



Introduction.

Portland Clean Energy Initiative (PCEI) is Oregon's first ever frontline community-led environmental initiative, with core leadership from the African-American, Native-American, Latinx and Asian-Pacific Islander communities. A November win means \$30M annually in new funding for nonprofit-led renewable energy, energy efficiency and job training projects in Portland, with a fundamental emphasis to direct resources to Portlanders who are on the frontlines of climate change but have been excluded from the emerging low-carbon economy -- low-income people and people of color.

They said it couldn't be done -- frontline communities couldn't lead a climate ballot initiative; mainstream environmentalists wouldn't support this leadership; climate and racial justice goals couldn't integrate in a single ballot initiative; we wouldn't make it through the legal review; we'd never collect enough signatures to qualify for the ballot.

Opposed by some of the world's largest corporations, PCEF overcame the naysayers to make the November 2018 ballot in the City of Portland, succeeding despite never having more than \$40,000 in its campaign account. The culmination of years of capacity building partnerships between organizations of color and the philanthropic community, PCEI signals the arrival of a new inclusive climate movement that can win elections in Portland, in Oregon and nationwide.

How It Works.

PCEF generates \$30M annually through a 1% revenue surcharge on retail corporations with over a billion in national revenue *plus* over \$500,000 of revenue in Portland. Nonprofit organizations, alone or in partnership with for-profit companies and/or government agencies, can apply for grants to weatherize homes, install renewable energy, provide job and contractor training, expand local food production or build green infrastructure.

Key Organizations & Endorsements.

Frontline community-facing organizations are the core of our steering committee: Asian Pacific American Network of Oregon, Coalition of Communities of Color, NAACP Portland Branch 1120, Native American Youth & Family Center, OPAL/Environmental Justice Oregon, and Verde. Our steering committee also draws on Portland's renowned environmental movement: 350PDX, Audubon Society of Portland, Columbia Riverkeeper, OR Physicians for Social Responsibility, and Sierra Club. They have been joined by [over 200 organizational and individual endorsements](#). Fall 2018 polling by Lake Research Partners found that 68% of Portland voters would support the measure, and 51% would strongly support the measure.

What People Are Saying.

- "While elected officials are one way to change policy, ballot initiatives are another — and they're beginning to look like a hallmark of the Northwest's climate justice movement," [Should big corporations pay for clean energy? Portland voters will decide](#), Grist Magazine, July 30, 2018
- "In the age of Donald Trump, some of the most significant political battles are taking place on the local level," [Going Local: How Communities Across the Nation Are Fighting Back](#), Progressive Magazine, August/September 2018¹
- "Backers of the Portland Clean Energy Fund measure on the November ballot have added a marquee name to their endorsement list—U.S. Sen. Jeff Merkley" [Portland Clean Energy Fund Ballot Measure Draws High Profile Endorsement](#), Willamette Week, September 12, 2018
- "It opens doors of opportunity to help people and the planet at the same time, with the same dollar" [Van Jones on "the most important ballot initiative in the country"](#), 2018 Visiting SAGE Lecture, September 12, 2018

Links to Initiative and to Donate.

- The full initiative: <http://bit.ly/PCEFTXT>
- To donate: <http://bit.ly/PCEFDonate>

¹ PCEF ranked 2nd out of the 9 most important state/local campaign this November