Implementing the Portland Clean Energy Fund
Challenges and Opportunities

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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

To become a member, go to climateadvocacylab.org

Please introduce yourself in the chat box with your Name, Location, and Organization/Affiliation
Welcome to our speakers!

Khanh Pham (she/they)
Founding leader of PCEF coalition; State Representative for Oregon House District 46

Anissa Pemberton (they/them)
PCEF community coalition coordinator

Adriana Voss-Andreae (she/hers)
Founder and former Executive Director of 350PDX, founding leader of PCEF coalition

Maria Sipin (she/they)
PCEF Grant Committee member

Michael Edden Hill (he/him)
PCEF Grant Committee member

Jaimes Valdez (he/him)
City of Portland, PCEF staff
Roadmap

Welcome & overview
PCEF’s Story (Khanh)
Community-Driven Process, Lessons Learned (Anissa)
City’s Implementation (Jaimes)
Grant Committee Reflections (Maria & Michael)
The report/toolkit and how to use it! (Adriana)
Q&A
Close
What is PCEF?

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 collects the surcharge in a designated fund.

Nine-person committee of Portlanders reflects the racial, ethnic, and economic diversity of the city makes 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.

- 40%-60% Renewable Energy & Energy Efficiency Programs
- 20%-25% Job Training, Apprenticeships & Contractor Support
- 10%-15% Regenerative Agriculture & Green Infrastructure
- 5% Future Innovation

$54-$71M
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

![Infographic](image.png)

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
- Remover 1671.5 Toneladas de CO2
- El equivalente a 329 coches 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

- [Image of a person giving a presentation]
  - **Ofrece entrenamiento a trabajadores con bajos ingresos para que puedan obtener trabajos con mejores salarios**

- [Image of three construction workers]
  - **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.
How We Built the Coalition

- Started with the revenue mechanism concept
- Grounding in values: racial justice, economic justice, and climate justice
- BIPOC-led orgs met with 350PDX for over a year to build trust and develop the measure language before launching the initiative.
- “Moving at the speed of trust.” Benefited from existing coalition and past/current work together
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 challenged traditional notions of how campaigns ‘must’ be run to succeed
Organizational Structure

Frontline leadership, with privileged-capacity orgs supporting

- Executive Committee of 6 orgs
- Steering Committee
- Supporting organizations

Members of frontline communities 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
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
A “glimmer of climate optimism” (Fast Company)

“An idea whose time has come” (The Nation)

El Hispanic News

“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

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.

Street Roots

“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

“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 Skanner

“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

“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.”
Successes of Implementation

- Setting the program up for success through hiring PCEF Staff and recruitment for the PCEF Grant Committee
- Several rounds of community feedback that informed the first request for proposals
- Detailed feedback on draft PCEF guiding principles and grantmaking criteria.
- Defending PCEF against corporate attacks
Lessons Learned

● Leverage political power/momentum
● Solicit a wide array of feedback
● Open and responsive feedback process
How PCEF works

1. **RFP issued**
2. **Non-profits submit proposals**
3. **Proposals read and scored**
4. **PCEF Committee recommends grants for funding**
5. **City Council**
6. **BPS manages grants**

*Informed by community input*
Funded portfolio of grants for RFP #1

$2.5M for planning, lower range for project funding areas

Key Portfolio Characteristics:

- Total Number of Grants: **45**
- Unique applicants: **38**
- % of funds to organizations reflecting priority populations: **86%**
- % of funds to small organizations: **38%**
- Total estimated lifetime GHG impact: **11,500 metric tons CO₂e**
- Projects w/ physical improvements serving E of 82nd: **2 out of 3**

Project $ by funding area:

- Clean Energy: **$3,090,654** (7 grants)
- Workforce Development: **$1,858,206** (4 grants)
- Regenerative Ag/ Green Infrastructure: **$937,312** (4 grants)
- Multi (1 grant): **$199,260**
- Planning: **$2,549,968** (29 grants)

Total: **$8,635,400**
PCEF is guided by these principles

**ADVANCE** systems change that addresses historic and current discrimination.

**CENTER** all disadvantaged and marginalized groups – particularly Black and Indigenous people.

**JUSTICE DRIVEN**

- Invest in people, livelihoods, places, and processes that build climate resilience and community wealth, foster healthy communities, and support regenerative systems. Avoid and mitigate displacement, especially resulting from gentrification pressures.

**ACCOUNTABLE**

- Implement transparent funding, oversight, and engagement processes that promote continuous learning, programmatic checks and balances, and improvement.

**DEMONSTRATE** achievement of equitable social, economic, and environmental benefit.

**REMAIN** accountable to target beneficiaries, grantees, and all Portlanders.

**COMMUNITY-POWERED**

- Trust community knowledge, experience, innovation, and leadership.

**HONOR AND BUILD ON** existing work and partnerships, while supporting capacity building for emerging community groups and diverse coalitions.

**ENGAGE WITH AND INVEST IN** community-driven approaches that foster community power to create meaningful change.
What’s next:

Opportunities:

• Next RFP development and implementation
  o Proposed FY21-22 funding: $60,000,000
  o Quarterly mini-grants: $100k per quarter, up to $5k per application

Program evaluation and continuous progress:

• Applicant support strategies
• Community engagement and capacity building
• Implementing workforce and contractor equity standards
• Performance metrics and reporting outcomes
If your city is interested in exploring running a campaign similar to PCEF, please reach out:

Khanh@khanhphamfororegon.com
Thank you!

Please fill out our feedback survey 😊

info@climateadvocacylab.org

https://portlandcleanenergyfund.org