

## ANNUAL REPORT 2015

LOCAL. VOCAL. EFFECTIVE.



# THANKS TO OUR PARTNERS, MEMBERS, AND VOLUNTEERS FOR MAKING 2015 AN INCREDIBLE YEAR!

Dear Friends of Committee for Green Foothills,

Drive along Highway 280 and the Peninsula's sweeping hillsides take your breath away. Bike the coast in Half Moon Bay and the crashing waves and salty air clear your head. Hike San Jose's rolling foothills in the springtime and the heady scent of wildflowers fills your senses.

We've protected these extraordinary places for over 50 years. They are what make our region such a special place to live and work. We accomplished a lot in 2015, but so much is still at stake.

Land conservation is an ultra-marathon, not a sprint. While we're proud of our successes in 2015, they are the result of work started years ago. Our work can take years, even decades, and last year's efforts laid the foundation for wins yet to come.

This first-ever annual report illuminates what you made possible and provides a summary of how we've invested your gifts. Thank you for your ongoing generosity and your commitment to protecting open space for future generations.

In service,

Megan Medeiros
Executive Director





### PARTNERING WITH COUNCILMEMBERS TO PRESERVE THE COAST

We all love the San Mateo County coast: bucolic farmlands, sandy beaches, and scenic vistas, dotted here and there with small-town development. Over five miles of coastline are within Half Moon Bay's city limits. When the city began work on a new general plan, it was a wildly open-ended process. Without intervention, farm fields and open space were up for grabs.

Together with local residents and environmental groups, Legislative Advocate Lennie Roberts encouraged the city council to focus on conservation. Lennie worked with the city council, including Councilmember Debbie Ruddock, to ensure that the city's general plan will preserve farmland and open space. As a result, the new general plan is much more likely to preserve the farmland and natural areas both residents and visitors love. Lennie continues to work with the city to make open space a priority.

"HALF MOON BAY'S VISTAS
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THAT COMMITTEE FOR GREEN
FOOTHILLS WORKS WITH
US, ADVOCATING FOR THE
PROTECTION OF OUR FARMS
AND WILDERNESS. LENNIE
ROBERTS HAS A KNACK FOR
TURNING AFTERTHOUGHTS
INTO PRIORITIES."

- DEBBIE RUDDOCK
HALF MOON BAY CITY
COUNCILMEMBER





### WORKING WITH COMMUNITY LEADERS FOR PARKS

Experiences in nature can be difficult to come by for urban residents, especially in fast-growing cities facing increased development pressure. We must not lose sight of the need for nearby nature. In 2015, Legislative Advocate Alice Kaufman worked with residents and decision-makers in East Palo Alto on the city's general plan. Many of her recommendations

were accepted by city staff.

At Committee for Green Foothills, we depend on residents who speak up for their communities. This is why we spearhead the Community Advocates Leadership Academy (CALA), a program that trains people to become more effective local advocates. In 2015, CALA had 34 graduates, including Kyli Arford and Sharif Rosales–Webb, a young couple who call East Palo Alto home.

"CALA gave us the strength and breadth of knowledge to advocate for open space," said Kyli. Kyli serves on East Palo Alto's General Plan Advisory Committee, and she and Sharif continue to work with Alice as the general plan moves forward.

"IT IS OUR JOB TO BE STEWARDS OF THIS LAND. WE WANT OUR CHILDREN TO BE PROUD OF OUR CITY. WE TEACH THEM THAT EVERY COMMUNITY TAKES WORK FROM ITS RESIDENTS TO MAKE IT THRIVE."

- KYLI ARFORD EAST PALO ALTO LEADER





#### SAVING LOCAL AGRICULTURE WITH FARMERS

Michelle Lieberman and Gal Mariansky's small bungalow in Morgan Hill has a surprise in the backyard: a one-acre working farm. The industrious couple delivers a steady diet of fresh produce to dozens of families in Santa Clara County.

Gal and Michelle are committed to maintaining agriculture in our region, which is why they support Committee for Green Foothills. Legislative Advocate Julie Hutcheson is tirelessly working to save the remaining farmland in what once was known as the "Valley of the Heart's Delight."

"My priorities are preserving agriculture and open space here," says Michelle. "The work Committee for Green Foothills is doing locally is incredibly important, and I don't see anyone else doing it as successfully."

Michelle and Gal have cause for concern. The recent development proposals in Morgan Hill that would pave over some 700 acres of prime farmland are not the first such proposals, and they're unlikely to be the last.

"I OFTEN DON'T HAVE TIME
TO PERSONALLY ATTEND
PLANNING AND CITY
COUNCIL MEETINGS. I'M
GLAD TO HAVE JULIE
GO FOR US," SAYS CGF
SUPPORTER AND FARMER
MICHELLE LIEBERMAN.
SHE AND HUSBAND GAL
MARIANSKY WELCOMED
THEIR FIRST CHILD IN
NOVEMBER.





#### **2015 BY THE NUMBERS**



**25,600 PAGES** 

OF AGENDAS, STAFF REPORTS, PROJECT PROPOSALS, AND ENVIRONMENTAL **IMPACT REPORTS READ** 



1,800 HOURS CONTRIBUTED BY VOLUNTEERS







**TOTAL INCOME: \$536,312** 



### **EXPENSES AND INCOME** April 2014 - March 2015

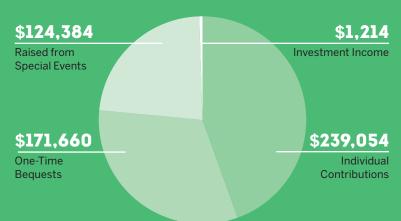
\$46.510 **FUNDRAISING** Membership Recruitment and Retention

TOTAL EXPENSES: \$437,003

**ADMINISTRATION** Insurance. Accounting, Happy Staff (HR)

\$92.957

\$297,536 **PROGRAM** Advocacy, Education, and Grassroots Action



"One cannot be pessimistic about the West. This is the native home of hope. When it fully learns that cooperation, not rugged individualism, is the quality that most characterizes and preserves it, then it will have achieved itself and outlived its origins. Then it has a chance to create a society to match its scenery."

WALLACE STEGNER FOUNDING PRESIDENT



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