

Strategic Overview 2018-2022

OPAL Environmental Justice Oregon

Building Power for Environmental Justice
and Civil Rights in Our Communities

opalpdx.org // @opalejor

Overarching Goals

Build power of communities directly impacted by environmental racism, focusing on building our base of low-income and POC transit-users, youth, and renters in Portland.

Build movements and shape policy in Oregon around the principles of environmental justice and a just transition, using alliance building strategies and direct advocacy.

Elevate and leverage OPAL as the leading racial justice voice on transportation, Environmental Justice, and Climate Justice in Oregon.

Upgrade OPAL's administrative and management infrastructure, financial management, and internal operations protocols in order to enable increased capacity and growth.

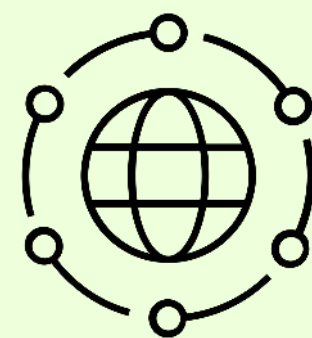
Grow OPAL's budget and stabilize the organization's future.

Key Strategies



Organizing People

- OPAL Membership
- Growth of Base Building
- Leadership Development
- OPAL Fellowships
- POC Organizing Institute
- Political Education



Alliance Building

- Oregon Just Transition Alliance
- Strategic Housing Partnerships
- Evaluate Table / Alliance Work
- Hold Strategy Working Group
- Movement-Wide Convenings
- 501c4 for Electoral Work



Policy Advocacy

- People-Powered EJ Voice
- Transportation and Transit-Oriented Development
- Infrastructure and Revenue
- Land Use and Housing
- Clean Air and Climate Policy



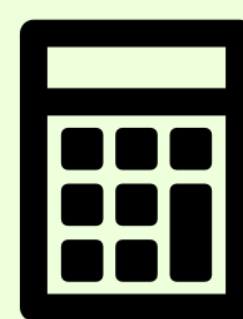
Narrative Strategy

- Communication Staffing
- Comms-Backed Organizing, Base-Building, and Policy Advocacy
- Strategic Brand Relaunch
- Digital Strategy Planning for Movement Leadership



Organizing Money

- Development and Finance Staffing
- EJ Champion Donor Organizing
- Community-Supported OJTA Staff
- Investment in Climate Platform
- Dues-Paying Memberships



Operations & Systems

- Staff & Budget Scenario Plans
- Administrative Upgrades
- Refined Management Structure
- Revenue Diversification
- Capital Acquisition
- Fully-audited Financials