

A Climate Action Hub for Your City

Designing a digital nexus to inform and engage citizens in climate resilience embedded within the regular functions of local government.



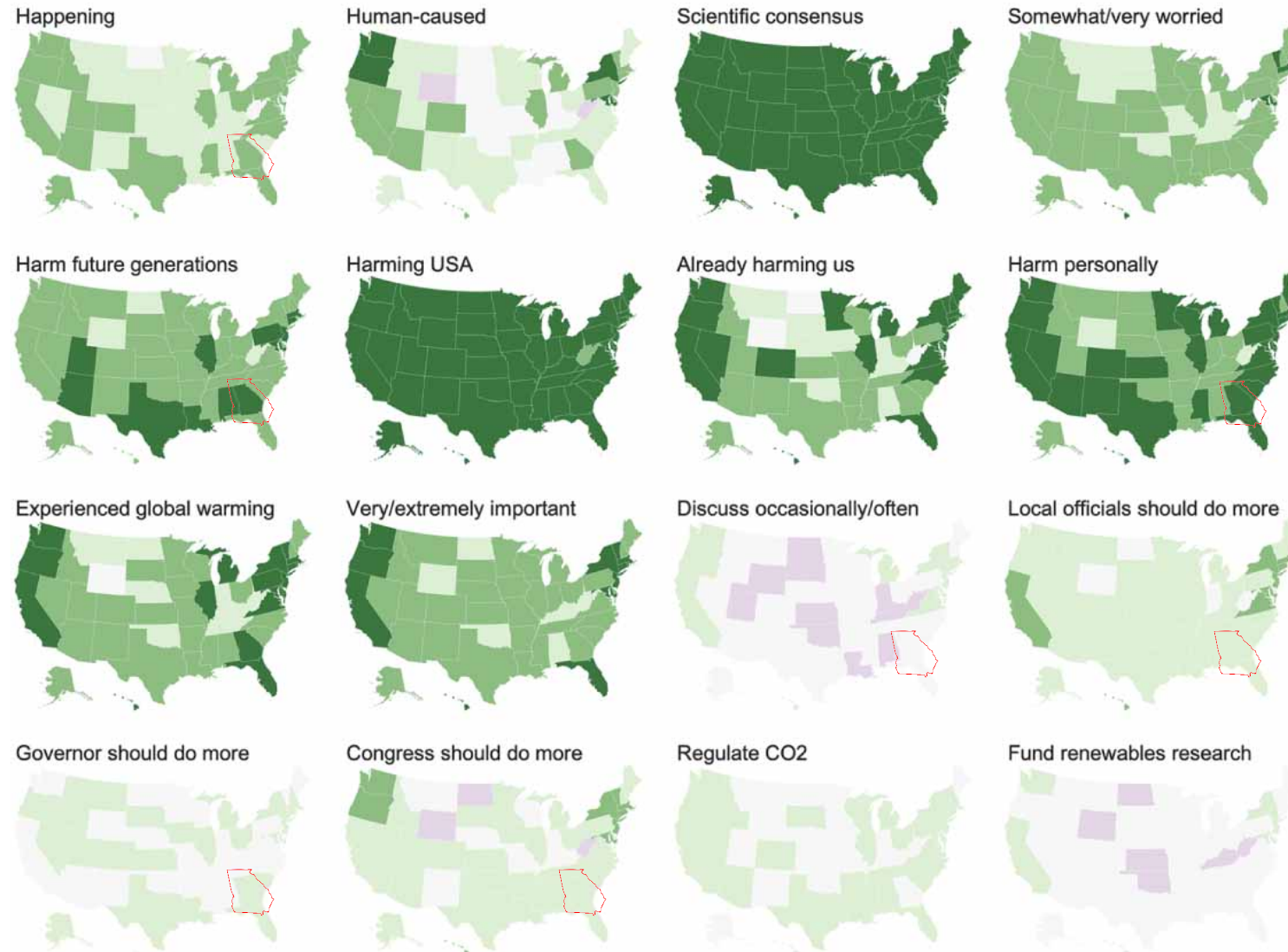
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What is Georgia's Opinion on Climate Change?

Decadal opinion change (2008-2011 to 2018-2020)



Source: Yale Program on Climate Change Communication: “Change in US state-level public opinion about climate change: 2008–2020”

More Georgians are **concerned** about climate change compared to 10 years ago, but there is **feeble growth in climate-related discussions and expectations** on government action

How can local governments utilize their operations toward climate action?



Website/Digital Presence

A digital one-stop-shop for everything in the city pertaining to climate



Community Focus Groups

Open platform to voice concerns (energy costs, home insurance policies, infrastructure) and opportunities (strategic partnerships, program engagements)



Nature-based Solutions

Incentives to reduce impervious surface, grow pollinator gardens, protect tree canopy, install solar



Capital Improvements

Energy-efficient building codes, Mixed-use development, Multimodal transportation



Disaster Preparedness

Monitor heat-induced illness, flooding, outage frequency
Utilize mobile applications for alerts & reporting



Waste Management

Clear guidelines on recycling, Compost Programs



Is there a heuristic to put together a climate action hub at the city level?

1. Gathering the team

- Public Works representative, Planner, Engineer
- Parks & Recreation representative, City Arborist
- Police Department representative, E-911 Records Manager
- Geographic Information System representative
- Mayor's Office or City Manager representative
- Communications rep, Website & Social Media Manager

City Officials

- Researchers, students from local education institutions
- Interested Residents
- Interested Businesses

Community Members,
Contractors

Team Roles:

Brainstorm and
review content

Assemble and
update content

Organize outreach

1. Gathering the team

- Researchers, students from local education institutions
- Interested Residents
- Interested Businesses

Community Members,
Contractors

What would retain the interest of residents and businesses?

How do I know more about...

Impervious surface tax

Tax credits

Tree Ordinance

Home Insurance &
Natural Disasters

Emergency
Preparedness

Weatherization

Solar on my rooftop

Recycling & Waste
Disposal

Parks in my area

Parking Min-Max

2. Organizing the content

- Where to host the website —————> Try ArcGIS Hub
- What content to add —————> StoryMaps (webpages), dashboards, surveys, event calendars
 - Who to provide edit access —————> All depts or only Communications
 - At what cadence would the site be updated
 - How to manage embeds of external content —————> Useful for real-time data; check for broken links
- What do the audience want to see first? What makes information easily navigable?

Homepage Example

 Climate Action Hub - City of Decatur, GA



A One-Stop-Shop for Decatur's Climate Resources

[Weather Alert](#)[Resident Resources](#)

Here is how to *navigate* this Hub site:



City of Decatur, GA



Share



Watch on  YouTube

- > Monitor Climate Status & Weather Alerts
- > Access DIY Guides for your Home
- > View the Clean Energy Roadmap
- > Learn About Sustainable Infrastructure in the City
- > Join the Community

Content Example

Sandy Springs Emergency Preparedness

Weather and Warnings tabs source: GEMA

Weather tabs from GEMA



Current Weather Warnings

GA Power Outages

Severe Weather Outlook

Flooding

Air Quality

NWS Damage Surveys

Posts from @NWSAtlanta



NWS Atlanta
@NWSAtlanta · 4h



In honor of [#Juneteenth](#) here is an excellent video on the history of African Americans in meteorology. This was put together by Alan Sealls, a retired TV meteorologist.



youtube.com

From Juneteenth to the Sky. African ...

30



NWS Atlanta
@NWSAtlanta · 11h



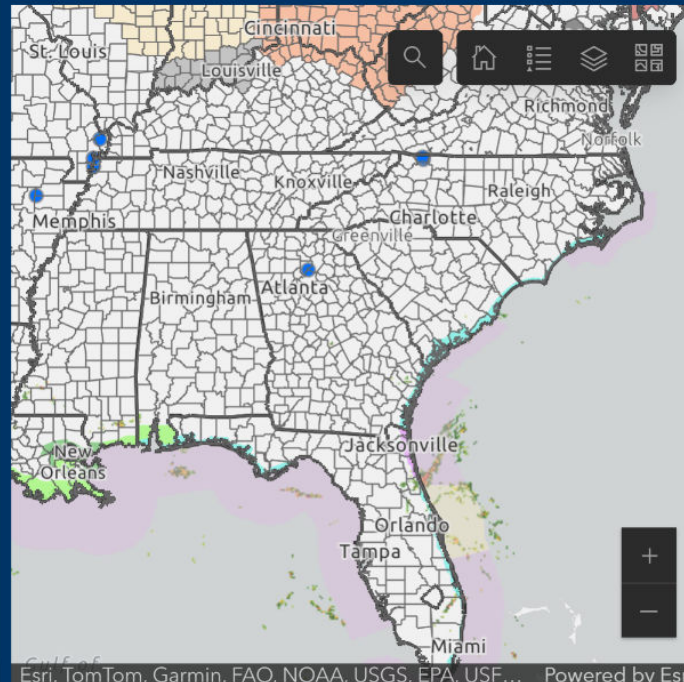
Check out this website for educational summer safety graphics to pass along to family, friends, and social media

Current Storm Based Warnings for Georgia

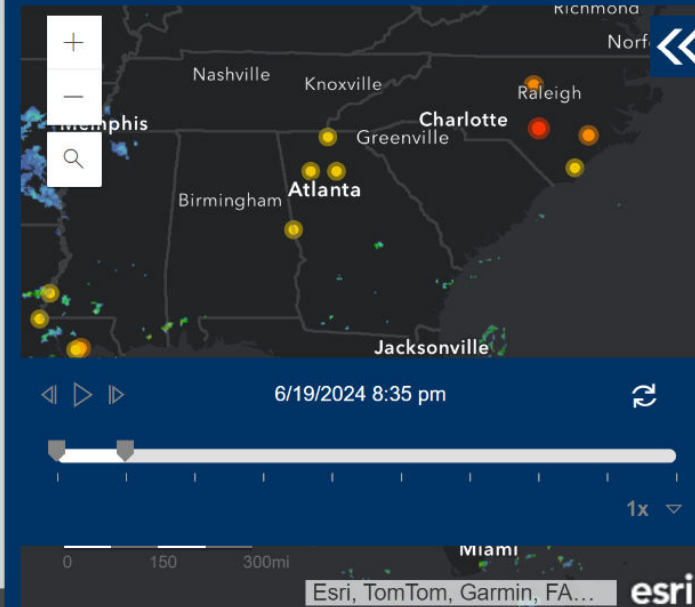
Tornado
0
Warnings

Severe Thunderstorm
0
Warnings

Flash Flood
0
Warnings



Nexrad Live Radar L...



GA Watches Warnings Advisories

[Rip Current Statement](#) -
Coastal Glynn; Coastal
Camden

[Rip Current Statement](#) -
Coastal Bryan; Coastal
Chatham; Coastal
Liberty; Coastal
McIntosh

Watch Warn ...

Content Example

Tree Permits

Taking up a project that could impact a tree? Find out if you need a permit!

1. Identify your Activity

- Tree Removal
- Disturbance of <upto> 20% or more of critical root zone

Understanding Critical Root Zone

The Critical Root Zone (CRZ) is an invisible or imaginary circle that runs along or just outside the drip line of a tree.

To measure the CRZ of your tree,

1. Measure the circumference of your tree trunk at 4 feet above the ground.
2. Divide the circumference by 3.14. This gives the diameter of the trunk.
3. If you are measuring in inches, multiply the diameter by 18. This gives you the radius of the Critical Root Zone in inches. Imagine a circle of this radius around the tree. Consider what portion of this circle is being impacted by your project.

Critical Root Zone

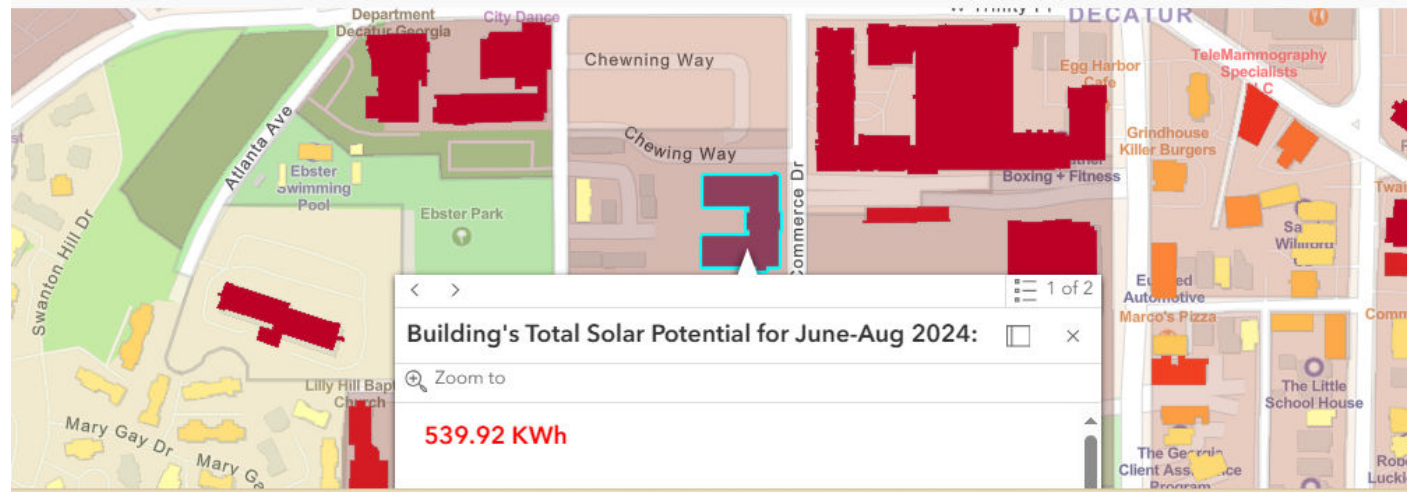


Content Example

An analysis of solar radiation on rooftops of Decatur buildings, put together using Google's Solar API, Dekalb County's building footprints, and ArcGIS Pro

How to Navigate the Web Map:

- Look up your Address by clicking on the Search button in the map
- Identify your Building and click on it to view a pop-up of solar energy potential of the building's rooftop
- Click on the surrounding land to view its Land Use type.



3. Iterate Based on Community Feedback



What neighborhood /
community do you identify
with?

*I want to know the status of x in my
neighborhood y .*



Is this info digestible?



Is there a blindspot?

4. Leverage Partnerships



Atlanta Regional Commission
Livable Centers Initiative Grant



PIN Summer Internship and Annual Fellowship
Program, Community Research Grant



Greenlink Analytics - Strategy
Consulting for Clean Energy
Transition, [Equity Dashboard](#)



Neighborhood Nexus, Data-driven
storytelling; free, [user-friendly platform](#) to
extract ACS, Census data in map formats

5. Bring the Digital Hub to Life

- Utilize local events; pollinator festivals, farmers markets, gamedays to connect the Climate Hub's resources to residents



Spatial Plans for creative community outreach, analytics for surveys and multi-source public input



Decatur Pollinator Festival



Decatur FC Gameday Recycling