



LOCAL GREEN BUSINESS: TIERRA DATA INC. | BY JOSEPH KEAN AND LAUREN WASHINGTON

Tucked away in the hills of Valley Center in North San Diego County, Tierra Data Inc. has provided environmental consulting services to satisfied clients for 27 years. The woman-owned small business conducts its core operations on four rural acres. Employees work in an unconventional office converted from a fruit packing shed surrounded by a sustainably-farmed produce garden, fruit and nut orchard, and native plant garden/nursery. The office building uses 100 percent of its power generated from solar panels.

Tierra Data Inc. consists of marine scientists, terrestrial ecologists, permit specialists, an ecological restoration group, environmental planners, and biogeographers. As a California Underutilized Disadvantaged Business Enterprise (UDBE), Tierra Data builds partnerships with larger firms in planning, engineering, and architectural fields to grow its capacity. These valued collaborative partnerships enable Tierra Data Inc. staff to grow professionally and keep abreast of innovative applications in the fields of conservation, sustainability, and environmental planning.

The unique work environment at Tierra Data Inc. reflects the progressive and innovative approach taken to addressing each client’s environmental needs, and promoting the long-term relationships that have been a hallmark of its history. Owner Liz Kellogg relates: “Our small size makes us agile, flexible. And it belies our depth. Several project coordinators have over 15 years of experience and four of have over 30 years. Above all I want to promote a problem-solving atmosphere with small, integrated teams assembled around the core concerns of each client, an atmosphere where both our passion for conservation and our livelihoods benefit.”

Keeping technologically savvy has also been a hallmark of Tierra Data Inc.’s ability to extend its efficiency and capacity. Jim Kellogg leads the GIS/IT work and says:”Keeping on top of the data flow between the field and reporting to the client or agency is something that benefits from the latest tools in the field; we are re-working our field forms now in ways that could not have

been accomplished even six months ago.” The marine team is particularly adept at the technological side, with a fleet of five boats and equipment for sediment and water quality sampling, underwater sonar, and video.

A Tierra Data Inc. philosophy is that workplace morale improves the quality of services provided to clients and the ability to take on the next challenge. TDI employees enjoy frequent lunches often prepared with produce from the gardens on the property. Asked about the future of a sustainable work environment,

Liz Kellogg said, “I want to continue to tackle our water and energy footprint, to help us be part of the solution rather than part of the problem of sustainable natural resource use for human well-being.”

If you would like to learn more about the environmental services TDI has to offer, please visit <http://tierradata.com> or the TDI Facebook page - <https://www.facebook.com/pages/Tierra-Data-Inc/266919223407607>.



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