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MEMORANDUM

DATE: November 10, 2016 [Item continued from September 8, 2016]
TO: MGSA Board of Directors
FROM: Christine O'Rourke, MCEP Sustainability Coordinator
SUBJECT: Presentation and Update on Marin Climate & Energy Partnership Activities

Recommendation

Receive the update on Marin Climate & Energy Partnership activities.

Discussion

The Marin Climate & Energy Partnership (MCEP) is comprised of the incorporated towns and cities in the county, the County of Marin, MMWD, TAM, and Marin Clean Energy. MCEP's mission is to work collaboratively, share resources and secure funding to: 1) discuss, study and implement overarching policies and programs, ranging from emission reduction to adaptation strategies, contained in each jurisdiction's Climate Action Plan; and 2) collect data and report on progress in meeting each partner member's individual greenhouse gas emission targets. The program is directed by a Steering Committee with representation from each of the members. The MGSA serves as fiscal agent.

MCEP meets monthly and is supported by a part-time Sustainability Coordinator. The Partnership is funded through voluntary member contributions (historically \$2,000 per member each year) and grants. In 2015, MCEP received a grant for \$32,300 from the Marin County Energy Watch Partnership (MCEW) to prepare Climate Action Plans for the City of Sausalito and the Town of Corte Madera. Sausalito's plan was adopted in June 2015 and the Corte Madera's plan was adopted in March 2016. All of the Marin County jurisdictions now have adopted Climate Action Plans, although some of them – most notably San Anselmo, Ross, Belvedere, Tiburon, Larkspur and San Rafael – have plans that were adopted in 2009-2011 and should be updated. One of MCEP's goals for this fiscal year is to pursue funding to prepare updates in FY

16-17. Potential funding sources include MCEW, member contributions, and approximately \$47,000 remaining in contingency funds in MCEP's current budget.

In May 2016, MCEP received a grant for \$36,160 from MCEW to prepare annual community greenhouse gas inventories for all Marin jurisdictions for years 2005 through 2014 to supplement the existing 2005 and 2010 inventories, providing a better picture of how emissions have changed over the years, as well as more current reporting. That work is currently underway. MCEP will prepare and present a report for jurisdictions identified in the scope of work; the first presentation has been tentatively scheduled for the City of San Rafael in October. The remaining work will be completed by June 30, 2017.

The MCEW grant also provides funding to update and promote the MCEP website and the Sustainability Tracker. The MCEP website is at <http://www.marinclimate.org/> and the Tracker is at <http://www.marintracker.org/>. The Tracker is an interactive map that shows the Marin jurisdictions' progress on 12 sustainability metrics related to energy, waste, transportation, water, and greenhouse gas reductions. The metrics will be updated with the most current data available, and MCEP will promote the updated Tracker through the jurisdictions' communication vehicles (newsletters, email notifications, social media, Friday memos, etc.) and local media.

One of MCEP's goals is to work collaboratively on programs that are contained in each member's Climate Action Plan and can be most effectively implemented jointly. In FY 15-16, and again in the current fiscal year, the Partnership agreed to focus on community outreach and education. This work is primarily carried out through Resilient Neighborhoods (<http://www.resilientneighborhoods.org/>), a local group operating under the non-profit umbrella of Sustainable Marin. MCEP provided \$20,000 to Resilient Neighborhoods in FY 15/16 and \$25,000 in FY 16/17. These grants fund half of a full-time Outreach Associate's salary.

Resilient Neighborhoods forms EcoTeams of five to seven households in Marin County, with a goal to form at least one EcoTeam in each jurisdiction. EcoTeam members calculate their carbon footprints at the beginning of the program and then choose from a menu of actions to reduce household CO₂ emissions by approximately 5,000 pounds per household. The teams meet five times over several weeks to learn about strategies and resources available to improve home energy efficiency, shift to renewable energy, reduce transportation emissions, conserve water, and reduce waste. As of their last quarterly report to MCEP, Resilient Neighborhoods had enrolled 46 households in the program since partnering with MCEP in August 2015 and had achieved greenhouse gas reduction of 127 metric tons. Resilient Neighborhoods has a robust marketing program and also helps to promote the MCEP website and Sustainability Tracker. Their most recent report is attached to this staff report.

Finally, MCEP regularly studies programs and projects related to climate change mitigation and adaptation. Since January, the Partnership has studied: TAM programs and plans geared to reducing VMT and supporting transit and alternative modes of transportation; development of a local carbon offset program in Marin; energy efficiency and solar reach codes in conjunction with the new 2016 building codes; Marin Hazardous & Solid Waste JPA's recycling outreach and grant program; ExtraFood, a food recovery program that collects unwanted food and distributes it to local non-profits; implementation and monitoring of Property Assessed Clean Energy (PACE) programs; and an update on the BayWAVE Sea Level Rise Vulnerability and Risk Assessment. Members find that this sharing of information is an invaluable way to identify and develop resources, funding sources, model policies and ordinances, and joint projects that can benefit their jurisdictions and reduce greenhouse gas emissions in their communities.

Attachment: Resilient Neighborhood Outreach Efforts in the first 10 Months

Resilient Neighborhoods Outreach Efforts in the First 10 Months (9/1/15- 6/30/16)

In August 2015, MCEP committed funds to help RN conduct more outreach in member jurisdictions. Since then, RN has been helping MCEP members implement residential CO₂ emission reduction goals from their Climate Action Plans, and further their outreach efforts for climate mitigation and adaptation throughout the County.

Climate Actions Taken

75 people from 38 households have completed a team and are sharing the information they learned with others in their communities. Two teams comprised of 16 more people (8 households) are now in progress. Completed teams:

- Achieved CO₂ reductions of 281,300 lbs. (127 metric tons) and
- Took climate adaptation actions worth 1,413,100 Resilience Points.

Household Participation

With MCEP's support, Resilient Neighborhoods has achieved a 55% increase from the previous year in the number of jurisdictions with participating households. Only Belvedere, Ross and Tiburon lack participants. MCEP support has also allowed RN to complete a robust data tracking system to calculate program participation, successes, and carbon reductions.

MCEP and the Sustainability Tracker Being Promoted to 1,200 people

1,200 reached. MCEP is promoted on RN's website, periodic postings on Facebook (347 friends) and Twitter (201 people), highlighted at every team meeting along with a demonstration of the Sustainability Tracker (87 people) and publicized in our newsletter (690 people). Team members are excited when they see MCEP's tracking tool and the results of their city or town's efforts. We often mention MCEP and its support of our program in our Introductory Meetings and presentations throughout the County, including to town councils (80 people).

Outreach and Promotion Reaches 56,000 people.

- **Approximately 50,000 people reached** from **Newspapers and Magazines:** Marin Independent Journal – two letters mentioning RN and announcements (33,000 circulation); announcements in local Patch newspapers – San Anselmo-Fairfax, San Rafael, Larkspur-Corte Madera, Mill Valley, Novato—estimated 3,000 circulation); Marin Magazine and Marinscope (est. 2,500 circulation); RN mentioned in article in Bicycle Retailer (9,000 distribution).
- **Approximately 975 people reached** through **large countywide events** put on by

Lead On Climate, of which RN is one of the 13 organizing organizations.

- **500 people reached** through **Presentations and Tabling** – presentations to town councils, various town commissions, at libraries, Drivers Market, Larkspur, Fairfax and Mill Valley Community Centers, Larkspur Community Foundation, Marin Community Foundation, Marin Green Drinks, 3 documentary film screenings, Sustainable Novato board and Ross Property Owners Association. Tabling events at National Plug in Day, Streets for People, Green Chautauqua, Marin Country Mart and Fairfax farmers market.
- **8,000 reached** through **other publications and online media** like Nextdoor, city and town publications, and mailings to Homeowners Associations.

Approximately 20,000 households received a catalog of **San Rafael Community Services** classes that included a Resilient Neighborhoods class **‘Be Part of the Climate Solution.’** The pilot project was successful and the **Community Carbon Cutters** team completed in May. We will offer classes again in the fall and perhaps in other places as well.

