

Organization

Official Name: FALLBROOK LAND CONSERVANCY

***Legal Name:** Fallbrook Land Conservancy

***Year Company was Founded:** 1988

***Address:** 1815 S STAGE COACH LN

Address (2):

***City:** FALLBROOK

State: California

Zip/Postal Code: 92028-4400

***Main Telephone:** 760-728-0889

Main Fax:

Website Address: www.fallbrooklandconservancy.org

***Main Email Address:** FLC@fallbrooklandconservancy.org

***Mission Statement and History:** Our mission is to preserve and enhance the rural character and natural beauty of our community through the permanent protection of open space and related activities.

The Fallbrook Land Conservancy (FLC) was founded in 1988. Since then, it has grown to a membership of nearly 400 and has acquired more than 2,200 acres of open space. Employees and volunteers have planted thousands of trees and native plants in the community, and miles of trails that are open for public use free of charge. The FLC has a full-time Executive Director/Preserve Manager, a full-time assistant preserve manager, and a part-time office manager.

***Board of Directors :** Susan Liebes, Chair

NPRT & SOF EE Volunteer

BS in Forestry & Wildlife from Virginia Tech

Zachary Principe, Vice Chair

Stewardship ecologist with The Nature Conservancy 1998 to present

Board member - California Native Grasslands Association

Chris Pierson, CFO

Insurance Broker-Double Honor Benefits

CFO-Nextec Applications, Inc.

Masters in Finance San Diego State University(2001)

BA Accountancy University of San Diego(1996)

Lydia Rossi, Director

Local small business owner for 20 years. Community volunteer in many organizations for over 40 years.

Ashley Stein Araiza, Director

Ashley Stein Araiza Family Dental Practice

Jennifer Anderson, Director

Business Owner

Board Member, Angel Society of Fallbrook

B.A. Print Journalism, University of Southern California

Susannah Levicki, Director

Real Estate agent

University of San Diego
Bachelors of Science in Information Technology and Minor in Business Administration

Kent Borsch, Director
Financial Advisor, Edward Jones

Michelle Jordan, Director
Attorney
J.D., University of San Diego School of Law, 2005
B.A. Political Science, University of California, San Diego, 2001

Michelle Verdugo, Director
Business Owner, Health Wellness & Events
Certified Nutritionist Consultant
Fallbrook Honorary Mayor 2017-2018

Wallace Tucker, Director
Ph.D. Physics, UCSD

David Vornberger, Director
B.S. Civil Engineering, Colorado State
Member, American Society of Civil Engineers, Construction Management Assoc. of America

Sue Jackson, Director
Volunteer, Angel Shop
Member, California Native Plant Society

John Crawford (Non-Voting Member)
Legal Counsel/Board Secretary
Law Offices of John W. Crawford, APC
Member, State Bar of California
Commander, US Coast Guard Reserve, Retired

Most Recent 990: FLC Tax Returns 2018.pdf

***Most recent audited financial statement with management letter:** Fallbrook Land Conservancy Audit Report 2018.pdf

Proposal

***Request Owner:** Rachel Mason
Request Source: External (Submitted 04/10/2020)
Proposal Type: Ongoing Program

Agency Capability

Briefly describe your organization's history and accomplishments. :

Formed in 1988, the Fallbrook Land Conservancy (FLC) is a private, nonprofit, tax exempt organization. Our unique mission is to preserve and enhance the rural character and natural beauty of the area through the permanent protection of open space and related activities.

The FLC was accredited by the Land Trust Accreditation Commission in 2018 after a rigorous due diligence process. The accreditation process confirmed FLC's strong finances, ethical conduct, responsible governance, and lasting stewardship. The FLC is also certified by the California Department of Fish and Wildlife as a qualified entity to own and manage mitigation properties through an application process that reviews organizational finances and stewardship policies.

The FLC enjoys wide support in the community and owns and manages over 2,100 acres of open space, including the popular Los Jilgueros and Monserate Mountain Preserves, as well as eleven other nature preserves and the historic Palomares House & Park. In addition to its fee owned properties, the FLC protects more than 995 acres through conservation easements, bringing FLC's total land protection in the area to 3,100 acres.

Biologists have identified more than 175 species of birds, and other animals large and small, from horned lizards to mountain lions on the protected land. Numerous plant communities are also protected, from coastal sage scrub, to chaparral, to wetland and riparian. Throughout our preserves, both state and federally protected species are given a place to call home.

Within FLC's network of preserves, our organization maintains over 13 miles of trails, ranging from easy to difficult. The trails are open to the public, free of charge, and FLC encourages the use of its preserves as a way to connect with nature, enjoy open space, and participate in passive recreational activities. The preserves are used by people of all abilities, from young families, to hardened athletes, to seniors.

Three active volunteer groups within our organization concentrate their efforts on separate and important aspects of FLC's mission. The Save Our Forest group plants and cares for trees and shrubs downtown and collaborates with the Fallbrook Union Elementary School District on the Environmental Education Program. The Trails Committee maintains our network of trails, and the Native Plant Restoration Team actively restores our preserves through the removal of non-native species and planting of native California plants.

To date, the FLC has benefited from the financial, in-kind, and volunteer support of more than 300 individuals, and currently maintains a membership of roughly 400 households.

What are the current activities and/or programs offered by your organization?:

FLC staff and volunteers regularly monitor and maintain our existing 2,100+ acres of preserved land.

The FLC has several Committees, made up of volunteers, staff, and Board members:

1. Native Plant Restoration Team: This Committee works on the improvement of FLC preserves through the planting of native vegetation to restore habitats and improve conditions for native wildlife.
2. Save Our Forest (SOF): This Committee plants and maintains trees in public places in the community, notably Fallbrook's downtown area, Pico Promenade, and along South Mission Road. Additionally, since 2001, the SOF Environmental Education Program has been in place with Fallbrook Union Elementary School District.
3. Trails Committee: This Committee assesses FLC's current trail systems, proposes new trails, leads guided walks and hikes and hosts volunteer work parties to maintain and improve trail conditions.
4. Outreach Committee: This Committee provides outreach about the FLC, attends community events, and leads guided walks, hikes, and events throughout our preserves, including family friendly nature walks, guided bird walks, and fitness-based hikes and walks.
5. Acquisitions and Stewardship Committee: This Committee regularly seeks out the acquisition of new open space lands.

In addition, the Palomares House & Sculpture garden provides a public meeting place, sometimes used for member yoga or presentations, with a sculpture garden dedicated to sculptures of animals native to the Fallbrook area.

List and describe current collaborations with other organizations that enhance your ability to provide services through this program.:

The FLC collaborates with numerous organizations, both in terms of financial and volunteer support. Within the past calendar year, the FLC has received financial support from the following organizations to further our mission of providing safe open space preserves and educational opportunities to residents: The Angel Society of Fallbrook, California ReLeaf, Fallbrook Chamber of Commerce, Fallbrook Firefighter's Association, Fallbrook Garden Club, Fallbrook Riders, Inc., Fallbrook Village Rotary, Fallbrook Vintage Car Club, Fallbrook Women's Club, Philanthropic Educational Organization -- UH Chapter, Legacy Endowment Community Foundation, Rally for Children, The County of San Diego, and The San Diego Foundation.

The FLC has received in kind-support from multiple businesses in town to help offset our budget, including services from Fallbrook Equipment Rentals, Fallbrook Waste & Recycling, Pacific Western Bank, and Specialty Mowing Services, Inc.

In 2019, the FLC logged over 2,500 volunteer hours from projects ranging from administrative tasks to trail maintenance. The FLC regularly collaborates with organizations and individuals to provide community service projects. Recent volunteer projects have been completed with the generous assistance of the Boy Scouts, Camp Pendleton Single Marine Program, Camp Pendleton Young Marine Program, Eagle Scouts, Fallbrook 4-H, Fallbrook Future Farmers of America, and North Coast Church.

Program Information

Is this application being submitted in collaboration with another agency?: No

Project Title: Fallbrook Land Conservancy Preserve and Trail Walkability Enhancement

Requested Cash Amount: \$27,197.63

This is an ongoing program that began on: 04/04/1988

Name of the person submitting the grant: Karla Standridge
(760) 728-0889
karla@fallbrooklandconservancy.org

Name of Program Coordinator: Karla Standridge
(760) 728-0889
karla@fallbrooklandconservancy.org

Is the Program Coordinator responsible for submitting quarterly reports?: Yes

Ages Served: Children (infants to 12): 5%
Young adults (13-18): 10%
Adults (18-60): 50%
Seniors (60+): 35%

Gender: Female: 50%
Male: 50%

Select the income limit category of your target population: We do not collect this data

Projected number of residents (participant/client) that will directly benefit from this program: 12000

Projected number of residents that will indirectly benefit from this program: 50000

How will the program be staffed?: Paid: 60%
Volunteer: 40%

Statement of Problem/Needs Assessment

Discuss the need for the proposed program or service within the District.:

The FLC plays a unique role in our unincorporated community. Our organization provides open space preserves, both those that are accessible to the public for recreational opportunities and those that are closed to the public for the protection of sensitive environmental resources. The FLC provides over 13 miles of trails across eight preserves, totaling more than 595 acres of open space. These FLC preserves are scattered throughout Fallbrook and Bonsall, making them easily accessible to many residents.

The Centers for Disease Control and Prevention lists numerous benefits of physical activity related to walking, hiking and biking, such as weight control, reduced risk of cardiovascular disease, reduced risk for type 2 diabetes, reduced risk for some types of cancers, bone and muscle strengthening, mental health and mood improvement, improved ability to do daily activities and prevent falls, if you're an older adult, and an overall increase in the chance of living longer (CDC, 2014). A literature review prepared by Perrins & Bratman (2019) found that, "Outdoor exercise, such as on trails, has been demonstrated to improve mood, restore attention, and decrease anger, depression, and stress, compared to indoor exercise" (p. 5). Additionally, the authors found outdoor recreation can increase social activity, positive social relationships, and can create emotional bonds between people and places, all of which have positive mental health benefits.

The FLC has trail counters installed at three preserves: Los Jilgueros Preserve, Monserate Mountain Preserve, and Dinwiddie Preserve. These trail counters have collectively averaged 8,130 hiking/walking trips per month (3,862, 3,774, and 494 uses per month per preserve, respectively for data collected 1 Jan 19 to 1 Jan 20). The amount of passive use of FLC preserves demonstrates a clear need to continue to provide the service (accessible trails) and expand and improve upon the currently offered service through increased maintenance and creation of new trails, where feasible. Extensive trail use creates wear and tear, often referred to as a hiker's trough, where repeated foot traffic leaves visible impressions that can lead to uneven surfaces and erosion channels that may make it difficult for some users to safely traverse.

In addition to the publicly accessible preserves, FLC also owns and maintains an additional 1,500 plus acres of permanently protected open space in Fallbrook, Bonsall, and De Luz. While not accessible to the public for recreation, these preserves provide health benefits to the residents in the terms of improved air quality, greenhouse gas sequestration, water filtration, and reduced chemical inputs from agriculture, lawn, and garden runoff.

Becker et al (2019) found that county level Medicare spending across the contingent United States tends to be lower in counties with green cover, such as forest and shrubland, whether publicly accessible or not compared to counties dominated by other types of landcover. The relationship between Medicare spending and landcover persists even when accounting for economic, geographic or other factors that might independently influence health care costs.

Reference your supporting data below.:

Becker, D. A., Browning, M. H. E. M., Kuo, M., & Eeden, S. K. V. D. (2019, February 28). Is green land cover associated with less health care spending? Promising findings from county-level Medicare spending in the continental United States. Retrieved from <https://www.sciencedirect.com/science/article/pii/S161886671830534X>

Healthy Places. (n.d.). Retrieved April 1, 2020, from <https://www.cdc.gov/healthyplaces/healthtopics/parks.htm>

Perrins, S. & Bratman, G. (2019). Health Benefits of Contact with Nature: A Literature Review Prepared By Sara Perrins and Dr. Gregory Bratman of the University of Washington for the Recreation and Conservation Office. Retrieved from <https://www.americantrails.org/images/documents/HealthBenefitsofNature.pdf>

What other organizations within the community offer similar programs/ services that address this need?:

The County of San Diego Department of Parks and Recreation currently operates one open space preserve with trails in Fallbrook: the Santa Margarita County Preserve. The Wildlands Conservancy owns the Santa Margarita River Trail Preserve. These two preserves contain hiking and equestrian trails in the Santa Margarita River valley of the De Luz community.

Program/Services Description

The Fallbrook Regional Health District has identified several health disparities that effect the long term health and well being of our community. The following questions address how your program addresses these concerns. :

Which one of the following categories best describes the primary goal and objectives of your program?:

Prevention/Education: Supplies/training of health practices or to prevent/control of disease/injury.

Which of the following health disparities does the program address:

- Behavioral & Mental Health (e.g., Anxiety, Depression, Substance Use,)
- Cardiovascular health (e.g., High Cholesterol, Hypertension)
- General Fitness
- Youth Services (non-school based)

Describe how the program provides the service.:

FLC preserves that are open to the public are open from dawn until dusk for all residents and visitors, free of charge. FLC staff and volunteers maintain the preserves and trails, as well as conduct outreach efforts in the community to inform residents of the open spaces and trails available to them. Program participants receive services related to physical and mental health through activity on FLC preserves.

As mentioned above, trail count data is available at three FLC preserves. This program will fund the purchase, installation, and collection of trail count data from three other FLC preserves: Karen Tucker Preserve at Heller's Bend, Engel Family Preserve, and Gird Valley Preserve. Together with the trail counters already installed, the FLC will be able to generate additional data on trail and share with the community.

What is/are the program goal(s) and what are the objectives for each goal.:

Define goal #1 for this program :

Improve and maintain FLC trails and open spaces in an effort to provide safe and reliable trails accessible to people of all abilities and enhance the biological functions of the open space.

Number of Objectives for this program:

4

Objective 1: Collect trail use data to inform management decisions.

Objective 2: Map preserve trails by section to prioritize improvement needs.

Objective 3: Maintain and improve 13 miles of FLC trails to ensure safety and accessibility.

Objective 4: Maintain and enhance 2,100 acres of open space to continue to support ecological services for the district.

Measuring Success for Goal #1:

Obj 1: Trail counters will be purchased and installed at Karen Tucker Preserve at Heller's Bend, Engel Family Preserve, and Gird Valley Preserve in quarter one of the program. Data from the new trail counters, as well as data from existing trail counters, will be collected monthly. Preserve usage, paired with deliverable from objective two, will help guide management decisions and prioritize improvement projects.

Obj 2: The FLC trails are currently mapped in their entirety. The FLC will break each trail down into segments based on trail condition, slope, or other defining feature to prioritize improvement projects. Eight separate trail maps will be created or refined in quarter one of the program. Trail maps will be printed and, where applicable, distributed to program participants.

Obj 3: FLC staff will implement trail improvement and maintenance projects beginning in quarter one and will continue through the close of the program. FLC will report staff time spent on each trail and mileage improved or maintained.

Obj 4: FLC staff will implement preserve enhancement projects beginning in quarter one and will continue through the close of the program. FLC will report staff time spent on each preserve and acreage enhanced or maintained.

Define goal #2 for this program if applicable.:

Anticipated Acknowledgment

Acknowledgment: The FLC distributes a monthly e-blast to more than 1,000 e-mail addresses and distributes a semi-annual print newsletter to approximately 400 households and businesses. An acknowledgement line with the FRHD logo will be included in each e-blast and print newsletter. The FRHD logo will be placed on FLC's website to acknowledge the District as a sponsor. Additionally, the FLC will promote the District and the program through its social media platforms.

Financial Reporting & Budget

Has your organization requested funding from FRHD for this program before?: Yes, requested but not funded

Have grant funds awarded to your organization ever been withdrawn, reduced or discontinued?: No

Please list other grant funders that have been approached by your organization in the past 3 years, including FRHD. Include Name, Date, Amount Requested, Declined or Pending.:

County of San Diego Community Enhancement Program, 2020, \$14,000, Pending. Save Our Forest, Native Plant Restoration Team, Stagecoach Sunday sponsorship.

US Fish & Wildlife Service Partners for Fish & Wildlife Program, 2020, \$15,000, Pending. Gird Valley Preserve restoration and enhancement project to support coastal sage scrub habitat

County of San Diego Community Enhancement Program, 2019, \$10,000, Received. Save Our Forest, Native Plant Restoration Team, Monserate Mountain Preserve, Stagecoach Sunday sponsorship.

County of San Diego Neighborhood Reinvestment Program, 2019, \$50,000, Received. Monserate Mountain Trail Improvement Project.

Eddy Foundation, 2019, \$10,000, Received. FLC trails committee coordinator.

FRHD, 2019, \$42,503.52, Declined. Promoting Community Wellness Walking.

FRHD, 2019, \$60,827.12, Declined. Save Our Forest Environmental Education Program Expansion.

State of California Natural Resources Agency, 2019, \$492,500, Declined. Acquisition to complete 16.3 Mile Monserate-Meadowood Trail.

The San Diego Foundation, 2019, \$25,000, Declined. Save Our Forest Environmental Education Program Expansion.

County of San Diego Community Enhancement Program, 2018, \$8,000, Received. Save Our Forest, Native Plant Restoration Team, Monserate Mountain Preserve, Stagecoach Sunday sponsorship.

County of San Diego Neighborhood Reinvestment Program, 2018, \$11,070, Received. Palomares House A/C Project.

FRHD, 2018, \$10,000, Received. Expanding Community Wellness Walking Resources.

Please list the fund raising events conducted by yourself or other organization(s) where proceeds have been designated to your organization as beneficiary of funds raised. Include Name, Date, Amount:

Fallbrook Firefighter's Association, 9/11 Memorial Hill Climb. September 2019. \$500.

Fallbrook Land Conservancy, Stagecoach Sunday Annual Fundraiser. Oct 2019. \$54,006.19 (gross).

Fallbrook Village Rotary, Turkey Trot. November 2019. \$2,200.

Describe your plan for maintenance/ continuation of the proposed program beyond the 2020-2021 fiscal year.:

The FLC will continue to solicit donations and build our endowment funds to cover the costs associated with the program in future years.

Describe what other funding sources will be used to support this program; include fees for services contracts or other revenue sources?:

The FLC will use general fund sources to support this program, as well as preserve specific funds where applicable. FLC will continue to search and apply for other grant opportunities to support the program and further FLC's mission.

Program Budget File: 2020_2021_FRHD_CHC_Program_Budget_Form_trail maintenance final.xlsx

Attestation: • I certify that all information presented in or attached to this Application is complete and accurate

Payment

Scan

No matches were found

Approval

Requested Amount: \$27,197.63

***Recommended Amount:**

Prior Approved Grants:

Request Status: External

Contact

Salutation: Ms.
***First Name:** Karla
Middle Name:
***Last Name:** Standridge
Title: Executive Director
Address: 1815 S STAGE COACH LN
Address 2:
City: FALLBROOK
State: California
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Zip/Postal Code: 92028-4400
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Contact Type:
Creation Date: 04/06/2020
Last Saved By: 1000000010519833
Last Saved Date: 06-APR-20 09.49.40.903713 PM
Notes:
***Internal Use Only?:** N

Suffix: