

LIVABILITY: Our Economy's Pot of Gold

Oregonians are all too familiar with the story of our state's recent economic downturn. In late 2000, Oregon's economy, along with the national economy, began its crash downward. In 2001, we reached a 20-year high unemployment rate, earning ourselves the dubious distinction of being the state with the highest unemployment rate in the nation. As a result, all attention turned to fixing our economic problems.

Nearly four years later, we no longer have the highest unemployment rate in the nation, although it's still high; our economy is still languishing; and we continue to look at all public policy decisions through the lens of the economy.

During these four years, special interests have sought to use our shaky economy as an excuse to weaken policies and public services that are essential for ensuring livability. At the same time,

the state of our economy has had a chilling effect on some of our most progressive endeavors to protect and enhance quality of life in the region.

The problem with this dynamic is that livability and economic prosperity go hand-in-hand. And it's not just activists like me who think so. Economists and other scholars are telling us that healthy regions with an exceptional quality of life like ours attract businesses because these regions appeal to the workers that businesses need.

The majority of Oregonians seem to understand the connection between quality of life and our economy. A 2002 poll found that 69% of Oregonians believe that "maintaining a quality environment to attract people and companies" is more important for promoting economic growth in our state than "relaxing regulations to make it easier to do business," while only 22% believe the opposite. Our tradition of environmental

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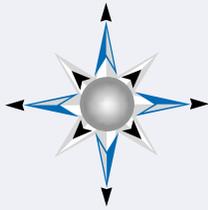
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Connections is the journal of the Coalition for a Livable Future. Founded in 1994, CLF is an alliance of 60 community organizations working together to strengthen and broaden regional planning efforts to ensure a healthy, equitable, and sustainable future for the greater Portland region. Through research, policy advocacy, and public education, CLF works to create and preserve affordable housing; ensure clean water; protect open space, wildlife habitat and farmland; create living wage jobs; provide real transportation choices; and end hunger in our community.

CLF emphasizes connections between the issues and between the cities, towns and counties that make up our region. Thus, we strive to promote "regionalism," which recognizes that the communities within our urban area are interdependent and that cooperation will improve the economic, social, and environmental health of the metropolitan region as a whole.

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The Benefits of Joining a Coalition — By joining the Coalition, your organization helps create a stronger, collective voice for a just, sustainable region. A diverse membership allows us to understand each other's issues and concerns, to find common ground, to share resources and information, and to collaborate in seeking funding for our common work.

Responsibilities of Member Organizations — Members carry out the policy work of the Coalition, and they are encouraged to participate in Program Committee meetings, our Annual Membership Meeting, ad-hoc task forces, working groups, and CLF events such as the Regional Livability Summit.

Opportunities for Involvement — You can participate in any of our task forces, committees, and working groups. Or you can join our group of committed volunteers who help with a variety of projects. Please call 503-294-2889 to get connected.

Individual Membership — While only organizations can be voting members of the Coalition, individual members play a very important role as our advisors and supporters. Join CLF by making a donation of \$40 or more. You will receive a subscription to this journal, discounts on our special events, and invitations to participate in our work.

How to Join — Use the enclosed envelope to join CLF by making a tax-deductible contribution. If your organization is interested in joining the Coalition, please call 503-294-2889 to request an informational packet for prospective members.



Meet Dana Brown, CLF Board Member

Dana Brown loves being connected to CLF because instead of using her time to make a difference on one dimension of one social issue, she can work across issues she cares about — like the environment and human rights. She finds a lot of inspiration in the strategic alliances that people working in different arenas make to support each other. And she adores working with an organization that really gets results!

Dana is a consultant for non-profit organizations, supporting them to increase their capacity to fulfill their missions. She has expertise in strategic planning and evaluation, board and staff training, fundraising, facilitation, advocacy, community organizing, and leadership development. Dana has focused on social change work over the last two decades, serving as co-director of a tenants union, as director of a welfare rights organization, and as a poverty policies advocate for county government. She has led organizing campaigns focused on the issues of low-income people, including efforts to preserve affordable housing, to restore income benefits and to increase services to disenfranchised communities.

Economic Growth and Quality of Life

By Joseph Cortright, Impresa, Inc.

Quality of life is a commonly used, yet difficult to define term. Quality of life is not a scientifically determined nor universally agreed upon concept, but rather is an amalgam of the attitudes, beliefs and values of a region's residents. Oregonians and residents of the metropolitan area regard the region's natural beauty, recreational opportunities and commitment to environmental quality as key aspects of the quality of life.

There is a strong, two-way inter-relationship between livability and economic growth. The region's economic growth has been driven in large part by its quality of life. Livability has attracted and retained talented workers, making the region a desirable place for firms to start and expand. The region's livability has, in turn, been affected by economic growth, most notably during the economic boom of the 1990s. During this time, the region had considerably more jobs and economic opportunities than in the 1980s, but at the same time housing prices rose and traffic congestion worsened.

The importance of quality of life to the economy is not simply a local issue; economists are increasingly finding that quality of life considerations are key to regional economic success.

Analysis of scholarly literature on this subject can be summarized as follows: Distinctive local characteristics and amenities are in effect a supplement to the real income of individuals living in particular places. Because workers, especially younger, highly educated workers are mobile, they tend to be drawn to places with a high quality of life. A good quality of life can help improve and maintain the local labor force and may be particularly attractive to firms seeking workers. This trend represents something of a reversal of our traditional view of economic development in which workers moved to follow firms. Increasingly, the evaluation of an economic development program's success is expressed not just in terms of traditional economic measures, but also in whether it measurably improves local quality of life¹.

Quality of life has been widely cited by local high technology firms as a reason that they have located in the Portland metropolitan area.

Evidence demonstrates that this dynamic has played out in the Portland region. Quality of life has been widely cited by local high technology firms as a reason that they have located in the Portland metropolitan area, and subsequently expanded their operations here². Surveys of those moving to metropolitan Portland in 1993 reported that amenities were a key part of their decision, and amenities were cited more frequently than jobs as an attraction.

The implication of this analysis is that developing and maintaining a distinctive quality of life is likely to be an essential component to a successful economic development strategy. Places with a poor or deteriorating quality of life will find it difficult to attract workers and firms, will be weak at innovation and will find themselves falling further behind. In contrast, those places that develop a distinctive and improving quality of life will be at an advantage in assembling and retaining the kinds of workers on which prosperity increasingly depends.

Joseph Cortright is Vice President and Economist for Impresa, a Portland-based consulting firm providing economic analysis, policy development, communication, capacity building and evaluation services. He is recognized as one of Oregon's leading economic analysts. This article was adapted from "Growth and Livability Analysis," a technical memorandum to the Westside Economic Study, by Joseph Cortright and Heike Mayer.

1. Erickcek, G. A. (1996). "Developing Community Economic outcome Measures." *Employment Research* (Fall): 5-6.
2. Cortright, J. and H. Mayer (2000) *The Ecology of the Silicon Forest*. Portland, OR, Institute for Portland Metropolitan Studies, Portland State University.

Livability, continued from front cover.

stewardship, as demonstrated by the Bottle Bill and our land use planning program, reflects this awareness. Yet, it seems that our current public policy discourse ignores this understanding.

This issue of *Connections* will explore some of the connections between the health of our regional economy and quality of life. It will provide insights on some key public policy decisions that will significantly impact our quality of life, and as a consequence, impact our region's economic vitality. It will also offer some not oft-heard perspectives on how protecting our environment and providing affordable housing are important economic development strategies.

These articles offer but a few ideas to reflect upon as we consider our region's approach to building sustainable and equitable economic prosperity for the long-term. There are many issues to be considered. Albert Einstein once said, "we can't solve problems by using the same kind of thinking we used when we created them." We cannot continue to look at our economy without considering our quality of life, and we cannot sacrifice long-term sustainability for new jobs in the short-term. Instead, our best hope is to tap into the deep love of place shared by Portlanders, think holistically about the relationships between seemingly disparate issues and our economic development strategies, and challenge ourselves to rebuild our economy in a fashion that reflects our values. ✧



Jill Fuglister, Coordinator

Ribbons of Green: Help protect our region's remaining fish and wildlife habitat

The Coalition for a Livable Future's Natural Resources Working Group is gearing up for the final phase of establishing a Regional Fish and Wildlife Habitat Protection Program. On May 20, the Metro Council designated conceptual levels of protection for 80,000 acres of regionally significant habitat, including roughly 30,000 acres vulnerable to development inside the Urban Growth Boundary. In the next and final phase in the planning process, the Council will determine what these relative levels of protection will mean for the construction of buildings, parking lots, roads and other built infrastructure in and near habitat areas.



The 1,500 plus people who mailed in postcards, testified at public hearings, and stood up in support of protecting our region's remaining "ribbons of green" deserve our deepest appreciation. Protecting nature within the urban area is a critical aspect of our region's livability. It takes decades for nature to grow a healthy streamside forest, but without protections a landowner or developer can clear that habitat in minutes. If you have not yet gotten involved, please join us because we need your help. The last phase in the development of this program is the most critical.

CLF members testify before Metro Council.



You may believe that the current Metro Council is very supportive of environmental protection, so your participation is not necessary. However, despite a strong showing of citizens, landowners, natural resource professionals and community groups supporting stronger protections for high value habitats, the Council voted 4-3 against our recommendations at the May 20 hearing. Instead, they approved a program that will provide protection for high-value habitats in residential areas and other areas Metro determined to have "low development value," but these precious habitats will receive lower levels of protection when they pass through areas designated as having "medium" or "high" level "development value." "Development value" is based largely on past zoning and design type designations that do not consider many environmental factors such as the need to maintain habitat connectivity across the landscape.

Clearly, we cannot sit back and expect Metro to do the right thing. CLF will work to demonstrate that it is possible to simultaneously protect fish and wildlife habitat, and promote the development of regional centers, town centers, and other high development value areas. We can have a compact urban form by designing our communities with nature, not on top of it. We showed that it could be done in the Damascus Community Design Workshop we co-sponsored with 1000 Friends of Oregon, and those same concepts should be used in the development of the regional fish and wildlife habitat protection program. As they say, "the devil is in the details," and between now and December of this year, Metro is expected to decide what those details will mean for fish and wildlife in our region.

If you are interested in getting involved, please contact Jim Labbe at jlabb@pdxstreams.org or visit www.urbanfauna.org for information.

Ecosystem Services: measuring the economic value of a healthy environment

By Gillian Ockner and Dan Heagerty,
David Evans and Associates, Inc.

How do you put a dollar value on the environmental impact that planting 100 acres of trees in a park will have over the next century? How do you quantify the benefits of restoring wetlands versus installing a new water treatment facility to manage water quality? David Evans and Associates, Inc. (DEA) wrestled with these types of questions while conducting a recently completed study for the City of Portland, called "Comparative Valuation of Ecosystem Services Analysis: Case study of the Lents flood abatement project¹." The study is on the forefront of new research to find methods of measuring the monetary value of living ecosystems and quantifying environmental benefits.

The Lents neighborhood in Portland has a 50-year history of flooding problems with Johnson Creek. It overflows its banks every few years, resulting in costly flood damage for nearby properties and streets. Johnson Creek flows into the Willamette River, where Endangered Species Act (ESA), Clean Water Act, and Superfund clean up issues collide. The Portland Harbor was added to the National Priorities List of Superfund sites in 2000. The Willamette River is on the 303(d) list of the Clean Water Act for toxics, temperature, bacteria, and more. ESA-listed salmonids travel this river in various life stages. The City of Portland is investing more money every year to restore or replicate ecosystem services necessary to maintain a baseline level of environmental health (e.g., combined sewer overflow correction, health cost reduction, endangered species protection, carbon sequestration, etc.)

The purpose of the study was to estimate the return on investment for applying a wetland restoration approach to the most frequently flooded areas of the Lents neighborhood as compared to fixing the flooding problem with a traditional method like a buried pipe and



¹The Lents project was chosen because of its relatively small size and the availability of data. The methods used in this case study could be applied in the future to larger projects.

pump system. The intent was to educate stakeholders about the value-added benefits that ecosystem services provide from an economic point of view, and to inform capital improvement decision-making, which currently ranks project options based on cost.

The completed analysis indicated that the wetland restoration approach could generate benefits for the city of more than \$30 million (in 2002 dollars) over a 100-year period. Economic value, in this case, is the monetary worth of services such as water purification, air purification, and flood control as determined by methods such as assessment of avoided cost or replacement value, assessment of amount people are willing to pay for a service, and analysis of property values and travel expenditures. By comparison, a more traditional approach to achieve the same flood abatement goal would accrue only \$15 million in economic value to the public over the same 100-year timeframe.

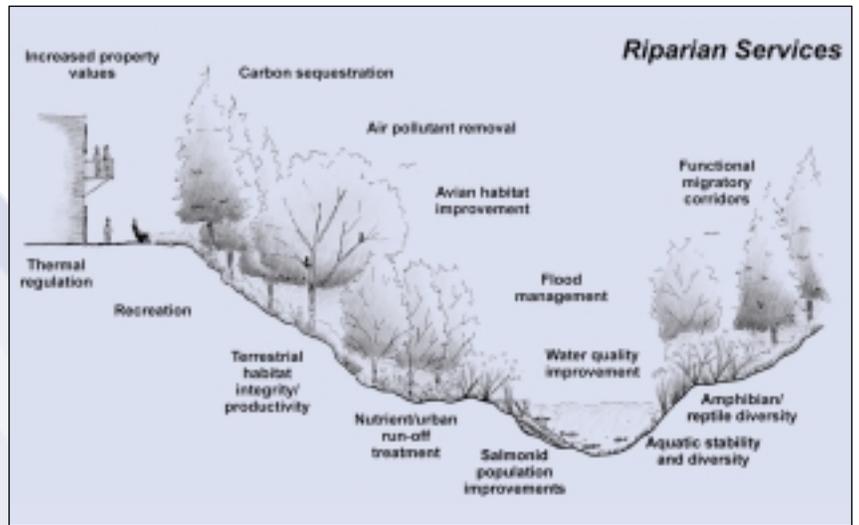
How economists can quantify ecosystem services

DEA teamed with the economic consulting firm ECONorthwest, to create a system dynamics model for the analysis with software that has been used for mapping systems in the business and medical sectors for many years. The project team quantified benefits in five main categories of ecosystem services generated by the Lents project: flood abatement; biodiversity maintenance (avian habitat and salmonid habitat); air quality improvement (removal of ozone, sulfur dioxide, carbon monoxide, carbon, and particulate matter); water quality improvement; and cultural services including the creation of recreational opportunities and the increase of property values. The team created future scenarios for the Lents area in which all of these services were affected to varying degrees. They were then able to measure the differences in ecosystem function between existing conditions and the future scenarios. Estimates for the value of improved function were generated based on economic assessments of the monetary worth of ecosystem services.

Johnson Creek © John Hamil



This cross section illustrates the economic, social, and environmental values natural resources provide for a community.
© David Evans and Associates, Inc.



The analysis looked at accrued ecological benefits over a period of time. One of the greatest challenges was to find accurate values for services that aren't currently traded in the marketplace, such as biodiversity. Sometimes surrogate values had to be used. For example, we know that people in the Northwest value having native salmonids swimming in rivers and streams. People demand salmon; sport fishing is an integral part of our

Wetland restoration could generate public benefits of more than \$30 million over a 100-year period, twice as much as a more traditional flood abatement approach.

local economy and culture; Native Americans in the region continue to fish for salmon for ceremonial, subsistence and commercial purposes. A recent study by the Oregon Progress Board determined that people in the Portland metro area are willing to pay \$4.22 per month per household for salmon recovery. Based on the number of households within close proximity to the project site and the predicted increase in salmon habitat resulting from the project, we can estimate the value of the increase in salmonid populations for this project. This represents a whole new way of thinking about benefit-cost analysis.

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Join the Affordable Housing NOW! movement

Affordable Housing NOW! (AHN!) is a growing movement of individuals and organizations acting to address the Portland metropolitan region's affordable housing shortage and the devastating impact it has on our families and communities. Our purpose is to secure new, ongoing sources of funding for affordable housing for the region that will result in safe and stable homes for low-income families, people of color, people with disabilities, seniors, and low-income individuals.

AHN!'s priority is to provide housing for people at 0-30% of the Portland region's median family income (i.e., a family of four earning under \$20,350 annually). We believe that for many people at the lowest income levels, supportive services are needed in order for the housing to be fair, accessible and adequate. Funding initiatives should focus on housing but include strategies to address service needs. A regional strategy will best address our housing crisis and remains the long-term focus of AHN! However, to address the more immediate crisis, we are also working on locally based strategies within the region.

Over the past year, AHN! secured a number of important victories for the region's lowest income people. A 3,000 plus postcard campaign, a rally and other advocacy efforts helped persuade the Portland City Council to allocate \$11 million for affordable housing for people at the lowest incomes. When development plans for the North Macadam Urban Renewal District along the Willamette's south waterfront were brought forward, we secured commitments for hundreds of additional units affordable to low-income people. We also helped advocates in Washington County create a housing trust fund that will finance new development and operating support.

AHN! has built a network of more than 1,000 individuals around the region who are ready to build on recent successes to secure long term, sustainable resources for affordable housing. There are a number of ways for you to get involved. You can join our speakers bureau, where you will receive training and have opportunities to give educational presentations about affordable housing; you can request a speakers bureau presentation to a community group you are involved with; and you can join our Action Alert list to get the latest updates and calls to action. To join us, visit our website www.cdnportland.org/ahn.html or call 503-335-9884.



Affordable Housing Is Economic Development

By Sam Chase, Community Development Network

Review the economic development policies of most local jurisdictions throughout the region and you will frequently find goals related to revitalization, empowerment, job creation, equity, economic sustainability, and economic



In addition to providing stable homes, developing affordable housing creates construction jobs for the local community. © Housing Development Center

opportunity. As policy makers set local economic development strategies, they seek out effective tools and create spending priorities. Limited resources need to be invested efficiently for short and long term returns. Ironically, one of the most effective and proven economic development tools available to our community often gets overlooked: developing affordable housing. It's a strategy that invests in people—the people who drive our economy.

Affordable housing advocate and former Portland Commissioner-in-Charge of Housing, Gretchen Kafoury used to badger her staff, myself included, by repeating the mantra "Housing is economic development." A number of years later (I'm a little slow), I finally understood three powerful reasons, each a winning argument in its own right, to justify substantial investment in our region's affordable housing infrastructure.

1) Building and developing housing creates jobs.

In fact, housing development is nearly all that has kept our economy rolling in recent years. When a housing project is completed, it is not just bankers, lawyers, and developers who do well, but painters, plumbers, electricians, and many other construction workers are employed in family wage jobs. The dollars they earn then create a ripple effect in our economy that spreads to other local businesses. ECONorthwest estimates that every \$1 million spent on construction directly creates 15 jobs, \$456,000 in wages, \$87,500 in income to business and \$164,800 in other income such as profits and corporate dividends¹. Furthermore, every dollar the state invests in affordable housing leverages four more private or federal dollars².

Photo left: Affordable Housing NOW! members rally in front of Portland City Hall. Our advocacy and organizing efforts secured a number of victories this year.

1.ECONorthwest, "The Economic and Fiscal Impacts Associated with the Proposed Redevelopment of the Columbia Villa."

2.Association of Oregon Community Development Organizations, "Economic Impact of Affordable Housing Development," 2003.

Stadiums, coliseums, regional malls, and big business are winning the popularity contests in the economic development arena, but when you compare housing development numbers with 'big league projects,' housing hits a home run. For example, according to proponents of building a Portland baseball stadium, \$250 million would provide 1,500 jobs. Yet, the very same investment made in affordable housing would provide at least 3,750 immediate jobs. Additionally, many of these jobs are targeted toward minority and women owned businesses, and they pay a living wage.



Residents of all ages enjoy the community space at Park Terrace, an award-winning affordable housing complex owned by Portland Community Reinvestments, Inc.

2) Housing infrastructure creates community-based economies.

Belmont, Hawthorne, NW 23rd Avenue, Multnomah Village, St. John's, and Orenco Station all were economies built on housing. Once housing was in place, an economy for community-based coffee shops, grocery stores, restaurants and much more was created. Because of the appeal of a well-designed, housing-oriented neighborhood, others are drawn to the area to shop, eat, and spend money at local businesses.

A well planned neighborhood infrastructure that includes affordable housing helps mitigate the destabilizing effects of gentrification and the displacement of low-income people, people of color, disabled people, families, and seniors.

Unfortunately, many inner Portland neighborhoods have not preserved enough affordable housing, sending low-income people to outer neighborhoods or outlying cities of the metro area, where they have less access to social services and transit networks. These disconnected pockets of poverty create a destabilizing effect that hurts our regional economy. Providing a balanced supply of affordable housing throughout the region would create stable, mixed-income communities, without the destabilizing effects of pockets of poverty, gentrification, and displacement.

3) Affordable housing makes for a stable, well educated workforce.

When employees live close to their jobs and are free from worrying about losing their home, they are more able to concentrate on the quality of their job performance. Families who live in stable homes show more pride in their neighborhood, and their children do better in school.

Numerous studies show that when children live in stable and safe homes, grades, reading scores, and drop out rates improve significantly. Families living in poverty are more

Affordable housing needs to be understood as an investment in our communities that will create jobs and sustainable economies.

likely to make frequent moves due to the difficulty of finding permanent affordable housing. One study found that children who change schools more than three times before eighth grade are at least four times more likely to drop out of school than their peers³. Investing in people makes for sound public policy.

When advocates for affordable housing propose increasing funding for affordable housing, we usually articulate the social benefits of stable housing for low income people.

Advocates are driven from

the heart because we believe in fairness and social justice, because we believe in communities that are more than just tolerant but inclusive, because we believe in the notion of doing unto others as we would have them do unto us.

Yet, our economy is in turmoil. Budgets cuts at the federal, state, and local government levels, and at private foundations mean that decision makers are facing tough questions about their priorities. More than ever, affordable housing needs to be understood as an "investment" in our communities that will create jobs and sustainable economies—not misunderstood as a government handout.

Remember the mantra,
"Affordable housing is economic development."



Sam Chase is Executive Director of the Community Development Network, an association of nonprofit community development organizations in Multnomah County. He is also a member of CLF's board of trustees.

3. North Central Regional Education Laboratory, "Student Mobility's Effect on Academic Achievement," 2003.

Industrial Lands Shape Our Economy and Our Region

By Mary Kyle McCurdy, 1000 Friends of Oregon

The Metro Council is currently deciding whether and where to expand the region's urban growth boundary (UGB) to meet projected future industrial land supply needs. The size and locations of the expansion being proposed will have a significant impact on shaping the region's economy, and on whether we maintain a compact development pattern or become another sprawling American metropolis.

Background

State law requires that the Metro Council update the regional UGB every 5 years to ensure that it contains a 20-year supply of land for all urban needs, including residential, industrial, commercial, civic, park, and school uses. Metro staff conducted extensive analyses to determine how much population and employment growth the region is likely to experience over the next 20 years, and how much of that could be accommodated inside the existing UGB. In December 2002, the Metro Council added 18,638 acres to the UGB to meet these needs through the year 2022, the largest UGB expansion in Metro's history.

However, this expansion did not supply all the industrial land for which Metro had identified a need. According to Metro, there remains an approximately 2,000-acre shortfall of land for industrial use inside the UGB. Metro must determine how to meet this shortfall

by June 30, 2004. The Metro Council is currently considering a proposal from the Metro Chief Operating Officer (COO), Michael Jordan, which would expand the UGB by approximately 1600 acres. Detailed information about the sites under consideration (and perhaps brought inside the UGB by the time you read this) is available on Metro's website, www.metro-region.org.

To develop this proposal, Metro staff examined tens of thousands of acres to evaluate lands for potential inclusion in the UGB for industrial use. The Metro staff projects that 70% of the region's future industrial land need will be for warehousing/distribution facilities. The remainder will be for general industrial, and what is called "tech/flex" space. Because of the nature of industrial activities, some areas were eliminated because they were too steep, too far away from transportation facilities, too isolated from other industrial users, or too small in size. State law requires that in expanding an UGB, farm and forest lands must be looked to last for inclusion. Therefore, Metro also tried to steer clear of farm land that is important to the viability of commercial agriculture in the region. However, some farm land is included in the recommendation currently before Metro.

Analysis and discussion of COO Jordan's proposal among Metro policy and technical

committees, public interest groups, CLF members and citizens have brought a number of critical issues to light.

1) Using existing industrial land more efficiently

In the past, the region has lost valuable industrial lands to retail and office uses, because non-industrial users will often pay more for the land than industrial users. This necessitates another UGB expansion to make up for the lost industrial lands. We can reduce the need for an UGB expansion by protecting significant industrial areas over the long term. Large-scale retail and office uses can and should be located in other locations around the region, such as employment areas, light rail station areas, and along main streets.

COO Jordan's recommendation includes designating certain industrial areas as "Regionally Significant Industrial Areas" (RSIAs). These RSIAs would be protected from incursion by other non-industrial uses, such as retail and office uses, that are not related to the industrial use or serving the industrial employees. For example, small scale restaurants would be allowed for industrial employees to eat lunch, but not "big box" retail stores. The designation of RSIAs would promote more efficient use of industrial land.



One-story industrial campuses like this one use land inefficiently, and are increasingly becoming unnecessary as industries in the U.S. reduce the use of warehouses for distribution and include more "knowledge-based" jobs.



2) Recognizing the changing nature of the high-tech and distribution industries

Metro’s estimate of the amount of industrial land needed for the 20-year period is inflated, because it is based on projections that are several years old and do not adequately reflect the changing nature of both the high-tech and the warehouse/distribution industries.

The April 16, 2004 edition of *The Kiplinger Letter*, a publication for businesses, notes that for a growing number of businesses, warehouses are becoming “obsolete.” *The Kiplinger Letter* states:

“They’re [retail & manufacturing firms] turning to new distribution strategies that allow them to ship products to customers directly from factories or port terminals. Soon, about half of all products will sidestep warehouses. Nearly 40% already do. Low-cost satellite and Internet tracking systems are helping to make it possible for companies to cut their delivery times and hold down costs. Firms that receive goods directly include Wal-Mart, Benetton, Ann Taylor, Barnes & Noble, and many specialty retailers. The trend is not good for warehouse operators, of course.”

Based on this trend, Metro’s estimate of the need for future land for warehouse and distribution facilities is very likely overstated.

Similarly, the nature of high tech is changing in this country. Increasingly, land-intensive manufacturing is being located overseas, predominantly in Asia, while research and development and “knowledge-based” jobs are staying and growing in the United States. These industrial jobs can and do take place in buildings that look much like office buildings, in renovated warehouses (for example, Portland’s Pearl District), in multi-story buildings, and in revitalizing

urban neighborhoods. For these workers, quality of life is very important. They are looking for vibrant urban areas and access to nature. Many of these new jobs can be accommodated in existing buildings; the one-story, “campus-like” facility at the edges of suburban areas is not what the future of high tech in this country is likely to look like.

The Metro COO’s recommendation recognizes the changing nature of high tech to some degree, and it includes using the current 400-acre surplus of commercial land inside the UGB for these types of industrial uses, which reduces the need for an UGB expansion by 400 acres.

Metro should focus on redeveloping land for industrial jobs inside the UGB. Investment in our current land supply helps revitalize existing communities, bringing jobs to where workers already live.

However, given the current glut of empty office space and the exciting growth of knowledge-based industries in the region, we believe Metro should focus on redeveloping land for industrial jobs inside the UGB. Investment in our current land supply helps revitalize existing communities, bringing jobs to where workers already live.

3) Recognizing the value of the agriculture industry

Agriculture is a significant part of the region’s economy, and it is an industry, just as high-tech manufacturing and warehouse distribution are. Moreover, unlike other industries, agriculture requires certain types of soils and growing conditions, in which the Willamette and Tualatin Valleys excel.



The agriculture industry is a significant part of the region’s economy, and local farms such as this Sauvies Island cabbage field contribute to our sense of place. ©1000 Friends of Oregon

In 2003, the state’s agricultural sales increased 3.6%, unlike almost every other industry. Our agricultural industry is worth \$3.6 billion in sales alone. As urban as this region is, Clackamas and Washington counties are ranked #2 and #4 among the state’s 36 counties in the value of their agricultural products. This region’s exceptional soils and growing conditions allow for a diversity of crops to be raised, which means farmers can readily adjust their crops to meet market conditions.

The value of the region’s agriculture has a strong relationship to the region’s urban areas. Agricultural products are #1 in volume of all products shipped through the Port of Portland, and #2 in value—and increasing. For example, Oregon is the nation’s largest producer of hazelnuts and Christmas trees, much of which are grown in the Portland metro area and shipped out of the Port. 80% of agricultural production leaves the state, and 40% leaves the country. Those sales dollars come into and stay in Oregon, contributing significantly to the health of the state’s economy.

The close proximity of local farms to urban neighborhoods has resulted in a true growth industry for farmers markets, which play an important role in securing the viability of family farms in our region, have become gathering places for many neighborhoods, and are a critical component of a vital regional food system.

➤ Industrial Lands, continued on page 10.

Upcoming ballot measure threatens Oregon's livability

Oregonians are confronted with the prospect of a November 2004 ballot measure that will roll back our 30-year legacy of preserving farmland, protecting open space and preventing sprawl. The measure has broad implications for our economy and quality of life, creating uncertainty for small businesses, homeowners and neighbors.

The ballot title reads:

"Governments must pay owners, or forgo enforcement, when certain land use restrictions reduce property value."

This new ballot measure gives government a choice to either pay a landowner to comply with zoning and land use regulations or to let the landowner violate the regulation. Consider the choice. Government can:

- raise taxes to payout claims, or
- sacrifice public services to payout claims, or
- allow new development in neighborhoods, on farm lands, and on forest lands.

This measure will change the landscape of Oregon. Most Oregonians would reject this measure if they knew what it did; however, the ballot title is intentionally misleading and deceptive. It is only in the fine print that the full impact of the measure becomes clear.

The measure:

- eliminates notice to neighbors before certain property owners build something that violates land use or zoning requirements;
- allows city, county and state government to decide claims—who gets paid and who gets to build; and
- results in new layers of government to process claims.

Make no mistake about it; this measure is an attack on Oregon's land use planning system.

Early organization is necessary to defeat a misleading ballot title. That's why a large group of business, environmental and civic leaders including the Oregon Community Protection Coalition, the Washington County Farm Bureau, the League of Women Voters, Sierra Club, 1000 Friends of Oregon and the Oregon League of Conservation Voters have launched an opposition campaign to defeat the measure and protect Oregon's quality of life.

To learn more about the campaign and how you can help defeat the measure, contact Tim Raphael, Take a Closer Look Committee, P.O. Box 25763, Portland, OR 97298, 503-490-1060.

The Oregon Department of Agriculture (ODA) put together a work group to analyze farm land located adjacent to the UGB to determine whether any could be included in the UGB for industrial purposes without harming the region's commercial agricultural industry. The COO proposes including some farm land in the UGB that the work group concluded could be urbanized without threatening the region's agriculture. However, some of the areas in the COO recommendation are farm lands that the ODA rated as among the last for inclusion in the UGB due to the impact development would have on the continued viability of agriculture in the region. These include 640 acres in agricultural production east of Wilsonville, 985 acres of very productive agricultural lands in the Evergreen Road area, and 206 acres in the Cornelius area.

Expanding the UGB to include valuable farm land is not a wise short or long-term economic or community-building strategy for the region. It takes land away from one industry – agriculture – that does not generate much traffic, depends on very site-specific factors, is critical for a vibrant regional food economy, and contributes to our sense of place, and gives it to other industries that do generate traffic, are more flexible in their ability to relocate, and can contribute to urban sprawl.

4) Defining Natural Growth Boundaries

Metro's evaluation of where to expand the UGB has led to a discussion of whether there should be permanent edges to the region's urban form in some places. Owners of farm land south of the Willamette River have lobbied Metro to expand the UGB south of the Willamette River to include their land for a warehouse/distribution site. As a result, Metro Councilor Carl Hosticka introduced an ordinance directing Metro to not expand its boundary south of the Willamette River.

The Willamette River is a defining feature in this region's sense of place. Crossing it means that we really won't look any different here from any other urban area. After the Willamette, there are no natural boundaries to prevent sprawling right down the Valley along I-5. Moreover, the agricultural resources in this area are among the most valuable in the world. Marion County is #1 in the state in the value of its agricultural products, and is one of the top agricultural counties in the country. Delineating a permanent edge to the region's urban form at the Willamette River supports the urban community and the agriculture industry.

Some of the critical issues that have emerged in this UGB expansion deliberation will be decided by Metro at the end of June; others will continue to be discussed in our ongoing dialogue about how and where we want to grow. Today, as policy makers focus on stimulating our economy, it is as important as it always has been to consider how our decisions will impact our communities over the long term. ✨

Mary Kyle McCurdy is Staff Attorney for 1000 Friends of Oregon, and she is a member of CLF's board of trustees.

Ecosystem, continued from page 5.

A more straightforward way of assessing the value of ecosystem services is to look at the replacement cost. For example, you can estimate the value of wetlands' water purification function based on the cost of a technological fix, such as a water treatment facility. You can calculate how much wetland area is needed to treat a certain amount of water and compare that with the output of a treatment facility. That data can be used to estimate a per-acre cost that could be avoided by protecting or restoring wetlands.



Fall Chinook Salmon © Michael Wilhelm

Healthy watersheds needed to sustain salmon also benefit people by improving water quality and reducing loss of life and property from floods and landslides.

Nationwide, economists and ecologists agree that a piece of the equation has been missing from evaluations of costs and benefits. Federal agencies, such as the U.S. Army Corps of Engineers and the U.S. Environmental Protection Agency, are now looking at methods of valuing ecosystem services to incorporate into more traditional benefit-cost analyses. They want to provide more comprehensive and accurate overall analyses. Local municipalities like the City of Portland and King County, Washington are looking toward ecosystem economics to help them communicate the value of restoration and protection projects that meet multiple objectives over time.

Dan Vizzini, Principal Financial Analyst with the City of Portland, Bureau of Environmental Services, sums it up appropriately. "Environmental health depends on integrated natural systems. The most efficient, effective and sustainable responses to environmental challenges are those that protect, preserve or mimic these natural systems." ✧

Gillian Ockner, Natural Resources Economist, and Dan Heagerty, Senior Vice President for Water Resources, are both with David Evans and Associates Inc., an environmental design and engineering firm based in Portland. Gillian and Dan managed the Lents flood abatement case study. Dan is also active with Fans of Fanno Creek, a CLF member organization.

Regional Equity Atlas Completion in Sight!

Attention all map lovers - CLF's Regional Equity Atlas should be ready for the holidays! Not that we actually see the Atlas as this year's hot holiday gift, but we are excited to share with you that the print version should be done before 2005!

The purpose of the Regional Equity Atlas Project is to pilot an analysis of economic, social and environmental equity issues embodied in our region's development and growth management approach, and integrate this analysis into metro area planning strategies. The Atlas will contain maps that explore socio-economic conditions, regional investment patterns, and neighborhood changes to identify which communities benefit from our development approach and which ones don't. The information generated by this project will provide a framework for our advocacy work to shape regional development strategies.

This winter we convened a series of three focus groups to help us interpret draft maps and identify which ones to include in the Atlas. Approximately 70 individuals participated in the focus groups and provided excellent feedback and direction to Atlas lead researcher and author, Tasha Harmon. Participants at our Second Annual Regional Livability Summit saw a preview of the Atlas maps and gave us additional feedback.

We have some new faces involved in the Atlas research. The mapping team has new leadership from Portland State University Population Research Center Professor, Irina Sharkova. She and PSU graduate student, Ken Radin, are hard at work completing the mapping work with help from volunteers Mark Bosworth, Rafael Gutierrez, and Teak Wall. Two new interns, Darcy Varney and Stephanie Mancini, will be joining us this summer to do research for the Atlas case studies. The case studies will illustrate concepts that are not easy to depict in maps and charts, and they will help personalize the Atlas for readers, grounding them in the reality of some specific, neighborhood-scale places and people.

Looking ahead, we plan to have a web-based version of the Atlas available early in 2006, shortly after completion of the print version. Then we will begin the critical work of addressing the inequities identified in the Atlas. Using the key findings as a framework, we will advocate for a range of strategies designed to target and redirect public and private investments to make regional development more equitable.

Many thanks to the wonderful people and organizations that have been supporting this important work. We look forward to continuing our partnership with you all!

CLF Convenes Second Annual Regional Livability Summit *Regional Equity: Who Benefits? Who Doesn't?*

More than 200 community advocates, civic leaders, planning professionals and residents from throughout the region came together at the Second Annual Regional Livability Summit on April 2 and 3 to learn more about what regional equity is, assess how our region is doing, and identify collaborative strategies to create a more equitable region.

We kicked off the event in style with a fabulous opening reception at the Wieden+Kennedy Building in the Pearl District. Highlights of the Summit included the keynote address by Manuel Pastor, a national leader in linking the interests of communities of color and low-income communities with the economic and social future of metropolitan regions. We had a highly acclaimed presentation by Lawrence Wallack, Director of the Portland State University School of Community Health, about media advocacy and framing messages. And, Tasha Harmon presented the draft maps being developed for the Regional Equity Atlas Project.

At the Summit, CLF presented the 2004 Robert L. Liberty Regional Leadership Award to Jeri Sundvall, Executive Director of the Environmental Justice Action Group (EJAG). Jeri received the award for her leadership in negotiating a settlement with Oregon Steel Mills for multiple violations of the Clean Air Act at their facility in North Portland. This was a significant victory for environmental justice in the Portland metro area.

Summit proceedings are available online at www.clfuture.org/regionalequity.html. If you have ideas about next year's Regional Livability Summit or would like to help plan it, and to order audio recordings of the presentations, please contact Teresa at 503-294-2889 or teresa@clfuture.org.

We would like to thank the many businesses and public agencies that helped make the 2004 Regional Livability Summit possible.

Co-Sponsors:

KBOO 90.7 FM
Metro

Environmental Services, City of Portland
Portland Bureau of Housing & Community Development
Wieden+Kennedy

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Keynote speaker Manuel Pastor, Regional Leadership Award recipient Jeri Sundvall, CLF co-founder Robert Liberty, and CLF Coordinator Jill Fuglister joined more than 200 participants at this year's Regional Livability Summit.

CLF Notes

Join the Coalition's events teams

Interested in getting more experience with non-profit organizations? Want to work to support livability in the Portland metro area? CLF seeks a few enthusiastic and dedicated volunteers to join our newly formed special events team and summit planning team.

THE SPECIAL EVENTS TEAM meets monthly to plan and execute two large, community-wide events in support of CLF. Our new signature event, K-SPRWL, is a fun evening of entertainment by local elected officials and livability gurus. The Opening Reception for our Regional Livability Summit is an opportunity for activists and policymakers to mix and mingle. Activities of the team include solicitation of sponsors, event planning, program development, writing, graphic design, marketing, ticket selling, and day of event coordination. For more information, contact Carrie Wynkoop at carrie@clfuture.org or 503-294-2889.

THE SUMMIT PLANNING TEAM meets monthly to plan and execute our Third Annual Regional Livability Summit. There are opportunities to assist with many aspects of planning the summit, including developing workshops, identifying and contacting speakers, arranging event logistics, outreach, marketing, and day of event coordination. For more information, contact Teresa Huntsinger at 503-294-2889 or teresa@clfuture.org.

If you'd like to get involved with CLF, join one of these exciting groups of volunteers. All experience levels welcome!



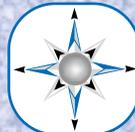
Teresa, Carrie and Jill celebrate with the Bicycle Transportation Alliance at the Alice B. Toeclops Awards Party.

Carrie Wynkoop Joins CLF Staff

We are pleased to introduce **Carrie Wynkoop**, CLF's half-time Development Coordinator. Carrie has worked in admissions for Lewis & Clark College and in a variety of fundraising positions at The Catlin Gabel School. She is currently pursuing her master's degree in Public Administration at Portland State University. Carrie jumped right in and took the lead in organizing the opening reception for the Regional Livability Summit during her first month with CLF, and she is beginning to plan a new, signature fundraising event for the Coalition late this fall. Carrie was hired, thanks to a three-year organizational development grant from the Meyer Memorial Trust, to increase our financial stability by building a stronger base of individual supporters. "I'm thrilled to be a part of such a strong, active organization. Thanks to all of you for making me so welcome and supporting CLF," says Carrie.

This could be your last issue of *Connections*. To ensure that you continue receiving this publication, please use the enclosed envelope to join CLF or renew your membership today.

Download past issues of *CONNECTIONS* and other CLF publications at www.clfuture.org/pubs.html.

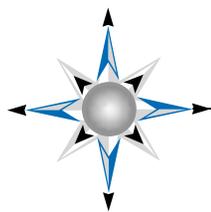


You are invited to subscribe to the *clinfo* electronic mail list.

Subscribers receive a weekly digest of action alerts and announcements from CLF member organizations.

To subscribe, send your email address to:

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**We would like to thank the individuals and businesses
that contributed to CLF in the last six months.**

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Monthly giving is easy,
convenient, and it helps
assure the longevity
of CLF's work.

Please use the enclosed
envelope to specify the
amount you would like
CLF to charge to your
credit card each month.

Questions?
Call 503-294-2889.

The Challenge Continues!

CLF is entering its second year of a three-year challenge grant of \$200,000 from the Meyer Memorial Trust. Our deepest thanks to the Trust and to those of you who helped us reach our challenge goal for the first year.

We need your help again! Support CLF's work to protect community livability and help us continue to meet the challenge. Every dollar donated to CLF is matched by the Meyer Memorial Trust. Please use the enclosed envelope to send in your contribution today!

***The Coalition for a Livable Future
appreciates the continued support of our
funders! We would like to thank and
acknowledge the following:***

Bullitt Foundation

A donor-advised grant from McKenzie River
Gathering Foundation, Directed by Lydia Rich

Meyer Memorial Trust

Ralph Smith Foundation

Rose E. Tucker Charitable Trust

United Way Focus Funding Program

Our Mission: *The purpose of the Coalition for a Livable Future is to protect, restore, and maintain healthy, equitable, and sustainable communities, both human and natural, for the benefit of present and future residents of the greater metropolitan region.*

THE OBJECTIVES OF THE COALITION FOR A LIVABLE FUTURE

- 1. Protecting, maintaining and restoring the social and economic health of our urban, suburban, and rural communities, especially the distressed parts of the region;**
 - (a) Preventing displacement of low and moderate income residents and people of color as neighborhoods improve;
 - (b) Assuring easy and equitable access to employment and affordable housing throughout the region;
 - (c) Promoting the preservation and development of housing affordable to low and moderate income residents throughout the region;
 - (d) Protecting, maintaining and encouraging the development of living wage jobs, small businesses, and community-based and sustainable economic development throughout the region;
 - (e) Reversing the polarization of income and raising income and opportunities for the region's low-income residents;
 - (f) Preserving and enhancing a high quality public education system for all parts of the region and all residents;
 - (g) Encouraging the development of food production, processing, and distribution strategies that contribute to the local economy and ensure access by all community members to healthful and affordable foods within each neighborhood;
- 2. Developing a more sustainable relationship between human residents and the ecosystems of this region;**
 - (a) Reducing consumption (particularly of non-renewable resources), pollution, and waste;
 - (b) Changing the patterns of urban expansion from low-density suburban sprawl, which relies on the automobile and wastes valuable farm and forest lands and other natural resources, to more compact neighborhoods with a mix of uses conveniently served by public transportation;
 - (c) Expanding transportation options, including reducing dependency on automobiles and vehicle miles traveled per capita and increasing transit, bike and walking opportunities throughout the region;
 - (d) Protecting, restoring and maintaining healthy watersheds, fish and wildlife and their habitats, greenspaces, and other natural resources within and outside urban growth boundaries;
 - (e) Ensuring that the built and natural environment are integrated in a sustainable manner that supports neighborhood livability and protects wetlands, streams, water quality, air quality and the natural landscape and recognizes that both natural resources and humans are part of the urban ecosystem;
 - (f) Addressing past, present and future issues of environmental equity including: the siting and cleanup of polluting industries and waste disposal sites, remediation of toxic waste sites and water pollution, and the distribution of neighborhood parks, trails, and greenspaces;
 - (g) Encouraging the development of food production, processing, and distribution systems that regenerate and support natural systems and biodiversity, enrich neighborhood development patterns, and build community;
- 3. Assuring the fair distribution of tax burdens and government investment within the region;**
- 4. Promoting a diverse and tolerant society;**
- 5. Increasing public understanding of these regional growth management issues, developing effective democratic discourse, and promoting broader citizen participation in decision-making regarding growth in our region.**

CLF member organizations:

American Institute of Architects,
Portland Chapter

American Society of Landscape Architects

Association of Oregon Rail and
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Audubon Society of Portland

Better People

Bicycle Transportation Alliance

Cascadia Behavioral Healthcare

Citizens for Sensible Transportation

Clackamas Community Land Trust

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Hillsdale Neighborhood Association

Jobs With Justice

Johnson Creek Watershed Council

The Justice and Peace Commission of
St. Ignatius Catholic Church

League of Women Voters
of the Columbia River Region

Mercy Enterprise

Northwest Housing Alternatives

1000 Friends of Oregon

Oregon Council of Trout Unlimited

Oregon Environmental Council

Oregon Food Bank

Oregon Sustainable Agriculture Land Trust

People's Food Co-op

Portland Citizens for Oregon Schools

Portland Community Land Trust

Portland Community Reinvestment Initiatives

Portland Housing Center

Portland Impact

REACH Community Development Corp.

ROSE Community Development Corp.

Sisters of the Road Cafe

Southeast Uplift Neighborhood Program

Sunnyside Methodist Church

Tualatin Riverkeepers

Tualatin Valley Housing Partners

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Our Mission

The purpose of the Coalition for a Livable Future is to protect, restore, and maintain healthy, equitable, and sustainable communities, both human and natural, for the benefit of present and future residents of the greater metropolitan region.

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