Calling all local community leaders! Hear from national experts in the planning, real estate, and disaster preparedness sectors in this one-day workshop held on Thursday, April 15th, in conjunction with Main Street America’s 2021 Main Street Now Conference.

A hands-on workshop, local leaders will gain the tools to better prepare their community for the next disaster and build more resiliently so communities can recover more quickly. Sign up today to learn about how scenario planning can move your community from the sidelines to action; hear from experts on elevation and other techniques that will protect your downtown historic district; and gain communication skills to better advocate for disaster preparedness and resilience in your community.

Be inspired and roll up your sleeves and learn how your downtown can overcome disaster and come back from disaster better and stronger.

This workshop is part of the Main Street Community Disaster Preparedness and Resilience program, which is supported by the Emergency Supplemental Historic Preservation Fund administered by the National Park Service.

To register for the workshop:
- Make sure you are registered for Main Street Now 2021.
- Pathable (the conference platform) will send you an email to log in.
- Once logged in to Pathable, navigate to Disaster Preparedness Roadmap: Building Main Street Resilience, and click the orange plus (+) icon that says “Reserve Spot”.

WORKSHOP AGENDA

11:30am ET  Welcome
- Lindsey Wallace, Main Street America
- Seth Tinkham, National Park Service
- Manuel Ochoa, Ochoa Urban Collaborative

11:40am  Opening Plenary
Flipping the Script: How to Talk Climate Change to Just About Anybody
Dr. Tiffany Manuel (or Dr. T) from The Case Made will lead a session using the latest communication strategies and behavioral science on how to talk about climate change in a way that builds bridges within your community. Dr. T is a mother, activist, and social scientist with over 25 years’ experience in training changemakers in how to make the case for a more just, equitable world. Trained in quantitative and qualitative methods, Dr. T is passionate about translating the growing body of research about public will building into practical advice that can be implemented in communities across the nation. This session will include an opportunity for some interactive exercises with fellow participants.
1:00 pm **Strategies for Climate Change: Guidelines for Flood Adaptation for Rehabilitating Historic Buildings**
Hear from Jennifer Wellock, Architectural Historian at the National Park Service, share guidance on how to adapt historic buildings to be more resilient to flooding risk in a manner that will preserve their historic character. Flooding risk has long been a major challenge for many historic properties, and changing weather patterns, stronger hurricanes and other extreme weather events, sea level rise, increased nuisance flooding, king tides, and continuing development in flood plains are increasing that risk every day. Learn how to prepare for and mitigate building damage in your district.

1:45 pm **Break**

2:15 pm **Exploratory Scenario Planning**
With Amy Cotter, Director of Climate Strategies, and Heather Hannon, Associate Director of Scenario Planning, learn how communities can plan for an uncertain future with multiple possibilities. A form of contingency planning, exploratory scenario planning provides an introductory process to bring stakeholders to the table to explore the implications of different futures influenced by climate change. Learn how this tool is being used by communities across the country.

3:30 pm **Closing Plenary: Putting it All Together**
Join Madeline Fraser-Cook from Local Initiatives Support Corporation (LISC) and Jake White from National Association of Latino Community Asset Builders (NALCAB) in a conversation with participants on what they learned from the day and a few inspiring examples downtown leaders can use at home.

4:25 pm **Closing & Farewell**