



Rancho San Antonio Open Space Preserve

Jack Gescheidt



Monte Bello Open Space Preserve

Jack Gescheidt



Fremont Older Open Space Preserve

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Strategic Plan Goals and Objectives for Fiscal Year 2015–16

Goal 1 – Promote, establish and implement a common conservation vision with partners

- Objective 1 – Build and strengthen collaboration with partners
- Objective 2 – Implement an integrated approach to conservation on the Peninsula, South Bay and San Mateo Coast
- Objective 3 – Implement the District’s Vision Plan

Goal 2 – Connect people to open space and a regional vision

- Objective 1 – Complete the selection process and appoint the Bond Oversight Committee
- Objective 2 – Develop and implement a comprehensive public outreach strategy including engagement of diverse communities and enhanced public education programs
- Objective 3 – Involve the entire District organization in public outreach and communication

Goal 3 – Strengthen organizational capacity to fulfill the mission

- Objective 1 – Plan and complete first bond issuance under Measure AA authority to fund high-priority Measure AA projects
- Objective 2 – Pursue additional discretionary revenue opportunities to augment operating and bond revenues
- Objective 3 – Begin to implement the new business model, as informed by the results of the Financial and Operational Sustainability Model Study, to effectively and efficiently deliver Vision Plan projects and the District’s ongoing functions

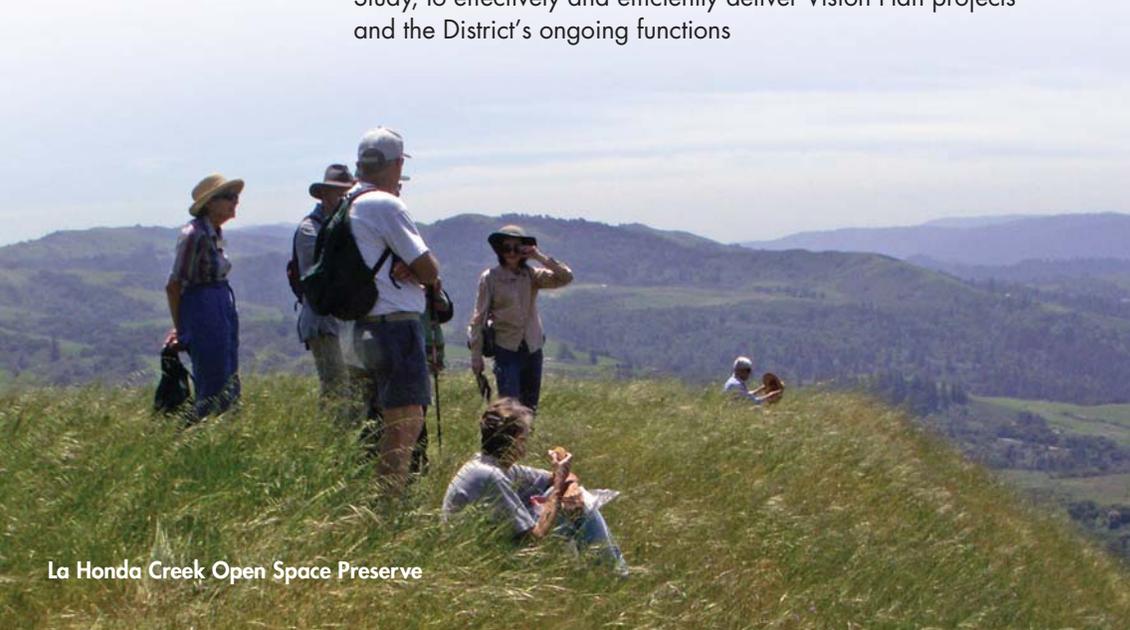
Measure AA and Preparing for the Future

In February 2014, the District’s Board of Directors (Board) voted to place a general obligation bond on the June 2014 ballot. Titled Measure AA, this bond measure was approved on June 3, 2014 by over two-thirds of voters. They agreed to an additional tax rate not to exceed \$3.18 per \$100,000 of assessed value of property owned and that all future Measure AA expenditures will be verified by an independent citizen oversight committee. This \$300 million general obligation bond is designated to fund 25 project portfolio areas over 20–30 years with a focus on public access, restoration and land conservation as identified through a public visioning process.

In October 2014 the Board approved a priority list of 50 specific projects from those 25 portfolios to be implemented in the next 1-5 years.

For 2015, the District will begin strategic organizational changes to effectively deliver Measure AA projects, while continuing its commitment to partnership development, public engagement, and expanding outdoor education and recreation opportunities.

More information about Measure AA and the project list can be found at www.openspace.org



La Honda Creek Open Space Preserve

Stefher Smith