

EQUINOX CENTER

HEALTHY ENVIRONMENT STRONG ECONOMY VIBRANT COMMUNITIES

Annual Report 2011

photo: Rafael Rivera

Equinox Center is San Diego's Source for Balanced Solutions

Where do San Diegans turn for balanced, objective information about the future of our region? Since 2009, Equinox Center has been a trusted resource for people on all ends of the political spectrum who care about solutions rather than blame and who want decisions about our future growth to be based on data, research, and best practices.

Our Mission

To ensure a healthy environment, strong economy and vibrant communities for the San Diego region, Equinox Center researches and advances innovative solutions to balance regional growth with finite natural resources.

Equinox Center is the only independent, non-partisan entity in San Diego County focused on quality of life issues and working on behalf of all San Diegans. We inform, inspire, convene and engage decision makers and the public to ensure our region has both a strong economy and a healthy environment, today and into the future.

Our Impact

Equinox Center's accomplishments in 2010 and 2011 include:

❖ **Reforming Water Policy:** We played an instrumental role in the City of San Diego's wide-sweeping water policy overhaul, and the creation of San Diego's first ever recycled water demonstration project. Both of these outcomes are catapulting forward the region's efforts to ensure a more

economically and environmentally sustainable water supply.

❖ **Convened more than 700 San Diego citizens** and decision makers for non-partisan dialogue and consensus-building around issues like the proposed I-5 expansion and how to attract and retain top young talent to the region.



❖ **Produced Groundbreaking Research** such as our second annual *Regional Quality of Life Dashboard*, and *H2Overview* series resulting in more than 50 TV news segments and articles to inform and galvanize the public behind smart solutions to sustainability challenges.

❖ **Provided Expert Testimony, Counsel and Information** on quality of life issues to more than 1,000 elected officials, community leaders and citizens. For example, Equinox provided expert testimony on San Diego County's General Plan for the Unincorporated Region, County Urban Water Management Plan and 40-year Regional Transportation Plan.

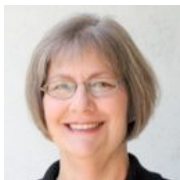


What People Are Saying About Equinox Center



I just absolutely love the Dashboard and the whole Equinox model of measuring these various indicators, and then just stating the facts . . . And letting the facts create change here for the region. . . We think that the work they're doing is absolutely critical.

-Frank Urtasun, Regional Vice President, External Affairs, SDG&E



Equinox Center was a key player in helping draft my Comprehensive Water Policy for the City of San Diego. Equinox Center has a reputation for common sense approaches to complex problems and its support and insight was instrumental.

-Sherri S. Lightner, San Diego City Councilmember, District 1



The really important part about the [San Diego Regional Quality of Life Dashboard] is the idea that we can make San Diego even better.

-Darcy Bingham, Community Leader



The better data we have, the better policy we can make, the better planning we can do. Equinox Center plays a really important role in helping to support the work that our region's leadership is doing and engaging the public's participation in that process.

-Marisa Quiroz, The San Diego Foundation

Equinox Center's Strategic Objectives for 2011-2014

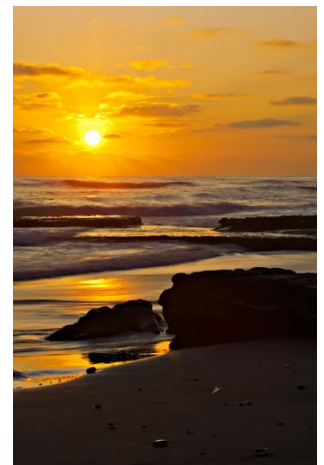
- ❖ The region has a blueprint or set of plans for appropriate development and growth that maintain or enhance quality of life for residents in the region.
- ❖ State, regional and local decision makers promote or vote for policies that result in moving the San Diego Regional Quality of Life Dashboard Indicators in the right direction.
- ❖ The public and those who influence policy makers are increasingly aware of the link between economy and environment and potential solutions to challenges, and use Equinox Center research to influence policy makers.


2012: What's Ahead

❖ **Leaders 2020, a civic engagement network for Millennials that is unprecedented in the region** and will ensure we are cultivating thoughtful, informed leadership to guide our region in the future.

❖ **Elections 2012: Beyond Pension Reform** will bring quality of life and sustainability issues to the fore during election season through educational programming for voters and candidates.

❖ **Producing the Annual San Diego Regional Quality of Life Dashboard.**





Total
Volunteer
Hours
2010-2011: **5,500**

The Equinox Network

Equinox staff would not be able to accomplish what we do without our extraordinary network of advisors and volunteers.

Board of Directors

Trevor Callan (Chairman),
Callan Capital

Robert Bingham,
Entrepreneur

Martin Brown,
Elcelyx Therapeutics

Charles Butler,
*American Faucets and
Coatings Corp.*

Aaron Contorer,
Contorer Foundation

Roi Ewell,
*SeaWorld Parks and
Entertainment*

Scott Grimes,
Orca Fund

Phyllis Huckabee,
Quidel Corporation

Bill Malloy,
Malloy and Company

Lori Pfeiler,
Former Mayor of Escondido

Staff

Ann Tartre,
Executive Director

Emma Leggat,
Communications Director

Dylan Wood,
Research Fellow

Expert Advisors

Scott Anders,
*Energy Policy Initiatives
Center, University of
San Diego*

Dr. Mark Thiemens,
*University of California
San Diego*

Strategic Advisors

Bruce Bekkar

Reed Caldwell

Jared Criscuolo

Malcolm Davies

Paul Eichen

Jeremy Hayden

Katherine Kennedy

Betsy Kinsley

Ellen Kirk

David Lynn

Larry Marcus

Marion Paul

Gina Rogers

Diane Rosenberg

Blake Tye

Olaf Walter

Communications

Task Force

Bruce Bigelow

Larry Marcus

Tricia Whittemore

Pam Hardy

Scott Tritt

Dashboard Task Force

Marty Brown

Martyn Collins

Aaron Contorer

Scott Grimes

Lori Pfeiler

Gina Rogers

Blake Tye

Volunteers

Kirby Brady

Billy Brownlow

Gabrielle Clifford

Emily Corner

Rita Kreig

Dave Louie

Lanie Nguyen

Ashley Phillips

Kristine Schindler

Savanna Vrevich

Dylan Wood

Andrew Zingale

Supporters

We are grateful for the generosity of our many supporters who contribute to support Equinox Center's work.

Steward's Council

**(3 Year Commitment of
\$10,000/year or more)**

Marty Brown

Aaron and Lori Contorer

Scott Grimes

Larry Marcus

Scott Peters and Lynn

Gorguze

Donors

AMN Healthcare

AT&T

Brown Family Trust

Bruce Bekkar

Eric and Jenni Busboom

Callan Capital

Contorer Foundation

County of San Diego

Roi Ewell

Jeremy and Kyla Hayden

Theresa Anne Jarvis

Phyllis Huckabee

Katherine Kennedy

Ellen Kirk

Leichtag Foundation

William and Shenell Malloy

Malloy and Company

Mary Matava

Mintz Levin

Nicole Nakagawa

Orca Fund

The Parker Foundation

The San Diego Foundation

Qualcomm Foundation

SD Social Venture Partners

SDG&E

Sea World

Tayman Industries

Union Bank

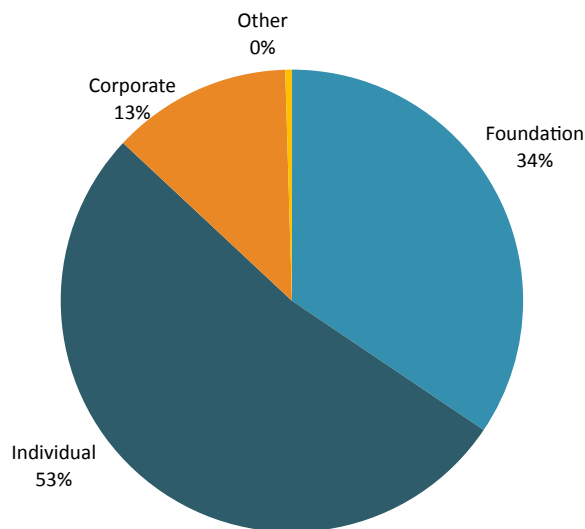
Wells Fargo Foundation



photo: Rafael Rivera

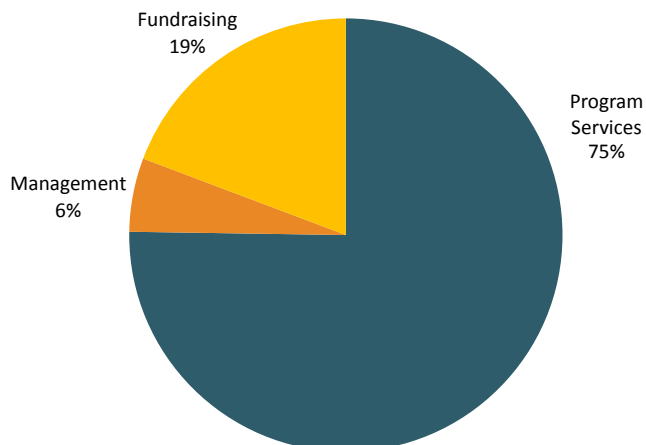
Financial Summary

FY 2010-2011 Revenue Breakdown



Total Contributions: \$258,420

FY 2010-2011 Expenses



Total Expenses: \$258,353

For more information, contact:
Ann Tartre, Executive Director
Equinox Center 545 Second Street, Suite 3 Encinitas, CA 92024
(760) 230-2960
www.equinoxcenter.org

EQUINOX CENTER

HEALTHY ENVIRONMENT STRONG ECONOMY VIBRANT COMMUNITIES