

**TOWN OF FAIRFAX  
CLIMATE ACTION COMMITTEE (CAC)  
REGULAR MEETING MINUTES**

**DATE, TIME, PLACE:**

Tuesday, November 10, 2014, 7:00 PM, Fairfax Community Center

**PURPOSE OF MEETING:**

Regular Meeting

**ATTENDANCE:**

CAC MEMBERS PRESENT: Chair Bruce Ackerman (GPIC); Kiki La Porta (Community); David Haskell (Community) Secretary Cassidy DeBaker, (GPIC); Vice Chair Jody Timms (Community) Barbra Coler (Council Member); and Jennifer Hammond (Community).

CAC MEMBERS ABSENT: None

GUESTS: Allyson Kirk, MCE Outreach/Accounts Manager and Becky Menten, MCE Energy Efficiency Director.

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

- J. Hammond, C. DeBaker, and K. LaPorta to work on website layout/design.
- Committee members to bring forward “three best marketing ideas for Fairfax” to share with MCE.
- B. Coler and J. Hammond to update CAP Scorecard-GHG Reduction Actions for the January 2015 meeting.
- J. Timms to revise Annual Action Plan to include the top 3 Emissions Reduction Measures (ERM): 1) ERM 17-Marin Clean Energy, 2) ERM 22-Green Purchasing, and 3) ERM 23-Food and Green Waste.
- C. DeBaker will submit the final Annual Action Plan 2014 for to GPIC

**1. CALL TO ORDER**

- Chair B. Ackerman called the meeting to order at 7:08PM.

**2. APPROVAL OF AGENDA**

- Approved November 10, 2014 Agenda.

**3. APPROVAL OF PRIOR MEETING MINUTES**

- Approved October 7, 2014 Meeting Minutes.

#### **4. PUBLIC EXPRESSION TIME**

- C. DeBaker will send previous meeting minutes and agendas to Michele Gardner (Town Clerk) and make sure that the CAC page on the town website is up-to-date.
- J. Hammond announced that Sustainable Fairfax is having their annual benefit on December 6, 2014 at the new Bicycle Museum.

#### **5. DISCUSSION/PRESENTATION BY MCE**

- CAC members shared the following questions/topics with MCE:
  - How to increase enrollment in MCE in Fairfax?
  - What type of conservation programs has MCE developed?
  - What is MCE's outreach strategy/assistance?
  - What is the average price per month for Light/Deep Green?
  - Would like to hear more about the renewable energy controversy.
  - Would MCE be willing to offer 1 year of free service?
  - What about potential grant request to subsidize Fairfax?
  - Pilot program in Fairfax that offers 6 months of free service to the first 100 residents that switches to MCE.
  - Fairfax to explore outside funding sources to subsidize MCE service to residents.
  - "GHG reduction to keep the temperature from rising"
- Allyson Kirk, MCE Outreach/Accounts Manager and Becky Menten, MCE Energy Efficiency Director provided the following information:
  - 20% of Fairfax residents are not enrolled in MCE and 1.6% of Fairfax residents are Deep Green
  - Fairfax has the second highest enrollment percentage and the second highest percentage of Deep Green customers.
  - Current public outreach strategy relies on add space, letters, web space, tabling at events, campaigns, e.c.t.
  - Opt-outs tend to increase with prolific mailers.
  - Residents who opt-out of MCE need to be with PG&E for a year before becoming an MCE customer.
  - Average \$5 more per month for Deep Green.
  - MCE Deep Green enrollment campaigns include free marketing, purchases (e.g., solar arrays), and discounts to businesses, nonprofits, and schools.
  - ½ penny of Deep Green costs go to local programs in the MCE service territory, such as, solar arrays and electric charging stations,
  - Important distinction between "clean energy" and Renewable Energy Certificate (REC) or GHG credits. MCE purchases RECs.
  - Bundled vs. Unbundled

- MCE is currently preparing a Home Energy Program. They have developed a program design for 2016 that will assist MCE customers through an integrated/holistic energy efficiency program. The program will partner with other agencies that deliver resource conservation programs in MCE's service territory. Public input is currently open and MCE is seeking community feedback of the initial program design (B. Menten to email draft of the program to CAC members).
- CAC to invite MCE representatives in January or February 2015.
- CAC to come up with "3 best marketing ideas for Fairfax" and send to B. Menten and A. Kirk.

## **6. GREEN PURCHASING POLICY**

- B. Coler and Town staff brought forth a resolution to adopt an environmental purchasing and practices and policy. The Town Council adopted this policy at the November 5, 2014 meeting.
- The policy can be updated in the future if CAC would like to contribute.

## **7. UPDATE ON FIRST YEAR PRIORITIES**

- C. DeBaker informed the group that GPIC would like top three priority/focus programs to be listed in the Annual Action Plan.
- CAC chose the following: 1) ERM 17-Marin Clean Energy, 2) ERM 22-Green Purchasing, and 3) ERM 23-Food and Green Waste.
- J. Timms to revise Annual Action Plan to include the top 3 EMRs.
- C. DeBaker will submit the final Annual Action Plan 2014 for to GPIC.
- B. Coler mentioned the recent purchase of Sky Ranch and its 16 acres of open space; which may qualify as avoided development.

## **8. DISCUSSION ON FUTURE SPEAKERS**

- D. Haskell suggested John Wick from the Carbon Project (project example is carbon sequestration using broom vegetation-high in nitrogen).
- C. DeBaker suggested Rebecca Burgess from Fibershed Project

## **9. REPORT ON EDUCATION FORUM ON TRAFFIC**

- The Town is preparing to host a town forum on traffic (date to be determined). Volunteers have already collected travel counts/car trips passed through town. This data will be available to David Perisi, traffic engineer and help to inform a discussion on traffic in Fairfax.
- B. Ackerman stated that 70% of the county's GHG emission is attributed to transportation.
- K. LaPorta suggested a travel habits survey
- D. Haskell mentioned setting congestion prices.

## **10. REPORT ON CAC WEBSITE**

- J. Hammond met with Garrett Toy (Town Manager) and he approved web design/layout and content.
- C. DeBaker, K. Laporta, and J. Hammond will meet to discuss launching the website and formalizing the layout and logo.
- The CAC website will be a stand-alone page from Sustainable Fairfax.

## **11. COMMITTEE MEMBER COMMENTS AND UPDATES**

- J. Timms shared the idea of Climate Summit for the Town of Fairfax. Ideas to discuss to summit: reduction by 80% by 2050, action oriented, community leadership, MCEP report cards by jurisdiction. Hosted by 350.org, CAC, and Sustainable Fairfax.

## **NEXT CAC MEETING**

- The next CAC meeting will be on the regular date of the second Tuesday of the month, December 9, 2014, at 7:00 PM, at the Fairfax Community Center.

## **9. ADJOURNMENT**

- The meeting was adjourned at 9:17 PM.

**RESPECTFULLY SUBMITTED** by Cassidy DeBaker, CAC Secretary

## **DISTRIBUTION:**

Draft minutes were emailed to: CAC members

Approved minutes will be emailed to: CAC members and Michele Gardner