



# MARIN SUSTAINABILITY TRACKER

# Marin Climate and Energy Partnership

- Founded in 2007
- Members include 11 Marin cities, the County, Water District, and Transportation Authority of Marin
- Funded through member contributions and grants.
- Part-time coordinator



# Mission

Create a countywide partnership that allows partner members to work collaboratively, share resources and secure funding to:

- ❑ discuss, study and implement overarching policies and programs, ranging from emission reduction strategies to adaptation, contained in each agency's Climate Action Plan; and
- ❑ collect data and report on progress in meeting each partner member's individual GHG emission targets.



# Accomplishments

- Greenhouse gas inventories
- Climate Action Plans
- Model ordinances: Green Building, Plastic Bag Ban, Solar Permit Streamlining, Environmentally Preferable Purchasing, PACE
- Share information and collaborate on energy efficiency programs, solar installation, EV infrastructure, streetlight conversions, zero waste programs, adaptation
- Outreach
- [www.marinclimate.org](http://www.marinclimate.org)





- City of Belvedere
- Town of Corte Madera
- Town of Fairfax
- City of Larkspur
- City of Mill Valley
- County of Marin
- City of Novato
- Town of Ross
- Town of San Anselmo
- City of San Rafael
- City of Sausalito
- Town of Tiburon
- Marin General Services Authority
- Transportation Authority of Marin
- Marin Clean Energy
- Marin Municipal Water District



# Welcome to the Marin Climate and Energy Partnership

Working together to reduce greenhouse gas emissions in Marin County.

## Our Climate Goals

California's goal is to reduce greenhouse gas emissions to 1990 levels by the year 2020. See how your community plans to meet – or surpass – that goal.

[Learn More](#)

## Best Practices

From LED streetlights to electric vehicle charging stations, Marin cities and towns are leading the way on reducing greenhouse gas emissions.

[Learn More](#)

## What You Can Do

One important way to reach our Zero Waste goal is to shift to reusable bags. See what your community is doing to help.

[Learn More](#)

## Track Sustainability

Our new interactive map shows your community's progress on 12 metrics related to energy, waste, transportation, water and greenhouse gas reductions.

[Learn More](#)

# Sustainability Tracker Goals

- Chart progress in completing CAP programs and meeting targets
- Provide friendly competition among cities to motivate elected officials and staff to take action
- Motivate community members to take action
- Easy to use, compelling site



# Choosing Metrics

- Energy
- Transportation
- Waste
- Water
- General



# Challenges

- Couldn't get some data
- Some metrics didn't translate well
- Couldn't get data for individual cities for some sectors
- Grades and scores were problematic for some
- A lot of information to organize without risking data overload





[www.marintracker.org](http://www.marintracker.org)






Map | Satellite

- ENERGY ▶
- TRANSPORTATION ▶
- WASTE ▶
- WATER ▶
- GENERAL ▶



For more information on how you can improve your community's performance, [click here](#)

## MARIN SUSTAINABILITY TRACKER

Click on one of the categories to get started, or click the  for help.





Click on this button to toggle the help screen you are on now.

Click on categories to expand the menu, and then click on the sub-category to display on the map.

- ENERGY ▶
- TRANSPORTATION ▶
- WASTE ▶
- WATER ▶
- GENERAL ▼
- Greenhouse Gas Reductions

For more information on how you can improve your community's performance, [click here](#)

**Greenhouse Gas Reductions**  
This map shows the percent each community has reduced greenhouse gas emissions.



Belvedere	Corte Madera
Fairfax	Larkspur
Mill Valley	Novato
Ross	San Anselmo
San Rafael	Sausalito
Tiburon	Unincorporated

All On  All Off

Click on the cities you would like to see displayed on the map.

You can play and pause the animation with this button

Use this slider bar when it appears to see change over time. Just click and drag the node to interact.





Map Satellite

- ENERGY
- Community Energy
- Household Energy
- Solar
- Green Power
- Streetlights
- Energy Efficiency and Renewable Energy Programs
- TRANSPORTATION
- WASTE
- WATER
- GENERAL



For more information on how you can improve your community's performance, [click here](#)



Google

Map data ©2015 Google Terms of Use



Map Satellite

### ENERGY

Community Energy

Household Energy

Solar

Green Power

Streetlights

Energy Efficiency and Renewable Energy Programs

### TRANSPORTATION

### WASTE

### WATER

### GENERAL



For more information on how you can improve your community's performance, [click here](#)

## Community Energy

This map shows the average amount of electricity and natural gas that was consumed per person in each community and takes into account commercial as well as residential activity.

30 MMBtu 100 MMBtu

Belvedere	Corte Madera
Fairfax	Larkspur
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San Rafael	Sausalito
Tiburon	Unincorporated

All On All Off



2005 2006 2007 2008 2009 2010 2011 2012



ENERGY

Community Energy

Household Energy

Solar

San Rafael

50  
MMBTu per capita

2005	52	2009	51
2006	53	2010	51
2007	52	2011	52
2008	51	2012	50

Energy Programs

WATER

GENERAL



For more information on how you can improve your community's performance, [click here](#)

Community Energy

This map shows the average amount of electricity and natural gas that was consumed per person in each community and takes into account commercial as well as residential activity.



Belvedere	Corte Madera
Fairfax	Larkspur
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San Rafael	Sausalito
Tiburon	Unincorporated

All On All Off



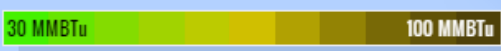


Map Satellite

- ENERGY
  - Community Energy
  - Household Energy
  - Solar
  - Green Power
  - Streetlights
  - Energy Efficiency and Renewable Energy Programs
- TRANSPORTATION
- WASTE
- WATER
- GENERAL

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This map shows the average amount of electricity and natural gas that was consumed per person in each community and takes into account commercial as well as residential activity.



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<b>Mill Valley</b>	Novato
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Tiburon	Unincorporated

All On  All Off

**52**  
MMBTu per capita

**Mill Valley**

2005	51	2009	51
2006	52	2010	52
2007	51	2011	53
2008	51	2012	52

on how you can improve your  
ance, [click here](#)





- ENERGY
  - Community Energy
  - Household Energy**
  - Solar
  - Green Power
  - Streetlights
  - Energy Efficiency and Renewable Energy Programs
- TRANSPORTATION
- WASTE
- WATER
- GENERAL



For more information on how you can improve your community's performance, [click here](#)

### Household Energy

This map shows the average amount of electricity and natural gas that was consumed by households in each community (exclusive of commercial).



Belvedere	Corte Madera
Fairfax	Larkspur
Mill Valley	Novato
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Tiburon	Unincorporated

All On  All Off

**71**  
MMBTu per household

**Sausalito**

2005	69	2009	71
2006	71	2010	73
2007	69	2011	74
2008	70	2012	71







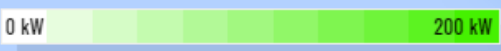
- ENERGY
- Community Energy
- Household Energy
- Solar**
- Green Power
- Streetlights
- Energy Efficiency and Renewable Energy Programs

**147**  
kW per thousand residents

**Ross**

2008	49	2011	145
2009	85	2012	147
2010	88		

**Solar**  
This map shows the amount of solar that has been installed in each community.



Belvedere	Corte Madera
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Tiburon	Unincorporated

All On **All Off**

For more information on how you can improve your community's performance, [click here](#)





Map Satellite

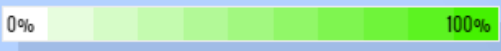
**85**  
% streetlights converted

**Unincorporated**  
○ 85% streetlights converted

- ENERGY
  - Community Energy
  - Household Energy
  - Solar
  - Green Power
  - Streetlights**
  - Energy Efficiency and Renewable Energy Programs
- TRANSPORTATION
- WASTE
- WATER
- GENERAL

**Streetlights**

This map shows the percentage of streetlights that each local government has converted to LED or induction streetlights by the end of 2014.



Belvedere	Corte Madera
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All On  All Off

For more information on how you can improve your community's performance, [click here](#)



- ENERGY**
- Community Energy
  - Household Energy
  - Solar
  - Green Power

**4**  
Rating

**San Anselmo**

- 18 kW solar energy system
- Green Building regulations above State code
- PACE program
- Marin Clean Energy member

- Renewable Energy Programs**
- - 
  - 
  -

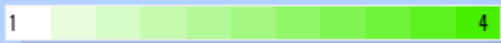
**GENERAL**

For more information on how you can improve your community's performance, [click here](#)

**Energy Efficiency and Renewable Energy Programs**

This metric identifies the actions our local governments have taken in support of energy efficiency and renewable energy programs by the end of 2014. One point is earned for each of the following actions:

- Adopting green building regulations more stringent than those required by the State
- Joining the Marin Clean Energy Authority



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All On All Off



Map Satellite

- ENERGY ▶
  - TRANSPORTATION ▼
    - Vehicle Miles Traveled
    - Electric Vehicle Charging Stations
  - WASTE ▶
  - WATER ▶
  - GENERAL ▶
- For more information on how you can improve your community's performance, [click here](#)

**Vehicle Miles Traveled**  
 This map shows the average number of miles traveled on Marin County roads per day.



Marin County

All On All Off

<b>7,930,430</b> daily vehicle miles traveled	<b>Marin County</b>			
	2005	8,027,930	2009	7,650,670
	2006	8,010,870	2010	8,129,150
	2007	7,930,430	2011	7,722,620
	2008	7,710,180	2012	7,400,930





- ENERGY ▶
- TRANSPORTATION ▼
  - Vehicle Miles Traveled
  - Electric Vehicle Charging Stations**
- WASTE ▶
- WATER ▶

**4**  
EV stations per  
thousand jobs

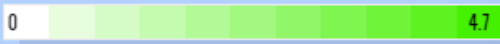
**Fairfax**

- 6 EV stations
- 2.7 per square mile

For more information on how you can improve your community's performance, [click here](#)

**Electric Vehicle Charging Stations**

This map shows the number of public electric vehicle stations per thousand jobs in each community by the end of 2014.



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All On  All Off



Map Satellite

- ENERGY
- TRANSPORTATION
- WASTE

**0.8**  
tons per capita

Marin County			
2005	1.2	2010	0.8
2006	1.2	2011	0.8
2007	1.1	2012	0.8
2008	1.0	2013	0.8
2009	0.8		

For more information on how you can improve your community's performance, [click here](#)

**Landfilled Waste**  
 This map shows the amount of waste generated per person in Marin County and deposited in landfills. Only county-level data is available.



Marin County

All On All Off





Map Satellite

- ENERGY ▶
- TRANSPORTATION ▶
- WASTE ▼
  - Landfilled Waste
  - Zero Waste Programs**
- WATER ▶
- GENERAL ▶

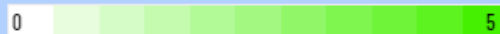


For more information on how you can improve your community's performance, [click here](#)

## Zero Waste Programs

This metric identifies the actions our local governments have taken in support of Zero Waste programs by the end of 2014. One point is earned for each of the following actions:

- Adopting a plastic bag reduction ordinance
- Adopting a polystyrene ban ordinance
- Adopting a Zero Waste resolution committing the local government to achieve Zero Waste by a certain year



Belvedere	Corte Madera
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Mill Valley	Novato
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Tiburon	Unincorporated

All On  All Off

**5**  
Rating


### Unincorporated

- Plastic Bag Reduction Ordinance
- Polystyrene Reduction Ordinance
- Curbside Composting of Food Scraps
- Construction & Demolition Debris Ordinance
- Zero Waste Resolution



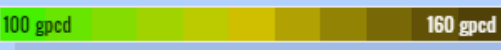
Map Satellite

- ENERGY
- TRANSPORTATION
- WASTE
- WATER
  - Water Consumption
- GENERAL

 For more information on how you can improve your community's performance, [click here](#)

**Water Consumption**

This map shows the average amount of water consumed per person per day in each water district. Only district-level data is available (MMWD and NMWD).



MMWD  NMWD

All On  All Off

<b>133</b> gallons per capita per day	MMWD			
	2005	142	2010	126
	2006	144	2011	124
	2007	145	2012	130
	2008	146	2013	139
	2009	133		





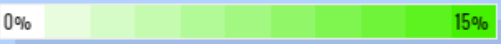


Map Satellite

- ENERGY ▶
- TRANSPORTATION ▶
- WASTE ▶
- WATER ▶
- GENERAL ▼
- Greenhouse Gas Reductions

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All On  All Off

**15** **Unincorporated**  
 % reduced between 1990 and 2012



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[Our Results](#)

[What You Can Do](#)

## What Residents Can Do

[Click Here To See What Businesses Can Do](#)

**Take transit or share a ride.** One way to reduce driving is to take the bus, ferry or, starting in 2016, the SMART train. 511 SF Bay brings together all the information you need to plan your transit trip or find a ride share. Their interactive, on-demand system can help you find carpools, vanpools or bicycle partners. Check it out at [www.511.org](http://www.511.org).

**Walk or bike instead of drive.** Have your child walk or bike to school, and bike or walk to local destinations rather than drive. Safe Routes to School helps organize walking school buses and bike trains for a fun, healthy and safe way to get to school on time. Find out what's happening at your school at <http://www.saferoutestoschools.org/>.

**Shop locally.** Reducing your annual driving mileage by just 10% can make a significant difference in cutting transportation emissions, plus it's a great way to invest in your local economy. Pick up locally-grown produce and locally-made food items at your farmer's market, and you'll cut your food's transportation emissions, too!

**Drive an electric car.** From the Smart car to the Tesla Model S, electric cars are coming in all shapes and sizes these days. Driving an electric car can reduce your car emissions by 80% if charging with conventional electricity – and 100% if you charge it with electricity from renewable sources. Many Marin towns are installing electric vehicle charging stations in order to make it more convenient to drive an electric car. Check out your electric car options at <http://www.fueleconomy.gov/feg/evtech.shtml>.





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[What You Can Do](#)

## What Businesses Can Do

[Click Here To See What Residents Can Do](#)

**Upgrade to energy-efficient lighting and equipment.** Energy-efficient lighting can significantly cut your electricity bill and reduce emissions. Small businesses can get free, no-obligation assessments to identify energy savings through the SmartLights program. The program offers start-to-finish technical assistance and instant rebates to help defray the cost of upgrading and/or repairing existing equipment. SmartLights can help with lighting retrofits, refrigeration and hot water heaters, and provides referrals to appropriate HVAC programs. Learn more at [www.smartlights.org](http://www.smartlights.org).

**Purchase low and no-emission vehicles** Use vehicles that have a lower impact on the environment such as hybrid, electric, compressed natural gas (CNG), and biodiesel-fueled vehicles. Vehicles should be properly maintained to improve performance and reduce emissions.

**Reduce employee commute emissions.** You can help your employees reduce their commute emissions by encouraging them to take transit, rideshare, or bike to work. The Transportation Authority of Marin provides information and programs on green commute alternatives, as well as a commuter tool kit that helps businesses build a successful employee commute program. Check it out at [www.tam.ca.gov](http://www.tam.ca.gov).

**Recognize and promote your green efforts.** Become a certified Green Business and improve your efficiency and community image while getting a marketing edge over



# Lessons Learned

- ❑ Engage all partners early in the process
- ❑ Cast the data net wide
- ❑ Engage a website designer and developer
- ❑ Check in early with city managers to make sure they understand the concept and parameters
- ❑ Launch the tool with a public relations campaign
- ❑ Budget staff time and money for annual updates



Thank you



MARIN  
CLIMATE  
&  
ENERGY  
PARTNERSHIP

The logo is contained within a thin black rectangular border. The text is arranged in a vertical stack. The word 'MARIN' is at the top in a large, bold, sans-serif font. Below it is 'CLIMATE' in a smaller, all-caps, sans-serif font. A stylized green leaf graphic is positioned behind the ampersand '&', which is centered between two horizontal lines. Below the ampersand is the word 'ENERGY' in a large, bold, sans-serif font. At the bottom is the word 'PARTNERSHIP' in a smaller, all-caps, sans-serif font.