

# California State Senate

CAPITOL OFFICE  
STATE CAPITOL  
SACRAMENTO, CA 95814  
TEL (916) 651-4011  
FAX (916) 323-4529

SENATOR.SIMITIAN@SEN.CA.GOV

WWW.SEN.CA.GOV/SIMITIAN

SENATOR  
S. JOSEPH SIMITIAN  
ELEVENTH SENATE DISTRICT

DISTRICT OFFICE  
160 TOWN & COUNTRY VILLAGE  
PALO ALTO, CA 94301  
TEL (650) 688-6384  
FAX (650) 688-6370

SATELLITE OFFICE  
701 OCEAN ST., ROOM 318-A  
SANTA CRUZ, CA 95060  
TEL (831) 425-0401  
FAX (831) 425-5124



October 26, 2012

Douglas H. Bosco, Chair  
California State Coastal Conservancy  
1330 Broadway, 13<sup>th</sup> Floor  
Oakland, CA 94612

Re: Healthy Lands & Healthy Communities – Ecosystem Services-Based  
Planning for Conservation Projects

Dear Chairman Bosco:

I am writing to express my support for the recommendation of Coastal Conservancy staff that the partnership of the Resource Conservation District of Santa Cruz County (RCD), the Santa Clara Open Space Authority, and the Sonoma County Agricultural Preservation and Open Space District receive additional funding to coordinate the "Healthy Lands & Healthy Communities Initiative" and prepare even more in-depth case studies on the economic value and community benefits of conservation projects in Santa Cruz, Sonoma, and Santa Clara Counties.

The three-county partnership is working to evaluate an ecosystem services framework at local, regional, and statewide levels with funding from the Gordon and Betty Moore Foundation and the S.D. Bechtel, Jr. Foundation.

**RECEIVED**

NOV 01 2012

COASTAL CONSERVANCY  
OAKLAND, CALIF.



As part of a comprehensive ecosystem services-based planning effort, this coordinated work will lead to identification of high priority, multi-benefit conservation projects and potential new funding sources and mechanisms to pay for them.

Natural resource areas and working lands provide a variety of services and benefits to our communities, including clean, reliable drinking water, protection from natural hazards such as floods and coastal storm surges, carbon sequestration and climate change resiliency, long-term food security, pollination services, recreation and tourism, public health benefits, and many others. The economic value of these services, however, is rarely quantified or considered when funding, development, and/or policy decisions are made affecting these lands.

One approach gaining traction is to more clearly demonstrate to local residents, businesses, and policymakers the wide range of services and benefits ecosystems provide in economic terms. These benefits can be quantified and monetized, providing values for not only for the individual ecosystem services themselves, but the ripple effect of jobs and markets created around those services in our community.

If the additional funding is awarded, it will be managed by the RCD of Santa Cruz on behalf of the three-county partnership. I have worked with the Resource Conservation District of Santa Cruz County on these issues for a number of years and RCD of Santa Cruz County has demonstrated sound fiscal responsibility and will serve as a key partner in this regional collaboration.

Douglas H. Bosco, Chair  
California State Coastal Conservancy  
Page 3

I commend this demonstration of regional cooperation and "multi-sectoral" efforts to identify high priority, multi-benefit conservation projects and potential new funding sources and mechanisms to pay for them. I hope that this Coastal Conservancy staff recommendation will be given every favorable consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "S. Joseph Simitian". The signature is stylized with a large, sweeping "S" and a long horizontal line extending to the right.

S. Joseph Simitian  
State Senator, Eleventh District

SJS::rmf

**STATE CAPITOL**  
P.O. BOX 942849  
SACRAMENTO, CA 94249-0027  
(916) 319-2027  
FAX (916) 319-2127

**SANTA CRUZ  
DISTRICT OFFICE**  
701 OCEAN STREET,  
SUITE 318B  
SANTA CRUZ, CA 95060  
(831) 425-1503  
FAX: (831) 425-2570



**COMMITTEES**  
CHAIR, HEALTH  
JOINT LEGISLATIVE AUDIT  
COMMITTEE  
ARTS, ENTERTAINMENT,  
SPORTS, TOURISM, and  
INTERNET MEDIA  
BUDGET  
BUDGET SUB. 1 HEALTH &  
HUMAN SERVICES  
JUDICIARY  
NATURAL RESOURCES

October 25, 2012

Douglas H. Bosco, Chair  
California State Coastal Conservancy  
1330 Broadway, 13<sup>th</sup> Floor  
Oakland, CA 94612

Dear Mr. Bosco:

This letter is to express my support for the Resource Conservation District of Santa Cruz County's funding request for \$200,000 from the California Coastal Conservancy to support its Healthy Lands and Healthy Communities Initiative.

It has been well documented that our physical and economic health are intertwined with the health of our environment, and that the health of many of California's communities are in danger due to the environmental threats they face. The Healthy Lands and Healthy Communities Initiative proposed by the Resource Conservation District of Santa Cruz County is a collaborative effort that will bring together Santa Cruz, Santa Clara, and Sonoma Counties to identify high-priority conservation projects and target funding to programs that will preserve and protect the environment.

By conducting a multi-county collaborative program, we will be able to protect the health of our communities while simultaneously protecting the beauty of the state's coastline. The Resource Conservation District of Santa Cruz has a history of being a good steward of California's native environment, and I urge your favorable consideration of its request for a grant from the California State Coastal Conservancy.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "William W. Monning".

WILLIAM W. MONNING  
Assemblymember, 27<sup>th</sup> District

WWM:cpm

**COMMITTEES**

NATURAL RESOURCES, CHAIR  
SELECT COMMITTEE ON DISABILITIES, CHAIR  
SELECT COMMITTEE ON WINE, CHAIR  
JOINT COMMITTEE ON FISHERIES AND  
AQUACULTURE, CHAIR  
BUDGET  
BUDGET SUBCOMMITTEE #1  
JOINT LEGISLATIVE BUDGET  
ENVIRONMENTAL SAFETY AND  
TOXIC MATERIALS  
GOVERNMENTAL ORGANIZATION

Assembly  
California Legislature



**WESLEY CHESBRO**  
ASSEMBLYMEMBER, FIRST DISTRICT

**STATE CAPITOL**  
P.O. BOX 942849  
SACRAMENTO, CA 94249-0001  
(916) 319-2001  
FAX (916) 319-2101

**DISTRICT OFFICES**  
710 E. STREET, SUITE 150  
EUREKA, CA 95501  
(707) 445-7014  
FAX (707) 445-6607

50 "D" STREET, SUITE 450  
SANTA ROSA, CA 95404  
(707) 576-2526  
FAX (707) 576-2297

200 SOUTH SCHOOL STREET, SUITE D  
UKIAH, CA 95482  
(707) 463-5770  
FAX (707) 463-5773

November 16, 2012

Doug Bosco  
Chair, California State Coastal Conservancy  
1330 Broadway, 13<sup>th</sup> Floor  
Oakland, CA 94612

Dear Mr. Bosco:

I am writing to express my strong support for the Healthy Lands and Healthy Communities initiative being led by the Resource Conservation District of Santa Cruz County (RCDSCC).

Healthy Lands and Healthy Communities is a joint effort by RCDSCC, the Santa Clara County Open Space Authority, and the Sonoma County Agricultural Preservation and Open Space District. The initiative's goal is to prepare in-depth case studies on the economic value and community benefits of conservation projects in all three counties. The results would then be shared with decisions makers as well as the public in order to demonstrate the value of these projects and further enhance investment in conservation. This initiative has received initial funding from the Gordon and Betty Moore Foundation and is currently looking for additional funding from the public and private sector.

The preservation of land provides a multitude of benefits from clean water to tourism to public health benefits and climate change protection. The economic benefit, however, has rarely been quantified. I believe this would be of great benefit to the community and strongly encourage the Coastal Conservancy to help fund this most worthwhile initiative.

If you have any questions, please feel free to contact my office. Thank you for your consideration.

Respectfully,

WESLEY CHESBRO  
Assemblyman, 1<sup>st</sup> District

**RECEIVED**

NOV 26 2012

COASTAL CONSERVANCY  
OAKLAND, CALIF



STATE CAPITOL  
P.O. BOX 942849  
SACRAMENTO, CA 94249-0024  
(916) 319-2024  
FAX (916) 319-2124

DISTRICT OFFICE  
100 PASEO DE SAN ANTONIO, SUITE 319  
SAN JOSE, CA 95113  
(408) 282-8920  
FAX (408) 282-8927

WEBSITE  
[www.assembly.ca.gov/beall](http://www.assembly.ca.gov/beall)

Assembly  
California Legislature



JIM BEALL, JR.  
ASSEMBLYMEMBER, TWENTY-FOURTH DISTRICT

COMMITTEES  
CHAIR, HUMAN SERVICES  
JOBS, ECONOMIC DEVELOPMENT,  
AND THE ECONOMY  
REVENUE AND TAXATION

SELECT COMMITTEES  
CHAIR, ALCOHOL AND DRUG ABUSE  
CHAIR, FOSTER CARE  
AEROSPACE  
DISABILITIES  
HIGH SPEED RAIL FOR CALIFORNIA  
HIGH TECHNOLOGY

October 29, 2012

Douglas Bosco  
California State Coastal Conservancy  
1330 Broadway, 13<sup>th</sup> Floor  
Oakland, CA 94612

Subject: Healthy Lands & Healthy Communities: Ecosystem Services-Based Planning for Conservation

Dear Chairman Bosco:

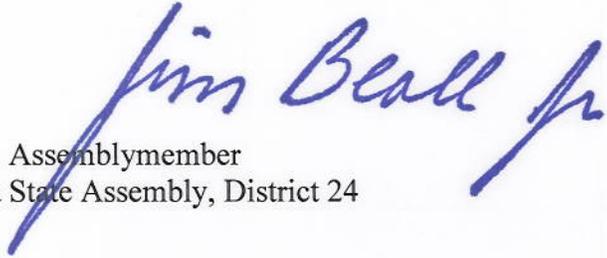
I am writing to request your strong support to award funding to a project titled *Healthy Lands & Healthy Communities: Ecosystem Services-Based Planning for Conservation Projects*. This effort is being jointly launched by the Resource Conservation District of Santa Cruz County, the Santa Clara County Open Space Authority, and the Sonoma County Agricultural Preservation and Open Space District with funding from the Gordon and Betty Moore Foundation and the S.D. Bechtel, Jr. Foundation. The project will prepare in-depth case studies on the economic value and community benefits of conservation projects in Santa Cruz, Sonoma, Santa Clara Counties. As part of a comprehensive ecosystem services-based planning effort, this will lead to identification of high priority, multi-benefit conservation projects and potential new funding sources and mechanisms to pay for them.

Natural resource areas and working lands provide a variety of services and benefits to our communities, including clean, reliable drinking water; protection from natural hazards such as floods and coastal storm surges; carbon sequestration and climate change resiliency; long-term food security; pollination services; recreation and tourism; public health benefits, and many others. The economic value of these services, however, is rarely quantified or considered when funding, development, and/or policy decisions are made affecting these lands. One approach gaining traction is to more clearly demonstrate to local residents, businesses, and policymakers the wide range of services and benefits ecosystems provide in economic terms. These benefits can be quantified and monetized, providing values for not only for the individual ecosystem services themselves, but the ripple effect of jobs and markets created around those services in our community.

Exhibit 2: Project Letters

This innovative regional partnership represents the kind of collaboration that is needed to address the integrated challenges of providing a healthy economy and healthy communities. The Resource Conservation District of Santa Cruz County, Santa Clara County Open Space Authority and Sonoma County Agricultural Preservation and Open Space District are highly respected conservation agencies that have demonstrated sound fiscal responsibility and innovation. I ask for your serious consideration to support this timely effort.

Sincerely,

A handwritten signature in blue ink that reads "Jim Beall Jr." with a stylized flourish at the end.

Jim Beall, Assemblymember  
California State Assembly, District 24

**RECEIVED**

OCT 31 2012

**COASTAL CONSERVANCY  
OAKLAND, CALIF.**

COMMITTEES  
 JUDICIARY  
 CHAIR  
 AGRICULTURE  
 BANKING & FINANCIAL  
 INSTITUTIONS  
 BUDGET & FISCAL REVIEW  
 BUDGET SUBCOMMITTEE #4  
 GOVERNMENTAL  
 ORGANIZATION  
 NATURAL RESOURCES  
 AND WATER  
 JOINT COMMITTEE ON  
 FISHERIES & AQUACULTURE  
 VICE CHAIR  
 SELECT COMMITTEE ON  
 CALIFORNIA'S WINE INDUSTRY  
 CHAIR  
 LEGISLATIVE WOMEN'S CAUCUS  
 CHAIR

# California State Senate

SENATOR  
**NOREEN EVANS**  
 SECOND SENATE DISTRICT



STATE CAPITOL  
 SACRAMENTO, CA 95814  
 (916) 651-4002  
 50 D STREET  
 SUITE 120A  
 SANTA ROSA, CA 95404  
 (707) 576-2771  
 710 E STREET  
 SUITE 150  
 EUREKA, CA 95501  
 (707) 445-6508  
 200 SOUTH SCHOOL STREET  
 UKIAH, CA 95482  
 (707) 468-8914  
 1040 MAIN STREET  
 SUITE 205  
 NAPA, CA 94559  
 (707) 224-1990  
 401 AMADOR STREET  
 VALLEJO, CA 94590  
 (707) 648-5312

November 21, 2012

Douglas H. Bosco, Chairman  
 California State Coastal Conservancy  
 1330 Broadway, 13<sup>th</sup> floor  
 Oakland, CA 94612-2530

**Re: Healthy Lands & Healthy Communities: Demonstrating the Economic Value of  
 Natural Areas and Working Landscapes in Santa Clara, Santa Cruz and Sonoma Counties**

Dear Chairman Bosco:

I write in strong support of Healthy Lands & Healthy Communities, the trail-blazing initiative and regional collaboration led by the Resource Conservation District of Santa Cruz County, the Santa Clara County Open Space Authority, and the Sonoma County Agricultural Preservation and Open Space District.

This innovative initiative will help quantify the significant economic values associated with the protection and stewardship of open space and working landscapes, such as watershed protection for flood control, agricultural viability, water supply, carbon sequestration, recreation and tourism opportunities. By raising the profile of these ecosystem services and the role they play in maintaining sustainable local economies and communities, the initiative expands opportunities for integrating conservation values within larger public health, regional planning and economic development frameworks and, just as importantly, engaging non-traditional partners in forwarding the critical work of conservation.

Healthy Lands & Healthy Communities has already received a substantial grant of over \$900,000 from the Gordon and Betty Moore Foundation. I urge the California State Coastal Conservancy to support this important regional collaboration and approve their grant application. If I can provide any further information, please contact Elizabeth McCarthy at my Santa Rosa district office, at (707) 576-2771. Thank you for your consideration.

Sincerely,

NOREEN EVANS  
 Senator, 2<sup>nd</sup> District

cc: Karen Gaffney, SCAPOSD

**RECEIVED**

NOV 26 2012

COASTAL CONSERVANCY  
 OAKLAND, CALIF.

STATE CAPITOL  
P.O. BOX 942849  
SACRAMENTO, CA 94249-0021  
(916) 319-2021  
FAX (916) 319-2121  
DISTRICT OFFICE  
5050 EL CAMINO REAL, SUITE 117  
LOS ALTOS, CA 94022  
(650) 691-2121  
FAX (650) 691-2120  
WEBSITE  
[www.asmdc.org/members/a21](http://www.asmdc.org/members/a21)

Assembly  
California Legislature



CHAIR  
BUDGET SUBCOMMITTEE #3 ON  
RESOURCES AND TRANSPORTATION  
COMMITTEES  
BUDGET  
HEALTH  
LOCAL GOVERNMENT  
REVENUE & TAXATION  
SUBCOMMITTEES  
BUDGET SUBCOMMITTEE #6 ON BUDGET  
PROCESS, OVERSIGHT AND PROGRAM  
EVALUATION  
JOINT COMMITTEES  
SUNSET REVIEW

October 23, 2012

Douglas Bosco  
California State Coastal Conservancy  
1330 Broadway, 13<sup>th</sup> Floor  
Oakland, CA 94612

Subject: Healthy Lands & Healthy Communities: Ecosystem Services-Based Planning for Conservation

Dear Chairman Bosco:

I am writing to request your support to award funding to a project titled *Healthy Lands & Healthy Communities: Ecosystem Services-Based Planning for Conservation Projects*. This effort is being jointly launched by the Resource Conservation District of Santa Cruz County, the Santa Clara County Open Space Authority, and the Sonoma County Agricultural Preservation and Open Space District with funding from the Gordon and Betty Moore Foundation and the S.D. Bechtel, Jr. Foundation. The project will prepare in-depth case studies on the economic value and community benefits of conservation projects in Santa Cruz, Sonoma, and Santa Clara Counties. As part of a comprehensive ecosystem services-based planning effort, this will lead to identification of high priority, multi-benefit conservation projects and potential new funding sources and mechanisms to pay for them.

Natural resource areas and working lands provide a variety of services and benefits to our communities, including clean, reliable drinking water; protection from natural hazards such as floods and coastal storm surges; carbon sequestration and climate change resiliency; long-term food security; pollination services; recreation and tourism; public health benefits, and many others. The economic value of these services, however, is rarely quantified or considered when funding, development, and/or policy decisions are made affecting these lands. One approach gaining traction is to more clearly demonstrate to local residents, businesses, and policymakers the wide range of services and benefits ecosystems provide in economic terms. These benefits can be quantified and monetized, providing values for not only for the individual ecosystem services themselves, but the ripple effect of jobs and markets created around those services in our community.

This innovative regional partnership represents the kind of collaboration that is needed to address the integrated challenges of providing a healthy economy and healthy communities. The Resource Conservation District of Santa Cruz County, Santa Clara County Open Space Authority and Sonoma County Agricultural Preservation and Open Space District are highly respected conservation agencies that have demonstrated sound fiscal responsibility and innovation. I ask for your consideration to support this timely effort.

Sincerely,

A handwritten signature in blue ink, appearing to read "Richard S. Gordon".

Richard S. Gordon  
Assemblyman, Twenty-First District

RECEIVED

OCT 29 2012

COASTAL CONSERVANCY  
OAKLAND, CALIF.



**DEPARTMENT OF WATER RESOURCES**

1416 NINTH STREET, P.O. BOX 942836  
SACRAMENTO, CA 94236-0001  
(916) 653-5791



November 1, 2012

Mr. Douglas Bosco, Chairman  
California Coastal Conservancy  
1330 Broadway, 13th Floor  
Oakland, California 94612-2530

Dear Chairman Bosco:

I am writing to ask for your support to award the Resource Conservation District of Santa Cruz County (RCD) to coordinate the *Healthy Lands & Healthy Communities Initiative* and to prepare in-depth case studies on the economic value and community benefits of conservation projects in Santa Cruz, Sonoma and Santa Clara Counties. As part of a comprehensive ecosystem services-based planning effort, this will lead to identification of high priority, multi-benefit conservation projects and potential new funding sources and mechanisms to pay for them. This effort is being jointly launched by the RCD, the Santa Clara County Open Space Authority and the Sonoma County Agricultural Preservation and Open Space District, with funding from the Gordon and Betty Moore Foundation.

Natural areas and farming and grazing lands provide a variety of services beneficial to our communities, including clean, reliable drinking water; protection from natural hazards such as floods and coastal storm surges; carbon sequestration and climate change resiliency; long-term food security; pollination of crops; recreation and tourism; and many others. The economic value of these services, however, is rarely quantified or even considered when funding, development and policy decisions are made affecting these lands. One approach gaining traction at the California Department of Water Resources (DWR) is to more clearly demonstrate that economic value to local residents, businesses and policymakers. These benefits can be quantified and monetized to provide values for both the specific ecosystem services and the jobs and markets created around those services in our water management community.

In the past few years DWR has supported local and regional projects that aim to characterize nature's services and measure their monetary value as part of larger efforts to accomplish integrated natural resource management in the State's watersheds. DWR and its many stakeholders are incorporating this approach into the 2013 update of the California Water Plan, which is the State's strategic plan for water management. The topic generated significant interest at the September 2012 Water Plan Plenary Meeting which devoted a keynote speech and breakout session to current case studies. Those studies of the economic value of nature's services are precisely the sort that the RCD has proposed to extend to three coastal counties.

Mr. Douglas Bosco

Page 2

DWR welcomes the opportunity to collaborate in this important breakout, cutting-edge effort. I ask for your serious consideration to support the work of the RCD.

Sincerely,

**Original signed by**

Kamyar Guivetchi, Manager  
Division of Statewide Integrated Water Management



# DEPARTMENT OF CONSERVATION

*Managing California's Working Lands*

## DIRECTOR'S OFFICE

801 K STREET • MS 24-01 • SACRAMENTO, CALIFORNIA 95814

PHONE 916 / 322-1080 • FAX 916 / 445-0732 • TDD 916 / 324-2555 • WEB SITE [conservation.ca.gov](http://conservation.ca.gov)

October 26, 2012

Mr. Douglas H. Bosco, Chair  
California State Coastal Conservancy  
1330 Broadway, 13<sup>th</sup> Floor  
Oakland, CA 94612

Dear Chairman Bosco:

### HEALTHY LANDS & HEALTHY COMMUNITIES: ECOSYSTEM SERVICES-BASED PLANNING FOR CONSERVATION PROJECTS

I am writing to offer support for the award of a partnership grant to the Resource Conservation District of Santa Cruz County (RCD) to coordinate the *Healthy Lands & Healthy Communities Initiative*, and to prepare in-depth case studies on the economic value and community benefits of conservation and potential ecosystem services projects in Santa Cruz, Sonoma, and Santa Clara Counties.

I understand that three well regarded partner organizations—the RCD, the Santa Clara County Open Space Authority, and the Sonoma County Agricultural Preservation and Open Space District—will undertake a pilot ecosystem services-based planning effort that will lead to identification of high priority, multi-benefit working lands conservation projects in three counties where the Department of Conservation (Department) has made an investment of time and funding over the years. In addition, this effort will identify potential new funding sources and related market mechanisms.

The Department is greatly interested in promising prototypes throughout the State of California that can act as catalysts for change to help establish California-based ecosystem services markets. This grant would assist in developing new conservation models for California.

As you are aware, California's working lands provide a variety of services and benefits to our coastal and near-coastal communities—including clean, reliable drinking water, protection from natural hazards such as

Mr. Douglas H. Bosco

October 26, 2012

Page 2

floods and coastal storm surges, carbon sequestration and climate change resiliency, long-term food security, pollination services, recreation and tourism public health benefits, and many others. The intrinsic and largely unquantified economic value of these services has the significant potential to influence funding, development, and policy decisions that affect these lands. In addition, it is anticipated that well-developed ecosystem services performance metrics will have a ripple effect by generating jobs and ancillary markets.

I believe the RCD has demonstrated sound fiscal responsibility and it is a key partner in this regional collaboration. If you have any questions or need additional information, please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Nechodom', written over a white background.

Mark Nechodom  
Director



# County of Santa Cruz

---

## BOARD OF SUPERVISORS

701 OCEAN STREET, SUITE 500, SANTA CRUZ, CA 95060-4069  
(831) 454-2200 • FAX: (831) 454-3262 TDD: (831) 454-2123

**JOHN LEOPOLD**  
FIRST DISTRICT

**ELLEN PIRIE**  
SECOND DISTRICT

**NEAL COONERTY**  
THIRD DISTRICT

**GREG CAPUT**  
FOURTH DISTRICT

**MARK W. STONE**  
FIFTH DISTRICT

October 29, 2012

Douglas H. Bosco, Chair  
California State Coastal Conservancy  
1330 Broadway, 13th Floor  
Oakland, CA 94612

**RE: HEALTHY LANDS & HEALTHY COMMUNITIES: ECOSYSTEM  
SERVICE-BASED PLANNING FOR CONSERVATION PROJECTS**

Dear Chairman Bosco:

I am writing to express my strong support for the joint proposal submitted by the Resource Conservation District of Santa Cruz County (RCD), the Santa Clara County Open Space Authority, and the Sonoma County Agricultural Preservation and Open Space District to implement the Healthy Lands & Healthy Communities Initiative and to prepare in-depth case studies on the economic value and community benefits of conservation projects in Santa Cruz, Sonoma, and Santa Clara Counties.

To assist in this endeavor, RCD and its partners plan to leverage funds from the Gordon and Betty Moore Foundation and the S.D. Bechtel, Jr. Foundation to identify high priority, multi-benefit conservation projects and potential new funding sources and mechanisms to pay for them.

In my role as a Santa Cruz County Supervisor and a member of the California Coastal Commission, I have had the opportunity to work with the RCD many times over the past several years. This agency has consistently demonstrated a judicious, practical, and fiscally prudent approach to project assessment and management and enlists the help of strong and reliable regional partners in achieving its conservation goals.

The Santa Cruz, Santa Clara and Sonoma communities share an immense pride in their beautiful surroundings. They also recognize the great potential to sustain and even boost economic development through responsible land use practices and through the

October 29, 2012

Page 2

protection and promotion of our splendid natural resources. The Healthy Lands & Healthy Communities Initiative will work to bring this social, economic, and environmental harmony into focus and will demonstrate to local residents, businesses, and policymakers the wide ranging benefits a healthy and balanced ecosystem provides. I strongly support these efforts.

Thank you for considering my support of this proposed project. Please feel free to contact me if you have any questions.

Sincerely,



MARK W. STONE, Supervisor  
Fifth District

MWS:pm

1878D5

**RECEIVED**

NOV 05 2012

COASTAL CONSERVANCY  
OAKLAND, CALIF.



**GEORGE M. SHIRAKAWA**  
**PRESIDENT, BOARD OF SUPERVISORS**  
**COUNTY OF SANTA CLARA SUPERVISOR, SECOND DISTRICT**  
COUNTY GOVERNMENT CENTER, EAST WING  
70 WEST HEDDING STREET, 10TH FLOOR  
SAN JOSE, CALIFORNIA 95110  
TEL: (408) 299-5020 FAX: (408) 295-8642  
george.shirakawa@bos.sccgov.org • www.supervisorshirakawa.org

October 30, 2012

Mr. Douglas Bosco, Chairman  
California State Coastal Conservancy  
1330 Broadway, 13<sup>th</sup> Floor  
Oakland, CA 94612

RE: Healthy Lands & Healthy Communities: Ecosystem Services-Based Planning for Conservation

Dear Chairman Bosco:

On behalf of the Santa Clara County Board of Supervisors, I write to express support for the *Healthy Lands & Healthy Communities: Ecosystem Services-Based Planning for Conservation Projects* and urge you to consider funding this project. This effort is being jointly launched by the Resource Conservation District of Santa Cruz County, the Santa Clara County Open Space Authority, and the Sonoma County Agricultural Preservation and Open Space District with funding from the Gordon and Betty Moore Foundation and the S.D. Bechtel, Jr. Foundation. The project will prepare in-depth case studies on the economic value and community benefits of conservation projects in Santa Cruz, Sonoma, and Santa Clara counties. As part of a comprehensive ecosystem services-based planning effort, this will lead to identification of high priority, multi-benefit conservation projects and potential new funding sources and mechanisms to pay for them.

Natural resource areas and working lands provide a variety of services and benefits to our communities, including clean, reliable drinking water; protection from natural hazards such as floods and coastal storm surges; carbon sequestration and climate change resiliency; long-term food security; pollination services; recreation and tourism; public health benefits, and many others. The economic value of these services, however, is rarely quantified or considered when funding, development, and/or policy decisions are made affecting these lands. One approach gaining traction is to more clearly demonstrate to local residents, businesses, and policymakers the wide range of services and benefits ecosystems provide in economic terms. These benefits can be quantified and monetized, providing values for not only for the individual ecosystem

Mr. Douglas Bosco

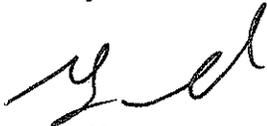
October 30, 2012

Page 2

services, but the ripple effect of jobs and markets created around those services in our community.

This innovative regional partnership represents the collaboration that is needed to address the integrated challenges of providing a healthy economy and healthy communities. The Resource Conservation District of Santa Cruz County, Santa Clara County Open Space Authority and Sonoma County Agricultural Preservation and Open Space District are highly respected conservation agencies that have demonstrated sound fiscal responsibility and innovation. I respectfully request your support of this timely effort.

Sincerely,

A handwritten signature in black ink, appearing to read "G. Shirakawa".

George Shirakawa  
President, Board of Supervisors

c: Board of Supervisors  
Jeffrey V. Smith, County Executive



October 24, 2012

Douglas Bosco  
California State Coastal Conservancy  
1330 Broadway, 13<sup>th</sup> Floor  
Oakland, CA 94612

Subject: Healthy Lands & Healthy Communities: Ecosystem Services-Based Planning for Conservation

Dear Chairman Bosco:

I am writing to request your strong support to award funding to a project titled *Healthy Lands & Healthy Communities: Ecosystem Services-Based Planning for Conservation Projects*. This effort is being jointly launched by the Resource Conservation District of Santa Cruz County, the Santa Clara County Open Space Authority, and the Sonoma County Agricultural Preservation and Open Space District with funding from the Gordon and Betty Moore Foundation and the S.D. Bechtel, Jr. Foundation. The project will prepare in-depth case studies on the economic value and community benefits of conservation projects in Santa Cruz, Sonoma, Santa Clara Counties. As part of a comprehensive ecosystem services-based planning effort, this will lead to identification of high priority, multi-benefit conservation projects and potential new funding sources and mechanisms to pay for them.

Natural resource areas and working lands provide a variety of services and benefits to our communities, including clean, reliable drinking water; protection from natural hazards such as floods and coastal storm surges; carbon sequestration and climate change resiliency; long-term food security; pollination services; recreation and tourism; public health benefits, and many others. The economic value of these services, however, is rarely quantified or considered when funding, development, and/or policy decisions are made affecting these lands. One approach gaining traction is to more clearly demonstrate to local residents, businesses, and policymakers the wide range of services and benefits ecosystems provide in economic terms. These benefits can be quantified and monetized, providing values for not only for the individual ecosystem services themselves, but the ripple effect of jobs and markets created around those services in our community.

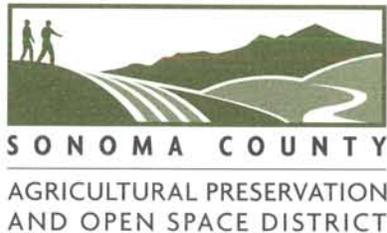
This innovative regional partnership represents the kind of collaboration that is needed to address the integrated challenges of providing a healthy economy and healthy communities. The Resource Conservation District of Santa Cruz County, Santa Clara County Open Space Authority and Sonoma County Agricultural Preservation and Open Space District are highly respected conservation agencies that have demonstrated sound fiscal responsibility and innovation. I ask for your serious consideration to support this timely effort.

Sincerely,

A handwritten signature in cursive script that reads "Andrea Mackenzie".

Andrea Mackenzie  
General Manager

## Exhibit 2: Project Letters



October 31, 2012

Douglas H. Bosco, Chair, California State Coastal Conservancy  
1330 Broadway, 13<sup>th</sup> Floor  
Oakland, CA 94612

Re: Healthy Lands & Healthy Communities, Ecosystem Services-Based Planning for Conservation Projects

Dear Mr. Bosco,

I am writing to request your support for an innovative initiative entitled *Healthy Lands & Healthy Communities* which is being led by the Resource Conservation District of Santa Cruz County (RCDSC), the Santa Clara County Open Space Authority, and the Sonoma County Agricultural Preservation and Open Space District. The goal of the Initiative is to prepare in-depth case studies on the economic value and community benefits of conservation projects in these three counties, and to share these rigorous studies with decision makers and the public to enhance investments in conservation. As part of a comprehensive ecosystem services-based planning effort, this will lead to identification of high priority, multi-benefit conservation projects and potential new funding sources and mechanisms to pay for them. The regional team has received a substantial grant from the Gordon and Betty Moore Foundation and is in the process of augmenting the Initiative with additional private and public sector funding.

Natural resource areas and working lands provide a variety of services and benefits to our communities, including clean, reliable drinking water; protection from natural hazards such as floods and coastal storm surge; carbon sequestration and climate change resiliency; long-term food security; pollination services; recreation and tourism; public health benefits, and many others. The economic value of protecting and conserving these natural areas and working landscapes, however, is rarely quantified or considered when funding, development, and/or policy decisions are made affecting these lands. One approach gaining traction is to more clearly demonstrate to local residents, businesses, and policymakers the wide range of services and benefits ecosystems provide in economic terms. These benefits can be quantified and monetized, providing economic values for specific conservation action, as well as the ripple effect of jobs and markets derived from those conservation actions in our community.

## Exhibit 2: Project Letters

The Sonoma County Agricultural Preservation and Open Space District (District) has appreciated the long term support and funding provided by the Coastal Conservancy to acquire and steward some of the most beautiful and biologically diverse lands in California. We look forward to the opportunity to work with our regional partners to quantify the return on investment that derives from the Conservancy's conservation actions. We have a long history of working with the innovative, high capacity RCD of Santa Cruz County, and strongly encourage you to provide a grant to them to lead the Healthy Lands & Healthy Communities Initiative.

Sincerely,

A handwritten signature in blue ink that reads "William J. Keene". The signature is fluid and cursive, with the first name "William" and the last name "Keene" being the most prominent parts.

William Keene  
General Manager



SONOMA  
COUNTY  
REGIONAL  
PARKS

CARYL HART, Ph.D.  
DIRECTOR

November 14, 2012

Douglas H. Bosco, Chair  
California State Coastal Conservancy  
1330 Broadway, 13<sup>th</sup> Floor  
Oakland, California 94612

RE: Healthy Lands & Healthy Communities: Ecosystem Services-  
Based Planning for Conservation Projects

Dear Chairman Bosco:

I am writing in support of the Resource Conservation District of Santa Cruz County (RCD) request for Coastal Conservancy funding to coordinate the Healthy Lands & Healthy Communities Initiative and to prepare in-depth case studies on the economic value and community benefits of conservation projects in Santa Cruz, Sonoma, and Santa Clara Counties. As part of a comprehensive ecosystem services-based planning effort, this will lead to identification of high priority, multi-benefit conservation projects and potential new funding sources and mechanisms to pay for them. This effort is being jointly launched by the RCD of Santa Cruz County, the Santa Clara County Open Space Authority, and the Sonoma County Agricultural Preservation and Open Space District with funding from the Gordon and Betty Moore Foundation and the S.D. Bechtel, Jr. Foundation. Sonoma County Regional Parks Department will be a partner in this regional initiative.

Parks and other natural resource areas as well as working lands provide a variety of services and benefits to our communities, including clean, reliable drinking water; protection from natural hazards such as floods and coastal storm surge; carbon sequestration and climate change resiliency; long-term food security; pollination services; recreation and tourism; public health benefits, and many others. The economic value of protecting and conserving these natural areas and working landscapes, however, is rarely quantified or considered when funding, development, and/or policy decisions are made affecting these lands. One approach gaining traction is to more clearly demonstrate to local residents, businesses, and policymakers the wide range of services and benefits ecosystems provide in economic terms. These benefits can be quantified and monetized, providing economic values

2300

County Center Drive

Suite 120A

Santa Rosa

CA 95403

Tel: 707 565-2041

Fax: 707 579-8247

Exhibit 2: Project Letters

for specific conservation action, as well as the ripple effect of jobs and markets derived from those conservation actions in our community.

The Healthy Lands & Healthy Communities Initiative will benefit the work we are doing in Sonoma County. Sonoma County Regional Parks fully supports Santa Cruz County RCD's grant proposal.

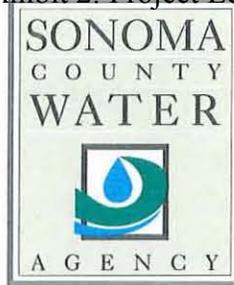
Sincerely,



Caryl Hart  
Director

S:\PLANNING\GRANTS\COASTAL CONSERVANCY\SCC SANTA CRUZ RCD SUPPORT LTTR.DOCX

cc: Karen Gaffney, Agricultural Preservation & Open Space District



October 31, 2012

Douglas H. Bosco, Chair  
California State Coastal Conservancy  
1330 Broadway, 13<sup>th</sup> Floor  
Oakland, CA 94612

**RE: Healthy Lands & Healthy Communities: Ecosystem Services-Based Planning for Conservation Projects**

Dear Chairman Bosco:

I am writing to request your strong support to award a grant to the Resource Conservation District of Santa Cruz County (RCD) to coordinate the *Healthy Lands & Healthy Communities Initiative* and to prepare in-depth case studies on the economic value and community benefits of conservation projects in Santa Cruz, Sonoma, and Santa Clara Counties. As part of a comprehensive ecosystem services-based planning effort, this will lead to identification of high priority, multi-benefit conservation projects and potential new funding sources and mechanisms to pay for them. This effort is being jointly launched by the Resource Conservation District of Santa Cruz County, the Santa Clara County Open Space Authority, and the Sonoma County Agricultural Preservation and Open Space District with funding from the Gordon and Betty Moore Foundation and the S.D. Bechtel, Jr. Foundation.

Natural resource areas and working lands provide a variety of services and benefits to our communities, including clean, reliable drinking water; protection from natural hazards such as floods and coastal storm surge; carbon sequestration and climate change resiliency; long-term food security; pollination services; recreation and tourism; public health benefits, and many others. The economic value of protecting and conserving these natural areas and working landscapes, however, is rarely quantified or considered when funding, development, and/or policy decisions are made affecting these lands. One approach gaining traction is to more clearly demonstrate to local residents, businesses, and policymakers the wide range of services and benefits ecosystems provide in economic terms. These benefits can be quantified and monetized, providing economic values for specific conservation action, as well as the ripple effect of jobs and markets derived from those conservation actions in our community.

Sincerely,

A handwritten signature in black ink, appearing to read "Grant Davis".

Grant Davis  
General Manager

c K. Gaffney  
J. Hultberg, J. Jasperse, D. Roberts



**LAND  
TRUST**  
OF SANTA CRUZ  
COUNTY

617 Water Street  
Santa Cruz, CA 95060  
831-429-6116  
Fax 831-429-1166  
info@landtrustsantacruz.org  
www.landtrustsantacruz.org

*Board of Trustees*

Robert Stephens  
*President*  
Rogelio Ponce, Jr.  
*Vice President*  
Lloyd Williams  
*Secretary*  
Katherine Beiers  
Val Cole  
Harriet Deck  
Cathleen Eckhardt  
Will Garrouette  
Bill Gielow  
John Gilchrist  
Ron Hirsch  
Larry Perlin  
Jim Rider  
Cindy Rubin  
Melody Sharp  
Sue Sheuerman  
Edda Tusinac

*Executive Director*  
Terry Corwin

October 29, 2012

Douglas H. Bosco, Chair  
California State Coastal Conservancy  
1330 Broadway, 13<sup>th</sup> Floor  
Oakland, CA 94612

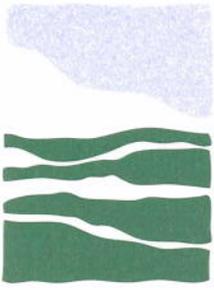
Re: Healthy Lands & Healthy Communities: Ecosystem Services-Based Planning  
for Conservation Projects

Dear Chairman Bosco:

As Executive Director, I am writing to request your strong support to award the Resource Conservation District of Santa Cruz County (RCD) to coordinate the *Healthy Lands & Healthy Communities Initiative* and to prepare in-depth case studies on the economic value and community benefits of conservation projects in Santa Cruz, Sonoma, Santa Clara Counties. As part of a comprehensive ecosystem services-based planning effort, this will lead to identification of high priority, multi-benefit conservation projects and potential new funding sources and mechanisms to pay for them. This effort is being jointly launched by the Resource Conservation District of Santa Cruz County, the Santa Clara County Open Space Authority, and the Sonoma County Agricultural Preservation and Open Space District with funding from the Gordon and Betty Moore Foundation and the S.D. Bechtel, Jr. Foundation.

Natural resource areas and working lands provide a variety of services and benefits to our communities, including clean, reliable drinking water; protection from natural hazards such as floods and coastal storm surges; carbon sequestration and climate change resiliency; long-term food security; pollination services; recreation and tourism; public health benefits, and many others. The economic value of these services, however, is rarely quantified or considered when funding, development, and/or policy decisions are made affecting these lands. One approach gaining traction is to more clearly demonstrate to local residents, businesses, and policymakers the wide range of services and benefits ecosystems provide in economic terms. These benefits can be quantified and monetized, providing values for not only for the individual ecosystem services themselves, but the ripple effect of jobs and markets created around those services in our community.

The Resource Conservation District of Santa Cruz County has demonstrated sound fiscal responsibility and is a key partner in this regional collaboration. I have worked with the RCD of Santa Cruz County, I have worked on these issues



**LAND  
TRUST**  
OF SANTA CRUZ  
COUNTY

617 Water Street  
Santa Cruz, CA 95060  
831-429-6116  
Fax 831-429-1166  
info@landtrustsantacruz.org  
www.landtrustsantacruz.org

*Board of Trustees*

Robert Stephens  
*President*  
Rogelio Ponce, Jr.  
*Vice President*  
Lloyd Williams  
*Secretary*  
Katherine Beiers  
Val Cole  
Harriet Deck  
Cathleen Eckhardt  
Will Garrouette  
Bill Gielow  
John Gilchrist  
Ron Hirsch  
Larry Perlin  
Jim Rider  
Cindy Rubin  
Melody Sharp  
Sue Sheuerman  
Edda Tusinac

*Executive Director*  
Terry Corwin

for a number of years and I ask for your serious consideration to support this crucial, cutting-edge effort.

Sincerely,

A handwritten signature in blue ink that reads "Terry Corwin".

Terry Corwin  
Executive Director  
Land Trust of Santa Cruz County

**RECEIVED**

NOV 01 2012

COASTAL CONSERVANCY  
OAKLAND, CALIF.



November 1, 2012

Chairman Douglas Bosco  
California State Coastal Conservancy  
1330 Broadway, 13<sup>th</sup> Floor  
Oakland, CA 94612

966 Sonoma Avenue  
Santa Rosa, CA 95404  
Tel: 707-526-6930  
Fax: 707-526-3001  
[www.sonomalandtrust.org](http://www.sonomalandtrust.org)

**Subject: Letter of support for the Healthy Land & Healthy Communities Initiative proposal**

Dear Chairman Bosco:

I am writing to express Sonoma Land Trust's support for the Resource Conservation District of Santa Cruz County's grant proposal to the Coastal Conservancy to coordinate the Healthy Lands & Healthy Communities Initiative, and to prepare in-depth case studies on the economic value and community benefits of conservation projects in Santa Cruz, Sonoma, and Santa Clara Counties. As part of a comprehensive ecosystem services-based planning effort, these studies will lead to the identification of high priority, multi-benefit conservation projects and potential new funding sources and mechanisms to pay for them.

Natural resource areas and working lands provide a variety of services and benefits to our communities, including clean, reliable drinking water; protection from natural hazards such as floods and coastal storm surge; carbon sequestration and climate change resiliency; long-term food security; pollination services; recreation and tourism; public health benefits, and many others. The economic value of protecting and conserving these natural areas and working landscapes, however, is rarely quantified or considered when funding, development, and/or policy decisions are made affecting these lands. One approach gaining traction is to more clearly demonstrate to local residents, businesses, and policymakers the wide range of services and benefits ecosystems provide in economic terms. This proposal seeks to quantify these benefits, providing economic values for specific conservation action, as well as the ripple effect of jobs and markets derived from those conservation actions in our community.

The Healthy Lands & Healthy Communities Initiative will benefit the work we are doing in Sonoma County; Sonoma Land Trust fully supports the RCD of Santa Cruz County's grant proposal.

Sincerely,



Ralph Benson  
*Executive Director*



November 2, 2012

Douglas H. Bosco, Chair  
California State Coastal Conservancy  
1330 Broadway, 13<sup>th</sup> Floor  
Oakland, CA 94612

Re: Healthy Lands & Healthy Communities: Ecosystem Services-Based Planning  
for Conservation Projects

Dear Chairman Bosco:

I am writing to request your strong support to award a grant to the Resource Conservation District of Santa Cruz County (RCD) to coordinate the *Healthy Lands & Healthy Communities Initiative* and to prepare in-depth case studies on the economic value and community benefits of conservation projects in Santa Cruz, Sonoma, Santa Clara Counties. As part of a comprehensive ecosystem services-based planning effort, this will lead to identification of high priority, multi-benefit conservation projects and potential new funding sources and mechanisms to pay for them. This effort is being jointly launched by the Resource Conservation District of Santa Cruz County, the Santa Clara County Open Space Authority, and the Sonoma County Agricultural Preservation and Open Space District with funding from the Gordon and Betty Moore Foundation and the S.D. Bechtel, Jr. Foundation.

Natural resource areas and working lands provide a variety of services and benefits to our communities, including clean, reliable drinking water; protection from natural hazards such as floods and coastal storm surge; carbon sequestration and climate change resiliency; long-term food security; pollination services; recreation and tourism; public health benefits, and many others. The economic value of protecting and conserving these natural areas and working landscapes, however, is rarely quantified or considered when funding, development, and/or policy decisions are made affecting these lands. One approach gaining traction is to more clearly demonstrate to local residents, businesses, and policymakers the wide range of services and benefits ecosystems provide in economic terms. These benefits can be quantified and monetized, providing economic values for specific conservation action, as well as the ripple effect of jobs and markets derived from those conservation actions in our community.

Sincerely,

A handwritten signature in black ink, appearing to read "Lisa Micheli". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Lisa Micheli, PhD, Executive Director  
Pepperwood Foundation