

# **Drawdown: Marin**

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Local solutions to the global climate challenge.

# Drawdown: Marin History



# What is Drawdown: Marin?

*Community driven planning and implementation process to identify local solutions to climate change that dramatically reduce greenhouse gas (GHG) emissions beyond zero.*

## Our Vision:

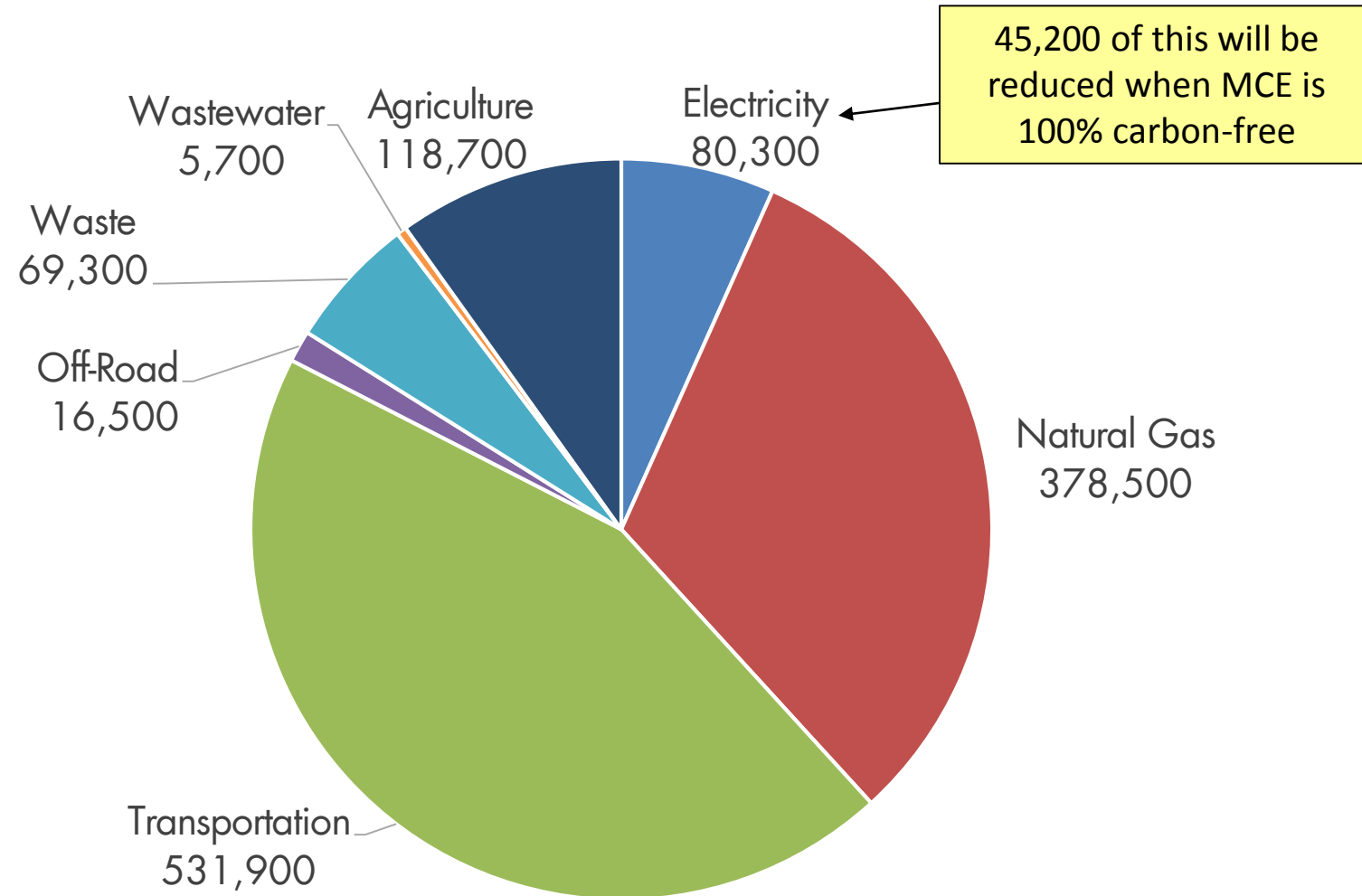
*Marin reverses its impacts on climate change by implementing local solutions as we create a thriving, equitable, and resilient future for all.*

# Goals

*60% reduction below 2005 of GHG emissions by Marin County by 2030*

*Drawdown GHG emissions by Marin County below zero by 2045*

# How do we achieve our 2030 goal?



**State Target Gap is 262,900 MTCO<sub>2</sub>e**  
**Drawdown Gap is 474,000 MTCO<sub>2</sub>e**

# Success Factors for Collective Impact

- **Common Agenda:** all participants have a shared understanding
  - **Shared Measurement:** joint success indicators, metrics and a reporting system
  - **Mutually Reinforcing Activities:** stakeholders have differentiated roles and activities are coordinated
  - **On-going Communication:** consistent and open communications
  - ***Cultivation of Collective Intelligence and Wisdom:*** the need to see, think, and act differently than we normally do (“business as usual”)
- Backbone Support:** an organization/team that supports the entire initiative

# Key Outcomes

- The County effectively coordinates the effort
- We develop a shared vision
- We all work together to identify aligned activities and support one another
- We develop and prioritize solutions in 6 focus areas
- We mobilize funding so we can implement solutions
- We use shared metrics to measure progress toward our goals

# Our Process

- 2 year process (started in September 2018)
- Community-driven Process
- Several groups involved:
  - Executive Steering Committee
  - 6 Collaboratives (working groups)
  - Community Partnership Council
  - Drawdown Advisors
- Strategic Plan
- Funding options



# 6 Stakeholder Collaboratives



Renewable Energy



Transportation



Buildings + Infrastructure



Carbon Sequestration



Local Food + Food  
Waste



Climate Resilient  
Communities

# Example projects

- All-electric Shared Mobility Hub
- Drive Clean Marin
- Marin Carbon Farming Initiative

*We are looking for ideas about efforts we can leverage and expand or new ideas that dramatically reduce GHG emissions and increase carbon sequestration.*

# What is equity?

- “Giving people what they need to enjoy full, healthy lives.” *–Anna E. Casey Foundation*
- “Fair outcomes, treatment, and opportunities for all students.”  
*–California Department of Education*
- “Climate equity ensures that all people have the opportunity to benefit equally from climate solutions, while not taking on an un-equal burden of climate impacts.” *–ICLEI*

What is Drawdown: Marin  
currently doing to address  
equity?

# MCF Grant Project

- Engage communities of color
- \$127,000 grant to implement a process designed by community organizations
- 1-year project includes:
  - Hiring Community Ambassadors
  - Storytelling Training
  - Equity Training for Drawdown participants
  - Equity report card
  - Open Town Hall
  - Grants for community projects

# Get Involved!



**JOIN A STAKEHOLDER  
COLLABORATIVE**



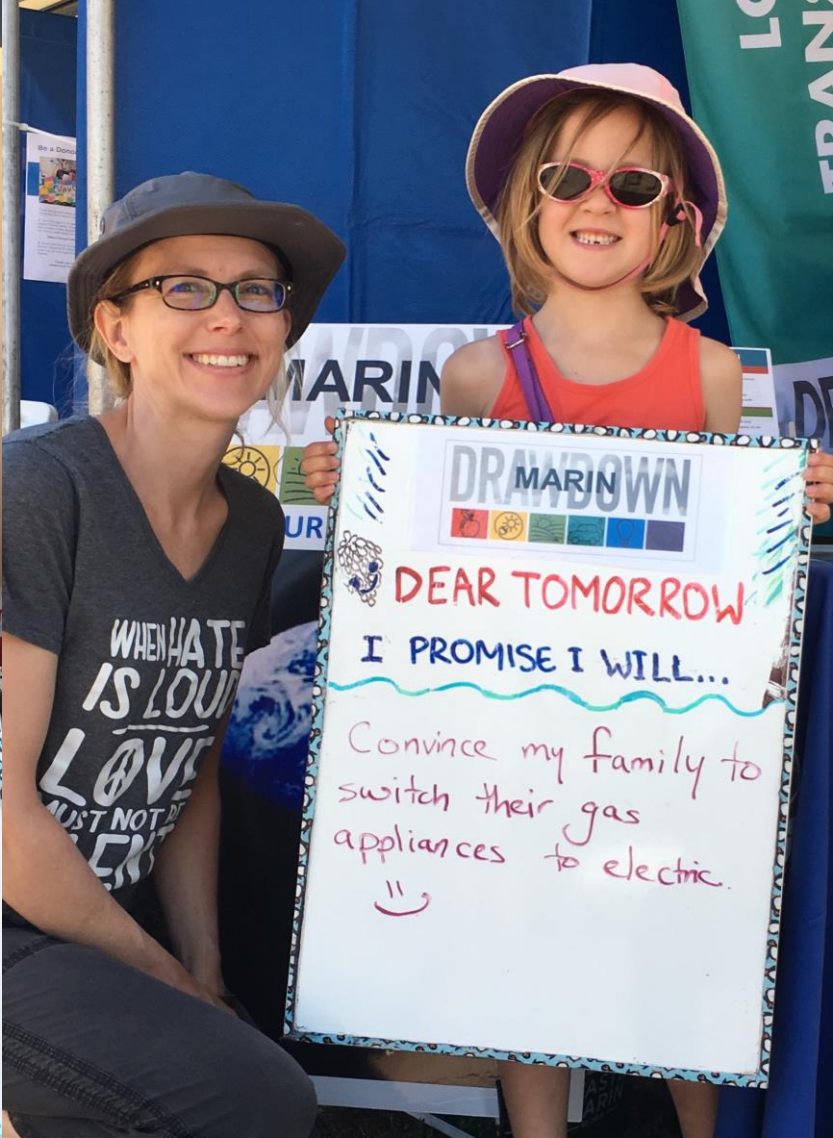
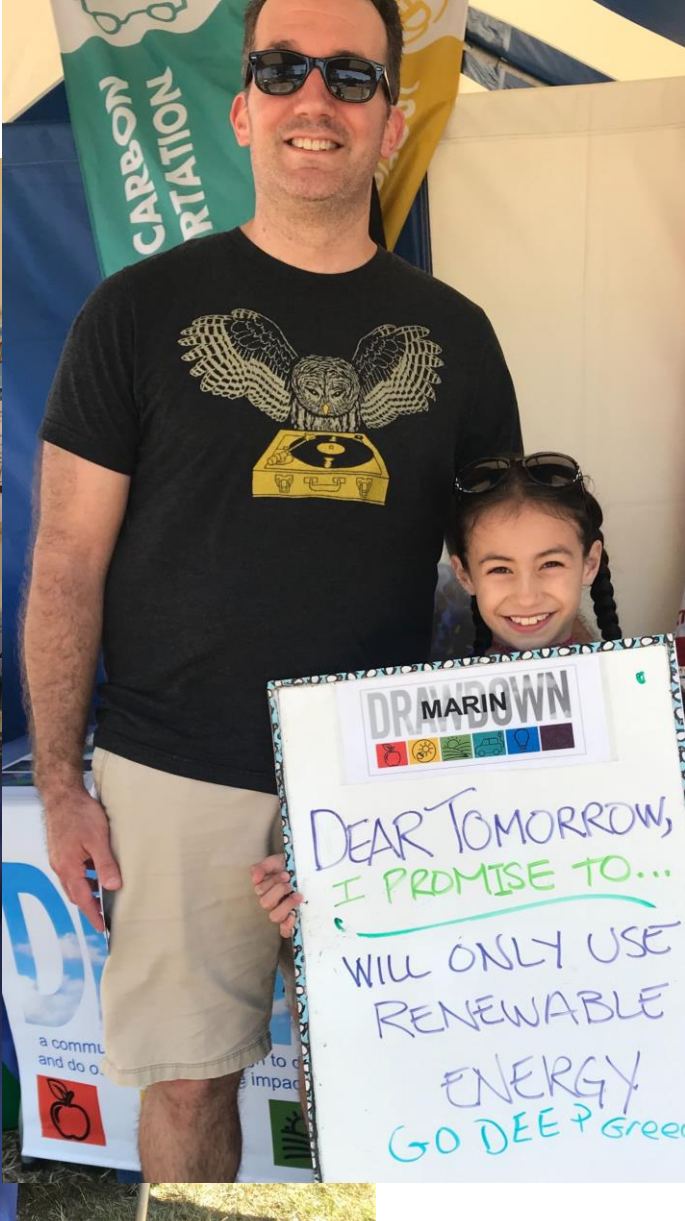
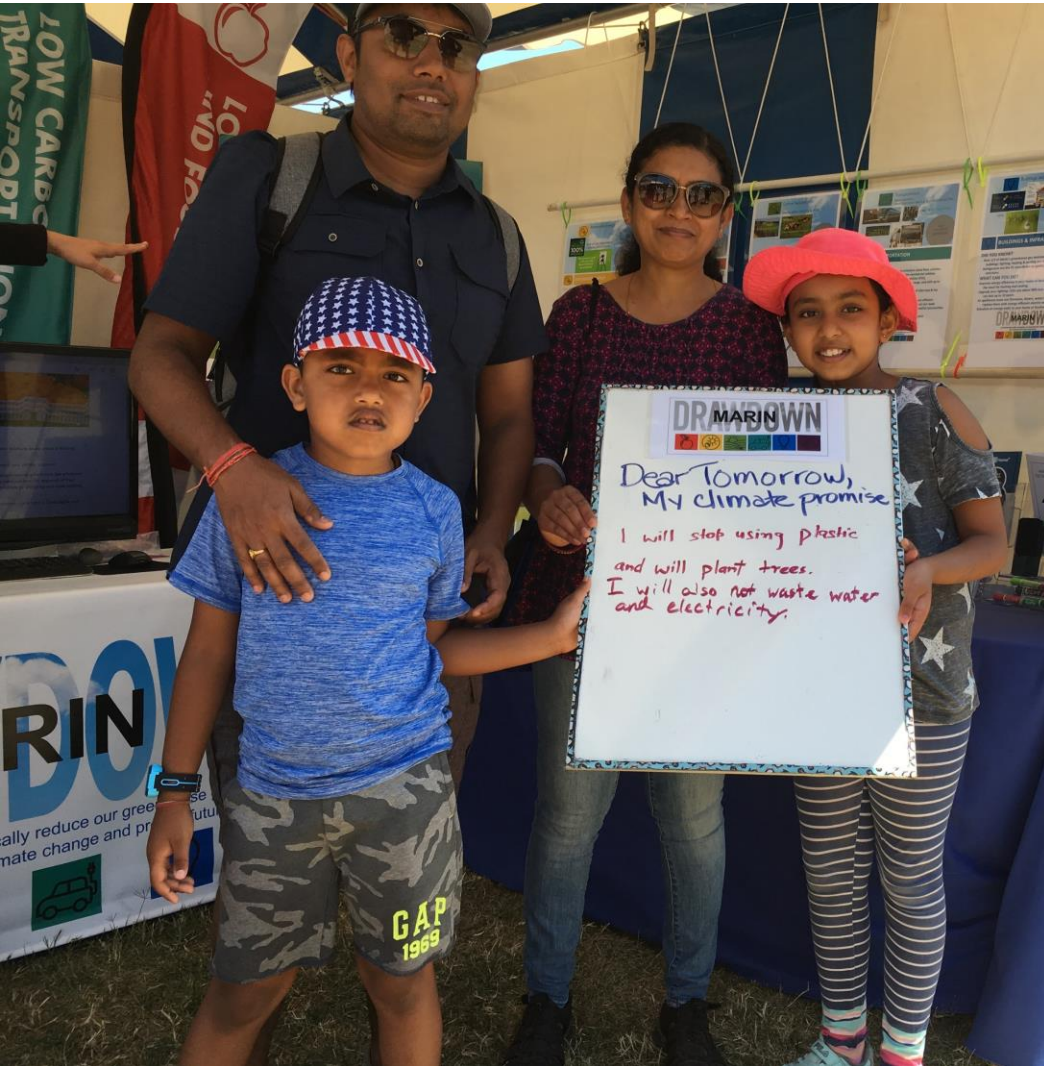
**REVIEW THE  
SOLUTIONS, CAN YOU  
HELP IMPLEMENT?**



**HELP US GET THE  
WORD OUT**



**COLLABORATE WITH  
DRAWDOWN**



# DearTomorrow

# Questions?

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