



WESTCARB Annual Business Meeting

Public Outreach for Terrestrial Sequestration Projects

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Western Shasta Resource Conservation District logo

Scottsdale, AZ
September 16, 2009



- RCD Background
- Project Goals and Audience
- Landowner Outreach
- Community Outreach
- Challenges

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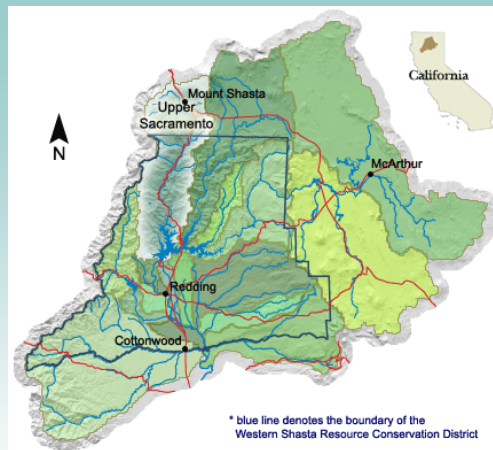
RCD's - Resource Conservation Districts

Over 3,000 in the nation:

National Association of
Conservation Districts

www.nacdnet.org

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~1.7 million acres bounded on the east by the watershed divide between eastern and western Shasta County.

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WSRCD Mission

- Special district of the State of California entirely funded by grants and contracts.
- Since 1957 has worked with willing landowners, government agencies and other organizations to facilitate the conservation and restoration of Western Shasta County's natural resources.



Activities

- Facilitate landowner participation in conservation and restoration and state, federal or local grant programs
- Create and promote long-term relationships with conservation partners
- Source for natural resource education for watershed education and improvement
- Implements projects for:
 - Watershed Restoration
 - Fuels Management
 - Fisheries Restoration
 - Watershed Group Formation



Shasta County Pilot Project Sequestration Opportunities

- Conversion of marginal rangelands to forests (afforestation)
- Improved management of hazardous fuels to reduce wildfires and their emissions



Multiple Audiences

- Landowners
- Land Managers
- General Public
- Local Government
- Agencies
- Local and Regional Organizations
- Environmental Advocates
- Education Community



Initial Outreach

- Stakeholder Meeting
- More than 400 Landowners Contacted Through Letters Sent to Landowners With 100+ Acres in Priority Areas
- Presentations at Local and Regional Meetings
- Word of Mouth



Let's Talk...

Is it true?

Is there really anything
we can do about it?

Isn't it too late?

Isn't it natural?

Is it really a problem?

Carbon Sequest...what?



OK, Maybe I'm Interested... Survey Me!

+ 50 Landowners Interested & Interviewed

- Willingness
- Cost-sharing
- Site Conditions
- Acres
- Species Preferences

Landowner Outreach

- +50 interest surveys resulting in majority desk review for consideration
- 20 site visits resulting in 17 plans
- Contract negotiations including amendments adding additional acreage, revising herbicide prescription and extending agreements
- Measuring, site prep, planting, and monitoring activities
- Scheduling field trips and interviews
- Project updates individually and via landowner meetings

Involved Discussion: Site Visits, Telephone, Email

How much will it cost?

What's it going to look like?

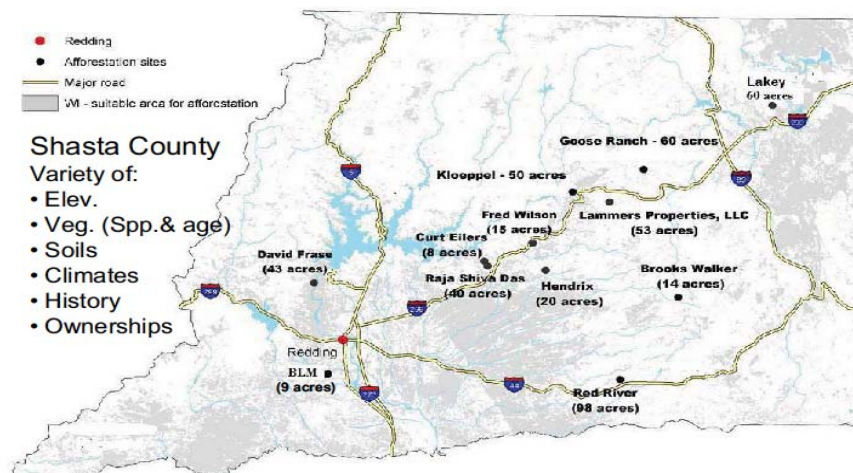
What will it look like 5, 10, 50+ years from now?

What's a carbon credit?

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Variety of Landowners



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Landowner Education

- Climate Change
- Forestry 101
 - Site Conditions
 - Species
 - Site Prep
 - Herbicides
 - Maintenance



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Continuing Communication



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Maintenance

- W.M.Beaty Information
- Natural Resource Conservation Service Land Stewardship Programs
- Turtle Bay Forest Council Plant-a-Tree Program

Community Outreach

- Local/Regional Meetings
- County Fairs and Festivals
- WSRCD Website
- Newsletter Articles
- Newspaper Articles
- Prairie Public PBS Documentary
- Natural Resource Conservation Service Success Story



Local and Regional Government and Organizations

- County Board of Supervisors
- Redding City Council
- Redding Electric Utilities
- Shasta County Fire Safe Council
- Local Forest Education Council
- Sacramento River Watershed Program
- Sacramento River Conservation Area Forum
- Sierra Nevada Alliance
- Watershed Groups
- Flex-Your-Power

Each Landowner/Group is Unique

- Values
- Understanding of
Natural Systems
- Concerns
- Goals



National Association of Forest Industries (NAFI) Cartoon.

Challenges

- “Us against them” mentality
- Language barriers
- Passed down beliefs
- Landowners - Individual ownership / family trust
- Time investment

Traditional Outreach



Watersheds and You
Ridge top to Stream and all the land in between

Volume 4, Issue 11
October 2007

Inside this issue:

- 1 **Softwater Churns, Clowr Creek Watershed**
- 2 **Star Creek Watershed has Newly Formed Sub-Committee**
- 3 **WRCSD Introduces A Migration Library Program**
- 4 **Notes from the GIS Desk**
- 5 **Employment Highlight**
- 6 **Phoenix Bridge, Treatment Plant, OR**
- 7 **Climate Change Research: A West Coast Carbon Sequestration Partnership (WESTCARB)**

What is a Local Watershed Group?

We all depend on watershed health for drinking water, flood protection, and healthy resources that improve the quality of life. Most people forget that the activities of people upstream from where you live impact the lives of people fisheries and wildlife downstream. The characteristics of each watershed are unique, which is why the trend across the nation is to bring residents, landowners and other interested agencies and parties together at the watershed level to make it healthier and sustainable in the long run. Forming watershed groups is one way of organizing everyone in a watershed to work cooperatively to conserve and improve the health of the environment, the overall knowledge of the watershed and ensure that humans, plants, and animals have good quality clean water. The goal is to create a sustainable

physical, biological and human environment.

To learn more, please contact Kelly Miller, Western Slopes RCD at 530.365.7332 x-205 or email Kelly@westwatershed.org

A Watershed

Watershed Divide
River Mouth
Ground Water (Aquifer)

Watershed Group Interests

- Fire Safety
- Open Space
- Above and Underground Water Quantity and Quality
- Appropriate Recreation
- Wildlife Habitat and Corridors
- Invasive Species
- Planned Development

Here are a few of the beautiful watersheds in our area.
Can you name the watershed you live in?

Star Creek Watershed
Clowr Creek Watershed
Lower Clowr Creek Watershed
Watersheds and You October 2007

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Non-Traditional Outreach “The Times They Are A Changing”~ Bob Dylan

- Website
- Festivals – Video Contests
- You Tube
- Facebook
- Webzines
- Blogs

Climate Stewardship
solutions for future generations

Welcome

Folks from around the world are learning about climate change, and are discovering ways to reduce their impact on the climate as well as ways to adapt to a changing climate. Information and links provided on this website are intended to provide background on the climate issue, California's response to it, the latest news and opinions from around the world, and how the WSRCD is involved.

We especially hope you take the time to visit our "Carbon Sequestration" page to find out about some great research taking place in Shasta County. This research involves sequestration of the "terrestrial" type (growing trees for capturing and storing carbon dioxide).

One of the attractions of terrestrial sequestration is its lower initial cost (relative to other CO2 storage options) coupled with the potential for significant environmental, economic, and aesthetic co-benefits. These may include:

- Improving forest health
- Creating new wildlife habitat
- Preventing soil erosion and stream sedimentation
- Boosting local and regional economies
- Reclaiming poorly managed soils
- Increasing the recreational value of lands

Thanks for stopping by, and feel free to contact WSRCD Climate Stewardship Coordinator Leslie Bryan at leslie@westernshastarcfd.org, or 365-7332 ext 215 for more information.

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2009 Whole Earth Festival & Watershed Festival

Celebrating Earth Day!
Saturday April 25, 2009
Redding City Hall and Sculpture Park
10am to 3pm

Free Admission!

Over 60 Exhibitors, great food, live music, interactive presentations, a recycled Art Show, children and youth activities including a Watershed Passport and Student Video Contest !!

www.seancplanet.org

2009 Whole Earth and Watershed Festival Event Schedule

- 8:00am Site opens for Exhibitors and Vendors
- 9:45am Exhibitors and Vendors are ready for the public
- 10:00am **Main Stage:** Whole Earth and Watershed Festival Opening Ceremony
- 10:15am **Main Stage:** Frank Meek, Meeks Lumber
- 10:30am **Community Room:** Documentary Film: "The Bounty of Marin"
- 11:00am **Community Room:** Meet your Local Farmer
- 11:30am **Main Stage:** Jeff Lewis, Shasta College: "Sustainability"
- 12:00pm **Main Stage:** Live Music begins
- 1pm **Community Room:** Documentary Film: "State of Resolve: California Environmental Law"
- 1:30pm **Main Stage:** Dr. Raymond L. John "Animal Recycling: The Role of Haven Humane"
- 1:45pm **Community Room:** Student Video Contest Viewing
- 2pm **Community Room:** Documentary Film: "Out of the Air-Into the Soil: Land Practices That Reduce Atmospheric Carbon Levels"
- 2:30pm **Main Stage:** Shasta Conservation Fund Awards and Student Video Awards
- 3pm 2009 Whole Earth and Watershed Festival Closing

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Education Community

- Shasta College Natural Resource Advisory Council
- Shasta-Tehama ROP and University Prep AP Environmental Education Advisory Group
- Forest Foundation Talk About Trees Program
- Forest Institute Teachers

Common Issues Important To Landowners/Community

- Privacy
- Government Involvement
- Restrictions
- **Ecosystem Integrity**



Increasing Interest

- Biomass/Fire Safety (Maintenance)
- Reducing Footprint
- Carbon Markets
- Climate Stewardship Partnership
- Education

Message and Motto:
“Listen” and “All Together Now”
~ *Beatles*

- Tailor Message to Audience
- Develop Relationships
- Be open to mutual conversation
- Invest time for project success and ongoing far into the future for sustainability



Thank You

