

**Regular Meeting of the Board of Directors  
February 18, 2021  
4:00 pm – 6:00 pm, via Zoom teleconference**

If you are using a computer to join the meeting please click [this link](https://us02web.zoom.us/j/89675733636)<sup>1</sup>. A computer video camera is not required to participate. If you do not have access to a computer or internet during this meeting, or if your computer does not have audio, you can call in by phone: (669) 900-6833 and enter the meeting ID 896 7573 3636 when prompted. If participating by phone only, you will not be able to see presentations or other participants. The teleconference will begin 10 minutes before the meeting is scheduled to begin for those who may need assistance or orientation to the technology.

<b>1. Call to Order</b>
<b>2. Approval of Agenda</b>
<b>3. Convene Closed Session</b> <b>3.1. Public Employee Performance Evaluation Pursuant to California Government Code §54957</b> Title: Executive Director
<b>4. Adjourn Closed Session</b>
4:30pm
<b>5. Convene Open Session and Report on Closed Session</b>
<b>6. Introduction of Guests and Staff</b>
<b>7. Public Comment-</b> The Board will hear comments on items that are not on the agenda. The Board cannot act on an item unless it is an emergency as defined under Government Code Sec. 54954.2.
<b>8. Consent Agenda</b> The Board of Directors approves: <b>8.1. <a href="#">Fiscal Year 2021 Draft Second Quarter Financial Statements</a></b> <b>8.2. <a href="#">January 21, 2021 Draft Regular Meeting Minutes</a></b> The Board of Directors receives into record: <b>8.3. <a href="#">January 26, 2021 Project Update: San Mateo Countywide Fine Scale Vegetation Map and Landscape Database Project</a></b> <b>8.4. <a href="#">May 2020, by San Mateo RCD: Urban Agriculture Guide for San Mateo County</a></b> <b>8.5. <a href="#">San Mateo RCD Google Earth Tour: Open Edible Gardens Tour of San Mateo County</a></b>
<b>9. Regular Agenda</b> <b>9.1.</b> Presentation by Noah Katz (San Mateo RCD Water Quality Program Manager)- “First Rain 2020 Results” <b>9.2.</b> Board will consider adopting Draft Strategic Direction. <b>9.3.</b> Executive Director’s report <b>9.4.</b> NRCS report <b>9.5.</b> Directors’ reports
<b>10. Adjourn Meeting</b> The next Regular Meeting of the Board of Directors will be March 18, 2021

*Public records that relate to any item on the open session agenda for a regular board meeting are available for public inspection. Those records that are distributed less than 72 hours prior to the meeting are available for public inspection at the same time they are distributed to all members, or a majority of the members of the Board.*

<sup>1</sup> <https://us02web.zoom.us/j/89675733636>

**Minutes of the Regular Meeting of the Board of Directors  
February 18, 2021  
4:00 pm – 6:00 pm  
via Zoom teleconference**

Directors present: Barbara Kossy, TJ Glauthier, Adrienne Etherton

Associate Directors present: Kevin Watt

RCD staff present: Kellyx Nelson, Lau Hodges, Noah Katz, Sheena Sidhu

NRCS staff present: Jim Howard

Guests present: Meredith Kasyan, John Keener, Rinaldo Veseliza, Andrea Bauman, Keith Mangold, Barbara Baginska

**1. Call to Order**

Kossy called the meeting to order at 4:00 p.m.

**2. Approval of Agenda**

Motion to approve closed session agenda passed unanimously.

**3. Convene Closed Session**

**3.1 Public Employee Performance Evaluation Pursuant to California Government Code §54957**

Title: Executive Director

**4. Adjourn Closed Session**

**5. Convene Open Session and Report on Closed Session**

- Open Session was called order at 4:32 p.m.
- Glauthier noted the board felt very positive towards Nelson's performance and requested another closed session to allow for more time to complete the review.

**6. Introductions of Guests and Staff**

All in attendance introduced themselves.

**7. Public Comment**

There was no public comment.

**8. Consent Agenda**

Glauthier pulled items 8.1 and 8.5 and moved to approve the agenda as amended, Etherton seconded. Motion passed unanimously.

**9. Regular Agenda**

## 9.1 Presentation by Noah Katz (San Mateo RCD Water Quality Program Manager)- “First Rain 2020 Results.” ([Presentation Link](#))

- Discussion included:
  - First Rain, AKA First Flush, as only one part of the RCD’s Water Quality Program.
  - Higher levels of copper in Princeton
  - RCD’s non-regulatory role
  - Landscape work observed in Montara Creek.
  - Included areas reflect that the RCD works where invited and funded and the value of longitudinal data
  - The event was correctly timed- there had been at least 1/10” of rain and there was sheet flow
  - Testing water samples for herbicides and pesticides in other water quality monitoring programs
  - What the data do and don’t tell us, e.g. the program isn’t designed to provide data on what management actions are working, but what larger issues might exist in a watershed
  - Total Daily Maximum Load being developed for Pillar Point Harbor

## 8.1 Fiscal Year 2021 Draft Second Quarter Financial Statements

- Glauthier noted the second quarter estimate is half of budget and despite the challenging year, with the COVID-19 Pandemic and CZU Fire, the RCD was still able to get out in the field; revenues are at 42% and expenses are at 41%. He highlighted the \$350K in reserves and thanked staff for budget management.
- **ACTION:** Etherton moved to approve the Fiscal Year 2021 Financials, Glauthier seconded. Motion passed unanimously.

## 8.5 San Mateo RCD Google Earth Tour: Open Edible Garden Tour of San Mateo County

- **ACTION:** Etherton moved to receive the RCD’s Open Edible Garden Tour into record, Glauthier seconded. Motion passed unanimously.

## 9.2 Board will consider adoption of Draft Strategic Direction.

- There was discussion about:
  - the process led by Amy Stork being inclusive and involving the Board, staff and partners resulting in the first robust strategic plan in the RCD’s recent history;
  - enthusiasm for the document, the process, and the partner feedback about the RCD;
  - desire for stable base funding for staffing and operations;
  - development of an implementation plan; and
  - rewording 4.2 be reworded to say: “Pursue opportunities to increase RCD baseline funding in perpetuity to a level that supports the core operations and staff.”
- **ACTION:** Glauthier moved to approve the Draft Strategic Direction as amended, Etherton seconded. Motion passed unanimously.

### **9.3 Executive Director's Report**

- Cutting Green Tape is moving forward, first recommendation has been implemented, others under way.
- Black, Indigenous & People of Color (BIPOC) group of RCD staff submitted a letter to CARCD board expressing concerns and providing a list of demands.
  - Etherton asked if it was appropriate to share the letter with the RCD Board and Nelson noted she would check with the BIPOC group.
- Two members of the Association of Ramaytush Ohlone recently joined a staff meeting.
- Nelson and staff member Kaeser engaging with the Diversity, Equity and Inclusion Committee of the Santa Cruz Mountains Stewardship Network.
- RCD staff is in an evolving conversations with the Fire Safe Council about roles and partnership.
- Santa Cruz and San Mateo RCDs are developing a new tool with Coastal Commission staff to permit fuel load reduction projects, potentially a model for the state.
- Staff is engaging in policy discussions regarding climate change, financial recovery, grant funding.

### **9.4 NRCS report**

- Howard gave a 2020 year in review and noted it had been a tough and interesting year:
  - New Platform Conservation Assessment and Ranking Tool had come online.
  - \$171K in Environmental Quality Incentives Program Contracts had been administered, a bit lower than usual.
  - The pandemic was hard under the previous leadership; however, things were looking up.
  - Dealing with the fallout of the July 2020 office break-in, and stolen vehicles, had been a challenge.
  - The CZU Fire quickly became an all-hands-on deck event and he was really proud of the work NRCS and RCD had done as a team.
  - Three agricultural produces had received emergency funding.
  - NRCS new administration included: Tom Vilsack as the new Secretary of Agriculture, Terry Crosby as acting NRCS Chief and Gail Barry as Acting Associate Chief.

### **9.5 Directors' reports**

- No reports were given.

## **7 Adjourn Meeting**

- Kossy adjourned the meeting at 6:01 p.m.



# Urban Agriculture Guide for San Mateo County

# **Urban Agriculture Guide for San Mateo County**

1st Edition May 2020

By: San Mateo Resource Conservation District

Funded by: [National Association of Conservation Districts \(NACD\)](#)

\*All photos are from the public commons or taken by RCD staff

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## Introduction



Urban farms, community gardens, and school gardens take many forms. Some are volunteer run, some are maintained by a non-profit, while some are maintained by a school or church connected to the garden. Despite these differences many share common resource needs. There are many valuable resources out there, from where and how to get your soil sampled to what type of cover crop is best. We will provide some useful tips on what to think about as you get started, questions to ask, where to look for help, what natural resource concerns to consider and potential sources of funding.

## Defining Key Terms



*There are a few terms we will use throughout this guide. Following is what we mean when we use them.*

**Urban agriculture** includes production, distribution and marketing of food and other products within the cores of metropolitan areas and at their edges. (Adapted from the American Planning Association, 2011).

An **urban farm** grows food in an urban area, on land not typically dedicated to the production of food.

A **community garden** is land gardened by a group of people, with individual or shared plots.

**Compost** is the biological decomposition of organic material into a useful soil amendment or fertilizer.

A **cover crop** is a crop grown for the protection and enrichment of the soil.

**Mulch** is material (such as decaying leaves or bark) spread around or over a plant to enrich or insulate the soil.

Different types of gardens and farms:

**Production** – A garden or urban farm focused on the production of crops for sale or donation. Most production-focused gardens or urban farms are part of a non-profit organization and are either staffed by employees, volunteers or interns. Production-focused farms or gardens sometimes incorporate some sort of job training in their work and teach individuals how to grow and market produce.

**Traditional** – Garden plots are rented by individuals, families or groups. Each plot is tended by that individual or family with ownership over what is planted, how, and what they do with the harvest. This traditional type of community garden is often housed within a local city’s parks and recreation department and located on public land, or under the umbrella of a local non-profit who administers the garden program. Participating gardeners often abide by a set of garden rules and pay a small fee to rent the plot from the city or non-profit.

**Communal** – The entire garden or farm is planted and maintained by a group. The goal of the garden or farm varies; some examples include, raising produce for those involved, donating produce to a local food pantry, educating the community about how to grow food, or providing job skills and training. It is often managed by a non-profit or a dedicated group of volunteers who make garden or farm decisions and oversee the maintenance of the land.

**School-based** – The garden is based at a school and supports student learning in an outdoor environment. Garden educators, teachers or parents teach students through gardening, experiences in nature, cooking, tasting, etc. Some school gardens collaborate with surrounding community members to help maintain the garden during the summer when school is not in session.

**Specialty** – Specialty gardens are designed with a specific theme or purpose in mind; for example, a therapy garden, hospital garden, or demonstration garden.

Some information in this guide will be helpful for community gardens or production urban farms, but most of the information will be helpful no matter type of urban agriculture venture you are starting.

## Getting Started



*Having community involvement, support and buy-in is crucial and will pave the way for a successful and resilient urban agriculture endeavor.*

There are many things to consider in embarking on a new urban agriculture project. The first and most important place to start is with the people. You can start by answering these questions:

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- ✓ *Who will be involved?*
  - ✓ *Who is interested in helping get the garden or farm started and participating in it when it is up and running?*
  - ✓ *Where will the garden or farm be located? (What piece of land?)*
  - ✓ *What are the start-up costs?*
  - ✓ *What is the purpose or mission? (This will help inform how the garden is physically set up. If your garden or farm is focused on providing education to the surrounding community, you may want to plan for teaching and gathering space. However, if your garden or farm is specifically focused on growing as much food as possible to sell or donate, you will want to plan the space to maximize planting area.)*
  - ✓ *What will the membership requirements be?*

- ✓ *How will costs be established? Will there be fees?*
  - ✓ *How will rules be established? What will the governance structure be?*
  - ✓ *What will happen to the produce that is grown?*
  - ✓ *What will the physical set up of the garden look like?*
  - ✓ *What are the ways in which the surrounding community can contribute? (Consider special skills or talents, local agencies and community-based organizations who might be able to support or utilize the area, and any available or underutilized land.)*
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## **Establishing Partnerships and Garnering Support**



*Community gardens provide intangible and indirect community benefits, aside from providing a place to grow healthy food.*

Think about who might be able to help you achieve your goals and may have shared goals. There will likely be other people or groups interested in making the garden or urban farm a success. Here are some examples of agencies who might be able to help.

- [Parks and recreation departments](#)
- [Adult activity centers](#)
- [Community centers](#)
- [Public works departments](#)
- [Community and faith-based non-profits](#)
- [San Mateo County, including its Office of Sustainability](#)

The following cities, landowners and organizations have supported the start of gardens and urban farms on their land in San Mateo County in the past:

- [San Francisco Public Utility Commission](#)
- [City of Redwood City](#)
- [St. Francis Center](#)
- [Pacifica Sanchez Library](#)
- [Peninsula Family Service](#)
- [City of Menlo Park](#)
- [Pacifica School District / Linda Mar School](#)
- [City of Hillsborough](#)
- [City of San Mateo Parks and Recreation Department](#)
- [East Palo Alto Library](#)



*Collective Roots Gardening Program - East Palo Alto*

## Finding and Securing Land



*Consider local available land resources -- Is there a vacant lot in your community where you would like to start a garden? Does a local church have an adjacent lot that is underutilized?*

Talk to your local planning department to see who owns the vacant property, look up the San Mateo County's Assessor maps online or go into the County Clerk/Assessor's office to see the maps in person.

It is important to learn about the history of the land to provide clues as to the health of the soil. The soil could be contaminated depending on its past use. Make sure to gather this information before agreeing to a land lease. It is recommended to survey the land before making or signing any agreements. Take note of the following:

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- ✓ *Who is the landowner?*
  - ✓ *How is the land zoned and what are the allowable uses? (Check out Sustainable San Mateo County's 3B's report and map in References showing local residential zoning codes and how they impact a resident's ability to keep animals, bees and gardens on their property. See Appendix A to this document for a summary.)*
  - ✓ *What types of structures are on the land and were historically on the land?*
  - ✓ *What are the site characteristics? (soil, water, sun exposure, slope of ground, electricity access)*
  - ✓ *Is the land accessible and close to transit if you intend to have members or visitors?*
  - ✓ *Do you need liability or other insurance in case of any accidents or injuries that take place at the garden or farm?*
  - ✓ *Does anyone involved have experience with leases, agreements or property management?*
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The following are important steps to better understand whether your soil is safe for planting.

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- ✓ *What is the history or past use of the property?* Talk to neighbors and property owners.
  - ✓ *Are there visual signs of rubbish, potential contamination or bare soil?* If there is nothing growing in an area, that could be a sign of potentially unhealthy soil and contamination.
  - ✓ *Are you able to take soil samples to get the soil tested?* Urban agriculture projects are encouraged to test their soils because of the potential for heavy metals contamination based on the past use of each unique piece of land. The US Environmental Protection Agency recommends testing for pH, organic matter, nutrients, micronutrients and heavy metals including lead. There are many soil labs located in surrounding counties. As of publication, tests start at approximately \$75 per sample and can go up to a few hundred dollars per sample depending on what you are testing (basic soil nutrients, organic matter and pH cost less than heavy metals). Soil sampling is a process where you gather a handful or more of soil from five different locations in your sampling area to create a composite sample. You mix that composite sample up, place it in a Ziploc bag labeled with the sampling location and send it to a lab for testing. The soil lab you choose will have specific instructions as to how to take the sample and how to package and ship it. A list of local soil labs can be found in the Resources section of this document.
  - ✓ *Are you able to build raised beds out of untreated lumber or other materials?* If soil contamination is a concern or using raised beds is preferred, they can be a great option. Consider your options for building materials. If you choose to build a raised bed out of wood,

make sure to choose untreated wood because the chemicals used in treating wood can leach into soil and be taken up by plant roots. Recommended materials include untreated wood (naturally rot-resistant redwood or cedar), bricks, pavers, etc. If soil test results from your planned garden area indicate contamination in a certain area, you could also consider planting ornamentals there.

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*Taking soil samples at Hillsborough Harvest Garden.*

However informal or formal the farm or garden is, it is best to establish a written lease or agreement for the land to be occupied by the garden. The Sustainable Economies Law Center and ChangeLab Solutions, have examples of leases and important information to include in a lease agreement. Links to these documents can be found in the References section of this guide.

In 2014 California adopted the Urban Agriculture Incentives Zone Act, creating property tax incentives for unused land to be utilized for urban agriculture once the city or county has designated an “urban agriculture incentive zone.” As of publication, there has not yet been any adoption in San Mateo County. If adopted in San Mateo County it could encourage landowners to partner with urban agriculture projects.

## Building a Garden or Farm



*Consider what physical supplies you will need to start your urban agriculture project.*

First you must decide whether the growing will take place directly in the ground or in raised beds. Raised beds are generally more costly, however if there is any chance the soil could be contaminated the safest decision is to construct raised beds. Other considerations for raised beds include the population who will be doing most of the gardening. If the garden is for an older population taller raised beds might make more sense so people do not have to bend over as much, whereas if the garden is at a school the beds might need to be shorter so children can reach the beds. Raised beds can also be built to adapt to people with disabilities and can be wheelchair accessible. If you would like to build a garden but only have an asphalt area you can build raised beds on top of the asphalt without needing access to bare ground. There are many materials to choose from to build raised beds – if you choose to build the raised beds out of wood make sure it is not pressure treated. If you choose to grow in the ground it is important to test the soil before planting or making any large improvements to the land. If the soil is safe to plant directly into you can follow a few soil health measures before planting and throughout the life of the garden. For more information check out the section on *Conserving Natural Resources*.

Potential costs associated with building the garden or farm might include:

- 
- ✓ *equipment rental*
  - ✓ *assistance preparing the area you plan to plant*

- ✓ *lumber*
  - ✓ *soil, compost, and mulch*
  - ✓ *seeds and plants*
  - ✓ *fruit trees and larger shrubs*
  - ✓ *tools*
  - ✓ *fencing*
  - ✓ *storage*
  - ✓ *irrigation equipment*
  - ✓ *water and electricity hookups*
- 

There are resources available to help with the costs of construction and set-up. As of publication, the San Mateo County Office of Sustainability offers grants for community and school gardens. You can ask for donations from local hardware stores and garden supply companies. Your local public works or parks department might be able to help as well. You can also contact local community organizations or apply for community improvement grants. You could even try crowdsourcing for monetary donations or volunteer support. A list of further funding sources can be found in the Resources section of this document.

## Natural Resource Considerations



*Consider conservation for your farm or garden.*

## Soil Health

Soil is the foundation of any successful farming operation. While not always a problem, soil degradation can occur at urban agriculture sites. Keeping soil covered with plants or mulch protects soil, especially during heavy rains. Adding compost and using cover crop can increase the ability for soil to retain moisture, so you do not have to irrigate as much. These practices also provide useful nutrients and micronutrients necessary for plant growth. A few helpful ways to build soil health are:

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- ✓ Add compost to the soil before planting
  - ✓ Use cover crop in any empty or fallow soil, especially during the winter to protect the soil from harsh weather conditions and heavy rains
  - ✓ Mulch around plants.
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## Soil Erosion

If any part of your garden is on a slope it will be important to think about preventing soil erosion so you do not lose top soil or eventually part of your land. Preventing soil erosion is also important to keep local water sources clean of potential pollutants. Key practices to help prevent soil erosion include:

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- ✓ Keep the soil or ground planted so the plant roots can help keep the soil in place
  - ✓ Improve soil health with compost and cover crops
  - ✓ Mulch bare soil with wood chips or straw
  - ✓ Monitor irrigation carefully – excess water can move loose soil.
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## Water

A farm or garden has the ability to conserve water and help prevent local water pollution by using water efficiently and filtering water through the soil and other permeable surfaces. It is important to think about the garden or farm's watershed. In rain events, or when garden beds are over watered it could be possible that fertilizers or excess nutrients are flowing into local water sources. Are there creeks or drainages near your site? Reducing runoff and implementing stormwater best management practices can help improve water quality. Follow these practices to conserve water and protect water quality:

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- ✓ Install drip irrigation or other drip emitters to deliver water directly to plants in amounts that the soil can absorb.
  - ✓ Fertilize and applying pesticides according to directions so the appropriate amount is applied and excess does not run off or out of your garden with irrigation.
  - ✓ Utilize eco-friendly fertilizers, pesticides and herbicides whenever possible. Follow product directions to assure you apply the appropriate amount to your garden.
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## Wildlife

Planting a garden in an urban area can enhance habitat for wildlife in a landscape with often little natural habitat. Flowers can provide food for pollinators like bees, hummingbirds and butterflies. When plants produce seeds, it is a great opportunity to provide food for birds. Larger shrubs and trees can provide protection for birds and smaller mammals. Planting native plants can provide all of these habitat benefits.

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- ✓ Consider planting a native hedgerow, a row of plants that form a line or border, if you have space – or just a few plants to provide habitat. Flowering plants will provide forage for pollinator species. Shrubs and trees will provide habitat for other wildlife like birds and small mammals. Find links to local native plant nurseries in the Resources section of this document.
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## Food Safety Considerations



Although community gardens and urban farms produce much smaller quantities of fresh fruits and vegetables in comparison to their larger farm counterparts, food safety is still a crucial consideration in growing food in urban areas.

Community food producers must comply with the California Department of Food and Agriculture’s Small Farm Food Safety Guidelines. These guidelines provide an approach to food safety which is focused on smaller agriculture operations. A link to these guidelines can be found in the References section of this document.

Assess food safety concerns within your garden or farm by creating a food safety plan, which takes into consideration water, animals, soils, surfaces, health and hygiene. Some basic practices that will help your farm or garden stay food safe include:

- 
- ✓ *Has the water used for irrigation and washing produce been tested for safe use?*
  - ✓ *Have all gardeners received training in proper hand washing protocols? (Make sure to wash hands before starting garden work, after using the bathroom, after taking a break and especially before harvesting produce)*
  - ✓ *If you plan to apply manure has it been aged for at least one year?*

- ✓ *When applying properly aged manure are you applying within a long enough window before you plan to harvest crops? (a minimum of 120 days is recommended, if not longer)*
  - ✓ *When applying compost, has it been properly cured before application? (Curing is the process of allowing proper decomposition and heating to take place so pathogens are no longer present and beneficial aspects of compost are available for plants to take in)*
  - ✓ *Have all gardeners received training about how to properly wash produce after harvest?*
  - ✓ *Have all gardeners received training about safe and proper post-harvest storage and refrigeration?*
  - ✓ *Are tools cleaned and sanitized after use?*
  - ✓ *Are tools kept separate for harvest & compost/manure?*
- 

If your garden or urban farm will sell the produce grown on site at a farmer's market you will need to acquire a Certified Producer's Certificate. If the garden or urban farm will offer a CSA program you will need to register with the CDFA. There are also special requirements for egg production and sales. See References section for resources.

## Livestock in Urban Agriculture



If your community garden or urban farm is interested in keeping animals on site check your local jurisdiction's policies for poultry, livestock, or bees, and if you will need a permit to comply with any other requirements.

If you do keep animals, onsite waste management will be an important part of your food safety plan. How will you manage the manure generated on site? Manure can be a great source of soil nutrients and organic matter if managed properly. Un-composted and composted manure both have the potential to increase the presence of pathogens (although proper composting can significantly decrease the presence of pathogens) so proper management is very important.

Below are some important considerations for manure and compost management:

- ✓ *Maintain a 120-day interval between incorporating raw manure into garden beds and harvesting crops with edible portions in direct contact of soil and a 90-day interval for crops that do not come into direct contact with soil.*

- ✓ Maintain 131 degrees F or higher for 15 days or longer for turned compost piles (the pile should be turned a minimum of five times during that time).
  - ✓ Record keeping is very important in order to track how often piles are turned, what temperature they reached and is required for organic certification. Organic certification is required if you plan to sell your produce and want to be able to say it is certified organic. If you do not plan to sell produce you can still follow organic practices without getting certified. See References section.
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## Conclusion

Gardens and urban farms are often thought of primarily for what is grown within the space and that is what often draws people to that space. Community gardens, urban farms and school gardens often provide much more than a space to grow plants and food. They can provide food access to nutritious food, contribute to neighborhood beautification, community cohesion and a sense of belonging. They can be a great way to get neighbors and community members working together on a common interest or goal; people who might not have met otherwise. It can be a learning opportunity and an opportunity to try something new and share what you have grown and what you have learned with others. A garden or urban farm also has the ability to teach and demonstrate ways to conserve natural resources to improve growing practices and the impact on the natural environment. The foundation for all of this is the soil and the physical space. Hopefully this guide has provided useful information to help you create the solid foundation for a productive and welcoming garden or farm.



## Resources

Labs that process soil tests:

<http://mgsantaclara.ucanr.edu/garden-help/soil-testing/>

Nurseries for native plant selection:

[Yerba Buena Nursery](#) (Half Moon Bay)

[Mission Blue Nursery](#) (San Bruno)

[Grassroots Ecology Nursery](#) (Palo Alto)

[Watershed Nursery](#) (Point Richmond)

[Central Coast Wilds](#) (Santa Cruz)

## Funding

Your local Resource Conservation District or local National Resource Conservation Service (NRCS) District Conservationist may be able to help provide funding sources for conservation practice implementation within your urban agriculture project.

Grants (Updated April 2020)

- ✓ Clif Bar Family Foundation  
<http://clifbarfamilyfoundation.org/grants-programs/small-grants>
- ✓ Patagonia Retail Store Grants  
<https://www.patagonia.com/retail-funding-guidelines.html>
- ✓ San Mateo County Office of Sustainability (scroll down to Community Garden Partnerships)  
<https://www.smcsustainability.org/waste-reduction/composting/>
- ✓ Grants for Public Gardens  
<https://www.publicgardens.org/public-garden-funding-resources>

Loans

- ✓ Farm Service Agency (FSA) Farmer must apply – non profits cannot apply. Be able to sell over \$1,000 in product at farmers market or other outlet. Micro-loans under \$50,000 for equipment, livestock or crop loans. Local FSA officer – Amy Catherine Davis [amy.cody@ca.usda.gov](mailto:amy.cody@ca.usda.gov) – 209.722.4119  
<https://www.fsa.usda.gov/programs-and-services/farm-loan-programs/>

- ✓ Equity Trust  
<http://equitytrust.org/for-borrowers/>
- ✓ Kiva  
<https://pages.kiva.org/borrow/start>
- ✓ Slow Money Northern California  
<https://slowmoneynorcal.org/entrepreneurs/>

## References

- ✓ *American Planning Association*. Urban Agriculture. (2012) Retrieved October 20, 2019 from <https://www.planning.org/knowledgebase/urbanagriculture/>
- ✓ Application for Certified Producer's Certificate. California Department of Food and Agriculture. [https://www.cdfa.ca.gov/egov/farmersmarket/producers\\_app\\_step1.asp](https://www.cdfa.ca.gov/egov/farmersmarket/producers_app_step1.asp)
- ✓ California Department of Food and Agriculture. California Small Farm Food Safety Guide. Retrieved from [https://www.cdfa.ca.gov/is/i\\_&c/pdfs/SFFSGbooklet-QuickPrintEnglish.pdf](https://www.cdfa.ca.gov/is/i_&c/pdfs/SFFSGbooklet-QuickPrintEnglish.pdf)
- ✓ *ChangeLab Solutions*. Dig, Eat, and Be Healthy: A Guide to Growing Food on Public Property. (2013) Retrieved February 2, 2020 from <https://www.changelabsolutions.org/product/dig-eat-be-healthy>
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## San Mateo Resource Conservation District FY'21 Quarter 2 Budget Review

		Budget	Q2 Estimate	Q2 Actual	%
<b>REVENUE</b>					
<u>Program Revenue</u>					
Agricultural Ombudsman	\$	40,866	20,433	18,609	46%
Climate Mitigation and Adaptation	\$	196,482	98,241	78,443	40%
Conservation Technical Assistance	\$	25,667	12,834	12,967	51%
Erosion and Sediment Management	\$	2,839,941	1,419,970	1,967,048	69%
Fire and Forestry	\$	1,499,881	749,940	285,176	19%
Habitat Enhancement	\$	1,347,176	673,588	567,292	42%
Santa Cruz Mountains Stewardship Network	\$	1,228,180	614,090	299,891	24%
Stream Gage			-	5,000	
Water Resources & Conservation	\$	1,310,977	655,489	203,226	16%
Water Quality	\$	291,504	145,752	115,399	40%
Billing Rate Adjustments			-		
<b>Subtotal Program Revenue</b>	<b>\$</b>	<b>8,780,673</b>	<b>4,390,337</b>	<b>3,553,051</b>	<b>38%</b>
<u>Other Revenue</u>					
County Contributions	\$	200,000	100,000	200,000	100%
Individual Contributions	\$	10,000	5,000	15,877	
Interest Income			-	793	
Misc. Income			-	2,800	
Property Tax	\$	65,000	32,500	52,689	81%
<b>Subtotal Other Revenue</b>	<b>\$</b>	<b>275,000</b>	<b>137,500</b>	<b>272,159</b>	
<b>Total Revenue</b>	<b>\$</b>	<b>9,055,673</b>	<b>4,527,837</b>	<b>3,825,210</b>	<b>42%</b>
<b>EXPENSES</b>					
<u>Operating Expenses</u>					
Personnel (Salaries & Fringe)	\$	1,671,414	835,707	779,784	47%
Other	\$	188,000	94,000	98,189	52%
<b>Subtotal Operating Expenses</b>	<b>\$</b>	<b>1,859,414</b>	<b>929,707</b>	<b>877,972</b>	<b>47%</b>
<u>Program Expenses</u>					
Agricultural Ombudsman	\$	1,000	500	231	23%
Climate Mitigation and Adaptation	\$	52,404	26,202	5,292	10%
Conservation Technical Assistance	\$	925	463	174	19%
Erosion and Sediment Management	\$	2,725,595	1,362,798	1,879,464	69%
Fire and Forestry	\$	1,158,550	579,275	163,954	14%
Habitat Enhancement	\$	903,319	451,659	312,256	35%
Santa Cruz Mountains Stewardship Network	\$	1,086,715	543,358	245,395	23%
Stream Gage			-	7,313	
Water Resources & Conservation	\$	1,170,786	585,393	158,714	14%
Water Quality	\$	112,871	56,436	65,483	58%
<b>Subtotal Program Expenses</b>	<b>\$</b>	<b>7,212,165</b>	<b>3,606,082</b>	<b>2,838,275</b>	<b>39%</b>
<b>Total Expenses</b>	<b>\$</b>	<b>9,071,579</b>	<b>4,535,789</b>	<b>3,716,247</b>	<b>41%</b>
<b>NET</b>	<b>\$</b>	<b>(15,906)</b>	<b>(7,953)</b>	<b>108,963</b>	<b>-685%</b>
<b>Operating Reserve Allocation</b>	<b>\$</b>	<b>100,000</b>	<b>50,000</b>	<b>100,000</b>	

# San Mateo Resource Conservation District Balance Sheet

As of December 31, 2020

Dec 31, 20

**ASSETS**

**Current Assets**

**Checking/Savings**

1030 · Checking Account (5269) 1,409,371.43

1031 · Restricted State Funds (5012) (Butano Channel) 2,997.16

1032 · Operating Reserve (0202) 350,043.54

**Total Checking/Savings** 1,762,412.13

**Accounts Receivable**

1200 · Accounts Receivable 3,061,941.20

**Total Accounts Receivable** 3,061,941.20

**Total Current Assets**

4,824,353.33

**TOTAL ASSETS**

**4,824,353.33**

**LIABILITIES & EQUITY**

**Liabilities**

**Current Liabilities**

**Accounts Payable**

2000 · Accounts Payable 246,702.20

**Total Accounts Payable** 246,702.20

**Credit Cards**

2025 · Visa - Nelson - 1952 -114.85

2035 · Visa - Issel - 0129 -3,691.48

**Total Credit Cards** -3,806.33

**Other Current Liabilities**

2045 · Accrued Payroll 129,760.94

2060 · Accrued Time Off 71,632.34

**2400 · Deferred Revenue**

2401 · NFWF - San Bruno Mtn Butterfly 15,676.25

2405 · NFWF - Bonde Weir 3,263.86

2406 · CARCD - Pesc. Water Monitoring -578.26

2409 · SCMSN- Regional Climate Action 36,182.37

2410 · Santa Cruz Mountain Stewardship 229,928.01

2411 · SCMSN - Atlas Project 66,948.31

2412 · SCMSN-Spotlight Stewardship 8,608.88

2414 · SCMSN - Veg Gen 469,805.52

2415 · SCMSN - DEI 28,364.54

2416 · SCMSN - COVID 23.74

2420 · MROSD - Driscoll Ranch 7,386.95

2421 · MROSD - Apple Orchard 13,569.75

2425 · Randtron Antenna 3,184.32

2430 · PG&E - Butano Mitigation Proj. 758,195.66

2431 · PG&E - Project Development 33,668.57

2432 · PG&E Foundation - Hedge Rows 4,128.07

2433 · PG&E - Tree Planting 76,756.55

2434 · PG&E - San Bruno Mountain 146,132.82

2435 · Cloverdale Ponds 75,132.38

# San Mateo Resource Conservation District Balance Sheet

As of December 31, 2020

	Dec 31, 20
2436 · SHF - Eco Fire Restoration	100,000.00
2451 · SMC - Butano Channel	470,283.95
2470 · SVCF - Carbon Farm Planning	1,772.79
2471 · SVCF - Mobile Laundry Grant	15,034.75
2473 · RLF - TMDL Pescadero Butano	41,657.40
2475 · SAM - First Flush	10,190.97
2476 · SAM - Mitigation	11,228.54
2490 · POST - DR Match Funds	26,912.07
2491 · POST - Rangeland Compost	5,741.78
<b>Total 2400 · Deferred Revenue</b>	<b>2,659,200.54</b>
<b>Total Other Current Liabilities</b>	<b>2,860,593.82</b>
<b>Total Current Liabilities</b>	<b>3,103,489.69</b>
<b>Long Term Liabilities</b>	
<b>2500 · Recoverable Grants</b>	
2520 · Sillicon Valley Foundation	100,000.00
<b>Total 2500 · Recoverable Grants</b>	<b>100,000.00</b>
<b>Total Long Term Liabilities</b>	<b>100,000.00</b>
<b>Total Liabilities</b>	<b>3,203,489.69</b>
<b>Equity</b>	
3500 · Net Assets	1,481,900.93
3999 · SUSPENSE	30,000.00
Net Income	108,962.71
<b>Total Equity</b>	<b>1,620,863.64</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>4,824,353.33</b>

# San Mateo Resource Conservation District

## Profit & Loss

July through December 2020

Jul - Dec 20

### Ordinary Income/Expense

#### Income

4010 - Contracts	3,556,350.33
4020 - Donations	15,876.98
4040 - Interest	793.03
4055 - Property Tax	12,770.47
4060 - Property Sale Proceeds	12.19
4065 - SMC Operating Support	233,963.69
4070 - Legal Settlements	5,442.99

#### Total Income

3,825,209.68

#### Gross Profit

3,825,209.68

#### Expense

##### 5100 - Personnel

5110 - Salary	667,511.97
5120 - Benefits	112,271.60

##### Total 5100 - Personnel

779,783.57

##### 5200 - Operating Expense

5205 - Bank Fees	413.09
5210 - Communications	8,755.91
5215 - Dues-Membership-Subscriptions	8,645.00
5220 - Equipment	3,934.74
5225 - Information Technology	25,659.45
5230 - Insurance	864.70
5235 - Office Supplies	491.64
5240 - Rent	22,257.60
5245 - Accounting Services	11,702.00
5255 - Misc. Consulting Services	5,730.00
5265 - Discretionary	269.83
5270 - Prof. Development & Meetings	1,945.89

##### Total 5200 - Operating Expense

90,669.85

##### 5300 - Program Expenses

5310 - Project Implementation	2,845,793.55
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##### Total 5300 - Program Expenses

2,845,793.55

#### Total Expense

3,716,246.97

#### Net Ordinary Income

108,962.71

#### Net Income

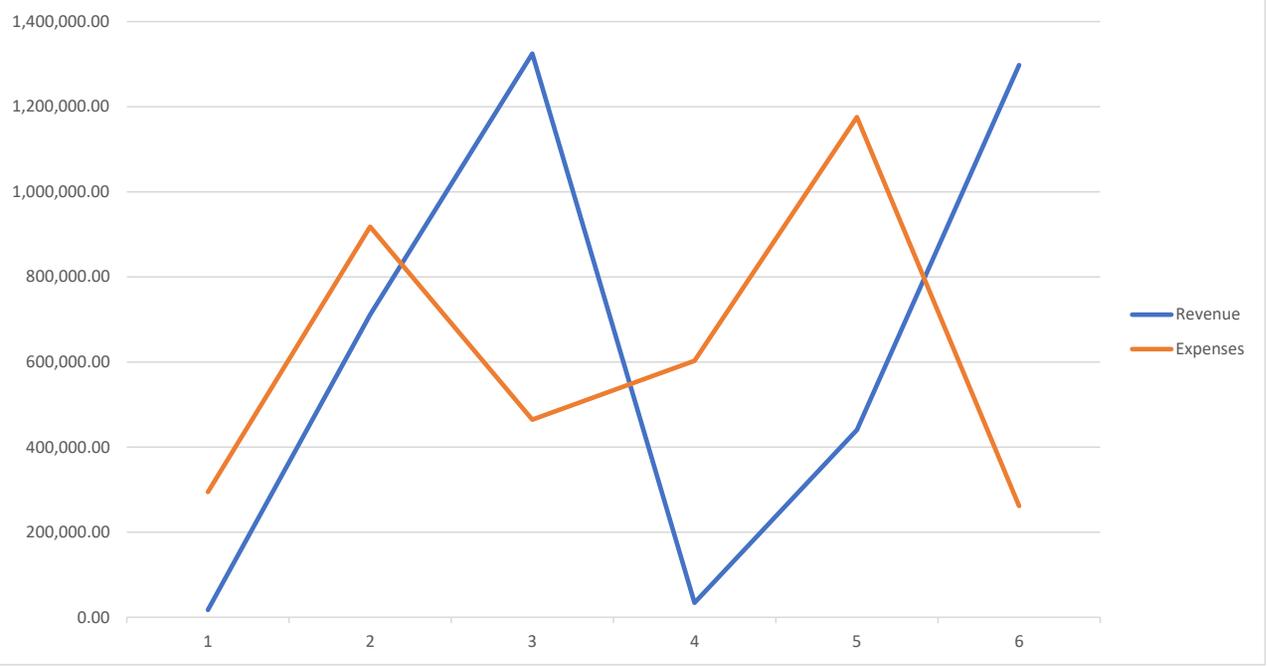
108,962.71

# San Mateo Resource Conservation District

## Profit & Loss

July through December 2020

	<u>Jul 20</u>	<u>Aug 20</u>	<u>Sep 20</u>	<u>Oct 20</u>	<u>Nov 20</u>	<u>Dec 20</u>	<u>TOTAL</u>
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
<b>4010 · Contracts</b>	9,917.01	702,290.22	1,122,426.03	29,384.77	434,402.61	1,257,929.69	3,556,350.33
<b>4020 · Donations</b>	4,090.50	700.00	1,000.00	1,890.50	2,500.00	5,695.98	15,876.98
<b>4040 · Interest</b>	119.27	145.52	284.32	5.98	150.46	87.48	793.03
<b>4055 · Property Tax</b>	3,163.84	2,285.59	994.32	2,959.35	3,367.37	0.00	12,770.47
<b>4060 · Property Sale Proceeds</b>	0.00	0.00	0.00	0.00	0.00	12.19	12.19
<b>4065 · SMC Operating Support</b>	0.00	0.00	200,000.00	0.00	0.00	33,963.69	233,963.69
<b>4070 · Legal Settlements</b>	0.00	5,442.99	0.00	0.00	0.00	0.00	5,442.99
<b>Total Income</b>	<u>17,290.62</u>	<u>710,864.32</u>	<u>1,324,704.67</u>	<u>34,240.60</u>	<u>440,420.44</u>	<u>1,297,689.03</u>	<u>3,825,209.68</u>
<b>Gross Profit</b>	17,290.62	710,864.32	1,324,704.67	34,240.60	440,420.44	1,297,689.03	3,825,209.68
<b>Expense</b>							
<b>5100 · Personnel</b>							
<b>5110 · Salary</b>	111,254.05	98,477.04	102,676.75	116,501.29	119,777.42	118,825.42	667,511.97
<b>5120 · Benefits</b>	15,860.91	21,604.87	19,496.41	18,438.16	26,083.93	10,787.32	112,271.60
<b>Total 5100 · Personnel</b>	<u>127,114.96</u>	<u>120,081.91</u>	<u>122,173.16</u>	<u>134,939.45</u>	<u>145,861.35</u>	<u>129,612.74</u>	<u>779,783.57</u>
<b>5200 · Operating Expense</b>							
<b>5205 · Bank Fees</b>	0.00	0.00	78.67	6.09	420.33	-92.00	413.09
<b>5210 · Communications</b>	413.48	450.85	1,167.19	75.08	1,738.29	4,911.02	8,755.91
<b>5215 · Dues-Membership-Subscriptions</b>	4,775.00	100.00	2,500.00	289.00	100.00	881.00	8,645.00
<b>5220 · Equipment</b>	581.41	1,158.63	2,152.94	41.76	0.00	0.00	3,934.74
<b>5225 · Information Technology</b>	301.88	565.64	968.16	2,249.82	2,197.95	19,376.00	25,659.45
<b>5230 · Insurance</b>	0.00	0.00	0.00	0.00	0.00	864.70	864.70
<b>5235 · Office Supplies</b>	244.89	0.00	0.00	219.45	27.30	0.00	491.64
<b>5240 · Rent</b>	480.00	0.00	10,888.80	0.00	10,888.80	0.00	22,257.60
<b>5245 · Accounting Services</b>	0.00	1,890.00	1,605.00	765.00	7,442.00	0.00	11,702.00
<b>5255 · Misc. Consulting Services</b>	0.00	0.00	0.00	0.00	5,730.00	0.00	5,730.00
<b>5265 · Discretionary</b>	0.00	0.00	0.00	0.00	0.00	269.83	269.83
<b>5270 · Prof. Development &amp; Meetings</b>	238.89	75.00	23.00	1,000.00	609.00	0.00	1,945.89
<b>Total 5200 · Operating Expense</b>	<u>7,035.55</u>	<u>4,240.12</u>	<u>19,383.76</u>	<u>4,646.20</u>	<u>29,153.67</u>	<u>26,210.55</u>	<u>90,669.85</u>
<b>5300 · Program Expenses</b>							
<b>5310 · Project Implementation</b>	160,120.04	793,417.44	322,814.56	463,137.49	1,000,495.01	105,809.01	2,845,793.55
<b>Total 5300 · Program Expenses</b>	<u>160,120.04</u>	<u>793,417.44</u>	<u>322,814.56</u>	<u>463,137.49</u>	<u>1,000,495.01</u>	<u>105,809.01</u>	<u>2,845,793.55</u>
<b>Total Expense</b>	<u>294,270.55</u>	<u>917,739.47</u>	<u>464,371.48</u>	<u>602,723.14</u>	<u>1,175,510.03</u>	<u>261,632.30</u>	<u>3,716,246.97</u>
<b>Net Ordinary Income</b>	<u>-276,979.93</u>	<u>-206,875.15</u>	<u>860,333.19</u>	<u>-568,482.54</u>	<u>-735,089.59</u>	<u>1,036,056.73</u>	<u>108,962.71</u>
<b>Net Income</b>	<u><u>-276,979.93</u></u>	<u><u>-206,875.15</u></u>	<u><u>860,333.19</u></u>	<u><u>-568,482.54</u></u>	<u><u>-735,089.59</u></u>	<u><u>1,036,056.73</u></u>	<u><u>108,962.71</u></u>



# San Mateo Resource Conservation District

## *Draft Strategic Plan 2021-2024*

### Our Mission

[Our mission statement is currently being revised. Stay tuned.]

### The Need

People who live, work, or play in coastal San Mateo County know this is a special place. We are inspired by its abundance and beauty, including natural and working lands from the tops of redwood-forested mountains to the majestic coastline and beaches of the Pacific Ocean. We depend on its healthy soils, clean air, water resources, and ecosystems to sustain our health, economy, and way of life. How we manage these resources directly affects biodiversity, public safety, equity and justice, diverse industries, and our personal fulfillment.

There have been significant investments to preserve, restore, and care for these places that care for us. Nonetheless, we face grave threats and significant challenges, including climate change, species extinction, water pollution, catastrophic wildfire, historic drought, flooding, sea level rise, harsh inequity and injustice. Not surprisingly, the same forces that threaten plant and animal species also threaten human lives and livelihoods.

The San Mateo RCD will answer this call to action. We must ambitiously, courageously, and effectively meet the pace and the scale of today's environmental challenges and directly confront their nexus to equity and justice. This strategic plan will guide us to solutions as the RCD works from our base of strength and competency to become the organization our community needs.

### The Opportunity

The San Mateo Resource Conservation District is up to the challenge. With a deep understanding of the people and the lands of San Mateo County rooted in more than eighty years of service, the RCD provides comprehensive, integrated services that continuously evolve to address community needs and priorities. Current priorities are:

- Wildlife. San Mateo County is a hotspot of biological diversity and home to more than 40 species of plants and animals at risk of extinction. Our services restore ecosystems and habitat with a focus on species at risk of becoming extinct.
- Water. Water is one of the most significant resources shaping the future of California. Our services improve water conservation, water resource management, and water quality to help ensure clean and reliable water for fish and wildlife, farms, and people.
- Climate. Our work removes greenhouse gases from the atmosphere, reduces emissions, and builds resilience to extreme weather conditions for wildlife and the community

- Agriculture. Agriculture is at the heart of coastal San Mateo County. Our work helps ensure viable local agriculture while also helping farmers and ranchers be environmental stewards of the lands they manage.
- Wildfire. Wildfires are a serious threat in our region. Our work helps reduce the risk of catastrophic fire, improve forest health, and heal the land after fire does occur.

The RCD in San Mateo County is one of nearly 100 conservation districts in California, and about 3,000 across the United States- in nearly every county nationwide. These districts serve as local hubs for conservation, connecting people with the technical, financial, and educational assistance they need to conserve and manage natural resources. RCDs work directly with landowners and other interests to ensure the resilience and health of water resources, soils, wildlife habitat, and more. Conservation districts coordinate assistance from all available sources—public and private, local, state, and federal—to develop locally-driven solutions to natural resource concerns.

RCDs are uniquely positioned as an extremely nimble form of local government that has the benefits of government accountability to the communities they serve, while retaining the flexibility and function of nonprofit organizations.

- RCDs exist to *help people* help the land. We work as an invited neutral party on a voluntary basis aiming for win-win solutions—a key reason they are a trusted resource in the communities they serve.
- RCDs were designed to evolve with changing needs to support thriving communities, landscapes, and economies. In recent years this has enabled the San Mateo RCD to bring resources and solutions for flooding, drought, fire, and climate change.
- RCDs are able to work readily with private and public landowners, tenants and land managers, tribes, federal, state, or local governments, non-profits, advocates, and farmers and ranchers alike. In this way we work across political and economic divides to bring essential programs and financial resources to provide benefits at scale to our community.
- RCDs are locally relevant. We address community priorities and are led by local, publicly appointed boards of directors. RCD directors are constituents and neighbors, readily accessible to the communities we serve and living the local issues.
- RCDs collaborate with each other and other organizations regionally and statewide to achieve large-scale conservation objectives.

With a deep understanding of the landscapes and people of San Mateo County grounded in more than 80 years of service, we bring science-based solutions to environmental concerns. We provide services across jurisdictions and across public and private lands, accomplishing boots-on-the-ground environmental protection at property, landscape, and regional scales.

Using very diverse tools, our work takes many forms:

- Technical assistance from experts such as hydrologists, engineers, biologists, foresters, and soil scientists
- Implementing projects such as providing chipping and hauling services to help neighborhoods reduce wildfire risk, removing a dam to restore migration for endangered salmon, constructing

a wildlife-friendly flood control project across multiple properties, and helping farmers upgrade water infrastructure to maximize conservation

- Trusted broker coordinating across jurisdictions and land ownerships, leveraging local, state, federal, and private funding
- Outreach and education on a wide range of issues of community concerns such as bilingual workshops for farmworkers about irrigation water conservation, workshops for equipment operators to learn best practices to protect forests, outreach to pet owners regarding water pollution from pet waste, and assisting the County with outreach regarding sea level rise
- Financial assistance via grants, cost-share programs, and other resources for RCD staff, partner organizations, and contractors to directly benefit the community

To bring these services to our community, we rely on our organizational strengths.

- We bring people together and create trust with diverse stakeholders.
- We provide reliable, science-based technical expertise.
- We leverage our funding. The San Mateo RCD leverages a small property tax base to bring diverse public and private funds. Over five years (FY16-FY20), each dollar of property taxes paid by constituents leveraged between \$37 and \$152 of primarily state and federal grants.
- We maintain an intentional and extraordinary organizational culture. We are:
  - **Passionate and dedicated.** Members of our staff and board are devoted to our mission, focused on our customers, and fully engaged in our work.
  - **Creative, courageous, and adaptive.** We lead with vision not constraints. We are resourceful and forward thinking, always seeking solutions. We take risks, make mistakes, learn, and respond.
  - **Learners.** We are a community of learners that embraces training, professional development and innovation. We learn from diverse types of expertise and wisdom.
  - **Trusting and trustworthy.** We trust each other to work independently and in supportive teams. We hold ourselves accountable to each other and to the community. We make space for courageous, real, vulnerable, and uncomfortable conversations that build trust.
  - **Empathetic.** We invest in relationships. We listen to each other, treat each other with kindness, and understand what it means to be human and interdependent. We support each other during difficult times. Our whole selves are welcome at the RCD.
  - **Fun.** We bring a sense of humor and don't mind being goofy or whimsical as part of our whole selves doing important work.

## Our Vision

Coastal San Mateo County will be environmentally, economically, and socially sustainable.

## Goals and Outcomes

Together with our partners across the community, we are working towards a future where:

- 1. The land and communities of San Mateo County are healthy and resilient in the face of climate change and other impacts.**
  - Our watersheds provide clean and reliable water, healthy soils, intact habitats, and other ecosystem services in which both people and wildlife thrive. Little restoration work remains to be done and the stewardship of natural resources focuses on adaptive management.
  - Local farms and ranches are productive and economically viable while contributing to environmental solutions and food security.
  - Natural resources are managed to build community and ecosystem resilience to cycles of fire, flooding, drought and other extremes.
- 2. The connection between people and the land is strong.**
  - Our community shares widespread empowerment and understanding of how to live and work in harmony with our local ecosystems.
  - Everyone in our community has access to the knowledge, information, tools, and confidence needed to sustainably manage natural resources.
  - Stewardship is a collaborative effort by those who relate to the land in different ways - from farmers and ranchers to urban residents, from those whose ancestors called these lands home to recent arrivals, from students to business owners to farmworkers, from nonprofit organizations to government agencies.
- 3. People throughout our community equitably share the benefits of and connection to our natural resources.**
  - Our stewardship ethic includes a commitment to the health and well-being of all people.
  - Everyone benefits from the economic, social, and environmental benefits of our lands.
  - We recognize the diversity in our community, and we see the strengths and gifts that each member of the community brings to the shared work of deep sustainability.
- 4. The San Mateo RCD offers strong, stable leadership to help reach our vision.**
  - The RCD is widely known and a primary resource for addressing environmental concerns.
  - The RCD has stable funding that allows its staff and board to focus on both the day-to-day work of helping community members, and long-term strategy and innovation to ensure San Mateo County thrives environmentally, economically, and socially.

- The RCD has the staffing, systems, and other resources it needs to provide excellent and innovative service and retain a skilled and talented team.

**5. The San Mateo RCD models a diverse, inclusive, strengths-based culture.**

- The RCD team (board and staff) is representative of our community and we foster full inclusion of people of all backgrounds and identities.
- The stability and effectiveness of the RCD are supported by the continued empowerment of all staff members to act as leaders within the organization.
- The RCD board brings skills, knowledge, resources, connections and passion to its oversight and promotion of the RCD.

## Strategies

**Goal #1: The land and communities of San Mateo County are healthy and resilient in the face of climate change and other impacts.**

*Strategies:*

- 1.1. Implement programs and projects to reduce the risk of catastrophic fire, heal the land after catastrophic fire does occur, and to utilize fire beneficially.
- 1.2. Implement programs and projects that help our landscapes adapt to climate change by building resilience to flooding, drought and other climate extremes.
- 1.3. Plan, design, and implement activities that restore, protect, or monitor healthy watershed and ecosystem function.
- 1.4. Work to remove barriers to accomplishing restoration and stewardship at the pace and scale needed for a healthy environment.
- 1.5. Provide technical assistance and incentives tailored to diverse constituents to adopt practices that conserve water, soil, habitats, and other natural resources and mitigate climate change by reducing greenhouse gas emissions or sequestering carbon.
- 1.6. Provide technical assistance, participate in collaborations, and implement programs and projects towards a resilient food system.

**Goal #2: The connection between people and the land is strong.**

*Strategies:*

- 2.1. Increase the knowledge, ability, and confidence of diverse constituents to steward natural resources.

- 2.2. Provide access to information and tools for diverse constituents to be able to confidently manage natural resources sustainably.
- 2.3. Inform community leaders about natural resource challenges and invite their input and participation in solutions.

**Goal #3: People throughout our community equitably share the benefits of and connection to our natural resources.**

*Strategies:*

- 3.1. Engage the board and staff in shared learning and dialogue around diversity, equity, and inclusion and the impacts of systemic racial and social inequity.
- 3.2. Expand engagement with under-represented communities to understand how the RCD can partner to reach shared goals.
- 3.3. Develop a Diversity, Equity, and Inclusion plan for the RCD.

**Goal #4: The San Mateo RCD offers strong, stable leadership to help reach our vision.**

*Strategies:*

- 4.1. Develop and execute a strategic communications plan to raise awareness of the RCD so that people who live, own or manage land, or work in the county know who and what the RCD is, and how to engage with the RCD.
- 4.2. Pursue opportunities to increase RCD baseline funding in perpetuity.
- 4.3. Maintain and increase diversity of revenue sources, potentially including public and private grants, private donations, corporate contributions, fees charged for services, and others as appropriate.
- 4.4. Maintain and continue improvements to administrative systems that reflect and support the organization the RCD has become and support succession planning.
- 4.5. Document / add to succession planning activities for the Executive Director and other key roles.
- 4.6. Ensure compensation, benefits, and workplace culture that attract and retain high quality professionals.
- 4.7. Through direct hiring, partnerships with other organizations, and professional development, ensure the RCD has the appropriate staffing and skill sets to meet the goals in the strategic plan.

4.8. Continue to develop the board's capacity.

**Goal #5: The San Mateo RCD models a diverse, inclusive, strengths-based culture.**

*Strategies:*

- 5.1. Continue and expand hiring and management best practices including those that foster diversity, equity, and inclusion.
- 5.2. Create a strategic board recruitment plan that includes approaches to building a wider circle of leaders who can move into board positions as they become available and focuses on building authentic connections to diverse community members.
- 5.3. Build authentic connections between the RCD and diverse community members, building a wider circle of potential partners and leaders for the organization.
- 5.4. Support the learning and empowerment of all staff and board members through access to internal and external training and development activities.
- 5.5. Foster a supportive work culture in which effective conservation leadership flourishes.
- 5.6. Promote a work environment that minimizes the risk of stress and burnout among staff members.