COMMUNICATION INITIATIVES

Recognizing that carbon storage takes place in a social setting

HILARY OLSON
The University of Texas at Austin
Task 6

Partnership for carbon capture & offshore geologic storage GoMCarb

GCCC Gulf Coast Carbon Center

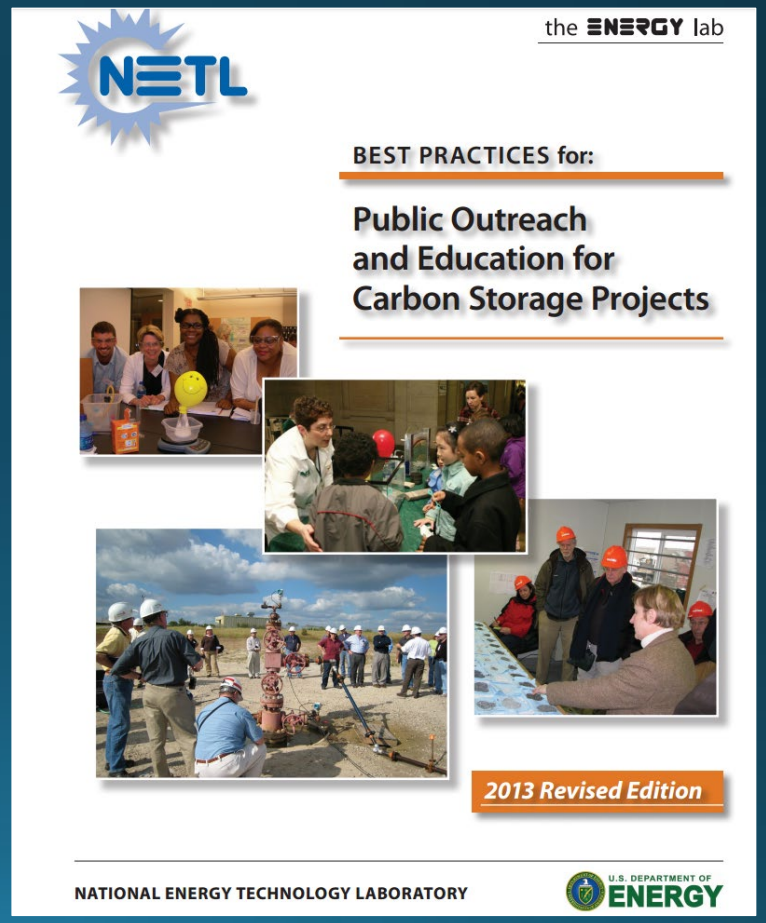
Bureau of Economic Geology

NETL National Energy Technology Laboratory

Effective Public Outreach

Involves proactive community engagement

10 best practices highlighted by DOE



DOE Best Practices

Effective Public Outreach

1. Integrate Public Outreach with Project Management
2. Establish a Strong Outreach Team

The University of Texas at Austin

Pet. & Geosystems Eng.
(Hilary Olson)

Bureau of Economic Geology
(Sue Hovorka, Emily Moskal)

Advertising & Public Relations (Communications)
(Lucy Atkinson, LeeAnn Kahlor, post-doc Rachel Lim)

Lamar University

Chemical Engineering
(Tracy Benson and team)

Effective Public Outreach

3. Identify Key Stakeholders
4. Conduct and Apply Social Characterization

Build on Previous Foundational Work

Stakeholder Relationships + Survey of 970 adults in 8 counties

Kahlor et al. (in review) IJGGC

GOMcarb

Focus Groups (summer 2019)

Effective Public Outreach

5. Develop Key Messages

GOMcarb

Results - Focus Groups (summer 2019) + Survey of 970 adults in 8 counties

Kahlor et al. (in review) IJGGC

Messaging Survey (fall 2019)

Develop Messages → Outreach Materials
Communications Plan