

ANNUAL IMPACT REPORT

FISCAL YEAR 2020/2021



A Message from Our President

I am honored to be writing to you for the first time as the newly elected President of GreenTown Los Altos. I fill very large shoes as Gary Hedden, one of our longtime members, steps down as President but remains active and in an advisory role on the Board as the immediate past President.



Our mission of helping to cultivate sustainable practices in our local communities includes advocacy, education, and engagement. We aim to be that bridge between top-down policies and individuals asking how they can make a difference. With a hands-on approach, we strive to be an inclusive organization.

Like many organizations, we had to alter how we engage due to COVID. Our library talks moved online with programs like our *Lunch with GreenTown* education series. The annual *Farm to Table Dinner* auction fundraiser went virtual with lively participation from dedicated fellow environmentalists. One of our most rewarding and impactful endeavors is teaming with our youth. We continued work with youth groups such as the Los Altos High School Green Team and our summer student intern program. We look forward to resuming popular in-person activities as they become safe and expanding our reach to other schools, both public and private.

The urgency of our mission is even more critical after the release of the August 2021 report from the United Nations Intergovernmental Panel on Climate Change. It tells us that the Earth is warming faster than expected, undeniably a result of human behavior and that we cannot wait any longer to dramatically reduce our greenhouse gas emissions without dire consequences.

Aligning with this urgent task, we have reorganized our focus into five main program areas that we believe will have the biggest impact: clean air, conservation, eating green, transportation, and waste. Please visit our updated website at greentownlosaltos.org to learn more about why these areas are so important and how you can get involved.

Accomplishing what we do would not be possible without generous donors and volunteers like you. Your contributions are vital to creating a sustainable future for our communities. Thank you for your engagement.

Warm regards,

Suresh Venkatraman

GreenTown Los Altos Fiscal Year 2020/2021 by the Numbers

Number of Followers on Facebook  :	956
Number of Followers on Instagram  :	600
Number of Subscribers to Our Monthly Newsletter (as of 6/30/2021):	2,181
Number of Participants in Our Virtual and In-Person Events:	Approximately 450
Number of Trees Planted to Date:	217



"I am a longtime and enthusiastic GreenTown supporter because they play such an important role in educating and inspiring our residents about sustainability issues and because the collective group challenges our community to be environmental leaders."

~Laura Teksler
Los Altos Resident

Program Highlights

Clean Air

- Advocated for passage of reach codes in Los Altos, strengthening building codes for cleaner buildings.
- Launched *The Ambassador Program* with Fossil Free Buildings of Silicon Valley to provide mentors and support for households wanting to replace gas appliances with electric appliances.
- Promoted Electric leaf blower use with Los Altos Hardware.
- Produced instructional materials on natural gas alternatives and on converting from a gas furnace to an electric heat pump.

Conservation

- Continued The 500 Trees planting campaign to help fight climate change and keep Los Altos Green.

Eating Green

- Produced the first *Eating Green Community Conversation* exploring obstacles to transitioning to a plant-based diet.
- Collaborated with Acterra's *Healthy Plate, Healthy Planet* to build an online community of hundreds of people providing mentorship and sharing vegan-lifestyle articles, recipes, restaurants, and more.

Transportation

- Produced online educational webinars on the benefits of battery electric vehicles (EV) and continued collaboration with Acterra on webinar a series providing up-to-date EV information.
- Collaborated with the City of Los Altos to update the Safe Routes to School Walk & Roll Maps and to develop safe routes to school education and encouragement campaigns.
- Continued to collaborate with the City in its effort to create a safe routes to school education and encouragement program.
- Poised to host bike tours and bike valet programs as in-person events become safe.

Waste

- Provided tips and demonstrations for reducing waste, particularly single-use plastics, at the Los Altos farmers' market.
- Advocated supporting numerous California bills promoting a circular economy and extended producer responsibility, single-use plastic reduction, and elimination of toxic chemicals in foodware and cookware.
- Developed online resources for reducing waste and combating plastic pollution.



Enthusiastic summer student interns took on meaningful projects to learn more about their environmental areas of interest.



Michelle Wu, former Mayor of Los Altos Hills, plants a tree with Gary Hedden.



Michael Luk, student intern, recruits members of his Boy Scout troop to take the Plastic Free July pledge at our outreach booth at the farmers' market.



For more information, email: info@greentownlosaltos.org

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Thank you for supporting our efforts. To donate:

