



## 2016 Sustainability Awards Profiles of Winners

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***Individual: Allison Murphy***

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Allison Murphy is Bend's reuse maven and a tireless volunteer for the Bend community.

As the business owner of Utilitu Sewing and Design, Alison inspires others daily through her creative solutions that give new life to worn-out garments. Her passion and work make sure less stuff gets sent to the landfill, and give community members a fresh perspective on what it means to "patch up" old things.

Allison is a connector, an educator and a valuable resource for others. She is dedicated to teaching anyone – both kids and adults - new skills that they can use throughout their lives to live more sustainably. Allison is a founding organizer of the High Fiber Arts Symposium and has successfully engaged the community in conversations around best practices for sustainable fashion. She also gives endless hours to Rubbish Renewed each year, a fashion show that highlights reused materials and raises funds for REALMS, and she has participated in our very own Repair Café events as a volunteer "fixer." In addition, Allison is a strong advocate for local farmers and frequently donates her time and talents toward helping these groups persevere in Central Oregon, and she is a past Board Member at KPOV.

Allison Murphy walks the talk of sustainable living, and is showing others how to do the same!

## ***Small Business: Pacific Crest Affordable Housing***

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Pacific Crest Affordable Housing has been building multi-family affordable housing for low income seniors in Central Oregon for 11 years. Their projects feature as many sustainability practices and energy conservation measures as possible - not only to reduce costs for residents, but also as good stewards of community resources.

They have recently moved outward from Bend and are continuing to innovate in rural areas and new communities. Their latest project, The Iron Horse Lodge in Prineville, is a testament to their commitment to deliver a high quality and exceptionally sustainable product to those least able to afford it. Here are just a few features of Iron Horse Lodge, which serves people 55 or older with incomes at 60 % or less of area median income:

- The combination of a super-efficient building envelope and heating and cooling systems, a centralized water heating system supplemented with solar panels on roof, extensive LED lighting and solatubes, and a large solar electric system, means that the building is 77% better than the Oregon energy code. It also means monthly utility costs are significantly lower for residents.
- Low-flow water fixtures in each unit and throughout the property's landscaping, plus a rainwater collection system that irrigates the surrounding landscape, significantly reduce water use.
- The facility includes 12 raised garden beds for residents to use.
- Interior and exterior community spaces encourage healthier living and social interaction.

Pacific Crest Affordable Housing provides a great model for our rapidly growing region. The company *continues* to innovate to make sure each project is better than the last. As one of our review committee members put it, "They have achieved excellence and continue to do so year after year, and they pay consistent attention to achieving triple bottom line results."

## ***Large Business: Pine Mountain Sports***

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Pine Mountain Sports is a favorite outdoor retailer in Bend, providing bike and ski services and all the gear you need to play outside. Pine Mountain Sports also recognizes that they have an obligation to give back and protect the outdoors. Over the last two years, they have taken their commitment to a whole new level.

Pine Mountain Sports has embraced more and more sustainable business practices in order to save money and serve as an example to other businesses in our community. Most notable, they have:

- Completed an energy audit of the business;
- Installed LED fixtures and bulbs;
- Added a 18.5 kilowatt solar array on the roof of their store;
- Converted the company car to a 100% electric Nissan Leaf for staff and business use;
- And installed a superfast electric vehicle charging station for customers to use free of charge.

The result? Pine Mountain is Oregon's first solar powered bike shop! And a fun perk of working at Pine Mountain Sports is that all full time staff members are given a bicycle of their choice for personal use.

Pine Mountain Sports also gives back in several different ways. They teach other businesses about their sustainability efforts, taking the time to walk through their own investments and experiences. The store hosts various fundraisers, supports Central Oregon Trail Alliance, and donates 1% of all sales from Club Card members to community organizations focused on land conversation and children's health, including the Oregon Natural Desert Association and Healthy Beginnings. The past two years, Pine Mountain Sports has also held an outdoor fair to introduce their customers to energy efficiency organizations, programs and resources.

The sustainability measures that Pine Mountain Sports have implemented set a great example of what's possible for ALL businesses in Central Oregon.

## ***Special Award - Pioneers: Bob and Mary Devore***

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Bob and Mary Devore of Devore's Good Food Store have spent a lifetime dedicated towards local and national sustainability initiatives. The Devores pioneered the local, organic, natural food market in Central Oregon. When Devore's Good Food Store opened in 1976, it was the first of its kind east of the Cascades. And for the last 40 years, Bob and Mary have been committed to providing wholesome, healthy, environmentally-friendly foods, and to building a strong community.

For many of the business' early years, Bob would wake at 3:30 a.m. twice a week to travel all around Central Oregon to meet with farmers and collect produce. This preceded the current Farmers Markets we know today - and was critical in growing and strengthening local, natural food producers and markets. Bob was also a leader in establishing and writing the Oregon Tilth Organic Certification – the strongest in the country, which has now set a national standard.

This type of leadership and dedication make the Devores true pioneers in their field. Bob and Mary are passionate; they are trendsetters; they are the “original hipsters.” And they paved the way for the thriving, modern natural food market that we know and appreciate today, here in Central Oregon and beyond.

## ***Special Award – Rookie of the Year: The Broomsmen***

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The Broomsmen is a Bend-based startup exploring innovative, community-driven waste management solutions. They specialize in next generation landfill diversion systems for events and festivals, with the goal of eliminating single-use plastics from local events and helping Bend move toward a zero waste, sustainable future.

Our community, like many, faces challenges to achieve higher levels of waste reduction and recycling. The Broomsmen is taking a fresh, new approach to this challenge. You probably saw The Broomsmen team at Le Schwab Amphitheater this summer, stationed at zero waste bins to make sure everything got sorted properly. In their first year of service at Les Schwab, the venue reduced its landfill waste by over 50%. In addition, The Broomsmen's partnership with Les Schwab has impacted thousands of attendees, who are exposed to proper recycling and composting techniques at the event.

The Broomsmen team is ambitious and they're pushing the envelope. It's the first-of-its-kind business in our town. We love that they're reaching visitors AND locals alike. And the job they're doing is not an easy one. It's difficult and it's dirty.

We admire The Broomsmen's energy and entrepreneurial spirit, and believe their hard work to solve a real challenge deserves recognition.

## ***Special Award – Industry Leader: GreenSavers***

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GreenSavers is a locally owned and operated company with a focus on comprehensive home energy assessments and whole-house energy improvements. GreenSavers is dedicated to helping Oregon residents increase the energy efficiency, comfort and overall health of their homes. This not only reduces utility costs, but ultimately reduces carbon emissions as well.

GreenSavers has been in business for over 10 years, and has proved that they have a growing, sustainable business. They are industry leaders, not just in Central Oregon, but statewide.

Greensavers is an Efficiency First founding member, and one of the early home performance contractors in Oregon. They were an early participant in Clean Energy Works, both in Portland and Central Oregon. Robert Hamerly, the owner, sits on the Board of Directors of the Home Performance Guild of Oregon, and is a past president of the Board. And GreenSavers has been recognized as a state and national leader, most recently by the US EPA as a 2016 Energy Star Contractor of the Year. They are 1 of only 6 contractors from across the country to win this prestigious award.

In addition, GreenSavers has given back to the community in a number of ways, especially through staff participation in Central Oregon and Portland Green Jobs Mentoring Days, which provide students with insight into green building career paths.

Part of what makes GreenSavers successful is the way they engage and educate the public, their employees, and homeowners on what it means to have an energy efficient home. We've heard time and time again that many people were referred to GreenSavers by a happy customer who benefited from their services. GreenSavers customers become ambassadors of residential efficiency within the community. Their community-based marketing is effective and genuine. It allows homeowners to open their minds and take action toward a more energy-efficient future.

## ***Special Award – Forward Momentum: City of Bend***

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This year was an important one for sustainability in the City of Bend. In September, our City Council took two important steps towards a sustainable future: it voted to approve a new urban growth boundary (UGB) and to adopt a climate action resolution.

The UGB is Bend's plan for growth for the next 12 years. Rather than a sprawling, 8,000 acre expansion, it focuses the majority of new growth inside the existing UGB, along transit corridors and the urban core, and keeps the UGB expansion to 2,300 acres. It seeks to create complete neighborhoods, which means more people will have a full range of services and amenities near their home. Over time, this will encourage families to rely less on their cars and will reduce congestion and the need for costly new transportation infrastructure that comes with sprawl. The plan also focuses on increasing the diversity of housing types to ensure affordable housing for people of all ages and income levels. Finally, the adopted UGB protects the natural areas and habitats that support Bend's outdoor lifestyle and recreation-dependent economy.

The climate action resolution puts Bend on a path to do our part to address the most important environmental issue of our day: climate change. The resolution sets measurable goals consistent with science and international agreements. And it calls for robust community engagement to develop climate action plans, first for City operations and then for the community as a whole.

Besides those specifics, these two City Council actions are important because they:

1. Set clear policy direction that will guide future decision-making; and
2. Exemplify leadership in the face of fear—fear of change and fear of an uncertain future.

We commend the Bend City Council, and the hard working City staff that are essential to good Council decisions, for their leadership and for building momentum towards a sustainable future in Bend.

*(Note: Our awards review committee included two individuals who work for the City of Bend: Gillian Ockner and Dave Howe. Gillian and Dave did not participate in the decision-making to give this award to the City.)*