



# 2018/2019 ANNUAL REPORT



*Engaging our community  
in protecting our environment*



# ECOACTION ARLINGTON

## 2018/2019 ANNUAL REPORT

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## A Message from Our Executive Director

Our 2018-2019 fiscal year was full of new beginnings with several first-time experiences. We also refined and expanded some of our longtime programs while working to increase our reach and impact. Throughout this year's annual report, we will highlight some of the ways we achieved those goals and continue to realize our mission.

In October 2018, we launched a new fundraising event, the EcoExtravaganza celebration. The event was a celebration of our 40th anniversary and created a new avenue for donors and sponsors to contribute financial support in what has now become an annual event. Leading up the inaugural EcoExtravaganza, we partnered with area environmental organizations to conduct our first Plastic Free Challenge. The nine-week challenge engaged more than 800 households in actively working to reduce the preponderance of single-use plastics throughout daily life.

Partnerships play an important role in helping us execute our mission and help increase our impact. In this year's report, we highlight achievements realized through our partnerships and our programs, with a particular focus on a longtime sponsor and partner, JBG SMITH.

In collaboration with the Mt. Vernon Group of the Virginia Chapter of the Sierra Club, we advocated for the approval of Arlington County's Community Energy Plan to move Arlington toward becoming a more sustainable place to live. Following that effort, the board established an EcoAction Arlington Advocacy Committee to focus on Arlington and Virginia policies.

As you read through our 2018-2019 Annual Report, we hope you learn a little about our new partnerships, and our new and ongoing programs. Every facet of EcoAction Arlington's work supports our quest for a more sustainable Arlington and the desire to attract the interest and gain the participation of all Arlingtonians in improving our environment.

**Elenor Hodges**  
Executive Director



Energy Efficiency



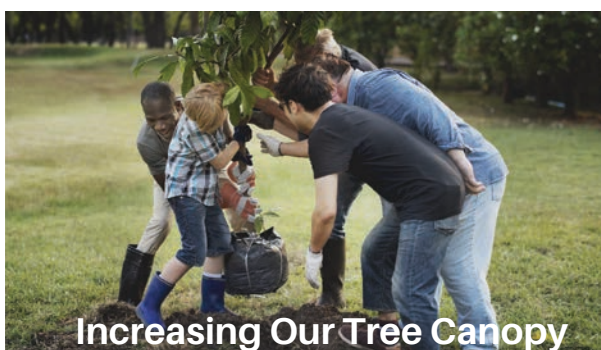
Reducing Litter



Preparing the Future



Engaging the Community



Increasing Our Tree Canopy

# Our Work

Our stated mission guides our work:  
***EcoAction Arlington protects and improves water, air, and open spaces in the Arlington community and nearby areas by promoting stewardship of our natural resources and connecting all citizens to practical solutions that achieve a sustainable lifestyle.***

Every cleanup. Every tree we plant. Each home with improved energy efficiency. And, every classroom where environmental education is shared moves us a few steps closer to achieving our mission. Those actions are only the beginning. As a small community nonprofit, we know making the world a better and more sustainable place to live won't be complete without individuals, just like you.

We're increasing avenues for engagement throughout our community, and committed volunteers are the glue that makes our work possible. Community members support and lead groups like our R4 Group, where volunteers work in the schools to reduce waste and teach students why it's beneficial. Our Straw Free Arlington campaign connects with members of the restaurant community to work toward eliminating single-use plastics. And, the newly formed Advocacy Committee champions environmental action at the governmental and institutional level. With a focus on our vision that "All Arlingtonians are collectively engaged in creating a sustainable community," we're counting on you to join us in improving our environment.



# Energy Efficiency



**Energy Masters volunteers worked with 107 low-income families to demonstrate how small changes can result in a more energy-efficient lifestyle.**

Today, these households reap the benefits of decreased carbon emissions and a more comfortable home. **This year volunteers installed 140 LED light bulbs and 112 low-flow aerators and showerheads.**





# Reducing Litter



**The indiscriminate disposal of trash and litter poses potential health issues for plants, animals and humans.**

Hundreds of volunteers joined EcoAction Arlington to clean up several Arlington parks, highways and streams. **In 2018-2019, we removed 438 bags of trash** from our parks and waterways.



# Preparing the Future



**This year our in-school programs empowered 3,371 students with skills and knowledge they can apply toward adopting a more sustainable lifestyle.**

Students are taking action and educating their parents and grandparents about the little steps that can make a big difference for Arlington and for our planet.





# Engaging Our Community



**Volunteers make our work possible by sharing their time and energy in support of our mission.**

Time is the one thing we can never get back, and **this year, 991 individuals contributed 1,912 volunteer hours** by participating in Energy Masters, stream and highway cleanups, invasive plant removal projects, the Plastic Free Challenge, the fall seed collection, and so much more.





# Increasing Tree Canopy



**Trees are powerful forces of nature that protect and manage our ecosystem.**

They help sustain our environment by reducing energy use, regulating water, decreasing emissions, clearing the air, and contributing to our mental and physical health. **EcoAction Arlington planted 414 trees at homes and in neighborhoods, increasing Arlington's tree canopy.**



# JBG SMITH AND ECOACTION ARLINGTON:

Partnering for a more sustainable Arlington



JBG SMITH



4PFOODS  
Local food with a PURPOSE





JBG SMITH employees participating in a Days of Giving invasive removal project at Fort Smith Park.

Thirty-eight people wearing JBG SMITH Cares t-shirts, with gloves and trash bags in hand, walked out toward the woods, trudging through waist-high weeds to spend a couple of hours improving Arlington's environment. These JBG SMITH employees took a day off from work to support EcoAction Arlington's efforts to protect the environment by removing invasive plants. By the end of the workday, they had transformed the previously weed-filled area, removing and filling sixty large trash bags with invasive plants. Their volunteer efforts contributed to improving biodiversity in the area by removing plants that had become overgrown, quickly displacing native plants. Through JBG SMITH's Cares program, employees can take a day off, with pay, to support the community through its Days of Giving program.

JBG SMITH Cares seeks to develop strategic partnerships with organizations in the communities where they conduct business. Established in 2010 to commemorate JBG SMITH's 50th anniversary, the program offers company employees the opportunity to support nonprofits and organizations through an annual Day of Giving. Employees who participate can volunteer with a

nonprofit that works to advance one of five JBG SMITH Cares program areas: Affordable Housing, Arts in the Community, Education, Environmental Responsibility, or Health and Well Being. JBG SMITH Cares gives back to the community either through monetary or in-kind donations and volunteer work.

The alignment of JBG SMITH's sustainability goals and EcoAction Arlington's mission help advance sustainability throughout Arlington. Hundreds of employee volunteer hours have contributed toward cleanups at Arlington parks and streams, marking storm drains, and removing invasive plants from parks and open spaces through the Days of Giving program. While the program offers support to community organizations, JBG SMITH employees also get the opportunity to become more familiar with the communities where they conduct business, learn about what's going on, and feel like they are making an impact. Because of JBG SMITH's extensive footprint in Arlington, they view the partnership with EcoAction Arlington as an excellent means for employees to see and contribute to advancing sustainability in the county.





JBG SMITH Earth Day Fair at its 1201 Wilson Boulevard building in Rosslyn, Virginia.

Beyond JBG SMITH Cares, the company is also educating tenants on what they are currently doing and possible future efforts. Currently, annual Earth Day Fairs held within their buildings help educate tenants about environmental best practices. Now they're working on getting tenants out of the building in a new series of events called Meet the River. The goal is to help tenants understand the unique biodiversity of the area and to create a connection to the river. By seeing and experiencing the river through walking tours, the company hopes tenants gain a better understanding of their efforts and the impact, for example, to stop using plastic straws, so they don't end up in the river.

JBG SMITH also integrates environmental activities into the operation of its business. This summer, we spoke to the former JBG SMITH director of Sustainability, Jessica Long, who talked to us about the company's overall commitment to protecting the environment. "As a developer and owner of real estate in the D.C. metro region, it's essential for us to stay focused on regional issues like protecting our environment, as well as looking

at the bigger picture goals around sustainability and climate change." They do this by understanding how their buildings use energy, manage water, and reduce waste. By making smart decisions, they can reduce energy use, especially in new developments, where they can realize the most significant impact. Long says the company views sustainability as a service. "We want to make sure we're using sustainability to set ourselves apart from other buildings and other property managers."

EcoAction Arlington first partnered with JBG in 2013 and the partnership has grown over the years. JBG SMITH looks forward to continuing working together to improve sustainability in Arlington. Jessica spoke about how JBG SMITH and EcoAction Arlington can continue their partnership in the future. "We look forward to expanding the relationship, and as much as we can get EcoAction Arlington in front of people while using the organization's expertise to educate. We really value what EcoAction Arlington is doing, and that's why we want to give money every year and make sure we support the organization in other ways as well."



# Interning at EcoAction Arlington

Most high school seniors have a lot going on in their last year of school. Between classes, tests, homework and extracurricular activities, finding time to connect with a community nonprofit can be challenging. Despite everything the typical high school student is juggling, EcoAction Arlington was lucky enough to have Bryant Rocha, a Washington-Liberty high school student, spend more than eight months interning with us in 2018-2019. Bryant's internship was made possible through a partnership with Urban Alliance, a nonprofit that provides youth development to economically-disadvantaged students.

Bryant Rocha became familiar with EcoAction Arlington after seeing an internship opportunity online. Before that time, he knew little about sustainability or our organization, but he found the topic intriguing and decided it was an opportunity to learn more. Bryant spoke about his perspective on the environment before his internship with EcoAction Arlington and afterward, "Before becoming an intern, I wasn't really too educated about the environment. Today that is different. Not only am I interested in reusing and recycling, but I now see how deforestation is a major problem. I'm interested in many aspects of sustainability, the impact of idling, the different sources of energy, and the effects of the tree canopy."

During his internship, Bryant became a part of the EcoAction Arlington team. From digital expertise to working with elementary school students in the classroom, he got a chance to experience more than a day in the life of the real-world work environment. His tasks included a diverse set of

responsibilities, including updating the EcoAction website with articles (some written by him), taking photographs at events, and drafting newsletters in Constant Contact. Bryant enjoyed all of the opportunities to expand his knowledge of the work environment, but one activity impacted him most. "My favorite thing was probably to lecture kids in middle school and teach students about the environment. I think it helps them develop an interest in the environment while they are young, which they can expand upon in the future."



Bryant Rocha works with kids at Discovery Elementary School.





Bryant Rocha supporting a JBG SMITH Cares invasive pull and working with students at Discovery Elementary School.

As the summer and his internship neared a close, Bryant thought about college, and he reflected on how he would apply his increased interest and knowledge about the environment in the future. "I'm going to use this experience to help others by letting them know what they can do. Before I started interning, I didn't talk that much about the environment. Now, I plan to share what I did during my internship at EcoAction Arlington with my family and friends." Bryant feels the most important thing that people can do is to become educated and find a specific topic to be passionate about.

The internship made him aware of how many residents don't realize that they can make a difference. He now tries to let people know that just doing one thing can make a difference. And, he emphasized the importance of reaching out to students. "They're going to be the future leaders and representatives of this area. Teaching them about the environment while they are young can help them become more involved as they grow."

Bryant is currently a computer science major at George Mason University. He said he would not be forsaking his interest in the environment and he plans to continue expanding his knowledge by taking elective courses in environmental education. His internship also gave him professional office skills he intends to share with his friends and family as well.

*"The young generation can influence their elders and can make them understand the environmental problems that are faced by us today. The youth can make them see that our environment is deteriorating day by day."*

— Oren Lyons



# PARTNERSHIPS IN ACTION

## SOLAR CO-OP

Our collaboration with the Solar and EV Co-op helped 46 homeowners install solar panels at a reduced cost and nine vehicle owners transition to solar EV chargers.

## STORMWATER WISE

Our partnership with the Arlington County Office of Sustainability and Environmental Management on the StormwaterWise Program offers residents options to reduce pollutants swept from paved surfaces into our waterways. This year, we completed 36 projects that improved more than 17,000 square feet of land.

## RAIN BARRELS

By partnering with the Northern Virginia Rain Barrel Program, 238 people installed a rain barrel to conserve water and decrease runoff.

## PLASTIC FREE CHALLENGE

In conjunction with nine organizations, we launched a nine-week challenge to help people eliminate single-use plastics from their daily lives. We engaged more than 1,000 people in the challenge, beginning the important work of reducing single-use plastics.





# **ECOEXTRAVAGANZA**

Celebrating **40** years of  
environmental protection





## EcoExtravaganza Celebration

The EcoExtravaganza celebration in October 2018 commemorated 40-years of our accomplishments as Arlingtonians for a Clean Environment. Earlier in the year, we transitioned to EcoAction Arlington to better align with the expansion of programs over the years.

EcoExtravaganza celebrated our accomplishments, acknowledged our supporters, and introduced us to new community members throughout Arlington's diverse population. In support of our ongoing and expanded programs, we raised \$14,000.

The evening was made possible through the support of many volunteers, members, our platinum sponsor, JBG SMITH and all of our other sponsors.

### Host Committee Members

Dean Amel and Terry Savela  
John C. Chadwick

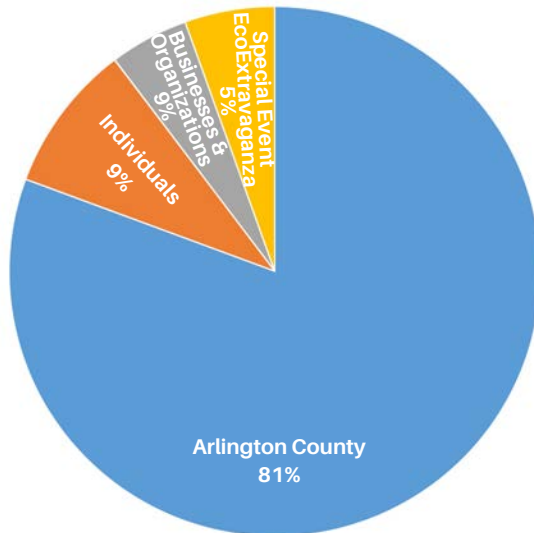
### Host Committee Members (continued)

Lyndell and Margaret Core  
The Honorable Katie Cristol,  
*Arlington County Board*  
Jennifer Endo, *AHC Inc.*  
The Honorable Paul Ferguson,  
*Clerk of the Circuit Court*  
The Honorable Jay Fisette,  
*Arlington County Board, 1998 to 2017*  
The Honorable Patrick Hope,  
*Virginia House of Representatives*  
The Honorable Alfonso Lopez,  
*Virginia House of Representatives*  
Andrea Reese,  
*Northern Virginia Conservation Trust*  
Michelle Robinson  
The Honorable John Vihstadt,  
*Arlington County Board, 2014-2018*



# Financials

## Revenue



**Total Revenue: \$487, 985**

## Expenses



**Total Expenses: \$482, 778**

**Environmental Education**

**16%**



**Community Engagement**

**67%**



**Support**

**17%**







# PARTNERS AND SPONSORS

|  |   |                                      |
|--|---|--------------------------------------|
| 350 Fairfax  | Arlington County Department of Environmental Services             | BikeArlington                        |
| 395 Express Lanes Community Grant Program                            | Arlington County Department of Parks and Recreation               | Billy Buck & Company                 |
| Agudas Achim Congregation  | Arlington County Public Schools Sustainability Advisory Committee | BMS                                  |
| Alice Ferguson Foundation  | Arlington County Urban Forestry Commission                        | Capital Bike Share                   |
| American Public Power Association                                    | Arlington Dentistry by Design                                     | Capital City Sound                   |
| Amicus Green Building Center   | Arlington Home and Garden Show Expo                               | Chesapeake Bay Foundation            |
| Amplify for Change   | Arlington Initiative to Rethink Energy (AIRE)                     | Church of Latter Day Saints          |
| Amy Thomas Design  | Arlington Public Libraries  | City of Alexandria Office of Housing |
| Annie B Rose House   | Arlington Public Schools  | Clean Virginia Waterways             |
| Anya Felch Design  | Arlington Public Schools Health Advisory Committee                | Columbia Grove Apartments            |
| Arbor Heights Apartments   | Arlington Public Schools Science Program                          | Cook Bros.                           |
| Arlington Art Truck  | Arlington Regional Master Naturalists                             | Crowell & Moring                     |
| Arlington Arts Center  | Audubon Naturalist Society  | CvS Consulting                       |
| Arlington Chamber of Commerce Community Action Committee             | Bee's Wrap  | Dental Lace                          |
| Arlington Cinema and Drafthouse                                      | Ballston BID  | District Taco                        |
| Arlington Community Development Fund                                 | Ben & Jerry's   | EagleBank                            |
| Arlington County Dept of Community Planning, Housing and Development | Beth Konkoski   | EarlySpace                           |





# PARTNERS AND SPONSORS

|   |  |  |
|---|--|--|
| EcoBags                                       | JBG SMITH  | Paisanos Pizza                                       |
| EcoCaters                                     | Jessica Claire Haney                                   | ParcView Apartments                                  |
| Elizabeth's Gone Raw                          | Kappa Delta Chi  | Phoenix Bikes  |
| Enventive Consulting                          | KeepCup  | Pietanza   |
| EnviroHomeDesign                              | Kodiak Realty - Shooshan Co.                           | Potomac Conservancy                                  |
| Falls Church Distillers                       | Kol Ami: Northern Virginia Reconstructionist Community | Potomac Peddlers                                     |
| For A Strawless Sea                           | Leadership Center for Excellence                       | Potomac River Running Store                          |
| First Citizens Bank                           | Life Without Plastic                                   | Rails-To-Trails Conservancy                          |
| Four Mile Run Conservatory Foundation         | Lost Dog Cafe  | Rick Hodges  |
| Friends of Accotink Creek                     | Martin Ogle, Entrepreneurial Earth                     | Rock Spring Congregational United Church of Christ   |
| Giant Food                                    | Loving Cup Vineyard and Winery                         | SageNet  |
| Gifts That Give Hope                          | MOMs Organic Market                                    | Samuel Becketts's Irish Gastro Pub                   |
| Greater Prince William Climate Action Network | Nancy Striniste, Early Space                           | Sekoyia  |
| Green America                                 | National Park Service                                  | Sierra Club, Mt Vernon Group of the Virginia Chapter |
| Greenpeace                                    | National Wildlife Federation                           | Simply Straws  |
| Greenstreet Gardens                           | Northern Virginia Rain Barrel Program                  | Solar United Neighbors of Virginia                   |
| Harris Teeter                                 | National Virginia Soil and Water Conservation District | St. Matthews United Methodist Church                 |
| Heavy Seas Alehouse                           | Northern Virginia Trash Action Work Force              | St. Michaels Episcopal Church                        |
| Heidelberg Bakery                             | Northwest Federal Credit Union                         | St. Stevens and St. Agnes School                     |
| Hogblast! Productions                         | Oracle   | Stantec  |
| Home Energy Medics                            | Pacers Running   | Tara Campbell  |



# PARTNERS AND SPONSORS

|                                      |  |                                       |
|--------------------------------------|--|---------------------------------------|
| Teen Eco Action Network              | Trade Roots                                | Volunteer Arlington                   |
| Tesla                                | Trader Joe's                               | Walmart                               |
| Simply Straws                        | Transurban                                 | Washington Area Bicyclist Association |
| Solar United Neighbors of Virginia   | TradeStewards                              | Waterford Inc.                        |
| St. Matthews United Methodist Church | Unitarian Universalist Church of Arlington | Westover Market                       |
| St. Michaels Episcopal Church        | Urban Alliance                             | Whole Foods                           |
| St. Stevens and St. Agnes School     | U.S. Drug Enforcement Administration       | Wild Birds Unlimited                  |
| Stantec                              | U.S. Patent and Trademark Office           | Women's Club of Arlington             |
| Tara Campbell                        | VanderPoel Architecture                    |                                       |
| Teen Eco Action Network              | Virginia Cooperative Extension             |                                       |
| Tesla                                | Virginia Department of Forestry            |                                       |
| Toby's Homemade Ice Cream and Coffee | Virginia Imports, Ltd.                     |                                       |





# BOARD OF DIRECTORS



**JILL BARKER**



**BESS FOLEY**



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**JOHN GALLAGHER**



**DON MASTERS**



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**ALEXA GROMADA**



**JOAN MCINTYRE**



**ALEX  
CHACALTANA**



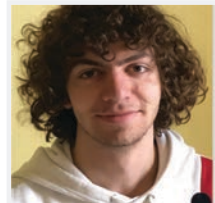
**BETHANIE HARPER**



**MICHAEL MURTHA**



**STEPHANIE DIX  
CLIFFORD**



**STEVEN LANIER**



**CAROLINA PEÑA  
ALARCÓN**



**JENN YATES**





EcoAction Arlington appreciates your support of our local conservation programs. We are the only environmental organization working exclusively in Arlington.

## **SUBSCRIBE**

to our e-newsletter

## **GET INVOLVED**

volunteer

## **INCREASE**

your annual giving

## **BECOME**

a monthly donor

## **GIVE A GIFT**

of an EcoAction Arlington membership

## **ENGAGE**

with us on social media







[www.ecoactionarlington.org](http://www.ecoactionarlington.org)

**Address** | 3308 South Stafford Street  
Arlington, Virginia 22206

**Telephone** | 703-228-6427  
**Email** | [volunteer@ecoactionarlington.org](mailto:volunteer@ecoactionarlington.org)