

**ACTION FOR A
HEALTHY PLANET**

2010-2011 ANNUAL REPORT



Acterra ACTION FOR A
HEALTHY PLANET

MISSION

Acterra brings people together to create local solutions for a healthy planet.

STRATEGIC PLAN GOALS 2011-2014

In August 2011, Acterra completed a comprehensive strategic planning process to guide the organization as we advance our mission from 2011 to 2014. The course Acterra has set for the next three years is crucial not only for the success of the organization but also for the environmental health of our broader community.

This course is guided by six core goals:

1. **Culture of Excellence**
2. **Dynamic Programs**
3. **Widespread Recognition**
4. **Solid Funding**
5. **Fiscal Accountability**
6. **Exceptional People**

Acterra's Strategic Plan was made possible through a grant from The David and Lucile Packard Foundation.



Cover Photo: Pearson-Arastradero Preserve
Photo by Jack Owicki

CHANGING LIVES, CHANGING THE WORLD

Dear Friends,

Another year has passed, our 41st! Despite (or perhaps because of?) our successes, the need and demand for Acterra's services and programs continues to grow. More people are waking up and recognizing that, in order to improve environmental health, they need to get actively involved and also pursue lifestyles more in harmony with the natural world.

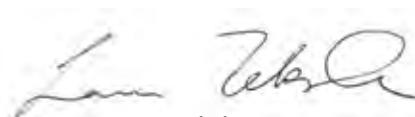
This is where Acterra comes in. Our programs are not only changing lives, we are changing the world—and this is no simple task.

Sometimes inspiring change requires engaging new technologies, as was the case when Acterra launched High Energy Homes on Earth Day—a program two years in the making—which utilizes a proprietary online program to assess residential home energy use remotely using SmartMeter data. Other times, our work is grounded in new collaborations, as with the expansion of our Green@Home program into the City of San Jose—our first foray into what, we hope, will be continued expansion to the tenth largest city in the United States.

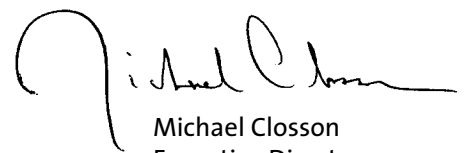
This annual report highlights our key successes in doing this critical work. And we have been doing it efficiently. For the fifth year in a row, Acterra has received a four-star rating, the highest possible, from Charity Navigator, the nation's largest independent charity evaluator. This rating recognizes our "exceptional" fiscal management and puts us in the top 5% of charities nationwide.

We recently completed a six-month strategic planning process (see sidebar), which will guide our vital work improving this region's environmental health in the coming years. The value of Acterra's work lies in the positive vision of the future we promote, the variety of ways we offer for people to get involved, our Silicon Valley focus, and the tangible, solution-oriented services we provide.

On behalf of our board, staff and thousands of volunteers, we thank you for your interest, support and involvement in this essential effort. Our most important work is yet to come. In the years ahead, we plan to continue inspiring change and building a sustainable future for the generations who will follow.

Laura Tekler
President, 2010-2011



Michael Closson
Executive Director

ACTERRA'S PROGRAMS

With rich networks of contacts and a history spanning more than 40 years, Acterra has a deep understanding of the environmental arena. We quickly evaluate emerging environmental issues and develop innovative programs that inspire adults and youth around Silicon Valley to take action.

Acterra brings our knowledge and track record to every opportunity. We continually re-evaluate and refresh our portfolio of programs, reorganizing to most effectively address emerging environmental issues.

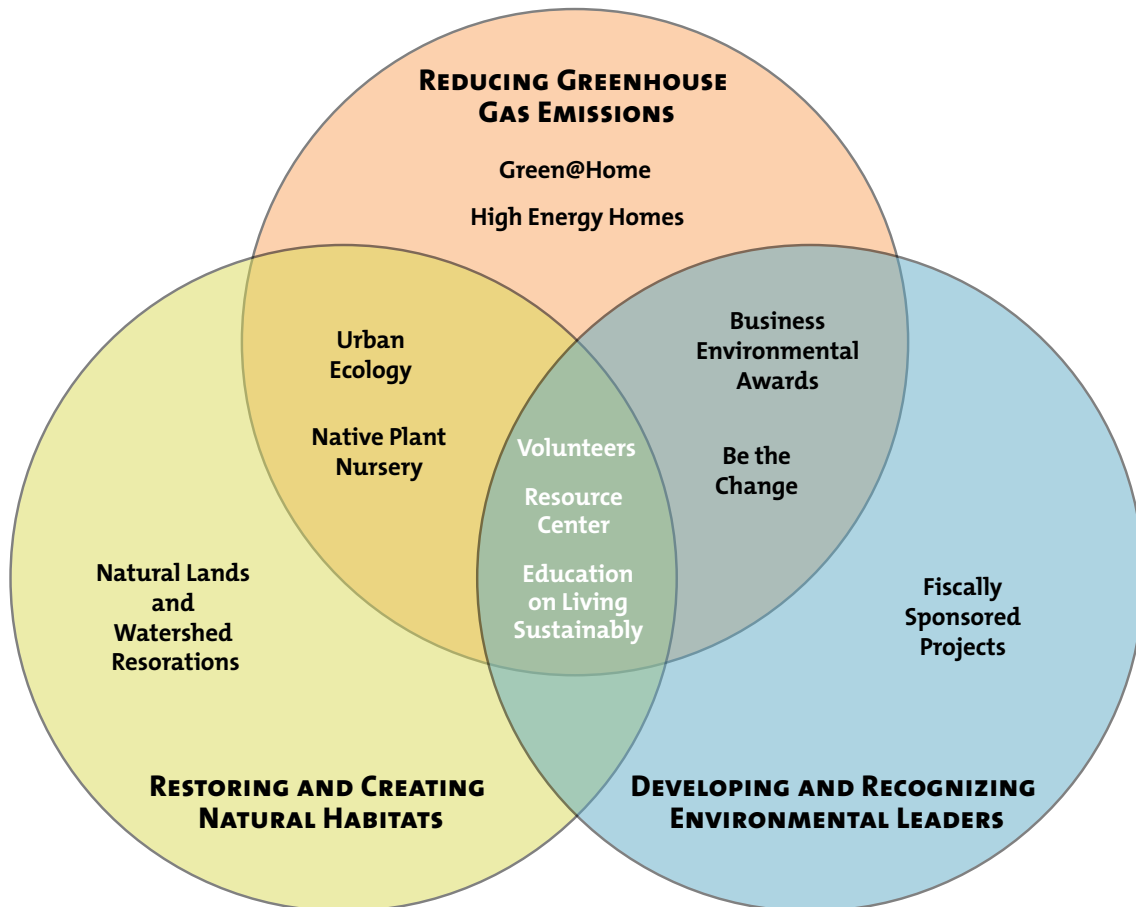
Read on to learn about our programs that are inspiring social change for a healthy planet...



ACTERRA STEWARDSHIP



ACTERRA'S PROGRAMS CONTRIBUTE TO A HEALTHY PLANET BY ...



INSPIRING PEOPLE TO DO THEIR PART FOR THE ENVIRONMENT EVERY DAY.



ACTERRA STEWARDSHIP

*“I’ve gained a self-pride...
You don’t really get to help
the planet by sitting on the
couch and watching TV.”*

Bennett Walker
Youth Volunteer, Pearson-Arastradero
Preserve



*“They learned about com-
posting and they’re taking
that home with them...
We have a compost pile now
at home. So, they’re much
more aware of what they’re
doing in the environment.”*

Elham Chandler
Baha’i Youth Group Coordinator

Meet Elham and her youth group at
Redwood Grove in Los Altos in this
video:



Use your smartphone to scan the
QR code and view the video.
Or go to <http://youtu.be/FhOSZgbaVo>

RESTORE

RESTORING AND CREATING NATURAL HABITATS

Acterra’s **Stewardship Program** restores damaged natural habitat while educating San Francisco Bay Area youth and adults on the importance of healthy ecosystems. Each year, stewardship projects engage thousands of volunteers from local schools, community groups and neighborhoods.

The program provides **Natural Lands and Watershed Restoration** at the Pearson-Arastradero Preserve in Palo Alto, Redwood Grove in Los Altos and multiple creek sites in the 47.5 square mile San Francisquito watershed. Last year Acterra involved 2,500 volunteers—more than half of them students and other youth—in cleaning up trash from our creeks, removing invasive weeds, and planting thousands of locally grown native plants that support insects, amphibians, birds and fish. The program also provided over 150 workdays and educational opportunities for young people.

Our **Urban Ecology** project brings nature into our urban settings by offering educational workshops, creating demonstration gardens and providing individual advice on gardening sustainably. Acterra also provided Green Gardener training for local landscape professionals on the Peninsula and helped organize the first Bay Friendly garden tour in Palo Alto.

Our **Native Plant Nursery** grew over 30,000 plants from seed collected from local watersheds and provided these plants to our restoration projects, other local land managers and private homeowners. This year, we published *San Francisco Bay Area Native Plants for the Garden*, a first-of-its-kind resource book featuring native garden-worthy plants that are naturally suited to our soil, rainfall and climate and provide much needed food for our birds and bees.

RESOURCE CENTER

Acterra’s **Environmental Library and Resource Center** is the only resource of its kind in the Bay Area. It exists to expand the environmental literacy of the community, reduce barriers to making smart environmental choices, and to serve as a hub of social and educational activity.

Each year, thousands of people use the library’s resources. “Environmental issues are broad and complex,” says Public Information Coordinator Pat Martin. “We’ll answer questions on everything from weatherizing a home to selecting native plants. Making information available is an important part of getting people to live more sustainably.”

Acterra’s Environmental Library and Resource Center is made possible with the generous support of an anonymous donor.

REDUCING GREENHOUSE GAS EMISSIONS

Acterra's **Green@Home** program completed its third year of reducing residential greenhouse gas emissions through free in-home HouseCalls. Trained volunteers install energy saving devices and provide home energy assessments to residents in participating cities, whether they rent or own. Last year, Green@Home provided HouseCalls in Cupertino, Menlo Park, Palo Alto, Redwood City and Sunnyvale.

In January, Green@Home reached the milestone of preventing one million pounds of CO₂ emissions from being emitted into the atmosphere. In the spring, Green@Home was awarded two new contracts to provide HouseCalls in Mountain View and in the Winchester neighborhood of San Jose. In June, Green@Home received recognition from the Mayor of San Jose for its collaboration with San Jose State University to provide training to eighty students in the highly successful "Green Wave" program where students completed over 200 energy assessments for university and city staff.

High Energy Homes is reducing residential greenhouse gas emissions through an innovative online program for homes whose energy use is three times above average. Using data from residential SmartMeters™, energy use is analyzed remotely and categorized into base loads, variable loads, winter heating and summer cooling. The software identifies energy "leaks" that are typically related to electrical plug loads—one of the larger and most easily reduced sources of energy use—and then provides low-cost, specific recommendations to stop these energy leaks.

One Portola Valley resident reported that after following just a few simple recommendations, the utility bill dropped by \$500 in the first month. The average family is reducing its carbon emissions by more than 100 pounds of CO₂ per month. High Energy Homes is targeting to serve 1,000 households—which will prevent thousands of tons of greenhouse gas emissions from entering our atmosphere.

High Energy Homes launched on Earth Day 2011, following two years of development. Funded by a grant from the California Energy Commission, the program is offered at no cost to the residents of Atherton, Los Altos Hills, Monte Sereno, Portola Valley, and Woodside.



Join Palo Alto Mayor Sid Espinosa as he receives a free Acterra Green@Home energy assessment in this video:



Use your smartphone to scan the QR code and view the video.
Or go to http://youtu.be/q-ceY7J_ESo

High Energy Homes

"This is such essential stuff for a homeowner—even those of us who think we have done everything we need to keep our energy usage down."

Nancy Reyring
High Energy Homes Participant

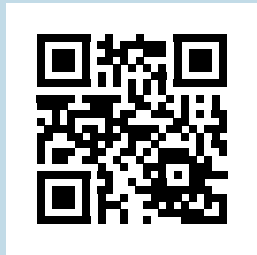
REDUCE



“The Acterra Business Environmental Awards are perfectly aligned with what we are trying to do. Namely, to make social and environmental contributions.”

Bruce Klafter
Managing Director, Corporate Responsibility and Sustainability at Applied Materials

Meet Bruce and learn more about the Business Environmental Awards in this video:



Use your smartphone to scan the QR code and view the video.
Or go to <http://youtu.be/u8f3aqajhIA>

DEVELOPING AND RECOGNIZING ENVIRONMENTAL LEADERS

The **Business Environmental Awards** recognizes and celebrates Bay Area companies with exemplary environmental projects. Established in 1990, it is one of the longest-running and most respected awards programs of its kind in the region. Rigorous evaluation by a panel of 30 judges with deep experience in the environmental sector means this is an award that is particularly meaningful to its recipients.

“We use this program not only to recognize and honor the organizations doing good work,” says Acterra’s Executive Director Michael Closson, “but also to highlight them as models that other people can emulate.”

Each year 40-50 businesses apply for these prestigious awards. In June, nine outstanding businesses were honored at an awards ceremony attended by hundreds of business and community leaders.

Be the Change develops environmental leaders through a comprehensive training program over the course of a full year. Students are deeply engaged through lectures, workshops, mentoring and other rich opportunities. The program emphasizes building skills that enable people to become “green innovators” where they work, live, worship and play. By the end of the year, each student has developed and launched a personally significant project intended to inspire lasting environmental change in how their communities relate to the environment.

In June, *Be the Change* graduated 26 students—its sixth class—bringing the total number of graduates to 180. Alumni stay closely connected and environmentally active around the Bay Area and beyond—with each graduate inspiring untold numbers to live more sustainably.

Be the Change will only be available through the UCSC Extension Silicon Valley program in 2011-2012. Acterra is taking this year to retool the curriculum and raise funds for re-launch in the 2012-2013 fiscal year. For any questions, please contact Debbie Mytels, Associate Director for Programs, at (650) 962-9876 x302 or debbiem@acterra.org.

Acterra also provides non-profit status to over a dozen environmental **Fiscally Sponsored Projects**, incubating innovative new organizations and ensuring that small, local projects are able to serve their communities. Last year, we added four exceptional projects: Citizens Environmental Council of Burlingame, Exploring a Sense of Place, Midtown Garden and Global Community.

DONORS 2010 - 2011

Acterra gratefully acknowledges the following donors for expressing their commitment to our natural environment through their gifts, received between July 1, 2010 and June 30, 2011. We thank all of you for your generosity and support.

Because you, our supporters, are very important to us, these lists were developed with great care and attention. We sincerely apologize for any errors and ask that you contact us at (650) 962-9876 x346 so we may correct our records.

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PLATINUM TIER \$50,000+

David & Lucile Packard Foundation

GOLD TIER \$10,000-49,999

Dean Witter Foundation
Gordon and Betty Moore Foundation
San Jose State University
Tides Foundation
Western States Wholesale

SILVER TIER \$5,000-9,999

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City of San Jose - Environmental Services
Ennovationz Inc.
Genencor
Palo Alto Community Fund
Platinum Roofing, Inc.
Preservation of Land for Agricultural Needs Trust
Rose Foundation for Communities and the Environment
Service by Medallion
Stanford University
Symantec Corporation
Zanker Road Resource Management

BRONZE TIER \$1,000-4,999

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Cleantech Open
Community Focus
Cubizm, LLC
Earth Bound Homes
eScrip
Foundation for Global Community
Google Matching Gifts Program
Heritage Bank of Commerce
Microsoft Corporation
Nathan Cummings Foundation

Patagonia
Premier Properties
Preston Pipelines Inc.
Project Consulting Specialists
PSC (Environmental Services)
Santa Clara County League of Conservation Voters
Stanford University - Utilities Division
Webcor Builders
Wells Fargo Bank
Wells Fargo Foundation
Wilson Sonsini Goodrich & Rosati Foundation
Woman's Club of Palo Alto
Youth Community Service

COPPER TIER \$1-999

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Building Efficiency, Inc.
Finelite
Good Search
Green Career Central
Hawley Peterson Snyder Architects
Hillbrook School
IBM International Foundation Grants Program
Intel Volunteer Grant Program
Kepler's Books
Microsoft Gifts Program
Oracle Matching Gifts
PG&E Corporation Foundation
Recurve, Inc.
Ron Ramies Automotive, Inc
Saint Francis High School
SAP Matching Gift Program
SDI Insulation, Inc.
SolarCity
TerraFocus
Visa GivingStation

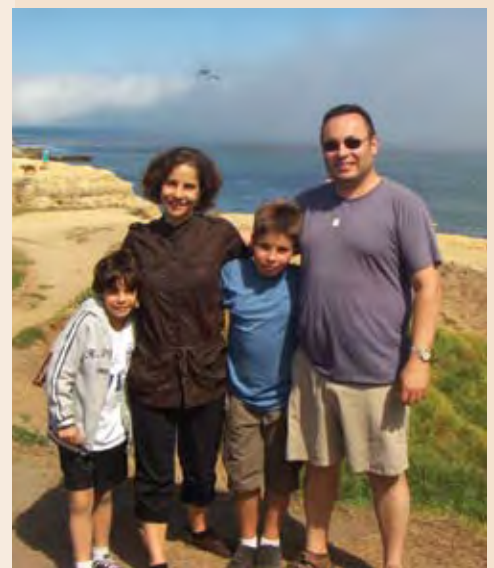
GOVERNMENT FUNDERS

Atherton Environmental Programs Committee
Bay Area Water Supply and Conservation Agency
California State Coastal Conservancy
City of Cupertino
City of Los Altos
City of Menlo Park
City of Palo Alto
City of Palo Alto - Utilities
City of Redwood City
City of Redwood City Wetlands Regional Monitoring Program

City of San Jose
City of Sunnyvale
Sacramento Fish and Wildlife Office
San Mateo County
San Mateo County Agriculture Division
San Mateo County Water Pollution Prevention Program
Santa Clara County
Santa Clara County Weed Management Area
Santa Clara Valley Water District
South Bayside Waste Management Authority

THANK YOU, VOLUNTEERS!

Last year, more than 3,000 adults and youth volunteered their time to support Acterra's work for our natural environment. We rely on our HouseCall volunteers, "Weed Warriors," student volunteers and interns, and countless others for our success. We are immeasurably grateful for these generous contributions of time, which are truly the lifeblood of Acterra's work.



"We support Acterra because it is an organization making a difference in our community. They don't just talk about living sustainably, the programs really excite people to do it. And the programs are a model for the rest of the nation."

Laura and Boris Teksler, Los Altos

THANK YOU

INDIVIDUALS

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Bart and Nancy Westcott

CREST LEVEL \$10,000-24,999

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Laura and Boris Teksler

ASCENT LEVEL \$5,000-9,999

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RIDGE LEVEL \$2,500-4,999

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 Charles Petrie
 Meredith Phillips
 Gloria and Norman Ploss
 Jonelle Preisser
 Marlene and John Joseph Prendergast
 Don and Dee Price
 Viraj V. Raut
 Sharon Refvem
 David and Frances Reneau
 Zack Rezowalli and Theresa Abrams
 Nancy Rhea
 Paul Rissman and Flora Chu
 Cynthia Roessler
 Vanessa Rogier and Todd Shaeffer
 Ruth and James Rowe
 Donald Ruh
 Michael Sacks
 Gary and William Sanders
 Dolly Sandoval and Ed Hoffmann
 Roberta Saxon
 Leif and Annette Schumann
 Margaret Schemenaur
 Steve and Lisa H. Schmidt
 John and Francimar Schmitt
 Nancy Schneider and Richard Wysong
 Albert and Joel Schreck
 Jonathan Scott and Cynthia Pick
 Stanley and Marie Scott
 Jeff Segall
 Jamil Shaikh
 Rudolph and Bonnie Sher
 Gloria and Robert Sikora
 James and Susan Phinney Silver
 Karen and Carl Skold
 Douglas Smith and Nodelyn Lago Smith
 Ellen and Dennis Smith
 Irena Smith
 Staci Ann Smith
 Susan and Rey Smith
 Geri Spieler
 David Sprowls
 Dorothy and Joseph Stangl
 DeeDee and Jack Stovel
 Lynn Strand
 Rob Straus
 Jean and David Struthers
 William Sundstrom and Laura Kenney
 Nina and Patrice Tanti
 Ann Teegardin
 Bob Tencher
 Sally and Timothy Tomlinson
 Leslie Train
 Victoria Tregoning
 Todd and Teresa Trowbridge
 Graziella Vaccaro
 Carly Volk
 Linda Wagner
 Valerie Warburton
 Roger and Greer Watts
 Roger Wharton and Marc Fuentes
 Duncan and Mercedes Williams
 Patricia Wipfler
 Cheryl Woodward
 Peter Wright
 Tom and Ellen Wyman
 Richard Yurman
 Daniel Zizmor

Ephigenie Banaynal dela Cruz
 Be Yoga
 Bear Valley Cross Country
 Ryan Bell
 Vicky Bhogal
 Phil and Mary Bobel
 Geoff and Shelley Brosseau
 Celebrity Forum
 Costanoa
 Coyote Point Museum
 Sheila Davis
 Cynthia Denny
 Rod Diridon
 ELV Motors
 Andy Fenselau and Suzanne Koch
 Kate Forrest
 Garden Creamery
 Greenbar Collective
 hzhotel
 Kathy Hall and Leslie Murdock
 Hundred Acre Wine Group
 Harley Farms
 Paul and Linda Heiple
 Elliot Hoffman
 Joanna Holmes
 Nikki Holmes
 Humane Society Silicon Valley (HSSV)
 Intuit
 Sudhanshu and Lori Jain
 Trader Joe's
 Karmina
 LaBelle Day Spas & Salons
 livegreene
 Lotus Lake House
 Lucy Evans Baylands Nature Interpretive Center
 Nancy and Tor Lund
 Susan MacCormac
 Steve and Florence Marchick
 Medlock Ames Winery
 Emy Mendoza
 The Milk Pail
 A. Dorsey Moore
 Mountain View Community Center
 The North Face
 John Northway
 Oracle
 Larry Orman
 Palo Alto Hardware
 Patagonia
 The Pear Avenue Theatre
 Meredith Phillips
 Redwood City Library
 Cascal Restaurant
 Paul Rogers
 Santa Clara University
 SAP
 Joe Simitian
 David Smernoff and Cindy Russell
 Laura Stec - Innovative Cuisine
 Judith and Hans Steiner
 Laura and Boris Teksler
 Tesla Motors
 Dr. Richard Walker
 Watercourse Way
 Don and Kim Weden
 Whole Foods
 Aaron Wilcher
 Maureen Wilmot

SUPPORTER \$1-59

Anonymous (15)
 Kathy Aird
 Shayrun Ali
 Julie Allingham
 Richard and Darcy Anderson
 Joan and Paul Armer
 Jerry and Linda Avellar
 Ginny and Phil Babbitt
 Ephigenie Banaynal dela Cruz
 George and Joanne Barnes
 Clifford and Zelda Barnett
 Odoretha Barron
 Natalicia Basch
 Leon and Margaret Beeler
 Olivia Belsey
 Cynthia Benin
 Bud and Barbara Bennigson
 Douglas and Leslie Bergh
 Martin Berndt
 Anne and Dave Bernstein
 Abhay Bhushan and Cybele LoVuolo-Bhushan
 Pamela Bilz
 Millicent and Roger Bishop
 Monika and Olle Bjorkman
 Patricia Blumenthal
 Karen and Christopher Bobonich
 Jane S. and Christopher Botsford
 Susie and Sam Brain
 Jo Bridges
 Ann and Winslow Briggs
 Catherine Brown
 Douglas Brown
 Gail and Bob Buschini
 Margarida Butcher and Diane Ely
 Ralph Cahn
 Susan and Gordon Cann
 Carolyn Chaney and Curtis Nehring
 Lynn Chiappella
 Jonathan Cho
 Kenneth Chua
 Betsy Colby
 Mrs. Gaylord Coleman
 John W. and Helen I. Cone
 Ann Coombs
 Karen Cotter
 Sibby Coxhead
 Carol Cross
 Marie Dennis
 Jean Duperrault
 Hermann Ebenhoech
 Kathleen Elkins and Richard Peterson
 Kathleen Engelberg

About Our Donor Societies

In August 2011, Acterra established the Angel Circle to recognize leadership donors of \$1,000 and above and the EcoAdvocate Society to recognize donors of \$40 - \$999. The individuals listed here are warmly welcomed as charter members of these new societies. For more information on Acterra's donor societies, including benefits and how to join, visit acterra.org/donate or call (650) 962-9876 x308.



Acterra Receives Top Fiscal Rating for Fifth Year

In recognition of our “exceptional” fiscal management, Acterra has received a four-star rating for the fifth year in a row from Charity Navigator, the highest rating possible.

Only 5% of the charities rated have received at least 5 consecutive 4-star evaluations, indicating that Acterra “consistently executes its mission in a fiscally responsible way, and out-performs most other charities in America.”



Acterra Rated a Top Nonprofit Addressing Climate Change

Nearly 140 local climate change experts selected Acterra as one of the top 15 “outstanding nonprofits” working toward a solution. Those surveyed noted Acterra’s “great leadership” and “clear mission.” The survey was conducted by the independent agency Philanthropedia.



ACTERRA AT A GLANCE

Financial Information (Preliminary and Unaudited)

REVENUES AND EXPENSES July 1, 2010 - June 30, 2011 *

REVENUES

Foundation Grants	404,682
Corporate Contributions	154,735
Individual Contributions	293,278
Government Contracts	560,795
Other (events, sales, fees & interest)	294,979
Total Income	1,708,469

EXPENSES

Program	1,193,895
Administration	159,581
Fundraising	241,721
Total Expenses	1,595,197

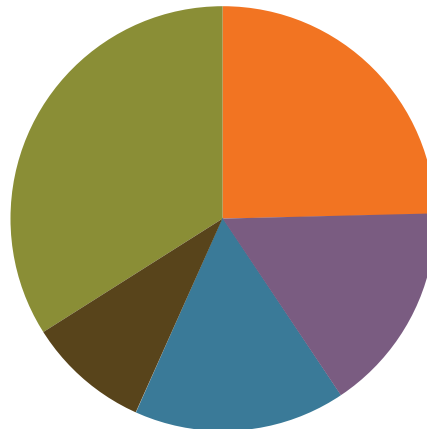
Increase in Net Assets **113,273**

BALANCE SHEET as of June 30, 2011

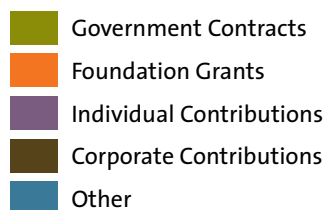
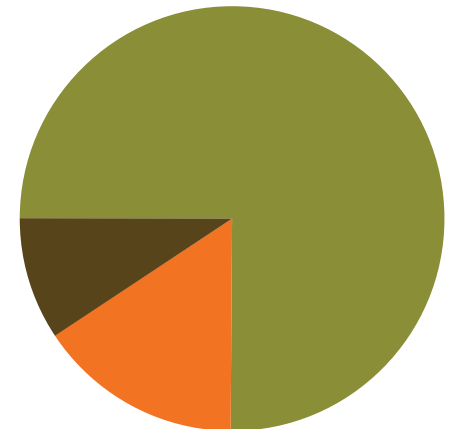
Assets	1,051,889
Liabilities	79,335
Net Assets	972,553

* Includes the revenues and expenses of Acterra’s fiscally sponsored projects

SUPPORT & REVENUE



EXPENSES



YOUR VISION

You are passionate about the environment. So are we. We are ready to partner with you to make your vision for our planet a reality, right here in the Silicon Valley.

If you want to...

Then your gift can...

Inspire young people to learn about and value the environment

Provide an opportunity for students and other young people to learn with the **Acterra Stewardship Program**

Restore and create natural habitats

Support the **Acterra Stewardship Program**, which restores and preserves some of the Peninsula's most beautiful natural spaces

Combat climate change by reducing residential greenhouse gas emissions

Fund home energy assessments in nine local communities through **High Energy Homes** and **Green@Home**

Cultivate environmental leaders through powerful training

Provide seed funding for redevelopment of **Be the Change**, Acterra's acclaimed year-long leadership training program

Develop and recognize environmental leaders in the business sector

Sponsor the **Business Environmental Awards**, one of the longest-running and most respected awards of its kind

Ensure the future and sustain the financial strength of one of Silicon Valley's most innovative environmental organizations

Strengthen **Acterra** with a cash or planned gift that enables us to weather the economy, take advantage of new, innovative opportunities, and evolve to meet the changing needs of our community

YOUR GIFT

Give now.

Make an outright gift of cash or securities.

Make a monthly gift.

Provide a dependable flow of funds and increase the impact of your gift with planet-friendly, paperless monthly giving.

Make a pledge.

Make a gift of cash or securities, payable at a later date or over a set period.

Double your gift.

Ask your employer about a matching gift program.

Leave a legacy gift.

Make a planned gift to Acterra in your will or estate plan.

Make your vision a reality and inspire others to put the environment first. To learn more about how Acterra can help you inspire environmental action, please contact Development Director Amber Nixon at (650) 962-9876 x308, email ambern@acterra.org or visit acterra.org/donate.



Acterra

**ACTION FOR A
HEALTHY PLANET**

3921 E Bayshore Road
Palo Alto, CA 94303-4326

Telephone: (650) 962-9876
Fax: (650) 962-8234
www.acterra.org

2010-2011 Leadership

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Emily Susanne High
Laura Wolfson Keller

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Amber Nixon, *Development Director*
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Elizabeth Sarmiento, *Green@Home Outreach Coordinator*
Steve Schmidt, *High Energy Homes Program Architect*
Arnie Thompson, *San Francisquito Watershed Program Director*
Alexandra Von Feldt, *Stewardship Director*

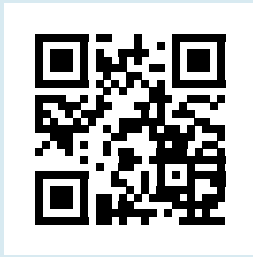
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100% recycled, 100% post consumer waste





Meet Executive Director Michael Closson and learn about Acterra's mission and model for change in this video:



Use your smartphone to scan the QR code and view the video.
Or go to <http://youtu.be/dnscngmUUlc>



"I'm a member of Acterra because I know meaningful action starts at the local level. That's exactly why I'm in local government – and why Acterra's model of community environmental action is one that works."

- Larry Klein, Palo Alto Council Member and Former Mayor

Find us on:



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