



Sightline
INSTITUTE

2013 Gratitude Report



Sightline's mission is to make the Northwest a global model of sustainability—strong communities, a green economy, and a healthy environment.

Smart solutions for a sustainable Northwest

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FROM THE EXECUTIVE DIRECTOR

When the name Sightline appears in the media, I hope you'll remember it refers to you, too, because your generous support makes you part of us. It's a team effort, and thanks to you, 2013—our 20th anniversary—was a banner year.

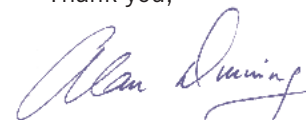
We (meaning, you) found receptive audiences on every issue we addressed, from fighting coal exports and highway megaprojects to promoting micro-housing and better parking rules. We dug into the finances of Big Coal and found shaky balance sheets, news that sent investors running for cover. We set new records for readership and media attention: every 23 hours all year, on average, our work showed up in a high-quality news story in Cascadia.

We left fingerprints—your fingerprints—on 14 noteworthy victories, ranging from the passage of new climate laws in Oregon and Washington to the collapse of two coal-export schemes in Oregon, and from the demise of the couch-poisoning “12-second rule” in California to the end of mandatory phone books in Washington.

One unlikely victory may ultimately prove pivotal. In November, the US Senate revised its filibuster rule by simple majority for the first time, starting the Senate down the path to majority rule. Sightline has been pushing this change since 2010, because a supermajority Senate will never approve the sweeping changes sustainability entails. We've been working behind the scenes to stiffen the spines of Northwest senators. You and the rest of Sightline added to the wave that broke the dam.

Thanks to your being part of Sightline, we have the freedom to pursue opportunities that focus on the long term, even obscure but essential procedural changes that few people think about. Thank you for being the “us” of Sightline. Your support makes an enormous difference.

Thank you,



Alan Durning, *Executive Director*
SIGHTLINE INSTITUTE



Sightline series, "Parking? Lots!" garners over **65,000** pageviews.

Articles from the series were reposted at outlets including *Grist*, *StreetsBlog*, and *Planetizen*, and several were written up in *Atlantic Cities*, *The Tyee*, *Seattle Met*, and the *Portland Mercury*.



Making sustainability legal wins:

- *No more mandatory white pages (WA)*
- *Neighborhood Safe Streets Bill (WA) passes*
- *Pay As You Drive auto insurance becomes a reality (WA)*

384 high quality news stories

quoted Sightline staff or cited our work, including a front page *Wall Street Journal* story on our research on laneway housing in Vancouver and a front section *New York Times* story on the Northwest's fossil fuel export crisis

Released ebook *Unlocking Home* to positive reviews in *Slate* and *Atlantic Cities*

"Sightline covers topics that go beyond the scope of sustainability discussions in my professional field. It helps stitch together more elements in the tapestry of environmental and social sustainability."

Chris Schreiner, EXECUTIVE DIRECTOR, OREGON TILTH

20% increase in web traffic over 2012

Sightline@20 Speaker Series, Town Hall

- Chris Jordan
- Matt Taibbi
- Mayor Julian Castro

Coos Bay and Port St. Helens coal export terminal proposals **CANCELED** in Oregon

Climate legislation passes in Washington:

The Washington legislature passed a bill to develop a strategy to reduce the state's greenhouse gas emissions, specifically considering carbon pricing options.

Sightline exposes coal export backer Ambre Energy's shaky finances

Twitter audience grew 52% to over

5,300 followers

Facebook audience grew **56%** to nearly 2,900 "likes"

PROFILE:

Kamala Rao Sightline Incoming Board Chair, Volunteer



When new Sightline board chair Kamala Rao's husband proposed buying the cheapest 1970s-era condo on the market in Vancouver BC, she balked at first.

Her husband, an architect interested in efficiency and optimizing small spaces, convinced her that renovating the 400-square-foot condo would be worth it. They reorganized the space, turned stairs into storage, and agreed that nothing could enter the condo without something leaving.

They stayed in their tiny urban haven for years. "I loved it. It became freeing not to need a lot of stuff," Rao said. "It was like being back on the boat we had when I was a kid. I loved how the dining room table turned into the bed and everything was so efficient and there were small spaces everywhere to discover."

Rao, born to two civil rights activists who met at the University of Washington, grew up camping and hiking across Washington and Oregon. She moved at the age of 11 to Alaska, where "if you're not going out into the wilderness, you're going to be pretty bored."

That love of the outdoors was the foundation for her interest in sustainability. But it wasn't until after she graduated from college, with a degree in physics and a head for numbers, that Rao realized what she really wanted to do.



"I thought about the biggest contribution I could make to the environment with my career," Rao said. "And I realized it would be—as I thought of it back then—getting rid of cars. Now I frame it as giving people alternatives to driving."

Rao, who got a master's degree in urban planning from The University of British Columbia, now works as a senior transportation planner for TransLink, Metro

Vancouver BC's transportation authority. She's helped municipalities improve bike infrastructure, develop smartly around transit stations, figure out how to design better bridges, and more.

Her considerable project management skills will come in handy as she leads Sightline's board of directors for the next two years, and through a strategic planning update. Rao first discovered the organization 10 years ago while researching her master's thesis on replacing the Alaskan Way Viaduct. Sightline was one of the few voices at the time, Rao remembers, questioning whether Seattle needed a freeway running through its downtown.

Since becoming a Sightline trustee in 2009 and joining the board of directors in 2011, the planner in her has appreciated the staff's organization and focus, as well as their knack for translating data and research into compelling charts, maps, and storytelling.

"It was just the best run nonprofit I'd ever been involved with, so that's kept me really excited about the work we do," she said. "And Sightline has the rare ability to do analysis and communicate it really well."

Rao, whose father is Indian and whose mother is white, has also led Sightline's board diversity committee since 2012. She's helped the organization seek to more actively engage communities of color, examine content choices through that lens, reach out to new partners, consider its own hiring practices, and learn from new relationships. That work, Rao said, has had an impact on her too.

"There's not a whole lot of diversity in the urban planning and transportation engineering fields, and you need a diversity of voices to really understand the issues," she said. "The work we've done at Sightline has made me much more of an advocate because I'm thinking about it all the time. And it's made me a lot more confident in talking about it."

Rao also appreciates the utility of Sightline's research. Just the other day, after debating with a colleague about how valid their traffic models would be in 30 years, she sent him a batch of Sightline graphics on flawed and overoptimistic traffic forecasts.

"I said, 'I bet these people were pretty confident about their models, too,'" Rao said. "That work is great, and something I use on a regular basis."

Statement of Financial Position

December 31, 2013

ASSETS

Cash and investments	\$ 2,166,297
Accounts receivable	10,426
Donations and grants receivable	469,654
Other assets	30,786
Total assets	\$ 2,677,163

LIABILITIES AND NET ASSETS

Liabilities

Accounts payable and accrued expenses	\$ 165,176
Total liabilities	165,176

Net assets

Unrestricted	2,030,515
Temporarily restricted	481,472
Total net assets	2,511,987
Total liabilities and net assets	\$ 2,677,163

Statement of Activities

For the Year Ended December 31, 2013

REVENUE

Grants	\$ 549,500
Contributions	1,395,783
Publication sales and fees for service	33,750
Investment income	766
Total revenue	1,979,799

EXPENSES

Programs	1,049,766
Fundraising	248,356
Management and general	45,017
Total expenses	1,343,139
Change in net assets	636,659
Net assets, beginning of year	1,875,328
Net assets, end of year	\$ 2,511,987

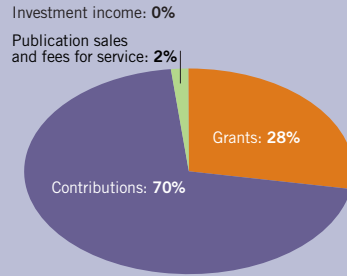
Change in Cash and Investments

For the Year Ended December 31, 2013

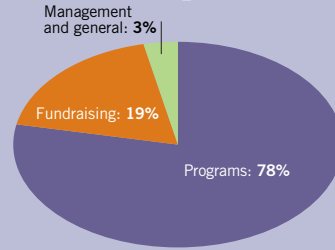
Net change in cash and investments	\$ 823,481
Cash and investments, beginning of year	1,342,816
Cash and investments, end of year	\$ 2,166,297

Peterson Sullivan LLP had not yet conducted the review of Sightline Institute's 2013 financial statements at the time of this printing. If you would like a reviewed version, please contact Migeo Han by calling 888-447-1880 ext. 118.

2013 Revenue



2013 Expenses



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