

2024

EVERGREEN ACTION | EVERGREEN COLLABORATIVE



Impact Report and Look Ahead



May 2025

Evergreen's Mission

To advance an all-out national mobilization to defeat the climate crisis and create millions of jobs in a just, thriving, and inclusive clean energy economy.

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A Letter From Executive Director, Lena Moffitt

Five years ago, Evergreen was formed by a handful of leaders with a bold vision: to turn the Inslee Climate Mission Agenda into reality. Today, we're a nimble team of 30, driving ambitious climate policy at the state and federal levels, leading movement-wide advocacy, and delivering best-in-class communications work. It is an organization I am honored to lead.

Looking back at 2024, there were moments of both triumph and hardship. It's difficult to understate the devastating impact of the presidential election results on climate action and our communities. However, we also helped secure many successes, especially at the state level. While our strategies are evolving to meet the current challenges, I am undaunted in my belief that we can and must continue to make progress toward a better future.

Among our victories, I'm especially proud of our work last year to:

- Help states lead on climate action, including helping Michigan defend a package of nation-leading clean energy policies, Pennsylvania secure a nearly \$400M grant to decarbonize its industrial sector, and New York defend its nation-leading congestion pricing program
- Hold utilities accountable to ratepayers and continued climate action
- Tell the climate and economic success stories of the Inflation Reduction Act across the country

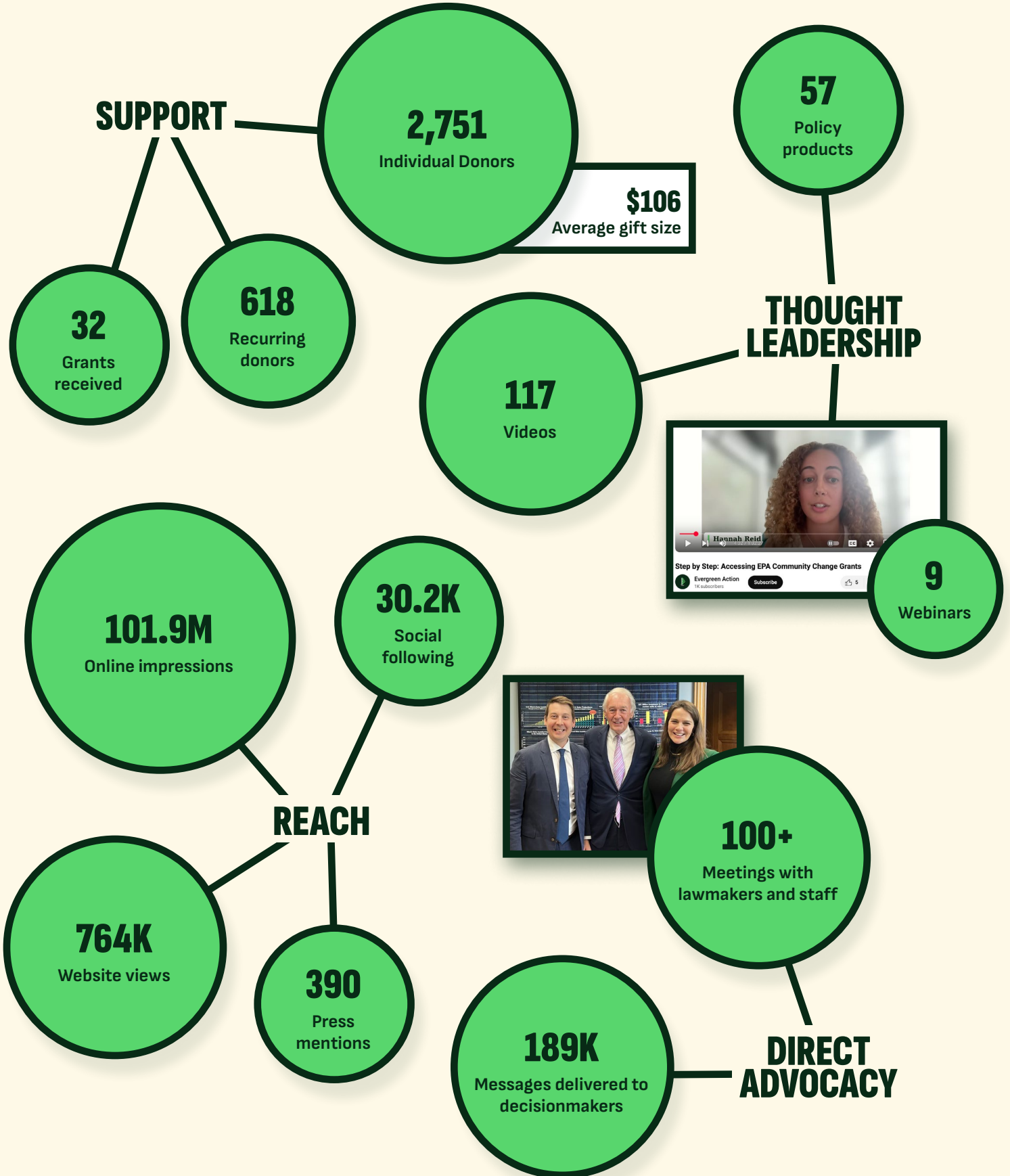
In 2025, we face incredible adversity and also have meaningful opportunities to advance climate policy and defend hard-won progress. This year, you can expect to see us doubling down on our support for state-level action and defending climate progress in both Congress and states.

This is undoubtedly a challenging time for all of us who care about making the world a safer, fairer place, but we cannot give up. I am so grateful to be in this fight with each of you.

With gratitude,

Lena Moffitt

The Year In Numbers



Defending Clean Energy in Michigan

After working alongside local leaders and partners to help Michigan pass nation-leading climate and clean energy legislation in 2023, Evergreen continued to champion these initiatives and urged other states to follow suit.

Coalition and press work

We hosted a press conference reporting its passage and a webinar that brought together the Governor and climate and labor movement leaders to celebrate the win and prepare to defend and implement the legislation.



Evergreen webinar with Gov. Whitmer
January 26, 2024

Modeling outcomes

After Governor Whitmer showcased Evergreen's 2023 modeling on the economic benefits of passing climate legislation in her January State of the State address, we commissioned and released [another independent modeling report](#) showing that Michigan's new clean energy laws will lower household energy costs and secure billions in federal funding.



Countering opposition

Following the historic enactment of a 100 percent clean electricity standard, conservative opposition with [ties to Big Oil](#) mounted a concerted effort to repeal the essential companion siting reforms via a potential ballot referendum. In response, we quickly and successfully worked with local partners in-state to conduct opposition research on the initiative sponsors, [raise doubts about this effort in local media](#), and educate key stakeholders regarding the critical role the siting reforms play in meeting the broader targets enacted last year.

Clean energy legislation in Michigan promises new jobs, saved lives, and billions in federal investments

The bills set new carbon emission standards and expand access to alternative energy sources



DETROIT METROTIMES August 10, 2023

Securing Millions for Decarbonization in Pennsylvania

Evergreen helped Pennsylvania's RISE PA program secure nearly \$400 million from the IRA's Climate Pollution Reduction Grants (CPRG) program. This money will help Pennsylvania become a leader in decarbonizing heavy industry by helping businesses invest in the necessary equipment and technology.

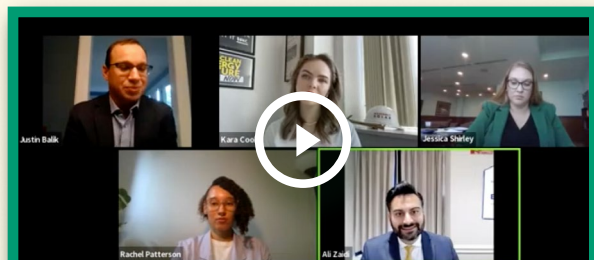
Hands-on technical guidance

We spearheaded an in-person event with Pennsylvania Governor Shapiro's administration and local elected officials, labor unions, and climate groups to support the Pennsylvania Department of Environmental Protection's (DEP) ambitious application to the Environmental Protection Agency (EPA) for the CPRG program's competitive implementation grants. We worked closely with the Pennsylvania team on their proposal, providing much-needed technical support alongside local partners to help shape the Reducing Industrial Sector Emissions in Pennsylvania (RISE PA) program.



Analyzing outcomes

We continued our [analysis of the CPRG program](#) by explaining which states won the grants, which grant projects stood out, and what's next for both awardees and those who didn't receive funding.



Evergreen webinar on EPA's Climate Pollution Reduction Grants with White House National Climate Advisor Ali Zaidi July 25, 2024

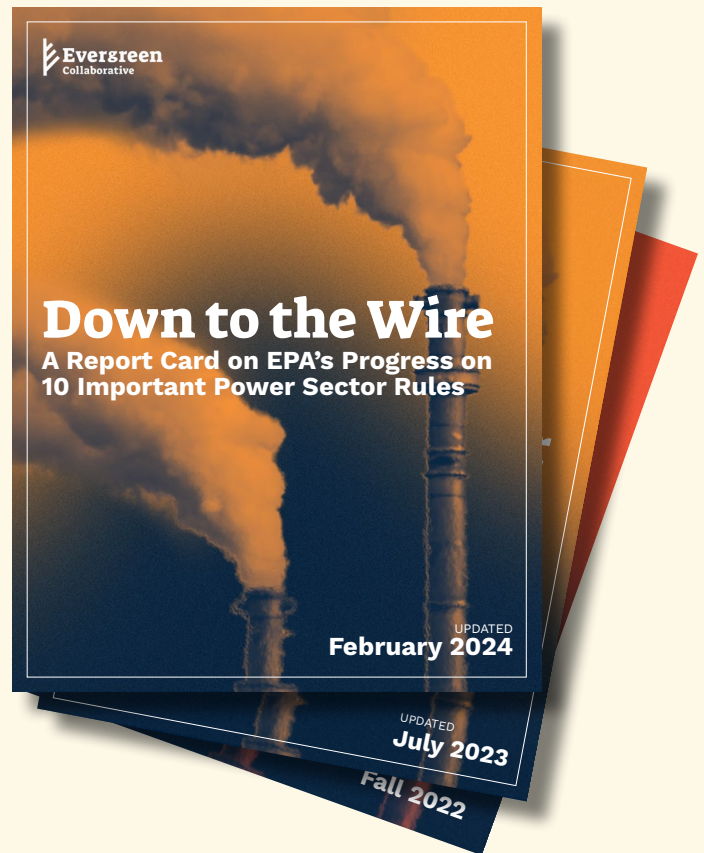
Urging EPA to Go Further, Faster

Evergreen’s [EPA Power Sector Report Card](#) was a successful tool for driving progress on power sector and air quality rules critical to reining in pollution that harms communities and exacerbates the climate crisis.

| EPA REPORT CARD | | SUBJECT |
|-----------------|--|------------------------|
| A | Carbon Standards for New Gas Power Plants | Power Sector |
| A | Carbon Standards for Existing Coal Power Plants | DATE |
| I | Carbon Standards for Existing Gas Power Plants | May 2024 |
| B | Mercury and Air Toxics Standards | KEY |
| A | Closing Startup, Shutdown, and Malfunction Loopholes | I INCOMPLETE |
| B | National Soot Standard | |
| A | Toxic Water Pollution Rule | |
| I | National Smog Standard | |
| A | Regional Haze Rule | |
| A | Coal Ash Rule | |
| A | Good Neighbor Rule | |

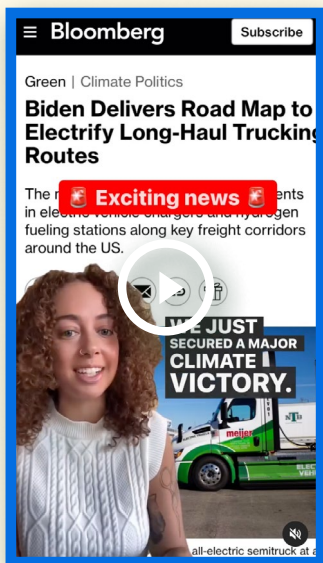
Together, the combined impact of these rules would cut approximately 155 million tons of carbon pollution each year, save 7,200 lives annually, and create \$73 billion in health and climate benefits every year across the country.

Thanks in part to our advocacy, the Biden administration’s EPA not only finalized 9 of the 11 power sector rules we tracked, but also ensured they were ambitious, earning 7 A’s, 2 B’s, and 2 Incompletes from us.



Accelerating Toward Clean Cars and Trucks

Evergreen collected and sent over 8,000 comments to EPA, advocating for a strong light-duty standard, ultimately announced by Biden’s EPA in March 2024. As a tool to educate the public and decarbonize the transportation industry, we also created a [guide to addressing transportation pollution, an analysis of the new standards, and an outline of next steps.](#)



The clock is ticking down as the companies keep fighting. The EPA’s decisions must be finalized by the spring. The question now, as the industry uses every tool at their disposal, is whether Biden and his team will bend to the combined might of the trucking cartel or will side with the people.

Newsweek

Opinion piece by former Evergreen Vice President Craig Segall, August 10, 2023

Dear National Climate Advisor Zaidi, Secretary Buttigieg, Secretary Granholm, and Administrator Regan:

Our national freight system is electrifying, and we must ensure its success – with a focus on ambition, supporting good quality jobs, and safeguarding communities that have faced dirty air and climate risk for too long. But success takes coordination, and the window is closing as federal funds continue to flow and the Administration works to finalize carbon pollution standards for trucks in the coming months.

We are therefore writing to urge the White House to support immediate, strong action to:

1. finalize a strong truck rule
2. make clear that federal funds will be coordinated to drive infrastructure deployment in ways that cut pollution fastest for the communities that need it most to support the rule, and
3. lock in this progress with a National Strategy for Freight Electrification that can channel efforts, investments, and collaboration going forward.

A whole of government approach is needed because our current freight system threatens communities with deadly air pollution, relies on outdated fossil-fuel vehicles, and threatens the climate. An electrified system, in contrast, promises to dramatically improve air quality, cut climate pollution, enhance public health outcomes, and accelerate battery and fuel cell technologies that can balance the power grid, along with training and deploying the union electrician workforce needed as the economy electrifies. We propose the following plan:

ES&J, the Administration should work with the Environmental Protection Agency (EPA) to strengthen its proposed “Phase 3” carbon pollution standards for trucks. Those standards currently are projected to result in companies choosing to electrify barely

Evergreen-led coalition letter urging the White House to enact a national freight strategy

We also played a leading role in ideating the Biden administration’s [National Zero-Emission Freight Corridor Strategy](#), which will steer about \$30 billion in public and private funding to build out heavy-duty charging infrastructure in key areas, accelerating the electrification of U.S. trucks and freight. We partnered with organizations across the movement, delivered 56,000 petition signatures to the White House, and successfully won the support of elected officials, including the [Chair of the Senate Environment and Public Works Committee](#) and the [Senior Senator from California](#).

Writing the Climate Playbook 2.0

The original Evergreen Action Plan (EAP) was the “climate playbook” for the Biden–Harris administration in 2020, and [the administration delivered on climate, making major progress on 85 percent of what Evergreen and movement partners asked for.](#)

In anticipation of the November election and high stakes for climate, Evergreen laid the groundwork for the EAP 2.0, a new roadmap for climate policy. [This original product](#), written in coordination with over 100 movement partners, put forth an ambitious, actionable roadmap and a positive vision for the next chapter of climate leadership. It was downloaded over 7K times.

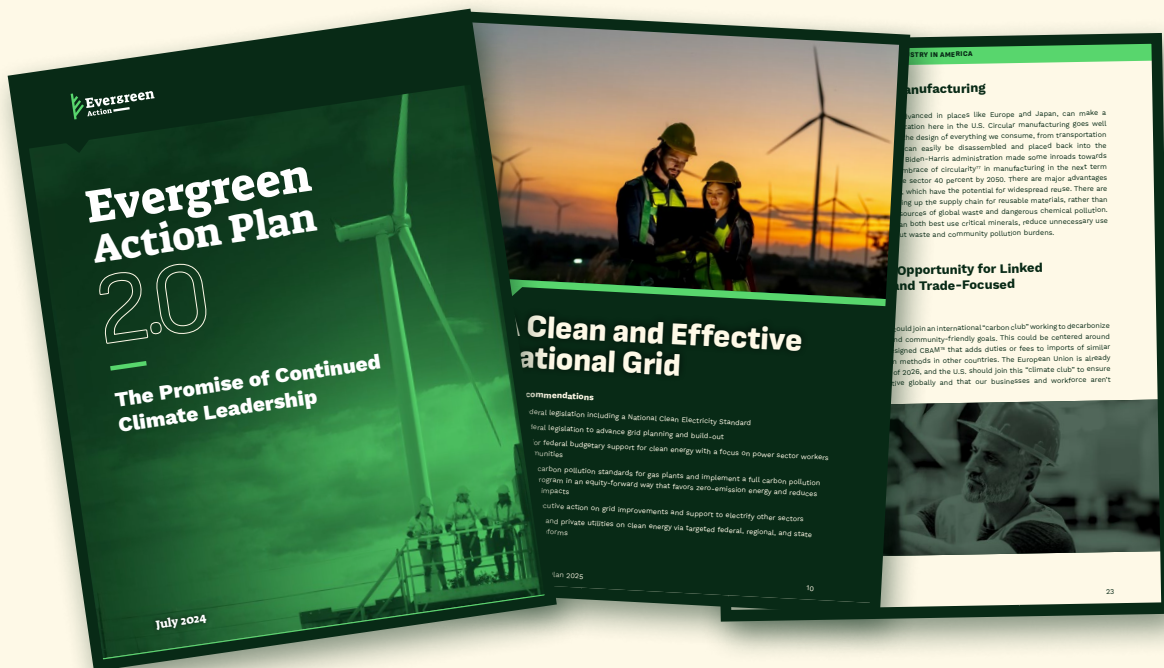
While the plan assumed strong climate leadership in the White House, many of the ideas will guide strategies at the state level for the next four years and beyond.

Nothing Funny About Project 2025

We teamed up with Climate Town for a comedian’s take on our climate future with EAP 2.0 policies vs. Project 2025.



The video received 512K views and put the EAP 2.0 in the hands of a wider audience.



Mobilizing Support for Kamala Harris

JULY 21 — President Biden announces withdrawal from the 2024 election.

JULY 22 — Evergreen establishes Harris as the climate candidate

In response to Harris' announcement to run as the Democratic nominee, we [analyzed and showcased](#) Kamala Harris' strong track record on climate.

Kamala Harris Is the Climate Champion We Need



Evergreen Action July 22, 2024

SEPTEMBER 24 — Vice President Harris rolls out her plan for the economy.

SEPTEMBER 25 — Evergreen amplifies her policies

We reviewed and analyzed all 82 pages and published an [explainer blog](#) on the topline takeaways for climate within hours of the plan's release. Our rapid response content was covered in [E&E News](#) and [Inside EPA's Climate Extra](#).



Organizing with partners

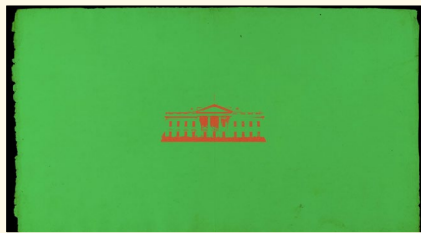
Acknowledging that millions of Americans care about climate but aren't politically active, we teamed up with Sunrise Movement to create [The Climate Ticket](#) organizing toolkit, an election hub filled with resources like easy-to-share posts and talking points that were message tested and shown to persuade potential voters. By November, the hub had over 730 visitors.

Lena Moffitt, executive director of the climate policy and advocacy group Evergreen Action, hailed Harris' economic plan as a boon for clean energy deployment, especially in the manufacturing sector.

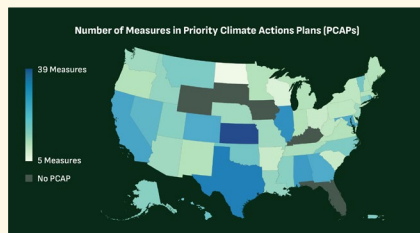
E&E NEWS July 22, 2024

Spotlighting Policy Products

At the core of Evergreen's work are bold, practical policy solutions. In 2024, we published over a dozen memos and reports outlining pathways and actions needed on the most pressing climate issues.



In the hours following the results of the 2024 election, Evergreen sprang into action, sketching out the roadmap for how **states can continue climate progress over the next four years.**



Evergreen Collaborative, RMI, and Climate XChange worked together to review all 47 state-level **Priority Climate Action Plans** (so you don't have to).



Evergreen's States team highlighted key opportunities for Governor Shapiro to **decarbonize Pennsylvania's industrial sector.**



Evergreen's States team laid out 4 actions states should take to **strengthen the U.S. offshore wind market.**



Evergreen called out **big truck manufacturers** for lobbying the Biden administration for weaker pollution standards, directly contradicting their public statements.



To help states meet the needs of an evolving grid, Evergreen laid out five low-hanging fruit policies to deploy **virtual power plants.**



Evergreen's Senior Buildings Policy Lead Tony Sirna shared a vision for solving both the **climate crisis and the housing crisis.**



In collaboration with Industrious Labs, Evergreen's policy team outlined a plan for decarbonizing the **industrial sector.**

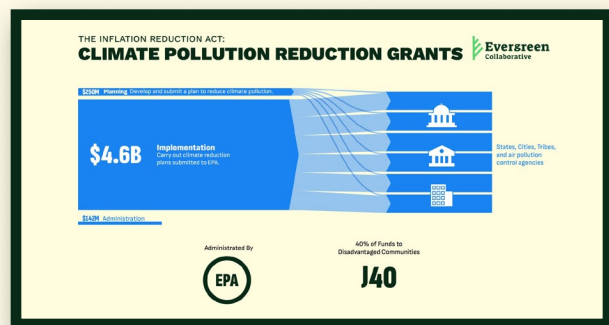
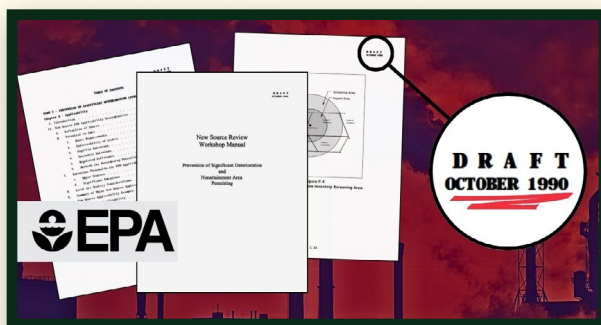


With our partner S2, we shared a guide for communities on how to harness federal climate and clean energy financing in the **Inflation Reduction Act.**

Identifying Air Permitting Reform as a Key to Climate Progress

Evergreen filled an advocacy gap in the movement by identifying a little-known collection of outdated, misinterpreted guidance documents within the Clean Air Act that were ironically preventing communities from breathing clean air and potentially slowing the impact of the IRA and industrial decarbonization efforts.

We published an [extensive report](#) along with an [explainer of the challenges](#) with air permitting and outlined how we can address the problem in five steps. This explainer piece was widely used and praised by the California Air and Resources Board (CARB), EPA, regional EPAs, and Congressional offices.



Analyzing State Climate Plans

The Climate Pollution Reduction Grants (CPRG) program is one of the largest buckets of grant funding within the IRA, and Evergreen was proud to help secure it in the final bill. The program provided nearly \$5 billion to states, municipalities, Tribes, and other governments to reduce climate pollution. As part of the program, 47 states, along with D.C. and Puerto Rico, submitted climate plans to EPA.

In collaboration with RMI and Climate XChange, Evergreen [analyzed thousands of pages of plans](#), and identified the best ideas and opportunities. This builds on our extensive work explaining [CPRG](#) and other key IRA programs. We [continued our analysis of the CPRG program](#) by reviewing the qualities of strong state plans and offering guidance to EPA on what it should consider when awarding grants.

Clean Energy Is Changing Lives in Detroit

As part of a program to highlight the real-life impacts of climate and clean energy policy in communities, Evergreen released a [short film](#) sharing the story of Alijah Thomas, a home energy assessor in Detroit. Thanks to a paid jobs training program that's expanding, thanks to state and federal IRA investments, Alijah is making the most money he's ever made while helping his neighbors lower energy costs and breathe healthier air.

The film racked up over 346K views, was [shared by Secretary Jennifer Granholm](#), and was praised by Department of Energy (DOE) staff, who said that what “the [Evergreen] team captured is exactly the kind of storytelling that we need everywhere.” In fact, the DOE staff launched their own narrative video production unit, the Clean Energy Jobs Video Series, inspired by our effort!



Satellite Media Tour Reaches 20M Across the U.S.

Evergreen held a day-long media tour, where Executive Director Lena Moffitt spoke about the local impacts of IRA investments, climate-related extreme weather events, and the importance of the EAP 2.0 roadmap.

In just one day, we garnered over 50 news clips, including local TV interviews, radio interviews, and live interviews in outlets across 17 different states—from Portland to Atlanta and Las Vegas to Tampa, achieving 20 million impressions nationwide.



“It was really hot this summer, and it is taking a toll on people’s lives. So we put out a policy road map to outline the common-sense steps we can take to address this issue while also increasing economic prosperity and building on the progress from policies like Inflation Reduction Act.”

– Lena Moffitt

Evergreen Explains How Big Utility Companies Are Scamming Americans

As part of a year-long and ongoing campaign to hold utilities accountable, Evergreen released a video that broke down anti-climate lobbying by utility companies, and revealed how U.S. consumers are unknowingly funding it through their monthly power bills.

This video got 536K views, and our call to action resulted in 41K people calling on their utility or EEI (a major utility association) to act. This helped build public support for ongoing utility legislation efforts in states.



