

# ENGAGE EDUCATE ENCOURAGE



## ABOUT US

Keep Coyote Creek Beautiful is a community-based organization that works in partnership with community groups, public agencies and students along Coyote Creek located in south San Francisco Bay.

## OUR VISION

- Coyote Creek is a resilient ecosystem for all living things to enjoy.

## OUR MISSION

- Engage, Educate and Encourage – Bringing communities together to take action for, learn about and play along a healthy Coyote Creek.

## VALUES

- COMMUNITY creates a sense of belonging
- COMMUNICATION enables us to share
- EQUITY builds balance
- TEAMWORK inspires action
- FUN encourages discovery

## STRATEGIC PRIORITIES

- Elevate our Brand as the trusted authority and reliable expert in all things concerning Coyote Creek.
- Strengthen Organizational Capacity by securing resources necessary to accomplish our plan while growing sustainably.
- Promote Equity, Inclusion and Environmental Justice by closing the nature gap for marginalized communities that interact with the Coyote Creek Watershed.
- Create a Parks Conservancy to manage Coyote Meadows, Kelley Park, Olinder Park and William Street Park.