Winning By A Landslide
How we won the Portland Clean Energy Fund
About the Climate Advocacy Lab

Helping the climate community build grassroots power and win through evidence-based advocacy.

Our (awesome!) members

Workshops & Webinars

Research & experimentation

Online platform & alerts

Contact: info@climateadvocacylab.org
Welcome to our speakers!

- Khanh Pham
  OPAL Environmental Justice Oregon

- Jenny Lee
  Asian Pacific American Network of Oregon

- Adriana Voss-Andreae
  350 PDX

- Brent Foster
  Attorney & Strategist
Roadmap

• Welcome & overview
• PCEF Overview and Importance (Khanh)
• Key challenges and… Winning!
• Lessons Learned (Jenny)
• Importance of the post-campaign phase
• Key implementation highlights
• The report! (Adriana)
• Policy highlights and “DIY” (Brent)
• Q&A
• Close
A quick overview...
The Portland Clean Energy Fund (PCEF) was established by a successful ballot measure passed by 65% of Portland voters in November 2018. It is the first-ever environmental measure in Oregon history created and led by communities of color.

PCEF is funded by a 1% surcharge on retailers with over $1 billion in annual nationwide sales AND over $500,000 in annual Portland sales.

PCEF will produce $54-$71 million in new annual revenue for green jobs and healthy homes with required investments in frontline communities (people of color and low-income Portlanders)

With leadership from the Coalition that created and passed PCEF, the City of Portland is now implementing PCEF. Funds will be available in 2020.
How it works

The City Revenue Division will collect the surcharge in a designated fund.

Nine-person committee of Portlanders reflecting the racial, ethnic, and economic diversity of the city will make recommendations to City Council on which proposals to fund.

Nonprofits, alone or in partnership with other nonprofits, businesses, or government entities, are eligible to apply.
What kinds of projects will it fund?

40-60%: **Renewable Energy and Energy Efficiency** projects for homes, schools, and businesses

- Examples include: rooftop solar, insulation upgrades, and more efficient HVAC systems
- 50% of these projects must benefit low-income residents and people of color
- Funding agreements must include provisions barring owners from using improvements funded by PCEF as a basis for rent increases.

Steady funding stream for Portland & Multnomah County’s community energy goals.
What kinds of projects will it fund?

20-25%: **Job Training, Apprenticeships, and Contractor Support**

- Will develop a diverse and well-trained workforce & contractor pool in clean energy
- Grant Committee will adopt a workforce and contractor equity plan to hire historically disadvantaged groups: women, people of color, people with disabilities, and more
- Programs supporting entry into union registered apprentice trades shall be a high priority

Ofrece entrenamiento a trabajadores con bajos ingresos para que puedan obtener trabajos con mejores salarios

Ayudará a que Portland se convierta en una ciudad más diversa e inclusiva
What kinds of projects will it fund?

10-15%: Regenerative Agriculture and Green Infrastructure
- Examples include tree canopy, community gardens, and swales.
- Sequester greenhouse gases and promote sustainable practices in communities of color

5%: Future Innovation
- Projects deemed by the grant committee to advance the goals of the PCEF but that do not explicitly fall into one of the other four categories.
Challenges and Strengths of the Campaign

- Lack of funding

- Lack of ballot measure/electoral experience

- Both these challenges led us to form a unique coalition structure and process which challenge traditional notions of how campaigns ‘must’ be run to succeed
Organizations of color met for years to create the measure language before filing an initiative petition.

Members of frontline communities--those on the “front lines” of the climate crisis--held the primary leadership, strategy, and public speaking roles.

Predominantly white environmental organizations provided capacity in planning for and running the petition drive and campaign.

The coalition became a “new political majority” with hundreds of groups and individuals from every sector of the city.
Election Night, November 6, 2018

- PCEF passes by over 65%, nearly 2-to-1
- One of the few winning November 2018 climate ballot measures nationwide
- Nearly every precinct in Portland said yes
- Huge voter turnout in our turf
“An idea whose time has come” (The Nation)

A “glimmer of climate optimism” (Fast Company)

"This is a tiny expense for a larger good, and for anyone paying attention, it’s a no-brainer: Measure 26-201 is championed by a wide swath of environmental and social organizations from the Sierra Club to the Oregon Food Bank, and a slew of forward-thinking politicians and experts."

"We believe this measure reflects the green and inclusive values of Portland’s residents. This measure was drafted with direct input from minority and underserved community-based organizations whose missions directly reflect the immediate needs of their communities. We hold this piece of legislation in the highest possible regard."

"This is a justice issue. People in poverty are disproportionately harmed by climate change while they bear the least responsibility for exacerbating it... We need to get our city off fossil fuels and we need to put people to work in well-paying jobs. From funding to implementation, the Clean Energy Fund is a smart, equitable initiative."

"The PCEF creates visibility for communities and people that have faced a history of disenfranchisement, and puts them first in the conversation around how to create equity while transitioning to a green economy."

"This measure was the result of a rare grass-roots decision-making process where communities of color led the way rather than being tokenized, and the result is a win-win: a measure that helps Portlanders shift away from a fossil-fuel economy while ensuring people of color will benefit from the green economy."

"Call it an idea whose time has come: a tax on the richest retail corporations to pay for clean energy that will benefit everyone."

"An idea whose time has come" (The Nation)
Thank you!

Feedback [https://forms.gle/D99LsuHoUMybopxx9](https://forms.gle/D99LsuHoUMybopxx9)
Contact [info@climateadvocacylab.org](mailto:info@climateadvocacylab.org)
[https://portlandcleanenergyfund.org/](https://portlandcleanenergyfund.org/)

Together, we collected 61,000+ signatures in support of the Portland Clean Energy Fund!

Photo by Damon Motz-Storey