

KEY								
Type of Vulnerability								
Agriculture	Buildings	Business, Recreation Tourism	Ecosystems	Emergency Preparedness and Response	Energy	Health	Land Use Planning	Water
		\$						
Severity of Vulnerability								
		Somewhat problematic						
		Extremely problematic						

Business, Tourism, and Recreation Goals and Vulnerabilities Addressed			
Goal 1: Prepare tourism and recreational industries for changing climate.			
\$	T1		Decline in timber products and tourism due to deforestation
\$	T2		Climate variability makes business investment difficult
\$	T4		Reduced tourism/spending due to flooding
\$	T5		Reduced tourism/spending due to reduced snowpack
\$	T6		Shifted consumer patterns due to wildfire smoke
\$	T7		Reduced tourism/spending due to reduced streamflow
\$	T8		Reduced tourism/spending due to wildfires and smoke

Goal 2: Strengthen and diversify local economy (aside from tourism and recreation) in a changing climate.			
	A15		Lower attendance at farmers' markets (smoke)
	B3		Economic impact/expense of building retrofits to withstand heat, storms, etc.
	T1		Decline in timber products and tourism due to deforestation
	T2		Climate variability makes business investment difficult
	T6		Shifted consumer patterns due to wildfire smoke

DRAFT Guiding Principles for Prioritizing and Implementing Climate Adaptation Actions

- **Collaborate and think holistically.** Climate change touches all aspects of our lives, requiring us to collaborate in new ways, to work across sectors and silos, and to think beyond our geographic boundaries.
- **Balance immediate and long-term needs.** When prioritizing actions, select a combination of easy, quick wins and critical but challenging longer-term initiatives.
- **Build on past work.** Recognize, value, and integrate prior and ongoing work. Don't reinvent the wheel.
- **Value natural processes.** Learn from nature and protect and restore naturally resilient ecological processes.
- **Draw on tradition and culture.** Honor cultural values and draw on traditional ecological knowledge through collaborative partnerships. The Confederated Salish and Kootenai Tribes are key partners, especially given that Missoula County falls within the ancestral homelands of these tribes.
- **Act with, not for.** Maximize transparency and inclusivity in planning and implementation. Empower people with knowledge and tools to participate and

take ownership of climate resiliency actions.

- **Don't exacerbate the problem.** Adaptation actions should avoid increasing our contribution to climate change or undermining the ability of other sectors or regions to adapt. Prioritize actions that reduce our contribution to climate change while building resilience.
- **Prioritize equity.** Adaptation actions should not increase inequity. Prioritize actions that build resilience while focusing on underrepresented and vulnerable groups and increasing equity.
- **Use science.** Make decisions based on the best available science while explicitly considering uncertainty.
- **Innovate and adapt.** Monitor and evaluate actions to learn what's actually working. Experiment with emerging solutions, be creative, and maintain flexibility as conditions change.
- **Focus on prevention.** When possible, prioritize actions aimed at avoiding problems rather than addressing them after they occur.