

**TOWN OF FAIRFAX  
GENERAL PLAN IMPLEMENTATION COMMITTEE (GPIC)  
MEETING MINUTES**

**DATE, TIME, PLACE:** Thursday, October 11, 2012, 7:00 PM, Fairfax Women's Club

**PURPOSE OF MEETING:** Regular Meeting

**ATTENDANCE:**

**GPIC MEMBERS PRESENT:** Chair Bruce Ackerman, Community; Vice Chair Ted Pugh, Volunteer Board; Secretary Jacob "Jake" Feickert, Open Space Committee; Diane Causey, GPAC (Adjourned); John Reed, Town Council

**GPIC MEMBERS ABSENT:** Shelly Hamilton, Planning Commission

**STAFF:** Larry Kennings, Consultant (Jim Moore, Planning Director, absent)

**GUESTS:** Resilient Neighborhoods, GPIC-invited guest  
Tamra Peters, Director  
Kiki La Porta, Communications Director, and  
President of Sustainable Marin

**ACTIONS TO BE TAKEN PRIOR TO NEXT MEETING DATE:**

- **GPIC Members** will review and prepare to adopt bylaws
- **GPIC Members** will review and prepare to complete Carbon Action Plan (CAP)
- **GPIC Members** will prepare to advise Planning Director of CAP completion date
- **Some GPIC Member** will provide RN more info on local landmark innovations

**1. CALL TO ORDER**

Chair Ackerman called the meeting to order at 7:10 PM.

**2. INTRODUCTIONS**

Resilient Neighborhoods was introduced by Chair Ackerman.

### **3. APPROVAL OF AGENDA**

The agenda was approved with these changes:  
ADD to 4. "August 9 and"

### **4. APPROVAL OF AUGUST 9 AND SEPTEMBER 13, 2012, MINUTES**

The minutes of the August 9, 2012, meeting were approved. The minutes of the July 12, 2012, meeting were approved with name spelling corrections.

### **5. PUBLIC COMMENTS**

None.

### **6. PRESENTATION BY RESILIENT NEIGHBORHOODS**

Chair Ackerman introduced the first presenter, Kiki La Porta, and stated that we have a lot of work to do on the Climate Action Plan (CAP) and that we agreed Resilient Neighborhoods (RN) would be helpful to include in our study.

La Porta began the presentation with a history of RN and its relationship with the City of San Rafael. The mayor sought to reduce Green House Gas (GHG) emissions, and the council adopted the Climate Change Action Plan (CCAP) and dedicated a staff member for implementation and reporting. Bob Brown created quarterly public meetings.

The driving issue was how to create a citizen-based program to capture data for measuring GHG emissions and reductions. As a result of a partnership between the City of San Rafael and Sustainable Marin, RN was written in to do 6% of the targeted 21% reduction by 2020. Cory Boytof took over the position from Bob Brown and has continued with the quarterly public meetings.

Members of GPIC are invited to attend its next quarterly public meeting, and may find the meeting to be of value.

The City of San Rafael supports RN with staff assistance, minimal reimbursement of expenses (principally printing costs), one of two AmeriCorp volunteers, communications, and meeting locations.

The RN program is based on the *Low Carbon Diet*, a step-by-step program, à la Weight Watchers, designed to reduce a person's carbon footprint by 5,000 pounds per year. RN added community-building activities as part of its program through options like eco-wise purchasing, safety, and disaster preparedness.

Tamra Peters provided a presentation covering how the RN program works. It addresses the demand side of carbon reduction. Significant GHG emissions come from people and their residential uses. A free Marin pilot program was launched with the goal of 100

households to yield a 500,000-pound reduction. 80 households participated with a yield of over 1 million pounds in reductions.

The program begins with: lose 5,000 pounds in 60 days. Teams are created with about 5-8 families participating in 5 meetings. Inventory measurements are gathered pre- and post-program through an online tool. Families build their Action Plans, and like Weight Watchers, select from a menu of options. Points include carbon-reducing choices as well as community-building choices to be safe, healthy, and supportive of local businesses, especially local growers and producers of foods.

Teams have evolved to include business groups like Auto Desk and San Rafael City Hall, and there is one faith-based team. The business teams gather at work, but take actions and measurements at home.

Data is collected from teams and presented to elected officials and the public.

Synopsis of discussion following RN presentation:

- The following are some considerations for a Town of Fairfax implementation of the program: meeting locations; promotional costs and activities; coaches (RN team leaders); training; data management; communications; volunteers; local funding—e.g., have a business adopt a team for \$1,000.
- RN has been researching its options and needs for ongoing sustainment. In discussions with fund-raisers, it needs to hitch its wagon to a bigger wagon.
- AB32 and SB375 are state regulations for GHG reductions
- GPIC was appreciative of RNs attendance and presentation at the meeting, and was impressed with its program and successes.
- RN was appreciative of the invitation and believes Fairfax is the kind of town that would welcome the program.
- Fairfax and Marin are innovative communities: Safe Routes to School started in Fairfax and is now a national program, and a garage in Corte Madera converted an early Prius to an electric car and showed the auto industry it could be done. RN said they would like to learn more about our local landmark innovations.
- It was agreed that having RN make a presentation to Council would be of benefit.

Chair Ackerman noted that meeting time was running out, and it was agreed to cut the agenda short. Larry Kennings quickly gave Planning Director Report highlights.

## **7. PLANNING DIRECTOR REPORT**

Larry Kennings relayed two items from Planning Director Moore:

1. A request that GPIC be prepared to provide a completion date for the Climate Action Plan
2. The first GPIC quarterly report to the Town Council was well received

## **8. COMMITTEE MEMBERS COMMENTS AND REQUESTS**

Not undertaken due to meeting time constraints.

## **9. DISCUSSION OF BYLAWS**

Not undertaken due to meeting time constraints.

## **10. DISCUSSION OF FIRST YEAR IMPLEMENTATION PRIORITIES AND RESPONSIBILITIES**

Not undertaken due to meeting time constraints.

## **11. NEXT GPIC MEETING**

The next GPIC meeting will be on the regular date of the second Thursday of the month, November 8, 2012, at the Women's Club at 7 PM.

## **12. ADJOURNMENT**

The meeting was adjourned at 9:23 PM.

**RESPECTFULLY SUBMITTED** by Diane Causey, Acting Secretary

## **DISTRIBUTION:**

Approved minutes pdf file emailed to: Planning Director, Town Manager, Town Clerk