



# COME TOGETHER

**We've done it before. Let's do it again.**

JOIN US FOR **Oregon**  
**Environmental**  
**Council's**  
**50th Anniversary**  
**Celebration**

Friday, October 5, 2018  
6 o'clock  
Hilton Portland Downtown  
921 SW 6th Avenue  
\$175

**PLEASE REPLY BY SEPTEMBER 4**

RSVP at [bit.ly/OEC50th](http://bit.ly/OEC50th)

or return the enclosed reply card.

**We've done it before.** 1968 Oregon Environmental Council is founded. Our first volunteer president began lobbying for the environment on behalf of concerned Oregonians across our great state. • **1968** Protected 100,000 acres of forest with Mt. Jefferson Wilderness Bill. • **1969** OEC hired the first full-time environmental staff person in Oregon to provide leadership on environmental issues and a consistent voice in the Oregon Legislature. • **1969** First conference on statewide Oregon environmental concerns sponsored by OEC. • **1969** Strengthened the Beach Bill, securing greater public access. • **1971** Oregon's landmark nickel-deposit Bottle Bill adopted with strong citizen support led by OEC, reducing litter across the state. • **1971** OEC worked with the informal "Bike Lobby" to pass the Bike Bill, the first designated state funding for bicycles in the country. • **1971** OEC was the sole environmental group advocating for a state role in energy facility siting; the Nuclear and Thermal Energy Council was formed, allowing the state to drive nuclear facility siting. • **1973** Helped pass Oregon's unparalleled statewide land use planning laws (SB 100), protecting Oregon's farms and forests. • **1974** Successfully opposed plans for a nuclear waste dump near Arlington. • **1975** OEC sues to temporarily halt logging in the Bull Run watershed, source of Portland's drinking water. • **1975** Secured National Recreation Area protection for Hells Canyon. • **1976** Protected South Santiam River from proposed Cascadia Dam. • **1977** Secured nation's first ban on certain ozone-depleting chemicals. • **1978** Defeated proposed Days Creek Dam on the South Umpqua River. • **1978** Helped gain wilderness status for French Pete Creek Valley. • **1979** Plans for an aerial tramway in the scenic Columbia River Gorge are dropped after OEC opposition. • **1980** Crater Lake Wilderness Area bill is adopted with OEC's support, adding 22,890 acres to Oregon's national park. • **1981** Led passage of Oregon's Safe Drinking Water Act. • **1983** Passed Opportunity to Recycle Act, guaranteeing curbside recycling. • **1983** Passed first in the nation legislation to set pollution standards for wood stoves. • **1985** Helped secure worker and community "right to know" laws that protect citizens from exposure to certain industrial chemicals. • **1987** Secured legislation creating Oregon Superfund Program. • **1987** Established Governor's Watershed Enhancement Board (now known as Oregon Watershed Enhancement Board), supporting the formation of Oregon's first citizen-based watershed councils. • **1989** Led passage of Oregon Groundwater Protection Act, protecting a major source of drinking water for Oregonians. • **1991** Helped secure strictest law in the nation regulating cyanide heap-leach mining. • **1991** Secured the nation's first law requiring state agencies to minimize pesticide use. • **1996** Led efforts to shut down Oregon's last hospital incinerator in Northwest Portland. • **1998** Helped launch nation's first for-profit car sharing firm. • **1999** Passed Pesticide Right to Know Law (the third such law in the nation) establishing public access to data about commercial pesticide use in Oregon. • **2001** Passed Mercury Reduction Act, including a first-in-the-nation phase out of mercury-containing thermostats, as well as phase out of mercury-containing thermometers, auto switches and novelty products. • **2001-2004** Mercury reduction projects swapped out over 3,000 mercury switches in cars, increased fluorescent tube recycling in targeted areas, and reduced mercury pollution from industrial boilers. • **2003** Secured Environmental Quality Commission adoption of new rules to reduce air toxics (e.g., benzene, formaldehyde); rules are a national model, going beyond federal requirements. • **2003** Passed first-of-its-kind tax incentive for insurance companies to offer Pay-as-You-Drive (per-mile) auto insurance. • **2005** Passed legislation banning two toxic flame retardants. • **2006** Won Environmental Protection Agency's national Children's Environmental Health Excellence Award for our Eco-Healthy Child Care program that reduces children's exposure to toxic chemicals. • **2006** Secured adoption of clean car standards to reduce tailpipe emissions, cutting climate pollution from new cars and light duty trucks by an average of 30% and cutting carcinogenic air pollution by up to 25%. • **2007** Phased out the Pollution Control Tax Credit, which provided taxpayer money to companies simply for their compliance with environmental laws. • **2007** Passed Renewable Fuels Standard to promote the development of local, sustainable biofuels. • **2007** Helped pass Measure 49, a partial fix to Measure 39's rollback of statewide land use planning. •

The stakes could not be higher. With all that's happening right now, it's easy to feel defeated. But this is not new—we've faced many challenges over the last 50 years. Today's reality does not define who we are, it tests who we are. Our work defines the difference

between hope or despair. The difference between a healthy future for our children or a future threatened by climate change, between a livable state or rampant pollution that harms human health.

We know that by choosing hope and a better Oregon for all, we can advance the solutions to the most pressing environmental problems Oregon faces today. **We've done it before. Let's do it again.**

# 1968



Maradel Gale, first  
OEC President, talks with  
Sen. Don Willner, 1971.  
*The Oregonian*

A group of ordinary Oregonians came together—outdoor enthusiasts, conservationists, friends and neighbors—and decided to speak with one voice for Oregon's environment and quality of life.

Over the next decade, they accomplished extraordinary things. They championed landmark legislation such as the Beach Bill, Bottle Bill, land use planning and the Bike Bill, and helped protect special places across the state, like Mt. Jefferson Wilderness Area and Hells Canyon Recreation Area. They established a new way of working, a new way of thinking about Oregon's water, air and land, and how it should be protected and shared with future generations.

# 1975

## Secured National Recreation Area protection for Hells Canyon. Folk singers

Pete Seeger and Jimmy Collier rafted the Snake River in 1972 with friends and founders of Oregon Environmental Council. The event helped elevate efforts to protect the Hells Canyon National Recreation Area, preserving 662,000 acres of the middle Snake River ecosystem.

Jimmy Collier and Pete Seeger along the Snake River, 1972.  
@Boyd Norton



# 1983

## Championed the Opportunity to Recycle Act, guaranteeing curbside recycling and establishing Oregon as a national leader.

Early curbside recycling, David and Michela McMahon, 1975. Cloudburst Recycling Inc.

It wasn't an easy haul. Diverting waste from the landfill and helping Oregonians reduce, reuse and recycle from their homes, took nearly two decades to implement. **In 1991**, we further strengthened recycling requirements by passing the Oregon Recycling Act (SB 66), expanding recycling across the state.



# 1998

**Assisted in the launch of the first U.S. car sharing operation.** With two cars, an old gas station on SE Division Street in Portland, and the ingenuity and support of people committed to new ideas, car sharing in the United States became a reality, first in Oregon.



Oregon's first car sharing station, 1998.



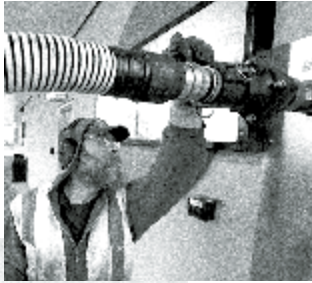
Protecting children's health and Oregon's rivers and fish.

# 2001

**Passed the Mercury Reduction Act, including a first-in-the-nation phase out of mercury-containing thermostats, as well as phase out of mercury-containing thermometers, auto switches and novelty products.**

Oregon became a leader in cutting harmful mercury from our waste stream. This act was a major step in Oregon Environmental Council's efforts to protect children's health, as well as Oregon's rivers and fish.

Biofuel production  
in Salem.



Climate justice rally  
at the state capitol.

# 2007



Carbon Neutral Challenge  
at Oregon wineries.

## **Established Climate Change Integration Act,**

setting science-based  
greenhouse gas reduction goals  
and establishing a statewide  
Global Warming Commission.

## **Passed the Renewable Fuels Standard** to

promote the development of local,  
sustainable biofuels.

## **Supported creation of the Oregon**

**Environmental Justice Task Force** to advise the  
governor and state agencies on  
environmental justice community  
concerns, and to hold agencies  
accountable to environmental  
justice in their operations.

## **Reduced benzene air pollution by approximately**

**70%** by helping to secure Environmental Protection  
Agency regulations for gasoline  
in the Northwest.

## **Led the Carbon Neutral Challenge,** inspiring

Oregon's wineries to reduce their  
carbon footprint.



# 2015

**Launched Renew Oregon, the most powerful grassroots coalition ever assembled in Oregon to campaign for climate protection.**

This coalition amplifies the voices of Oregonians by focusing solely on cutting pollution and building a clean energy future for the state we love. Together we helped pass the clean fuels program, double Oregon's commitment to renewables, transition off of coal power, and establish the first statewide funding mechanisms for transit—all while setting the stage for putting a cap and price on climate pollution in Oregon.

Friends and family stand at a Renew Oregon rally in Salem.

# 2018

**Because it's up to all of us. Together. We've done it before. Let's do it again.**

Champions like you are the force behind our work and have been for decades. The evening is not just about raising dollars—it's about making a difference. The environment can't wait.

**See you there!**

**Oregon Environmental Council celebrates 50 years of working for a better Oregon.**

We couldn't have done it without you. Join us to reflect on our achievements and recognize the challenges and opportunities ahead.

**2007–2009** 20% of Oregon's wineries reduced their carbon footprint through our Carbon Neutral Challenge. • **2009** Expanded first-in-the-nation Eco-Healthy Child Care program nationwide. • **2009** Secured legislative authorization for the Oregon Clean Fuels Standard, requiring oil companies to do their fair share to combat climate change and providing Oregonians with cleaner fuel choices. Ensured adoption by Oregon Environmental Quality Commission in 2012. • **2009** Passed legislation requiring least-toxic pest management strategies in K-12 schools and community colleges. • **2009** Passed legislation requiring accelerated replacement and retrofit of diesel school buses. • **2009** Helped pass the strongest ban in the nation on the toxic flame retardant Deca-BDE, adding to our victory in 2005 banning two other toxic flame retardants. • **2009–2010** Helped pass legislation directing the Portland region (and encouraging Oregon's other major urban areas) to use climate-friendly transportation and land use planning to reduce greenhouse gas emissions. • **2009–2012** One-fifth of Oregon's nursery industry reduced its carbon footprint by 20% through our Climate Friendly Nurseries project. • **2010** Successfully advocated that the Oregon Branch of the Natural Resources Conservation Service become the first in the country to include greenhouse gas reduction and carbon sequestration in its agricultural programs. • **2011** Helped pass "Cool Schools" legislation spurring energy efficiency improvements and healthier classrooms throughout the state. • **2011** Passed a Multnomah County ordinance that bans the use of the toxic chemical bisphenol A (BPA) in baby bottles, sippy cups, sports water bottles and insulated water bottles. • **2011** Helped broker the closure of the Boardman coal-fired power plant—the state's single largest emitter of greenhouse gases—twenty years ahead of schedule. • **2012** Secured a Green Chemistry Executive Order requiring Oregon to purchase less toxic products and eliminate toxic pollution. Secured similar policies in City of Portland, Multnomah County and regionally along the West Coast. • **2013** Established the statewide Pesticide Stewardship Partnership, which works directly with farmers and other pesticide users to reduce pesticide runoff into Oregon's rivers and streams. • **2013** Persuaded Oregon Board of Agriculture to improve the Agricultural Water Quality Program, making it more proactive and strategic, rather than complaint-based. • **2013** Protected fish by helping incentivize irrigators and water users to return water to streams and rivers during the hottest parts of the year when fish need it most. • **2014** First nonprofit in Oregon to move our endowment funds into a 100% impact investment portfolio that divests from companies at odds with our mission and invests in corporations that excel at environmental and social responsibility. • **2015** Launched Renew Oregon, the most powerful coalition ever assembled in Oregon to fight for climate protection. • **2015** Passed the Toxic Free Kids Act, protecting children from toxics by requiring manufacturers of children's products to disclose their use of toxic chemicals and to replace the chemicals most likely to harm infants and children with safer alternatives. • **2015** Led successful effort to protect Oregon's Clean Fuels Standard, providing clean fuel choices, better air quality and climate protection. • **2015** More than 500 Oregon businesses signed the Oregon Business Climate Declaration, launched by OEC. • **2015** Joined with business partners to successfully pass energy disclosure benchmarking for commercial buildings in the City of Portland, giving a fuller picture of energy usage in buildings and incentives to increase efficiency. • **2015** Harnessed \$1.5 billion of market demand for less toxic products to date through our Healthy Purchasing Initiative, comprised of counties, cities and large institutions that have committed to buy safer products. • **2016** Co-led the charge to make Oregon the first state ever to pass a law to go coal-free. Oregon will transition off of coal-fired electric power and replace it with clean, renewable energy, putting Oregon on the path to having one of the cleanest energy mixes in the world. • **2017** Funded ditching dirty diesel in 400 Oregon school buses, protecting children's health. • **2017** Passed "Keep Oregon Moving" transportation package that includes first statewide funding—\$1.2 billion for transit, as well as support for bike and pedestrian investments and congestion pricing. • **2018** Clean fuels cuts 1.7 million tons of carbon in its first two years, the equivalent of taking 350,000 cars off the road. **Let's do it again.**

Thank  
you!

With great appreciation to our early sponsors:



Pacific Ethanol, Inc.



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VINEYARDS



Michael & Maryellen  
McCulloch



"Come Together" artwork derived from original watercolor by Aubrey Park.



“You are, by accident of fate,  
alive at an absolutely critical moment  
in the history of our planet.  
Anything else you’re interested in  
is not going to happen  
if you can’t breathe the air  
and drink the water.  
**Don’t sit this one out. Do something.”**  
—Carl Sagan



Oregon Environmental Council  
[ItsYourOregon.org](http://ItsYourOregon.org)