

Please introduce yourself in the chat box with your **Name, Location, and Organization/Affiliation**

*January 29, 2020*



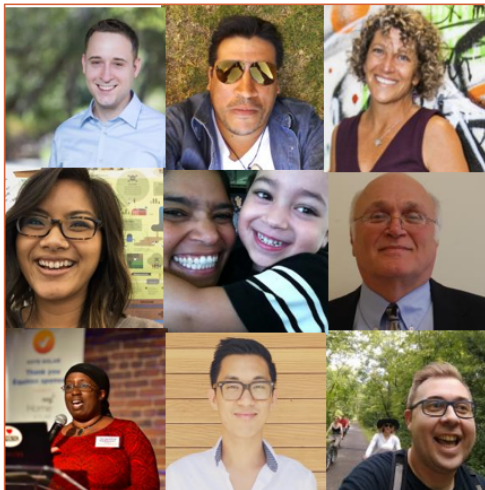
# Winning By A Landslide

## 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.*

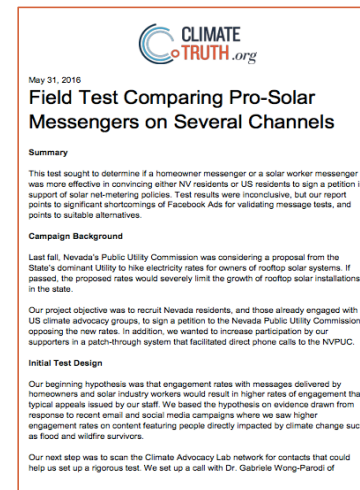
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Our (awesome!) members



Workshops & Webinars



Research & experimentation



Online platform & alerts

Contact: [info@climateadvocacylab.org](mailto:info@climateadvocacylab.org)





# Welcome to our speakers!

Please introduce yourself in the chat box with your **Name, Location, and Organization/Affiliation**



Khanh Pham  
*OPAL Environmental  
Justice Oregon*



Jenny Lee  
*Asian Pacific American  
Network of Oregon*



Adriana Voss-Andreae  
*350 PDX*



Brent Foster  
*Attorney & Strategist*



**VOTE YES**  
FOR  
**THE PORTLAND  
CLEAN ENERGY INITIATIVE!**  
**MEASURE 26-201**



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## 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...



# What is PCEF?



Paid for  
**1% surcharge**  
for corporations with  
**\$1 BILLION**  
annual national retail sales  
and **\$500,000**  
in annual Portland retail sales

**ONLY AFFECTS**  
the largest corporate  
retail chains in the city

(Trump just cut  
corporate taxes by 40%)



**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.



Will have an oversight committee and require regular audits

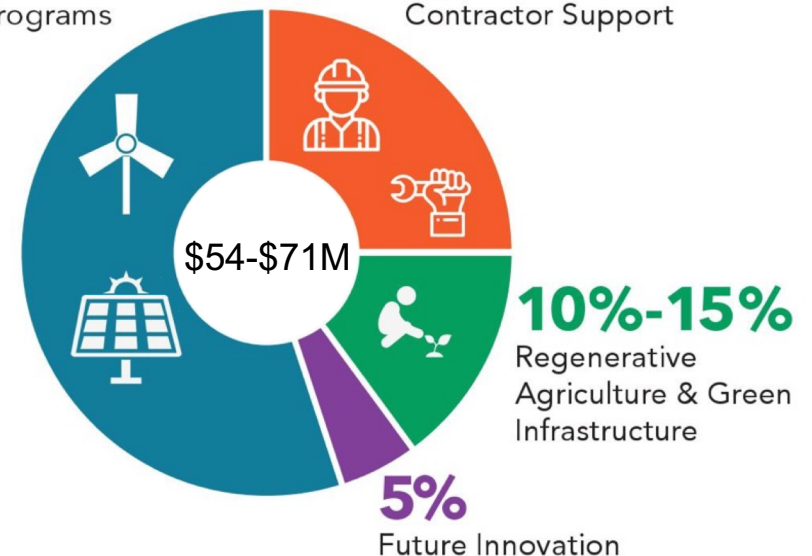


**40%-60%**

Renewable Energy  
& Energy Efficiency  
Programs

**20%-25%**

Job Training,  
Apprenticeships &  
Contractor Support



## 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.



Proporciona proyectos de energía renovable y baja por el uso de electricidad y gas para las familias



Incrementa la energía solar para viviendas, escuelas y negocios

En un solo año, las inversiones en climatización de la Medida 26-201 podrían:

generar  
**1188**  
proyectos

crear  
**261**  
empleos

remove  
**1671.5**  
Toneladas de CO<sub>2</sub>

el equivalente a remover  
**329** carros

y esto resulta en un ahorro de  
**\$68,531.50**  
en costos de atención médica



## 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 entranamiento  
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.



Ayudará a que Portland  
sea una comunidad  
más verde y saludable





## Challenges and Strengths of the Campaign

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- 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



## How we did it

### The Portland Clean Energy Fund Steering Committee:



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

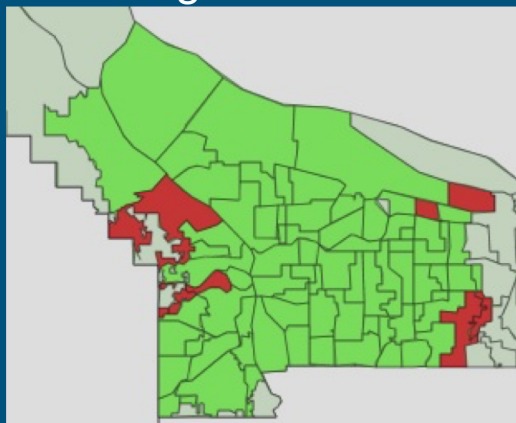
Predominantly white environmental organizations provided capacity in planning for and running the petition drive and campaign

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



### 26-201 CITY OF PORTLAND (JT) IMPOSES SURCHARGE ON CERTAIN RETAILERS; FUNDS CLEAN ENERGY, JOB TRAINING. [ALL RESULTS](#)

☐ Follow this contest

YES	<div style="width: 65.12%;"></div> 65.12%	197,232
NO	<div style="width: 34.88%;"></div> 34.88%	105,630
TOTAL VOTES		302,862

[MAP](#)

[PRECINCT RESULTS](#)



## WHAT THE MEDIA SAID ABOUT



### EL HISPANIC NEWS

SOMOS LA REVOLUCIÓN DE LA INFORMACIÓN

"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 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."

**the Portland  
MERCURY**

"An idea whose time has  
come" (The Nation)

**street  
roots**

"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."

**FAST@COMPANY**

A "glimmer of climate  
optimism" (Fast Company)

**THE  
Skanner**  
CHALLENGING PEOPLE TO SHAPE A BETTER FUTURE NOW

"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."

**THE  
Nation.**



Photo by Rick Rappaport

# Questions!

Report <https://bit.ly/2tch5iY>

Feedback  
<https://forms.gle/D99LsuHoUMybopxx9>

Contact [info@climateadvocacylab.org](mailto:info@climateadvocacylab.org)  
<https://portlandcleanenergyfund.org/>







Photo by Damon Motz-Storey

# Thank you!

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