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HEALTHY ENVIRONMENT. STRONG ECONOMY. VIBRANT COMMUNITIES

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September 2011 e-News

Double Your Impact Toward San Diego's Future, San Diego Abuzz About The Young & Restless, Economic Solutions to Water Scarcity and more..

A Surer Investment than the Stock Market

Invest in San Diego's future today through a contribution to Equinox Center and you can **double your impact** thanks to new challenge grants by the Brown Family Foundation and the Orca Fund, totaling up to \$120,000.

The challenge grants apply to new Equinox donors only. [Click here](#) or contact Executive Director Ann Tartre at (760)-230-2960 for details.



San Diego Abuzz About "The Young & Restless" (and We Don't Mean the Soap Opera)

[Equinox Center](#) and the [San Diego Regional EDC](#) convened more than 100 of the region's business leaders together with economist and senior policy advisor to [CEOs for Cities](#) Joseph Cortright for a closer look at new findings about how the San Diego region can attract the "Young & Restless"--college-educated 25-34 year olds--and why doing so is vital to our economic prosperity. In short, place matters: the Young & Restless place an extremely high premium on quality of life. For more on these findings, and what Equinox and the EDC are doing to further this important regional conversation, [click here](#).



(If you are a young adult yourself who would like to know what *you* can do to help ensure an outstanding quality of life in the region, contact emma@equinoxcenter.org.)



Economic Solutions to Water Scarcity

The role of water pricing in preventing water waste continues to be a [hot topic in the region](#). Surfrider Foundation and several other local organizations are teaming up for an important public forum on this topic. "Three Easy Steps to Sustainable Water Management in Southern California," will take place on October 5. The event is free. [Click here](#) for more details.

To access Equinox Center's non-partisan research on water, including a primer on water pricing, [click here](#).

A Shared Vision for San Diego

Among the key findings from Equinox's 2011 [San Diego Regional Quality of Life Dashboard](#) was the need for a shared vision to guide regional planning for the future, and to drive more integrated solutions to our growth challenges. Through an initiative led by The San Diego Foundation, San Diego residents now have an opportunity to contribute to developing that vision. Click the image to get involved.



Speaking of the Young & Restless...

Thank you to our hard-working and talented summer interns Rita Kreig, Andrew Zingale, Kristine Schindler, Billy Brownlow, Ashley Phillips and Savanna Vrevich! Thanks to your tireless efforts, the 2012 San Diego Regional Quality of Life Dashboard is already shaping up to be the best ever. (Stay tuned for the annual Dashboard unveiling in early 2012!)

Equinox Center in the News

- [San Diego's Innovation Economy, and What it Takes to Recruit "The Young and Restless."](#) 9/28/11 (Xconomy)
- [Economists Predict Future Labor Shortage](#), 9/14/11 (ABC Channel 10 News)
- [Tiered water rate brings cascade of concern](#), 8/31/11 (*San Diego Union-Tribune*)
- [Water use ticks up as officials craft supply, demand plans](#), 8/26/11 (*San Diego Union-Tribune*)
- [Nonprofit Profile: Ann Tartre, Equinox Center](#), 8/8/11 (*San Diego Business Journal*)



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