Annual Report

A recap of our work for our members in 2011
To our members

“By the end of the year, more than a dozen communities had banned the single-use plastic bags that litter our coast, pollute the ocean and harm wildlife.”

Dear Environment California member,

As we prepared to write this annual report for you, my staff and I made a list of all the victories you helped us win for our environment in 2011. As our list grew longer, I looked around the office and marveled that so few could accomplish so much.

Of course, our small but scrappy staff are not alone: I take tremendous pride in the long hours our staff spend digging up the facts, framing the debate, making our case in the media, building coalitions and persuading our leaders to make the right decisions. Yet we’d be nowhere without our not-so-secret-weapons: the thousands and thousands of supporters who give so generously of their time, funds, and effort to make our work and our success possible.

By the end of the year, more than a dozen communities had banned the single-use plastic bags that litter our coast, pollute the ocean and harm wildlife. With every local bag ban, we cut the flow of plastic into the ocean and built the momentum we’ll need to win a statewide ban.

California now generates 1,000 megawatts of clean energy from solar—enough to power at least 250,000 homes, or the equivalent of two coal-fired power plants. In fact, California alone generates more energy from solar than all but five nations in the world.

I hope you’ll read on for more 2011 victories: including our work to double fuel-efficiency standards nationwide, keep sharks from being killed for their fins, phase out nuclear power in California, protect Yosemite from toxic mining at its borders, and much more.

While partisan bickering in Sacramento and D.C. is at an all time high, giving polluters more power than ever, we’re proving every day that—with you by our side—we can make real progress to protect the places we love and the environmental values we share.

Thanks for all your support,

Dan Jacobson
Legislative Director, Environment California
Protect Our Parks

When Gov. Jerry Brown’s administration announced a short-sighted plan to close 70 state parks, we swung into action. By speaking directly with tens of thousands of Californians and building a strong coalition of business owners, environmental groups and local officials, we quickly sounded the alarm and mobilized people from all walks of life to save our parks.

More than 20,000 people stood up for state parks
From the rugged forest of Portola Redwoods, to Candlestick Point and its scenic views, to the family-friendly beach at Twin Lakes, Californians want our state parks protected. We made sure that their voices were heard:

• We held six press conferences with local officials, parks groups and business leaders, which generated media coverage on the nightly news, in print, online and on radio programs.

• More than 250 businesses joined us in urging Gov. Brown to keep local parks open, reminding him that the park system generates more than $4 billion each year for local communities.

• Our full-page color advertisement in Capitol Weekly—a must-read for Sacramento insiders—featured dozens of photos submitted by our supporters, so the governor could see the faces of the people he was disappointing by closing state parks.

• We delivered more than 20,000 petitions calling on the governor to keep our parks open—including more than 10,000 emails in a single week.

We saved 220 parks in 2009
In 2009, we helped create a public outcry so loud that then-Gov. Arnold Schwarzenegger reversed his plan to close 220 state parks. In 2011, we showed that we can—and must—do it again.
Keep Plastic Out of the Pacific

In 2011, our movement to stop plastic pollution grew by leaps and bounds, from San Diego to Marin. We helped win six new local bans on disposable plastic bags, and helped put the pieces in place for two first-of-their kind county-wide bans in San Luis Obispo and Alameda counties. By year’s end, we’d made significant progress: Local bag bans were having an immediate impact on ocean pollution and momentum was building to ban the bags statewide.
Six new, local plastic bag bans won, with more in the works

A toxic soup of trash is swirling off our coast, polluting the Pacific and harming wildlife. All this garbage is creating an ecological disaster: More than a million seabirds, turtles and other animals die each year after ingesting or getting tangled up in plastic trash. It doesn’t have to be this way. Californians throw away 123,000 tons of plastic bags every year. We can dramatically cut the flow of plastic into the ocean by banning disposable plastic bags.

Supporters helped win new local bans

In 2011, our outreach staff spoke with more than 100,000 Californians about the damage caused by plastic pollution, and more than 20,000 Environment California supporters urged their state or local leaders to ban single-use plastic bags. New bag bans were passed in unincorporated Santa Cruz County, Pasadena, Monterey, Sunnyvale and Millbrae.

Research proved it can be done

In July, Environment California Research & Policy Center published a report, “Leading the Way Toward a Clean Ocean,” showing that governments worldwide, from Ireland to Bangladesh to Washington, D.C., have successfully cut plastic pollution by passing laws to reduce the use of disposable plastic bags.

“Enacting single-use bag prevention policies is not a revolutionary concept,” said Ocean Associate Julia Ritchie. “Municipal governments and whole nations around the globe from India to Italy have adopted such measures. It is time for California to step up and take the lead in America.”

In October, Ritchie appeared on the NBC Bay Area News for a 7-minute segment with Berkeley City Councilman Kriss Worthington about the need to ban the single-use bags. A few months later, bags were banned across Alameda County.

We helped save sharks from slaughter

Just a few months after Environment California Research & Policy Center launched a public education campaign about the cruel and dangerous practice of killing sharks for their fins, the state Legislature banned the purchase, sale and possession of shark fins in California.

This is a huge victory for our ocean: According to the National Marine Fisheries Service, approximately 85 percent of dried shark fin imports come through California.

Our citizen outreach team spoke face to face with thousands of people about the problem, and gave them the information they needed to help protect the Pacific by saving the awesome predators at the top of the ocean’s food chain.
Save Yosemite

There are 185 active gold mining claims within 10 miles of Yosemite—close enough that cyanide and other toxic chemicals used in the mining process could contaminate rivers, forests and meadows around the park, and harm the peregrine falcon, black bear and other wildlife that live there. We fought hard in 2011 to ensure that our state treasure isn’t sacrificed for short-term profit.

More than 10,000 spoke out for Yosemite

We alerted more than 100,000 Californians to the threat of toxic mining at Yosemite’s borders, reaching out face to face, over the phone and via email. The response was enormous: We collected more than 10,000 signatures calling on the Obama administration to protect Yosemite.

Legislative Director Dan Jacobson brought those messages to Washington, D.C., where he urged officials at the Department of the Interior to create a mining-free buffer zone around Yosemite.

We helped set an important precedent for protection

Environment California is part of a federal coalition of state environmental groups that teams up to tackle environmental issues of national importance. When a temporary moratorium on toxic mining around the Grand Canyon was set to expire, we sounded the alarm in California, and thousands of our supporters joined our national coalition in urging the Interior Department to protect the Grand Canyon.

It worked! Interior Secretary Ken Salazar announced that no new mining claims will be granted on 1 million acres of land around the Grand Canyon for 20 years—the maximum time allowed by law. The next step is to use this important precedent to win similar protections for Yosemite.
California’s pioneering clean cars standards, which we helped pass in 2006, paved the way for President Obama to propose a major improvement in nationwide fuel efficiency standards: a fleetwide average of 54.5 miles per gallon by 2025. Meanwhile, we worked to increase the number of emission-free vehicles on the road here in California.

**Fuel efficiency standards to double**

In the lead-up to the president’s announcement, we partnered with our national federation to make a strong case for boosting clean car standards:

- We published research showing that better fuel efficiency standards would save 395 million barrels of oil nationwide by 2030;

- We helped frame the debate in the media, with Environment California or our federation cited in 202 news reports about clean cars; and

- We helped deliver more than 10,000 signatures urging President Obama to support strong fuel efficiency standards.

**Report showed benefits of fuel efficiency**

Right before the Thanksgiving holiday, we released a report, “Gobbling Less Gas for Thanksgiving,” showing that over the holiday weekend alone, a 54.5 mpg standard would have enabled Californians to use 8.9 million fewer gallons of oil, saving roughly $34 million and emitting 87,000 fewer metric tons of global warming pollution.

**12,000 supporters called for lower emissions in Calif.**

Meanwhile, Environment California staff met with the California Air Resources Board to advocate for strong new vehicle emissions standards that would get more zero-emissions vehicles on the road. We also helped collect more than 12,000 signatures in support of cleaner cars for California.
Million Solar Roofs

Our Million Solar Roofs Initiative helped California reach a major clean energy milestone in 2011: By year’s end we were generating one gigawatt of power through rooftop solar panels—the equivalent energy of two coal-fired power plants. Thanks in large part to policies we helped win, California saw more solar panels sprouting up on farms, schools, military bases, businesses and homes across the state—reducing air pollution, fighting global warming and creating local jobs.

Clean Energy Advocate Michelle Kinman released a report tracking our solar progress.
Important milestone reached: 1 gigawatt of solar power in California

After a banner year in which Environment California helped win four key energy bills, issued two major reports on our progress, and mobilized Californians in support of the governor’s visionary goal to bring 12 times more solar energy to our state by 2020, California’s position as a global leader in clean energy is secure.

We helped bring more clean energy to California

California now generates more solar energy than all but five nations worldwide: Germany, Spain, Japan, Italy and the Czech Republic. We’re off to a strong start, but we believe that California can meet 100 percent of its energy needs from clean, renewable sources, and we’ve taken an important first step to get us there:

• 33 percent by 2020: We helped rally support for a landmark bill mandating that California get at least 33 percent of its energy from clean, renewable sources by 2020. Gov. Jerry Brown signed the bill into law in April, making California’s renewable energy mandate the strongest in the country.

We documented progress—and spurred more

California has now installed more than 1 gigawatt of solar energy on rooftops across the state—enough to power at least 250,000 homes and eliminate the emission of nearly 700,000 pounds of smog-forming pollution each year. Thanks in large part to the Million Solar Roofs Initiative, set in motion by Environment California, the state is building a strong solar industry, creating local jobs, helping to drive down the price of solar energy and reducing air pollution.

• Our report, “Building a Clean Energy Workforce,” documented green job training programs throughout the state, finding that California’s ground-breaking clean energy and environmental policies are creating new economic opportunities. In October, the National Solar Jobs Census found that our state leads the nation in solar employment, with more than 25,000 Californians working in this quickly-growing industry.

• In July, we spoke at Gov. Brown’s renewable energy summit to discuss his goal of building 12 gigawatts of local, clean energy by 2020—the equivalent of 24 coal-fired power plants. By year’s end, we had enlisted the support of more than 600 small business owners and 7,500 individuals, including dozens of local and state elected officials.

• Our report, “Building a Brighter Future,” found that California is on pace to build 3,000 megawatts of rooftop solar power by 2016. If the cost of solar power continues to fall at the current pace, residential solar should reach break-even costs in the next five years, even without upfront rebates.
Global Warming Solutions

When it comes to bold, yet practical action to solve global warming, California continued to lead the way in 2011. Environment California helped our state become first in the nation to implement an economy-wide cap-and-trade plan. We also released research and launched a public education campaign to promote more ways to save energy and cut global warming emissions.

Major breakthrough: A hard cap on carbon pollution
After years of effort from Environment California and other groups, the California Air Resources Board finalized the nation’s first ever economy-wide cap-and-trade program to drive down emissions of global warming pollution. In the coming year, we will work to make sure that fees from the program are reinvested in our communities, helping Californians shift to a clean energy economy.

Web-based guide saved energy, money
“Plug in to Clean Energy” is a web-based guide created by Environment California to help residents save power and money on their utility bills. Our outreach team publicized the guide to more than 100,000 Californians, providing easy access to information about low-to-no-cost efficiency upgrades. A supplementary online video explained the process and benefits of home energy audits.

Report outlined practical steps to stop global warming
Our report, “The Way Forward on Global Warming,” outlined 30 policy tools that local governments can use to make an immediate impact on carbon pollution without waiting for help from the federal government. California has been a leader in implementing many of these strategies, which have already yielded a reduction of more than 539 million tons of carbon pollution nationwide.
No More Nuclear Disasters

Japan’s Fukushima disaster was a wake-up call for Californians: Our use of nuclear power means we’re gambling with the environment and our health. That’s why Environment California launched a campaign to retire California’s two remaining nuclear power plants: Diablo Canyon, in San Luis Obispo County, and San Onofre, in Orange County.

We called on Gov. Brown to close nuclear plants…

In spite of the inherent dangers posed by nuclear power, both PG&E and Southern California Edison are seeking to extend the lives of their plants—already over 30 years old—into the middle of this century.

In March, we sent more than 6,000 signatures to Gov. Jerry Brown urging him to oppose the relicensing of California’s nuclear plants and to begin an immediate phase-out of nuclear power.

… and acted fast when one of them sprung a leak.

In November, we were alarmed to learn that the San Onofre plant was leaking ammonium. As Clean Energy Program Director Bernadette Del Chiaro told the Associated Press: “No matter how small an incident, it’s a haunting reminder of the dangers of a nuclear power plant … the next incident could be radioactive and instead of evacuating employees we may be evacuating Los Angeles.”

Throughout the year, we met with officials at the Public Utilities Commission and the Energy Commission to talk about a transition away from nuclear power to safe, clean energy. We also helped frame the media debate on this issue, meeting with the editorial boards of newspapers including the Los Angeles Times.

According to the Nuclear Regulatory Commission, food and water supplies within a 50-mile radius of a nuclear power plant could be contaminated in the event of a problem at the plant. Our research and media outreach raised public awareness about the danger.
Chemical policy is complicated, but the desire to protect one’s family from exposure to toxic chemicals is very simple. We have systematically highlighted individual “bad actor” chemicals and worked either to ban them, convince manufacturers to stop using them, or educate the public about their dangers. In 2011, we made important progress to reduce public exposure to bisphenol-A, toluene and other dangerous toxics.

Bisphenol-A banned from baby bottles, sippy cups
Six years after Environment California released its ground-breaking “Toxic Baby Bottles” report, California finally outlawed baby bottles and sippy cups containing bisphenol-A (BPA). Assemblymember Betsy Butler wrote the bill and Gov. Jerry Brown signed it into law in October, ensuring that any bottle or sippy cup sold in California will be BPA-free.

When we started our Environmental Health and Toxics program, we committed to a long-term fight for comprehensive chemical policy reform in California. If California can create a system that gets it right—in which chemicals are proven safe before they are used in consumer products—then the entire nation will follow.

Nail salons encouraged to go toxic-free
Many nail salon workers are women of child-bearing age, yet too many nail polishes contain a “toxic trio” of chemicals—toluene, formaldehyde and dibutyl phthalate—that can cause birth defects and other serious health problems.

In 2010, we helped win a bill that encourages San Francisco nail salons to switch to non-toxic products. In 2011, we built on that success, working with city administrators and members of the Brown administration to show how we can reduce all Californians’ exposure to dangerous chemicals.
Environment California Supporters

Citizen support is the cornerstone of Environment California. Thousands of California citizens supported Environment California and the Environment California Research & Policy Center by making membership contributions in 2011. The members listed below were particularly generous in backing the organizations’ research and advocacy. Names that appear in italics denote monthly supporters. These members provide stability to the organizations’ resources through our monthly giving program.

continued
Sponsors (continued)
Foundation support

Environment California Research & Policy Center is a 501(c)(3) organization. We are dedicated to protecting our air, water and open spaces. We investigate problems, craft solutions, educate the public and decision-makers, and help the public make their voices heard in local, state and national debates over the quality of our environment and our lives.

Contributions to the Environment California Research & Policy Center are tax-deductible. To find out more, contact Dan Jacobson at (916) 492-7070. The Environment California Research & Policy Center would like to thank the following foundations for supporting our work in 2011.

- Aline Bier Fund
- Arntz Family Foundation
- Barbara Bosson Charitable Fund
- California Community Foundation
- Ceil and Michael E. Pulitzer Foundation
- CHANGE Coalition
- Colwell Family Distributable Fund at The San Diego Foundation
- Energy Foundation
- Fred Gellert Family Foundation
- Jewish Community Foundation
- Lawrence Foundation
- Lear Family Foundation
- Lee and Lawrence J. Ramer Foundation
- The Lindeman Foundation
- Margaret Rippel Trust
- Marin Community Foundation
- Michael D. Topper and Kimberly A. Freitas Fund
- Michael Lee Environmental Foundation
- Rau Abhari Fund
- Resources Legacy Fund Foundation
- Richard and Rhoda Goldman Fund
- Rosenthal Family Foundation
- The San Francisco Foundation
- Schwab Charitable Fund
- Serena Fund of Tides Foundation
- Stephen S. Smith & Paula K. Smith Family Foundation
- Sidney Stern Memorial Trust
- Streisand Foundation
- Stuart and Marcella Bernstein Philanthropic Fund
- Tagney Jones Family Fund at The Seattle Foundation
- Tilia Foundation
- The Zemeckis Charitable Foundation

Financial information

The charts below represent the combined financial information for Environment California and Environment California Research & Policy Center for the Fiscal Year 2011.

**FY11 Income**
- Citizen Members 86%
- Foundation Grants 14%

**FY11 Expenses**
- Program 70%
- Fundraising 22%
- Administration 8%

**FY11 Program Expenses**
- Keep Plastic Out of the Pacific 31%
- Protect Our Parks 31%
- Million Solar Roofs 14%
- Save Yosemite 13%
- Toxics & Other 11%

Planning for a cleaner, greener, healthier future

Environment California and Environment California Research & Policy Center gratefully accept bequests, beneficiary designations of IRAs and life insurance, and gifts of securities to support our work. Your gift will assure that we can continue to protect California’s air, water and open spaces for future generations. For more information, call 1-800-841-7299 or send an e-mail to: plannedgiving@EnvironmentCalifornia.org.
Environment California
3435 Wilshire Blvd., #385
Los Angeles, CA 90010
(213) 251-3688

Address Service Requested