Public Outreach for Terrestrial Sequestration Projects

Leslie Bryan
Climate Stewardship Coordinator
Western Shasta Resource Conservation District
leslie@westernshastarcd.org

Scottsdale, AZ
September 16, 2009

- RCD Background
- Project Goals and Audience
- Landowner Outreach
- Community Outreach
- Challenges
RCD’s - Resource Conservation Districts

Over 3,000 in the nation:
National Association of Conservation Districts
www.nacdnet.org

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

Variety of Landowners

- Shasta County Variety of:
  - Elev.
  - Veg. (Spp. & age)
  - Soils
  - Climates
  - History
  - Ownerships

12 projects / Landowner Agreements totaling 470 acres.
Landowner Education

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

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

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