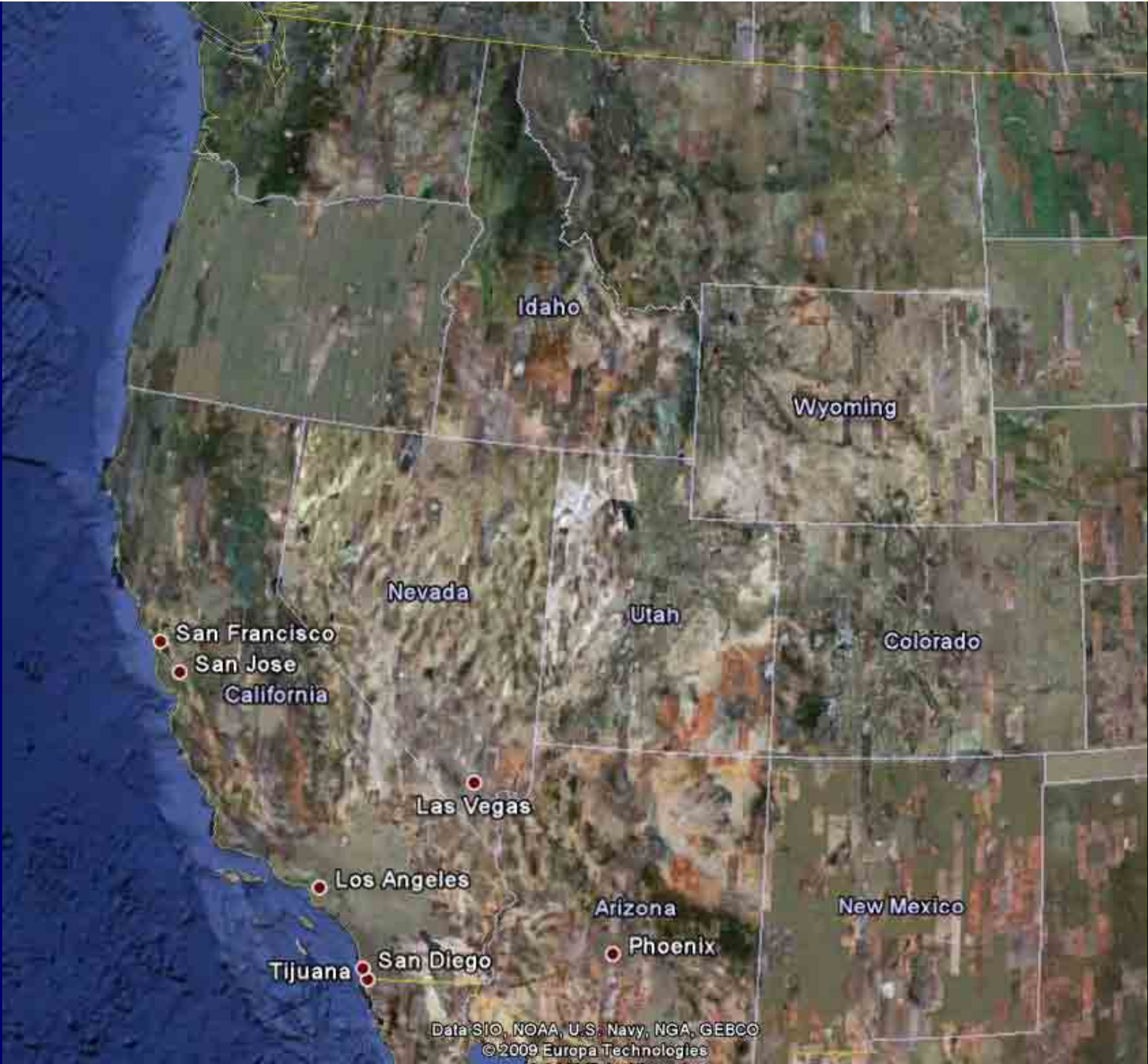
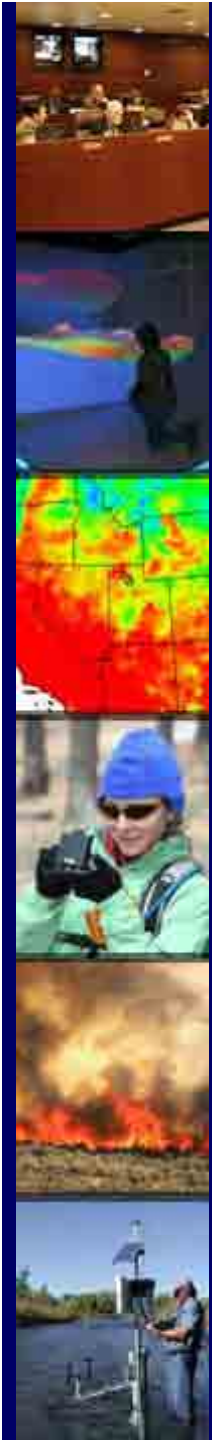


Public Outreach: Creating an informed citizenry; identifying and collaborating with stakeholder groups and decision-makers

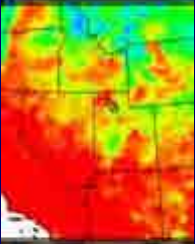
William James Smith, Jr., Ph.D.
Department of Environmental Studies
University of Nevada, Las Vegas





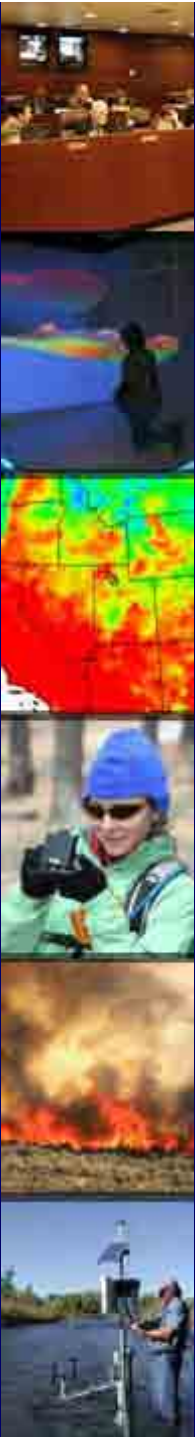
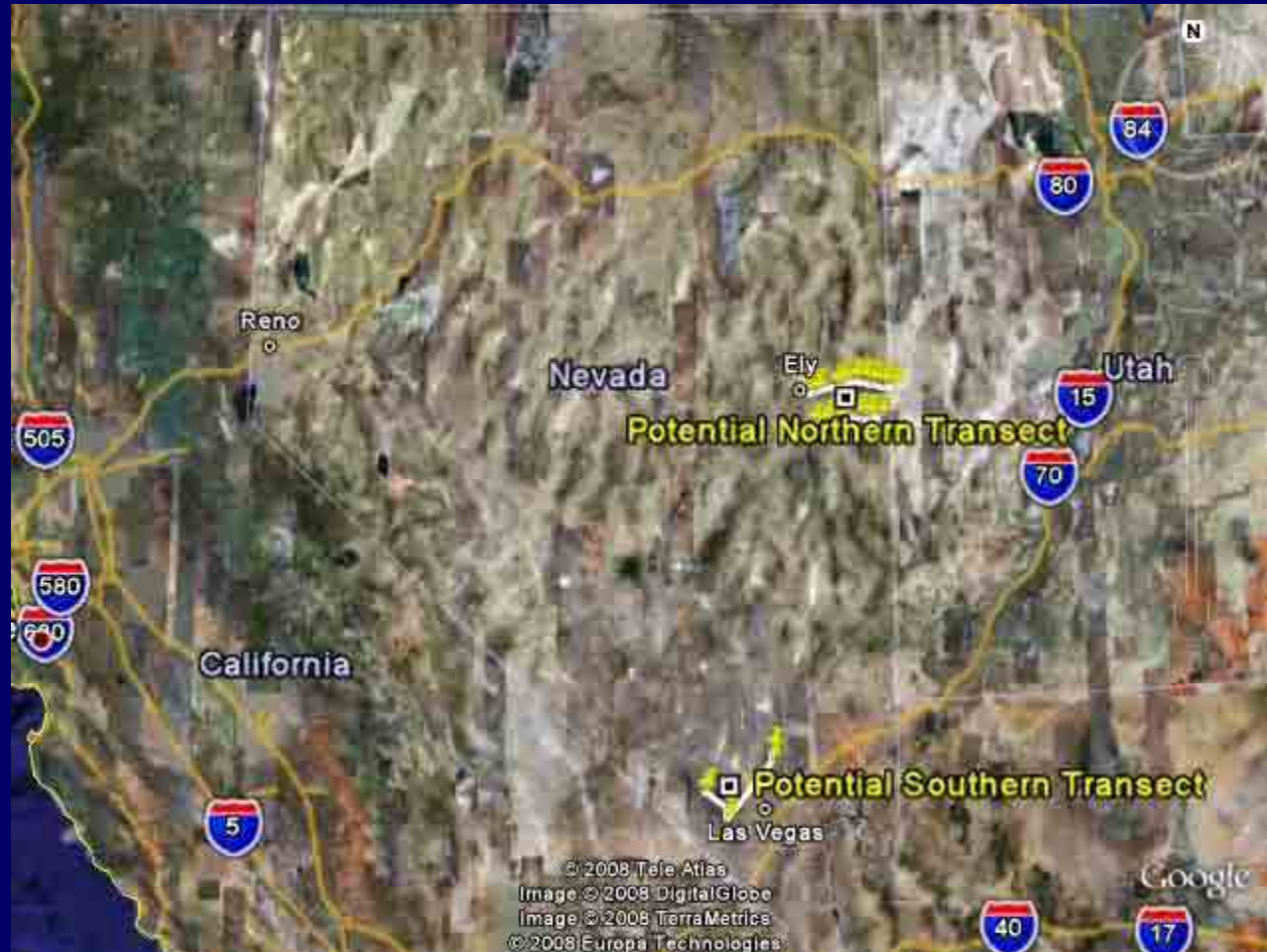
Defining: What public at what scale?!

- The “same public” (Paulson)...our fault?
- Geography and demography
- Rural - Urban
- Federal, state, county, city, or NA government
- Livelihood
- Economic status
- Age
- Gender



Potential Biophysical Study Areas

Temporal and spatial match issues

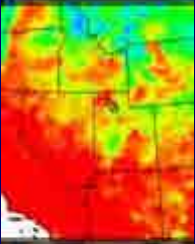


Knowing your “audience”

What do “they” believe, assume, desire?

What considerations, restraints and opportunities do they face?

What scientific outputs might be useful and understandable to them so that you can better target your scientific outputs?



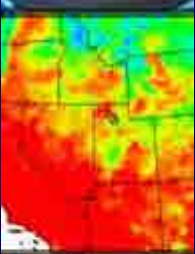
If you want to know...ask them.

We are taking a multidisciplinary approach

Not attempting to standardize at the start...but
may as we get a sense of what works



- Asako Stone and Robert Futrell with Jenna Zulauf
DRI Hydrologic Sciences (**psychology**) and UNLV **Sociology**
- Derek Kauneckis with Sasha Thurman, UNR **Political Science**
- Mary Riddle with Alan Sanders, UNLV Economics/Business
- William James Smith, Jr., with Fulbright Scholar Ahmad Safi,
UNLV **Environmental Studies**
- Scott Abella sharing a GRA TBD, UNLV Life Sciences (**watershed
scale ecology**) now Environmental Studies
- **1 GRA on a rotating basis** for flexibility



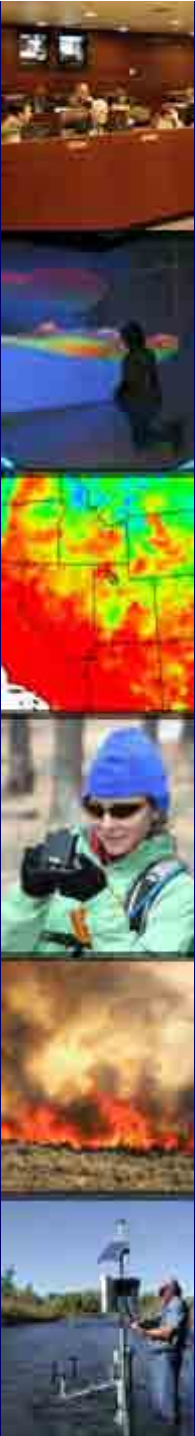
“Social Science Climate Change Network”

-Just biophysical monitoring networks are not sufficient

-A network to provide multi-flow data and info between scientists-stakeholders-policy makers

-Providing a voice, transparency, public sphere

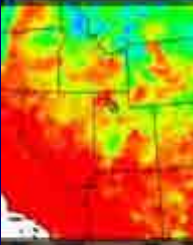
-A community to go to in challenging times ahead



Dedicated GRAs, PDs, Tech, Faculty

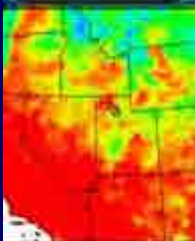
Doing lit searches and deciding on inclusion criteria

- Native Americans
- Business communities at multiple scales
- Natural resource-based (i.e. watershed) NGOs – 31 on our initial list to cut-down from
- Nevada State Legislature – 11 members targeted
- State Boards and Commissions – 12 identified
- Multiple informal institutions for education
- SAC, SWG and NVCCF mutually reinforcing linkages



Partnering for outreach sustainability

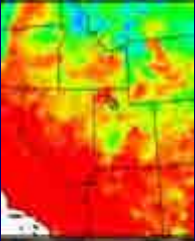
- Library system
 - Physical space
 - Virtual space
- Informal educational institutions
 - Springs Preserve, Lied Discovery Children's Museum, and LV Natural History Museum, Reno?
 - Mobile exhibits
 - Children's authors
 - Data portal resources for teachers
- Technical assistance
 - Hollywood?
 - Games V. video -- partners in the audience?



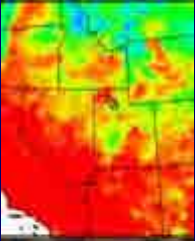
Some relevant questions include

Tests on students:

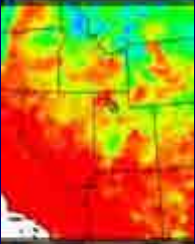
- Sociological & psychological determinants of behavior?
- Indicators of perceptions of climate change, attitudes toward CC, and behavior in response to CC. Measured how?
- How do people process CC info and what variables influence their decisions?
- “Best practice” CC education strategies and how can they be improved in a way that can self-sustain?
- Barriers to integration of BMPs?

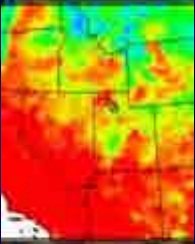


- How well does the perceived risk of CC among managers of Nevada firms coincide with current scientific models of climate change risk?
- Is so-called “green rejection” - a denial that climate change is a problem – an issue in Nevada?
- Do managers likely to be subject to new regulation perceive a lower risk of climate?
- Costs managers project might increase if CC is not addressed?
- Types of CC information firms most need to help them project costs increases from CC and CC regulation?
- Types of regulation (cap& trade, emissions fees, carbon standards, voluntary, involuntary, etc.) managers believe will best help to manage CC at the lowest cost in NV?



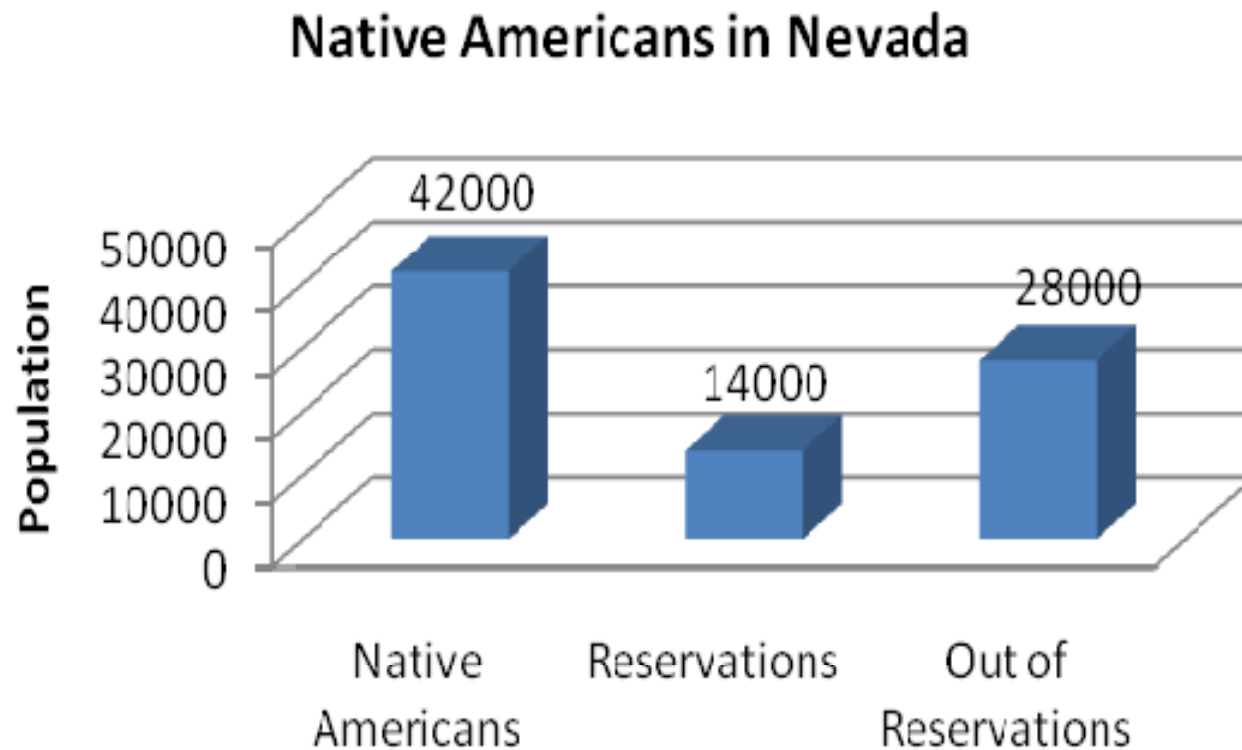
- State of the art in theory and practice on science/policy interface in regards to CC and similar complex multi-scale environmental management issues?
- What present and possible research and evaluation of policy options exist at state, local and municipal government scales?
- What are the most efficient ways to utilize cyber infrastructure to support education, outreach and policy activities?





- Appropriate technologies across cultures and communities?
- Effective Geovisualization, web tools, other techniques i.e. games?
- Web/Cyberinf. V. face-to-face relationship building?
- PPGIS?
- How to synthesize functional data-sets for communities?

Conflicting sources! Selection criteria?



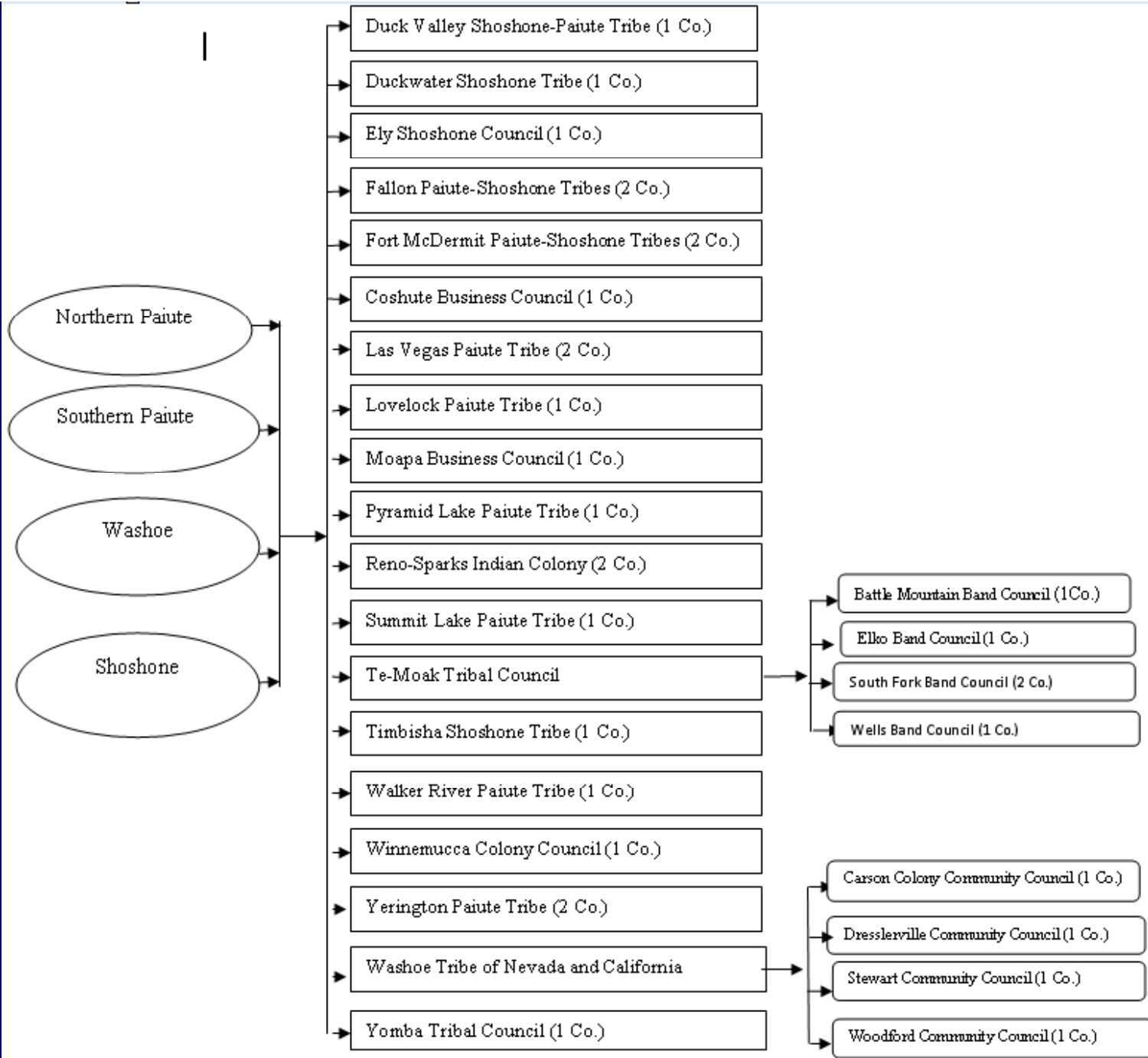


Fig 2. Nevada Tribes and Bands
 Source: Department of Transportation (2007); Inter Tribal Council (2008)

Data sharing issues

Data must be reformatted to be integrated into functional clusters



Spatial data for visualization

Demographic data

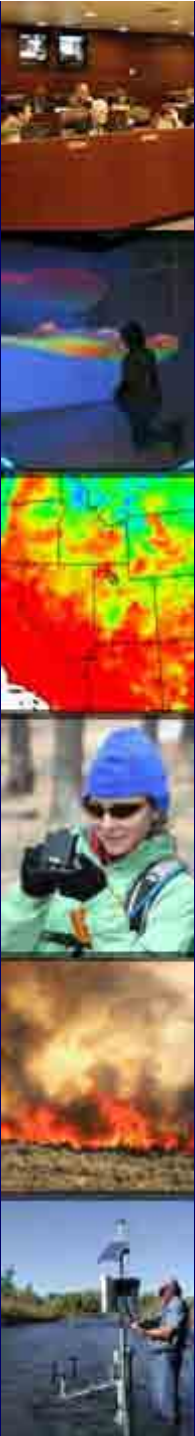


A proposal for collaboration

- A white paper each year on outreach methods, results and BMPs?
- Open source regional climate change game?

Thank you

bill.smith@unlv.edu





END