

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

DATE, TIME, PLACE:

Thursday, July 1, 2021 12:30 pm, 25 Glen Drive, Fairfax, CA

PURPOSE OF MEETING:

Special Meeting

1. CALL TO ORDER

Meeting called to order 12:45 pm.

2. ROLL CALL

CAC MEMBERS PRESENT: Walt Vernon (Chair), Bruce Ackerman (Mayor), Kiki La Porta, David Haskell, Stephanie Hellman (Vice-Mayor)

CAC MEMBERS ABSENT: Jennifer Hammond, Joanne Lasnier, Christopher Lang, Jody Timms

GUESTS: Beth Verdekal, Greg Smith

3. APPROVAL OF AGENDA AND AFFIDAVIT OF POSTING

- M/S: Vernon/Ackerman approve agenda

AYES: Vernon, Ackerman, La Porta, Haskell, Hellman

4. LAND ACKNOWLEDGEMENT

The Fairfax Climate Action Committee acknowledges that we are located on the un-ceded ancestral lands of the Coast Miwok people of present-day Marin County. We honor with gratitude the land itself, and all of its ancestors: past, present, and emerging.

5. DISCUSSION AND DIRECTION TO THE COMMUNITY ENGAGEMENT SUBCOMMITTEE REGARDING OUTREACH AROUND THE FAIRFAX CLIMATE ACTION PLAN

- Walt shared a goal for the meeting: discuss a communication approach for the community engagement subcommittee. The CAC has heard some community resistance/push back on the “draconian” strategies included in the CAP.
- Are there multiple paths for outreach to gain buy-in for necessary climate actions? The CAC doesn’t want to resist or demonize the resistance from community members. CAC welcomes input from and dialogue with the Fairfax community.
- Bruce shared what he hears, “Why are we doing this here when it won’t make a difference?” Answer: “Because we (Fairfax) want to be a leader.”
- Kiki La Porta commented that Fairfax is really good at modeling, both as individuals and as a town. Creation of community, climate change, solidarity is going to be required with what’s coming down the pike in terms of behavioral/policy changes.

- Beth discussed marketing model of Adoption of Ideas bell curve. Easy adopters (inner hero) look inside/do the right thing. Moving into the early majority and late majority. 10% of your neighbors are on solar. Those resisting changes are pushing back. Recommends using language to target early majority, example: Deep Green on website.
- Walt suggested that we have a mandate as a CAC to development and implement CAP. How are we going to make meaningful change? How do we bend the curve on transportation? Engage our community.
- David: Do we address the ones who are most vocal? Balance the discussion?
- Stephanie agreed with Kiki and Beth about marketing adoption curve and modeling. Living in integrity in alignment with values.
- Adoption curve can be supported by education, rebates. A lot of the lack of adoption is people being busy.
- David commented that more people are coming to the vision. It's 'Time to pull Fairfax magic and bring everyone to the party' - in the form of a Climate Festival. Fairfax is used to Eco Festival. Over 10 years ago - Marin Clean Energy launch, fighting PG&E. Fairfax Council was the first put up \$ to help. Getting to a campaign – education, identify one thing. Make it cost effective. Climate Festival: We are all in this together. Develop the ground swell; host demos there. How do we mature this concept?
- Kiki suggested targeting the tree with low hanging fruit...(ideas). Building and Transportation. What does success look like? Mentioned Seth Griffith presentation Rewire America. No Fossil Fuel anything.

6. PUBLIC COMMENT

N/A

ADJOURNMENT: 2:00 pm

RESPECTFULLY SUBMITTED by Joanne Lasnier, Secretary