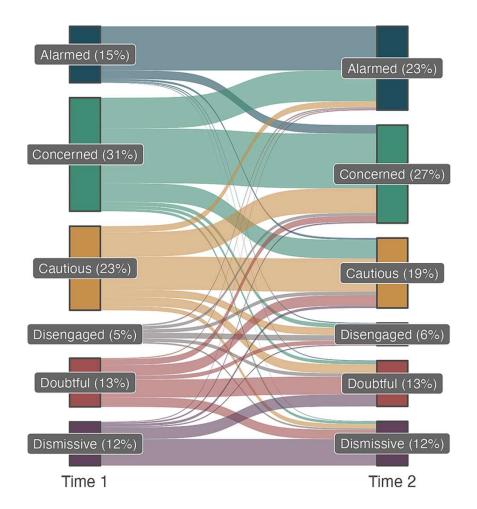
### Good news!

Americans are clearly becoming more certain and more worried about the risks, but support for national policy is increasing slowly.

#### Decadal opinion change (2008-2011 to 2018-2020) -14 to -11% -10 to -7% -6 to -3% -2 to 1% 2 to 5% 6 to 9% 10 to 24% Happening Human-caused Scientific consensus Somewhat/very worried Harm future generations Harming USA Already harming us Harm personally Experienced global warming Local officials should do more Very/extremely important Discuss occasionally/often Regulate CO2 Congress should do more Governor should do more Fund renewables research

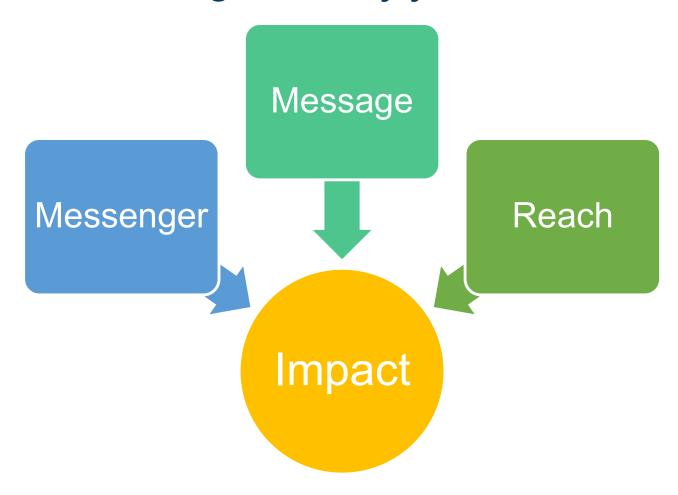
### Americans moving in the 6 Americas segmentation.

- Moving from Cautious→ Concerned.
- Moving from Concerned → Alarmed



# What works: Actionable insights from YPCCC and our partners

# Your audience will not, and may not need to, think about climate change the way you do



#### Highlight: Persuasion through trusted messengers New Climate Voices





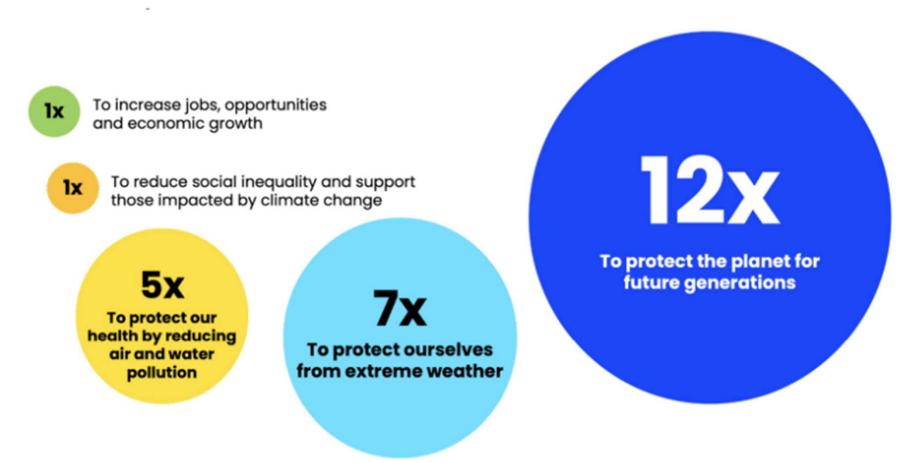
A simple message, repeated often: Five Facts, Ten Words

- 1. Scientists Agree...
- 2. It's real.
- 3. It's us.
- 4. It's bad.
- 5. ...there's hope.

#### Scientific Consensus Message

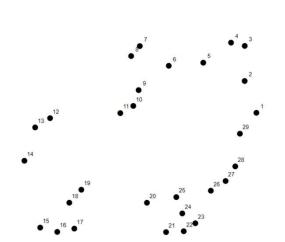


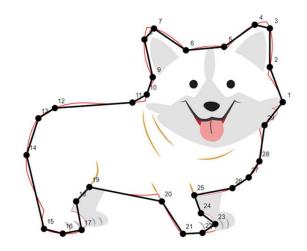
#### Relative size of perceived benefits across countries



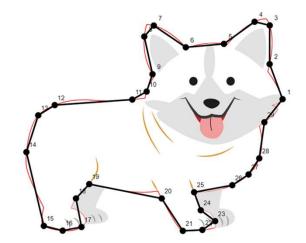
Source: Potential Energy, Later is Too Late, November 2023

## **Connect the Dots (and tell a story)**



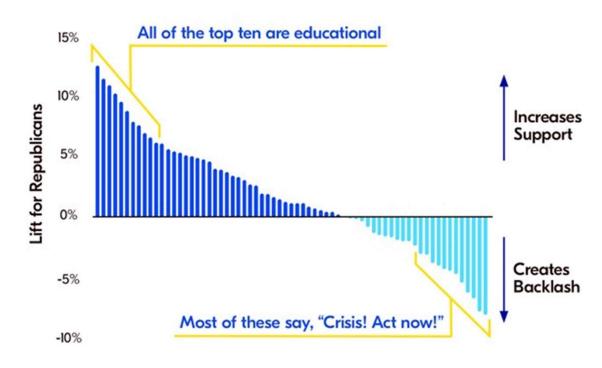


This is my dog. His name is Bruno, and he likes treats.



# Messages that meet people where they are at

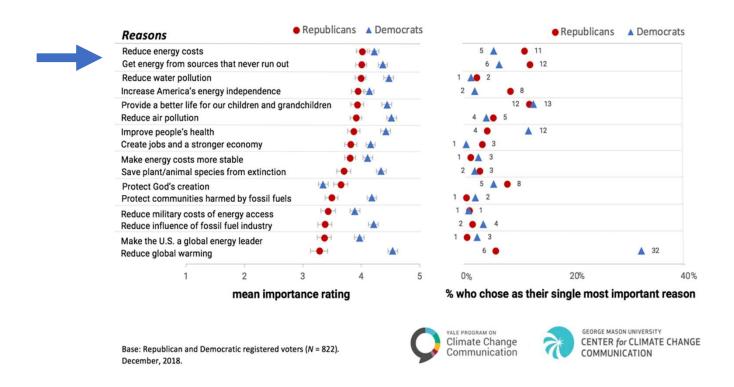
#### Effectiveness in growing conservative support for climate



Source: Potential Energy Coalition, 12/22

# Combining "cost savings" and environmental benefits tends to be a winning message in the US.

Which Reasons to Transition to Renewable Energy
Do Republicans and Democrats Think Are Most Important?



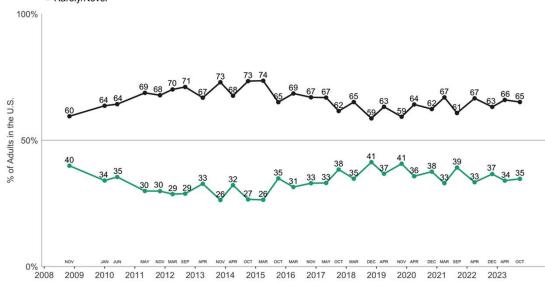
### **Break the Spiral Of Silence**



#### Most Americans "rarely" or "never" discuss global warming with family and friends

Often/Occasionally

Rarely/Never



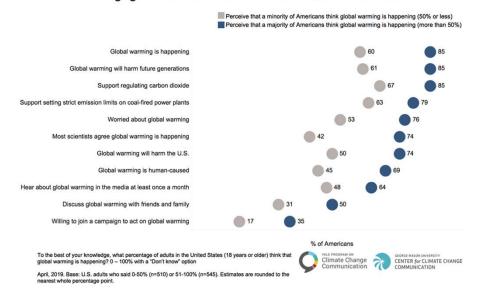
How often do you discuss global warming with your family and friends?

Fall 2023

Source: Yale Program on Climate Change Communication; George Mason University Center for Climate Change Communication

#### **Power of Social Norms**

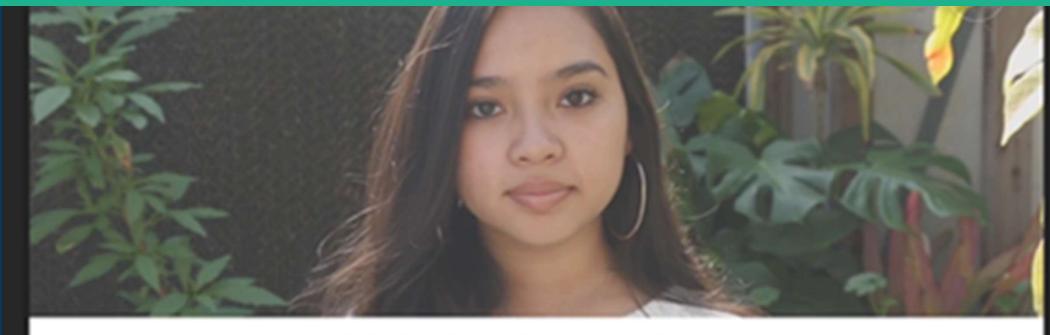
#### Americans Who Perceive Greater Social Consensus are More Pro-Climate and Engaged than those who Perceive Less Consensus





THAT'S NEARLY 8 IN 10 ADULTS WHO SAY STUDENTS SHOULD LEARN ABOUT CLIMATE CHANGE AT SCHOOL.

## **Build A Sense of Efficacy and Hope**



AS AN EDUCATOR, YOU HAVE THE POWER TO EQUIP YOUNG PEOPLE...

## Rule: Tell Human Stories

## Human stories outperform a series of facts.



## **Rules of Communication**

- Know your audience!
- Know your goals.
- Measure and Test.
- Tell stories.
- Repeat. Repeat!



# Keep in touch. <a href="mailto:climatecommunication.yale.edu">climatecommunication.yale.edu</a>

Joshua Low joshua.low@yale.edu



# Making it local, making it real: Free communication tools from Climate Central

Karen Florini – Senior Advisor <u>kflorini@climatecentral.org</u>



# Making it local, making it real: Free communication tools from Climate Central

Karen Florini – Senior Advisor <u>kflorini@climatecentral.org</u>



## Today's remarks

#### Will cover:

- Some key comms concepts
- Free tools & resources

#### Won't cover:



#### The Oxford Encyclopedia of Climate Change Communication

Matthew C. Nisbet, Shirley S. Ho, Ezra Markowitz, Saffron O'Neill, Mike S. Reference library

Schäfer, and Jagadish Thaker (eds)

Reference type: Subject Reference

Current Version: 2018 ISBN: 9780190498986 eISBN: 9780190498993 Subject: Science and technology, Earth Sciences and Geography. Social sciences, Environment

Length: 1.27 million words

Publisher: Oxford University Press

Illustration(s): 124

Over 100 entries



# Key concept #1: Audience!



## More key concepts

# P()TENTIAL ENERGY







## **Plastics**

- Make it local
- Tie climate change to its consequences
- Talk about making energy 100% clean
- Avoid 'wonkspeak'
- Avoid partisanship





"The term itself does not inherently or instantly cause backlash. It's not whether you say it, but how you say it"

Sources of Backlash Instead



"The term itself does not inherently or instantly cause backlash. It's not whether you say it, but how you say it"

### Sources of Backlash

1. The Idea of bans

### Instead

1. Accessible new technologies



"The term itself does not inherently or instantly cause backlash. It's not whether you say it, but how you say it"

### Sources of Backlash

- 1. The Idea of Bans
- 2. Perception of government overreach

### <u>Instead</u>

- 1. Accessible new technologies
- 2. Personal benefit for me, my family, and community



"The term itself does not inherently or instantly cause backlash. It's not whether you say it, but how you say it"

### Sources of Backlash

- 1. The Idea of bans
- 2. Perception of government overreach
- 3. Crisis framing

### <u>Instead</u>

- 1. Accessible new technologies
- 2. Personal benefit for me, my family, and community
- 3. Local, right-now consequences



"The term itself does not inherently or instantly cause backlash. It's not whether you say it, but how you say it"

### Sources of Backlash

- 1. The Idea of Bans
- 2. Perception of government overreach
- 3. Crisis framing
- 4. Judgmental messengers or messages

### <u>Instead</u>

- 1. Accessible new technologies
- 2. Personal benefit for me, my family, and community
- 3. Local, right-now consequences
- 4. Simply say, "it's not political"

## Key tools & programs

- Climate Matters
- WeatherPower
- Climate Shift Index
- Realtime Climate
- Sea Level Rise
- Partnership Journalism



## **About Climate Central**

- Climate science research and communications NGO
- Non-advocacy & policy neutral
- Chiefly B2B
- Practitioners of climate science, journalism, comms
- Accurate, effective, ubiquitous climate communications
- Free, attribute via text or logo

## **CLIMATE MATTERS**



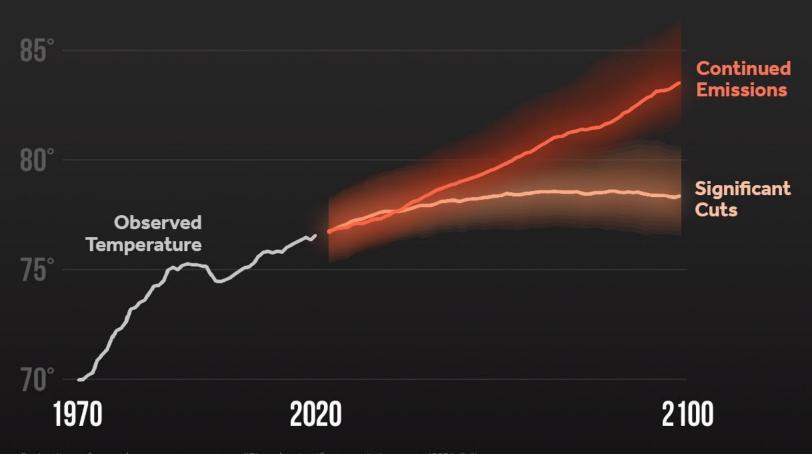
# Climate Matters: ~1150 TV meteorologists (>90% of U.S. markets), 1550+ journalists



# DAYS ABOVE 105° 50 40 30 20 10 1970 2022 Change in annual days above 105° based on rate of change since 1970.



# PHOENIX FUTURE WARMING CHOICES

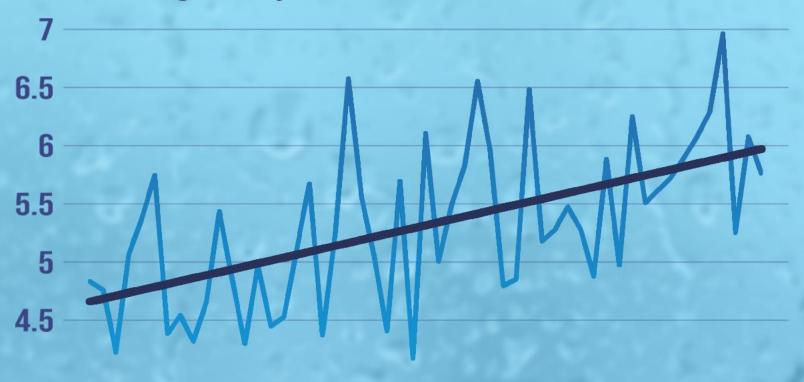


Projections of annual average temperature (°F) under significant emissions cuts (SSP1-2.6) or continued emissions (SSP3-7.0) Source: CMIP6

CLIMATE (\*) CENTRAL

### **MORE INTENSE RAINFALL**

Annual average hourly rainfall (hundredths of inches)



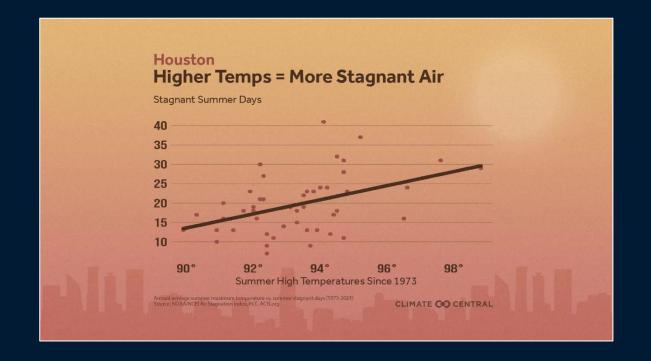
1970

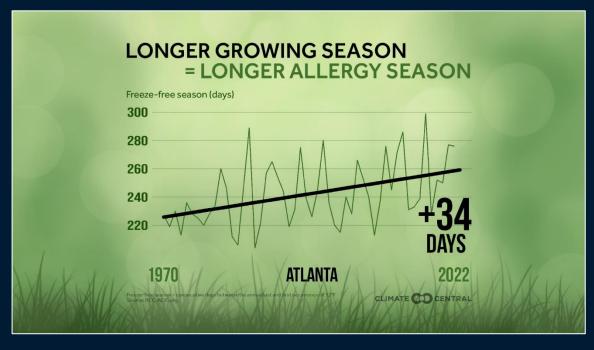
**PITTSBURGH** 

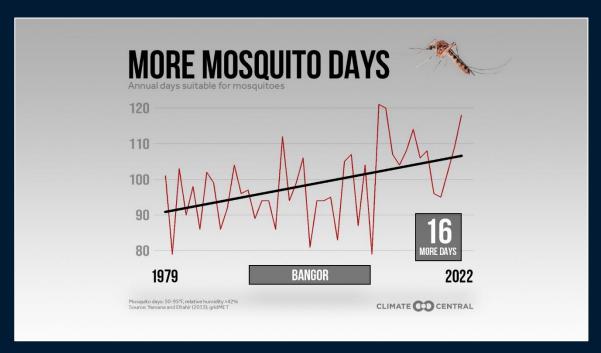
2022

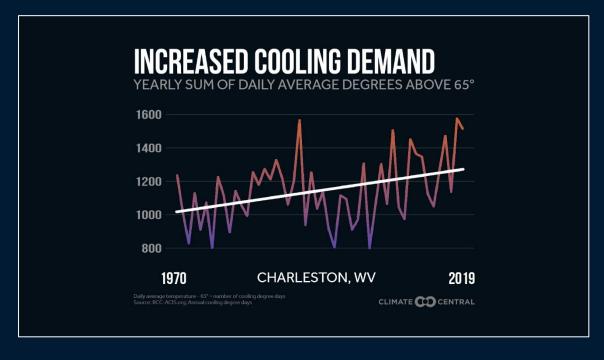
Average hourly rainfall is the total annual rainfall divided by the number of hours with rainfall. Source: RCC-ACIS.org; NCEI Climate at a Glance

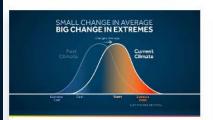






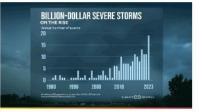






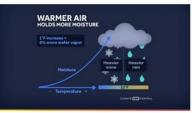
### Extreme Weather Toolkit: Extreme Heat

More frequent and intense extreme heat — the deadliest weather-related hazard in the U.S. — is a direct result of a warming planet.



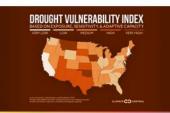
### Extreme Weather Toolkit: Severe Weather

The relationship between severe storms and climate change is an active area of research.



### Extreme Weather Toolkit: Snow & Ice

The timing, location, and amount of snowfall is shifting across the U.S.



### Extreme Weather Toolkit: Drought

Rising global temperatures are altering the water cycle and increasing the risk of drought in parts of the U.S.



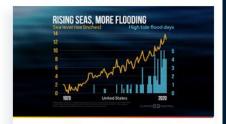
### Extreme Weather Toolkit: Wildfire

More frequent hot, dry, windy conditions contribute to more wildfires that put people and ecosystems at risk.



### Extreme Weather Toolkit: Tropical Cyclones

Warming oceans fuel stronger tropical cyclones that bring more heavy rainfall and higher storm surge when they make landfall.



### Extreme Weather Toolkit: Coastal Flooding

Coastal flooding is on the rise. Rising sea levels will continue to increase both tidal flooding and flooding from extreme weather events.



Climate Matters • March 8, 202

### Allergy Season: Earlier, Longer, and Worse



### **KEY CONCEPTS**

- Plants are leafing and blooming earlier, and the overall growing season is lasting longer across much of the U.S.
- Analysis of temperature data for 203 U.S. cities shows the freeze-free season lengthened by more than two weeks (15 days) on average since 1970.
- For millions of Americans that suffer from seasonal allergies to pollen and mold, climate change is bringing an earlier, longer, and overall worse alleruy season.
- Climate Central's new report Seasonal Allergies: Pollen and Mold details more of the weather and climate trends that are worsening allergy season and the associated health risks.



Click the downloadable graphic: Longer Growing Season

### Warming climate, longer pollen season, worse allergies

The first leaves and blooms of spring are arriving days to weeks early in parts of the U.S., according to the USA National Phenology Network (USA-NPN). Some areas in the East and South are seeing the earliest spring on record.

This is bad news for people with seasonal allergies—about one-quarter of adults (26%) and 19% of children in the U.S., according to the Centers for Disease Control and Prevention.

Earlier spring and longer periods of freeze-free days mean that plants have more time to flower and release allergy-inducing pollen. A recent study found that North American pollen seasons became longer (by 20 days on average) and more intense (21% increase in concentrations) from 1990 to 2018.

Seasonal allergies can already last from early spring through late fall. But warming temperatures and shifting seasonal patterns—both linked to climate change and greenhouse gas emissions—are expanding allergy season and its impacts on respiratory health.

Climate Central's new report, Seasonal Allergies: Pollen and Mold, details weather and climate trends that affect allergy season locally.

### Longer growing season across the U.S.

To analyze how the growing season has changed in the U.S., Climate Central assessed temperature data for 203 cities since 1970.

- The freeze-free season lengthened across the country by more than two weeks (15 days) on average.
- 85% (172) of the cities saw their freeze-free seasons lengthen.
- In 31 cities, the season between the last and first freeze grew by at least a month.
- The growing season in Reno, Nev., increased by 99 days—among the biggest increases in the country.
- Since 1970, the freeze-free season lengthened the most in the West (27 days).
- The freeze-free season lengthened by more than two weeks in the Southeast (16 days), Northeast (15 days), and South (14 days).
- The Central region saw the freeze-free season lengthen by 13 days.



### More than pollen: mold spores cause seasonal allergies, too.

Plant pollen typically peaks in spring, summer, or fall, depending on the species and location. This video from researchers at the University of Michigan shows how pollen season blooms across the U.S.

In addition to pollen, some molds (fungi that grow on soil and dead plants) can be allergenic. Different kinds of molds may release tiny spores throughout the year, but tend to peak in late summer and fall.

For people who have both pollen and mold allergies, this can mean allergies that last for much of the year. Although outdoor mold isn't as well-studied as pollen, climate change is likely affecting how both allergens impact people with allergies and asthma.

### Climate change is affecting allergy season in other ways.

Warming temperatures and more freeze-free days are key ways that climate change is affecting allergy season. But other connections between climate change and seasonal allergies are becoming clearer as research advances.

Climate Central's new report, Seasonal Allergies: Pollen and Mold, details weather and climate trends that affect allergy season locally—including how increased carbon dioxide in the atmosphere boosts pollen production, and why thunderstorms can increase the risk of asthma attacks.

### CONTACT EXPERTS

### Lewis Ziska, PhD

Associate Professor, Environmental Health Sciences
Mailer School of Public Health, Columbia University Irving Medical Center
Relevant expertise: connections between climate change, carbon dioxide,
plant biology, and public health

Media contact: Stephanie Berger, sb2247@cumc.columbia.edu

#### Jesse Bell, PhD (he/him/his)

Claire M. Hubbard Professor of Water, Climate and Health College of Public Health, University of Nebraska Medical Center Relevant expertise: extreme weather, climate change, and health Contact: jesse.bell@unmc.edu

### Brooke Lappe, MPH

PhD candidate

Rollins School of Public Health, Emory University

Relevant expertise: climate change, air quality, pollen and health

Contact: brooke.lappe@emory.edu

### FIND EXPERTS

 $\begin{tabular}{ll} Find a local allergist or immunologist \end{tabular} is the American Academy of Allergy, Asthma and Immunology. \end{tabular}$ 

**Submit a request** to SciLine from the American Association for the Advancement of Science or to the Climate Data Concierge from Columbia University. These free services rapidly connect journalists to relevant scientific experts.

 ${\it Browse\ maps}$  of climate experts and services at regional NOAA, USDA, and Department of the Interior offices.

**Explore databases** such as 500 Women Scientists, BIPOC Climate and Energy Justice PhDs, and Diverse Sources to find and amplify diverse expert voices.

**Reach out** to your State Climate Office or the nearest Land-Grant University to connect with scientists, educators, and extension staff in your local area.

### **METHODOLOGY**

The growing season is the difference between the last day below 32°F from January through July and the first day below 32°F from July through December. Years with growing seasons of less than two weeks were dropped from the analysis (e.g., beginning June 30, ending July 3). This condition only impacted a handful of years in Bend, Ore. and Butte, Mont. Forty-four stations that did not have a regular growing season and were on average frost-free for most of the year were excluded completely.



### KEY CONCEPTS

- Plants are leafing and blooming earlier, and the overall growing season is lasting longer across much of the U.S.
- Analysis of temperature data for 203 U.S. cities shows the freeze-free season lengthened by more than two weeks (15 days) on average since 1970.
- For millions of Americans that suffer from seasonal allergies to pollen and mold, climate change is bringing an earlier, longer, and overall worse alleruy season.
- Climate Central's new report Seasonal Allergies: Pollen and Mold details more of the weather and climate trends that are worsening allergy season and the associated health risks.



click the downloadable graphic: Longer Growing Season MARCH 2023

# Seasonal allergies: pollen and mold



CLIMATE CO CENTRAL

### CONTACT EXPERTS

#### Lewis Ziska, PhD

Associate Professor, Environmental Health Sciences
Mailer School of Public Health, Columbia University Irving Medical Center
Relevant expertise: connections between climate change, carbon dioxide,
plant biology, and public health

Media contact: Stephanie Berger, sb2247@cumc.columbia.edu

#### Jesse Bell, PhD (he/him/his)

Claire M. Hubbard Professor of Water, Climate and Health College of Public Health, University of Nebraska Medical Center Relevant expertise: extreme weather, climate change, and health Contact: jesse.bell@unmc.edu

### Brooke Lappe, MPH

PhD candidate Rollins School of Public Health, Emory University

**Relevant expertise:** climate change, air quality, pollen and health **Contact:** brooke.lappe@emory.edu

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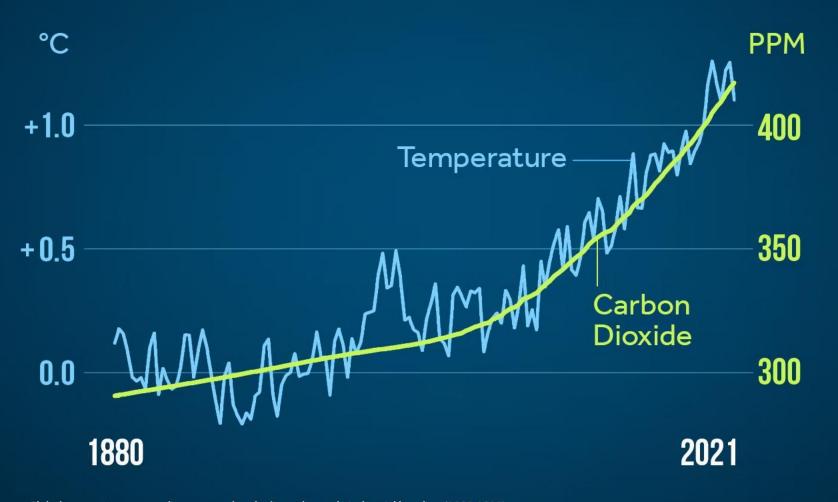
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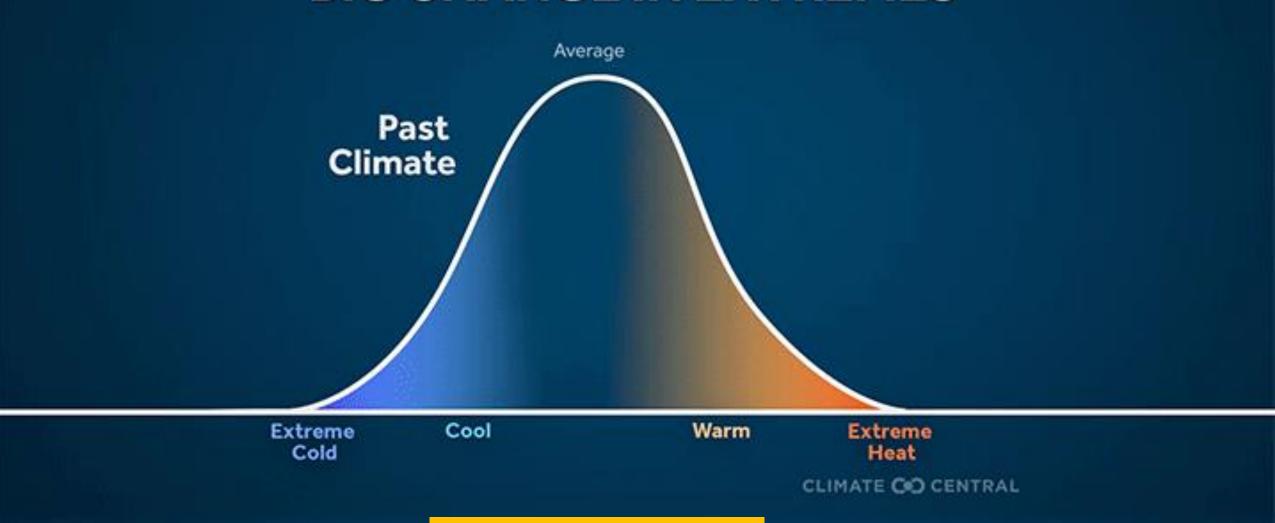
### **TEMPERATURE & CARBON DIOXIDE**



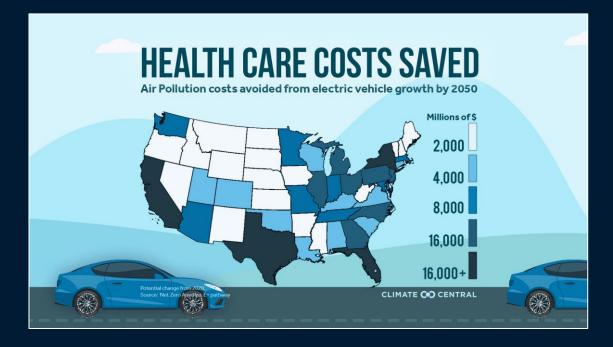
Global temperature anomalies averaged and adjusted to early industrial baseline (1881-1910) Source: NASA GISS, NOAA NCEI, ESRL

CLIMATE (\*) CENTRAL

# SMALL CHANGE IN AVERAGE BIG CHANGE IN EXTREMES

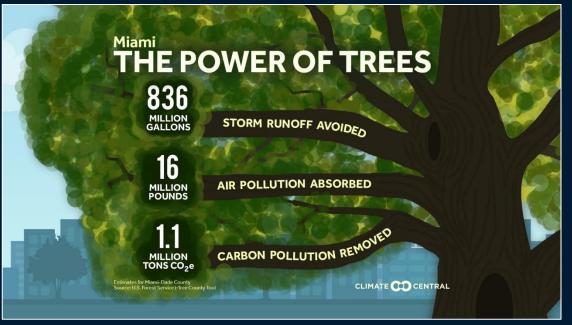


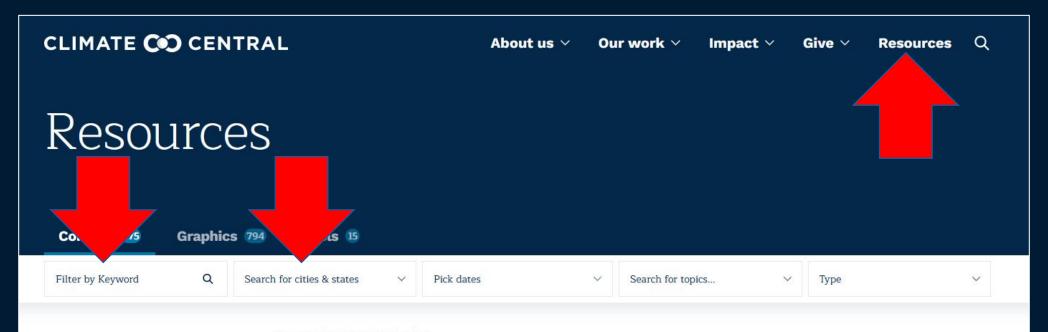
climatecentral.org/toolkit-heat

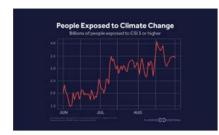












Climate Matters • September 7, 2023

### Carbon pollution boosted heat for billions during Earth's hottest summer

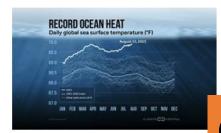
New global analysis shows that carbon pollution boosted June-August heat for billions of people in 2023. Countries that felt the strongest climate fingerprints have contributed the least carbon pollution.



Climate Matters • August 30, 2023

### 2023 Fall Package

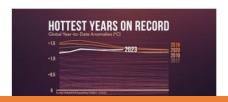
Fall is here and in 232 U.S. locations the season is warmer than in 1970—by 2.4°F on average. With warming, risky heat, fire weather, and allergies extend into the fall.



Climate Matters • August 23, 2023

### Record Ocean Heat Impacts: From Hurricanes to Corals

It's been a record-shattering summer for



Climate Matters • August 14, 2023

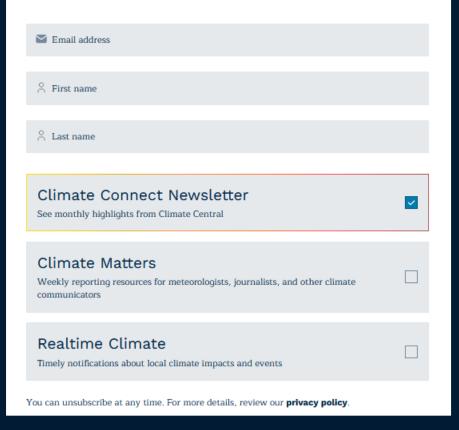
### Summer Heat Pushes 2023 Temperatures Near Record

Numbers are in: 2023 global temperatures uly were among the hottest on

climatecentral.org/resources

### Newsletters & Alerts

Get the latest climate science news, research and solutions delivered straight to your inbox. Sign up for as many as you'd like.



### climatecentral.org/list-signup



# Custom email signup Get updates, media alerts, and climate reporting resources Sign up ->

# Key tools & programs

- Climate Matters
- WeatherPower
- Climate Shift Index
- Realtime Climate
- Sea Level Rise
- Partnership Journalism

- State
- Media Market
- County
- Congressional District

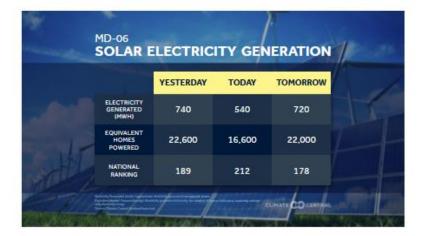
# MARYLAND SOLAR ELECTRICITY GENERATION

	YESTERDAY	TODAY	TOMORROW
ELECTRICITY GENERATED (MWH)	8,200	7,100	8,200
EQUIVALENT HOMES POWERED	253,000	220,000	252,000
HOME ENERGY SAVINGS	117%	101%	112%

Electricity Generated (mwh): Approximate electricity generated in megawatt-hours.

Equivalent H average daily Home Energ array on its r Source: Clim

weatherpower.climatecentral.org



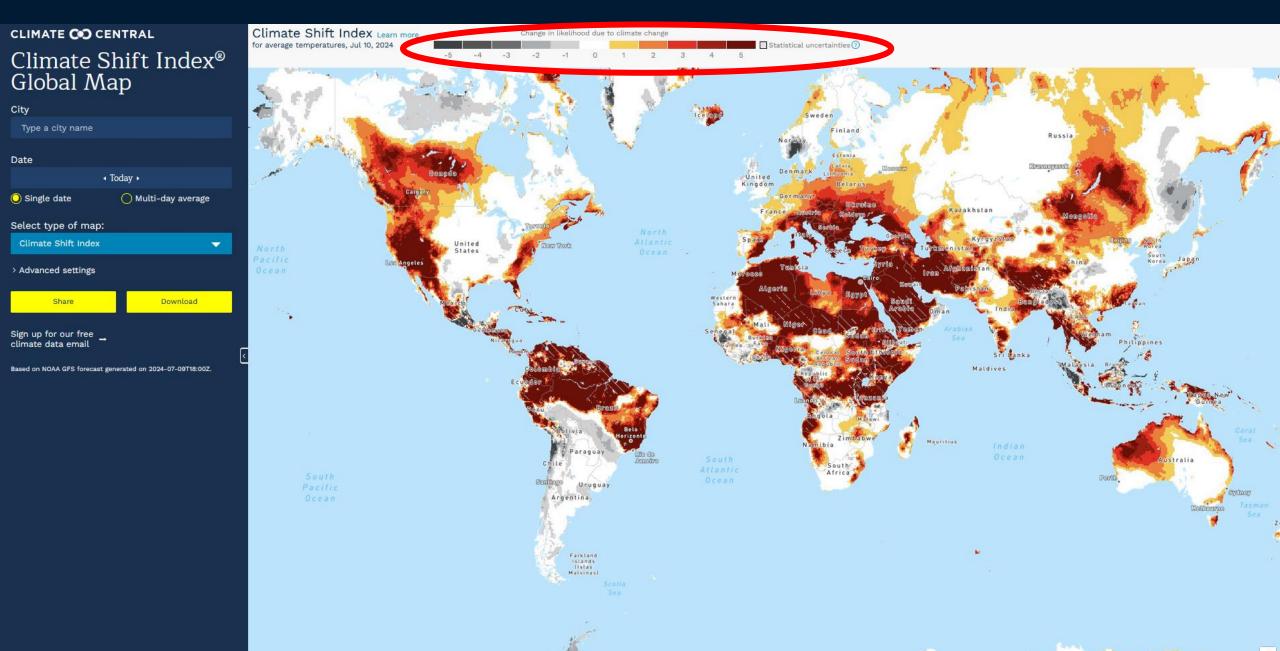


Customize and download a production-ready forecast graphic:

### Choose graphic Choose data (rows) Choose language (up to 3 per graphic) 1 What do these mean? Wind English Electricity Generated (mwh) O Solar O Spanish Equivalencies: Choose background Choose Days (columns) CO2 Avoided (tons) (up to 3) Wind/solar image ☐ Equivalent % Homes Powered (locally) O Black Yesterday ☑ Equivalent Number of Homes Powered (locally) ✓ Today ☐ Equivalent Number of Homes Powered (regionally; wind only) Transparent ✓ Tomorrow ☐ Car Miles ✓ Include title ■ Wednesday ☐ Trees Planted ☐ Thursday Smartphones Charged Other metrics: ☐ Home Energy Savings (solar only) □ Power Index (0-10 scale) National Ranking (out of 436 congressional districts) State Ranking (out of 8 congressional districts)

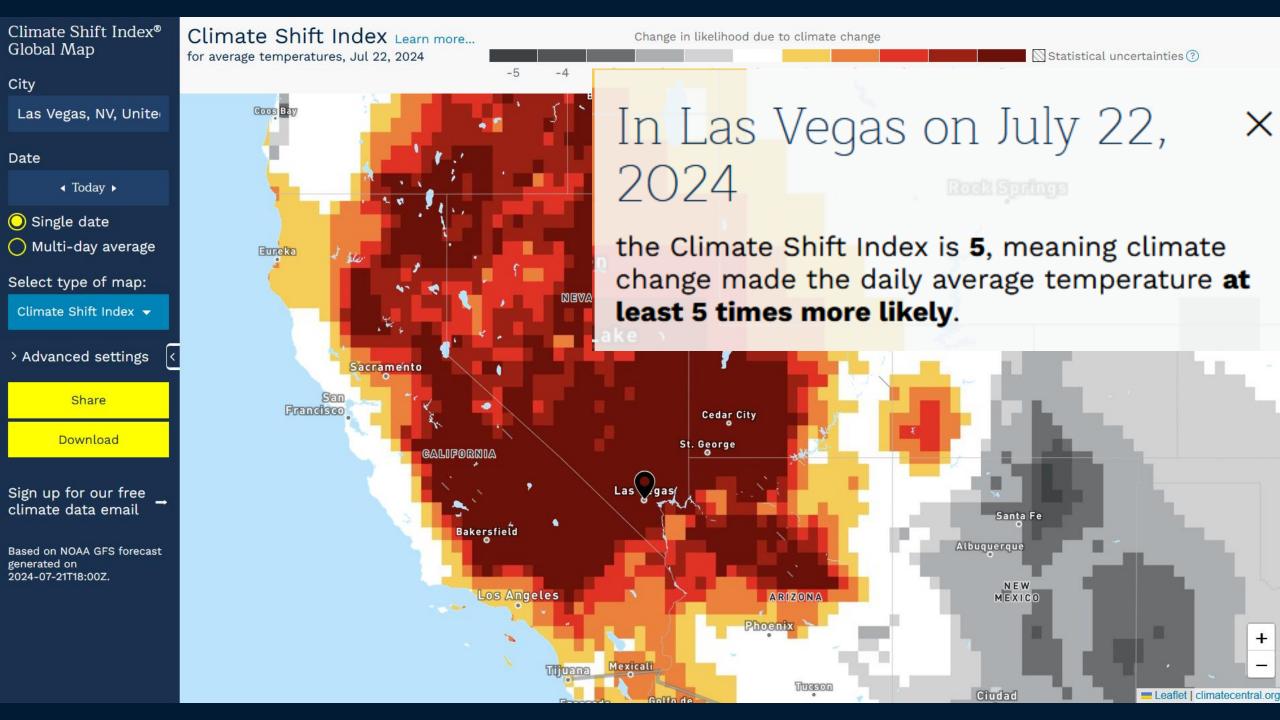
# Key tools & programs

- Climate Matters
- WeatherPower
- Climate Shift Index
- Realtime Climate
- Sea Level Rise
- Partnership Journalism



csi.climatecentral.org

Leaflet | climatecentral.org



# Climate © CENTRAL Climate Shift Index® Global Map city



Show statistical uncertainties

Show place labels

Select type of map:

Climate Shift Index

Show Climate Shift Index of:

Minimum
temperature

Average
temperature

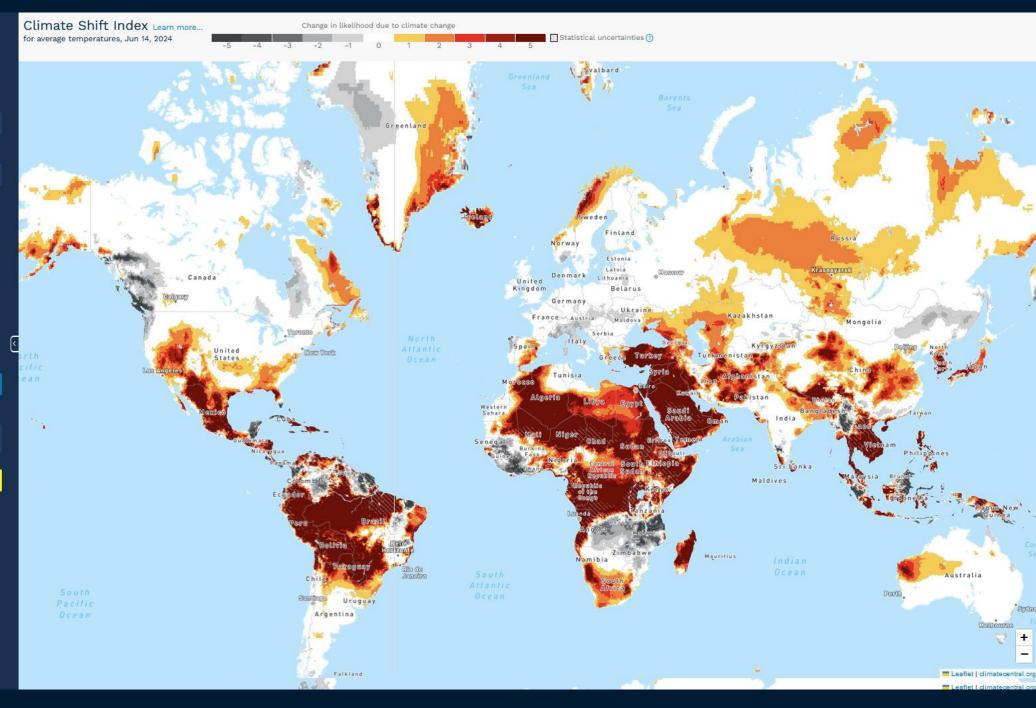
Maximum
temperature

Share

Download

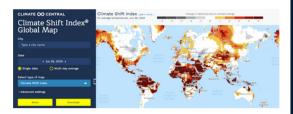
Sign up for our free climate data email

Based on NOAA GFS forecast generated on 2024-06-13T18:00Z.



### Climate Shift Index

The Climate Shift Index\* indicates how climate change has altered the frequency of daily temperatures in any location around the world, every day. It's grounded in peer-reviewed attribution science and was launched by Climate Central in 2022.



Click to visualize the impact of climate change on today's temperature anywhere

### How the Climate Shift Index works

We often hear how global average temperatures are increasing because of climate change, but people don't experience global average temperatures. Instead, we mainly experience climate change through shifts in the daily temperatures and weather patterns where we live. Bridging this gap, the Climate Shift Index (CSI) is a system that quantifies the influence of climate change on local daily temperatures around the world.

The Climate Shift Index ranges from -5 to +5. Positive levels indicate temperatures that are becoming more likely due to climate change (negative scores indicate conditions that are becoming less likely).

A CSI of level 5 means that a temperature is occurring at least 5 times more frequently when compared to a world without human-caused carbon pollution. This temperature would be very difficult to encounter in a world without climate change – not necessarily impossible, just highly unlikely. Similarly, a CSI level of 4 means the temperature is at least 4 times more likely, and so on. See the FAQ below for more details.

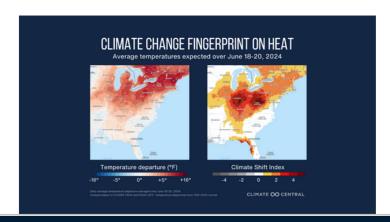
### The science behind CSI The methods beneath the calculation of the Climate Shift Index are detailed in A multi-method framework for global real-time climate attribution (June 2022). You can also find details of how we implemented these approaches to make a system that works every day, everywhere. Read on for more detailed explanations of the science behind CSI. Computing the Climate Shift Index Explaining the Climate Shift Index scale FAO So the Climate Shift Index shows a shift in temperature? Does a high Climate Shift Index mean climate change caused the hot weather? How do you know what temperatures were like in the What happens when computations produce mixed results about the influence of climate change? Why do you include daily low temperatures as well as daily highs in the Climate Shift Index map tool? What do the negative Climate Shift Index numbers Does the Climate Shift Index work for cold Does the Climate Shift Index only work for temperatures? How can the Climate Shift Index be small or zero where I'm seeing unusually warm (or cold) temperatures? What's happening in the hatched "Currently unavailable" places?

Climate Shift Index Alert • June 17, 2024

# Intense, persistent heat wave across Midwestern and Eastern U.S. influenced by climate change

From June 18-20, over 25 million people in the eastern half of the U.S. will experience heat made at least four times more likely because of human-caused climate change. This week is a continuation of the intense, persistent heat that has already been experienced by much of the Midwestern and Eastern United States.

Note: This event is forecast to continue beyond June 20. Use the Global Climate Shift Index map to stay updated on heat in your region.

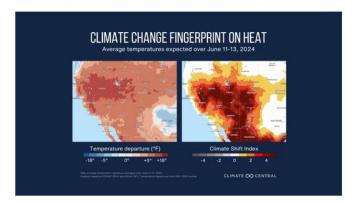




### Climate change influencing severe heat in Southwest U.S.

The Southwest United States is poised to experience unusually intense heat over the next several days (June 11-13), with high temperatures made at least 5 times more likely because of human-caused climate change.

Note: This event may continue beyond June 13. Use the Global Climate Shift Index map to stay updated on heat in your region.



### How unusual is this heat event?

- This week, millions of people across the U.S. Southwest will be exposed to multiple days moderate to major heat, which will significantly affect those without access to effective cooling and/or adequate hydration.
- Excessive Heat Warnings and Watches have been issued for parts of Arizona, New Mexico, and Nevada including Phoenix, Tucson, Las Cruces and Las Vegas.
- High temperatures of 105°F to 112°F are expected in the lower deserts, and 102°F to 108°F in the higher terrain, through June 13.
- Elevated nighttime temperatures in the 73°F to 83°F range are expected across much of this region.

Note: Find information on cooling centers, hydration stations and respite centers in the Phoenix area (Maricopa County) and the Las Vegas area (Clark County).

This is a continuation of an extreme heat event that started last week.

- Last week, climate-fueled extreme heat impacted the Southwest with record-setting high temperatures recorded in Phoenix (113°F), Las Vegas (111°F), Reno (98°F), and Flagstaff (91°F) on June 6 (the peak of the heat wave).
- Record warm low temperatures were also set in **Phoenix (87°F) and Las Vegas (85°F).** Unusually high lows contribute to the risk of heat related illness, by not allowing time for our bodies to cool down.

### How has climate change influenced this heat?

- Daily average temperatures are expected to reach Climate Shift Index (CSI) levels of 5 in central and eastern California, Nevada, New Mexico, Utah, Colorado, and Arizona. A CSI level 5 indicates that human-caused climate change made this excessive heat at least five times more likely, signifying an exceptional climate change event.
- Over the next three days, 17 million people in the Southwest will experience at least one day with CSI level 5.

Use the Climate Shift Index global map to see CSI levels in your city and region, and see our FAQs to learn about the CSI in both English and Spanish.

### What impacts are we seeing with this continued extreme heat?

- 11 people were hospitalized due to heat exhaustion at a Trump rally in Phoenix, Arizona. Two dozen others were hospitalized and almost 100 people took refuge in cooling tents to escape the scorching temperatures at a rally later in the week in Las Vegas.
- Several wildfires broke out in California last week during the heatwave. In the Central Valley, northeast of Los Angeles, over 3,500 acres of agricultural land were burned.
- Phoenix prohibited hiking at several popular trails and mountains in the state capital due to heat exposure concerns.
- In Nevada, in a span of less than 36 hours, at least 12 calls were made to the Clark County fire department related to heat exposures with three-quarters of them leading to hospitalization.
- Local organizations in Nevada spent several days last week bringing water and other resources to police officers and people experiencing homelessness who were impacted by the excessive heat, along with rides to cooling shelters.
- In Henderson, Nevada (~15 miles southwest of Las Vegas), the asphalt reached a temperature of 162°F, highlighting the dangerous burn threat posed to pets and livestock.

### What do experts say?

Dr. Andrew Pershing, VP of Science at Climate Central, said: "The Southwest is the hottest part of the country, and human-caused climate change is making it even hotter. Heat waves like this will continue to become longer, more intense, and more dangerous until carbon pollution ends."

### How do we know climate change is influencing this heat?

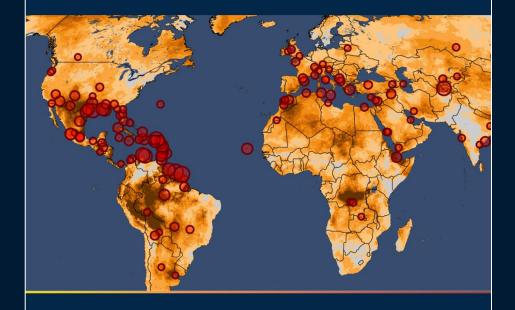
The Climate Shift Index uses peer-reviewed methodology to estimate how climate change has increased the likelihood of a particular daily temperature. It can be run using historical or forecast temperatures.

Using computer models, we compared the likelihood that these temperatures would occur in a world without carbon emissions released by humans, versus in today's world with decades of carbon emissions building up in the atmosphere. This is an established scientific method to determine how much climate change has or has not affected individual extreme weather events.



# The hottest 12-month stretch in recorded history

How carbon pollution affected countries and major cities worldwide from November 2022 to October 2023



November 9, 2023

CLIMATE CO CENTRAL

From November 2022 through October 2023, 5.8 billion people—73 percent of the global population experienced 30+ days of abnormal heat made at least 3x more likely by climate change.



### **Seasonal Attribution Report**

An analysis of how climate change boosted temperatures worldwide between December 2023 and February 2024

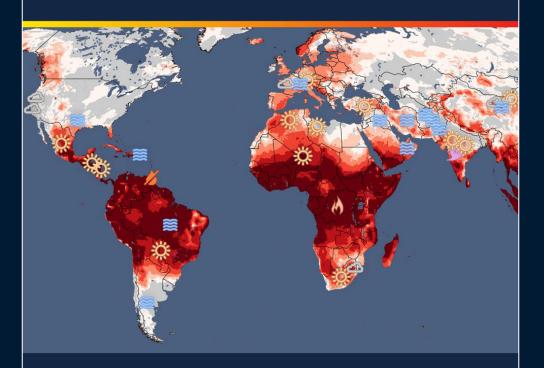


March 7, 2024

CLIMATE CO CENTRAL

# People Exposed to Climate Change: March-May 2024

A Climate Central seasonal analysis of how climate change boosted temperatures worldwide between March 2024 and May 2024



CLIMATE CO CENTRAL

June 6, 2024

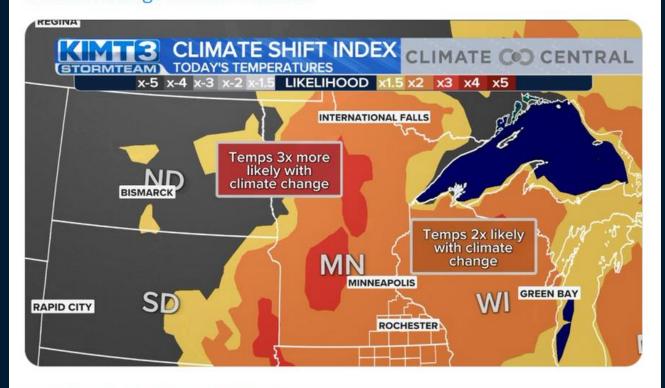


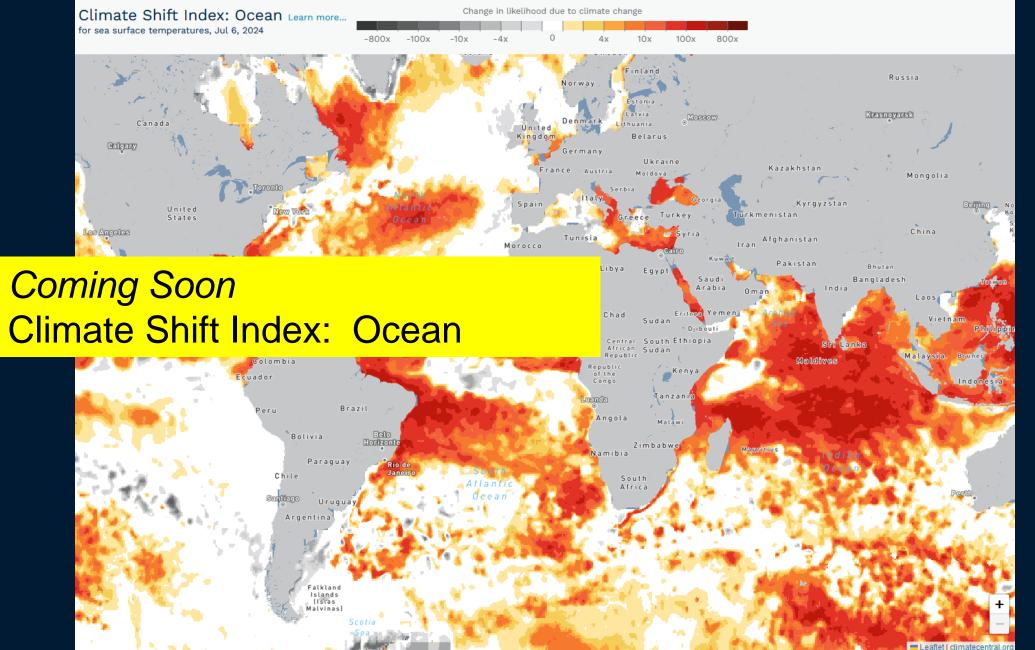




He Twin Cities marathon has been CANCELLED today due to extreme heat.

Our climate shift index from @ClimateCentral shows that these temperatures are 2-3 times more likely with climate change. #climatechange #mnwx #climate





% who say that their local community has experienced the following in the past 12 months

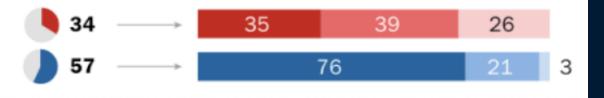
Rep/lean Rep

Dem/lean Dem

Among those who say their local community experienced this, % who say climate change contributed ...

Research Center

Long periods of unusually hot weather



Note: Respondents who did not give an answer are not shown. Source: Survey of U.S. adults conducted May 13-19, 2024. "Americans' Extreme Weather Policy Views and Personal Experiences"



# Key tools & programs

- Climate Matters
- WeatherPower
- Climate Shift Index
- Realtime Climate
- Sea Level Rise
- Partnership Journalism

From: Sean Sublette <ssublette@climatecentral.org> Sent: Monday, August 24, 2020 11:05 AM

To

Subject: more August heat

Hi Daniel,

We've noticed the heat is continuing for Minneapolis. Below is a new graphic for the month that can help you tell the climate story. You can find similar ones in our media library.



Get the high-res version here.

Share this on Twitter

Additional versions available:

In Spanish

With no title

With no title and a transparent background

Email me if you have questions.

Thanks,

Sean

Click here if you don't want more Realtime Climate alerts like this

[firstname]

From: Sean Sublette

To

Sent: Dec.15, 2020 10:13am

Subject: Alert: see how much wind energy Burlington is producing - today

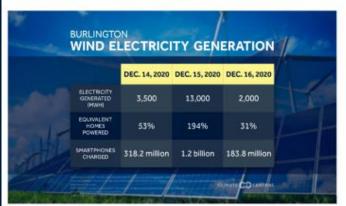
Hi Janel,

Looks like it's especially windy in Burlington. Here's a graphic showing how much wind electricity is now being generated in your area. Create your own customized and downloadable version with different ways to show the data - including equivalent numbers of trees planted, carmiles driven, smartphones charged, and more - using our <u>WeatherPower tool</u>.

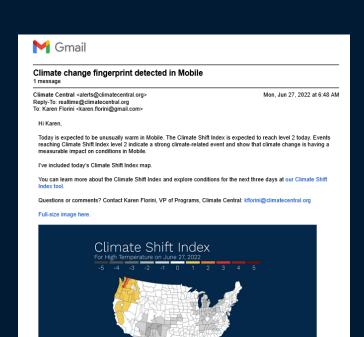
Email me if you have questions.

Thanks,

Sean



Get the high-res version here.



Source: Climate Central analysis based on NOAA data. Produced on 6/27/2022 CLIMATE CO CENTRAL

Click here if you want to customize your preferences or don't want more Realtime Climate alerts like this.

# Key tools & programs

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# Key tools & programs

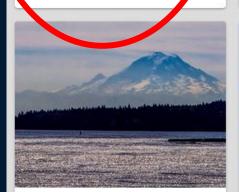
- Sea Level Rise
  - Coastal Risk Screening Tool
  - Risk Finder
  - FloodVision



### Time horizon

Explore sea level rise and coastal flood threats by decade.

C VIEW MAP



### Elevation data

See how improved elevation data show a greater risk from sea level rise and coastal flooding.





### Water level

Choose a water level and see what areas may be impacted.



### Ice sheets

Explore how ice loss in Antarctica and Greenland could impact different parts of the globe.





### Warming choices

Compare scenarios for longterm sea level rise based on different pollution pathways.

≺ VIEW MAP



### Affordable housing

Explore how coastal flooding puts America's already scarce affordable housing at risk.





### Temperature

Explore how different warming scenarios could affect sea level rise in the coming decades.

NIEW MAP



### Coastal wetlands

Explore how sea level rise, coastal development, and marsh vertical growth rates impact the resilience of wetlands.







COASTAL RISK SCREENING TOOL

### LAND PROJECTED TO BE BELOW ANNUAL FLOOD LEVEL IN 2030

Explore sea level rise and coastal flood threats by adjusting the controls below.

DETAILS AND LIMITATIONS

YEAR ①
2030

CHANGE OTHER SETTINGS

Video Tutorial 🛭





COASTAL RISK SCREENING TOOL

### LAND PROJECTED TO BE BELOW ANNUAL FLOOD LEVEL IN 2150

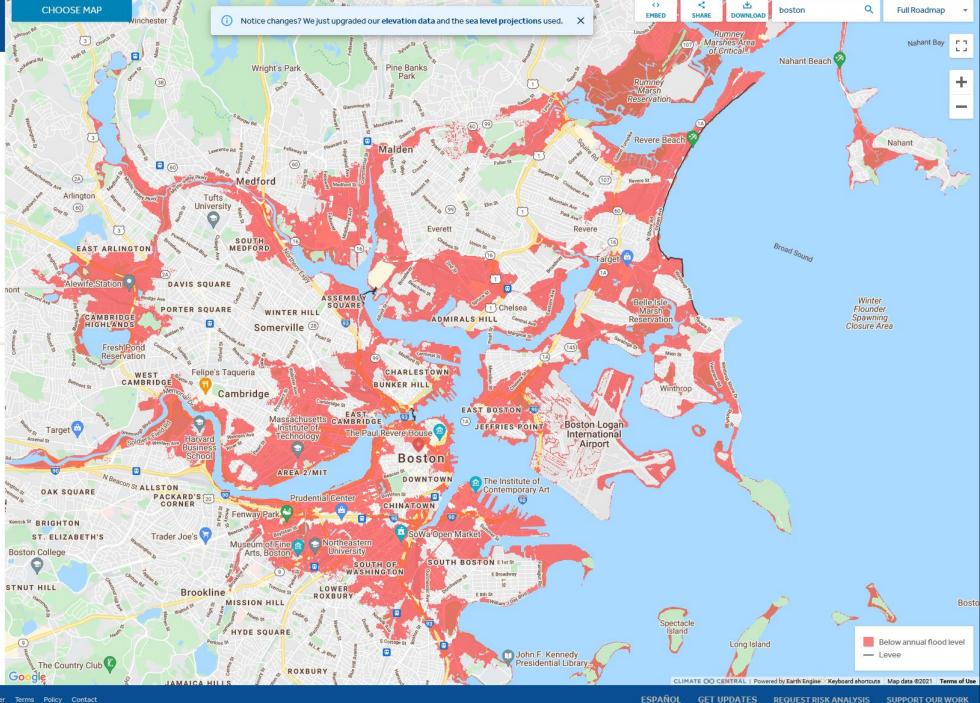
Explore sea level rise and coastal flood threats by adjusting the controls below.

DETAILS AND LIMITATIONS

2150

CHANGE OTHER SETTINGS

Video Tutorial [2]





COASTAL RISK SCREENING TOOL

### LAND PROJECTED TO BE BELOW ANNUAL FLOOD LEVEL IN 2150

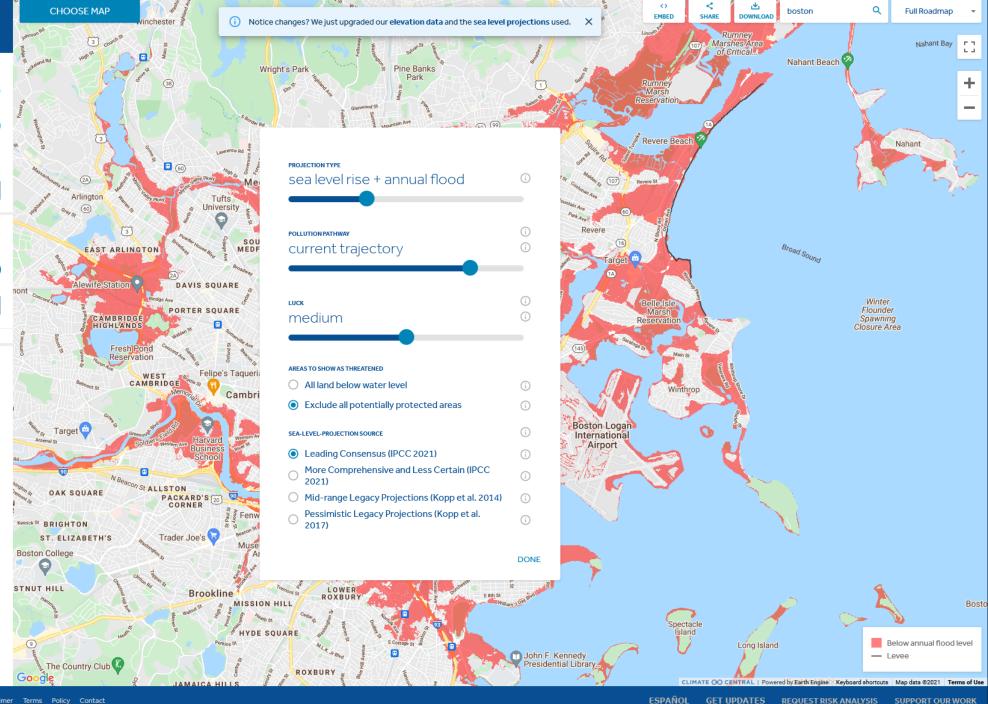
Explore sea level rise and coastal flood threats by adjusting the controls below.

DETAILS AND LIMITATIONS

2150

CHANGE OTHER SETTINGS

Video Tutorial 🛭





COASTAL RISK SCREENING TOOL

#### LAND PROJECTED TO **BE BELOW ANNUAL FLOOD LEVEL IN 2150**

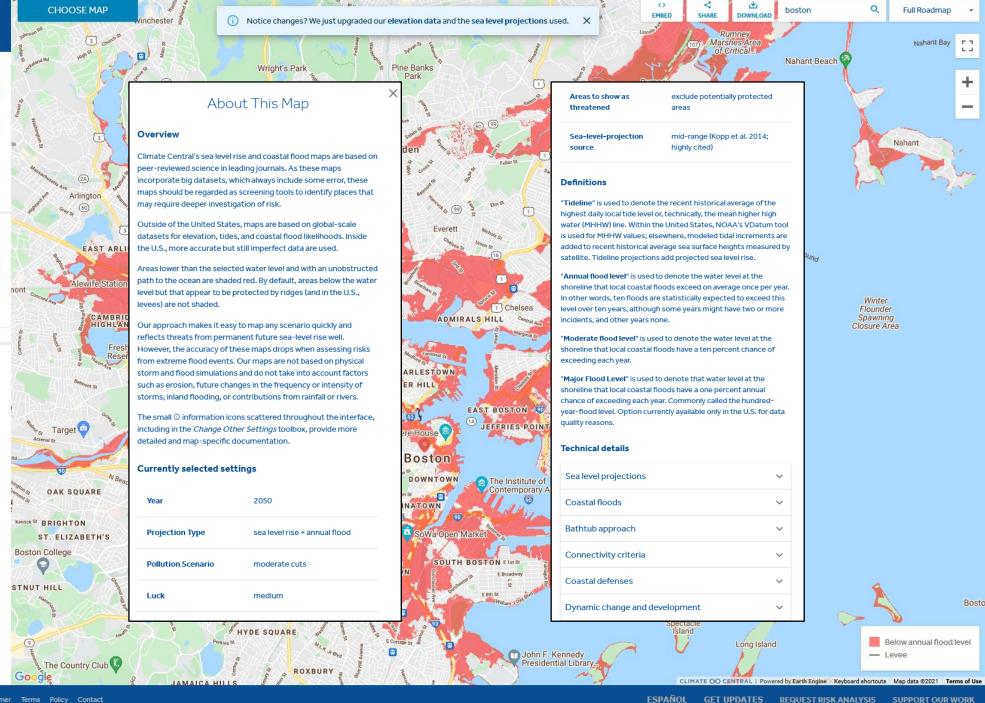
Explore sea level rise and coastal flood threats by adjusting the controls below.

DETAILS AND LIMITATIONS

2150

CHANGE OTHER SETTINGS

Video Tutorial [2]





#### Time horizon

Explore sea level rise and coastal flood threats by decade.

C VIEW MAP



#### Water level

Choose a water level and see what areas may be impacted.

A VIL V MA



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Compare scenarios for longterm sea level rise based on different pollution pathways.

✓ VIEW MAP



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\* VIEW MAP



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WIEW STATS



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VIEW MAP

VIEW STATS





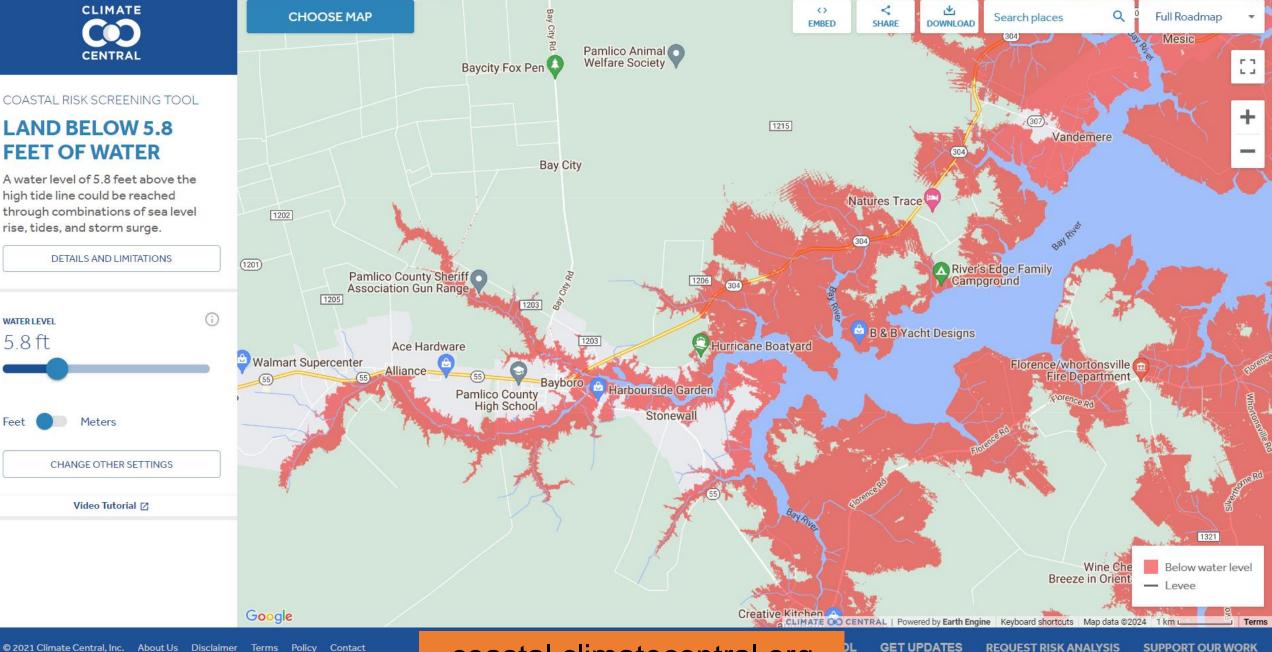
COASTAL RISK SCREENING TOOL

#### **LAND BELOW 5.8 FEET OF WATER**

A water level of 5.8 feet above the high tide line could be reached through combinations of sea level rise, tides, and storm surge.

**DETAILS AND LIMITATIONS** 

WATER LEVEL 5.8 ft CHANGE OTHER SETTINGS Video Tutorial 🛽





COASTAL RISK SCREENING TOOL

#### LAND BELOW 1.5 METERS OF WATER

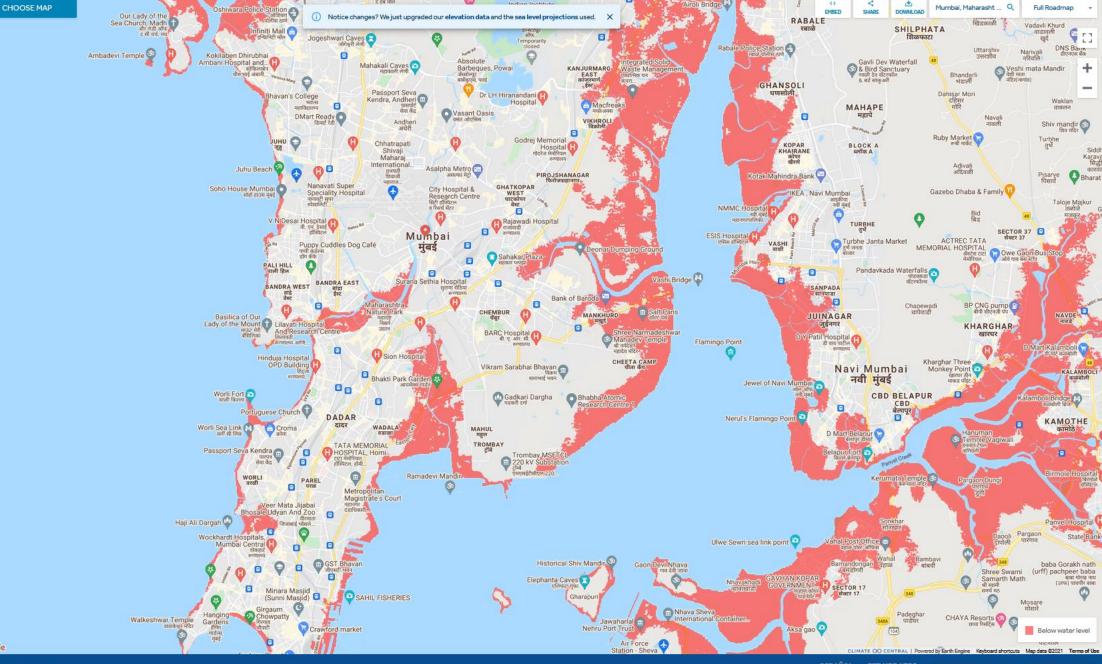
A water level of 1.5 meters above the high tide line could be reached through combinations of sea level rise, tides, and storm surge.

DETAILS AND LIMITATIONS

Meters Feet:

Video Tutorial 🗵

Google



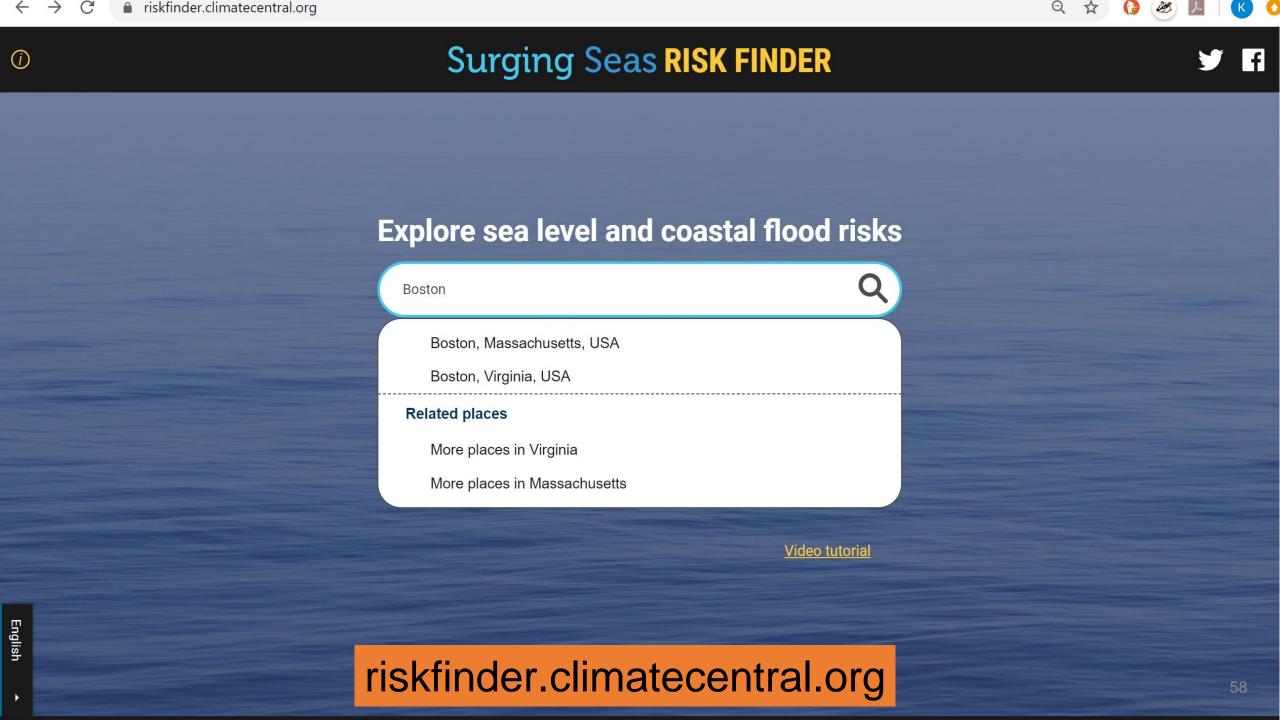
© 2021 Climate Central, Inc. About Us Disclaimer Terms Policy Contact

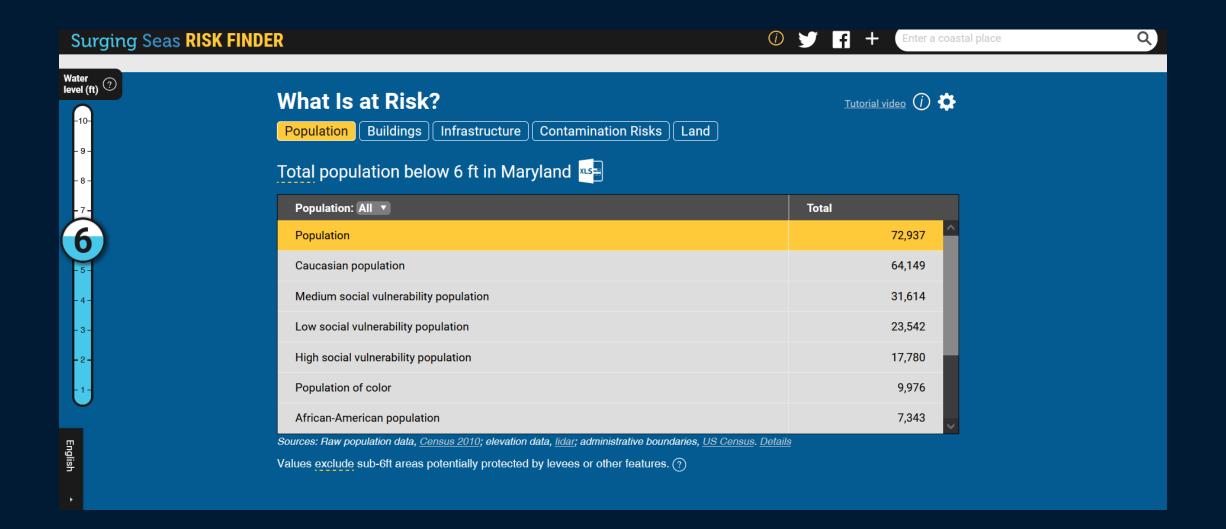
ESPAÑOL GET UPDATES REQUEST RISK ANALYSIS SUPPORT OUR WORK

56

# Key tools & programs

- Sea Level Rise
  - Coastal Risk Screening Tool
  - Risk Finder
  - FloodVision









#### What Is at Risk?

Tutorial video (i)



Population Buildings Infrastructure Contamination Risks Land

#### Total buildings below 8 ft in Boston \*LS=



Buildings: All 🔻	Total
Schools	29
Public safety facilities	24
Colleges and Universities	21
Public Schools	19
Medical facilities	17
Museums	12
Hospitals	12

Sources: Raw medical facilities data, NTIA 2013; elevation data, lidar; administrative boundaries, City of Boston. Details

Values exclude sub-8ft areas potentially protected by levees or other features. (?)

# Key tools & programs

- Sea Level Rise
  - Coastal Risk Screening Tool
  - Risk Finder
  - FloodVision













CLIMATE (\*) CENTRAL

### **FloodVision**<sup>®</sup>

Are you interested in having FloodVision visit and collect data near you? Please fill out the form below.

First name *	
Last name *	
Email *	
State *	
Please Select	~
City *	
City	
Which of the following best describes you? *	
Please Select	~
Tell us where you would like to see FloodVision capture images of future flood risk	
	///

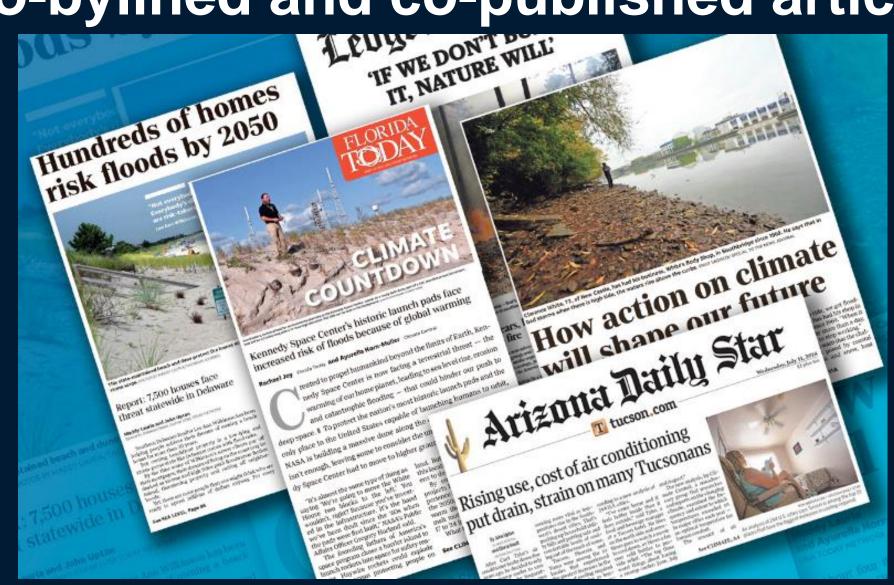
bit.ly/floodvision

# Key tools & programs

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- WeatherPower
- Climate Shift Index
- Realtime Climate
- Sea Level Rise
- Partnership Journalism



# Climate Central + Local Outlets: co-bylined and co-published articles



#### Gothamist A non-profit newsroom, powered by WNYC.

NEWS

# Giant offshore wind turbines take shape as NJ turns on major manufacturing plant



By Nathan Kensinger and John Upton, Climate Central

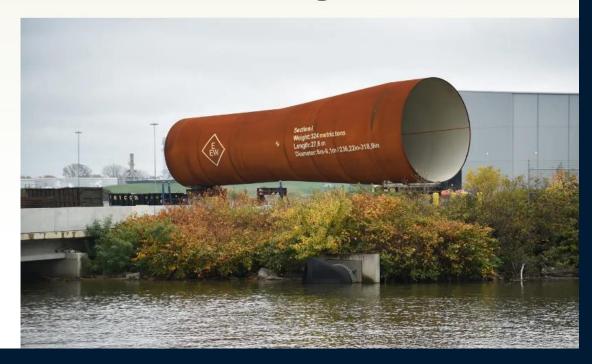
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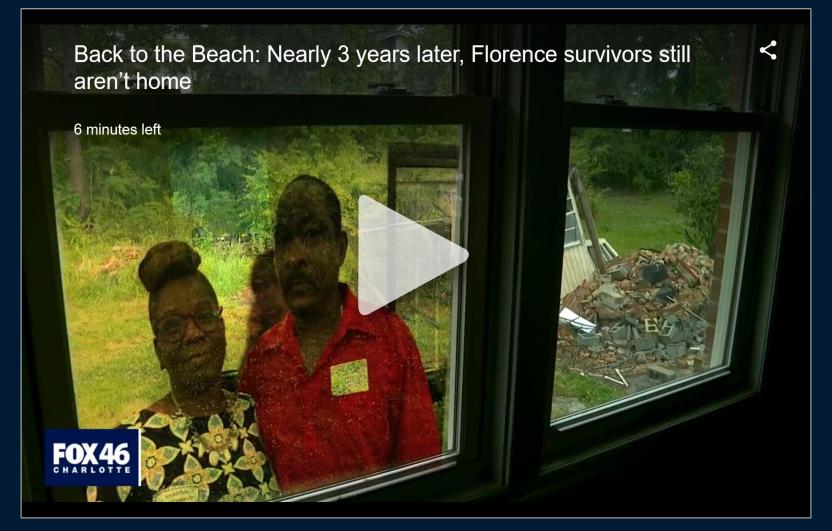












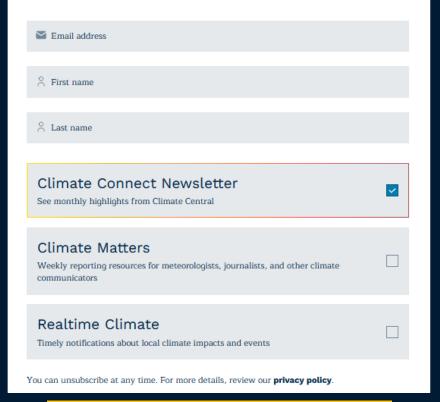
# ISO examples & suggestions

- A request: share examples of using Climate Central materials, and of real-world impacts that result
- Suggestions for additional topics & tools extremely welcome

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# Q&A



#### Thank you for joining!

Reach out to kristen@climate-xchange.org with any additional questions!

