



# TOWN OF FAIRFAX

## STAFF REPORT

### May 1, 2019

**TO:** Mayor and Town Council  
**FROM:** Kara Spencer, Assistant Planner *KS*  
**SUBJECT:** Approve request from Drawdown Marin to use the Town logo on their homepage

---

#### **RECOMMENDATION**

Approve request from Drawdown Marin to use the Town logo on their homepage.

#### **DISCUSSION**

The County of Marin is coordinating this 2-year planning and implementation initiative (Drawdown: Marin), bringing together the cities and towns, community-based organizations, non-profits, faith-based groups, businesses, and youth to design local solutions to climate change. The County recognized the need to design a website homepage for Drawdown: Marin that is not "County-branded" and instead "Community-branded." It is asking each of the Marin County jurisdictions to allow use of its logo on its homepage, symbolizing support for the initiative as a community-wide effort. Allowing the County to place the logo on the homepage does not require any participation on behalf of the jurisdiction or commitment of funding. The County indicates it is simply a sign of support for Drawdown: Marin and the need to work together to design and implement local solutions to climate change. The following jurisdictions have already allowed use of their logos: Belvedere, Corte Madera, Marin Climate and Energy Partnership, Novato, San Rafael, San Anselmo, and Sausalito.

The County is coordinating and convening the effort and all of the working groups, but needs the participation and support of all the jurisdictions in the County to make this effort successful. Several cities and towns are already represented on working groups and others will be included moving forward.

Drawdown: Marin made a presentation to the Council last year.

#### **FISCAL IMPACT**

None