

Thoughts on Information to Share with our Colleagues on the Marketing Committee

Our objective is to introduce the topic of climate change and the Dewey Climate Change committee to the Dewey Beach community and set the tone for what we're trying to accomplish, both near-term and for the future in order to protect the town we all love.

Some ideas:

- Introduce the topic of climate change and resiliency to the town constituents with a series of facts and figures about the looming threat and need for preparedness.
- Introduce and provide brief background of the Dewey Climate Change Committee, it's objectives and mechanisms we're considering to help prepare the town. As a starting point to this, include something along the lines of this:

Dewey Climate Change Committee: Protecting our Community Today and Tomorrow

Dewey Beach's Climate Change Committee was formed in 2022 in recognition of the need to plan for and protect our town from both long-term sea level rise, and also the volatile weather patterns we currently experience. The committee has made progress in identifying near-term town policy objectives that will both provide for immediate incremental improvements, and also lay the foundation for addressing the more complex challenges posed by sea level rise over the coming decades.

Fundamental to the committee's work is the development and launch of a public awareness campaign that identifies key risks as well as the concrete steps being taken to mitigate those risks.

We are committed to the preservation of our beautiful town so that we and our children can enjoy Dewey Beach and it's "way of life" for generations to come.

- Disseminate information on what we are doing and why we're doing it such as:
 - Freeboard increase recommendations
 - Establishment of a town resiliency fund
 - Establishment of storm reconstruction ordinance measures

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- Identification of flood risk areas — as of July 2024, new FEMA regulations require climate change to be considered as part of flood risk management. Real estate disclosure recommendations are underway.
- Consulting with other coastal towns with respect to long-range planning and joining forces with them as appropriate to secure needed funding for planning and implementation of goals.
- Disseminate info on What’s in it for me? to business owners, the real estate community, property owners, etc. Undertake measures (TBD) designed to build consensus and minimize objections from stakeholders by promoting the idea that the work is designed for their benefit.
- Through discussions between the two committees, identify the best vehicle(s) for information dissemination. Some ideas for ways to share the information:
 - Materials:
 - emailed to stakeholders
 - posted on the town’s website
 - included in the monthly town newsletter
 - Meetings with various stakeholder groups
 - Create a resource room/corner virtually and webpage. A central location where all climate change related documents and visual aids are kept even if they are located elsewhere. Publish a timeline and history that incorporates past success stories and current projects. Promote future projects.
 - In addition to general community meetings, establish more regular “office hours” where individuals can receive guidance in researching their own property as well as those throughout town.
 - Appoint a community coordinator who has knowledge of recommended resources that the town relies on so they can guide property owners to ensure we are all working from the same source. Be willing to meet with interested owners.
 - Establish a community-wide “Dewey Beach Preservation Day” (maybe sometime around Earth Day), which provides information to stakeholders, perhaps includes some activities, etc.

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