



2023 ANNUAL IMPACT REPORT

April 2024

Prepared by Greenlink Analytics, Inc.



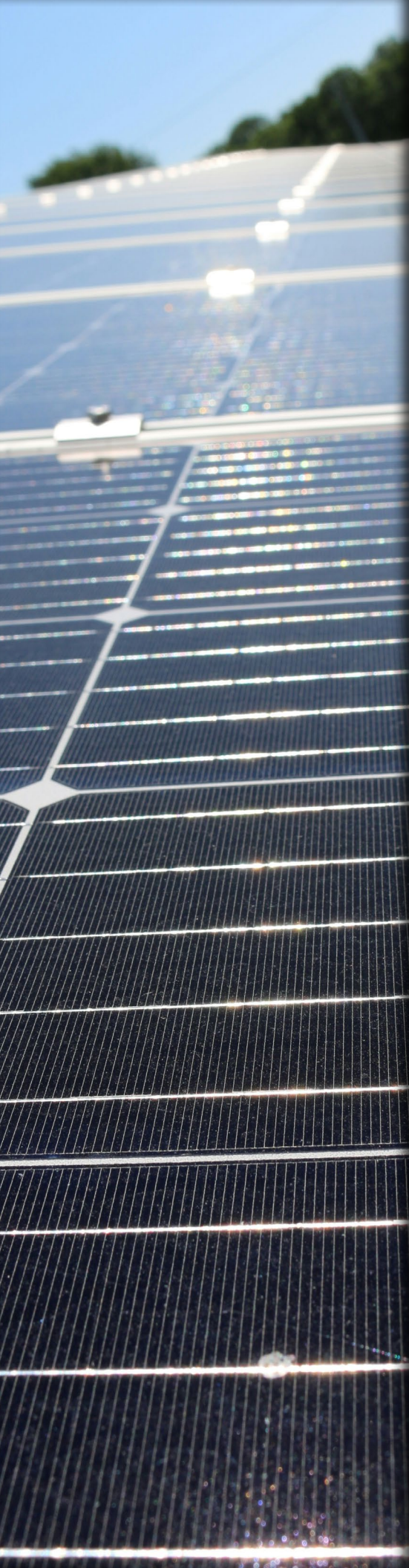


Table of Contents

Letter from CEO	4
Where We Work	6
Our Impact	7
Overview of Greenlink’s Work	9
Community Team	10
Data Science and Analyst Teams	11
Fiscal Year 2023 Financial Summary	12
Greenlink Leadership	14
Board of Directors.....	14
Leadership Team	14
Major Funders	15

When we cannot predict the outcome of a person's life because of a race, gender, or where they're from, we will have succeeded.

-Greenlink Analytics Process Guide



Letter from the CEO

Dear Friends:

2023 was a year of preparation; establishing processes, laying foundations, developing breakthroughs, and setting the stage for the incredible projects we anticipate coming to fruition in 2024. We stand poised to deliver significant and important wins driving an equitable clean energy transition this year. While our focus is looking ahead, it is always important to take a minute and celebrate what we accomplished last year.

Our greatest successes came in the form of enabling and assisting community-based organizations and governments advance inclusive and fair approaches for engaging communities in decision making. The Greenlink Equity Map (GEM) and its Process Guide for City-Community Collaboration continue to be industry-leading resources as 23 new equitable processes took off with the guidance of our tools and our Community Team.

In response to the needs and requests from various communities, we added five new datasets and maps to GEM, including redlining boundaries and federal disadvantaged communities designations. We're nearing 750 city and community-based users across more than 200 organizations that are using GEM to help direct over \$250 million in equity programming nationally.

Additionally, all four of Greenlink's teams - Data Science, Analyst, Community, and Functional - collaborated to deliver individualized assessments of the connectedness between equity indicators for 36 cities across the nation in support of the Bloomberg American Sustainable Cities initiative, which helped identify opportunities to improve climate and racial equity. The work that our partners accomplish with our resources is a big part of the reason we do what we do.

Two programs stand out as great examples of where our teams had the privilege to work directly in advancing our mission. In Charlotte, NC, we were able to play a key role in identifying the need and opportunity to reduce energy burdens - the percent of income a household pays for electricity and gas - across the city. We also helped Charlotte's city staff develop a strategy to fund energy efficiency and weatherization improvements in burdened neighborhoods. The program launched this summer with financial backing from the state's largest utility Duke Energy Carolinas.

In Atlanta, Greenlink is one of the core implementers of the WeatheRISE ATL program, which aims to reduce energy burdens in several hundred households in 2024. Our work throughout 2023 helped identify which communities to support, engage, and focus on for reducing energy bills. To date, thousands of Atlantans have spoken with our partners leading the canvassing effort, work that is only growing in impact in 2024 - a theme we expect to be applicable across the board.

Our technological capabilities grew leaps and bounds in 2023. The Data Science and Analyst Teams collaborated closely to complete the first nationwide hourly energy system forecasts that incorporate all legally binding commitments out to 2050 using our ATHENIA tool. This machine-learning-driven innovation is a gamechanger for understanding both the near-term and long-term future of energy and carbon anywhere in the country.



Letter from CEO

Our Analyst Team also developed a breakthrough in economic development analysis, creating a new model capable of projecting the job and income effects of investments in clean energy for any part of the US. We heard clearly that workforce development will fail to deliver on its promise if the tools cannot speak to occupations and industries. In response, we created the first tool capable of projecting both for clean energy investments, called the Clean Energy Jobs Calculator (CEJC).

GEM, ATHENIA, and the CEJC came together to help 16 metropolitan statistical areas create climate action plans through a partnership with the Urban Sustainability Directors Network and others to deliver better data at lower cost and comply with the EPA's Climate Pollution Reduction Grants. This work has been critical in helping these major economic regions of the US prepare to pursue billions in federal grants to make significant progress on equitable climate action.

Finally, Greenlink staff lived our commitment to service for the greater good by working with an array of boards and coalitions across the nation. In our backyards, our team is

leading the charge to improve equity and environmental justice. We're doing this in Atlanta through the creation of the Clean Energy Fund and in Georgia, through our partnership on Georgia's Environmental Justice Coalition, which aims to create environmental justice legislation for the state. Our team members went above and beyond, providing leadership with Atlanta's Clean Energy Advisory Board, Atlanta's Justice40 Commission, ACEEE's Leading with Equity workgroup, Georgia's Environmental Justice Coalition, Community Climate Shift, both Southeast Environmental Justice summits, and Georgia Tech's School of Public Policy.

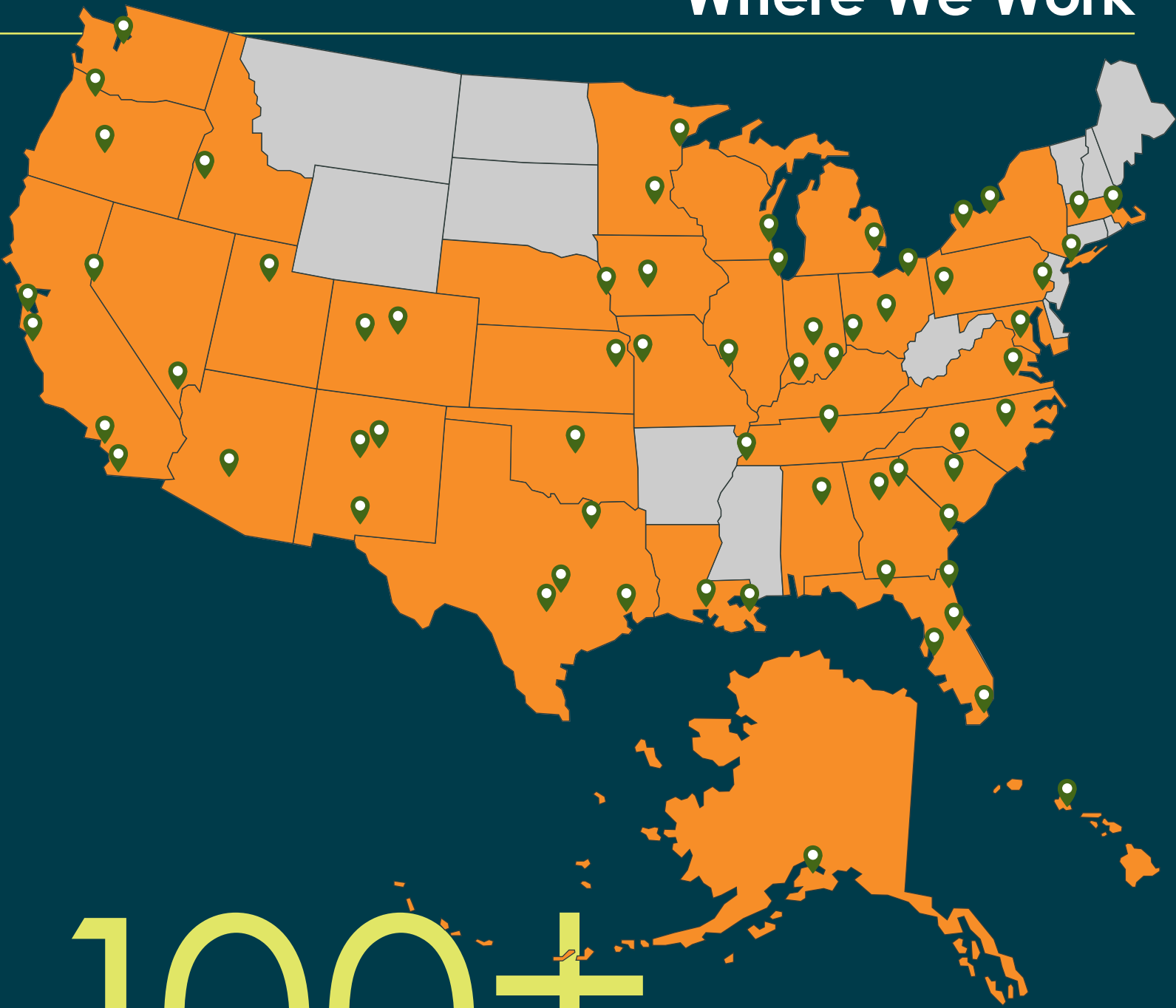
In 2024, we expect to play major roles in advancing an equity-centered clean energy transition. New networks, partnerships, and opportunities are materializing under the backdrop of significant federal investments from ARPA, BIL and the IRA. I am excited to see how we can build towards a better future together where everyone can thrive and flourish.



Matt Cox, PhD
Co-Founder & CEO
Greenlink Analytics



Where We Work



100+ cities

37 States 5 Canadian Provinces

Since our founding

Greenlink has identified



8.9 Billion Metric Tons of CO₂

8.9 billion metric tons of carbon dioxide that can be and are avoided through our analyses and implementation of our clean energy recommendations.



\$818 Billion

\$818 billion dollars of savings found through analyzing and suggesting clean energy options. That money can be put to better community and economic development uses.



Over 24K Lives Saved

Pathways for saving over 24,000 lives through clean energy options that reduce life-threatening outcomes caused by air pollution.

Our Impact: Estimates represents the expected impact of implementing analyzed policies



In Addition, Greenlink

Enabled

160+

Enabled over 160 equitable policy and planning processes through our work and our data.

Helped

1.7M

Helped 7 major cities develop and pass 100% clean energy plans, impacting 1.7 million residents.

Donated

\$1M

Donated over \$1 Million in equity mapping services to community-based organizations to help them advance climate justice work.

OVERVIEW OF GREENLINK'S 2023 WORK

COMMUNITY TEAM

DATA AND ANALYST TEAMS



COMMUNITY TEAM

Our work towards advancing a fast and fair clean energy transition made strides over the last year. One of the main focus areas of our team is the ongoing improvement of the Greenlink Equity Map (GEM) with city and community-based partners. In this regard, we launched four new datasets within GEM - Redlining, Philadelphia Buildings, Native Lands, and Disadvantaged Communities - that provide deeper insights about the relationships between environmental, health, housing, and other equity-related issues. There are currently 223 organizations utilizing GEM, comprising a total 740 members. GEM membership saw an exciting 32% increase from 2022.

Greenlink’s Community of Practice is a space where a wide-range of experts trying to advance socioeconomic and environmental justice connect and learn new strategies for their work. Throughout the year, we worked with partners to facilitate 10 Community of Practice workshops around data literacy, community-led policy processes, and the various community-driven strategies that support climate solutions. We choose these Community of Practice topics through the feedback we receive during our listening tours.

Listening tours are an ongoing practice where we interview experts and community leaders across the country to understand the needs of the communities we serve to guide the direction of our work. In 2023, we completed over 20 Listening Tour interviews with organizations across the Nation. It is the fourth listening tour our team has undertaken.

The Indigenous Listening tour launched in August of 2023 and continues into 2024. Our intention in bridging relationships with Native communities is rooted in our belief that they need to be prominent voices in data, policy, and engagement circles. We are interviewing Indigenous leaders and organizations to deepen our understanding of the barriers Native communities experience in advancing sustainable solutions. Equally important, this initiative expresses our commitment to healing broken systems. That means reconciling with past harms, addressing root causes of systemic issues, and building platforms Indigenous leaders.

Some equity centered projects spearheaded by the team were: a Kansas City a data analysis that informed a community-driven process in designing a Community Conservation Program for the Missouri Department of Conservation; an Atlanta WeatheRise project that aims to improve the housing conditions of the city’s most energy burdened neighborhoods by providing energy efficiency and other home upgrades; and an Opportunities Data Mapping for Bloomberg Philanthropies’ new Bloomberg American Sustainable Cities Initiative, an analysis assisting 36 cities with reducing racial wealth gaps and improving local climate policies.

We ended the year by working with Urban Sustainable Directors Network and other partners to provide 15 Metropolitan Statistical Areas access to GEM and working with 7 MSA’s to create correlation analyses to guide their requirements to prioritize low and moderate income communities as part of the Climate Pollution Grant applications.



GEM Members

740

Individual Members



GEM Orgs

220+

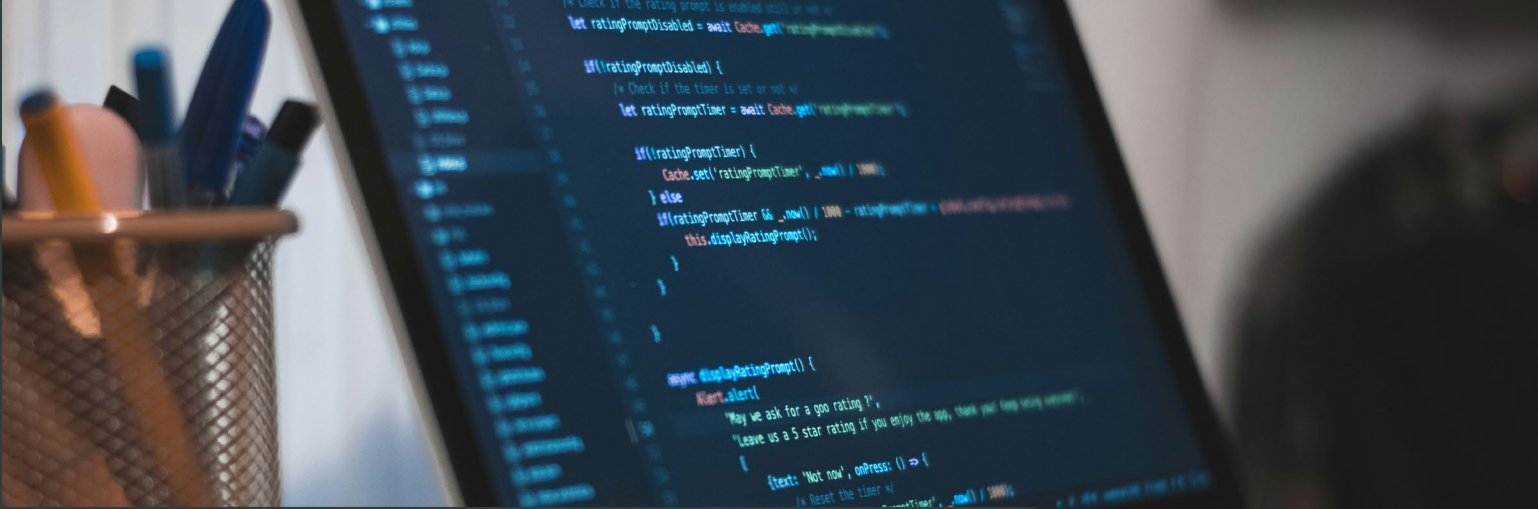
Organizations Using GEM



GEM Growth

32%

Year Over Year



DATA SCIENCE AND ANALYST TEAMS

The primary activities of the technical teams at Greenlink (Data Science and Analysts) fall into four categories that support an equitable clean energy transition. The first category relates to long term, ongoing work involving developing, maintaining, and expanding our electricity grid and power sector forecasting model ATHENIA. Coupled with a range of clean energy tools and calculators built in-house, we support a number of engagements that primarily focus on clean energy analyses for cities. Using those same tools, and combined with our energy sector expertise, we provide expert testimony and clean energy consulting to both the public and private sector.

In 2023, Greenlink produced more than 80 reports, mostly at the city level, to provide local governments and non-governmental organizations with hard to obtain energy sector data and clean energy plans. However, our biggest initiatives over the past year have included three larger efforts: scaling ATHENIA's hourly carbon intensity forecasts to the national level; providing the City of Tampa with pathways to become net-zero at the municipal level; and developing a Clean Energy Jobs Calculator, which identifies the impact of clean energy investments on local industries and job creation.

Through an upscaled ATHENIA dataset, Greenlink will be able to explore and share nationwide carbon intensities and other power sector forecasts with both local governments as well as large private institutions focused on decarbonization and improved energy efficiency efforts. Going beyond the granular grid-level forecast into a nationalized scale expands our abilities to reach more cities, planners, and clean energy advocates.

The City of Tampa released the city's first Climate Action and Equity Plan in June which coincided with Greenlink's issuance of a report analyzing its various pathways towards achieving the goal of 100% clean and renewable energy for municipal operations. Greenlink

worked with many of the city's departments to identify three pathways that would help Tampa to reach this goal.

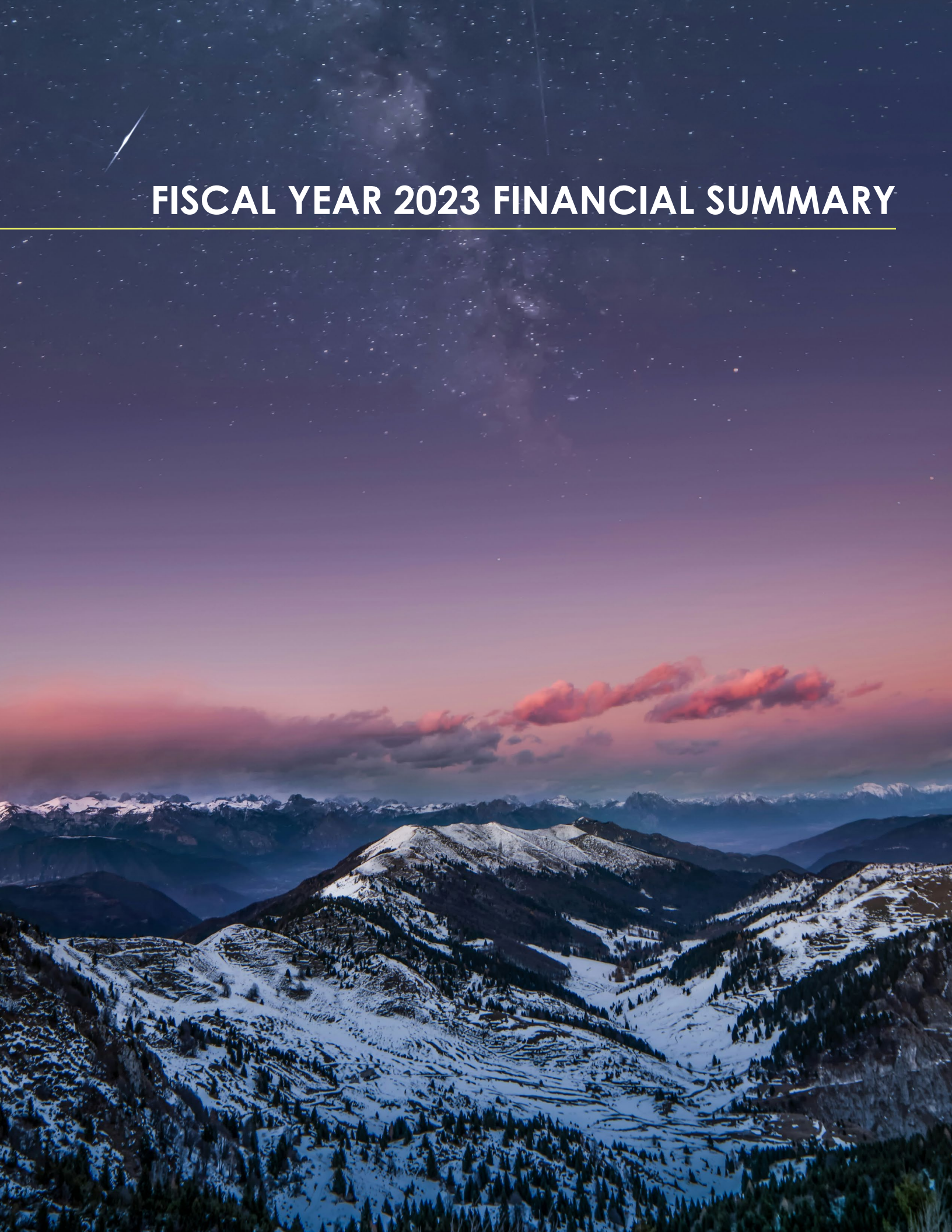
Here is what Whit Remer, Sustainability and Resilience Officer for the City of Tampa, said about the project. "Working with Greenlink provided the city valuable information related to our current and future energy needs and pathways to reduce emissions. For the first time, the city now knows how much energy it uses - and the cost of that energy - across hundreds of accounts. Greenlink also provided realistic and flexible options to achieve 100% renewable energy based on time, cost, and reliance on REC's. This information will help us make informed decisions moving forward."

Finally, Greenlink's new Clean Energy Jobs Calculator is a tool that expands the information we provide our partners and decision makers regarding opportunities beyond the energy, equity, and climate benefits associated with the clean energy transition. By focusing on the economic benefits of jobs created through the investment of clean energy infrastructures, we are now positioned to help cities and states better quantify and advocate for various clean energy transition cases.

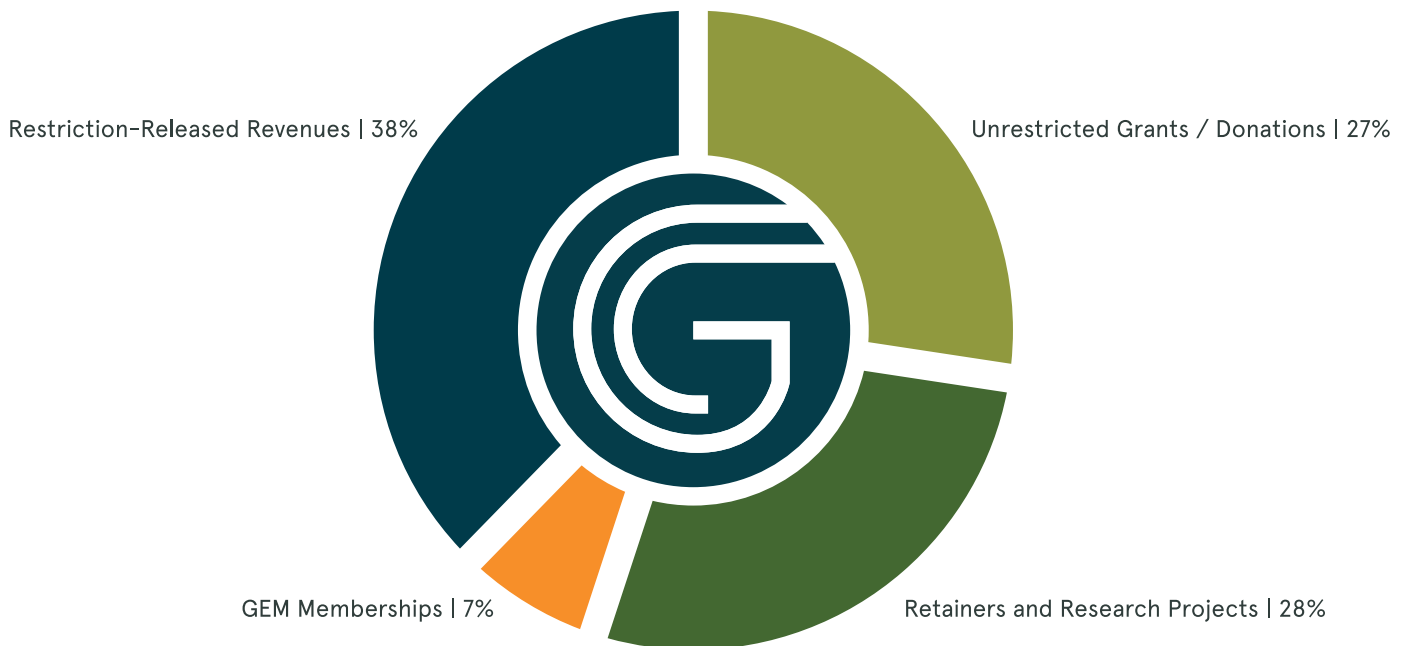
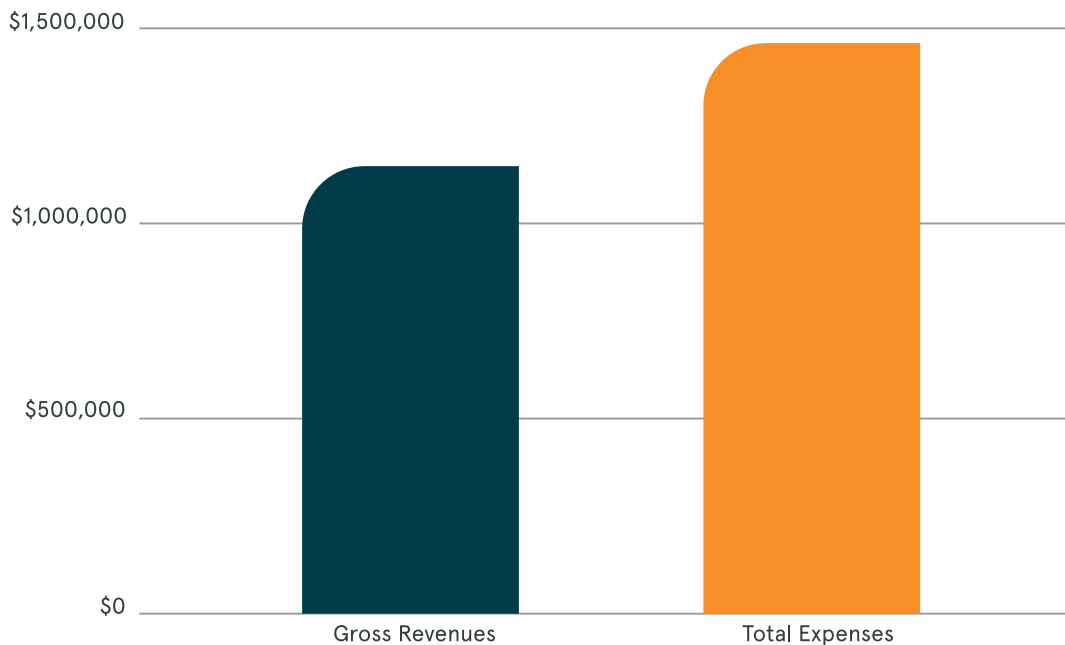


OVER
80+
REPORTS
GENERATED IN 2023

FISCAL YEAR 2023 FINANCIAL SUMMARY



Fiscal Year 2023 Financial Summary



Revenues	2023	Expenses	2023
Retainers and Research Projects	\$318,728	Contractors	\$267,037
GEM Memberships	\$79,968	Operating Expenses	\$96,757
Restriction-Released Revenues	\$428,893	Payroll Expenses	\$1,099,321
Unrestricted Grants / Donations	\$311,327		
Total Income	\$1,138,916	Total Expenses	\$1,463,115

Greenlink Leadership

Board of Directors



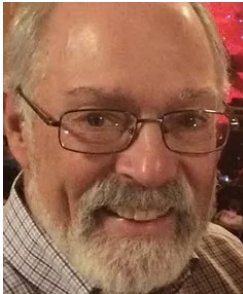
Pamela Fann
Owner & Principal Impact Energy
Founder & CEO Integrated Solutions



Shelby Rust Buso
Chief Sustainability Officer
at City of San Diego



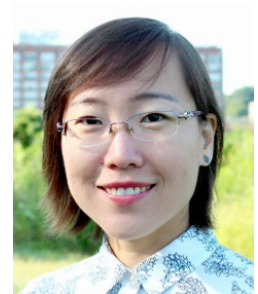
Denis Quarles, MBA
Sr Director Gov. Affairs
Siemens



John A "Skip" Laitner, MS
Founder Economic & Human Dimensions
Resource Associates



Matt Cox, PhD
CEO



Xiaojing Sun, PhD



Dr. Marilyn A. Brown, CEM, NAS, NAE



Brian McCormack
Mentor Venture Lab

Leadership Team



Matt Cox, PhD
CEO



Etan Gumerman
Director of Analytics



Kavin Mancikaraj
Chief Data Scientist



Angelica Chavez Duckworth
Director of Community Initiatives

THE
KRESGE
FOUNDATION

Bloomberg
Philanthropies



ENERGY FOUNDATION

Our Mission Together, we can drive a fast and fair clean energy transition.



@GreenlinkOrg

