

MCEP Goals Meeting Notes

August 6, 2009 | 10:00 a.m. – 12:30 p.m. | San Rafael City Hall

Participants: Felicia Wheaton (Belvedere), Bob Brown (San Rafael), Paul Berlant (MGSA), Richard Schorske (MCEP), Yvonne Roberts (Fairfax), Carol Misseldine (Mill Valley), Christine O'Rourke (Ross), Laurie Tyler (Tiburon), Tim Rosenfeld (MEMT), Dana Armanino (MEMT), Nancy Kaufman (Larkspur), Dan Bell (Corte Madera), Kathy Robinson (Novato), Jamie Tuckey (Marin County/ Marin Energy Authority), Jon Mandel (MMWD), Phil Boyle (San Anselmo), Karita Zimmerman (TAM)

I. Introduction to the Day

- **Feedback from Marin Managers:** Paul Berlant reported that Marin managers met in July to discuss coordination of MEA, BERST, and MCEP activities, and prioritization of MCEP activities. Bob Brown and Paul both attended on behalf of MCEP. Managers suggested that MCEP focus on: 1) assisting cities to complete the municipal Climate Action Plans, and 2) supporting the BERST activities related to Green Building and retrofit ordinances. Bob indicated that he was able to clarify the division of labor between MEA and BERST regarding potential AB 811 program development. Bob has also made several other presentations to Marin managers on Green BERST and MEA coordination. In addition, Dawn Weisz was present to further clarify this issue from the MEA perspective.
- **Short-term vs. Long-term Goals and Planning:** Richard noted that the Goals Meeting planning committee (Richard, Felicia, Paul Berlant) suggested that we limit the Aug. 6th meeting to shorter-term deliverables relevant to the CY 2009 timeframe.

II. Review of current MCEP activities and priorities

A. Current status of MCEP Activities: Richard reviewed the current status of MCEP activities via a Powerpoint presentation (attached at end of this document.)

B. Discussion of Priority Activities

- **Electric Vehicles**
 - **EV Transition Planning – TAM Role:** There was discussion of the appropriate focus of leadership on EV issues. Karita Zimmerman reported that there is nothing in the current TAM Charter that addresses an EV role. TAM is evaluating how it may want to participate in EV planning on an ongoing basis, beyond their current co-sponsorship of the EV Working Group. A TAM Board meeting in September will address GHG related issues and may provide clarification on potential EV roles.
 - **Distribution of EV Plan:** The EV Transition Plan will be distributed to MCEP members in time for review prior to the September meeting.
 - **Need for Ongoing EV Assistance to Localities:** Bob Brown highlighted the need for ongoing technical assistance to localities in developing EV infrastructure. Because of recent budget cuts in DPWs across the County, there is limited or zero capacity to do this at the municipal level.
 - **Potential for EV-focused Organization:** Richard suggested that if TAM and MCEP are not interested in an ongoing EV support role, then another kind of

organization, perhaps similar to the Marin Bike Coalition, may be needed to help guide the EV transition.

- **Resource Development:** Richard suggested that completing the CAPs will provide the information needed to make a case to funders (especially MCF) re. ongoing resource needs for GHG reduction activities.
- **Waste Fees:** Waste fees are another promising area that could provide \$1.5 - \$2M/year. However, the Zero Waste study – which will address fee schedules – will not be completed until later in 2010. Richard will coordinate with Debbie Stutsman (Waste JPA Chair) regarding appropriate next steps in information-gathering and potential advocacy on this issue.

C. Priority Level Adjustments and Discussion

- **CAPs remain a top priority:** All agreed that assisting municipalities to complete CAPs was a top priority. Completion of CAPs will also reveal opportunities for collaboration among jurisdictions and agencies on the highest-impact climate action measures.
- **Enhance the Role of Education:** Nancy Kaufman and others suggested that education should be elevated to the “High Priority” designation.
- **Work individually with City Councils and with MCCMC:** Nancy and others suggested that MCEP initially focus on briefing City Councils individually, as well as presenting to the Marin Council of Councilmembers and Mayors (MCCMC). This will likely reach more leaders more quickly than “off-site” events.

III. Discussion of Ways MCEP Can Enhance Support for Local Jurisdictions

A. Climate Action Plan Development

- **GHG Tracking Tool:** Several participants spoke positively about the new GHG tracking tool. Richard and Miya emphasized that the tool can be customized with individualized measures, but is otherwise ready for immediate deployment.
- **Importance of individual assistance to cities:** Many participants noted that the most useful help to cities is individualized, on-site assistance. Richard noted that Tiburon and Mill Valley had also benefited from small group meetings among cities with similar characteristics. Richard and Miya are available to meet with cities either individually or in small groups, based on individual municipal schedules for CAP completion. In addition, time available in the MCEP budget may permit MCEP staff to assist cities with other CAP related preparation tasks beyond the GHG calculations. These needs will be inventoried in the initial round of work on utilization of the GHG tool.

B. MCEP Products: Participants reviewed currently available and developing MCEP “products” – and made suggestions for additional products.

MCEP PRODUCT DEVELOPMENT & DEPLOYMENT

PRODUCT	STATUS	NEXT STEPS
GHG Calculator Tool	<ul style="list-style-type: none"> ▪ The tool quantifies impacts of the measures articulated in the draft multi-city CAP, using standard coefficients and formulas in use by leading public agencies. ▪ The tool is 95%+ complete, with the final elements awaiting decisions on potential green building ordinances and energy retrofit strategies. 	<ul style="list-style-type: none"> ▪ MCEP staff will continue to work with MCEP cities to customize tool with locally-specific measures. ▪ Tool output (including charts and graphs) can be integrated with the CAP text using Word and Excel templates based on individual city needs.
Green Purchasing Information and Resolutions	<ul style="list-style-type: none"> ▪ Green purchasing recommendations developed in areas of computers, multi-function devices, and paper ▪ Sample green purchasing policies (ranging from simple to comprehensive) have been identified and a Marin-specific revision developed with local input. 	<ul style="list-style-type: none"> ▪ Sample policies will be sent to MCEP stakeholders and placed on the MCEP google site. Draft supporting resolutions will be included. ▪ As part of CAP assistance process, MCEP staff will work with cities to customize draft Green Purchasing policies.
EV Transition Plan	<ul style="list-style-type: none"> ▪ Draft Transition plan is 90% complete. 	<ul style="list-style-type: none"> ▪ Completed draft plan will be distributed at least one week in advance of the September MCEP meeting
Website for document sharing	<ul style="list-style-type: none"> ▪ The current MCEP site is located at http://sites.google.com/site/marinclimate/ and new documents are being added regularly. A Green BERST site set up by MCEP is available at http://groups.google.com/group/marinberst 	<ul style="list-style-type: none"> ▪ Additional links and functionality on the MCEP site will be added in coming weeks and months.
C & D Ordinance	<ul style="list-style-type: none"> ▪ Marin County has a C & D ordinance that can be used as a model by other jurisdictions. (BERST will not be addressing C & D ordinances.) 	<ul style="list-style-type: none"> ▪ Richard will obtain and distribute the County ordinance to municipal jurisdictions for their customization.
Climate information package for decision-makers	<ul style="list-style-type: none"> ▪ No plans have been made to provide information sessions to Marin electeds or key civic leaders. 	<ul style="list-style-type: none"> ▪ MCEP Climate Action Director presentations to councils on the climate issue & options for local action can be scheduled at any time and be customized based on staff input.

C. New Ideas

C1. Green Team Development

- **Department Head model:** Bob Brown suggested that cross-departmental Green Teams could be an important strategy to implement CAP elements and accelerate GHG reductions. Optimum scenario is leadership by department heads.
- **Mixed staff model:** Nancy Kaufman highlighted the potential of Green Teams (e.g. in Larkspur) to advance climate-friendly practices using an “interested volunteer” approach with staff from different departments and levels.
- **Use of interns as coordinators:** Bob said he would like to find a mature Green MBA graduate to get a San Rafael Green Team going, and that intern-led initiatives might be an option for other municipalities.
- **Use of common text to guide greening:** Bob recommends *The Complete Idiot’s Guide to Greening Your Business* as a way to guide city-level efforts
- **Potential for collaborative training of intern coordinators:** Bob suggests that MCEP cities and San Rafael could collaboratively access the expertise of the (Marin-based) author of the *Complete Idiot’s Guide to Greening Your Business* to train prospective Green Team interns and interested city staff.
- **FOLLOW-UP ACTION:** Cities will be surveyed to identify interest, Dominican will be surveyed re. intern availability (students most likely to be available beginning in October). The Guide author will be approached regarding cost/format of potential training.

C2. Diet and GHGs

- **GHG impacts of meat:** Carol Misseldine points out that meat consumption globally is a larger share of CO₂e than the transportation sector. Shifting to a vegetarian diet has a greater impact on individual GHG emissions than shifting from a gas guzzler to a Prius.

C3. New Approaches to Getting MCEP Work Done

- **Use of small task teams:** More use of small task teams will be helpful to accelerate implementation of specific climate measures.
- **Sending out Green BERST materials:** Some members asked that Green BERST materials be e-mailed directly to them. Bob said this can be done, but traffic will be heavy (multiple EMs each week.)

IV. Reports on City Status on Climate Action

City/ Agency	Climate Planning Status	CAP Timeline
Marin County	<ul style="list-style-type: none"> ▪ County of Marin completed its CAP in 2005 and updated the inventory in 2006. Implementation is slow because there is no budget for implementation staff. Resources have gone into MEA start-up, which is a key element in the Marin County CAP. 	<ul style="list-style-type: none"> ▪ Completed
Larkspur	<ul style="list-style-type: none"> ▪ Current focus is on housing element and GP update. Following that, the City is very interested in moving quickly to CAP implementation phase. 	<ul style="list-style-type: none"> ▪ End of 2009
Novato	<ul style="list-style-type: none"> ▪ ARRA resources have been obtained via grants for larger cities. The DOE mandates an EE plan that will integrate with and accelerate CAP completion. 	<ul style="list-style-type: none"> ▪ December 2009
San Rafael	<ul style="list-style-type: none"> ▪ CAP completed but implementation funding is not currently available. Quarterly meetings with citizens are being held to brief them on new developments. Interns will be recruited to help drive progress. 	<ul style="list-style-type: none"> ▪ Completed
Mill Valley	<ul style="list-style-type: none"> ▪ Inventory has been completed and CAP must be done by Nov. 17th for Council review. A draft will be posted in early October. 	<ul style="list-style-type: none"> ▪ Draft by early October
San Anselmo	<ul style="list-style-type: none"> ▪ The current priority is a new Green Building ordinance, then the CAP. 	<ul style="list-style-type: none"> ▪ No timetable reported
Tiburon	<ul style="list-style-type: none"> ▪ Work is moving forward. Tiburon is collaborating with Mill Valley. 	<ul style="list-style-type: none"> ▪ Draft by early November
Ross	<ul style="list-style-type: none"> ▪ Inventory formally adopted by City Council. There is no strong political pressure to complete the CAP. However, the City Manager is supportive and Christine hopes to complete a draft ~ October. 	<ul style="list-style-type: none"> ▪ Draft by October ▪ Approved by 1/09
Corte Madera	<ul style="list-style-type: none"> ▪ The Council is adopting a General Plan that includes a Sustainability Plan. There is no schedule yet for completing the CAP. 	<ul style="list-style-type: none"> ▪ Timeline not yet established
Fairfax	<ul style="list-style-type: none"> ▪ The GHG inventory was presented on August 5th to the Council, and a formal goal set of 20% below 2005 levels by 2020. 	<ul style="list-style-type: none"> ▪ Timeline not formally established. Draft expected by ~October
Belvedere	<ul style="list-style-type: none"> ▪ Currently engaged in GP update, which includes a sustainability component. The GHG inventory will be presented to the GP Steering Committee in Sept. 	<ul style="list-style-type: none"> ▪ No formal timeline
MMWD	<ul style="list-style-type: none"> ▪ CAP developed with same goals as County. A Green Team has been developed with support of the GM. 	<ul style="list-style-type: none"> ▪ Completed.

Review of Current MCEP Activities

Excerpts from Climate Action Director Powerpoint Presentation -- August 6, 2009

High-Priority Tasks

3.2. Climate Action Plan Completion

- GHG Calculator Tool 98% complete & in deployment – refinement ongoing
- As of 8/5, tool introduced to Novato, Mill Valley, Tiburon, Ross, Fairfax
- Custom measures can be added per individual jurisdiction needs
- ~ 30+ hours available to assist each jurisdiction to customize CAP measures & GHG analysis

Member comment: More individual city help is needed

2.3. Reduce Energy Use in Residential & Commercial Buildings

- Model GB ordinance development process moving forward via BERST
- Initial consensus emerging for setting targets at 15% beyond Title 24 for new buildings and major remodels, HERS II audit requirement
- Retrofit policy development process to begin in October

Member comment: Add bulleted item to address “Energy retrofit activities”

2.4. Reduce Emissions from Municipal & Private Vehicles

- EV Transition Plan ~90% complete
- \$1.3M grant for 101 EV charge stations pending
- EVs can reduce Marin transport GHGs 80% by 2050 (consistent with CARB goal)
- Establishment of regional/local EV coalition possible

Member comment: Public education should be a high priority to broaden understanding of why this issue is important

Medium Priority Tasks

3.1. Resource Development

- Current funding = \$80K MCF, \$75K BAAQMD, & \$24K cities, runs thru 4/10
- More MCF support possible in Fall 09 based on Green BERST outcomes
- Possible MCF interest in EV agenda
- Completion of CAPs will help ID budget for CAP implementation & staffing needs
- Small city EE block grants in development
- Waste fee issue to be addressed in 2010

3.4. Education on climate/energy issues

- MCF deliverable is to provide info on EE, Green Bldg, low-carbon transport, & renewable energy to decision-makers

Member comment: Prefer Climate Action Director presentations to Council, rather than workshop.

2.2. Green Purchasing

- Specs for climate-friendly purchasing developed for paper, imaging equipment, computers
- Green purchase tracking to be developed by MCEP staff for July-Sept. period as we work with municipalities on CAP GHG tool

Member comment: Would like basic resolution with specs for Green Purchasing.

Lower Priority Tasks

3.3. Develop GHG Indicators Framework

- Validated formulas for estimating GHG impacts of programs & policies integrated in CAP tool
- Guidelines to be established for ongoing GHG data management across jurisdictions (who/how)
- Identify mechanisms for business, community, and households to track GHG emissions

2.1. Reduce Energy Use in Municipal Bldgs.

- Energy savings by project being reported by MCEP using MEMT data
- ARRA funds (including MEA grants and EECBG) may accelerate municipal EE efforts

2.5. Reduce Energy Use & Emissions from Waste

- Model ordinances from County to be distributed to members
- Tipping fee to be considered in context of Zero Waste study

2.6. Integrate GHG mitigation in Gen. Plans

- MCEP to provide info on model climate elements and report progress to BAAQMD
- Belvedere process under way
- Novato CAP will feed into General Plan update