

MAKING BIG IMPACTS



Environmental Forum of Marin Master Class students undertake bold environmental projects and create positive impacts.

ENERGY | 100% DEEP GREEN

Clean Energy for Marin Municipalities

Sarah Loughran and Helene Marsh (Master Class 43) advocated to 7 cities and towns plus the County of Marin to purchase 100% renewable electricity to reduce greenhouse gas emissions that cause climate change. Outcome:

- All municipalities voted unanimously in favor. Now, all 12 jurisdictions in Marin use MCE Deep Green
- Environmental History was made: Marin is the first County to have all municipal accounts powered by 100% renewable electricity
- Emissions in Marin have been reduced by 3,900 metric tons CO₂e annually, equivalent to taking 835 cars off the road

"The Master Class gave us the advocacy training and contacts to undertake this project with support of the Marin environmental community."

LAND CONSERVATION | ORGANIC FARMING AND EDUCATION

Star Route Farms

Melinda Stone, (Master Class 41) succeeded in her goal to ensure that:

- 100-acre Star Route Farm in Bolinas was able to continue its future as the oldest continually operating certified organic farm in California and an important resource for Bay Area restaurants
- The University of San Francisco committed to continuing business as usual and using the property for research, field learning and community education

"The Master Class was instrumental in shaping my proposal and connecting me with people that made the project come to fruition."

TRANSPORTATION | REED UNION SCHOOL DISTRICT BUS SYSTEM

Yellow Bus Challenge

Sally Wilkinson and Jayni Allsep (Master Class 41) tackled the severe school-related traffic problem on Tiburon Blvd., and became the inaugural Program Manager for Yellow Bus Challenge. The Yellow Bus Challenge — a collaborative effort between the Town of Tiburon, the City of Belvedere and Reed Union School District — oversaw an expanded school bus program, offering more routes, faster travel times, campus-specific buses and half-priced bus passes to incentivize ridership. Results of the program over two years:

- Increased round-trip ridership from 350 to 700 kids of a school population of 1,500
- Reduced transit times on Tiburon Blvd by roughly 40% around school bell times
- The overwhelming success of the program established a blueprint for other municipalities to follow suit, notably Mill Valley, with others in the works

"Participation in the Master Class and the Yellow Bus Challenge were both overwhelmingly positive experiences. I came to MC41 with a superficial understanding of today's environmental challenges and graduated with my eyes wide open. As a new resident to Marin, both the MC and the YBC served as tremendous networking opportunities for me."

- Sally Wilkinson

OPEN SPACE | COMMUNITY ENGAGEMENT AND STEWARDSHIP

ONE TAM: Community Outreach and Business Club Launch

Nancy Wind Benjamin (Master Class 42), was moved to raise support for our iconic Mt. Tamalpais. Working with the Tamalpais Lands Collaborative (TLC) and its public face, the One Tam initiative, Nancy developed a One Tam Business Club to engaged community and business leaders to get informed, volunteer, and donate to support conservation, youth programs (such as LINC), and legacy projects on the mountain. With the support of One Tam Community Volunteer Ambassadors, One Tam has:

- Continued to grow the the Ambassador Program
- Engaged over 175 businesses
- Reached 2,337 community members through the monthly e-newsletter, an increase of over 200% from last year
- Increased overall membership by 385%
- Engaged a total of 14,948 community members by attending community events, leading educational and member hikes, delivering presentations, and hosting special events — such as, the partnership with the BayWood Artists public art sale of original works in support of One Tam, the Mt. Tam Science Summit, and the Mt. Tam Wildlife Symposium

To learn more about the programs and projects made possible by One Tam, visit onetam.org.

"Through the Forum, I learned more about the history of visionary citizens and early environmentalists who strove to conserve and nurture the spectacular open space we enjoy in Marin today. We are all stakeholders in the long-term health of Mt. Tam."

SEA LEVEL RISE: RESILIENCE, MITIGATION AND ADAPTATION

Piper Park Marsh

Betsy Clark, Kathi deFremery and Alan Jones (Master Class 43) collaborated to insure the resilience of Piper Park Marsh in Larkspur, at risk from rising sea levels. Their proposal to the City of Larkspur in June 2017 involves 4 steps to take stewardship of the Marsh:

- Rezone the Marsh from R-1 to Open Space
- Authorize a Resilience Plan, to be considered in a City Council in the near term
- Include Piper Park Marsh in the next update of Larkspur's Climate Action Plan, citing its significant contribution to CO2 sequestration and greenhouse gas reduction and
- Remove invasive plant species through a volunteer homeowner effort. To date, two clean up events have resulted in collecting 35 large trash bags of invasive Salsola Soda from the Marsh

"We continue to reach out to possible funding sources, more supporters, volunteers and collaborators who are interested in the resilience of Piper Park Marsh."

To support the work of Environmental Forum of Marin, join the Forum or donate:

www.marinefm.org/Membership

To learn more about the Master Class, contact Kim Rago, Executive Director:

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