

Sierra Club - Loma Prieta Chapter 2018 Annual Summary

*Explore, Enjoy and Protect Santa Clara,
San Mateo, and San Benito Counties.
Discover our local impact in 2018.*



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January - December 2018**

2018 by the Numbers

38,500

Individual
eNewsletter
Subscribers



68,009

Member and
Supporter
Households



2,288

Facebook
Likes



9,500

Volunteer
Hours



>600

Hikes



>6,000

Hike
Participants



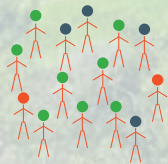
40

Environmental
Stewardship
Program
Participants



16,568

2018 Members



1,096

2018 Net Increase
in Membership



>160

Comment Letters
and Public
Comments



1

Legal Settlement



50

2018 Chapter
Endorsed Candidates
Who Won Elections



Your support means positive change

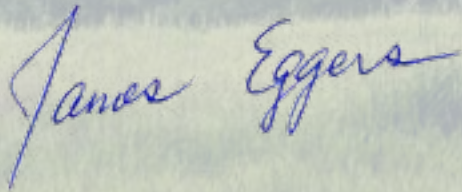
Dear Friends of the Loma Prieta Chapter,

Whenever you enjoy our local open space, there's a good chance that members of your Loma Prieta Chapter have been involved in saving that place. For more than 85 years our leaders, volunteers, and donors have worked relentlessly to protect our local environment and to help others explore, enjoy and protect it.

You may ask who they are. They are people just like you. Members of our community range from brilliant young professionals who create environmental marketing strategies to determined retirees who protest at agency planning meetings, from passionate high school students who petition city councils to PhD's in Ecology and Physics who apply their skills to solving the most complex threats of our time. All of their voices make our "one voice" powerful!

As you read our Annual Chapter Summary, you will see that our impact is rooted in our community, volunteers and generous donors in equal measure. Thank you for your continued support and for making 2018 our greatest year yet.

Sincerely,



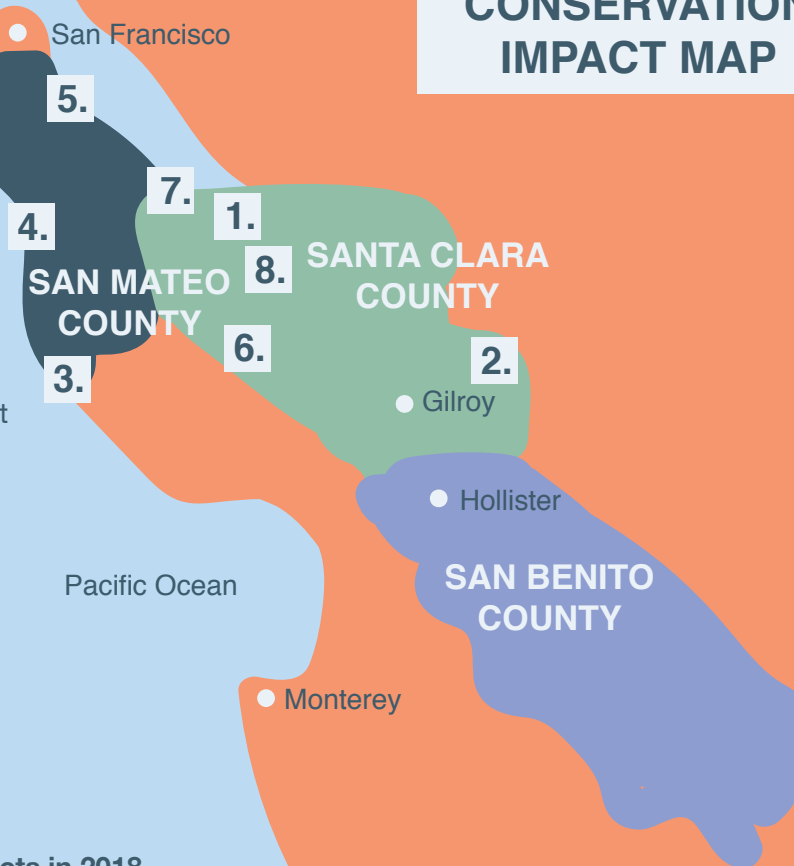
James Eggers, Director
Loma Prieta Chapter



CONSERVATION IMPACT MAP

- 1. San Jose** - Successfully supported Measure C and opposed Measure B
- 2. Coyote Valley** - Successfully advocated for Measure T
- 3. Quiroste Valley** - Negotiated a settlement to protect endangered species
- 4. Half Moon Bay** - Protected shoreline from development
- 5. Belmont** - Created the first seeds library in North San Mateo County
- 6. Sanborn County Park** - Protected 140 acres of forest
- 7. Mountain View** - Consulted Google on landscape and streetscape around around the planned new headquarters
- 8. San Jose Diridon Campus** - Consulted Google on including environmental issues into the station area plan.

This map shows a few of our major conservation impacts in 2018.
You'll find the more extensive list on page 4.



2018 Accomplishments:

- * Provided more than 600 outings for more than 6,000 participants to explore and enjoy nature and learn to protect the planet,
- * Negotiated a settlement with State Parks that provided improved protections for the endangered San Francisco garter snake, threatened California red-legged frog and species of concern Dusky-footed woodrat during the removal of 10,000 Douglas fir trees and 50 acres of Coyote brush from Quiroste Valley in coastal San Mateo County,
- * Filed suit in federal court against the US Fish & Wildlife Service because the Service has been non-compliant with its 5-year review obligations under the Endangered Species Act for the San Francisco garter snake (a fully protected species now found only in San Mateo County), the last review having been conducted in 2006,
- * Organized, in concert with another environmental group, more than 150 citizens to appear at a Half Moon Bay City Council meeting where we presented 5,000 signatures in opposition to an egregious shoreline proposal for a luxury 205 room hotel and 170 pad Recreational Vehicle camp in a sensitive viewshed from Highway 1,
- * Provided public support for a complicated land use mechanism called a “lot line adjustment” in favor of the Peninsula Open Space Trust in order to facilitate a preservation in perpetuity of an iconic farming operation in the coastal zone,
- * Continued to oppose a dense project in the urbanized Midcoast of San Mateo County that has no public transit, is 6 to 7 miles in either direction to basic shopping, medical services, middle school & high school, and has very unsafe access to Highway 1,
- * Successfully opposed San Jose Measure B as brought to the ballot by developers (with whom we have previously clashed in other cities) which would have inappropriately developed a large parcel at the outskirts of the city and would have imposed a destructive zoning overlay across the entire city,
- * Successfully supported San Jose Measure C implementing a proscription on the property discussed above that made it nearly impossible for the developers to foist a similar concept on that property,
- * Successfully supported San Jose Measure T bond measure that included \$50 million for open space purchases in an area that has long been a conservation focus for our Chapter and our environmental allies,
- * Successfully opposed the conversion/destruction of 140 naturally and diversely wooded acres of a hillside Santa Clara County park to a heavily constructed “family mountain bike park,”
- * Educated the community, through Green Youth activists, on the health and environmental risks posed by idling and asked for an anti-idling pledge
- * Filed a Water Rights Complaint with the State Water Resources Control Board to protect Steelhead trout in the Guadalupe River,
- * Successfully pressured Santa Clara County to progress on permitting and oversight of Lehigh Cement and protection of local water resources.

Educating the next generation of environmental advocates

How do we do our work?

Saving our regional environment is a marathon, not a sprint. Like every long-distance race, it requires training, time, skills, persistence and a supportive team.

Our volunteers donate their time and skills to educate a new generation of environmental advocates. Others research, interview and endorse the best candidates running for office. Our many expert volunteers monitor proposals that may impact our environment, educate decision makers and advocate for the best solutions. Our volunteer leaders take part in creating solid legal cases against those who harm or want to harm our environment. Our extensive team of certified outings leaders inspire thousands of people to explore and enjoy our local nature.

They are the very core of our Loma Prieta Chapter and bring to life Sierra Club's motto of "Enjoy, Explore, Protect."

The following stories give a glimpse of how your Loma Prieta Chapter makes an impact in Santa Clara, San Mateo, and San Benito counties.

Susan DesJardin on the Environmental Stewardship Program



"This is my 4th year attending the Environmental Stewardship Program and I am helping organize and lead this year's program. What I most appreciate about this program is how educational and informal our meetings are.

We begin with announcements of upcoming events – everything from hikes to local speakers to environmental activism opportunities. Then we have a speaker or film on an environmental topic followed by political action, like writing a letter to an elected official on pending environmental legislation. I also love the people I have met through ESP, people with similar values and interests as myself.

The skills I gained through this program have encouraged me to get more involved in my community. I advocated for the formation of San Jose Clean Energy and I have attended city council meetings and other community meetings to voice my opinions about sustainable development."

Promoting best environmental candidates for elected office

Exploring outdoors



Ramy Asselin on the Family Explorer Outings

“My family really enjoys the Sierra Club Loma Prieta Family Explorer Outings! The hikes start out with a fun game to introduce everyone. Along the hike, the leaders periodically stop and observe nature and talk about it. The topics change with the locations and seasons and include wildflowers, trees, birds, mammals, tarantulas, tracks, and even scat! My daughters especially enjoy listening to the stories and making new friends!”

Harvey Rarback, Half Moon Bay Mayor, on Sierra Club Endorsement



“Our Half Moon Bay City Council is unique because all five of us have earned Sierra Club endorsement. Having environmentally minded members on our council helps us reach good decisions for our city and our coast. For example, recently we have endorsed Green Infrastructure projects to protect our ocean from pollution and reduce energy usage. Ensuring election of environmentally minded officials is one of the best ways to protect and preserve our environment.”



Protecting the local environment through environmental advocacy volunteerism

Protecting the local environment through collaboration with officials



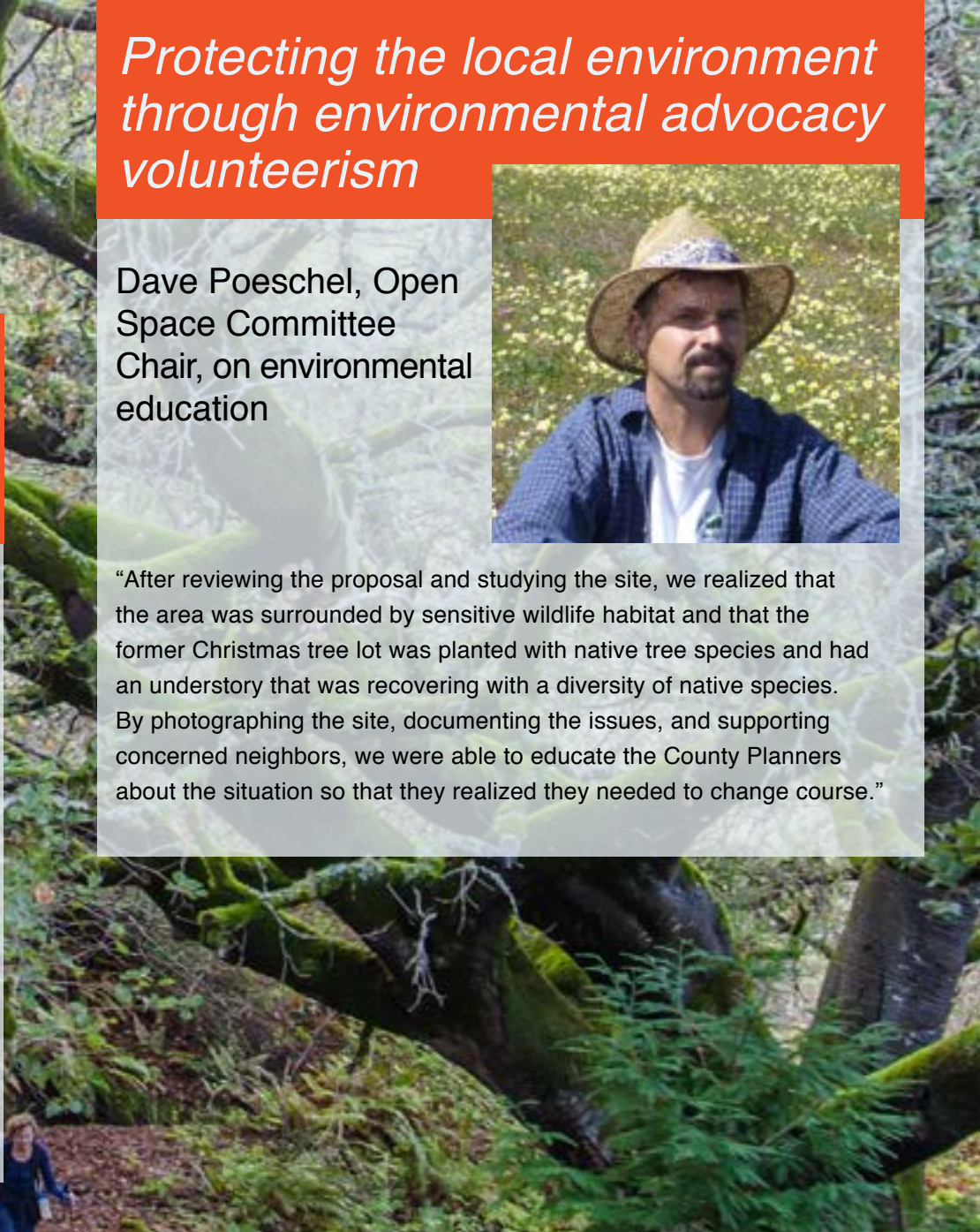
Sergio Jimenez, City of San Jose Council member, on the Preservation of Coyote Valley

“I am proud to represent one of the South Bay’s greatest outdoor treasures, Coyote Valley and to be able to work alongside the Sierra Club to preserve this land. We can always count on Sierrans like Dave Poeschel whose vigilance and activism are crucial to keeping our focus on this Valley of Hearts Delight. How we tend our parks and green space is a reflection of how we care for our future. I’m confident that as we continue our work together, we will protect Coyote Valley forever.”

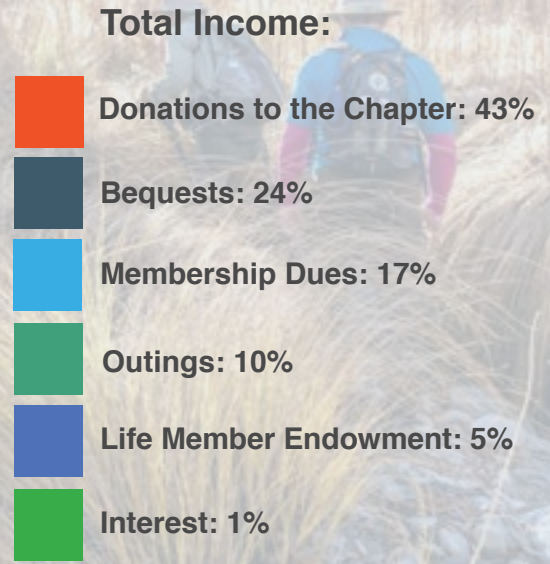
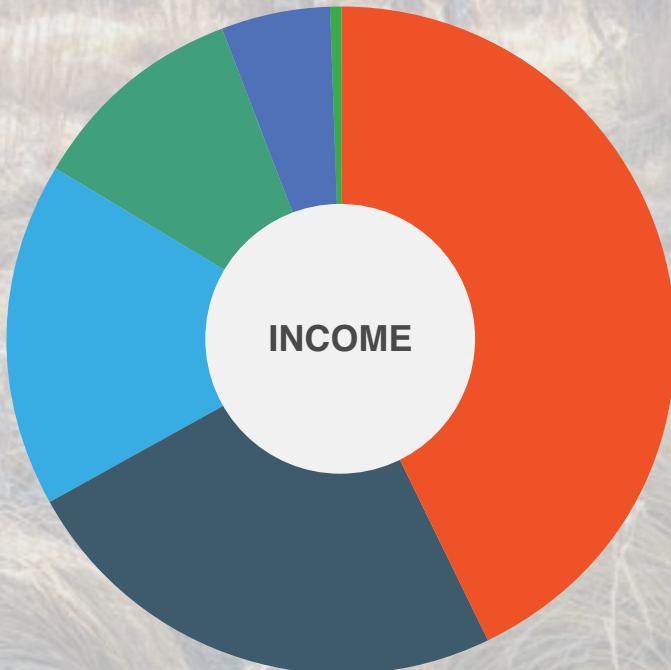
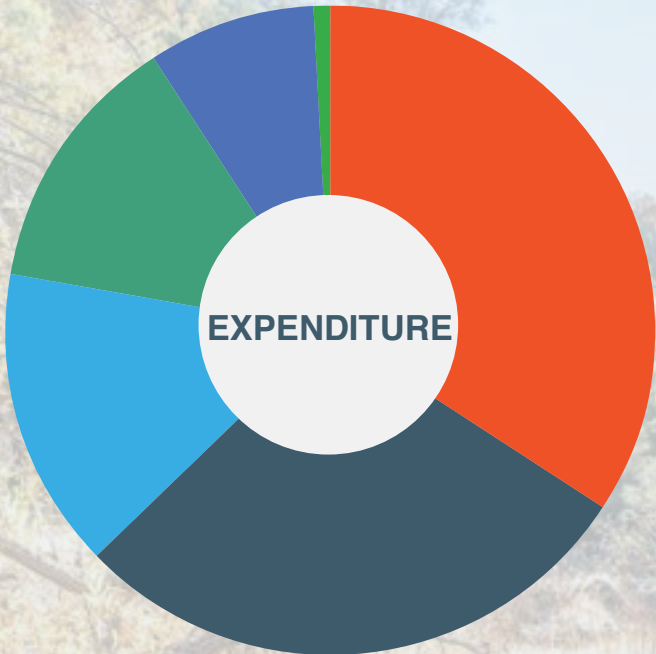



Dave Poeschel, Open Space Committee Chair, on environmental education

“After reviewing the proposal and studying the site, we realized that the area was surrounded by sensitive wildlife habitat and that the former Christmas tree lot was planted with native tree species and had an understory that was recovering with a diversity of native species. By photographing the site, documenting the issues, and supporting concerned neighbors, we were able to educate the County Planners about the situation so that they realized they needed to change course.”



Expenditure and Income January - December 2018





What will be your environmental legacy?

Name your local Sierra Club Loma Prieta Chapter as a beneficiary in your will, living trust or other estate plans and create a lasting legacy that provides for a sustainable and healthy future. Contact us today and help us plan our future work to protect our local environment for generations to come.

Contact Justyna Guterman, Development Coordinator
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650-390-8494

Sierra Club Loma Prieta Chapter Leadership

Executive Committee

Bruce Rienzo, Chair and Treasurer

Darren Ponce, Vice Chair

Mary Buxton, Secretary

Marilyn Brewer

Nathan Chan

Sue Chow

John Cordes

Susan DesJardin

Gladwyn d'Souza

Mike Ferreira

Shani Kleinhaus

Gary Latshaw

Charles Schafer

Staff

James Eggers, Director

Barbara Kelsey, Office Coordinator

Justyna Guterman, Development Coordinator

A special thank you to our 2018 Guardians of Nature Benefit Business Sponsors



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Special thank you to our photographers:

Dave Poeschel, background images page 1, 3 and 10.

Ron Karpel, inside front cover, background images page 2, 8 and 9.

Ke Yip, cover, background images page 4, 5, 6 and 7.