

Year in Review 2017

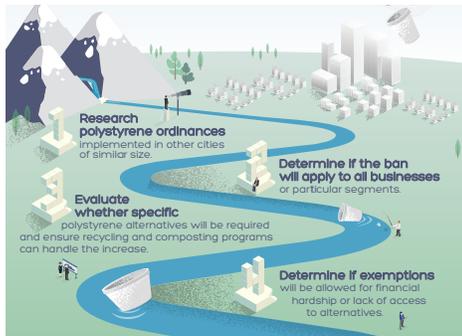
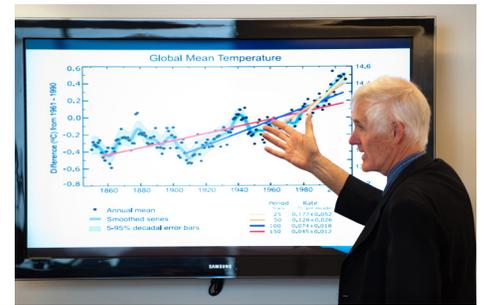
Measuring San Diego's Quality of Life for Current and Future Generations



Online Quality Of Life Dashboard

Our eighth annual Quality of Life Dashboard was released as an interactive online tool, putting sustainability metrics and trends into the hands of all internet users.

"The Equinox Project has done a tremendous job this year in making their regional environmental and economic indicators more accessible to the public by developing the new, interactive online San Diego Regional Quality of Life Dashboard." - Supervisor Greg Cox, First District



Informing Local Policy

Equinox's report, in partnership with Surfrider Foundation, influenced Imperial Beach's single-use polystyrene ban.

"Equinox does an excellent job of presenting fact-based findings on the impacts of polystyrene on the environment, businesses and residents in California. The findings have been used during interviews and meetings with elected officials and, most importantly, aided in the passing of an EPS ordinance in Imperial Beach." - Michael Torti, Surfrider Foundation

New Advisory Board

We developed a new twelve-member advisory board, filled with key San Diego influencers in the environmental, sustainability and economic sectors.

"Our charge includes strategic planning for 2018 and beyond, enhancing the Quality of Life Dashboard's impact and strategizing to achieve financial sustainability." - Peter MacCracken, Chairman, Equinox Project Advisory Board



Lobby4Good Training Launched

Leaders 2020 launched Lobby4Good public policy and advocacy training that enriched 20 young professionals in its first year.

"I'd recommend this training to anyone who cares about a cause. The instructors, Pat Libby and former Assemblymember Howard Wayne, gave us concrete advocacy tools and proven examples from their professional experiences. I hope to encourage the nonprofits I work with to branch out more in their advocacy efforts." - **Wilda Wong, Lobby4Good participant**

By The Numbers In 2017

- + **166% increase in online users** of the Quality of Life Dashboard
- + **625 stakeholders** trained on the Quality of Life Dashboard through presentations and meetings
- + **117 elected officials** informed through meetings, direct mail and personalized emails
- + **2 million residents** reached through digital and traditional media
- + **42% increase** in Leaders 2020 membership
- + **500 attendees** at 17 events
- + **112 young professionals** connected to regional leaders through monthly lunches

Did you see
the Quality of Life
Dashboard's housing metrics
referenced in [USA today?](#)

Or Equinox's Plastic Bag Bans
research mentioned
in University of California
and Vox's Climate Lab
[video on waste?](#)

Dear Supporters,

This has been a monumental year for the Equinox Project. With the new online Quality of Life Dashboard, the growth in our Leaders 2020 programs and our local policy victories, Equinox continues to be a vital and relevant resource for the region. Our goal is to arm decision-makers with the necessary resources to create policies that will improve our quality of life in San Diego—and we are both succeeding and reaping the benefits of this effort.

Thank you to all our partners, sponsors, funders, volunteers and community supporters. We're here because of you, and we hope you'll continue working with us to create a better quality of life in San Diego!

Sincerely,

Mikaela Bolling

Equinox Project Manager

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