Road-testing the Outreach Best Practices Manual: *Applicability for Implementation of the Development Phase Projects by the Regional Carbon Sequestration Partnerships*

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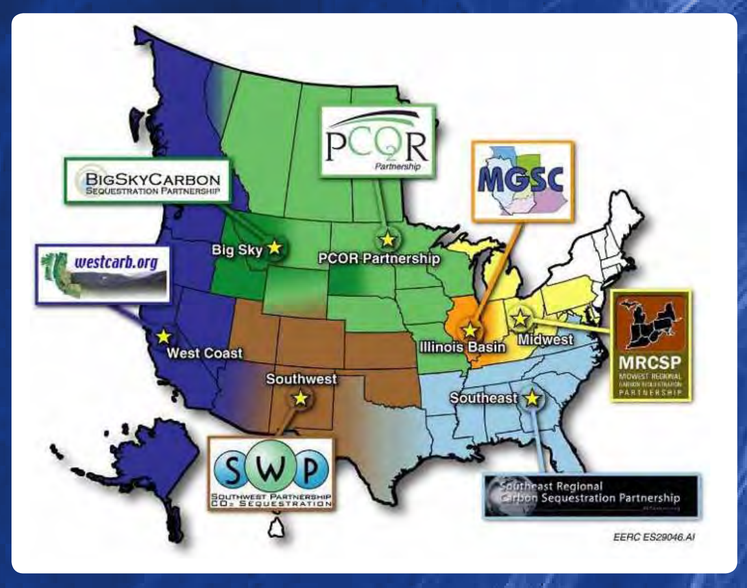
RCSP Regional Carbon Sequestration Partnerships — Outreach Working Group

Sequestration, Regional Partnerships and Outreach

Geologic storage (GS) of CO_2 is emerging as the leading storage option for carbon capture and storage (CCS) projects related to large-scale stationary sources like power plants, refineries, or natural gas-processing facilities. Since 2003, the seven regional public/private sector partnerships under the U.S. Department of Energy's (DOE's) Regional Carbon Sequestration Partnership (RCSP) Program have been building capabilities and engaging stakeholders to address this need .



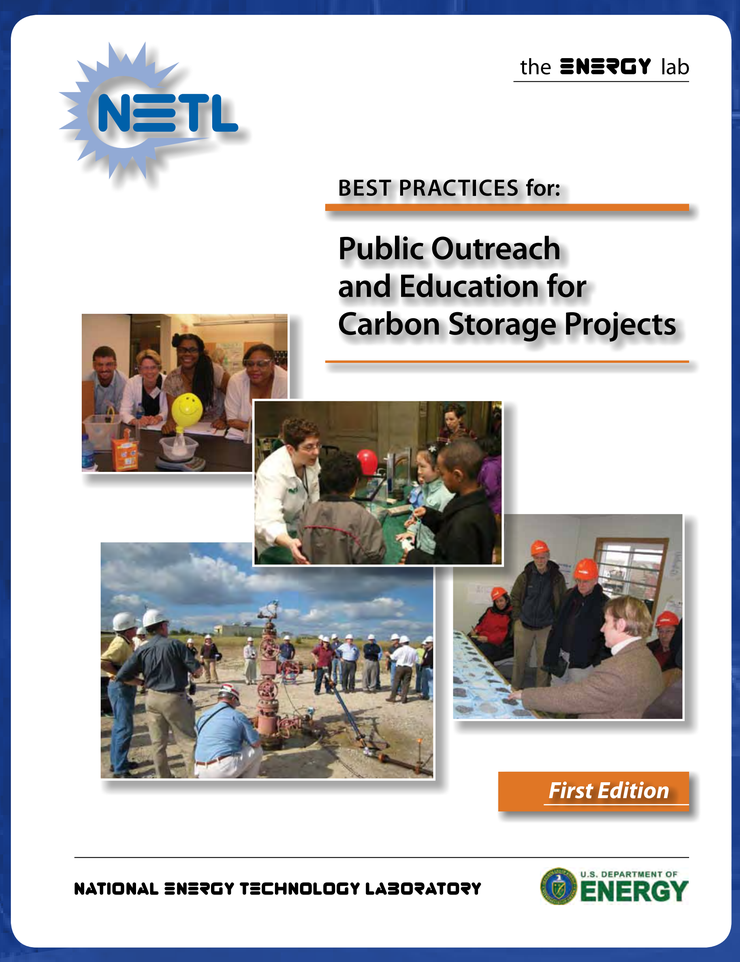
> "Public outreach needs to be incorporated as an integral component of CO_2 storage project management – ideally starting at the time of project conceptualization (BPM, p. 15).
>
> Effective public outreach involves listening to individuals, sharing information, and addressing concerns through proactive community engagement (BPM, p. 31)."

Outreach Experience to Best Practices

The regional partnerships gained experience and understanding, and developed methodology, through outreach related to a number of small scale verification projects in the U.S. and Canada. In some cases, these projects were embraced and supported by the community, in other cases there was almost no reaction, and in areas projects were met with opposition. During the course of the verification phase, the regional partnerships shared their outreach experiences through the program's Outreach Working Group (OWG). The lessons-learned from these outreach efforts are now available in a DOE report entitled "Public Outreach and Education for Carbon Storage Projects Best Practices Manual," released in December of 2009.

The BMP provides ten best practices and supporting materials that can help address the practical aspects of conducting public outreach for carbon dioxide storage projects across a variety of geologic and cultural settings:

Best Practice 1 – Integrate Public Outreach with Project Management
Best Practice 2 – Establish a Strong Outreach Team
Best Practice 3 – Identify Key Stakeholders
Best Practice 4 – Conduct and Apply Social Characterization
Best Practice 5 – Develop Outreach Strategy and Communication Plan
Best Practice 6 – Key Messages
Best Practice 7 – Tailor Outreach Materials to Audiences
Best Practice 8 – Outreach Throughout the Program
Best Practice 9 – Monitor Outreach Performance
Best Practice 10 – Be Flexible!



Aquistore – Putting Best Practices to Work

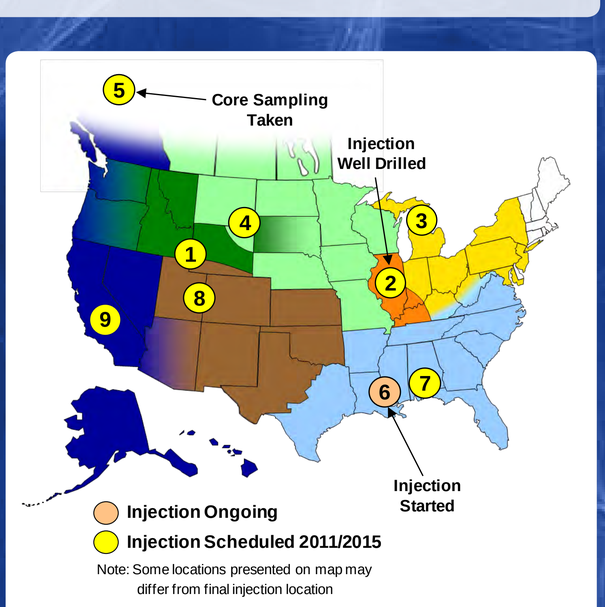
Conceived in 2009, the Aquistore Project is an integrated Saline Reservoir (SR) injection project located in the western Canadian province of Saskatchewan. Aquistore is a "greenfield" CCS-GS project, that is, the site has not had previous industrial activity. The Petroleum Technology Research Center (PTRC), the project lead, convened a communications panel comprised of all the partner companies with significant outreach experience. However, even as a group, the panel members agreed they needed support in planning and implementing outreach for a standalone commercial greenfield CCS-GS operation. The BPM proved useful in the following ways (Sacuta and others, 2010):

1. The BPM offered a common starting point for the diverse members of the panel.
2. The BPM addressed outreach needs over the lifecycle of a greenfield project.
3. The BPM templates and materials supported a fully integrated CCS-GS project -- one that includes capture, transport, injection, and attendant monitoring and verification.

> ***"DOE's BPM provided a solid, stepwise approach to planning communications for Aquistore. Nine of the best practices led to the Aquistore communication plan, and the tenth (flexibility) will perhaps be the most important as the next stages of the project (pipeline construction, capture facilities) unfold."***
>
> – Norm Sacuta Communications Manager and Aquistore Communications Panel LeadPTRC, Regina, Saskatchewan

Proven Practices to Support Demonstrations

The RCSP Program is now in the Development Phase, and each of the partnerships is implementing at least one pre-commercial-scale project as indicated in the figure. The OWG will continue to conduct project-specific CCS–GS outreach and draw from those experiences to review the lessons learned in applying the best practices with the intent of updating them as warranted and supplementing the materials with further insights on the use of community feedback in project design and implementation.



	Partnership	Geologic Province	Type
1	Big Sky	Triassic Nugget Sandstone / Moxa Arch	Saline
2	MGSC	Deep Mt. Simon Sandstone	Saline
3	MRCSP	St. Peter Sandstone	Saline
4	PCOR	Bell Creek Field	Oil Bearing
5		Devonian Age Carbonate Rock	Saline
6	SECARB	Lower Tuscaloosa Formation	Saline
7		Paluxy Formation	
8	SWP	Regional Jurassic & Older Formations	Saline
9	WESTCARB	Central Valley	Saline

[1] Sacuta N, Greenberg S. Cross border collaboration in applying public outreach best practices to the Aquistore project. In: Proceedings of the Ninth Annual Conference on Carbon Capture & Sequestration, Pittsburgh, Pennsylvania; May 10–13, 2010.

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