

# DRAWDOWN: MARIN STRATEGIC PLAN

## APPENDIX C: YEAR 1 SURVEY RESULTS AND ANALYSIS



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Prepared by County of Marin Sustainability Team

# APPENDIX C YEAR 1 SURVEY RESULTS AND ANALYSIS

Drawdown: Marin developed and issued a survey in October 2020. The following is a summary and more detailed analysis of survey results.

## PARTICIPANT SURVEY –YEAR 1

### Summary

Per a survey issued by the Drawdown: Marin Coordinator to over 150 people involved in Drawdown: Marin, most participants believe that Drawdown: Marin is:

- Advancing a collective vision that transcends organizational boundaries
- Effectively coordinating the effort by facilitating meetings, connecting people, and developing new ideas
- Bringing together entities from across the county limit redundancy of climate change focused efforts
- The same survey results identified the following challenges:
  - Need more funding for all aspects of Drawdown: Marin
  - Need to increase marketing/branding/publicity/communication with the public
  - Need to implement solutions now

Respondents also identified the following opportunities to improve the Drawdown: Marin effort:

- Keep connecting people and organizations across the county
- Pilot solutions by implementing, reviewing, and implementing again
- Build community awareness and engagement with Drawdown: Marin
- Continue to advance equity by working with underserved/vulnerable communities throughout the county
- Seek and secure funding, e.g. grants, donations, etc.

### Detailed Survey Analysis

Drawdown: Marin consulted Amy Mickel, Ph.D., co-author of the OneTAM's First 4 Years Study,<sup>1</sup> for guidance on how to evaluate the survey results. Generally, the following methods were used to evaluate the results:

#### Qualitative

- Summary of narrative responses
- Assessment of responses provided and links to other questions/answers

#### Quantitative

- Average – three different kinds of average: mean, median, and mode
- Mean = total number/number of responses
- Median = middle value, the 50% mark
- Mode = the most frequent response
- Correlation vs. Causation

Data points can be correlated, they go up or down together or one data point can be caused by another

- Regression Analysis
  - To what degree do different factors contribute to the overall result?

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<sup>1</sup> This Study measured OneTAM participants' perceptions of the collective impact partnership through a series of interviews and surveys.

- What is the major factor of satisfaction or dissatisfaction? Is it funding availability? Is it timing? Is it lack of political support?

### **Is our sample size large enough?**

When issuing a survey, it is important to make sure the sample size is larger enough and the results are representative of the whole. With only 58 of 139 participants responding (42%), our margin of error is relatively high – around 14-15%. This means the actual feelings of Drawdown: Marin participants could vary +/- by 14-15% from what our survey indicates. However, the main purpose of the survey was to collect qualitative data and have a general understanding of feelings about the initiative. It is possible that participants who did not respond feel the same, differently, or even opposite of those that did.

### **How long was the survey open?**

The survey was open for approximately 2 months – October – December 2019.

## **SURVEY QUESTIONS**

### **Question 1**

Why do you participate in Drawdown: Marin?

### **Analysis**

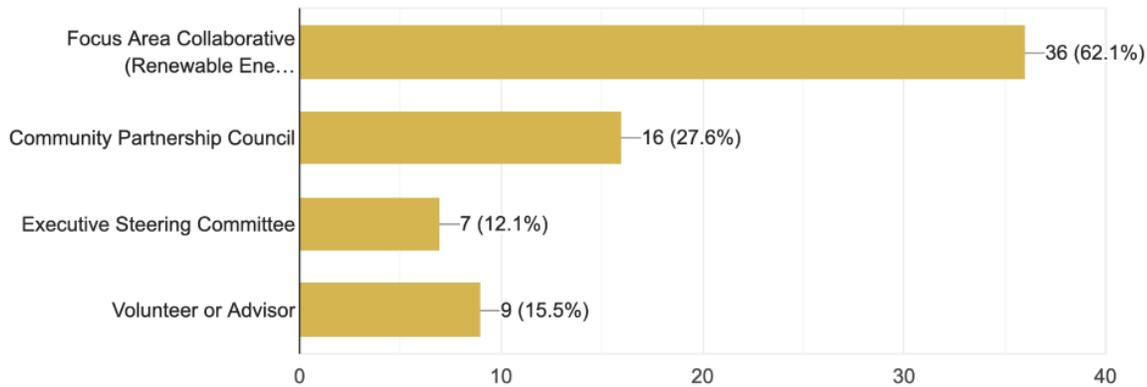
49 responses out of 58 total respondents to survey. Generally, the answers fall into the following categories:

- Large scale actions, not smaller ones
- Desire to coordinate/collaborate/come together on response to climate change
- Committed to advancing a specific solution, e.g. carbon farming
- Support existing efforts
- Part of a participant organization's existing mission
- Make an impact on the climate crisis
- Make Marin a more equitable place
- Leadership – Marin can be a leader
- Best way for the community to fight climate change
- Being of service to the public
- Climate crisis is real and significant, want to participate in a solution and take action now
- Innovative model with potential to have an impact
- Community - impact, care, dedication

## Question 2

In what capacity do you participate in Drawdown: Marin?

58 responses

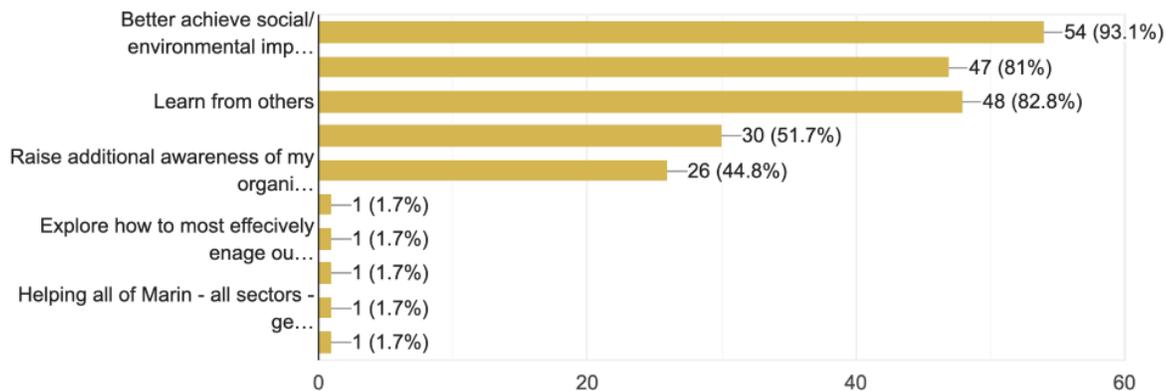


\*Participants in the Local Food and Food Waste and Climate Resilient Communities groups were sent the survey, but they could not fill it out in a meaningful way because they are not familiar enough with Drawdown: Marin and haven't spent as much time involved in the effort as other Collaborative participants.

## Question 3

What do you hope to gain from your participation? (Select all that apply)

58 responses



## Analysis

- First most frequent response (93.1%, 54 people): Better achieve social/environmental impact goals (individual or organizational)
- Second most frequent response (82.8%, 48 people): Learn from others
- Third most frequent response (81%, 47 people): Strengthen relationships with individuals and/or organizations
- Fourth most frequent (51.7%, 30 people): Promote an existing program/initiative I already work on

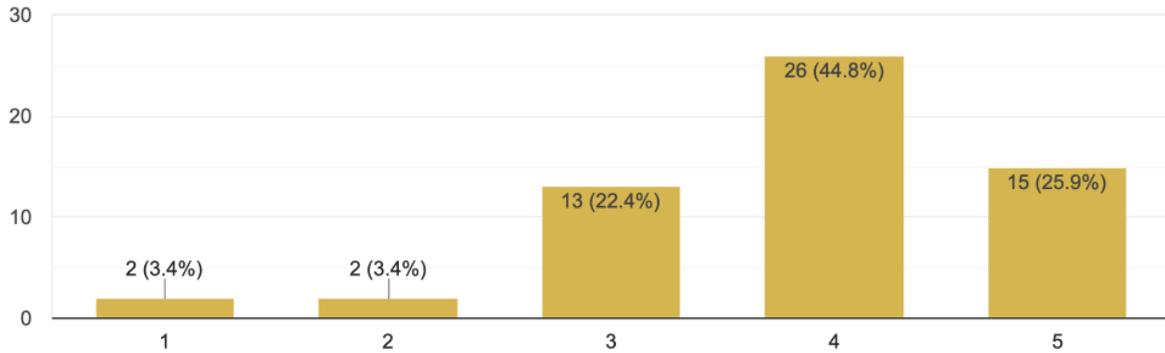
- Fifth most frequent (44.8%, 26 people): Raise additional awareness of my organization

Most frequent, fourth, and fifth are somewhat focused on personal interests and goals while the second and third most frequent are focused on strengthening relationships and learning from others. Self-interest and collective impact are both motivating factors for participating.

## Question 4

I know and understand Drawdown: Marin's vision, goals, and objectives.

58 responses



### Analysis

Most people (70.7%, 41 people) Agree or Strongly Agree that they understand Drawdown: Marin's vision, goals, and objectives. However, that's still less than 50% of all respondents.

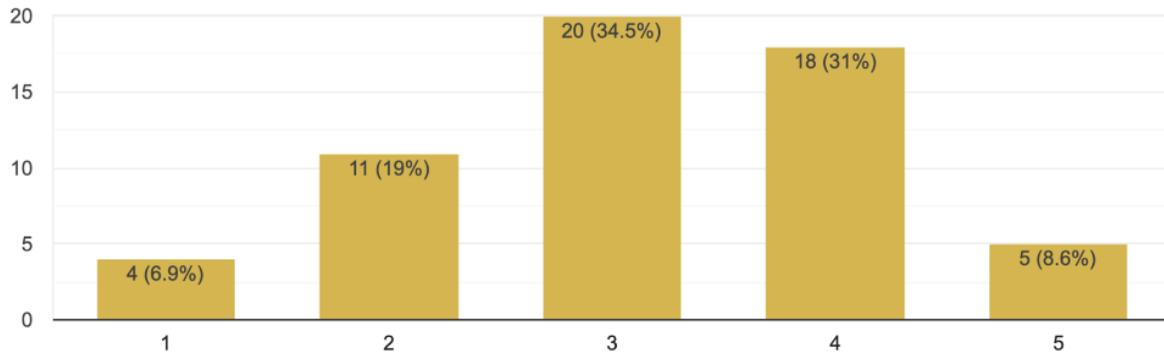
Only 4 people Strongly Disagree or Disagree

13 people are neutral – what does neutral mean? They aren't sure if they understand or not? Or, they don't feel strongly about it either way?

## Question 5

I have the resources (technical/financial support, etc.) I need to effectively participate in  
Drawdown: Marin?

58 responses



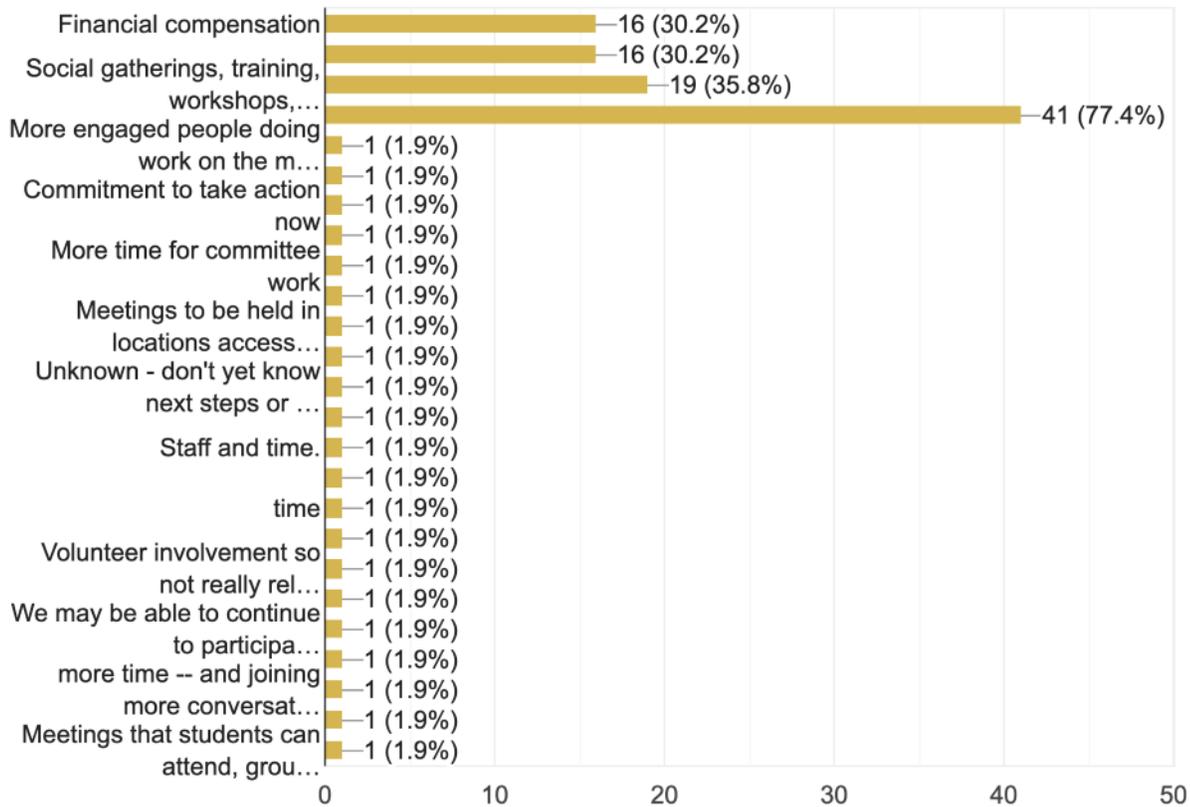
### Analysis

Most participants (66%) are neutral or disagree that they have the resources needed to effectively participate. Through interviews and informal conversations, many participants expressed that they want to be financially compensated for their time and receive additional technical support when developing solutions.

## Question 6

What resources would need to be in place for you to continue to participate? (Select all that apply)

53 responses



### Analysis

77.4% or 41 people said they need “More engaged people doing work on the mission of Drawdown: Marin” to continue participation. Yet on Question 8, 79.2% or 42 people said participants were equally as committed to Drawdown: Marin as they were. More people need to be involved like those that are already participating.

Financial compensation and additional technical assistance - 16 people each (30.2%)

Opportunities to build relationships/attend trainings/workshops - 19 people (35.8%)

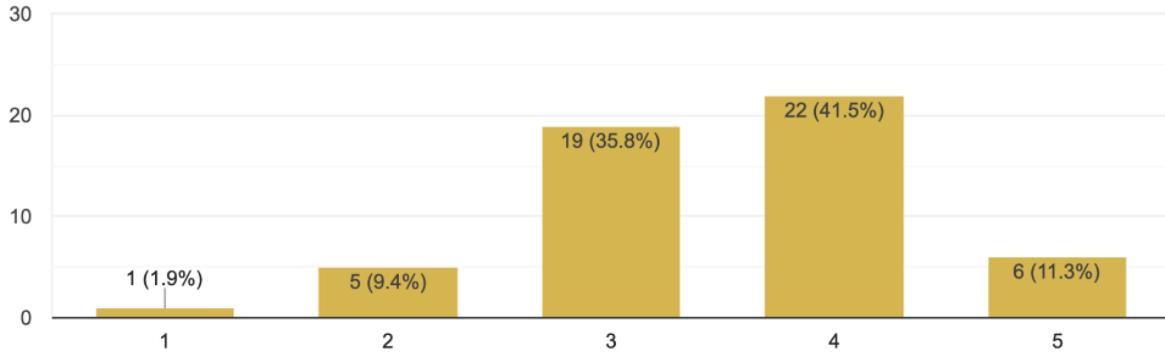
Not sure whether the same people who selected financial compensation also said they wanted opportunities to build relationships? Are they equally important? If people were financially compensated for their time, would they be more likely to attend trainings and workshops?

What kind of technical assistance do they need?

## Question 7

How effective is Drawdown: Marin at combining the perspectives, resources, and skills of participants?

53 responses



### Analysis

Agree and Strongly Agree is 52.8% (28 people) - over half of participants believe that Drawdown: Marin is effective at combining perspectives, resources, and skills.

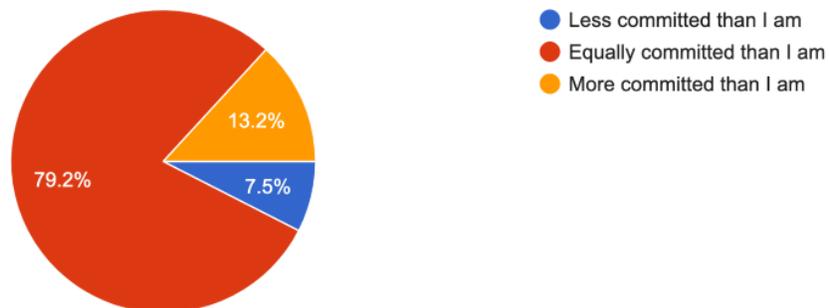
35.8% (19 people) are neutral. Again, what does neutral mean? Sometimes they think we are effective and other times we aren't? Or they don't really care?

9.4% (5 people) Disagree and 1.9% (1 person) Strongly Disagrees. \*The same number of people (5) Disagree that Drawdown: Marin is fostering respect, inclusiveness, and trust among participants (Question 10).

## Question 8

Do you think the majority of fellow Drawdown: Marin participants are:

53 responses



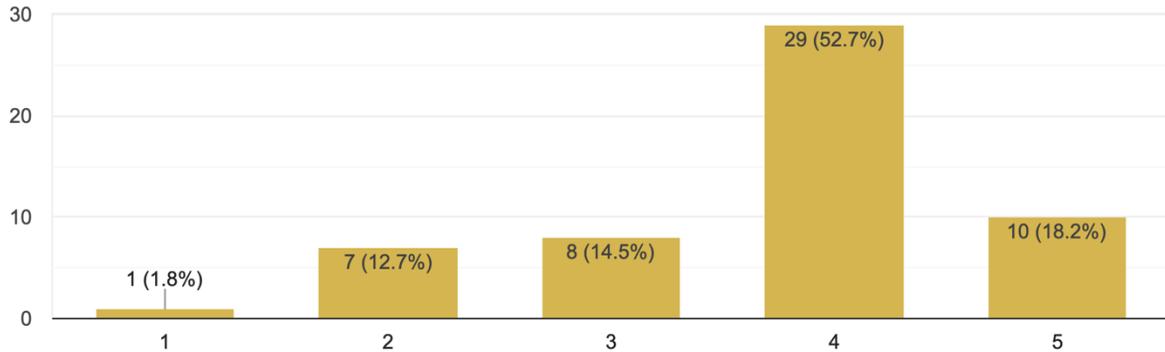
### Analysis

The results indicate a general feeling that "we're in this together." Yes, more funding is needed, but people generally feel like others are equally committed to the effort despite the lack of financial and technical support.

## Question 9

Because of my participation in Drawdown: Marin, I have a greater understanding of the culture and goals of other organizations (not Drawdown: Marin) working on climate change in Marin County.

55 responses



### Analysis

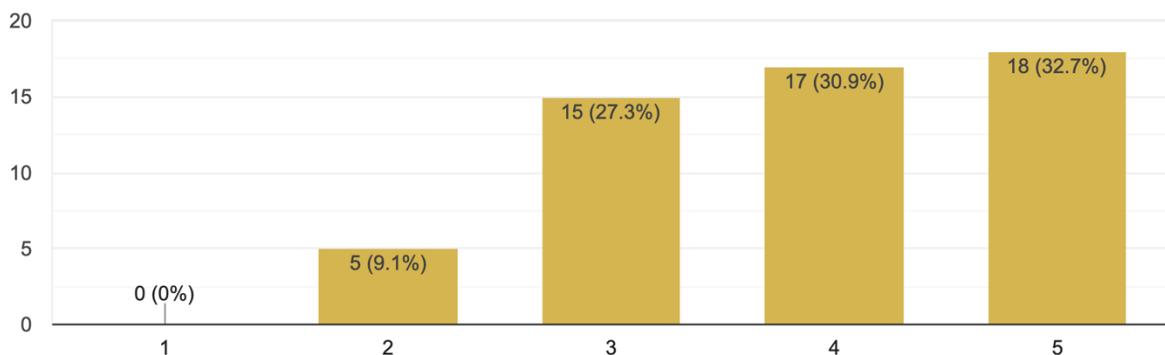
39 people, 70.9% believe they have a greater understanding of the culture and goals of other organizations working on climate change. Goes to building a common agenda and identifying aligned activities.

Why do the 8 people that Strongly Disagree or Disagree feel that way? Have they attended all meetings? Are they otherwise active participants?

## Question 10

Drawdown: Marin is fostering respect, inclusiveness, and trust among participants.

55 responses



### Analysis

55 people responded to this question; 3 people left the question blank.

The majority of respondents (64%) believe that Drawdown: Marin is achieving this goal. Responses as follows:

- 33% (18 people) Strongly Agree
- 31% (17 people) Agree
- 27% (15 people) Neutral
- 9% (5 people) Disagree
- 0% (0 people) Strongly Disagree
- 5% (3 people) Did not respond

We did not interview respondents to understand why they are Neutral or Disagree that Drawdown: Marin is building respect, inclusiveness, and trust among participants. These concepts could mean different things to different people. Would be interesting to see if the respondents that indicated they disagree we are achieving this goal, are the same that disagree with the idea that Drawdown: Marin is good at combining perspectives, resources, and skills of its participants.

## Question 11

What have you or the organization you represent been able to accomplish as a result of being a Drawdown: Marin participant? (i.e. what would not have occurred without being a Drawdown: Marin partner)?

### Analysis

46 of 58 people responded; most responses generally fell into the following categories:

- Advancing work on a specific project, e.g. All-electric Hub at the Larkspur Ferry Terminal
  - Develop a model of a new program (not sure what one though)
  - Started a business as a result of a project idea developed through Drawdown: Marin
- Raising awareness
  - Spread the word on my efforts (\*\*see “why do you participate in DDM”)
  - Increased engagement with community
  - Promote climate change action to groups outside of climate/environment
  - Increased understanding of opportunities for school/youth engagement
- Broadened network/connections
- Better-defined priority actions
  - Influence how regional agencies provide assistance to local governments re: transportation and climate action planning (BAAQMD)
  - Setting specific goals, e.g. carbon sequestration goals
- Collaboration/information sharing/joint discussion
  - Generate ideas that require a collaborative process to develop (group think)
  - Strong framework for discussion and fostering ideas
  - Improved understanding of local issues/opportunities
  - Collaboration around a specific funding source, e.g. MCF grant (DDM and other organizations in the same cohort of awardees and able to collaborate)
  - Building new local relationships
  - Co-sponsorship of events resulting in increased attendance
- Increased trust and credibility with my clients

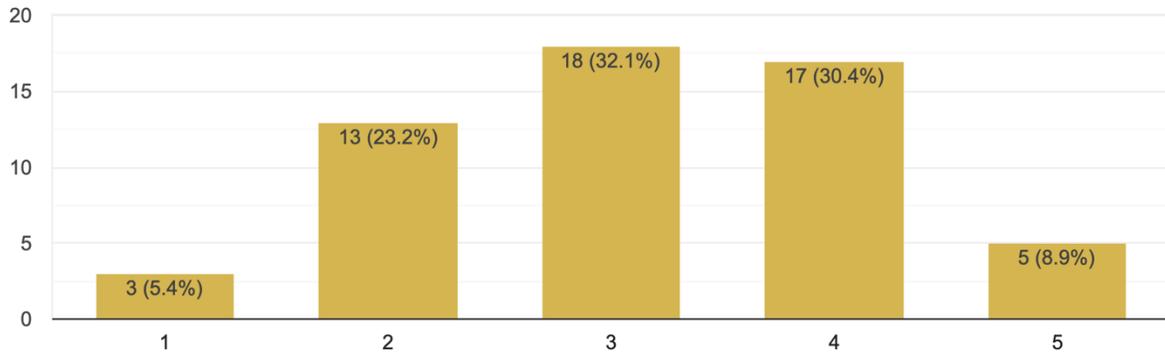
- Funding – assistance with framing solutions for funding

Some responses relate to the greater good while others are about personal gain.

## Question 12

Drawdown: Marin has led to better overall coordination and improved efficiencies in addressing climate change in Marin County.

56 responses



### Analysis

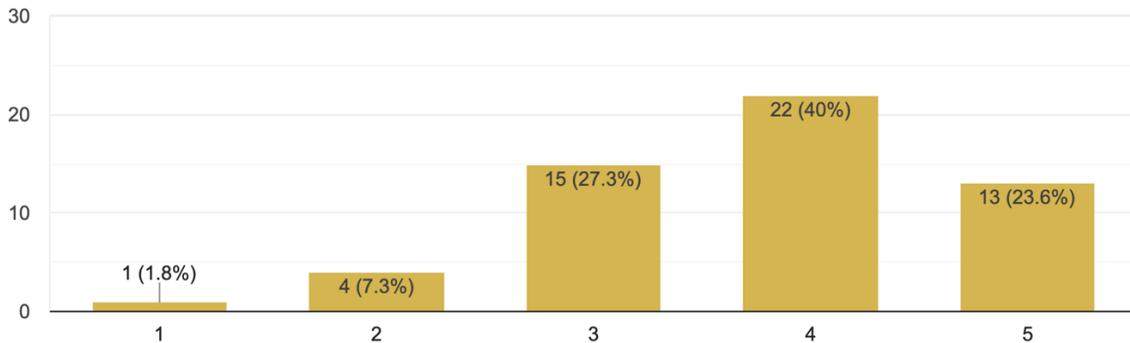
Almost as many people Agree or Strongly Agree (39.3%) as feel Neutral (32.1%) that Drawdown: Marin has led to improved efficiencies in addressing climate change. Almost the same number of people Agree (17, 30.4%) and Disagree (13, 23.2%) and almost the same Strongly Disagree (3, 5.4%) and Strongly Agree (5, 8.9%). The most people feel neutral about Drawdown: Marin's effect on coordination/improved efficiencies. However, 29 (52.7%) people think that they have a better understanding of other organizations' goals/mission because of their participation in Drawdown: Marin. So maybe we're on a path toward achieving better coordination/efficiencies by understanding who the other organizations are and what they are working on.

See questions below too. Seems like we are on a path toward getting beyond siloes and improving coordination.

## Question 13

Drawdown: Marin is advancing a collective vision that transcends organizational boundaries.

55 responses



### Analysis

35 people, 63.6% of people think Drawdown: Marin is advancing a collective vision that goes beyond these boundaries. So maybe we're not quite there yet – we aren't helping coordinate and make more efficient efforts, but that's where we're headed!

## Question 14

The County of Marin is an effective Backbone Organization

58 responses



### Analysis

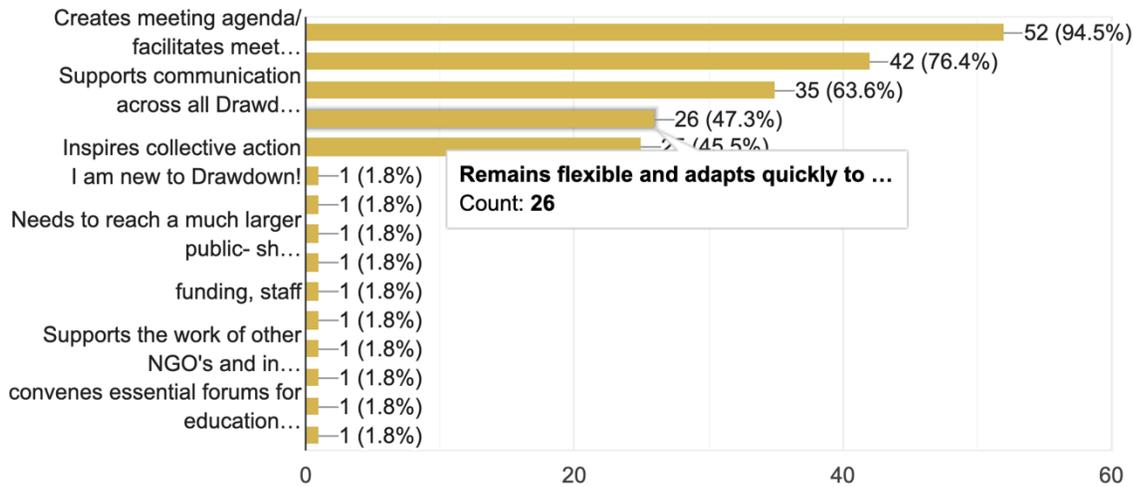
- 55.2% of people think the County is an effective Backbone Organization. So, we may not have achieved our goals but seems people think we could achieve them because we are an effective backbone organization
- 39.7% Agree compared to 8.6% Disagree
- 15.5% Strongly Agree compared to 3.4% that Strongly Disagree

See below for why people think we are effective.

## Question 15

The County of Marin (the "Backbone Organization") (check all that apply):

55 responses



### Analysis

94.5% respondents think Drawdown: Marin does a great job of “Creates meeting agenda/facilitates meetings” - we bring people together in a coordinated and efficient way. Again, we haven’t achieved our goals of complete coordination/efficiency across the County, but its clear participants think we are taking the right steps toward achieving these goals.

Other responses selected by respondents, but not as consistently as “creates meeting agenda/facilitates meetings”:

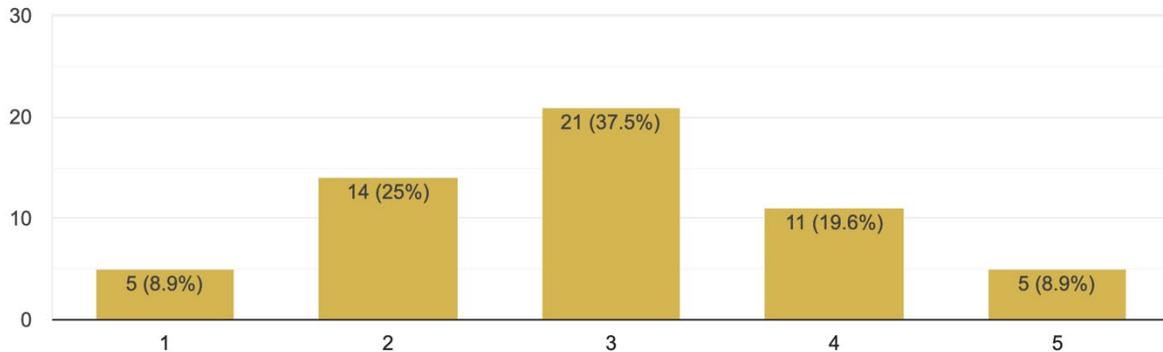
- Maintain central information sharing hub
- Remains flexible and adapts
- Supports communication across all Drawdown: Marin groups
- Inspires collective action

Some respondents said they were not aware of the positive results of Drawdown: Marin; others felt we were simply “herding the cats”. Another response indicated we are doing a good job of supporting existing non-profits and non-governmental organizations.

## Question 16

Drawdown: Marin has created a recognizable brand identity.

56 responses



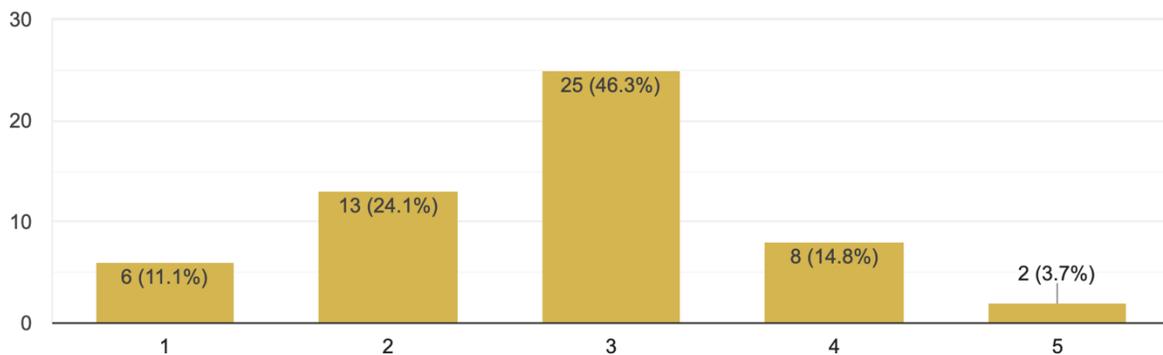
### Analysis

Generally, more people feel neutral or disagree/strongly disagree that we have a recognizable brand identity. This question's results may correlate to the next question, with very similar distribution. We don't have a recognizable brand identity because we are not effectively informing and engaging the community about the initiative.

## Question 17

Drawdown: Marin is effectively informing and engaging the community about the initiative.

54 responses



### Analysis

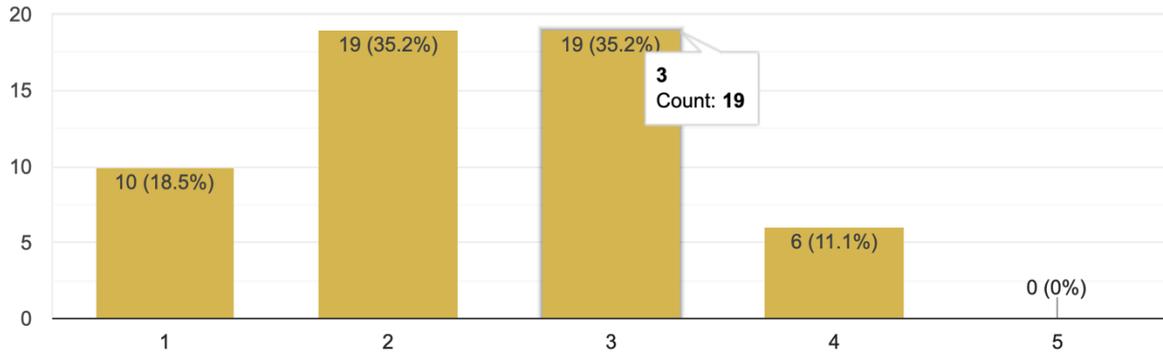
Even less people agree/strongly agree that we are effectively informing/engaging people. 4 more people are neutral on this question and almost the same number of people disagree/strongly disagree.

Question 16 and 17 indicate an area for improvement in year 2.

## Question 18

Drawdown: Marin is successfully inspiring the general public to change behaviors to address climate change.

54 responses



## Analysis

This question may also be correlated to the two above questions. If we are not effectively informing/engaging and we do not have a recognizable brand identity, then how can we possibly be inspiring behavior change?

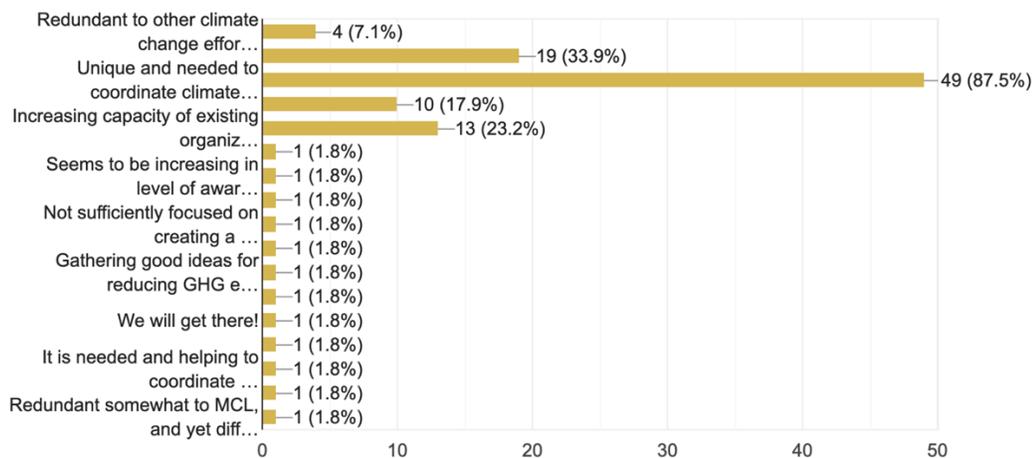
(70.4%) 38 people responded Neutral and Disagree.

More people Strongly Disagree than Agree.

## Question 19

Drawdown: Marin is (fill in the blank, select all that apply).

56 responses



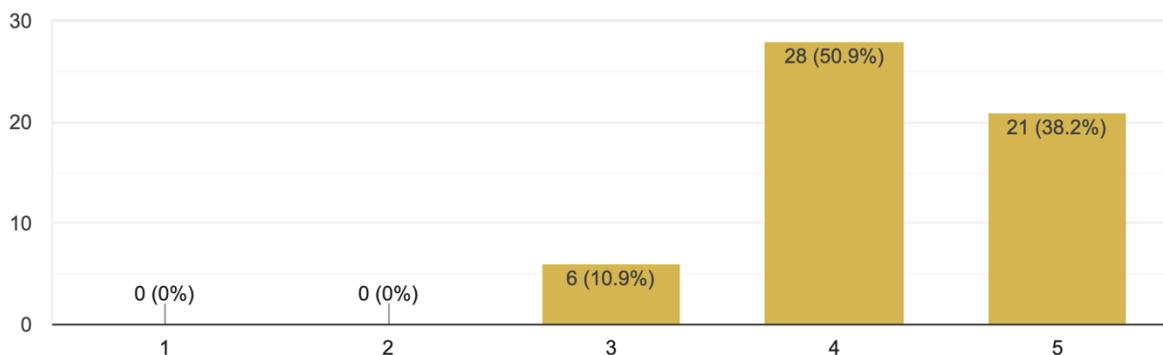
## Analysis

- 88% (49 people) - Unique and needed to coordinate climate action efforts Countywide, but has not reached its full potential
- 34% (19 people) - Interesting idea/framework, but not operating efficiently/effectively; respondents did not indicate what part of Drawdown: Marin is not operating efficiently and effectively. The last three survey questions (20-23) make it seem the marketing/engagement is the reason for this sentiment since several other responses indicate we are doing a good job of coordinating meetings, increasing understanding of different organizations, bringing together different organizations/people to coordinate on climate change
- 23% (13 people) - Increasing capacity of existing organizations and agencies to address climate change in the County. Almost the same number of people feel we are increasing capacity of existing organizations as feel we are not operating efficiently and effectively, also 49 people said we are unique and needed to coordinate climate action efforts Countywide, but only 13 people believe we are increasing capacity of existing organizations. If we are effectively coordinating efforts Countywide, e.g. limiting redundancy and the work required by other organizations addressing climate change, perhaps we are increasing capacity of existing organizations?
- 18% (10 people) - Needed and is effectively coordinating climate action efforts across the County

## Question 20

I am dedicated to making Drawdown: Marin a success.

55 responses



## Analysis

- 89% (49 people) - Agree or Strongly Agree that they are dedicated to making Drawdown: Marin a success
- 11% (6 people) - Neutral. Does neutral mean these respondents “do not care” if Drawdown: Marin succeeds or they are not sure if they want to commit their own time to ensuring that it does?

## Question 21

Explain 1-2 things that Drawdown: Marin should keep doing.

## Analysis

This is a narrative question. A summary of responses is provided below.

Drawdown: Marin should keep:

- Collaborating
- Engaging existing and new “amazing brains” on climate

- Developing major projects that can have maximum effect; strong scalable solutions
- Define/refine community action items
- Facilitating meetings, bringing together voices
- Seeking Funding
- Building teams, creating awareness, promoting optimism, creating a sense of urgency
- Trying/don't give up!
- Connecting with minority groups
- Creating a plan for countywide action
- Providing strong staff support for the initiative
- Convening the Collaboratives
- Creating trust across organizations

## Question 22

What are your suggestions to improve the impact of Drawdown: Marin?

### Analysis

This is a narrative question. A summary of responses is provided below.

- Funding
- Need increased clarity about how participant efforts will be used/implemented
- More publicity, more public education
- Need increased clarity that it is a collective initiative, not a County initiative
- Implement actions now
- Implement pilot projects
- Less consensus building, push to achieve measurable results
- Drawdown: Marin staff should develop solutions, not volunteers
- Financial assistance for volunteers
- Marketing/branding - household name in Marin
- Partner with efforts in the region, state, etc.; serve as a model for other communities
- Increased political will and implementation funding
- Create a 501c3 to lead Drawdown: Marin
- Merge Drawdown: Marin with existing climate nonprofit groups
- Establish a climate finance bank
- Increase transparency of the work being done
- Integrate Drawdown: Marin and existing Climate Action Plans
- Drawdown: Marin is siloed and hierarchal making it less effective
- Long-time Marin climate activists are disillusioned by the Drawdown: Marin process and are no longer participating - should reach out to them
- Include students

- Less process, more action

## Question 23

Is there anything else you want us to know?

### Analysis

This is a narrative question. A summary of responses is provided below.

- More actions can be done at very little expense through mandates
- Appreciation, gratitude, and optimism for the process/initiative
- Think big, have ambitious fundraising goals, people should know about this effort
- We need clear messaging for the public
- Professional development staff is needed
- Better way of communicating to the public, e.g. metrics
- Needs funding and staff support
- Climate change action needs to be integrated into government at all levels
- Teamwork/collaboration in Collaboratives is very strong
- Lack of feedback from the ESC is discouraging
- Not all participants are equally engaged; group work can be challenging
- Fundamental disconnect between what we are doing and the scale/speed necessary