



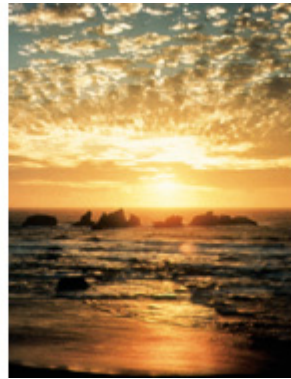
2008 ASPO-USA Peak Oil Conference

Proceedings



- [Program](#)
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PEAK OIL: WORKING WITH STATE AND LOCAL GOV'T.



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ASPO-USA
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Barriers

- Other pressing matters of business
- Cynicism – heard it before
- Lack of understanding oil's importance
- Denial - fear of change, fear of loss
- Faith in technology
- Faith in the system

Getting Your Foot in the Door

- Find a champion – elected official, executive director, policy staff
- Infiltrate – work bottom-up as well as top-down
- One-on-one
- Get credible advocates and supporters

Overcoming the Barriers – Message Content

- Present evidence in some detail
- Explain oil's importance to the economy
- Identify possible impacts
- Chip away at faith in easy alternatives – EROEI
- Convince them there are intelligent responses – and that they possess the capability

Message Style

- Convey seriousness – but don't fearmonger
- Concise – not too simple, not too complex
- No doomsaying – leave room for hope
- No sarcasm
- No politics or ideology
- Avoid “crunchy-granola” approach
- No hidden agendas
- Do not disparage global warming concerns

Message Style (2)

- Inspire, challenge
- Speak to higher principles
- It's about social capital and human ideals, not just technical

Role of Government

- Public safety – protect its citizens
- Transportation infrastructure
- Address what's not in private interests
 - *Other infrastructure – schools, water, sewer, etc.*
 - *Services – public assistance, public health, parks, environment , etc.*
- Ensure justice, equity
- Advance the general well-being

Tools of Government

- Plans, policies
- Standards and regulations
- Incentives
- Investments
- Education / bully pulpit

One More Thing

- Get involved! Get your hands dirty!
 - *Serve on local committees*
 - *Review staff analyses, or prepare your own*
 - *Testify on proposals*
 - *Submit specific proposals*
 - *Run for office*
- Don't expect "them" to "fix it" for you
- Don't complain – engage!

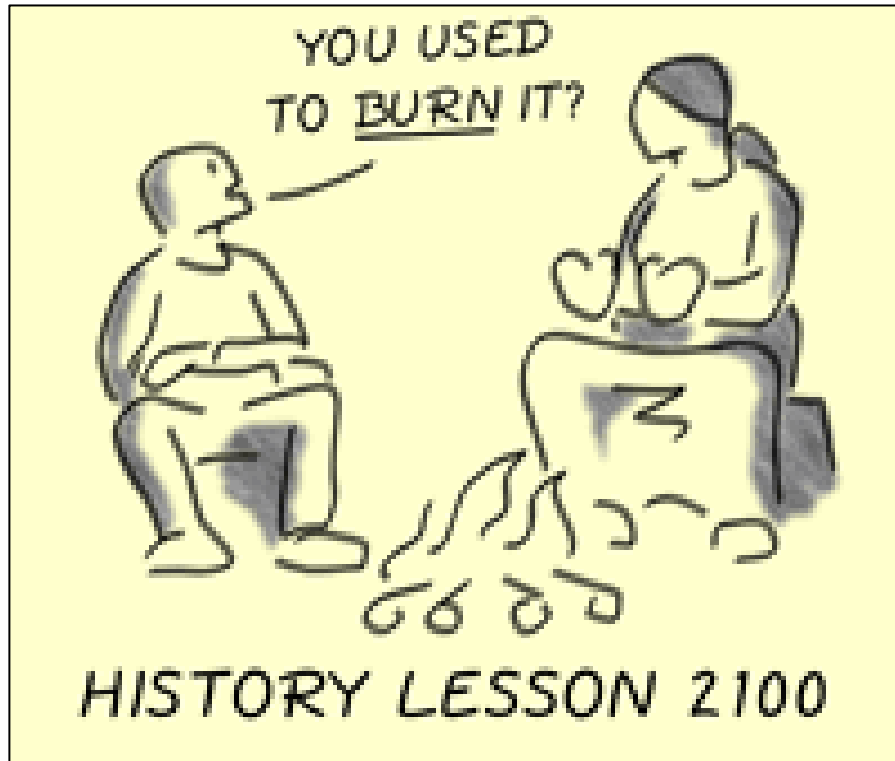
What You Want Them To Do?

- Stop growth in energy use, then reverse it
- No more sprawl – in-fill, redevelopment instead
- Preserve prime agricultural land
- Zero-energy housing – or purchase offsets
- Avoid stranded infrastructure investments
- Invest in rail, public transit, etc.

More What You Want Them To Do

- Programs to facilitate individual choices to reduce energy use
- Help business prepare for peak oil
 - *Identify impacts on demand, supply chain*
 - *Identify import substitution opportunities*
- Emergency plans
- Strengthen social capital

Destiny?



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Best Resources

www.energybulletin.net

www.theoil drum.com

www.postcarbon.org

www.aspo-usa.com