

Public Outreach and Permitting Geologic Sequestration

Lessons for Phase III

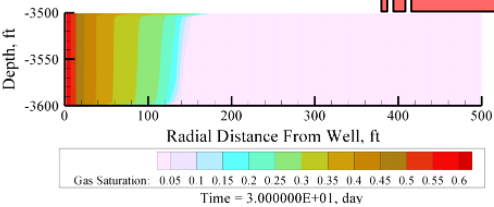
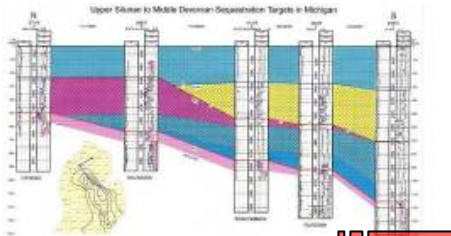
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Social site characterization involves similar approaches as technical site characterization and is the only way to adequately address public attitudes in a sequestration project.

Question

**When does
technical site
characterization
begin and end?**

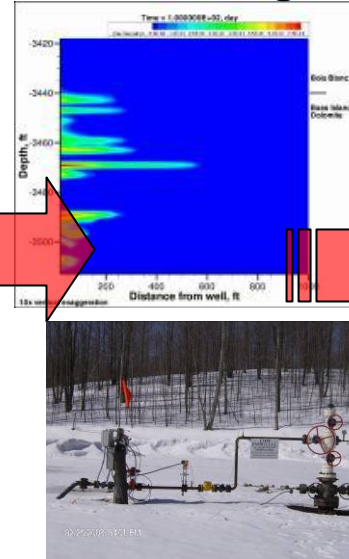
Preliminary Modeling Based on Regional Data



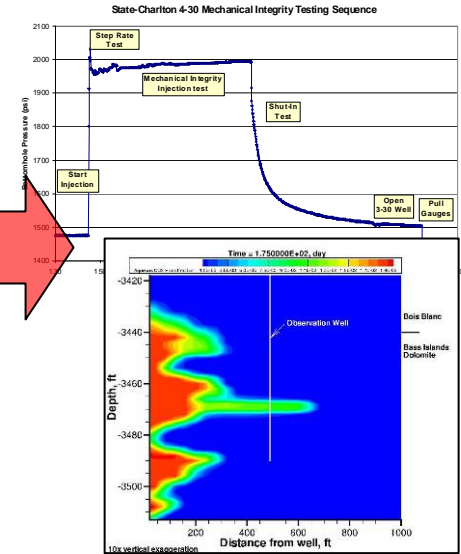
Site Drilling and Testing



Site Specific Modeling



Model Calibration And Validation



Conceptualize



Design



Calibrate



Characterize



Monitor



Validate

-----Communicate-----

Question

Do you
need public
What
acceptance
about the
to secure a
second?
permit; to
conduct a
project?

Why do Outreach?

- **Effective outreach will not guarantee public acceptance of CCS or a CCS projects**
- **But no, or poorly executed, outreach could contribute to project failure**

Steps in Effective Public Engagement

- **Stakeholder research**
- **Planning**
- **Formation of outreach team**
- **Message and materials development**
- **Proactive, targeted engagement**
- **Response / feedback process**

Social Site Characterization

- **Who are the stakeholders?**
 - **Citizens in the host community**
 - **Neighbors / landowners**
 - **Local, state and federal policymakers and regulators**
 - **Media**
 - **Local and national interest groups**
- **What issues drive public attitudes?**
 - **Local and state economy, environment, industrial base**
 - **Perception of host company and of regulators**
 - **Energy costs**
 - **Familiarity with drilling and mining**
 - **Concern about climate change**

Make Sure You Understand the Issues that Matter

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 - **Neighbors / landowners**
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Data Collection & Research

- **Focus group interviews**
- **Media assessments**
- **Opinion surveys**
- **One-on-one discussions**
- **Exercises:**
 - **Wedge game**
 - **Risk assessment**

Planning

- **Considerations:**
 - **Concerns / question in community**
 - **Size of population you are trying to engage**
 - **Different approaches to engagement**
 - **Timing**

Form an Appropriate Outreach Team

- **Requires coordination of people and messages**
 - **Time consuming**
 - **Thankless**
 - **AKA – Head Nag**
- **Emphasis on multi-disciplines, multi-affiliations**
 - **Enlist experts and opinion leaders**
- **Seek local involvement**
 - **Universities**
 - **Economic development**
 - **Business and environment leaders**
 - **Influential citizens (elected officials, union reps)**
- **Messengers matter**
- **Make the ‘landman’ your friend**

Proactive, Targeted Engagement

- **Personal contact with key stakeholders**
 - **Early**
 - **Often**
 - **In advance of major milestones, events**
- **Seek speaking engagements or other opportunities to talk with people**
 - **Civic clubs, religious groups, NGOs**
- **Contact the Media**
- **Monitor and respond to reactions, questions, concerns**

Create a Response Process

- **Address controversial issues with openness**
- **Make sure the whole team is made aware of emerging concerns**
- **Where possible address concerns in project plans and tell people how; where not possible, explain**
- **Create a public record of activities – written reports, websites**

Rethinking the Role of Public Outreach in Building Acceptance

- **Consider the analogy: Geology is to physical science as Outreach is to social science**
- **Outreach is informed by social science research**
 - **Answers questions about ways in which people perceive the need for, risks of, and tradeoffs of CCS**
- **“Site Characterization” in public outreach consists of a systematic process to identify:**
 - **Different publics and their level of interest, information needs, and perspectives**
 - **Ways to address those differing needs**

Summary

- Public outreach critical in building public acceptance for CCS
- True outreach involves listening, sharing information and addressing concerns
- Outreach should be an integrated component of CCS projects – not an afterthought
- Approach outreach with methodic effort: research, planning, materials development, proactive implementation, follow-up
- We are finding that the efforts of proactive outreach are paying off in the form of cautious support for CCS on the part of many and constructive discussion with those who are less supportive