

## **MARIN CONSERVATION LEAGUE**

### **Climate Action Working Group: July 20, 2018**

#### **Muir Woods Conference Room, 175 N. Redwood Blvd., San Rafael**

Present: Chairman Doug Wilson; Norma Fragoso, Judy Ford, Pat Nelson, Ed Mainland, Dale Miller, Jody Timms, Tom Flynn, Tamra Peters, Bill Carney, Tom Ervin, Bob Miller, Leslie Alden, Robert Gould, Kate Powers, Carleen Cullen, Mary Sackett, Linda Novy.

Speakers: Ryan Maecker, MCE Community Development Manager.

Chairman Doug Wilson called the meeting to order at 9:06.

#### **Brief Introductions**

#### **Agenda and Minutes**

The agenda and minutes were approved by consensus, with amendments to the agenda to accommodate the speaker's schedule.

#### **9:10 Fall Events**

Doug noted the full schedule of events coming up in the fall, and invited members to announce their organizations' events.

Lead On Climate (Bill): Bill passed out a brochure for the Lead On Climate event scheduled for Sept. 15th, 7:00 – 9:00 at the College of Marin gym. The website for the event is up, and tickets will be available by the end of the day. Lead On Climate is working with 13 partner groups and letters are going out to other organizations to mobilize attendance. They will have a speaker from the international arena, Christiana Figueres, a major figure in crafting the global climate agreement; a speaker from the state arena, Matt Rodriguez, Secretary of the California EPA; as well as Congressman Jared Huffman and Marin supervisors Kate Sears and Damon Connolly. Novato Mayor Josh Fryday; Daniel Kammen, former U.S. envoy and professor of Energy and Public Policy at U.C. Berkeley; and a student from the Marin School of Environmental Leadership will also speak, in addition to a couple of mayor from international cities. There will be a student moderator. The event will be affiliated with the governor's event in San Francisco. There will be an opportunity for organizations to table before the event, 5:30 to 7:00 to showcase their activism. Members are requested to let Bill know if they would like to help.

Ed: Is the event set up so that a distinction can be drawn between Trump and state government. Will there be any opportunity to point out state failures and need for improvement? A. The pre-event tabling provides such an opportunity. There will be Q&A and we are open to pre-submitted questions. We will be developing "talking points" for speakers (topics that we would like to see addressed).

EV Events (Dale): There will be an EV event and show at Bon Air Shopping Center on Sept. 15<sup>th</sup>, 10:00 – 3:30. There will be an opportunity to talk to EV owners.

### **9:22: Discussion 1: Update on Drawdown Marin/MCAN (Leslie & Robert)**

Robert: There will be a new hire for an MCAN representative in Drawdown activities. There has been great interest in the position, with 85 candidates and 12 people interviewed to date. The second round of the hiring process is upcoming. The new hire will fill a stakeholder coordination and facilitation role. The duties will involve him/her in communication, climate action planning, negotiation, project management on a parallel track with the county, tracking what the county intends to do and the degree of commitment and execution. Bold thinking and implementation skills will be critical. Collaboration is a key piece of the process and a key skill for the applicant to have.

### **Questions/Comments**

Doug: What makes it go is heart and soul. A. Yes, helping others to collaborate.

Carleen: Many have administrative skills. Leadership is rare. Are fundraising skills a part of the skill set? A. No.

Dale: Is subject matter knowledge a factor? A. Yes. We need a technical aptitude for solutions. The goal is to select a candidate that has knowledge in at least two of the six Drawdown subject areas and a groundedness in what is required for implementation.

Leslie: I'm thrilled that there were 85 applicants and I trust the decisionmakers. The applicant should have some skills and know how to fill the gaps. The six working groups are the subject matter experts. The facilitator keeps the process moving forward. Three leadership groups and a community engagement group are to be convened. There will also be a staff person from another organization to co-manage. The groups will build a foundation and a campaign that is wrapped into the Climate Action Plans and the countywide vision.

Q. What is the funding? A. The County has funded the position. That is all. Q. What about Marin Community Foundation? A. We will to individuals and foundations for funding as well as government grants. It takes money to get the word out. We have social media tools and in-kind marketing donations.

Carleen: There will also be serious strategic planning.

Leslie: That's an Executive Steering Committee role.

Jody: Will there be outreach to all of the town councils? A. Yes. This is a work in progress. Fairfax was the first to request a presentation. San Rafael has done so as well.

Tom cited the experience of a colleague that has worked for 30 years in marketing and environmental initiatives and noted that the biggest challenge is to reaching beyond the

environmental community. It is important to use informational techniques that are based on the needs of *their* neighborhoods.

Leslie: Go to Facebook and “like” Drawdown.

Doug: Drawdown includes MCAN and other component organizations; it needs to be a collaboration. Maintain perspective and work with the County. The County is a focusing source, but citizen organizations are important. These are diverse groups that maintain their identity.

Leslie: It’s the seedling for the community engagement piece. Include the interfaith community. Drawdown is interwoven. Look for every opportunity for outreach, and connect the dots.

Tamra: The MCAN entity should continue and expand.

Robert: It’s the hub and the spokes, coordination and execution. MCAN needs to continue to function. The County can’t do it all.

Tamra: Last night, the San Rafael City Council addressed the Climate Action Plan update. This plan serves as a model for other plans. Resilient Neighborhoods is a countywide organization that reports to the cities and county. Drawdown is similar in that it knits the pieces together.

Leslie: As the Executive Steering Committee and other component groups are convened, the pieces will knit together. For example, Christina O’Rourke will be in most groups and will help to coordinate under the Drawdown/Climate Action Plan umbrella. We need everyone engaged and need to reach out to businesses, landlords, etc.

Dale: There’s an opportunity for redundancy, to look at how to leverage, make the pieces cohere.

Robert: This requires community-wide metrics. It has to be about more than the environment. Factors to be addressed and measured include economics, quality of life, health, resilience, etc.

Kate: This is an opportunity to integrate disadvantaged communities.

Tamra: The San Rafael Climate Action Plan includes equity.

Bill: The naming of community engagement groups is not enough. There must be a more substantive link.

Doug: Staff is clearly important; it’s been a while since community groups were active and involved. We need to keep that going.

Leslie: That is an essential piece. I’ve been listening to skepticism about what government can or will do. It’s a three-legged stool, staff for technical expertise, political officials, and the community. Keep everyone’s feet to the fire.

## **Other Events Taking Place in the Fall**

Robert: The Bioneers Conference will be held October 19 – 21 at the Marin Center. This ties in with Rise for Climate as an opportunity to hear a diverse set of voices.

Ed: Is there a way to bring Drawdown in? A. (Leslie): Yes, there is a timeslot.

Jody: The Rise for Climate Jobs and Justice event, in which 350.org is participating, with the People's Climate Movement, will take place on September 8 at 10:00 in Civic Center Plaza in San Francisco. The website is at <https://ca.riseforclimate.org/>. There will be a march from the Embarcadero to Civic Center. 350.org Marin will organize buses. This is not only about climate, and it encompasses many grassroots groups.

Ed: On September 20, the City of Novato will host a regionwide (North Bay) convocation of cities and companies on the topic of climate change, what works and what does not.

Robert: This is mostly for government planners.

Ed: It's an opportunity to inform city planners via our input. And some people's roles overlap; they are community advisors to government.

Leslie: Invite the community Climate Action Plan groups.

Tom: Encourage Gretchen to send out a notice.

Doug (and all): The Sustainable Enterprise Conference will take place in Marin on October 25th. There will be four major tracks. There will be four major tracks:

- 1) The Electrification of Everything: Better Buildings & Clean Energy
- 2) The New Mobility: Redesigning Cities & Transportation
- 3) Food, Health & Wellness: Reinventing the Good Life
- 4) Transformative Leadership and Organizations

The conference will have a new venue: the former seminary site in Strawberry. They are putting together speakers to address the opportunities created by change (send recommendations). This is not just a series of speakers; there will be breakout groups and opportunities for interaction. This conference will build on the success of last year's conference and will bring in bring in broad sections of the business and nonprofit communities, in the hope of expanding the conversation between these two groups.

### **10:15 Discussion: Introduction and Conversation with Ryan Maecker, MCE's New Community Development Manager**

Doug introduced Ryan and summarized the constructive dialogue between the Climate Action Working Group and MCE. He noted the responsiveness of MCE staff in recent discussions about budgeting and EVs. The discussions have been learning process for CAWG as well as MCE, providing information about procedural challenges and MCE constraints and perspectives. There

is a retreat in Sept/Oct that will be open to the public. Leslie noted the importance of members of the public attending MCE meetings.

Ryan: Ryan introduced himself and described his background in law, sustainable development, oil and gas, and city planning. Members of the group also re-introduced themselves for Ryan's benefit.

Doug: The topic we would like to address is what you would like to see happen, how we can work together. Clean energy is the biggest chunk of GHG reduction. MCL has lobbied for MCE and has a general interest in MCE programs.

Ryan: Marin has had a relatively high opt-out rate, 17%. For the North Bay as a whole, the opt-out rate is approximately 4%. For the new service areas, the opt-out rate is running at 1-2%.

Tamra: Is this a trend due to a PG&E campaign or has it happened earlier? A. No, it's not a new trend. It happened earlier. Many people initially adopted a "see what happens" approach to MCE's renewable energy promise and then forgot to follow up.

Carleen: Have there been studies on why Deep Green participation is so low? A. It's hard to tie other programs into Deep Green. It's not that there is an absolute price barrier.

Dale: As of the last mailing, there didn't appear to be that much difference between Light Green and Deep Green. A. Light Green currently takes 43% from traditional sources. The baseline for Light Green is 50% renewable. There is a distinction between "renewable" and "carbon-free." Renewable is what we're talking about now.

Doug: The goal is a convergence of Light Green and Deep Green.

Dale: That would simplify everything. A. It's not simple to make that happen. We have contracts that we would have to get out of.

Bob: There is also the issue of the intermittency of solar and wind power.

Dale: Does MCE have a position on PG&E's battery proposal that could eliminate several natural gas plants? A. No.

Ed: In Novato, there are two holdout agencies that still use PG&E, Novato Sanitary and Bel Marin Keys Service District. We're working with Helene [Marsh] to demonstrate the MCE is cheaper. A. People are targeting them. When they get wind of what other groups are doing, they are more likely to change.

Ed: We got an argument that MCE is not cheaper. MCE needs to persuade them.

Doug: MCE can't approach them.

Bill: What is in store re MCE support for EVs? The goal of being 100% fossil-fuel-free by 2025 is incredibly important—more important than Deep Green. Issues need to be sorted out, such as the difference between renewable and fossil-fuel-free.

Leslie: The Drawdown group addressing energy will engage with MCE regarding impediments.

Doug: I would like to make a pitch for Bob [Miller's] deep dive article coming up in MCL's Sept-Oct newsletter.

Bob: Resolution of the issue depends on your objective: Get rid of GHG emissions in Marin or be a model for other places that do not have the option of hydroelectric or nuclear energy. It's complicated. You can get to GHG-free first, but that would lessen Marin's role as an example.

Ryan: MCE's EV program launches this week. Brett Wiley has a two-prong campaign. It will include rebates for charging stations and EV leasing. It will specifically target businesses and low-income customers. There will be people dedicated to multi-family housing and low-income groups. The goal is to have approximately 1000 charging stations installed by April and 100-200 EVs leased.

Kate: Are conducting advocacy efforts for TAM funding in commercial areas? Are you advocating for collaboration? A. Yes. TAM was the first group to collaborate with Brett. There's a whole array of rebates and programs.

Dale: People who buy cars are those with money. You're missing an opportunity. It's a low-cost effort to convince people to buy new EV cars. If you get people to stop buying combustion engines, you create a stream of used EVs. A. We need to change the narrative that EVs are only for those who can afford them.

Bob: Who at MCE is responsible for DER? A. Greg Brehm and the Power Resource Team.

Leslie: MCE will spend money to persuade, not create more new-car rebates. There are already incentives to buy new EVs. The equity piece and promoting the purchase of used EVs are important.

Carleen: Three-to-four percent of Marin drives electric. The opportunity is in marketing. Outreach and education by TAM is required. We need an integrated marketing campaign.

Dale: The federal incentives to purchase EVs are ending.

Bill: If the emphasis is on broad marketing, there is an opportunity for MCE sweeteners, to address the barrier of charging stations, for example. Offer hand-holding, make it a seamless part of the purchase. Perhaps reach out to Deep Green customers and offer a discount, a bargain.

Robert: Workplace charging is an incentive. The total demand is anticipated to be 50,000 by 2030. That's hundred of megawatts of additional demand. Can MCE buy more renewable power now, in anticipation?

Doug: Get them to charge during the day.

Judy: MCE wrote a letter to MCE that included these questions. Have you seen it? These are still open questions. A. No. Please forward it.

Doug: What do you want us to do? A. MCL is MCE's arms and legs. We have limited bandwidth. Keep collaborating on common goals, in a partnership.

Carleen: It all costs money. We are nonprofits. MCE has not engaged with nonprofits financially. Might MCE give funding to nonprofits?

Tom: There is potential leverage with Marin Community Foundation.

### **Announcements**

Norma: The Environmental Forum of Marin master class begins in September. Refer your friends. The deadline to apply is August 18 (end of August at the latest). We have a social media post we can share.

Jody: Weigh in on SB 100 and SB 237. Interface with Ken.

Ed: SB 237 is very damaging to CCAs. It allows big users to be cherry-picked away. Also resist AB 813. Blitz the appropriate committees with letters. There are also two bad fire-liability bills congealing in SB 901.

Carleen: There is a fall campaign to get elected officials to support EVs. It will include presenting something to the IJ.

Kate: MCL has not taken a position on AB 813. TAM is going for an extension of Measure A. A request for support did not pass at the last MCL board meeting. There will be a TAM board meeting on Thursday the 25<sup>th</sup> at 7:00. If you have questions, email Kate at [kpmarin@yahoo.com](mailto:kpmarin@yahoo.com). She is putting together language about why it is important that Measure A pass now.

Ed: Is a CEQA exemption a killer?

Norma: Policies are exempt from CEQA. You need CEQA review at the individual project level.

### **Topics for Future Meetings**

Doug: Are there any suggestions?

Dale: What is happening in coal country?

Judy: Have an MCAN meeting.

Kate: Support of Measure A.

Bill: Opposing repeal of the gas tax.

Doug: In September, we will look at public health implications of climate change; in October, we will compare and contrast various county approaches.

Bill: There will be a party for Sustainable San Rafael members on August 12.

Meeting adjourned 11:15.

Minutes: PN.