

Today's Meeting

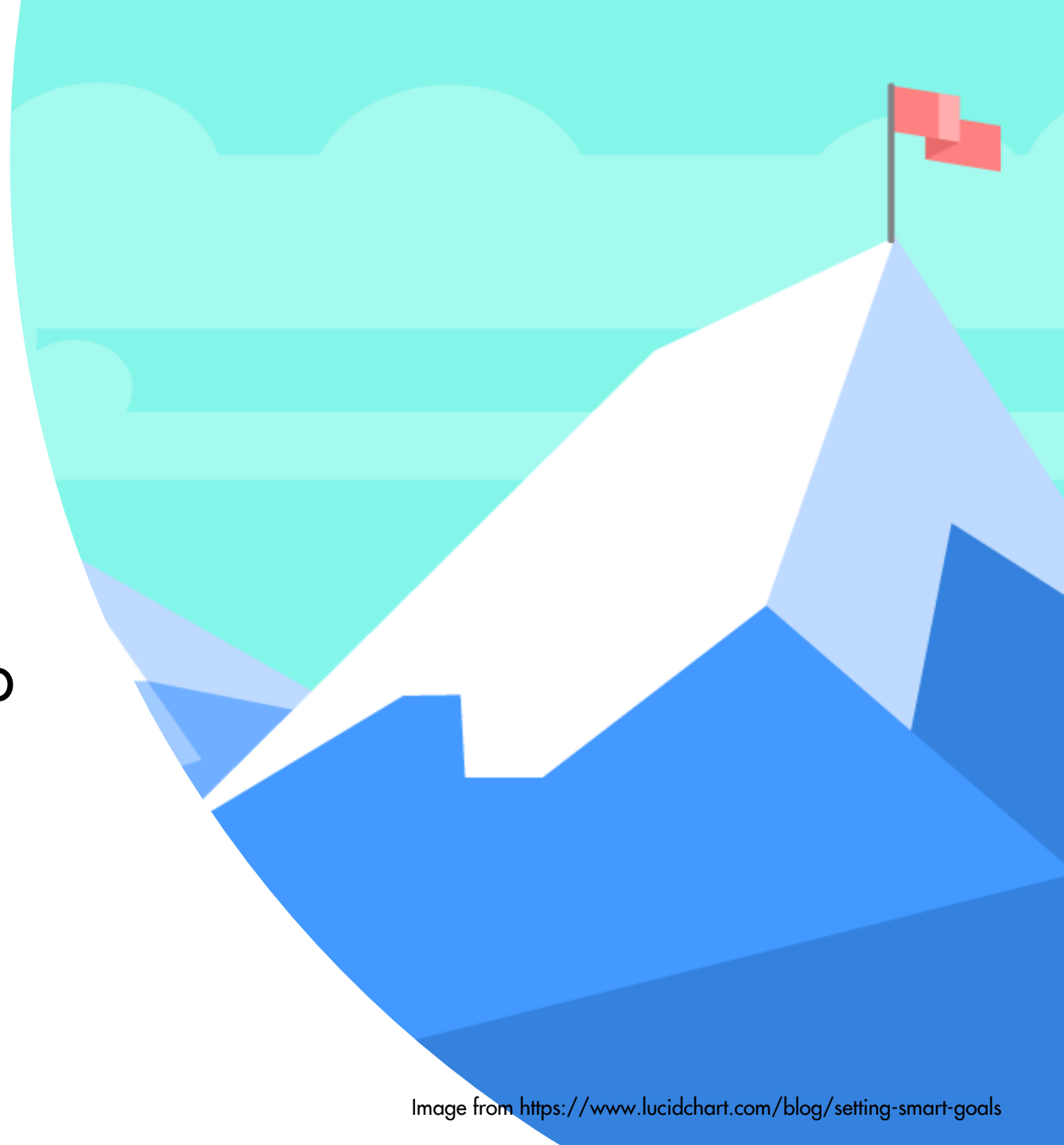
- Agree to high-level goals
- Identify key next steps
- Identify co-chairs and form subcommittees
- Briefly discuss the group's Charter
- Brainstorm ways to increase diversity of this group and how we should define equity
- Hear from the Renewable Energy Collaborative

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....

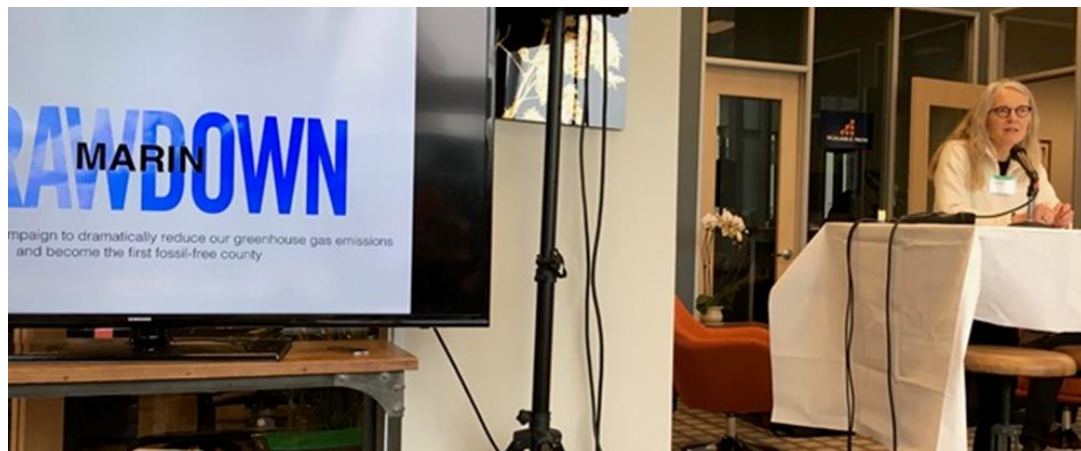
We've partnered with local organizations in 2018, such as

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

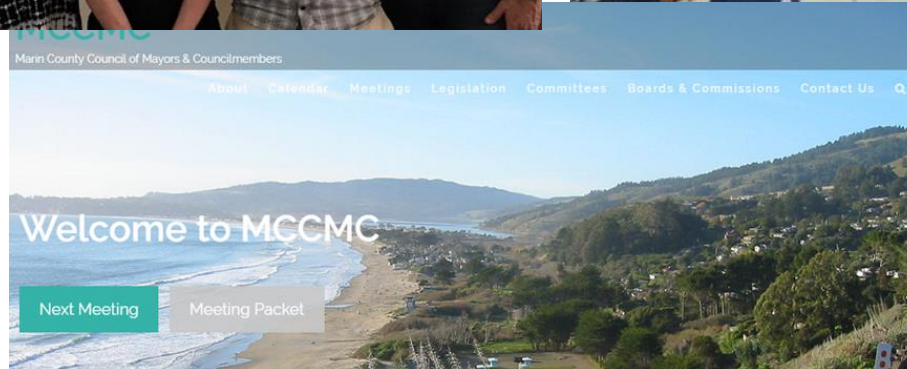


...made numerous presentations

Earth Day in Mill Valley



MCCMC



The Town of Fairfax



BIONEERS



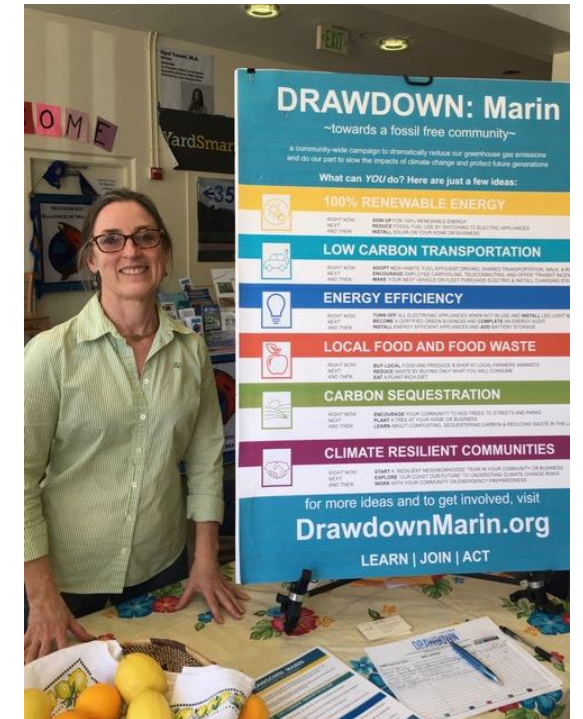
...and tabled at community events



LARKSUR LANDING



CIVIC CENTER




EARTH DAY

And even had a screen slide at the
Mill Valley Film Festival that theaters


MARIN CLIMATE ACTION SHOWCASE
5:30 - 6:45 pm & 9:00 - 9:40 pm (Speakers 7:00)

Core Partners
Organizing for Action • Sustainable San Rafael • Citizens Climate Lobby
350Marin • Environmental Forum of Marin • Marin Conservation League
Cool the Earth • Sierra Club Marin Group • Sustainable Marin


Showcase Partners

**Drawdown Marin Strategy #1:
100% Renewable Energy**



- MCE Clean Energy • Drawdown Marin
- SolarCraft • Sage Renewables

**Drawdown Marin Strategy #2:
Low Carbon Transportation**



- Transportation Authority of Marin (TAM)
- Drive Clean Marin • Marin Transit
- Golden Gate Electric Vehicle Association
- Marin County Bicycle Coalition

**Drawdown Marin Strategy #3:
Energy Efficient Buildings**



- Resilient Neighborhoods • BayREN
- Marin Climate & Energy Partnership

**Drawdown Marin Strategy #4:
Local Food & Food Waste**


- Marin Agricultural Institute
- ExtraFood • West Marin Compost
- Marin Sanitary Service

**Drawdown Marin Strategy #5:
Carbon Sequestration**


- One Tam • Cool Effect
- Marin Resource Conservation District
- Point Blue Conservation Science

**Drawdown Marin Strategy #6:
Climate Resilient Communities**


- Shore Up Marin • BayWave • Marin Fire
- Estuary & Ocean Science Center • College of Marin
- Marin School of Environmental Leadership
- Sustainable Enterprise Conference
- Marin Environmental Housing Collaborative
- Marin Interfaith Climate Action • Mill Valley CAN

Supporters
350 Bay Area • Marin Link • Marin Interfaith Council • League of Women Voters of Marin County
Mill Valley Seniors for Peace • Sustainable Fairfax • Sierra Club Bay Chapter • Sustainable Novato • Redwood Shore
Coalition for a Livable Marin (CALM) • Strategic Energy Innovations • Sleepy Hollow Presbyterian Church
Youth Climate Change Summit • Safe Routes to Schools • College of Marin Environmental Action Club
Kiki La Porta (logo design) • Community Media Center of Marin

Food & Drink Partners
Delgado Family Vineyards • Patagonia Provisions
Good Earth Natural Foods • Comforts Cafe • Woodlands Market
McEvoy Ranch • Cowgirl Creamery • Blue Dot Farm
Iron Springs Pub • Heidrun Meadery • Kendra Vineyards • Jephara
Rustic Bakery • M.H. Bread & Butter • Achadina Cheese
Point Reyes Farmstead Cheese • Miyoko's Kitchen

CA+US+UN
@Lead_On_Climate
www.leadonclimate.org

Time to Lead on Climate in collaboration with DRAWDOWN MARIN

OCT. 3-13

DOWNLOAD
41 GUIDE

F MUSIC

GIVE
THE GIFT OF
FILM

GIVE AN EXPERIENCE
GIFT CFI MEMBERSHIP

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