

**(6) Periodic updates**

The national assessment developed under this section shall be updated periodically (including at least once every 5 years) to support public and private sector decisionmaking.

**(g) Authorization of appropriations**

There is authorized to be appropriated to carry out this section \$30,000,000 for the period of fiscal years 2008 through 2012.

(Pub. L. 110-140, title VII, §711, Dec. 19, 2007, 121 Stat. 1710.)

**§ 17272. Assessment of carbon sequestration and methane and nitrous oxide emissions from ecosystems****(a) Definitions**

In this section:

**(1) Adaptation strategy**

The term “adaptation strategy” means a land use and management strategy that can be used—

- (A) to increase the sequestration capabilities of covered greenhouse gases of any ecosystem; or
- (B) to reduce the emissions of covered greenhouse gases from any ecosystem.

**(2) Assessment**

The term “assessment” means the national assessment authorized under subsection (b).

**(3) Covered greenhouse gas**

The term “covered greenhouse gas” means carbon dioxide, nitrous oxide, and methane gas.

**(4) Ecosystem**

The term “ecosystem” means any terrestrial, freshwater aquatic, or coastal ecosystem, including an estuary.

**(5) Native plant species**

The term “native plant species” means any noninvasive, naturally occurring plant species within an ecosystem.

**(6) Secretary**

The term “Secretary” means the Secretary of the Interior.

**(b) Authorization of assessment**

Not later than 2 years after the date on which the final methodology is published under subsection (f)(3)(D), the Secretary shall complete a national assessment of—

- (1) the quantity of carbon stored in and released from ecosystems, including from man-caused and natural fires; and
- (2) the annual flux of covered greenhouse gases in and out of ecosystems.

**(c) Components**

In conducting the assessment under subsection (b), the Secretary shall—

- (1) determine the processes that control the flux of covered greenhouse gases in and out of each ecosystem;
- (2) estimate the potential for increasing carbon sequestration in natural and managed ecosystems through management activities or restoration activities in each ecosystem;

(3) develop near-term and long-term adaptation strategies or mitigation strategies that can be employed—

- (A) to enhance the sequestration of carbon in each ecosystem;
- (B) to reduce emissions of covered greenhouse gases from ecosystems; and
- (C) to adapt to climate change; and

(4) estimate the annual carbon sequestration capacity of ecosystems under a range of policies in support of management activities to optimize sequestration.

**(d) Use of native plant species**

In developing restoration activities under subsection (c)(2) and management strategies and adaptation strategies under subsection (c)(3), the Secretary shall emphasize the use of native plant species (including mixtures of many native plant species) for sequestering covered greenhouse gas in each ecosystem.

**(e) Consultation****(1) In general**

In conducting the assessment under subsection (b) and developing the methodology under subsection (f), the Secretary shall consult with—

- (A) the Secretary of Energy;
- (B) the Secretary of Agriculture;
- (C) the Administrator of the Environmental Protection Agency;
- (D) the Secretary of Commerce, acting through the Under Secretary for Oceans and Atmosphere; and
- (E) the heads of other relevant agencies.

**(2) Ocean and coastal ecosystems**

In carrying out this section with respect to ocean and coastal ecosystems (including estuaries), the Secretary shall work jointly with the Secretary of Commerce, acting through the Under Secretary for Oceans and Atmosphere.

**(f) Methodology****(1) In general**

Not later than 1 year after December 19, 2007, the Secretary shall develop a methodology for conducting the assessment.

**(2) Requirements**

The methodology developed under paragraph (1)—

- (A) shall—
  - (i) determine the method for measuring, monitoring, and quantifying covered greenhouse gas emissions and reductions;
  - (ii) estimate the total capacity of each ecosystem to sequester carbon; and
  - (iii) estimate the ability of each ecosystem to reduce emissions of covered greenhouse gases through management practices; and

(B) may employ economic and other systems models, analyses, and estimates, to be developed in consultation with each of the individuals described in subsection (e).

**(3) External review and publication**

On completion of a proposed methodology, the Secretary shall—

(A) publish the proposed methodology;  
 (B) at least 60 days before the date on which the final methodology is published, solicit comments from—

- (i) the public; and
- (ii) heads of affected Federal and State agencies;

(C) establish a panel to review the proposed methodology published under subparagraph (A) and any comments received under subparagraph (B), to be composed of members—

- (i) with expertise in the matters described in subsections (c) and (d); and
- (ii) that are, as appropriate, representatives of Federal agencies, institutions of higher education, nongovernmental organizations, State organizations, industry, and international organizations; and

(D) on completion of the review under subparagraph (C), publish in the Federal Register the revised final methodology.

**(g) Estimate; review**

The Secretary shall—

(1) based on the assessment, prescribe the data, information, and analysis needed to establish a scientifically sound estimate of the carbon sequestration capacity of relevant ecosystems; and

(2) not later than 180 days after the date on which the assessment is completed, submit to the heads of applicable Federal agencies and the appropriate committees of Congress a report that describes the results of the assessment.

**(h) Data and report availability**

On completion of the assessment, the Secretary shall incorporate the results of the assessment into a web-accessible database for public use.

**(i) Authorization**

There is authorized to be appropriated to carry out this section \$20,000,000 for the period of fiscal years 2008 through 2012.

(Pub. L. 110-140, title VII, § 712, Dec. 19, 2007, 121 Stat. 1713.)

SUBCHAPTER VII—IMPROVED  
MANAGEMENT OF ENERGY POLICY

PART A—MANAGEMENT IMPROVEMENTS

**§ 17281. National media campaign**

**(a) In general**

The Secretary, acting through the Assistant Secretary for Energy Efficiency and Renewable Energy (referred to in this section as the “Secretary”), shall develop and conduct a national media campaign—

(1) to increase energy efficiency throughout the economy of the United States during the 10-year period beginning on December 19, 2007;

(2) to promote the national security benefits associated with increased energy efficiency; and

(3) to decrease oil consumption in the United States during the 10-year period beginning on December 19, 2007.

**(b) Contract with entity**

The Secretary shall carry out subsection (a) directly or through—

(1) competitively bid contracts with 1 or more nationally recognized media firms for the development and distribution of monthly television, radio, and newspaper public service announcements; or

(2) collective agreements with 1 or more nationally recognized institutes, businesses, or nonprofit organizations for the funding, development, and distribution of monthly television, radio, and newspaper public service announcements.

**(c) Use of funds**

**(1) In general**

Amounts made available to carry out this section shall be used for—

(A) advertising costs, including—

- (i) the purchase of media time and space;
- (ii) creative and talent costs;
- (iii) testing and evaluation of advertising; and
- (iv) evaluation of the effectiveness of the media campaign; and

(B) administrative costs, including operational and management expenses.

**(2) Limitations**

In carrying out this section, the Secretary shall allocate not less than 85 percent of funds made available under subsection (e) for each fiscal year for the advertising functions specified under paragraph (1)(A).

**(d) Reports**

The Secretary shall annually submit to Congress a report that describes—

(1) the strategy of the national media campaign and whether specific objectives of the campaign were accomplished, including—

(A) determinations concerning the rate of change of energy consumption, in both absolute and per capita terms; and

(B) an evaluation that enables consideration of whether the media campaign contributed to reduction of energy consumption;

(2) steps taken to ensure that the national media campaign operates in an effective and efficient manner consistent with the overall strategy and focus of the campaign;

(3) plans to purchase advertising time and space;

(4) policies and practices implemented to ensure that Federal funds are used responsibly to purchase advertising time and space and eliminate the potential for waste, fraud, and abuse; and

(5) all contracts or cooperative agreements entered into with a corporation, partnership, or individual working on behalf of the national media campaign.

**(e) Authorization of appropriations**

**(1) In general**

There is authorized to be appropriated to carry out this section \$5,000,000 for each of fiscal years 2008 through 2012.