

POWERFUL

VOICES

INSPIRING

CHANGE





Powerful Voices, Inspiring Change

There's a reason that one of the first things we ask someone new is, "Where's home for you?"

Sharing where we live conveys some of who we are as individuals. But 'home' has a deeper personal meaning. It's a metaphor for safety, ease, and comfort. When we feel at home in the world, we can truly be ourselves. We wear existence like a warm blanket; we belong.

For many of us, the Monterey Bay area is the place we call home. It's where we work, learn, play, create memories, and face challenges – and it seems that there are plenty of those these days. A historic pandemic, sweeping wildfires, extreme heat, and drought all threaten our survival. These threats are felt even harder in communities that have been historically edged out of equal opportunities. People impacted by centuries of systemic inequity are reeling from the more recent unnatural disasters that have displaced them from their homes and left them without a chance to make a decent living.

At Ecology Action, we believe that climate justice is social justice, that everyone has a role in the environmental movement, and that protecting the planet often means amplifying the voices of those who have been unheard and disproportionately impacted. We're deeply honored to share a few stories that capture how we are partnering with under-resourced communities to drive progress and create tangible positive change – here in our home.

In the face of some of our most challenging climate realities, we encourage everyone to join something, say something, or start something so that we can all rise together.

With hope,

From all of us at Ecology Action



Impact Summary



43,785

children, adults, and seniors supported

80 Billion pounds of CO₂

reduced since 2003 = 1 Million cars off the road for a year



2021 YEAR IN REVIEW

6,558



local kids taught walking and biking safety across San Mateo, Santa Clara, Santa Cruz and Monterey counties

5,024

people educated about Electric Vehicles. **78% of low-income residents**, 371 individuals in total, are receiving personal guidance to purchase an EV



18,403

middle school students taught Electric Vehicle STEM curriculum across seven California counties



478

families in rental units benefiting from **17 Electric Vehicle chargers installed** at three housing complexes in the Bay Area.



Keeping Kids Safe and Active

Youth Walk + Bike Skills for Life

Throughout the Monterey Bay and along the Peninsula, our classroom and experiential-based programs teach school-aged kids how to bike and walk safely. Unintentional injuries are a leading cause of death for youths under 18. These are life-saving skills that keep kids safe and reduce traumatic injuries. This skillset also has multiple benefits: it fosters healthy lifestyle habits, 24 extra minutes of exercise daily improves mental health, it connects kids to their communities, and it increases their academic performance. And it's fun while inspiring the next generation of climate stewards.



Walk and Bike to School Day

Our mission is to make walking and bicycling easy, fun, and safe so that it becomes an integral part of our daily lives for health benefits and a climate-safe future. By focusing on local kids biking and walking, Walk and Bike to School Day supports our families and shows communities just how important safe pedestrian and bicycle pathways are. Ecology Action has coordinated Bike/Walk to School Day for more than twenty years in Santa Cruz County. The pandemic interrupted the Bike/Walk to School Day in 2020, but, in 2021 we returned for our 27th year of Walk and Bike to School Day.

Every Child Deserves Safe Routes to School

In partnership with the Transportation Agency of Monterey County, our goal is to support kids to become healthier and more street-savvy when they are walking and biking. This means ensuring that every 5th grader in Monterey County has access to bike safety training and, through our training, gains bike safety skills that they can use throughout their life. We are also working to teach all Monterey County 2nd-graders pedestrian safety skills to keep them active and safe.

See our youth education programs in action at Ecoact.org/Impact

BIKE SKILLS = LIFE SKILLS

"I like biking because my family and I spend time together when we ride and it's fun!"
—Alicia C.



HIGHLIGHTS

2,507
Community members participated in Bike & Walk to School Day

38
Schools participated in Bike & Walk to School Day

Inspiring Carbon-Free Mobility

Getting More People Moving by Bike

With a focus on individual and community health and fighting climate change, we lead Bike Month (May) and Biketober (October) to help get more people moving by bike in Santa Cruz County. We use behavior change science, education events, community rides, and the Santa Cruz County bike challenges to encourage more people to get on their bikes more often. Whether you're commuting to work, taking trips to the store, or riding for fitness or with your family, you are part of our effort to create safer streets, more connected communities, a healthier planet, and increased wellbeing for all. This year we piloted leading group rides on low-stress, cross town routes around Santa Cruz County to help people explore safe routes to popular destinations.



BIKE MONTH



SAFE GROUP RIDES: EMPOWERING ALL RIDERS

"It was reassuring to have skilled bike folks to accompany and guide me. I learned what my limits are and feel safe now, taking flat rides in the vicinity of my West side home, which means I can bike to the Farmers Market and to West Cliff to walk. Ecology Action Rocks!!"

—Sheila C.

Hear what others are saying about Safe Group Rides at Ecoact.org/Impact



HIGHLIGHTS

1,708

Participants for Bike Month and Biketober

115

Workplaces participated

150

New riders inspired to participate

Inspiring Carbon-Free Mobility.

Increasing Bike Safety & Bike Culture at UCSC

In partnership with the University of California Santa Cruz, we are on a mission to get more Slugs moving more safely and make UCSC a leading bike campus for the nation. We launched Slug Bike Life to bring students and staff safety equipment, training, free bike mechanic services, and lots of fun events along the way to decrease the high rates of bike crashes while increasing bike ridership on campus for healthier folks, cleaner air, and more joy in the daily commutes.



“ SLUGS DON'T LET SLUGS RIDE ALONE

“As a grad student in my third year at UC Santa Cruz Slug Bike Life gave me the support and resources I needed to get riding. This is my first time riding in Santa Cruz and the community rides supported me to connect with community in Santa Cruz and see a different perspective of the city.”

— Aaron M.



EBIKE EMPOWERMENT

I attended an eBike webinar with Ecology Action... I never thought I could make it all the way to work on a bike, but I did it! Biking is a great way to start and end the workday with some fresh air and exercise, and the views of the ocean from the UCSC Great Meadow Bike Path can't be beat!

— Sarah S.



The Future is Electric and We're Charged Up!

EVs for Everyone/EVs Para Todos

Transportation is now the largest source of carbon emissions in the U.S. With the state of California's executive order requiring all new cars sold in California to be zero-emission vehicles by 2035, we need to transition existing vehicles to electric vehicles (EVs) much sooner to preserve a livable planet. We lead the collaborative EVs for Everyone/EVs Para Todos campaign, designed to engage and inform low- and moderate-income residents that EVs can meet their driving needs at an affordable price. Our team of EV Community Ambassadors provide one-on-one EV purchase guidance support to help lower-income residents from Santa Cruz to Ventura Counties access grants and incentives to purchase their first EVs.



Harnessing the Power of Curiosity and Learning

In partnership with Fused Learning, LCC, we bring STEM (Science, Technology, Engineering, and Math) to upper elementary and middle school students in seven counties across California to teach them about EVs, EV technology, and EV infrastructure and share their learnings with their families and community. Our EV STEM program not only educates students about electric vehicles, it also inspires them to imagine their own career opportunities that exist in the growing EV field. In 2021, we educated over 18,403 students and teachers with our EV STEM curriculum and helped them envision an electrified, zero-emission transportation future.

MAKING EVS ACCESSIBLE TO ALL



"I bought my Nissan Leaf with the help of the EV's for Everyone program and it's been one of the best decisions I've made. Choosing an electric vehicle is great, I save money and have a positive impact on the environment."

—Danny O.

Hear Danny share his story at Ecoact.org/Impact



HIGHLIGHTS

260,140

Residents reached (in English and Spanish) about benefits of EV ownership

530

Instances of one-on-one assistance to individuals in low-income communities

60

New EV Owners from low-income communities

The Future is Electric and We're Charged Up!

EV Charging Accessible to All

In many U.S. cities and towns, the personal automobile is one of the single greatest polluters when the greenhouse gas emissions from those millions of vehicles are collectively added up. Residents of multifamily residential communities make up 39% of households in the Bay Area but account for only 9% of EV owners. They are also lower-income earners than single-family residents on average. The ability to charge at home is one of the key factors considered when switching to an electric vehicle. Most multifamily rental properties do not have EV charging stations on site, and residents are unlikely to purchase an EV without being confident that they can get a reliable charge. Ecology Action's focus on making EV charging installations accessible to multi-family renters closes the EV charging equity gap and helps ensure that no one is left out of our clean driving future.



HIGHLIGHTS

25

Multi-family property owners assisted in planning EV charging for their rental communities.

478

Families now have access to 17 EV chargers at three Bay Area multi-unit dwelling complexes.

Providing for Vibrant and Equitable Streets



Active Transportation Planning

Ecology Action's bicycle and pedestrian planning team combine innovative ideas with a collaborative community-based process to connect local mobility needs to successful implementation of active transportation strategies through planning. Our team partners with local public agencies to develop Active Transportation Plans and Safe Routes to Schools Plans, which include recommendations for infrastructure improvements that encourage increased walking and bicycling in our communities. These plans are essential to unlock public funding that results in tangible changes in pedestrian and biking infrastructure in our communities—from intersection and street designs to county-wide solutions. Active transportation plays a vital role in reducing greenhouse gas emissions and vehicle miles traveled.

Powered By Me – Santa Cruz County Active Transportation Plan

Ecology Action partnered with the County of Santa Cruz Public Works Department, County Public Health, and Bike Santa Cruz County to develop an Active Transportation Plan for unincorporated Santa Cruz County. The plan provides a road map for future infrastructure projects and programs to improve safety and encourage walking and bicycling. Ecology Action also recently completed a Safe Routes to Schools Plan for 13 schools in unincorporated Santa Cruz County, leading to a comprehensive project list to make it safer for students and families to walk and bike.

Clean Mobility Options for Watsonville

Ecology Action partnered with Regeneración to conduct a transportation needs assessment survey to hear from the City of Watsonville residents on their current travel behavior and preference for future transportation enhancements and projects. This needs assessment positions the City to apply for funding to improve clean mobility options in Watsonville that meets the needs of residents. The Clean Mobility Options program from the State of California will invest approximately \$32 million in funding and capacity-building for clean mobility projects in disadvantaged and low-income communities throughout California over the next several years.



HIGHLIGHTS

6,000+

Community members engaged in temporary installations and parent meetings

27

Bilingual presentations given at parent meetings

Every Garden Can Be a Solution for Climate

Climate Victory Gardens

Ecology Action partnered with the City of Cupertino to provide Cupertino residents, multi-family properties, and non-profit organizations with technical assistance to install Climate Victory Gardens that conserve water, filter storm water run-off, and reduce carbon emissions. Ecology Action designed this pilot program to provide public demonstrations of beautiful drought-resilient gardens throughout Cupertino and raise awareness that low water-use gardens are a climate solution. The Cupertino Climate Victory Garden program directly replaced water-intensive lawns with drought-tolerant gardens and incorporated greywater and/or rainwater for landscape irrigation. Climate Victory gardens reduce carbon emissions by saving water and are better suited for survival in the hotter, drier, climate changed future.



HIGHLIGHTS

297,004

Gallons of water saved annually

10,392

Square feet of lawn replaced with low-water, climate-adapted plants

13

Gardens installed and 15 more in the pipeline for 2022.

Advancing Sustainability in Food Retail



Ratio Institute

We're proud to share the advances made this year by Ratio Institute, a national food retail industry sustainability and leadership initiative launched by Ecology Action. Ratio Institute's main objective is to accelerate viability and measurable sustainability in food retail through expert collaboration, industry resources and practical tools.

The Ratio Institute team has over 50 years of experience in sustainability and energy efficiency for the built environment. Our start-up team of industry experts has helped several grocery chains – all in an effort to help food retailers significantly reduce operating costs and support a shift in employee cultures to adopt sustainable operating practices. This past September, Ratio Institute launched the Sustainable Food Retail Certification program in an effort to help food retailers meet sustainability goals by benchmarking performance, reducing costs, and increasing margins. We're expecting 2022 to see continued growth and impact for this powerful new venture.



Learn more about how we're advancing sustainability in food retail at ratioinstitute.org

HIGHLIGHTS

16

Industry resources published since January 2021

3

EPA-sponsored grants secured

212

Grocery stores enrolled in the Certification program



Reducing Emissions at Scale with Commercial Building Efficiency



Taper
Building Efficiency

Taper

Last year, we introduced Taper, our newly launched B Corp General Contractor subsidiary dedicated to providing energy management services to large commercial businesses. The commercial industry generates indirect emissions from the generated electricity it consumes. This sector makes up about one quarter of total U.S. electricity sales. When direct and indirect emissions are combined, the commercial sector is the largest-emitting sector in the U.S. economy, responsible for 29.6% of total emissions.†

In 2021, Taper helped customers save over 111 million annual kilowatt hours in California, Oregon, and Washington. If you've shopped in a grocery store or had a burger from one of your favorite quick-serve restaurants in any of those states, it's likely you've experienced one of our energy-saving upgrades in refrigeration, HVAC, lighting, and water.

We're excited to share that Taper continues to grow exponentially as we round our second year in operation. The demand for specialized energy management services has become more critical for large commercial businesses to thrive in a constantly evolving and competitive landscape.



HIGHLIGHTS

Learn more about how we're reducing emissions with building efficiency made easy at tapersolutions.com

111,466,547
kWh saved

78,994
Metric tons of CO₂e avoided
(equivalent to carbon sequestered by 1,306,189 tree seedlings grown for 10 years*)

752
Projects Completed

14
current utility engagements

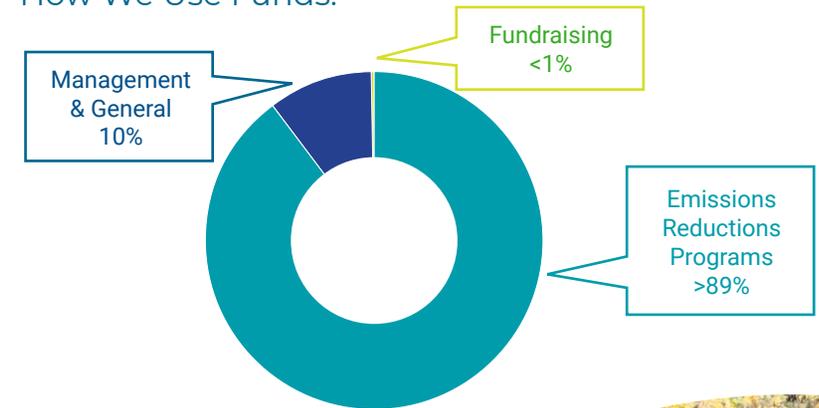
† Center for Climate and Energy Solutions: <https://www.c2es.org>
*Equivalency per Greenhouse Gas Equivalencies Calculator, US EPA

Responsible and Transparent Financial Stewardship

Financials

During this past fiscal year, Ecology Action's leadership gave time and attention to addressing the effects of the COVID-19 global pandemic on our employees, emissions reduction work, and communities. In response, Ecology Action made many significant changes to how we did business—closing our office, moving our 130-plus staff to a virtual work environment, and developing creative ways to continue to implement our programs. We adopted an appropriately conservative approach to expense management while federal stimulus, contract funding, and contributed revenue helped Ecology Action remain stable and achieve significant emission reduction gains through our energy and water efficiency and transportation programs. Looking forward and hoping for a vaccine-enabled return to normal, we see an organization with a strong balance sheet, expanding support from partners and contributors, and a crisis-tested resilient workforce ready to face the climate crisis head on.

How We Use Funds:



2020 Revenue and Expenses

Organizational Expenses	Energy Efficiency	Community Programs	Management / General	Fundraising	Total
	\$22,268,186	\$2,222,783	\$2,760,822	\$27,233	\$27,279,024

Community Programs Expenses	Community Environmental Education	Water Conservation	Active Transportation	Green Business Program	EV R&D, Fundraising, & Management	Total
	\$101,283	\$18,603	\$961,974	\$247,774	\$893,150	\$2,222,783

2020 Revenue	Energy Efficiency	Community Programs	Management / General	Total
Contracts and Government Grants	\$22,208,402	\$1,666,350		\$23,874,752
Contributions		\$45,183	\$5,743	\$50,926
Paycheck Protection Program (Covid Relief)			\$1,869,000	\$1,869,000
Other Earned Income			\$73,631	\$73,631
Total	\$22,208,402	\$1,711,533	\$1,948,374	\$25,868,309



Thank You to Our Counselors and Innovators

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Energy Committee
Chair



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Community Committee
Chair



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**THANK
YOU!**



Ecology Action is a Woman Owned Board with Women Business Enterprise Certification in process.

Our Deepest Gratitude to Our Community of Supporters

2021 Donors & Partners

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- Allterra Solar
- Amazon Smile Donors
- Angie and Guy McClellan
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- Chris Jong
- Christie Family Dentistry
- City of Cupertino
- City of Palo Alto
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- City of Salinas, Public Works Department
- City of San Mateo, Office of Traffic Safety
- City of Santa Cruz
- City of Santa Cruz, Public Works Department
- City of Watsonville
- City of Watsonville Police Department
- City of Watsonville, Public Works Department
- Community Foundation of Monterey County
- County of Monterey
- County of Santa Cruz
- County of Santa Cruz, Public Works Department
- Current eBikes
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- David Pais
- David Stearns
- Doug Mahone and Lisa Heschong
- Earth Desserts
- Eileen Cavalier
- Electrify America
- Epicenter
- Family Cycling Center
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- Ken Ketch
- Kirsten Liske
- Long-Haired Beard Fund
- Lore James
- Luba Foundation
- Lynn Wagner

**WE COULDN'T DO
THIS WORK
WITHOUT YOU
YOU'RE AMAZING!**

- Mahlon Aldridge
- Manfred Warmuth
- Margaret Beard
- Margaret Flores
- Maria Mattioli
- Mark and Eve Davidson
- Mark Drewry
- Mark Weston
- Mark Woods
- Marra Family Fund of the Community Foundation of Santa Cruz County
- Marshall and Sabrina Delk
- Meggan Wenbourne
- Merris Walton
- Michael Saint
- MME
- Monterey Bay Community Power
- Nancy Faulstich
- Network For Good
- New Leaf Community Markets
- Nils Tikkanen

Our Deepest Gratitude to Our Community of Supporters

2021 Donors & Partners

- Nora Bianchi and Martin Hobbs
- Patagonia
- Patricia Ruymen
- Patrick Testoni
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- The Community Foundation of Santa Cruz County
- The Human Fulfillment Institute
- The Ortiz Family Fund
- The Robert Stephens Nonendowed Donor-Advised Fund at Community Foundation Santa Cruz County
- Transportation Agency of Monterey County
- University of California, Santa Cruz Carbon Fund
- University of California, Santa Cruz Transportation and Parking Services
- Urban Sustainability Directors Network
- Visa Employee Matching Program
- Volunteer Center of Santa Cruz County
- William Fraser





Ensuring Our Future

We invite you to renew your support this year. And consider leaving a legacy for our future, the next generation, and our planet by remembering Ecology Action in your estate plans. Your extraordinary support ensures that Ecology Action can continue to innovate and transform our emission reduction work nationally and locally to create a future where nature and people thrive.

Thank you!

Visit ecoact.org/donate or contact Jennifer Lape, Director of Philanthropy jennifer.lape@ecoact.org (831) 334-2524

