Today’s Meeting

• Agree to high-level goals
• Identify key next steps
• Identify co-chairs and form subcommittees
• Briefly discuss the group’s Charter
• Brainstorm ways to increase diversity of this group and how we should define equity
• Hear from the Renewable Energy Collaborative
Updates!

• Please fill out the Roster!
• Do you have events for the Drawdown calendar?
• Drawdown Process update
• What is a Backbone Organization?
Our Goals

• Comments so far…
• Focus on near-term goals
  ❑ Create a Network Map
  ❑ Outreach Plan
The October 3, 2017 launch of
DRAWDOWN: MARIN
the campaign to reduce Marin’s greenhouse gas emissions
Since our launch in October 2017.... We’ve partnered with local organizations in 2018, such as

- Environmental Forum of Marin
- MV Community Action Network
- The 2018 Sustainable Enterprise Conference
- and Venture Pad
...as well as Time to Lead on Climate:
“Getting to Paris Without Stopping in Washington”
AN OFFICIAL AFFILIATE EVENT OF THE GLOBAL CLIMATE ACTION SUMMIT
...made numerous presentations

Earth Day in Mill Valley

MCCMC

The Town of Fairfax
...and tabled at community events

LARKSUR LANDING

CIVIC CENTER

EARTH DAY
And even had a screen slide at the Mill Valley Film Festival shown at all the theaters.
We also have a website and Facebook page

AND THERE’S SO MANY MORE WAYS TO CONNECT!
Next Steps

• Network Map
  • Create spreadsheet where we can populate key data points
  • Visual mapping
• Outreach Plan
  • Fundraising strategy
  • Ideas for gathering input on draft solutions
  • Elevate visibility of Drawdown
  • Identify engagement + partnership opportunities
Who can help move us forward?

Co-chair nominations

• Open to new ideas, processes, and approaches
• Logistical support
• Excited about the Council!
• Team player
• Liaison to other Drawdown groups
• Marketing, community engagement savvy
Charter

• Any changes based on her conversations today?
• Alex can finalize after this meeting
Diversity, Equity, Inclusion

• How can we increase the diversity of this group?
• Ideas on how to define equity?
Welcome to the Renewable Energy Group!
What are we?

- "a community-driven campaign"
- "to reduce dramatically reduce greenhouse gas emissions…"
- "by designing and implementing solutions"
- (involving renewable energy)
Who are we?

- Bob Herbst, San Rafael Airport
- Doug Karpa, Karpa Energy and Environment
- David Kunhardt, Solar development + financing
- Daisy Meyer, GRID Alternatives
- CB Hall, MCE
- Naveed Paydar, CPUC
- Phil Altwitt, Siemens (serving in personal capacity)
- Robert Gould, commercial solar industry / The Foresight Lab
- Steve Russell, Wells Fargo
- Sam Penrose, clean energy software (serving in personal capacity)
Breaking the work down

1. Outreach:
   - Education, action, opportunity
2. Local resources
   - Adding renewable energy in and near the community
3. Grid carbon reduction
   - Considering Marin’s GHG emissions in the context of the surrounding infrastructure on which Marin depends
Outreach brainstorming

- Review current efforts and segment breakdowns
  - K-12 well served
- Promising target:
  - Increase understanding of RE among government staff and local advocates
- Next:
  - Focus on local job creation
Local Resources

- Promote solar and solar-plus-storage “behind the meter”
- Develop demand flexibility
- Improve demand modeling
  - Seasonally
  - Locationally
  - By sector
- Explore front-of-the-meter solar and solar-plus-storage
Grid Carbon Reduction Ideas

- Promote daytime EV charging
  - “Plug in after breakfast. Unplug before dinner.”
  - Better utilization of solar; reduce evening peak load
- Seek official Marin support for grid-scale offshore wind
- Support MCE’s GHG-free content by 2022
- Aggregate DER at the county / MCE level to reduce complexity
- Encourage infill housing near transportation corridors
  - Marin’s climate and proximity to jobs mean residents generate fewer emissions than average US resident
Next Steps

- Formalize ranking criteria
- Solidify proposals and rank
  - Ideas and mechanisms
  - Specific actions with specific owners
- Build proposal-specific connections with external stakeholders