



# Welcome back!

Name and something you feel good about in your life



# Who are we, why are we here?

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- The purpose of the Executive Steering Committee (ESC) is to provide ongoing strategic guidance for the Drawdown: Marin initiative and ensure that the process and outcomes are aligned with our vision.
- The Drawdown: Marin vision:

**Marin reverses its impact on the climate, sequestering more GHGs than we emit, as we transition to a thriving, equitable, and resilient future for all.**

# Our reading assignment

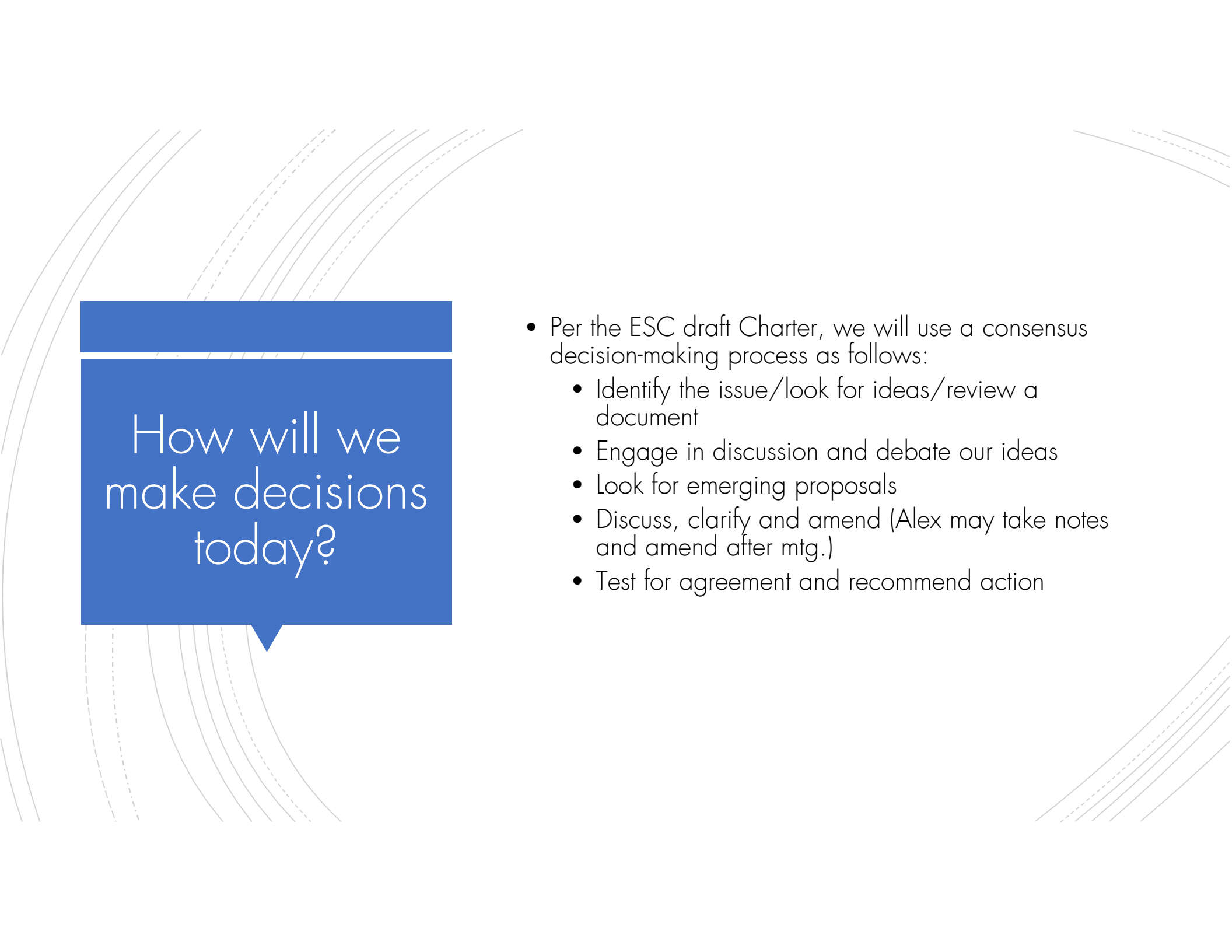
- Effective backbone support is critical – are we there yet and how can we improve?
- Backbone activities:
  - Guide vision + strategy – work in progress
  - Support aligned activities – work in progress
  - Establish shared measurement practices – starting today!
  - Advance policy – not started yet
  - Mobilize funding – work in progress
- What role does the ESC play?

# Today's Agenda

- Updates on our work so far
- Review + Approve Charters
- Discuss and Refine the ESC's goals
- How do we measure Drawdown: Marin's progress?
- Next Steps

# Drawdown: Marin Updates!

- Stakeholder Collaboratives
- Community Partnership Council
- *New* partnerships + funding opportunities
- What's next?

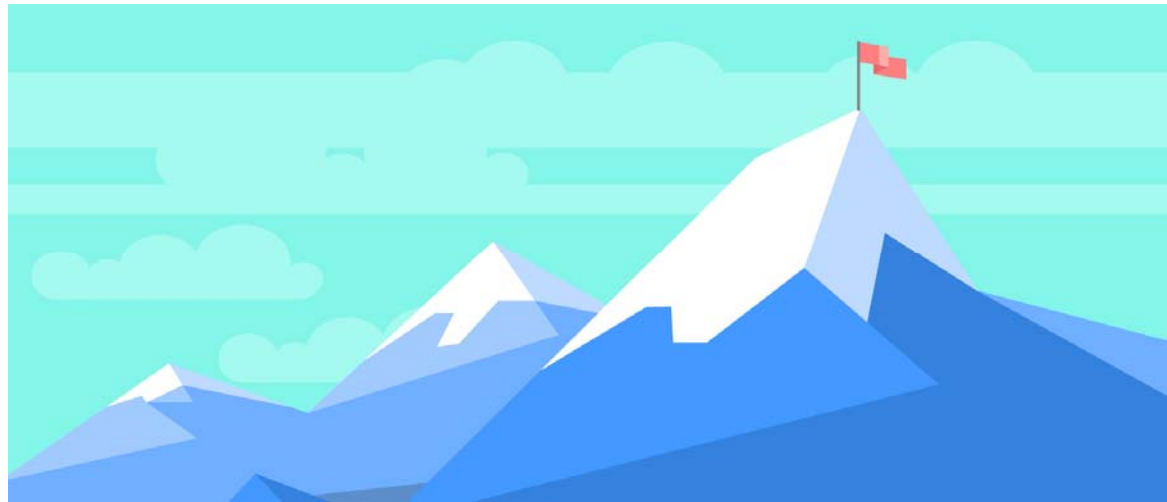
The background of the slide features several sets of thin, curved lines in a light gray color, some solid and some dashed, creating a sense of motion or a stylized globe. On the left side, there is a blue speech bubble graphic with a tail pointing downwards.

How will we  
make decisions  
today?

- Per the ESC draft Charter, we will use a consensus decision-making process as follows:
  - Identify the issue/look for ideas/review a document
  - Engage in discussion and debate our ideas
  - Look for emerging proposals
  - Discuss, clarify and amend (Alex may take notes and amend after mtg.)
  - Test for agreement and recommend action

# Goals

- Team member comments/reflections
- [ESC Goals](#)



# What are our options?

- Reduce our GHG emissions “as quickly as possible”
- Set a goal that aligns with an existing state, regional, or local goals.
  - California – carbon neutral by 2045
  - San Luis Obispo – carbon neutral by 2035
  - Palo Alto – 80% reduction in GHGs by 2030
  - San Francisco – net zero emissions by 2050
- Go big – adopt the Green New Deal goal or something similar.
  - Carbon neutral by 2030



# What would it take to reduce emissions by 90% below 1990 levels?

- 100% GHG-free electricity for all building uses and transportation
- 60% reduction of residential propane use
- 80% commercial vehicle trips are electric
- 75% reduction in commercial natural gas end uses
- 50% reduction in waste
- 50% reduction in wastewater process emissions
- 75% reduction of lawn and garden emissions
- 50% reduction of construction emissions
- 50% reduction of ag. equipment and vehicle emissions
- 40% reduction of ag. emissions



# What does that really mean?

- Eliminate 1.6 million MTCO<sub>2</sub>e annually = carbon neutral
- Eliminate 1.4 million MTCO<sub>2</sub>e annually = 90% reduction below 1990 levels
- Between 2005 and 2016, we reduced emissions by 376,827 MMTCO<sub>2</sub>e annually
- We still have to reduce 1,223,173 MMTCO<sub>2</sub>e every year to meet the 90% below 1990 levels.

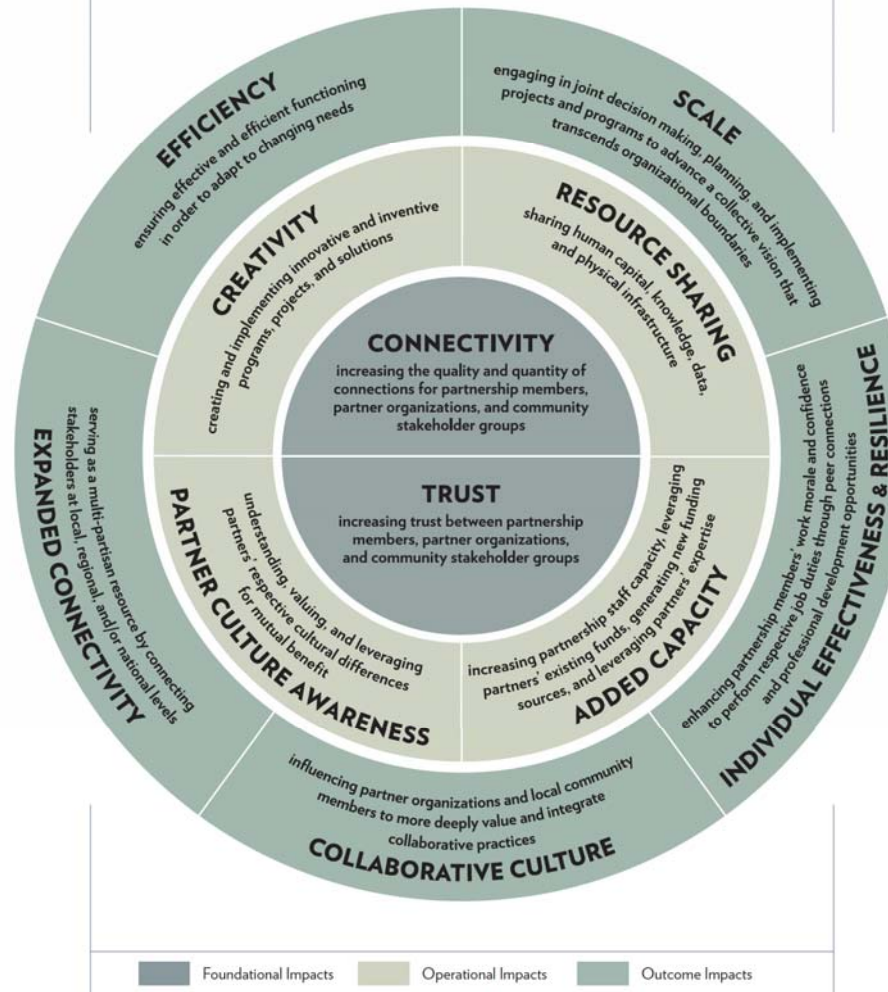
# Charters

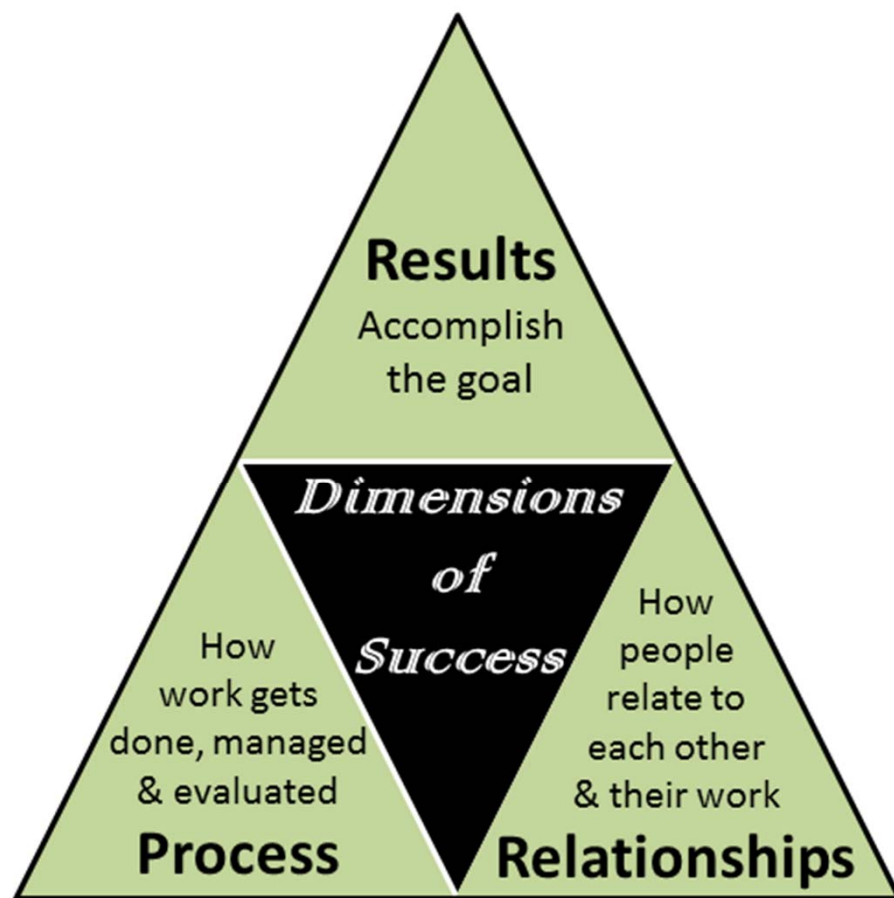
- What is a charter?
  - Clarifies direction and focus
  - Our approach
  - Desired end result
- [Drawdown: Marin Charter](#)
  - Do we agree with the Measures of Success?
- [ESC Charter](#)

# Measuring our progress

- How should we measure the impact of our collaborative initiative?
  - Consider social, environmental, and economic impacts
- Example: One Tam
  - Measured 11 partnership impacts by conducting a **Study**, which included:
    - Surveys, interviews, field research, social network analysis, and other methods
    - Conducted the Study 4 years after the launch of the One Tam partnership
  - Used 3 impact classifications: foundational, operational, and outcome

## 11 PARTNERSHIP IMPACTS

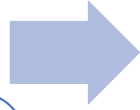




Source: Interaction Associates

### Foundational/Relationship

- Create a shared vision and identify resources needed to implement initiatives.
- On-going communication between all stakeholders and the County.
- Operate with mutual trust, a shared vision and will to support Drawdown's success.



### Operational/Process

- Shared metrics to measure progress toward our goals.
- Set and work to achieve an ambitious greenhouse gas (GHG) reduction goal, increase social resilience, and advance equity.
- Develop and prioritize solutions in 6 focus areas.
- Mobilize funding so we can implement solutions.



### Outcome/Results

- County is an effective "backbone" of the Drawdown effort.
- Completed Playbook explaining our process, solutions, and progress indicators/metrics.

# Foundational/Relationship Impact Questions

- Who do we need most to be active participants in this effort?
- Who is part of Drawdown: Marin's broader social network?
- How do we intend to build connectivity and trust?
- How do we ensure equity is integral to our effort?



# Operational/Process Impact Questions

- Which operational impacts will help us best advance our vision and mission?
- What is needed to generate these impacts? Scale up? Sustain?

# Outcome/Results Impacts

- What outcome impacts will help us best advance our vision and mission?
- What is the intended scope, scale, and duration of each impact we want to generate?

## Next Steps

- Update from our Collaboratives/Partnership Council
- Brainstorm prioritization criteria
- Our next meeting!