

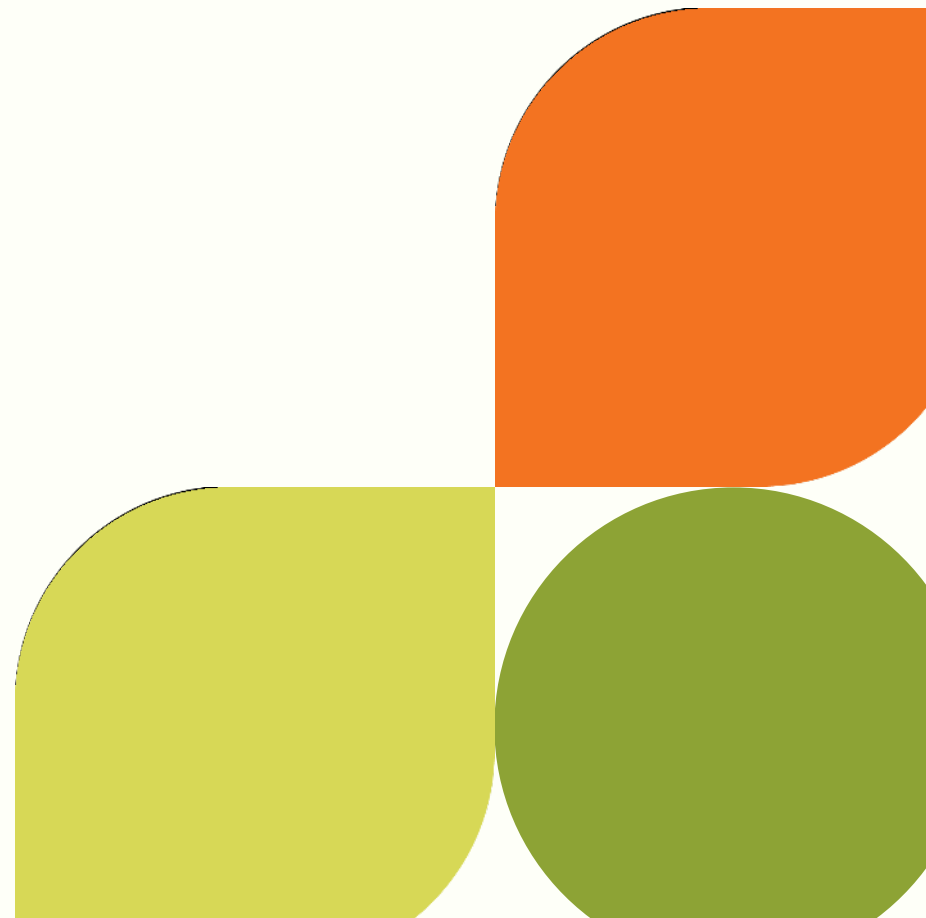


ACTION FOR A
HEALTHY PLANET

ANNUAL IMPACT REPORT 2023-2024

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01. INTRODUCTION

At Acterra, we are dedicated to creating a sustainable future for all. Our organization focuses on community-based, science-backed solutions to address the most pressing environmental challenges of our time. This annual impact report provides an overview of our activities, accomplishments, and financial health for the 2023-24 Fiscal Year.

02. MESSAGE FROM THE EXECUTIVE DIRECTOR



Lauren Weston
Executive Director

Dear Friends of Acterra,

This has been a year of significant progress and impactful achievements. Our commitment to fostering a healthier planet has never been stronger. Thanks to the unwavering support of our donors, volunteers, and community partners, we have made substantial strides in our environmental initiatives.

Together, we have educated, inspired, and empowered individuals and communities to take action for a sustainable future. I am proud of what we have accomplished and look forward to building on this momentum in the coming year.

03.
**OUR MISSION
AND VISION**

OUR MISSION

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

OUR VISION

A sustainable, resilient world where all people and nature thrive.

04. OUR IMPACT

A map of Acterra's impact is essential for visualizing the tangible outcomes of our initiatives, offering a clear, geographic representation of where change is occurring and how our efforts are making a difference.

It allows us to track progress, identify gaps, and strategically allocate resources to the areas most in need. By visually communicating the scale and distribution of our impact, we can all better understand the broader context of our projects and programs, foster accountability, and inspire confidence among our communities of service. Acterra is committed to transparency and wants to show the real-world benefits of our work.

MAP KEY

	Advocacy		HomeGrown Bay Area
	Air Quality		Karl Knapp GoEV
	Acterra's Student Ambassadors Program (ASAP)		San Mateo Food System Alliance
	Climate Friendly Kitchens		Water
	EV Charging for All Coalition		You(th) Be the Change (YB+C)
	Green@Home		(Support for) Bay Area EV Coordinating Council
	Healthy Plate, Healthy Planet		



05. KEY ACCOMPLISHMENTS

Our programs—across beneficial electrification, climate-friendly food, and education—build collective action in fighting climate change.

We equip students, residents, civic leaders, and businesses with the ability to make informed and thoughtful decisions to create and participate in local solutions for a healthy planet.

Top Right: Acterra’s Lauren Weston and Irvin Rivero in KTVU Morning Show with reporter, Sal Castaneda.

Middle Left: Earth Month activities at the Forum, Rancho San Antonio.

Bottom Right: You(th) Be the Change Field Trip. Photo Credit: Chris Cassell, ProBonoPhoto.org.

We advocate for:

Equity for All
Communities



Community-defined,
Resiliency-based
Solutions



Alignment with
Science-based
Findings



EDUCATION

Our main tool for promoting behavior change



Above: Students at the Summer Program Midpoint Retreat at Partners Garden to Table Silicon Valley.

YOU(TH) BE THE CHANGE

The You(th) Be the Change Program (YBtC) for middle school includes six lessons on topics like the carbon cycle, climate change, agricultural systems, and environmental justice. It can be taught by teachers or Acterra staff, with training workshops available. Schools can also join an air quality monitoring project where students collect data and create community impact initiatives.

Acterra led YBtC programs with Ocala Steam Academy and ACE Inspire Academy in San Jose via field trips. Acterra served a total of 357 students during the 2023-2024 school year. Five field trips were conducted at California Native Garden Foundation (CNGF) and six were conducted at Garden To Table Silicon Valley. Students have shown excitement and deep engagement during the outdoor experiences. Our field trips have provided a way for under-resourced

schools and students to connect with local gardens, nature and food systems, and learn about climate change.

Acterra's YBtC program served ~700 students across the Bay Area through curriculum downloads. Acterra also conducted YBtC teacher training for 18 ACE Inspire Academy teachers!

Another notable success was Acterra's Food Waste Challenge, an educational assembly about food waste and why it is important to minimize food waste as much as possible. At Ellen Fletcher Middle School in Palo Alto, the students volunteered to set up food waste weighing stations and logged what and how much was being wasted. After distributing surveys throughout this school year, we have some notable results in the infographics that follow:



67.5%

of students reported that the field trips taught about why composting and growing food sustainably is important.



Climate pledges ranged from “start a compost bin at home or school” (75 pledges) to “organize a meatless Monday or get the student’s community to be involved with local representatives to pass laws for climate action” (21 pledges each).



The most popular personal climate pledge was to unplug chargers/devices when they are not in use (90 pledges). The least popular personal climate pledge was to not eat meat 1-7 days per week (26 pledges).



58.6%

of students reported that the field trips provided them an opportunity to learn about climate change and the carbon cycle.

All Photos: You(th) Be the Change Field Trip (Chris Cassell, ProBonoPhoto.org).





Above: Acterra's Student Ambassador Program (ASAP) Cohort 2023.

ACTERRA'S STUDENT AMBASSADOR PROGRAM

The high school program, Acterra's Student Ambassador Program (ASAP), launched a 10-week (Fall/Spring) and 6-week (Summer) leadership program featuring virtual environmental seminars, group projects, and in-person gatherings at nature sites.

ASAP students from across the Southern Bay Area made up our Core Team. The ASAP Coordinator and the students met weekly. Students reported on their passion project progress. One student worked with their Green Team and cafeteria staff to minimize single-use utensils and cutlery. Another student developed a public comment infrastructure for future iterations of ASAP to use. A third student formed a group of environmentalist peers to start a Green Team on their campus. They all practiced outreach, tabling twice to recruit prospective students for the program and making social media posts as well. And all the students provided important insight to inform the framework for the summer ASAP Program, a pilot for Acterra's youth programs!

EDUCATION

LECTURES AND FORUMS

We feature prominent voices from the environmental sector, addressing global issues at a scale that is relevant for our region. Acterra's lectures inform and inspire, connecting our community directly to the climate change conversations that matter most. Our aim is to present a diverse range of views to help advance the current conversation around climate change and sustainability, and allow deeper reflections on these challenging issues.

The Power of Urban Gardening

On September 26, 2023, garden consultant Ania Korsunska of Peas of Mind Gardens gave an overview of her journey to gardening on an urban balcony, before providing thoughtful advice on developing one's own specific goals for a garden, no matter the size or type of space utilized.

Ania's strongest recommendation was for home gardeners to embrace learning by doing and iterating to get the best results.

Left to Right: Ania Korsunska, Lisa K. Johnson, Selena Mao, Yuka Nagashima, Deborah McNamara, and Jennifer Allyn.



Understanding Food Loss and Waste

Roughly 1/3 of the food supply in the United States goes unsold or uneaten without recovery – a staggering amount. A special October 18, 2023 conversation with agriculture researcher Dr. Lisa K. Johnson, ReFED analyst Selena Mao, and Food Shift's Executive Director Yuka Nagashima focused on untangling the complexities of food loss and waste from farm to fork. Dr. Johnson identified ways producers' constraints (labor shortages, insufficient consumer demand, unrealistic consumer expectations) could be addressed while Selena Mao underscored the positive economic and climate benefits of preventing food waste for food service establishments and in home kitchens.

The Smell of Money Documentary Film Screening in Palo Alto

Acterra joined with collaborators SolPods, 350 Silicon Valley (Menlo Park Climate Team) and Menlo Spark to screen the award-winning indie documentary "The Smell of Money" on November 12 in-person at the Palo Alto Art

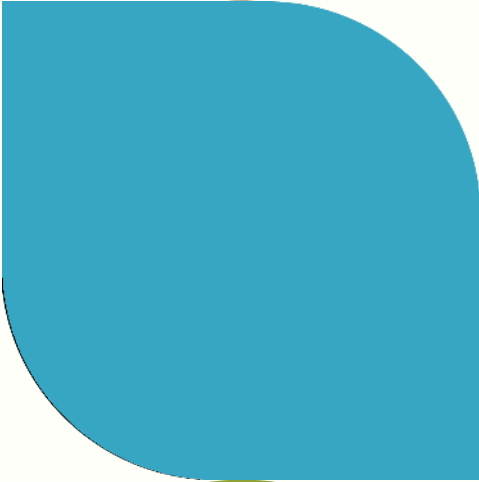
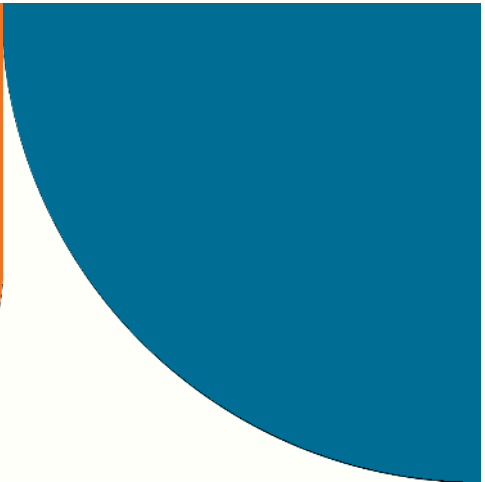
Center. The film chronicles the fight of Elsie Herring and her community in eastern North Carolina against the giant confined animal feeding operations (CAFOs). Viewers witness Herring and her neighbors' struggles to breathe clean air and live in a place free from foul odors, contaminated water, and elevated rates of disease as they band together with support from groups like Waterkeepers. Attendees enjoyed plant-based appetizers before the screening and a Q&A with the film's writer, Jamie Bergen.

Transforming Climate Anxiety into Climate Action at Work

On April 17, ClimateVoice's Executive Director Deborah McNamara and Campaigns & Program Director Jennifer Allyn discussed how employees can speak up and make a difference in creating bold climate-focused policy and advocacy within their workplace. This included a step-by-step procedure on educating yourself on your company's current stance, finding your influence with key decision-makers, engaging with coworkers, and advocating for future action.

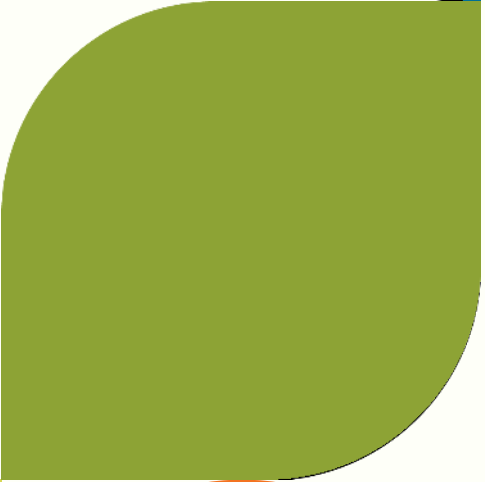


92
 Registrations for
 The Power of Urban
 Gardening

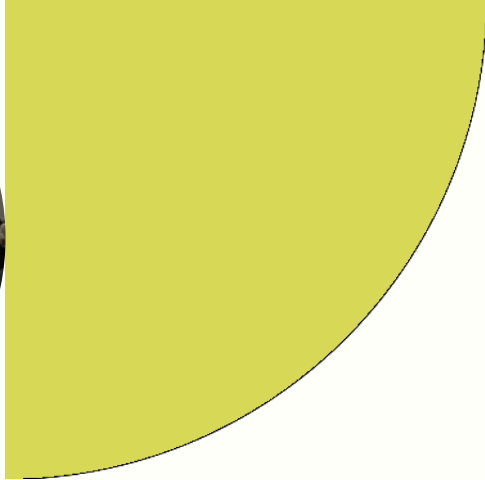


84
 Registrants for
 Understanding Food
 Loss and Waste

49
 Registrants for
 Transforming Climate
 Anxiety into Climate
 Action at Work



194
 Registrants for Smell of
 Money Documentary
 Film Screening



Top left and middle
 bottom: Smell of
 Money Documentary
 Film Screening.

ELECTRIFICATION

Helping meet the climate goals of our local communities by making the switch to clean, renewable energy, easier and faster

GREEN@HOME

Offers simple ways to reduce the use of fossil fuels, saving both carbon emissions and money. The future of home energy is electric, and Acterra offers information and resources on beneficial electrification in the home, which provides individuals with ways to reduce their reliance on natural gas for cooking, space heating, water heating, charging, and energy production.

Multifamily Direct Install Program

Acterra was awarded a five year contract with the Association for Energy Affordability (AEA) as the prime contractor for the SVCE Multifamily Direct Install Program. Acterra supports AEA in its delivery of the SVCE Multifamily Direct Install Program by providing Program Design for Stakeholders, developing a Program Implementation Manual, Feedback Forms and most importantly, educate and enroll properties in E-Elec rates via E-ELEC educational workshops.

The Multifamily Housing and Small Business Direct Install Program

Acterra also sub contracted on the The Multifamily Housing and Small Business Direct Installation Program, which is funded by PG&E and implemented by Ecology Action. The Program provides PG&E electric service customers who own or operate an eligible multifamily housing property, small business, or non profit organization with technical assistance to identify existing electrical panel capacity available for electric vehicle (EV) charging. The Program pays 100% of the cost for EVCS installed at eligible properties located in Priority Communities (low-income communities, rural communities, tribal communities, and other priority populations defined by the California Public Utilities Commission and California Air Resources Board). Acterra conducts education and outreach activities at multifamily housing properties where EV chargers are installed to inform and educate households about opportunities to access on-site EV charging installed, as well as grants and rebates to lower the cost of PEV ownership.

Induction Cooktop Lending Program

In May of 2022, Acterra and East Bay Community Energy (EBCE), now Ava Community Energy (ava), launched the Induction Cooktop Lending Program (ICLP), a program by which residents of the EBCE service territory can borrow portable induction cooktop kits for up to 3 weeks in order to get experience with induction cooking. Borrowers were able to leverage up to 15 lending sites over the course of the program, from locations like the Ecology Center in Berkeley, the Alameda County Library system, and the Main Branch of Oakland Public Library. 336 ICLP loan completed in FY23-24 with more than 600 sign ups!

KARL KNAPP GOEV

Fiscal Year 2023-24 marked the most productive period in the history of the Karl Knap GoEV program. This year we hosted 22 events attended by over 2,000 participants, with nearly 4000 registrants receiving recordings and follow up content. We helped many residents become new EV owners and shared information about the benefits of driving electric vehicles and e-bikes. Our outreach efforts extended beyond our usual audience, engaging diverse communities and fostering a broader understanding of sustainable transportation.

EV Workshops

Our Karl Knapp GoEV workshops continued to have great attendance numbers. Workshops were conducted online and in-person and covered multiple topics, including EV 101 Basics, EV Charging Basics, Financial Incentives Clinics, Upcoming Models Workshop, and an e-bike test ride event. Attendance was consistently strong, with our most attended online webinar, EV Charging Workshop in 2024, attracting 155 registrations and 70 attendees. We've also continued to conduct the Financial Incentives Clinics in English, Spanish, and Vietnamese or Mandarin/Chinese. Our latest FIC attracted 108 registrations and 55 attendees.

Right: EV Expo Stanford University.



ELECTRIFICATION | KARL KNAPP GOEV

Individual Consultations for Income-Qualifying Residents

Staff continues to offer individual EV consultations to all Bay Area residents followed by a detailed action plan that provides the next steps for each resident. For FY 23-24, we completed 40+ consultations. We currently offer consultations in English, Spanish, Vietnamese, and Mandarin/Chinese with the help of interpreters. Our EV consultations are the most effective way to help residents transition from driving gas cars to electric cars.

EV Expos

Staff conducted a record 12 EV expos in FY 23-24 all over the Bay Area, including Stanford, and at the Electric Home Tour. One of the expos was particularly noteworthy due to the number of vehicles and participants involved:

On October 29, 2023, over 250 attendees of all ages gathered for our 2nd annual EV Trunk-or-Treat event at the Palo Alto California Avenue Farmers' Market. Our EV Ambassadors displayed 10 vehicles and gave out treats while the attendees viewed the cars and participated in a ScaEVenger hunt. This event was incredibly successful and we're excited to continue with this annual event.

Online Outreach

Our monthly Karl Knapp GoEV newsletter, with its 1,815 subscribers, maintains a high readership, boasting an average open rate of 53% and peaking at 62% during the summer months. Last August, we welcomed an intern, Joey Sausville, who contributed a blog post about electric school buses and the importance of transitioning our school districts to adopt them for better air quality.



Above: Acterra guided Lydia Vignau in purchasing her new electric car. Photo Credit: Lydia Vignau.

Karl Knapp EV Ambassadors

We could not do this work without the dedication of our 141 EV Ambassadors. Their peer-to-peer engagement has consistently proven to be an excellent way to disseminate information and foster community involvement around EV ownership. With our current pool of volunteers, we can showcase a total of 86 different EV models to the community. In the next fiscal year, we aim to recruit new EV Ambassadors with some of the new EV models that have hit the market in the past year: Tesla Cybertruck, Hyundai Ioniq 6, Polestar 2, Chevy Blazer and Equinox, and Honda Prologue.

AIR QUALITY

Acterra has long made the connection between decarbonizing our transportation systems and the air quality in our communities. This has opened us up to partnerships that not only support community health, but household health as well. Our Air Quality Awareness programs, called AQterra, focus on the following outcomes:

Residential Air Quality

Acterra secured a Round 2 of pass through funds from BAAQMD for air filters for our AB617 communities: Acterra partnered with Cristo Rey High School, Pittsburg Unified School District, and the Vietnamese American Community Center of the East Bay to distribute over 90 air filters to communities in the Bay Area that are prone to high air pollution.

Out of this partnership, Acterra collaborated with Breathe California to distribute an additional 40 air filters to East Bay residents in partnership with the Vietnamese American Community Center of the East Bay. This is on top of the 47 filters we distributed in East San Jose in Round 1!

- 🌿 **Reducing air pollution:** Air quality programs can help reduce the amount of air pollutants in the environment, particularly in the home.
- 🌿 **Improving economic welfare:** Cleaner air can lead to fewer air pollution-related illnesses, which can reduce medical costs and absenteeism among workers.

Community Air Quality

Acterra secured a \$299,000 California Air Resources Board award: Through monitoring, community outreach, and youth education programs, Acterra will enable communities in the City of San Jose to take action to improve their air quality. Acterra's technical project will partner with local community-based organizations (CBOs) such as LUNA, and the Vietnamese American Roundtable, school districts, and governmental agencies. Acterra will install 10 Clarity Node-S monitors to measure particulate matter (PM) and nitrous oxide (NO_x) within Priority Populations at schools throughout the City of San Jose.

Air quality (AQ) data will be displayed on a publicly accessible website and used in Acterra's multilingual outreach in Spanish, Vietnamese, and Mandarin to engage the community in air quality priority action discussions. Acterra will use collected data and work with teachers to develop educational curricula for City of San Jose schools and to share with students, families, and CBOs through its outreach efforts. Acterra will also support workforce development and train selected student leaders in AQ monitoring and data analysis.

- 🌿 **Monitoring and enforcing regulations:** Air quality programs can help ensure that air quality regulations are being followed.
- 🌿 **Supporting research and development:** Air quality programs can support research and development related to air quality.

FOOD SUSTAINABILITY

Promoting healthy habits for the people and the planet

HEALTHY PLATE, HEALTHY PLANET

Acterra's Healthy Plate, Healthy Planet Program works together with local Bay Area communities to promote two easy and impactful ways to reduce our collective foodprint: Adopting a more plant-forward lifestyle and reducing the amount of wasted food.

The Healthy Plate, Healthy Planet Program hosted a plant based market for the annual Love Our Earth Festival which garnered hundreds of attendees at the Bloomhouse Community Event Center in Palo Alto. The 2024 Love Our Earth Festival is produced by the Cities of Menlo Park and East Palo Alto, Peninsula Clean Energy, 350 Silicon Valley's Menlo Park Climate Team, Acterra, Menlo Spark, Sutter Health, Stanford's Haas Center for Public Service and Office of External Relations, and VinFast Auto. The plant based market featured plant based food vendors, drink vendors, environmental and fair trade coffee, and zero waste vendors to support the event theme, "Go Electric to Build Healthy and Resilient Communities."



Adopting a more plant-forward lifestyle



Top Right: Plant-Based Dairy Tasting & Workshop hosted by Acterra, Clorofil, and GreenTown Los Altos.

Bottom Left: The Garden to Plate Cooking Demo at Urban Tilt's 6th Garden.



Reducing the amount of wasted food

FOOD SUSTAINABILITY | HEALTHY PLATE, HEALTHY PLANET



Above: Plant-Based Dairy Tasting & Workshop hosted by Acterra, Clorofil, and GreenTown Los Altos.

In April, we held three training sessions (two with Amazon, one with Applied Materials) about plant based food, its benefits, sustainable food practices and food waste. The trainings were hosted through Visit.org and were an opportunity to have an open discussion with companies who wanted to inform their workforce on Sustainable food practices in light of Earth Month. Participants engaged by asking questions and sharing sustainability and food waste prevention tactics used in their own homes.

Acterra hosted a Dietary Challenge with GreenTown Los Altos for the month of June. Upwards of 100 Participants signed up to receive newsletters every week containing pressing plant based themes, recipes from local chefs, and sustainability and food waste information and resources. The hosts, Crystal and Cary, coached and guided participants through email and through the Healthy Plate Healthy Planet Facebook group, as well as through google forms to gauge data and participation. Prizes were given to those who completed the challenge. Cook books, coupons, and vegan brand freebies were given to committed challengers.

In June, Acterra held a Plant Based Dairy Tasting event with Clorofil, an organization that advocates for vegan eating and animal ethics. We hosted 20 participants at the Los Altos Community Center with the help of Greentown Los Altos. Participants tried a variety of plant-based cheeses, milks, and yogurt in a communal setting where attendees had the opportunity to ask questions and receive expert advice from hosts and volunteers. Community members also left with freebies from sustainable brands and resource information to refer to.

FOOD SUSTAINABILITY

Left and Right: Mayan Kitchen's new plant-based menu tasting party.



CLIMATE FRIENDLY KITCHENS

Climate Friendly Kitchens is a free sustainability hospitality program focused on working directly with Bay Area restaurants through personalized on-site consultations and training. Acterra provides support to our local restaurant community by helping them develop plant-based menus and prevent wasted food in the kitchen and dining space. Participating restaurants and cafeterias reap the rewards of better waste management, improved marketing tactics, and demonstrating environmental leadership in their community. Most recently, Acterra designed seven vegan recipes for the San Mateo Foster City School District, which serves 2,000 youth meals daily.

HomeGROWN BAY AREA

The HomeGrown Bay Area coalition advocates for better community access to fresh, local, and nutritious food. Launched in June 2023, the San Jose City Team of HomeGrown Bay Area (led by volunteer Kuhu Mathur) spent its first full year laying organizational groundwork, engaging new members and building up a strong coalition of allied organizations. The Team's primary goal is planning an urban "food forest" to benefit the San Jose community through local harvest of culturally relevant food, accompanied by an educational curriculum ("outdoor classroom" approach). Urban gardens provide carbon sequestration, cooling, and improved air quality. Key partners in our coalition include La Mesa Verde, Fresh Approach, Valley Verde, and Lighthouse Hispanic Community Services. The Team collected learnings from local community gardens including a field trip to Garden2Table Silicon Valley and expanded participation in the South Bay Food Justice Collaborative.



Above: SMFSA Retreat at Elkus Ranch.

SAN MATEO COUNTY FOOD SYSTEMS ALLIANCE

Acterra is in its 5th year serving as the Network Manager for the Food Systems Alliance of San Mateo County. Through education, collaborative action, and innovation, The SMFSA strives to support and strengthen the economic viability, environmental sustainability, and social equity within our connected food system, ensuring the health and food sovereignty of all residents of San Mateo County. As the first Food System Alliance in California, founded in 2006, the group has sought to bring together all the parts of the local food system – from production to processing, distribution, preparation, retail, consumption and waste – into a cohesive group capable of creating an ever healthier and more vibrant local food economy.

The members of the SMFSA include community based organizations, local government actors, food bank representatives, residents and more. Meetings are open to the public and we have hosted speakers from local Resource Conservation Districts, CalFresh, and a special session in partnership with the Santa Clara County Food Systems Alliance for a joint session on Farmworker housing in both counties, with Supervisor Ray Mueller, District 3 of San Mateo County, and a representative from Sylvia Arenas' office representing District 1 in Santa Clara County.

ADVOCACY

Accelerating the equitable transition to a sustainable future

CLIMATE POLICY

Acterra actively participated in local and state-level policy discussions, contributing to the adoption of stronger climate action plans.

The EV Charging for All Coalition (EVCAC)

EVCAC aims to reduce one of the key barriers to EV adoption by ensuring more residents have access to EV charging, regardless of whether they live in single-family homes or multi-family housing (MFH). In FY 23-24, EVCAC continued to gather support by collecting signatures from individuals and organizations to urge the Department of Housing and Community Development (HCD) to strengthen charging infrastructure requirements in the 2025 CALGreen Intervening Code for all newly built MFH. During this process, EVCAC also engaged and informed the Green Code Advisory Committee and other key stakeholders.

One of the ways the coalition honed its messaging was by creating and sharing an eye-opening video titled “A Tale of Two EV Drivers,” which raises awareness of the challenges faced by EV drivers who live in

MFH and lack access to a dedicated space to charge conveniently and affordably at home. This video has garnered more than 700 views since it was first posted in December 2023. EVCAC is thrilled that the newest CALGreen language, set to take effect in January 2026 once approved, will mandate that 100% of units with assigned parking in new MFH developments have access to at least one EV Ready charging receptacle (as opposed to the weaker “EV Capable” designation) – a significant improvement from earlier code cycles.

EVCAC also continued to present building codes and equity issues at major conferences and workshops, including Buildings Electrification US (November 2023), the DOE National Energy Codes Conference (May 2024), and other venues. Another positive milestone was the revamp of EVCAC’s website, coupled with the transition of ownership from Plug In America to Acterra, along with the addition of EVCAC’s LinkedIn page to increase visibility.

Code Red For Humanity: Clean Air, Healthy Bay Area

On May 9, 2024, Acterra hosted “Code Red for Humanity - Clean Air, Healthy Bay Area,” a webinar to educate local governments on the health benefits of equitable electrification of building appliances. The webinar featured more guest speakers than at any other event in the “Code Red” series, including Emcee Davina Hurt, keynote Dr. Mark Jacobson, and several representatives from municipalities and Community Choice Aggregators (CCAs). The audience of nearly 300 registrants learned about electrification strategies in areas such as permit streamlining and community outreach.

Find the recording link and follow-up resources on our [Code Red webpage](#).



Above: Announcement of 5,000 curbside EV charging stations by 2030 in SF at City Hall.

LOCAL ADVOCACY

On January 30, we recorded a big win in the City of San José when the city council voted unanimously to adopt a strong EV charging “reach code” for new multi-family housing. (Reach codes exceed state requirements in attaining a better standard.) Every residential parking space will be equipped with a Low-Power Level 2 (208/240 volt, 20 amp) receptacle; and importantly, each residential unit with assigned parking will have their receptacle directly wired to their panel or meter, so they can access regulated rates for charging, at a cost on par with single-family residents. These changes to San Jose’s code will lower costs for building developers relative to the prior code while increasing EV charging access from 30% of residential parking spaces to 100%.

Before the council meeting, a coalition of 18 organizations (led by Mothers Out Front Silicon and EVCAC) was mobilized to: send the council a joint letter outlining our recommendations, amass 150 signers for our petition, and recruit many residents and advocates to make public comments in support of equitable access to EV charging. During the meeting, council members were shown EVCAC’s “A Tale of Two EV Drivers” video, which left a strong impression.

Future work will tackle the challenges of “unbundled” parking (i.e., parking paid for on a separate lease). Currently, these spaces lack direct wiring for residents, preventing EV drivers from taking advantage of time-of-day electricity rate discounts and leaving open the threat of more volatile, unregulated rates for charging.

ADVOCACY

COMMUNITY PARTNERSHIPS

Acterra collaborated with 89 local organizations to promote environmental justice and sustainability initiatives:

- 350 Silicon Valley
- Ace Academy
- Alameda County Library
- Alta Housing
- AltImpact Coffee
- Bay Area Youth Climate Summit
- Better Neighborhoods, Same Neighbors
- Bizerkeley
- Breathe California
- California Native Garden Foundation
- Canopy
- Chan-Zuckerberg Institute
- Citizen's Climate Lobby
- City of East Palo Alto
- City of Menlo Park
- City of Mountain View
- City of Palo Alto
- CivicSpark Fellow Program
- Climate Action Now
- Climate Resilient Communities
- Clorofil
- College of San Mateo
- Cool the Earth
- County of San Mateo
- Cristo Rey
- Cupertino Youth Climate Action
- Earth Equity
- Edic/Elemental Excelerator
- El Concilio of San Mateo County
- Food Shift
- Fremont Union High School District
- Fresh Approach
- Grassroots Ecology
- GreenTown Los Altos
- Hidden Villa
- Latinos United for a New America (LUNA)
- Lewis and Clark College
- Los Altos High School
- Mayan Kitchen
- Menlo Spark
- Mothers Out Front
- Mujeres Empresarias Tomando Accion (META)
- Nixta Foods
- Nuestra Casa
- Nueva School
- Oakland Public Library
- Palo Alto Adult School
- Palo Alto Student Climate Coalition (PASCC)
- Peninsula Interfaith Climate Action (PICA)
- PG&E
- Pittsburg Unified School District
- Plant-Based Advocates
- Plastic Free Future
- Presidio Graduate School
- Rancho San Antonio
- Ravenswood School
- Rebuilding Together Silicon Valley
- Rise South City
- San Clara County Office of Sustainability
- San Francisco State University
- San Jose State University
- San Mateo County Office of Sustainability
- San Mateo Youth Climate Action
- Silicon Valley Council of Nonprofits
- Silicon Valley Youth Climate Action
- SolPods
- SOMOS Mayfair
- Sound of Hope
- Stanford Haas Center
- Sunrise Academy
- Sunshares
- Sunwork
- Sustainability Service Corps
- Sustainable Contra Costa
- Sustainable San Mateo County
- Synopsis Foundation
- Tai Zhan
- The Ecology Center
- The Foster Museum
- The Source Zero
- Thrive Alliance
- Tino Eco
- Unitarian Universalist Church of Palo Alto
- Urban Tilth
- Valley Verde
- Vegan Hood Chefs
- Veggielution
- Vietnamese American Roundtable
- Zero Waste Chef

06. FINANCIAL SUMMARY*

REVENUES	Individual Contributions	\$282,973
	Government Grants & Contracts	1,222,257
	Foundations & Corporate Grants	66,066
	Corporate Contributions	45,685
	Other (In-Kind, Earned Income, and More)	101,083
	Net Assets Released	334,418

Total Revenues **\$2,052,482**

EXPENSES	Program	\$1,733,474.71
	Administrative	360,871.20
	Fundraising	204,509.04

Total Expenses **\$2,298,854.95**

OTHER REVENUES	Other Revenue (Endowment, ERTC Funds)	\$68,725.88
	Interest Income	6,993.35
	Investment Income	21,039.05

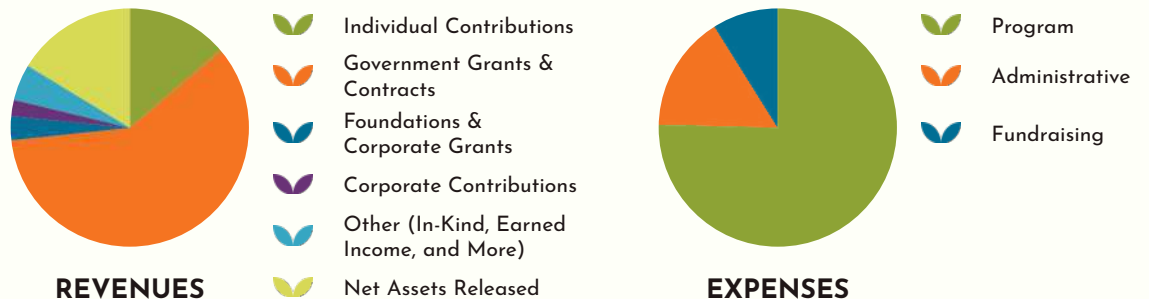
Total Other Revenues **\$96,758.28**

Change in Net Assets **(\$149,614.67)**

BALANCE SHEET	Assets	\$1,383,473
	Liabilities	\$250,323
As Of 06/30/24	Net Assets	\$1,133,150

*Preliminary And Unaudited
July 1, 2023 - June 30, 2024
Includes revenues and expenses of Acterra's fiscally sponsored projects.

For our most recent financial audit, please visit acterra.org/financial-information.



07. DONOR ACKNOWLEDGMENTS

We extend our heartfelt gratitude to our generous donors whose contributions make our work possible. Special thanks to:

BUSINESS, ORGANIZATION, AND FOUNDATION SUPPORTERS

GOLD (\$10,000)

Adobe
Applied Materials
Citizens Environmental Council of Burlingame
Electrify America
LinkedIn
Pacific Gas and Electric Company
Palo Alto Weekly Holiday Fund
Silicon Valley Community Foundation

SILVER (\$5,000-9,999)

Climate Ride
Star One Credit Union
Target Circle



Your gift will help Acterra address climate change and create local solutions for a healthy planet. Acterra's "Sustainer" monthly giving program provides engagement and stewardship to donors at all levels.

Learn more at acterra.org/ways-to-give.

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Google
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Silicon Valley Social Venture Fund
Ten Strands
Thrive Alliance
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Yield Giving Open Call Fund

DONOR ACKNOWLEDGMENTS

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Ava Community Energy
Bay Area Air Quality Management District
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City of Menlo Park
City of Milpitas
City of Mountain View
City of Palo Alto
City of San Jose
City of Sunnyvale
County of San Mateo
County of Santa Clara,
Office of Sustainability
Ecology Action of Santa Cruz
Northern California Power Agency
Peninsula Clean Energy
Santa Clara Valley Open Space Authority
Silicon Valley Clean Energy
Southern California Coastal Water
Research Project

LIVING LEGACY SOCIETY

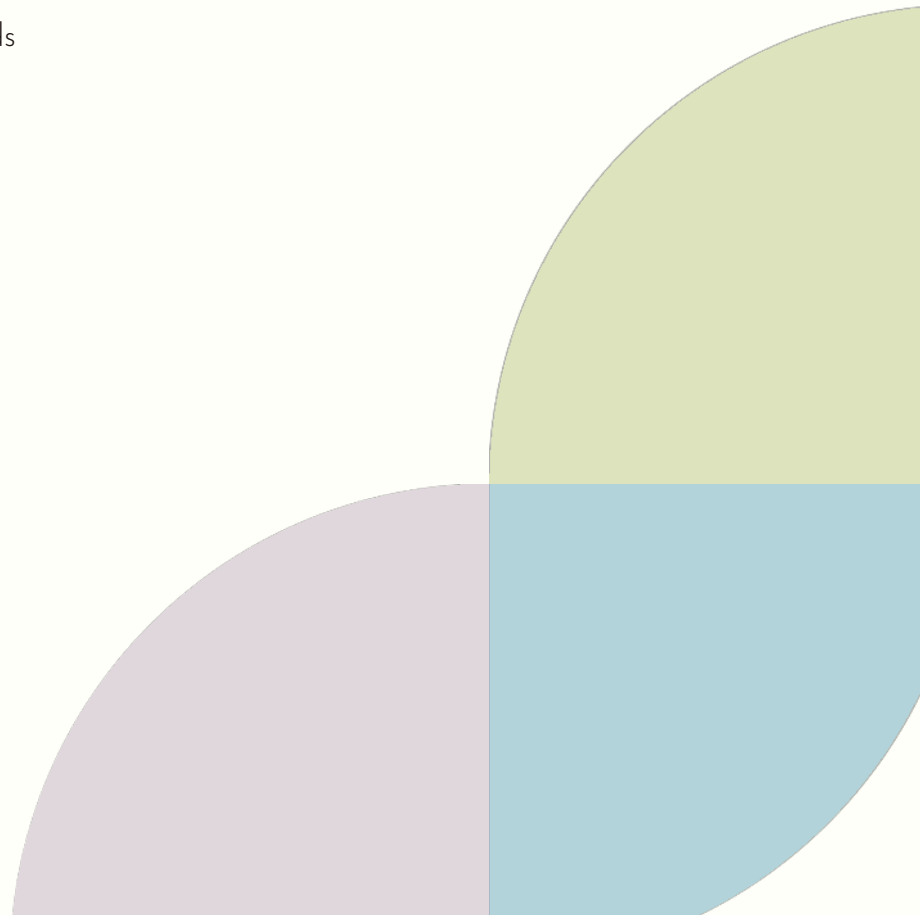
Acterra recognizes the generosity and forethought of the following individuals who have informed us that they have included Acterra in their estate plans.

Joanna Holmes
Katie Excoffier
Lauren Weston
Michael Kasperzak
Rachel Gates
Barbara Erny and John Huang
David Greene and Jane David
Jerry Hearn and Rebecca Reynolds
Judith and Hans Steiner
Laura and Boris Tekslar
Linda Gass and Rob Steiner

We try very hard to make sure our donor list is accurate but if you see an omission or an error, please reach out to development@acterra.org.

For more information about providing a lasting legacy, please visit acterra.org/legacy-giving.

Acterra recognizes all Legacy gifts, including gifts from those who are no longer with us as a means of honoring the intention of the donor. If you would like the name of your loved one removed from this list, or the gift to be reclassified as In Memoriam, please contact development@acterra.org.



DONOR ACKNOWLEDGMENTS

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PEAK (\$25,000+)

Anonymous
Joel and Wendy Bartlett

SUMMIT (\$10,000-24,999)

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Cliff Family Foundation
Jerre Hitz
Jiadong Chen
Laura Tekler
Lucille Glassman
Maria Saltz
Nancy and William Grove
Peter and Melanie Cross
Ranae DeSantis Foundation
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The Schmidt Family Foundation

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Elizabeth Schwerer and Kingston Duffie
James Kempf
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Eric and Elaine Hahn
Erin Craig and Richard Dvorak

Ferdinand Bondt
Katie and Jean-Louis Excoffier
Larry Klein
Nishank Kanungo
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Sudhanshu and Lori Jain

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Julia Zeitlin
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Myra Kelley
Nickie Irvine
Patricia Van Kuran
Richard Does
Sue Fischer
Susannah Sallin
Teri Whitehair
Tony Ong
Wen Gao
Wendy Chou

IN KIND DONATIONS

Organization

Namaste Indian Cuisine

Individual

Marshall and Carol Weston

Acterra participated in multiple Pro Bono Projects this year. In October, through the coordination of Pyxera Global, we had the privilege of teaming up with two outstanding groups from Coupa and Salesforce, each focusing on vital projects: Translation Strategy and Personas Research. These two projects helped us with community outreach and the design of our new website.

In April, Acterra participated in a consulting session with PwC to help answer the question: How can Acterra establish a uniform and efficient process for capturing data across all its programs? We are happy to announce we've been selected for a full consulting cohort to help us with this in a project that will begin in October 2024.

08. VOLUNTEER HIGHLIGHTS

Our volunteers are the backbone of Acterra.

Special thanks to our long-term volunteers:

Daniela Knoll
Kuhu Mathur
Amith Viswanathan



201

Volunteers Committed
1,609 Hours



141

EV
Ambassadors

12

HPPH
Ambassadors

Top Left: Acterra's Food Program intern, Asha Kannan, tabling at an Earth Day event.

Middle: Coupa Volunteering Projects for Acterra.

708

Hours Committed
by Board Members

09. LEADERSHIP

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Laura Teksler, *President Elect*
Jonathan Taylor, *Vice President*
Geoff Nicholls, *Treasurer*

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Bill Weihl	Maria Saltz
Eddie Cha	Mohan Gurunathan
Hitesh Soneji	Nancy Grove
Jiadong Chen	Nishank Kanungo
Josh Schein	Philip Brosterhous
Josue Ramirez	Rex Northen

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Crystal Hernandez, *Food Sustainability Associate**
Dennis Murphy, *Senior Manager, Water & Policy**
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Irvin Rivero, *Beneficial Electrification Manager**
Jacquelyne Espejo Vera, *Community Engagement Specialist**
Jade Mendoza, *Content Creator**
Joanna Falla, *Beneficial Electrification Associate**
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Leo Steinmetz, *Impact Analyst*
Lourdes Arce, *Grants Manager**
Michelle Kim, *Operations Manager**
Naomi Gates, *Education and Beneficial Electrification Fellow**
Nicole Angiel, *Food Systems Director*
Norman La, *Director of Development*
Patty Christofferson, *Senior Manager, Equity, Access and Partnerships*

Robbie Brown, *Interim E-Mobility & Food Sustainability Senior Manager*
Wendy Chou, *Coalition and Project Senior Manager**
Uliana Mazan, *Digital Media Manager**
Zack Wurtz, *Director of Operations**

CONTRACT

Anna Hoang Truong, *Vietnamese Outreach Specialist**
Bonnie Chan, *Mandarin Outreach Specialist**
Czeric Bennett, *Graphic Designer**
Darren Don, *Energy and Climate Research Manager**
Jared Johnson, *Policy Advisor**
Jasmine Castillo Rosales, *Foundation Specialist**
Kelvin Briggs, *Chef in Residence**
Rebeca Osuna, *Spanish Outreach Specialist**
Vanessa Warheit, *EV Charging for All Coalition National Lead**

*For current staff as of June 30, 2024.

10.
LOOKING AHEAD:
GOALS FOR FISCAL YEAR 2025

As we look to 2024-25, we aim to expand our impact. Acterra will:



Increase Community Engagement: Establish 17 new partnerships, aiming to solidify long-term relationships with at least 20% of them to reach a more diverse audience.



Enhance Educational Initiatives: Engage 300 students and collaborate with 20 schools to promote sustainability practices and enhance environmental literacy.



Strengthen Advocacy Efforts: Advocate for stronger environmental policies at the local, state, and national levels, aiming to mobilize 1,000 local residents to take action. Focus on policies that impact 300,000 residents.



Expand Volunteer Opportunities: Broaden opportunities for volunteers to contribute their skills and passion to our mission, engaging 30-50 volunteers annually through events, fellowships, internships, and other initiatives.

11. CONTACT INFORMATION



Acterra ACTION FOR A
HEALTHY PLANET

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Palo Alto, Ca 94303

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Español: 408.675.9960

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Thank you for your continued support and dedication to Acterra.