

2025

IMPACT REPORT

ADVANCING EQUITABLE
COMMUNITY CLIMATE
SOLUTIONS



RESILIENT BY DESIGN

INNOVATION AND EQUITY IN 2025

In 2025, I saw what’s possible when communities lead. We strengthened partnerships, centered equity, and turned climate urgency into practical action—cutting emissions where they’re highest and building resilience where it’s needed most. Our team expanded solutions in clean transportation, building decarbonization, and community preparedness, always guided by the people we serve. Progress wasn’t linear, but momentum was real. I’m proud of our staff, partners, and neighbors who chose collaboration over complacency. As we look ahead, our commitment remains clear: deliver measurable, community-driven climate solutions that help everyone thrive.



Jim Murphy,
Executive Director & CEO

“The work we do is dynamic, challenging and impactful for both commercial customers and multifamily operators. In 2025, our team used their hustle and creativity to overcome funding challenges and still keep charging forward in support of our mission.”



Jane McClellan,
Vice President, Energy Management

“As the national emphasis shifted away from climate action, our teams doubled down on it locally. Every day, we are supporting households to change how they move around their city and prepare for impacts of climate change. I’m so proud of our team’s work!”



Andrew Hoeksema,
Vice President, Community Programs

2025 IMPACT BY THE NUMBERS

Our work in 2025 reduced

14,370

metric tons of CO2e, adding to our total greenhouse gas (GHG) emissions reduction of

233,873

metric tons of CO2e reduced since 2020—

equivalent to carbon sequestered by 234,588 acres of U.S. forests in one year.

In 2025 we directly served

81,248

people with climate solutions

44%

of our 2025 impact occurred in communities comprised of underserved groups, renters, or low-income households.

138

partners we engaged with in 2025

25+ community based organizations
29 trade allies
38 utilities
46 schools

\$11,008,632

incentives delivered in 2025, adding to our total of

\$48,172,229

in customer incentives since 2020.

We helped

417

people adopt sustainable transportation in 2025, adding to the total

828

people who’ve adopted sustainable transportation since 2021.

10,515

employees benefit daily from fewer GHG emissions where they work (thanks to building decarbonization).

In 2025, we installed

290

EV Chargers at 39 properties making sustainable transportation more accessible for 5,460 people.

In 2025,

29,287

students received bike or pedestrian safety training.



**RESILIENT
CENTRAL
COAST**

EVERYDAY
OPPORTUNITIES
FOR LOCAL
CLIMATE ACTION

RESILIENT CENTRAL COAST

In 2025, Resilient Central Coast (RCC) advanced its mission to empower Central Coast communities to take accessible, equitable, and collective action on climate resilience across six counties. The campaign made a strategic shift toward removing barriers, expanding climate action resources, and deepening community preparedness for climate events. We have deepened our impact through focusing on data, user experience, and equitable outreach.



Community Resilience

Building capacity where it's needed most. In 2025, Ecology Action strengthened community resilience by supporting locally led programs that address climate risks while improving quality of life. Through partnerships and culturally responsive outreach, we helped communities prepare for climate impacts, conserve resources, and build long-term stability.



**MONTEREY BAY AREA
CLIMATE JUSTICE COLLABORATIVE**

MONTEREY BAY AREA CLIMATE JUSTICE COLLABORATIVE (MBCJC)

The MBCJC gathers monthly to do the hard work of climate justice in trusting community. The collaborative includes community-based organizations, public agencies, and tribal and frontline leaders advancing equitable climate action across the region. Collaborative convenings are bilingual, inclusive and oriented towards member-led governance. We are building trust and relationships in every aspect of how we do the work.

MBCJC is maturing into a regional force for good through stable funding, strong coordination of lots of active partners, and a dedicated staffing model through our partners at Regeneración Pajaro Valley. Ecology Action's staff play key roles as strategic thinkers and leaders in fund development and readiness to attract and deliver climate investments to the region that reduce emissions, build resilience, and build up frontline community leadership.

RCC is developing high-impact educational programming, hosting well-attended webinars on climate risks and neighborhood emergency preparedness, and growing content focused on wildfire, flooding, extreme heat, and household electrification pathways. We are growing partnerships across the region, state, and nation. At the same time, RCC piloted a neighborhood emergency preparedness model with the City of Santa Cruz designed for regional scalability. Together, these efforts reinforced RCC's position as a trusted connector supporting informed, resilient, and climate-ready communities across the Central Coast.



Learn more: resilientcentralcoast.org

Energy

Decarbonizing buildings and expanding access to clean transportation solutions. In 2025, Ecology Action expanded access to electric vehicle charging and building decarbonization solutions, ensuring that renters, multifamily residents, and commercial businesses could participate in the clean energy transition.

EQUITABLE EV CHARGING

In 2025, our EV charging programs advanced equitable climate solutions by expanding access to clean transportation infrastructure where it was needed most. We partnered with local agencies and community organizations to plan scalable charging solutions that cut greenhouse gas emissions while prioritizing community needs. Through inclusive engagement, innovative planning, and data-driven decision-making, **Ecology Action gave EV charging access to 5,460 people by installing 290 EV ports**, thereby removing barriers to EV adoption, supporting communities disproportionately impacted by climate change, and driving measurable progress toward a cleaner, healthier future.

Learn more:
ecoact.org/ev-charging



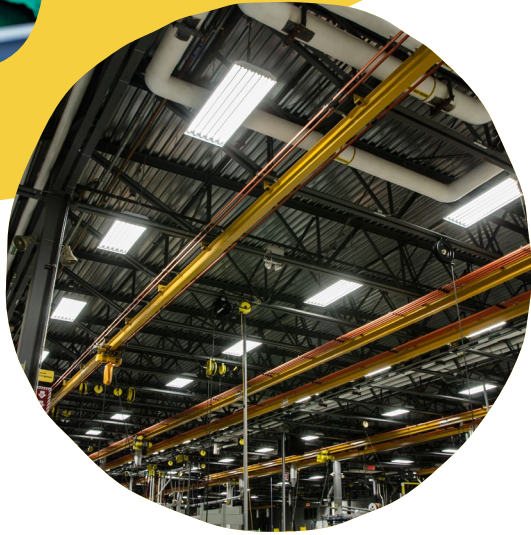
81%
of EV chargers
were installed in
underserved
communities

5,460
people served



Dennis Lynch,
EV Charging Project Manager

“From influencing national policy recommendations to improving local access to sustainable transportation, 2025 showed how our team’s resilience and commitment to collaboration enable our offerings to grow from our roots in equity and community.”



COMMERCIAL ENERGY MANAGEMENT

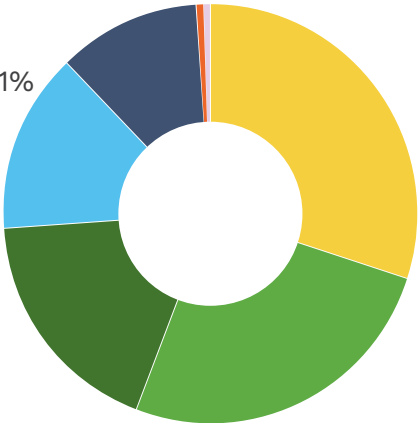
In 2025, we partnered with utilities, customers, and community stakeholders to deliver **190 energy efficiency projects** that helped people and organizations take practical climate action. Together, these efforts saved approximately 5.6 million kWh and 1.6 million therms—**avoiding about 13,501 metric tons of CO₂e, equivalent to carbon sequestered by 13,542 acres of U.S. forests in one year.**

Our work focused on real-world solutions, from lighting and heat pump water heaters, to refrigeration and building system upgrades, supporting business across multiple sites. By **collaborating with 30 utility programs** and tailoring incentives, we expanded access to impactful energy solutions that reduce costs, lower emissions, and advance equitable community climate solutions.

Learn more:
ecoact.org/energy-management

Energy Projects by % of Metric Tons of CO₂e avoided

- Refrigeration 30%
- Lighting 26%
- Multi-Measure 18%
- Heat Pump Water Heaters 14%
- Building Management Systems 11%
- HVAC <1%
- Other <1%



Transportation

Clean mobility for everyone. Transportation remains the largest source of emissions in California—and one of the greatest opportunities for change. In 2025, Ecology Action helped thousands of people adopt cleaner, safer ways to get around, from electric vehicles to biking and walking.

EVS FOR EVERYONE

EVs for Everyone expanded access to electric vehicles through financial incentives, multilingual education, and personalized one-on-one guidance, helping households navigate vehicle options, incentives, charging, and financing. In 2025, we also hosted Ride & Drive community events, giving residents hands-on opportunities to experience EVs and ask questions in a trusted, community setting. To scale this support, we developed and launched an online EV Advisor Course, building the capacity of community partners and advisors to provide trusted EV guidance statewide.

Learn more: evsforeveryone.org



Danny Ordaz, Program Manager

“I’m very proud of the work the EVs for Everyone team has accomplished, helping people purchase electric cars despite incentives ending and rising costs, while continuing to exceed expectations and earn community trust.”



ADELANTE WATSONVILLE

Adelante Watsonville advanced community-driven transportation solutions rooted in local leadership, prioritizing safer streets, active transportation, and mobility options that serve community needs. In 2025, the program supported the launch of Miocar, an EV car-share service that expands affordable access to clean transportation, and hosted Comunidad en Movimiento, a community celebration centered on mobility, safety, and climate-friendly transportation. Adelante Watsonville also delivered youth-focused outreach, including classroom instruction, on-bike skills building, and group rides that encourage confidence, safety, and joy while biking.

Learn more: letsmodo.org/watsonville



524
people served
in 2025

129
EV's purchased or
leased in 2025

3,841
people educated
in 2025

89
educational
experiences
delivered in
2025

2,605
students served
in 2025



“Seeing youth and families build confidence through transportation has been transformational. In 2025, our team stayed resilient by centering community, creating joyful moments, and expanding transportation options for both everyday needs and healthy living.”



Celeste Guitierrez, Program Manger

SAFE ROUTES TO SCHOOL
IN MONTEREY COUNTY

In 2025, Ecology Action partnered with the Transportation Agency for Monterey County to advance safer, healthier, and more equitable transportation options for students and families through Safe Routes to School education and encouragement programs. This work equipped young people and caregivers with the skills and confidence to choose walking and biking for everyday trips.

Throughout the year, our team delivered bilingual, age-appropriate pedestrian and bicycle safety education at schools across Monterey County, combining classroom learning with hands-on practice that fostered confidence, curiosity, and real-world application. Programs were designed to meet students where they are, accounting for language access, income barriers, and varying levels of experience so every child could participate safely.

Beyond the classroom, the program strengthened community capacity by supporting Walking School Buses, training volunteers and crossing guards, and expanding traffic garden education. Family events and encouragement activities reinforced a shared culture of safety and highlighted streets as spaces for community connection.

This work reflects our commitment to equitable access, local leadership, and lasting behavior change. By investing in youth today, Safe Routes to School is helping build a future where healthy, climate-friendly transportation options are accessible to all Monterey County families.

Learn more:
saferoutesmonterey.org



“I’m incredibly proud of the impact we had in King City this year through Walking School Buses. Seeing families continue the program after our support ended shows that we’re creating real, lasting behavior change in the community.”



Leann Leon,
Program Manager



Safe Routes
to School

4,077
students in Monterey
County served with
bike or pedestrian
safety education



546
students who
learned to ride a
bike for the first
time

COMMUNITY-BASED PLANNING

In 2025, Ecology Action’s Community Planning Team advanced long-term safety, mobility, and climate goals by helping communities co-create transportation solutions rooted in lived experience, local knowledge, and equity.

Through collaborative planning and outreach, the team supported jurisdictions across the Central Coast in re-imagining streets as places that protect lives, connect neighborhoods, and invite walking, biking, and rolling for people of all ages and abilities. We also helped to meaningfully advance local initiatives and create plans with community buy-in that jurisdictions can use to apply for funding to implement tangible improvements.

In **North Monterey County** the team worked with families, students, educators and neighbors on a Safe Routes to Schools plan that prioritizes safety around campuses, reinforcing shared ownership of outcomes and building momentum for implementation. The team guided a group of committed stakeholders through a community budgeting process to allocate a \$1M grant to the community’s most urgent projects.

In **Watsonville**, the Community Planning Team advanced the Vision Zero corridor study on Freedom Boulevard, pairing data analysis with robust public engagement to create a street concept that used proven design interventions to reduce fatalities and serious injuries for one of the city’s most dangerous corridors.

In **Santa Cruz**, the team supported City of Santa Cruz’s Active Transportation Plan Update and related outreach efforts by designing accessible engagement opportunities that invited broad participation and clear feedback from residents. The plan identifies projects, policies, and programs that will refine the City’s approach to active transportation and create solutions to complex problems for a future transportation system that supports active travel, equity, and climate resilience.



Bennett
Williamson,
Senior
Planner

“In 2025, our team had the opportunity to work across the Central Coast in ways that felt both meaningful and energizing—exploring barriers to EV ownership and the impacts of extreme weather; talking with parents and students in Monterey County about unsafe roads around their schools; hearing from bus riders in Salinas about what could improve and speed up their commute; and understanding the experience for pedestrians and wheelchair users along Watsonville’s busiest roads. We love the time we get to spend out in the community. Each individual story we hear helps to shape our plans for building streets that help everyone get around safely. We’re proud to help communities navigate change toward a more resilient, less car-dependent future, while staying grounded in the places we call home.”



SANTA CRUZ BIKEWAY

The 2025 Santa Cruz Bikeway Pilot advanced active transportation through the a community-driven, low-stress bike route designed to make cycling safer and more accessible using existing streets and car-free trails. Our team installed 160+ wayfinding signs, launched a digital map and resources, and hosted community group rides to activate the route and gather feedback. **The pilot demonstrated strong safety and comfort outcomes, reinforcing the demand for low-stress biking options.**

Learn more: letsmodo.org/sc-bikeway



86%
of respondents
reported they felt
“safe” using the
route.

95%
of respondents
said they would
like to see more
designated low-
stress routes like
this in the Santa
Cruz area



Tatiana Burdiak,
Director of Marketing Strategy

“The Santa Cruz Bikeway created positive buzz and sparked curiosity about new low-stress ways to connect our community neighborhoods. During the pilot, we mapped out a safe route, got people riding and gained valuable insights into what residents want and need for transportation mobility, all through a inclusive and innovative experience.”



COMPLETE STREETS

In 2025, Ecology Action advanced the Complete Streets Initiative as a regional, collaborative effort to transform how transportation systems are envisioned, planned, and delivered across Santa Cruz County and neighboring jurisdictions. The year marked a shift from vision-setting to coordinated action—strengthening cross-jurisdictional partnerships and supporting tangible project progress.

Strengthening Regional Collaboration

Throughout 2025, Ecology Action convened the Complete Streets Collaborative—a growing cohort of public agency leaders, planners, and decision-makers committed to safer, more equitable streets. New partners expanded representation across cities, transit agencies, and regional bodies, strengthening shared leadership. With 13 agencies now engaged, the collaborative continues to build momentum.

Advancing Projects and Policy Conversations

Ecology Action provided technical, strategic, and communications support to help jurisdictions move Complete Streets concepts into practice. This included guidance on corridor studies, safety improvements, tactical and quick-build projects, and long-term planning efforts. Partners advanced real projects on the ground—including intersection safety upgrades, campus and corridor improvements, and pilot installations—while also positioning initiatives for future funding and implementation.

Laying the Foundation for Long-Term Impact

The Complete Streets Initiative is positioned for continued growth. While funding and capacity shaped the pace of work, the year concluded with stronger partnerships, clearer priorities, and a shared understanding of how

“This initiative represents the art of what’s possible. Building new relationships among agencies, sharing ideas, and solving problems with multiple perspectives are moving the shared vision of a safe, sustainable, and equitable transportation system forward!”



Matt Miller, Director of
Mobility Transformation

regional collaboration can deliver tangible results. Ecology Action launched a strategy development process—continuing into 2026—to further focus the collaborative’s efforts and accelerate the transition to a safe, multimodal transportation system for people of all ages and abilities.

Learn more: ecoact.org/complete-streets



13
agencies &
jurisdictions

33
collaborative
members

Gratitude & Growth

Our impact is made possible by our partners, funders, staff, and the communities we serve. In 2025, like many other climate organizations, we adapted to dramatic shifts in funding priorities and availability. Through innovation and collaboration, we deepened our partnerships, refined our strategies and grew our impact despite these emerging challenges. As we look to 2026, we remain focused on delivering measurable, equitable climate solutions—and on learning alongside the communities leading the way.

FOR 2026, our commitment remains clear: climate action that works for everyone. We are on track to reach our goals in emissions reductions, access and equity outcomes, and community-driven solutions. We will continue to meet our mission through innovation and collaboration with the communities we serve.



OUR MISSION:

to advance equitable community climate solutions in high ghg-emitting sectors.

OUR VISION:

a rapid reduction in greenhouse gas emissions minimizing climate impact on all people and planet.

OUR VALUES:

CONNECTION:

to people and planet

ACCOUNTABILITY:

deliver beyond expectations

INCLUSION:

space for all collaborators

INNOVATION:

groundbreaking solutions



Community
Climate
Solutions

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ACT
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www.ecoact.org/impact