
CHANGING THE LANDSCAPE: ADVOCATING FOR POLICY CHANGE

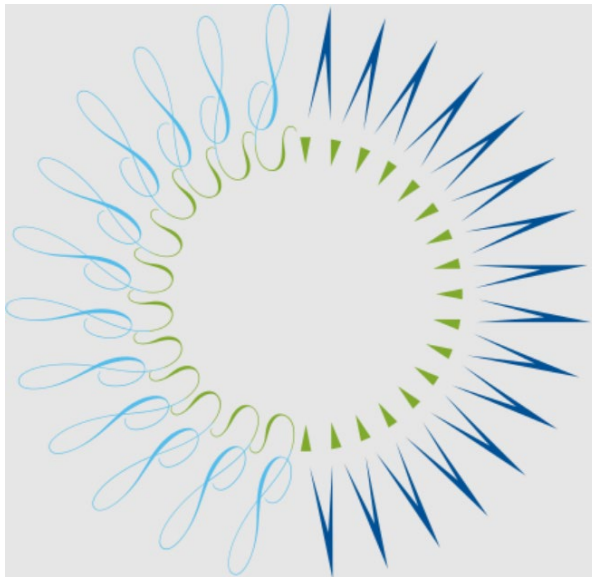
Zach Bartscherer

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THE PEW CHARITABLE TRUSTS

Established in 1948, The Pew Charitable Trusts is a global nongovernmental organization that seeks to improve public policy, inform the public, and invigorate civic life.



MISSION & VALUES

Nonpartisan.
Evidence-based.
Innovative.



HISTORY

More than 70 years
of providing facts
that inform and drive
change



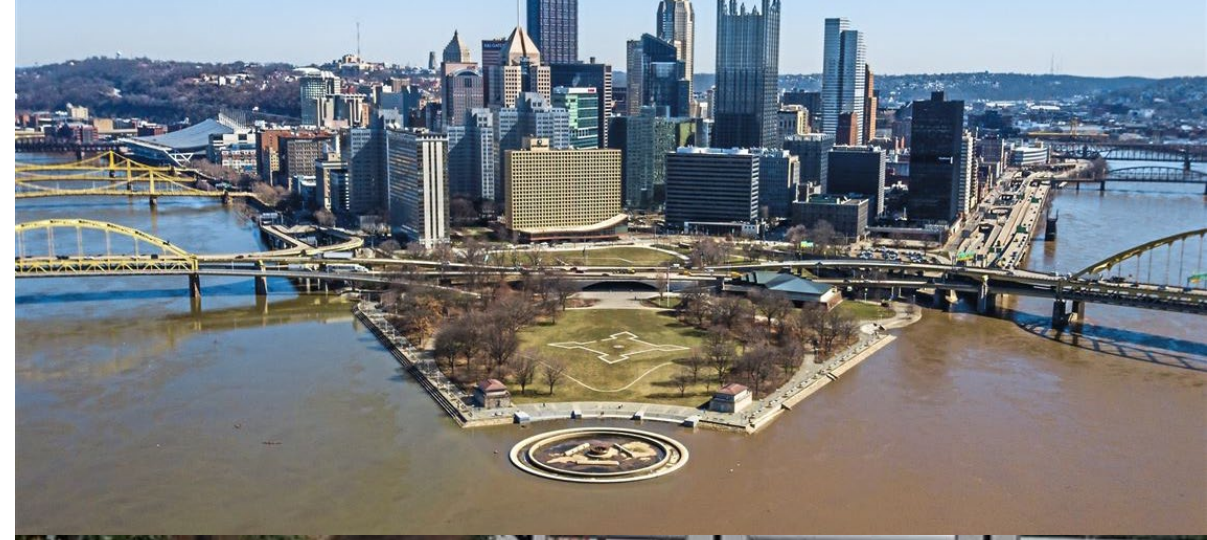
IMPACT

Making state and
national government
more responsive with
40+ active projects



POLICY INITIATIVE: FLOOD-PREPARED COMMUNITIES

Reduce the impact of flood-related disasters on the U.S. taxpayer and environment by better preparing communities through federal and state policy



ISSUE FRAMING

Nearly 40% of US population lives in coastal counties/10% in floodplains

Population growth projected = more development

Compounded by climate change

The nation's resilience investment gap exceeds \$520 billion

Policies, regulations, and incentives are misaligned and misguided

States & communities lack dedicated resources and planning knowhow to mitigate flooding

ONGOING CHALLENGES

There is no national adaptation strategy

Metrics are difficult, intangible, inconsistent

Adaptation takes place against a moving baseline

Policy not designed with today's risk or future risk

Pursuing mitigation objectives alone risks perverse outcomes that increase rather than reduce vulnerability

OUR THEORY OF CHANGE

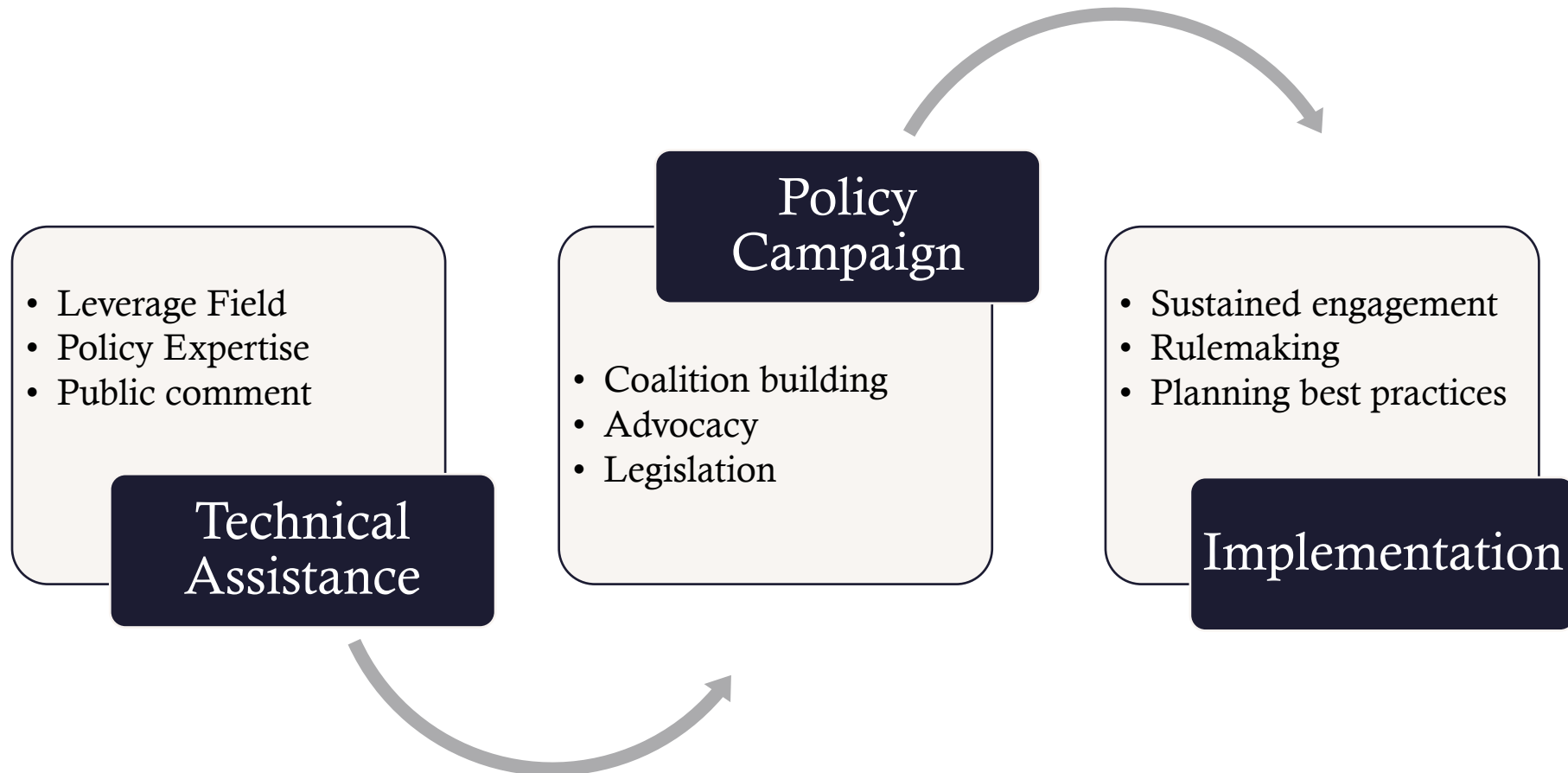
Achieve policy outcomes by meeting policymakers where they are, leading with facts, and not debating the 'why'





CASE STUDY:

ADVANCING RESILIENCE IN SOUTH CAROLINA



TECHNICAL ASSISTANCE

Leverage On-the-Ground Teams

Use political intel and connections to secure entrée

Policy Expertise

Provide national policy perspective and capacity to support South Carolina Floodwater Commission

Public Comment

Deploy grassroots and partner networks to urge NBS priorities



ACKNOWLEDGMENTS

The South Carolina Floodwater Commission would like to thank all of the commissioners, liaisons and members of the task forces, and any and all involved for their contributions to this report. They include the aforementioned also:

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Beth Millemann, Audubon Society
Sarah Edwards, The Pew Charitable Trusts
Ethel Bunch, Palmetto Green

POLICY CAMPAIGN

Coalition Building

Develop nuanced campaign with reputable in-state partners

Advocacy

Deliver compelling messaging with local voices

Legislation

Build trust with lawmakers and inform bill drafting

True conservative leadership to help taxpayers

Flooding is one of the biggest problems in Georgetown and Horry counties, repeatedly impacting many working families and costing taxpayers a lot of money.

My thanks to Rep. Heather Crawford and Sen. Stephen Goldfinch



IMPLEMENTATION

Sustained engagement

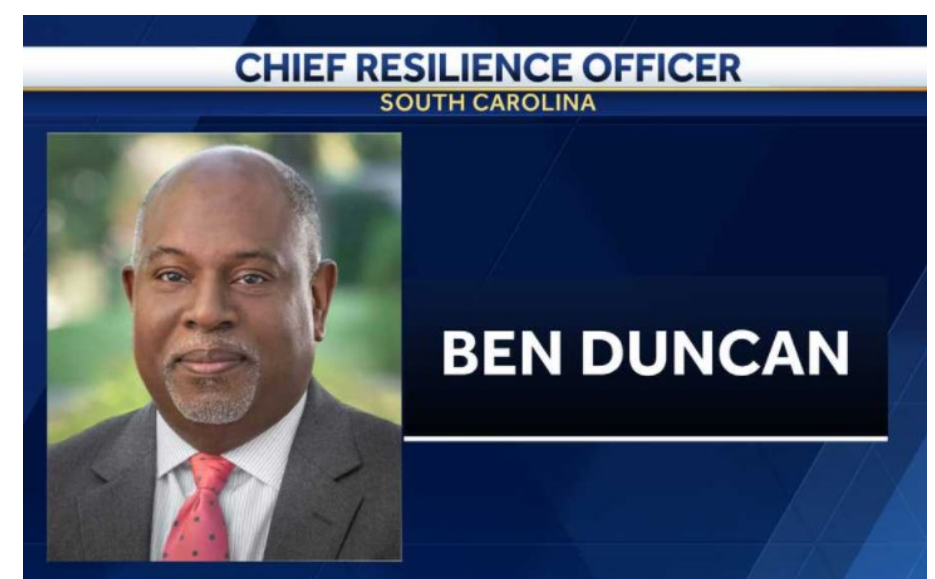
Long-term commitment to state resilience initiatives and continued advocacy

Rulemaking

Inform program guidance and further advance priorities

Planning best practices

Share research and leverage relationships with other state resilience planners



Gov. McMaster names state's first chief resilience officer

An infographic titled "Guidance for Resilience in Comprehensive Plans" dated January 2022. It features a map of South Carolina in the background. The infographic is divided into several sections. At the top right, a box defines "Resilience" as the ability of communities, economies, and ecosystems within South Carolina to anticipate, absorb, recover, and thrive when presented with environmental change and natural hazards. Below this, a note states that the working definition will not be finalized until the Strategic Statewide Resilience and Risk Reduction Plan is submitted to the General Assembly. The main body of the infographic contains five numbered points: 1. A resilience element that considers the impacts of flooding, high water, and natural hazards on individuals, communities, institutions, businesses, economic development, public infrastructure and facilities, and public health, safety, and welfare. 2. Planning that promotes resilient planning, design, and development. 3. Element shall be developed in coordination with all preceding elements in SC Code Section 6-29-510 and integrated into the goals and strategies of each of the other plan elements. 4. The local comprehensive planning entity must undertake an inventory of existing resilience conditions. A sub-note explains that the words "undertake an inventory of resilience conditions" should be taken in their plain and ordinary meaning which would involve an itemization or listing of present conditions of the things or systems that enable a community to anticipate, absorb, recover, and thrive when presented with environmental change and natural hazards. As a starting point, SCOR suggests that communities begin by looking at the 7 FEMA community lifelines as well as Baseline Resilience Indicators for Communities (BRIC) which provides resilience characteristics and scores for all South Carolina counties (University of South Carolina, n.d.). 5. Planning which is coordinated with adjacent and relevant jurisdictions and agencies. A sub-note explains that for the purposes of this item, "adjacent and relevant jurisdictions and agencies" means those counties, municipalities, public service districts, school districts, public and private utilities, transportation agencies, and other public entities that are affected by or have planning authority over the public project. Another sub-note explains that for the purposes of this item, "coordination" means written notification by the local planning commission or its staff to adjacent and relevant jurisdictions and agencies of the proposed projects and the opportunity for adjacent and relevant jurisdictions and agencies to provide comment to the planning commission or its staff concerning the proposed projects. Failure of the planning commission or its staff to identify or notify an adjacent or relevant jurisdiction or agency does not invalidate the local comprehensive plan and does not give rise to a civil cause of action. At the bottom, a "Timeline for Implementation" section states that while the changes took effect upon approval by the Governor on September 29, 2020, recognizing that local governments are in different stages of their Comprehensive Plan update schedule, there is currently no hard and fast deadline for when a community must have a full resilience element developed. The SCOR South Carolina Office of Resilience logo is in the bottom right corner.

ADVOCACY INFRASTRUCTURE





**Officials
Contact**



**Sign-on
Letters**



**Earned
Media**



**Panel
Discussions**



**Calls to
Legislators**



**Emails to
Legislators**



Fly-ins



**Coalition
Building**



Power Maps



Resolutions



**Key
Voices**



Digital

HOW TO MAKE IT HAPPEN

Resources Needed

- Time
- Motivated participation
- Funding





THANK YOU!

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