

OREGON ENVIRONMENTAL COUNCIL

STRATEGIC PLAN

2022 - 2025



CONTENT

4 Mission & Vision

What we do and what drives us forward.

6 Values & Guiding Principles

What guides us and what values we bring.

8 Challenges & Successes

Where our challenges lie and how we succeed.

10 Who We Bring Together

What voices we bring together and how.

12 Our Goals

What goals we have in the upcoming years for our programs and organization.



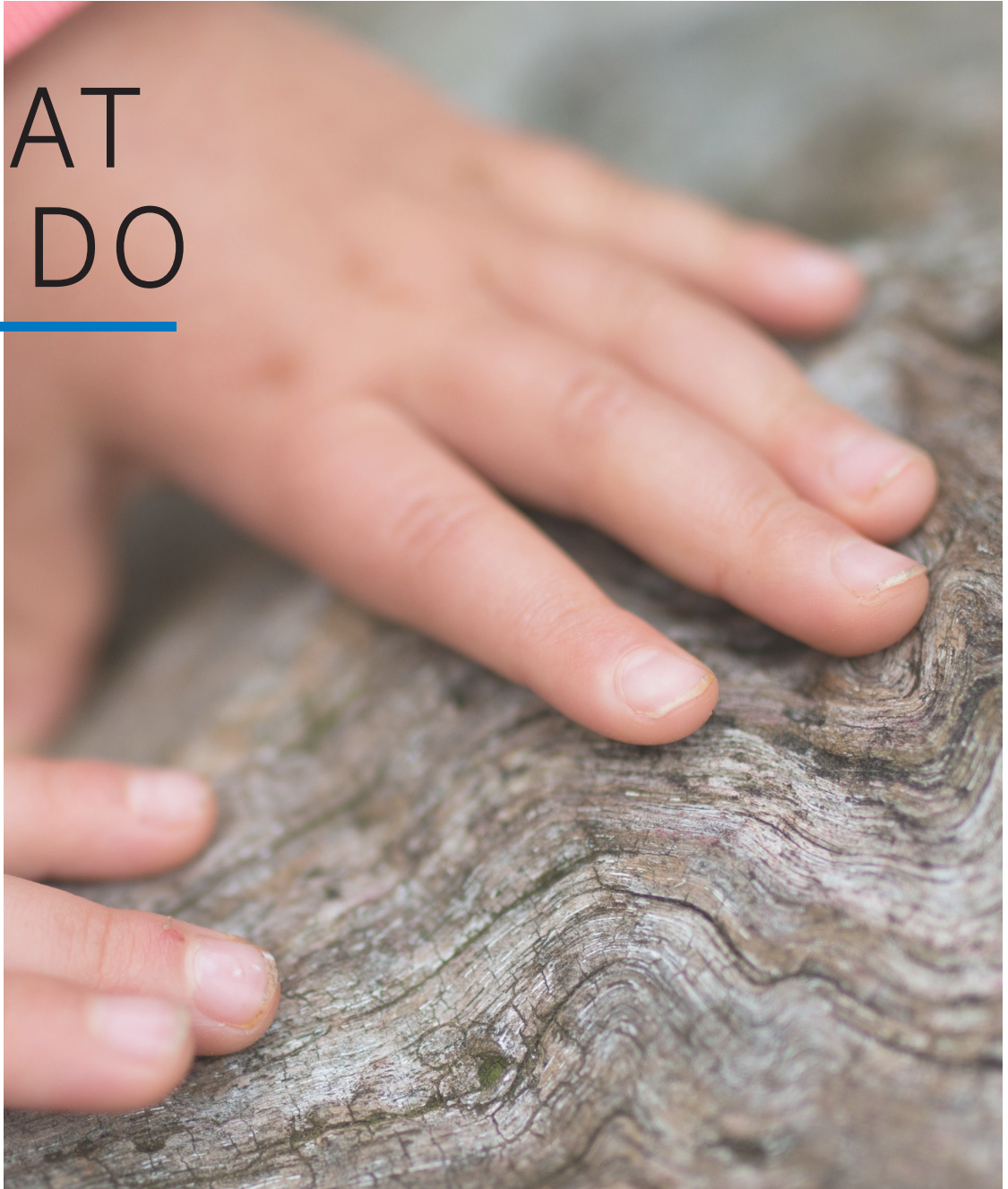
OUR VISION

All people in Oregon have equitable access to the benefits of clean air, pure and abundant water, a user-friendly and low-carbon transportation system, a healthy climate, and resilient communities.



MISSION

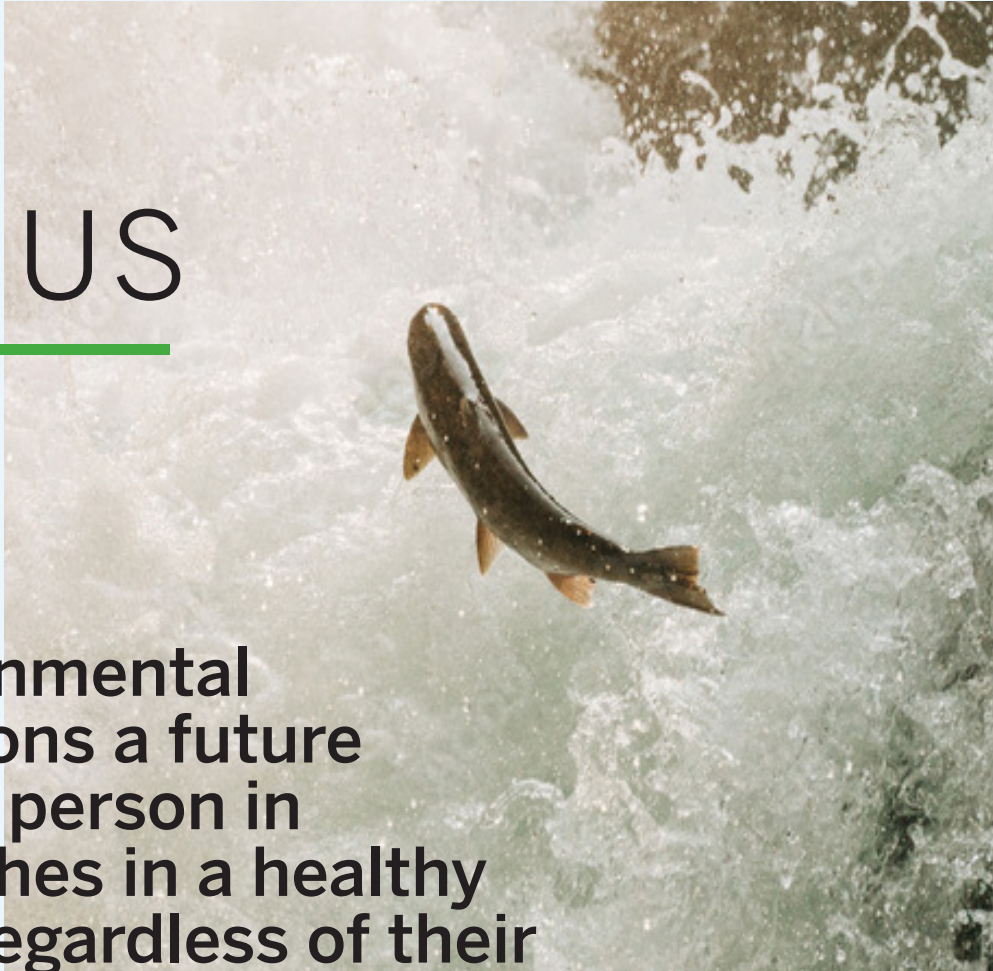
WHAT WE DO



Oregon Environmental Council champions equitable, innovative, and collaborative solutions to Oregon's environmental challenges for today and future generations.

VISION

WHAT DRIVES US



Oregon Environmental Council envisions a future in which every person in Oregon flourishes in a healthy environment regardless of their geographic location, race, or social and economic status.

Public policy ensures a livable climate; clean air, water, and land; consumer products are free of toxic chemicals; a thriving economy powered by efficient and renewable energy; and access to safe, clean, and convenient transportation options for everyone.

Oregon's people, along with our businesses, governments, and non-profit institutions, are recognized globally for their contributions to the realization of a thriving, equitable, and sustainable modern society.



“OEC is a beautiful organization who really attracted me because of their long history of environmental solutions and cross-the-aisle leadership.”

- JJ Green, OEC Board Member



VALUES

WHAT GUIDES US

◀ We build **credibility** through sound reasoning, respect, and civility.

◀ **Equity, inclusion, and justice** are central to our goals and processes.

◀ We embrace the opportunities and complexities of **collaboration**.

◀ Our tenacity enables us to achieve **lasting change**.

◀ We seek feedback and opportunities for **personal and collective growth**.



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OUR CHALLENGE

Political polarization, a pandemic that exposed the fragility and inequity of many systems, the increasingly devastating impacts of climate change with a narrowing window to act, and a national racial justice reckoning are reshaping the landscape in which we work.

At the same time, a healthy environment remains crucial for livable and connected communities, a strong economy, and preservation of Oregon's unique and inspiring natural beauty.

HOW WE SUCCEED

We succeed because we are uniquely capable of bringing communities together to discover and address the root causes of environmental threats, injustice and harm.

We are strategic, address multiple issues, bring credible information to the table, and facilitate collaboration to conceive of new public policies, sustainable business and household practices, and demonstration projects.

We recognize that systemic and institutional racism persists. It is essential that targeted, intentional solutions remedy the inequities experienced by people of color and other vulnerable communities that are overburdened by environmental degradation.

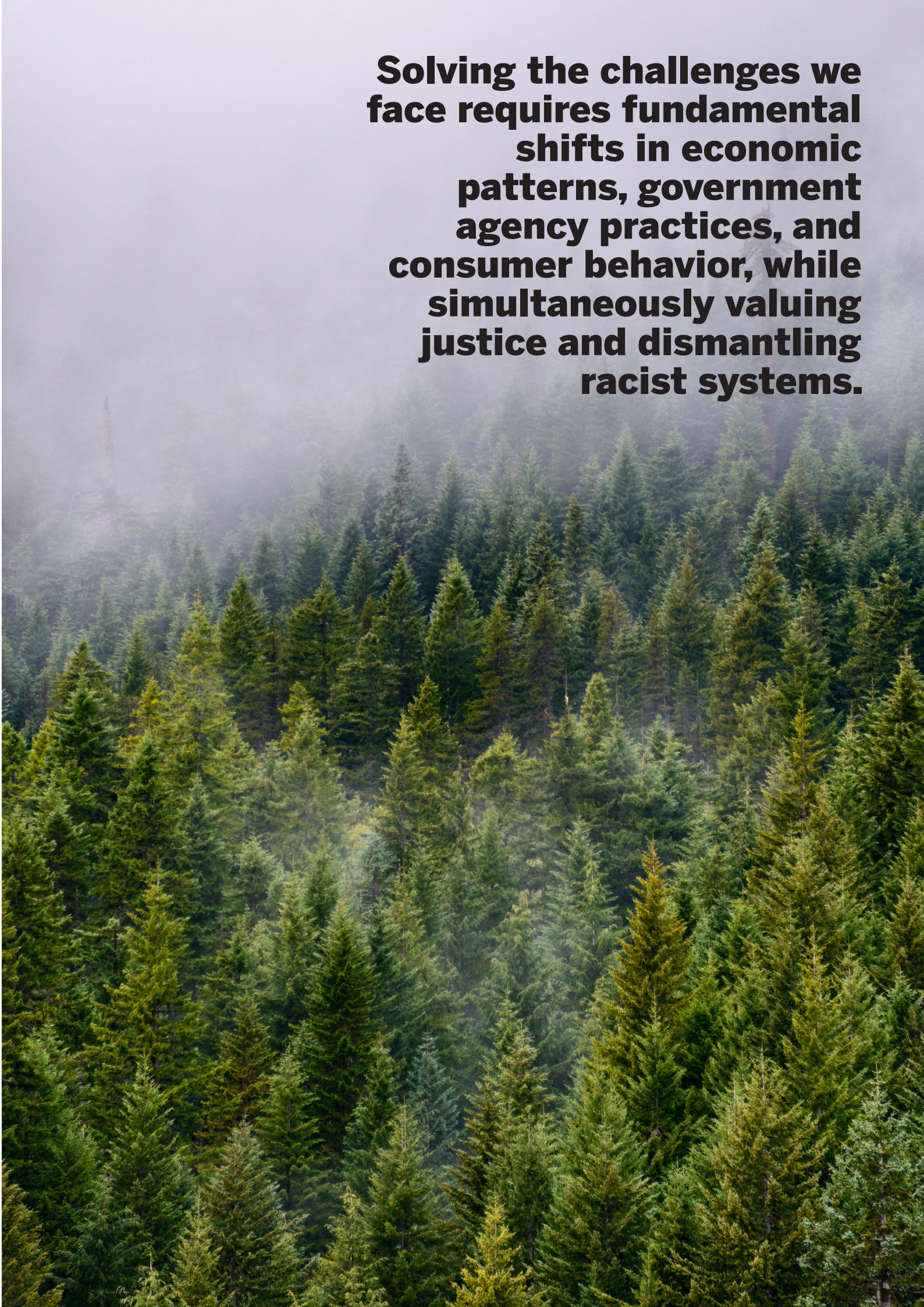
Continued dependence on fossil fuels to power our homes, buildings, and vehicles is contributing to the climate crisis. Fractured and outdated infrastructure and regulatory frameworks threaten our ability to provide sufficient clean, cool, water for farms, fish, and people. All the while, our exposure to toxic chemicals is unprecedented, impacting the well-being of people, wildlife, and the wider environment.

Our work is informed by and benefits Oregon's communities, especially those that are rural or remote, low-income, and communities of color.

We surface solutions that transcend city and county boundaries and conventional ideological or political divides to provide statewide benefits.

We see solutions through - from original concept to implementation and defense, ensuring that lasting change is made.

Solving the challenges we face requires fundamental shifts in economic patterns, government agency practices, and consumer behavior, while simultaneously valuing justice and dismantling racist systems.



PARTNERSHIP

WHO WE BRING TOGETHER

We actively seek partnerships with people in Oregon of all ages, races, ethnicities, and genders; from rural, urban, and suburban communities; from tribal governments and communities; of any political affiliation; and from all walks of life—to create a healthier future for our state.

We proactively advocate for the genuine inclusion of underrepresented voices in environmental decision-making and in determining the outcomes of these decisions.

- ◀ Elected officials, government agencies, and tribal governments
- ◀ Business leaders
- ◀ Community-based and environmental justice organizations
- ◀ Farmers and other rural leaders
- ◀ Health and science professionals
- ◀ Individuals and young leaders
- ◀ Workers and labor leaders



APPROACHES

HOW WE GET THINGS DONE

We specialize in:

- ◀ **Advocating for and implementing effective and equitable public policies** that safeguard Oregon today and tomorrow.
- ◀ **Build inclusive, broad-based coalitions**, finding common ground in support of environmental solutions.
- ◀ Listen to communities and **partner to develop community-based and on-the-ground projects** that create tangible benefits throughout Oregon.
- ◀ **Provide support to community-based organizations** and activate individuals to participate in more inclusive environmental decision-making.
- ◀ Create **educational tools to provide credible information** for individuals, businesses, communities and decision-makers.



“Thank you, thank you. I’ve worked with OEC throughout my time in public service. You all give public service a really good name [by] volunteering and grassroots [organizing] and participating in these issues.” - U.S. Senator, Ron Wyden



GOALS

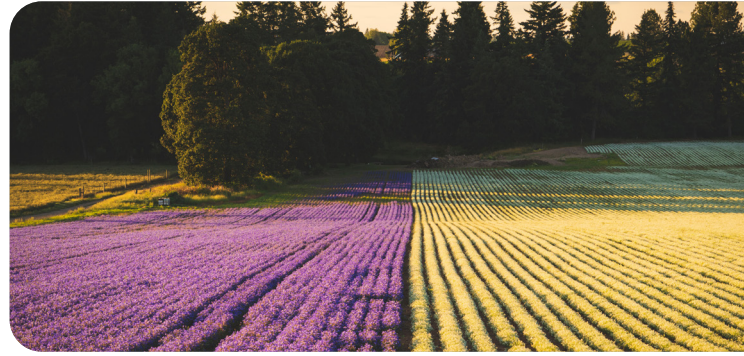
WHAT'S NEXT

Our solutions result in a healthy, vibrant, equitable and resilient Oregon. Our high impact goals are built on thoughtful evidence- and science-based knowledge and informed by the lived experience of environmental justice and other impacted communities.

Our multi-issue agenda – **climate protection, transportation solutions, toxic-free environments, and clean and plentiful water** – is flexible, allowing issue-focused work as well as cross-programmatic problem-solving.

OUR GOALS

A CLEAN ENERGY ECONOMY & HEALTHY LANDSCAPES



WATER SECURITY



VALUES- DRIVEN PUBLIC INVESTMENTS



RESILIENT COMMUNITIES



ORGANIZATIONAL GOALS

A CLEAN ECONOMY & HEALTHY LANDSCAPES



SIGNIFICANTLY REDUCE OREGON'S CLIMATE POLLUTION

Major polluters, including oil and gas companies and large industrial facilities, are on track to achieve their emissions reduction targets required under existing Oregon statutes and regulations. Policies and funding harness opportunities to ensure that pollution reductions from our buildings, transportation and electricity sectors happen at the pace and scale necessary to limit catastrophic climate impacts and that all people in Oregon reap the cost-saving and health benefits of the transition to a clean energy economy.

"I just trust OEC's work to have a real impact."

- Cooper Morrow, OEC Member

DECARBONIZED DRIVING

Fossil-free fuel is affordable and readily available for all vehicles. Toxics from transportation are no longer contaminating our air and water, which means people across the state are living longer, healthier lives.

CLIMATE-SMART LAND & WATER MANAGEMENT

Oregon's waters, forests and soils are managed to protect resources and draw down carbon from the atmosphere. State agencies, local governments, and communities understand the benefits of healthy lands and waters, and collaborate to maximize carbon storage. Oregon adopts goals and programs to advance nature-based climate solutions and enhance sequestration on natural and working lands.

WATER SECURITY

WATER, WHEN & WHERE NEEDED

Sufficient clean, cold water is available to fulfill community, economic and environmental needs. Conservation reduces the waste of this precious resource. Groundwater recharge and other remediation tools rebuild depleted water supplies. Natural infrastructure increases water supplies and protects water quality in both urban and rural areas.



SUSTAINABLE, COORDINATED WATER MANAGEMENT

Oregon's state water planning and management are coordinated across agency and regulatory silos. Water management decisions, policies and programs are informed by publicly available, accurate data for ground and surface water. Water use policies and regulations are flexible enough to permit creative problem-solving to meet regional and local needs without harming the resource.

VALUE-DRIVEN PUBLIC INVESTMENTS

SUSTAINABLE TRANSPORTATION FUNDING

The way we pay for transportation - including new revenue sources - supports robust, well-maintained infrastructure while also advancing the state's climate and equity goals, and does not overburden households.

ENVIRONMENT & COMMUNITY FOCUSED FUNDING

Federal and state funding is harnessed for an equitable and rapid transition to a carbon-free, climate-smart and resilient buildings, toxic-free environments, and future-forward water infrastructure and management that addresses both water quality and supply.

RESILIENT COMMUNITIES



FOSSIL-FUEL FREE, H

Homes and buildings across O cut climate and indoor air pollu and electric buildings is equita wage jobs, and helps househo

MORE CHOICES, LESS DRIVING

People living and working aro the state have transportation choices to meet their needs t are safe, healthy, convenient, affordable, and sustainable fo households and communities. Driving miles are reduced by least 20% from 2020 levels.

HEALTHY, RESILIENT HOMES & WORKPLA

The places where people wor recreate, and live are resilient and protect people from, the harmful impacts of climate ch and environmental health thr. Workers in Oregon are safe fr quality threats like wildfire sm and excessive heat. Individual empowered with information reduce toxics in their homes a workplaces.

HEALTHY BUILDINGS

Oregon are built or retrofitted to
ation. The transition to efficient
able and rapid, provides family-
lds save money.



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TOXIC-FREE CONSUMER PRODUCTS

Toxics from consumer products, cosmetics, and toys are removed so that they are free from cancer-causing and other harmful chemicals, no matter where people live, work, or shop. The most hazardous ingredients are removed, making the waste stream healthier and reducing impacts on Oregon's air, waterways, and soils.

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PUBLIC HEALTH ADDRESSES EMERGING THREATS

Environmental threats such as forever chemicals, plastics, and climate exacerbated impacts are elevated in public health decision-making with priority on safeguarding communities overburdened with environmental illnesses.

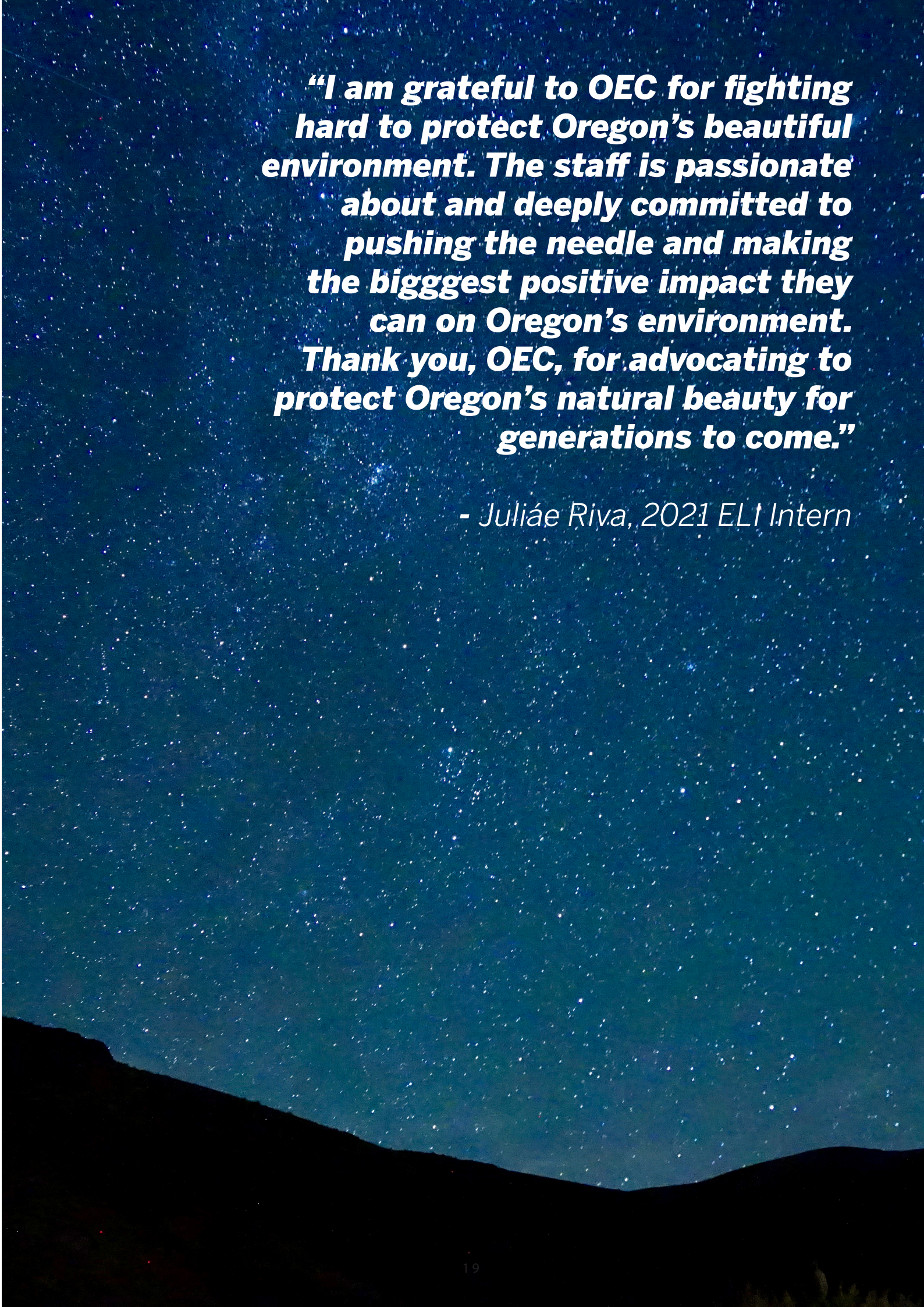
“We worked closely on improving protections for workers exposed to extreme weather conditions. Throughout this process, they have been collaborative, thoughtful, and dependable.”
- Ira Cuello, OEC Partner

SAFE DRINKING WATER FOR ALL

Domestic wells, water provider utilities and other drinking water sources are structurally sound, provide adequate, affordable water and are protected from contamination. Information on drinking water quality is easily accessible to renters as well as landowners, and remediation options are supported through incentive and cost-share programs. Renters as well as landowners, and remediation options are supported through incentive and cost-share programs.

A STRONG OEC

- ◀ Continues to cultivate a diverse, and actively engaged community of activists and supporters that is representative of all of Oregon's people.
- ◀ Maintains an equitable, inclusive, and rewarding organizational culture that attracts and retains an outstanding staff.
- ◀ OEC's board includes a diversity of backgrounds, skill sets, and perspectives and, collectively, provides adept leadership for all aspects of OEC's work.
- ◀ OEC's revenue streams are aligned with our strategic goals and flexible enough to support the full range of our work.
- ◀ Explores new program areas and revenue streams that have the potential to demonstrate our impact, expand our influence, and diversify our funding sources.
- ◀ Continues to investigate the role of a white-dominant culture in our history and work toward becoming an anti-racist organization.



“I am grateful to OEC for fighting hard to protect Oregon’s beautiful environment. The staff is passionate about and deeply committed to pushing the needle and making the biggest positive impact they can on Oregon’s environment. Thank you, OEC, for advocating to protect Oregon’s natural beauty for generations to come.”

- Juliáe Riva, 2021 ELI Intern

Oregon Environmental Council

is a 501(c)(3) nonprofit organization that champions equitable, innovative, and collaborative solutions to Oregon's environmental challenges for today and future generations.

More than 99% of OEC's revenue comes from individual members, foundations, and philanthropic giving.



Oregon
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Council

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