


## WESTCARB Overview

### *Public Outreach*



**Rich Myhre**  
Vice President  
Bevilacqua-Knight, Inc.  
(510) 444-8707, x220; rmyhre@bki.com

*Berkeley, CA  
November 8, 2005*



## Public Outreach Goals

- Educate the public and “affiliated professionals” on the opportunity for carbon sequestration to curb atmospheric CO<sub>2</sub> buildup and associated climate impacts
- Help policymakers and the public understand how carbon sequestration is similar to (and different from) other current land and subsurface management activities
- Communicate the co-benefits of sequestration activities (EOR, EGR, ECBM, fire life/property loss reduction, habitat conservation) as well as the sense of helping address a major 21<sup>st</sup> century challenge
- Convey an honest recognition of risks and unknowns; communicate plans to address known risks as well as the unforeseen/unlikely
- Ask and listen!!!



## WESTCARB's Public Outreach Committee

Name	Organization	Role
Sally Benson	LBNL	Committee Chair; Primary Spokesperson (shared with WESTCARB Technical Director)
Martha Krebs	CEC	Executive Guidance/Strategy; Federal Policymaker Contacts
Reid Edwards	LBNL	Strategy/Policy Advisor
Rich Myhre	BKi	Committee Coordinator; Presentation Materials, Website
Barry Biediger	Utah AGRC	GIS Data Management and Web Tools; NATCARB Liaison
Pilot Host Personnel	Pilot Hosts	Partners in Strategy Development and Implementation



WEST COAST REGIONAL CARBON SEQUESTRATION PARTNERSHIP 3



## Phase I Accomplishments: Public Awareness Increased Through Outreach

- Website: [www.westcarb.org](http://www.westcarb.org)
- News media interactions
- Meetings with state and local leaders
  - Ventura County
  - Pacific Northwest Forum (Portland, OR)
  - Lakeview, Oregon
  - Redding, California
- Norwegian CO<sub>2</sub> Study Tour
- Input to WGA CDEAC Clean Coal Task Force
- Input to CA Integrated Energy Policy Report



WEST COAST REGIONAL CARBON SEQUESTRATION PARTNERSHIP 4



## Phase II Plans

- Collaborate with pilot hosts to conduct community-focused outreach activities in areas near pilots
- Participate in major conferences, workshops, and other venues oriented to researchers, policymakers, industry groups, and other “affiliated professionals;” submit articles to journals read by these groups
- Submit articles to journals and participate in conferences/interviews with environmental, environmental justice, and ratepayer advocacy groups
- Issue news releases on WESTCARB accomplishments; develop relationships with key reporters at major metro dailies; conduct outreach events in conjunction with WESTCARB’s Annual Business Meetings
- Participate in DOE’s Outreach Working Group for the Regional Partnerships; support DOE’s PEIS hearings
- Maintain up-to-date website and collateral material
- Sponsor independent public perception research



WEST COAST REGIONAL CARBON SEQUESTRATION PARTNERSHIP 5



## WESTCARB Phase II Kickoff

### *Public Perception Research*

**Isha Ray**

Assistant Professor

University of California–Berkeley

(510) 642-7040; isharay@berkeley.edu

*Berkeley, CA*

*November 8, 2005*

