



ANNUAL REPORT 2011



WASHINGTON
ENVIRONMENTAL
COUNCIL



OUR MISSION:

To protect, restore and sustain Washington's environment.

OUR WORK:

Washington Environmental Council has an over forty year history of achieving smart environmental protections for our state. We bring people together to advance bold solutions that make Washington a better place to live. We focus on state level environmental policy and have played a significant role in the adoption and enforcement of Washington state's most successful environmental laws and policies – protecting our land, air, water, and quality of life.



Ferry with downtown Seattle in distance

*Cover: Kites spinning at Washington State
Kite Festival in Long Beach, Washington*



Rod Brown
President



Joan Crooks
Executive Director

MESSAGE FROM WEC'S PRESIDENT AND EXECUTIVE DIRECTOR

First of all, if you are reading this annual report, it's very likely that you are one of the many Washingtonians who work to protect our environment in some way, every day. Thank you.

Washington Environmental Council has been making a difference for over 40 years, getting things done to keep our state healthy. As the President and Executive Director, one of the most common questions we're asked is, "so what exactly does Washington Environmental Council do?" And believe it or not, that can be a tricky question because we don't just work on one issue or many issues in one way. Our mission is broad – to protect, restore, and sustain Washington's environment.

So what does that mean, really? WEC works on the issues that we identify as most pressing and important to Washington's environment at the time. Right now, our top issues are climate and clean energy and clean water and green infrastructure. To get to the solutions we need, we work to advance smart policies in the state legislature, enforce good laws, and defend the protections that have kept Washington vital over the years. And we accomplish this in a variety of ways – by bringing Washington's environmental community together, so that the smarts and clout of our many groups combined in the most effective way. We reach out to educate and activate voters on environmental issues. We lobby in the state house. We develop policy. And we bring people and partners together to make change happen.

In 2011, WEC was able to bring about significant victories, but we also embarked on some of the biggest campaigns we've ever faced – doubling down on our efforts to protect Washington's waterways, like Puget Sound, and stopping coal exports from leaving a dirty trail through Washington communities.

Whether it's looking back or forward, the hallmark of our work is power through people. We need friends, partners, and instigators to get the big things that need to be done, done.

Thank you for joining us in our work and for all you do for our state.



Olympic mountains at sunset

CLIMATE & CLEAN ENERGY

Here in Washington, we're at a turning point. We have a chance to build on our history of leadership in climate and clean energy policy – steps that have led to our growing green economy. Or we could stay stagnant, letting other states and nations move ahead.

Moving our state forward is what WEC's Climate & Clean Energy Agenda is all about. 2011 brought some major progress on reducing climate pollution from two of Washington's biggest stationary sources.

First, Washington's only coal plant. The Transalva plant near Centralia is Washington's single largest source of climate pollution and an ongoing threat to public health. It's also a big employer in an economically depressed county, which meant shutting it down without a plan to rebuild the economy wasn't the right thing to do.

This isn't a new issue. The Governor, the Legislature, and the plant's owner have been involved in talks over the years, but these talks had stalled and climate emissions and toxic pollution continued to endanger our health. Environmental groups like WEC and the Sierra Club were pushing for action.

To get things moving, the environmental community decided to make transitioning the coal plant one of our 2011 Environmental Priorities. This legislation helped create pressure for all the parties involved to sit down again and hammer out an agreement – one that phases out coal burning, while providing

money for economic development in Lewis County and clean energy development in Washington.

This solution is a big deal for Washington – a real enforceable plan to reduce our single largest source of climate pollution – and it follows WEC's credo – that we can and should have a healthy environment and economy.

We also made some major progress on the second-largest stationary source of climate pollution in Washington – oil refineries. Earlier in the year, WEC and the Sierra Club filed a lawsuit to prompt the state to regulate climate change pollution from oil refineries because this pollution fits with in the definition of "air contaminants" under a combination of Washington state and federal law.

In 2011, a federal judge ruled in our favor, requiring the oil refineries to start cleaning up their act. WEC and the Sierra Club were represented by Earthjustice and the law firm of Ziontz, Chestnut, Varnell, Berley & Slonim in this lawsuit.

Achieving both of these wins in the same year is a testament to our flexible approach – knowing in some situations a legislative solution is best, while in another a lawsuit is needed to make things happen. We'll be putting these abilities to the test in the coming year, as we work with our partners, like Climate Solutions, to prevent the Northwest from becoming a hub for coal export, which would pollute our communities, endanger our health, and increase the climate pollution warming the earth.



CLEAN WATER & GREEN INFRASTRUCTURE

In 2011, WEC launched our Clean Water & Green Infrastructure Agenda - a multi-year, multi-pronged campaign designed to ensure that communities are built and retrofitted to reduce toxic runoff, provide transportation alternatives, and ensure our cities can absorb growth while becoming even better places to live.

By advancing smart solutions, we can create strong and healthy communities for families to live and work. So what does that mean on the ground? One example is Puyallup, Washington.

You might not know it, but Puyallup is a hotbed of innovative solutions for polluted stormwater runoff. Since 2009, the city has worked together with residents to install 20 rain gardens in three different neighborhoods. In another neighborhood, there are plans in the works to install porous asphalt roadway, permeable paver sidewalks, and rain gardens.

The main objective of these projects is to clean up and protect Clarks Creek and the Puyallup River from polluted stormwater runoff – the single largest source of water pollution in Washington. And it's working – the rain gardens and other green infrastructure technologies are reducing the flow of toxic runoff. At the same time, the projects offer many other benefits to the community – creating beautiful, green streetscapes, and building a sense of community amongst the neighbors who helped plant the rain gardens.

These types of projects are taking shape on the ground all across the state – from Spokane, to Bremerton, Seattle and Puyallup. But they're only the beginning. In order to stop the flow of toxic runoff and protect waterways across Washington, we need to do more, much more.

For the past three years, WEC has been working with our partners, such as The Nature Conservancy and People For Puget Sound, to advance a sustained funding source for clean water projects around the state. Because of this work, over \$80 million has been allocated for these projects by the legislature (a grant from this allocation is supporting the new project in Puyallup). That's a helpful down payment, but there is so much more to be done to truly set a course for clean water in Washington. That's where our new agenda comes in.

Here's what Washington would look like if our work is successful:

We are on a course for clean water. Sustained funding will be secured for clean water infrastructure projects. Our communities grow in a way that incorporates the latest green infrastructure techniques and allows for future improvements. New roads, buildings, and development in Washington will not contribute to polluted runoff.

Our approach to transportation has been reset. Our state will be focused on fixing the roads we have, rather than building more. We'll increase transportation options for people who want to get around in ways other than single occupant cars. Washington needs to make meaningful new investments in transit, and shape transportation policy decisions to move away from the fossil fuel dependence of the past.

A new way of thinking. The public and decision makers will be keenly aware of the connection between how we build and grow, and the health of Puget Sound and waterways across the state.



Hood Canal

VOTER EDUCATION

One of the ways Washington Environmental Council works to protect Washington's environment is by identifying who environmental voters, and ensuring that we, and our partner organizations, know how to reach them. We do this through our Voter Education Program (VEP), which specializes in voter engagement and capacity building for Washington's environmental community.

In Washington, 61% of voters consider themselves to be environmentalists and 86% see no contradiction between a healthy environment and a strong economy. We have the potential to activate this universe of support to advance solutions to environmental challenges. The Voter Education Program gives us the tools and tactics to reach not only environmental voters, but also a new generation of voters who are likely to support our issues.

In 2011, WEC used some of these tools – modeling and voter file technology – to reach out to new environmental supporters. Partnering with El Centro de la Raza, we conducted a nonpartisan Latino get-out-the-vote effort. This work built on our shared values of environmental health and justice, voter engagement, and maximized our unique organizational skills – WEC's voter contact expertise and El Centro de la Raza's strong community voice and leadership.

Latinos make up roughly 10% of our state's population, yet only 29% of eligible Latino voters cast a ballot in 2010. Working together, WEC and El Centro de la Raza want to change this dynamic.

In the fall of 2011, WEC and El Centro contacted 18,000 local Latino voters and asked them to pledge to vote in the upcoming election. The program had two main components — a bilingual telephone call asking voters to pledge to vote and a handwritten follow-up postcard sent to half the participants. This allowed us to test civic engagement practices, so we know the best way to encourage voters to cast ballots in future years. The goal of this endeavor was to both mobilize Washington's Latino community as informed, engaged environmental voters and build a strong partnership between the two organizations that can be leveraged in 2012 and beyond.

Voter Education work can happen on the ground, as it did in our partnership with El Centro de la Raza, or behind the scenes, as in our list enhancement program. List enhancement is the process of matching conservation group membership lists with external information, such as state voter records. Since 1995 when the VEP pioneered these methods, this innovative program has improved the ability of Washington environmental organizations to be more effective and efficient when reaching out to members and voters for advocacy purposes. By providing this information to partners groups, we help make their work, and our collective work, more effective and informed.



IN MEMORY: JOAN THOMAS

2011 marked the passing of an environmental legend – WEC founder and champion Joan Thomas.

Joan was a founder of WEC in the late 1960s and then served stints on our board in the 70s, 80s, 90s and early 2000s. She was the kind of leader who was there when things were positive and exciting and when times got tough. Joan was many things to WEC: political sage, board member extraordinaire, historian, fundraiser, sounding board, and organizational conscience. She was very proud of WEC's history, but she was just as excited



Joan Thomas with former Washington Governor Dan Evans

by the work we are doing today and that which is on the horizon. Her decades of advocacy taught us all that environmental protection is very much a “change over time” proposition.

Joan was a courageous, strong, and caring environmental hero who knew how to build strategic alliances and work with all sorts of partners. She knew both how to compromise and when to say “no” or “enough is enough.” Her work over the decades helped inspire and build Washington’s environmental community into what it is today. Joan was instrumental in shaping and helping to pass many of our core environmental protections: the Shoreline Management Act, the State Environmental Policy Act, and the Water Resource Act. And over the years, she worked to make sure they were implemented, enforced and protecting our state in real time. Joan also served as chair of the Washington State Parks Commissioner and was a tireless champion for parks.

We are grateful to Joan for all that she’s accomplished over a lifetime. We will greatly miss her wisdom, friendship, and tireless effort on behalf of our environment.

We are thankful to Joan’s family for directing gifts to WEC in her honor. We will use these donations to continue her work to protect Washington’s environment.



Kubota Japanese Garden, Renton

WEC LEGACY GIVING PROGRAM

A planned gift to WEC is a way to make a lasting impact on the issues that matter most to you, protecting Washington's most precious resources, its environment, well past the time when our children and their children have grown. Planned gifts can take many forms such as a bequest or simply listing WEC as a beneficiary on your life insurance, investment or retirement accounts.

In 2010, WEC formed our Legacy Club to educate our loyal supporters about the benefits of planned gifts. We are pleased to share that in the past two years this program has grown.

As one donor put it "I don't think of myself as a person of great means, but I give what I can. Even though it's not a huge amount, I know my support matters and I want to make sure WEC gets a little something every year long after I'm gone."

If you have already included WEC in your estate plans and would like to join the Club as a Member, please let us know. This program includes special benefits and events for our Legacy Club members. If you would like more information about planned giving, please contact Brent Parrish, Major Donor & Planned Giving Manager at 206.631.2609.

LEGACY CLUB MEMBERS

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Dee Arntz	Roger Leed
Lynn Bahrych	Joe Ryan
Joan Crooks & Don Davies	Tarrell Wright
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Why I Give

"I moved to the Northwest in the 1970s to pursue my love of the outdoors. I believe in protecting the vital places that give my life value. I have no doubt that WEC will be around long after I'm gone. By leaving a bequest in my will to WEC, I am ensuring the Washington I love will be preserved for future generations."

Bill Donnelly

THANK YOU TO OUR 2011 SUPPORTERS!

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Thank you to the committed attorneys who volunteered their time and expertise to protect Washington's environment in 2011.

Kate Asquith – Earthjustice
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 Adrian Winder – Foster Pepper

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 In honor of Joan Baker
 In honor of Judge Robert Bibb
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 In memory of George Fahey
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 In memory of John Arum
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 In memory Suyeta

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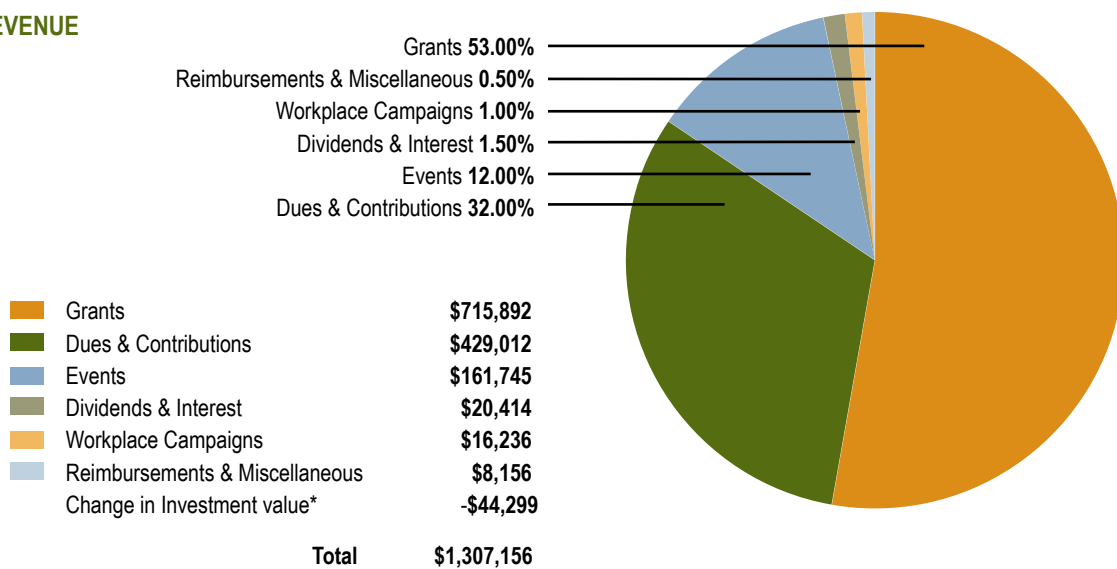


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FINANCES

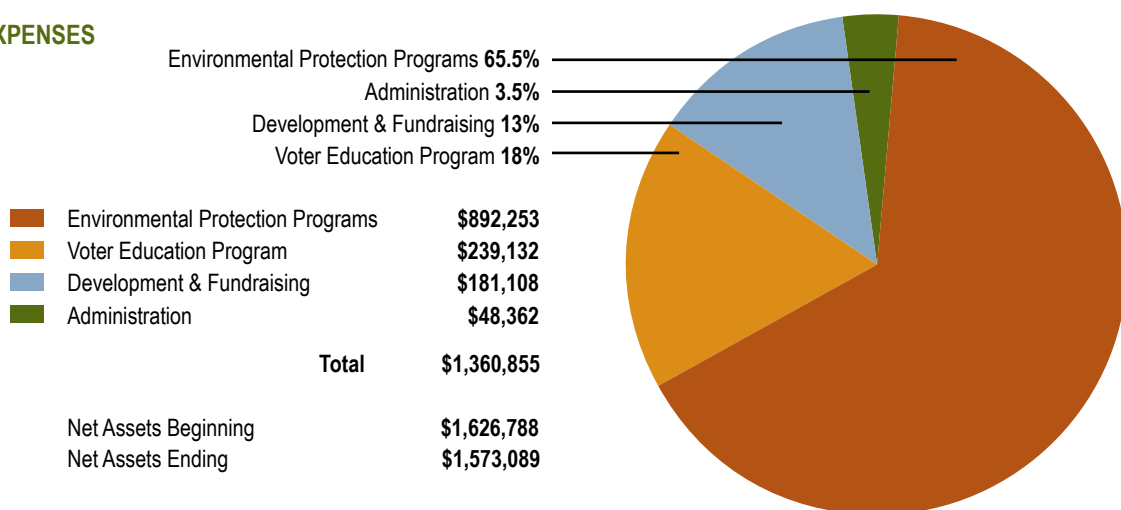
2011 REVENUE





Skagit Valley Tulip Festival

2011 EXPENSES



**Investment changes include WEC's board restricted endowment. The Washington Environmental Council is a non-profit, tax-exempt organization under 501 (c) (3) of the Internal Revenue Code. Financial information in this report is drawn from audited statements by the accounting firm of Dave Bembridge, CPA PS*

BOARD OF DIRECTORS

Jabe Blumenthal,

designer of the first version of Excel at Microsoft, went on to head the science department at Lakeside High School in Seattle. Jabe is the co-founder and co-chair of the Progress Alliance of Washington, co-chair of the Climate Solutions board, and a Bullitt Foundation board member.



Rod Brown, President,

practices environmental law at the Cascadia Law Group PLLC and has spent over sixteen years as a WEC volunteer, helping to create our state's Superfund cleanup law and Growth Management Act. He has served on numerous commissions and panels on WEC's behalf, including, most recently, Governor Gregoire's Connecting Washington Task Force on transportation.



Margaret Clancy is an environmental consultant whose practice integrates science, planning, policy development and public outreach. She specializes in critical areas protection, shoreline management, ecological restoration and Puget Sound recovery.



Marc Daudon, Vice

President, is the president and co-founder of the Cascadia Consulting Group, an environmental management consulting firm. Prior to Cascadia, Marc worked on energy and environmental projects internationally. Marc is a board member of Climate Solutions and past president of the board of Washington Conservation Voters.



Carrie Dolwick is the State Policy Director for Transportation Choices Coalition. She also serves as the vice-chair of the Board for NW Sustainable Energy for Economic Development (NWSEED).



John Edwards was the Emeritus Professor of Biology at the University of Washington. He served on the board of the North Cascades Conservation Council and was the board chair for the Mountaineers Conservation Division. John passed away in March 2012; we are inspired by his legacy and will carry on his work to protect wild places.



Dan Evans uses his Congressional, legal, and strategic planning background to assist public and private clients. He serves on the board of the Transportation Choices Coalition and as Policy Director of the Sustainable Fisheries Foundation.



Aaron Fairchild's partnership at Social Venture Partners (SVP), where he served on the environmental grant committee, was the start of his relationship with WEC. Aaron runs Green Canopy Homes, whose mission is to inspire resource efficiency in residential markets.



Kathe Fowler, Treasurer, has served on the board of the King County Conservation Voters and was board chair of Washington Conservation Voters. She also serves on the board of Kirkland Performance Center, the Advisory Council for the Methow Conservancy, and the Executive Leadership Council for Hopelink.



Darren Gray is a partner with the Donnelly-Gray Group at Merrill Lynch providing wealth management and investment consulting services to individuals, companies and non-profit organizations.



Brian Gruber's commitment to our land, air and water stems from family trips to national parks and backcountry experiences. This personal investment brought about a conservation centered career path, from his work as an attorney at the Bozeman office of Earthjustice to his current position with Ziontz, Chestnut, Varnell, Berley & Slonim law firm.



Jim Hanna joined the Starbucks Coffee Company as Director of Environmental Impact in 2005. Previously, he was the Director of Environmental Affairs for Xanterra Parks & Resorts at Yellowstone National Park.



Laura Hastings first served on the WEC Board from 2003-2005, representing the Mountaineers. Today, her membership is informed by over 20 years of

experience as a human resource executive who builds teams and creates successful organizational cultures. She is also an active member of Social Venture Partners.



Patrick Neville is the Economic Development Specialist at the Worker Center, a division of the M.L. King County Labor Council, AFL-CIO. He coordinates the Washington Apollo Alliance – a coalition of business, labor, environmental, and community leaders working to catalyze a clean energy economy.



Stephanie Solien has worked in politics, government and the non-profit arena in both the United States capital and the Evergreen State for more than 25 years.

From 1998 to 2001, she served as board chair of Washington Conservation Voters and today is a member of SVP and on the board of Town Hall Seattle.



Nancy Hirsh is policy director at the NW Energy Coalition. She served on the Board of the Northwest Energy Efficiency Alliance and continues to serve as Chair of the Renewable Northwest Project.

Nancy worked with WEC to help pass Initiative 937 - the Citizens' Clean Energy Initiative, the Efficiency First law, and incentives for renewable energy development.



Claudia Newman is an environmental and land use attorney at Bricklin & Newman, LLP. Claudia served on the board of the Cascadia Green Building Council and spent two years working as a member of the ASHRAE Standard Committee 189, which authored a comprehensive model green building code.



Christian Sinderman is a regional political and strategic communications consultant, working with elected leaders at the federal, state, and local levels as well as non-profits, unions, and other organizations. He serves on the Transportation Choices Coalition Board.



Janice Huseby worked for Lockheed, Blue Shield, and Raychem Corporations, focusing in organizational effectiveness. She has worked extensively with other non-profits such as the Children's Museum and the Washington Women's Foundation. Janice is an Advisory Board Member for the Washington Business Alliance.



Ken Lederman is an environmental lawyer with Foster Pepper PLLC, who first served as a volunteer legal intern with WEC in 1993. He is the immediate past board chair for Washington Conservation Voters and has worked actively with WCV since 2002.



Peter Steinbrueck's passion for urban environmental policy is evidenced by his recent year at Harvard as a Loeb Fellow, where he studied the "Politics, Planning, and Best Practices of Urban Sustainability in the U.S." He is an active member of the American Institute of Architects, founding principal of Steinbrueck Urban Strategies, and former three-term Seattle City Councilmember.



Toby Thaler works on natural resource law and policy locally and globally. He is currently active with the Fremont Neighborhood Council, the Olympic Forest Coalition, the Model Forest Policy Program, a national forest biomass coalition, and a range of clients.



WEC STAFF

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www.merrillimages.com

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**WASHINGTON
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