

Siting Carbon Sequestration Projects: Lessons From the Field

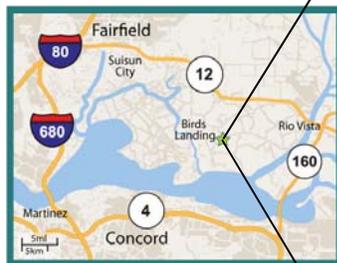
Northern California CO₂ Reduction Project Community Outreach & Engagement

October 25, 2010



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Project Overview



The proposed project site was approximately 10 miles from the city of Rio Vista.



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Community Outreach & Engagement Program Overview

- One-on-one briefings with stakeholders
- Speak at local groups' meetings
- NGO meetings and tours
- Open House
- Advertising
- Direct mail
- Community postings
- Media briefings and releases
- Project website
- Hotline

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Community Outreach and Engagement Program Goals

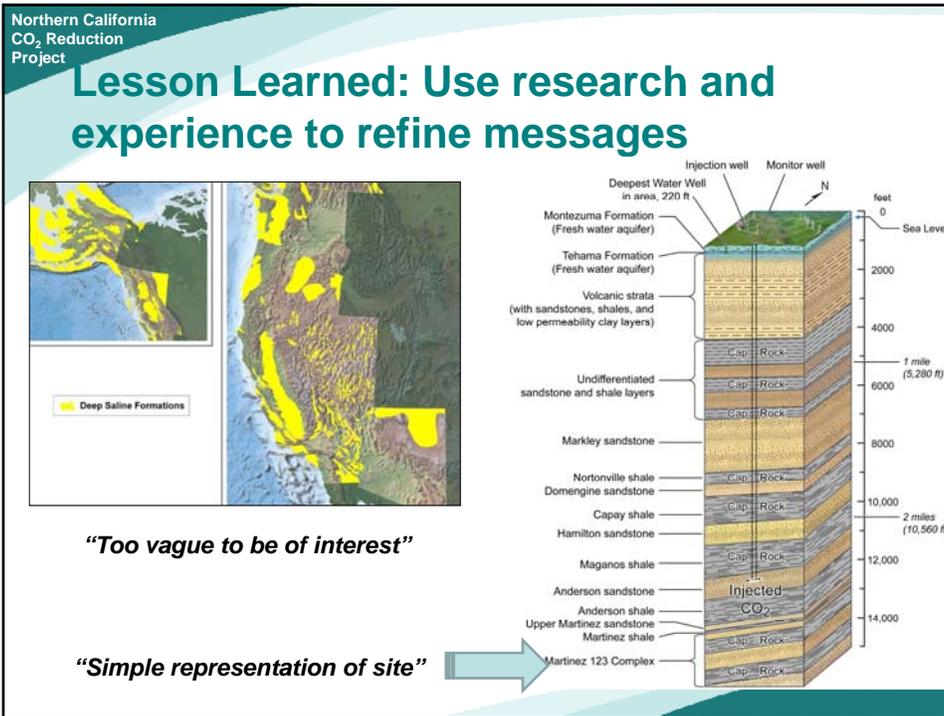
- Engagement
- Transparency
- Positive relationships

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Lesson Learned: Do Your Homework!

- Conduct quantitative and qualitative research
- Utilize local internal and external knowledge and resources





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Lesson Learned: Entire team needs to be involved in outreach

Outreach Team	Research Team	Technical Team
<ul style="list-style-type: none">• Communications Strategists• Public Relations Experts• Spokespeople	<ul style="list-style-type: none">• Hydrologists• Geologists• Engineers• Scientists	<ul style="list-style-type: none">• Land Use Planners• Permitting Experts• Site Development Experts• Legal Counsel

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Lesson Learned: Collaboration with industry and academic institutions was beneficial to the project

- Strong research base for the project
- Provided additional technical and financial resources
- Increased the project team's credibility with stakeholder
- Created checks and balances to avoid inadvertent misinformation

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Lesson Learned: Have an exit strategy

- Why an exit strategy
- Things change
- Set the record straight

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Measures of Program Success

- Outreach and communications program successfully informed key audiences and stakeholders
- Received project support and positive feedback about outreach from public officials, NGOs, business and other groups
- Minimal negative public and political reaction to the project
- Permits were on track towards approvals when the decision was made to withdraw the project
- Exit conversations with key stakeholders including permitting agencies allowed the team to explain reasons for application withdrawal and secure relationships

