



Generation Green www.generationgreen.com is a charitable nonprofit 501(c)3 organization; Tax ID #73-1687451.

Featuring the following fiscally sponsored projects in 2025:

Contra Costa County Climate Leaders (4CL) A network for sharing best practices on local government policies to reduce GHG emissions. We encourage and help train the climate leaders of tomorrow with scholarships and internships around environmental policies.

www.cccclimateleaders.org

Generation Green is proud to partner with MCE Community Choice Energy to spread awareness to Contra Costa County residents about the community-owned clean energy alternative to PG&E. Powered by 60 to 100% renewable sources, MCE Energy invests in the community through local energy initiatives, workforce development, and local control.

The flagship education publication that continues to be enthusiastically received by activist is The Contra Costa County Environmental Score Card of 2025. Our most popular outreach program, the score card details individual cities' waste programs, solar installations, electrification ordinances, electric vehicle chargers, and Climate Emergency declarations.

These score cards are used for civic activation as well as legislative accountability.

The Contra Costa County Electric Vehicle Report.

This in-depth report of Electric Vehicle infrastructure, sales, public charging outposts of 2024's numbers was published in 2025 to enthusiastic reception among EV advocates. Using hard numbers, it details the economic and practical advantages of EV ownership and which Contra Costa County cities are helping this transportation transition for residents.

Contra Costa County Waste Score Card was successfully launched in 2024, and continues to be an education tool for the complex issues around waste management and enforcement. The scorecard provides a comprehensive overview of the county's management policies and data, promoting recycling and reduction of waste to minimize the impacts to our environment.

The Bay Area Green New Deal (BAGND) Calls for the swift and complete conversion to a 100 percent renewable energy system for both electricity and transport by 2030. In 2025, the group successfully rejuvenated the renewed Green-Blue New Deal program at the city of Richmond — expanding its scope, increasing community partnerships — continuing the success of the group originally drafting and passing the program in 2021.

Contra Costa County Climate Leaders (4CL)

“We are proud to present Diablo Magazine’s Eco Award to 4CL and Generation Green for their outstanding Grassroots Greening in Contra Costa”—Diablo Magazine

“Contra Costa Climate Leaders (4CL) is the only group in Contra Costa County that provides an on-going learning network for cities and other climate stakeholders”
—Bay Area Joint Policy Committee Report

4CL continues to be one of the foremost environment organizations in the Bay Area’s Contra Costa County. The county’s environmental activist community relies on communications from 4CL to be current on issues, legislation, and green innovations.

2025 has been one of incredible anxiety for environmentalists as we have witnessed roll backs in environmental protection and local gains threatened. The organizing that 4CL is more important than ever to organize local leaders and community members.

4CL is meeting the crucial need for reporting on the many aspects of the climate crisis and real-life examples of best local government practices to address them. As the urgency of the crisis becomes clearer, this information urges all to up their game with more ambitious actions and goals. Having this current information consistently in front of decision makers and citizens as they adapt to a new increasingly social media and digital-driven civic space is critical. 4CL has met and continues to meet this challenge. Specific Measurables for 2025 include:

- **Social Media Outreach:** 4CL is utilizing Facebook, Twitter, YouTube, LinkedIn and Pinterest to expand social Media Optimization and presence.
- **Facebook** — 4CL posted every week the most current and innovative local solutions and developments in the ongoing climate crisis. We have close to 2k followers with tens of thousands of interactions. The social media increased its views amongst non-followers by a remarkable 37.5% in 2025.
- **Salesforce** — 4CL grew its monthly newsletter outreach by the 245 new subscribers, allowing more leaders and community members to use our monthly newsletter in their local decision making and civic engagement.
- The 4CL Newsletter continues to expand a wider community for outreach. During this calendar year:
 - 3 major newsletters were researched, developed and distributed.
 - The open rate ranged from 28.0% to 35.8% compared to an industry average of 21.4%. In all of our newsletters, our open rate was above the industry average during this time period.
 - The click rate on the newsletter links ranged from 4.7% to 8.19% compared to an industry average of 2.5%. Our age demographics has a healthy span with 33.5% of 65 and older, 19% of 55-64, 18% for 35-54, and 12% for 25 and younger.
 - The 4CL team carefully researches, develops, and interacts with local elected officials and staff in each of the 19 Contra Costa County Cities to ensure our easy to reference page on each city features their most up to date examples of best practices. These have all been updated in the past year.

- **Our website** maintains a clear summary of city stats and establishes us as leaders in tracking Climate Action planning in Contra Costa County and the Bay Area.

<https://cccclimateleaders.org/>
<https://www.generationgreen.com/>

Direct Outreach to Local Governments

- Our organization periodically attends the 19 city council and Board of Supervisors meetings. 4CL also attends the Contra Costa County Mayors Conferences.
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- 4CL acts as co-host the Climate Reality hub for Contra Costa County. 4CL also attended at least eight (10) other stakeholder planning and networking meetings with groups such as: Greenbelt Alliance, Drawdown Bay Area, MCE ComPow, Contra Costa Spare the Air team, Green Biz meetings, Sustainable Lafayette, and more.
- In 2025, Generation Green after successfully advocating for the renewal of the Green-Blue New Deal for the city of Richmond, helped expand the program with updates objectives and increases scope of mission. This follows the group helping draft and organize for its original implementation in 2021.
- Meetings with other local government leaders include: Congressmen Mark DeSaulnier and John Garamendi, Supervisor John Gioia, Supervisor Candace Anderson, and Assemblywoman Rebecca Bauer Kashan

Statement from Generation Green's President

“Generation Green is a tireless organization with a clear mission to forward environmental awareness and policies. Americans all over our country are dealing with the worst environmental roll-backs in generations. Activism on the local level is more important than ever before. Our group's innovative model keeps the climate issues affecting our present and threatening our future in front of the local decision makers and regular citizens who will make the difference. Our commitment to this mission because the future for our children and our planet depends upon it.”

- Mark Van Landuyt

Find attached press release, board agenda, and meeting minutes of 2025.



For Immediate Release
Contact: Lynda Deschambault
Email: info@cccclimateleaders.org

Cities of Walnut Creek, Martinez, and San Ramon Hold Top 3 Spots In Newly Released County Climate Action Scorecard!

An annual report that tracks Contra Costa County city progress on policies to address the climate crisis--- leaves the Cities of Walnut Creek, Martinez and San Ramon solidly at the top of the list! www.cccclimateleaders.org
“Walnut Creek is working hard to implement our Sustainability Action Plan. We are partnering with MCE to assess energy efficiency opportunities at our City facilities, we recently banned gas leaf blowers, and we are working to make our city greener.” Cindy Darling, Mayor.

The report challenges other local governments to engage in discussion and identify creative ways to increase their standing on the list of cities leading the way to a sustainable future. “The 4CL scorecard holds up a mirror to local CCC jurisdictions to show how they are doing to address environmental and climate degradation in their communities. It is local action that will be the most successful in ensuring a livable planet for future generations.” Fred Bialy, Climate Reality Bay Area's CCC Policy Action Squad

The Scorecard adds two NEW leadership Measurables this year: Recognizing Cities that have won awards in two programs: [SolSmart](#) and [Beacon Awards](#). In addition, it identifies cities like Walnut Creek and San Ramon for increasing their number of EV charging stations! "San Ramon has come a long way in reducing greenhouse gas emissions, and that is something we can all be proud of" Sue Bock, San Ramon Valley Climate Action. "The City of San Ramon recently updated its Climate Action Plan (CAP), General Plan, and confirmed the formation of a permanent Sustainability Advisory Committee. We offer an exceptional quality of life underscored by a strong environmental base that is both inclusive and diverse" Marisol Rubio, Vice Mayor.

In the past, Mayors at the top have enjoyed this friendly competition comparing our Contra Costa County Cities to one another! In turn, Martinez used their local authority to unanimously pass a Climate Emergency Declaration, and the City of Hercules joined MCE to allow its residents to have a choice in electricity! Those leadership steps, jumped Hercules them from last place to 5th from the bottom! Who will be next to lead the way and climb up the climate policy ladder? "MCE is proud to work closely with our Contra Costa County member communities to advance shared climate goals. By partnering with local cities and towns, we help drive meaningful action to reduce emissions and combat climate change" Sebastian Conn MCE

At 4CL, we believe in a multi-prong approach using publicly available data to drive policy change: creating friendly competition, demonstrating feasibility and identifying key policy issues to address the climate crisis. “Concord is proving that local climate leadership is both practical and powerful. Through our partnership with MCE, we have expanded access to renewable energy and electric vehicle incentives, while our citywide Tree Plotter inventory is helping us grow a healthier, more resilient urban forest. Whether we are planting trees, upgrading infrastructure, and working to cut emissions — it shows that local action can add up to global impact” Laura Nakamura, Vice Mayor Concord, CA

“We are so appreciative of the effort invested by all 19 cities and the County of Contra Costa!” states Lynda Deschambault, Executive Director at Contra Costa County Climate Leaders. “Great progress has been made over the years, and we have a great distance still to go, but it is our cities who will lead the way: Local Actions Move the World”

Contact us if you would like to be more involved or if you have policy measurables you would like to see included.

GENERATION GREEN

Financials Index

01/31/26
Cash Basis

Inc. and exp. detail January through December 2025

Date	Num	Name	Memo	Class	Debit
420 · Donations Received					
06/24/2025			MCE donation	CCCCL	
Total 420 · Donations Received					0.00
455 · Interest income					
07/24/2025			Interest	Gener. Gr...	
Total 455 · Interest income					0.00
Licenses					
02/06/2025	1027	Department of Justice		Gener. Gr...	25.00
08/08/2025	1028	Department of Justice		Gener. Gr...	25.00
Total Licenses					50.00
600 · Contractors					
01/09/2025	5006	Levand Koopah	November 2024, paid in 2025	CCCCL	112.00
01/09/2025	5007	Levand Koopah	December 2024, paid in 2025	CCCCL	120.00
02/11/2025	5008	Cedric C. Cheng		CCCCL	130.00
03/15/2025	5009	Beth Bauer		CCCCL	200.00
03/25/2025	5010	Beth Bauer		CCCCL	300.00
05/15/2025	5011	Lynda A. Deschamb...	Lynda	CCCCL	460.00
06/02/2025	5001	Cedric C. Cheng		Gener. Gr...	110.00
06/04/2025	5012	Beth Bauer		CCCCL	200.00
06/22/2025	5015	Lynda A. Deschamb...	Lynda	CCCCL	200.00
06/22/2025	5014	Cedric C. Cheng		CCCCL	60.00
12/15/2025	Debit	Andrew Johnson		CCCCL	1,500.00
Total 600 · Contractors					3,392.00
615 · Supplies/ Printing					
05/15/2025	5011	Lynda A. Deschamb...	Lynda/reimb. exps.	CCCCL	303.96
06/22/2025	5015	Lynda A. Deschamb...	Lynda/reimb. exps.	CCCCL	75.99
Total 615 · Supplies/ Printing					379.95
630 · Bank fees					
07/24/2025			Service Charge	Gener. Gr...	5.00
Total 630 · Bank fees					5.00
635 · Conference fees					
03/06/2025	2004	Town of Moraga		CCCCL	70.00
Total 635 · Conference fees					70.00
655 · Insurance					
01/13/2025	Auto p...	Alliance Member Se...	Recurring payment	Gener. Gr...	140.90
02/11/2025	Auto p...	Alliance Member Se...	Recurring payment	Gener. Gr...	140.91
03/14/2025	Auto p...	Alliance Member Se...	Recurring payment	Gener. Gr...	140.90
04/15/2025	Auto p...	Alliance Member Se...	Recurring payment	Gener. Gr...	140.91
05/15/2025	Auto p...	Alliance Member Se...	Recurring payment	Gener. Gr...	140.89
06/17/2025	Auto p...	Alliance Member Se...	Recurring payment	Gener. Gr...	140.91
07/16/2025	Auto p...	Alliance Member Se...	Recurring payment	Gener. Gr...	125.67
11/05/2025	Auto p...	Alliance Member Se...	Recurring payment	Gener. Gr...	294.50
12/04/2025	Auto p...	Alliance Member Se...	Recurring payment	Gener. Gr...	138.85
Total 655 · Insurance					1,404.44
665 · Misc. Expenses					
12/15/2025			zelle test	CCCCL	1.00
Total 665 · Misc. Expenses					1.00
TOTAL					5,302.39

3:05 PM
01/31/26
Cash Basis

Generation Green, Inc.
Balance Sheet Prev Year Comparison
As of December 31, 2025

	Dec 31, 25	Dec 31, 24	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
106 · US Bank 5316 CCCCL ckg.	16,373.66	17,606.61	-1,232.95	-7.0%
107 · US Bank 1543 Gen Green ckg.	36.20	1,600.64	-1,564.44	-97.7%
108 · US Bank 5037 Gen Green sav.	545.52	550.38	-4.86	-0.9%
Total Checking/Savings	16,955.38	19,757.63	-2,802.25	-14.2%
Total Current Assets	16,955.38	19,757.63	-2,802.25	-14.2%
TOTAL ASSETS	16,955.38	19,757.63	-2,802.25	-14.2%
LIABILITIES & EQUITY				
Equity				
320 · Unrestricted Net Assets	19,757.63	22,657.12	-2,899.49	-12.8%
Net Income	-2,802.25	-2,899.49	97.24	3.4%
Total Equity	16,955.38	19,757.63	-2,802.25	-14.2%
TOTAL LIABILITIES & EQUITY	16,955.38	19,757.63	-2,802.25	-14.2%

3:09 PM
01/31/26
Cash Basis

Generation Green, Inc.
Profit & Loss Prev Year Comparison
January through December 2025

	Jan - Dec 25	Jan - Dec 24	\$ Change	% Change
Ordinary Income/Expense				
Income				
420 · Donations Received	2,500.00	5,000.00	-2,500.00	-50.0%
455 · Interest income	0.14	0.24	-0.10	-41.7%
Total Income	2,500.14	5,000.24	-2,500.10	-50.0%
Expense				
Licenses	50.00	0.00	50.00	100.0%
600 · Contractors	3,392.00	6,210.00	-2,818.00	-45.4%
615 · Supplies/ Printing	379.95	382.87	-2.92	-0.8%
630 · Bank fees	5.00	0.00	5.00	100.0%
635 · Conference fees	70.00	140.00	-70.00	-50.0%
655 · Insurance	1,404.44	1,166.86	237.58	20.4%
665 · Misc. Expenses	1.00	0.00	1.00	100.0%
Total Expense	5,302.39	7,899.73	-2,597.34	-32.9%
Net Ordinary Income	-2,802.25	-2,899.49	97.24	3.4%
Net Income	-2,802.25	-2,899.49	97.24	3.4%

GENERATION GREEN

Established 1990

BOARD MINUTES

February 6th, 2025

President: Mark Van Landuyt

Secretary: Dr. Wietske Medema

Treasurer: Peggy Hall

Executive Session for Board of Directors

1. Called to Order

2. Roll Call —

Present:

Dr. Wietske Medema

Peggy Hall

Linda Flower

Mark Van Landuyt

Lynda Deschambault

3. Confirmed Agenda including setting dates
for upcoming meetings.

4. SUBMITTING CALIFORNIA COMPLIANCE

FORMS California Attorney General — compliance paper
work filed (Form RRF-1) and paid the \$25 annual fee
on January 20th, 2025.

California Attorney General — compliance paper
work filed (Form CTTR-1) on January 20th, 2025.

Secretary of State of California — statement of
information (Form SSI-1) delineating Generation
Green board of directors, secretary, and officers —
submitted with the \$20 annual fee paid on January
20th, 2025

5. YEAR END ADMINISTRATIVE TASKS

Profit and Loss statement completed on January
5th, 2025. Reviewed by Lisa, Peggy, and Lynda.

6. FILING OF TAXES

Taxes completed by Peggy Hall and submitted 9-90
tax forms to the IRS and to the state of California on
January 28th, 2025.

California CTO-20-00069

Entity ID# 73-1687452 — — — — —

7. Review Finances for Annual Reporting Files
Completed

8. Meeting Adjourned

Mark Van Landuyt

Generation Green, President

GENERATION GREEN

Established 1990

February 18th, 2025 Board Minutes

President: Mark Van Landuyt

Secretary: Dr. Wietske Medema

Treasurer: Peggy Hall

Executive Session for Board of Directors

1. Called to Order

2. Roll Call:

Present:

Dr. Wietske Medema

Peggy Hall

Linda Flower

Mark Van Landuyt

Lynda Deschambault (joined later)

3. Confirmed Agenda including setting dates

for upcoming meetings. 4. Proposed exploration of updating the
Generation Green website.

5. Proposed review of contractors

6. Earth Day organizing

7. Continued discussion of 2025 Mission
strategies for implementing environmental
and conservation policies in California and
beyond, preventing roll-backs of existing
environmental protections, and how to
increase awareness in California and the
entire nation.

8. Meeting adjourned.

Mark Van Landuyt

Generation Green, president

GENERATION GREEN

Established 1990

BOARD MINUTES

June 11th, 2025

Executive Session for Board of Directors

1. Called to Order

2. Roll Call —

Present:

Dr. Wietske Medema

Peggy Hall

Linda Flower

Mark Van Landuyt

Lynda Deschambault

3. Confirmed Agenda including setting dates for upcoming meetings.

4. Proposed exploration of updating the Generation Green website.

5. Proposed review of contractors

6. Continued discussion of 2024-2025 Mission strategies for implementing environmental and conservation policies in California and beyond, preventing roll-backs of existing environmental protections, and how to increase awareness in California and the entire nation.

8. Meeting adjourned.

GENERATION GREEN

Established 1990

BOARD MINUTES

October 8th, 2025

President: Mark Van Landuyt

Secretary: Dr. Wietske Medema

Treasurer: Peggy Hall

Executive Session for Board of Directors

1. Called to Order

2. Roll Call —

Present:

Dr. Wietske Medema

Peggy Hall

Mark Van Landuyt

Lynda Deschambault

3. Confirmed Agenda including setting dates for upcoming meetings.

4. Extended discussion concerning Board insurance.

Motion: To dissolve our current Board insurance with NIAC as of Nov. 2025.

4-Aye

0-Nay

1-Absent

5. Strategic planning for future fund raisers — possible locations include Mountain Mike's Pizza, Mark and Wietske's patio, or Whole Foods community giving program.

5. Discussion of recruiting more board members.

6. Acknowledgment that Linda Flowers will be stepping down from the Board of Directors.

7. Discussion of 2026 Mission strategies for implementing environmental. and conservation policies in California and beyond, preventing roll-backs of existing environmental protections, and how to increase awareness in California and the entire nation.

8. Meeting adjourned.

Mark Van Landuyt

Generation Green, president

GENERATION GREEN

Established 1990

BOARD MINUTES

December 16th, 2025

President: Mark Van Landuyt

Secretary: Dr. Wietske Medema

Treasurer: Peggy Hall

Executive Session for Board of Directors

1. Called to Order

2. Roll Call —

Present:

Dr. Wietske Medema

Mark Van Landuyt

(Quorum not reached)

Guest: Andrew Johnson

3. Extended introduction and discussion with potential future Board director Andrew Johnson

4. Discussion of Andrew's work with CCL, his current work, and environmental priorities.

5. Proposal to motion Andrew Johnson joining the Board of Directors at the next meeting.

6. Brief discussion the dissolving of Board insurance with NIAC as of Nov. 2025. 7. Meeting adjourned.

Mark Van Landuyt

Generation Green, president

GENERATION GREEN

Established 1990

AGENDA

February 4th, 2026

President: Mark Van Landuyt

Secretary: Dr. Wietske Medema

Treasurer: Peggy Hall

Executive Session for Board of Directors

1. Roll Call and approval of Minutes.
2. Extended introduction and discussion with potential future Board director Andrew Johnson
3. Review of 2025 end of year financials for GG and CCL.
4. Introductions and discussion with potential new Board Director Andrew Johnson.
5. Motion and vote for Andrew Johnson joining the Board of Directors.
6. Review of the dissolving of Board insurance with NIAC as of Nov. 2025.
7. Strategic planning for future fund raisers — Mountain Mike's Pizza (Walnut Creek or Moraga), Whole Foods community giving program.
8. Discussion of 2026 Ballot measures and Mission strategies for implementing environmental and conservation policies in California and beyond.
9. Next meeting scheduling.

Mark Van Landuyt

Generation Green, president