



Household Behavior Change to Achieve Sustainability



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**“We are the first generation to feel the
effect of climate change, and
we are the last generation that can
do something about it.”**

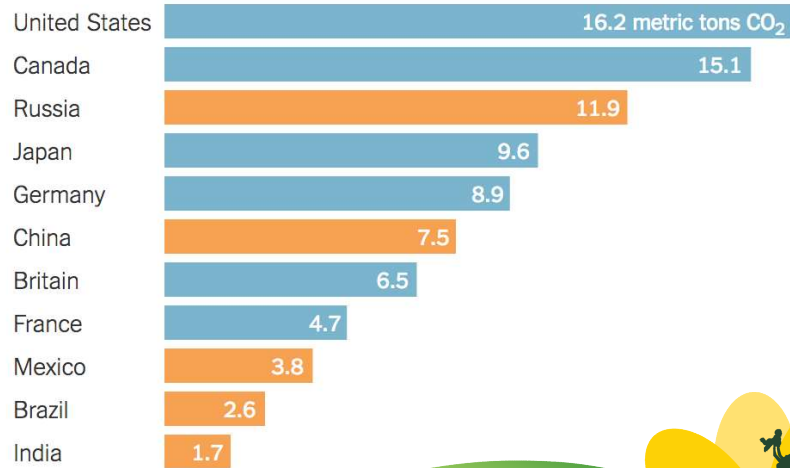


President Obama
on Twitter 9/24/14

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World's Emissions Per Capita

Per person carbon emissions in 2014



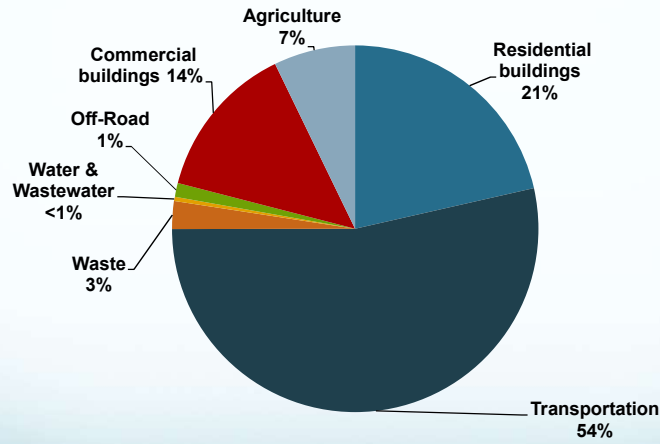
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In 2016, Marin is the Bay Area's 3rd Highest Emitter of CO₂

Town or City	Tons of CO ₂ per Household
Ross	69.2
Belvedere/Tiburon	55.6
Mill Valley	52
San Anselmo	50.2
Larkspur	50.1
Corte Madera	46.9
Novato	45
San Rafael	44
Sausalito	42.1
Fairfax	41.8

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In Marin County, 65% of CO₂ Emissions Come from the Residents!



Marin County 2015 Emissions

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How To Get People To Adopt New Behaviors?

1. Education
2. Market-based solutions
3. Rebates
4. Regulation
5. Programs that use community based social marketing techniques



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Paul Stern of the National Research Council

“The potential for reducing CO₂ emissions through behavioral change at the household level is sufficient to yield a major effect on national emissions if well-designed interventions are scaled up nationally.” *(From American Psychologist, May-June 2011)*



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A Project of
SUSTAINABLE MARIN
working for a future we can live in

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Why it Works

- Desire for social support and connection
- Measurable goals tied to tangible actions
- Desire for peer approval
- Recognition for efforts
- Free and fun
- Feeling part of larger, meaningful effort



We Help People Take Climate Action



Reduce their carbon footprint to help reverse climate change.



Create communities that adapt to and can quickly recover from climate impacts.

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How Does the Resilient Neighborhoods Program Work?



5 - 10 households form a Climate Action Team.

Each household commits to:

- Attend five meetings
- Reduce CO₂ by 25% or at least 5,000 lbs.
- Earn 2,000 pts. building community resilience

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Go on a Low Carbon Diet to Reduce 5,000 Lbs. in 60 Days

1. 'Weigh-in' using carbon calculator.
2. Select from a "menu" of over 100 actions to reduce CO₂ and build community resilience.
3. Take the actions between meetings.
4. 'Weigh-in' again and celebrate success!






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water saving home

The whole family or household can participate



Shift to a more Plant Based Diet

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LEDs: learn that you can make a difference



Build a Connected Community





Buy an E.V.

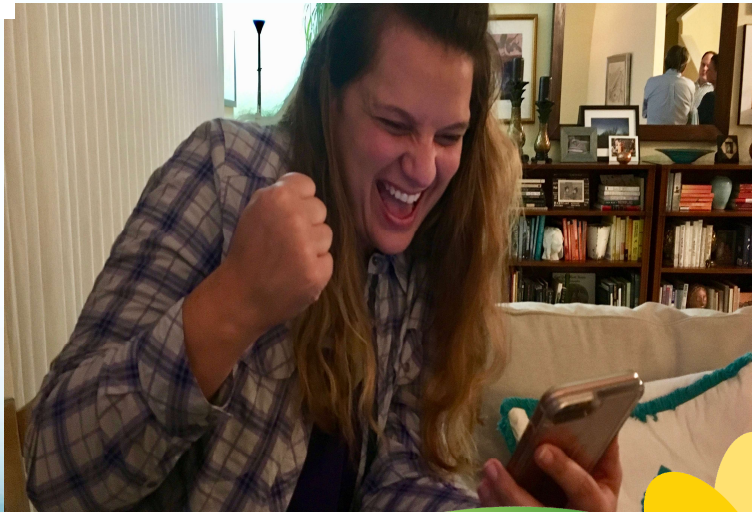
Share stories of best deals with other team graduates. 30 month lease of E-Golf-- cost a total of \$4,000!



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Go solar or opt up to 100% renewable electricity



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Switch to new technologies like heat pump water heaters that save money and the planet.



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Try new things like Composting Food Scraps



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Prepare for Disasters and Look Out for Neighbors



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Become a Climate Leader



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Why it works? It's COOL!

"Hi, I just walked in with a giant bag!"

I told the store workers that I learned about their program through our class and they were excited to hear about it.

THIS IS SO COOL!



Long-Term Benefits Achieved


- Average household CO₂ reduction achieved is 29%.

A County/BayREN commissioned survey found:



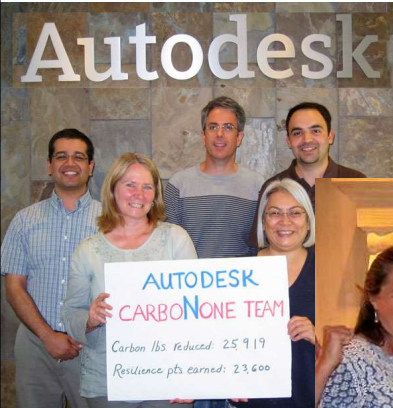
- 100% of new behaviors started were sustained.
- 66% took their pledged actions.
- 75% reported that after several years they continue to take new actions from the program to reverse global warming.



Team Results



Data from Teams show elected officials what citizens can accomplish



AUTODESK CARBONONE TEAM
Carbon lbs reduced: 25,919
Resilience pts earned: 23,600

Peacock Carbon Cutters
43,296 carbon lbs reduced
39,910 resilience pts earned

It Works Because We Do It Together

Success so far:

- Over 950 people have
- Reduced 4.6 million lbs. of CO₂ pollution &
- Made our community safer and more resilient.





Results by Municipality

1/2/18 (Teams 1-65)

Government Jurisdiction	Number of Households	Number of people	CO ₂ pounds reduced	Resilience Pts. earned
San Rafael	130	342	1,419,596	855,155
County	95	226	1,056,819	719,045
Mill Valley	28	58	373,024	243,200
Fairfax	35	87	355,967	237,745
Novato	26	61	301,364	158,500
Larkspur	7	13	268,386	47,300
San Anselmo	26	68	200,580	139,395
Corte Madera	7	17	159,744	86,300
Tiburon	7	14	150,254	43,000
Sausalito	7	13	60,273	51,800
Belvedere	1	2	17,202	11,200
Ross	0	0	0	0
Other	13	34	116,560	80,100
Total	381	932	4,480,129	2,672,740



CEC Grant of \$255,000

All 12 Marin municipalities, MCE, MMWD and the Transportation Authority of Marin



Neighborhood Teams



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Community Center & Library Teams



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Faith-Based Teams



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People Meet for the First Time



Government Teams



Climate Action Teams form year round throughout Marin.

Sign up and we'll contact you!
San Rafael Community Center Class starts 4/19.





RESILIENT NEIGHBORHOODS

LESS CARBON MORE COMMUNITY

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