

MARIN COUNTY  
PARKS  
PRESERVATION • RECREATION



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December 16, 2014

Board of Supervisors  
County of Marin  
Marin County Civic Center  
San Rafael, California 94903

**SUBJECT: REQUEST TO AUTHORIZE PRESIDENT TO EXECUTE AGREEMENT WITH THE FEDERAL EMERGENCY MANAGEMENT AGENCY (FEMA) AND AN AGREEMENT IN THE AMOUNT OF \$150,000 WITH CLIMATE ACCESS, AND TO TAKE OTHER ACTIONS AS NECESSARY FOR A PROJECT TO PROMOTE, SUPPORT, AND STUDY COMMUNITY PARTICIPATION IN CLIMATE CHANGE RISK REDUCTION AND ADAPTATION PLANNING**

Dear Colleagues:

**RECOMMENDATION:**

1. Authorize President to execute the Cooperating Technical Partners Partnership Agreement with the Federal Emergency Management Agency.
2. Approve a budget supplement to the Parks Planning and Administration general fund budget of \$150,000 to federal grants and \$150,000 to professional services.
3. Authorize the President to execute a Memorandum of Agreement between Marin County Parks, the Marin County Fire Department, and the Marin County Department of Finance related to administration of the FEMA grant.
4. Authorize the President to execute a professional services agreement with Climate Access, c/o Foundation for National Progress, for project execution, management, and guidance.

**SUMMARY:**

The County of Marin has a unique, cutting edge opportunity to encourage and facilitate community participation in planning for climate change adaptation associated with sea level rise. As you know, sea level rise projections show substantial, long term impacts to our coastal communities. Because the impacts are generally gradual, it is difficult to stimulate communities and individuals to engage in efforts to prepare for and reduce risks associated with them.

Over the past several months, Supervisor Sears and District 3 staff, Marin County Parks, the Community Development Agency, and the Department of Public Works have collaborated in a public-private partnership to develop and fund a project to address this challenge with the goal of encouraging individuals as well as communities to prepare for the future.

The project involves the use of a new, sophisticated, interactive device known as an "OWL". The device looks like the traditional stationary viewfinder one often sees at popular vista points; however the OWL is programmed so that viewers looking through it can see their immediate surroundings under different historical or future scenarios. In this project, two stationary OWL devices, one of which is accessible to persons with disabilities, would be strategically located along the Mill Valley – Sausalito Multi-Use Path and would show viewers their surroundings as they are projected to be impacted under several different sea level rise scenarios.

The interactive capacity of the device is intended to capture the responses of viewers, and would also direct them to a website where they could get additional information about individual and community actions to address flood risk associated with climate change. The County and its project partners, including the Federal Emergency Management Agency (FEMA), Climate Access, Owlized LLC, and Autodesk, among others, anticipate reaching, motivating, and obtaining input from thousands of individuals of all ages and walks of life through this project which, if successful, could be replicated elsewhere for similar purposes.

Aside from the project's benefits to the County and local communities, it is also a test of the OWL device itself and its usefulness as a catalyst for driving community engagement. Associated with the project is a "social science test" developed and led by Dr. Susanne Moser of Stanford University, which will observe and document viewer use of the device in three phases over a period of 12 weeks. The findings from the study would be published and would help inform future deployments of, and shape viewer interaction with, the OWL device.

This novel and potentially powerful approach to community engagement has drawn the attention of FEMA, which recently awarded a \$150,000 grant to the County to fund the project. The attached Cooperating Technical Partners Partnership Agreement documents the working relationship between FEMA and the County. A separate Statement of Work, also attached, complements the Partnership Agreement and provides details regarding the project's conduct, schedule, and deliverables.

The FEMA grant offsets the full cost of the professional services agreement with Climate Access. Climate Access ([www.climateaccess.org](http://www.climateaccess.org)) is a not-for-profit organization working to transform attitudes about climate change and close the gap between concern and action. It is managed by a team of experts in environmental communications and research. The scope of services provided by Climate Access covers all aspects of the project's implementation. Climate Access's scope of services covers fulfillment of all tasks described in the Statement of Work and includes collaboration with the County and other project partners in all aspects of the project, programming of the OWL device and its procurement through a lease arrangement with Owlized LLC, development of the project's website, development of the social science test under separate contract

with Dr. Moser, organization and facilitation of a community forum on climate change integrated with community planning processes already underway in District 3, and the production of a final report documenting all aspects of the project, including successes, lessons learned, and recommendations to sustain momentum in community action related to climate change adaptation.

The Memorandum of Agreement between Marin County Parks, the Marin County Fire Department and the Marin County Department of Finance is necessary to fulfill FEMA requirements related to administration of the grant award.

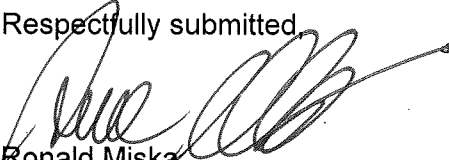
**FISCAL IMPACT:**

The cost of the agreement with Climate Access is fully offset by the \$150,000 FEMA grant. The value of in-kind services provided by County staff related to project implementation is estimated at \$10,000. Supplement the Parks Planning and Administration budget, fund 10000, fund center 5200011100 by \$150,000 to federal grants, 4550755 and \$150,000 to professional services, 5210100.

**REVIEWED BY:**

<input checked="" type="checkbox"/> Dept. of Finance	<input type="checkbox"/> N/A
<input checked="" type="checkbox"/> County Counsel	<input type="checkbox"/> N/A
<input type="checkbox"/> Human Resources	<input checked="" type="checkbox"/> N/A

Respectfully submitted,



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