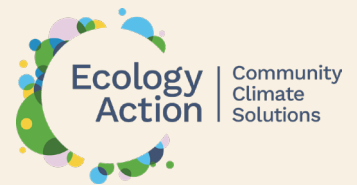


2024 IMPACT REPORT



**“WHAT STANDS OUT MOST IS HOW ECOLOGY ACTION
MEETS PEOPLE WHERE THEY ARE, OFFERING PRACTICAL,
ACTIONABLE STEPS THAT MAKE CHANGE FEEL POSSIBLE.”**

—LESLIE AUSTIN, COMMUNITY MEMBER



2024: A YEAR OF COLLECTIVE CLIMATE IMPACT.

Partnering with communities, we made climate solutions more accessible through education, incentives, and hands-on programs. From cutting emissions to expanding clean mobility and energy efficiency, we served 44,844 people—empowering them to be part of the solution. Together, we helped avoid over 25 metric tons of GHG emissions, proving that collective action drives a healthier, more sustainable future.

44,844

PEOPLE DIRECTLY SERVED

25,902

**METRIC TONS CO₂ EMISSIONS
EQUIVALENT AVOIDED**

12,000

**TOTAL COMMITMENTS MADE TO
CLIMATE RESILIENCE**



157

**ENERGY EFFICIENCY
PROJECTS DELIVERED**



563

**EV CHARGERS INSTALLED AT SMALL
BUSINESSES MULTIFAMILY RESIDENTIAL COMMUNITIES**

75

**ELECTRIC VEHICLES PURCHASED
WITH OUR SUPPORT**



19,316

**STUDENTS RECEIVED BIKE &
PEDESTRIAN SAFETY TRAINING**

133,472

GALLONS WATER SAVED



CLIMATE RESILIENCE FOR ALL

Dear Friends,

At Ecology Action, we believe real climate action starts locally—where people live, work, and connect. In a time when every step forward in environmental progress feels like it is met with two steps back, our work has never been more critical. Every day, we partner with businesses, cities, and individuals to accelerate a climate-resilient future with practical, inclusive solutions that benefit everyone—because every person matters, and every action counts.

This year, we've expanded local efforts that cut emissions and make sustainability more accessible. Taper helps businesses reduce energy use and costs. Modo's bike programs get more people onto two wheels, while EVs for Everyone removes barriers to clean mobility. Meanwhile, Ratio Institute drives sustainability in food retail, creating industry-wide impact.

We know climate solutions must be equitable. This year, we focused on serving people from under-served communities, ensuring lower-income households and communities disproportionately affected by climate change are uplifted by shared solutions. Through bike safety programs, safer streets initiatives, and energy efficiency solutions for local grocery stores, we make sustainable choices accessible to all.

The challenges ahead are real, but change happens from the ground up. When cities, businesses, and individuals come together, we can build a future that is not just carbon-neutral but healthier, more connected, and more just. Thank you for being part of this movement—your commitment makes all the difference.

With gratitude and determination,



Jim Murphy
Executive Director

2024: A YEAR OF COMMUNITY CLIMATE SOLUTIONS...

With the help of thousands of partners and community members, we made tangible progress towards our mission: to advance equitable community climate solutions in 2024.

Complete Streets

Formalized in 2024, the Complete Streets Initiative is a visionary project designed to transform transportation in Santa Cruz County by creating a safe, comfortable, and accessible transportation network. Inspired by the thriving transportation ecosystem of the Netherlands and case studies like the city of Austin, Complete Streets will drastically reduce greenhouse gas (GHG) emissions, lower injury and death rates, and transform public spaces into vibrant, livable environments. This project will benefit people of all ages, abilities, and socioeconomic backgrounds, ensuring that equity and inclusion are central to its development.

Learn more: ecoact.org/complete-streets



"This Initiative represents the bold thinking we need to address the biggest challenges facing our community... this approach combined with cross-jurisdictional collaboration can fundamentally change how we move, live, and connect in Santa Cruz County."—Claire Gallogly, Principal Transportation Planner, City of Santa Cruz



Community Climate Resilience

2024 was a big year for our regional resiliency initiatives. The Monterey Bay Climate Justice Collaborative gained traction by adopting a consensus Governance Charter, growing to 45 members, and securing over \$1.2M for community-driven climate resilience work.

Our Resilient Central Coast program continued to empower people with the knowledge, tools, and resources to build a more sustainable and climate-ready future.

To date, program participants have committed over 12,000 sustainable actions.

REGIONAL CLIMATE LEADERSHIP:

In 2024, we **partnered with 40+ community-based organizations & municipal departments** to build capacity and advance equity-focused community climate resilience.



AND POSITIVE MOMENTUM...



Active Transportation

Modo is redefining how we move by making sustainable transportation options more accessible, safe, and convenient for all. In 2024, Modo continued to empower communities to choose active and low-carbon ways to get around through bike education, infrastructure advocacy, and e-mobility programs. By reducing barriers to biking and clean transportation, we're building a future where everyone has the freedom to move sustainably.

Learn more: letsmodo.org

*"Through our collaboration with Ecology Action on initiatives like the Bay View bike-to-school events, I've noticed a greater community emphasis on sustainable transportation. **More families are choosing biking over driving**, which has led to reduced traffic congestion and lower carbon emissions." —Renee Golder, Principal, Bay View Elementary*



BUILDING COMMUNITY WITH MOVEMENT

The Modo team **facilitated scores of community events** in 2024, including Walk and Roll to School Days in the Spring and Fall with **37 schools and at least 3,364 students** participating.

Energy and Building Decarbonization

In 2024, our energy efficiency and building decarbonization initiatives helped commercial building owners reduce emissions, improve energy efficiency, and reduce costs. Through expert guidance, seamless project execution, and access to funding, we turned sustainability goals into measurable wins for decarbonization.



POWERING GHG REDUCTIONS:

In 2024, our energy initiatives realized **20,971 MT CO2e emissions avoided** through multiple new energy efficiency and decarbonization offerings.



Electric Vehicles & Infrastructure

EVs for Everyone continued to remove barriers to clean transportation, helping under-served communities switch to electric vehicles through financial aid, education, and hands-on support.

In 2024, Ecology Action expanded EV charging access for businesses and multifamily property owners—providing site assessments, installation, and funding support to meet growing demand. By making EV adoption and charging more accessible, we're driving a cleaner future.



THANK YOU SUPPORTERS AND DONORS!

2024 Volunteer Program Highlights

Ecology Action’s volunteer program gives community members the chance to take direct action for a healthier, more sustainable future. Whether helping at bike events, supporting climate education, or assisting with community programs, our volunteers play a vital role in making sustainability accessible to all. With hands-on opportunities to create real impact, we empower individuals to be part of the climate solution. **In 2024, we partnered with over 80 volunteers to make climate solutions a reality.**

Your Actions Make Our Work Possible

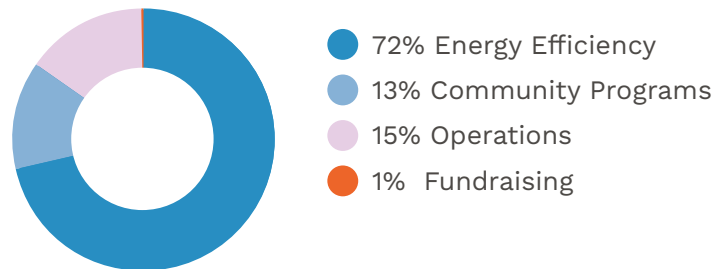
The generosity and dedication of our donors and partners make every success possible. Thank you for standing with us in this critical work. Visit ecoact.org/impact to view a complete list of donors and supporters.



Our Financials: Funding Community Climate Solutions

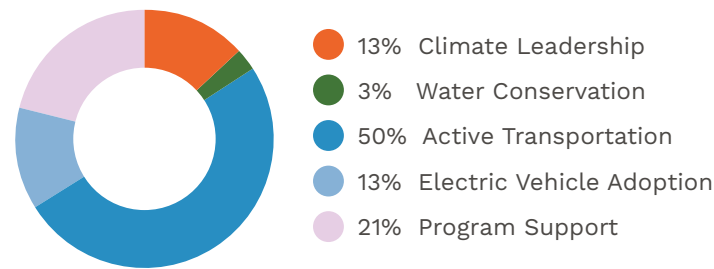
How funding is distributed across our organization

Organizational Investments



Energy Efficiency	\$23,755,796
Community Programs	\$4,370,090
Operations	\$4,955,242
Fundraising	\$86,836
Total	\$33,167,965

Community Programs Investments

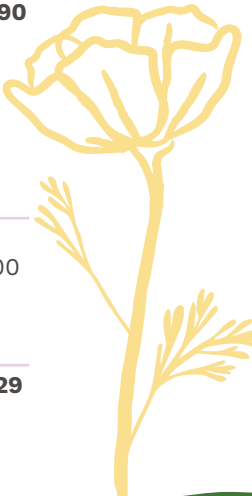


Climate Leadership	\$580,586
Water Conservation	\$117,444
Active Transportation	\$2,202,038
EV Adoption/Promotion	\$556,271
Program Support	\$913,751
Total	\$4,370,090

CharityWatch considers a charity highly efficient when 75% or more of spending goes to programs. At Ecology Action, we exceed that standard, ensuring funds directly support climate solutions that benefit communities and the planet.

2024 Revenue

	Energy Efficiency	Community Programs	General Support	Total
Contracts & Government Grants	\$30,782,794	\$5,051,306	--	\$35,834,100
Contributions	--	\$227,305	--	\$227,305
Other Earned Income	--	--	\$85,123	\$85,123
Total	\$30,782,794	\$5,278,611	\$85,123	\$36,146,529





COMMUNITY CLIMATE SOLUTIONS



LEARN MORE AT ECOACT.ORG/OUR-WORK

WATER & WASTE



**RESILIENT
CENTRAL
COAST**

TRANSPORTATION



**EVS
for
EVERY
ONE**

NetOne

ENERGY

AT THE HEART OF CHANGE

READY TO TAKE ACTION?

Donate



**ECO
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.ORG**

Volunteer

