

Marin Climate and Energy Partnership/Resilient Neighborhoods Grassroots Climate Action

CA Energy Commission (CEC) Local Government
Challenge Grant ([GFO-16-404](#))

Executive Summary:

The goal of this project proposal is to build upon the existing momentum of the successful community-based social marketing efforts of the Resilient Neighborhoods program and develop the tools and resources that can help it reach beyond the early adopters to deliver significant energy, water, waste and carbon savings to Marin jurisdictions as they strive to meet their Climate Action Plan goals. The project will focus on developing improved EcoTeam participant resources, marketing tools, coaching materials and data tracking tools.

The Need:

Traditionally, actions related to greenhouse gas emissions reduction are presented to community members through multiple governmental agencies and varying platforms (websites, pamphlets, emails, etc.), with little to no follow-up or coaching on how to utilize the provided resources. Influencing environmental investments and behavioral changes of residents requires sharing information in a format that increases their understanding of available tools and incentives and the impact their personal decisions have on the environment. The current format of information sharing leads to inefficiencies in messaging and limited program adoption by residents, especially if the program requires a large investment. The need for a consistent message, accountability, and follow up is necessary when attempting to effect significant change. Resilient Neighborhoods, a grassroots program that serves the entire county of Marin in emissions reduction efforts, provides the accountability and follow up that governmental agencies lack.

Key Deliverables:

- Online version of the Initial Household Survey
- Video content of four EcoTeam meetings
- Marketing and Outreach Plan and templates
- EcoTeam Coach Handbook
- Assist 180 households through Resilient Neighborhoods Program
- Post program surveys and data tracking that will result in a final Impact and Opportunities Report

Opportunity: Leverage partnership of Marin local governments with grassroots community groups to achieve sustained energy savings and carbon reductions and assist Marin jurisdictions reach their Climate Action Plan goals.

Duration:
Aug. 2017 – Aug. 2019

Funding Request:
Small Government
Leadership Challenge
\$275,008

Project Team:

- MCEP
- Resilient Neighborhoods