Acterra’s mission is to bring people together to create local solutions for a healthy planet.

**OVERVIEW**

Acterra’s previous strategic plan covered the period 2021 – 2023 and grew out of an initial Theory of Change process conducted in 2019. To complete its strategic plan update for Fiscal Year 2024 to 2026 (FY 24 – 26) Acterra reached out to focus groups and held discussions in February and March 2023 with three stakeholder segments: Staff, Board, and organizational partners. At a top level, the strategic plan reevaluated the organization’s mission, vision, and core initiatives and broadly identified goals and priorities.

**VISION**

Acterra focuses its efforts on the most urgent issue of our time: climate change. We promote and support electrification, energy efficiency, and renewable energy; transportation innovation; food sustainability; resilience and adaptation in the context of empowering underserved communities; and sustainable business practices in our region. We collaborate with community partner organizations as well as local and regional governments to effect change.
Core Initiatives and Impacts

FOOD AND CLIMATE CHANGE

Support sustainable, healthy, and equitable food systems in the Bay Area. Educate residents and businesses to increase awareness of the relationship between food and climate change. Promote actions that households and restaurants can take to advance sustainable, low-carbon eating and prevention of wasted food. Advocate for sustainable food policy.

BENEFICIAL ELECTRIFICATION (BE) AND ELECTRIC VEHICLES (EV)

Achieve pollution reduction via shifting away from fossil free buildings and transportation through grassroots adoption and actions. Increase the adoption of building electrification measures in homes, increase public familiarity and comfort with electrification measures, and increase access to, and affordability of, electrification measures (BE); increase the adoption of electric vehicles (EVs) in the region and ensure that everyone, regardless of income level, can make the switch to EVs.

Photo Credit: Leo Leung, Pro Bono Photography
DIVERSITY, EQUITY AND INCLUSION

Integrate an equity perspective across all programming with the intent to address racial disparities and social inequities. Two main components include facilitating partnerships and outreach to typically underserved communities; and building a committed, diverse, and culturally representative team (Board, Staff).

ACTERRA’S ADVOCACY

Work toward the goal of a more inclusive, diverse climate action movement that will create systemic change toward sustainable and equitable practices and policies for the benefit of all. To that end, Acterra leads coalitions and promotes initiatives related to EV charging, BE reach codes, sustainable food systems, and other areas.

A more inclusive, diverse climate action movement that will create systemic change toward sustainable and equitable practices and policies for the benefit of all.
Goals

FOOD AND CLIMATE CHANGE

Educate Bay Area residents about the relationship between food and climate change and the value of incremental behavior change in areas such as dietary change and food waste prevention

- Highlighting well-known figures in the food space and creation of engaging media assets
- Focusing on food programming in underrepresented communities

Engage local restaurants to encourage the greater adoption of sustainable food practices

- Consultations providing services to restaurants on reducing food waste, plant-based menu items, and marketing

Host educational events including workshops, challenges, community feedings, cooking demonstrations, festivals, or documentary screenings.

- Participation in collaborations and partnerships in community events

Photo Credit: Leo Leung, Pro Bono Photography
BENEFICIAL ELECTRIFICATION (BE) AND ELECTRIC VEHICLES (EV)

Educate the general public in the Bay Area about the benefits of building and vehicle electrification

- Online and in-person outreach such as workshops, classes, clinics and other free educational events
- Equipment loan programming for residents to try induction cooktops
- Web-based and social media outreach for building electrification programming
- Partner electrification events where Acterra provides support and expertise

Support the general public in the Bay Area in transitioning to electric buildings and vehicles

- Detailed information about rebates, contractor access, and installation
- Technical and grassroots advocacy support for municipality-or-regional-scale electrification policies

Increase access to, and affordability of, electrification measures. Ensure that everyone, regardless of income level, can make the switch to EVs.
DIVERSITY, EQUITY AND INCLUSION

External efforts: Integrate equity and diversity efforts in each key initiative and program area

- Outreach to community-based organizations to better reach and serve residents in marginalized communities
- At a program level, identifying and including activities (such as interpretation services) that will strengthen outreach to typically underserved communities

Internal efforts

- Provide relevant resources to support DEI best practices focusing on HR guidance on recruiting, interviewing, and hiring
- Create common and consistent language for all staff and cultivate a welcoming and inclusive culture for all stakeholders

Two main components include facilitating partnerships and outreach to typically underserved communities; and building a committed, diverse, and culturally representative team.

YOUTH AND EDUCATION

Engage school communities in curriculum offerings to build skills and help prepare students for supporting a more sustainable future

- Success will be measured by curriculum usage by students (downloads), teacher trainings, and number of schools served
- Mentorship and launch of student projects through ASAP
Acterra’s strategic plan includes three additional initiatives essential to maintaining and optimizing the organization’s infrastructure with the ultimate goal of enhancing the lives of those we serve.

- Through collaborative work, support the adoption of ordinances and initiatives in multiple jurisdictions around the Bay Area in areas such as electrification and food.

**ACTERRA’S ADVOCACY**

Support individuals taking action on policy issues related to electrification, food, youth, education, and other areas of Acterra’s work.

- Through collaborative work, support the adoption of ordinances and initiatives in multiple jurisdictions around the Bay Area in areas such as electrification and food.

**OPERATIONAL INITIATIVES**

Acterra’s strategic plan includes three additional initiatives essential to maintaining and optimizing the organization’s infrastructure with the ultimate goal of enhancing the lives of those we serve. Acterra’s communications work, including multilingual messaging, strives to share with as many people as possible the educational programs offered by Acterra and the importance of taking action toward sustainability. Acterra’s fund development aims, through donor engagement and relationship-building, to achieve a diverse and sustainable revenue stream to provide stable support for Acterra’s mission. Acterra’s operational and accounting work provides logistical support to Acterra programs while improving and standardizing practices for operational efficiency.
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