December 17, 2019

Board of Supervisors
County of Marin
3501 Civic Center Drive
San Rafael, California 94903

SUBJECT: Progress update on year 1 of Drawdown: Marin and year 2 plan.

Dear Board Members:

RECOMMENDATION:

1. Receive Report on Drawdown: Marin

SUMMARY: Drawdown: Marin is a community-driven campaign to dramatically reduce greenhouse gas (GHG) emissions, sequester carbon, and prepare for climate change impacts. It originated from an idea developed by the Marin Climate Action Network (MCAN) and was formally launched by your Board in October 2017 by adoption of Resolution 2017-04 – “Supporting Actions to Dramatically Reduce Carbon Emissions and Achieve a Climate Resilient Future”.

Drawdown: Marin seeks to engage and empower community members to share their priorities and to brainstorm local solutions to climate change. These solutions are policies, programs, and projects that can be implemented at a local level. They may be new ideas or build on existing initiatives already identified in a city’s, town’s, or the County’s Climate Action Plan (CAP) or efforts developed and implemented by community organizations. New solutions and the Drawdown: Marin goals may also be incorporated into these CAPs as those plans are updated. To accomplish this, Drawdown: Marin aims to coordinate and collaborate with all Marin County cities and towns, organizations, and individuals to design a countywide strategy to address climate change including identifying long-term funding mechanisms and an organizational structure that involves all jurisdictions and the public.

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

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

Collective Impact Initiative

Drawdown: Marin is a Collective Impact Initiative because it combines individuals, organizations, grant makers, businesses, and government who are working together to achieve progress on a complex, large-scale challenge and achieve the Drawdown: Marin goals.
There are 5 conditions for success:

1. Common Agenda: All participants have a shared vision for change.
2. Shared Measurement: 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 1 staff person to serve as the project coordinator. The Drawdown: Marin Coordinator (Coordinator) is responsible for staffing and managing the Executive Steering Committee (ESC), Stakeholder Collaboratives, and the Community Partnership Council. 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.

Who is involved?

Over 140 people are involved in Drawdown: Marin and participate in one or more of the following ways:

Executive Steering Committee (ESC)
Drawdown: Marin’s 13-member Steering Committee includes two Marin County Supervisors, representatives from the Marin County Council of Mayors & Councilmembers (MCCMC), Marin City Community Development Corporation, Marin Climate and Energy Partnership (MCEP), San Rafael Chamber of Commerce, and The Local Government Commission (LGC), as well as a representative from each of the six Stakeholder Collaboratives (described below). Additionally, a representative of the Federated Indians of Graton Rancheria (Coast Miwok and Southern Pomo) Tribal Council was invited but was only able to participate for the first 3 meetings. The Steering Committee meets monthly. The purpose of the Steering Committee is to provide ongoing strategic guidance for the Drawdown: Marin initiative and ensure that the process and outcomes are aligned with the Mission.

Stakeholder Collaboratives
There are over 70 people participating in the Stakeholder Collaboratives (5 of 6 have launched), which consist of technical experts, community members, County and city staff, community-based organizations, academia, and financial institutions that have the experience and expertise 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 6 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 work closely with the Executive Steering Committee and the Community Partnership Council, which will result in a cohesive Strategic Plan containing priority solution and an overall approach to engaging and empowering the community to implement the solutions.

Community Partnership Council (Council)
The Council has approximately 25 members who represent a variety of different organizations including but not limited to Cool the Earth, Venture Pad, Fibershed, Environmental Forum of Marin, Resilient Neighborhoods, Marin County Office of Education, Marin School of Environmental Leadership, Canal Alliance, and Green Change Marin. The Council is raising awareness of Drawdown: Marin, building relationships with existing organizations working on climate change, and educating people about actions they can take now to reduce greenhouse gas (GHG) emissions.

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.

All meeting dates and documents are posted to www.drawdownmarin.org and are accessible via a shared Google Drive folder. Additionally, group members can collaborate on a “Slack” channel.

Key Achievements – Year 1

Proposed Solutions
Drawdown: Marin has launched 5 of 6 Stakeholder Collaboratives with the final group launching on December 18, 2019. The groups meet over a 6-month period, several times as a full group and several times as small groups, to develop and refine their solutions ideas. Proposed solutions are in varying stages of development and need different levels of technical and financial support. Example innovative solutions include:

- Advanced community energy (ACE) demonstration project – local microgrids and battery back-up for “vulnerable” customers that need power 24/7
- All electric mobility hub at the Larkspur Ferry terminal – includes electric bike shares, solar energy generation, Level 1 electric vehicle chargers, etc.
- Drive Clean Marin – a community-wide campaign to inspire Marin County residents and employees to drive electric, thereby reducing their carbon footprint.
- Marin Carbon Farming Initiative – design and implement local carbon farms plans that sequester carbon through application of compost and other practices

The Steering Committee has preliminarily endorsed the Drive Clean Marin and Marin Carbon Farming Initiative solutions because they will help Drawdown: Marin achieve its goals. Final endorsement may be offered for these solutions and others after the Steering Committee has heard from all Stakeholder Collaboratives (by July 2020).

Grant Award
Drawdown: Marin was awarded a $126,451 grant from the Marin Community Foundation to implement a community-based organization-designed process to more deeply engage communities of color in the Drawdown effort. The project kicked off in August 2019 and will be implemented over the next year. It includes storytelling training for community members, a full-day equity training for Drawdown: Marin participants, an Open Town Hall to feature community priorities and funding to accelerate implementation of those projects, and the hiring of community ambassadors, existing community leaders who can connect with neighbors, friends, and family members on climate change generally and educate them about Drawdown: Marin.

Community Outreach
Drawdown: Marin has attended over 40 events, made more than 20 presentations to variety of different community groups, local agencies, cities, and towns and met one-on-one with at least 100 community members.

Drawdown: Marin also entered into a no-cost partnership with DearTomorrow, a New York-based non-profit that started an online digital archive of promises to the next generation related to climate change. The Community Partnership Council is using this platform to ask people what their promise is to act and why. It launched this effort at the 2019 Marin County Fair and collected over 100 pledges, which can be viewed at www.deartomorrow.org/drawdownmarin. The Council is establishing a relationship with the Marin County libraries and may create an exhibit of all pledges collected in addition to displaying other Drawdown: Marin information.

Year 1 Lessons Learned

Per a survey issued by the Drawdown: Marin Coordinator to over 140 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.
Year 2 Preview

The final two Stakeholder Collaboratives (Local Food and Food Waste (kicked off on November 14, 2019) and Climate Resilient Communities (kicking off on December 18, 2019)) will work over the course of six months to design solutions and present these to the Executive Steering Committee between May – July 2020. Drawdown: Marin will identify ways to strengthen Executive Steering Committee-preliminarily endorsed solutions (those that help us achieve our goals) by jointly seeking funding, by developing partnerships needed for successful implementation, and by marketing/promoting the solutions as part of Drawdown: Marin’s community engagement efforts. Drawdown: Marin will continue its involvement with the County’s Climate Action Plan Update process by working with the County’s consultant to quantify GHG emission reductions associated with Drawdown solutions and integrating these solutions into the 2030 CAP.

Additionally, Drawdown: Marin will focus on strengthening the network of individuals by offering additional training opportunities for participants, social gatherings, and other opportunities to connect. It will also research and apply for grants and develop a strategy to seek funding from other sources including foundations, corporations, and individuals.

It will also continue to improve how it interacts with and empowers the community (cities, towns, general public, etc.) to participate in the initiative. It will use existing platforms, e.g. DearTomorrow, and will also develop new ideas. It will seek funding to design and implement a comprehensive marketing/community engagement plan.

Finally, Drawdown: Marin will work with participants, local agencies, and academic institutions to create effective frameworks for deciding the type and timing of solutions to implement and when to do it to ensure the county achieves a dramatic reduction of GHG emissions and sequesters carbon on a path toward meeting the Drawdown: Marin goals.

FISCAL/STAFFING IMPACT: There will be no impact to the General Fund Net County cost as a result of your Board’s receipt of this report.

REVIEWED BY:

[ X ] County Administrator
[ ] Auditor Controller
[ ] County Counsel
[ ] Human Resources

Respectfully Submitted,

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Senior Program Coordinator

Brian C. Crawford
Director

Attachments: BOSDrawdownYear1 Presentation