



1402 Third Avenue, Suite 500
Seattle, WA 98101

T 206 447 1880

F 206 447 2270

www.sightline.org

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30 Years of Working Together

Smart solutions for a
sustainable Northwest

SIGHTLINE

THIRTIETH

ANNIVERSARY

GRATITUDE

REPORT

2022

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

Smart solutions for a sustainable Northwest

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WASHINGTON

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Raymond Fung
BRITISH COLUMBIA

Jeanette Henderson
WASHINGTON

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OREGON

Wayne Lei, Secretary
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WASHINGTON

John McGarry, Treasurer
WASHINGTON

Jason Pretty Boy
IDAHO

Ruchi Sadhir
OREGON

Esther Verheyen
BRITISH COLUMBIA

2022 STAFF

Michael Andersen
Senior Housing Researcher and Transportation Lead

Kate Anderson
Senior Researcher, Farms and Forests

Dan Bertolet
Director of Housing and Urbanism

Cliff Cawthon
Pro-housing Coalition Strategy Manager

Webster Chang
Digital Strategy Manager

Rachel Consolo
Human Resources Manager

Nakeshia Diop
Research Assistant (Alaska Fellows Program)

Alan Durning
Executive Director

Anna Fahey
Senior Director, Communications and Campaigns

Catie Gould
Researcher

Zane Gustafson
Senior Research Associate

Serena Larkin
Editorial Director

Jay Lee
Research Associate, Democracy

Jeannette Lee
Senior Researcher and Alaska Lead

Kate Macfarlane
Housing and Urbanism Researcher

Emily Moore
Senior Researcher, Fossil Fuel Transition

Nashrah
Donor Events and Engagement Manager

Tricia O'Neill
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Leah Quinn
Senior Associate of Operations

Meaghan Robbins
Managing Director

Steph Routh
Strategic Communications Manager

Terry Satran
Senior Associate of Development and Operations

Alexa Woodard
Development Manager

2022 FELLOWS

Alice Buckley

Eric de Place

Kristin Eberhard

Laura Feinstein

Daniel Malarkey

Valerie Tarico

SPECIAL THANKS TO THE FOLLOWING CONTRIBUTORS, EDITORS, AND REVIEWERS:

John Abbotts

Nisha Balaram

Aaron Brown*

Frances Bula

Anna Louise Campbell

Penny Carrothers

Jade Chan

Iris Chavez

Christina Claassen**

Barbara Clabots**

Trisha Comsti**

Ruben DeLuna

Craig Engelking

Joanna Grist

Anna Kahler*

Riley Kent

Nathan Kommers**

Tim McCormick

Todd Newman

Maryam Noor

Daniel Oleksiuk

Devin Porter

Issi Romem

Matt Stevenson

Alfred Twu

* YIMBYtown coordination
** Sightline Daily Editor

FROM THE EXECUTIVE DIRECTOR

Thanks to you, Sightline Institute is in its 30th year. The Sightline community to which you belong has logged almost three decades together, advancing the mission of making the Pacific Northwest a model of sustainability. Slowly but surely, we're making a Cascadia of strong communities, a green economy, and a healthy environment.

Sightline has done none of it alone, of course. We work with allies, often in unusual, cross-partisan coalitions. But still, the institute's fingerprints—your fingerprints—are visible on a gratifying 30-year history of victories.

Some wins have faded in memory but continue to shape the region. Thanks to you, Cascadia's stormwater infrastructure is greener, its car insurance more likely to be sold by the mile, its legislative bodies less likely to be hamstrung with filibusters, its clotheslines less likely to be banned, its porches less likely to be piled with yellow pages, and its breast milk less polluted with toxic flame retardants.

Other wins remain fresh in mind. **Thanks to you,** British Columbia and Washington put a price on carbon pollution—the single most effective climate remedy.

Thanks to you, Cascadia is not a fossil-fuel export platform. Sightline helped block construction of 40 proposed fuel export projects including coal terminals, oil tank farms, and liquified natural gas facilities.

Thanks to you, millions of people across the region and the continent use the Sightline-inspired Walk Score each year to choose low-carbon homes.

Thanks to you, voters in Seattle—and soon Oakland—fund campaigns with democracy vouchers, diluting the influence of big-dollar donors.

Thanks to you, Cascadia's communities are more compact and walkable, require less driving and emit less carbon per person. In-law apartments and backyard cottages are legal in a score of Northwest cities, along with all of Oregon. Bans on sharing homes with roommates are gone in Oregon and Washington. Middle housing, such as fourplexes, is allowed across much of urban Oregon and is on the agenda elsewhere.

Thanks to you, progress is accelerating. In 2022 alone, Anchorage and most Oregon cities began eliminating off-street parking quotas—obscure regulations that make housing scarce and cars plentiful.

Thanks to you, Alaska pioneered open primaries and ranked choice voting, showing the power of these innovations to dampen extremism, and ranked choice voting became the law in Portland and Seattle. These changes are turning heads across the continent, beckoning as an antidote to polarization.

Overall, Cascadia's communities are stronger, its economy greener, and its environment healthier than they would be were it not for Sightline—for you.

Thanks!

Alan Durning, *Executive Director*
SIGHTLINE INSTITUTE

Support from our community makes progress possible across Cascadia

Founded 30 years ago in 1993, Sightline has been committed since day one to making Cascadia a global model of sustainability, with strong communities, a green economy, and a healthy environment.

In 2022, your support supercharged our efforts, unleashing big wins.

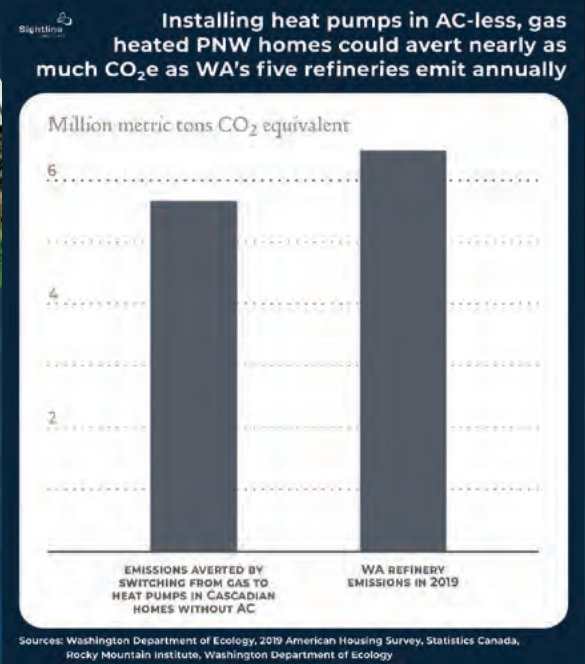
GLOBAL MODEL OF SUSTAINABILITY

Over the summer, Oregon became the first US state to erase parking mandates in cities statewide. The state Land Conservation and Development Commission followed recommendations by Sightline and a coalition of partners to roll back these obscure but ruinous requirements, which prescribe a specific minimum number of on-site parking spots for every new building, creating unnecessary barriers to building more homes and businesses. This change is a win for sustainability, as it will boost housing options dramatically, increase green space, and serve as a model for growing cleaner, low-carbon communities. In fact, at Sightline's urging, the Anchorage Assembly followed Oregon's example in late 2022, with a unanimous bipartisan vote to repeal parking mandates across Alaska's most populous city.



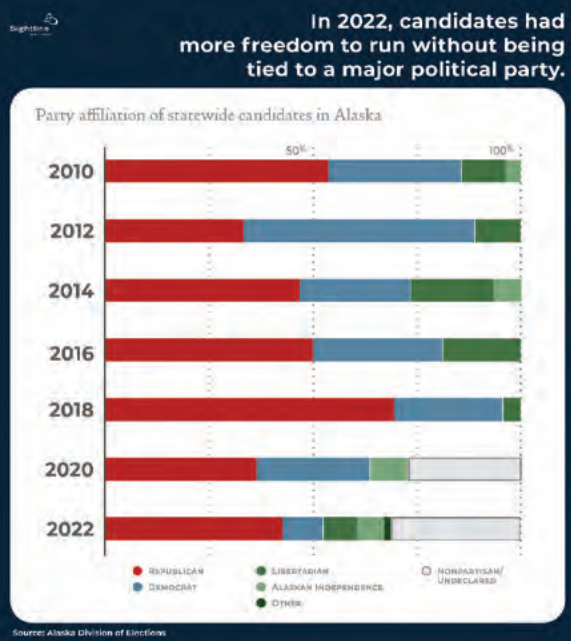
A GREEN ECONOMY

In 2022, Washington adopted some of the strongest clean energy building codes in the nation, requiring electric heat pumps in all new residential and commercial buildings. Heat pumps are highly efficient as they can both heat and cool buildings and can replace gas-powered furnaces, thereby offering immense decarbonization benefits. Sightline supported partners in their work on this through the ShiftZero coalition and by amplifying messages to our audiences. At the US federal level, President Biden issued an executive order in June that creates a guaranteed market for heat pump manufacturers in an effort to boost supply.



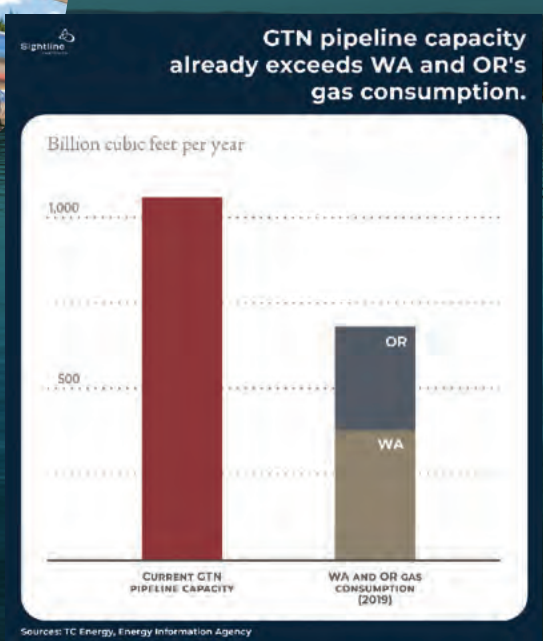
STRONG COMMUNITIES

Years of Sightline democracy research and groundwork, along with ongoing education and outreach, helped Alaska in its highly successful and widely observed first use of open primaries and ranked choice voting during the 2022 election cycle. With Sightline's support, Seattle and Multnomah County both followed Alaska, adopting ranked choice voting. And Sightline helped Portland go even farther. The city adopted an advanced, proportional form of ranked choice voting that Sightline has been advocating for Portland for five years. Ranked choice tamps down extremism and vitriol, encourages increased collaboration, and allows officials to focus on solving big problems in our communities like housing and climate.



A HEALTHY ENVIRONMENT

Sightline's original analysis helped thwart our region's newest fossil fuel expansion project: the Gas Transmission Northwest pipeline expansion, proposed by the same Canadian fossil fuel giant behind the failed Keystone XL project. GTN Xpress would lock in expanded fossil fuel infrastructure for decades, making it harder for the region to achieve its decarbonization goals. Sightline's research was used by the Attorneys General of Washington, Oregon, and California to publicly oppose the project. Allies, including Columbia Riverkeeper, also used our research in their interventions against the project to the Federal Energy Regulatory Commission (FERC). The pipeline project is currently under FERC review.



"Another round of thanks for all the accomplishments of Sightline."

Faye & Mike R., CT

2022 DONOR SPOTLIGHT

Over the past 30 years, Sightline has gathered a robust community of dedicated supporters who share our vision for the future of Cascadia. These impressive individuals choose to generously invest in Sightline, and their stories reveal the passion and optimism that fuels our work. We're pleased to introduce you to the following community members:

Brynn & Marley Arborico

Seattle, WA

SISTERS, SIGHTLINE DONORS

How did you discover Sightline—or how did Sightline find you?

We discovered Sightline through our family: bumping into Alan at fundraisers which we excitedly attended with our parents in middle and high school, and hearing over the dinner table about the organization's early work on detoxifying household products to increase breast milk health.

What draws you to support Sightline's mission?

Having followed this organization for years, we continue to be impressed by its smart leadership and regional savvy. We believe in investing in Cascadia to prove out concepts and model legislation, and the Pacific Northwestern wonkiness fills a niche in our values and giving; we love that Sightline's projects teach us about challenges and opportunities at a tractable and relatable level.

Is there an aspect of Sightline's work that speaks to you most?

We particularly resonate with Sightline's push for more diverse housing options as a part of urban infill. Having grown up in an unconventional shared household, we love the idea of densifying while preserving beauty, building community, and sharing resources.

What gives you hope for the future?

Marley: I find it inspiring how many of my millennial peers are switching into mission-driven work like climate tech. Especially during the past two years, I've seen a wave of capable, diligent friends choosing to sacrifice pay or stability for a 9-5 that's more values-aligned.

Brynn: I feel most optimistic when I take a step back from personal, societal, and global challenges of the day and reflect on our rate of technological and cultural innovation—things like food science reducing demand for farmed animal suffering, how much kinder the world is to its queer members than in decades past, or the incredible pool of resources and brainpower focused on climate.



Marley & Brynn Arborico

Ray Fung

Vancouver, BC

SIGHTLINE DONOR, CURRENT BOARD MEMBER

How did you discover Sightline—or how did Sightline find you?

While I was in grad school in the mid-'90s, I was impressed by Alan's work at Worldwatch Institute. I followed his career as he traveled across the country and established Northwest Environment Watch in 1993, which became Sightline Institute in 2006. I've been a fan since that time.

What draws you to support Sightline's mission?

Blessed to be living in this part of the world, I really believe this region can be a model of sustainability for other places.

Is there an aspect of Sightline's work that speaks to you most?

Having worked in local government, I relate most to the Housing and Urbanism work. Changes in legislation to parking mandates as a result of Sightline's work



Ray & Reyla Fung

have been impressive. Research into "missing middle" housing is key to addressing housing affordability, active transportation, and transit challenges.

What gives you hope for the future?

Sightline's efforts in ranked choice voting have been inspiring. That democracy reform is possible gives me hope for the future.

Nolan Lienhart

Portland, OR

SIGHTLINE DONOR, CURRENT BOARD MEMBER

How did you discover Sightline—or how did Sightline find you?

I discovered Sightline while working as a Legislative Assistant for Congressman Earl Blumenauer in Washington, DC. Sightline was a valuable resource for me, providing well researched information to support our development and evaluation of public policy. It also helped me to understand the role of Cascadia to test and implement ideas that were relevant far beyond our region.

What draws you to support Sightline's mission?

I support Sightline's mission because it is so effective at lighting the way toward a more sustainable future in Cascadia and beyond. I have watched Sightline develop research and effective communications that are tremendously useful to advocates, policymakers, and the media, and in many cases fundamentally changing the viability of innovative policy ideas.



Is there an aspect of Sightline's work that speaks to you most?

I have been moved and motivated by Sightline's work on housing affordability, increasing access to healthy, thriving communities. This work supports the ability of more people to live in walkable, transit-accessible places, including my own neighborhood!

What gives you hope for the future?

Sightline's model of working to implement innovative policies in Cascadia seems to be paying off, bending the curve faster than I could have expected on a range of issues. I'm hopeful that we'll see more of these victories, and accelerated visibility and adoption of this work.

Place, People, Mission

Stretching along our coast from southern Alaska to northern California is the largest rainforest outside of the tropics. A 1,500-mile-long belt of evergreen woodlands, it holds the heaviest accumulations of living matter on the surface of the planet.

Through these forests rise swift, cold rivers that brim, or once brimmed, with wild, migrating salmon. The fish tie the waters to the land, harvesting the ocean's fertility and carrying it inland to nourish ecosystems in the plains and basins of our interior and the valleys of the Coast, Cascade, and Rocky Mountains.

Together, the forests and the salmon-filled rivers define the natural boundaries of our place, our bioregion: the Pacific Northwest or Cascadia. This place on Earth is the ancestral home of indigenous peoples in hundreds of bands and tribes across four major language groups—the Coast Salish, Wakashan, Chinookan, and Sahaptin. It encompasses all of Washington; most of British Columbia, Idaho, and Oregon; sections of Alaska, California, and Montana; and slivers of adjoining states.

Our region has more of its original ecological endowment still intact than any other part of the industrialized world. Indeed, our identity as a place is, first and foremost, defined by our attachment to nature.

Cascadia is big enough to matter. Its area is almost three times the size of France and substantially larger than the 13 original colonies. Its growing population of 21 million—outpacing the Netherlands and gaining on Australia—is centered in the three great metropolitan areas of Portland, Seattle, and Vancouver, BC, and in midsize cities such as Anchorage, Boise, and Victoria.

Our region is a dynamo: with our intensely innovative and diversified economy, we generate more income—more gross domestic product—than Mexico, which has six times as many people. Were we an independent nation, we would be the 15th richest in the world, though we'd only be the 61st most populous. We punch above our weight not only in business but also in culture, science, and policy. We are innovators, in both public and private sectors, and more than most places, we embrace innovation.

For this reason, our place, if large enough to matter, is also small enough to influence. A dedicated group here, with good ideas and smart strategy, can make change happen.

So if we Cascadians cannot reconcile ourselves with our ecological inheritance, it probably cannot be done. But if we can, we will set an example for the world. That's the mission of Sightline Institute: to make Cascadia a global model of sustainability, with strong communities, a green economy, and a healthy environment.

CASCADIA



March 3, 2023
cartography by
CORE GIS
www.coregis.net

Our Legislative Evolution

Over the years, Sightline has added legislative engagement to its repertoire. Twenty years ago, even just ten years ago, we targeted our research and policy analysis to an audience we defined as “influential Cascadians.” Lawmakers were often atop the list, but our engagement typically stopped at sharing our books and articles or endeavoring to influence press coverage. Only occasionally we’d meet with an elected official.

Today, we still do the same cutting-edge research and broad outreach to journalists, allies, and influential community members, but we also now play an active, hands-on role shaping and influencing legislation. We have built close working relationships with elected officials and their staff. We draft bills. We recruit legislative champions. And we forge strong—often unusual and cross-partisan—coalitions, ultimately lobbying policymakers and marshalling support for our policy priorities.

In the past five years, we’ve rolled up our sleeves, shopped ideas around, held countless legislator confabs, rallied partners, and helped shape and shepherd dozens of bills. We’ve devised both quiet and public-facing campaigns, mapping political pathways and navigating opportunities and obstacles.

Working alongside state and federal legislators, local leaders, Tribes, and broad, diverse coalitions, we’ve fueled legislative progress with case-making, data, and coordinated communications, from talking points and testimony to videos, press strategy, and opinion research. In our 30th year, it’s all in a day’s work to influence policy that can take us further in making Cascadia a global model of sustainability.

Darrell Hillaire, former Lummi Nation council member and chairman; founder and director of Children of the Setting Sun Productions and Children of the Setting Sun Institute

“Our way of life is guided by our minds and our hearts. Research informs both. At a critical moment when a coal port was proposed for our sacred grounds at Cherry Point, Sightline provided the research that changed minds and hearts, helping protect our people and our place.”



Jessica Bateman, Washington State House of Representatives

“I’ve been working on housing solutions for a decade. Sightline’s been a thought partner on everything from identifying the need to crafting bill language to clearing a political pathway forward, building coalition buy-in, and moving the needle on attitudes among lawmakers, press, and stakeholders.”



Mia Gregerson, Washington State House of Representatives

“Sightline has been a thought partner and legislative resource to me, helping shape and pass key policies that protect our environment and help keep our economy and cities welcoming and equitable.”



Jenny Lee, Deputy Director, and **Sol Mora**, Advocacy Director, Coalition of Communities of Color, Oregon

“Sightline provided our broad coalition of partners in Portland with supportive resources, like policy analysis and explainers. They were a respected and credible voice on the mechanisms of the measure, but also on the case for the ‘why’—making it clear how Portland voters would have more choices and more powerful voices in our elections with proportional representation and multi-member districts.”



Julie Fahey, Oregon House of Representatives

“I’ve come to trust Sightline as candid, reliable, and bold in both its policy research and its political organizing. I’ve been proud to work with them towards making housing in Oregon fairer, greener, and less expensive.”



Khanh Pham, Oregon House of Representatives

“When I need to understand the justice implications of tax subsidies or housing policy, I know I can turn to Sightline for clear analysis. Thanks to Sightline for always being there to help.”



Lindsey Hajduk, Director of Community Engagement, NeighborWorks Alaska

“We’re thrilled to have Sightline staff in Alaska covering the issues that matter to us. Sightline has provided policy insights to a growing coalition speaking up for housing affordability solutions for Anchorage, and we are making progress! Anchorage is on its way to more flexibility for accessory dwelling units and we are leading the nation on parking reform.”



YIMBYtown 2022: Fair and Sustainable Cities



In April 2022, Sightline Institute and Portland: Neighbors Welcome co-hosted the national conference YIMBYtown 2022: Fair and Sustainable Cities in Portland, Oregon.

This was the fourth gathering of “Yes in My Back Yard” (YIMBY) community leaders, organizers, policymakers, and housing providers from across the United States. Participants shared strategies for building more affordable, sustainable, and equitable communities, and many were eager to learn how Sightline has advanced abundant housing in Cascadia.

Among a suite of impressive presenters, Tina Kotek (now governor of Oregon) gave Sightline a shout-out for our research, coalition-building, and clear messaging on housing: “Sightline has done a stellar job doing all of that.”



30 Years of Messaging and Media Impact

From our early days of publishing books and longform reports to today's rapid posting of online articles, emails, videos, and social media, Sightline Institute has not only adapted our media to the changing times; we've also moved our message farther than ever before.

We've seen our ideas, language, and research findings surface everywhere: President Obama used the phrase we coined "green-collar jobs" in his speeches. The *New York Times* has quoted us at least once a year for as far back as we have records. From teenagers testifying before city councils about the threat of oil trains to whale-boat tour guides describing toxic chemicals in breast milk to dozens of groups' campaign flyers—all echo our work. Hundreds of thousands of people read our website every year; millions hear its echoes through the media.

All of this amplification is gratifying in different ways. It is our communities throughout the region and beyond making change in the world using Sightline's facts, stories, and messaging guidance. That's what making Cascadia a global model of sustainability looks like—one word at a time.

BY THE NUMBERS:

As of December 2022, we had more than

17,000

subscribers to our 10 general and topic-specific email newsletters.



Since 2004, we've published more than **5,800 blog posts** and articles and prompted over

21,000

reader comments.

We had more than **32,000** followers on four social media channels and another **14,000 followers** for our researchers' individual profiles.

We've been cited in more than

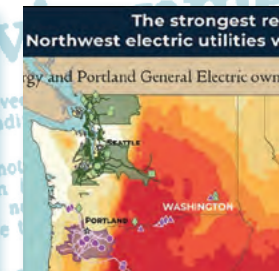
10,000 news articles

since 1993, including repeatedly in every major media outlet in Cascadia and occasionally in almost every major national media outlet in North America—from the *New York Times* to the *Washington Post*, from NPR to *The Atlantic*, from *The Guardian* to the *Vancouver Sun*, and from the *Seattle Times* to the *Oregonian*, the *Anchorage Daily News* and the *Spokesman Review*. Sightline research and insight is in demand and helping set the agenda across Cascadia and beyond.

Over the last decade, we've averaged more than

650,000

visits to Sightline.org annually.



Statement of Financial Position

December 31, 2022

ASSETS

Cash and investments	\$ 5,002,987
Donations and grants receivable	262,678
Other assets	89,953
Total assets	\$ 5,355,617

LIABILITIES AND NET ASSETS

Liabilities

Accounts Payable	\$ 26,618
Credit Cards	\$ 1,573
Other Current Liabilities	\$ 315,675
Total liabilities	343,866

Net assets

With Donor Restrictions	709,519
Without Donor Restrictions	4,302,232
Total net assets	5,011,751
Total liabilities and net assets	\$ 5,355,617

Statement of Activities

For the Year Ended December 31, 2022

REVENUE

Grants	\$ 1,824,599
Contributions	759,871
Investment revenue	(655,128)
Fees for services and miscellaneous income	198,075
Total revenue	2,127,417

EXPENSES

Personnel expense	2,132,938
Contract services	559,424
Rent and operations	182,181
Other expenses	275,598
Total expenses	3,150,142
Change in net assets	(1,022,725)
Net assets, beginning of year	6,034,476
Net assets, end of year	\$ 5,011,751

Change in Cash and Investments

For the Year Ended December 31, 2022

Net change in cash and investments	\$ (707,209)
Cash and investments, beginning of year	5,710,196
Cash and investments, end of year	\$ 5,002,987

These figures are preliminary and have not yet been audited by an independent accountant. For a copy of the audited financial statements, please contact Meghan Robbins by calling 888-447-1880 ext. 110.