

# DRAWDOWN: MARIN STRATEGIC PLAN

## APPENDIX A: WHAT IS DRAWDOWN: MARIN?



**DRAWDOWN**  
MARIN

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On October 3, 2017, the Marin County Board of Supervisors adopted Resolution 2017-04 – “Supporting Actions to Dramatically Reduce Carbon Emissions and Achieve a Climate Resilient Future.” The resolution committed the Board to working with County staff and community leaders to develop and implement policies that will dramatically reduce greenhouse gas emissions and prepare the County for climate change impacts. These policies and the overarching effort were branded Drawdown: Marin ([www.drawdownmarin.org](http://www.drawdownmarin.org)). Drawdown: Marin was further refined to include six Focus Areas:

Renewable Energy, Buildings and Infrastructure, Transportation, Carbon Sequestration, Local Food and Food Waste, and Climate Resilient Communities

## COLLECTIVE IMPACT INITIATIVE

Drawdown: Marin is a Collective Impact Initiative. It aims to coordinate activities by creating a network of individuals and organizations working toward achieving the Drawdown: Marin goals. There are five conditions for success:

1. Developing a common agenda: All participants have a shared vision for change
2. Shared Measurements: Agreement on ways success will be measured and reported
3. Mutually Reinforcing Activities: Community activities are coordinated through a mutually reinforcing plan
4. Communication: On-going communication that builds trust and collaboration
5. Backbone Organization: A separate organization that can plan, manage, and support the initiative

The County of Marin is serving as the initial backbone organization. It hired one staff person to serve as the project coordinator. The Drawdown: Marin Coordinator (Coordinator) is responsible for staffing and managing the Stakeholder Collaboratives, Community Outreach Partnership (COP), and the Executive Steering Committee (ESC). The Coordinator is also responsible for developing a Strategic Plan, developing/implementing a comprehensive community engagement campaign, and identifying a long-term funding mechanism and decision-making framework so Drawdown: Marin can decide what solutions to implement and when to achieve the Vision and Goals.

## VISION

Marin reverses its impacts on climate change by implementing local solutions as we create a thriving, equitable, and resilient future for all.

## GOALS

- 60% reduction of greenhouse gas (GHG) emissions below 2005 by Marin County by 2030
- Drawdown: Marin GHG emissions by Marin County below zero by 2045

## GUIDING PRINCIPLES

The ESC developed seven Guiding Principles to help it evaluate the Collaborative Solutions. See Appendix D for more information on these principles.

## DRAWDOWN: MARIN PARTICIPANTS

Over 150 people were or are involved in Drawdown: Marin in one or more of the following ways:

### ESC

The purpose of the ESC is to deliberate, advise, and provide strategic oversight for the Drawdown: Marin initiative. The ESC developed the Drawdown: Marin Vision, Goals, Guiding Principles, and Solutions Evaluation Criteria

(Criteria). It uses the Criteria to evaluate solutions/projects presented to it by each of the six Stakeholder Collaboratives. The ESC will strive to endorse 12-18 solutions/projects that dramatically reduce GHG emissions, increase carbon sequestration, increase community resilience, and help achieve the Drawdown: Marin goals. The Steering Committee will meet monthly.

## **Stakeholder Collaboratives**

The Stakeholder Collaboratives consist of technical experts, community members, County and city staff, community-based organizations, academia, and financial institutions that have the experience and know-how to identify how we can creatively develop and implement innovative solutions that address the most pressing climate change-related challenges facing Marin County and the Bay Area.

There are six Stakeholder Collaboratives that correspond with the six Focus Areas: Renewable Energy, Buildings and Infrastructure, Transportation, Carbon Sequestration, Local Food and Food Waste, and Climate Resilient Communities. The Stakeholder Collaboratives will work closely with the ESC and the Community Partnership Council, which will result in a cohesive Strategic Plan containing priority solutions and an overall approach to engaging and empowering the community to implement the solutions.

## **COP**

There are several existing efforts to engage the Marin community around climate change. To avoid duplicative campaigns and consumer fatigue, it is essential that these efforts are coordinated. The COP developed a Network Directory that contains a list of potential partner organizations in Marin that Drawdown: Marin might support and that might help raise awareness of the Drawdown: Marin campaign. The COP helps raise awareness of Drawdown: Marin by attending community events and making public presentations and inspiring people to act to reduce their impacts on climate change and designing an effective community engagement and empowerment campaign with the help of a third-party entity. The COP continues to be involved during the implementation phase of Drawdown: Marin to ensure engagement efforts are coordinated for all Drawdown: Marin-related programs. For example, the COP helps promote the programs offered by Drive Clean Bay Area, one of the Drawdown: Marin endorsed solutions. The COP meets monthly and has one Chair.

## **Drawdown: Marin Ambassadors**

This group is made up of approximately 30 existing community leaders and students who are excited about discussing climate change with their neighbors, friends, and family and learning more about existing community priorities. These individuals were recruited with the help of the Multicultural Center of Marin and the One Tam Rising Environmental Youth Leaders program. Each person must complete a 7-week storytelling course (Center for Story-based Strategy), which will help them to change the narrative around important community issues. They will report information back to Drawdown: Marin so it can be integrated into solutions design and implementation. Additionally, funding is available to implement one or more community projects that Ambassadors learn about. Ambassadors are compensated for their time each month and receive a stipend to cover cell phone related expenses, e.g. data and Wi-Fi needed to complete the trainings and communicate with Drawdown: Marin.

## **Drawdown: Marin Advisors**

This group is made up of approximately 30 people including on-call technical, policy, and financial experts that cannot participate in a Stakeholder Collaborative but are available for ad-hoc review of solutions and to give general advice and feedback to participants. Advisors are from Marin County and the Bay Area, e.g. professors at University of California Berkeley.