Siting Carbon Sequestration Projects: Lessons From the Field

Northern California CO2 Reduction Project
Community Outreach & Engagement

October 25, 2010

Project Overview

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

Community Outreach and Engagement Program Goals

- Engagement
- Transparency
- Positive relationships
Lesson Learned: Do Your Homework!

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

Lesson Learned: Find out the issues that matter

- Propose a Safe Project
- Strive for Accurate Media Coverage
- Explain the Use of Public (DOE) Funds
- Provide Credible Expert Technical Findings
- Build Trusting Relationships
- Understand Local Benefits
- Informed, Supportable Outcome
- Recognize & Address Local Concerns

Understand Local Benefits

Provide Credible Expert Technical Findings

Build Trusting Relationships

Explain the Use of Public (DOE) Funds

Strive for Accurate Media Coverage

Propose a Safe Project

Informed, Supportable Outcome

Recognize & Address Local Concerns

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Propose a Safe Project
Northern California CO₂ Reduction Project

Lesson Learned: Use research and experience to refine messages

“Too vague to be of interest”

“Simple representation of site”

Lesson Learned: Know your decision makers

<table>
<thead>
<tr>
<th>Decision Makers</th>
<th>Their Interests</th>
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<tbody>
<tr>
<td>Planning Commission</td>
<td>Regulatory compliance</td>
</tr>
<tr>
<td>County Supervisors</td>
<td>Policy agendas</td>
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<tr>
<td>Planning Department Staff</td>
<td>Public image</td>
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<tr>
<td>Community Leaders</td>
<td>Political acceptability</td>
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<tr>
<td>Service Groups</td>
<td>Public Safety/Traffic</td>
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<tr>
<td>ENGOs</td>
<td>Public resources</td>
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<td></td>
<td>Community needs</td>
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<td>Direct personal impact</td>
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<td>Credibility of the technical information</td>
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<td>Setting precedents and unintended consequences</td>
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Northern California CO₂ Reduction Project

Lesson Learned: Entire team needs to be involved in outreach

<table>
<thead>
<tr>
<th>Outreach Team</th>
<th>Research Team</th>
<th>Technical Team</th>
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| • Communications Strategists  
  • Public Relations Experts  
  • Spokespeople | • Hydrologists  
  • Geologists  
  • Engineers  
  • Scientists | • Land Use Planners  
  • Permitting Experts  
  • Site Development Experts  
  • Legal Counsel |

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
Lesson Learned: Have an exit strategy

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

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
Questions & Answers