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Dear PIA Leaders and Friends:

I hope this message finds you well and finishing off an enjoyable summer. I'm writing to let you know about Peninsula Interfaith Action's (PIA) organizational direction for the next few months. As you probably know, I was hired in late August to begin a process of reflection, evaluation, and planning with PIA's Board of Directors and a temporary organizing committee that we are calling the Steering Committee. *The purpose of the Steering Committee is to refocus and reinvent PIA so that we can be accomplishing effective social change through organizing on the Peninsula.* The Steering Committee is open to all PIA leaders and allies.

The reinvention process must ask three fundamental questions:

**Why** is PIA an important vehicle for change on the Peninsula  
(in other words, what is our purpose)?

**What** must PIA do in order to be a more effective vehicle for change?

**How** do we do that?

**The first step to answering these questions is to understand the unique political, economic and social environment on the Peninsula.** It is a different environment than the one that PIA was born in! Things are changing quickly and we need to adapt our organization to those changes. In order to understand our environment and the kind of organization PIA must be to create change, we are going to hold Research Actions with key allies and PICO colleagues. The people we will meet with and those responsible for setting the appointments so far are:

- Erika Katske (San Francisco Organizing Project) – Karyl Eldridge
- Matt Hammer (People Acting in Community Together, San Jose) – John Sequeira
- Corey Timpson (PICO CA Project) – TBD
- Stephanie Gut (PICO National) – TBD
- Adam Kruggel (Contra Costa Interfaith Supporting Community Organization) – TBD
- George Wesolek (San Francisco Catholic Archdiocese) – Ross Weir

More Research Actions may be set and we will send out more information as the dates are scheduled. This is a great opportunity to think strategically with our PICO colleagues and allies. *All are encouraged to participate.* If there is a Research Action you would like to participate in, please contact the PIA office.

The timeline for our reflection, learning and planning will be from now until December. By then we hope to have clarity about PIA's future direction and organizational strategy. **The next Steering Committee Meeting is October 10 at 6pm at Woodside Road United Methodist Church in Redwood City** where we will have a potluck, hear reports on our research, and decide on next steps (meeting minutes from the previous meeting are available by clicking the link below). This meeting will be in preparation for the PIA-wide **General Assembly on October 17** at the same location (flyers will be available soon for distribution). Please RSVP to the PIA office for both meetings.

If you have any questions, please don't hesitate to call the PIA office at 650-592-9181 or email me at [jenniferpia@sbcglobal.net](mailto:jenniferpia@sbcglobal.net). I look forward to working with you all over the next several months.

Sincerely,

Jennifer Martinez  
Executive Director in the Interim  
Peninsula Interfaith Action