

2020 Loma Prieta Chapter Summary



Dear Friends,

2020 was an unprecedented year. Yet despite the challenges of the global pandemic and difficult national events, your Loma Prieta Chapter continued successfully working for a healthy future for our region. This is because our Chapter is both an organization and a community, and at its heart are people like you.

There has been an impressive advance of our Reach Code campaign, to help cities move away from fossil fuels. Not only have the majority of cities in our Chapter adopted such codes, but the majority of California cities that have adopted Reach Codes are in our Chapter.

The most ambitious environmental campaign in Sierra Club chapter history has been launched: our ten-year Bay2030 campaign to protect and restore the San Francisco Bay. As a part of the campaign, the Bay Advocates Program was created to introduce local activists to the importance of, threats to and opportunities for rescuing our precious Bay. Our volunteers provided significant input into Bay Area development and redevelopment plans in Sunnyvale and South San Francisco and took action to protect the Redwood City salt ponds for future restoration.


Local elected officials are one of our most important resources for environmental protection. Our chapter researched and interviewed scores of candidates, endorsed fifty-six, and are proud that forty-eight were elected, ensuring that a healthy future will be a political priority.

Despite the historic disruptions, we were able to expand our positive influence. For that, we are grateful to you: our donors, volunteers, and staff.

Sincerely,



James Eggers,
Director
Loma Prieta Chapter



Bruce Rienzo
Chapter Chair
Loma Prieta Chapter



Impact Map

City of Millbrae and Redwood City

Our Chapter successfully advocated for strong Climate Action Plans.

Burlingame, Campbell, East Palo Alto, Los Altos, Millbrae, Redwood City, San Mateo County, and Sunnyvale

We successfully advocated for the adoption of Reach Codes.

Sunnyvale

We successfully advocated for a balance between wildlife habitat, sea-level rise, and new housing at the proposed Moffett Park development.

San Jose

We successfully worked with Google to improve green corridors for wildlife and trails on their campus near Los Gatos Creek, and with the City of San Jose to prohibit natural gas in new constructions.

Coyote Valley

We successfully advocated for increased protection of the Valley through improvement of the City of San Jose's General Plan.





- Launched the Bay2030 Campaign to protect and restore San Francisco Bay ecosystems and protect our cities from the threats of flooding caused by sea-level rise.
- Successfully advocated for a natural gas prohibition in new construction in the City of San Jose.
- Educated 40 people to be effective advocates for Bay ecosystems, through our Bay2030 Advocate Program.
- Successfully supported Cities of Milpitas and Redwood City in creating robust Climate Action Plans which now set ambitious greenhouse gas reduction targets, mandate tracking those measurable targets regularly, and implement their plans with sea-level rise and environmental justice in mind.
- Gained support from San Jose decision-makers, for improved land use designations in the City's General Plan, to reflect the new conservation vision for Coyote Valley.
- Successfully mediated a balance between wildlife habitat, sea-level rise, new housing, and increased office density at Moffett Park, Sunnyvale, on the Bay edge.
- Commented on projects along the Guadalupe River and engaged in the development of the Valley Water Trail policy, to protect our riparian corridors from the Almaden Office Project and from light pollution caused by a planned monument in Arena Green.
- Secured approval for a mixed-use development at the Hayward Park Train Station, which will now include childcare, reduced parking, added bike lanes, community transit hub and will retain the local Trader Joe's.
- Successfully advocated for higher-density in the 100% affordable housing project across from the train station in Downtown San Mateo.
- Co-organized the Green Streets for Sustainable Communities Symposium, which was attended by more than 300 people who learned about strategies for an integrated approach to pedestrian and nature-friendly green corridors.
- Successfully advised Google on additional improvements at their campus along Los Gatos Creek in the Diridon Station Area in San Jose. These improvements include greening Los Gatos Creek as a riparian corridor, adding green corridors for wildlife along streets and trails, and adding bioswales, rather than concrete sewers, for drainage of stormwater.
- Drew media publicity to the jobs-housing imbalance in a massive proposed redevelopment around the Redwood City Sequoia Station.
- Educated City of South San Francisco staff on the importance of adaptation to sea-level rise through nature-based solutions and urban greening. They have made it a part of considered improvements in their General Plan Update.

Protecting the San Francisco Bay



Susan DesJardin

Chapter Executive Committee Vice-chair and Bay2030 Working Group Chair

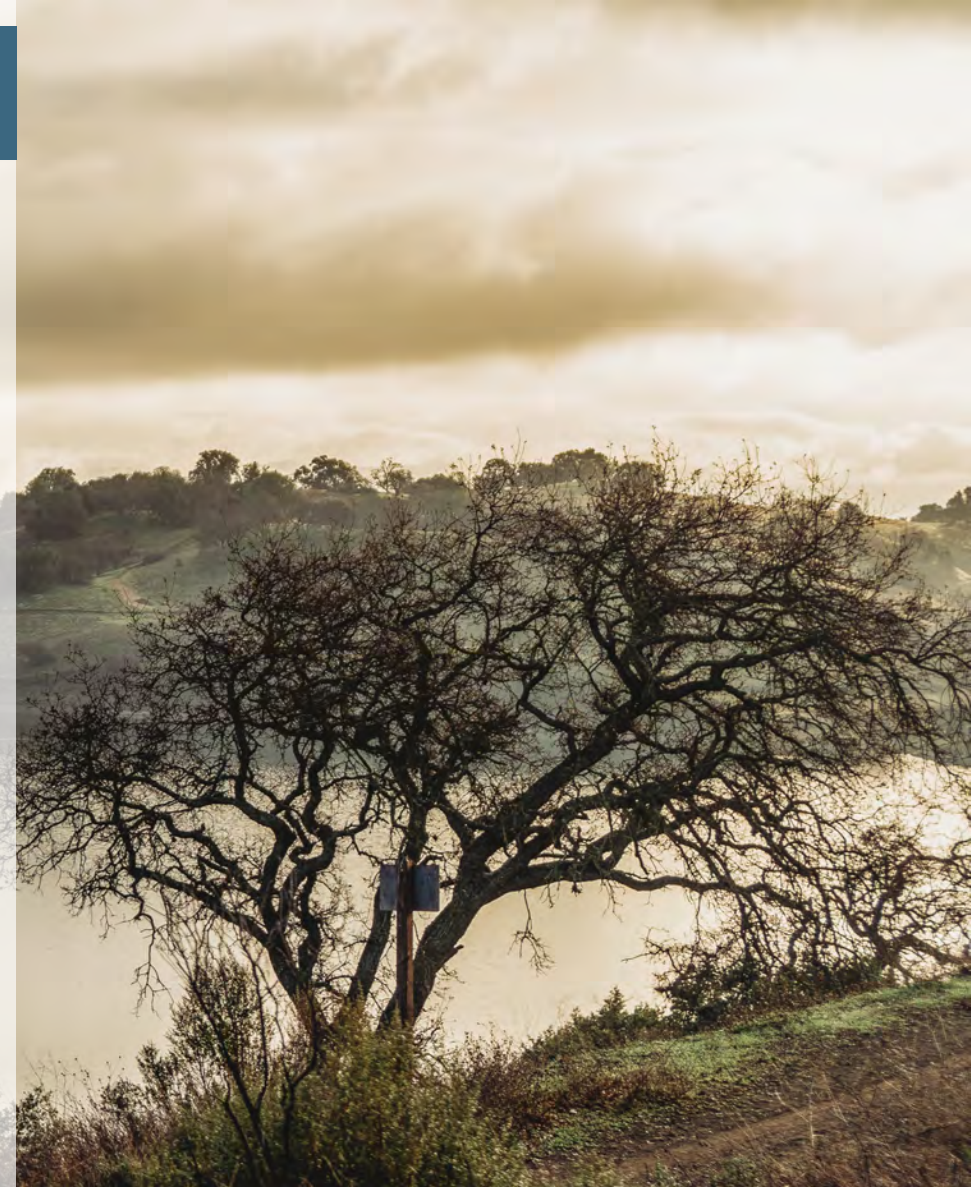
In 2020 we launched Bay2030, our new 10- year campaign, supported by a generous bequest, to protect San Francisco Bay. The campaign has laid out ambitious plans to ensure that, as sea levels rise, we preserve a living bay with productive marshes and wetlands for wildlife rather than a bay ringed by concrete

walls and steep levees. Social equity is a critical concern as some of the most socially disadvantaged communities are also among the most vulnerable to sea-level rise effects.

Since Bay protection is a regional goal, our Chapter has reached out to our partner Chapters around the Bay to work together. In addition, with our Chapter's support, all Chapters can undertake campaigns with individual cities, to ensure that nature-based solutions to sea-level rise and flood control, benefiting biodiversity and ecology, are on the table along with other hard-edged infrastructure plans.

Education for Advocacy is an exciting element of this program. The Bay2030 Advocate Program was launched last year and graduated forty active participants who learned about Bay ecology and practiced successfully persuading local decision-makers by advocating for Bay protection. This program will repeat annually. Public Relations and Outreach plans are in the works for webinars aimed at educating members, elected decision-makers, and agency staff and also for a website rich with resources on wetlands, nature-based adaptation science, and case studies.

I look forward to working with our passionate volunteers and making a positive impact for our Bay in 2021. I invite you to join us.



85,839

Supporter
Households

17,169

Individual Members

Protecting the Valley of Heart's Delight



Dave Poeschel

Chapter Open Space Committee Chair

Our efforts continue to protect the natural resources of Coyote Valley, and we were successful with several initiatives. There is now a real opportunity for habitat restoration and preservation of agriculture that supports wildlife, produces healthy soils, and promotes climate resiliency.

Our volunteers helped to plan and execute the campaign for Santa Clara Valley Open Space District to obtain the funding it needs to continue to operate in a big way in the Valley (Measure Q renewal). Measure T received an unheard of level of voter support at 81.35%. We are now weighing in on the North Coyote Valley Community Planning Process.

We've also been successful in influencing the City of San Jose's General Plan update. Our environmental coalition asked for and received Citizen Task Force recommendations to bring the General Plan designations in line with our conservation vision for Coyote Valley. We will be ready when the City Council makes its decision about the Task Force recommendations later this year.

We submitted comments on the environmental review of High-Speed Rail with the hope that Coyote Valley flood and wildlife concerns are adequately addressed.

> 5000

Volunteer hours

Cultivating a Great Local Resource



John Keener

Former Mayor and City Council Member, Pacifica
Blocking highway expansion in Pacifica

One of the great powers of the Sierra Club are chapters that know local environmental issues and political candidates.

In 2014, I ran for City Council, with my opposition to the widening of Highway 1 in Pacifica as my number one issue. Caltrans wanted to widen the highway from four lanes to six lanes within sight of the ocean. The Loma Prieta Chapter endorsed me and supported our group against the folks that wanted to “concrete our coast”.

Three years later, the widening project was dead, never to be revived.

Since my time on council, I’ve paid it forward by serving on Sierra Club Loma Prieta’s endorsement committees. For environmental-leaning candidates, the Club’s endorsement is proof of credibility, and for members who may not know much about the candidates, endorsement provides a trusted voice in local elections.

48 of 56

Chapter Endorsed Candidates
Who Won Elections

Still Leading the Nation in Creative Solutions



Dashiell Leeds

Chapter Conservation Assistant (staff)

Fossil gas pipelines are more than just unnecessary, they are also costly, unhealthy, and above all, they poison our future by accelerating climate change. Every new gas line that we build is a liability and a tragedy. All-electric Reach Codes and Natural Gas Prohibitions ensure that we don't build new gas pipelines in new buildings, and that we instead utilize the clean electricity of Silicon Valley Clean Energy and Peninsula Clean Energy. I am grateful to work alongside the many dedicated advocates across the Bay Area who are fighting for our future. This year was an amazing year for Climate Action: We achieved 8 successful Reach Codes and Gas Prohibitions in our Chapter territory, with the number of codes in California rising to 41. This is just the beginning. Transitioning our society away from fossil fuels will be a tough struggle, but with the dedication I've seen from our members, other organizations, and community residents, I believe it is possible.

8

Reach Codes Adopted

1

Natural Gas Bans Adopted

Exploring and Enjoying, to Protect



Lisa Barboza
Chapter Outings Chair

Each year our two hundred incredible outings leaders from fifteen sections lead hundreds of hikes for thousands of local residents. Only in 2019 we helped more than 6000 participants discover and fall in love with our amazing local open space. Unfortunately in March 2020, our Outings program was suspended because of safety concerns over exposure to COVID-19. Our outings sections range from day hikes to backpacking, peak climbing, backcountry skiing, and kayaking. Our leaders know our local trails like no other. A conservation theme is vital to our outings. Outings develop friendships, community, even marriages, and frequently enjoy the company of geologists, birders, and plant docents. For many, outings are their principal form of exercise and socialization. We cannot wait to restart our Loma Prieta local Outings when it is safe again, hopefully in July 2021. Getting back to where we were in 2019, with over 600 outings and 6000 participants will take time, but it will be fun. I hope you'll join us on the trail in 2021. Happy Trails, Lisa Barboza; serving you as your Loma Prieta Outing Chair

89

Hikes (until March 5th, 2020)

>890

Hike Participants (until March 5th, 2020)

Educating Environmental Advocates



Desiree Grahn

Bay2030 Advocate Program Participant

I have been interested in social justice since college and decided about 4 years ago to get more familiar with environmental concerns and became a member of the Sierra Club. In the Fall of 2019, I joined the Environmental Stewardship Program to learn about critical environmental issues through a variety of films and speakers. I jumped into the Bay2030 Advocacy Program this past summer because I was eager to make my voice heard. I like how this program focused on advocacy training and hands-on activities. Advocates presented information on specific bay issues and the tools they use. What was most valuable was that I got to write letters to council members regarding the Moffett Park Specific Plan and a piece for the Loma Prieta newsletter. Currently, I am working alongside some amazing Sierra Club advocates as part of the Climate Action Leadership Team. We are tracking 40 cities around the Bay and their Climate Action Plans. As a resident of San Jose, I want to learn about San Jose's Climate Action Plan and make my voice heard. What I've come to realize is that my action can affect real change. Empowering!

40

Bay2030 Advocate
Program Participants

>72 letters

Comment Letters and
Public Comments

Creating Healthier Communities



Gita Dev

Chapter Sustainable Land Use Committee Co-chair

It was quite by accident that I became an activist in the Sierra Club Loma Prieta Chapter. "There's no role for an architect interested in urban design within the open space and hiking community of Sierra Club," I thought. So I was startled to discover the Sustainable Land Use Committee which I now co-chair. I found myself volunteering to help improve a very large infill redevelopment in San Mateo called BayMeadows. If we are going to add tall buildings in our suburban downtowns, I thought we'd better make sure that the changes included the types of spaces people love - public spaces like plazas and green spaces like parks. As we grow, SLU is also addressing climate impacts by using our public right-of-ways, which make up 40% of our cities, to plant native trees and plants, to make our cities greener, and to create ecology corridors for pollinators and wildlife, rather than being reserved mainly for cars. I love what SLU is able to do.

13

Developments improved by
Chapter recommendations

Expanding the 2020 Guardians of Nature Benefit

The 2020 Guardians of Nature Benefit honoring Byron Sher was like none before. Despite that the event was online, nearly 250 guests responded to our invitation. Thanks to the generous support of our sponsors and other donors, we raised more than \$60,000. The Loma Prieta Chapter community thrives in challenging circumstances, which expands its creativity and perseverance.



Byron Sher

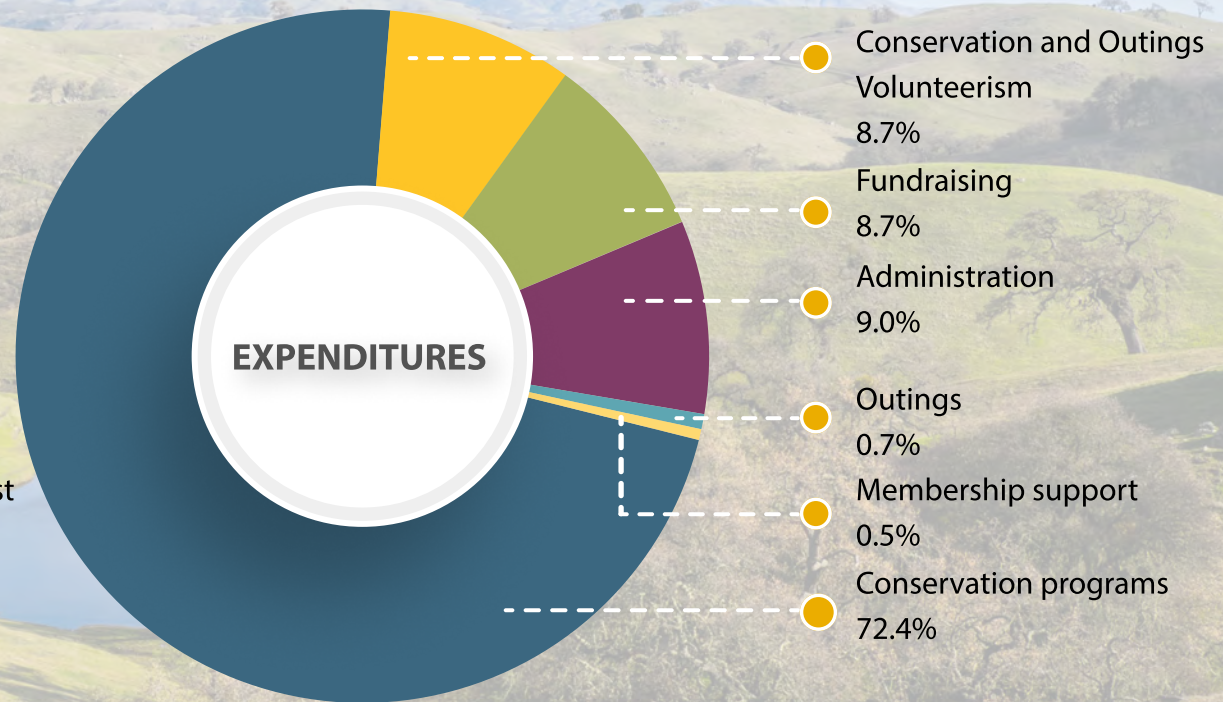
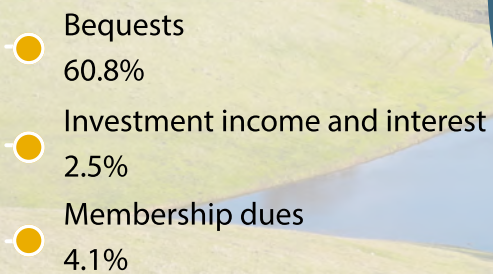
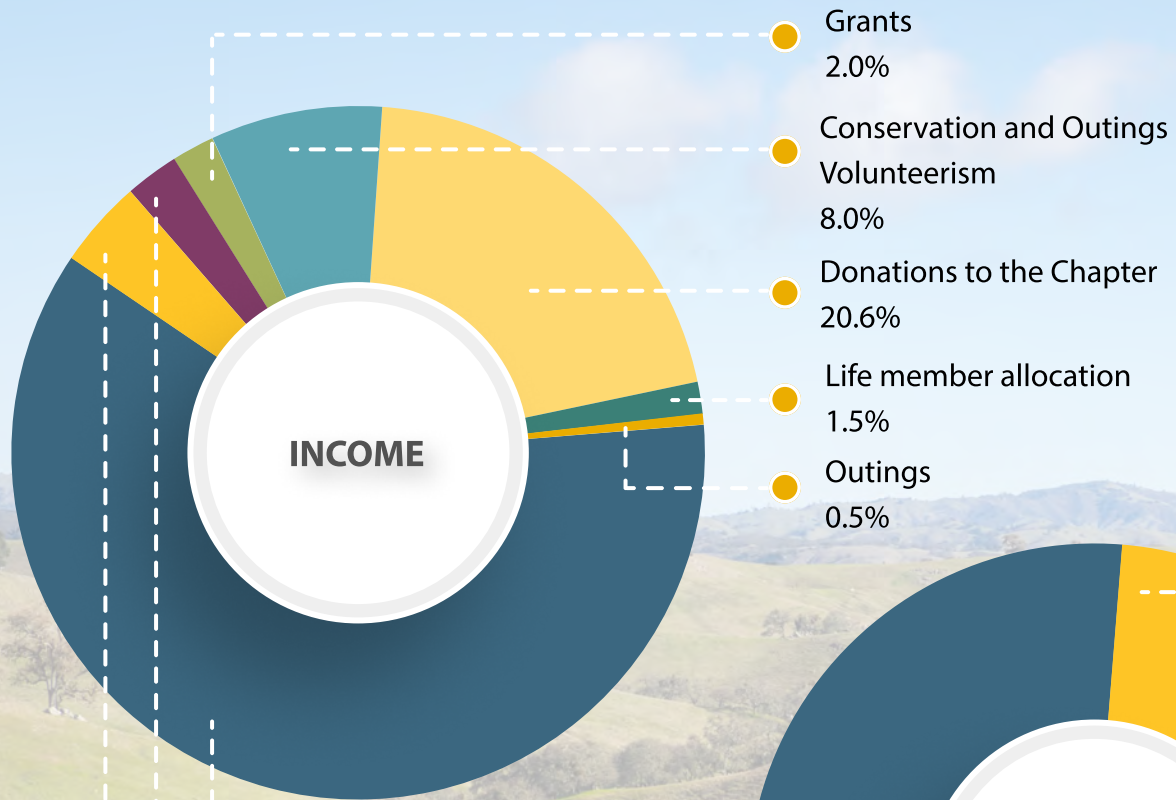
When it became apparent that we would not be able to meet in person, our amazing volunteers produced an hour-long online program so our guests could celebrate our 2020 honoree Byron Sher from the safety of their homes.

We brought the spirit of past galas through the special messages by James Eggers, special Chapter friends Congresswoman Anna Eshoo, Assemblymembers Ash Kalra and Evan Low, and Santa Clara County Supervisor Joe Simitian. We also continued our tradition of recognizing outstanding outings leaders, this year Mike Zampiceni and Judy Ogle, and by premiering an outstanding Byron Sher tribute video created by Chapter conservation volunteer Mike Kerhin, including an inspiring speech by our guest of honor.

The program also included an excellent video documenting our advocacy for the preservation of Coyote Valley, created by brilliant volunteer Megan Tobias, and a whimsical San Francisco garter snake claymation video by multi-talented Chapter Executive Committee Member Mary Buxton.

We are especially grateful to David Simon, who expertly produced the event on Zoom, seamlessly intertwining live and pre-recorded content.

Expenditures and Income



Sierra Club Loma Prieta Chapter Leadership

2020 Executive Committee

Bruce Rienzo, Chair and Treasurer
Susan DesJardin, Vice-chair
Mary Buxton, Secretary
Nabeel al-Shamma
Nathan Chan
Sue Chow
Gladwyn d'Souza
Michael Eldridge
Mike Ferreira
Gary Latshaw
Shani Kleinhaus
Charles Schafer

Regional Groups

Gita Dev and Sue Chow, Peninsula Regional Group Co-chairs
Gladwyn d'Souza, San Carlos/ Belmont Regional Group Chair
Gary Latshaw, Guadalupe Regional Group Chair

Political Action Committee

Mike Ferreira, Chair

Conservation Committee

Gladwyn d'Souza and Katja Irvin, Conservation Committee Co-chairs

Conservation Subcommittee Chairs

Sue Chow, Climate Action
Gita Dev, Sustainable Land Use
Mike Ferreira, Coastal Issues

Gladwyn d'Souza, Food, Sustainable Land Use and Transportation
Gary Latshaw, Air Quality
Janet Hoffman, Pesticides
Katja Irvin, Water
Mike Kerhin, Fracking
Karen Maki, Forest protection
David Poeschel, Open Space
Martha Schauss, Wildlife

Outings

Lisa Barboza, Chair

Outings Section Chairs

Lisa Barboza, Peak Climbing
Nathan Chan, 20s-30s
Gloria Chen, San Jose Inspiring Connections Outdoors
Sharon Chuang, Black Mountain Hiking
John Cordes, Ski Touring
Carl Darling, Hikers Hut
Larry Dewell, Paddlers
Ron Karpel, Day Hiking
Celeste McInerny, Gay & Lesbian Sierrans
Judith Ogle, Singleaires
Stephen Stearns, Backpacking
Brian Swing, San Mateo Hiking
Sigal Wilnai, Family Outings
Sandra Winkler, Sierra Singles

Staff

Barbara Kelsey, Chapter Coordinator (11 years with the Chapter)
Justyna Guterman, Development Coordinator (9 years with the Chapter)
James Eggers, Director (5 years with the Chapter)
Dashiell Leeds, Conservation Assistant (2 years with the Chapter)

What will be your environmental legacy?

Name your local Loma Prieta Chapter as a beneficiary in your will, living trust or other estate plans to 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
Sierra Club Loma Prieta Chapter

Justyna.guterman@sierraclub.org
650-390-8494

www.sierraclub.org/loma-prieta/legacy-giving

Special thanks go to our 2020 Guardians of Nature Benefit Business Sponsors

The NPIQ logo consists of the letters "NPIQ" in a blue, sans-serif font, with a small trademark symbol (TM) to the upper right of the "Q".

Visual design generously donated by Natalia Kloda
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