

MARIN CONSERVATION LEAGUE
Climate Action Working Group: April 17, 2015
Muir Woods Conference Room, 175 N. Redwood Blvd., San Rafael

Present: Co-chairs Pam Reaves and Doug Wilson; also, Bob Bundy, Nona Dennis, Tom Flynn, Heather Furmidge, Kiki LaPorta, Mary Morgan, Pat Nelson, Kate Powers, Roger Roberts, Judy Teichman

Guest Speakers: Dana Armanino, Sustainability Planner and Energy Specialist, Marin County; Jane Elias, Energy and Sustainability Community Programs Coordinator, Sonoma County; and Alice Stover, Energy Efficiency Program Specialist, Marin Clean Energy

Doug opened the meeting at 9:04.

Quick Intros: Attendee intros.

Approval of Minutes: Minutes from March 20, 2015 meeting approved.

Approval of the Agenda: Agenda approved.

Discussion with Jane Elias, Energy and Sustainability Community Programs Coordinator, Sonoma County; Dana Armanino, Sustainability Planner and Energy Specialist with Marin County; and Alice Stover, Energy Efficiency Specialist, Marin Clean Energy

Dana described the energy efficiency programs available through the County. Marin County has two major programs: Marin County Energy Watch Partnership (MCEW), a joint project with PG&E, and Bay Area Regional Energy Network (BayREN). BayREN funds a Home Upgrade Advisor, a source of info to all the programs available by calling one phone number. Dana mentioned the Property Assessed Clean Energy (PACE) financing program available for residential and commercial properties. Marin has modeled its participation agreements and best management practices standards after Sonoma County's.

Jane Elias described the programs available through Sonoma's Energy and Sustainability division including their Energy Watch Program. This summer Sonoma is adding a Rising Sun program through the Community Youth Energy Services workforce development program for residences.

Ann Hancock, and the Center for Climate Protection (formerly Climate Protection Campaign), a nonprofit, started the momentum in Sonoma County. Their work in 2004-05 started the community climate action plan that is how the Energy and Sustainability division came into being.

Sonoma's Energy Independence Program is the longest running PACE financing program in the nation and the first multi-jurisdictional based program. PACE is self-funded through the Sonoma County Treasury. Also Sonoma started a PACE financing marketplace open to other PACE operators through a collaborative services agreement. Sonoma's Energy Independence office conducts marketing and outreach by disseminating info and being a one-stop shop for information.

In addition, Sonoma has a Green Business Program and contractor programs with a tool lending library--open to all contractors. (Marin also has a tool lending library through the Marin Builders Association.)

Regional Climate Protection Authority helps cities in Sonoma create their climate action plans.

Sonoma Clean Power is Sonoma's community choice aggregation program.

Pay As You Save is a water conservation on-bill repayment program. Water conservation upgrades are paid back over time through water bills. To make it work, it has to be cost neutral. Savings have to equate to what will have to be paid over a five or ten year period. In order for that program to work, billing has to be billed on a gallon basis instead of a CCF basis. In Marin, there would have to be an overhaul of the billing system and possibly the metering system. Roger suggested that Dana do a public presentation to the Water Boards. He said some of the Boardmembers are sympathetic and that that is one of the recommendations that was made to the Board by the Water Advisory Committee two years ago.

Alice spoke about MCE's programs. MCE uses PG&E data and contacts high energy users and directs them to their website's "My Energy Tool". There are obstacles with the website but MCE is working to improve it. CPUC funds available for website improvements, (generally education, marketing, outreach), are very limited. Beckie Menten of MCE is exploring Community Development Block Grants for energy efficiency programs.

Discuss collaboration among community groups and Marin Clean Energy to reach targeted segments of energy users.

Marin County has four staff people doing outreach and has helped fund Resilient Neighborhoods for outreach through the Energy Watch Partnership. Sonoma has a staff of eight doing outreach along with three interns. Sonoma is starting homeowner workshops where a homeowner who has done improvements will champion them. They have a similar program with commercial buildings. MCE has a staff of three on energy efficiency. Mary asked if there is value in training citizen ambassadors to augment outreach. Dana said there would need to be development of a training module. Alice said she is interested in learning from the local Deep Green outreach efforts and how to harness that for energy efficiency. Mary said it would be valuable in pooling the info about the barriers of why people don't sign up for Deep Green. She said part of the reason for people not changing their behavior is they don't have information. Alice pointed out the challenge for energy efficiency is how complex it can get.

Kiki said the Sustainables are having a retreat at the end of May to designate their priority actions and she asked Alice for info on how they might help. Doug asked why a lot of the cities are not on Deep Green. Dana answered the County chose to go Light Green because their energy use is so high and they decided to counter that by installing solar panels onsite. Kiki said public testimony at City Council meetings can be useful not only in educating Councilmembers but also the public because many people still don't know they're MCE customers or the difference between the two programs -Light Green vs. Deep Green. Dana said that they are developing a talking sheet for realtors and new homeowner kits with info.

Doug expressed concern that outreach efforts only reach those already motivated to make changes. He asked how to reach deeper into society. Dana said she usually hears from those hit financially. Kiki said there is an entire discipline now on communicating about climate change in ways to initiate the behavior change required. Jane said that water issues will help drive behavior

change with water conservation first and maybe from there through the water energy nexus. Kiki said that water is tangible, energy less so; that energy efficiency is abstract. Water districts are strapped because of their commodity pricing. When people use less water, the districts make less money.

The Cities and Counties are streamlining and expediting permits for solar now and there are caps on allowable permit fees of \$500. Nona asked if there is distinction in permit standards between ground-based solar and roof-based solar. Sonoma solar ordinance permits up to 125% of existing usage because there is some concern there may be a blight and there are open space concerns. One of the criteria for permits looks at whether it will be exporting energy offsite.

Pam asked whether multi-family units that change from a single meter to individual meters would qualify for funding by any programs. Jane replied that PACE may apply, if there is an upgrade.

Brief updates, reports, announcements:

Kiki described a multi-family affordable housing project she is working on retrofitting for energy efficiency to zero net energy. In this unit, they want to change from individual meters to a single meter so they can obtain a subsidy for net energy metering with solar but apply a Lucid dashboard (a current tracker that gathers data of energy flow to an apartment) to monitor each residence's use. It gives info to each residence to feed behavior change.

Tom Flynn is organizing leaders of Marin's and Sonoma's dairy sector (about 80 dairies) eg. Clover Stornetta, Straus, Organic Valley, also Petaluma Creamery, Wallabee Yogurt. He and Judy have organized a presentation at Giacomini's Point Reyes Bleu Cheese facility to view methane digester and enjoy cheese tasting. The event will be June 20th. Tom will talk about this energy alliance and how to get a customer initially engaged. It's hard to get up to speed with filling out paperwork and doing research. But if you have peer leaders of a group who are energy efficient and have a methane digester, it helps to organize to receive group discounts and to do ag management energy plans.

Tom is also working with Families for Clean Air in San Geronimo Valley to convert wood burning stoves to cleaner burning appliances. Electric heat pumps are being considered to move away from propane and replace with renewable electricity source.

Doug mentioned MCE's protesting of PG&E's proposal for installing and owning infrastructure and recharging stations for electric vehicles across the state. MCE filed a joint motion with the Center for Sustainable Energy and the Green Power Institute, among other organizations, to amend the scope of the rule making. MCE requested consideration of a list of issues that were not well thought out in the \$1 billion infrastructure proposal. Also MCE filed a protest letter to PG&E's letter on its implementation of EV rebates to prevent interruption of MCE's revenue stream .

Action: Doug will compose a letter to CPUC supporting MCE's position that EV recharge infrastructure build-out be a competitive process and he will copy CAWG members.

MCCMC's next meeting is Wednesday, 4/22 at 6:00 p.m., in Tiburon. It would be a good opportunity to ask Mayors why their town is not participating in MCE's Deep Green.

MCL's upcoming Business Breakfast will feature State Senator Mike McGuire on Friday, 5/15, at 7:30 a.m.

Thursday, April 23, is the San Rafael Climate Change Action Plan meeting at the City Council's upstairs conference room.

MCL's Annual Meeting, April 24, is sold out.

Environmental Forum's last Lecture this year is on Wednesday, April 22, 7:00 – 9:00 titled "Building Community: Strengthening Marin on Earth Day".

Upcoming C-SMART meetings will be held at the Dance Palace on May 30 and in Stinson Beach on June 6.

Nona reported on the subset of Community Marin who are seeking a coordinated approach to sea level rise. Marge Macris is meeting with MCCMC's sea level rise subcommittee. The County allocated \$250,000 to do a vulnerability study. Part of that will act as matching funds as the County applies for grants, and part will be used to plan a coordinated effort studying vulnerability.

The County's Climate Action Plan's final version should be out in May. Dana said the comments were awesome and the next version will be so much better. It will probably go before the Board of Supervisors in July.

Marin Climate and Energy Partnership just launched the Marin Tracker. marintracker.org It tracks how each City and the County are doing on climate action efforts. It looks at energy, water, waste, and transportation. It's a visual representation of data. Hopefully it will spark some competition between the jurisdictions.

Nona proposed that the next Business Breakfast be focused on some issue within the framework of the Climate Action committee.

Bob Bundy suggested that the group invite MMWD to talk about water conservation and energy use at a future meeting.

Next Meeting: May 15, 10:00 a.m.–12:00 p.m.

Meeting adjourned 11:12 a.m.

Notes: KP