

THE TAMALPAIS LANDS COLLABORATIVE

2014 – 2015 Report to the Community





TAMALPAIS LANDS COLLABORATIVE

THE FORMATION OF THE Tamalpais Lands Collaborative (TLC) in March 2014 required a bold vision to continue the legacy of conservation and stewardship that has protected Mt. Tam for the last 100 years. It represented a major milestone in the world of land management partnerships, and a great leap of faith that we could do more for the mountain together than we ever could alone.

INDEED, THE LAST 18 MONTHS have been a busy and exciting time. We launched One Tam—the TLC’s community engagement initiative—which has hosted four collaborative volunteer stewardship events on Mt. Tam. Three full-time One Tam staff and two interns have been hired to support mountain-wide youth and community programs, restoration activities, and citizen science opportunities. Expanded public engagement and new outreach materials have helped build awareness about the need for increased stewardship of the mountain’s resources.

UNDER THE LEADERSHIP of the Marin Municipal Water District, we initiated a study to collect valuable data on how to enhance the resiliency of the mountain’s forests in the face of disease and climate change. On the mountain’s southern flanks, we have supported California State Parks and the National Park Service in planning and design of the Redwood Creek Trail realignment, which will improve both creek habitat and visitor experience. Further north, we have come together on a project to understand how wildlife move across all of Mt. Tam’s landscapes, including Marin County Parks.

NOW IN OUR SECOND YEAR, the benefits of working collaboratively are clear: we have started to coordinate across our boundaries to deliver programs and plan projects; we are building relationships that allow us to share knowledge and expertise; and we are raising awareness of and support for the long-term stewardship of Mt. Tam.

THIS REPORT TO THE COMMUNITY, our first, highlights accomplishments from March 21, 2014 to September 30, 2015 in the areas of projects and programs, awareness and engagement, partnership and collective impact, and philanthropy and investment. All of these activities have been supported by the generosity of donors who believe in the TLC model of partnership and collaboration for the benefit of the mountain we all love, and for that we are deeply grateful. We also would like to acknowledge the TLC agency leaders and board members, as well as members of the Mt. Tam community, whose support was essential to the development and launch of this exciting new initiative.

Sincerely,

The Tamalpais Lands Collaborative Executive Team

KRISHNA KUMAR
General Manager
Marin Municipal Water District

CHRISTINE LEHNERTZ
General Superintendent
National Park Service

DANITA RODRIGUEZ
Superintendent
California State Parks, Bay Area District

RON MISKA
Acting Director & General Manager
Marin County Parks and Marin County
Open Space District

GREG MOORE
President & CEO
Golden Gate National Parks Conservancy

AWARENESS & ENGAGEMENT

We believe that authentic, continuous, two-way engagement is essential to create a shared vision for Mt. Tam and to foster the community support needed for its long-term care. To enhance existing agency outreach efforts and support this core value of our partnership, we:

MET with over 60 community groups with close ties to Mt. Tam to introduce the TLC, answer questions, gain insights about their work, and explore partnership opportunities.

ATTENDED 16 local events where we shared the goals of the TLC and the One Tam initiative, and information about stewardship and volunteer opportunities, with more than 4,800 community members.

ENGAGED over 300 visitors at Mt. Tam's trailheads about the work of the TLC, and how they can support the mountain.

PRODUCED *Tamalpais Lands Collaborative: One Mountain One Vision*, a document that shares our goals and aspirations for the first five years.

DEVELOPED the One Tam website (onetam.org) as a portal for learning about collaborative stewardship, volunteer, and restoration efforts on Mt. Tam.

LAUNCHED Our Tam (onetam.org/our-tam), an online community-building tool allowing people to travel virtually to their favorite spot on Mt. Tam and share a story, photo, or video.

SHARED updates on the work of the TLC through quarterly e-mail newsletters and social media.

CREATED the One Tam trail map and brochure, which includes the lands and trails of all four TLC partner agencies in one convenient map, and describes how recreational users can also become stewards through One Tam.



Through the work of One Tam we are helping create a deeper community consciousness and awareness about caring for the mountain.
- TLC Executive Team Survey Respondent

HIGHLIGHTS



4

QUARTERLY NEWSLETTERS DISTRIBUTED



5,100+

COMMUNITY MEMBERS ENGAGED



19,000+

WEBSITE VISITS



60+

MEETINGS WITH COMMUNITY GROUPS

PROJECTS & PROGRAMS

Being a part of this innovative collaborative allows us to work together on projects and programs that improve the health of the mountain, enrich the experiences of its visitors, and cultivate and educate a new generation of stewards. Together, we have:

HIRED three One Tam staff members and two interns to support the environmental stewardship, resource conservation, and youth and community program goals of all the agency partners.

HOSTED four One Tam volunteer events with all five TLC partners:

- **Mt. Tam Day of Thanks**, November 2014 – 125 volunteers removed weeds, planted native species, and fixed fences at five sites across the mountain.
- **Hands On Tam Winter Work Day**, January 2015 – With support from the Marin County Bicycle Coalition, 240 volunteers cleared weeds and planted native species at four sites on Mt. Tam.
- **Mt. Tam Earth Day**, April 2015 – Held in partnership with the Friends of Mt. Tam, 149 volunteers repaired fences, removed social trails, and cleared invasive weeds around the Mountain Theater.

- **National Trails Day**, June 2015 – 100 volunteers helped build a bridge, improve trails, and clear invasive plants at three sites.

LAUNCHED the Linking Individuals to their Natural Community (LINC) program on Mt. Tam, which enabled 17 local youth to learn resource conservation and trail maintenance, conduct field research, and increase their team-building, career, and personal development skills.

COLLECTED 85,000 photos taken by 128 cameras around the mountain as part of the Wildlife Picture Index project, which will help build a greater understanding of Mt. Tam's wildlife.

RECRUITED and trained 95 volunteer community scientists to help maintain wildlife cameras and process photos.

SUPPORTED the Forest Resiliency Project, which looks at how different forestry practices affect carbon sequestration, water yield, and reforestation potential in Sudden Oak Death-infested areas of Mt. Tam.

INITIATED the Redwood Creek Trail Realignment Project community engagement process by hosting a public walk and meeting.



LINC

The Linking Individuals to their Natural Community (LINC) program immerses high school students in environmental stewardship, leadership development, and career training for six weeks in the summer. Brought to Mt. Tam for the first time this year, the Mt. Tam LINC program gave 17 Marin youth a week with each TLC partner agency, where they gained a wide range of professional and technical skills. They also spent time with the Friends of Mt. Tam, learning the history of the mountain and its conservation.

Mt. Tam LINC program leader William Hough reflected on his experience with this remarkable group, saying: "Few things compare to the act of showing someone natural beauty and watching their expression change when they realize that it's in their backyard, and that its stewardship will one day fall into their hands."



WILDLIFE PICTURE INDEX PROJECT

The Wildlife Picture Index—the first collaborative project among all five TLC partners—includes 128 motion-activated cameras that capture images of wildlife as they move through the Lagunitas Creek watershed. These images provide data that help us understand trends in wildlife populations and biodiversity and make more informed management decisions. Volunteers are helping review and catalog the 85,000 images taken to date and to maintain the cameras in the field. In 2016, this project will be expanded to include the Redwood Creek watershed.

HIGHLIGHTS



3

ONE TAM STAFF AND
2 INTERNS HIRED



4

MOUNTAIN-WIDE
VOLUNTEER WORK
DAYS HELD



17

MT. TAM LINC
PARTICIPANTS ENGAGED



33

VOLUNTEER STEWARDSHIP,
SCIENCE, AND TRAILS
PROGRAMS SUPPORTED



“
After the first volunteer work day, our staff came back singing the praises of the collaboration and the outcomes they saw.
– TLC Working Group Survey Respondent
”

MEET THE ONE TAM STAFF



Youth and Community Programs Manager: *William Hough*

In addition to being the lead for Mt. Tam LINC, William develops and runs youth programs and helps connect local communities to Mt. Tam through education and stewardship. He and his intern, Claire Hathaway, support the four land management agencies through programs that not only engage diverse audiences but also improve Mt. Tam's trails and natural habitats.



Restoration and Community Science Program Manager: *Rosa Schneider*

Rosa helps expand upon existing agency stewardship activities and increase volunteer support for Mt. Tam. With the help of her Restoration and Community Science Intern, Tatiana Manzanillo, Rosa supports habitat restoration and citizen science programs, including the Wildlife Picture Index project.



Conservation Management Specialist: *Rachel Kesel*

Rachel collaborates with TLC partners to expand upon existing programs, and is helping build and manage the One Tam programs focused on mountain-wide rare plant monitoring and invasive plant early detection and management. Rachel also provides planning and implementation support for One Tam restoration projects.



128

WILDLIFE CAMERAS
INSTALLED



22

WILDLIFE CAMERA
SERVICING
VOLUNTEERS TRAINED



73

WILDLIFE IMAGE
PROCESSING
VOLUNTEERS TRAINED



85,000

WILDLIFE PHOTOS
CATALOGED BY
VOLUNTEERS

PARTNERSHIP & COLLECTIVE IMPACT

Each of the five TLC partner organizations brought its own mission, policies, processes, and culture to this collaborative. With no existing model to work from, the TLC partners spent this first year exploring how to work together for the common good of Mt. Tam, while respecting and supporting the needs of each individual organization. We also began to determine how to measure the benefits of collaboration. All the while, researchers were studying the TLC to understand its strengths and challenges, and to assess its effectiveness and reach. To begin to build and evaluate our collective efforts, we:

SIGNED a Memorandum of Understanding to formalize our new partnership.

CREATED cooperative agreements to support projects and programs, and to more seamlessly share resources.

ESTABLISHED the TLC Working Group and three subgroups, which include staff from all five partner organizations who bring a wide range of skills and expertise to support our collaborative efforts.

DEVELOPED preliminary short- and long-term measures of success to evaluate TLC activities within a common framework.

ANALYZED the formation of the TLC through a case study of its successes and challenges.

COMPLETED a second case study to assess the lessons learned after one year.

BEGAN a five-year study to evaluate the long-term benefits of partnership.



The greatest success of the TLC is establishing solid interagency working relationships; solid because they are meeting regularly, looking at resources across borders, and bringing collective experiences together. We have different cultures and different mandates, but we have shared resources and challenges in common.

- TLC Stakeholder Survey Respondent



HIGHLIGHTS



2

CASE STUDIES
COMPLETED



3

PARTNERSHIP
AGREEMENTS SIGNED



3

MT. TAM-WIDE
DATABASES UNDER
DEVELOPMENT



3

TLC SUBCOMMITTEES
FORMED

PHILANTHROPY & INVESTMENT

GIVING TO ONE TAM

The TLC extends its thanks to the visionary donors whose generous financial contributions helped launch the One Tam initiative. Your generosity helps to restore and protect critical habitat, support the tremendous work of hundreds of volunteers, and provide additional educational and stewardship programming on Mt. Tam.

There are many ways to support the work of One Tam. Donors may give to the initiative as a whole, or may choose to provide direct support to a specific program or project area. To learn more about the range of giving options, please contact Matt Leffert, Director of Philanthropic Programs, at (415) 561-3069 or mleffert@parksconservancy.org.



HIGHLIGHTS

For the latest TLC financial statements, see onetam.org.



3

CORPORATE
GRANTS/GIFTS
RECEIVED



2

FOUNDATION
GRANTS AWARDED



100+

INDIVIDUAL
DONATIONS MADE



\$850,000

IN TOTAL FUNDS
RAISED



One Tam, the community initiative of the Tamalpais Lands Collaborative, seeks to raise awareness about the need to maintain the long-term health of Mt. Tam, engage more volunteers in caring for its treasured resources, and renew the spirit of philanthropy that has been so fundamental to its preservation over the past century.



The open spaces on Mt. Tam are a mosaic of interlocking protected areas managed by four separate public agencies: the Marin Municipal Water District, National Park Service, California State Parks, and Marin County Parks and Open Space District. The Tamalpais Lands Collaborative brings together these four agencies and the nonprofit Golden Gate National Parks Conservancy to support a unified approach to the long-term stewardship of Mt. Tam.

TAMALPAIS LANDS COLLABORATIVE



Learn more about the Tamalpais Lands Collaborative and get the latest information about One Tam projects and programs at onetam.org.

Cover photo: Kirke Wrench.

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