



Strategic Plan 2012-2016

Our Mission

To promote an ecologically, socially, and economically healthy city and county.

Our Vision

For the community: Corvallis is a community in which the needs of the present are met without compromising the ability of future generations to meet their own needs. It is a flourishing and thriving city with a vibrant economy that respects, restores, and cares for the community of life.

For our organization: The Corvallis Sustainability Coalition provides grassroots leadership, inspiration, resources, opportunities for collaboration, and innovative solutions to help Corvallis and Benton County become more sustainable.



Steering Committee

Annette Mills, Facilitator
Bob Devine, Secretary
Dave Persohn, Treasurer
Betty Griffiths
Loma Hammond
Debra Higbee-Sudyka
John Knight
Linda Lovett
Robert Mauger
Jennifer Nitson
John Swanson
Brandon Trelstad

Corvallis Sustainability Coalition

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The Corvallis Sustainability Coalition is a 501(c)(3) nonprofit organization.

Our federal tax identification number is 27-1003508.



Goals & Strategies

Guiding Objectives

The following objectives are based on the Natural Step system conditions for a sustainable society.

Our community will:

- 1. Reduce and ultimately eliminate our community's contribution to fossil fuel dependence and to wasteful use of scarce metals and minerals. Use renewable resources whenever possible.*
- 2. Reduce and ultimately eliminate our community's contribution to dependence upon persistent chemicals and wasteful use of synthetic substances. Use biologically safe products whenever possible.*
- 3. Reduce and ultimately eliminate our community's contribution to encroachment upon nature (e.g., land, water, wildlife, forests, soil, ecosystems). Protect natural ecosystems.*
- 4. Support people's capacity to meet their basic needs fairly and efficiently.*

Advance the Action Plan

The Coalition will maintain a living *Community Sustainability Action Plan* that provides a framework for the development of a sustainable community.

1. Update the *Community Sustainability Action Plan* every five years.
2. Continue to determine baseline measurements and measures of progress.
3. Communicate milestones achieved by the Coalition action teams and partner organizations.

Support Volunteers and Partners

The Coalition will continue to foster an active and broad base of volunteers and partners.

1. Increase the number of active Coalition volunteers and partner organizations, and assist them in understanding and applying the Guiding Objectives.
2. Support action teams in developing and working on specific projects.
3. Foster leadership within action teams and committees to ensure continuity of the organization.

Develop Financial Stability

The Coalition will develop sustainable funding sources to ensure the long-term viability of the organization and its activities.

1. Develop regular sources of income.
2. Maximize existing event opportunities, and integrate fundraising into our activities.
3. Seek grants for Coalition operations and projects.

Goals & Strategies (cont.)



Provide Staff

We will employ staff to support our work.

1. Create a staffing plan that includes job descriptions and prioritized staffing needs.
2. Develop a model of staff management by grassroots leadership.

Increase Visibility

The Coalition will continue to be a highly visible organization.

1. Use effective marketing strategies to increase the Coalition's visibility and availability as a resource for the community.
2. Use existing networks and organizations to educate and advocate for sustainability.
3. Communicate with decision-makers on a regular basis.

The Coalition's annual Town Hall meetings have drawn between 400 and 600 people of all ages.



Our Values

Grassroots Base – We value and support our volunteers, who are the foundation of our organization. Our decision-making process is democratic and highly participatory.

Leadership – We provide direction for the organization and for the sustainability movement in the community.

Partnerships and Collaboration – We leverage our resources to achieve greater results by partnering with other organizations.

Inclusion – Our organization includes a broad range of people. We value and respect individual perspectives, and we seek to accommodate these differences.

Innovation – We are committed to developing innovative solutions to the challenges we face as a community.

Integrity and Honesty – We encourage open communication, model high standards and professionalism, and create a safe environment for disagreement.

Transparency – All actions and work of the Coalition are open for public review.

Our Partners

Abundant Solar
 Akro Construction Corporation
 Allied Waste
 Alternative Power and Energy Conservation Components (APECC)
 American Toy LLC
 Ameriworld Energy Management
 Animal Crackers Pet Supply
 AnOvation Group LLC
 Anne's Agency
 Apicurious
 ASOSU Environmental Affairs Task Force
 Associated Students of Oregon State University
 ATCO America
 Audubon Society of Corvallis
 Avery Addition Neighborhood Association
 Baby Go Lucky Diaper Service
 Bald Hill Farm
 BE Solar
 Beaver Biodiesel LLC
 Beit Am Jewish Community
 Bella Vino Gift Baskets
 Benton County
 Benton County Community Rights Coalition
 Benton County Environmental Issues Advisory Committee
 Benton County Fair
 Benton County Master Gardeners
 Benton Furniture Share
 Benton Habitat for Humanity
 Benton Soil & Water Conservation District
 Beth Young Garden Design
 Blackledge Furniture
 Block 15
 Bombs Away Café
 Bonnie Arent Lorenz, Acupuncture
 Boys & Girls Club of Corvallis
 Breaking Bread
 Broadleaf Architecture
 Business Enterprise Center
 Carol Trueba, Broker – Keller Williams Realty
 Cascade Pacific RC & D
 Cascades West Rideshare
 CASSE
 CH2MHill
 Cattail Creek Lamb
 Charles R. Gerke AIA Architect
 Ching Hai Intl. Assn. in Oregon
 Chintimini Wildlife Center
 Cirello's Pizza & Pasta
 Citizens Bank
 City of Corvallis
 City Delivery Service
 Clean Air Lawn Care
 Cleland Marketing
 Coast Range Association
 Coffee Culture
 CoHo Ecovillage
 Community Alliance for Diversity
 Community Services Consortium
 Confluence Design & Construction
 CORE Communications
 The Corvallis Clinic P.C.
 Corvallis-Albany Farmers' Markets
 Corvallis Bicycle Collective
 Corvallis Chamber of Commerce
 Corvallis City Club
 Corvallis Clinic
 Corvallis Custom Kitchen & Baths
 Corvallis Daytime Drop-in Center
 Corvallis Environmental Center
 Corvallis Fall Festival
 Corvallis Furniture LLC
 Corvallis Homeless Shelter Coalition
 Corvallis Independent Business Alliance
 Corvallis Matters
 Corvallis Oddfellows
 Corvallis Oregon Tiith
 Corvallis Pedicab
 Corvallis Public Schools Foundation
 Corvallis Rowing Club
 Corvallis School District 509J
 Corvallis United Church of Christ (Just Peace Committee)
 Corvallis Waldorf School
 Cottage Gardening Service
 Country Vitamins
 Coyle LLC
 CrawfordDesign, Inc.
 Crescent Valley High School
 CSC Youth House Gardens
 Cycle Solutions
 daVinci Days
 Debonair Enterprises
 Delta Engineering Services
 Devco Engineering
 DH Renewables
 Downtown American Dream Pizza & Crowbar
 Earth Charter Campaign
 Earth & Sea Salts
 EcNow Tech
 Ecoregon

Who We Are & What We Do

Corvallis Sustainability Coalition

- Is a network of organizations and individuals working together to create a more sustainable community.
- Includes nearly 250 partner organizations – businesses, non-profits, faith communities, educational institutions, and local government, as well as hundreds of individual volunteers who represent a wide diversity of interests.
- Supports our partner organizations through an annual Sustainability Fair and Town Hall, and Quarterly Gatherings that feature their successes.
- Received the Governor's Sustainability Award in 2011 in recognition of our grass-roots-led process, which can serve as a model to other communities.

Community Sustainability Action Plan

- Was developed through a community-wide public process led by the Sustainability Coalition, with substantial support from the City of Corvallis.
- Provides an important framework for action in 12 topic areas: Community Inclusion, Economic Vitality, Education, Energy, Food, Health and Human Services, Housing, Land Use, Natural Areas, Transportation, Waste Prevention, and Water.

Coalition Action Teams

- Are pursuing the goals, strategies, and actions outlined in the *Action Plan*.
- Have developed a wide variety of projects and activities, including
 - Community-wide challenges such as the Corvallis Energy Challenge, Car Free Day Challenge, and the Buy Local First Campaign;
 - Resources such as the *Corvallis Area Reuse Directory*, the *Corvallis Garden Resource Guide*, and flyers distributed by Recycling Block Captains;
 - Special events such as Natural Areas Celebration Week, Edible Front Yard Garden Tours, Local Eats Week, and Abundant Choices House Tour; and
 - Demonstration projects, such as the 3 Waters Project at the local food co-op.

Ecotecture® Publications
 Ecumenical Ministries of Oregon
 Element Graphics, Inc.
 Emerald Forest Architecture
 Energy Trust of Oregon
 Energy Wise Lighting
 Farmland LP
 FireWorks Restaurant
 First Alternative Food Co-op
 First Presbyterian Church
 First United Methodist Church
 Fitzpatrick Ecological Consulting
 FixMyGadget
 Footwise
 Freshwater Illustrated
 Friends of Corvallis-Benton County Public Library
 Friends of Witham Oaks
 Full Circle Creamery
 Garland Nursery
 Gathering Together Farm
 Geologie
 Get Organized!
 Get Smart! Resource Efficiency Program
 Gluten Free RN
 The Golden Crane
 Good Samaritan Episcopal Church
 Good Samaritan Regional Medical Center
 Grass Roots Books & Music
 Green Cascades, LLC
 Green Culture Contracting
 Green Currents
 Green Planet Dreams
 Green Thumb Printing and Design
 Greenbelt Land Trust
 Greenwillow Grains
 Handcrafted Corvallis
 Health Equity Alliance
 Healthy Aging Coalition
 Healthy Youth Program – Linus Pauling Institute

Heartland Humane Society Thrift Store
 Holly Oak Music Studio
 Home Grown Gardens
 Hospitality Vision
 HOUR Exchange
 Hull Home Efficiency
 Integrated Resource Management
 Intertech Inc.
 Institute for Applied Ecology
 International Brotherhood of Electrical Workers Local 280
 Jobs Addition Neighborhood Association
 JTI Supply, Inc.
 Kaleidoscope Studios
 Kapa Landscape Design
 Kate Hickok Media Productions
 Keller Williams Realty Mi-Willamette
 Knollbrook Peace House
 League of Women Voters of Corvallis
 Legend Homes Corvallis Communities
 Linn-Benton Pacific Green Party Chapter
 Live Well Studio
 Marys Peak Natural Resources Interpretive Center
 Marys River Grange
 Marys River Watershed Council
 McLellan Temporaries, Inc.
 Metzger Green Construction
 MicroEPIC Productions
 Mid-Valley Bicycle Club
 Native Plant Society of Oregon
 Natural Choice Directory
 Neighborhood Naturalist
 North College Hill Neighborhood Association
 North Jackson Company
 Northwest Earth Institute
 Nova Garden Design, LLC
 Oregon Green Schools

Oregon State University
 Oregon Toxics Alliance
 Oregon Wildlife Institute
 OSU Campus Recycling
 OSU College of Forestry
 OSU Community Service Center
 OSU Env. Humanities Initiative
 OSU Extended Campus
 OSU Extension – Benton County
 OSU Hydrogen Club
 OSU Sustainable Energy Initiative
 OSU Student Sustainability Initiative
 Pacific Timbercraft
 PreservationWORKS
 Prudential Real Estate Professionals
 Resilience Network
 RESULTS Corvallis
 Robert Mauger, Attorney at Law
 Rod Terry, Designer
 Ron Hall Concrete, LLC
 Roxy Dawgs
 Seasons of Life Ceremonies
 Sierra Club (Marys Peak Group)
 Signe Danler, Realtor/ Ecobroker
 Silverman Studios
 Sky High Brewing
 Slow Food Corvallis
 Soilsmith Services, Inc.
 Solar CREEK
 Solar Ki
 SoupCycle
 Spindrift Cellars Winery
 Spring Creek Project
 St. Anne Orthodox Church
 St. Mary's Catholic Church (Care for Creation Committee)
 STEPS (OSU)
 Stoker's VitaWorld
 Sunbow Farm
 Sundborn Children's House

Sunrise Corner Community Garden
 SunSavor Food
 Sunwise
 Susan Binder, Designer
 Sustainable Building Network
 Sustainable Forests Partnership
 Sweet Yoga, LLC
 Ten Rivers Food Web
 The Valley Explorer
 Timberhill Athletic Club
 Tix R Us, LLC
 T. Gerding Construction Company
 Tye Wine Cellars Ltd.
 Unitarian Universalist Fellowship
 Univ. Housing & Dining Services, OSU
 Veterans for Peace, Chapter 132
 Village Roots Eco-playschool
 Virginia Shapiro, DC – Integrative Chiropractic Care
 Visit Corvallis
 Vitality Farms LLC
 Weinsteiner Mustard Company
 Western Pulp Products
 Whiteside Theatre Foundation
 Wild Garden Seed
 Willamette Disc Golf Club
 Willamette Living Magazine
 Willamette Neighbord. Housing Svcs.
 Willamette Watershed Productions
 Wineopolis
 3 Degrees/Blue Sky
 350 Corvallis