

Executive Steering Committee Meeting

March 9, 2022

1-3pm

Drawdown History – 2018-2020

- Dedicated County resource – Alex
- Six Collaboratives to make solution recommendations in 6 Focus Areas
- Executive Steering Committee
- Community Outreach Partnership
- Strategic Plan
 - 29 Solutions identified, of which 7 were Endorsed
 - ESC recommended that a non-profit be formed to implement the strategic plan

Vision, Mission, Values

- **Our Vision:** Marin reverses its impacts on climate change by implementing local solutions as we create a thriving, equitable, and resilient future for all.
-
- **Our Mission:** Leverage, amplify, and support bold climate solutions in collaboration with the community by building a “hub” for increased coordination among local governments, agencies, organizations, and the public.
-
- **Our Values:**
 - Prosperity, Health, and Resilience for All
 - Collaborative and Inclusive
 - Foster Innovation and Capacity Building
 - Create Systemic Change
 - Commitment to Equity and Diversity
 - Support and Empower Existing Organizations and Efforts to Address Climate Change

Goals

- 60% reduction in GHG emissions by Marin County below 2005 by 2030
- Drawdown GHG emissions by Marin County below zero by 2045

2021 Work Plan/Status

- Form new nonprofit; recruit new board of directors
 - IRS filings complete
 - Board recruitment partially complete
- Identify 1-3 projects for implementation
 - Marin Biomass Project
 - Marin Carbon Farming Initiative
 - Community Resilience Hubs
- Fundraise to implement projects and hire staff
 - \$105,000 for operations
 - \$2.2m in grants for 3 solutions
- Hire part-time or full-time development staff
 - Hired a development consultant
 - Will assist board to fundraise

Why a new nonprofit?

Drawdown Marin Bylaws:

"The purposes of this corporation are to build and serve as a hub that spurs environmental innovation while leveraging, amplifying, and supporting existing organizations and bold climate solutions Countywide.

The corporation will advance this purpose by collaborating with and increasing capacity of Marin County public and private entities to dramatically reduce greenhouse gas emissions below zero and meet their adopted reduction goals while creating a thriving, equitable, and resilient future for all residents."

Our value proposition:

Unique Collaborative Advantage

- Strive to convene all working on climate to accelerate climate action
- Nonprofit board empowers community members to influence our approach; true public-private partnership
- Support or lead implementation of solutions
- Leverage investment by serving as a unified voice for Marin climate action

Board Selection

- Suggested Board Composition - 19 people
 - 10 community members
 - 2 elected officials
 - 1 sustainability commissioner
 - 2 Supervisors
 - 3 Directors of climate-related agencies
 - 1 city/town staff person
- Board Selection Criteria
- Recruitment
- Selection Committee

Selection Committee Recommendation

- 8 Community Members
- 1 Sustainability Commissioner
- 2 Elected Officials
- Leave 2 community member spots vacant
- Notify selected board members after this meeting

Board Selection Challenges

- Diversity
- No applicants from any climate change related agency
- No applicants from staff of the cities and towns

Proposed 2022-23 Goals

- Further build our collaborative advantage by optimizing the relationship between Drawdown and:
 - Cities and towns
 - Climate change related agencies
- Conduct a board search to fill the two community member vacancies and increase diversity
- Operations
 - Raise \$500k to hire permanent staff - executive director with development experience and communications staff (2 positions) for 2 years
 - Raise \$50k to hire temporary communications consultant
- Solutions
 - Raise at least \$2 million to implement solutions

Are we a viable organization?

Over the next year:

- Can we raise money?
- Can we engage cities, towns, and agencies? What is their role?
- Can we implement projects?
- Can we effectively communicate with the general public?
- Can we accelerate the work of our partners?

Board will need to decide if it is viable and determine path forward.

Next Steps

- Form Transition Advisory Committee
- Notify selected board members and schedule first meeting
- Work with consultants to build board culture and fundraise
- Identify funding to expand staff
- Hire a communications consultant if funding is secured
- Continue supporting solutions implementers
- Continue amplifying our partners' programs