What’s Inside:
Conservation easements: leaving a legacy for Oregon
Connecting housing and transit for an equitable future
Winemaking as a minority: building an inclusive industry
Economic opportunities for rural Oregon
Environmental Justice addresses how people experience the lived environment. Some areas are safe and healthy, while other areas are not. Not everyone has equal access to clean air, soil and water. Some of us lack safe housing, roadways, sidewalks, and bus stops. Some don’t have green spaces, active transit, and mass transit in our community. Some of us face disproportionate impacts due to climate change. Displacement ravages many of us. To make matters worse, decision-making on these issues often excludes our input.

Consider Adela. Originally from Guatemala, Adela has lived in the Portland-Metro area for 16 years. 12 of those years have been in Gresham, where she can still afford rent. She relies exclusively on bus service to get around. To get to her 5am shift at a hotel in downtown Portland, she must walk well past her easiest bus stop because the route is not yet running that early in the morning. Regularly afraid of harassment on the street, Adela braves a long, dark walk to the #4 bus that takes her into the city. Every day people like Adela need affordable housing connected to reliable transit, with safe and healthy walking and biking options.

OPAL amplifies the voices of negatively-impacted individuals to address inequalities. We are building a movement for Environmental Justice led by those who are most impacted. OPAL ensures decision-makers cannot ignore the experiences of the people who have the most to gain, or lose, from policy outcomes.

More at opalpdx.org
Partner Highlights

On the Cover

Opal Creek Ancient Forest Center

At Opal Creek Ancient Forest Center, all of our work is based around one simple idea: people will protect what they care about, and they will care about what they know. Through our outdoor school and summer camp programs, we bring kids face-to-face with the outdoor places that make this state great—pristine mountain streams, uncut vistas, and old-growth forests.

Because not only do these places bring us joy and wonder—they also give us clean water and clean air, space for wildlife to roam free, and important connections between wild and working landscapes. When kids feel connected to our wildernesses and public lands, they understand where our natural resources come from. They understand why biodiversity makes us stronger, and how a healthy landscape leads to healthy communities.

The kids who visit Opal Creek, spending dusty summers hiking the backcountry and rainy spring mornings hunting for newts, will grow up to be teachers and raft guides, wildlife researchers and state representatives. They are the next decision-makers. They are why we protected the Opal Creek forest, and they will be why our public lands stay protected for years to come.

Photos from Opal Creek’s summer Expeditions Program are featured on the front and back cover. More at opalcreek.org

Join 1000 Friends, Opal Creek, and OPAL Environmental Justice Oregon for a very special event at Portland City Hall on December 14th to celebrate our collective work to protect and enhance Oregon’s natural and built environments. More at www.friends.org/events.

About this issue:

What does it mean to live in a connected state? A connected community? It means that you have access to opportunity. It means your backyard is unspoiled fields, forests, and waters. It means that you can reach out to the people and places that are the most important to you.

In 2017, 1000 Friends fought for a more connected Oregon. We fought for robust transit in urban and rural areas. We fought for greater access to housing in our communities. We fought to keep all regions of Oregon bonded to our state’s unique values of balanced land use. We fought for programs that provide farmers with tools to keep their lands conserved for future generations. 1000 Friends, our partners, members, and followers all have a common goal of connecting Oregonians.

This Landmark edition celebrates the great work we have all done to build connections, coalitions, and transformative conversations about how Oregonians will embrace our future together.
Six months. That’s how long I’ve been serving as 1000 Friends new executive director. In this short time I have traveled across Oregon and spoken with community members who care deeply about our state and her people. Oregon is feeling some growing pains. With nearly 250 new people arriving daily, we are in the midst of a transformative moment for the state. Oregon’s land use laws will be critical to supporting the best of Oregon in the future.

This requires both proactive and reactive initiatives. Our work is vital to the livability of our region. The power of our collective voice is effectively delivering solutions like a bold Transportation Package, an affordable housing bill, and the Oregon Agricultural Heritage Program, supporting long-term farm conservation. In order to focus more of our energy on the big wins like these, we need Oregonians to eagerly and effectively engage in the defense of the land use system that has protected our natural lands and promoted livability within our cities and towns.

This year we united with farmers, ranchers, forest land owners, conservation coalitions, and community leaders to beat back SB 432, a bill that would have dismantled the statewide land use system for 7 eastern Oregon counties. That fight is not over. We anticipate more attempts to fracture Oregon, disconnecting our communities and ignoring our shared values.

Of the 4.3 million Oregonians, only a fraction knows anything about the land use laws of Oregon and why things look different here. It’s time to grow an entirely new cohort of diverse and younger land use champions, redouble our efforts to educate policy makers, and unite urban and rural voices to drive a shared vision for Oregon’s future.

Russ Hoeflich
Executive Director

I am coming up on my 10-year anniversary serving 1000 Friends as a member of the board of directors. In the past decade, Oregon has seen monumental changes. From the recession through the recovery, one thing has remained constant – the importance of our land use laws in conserving farms and forests and building vibrant communities. That may all change.

Economic challenges persist in our rural communities, and housing shortages are deepening in our cities and towns. The state’s famed livability is not equitably felt in all corners of our state. Land use has become trading stock in an attempt to ameliorate those challenges. The irony is giving up our land use system will only deteriorate our livability further.

That’s why connecting Oregonians through our shared values is critical to delivering a higher quality of life for everyone. Protecting our open, natural spaces from fragmentation and development means that future generations have access to our outdoors, cleaner air, greener forests, and plentiful local food options. Incentivizing home building, affordable housing, and more diverse home types means that more Oregonians can comfortably live and work in their communities.

I am very excited to support the work of the talented team at 1000 Friends. They continue to build bridges with urban and rural partners, support communities with legal and policy expertise, and drive common-sense policies that deliver greater levels of livability for every Oregonian. We can do this: protect what makes Oregon so unique while simultaneously promoting economic vibrancy, embracing our increasing diversity, and welcoming tens of thousands of new residents each year.

Kurt Koehler
President
Benefits of Land Use:

Climate Change Resiliency

By Richard Waring

As a child in Chicago, we never experienced flooding – open spaces were irrigated with snow and regular rain. But with a changing climate, and increased development, between 1986 and 2013, five major floods caused billions of dollars in damage around the county.

I moved to Oregon a half-century ago, where floods occurred historically on average about every 30 years, when heavy rainfall melted the winter snowpack. Such floods removed the towns of Champoeg in 1861, Oreleans in 1890 and Vanport in 1948. Now, with warming temperatures, the likelihood of major floods increase in spite of an average 30% reduction in winter snowpack since the mid-1980s.

At the same time, climatic warming has lengthened the growing season and decreased the relative humidity of the air. As a result, even with a well-above-average snowpack this year, a water deficit in the soil caused trees, as well as other vegetation, to dry out to the extent that they might burn. Normally, the sapwood of green trees is nearly filled with water; such wood might smolder, but won’t burn. The dense west-side forests of Douglas-fir and hemlock, and subalpine forests, historically burned at intervals of one to two hundred years under unusually dry conditions. In contrast, the more open east-side ponderosa pine forests used to burn at least once every decade, which kept the understory fuel light and the dominant trees alive but tattooed with layers of fire scars.

According to a host of increasingly accurate climate models, we can expect more frequent large wild fires without substantially reducing the danger of winter floods. Oregon’s forests and streams are in the process of adjusting, although the rate of climate change may be beyond the ability of many species to migrate or persist, including salmon. These changes are also challenges to land owners, but we can help by adapting our roadways, bridges and cities to the new normal.

Although we have 20% more people in the state since 2000, we are fortunate to have the land use program, established by Governor McCall’s administration. These laws help in-fill cities with dwellings and encourage commuters to use light rail, bikes, or walk. Connected cities and towns and unpaved natural lands have ensured a greater level of resiliency in the face of climate change.

Much more can be done to preserve the native beauty of Oregon for us and our descendants such as encouraging the owners of farms, forests, and ranches to join with conservation groups to keep lands and waterways undeveloped and natural in perpetuity. New state laws need to include financial incentives to speed the process of buffering the landscape. That means creating permanent funding for conservation easements, directing communities to keep their development compact and limit wildlife-urban interface, and passing smart climate policies for the future. The state of Oregon can, and should, lead the way in these endeavors.

About the author: Richard Waring earned his Ph.D. at UC Berkeley before launching a career with Oregon State University in their College of Forestry. His research includes forest growth, ecosystems, water management, and climate science. Richard currently acts as Distinguished Professor of Forest Ecology (emeritus) at OSU.
On the Range: 

A Conservation Legacy for Oregon

By Alyson March-Young

The average-sized working ranch in the Post-Paulina Valley is approximately 18,000 acres, with similar acreage in federal permits. An economically and environmentally sustainable ranch requires this land base. If overgrazed, there is no forage for either cattle or wildlife to return to, therefore making the land neither economically or environmentally viable. The two-fold benefit of financial strength and environmental stewardship drives the need to keep these ranch lands intact. Working lands conservation easements will help strengthen this.

Aspen Valley Ranch is one of these ranches and consists of approximately 16,000 acres in Post, Oregon. The ranch is located between the Ochoco and the Maury Mountains with the Crooked River running through. The ranch is owned and operated by 1000 Friends Board member Jim Wood and his family. Jim has spent over 20 years protecting the region’s ranch and forest lands from development or fragmentation.

In an effort to preserve his lands for long-term conservation, Jim was looking for solutions that addressed the needs of regional habitat and the ranching community. “I really support the laws that protect our farms, forests, and rangelands. They are so important, but we need to do more.” says Jim. Jim started by working with The Deschutes Land Trust, and later with the help of the Natural Resources Conservation Services (NRCS) office in Redmond on a Working Lands Conservation Easement (WLCE).

Working Lands Conservation Easements are part of the solution to preserving our lands for future generations. A conservation easement is an agreement between landowners and land trusts to protect that land in perpetuity - no matter who owns it. A working lands conservation easement allows typical ranch activities like grazing to continue. The easement also provides tax incentives to the landowner who will lose value on the sale of the land.

Easements require a financial commitment, and the 2014 Farm Bill did just that - directed resources towards the NRCS to offer voluntary conservation programs. With this opportunity, Jim went to the Deschutes Land Trust to secure a WLCE on his property. The challenge? These easements required matching funds.

With the help of the Deschutes Land Trust, Jim began to seek out grants to cover the matching funds, which proved to be difficult. While in conversation with Greg Jackle, a district biologist with the Oregon Department of Fish and Wildlife (ODFW), Jim brought up his dilemma. Greg then shared with Jim that large solar arrays were being constructed on critical winter range in Crook County. To mitigate that impact, the solar companies paid a fee to ODFW. Those dollars are earmarked for habitat preservation, and here was a great opportunity to put them to good use. Greg worked to convince his colleagues that the funds would be well-spent on a conservation easement.
Aspen Valley Ranch is too large for a full easement, so it was divided into four units. The first unit they focused on was approximately 4,000 acres contiguous with lands in The Nature Conservancy holdings. The unit contains some of the best winter range for deer, antelope, and wintering elk in the Post-Paulina valley.

With the funds from the WLCE, Jim was able to secure an in-holding that was critical to Aspen Valley’s operation and had simultaneously come on the market. Because the matching funds for his easement would not be available immediately, he needed a bridge loan. While traditional banks were not prepared to loan Jim the funds, a nonprofit financial agency, Craft3, stepped in. They offered a low-interest loan with support from Meyer Memorial Trust. This ensured that the 1,000 acre in-holding would be included in a future WLCE.

Securing the various funds necessary for a conservation easement was a team effort. The Deschutes Land Trust, the Redmond office of the NRCS and the Prineville ODFW office are all credited by Jim as parts of the hard-working community of conservation-minded individuals who pulled together to ensure that this easement would be a success. Jim feels it is important to acknowledge the unique partnership with hunters, ranchers, local, state and federal government agencies all working in concert with environmental groups. This is the future of conservation.

Why is a Working Lands Conservation Easement so important that all these folks came together to make it work? For Jim, it’s a series of benefits - firstly, that the process of the WLCE was integral for him to secure the loan that kept the 1,000 acres of in-holdings. Without those acres, his operation would be near impossible, as his lands would be disconnected.

Secondly, Jim sees this process as a pilot project that he hopes inspires his ranching neighbors to move in the same direction. “Ranchers tend to be conservative with these things. They want you to jump in the water and tell them how cold it is. I jumped, and the water’s fine.” If this becomes a trend, the snowball effect of his work means that an entire valley of rangeland could be preserved. This is some of the last undeveloped ranchland in the state and is a valuable resource for Oregon’s future.

Third, the WLCE will protect prime winter range for wildlife - elk, deer, pronghorn antelope. It also ensures a healthy and vibrant grasslands/watershed that attracts native birds and provides clean water for the Prineville reservoir. It protects the land from development and fragmentation, which costs the community significant tax dollars in infrastructure and devastates the health of the wildlife - as well as the loss from the economic impact that ranching has on local communities. For Jim, this means “you give up short term windfalls for longer term financial and environmental sustainability for the whole community.”

“Now is the time to do this. A lot of ranchers are aging, and we are increasing our ability to support easements as a state. It’s a perfect storm,” says Jim. With the establishment of the Oregon Agricultural Heritage Program (OAHP), Deschutes Land Trust, 1000 Friends and other conservation groups are working to deliver permanent funding streams for conservation easements. With solid financial backing for the OAHP, even more landowners can participate in protecting the Oregon’s lands for future generations.

**About the author:** Alyson Marchi-Young is the Marketing and Communications Strategist for 1000 Friends. She sat down with Jim Wood to learn more about Aspen Valley Ranch and his efforts to conserve his land for the future.
Economic Development: More Opportunities for Rural Oregon

By Steve Grasty

Oregon’s land use planning program provides opportunities and challenges to connect economic development with rural communities. Securing the needs of rural communities is vitally important. All residents in Oregon need access to broadband internet; power supplies that enable creative sources and reliable delivery; transportation options; and local access to higher education and training opportunities. Some rural communities face additional challenges, because they are islands in a sea of public land with many associated federal regulations. Oregon’s land use can assist in achieving good development but sometimes is used as a sword to prevent it. Oregon’s land use program needs to deliver to rural Oregon the same benefits that other parts of Oregon receive, but with the flexibility to meet the unique needs of each community. The 36 counties are different, in opportunity, needs, desires, natural resources and culture. Each community is unique, and in Oregon being unique is NOT unique.

The largest challenge for rural economic development is often the sheer volume of regulation required to develop a project - regulations that can include land use. Many rural businesses are sole proprietors. Those owners likely perform ALL management functions, including dealing with all regulation, permits, and other bureaucratic requirements. Projects might have to obtain water rights; secure sewer permits; meet power supplier expansion costs; comply with requirements from the Oregon Departments of Agriculture, Environmental Quality, and other agencies; get building permits; and then deal with opponents. Those regulatory issues are only the state ones; add in the numerous federal requirements and the time commitment can be years-long for a project. This also does not address funding, housing, or workforce challenges common in rural Oregon.

So, where are the opportunities for tying economic development to Oregon’s land use? First there is a huge opportunity for all of us in Oregon to come in on the side of a project that supports rural communities and local economic development. We need to see support from statewide organizations (or individuals) for projects in rural Oregon. Many local projects are environmentally friendly, sustain one or more small businesses, and are heavily supported by a community. If statewide organizations work with local residents, officials, and employers, there will be more projects moving forward with consensus support, and fewer stories of “outsiders” coming in to thwart a locally-supported project.

Land use and development really are about each of our backyards. This is one state and most of us love it for how it is. If we are to sustain rural communities and provide growth for our future we need to support one another. Let’s make that happen, together.

About the author: Steve Grasty is a retired Harney county judge, who became known for his intervention during the occupation of the Malheur National Wildlife Refuge. He served the county since 1999 as judge, including chairing a 3-person county commission.
Planning for Growth

A Case for Economic Integration

By John Tapogna

Oregon’s on a strong economic run. In September, the U.S. Census reported that poverty was down and our median household incomes were up. Economist Josh Lehner deemed the report one of the best economic readings in modern Oregon history. The good news was generated, in part, by an influx of skilled entrepreneurs.

We should anticipate more of the same during future economic expansions. We sit in a desirable corner of the continent. Temperate weather, a coast, and mountains are population magnets. Climate change is likely to render other parts of the country miserable and intensify the pull.

With a long line of aspiring residents pointed our way, housing and transportation policies will determine who will be welcome here, who can stay here, and the kinds of opportunities they can expect. The last few years illustrate the challenge of accommodating newcomers. Housing supply hasn’t kept up with demand, rents have soared, and the roads have clogged.

We don’t want to grow like Silicon Valley where NIMBYism has blocked all but the richest, or Houston - “the City With No Limits” and urban sprawl most of us wouldn’t tolerate. Oregon has to avoid these extremes and forge a new path. It starts with being honest about growth and embracing it. “Visit but don’t stay” was never a realistic option, and the statement contributed to a mindset—or a hope—that we could keep Oregon a secret and grow an economy without new talent or ideas. Our population has almost doubled since Governor McCall made his plea in 1971. Be clear, people are coming.

As they continue to arrive, we should build communities that are rich in opportunity—where a child born into poverty has a shot at reaching the middle or upper classes. Stanford economist Raj Chetty says the key is economic integration. Through tax records, he and his colleagues followed millions of 1980s era babies into adulthood and documented where income mobility was thriving and where it wasn’t.

The American Dream was alive in communities with broad middle classes, where the poor lived in close proximity to their affluent neighbors, and where commutes were short. Good schools, low crime, and two-parent households also mattered. Taking all the factors into account, Oregon’s Baker, Columbia, Union, and Washington counties showed up as opportunity rich. However, current trends across Oregon threaten opportunity. Rapidly rising housing costs are pushing working class families to the fringes of their communities, and congested roadways extend commutes.

Accelerating housing supply, getting the roads moving, and fostering integration is a tall political and technical order. But, Oregon is loaded with policy smarts, and our values are in the right place. It’s hard work but doable. We’re lucky that more people want to live here. We should build a place where they can thrive.

About the author: John Tapogna is President of ECONorthwest, the region’s largest economic consulting firm. During his 20 years with the firm, he has led studies for clients including 1000 Friends of Oregon, the Oregon Business Council, and the Bill and Melinda Gates Foundation. The views expressed here are his own.
Winemaking as a Minority: Building an Inclusive Industry

By Bertony Faustin

Growing up in New York, AKA “the concrete jungle,” I never had the real appreciation of outdoor space, but always felt an indescribable happiness when around it. A child of immigrants, I was brought up to work hard and make it work – “The immigrant hustle.” I found myself in jobs that paid the bills, but never filled my soul.

Meanwhile, my future in-laws were in Oregon and had purchased two large, adjoining plots of land. I’m not sure they ever truly had a solid idea about what to do with the land, besides an investment property. Back then, zoning was multipurpose use, so they could have done a few things. When they planted the 5-7 acres of grapes in 1981, it was with the guidance of a consultant that referred to the southern exposure. Planting grapes as a farm incentive sounded cooler than Christmas trees.

After many years on the east coast, I decided to head west to California, but oddly ended up in Oregon instead. I was working as an Anesthesia Technician at OHSU where I would meet my now wife and soon after start a family. In 2007 my father passed away. It was his passing that made me reassess my life and true happiness. I recall an old quote: “Tragedy evokes change.” So, it was up to me to decide just what that change would be. One day, while sitting on the porch at the outlaws… I mean INLAWS… I was looking over the vineyard that wasn’t even being used and said “I’m going to make wine.” Now never mind the fact that I didn’t even drink, nor did I have any idea where to start, but to me, that was half the battle.

There’s an old adage in the wine industry: “In order to make a small fortune, you need to start with a large one.” That’s not true for me. We didn’t start with much at all. After years of runarounds with county and government agencies, and even some push-back from 1000 Friends, we decided we won’t be traditional. I thought we would be, but that’s not how it happened – you’ve got to hustle. It’s hard sometimes, and often I am mistaken for a staff person. People will come to a tasting and ask “who makes the wine?” or “where is the owner?” It’s me! We are different, and that’s good. I want to break down those stereotypes about what it is to be a winemaker, or to be a farmer.

You don’t see a lot of people of color making wine, and initially I didn’t want to be a “black winemaker/pioneer.” But here I am, bridging those gaps and connecting people to a different, broadened vision of what’s possible or how things should be done. Ultimately, I knew to truly make an impact, this mission was going to have to be bigger than me. I also knew that no one else was going to share my story, so that’s why I set out to produce Red, White & Black, my upcoming documentary. This passion project, now turned movement, identifies and tells the story of minority winemakers. Through this process, I’ve made it a mission to connect with people in any way I can.
One of the many ways that I connect with people is through different events. Brunches, dinners, international film nights. I solicit local talent, and intentionally seek People of Color, women, and members of the LGBTQ community as my chefs, musicians, and artists. Whenever I partner with said groups, they share their circle of friends with me so we can always have a more diverse attendance. I’ve personally witnessed people’s perception of each other change while enjoying a meal at a long family style table (wine also helps).

As for the film, I knew my story was a very important one. But, I also knew that by adding other minority groups I would bring the true message of inclusion to the forefront. With more and different voices, we can remove the stigma of white guilt, or defensive feelings about the subject matter as if it were just a “black thing.” The image of wine right now is hipsters in hats having a picnic in a field or ultra-pretentious in a dimly lit wine cave, but winemaking is becoming more diverse, and that’s why I’m very excited for the future.

My plans are to eventually have a foundation that introduces kids of color, and those in diverse social, gender, or economic demographics to the farming world. This is a part of my journey that I truly love. As a kid in New York, I didn’t get to see farms, or experience natural open spaces regularly. When I think about the demographics of our current local neighborhoods with low-income families, especially the gentrified ones, I think it’s a lot like my childhood. Now the only options are either Whole Foods or fast foods. There’s no concept of farms, seeing crops growing, even something as simple of having chickens and knowing where your food comes from. In Oregon, food is in close proximity to these urban neighborhoods.

Part of my desire is to bring these kids to a property like ours to show them the meaning and cycle of life through a grapevine. I don’t just show up and grapes appear, cared for, ripe and ready to pick. It’s a sequence of stages, steps, knowledge of the land, and techniques that, back in the day, were passed on through generations. Farming is a parallel to real life and it isn’t as untouchable as it seems. What makes this truly feasible is that we’re not hours away in some mythical farmland – we’re fifteen minutes from St. Johns!

Not many can afford to have any type of acreage with land prices going up, let alone within the city. That shouldn’t discourage young people, and particularly those that haven’t seen themselves in this work, so emphasizing my role and using my platform can help shape the future. Being the “first” is truly a special and humbling situation, but it’s even more important to make sure that I’m not the last.

**About the author:** Bertony Faustin is the owner of Abbey Creek Winery with a tasting room and event space in North Plains. He is leading the creation of the documentary, *Red, White & Black*, which chronicles the stories of minority winemakers working in Oregon or with Oregonians.
The 2017 Oregon legislature took an important step in the right direction when it passed H.B. 2017, a statewide transportation funding package featuring historic investments in biking, walking, and public transit. Thanks to years of hard work by legislators and active transportation advocates, including 1000 Friends and Street Trust Policy Director (and 1000 Friends alum) Gerik Kransky, we secured unprecedented infrastructure investments that will benefit our communities for decades to come.

Oregon’s land use framework requires that our transportation system serves the land uses we want rather than doubling down on freeway interchanges and waiting to see what new development pops up. There is abundant evidence that people prefer walkable, bikeable communities, but we’ve often lacked the commitment to tame the automobile — even when cars degrade the safety and convenience of walking, biking, and transit. Our transportation investments have also favored automobiles. As we have starved funding of alternatives, cars and roads and parking lots have gobbled up swaths of our communities.

With its increased focus on active transportation, Oregon’s new transportation package will make our streets safer for pedestrians, transit users, and bicyclists. These investments will lower the barriers to getting around, on bike or on foot, which in turn reduces congestion and makes our neighborhoods better places to live. Our quality of life depends on our public spaces being safe and accessible to all, and Oregon has the momentum to lead the nation in making it happen.

One of the key victories in the transportation package is its record investment in the Safe Routes to School program — $125 million over the next ten years! More than two years ago, The Street Trust formed...
the For Every Kid campaign to support Safe Routes funding. We found that communities around the state want their kids to be able to get to and from school safely. Safe Routes advocates attended six town halls, packed legislative hearings, and sent thousands of postcards in support of Safe Routes to School funding. Thanks to their efforts, the new Safe Routes resources will provide funding to local governments for infrastructure improvements like sidewalks, crosswalks, and bike lanes within a mile of elementary and middle schools. With these safe routes, we not only can keep kids safe from harm as they get around on foot or bike, but also raise a new generation with a lifelong appreciation for active transportation.

H.B. 2017 also provides more than $1 billion for public transportation throughout the state. Transit agencies large and small will be able to invest these resources in service improvements and capital such as new buses and better bus stops. TriMet, the state’s largest transit agency, will offer a fare reduction for low-income people as a result of requirements in the bill. That’s a much-needed response to rising costs that have displaced low-income households from closer-in neighborhoods that tend to be more walkable and safer for biking.

This funding package represents a critical step forward in making our region a hospitable place for communities to connect and grow, but there is still much work ahead of us. It’s up to us to build on this momentum to create transportation infrastructure which reflects our commitment to all of our region’s communities.

The Street Trust estimates that the average urban school needs about $1 million in street safety improvements, and that rural schools may need about twice that amount. A $125 million investment over ten years will make streets safe at nearly 100 schools — just 8% of all schools in our state. While this will positively impact thousand of kids, families, and neighbors, the unmet need remains large.

The Street Trust and our partner organizations are keeping up the fight for multimodal transportation. Formerly the Bicycle Transportation Alliance, we changed our name to The Street Trust to reflect the more inclusive mission of promoting walking, biking, and transit. We are monitoring the implementation of H.B. 2017 to hold state and local agencies accountable for delivering on the promises of the package. Looking ahead, we are leveraging our momentum to secure the investments we need to take on congestion, climate change, and gentrification in our region. We are also working within our communities to educate and support others transitioning to active modes of transportation.

Change won’t happen overnight, but progress is underway, and we have what it takes to ensure every community has the infrastructure they need to safely and easily get around, connect with friends and loved ones, and build a healthy, fulfilling life in this beautiful state we call home.

About the author: Jillian joined The Street Trust in August 2017 after more than 30 years in Portland contributing to improving livability and transportation choices. Her career includes two tours at Portland City Hall and a long run with TriMet, leading the transit-oriented development program and real estate department. thestreettrust.org
Portland rapidly grows in both cost and population. Towards that end, for over 15 years Metro has implemented the TOD program, which spurs denser development in business districts and transit corridors. And more recently, we increased requirements for housing affordability. These efforts can be seen from Hillsboro to Gresham, and Portland to Oregon City. TOD projects increase transit ridership and get cars off the road. That aids our efforts at cutting greenhouse gas emissions. TOD projects also lower development costs for continuing our efforts to build thriving communities. Some of those Los Angeles commutes are equivalent to driving from Albany or Corvallis to downtown Portland, every day! Imagine what our city would look like if hundreds of thousands of daily auto commuters were riding I-5 from Corvallis every morning and slogging back home every night. To say that quality of life would suffer is an understatement.

As Oregonians, we have a responsibility to each other and our environment that such situations don’t play out as greater challenges for our region. As our region’s population grows, so do our challenges managing that growth. Do we grow up, or out? With increasing disparities between rich and poor, how do we ensure everyone has the opportunity to access jobs and our region’s amenities like parks, schools, safe streetscapes and more? How do we protect our air, water, and address climate change? And what can we do about all this darn traffic?!?! Metro’s Transit-Oriented Development program (TOD) is one tool moving our region in the right direction on all these fronts.

Recently, residents from Los Angeles shared their experiences living in a region with a history of minimal growth management. One woman visiting Portland from Southern California noted that she could only find affordable housing in San Bernardino, a town 60 miles from her work in L.A. Another mentioned that his commute home to Ventura from his Santa Monica office is getting longer, and that’s a 130 mile drive round-trip. Others had 40 mile and even 80 mile one-way commutes! There are many reasons a transit oriented approach to development is crucial for Portland rapidly grows in both cost and population. Towards that end, for over 15 years Metro has implemented the TOD program, which spurs denser development in business districts and transit corridors. And more recently, we increased requirements for housing affordability. These efforts can be seen from Hillsboro to Gresham, and Portland to Oregon City.

TOD projects increase transit ridership and get cars off the road. That aids our efforts at cutting greenhouse gas emissions. TOD projects also lower development costs for continuing our efforts to build thriving communities. Some of those Los Angeles commutes are equivalent to driving from Albany or Corvallis to downtown Portland, every day! Imagine what our city would look like if hundreds of thousands of daily auto commuters were riding I-5 from Corvallis every morning and slogging back home every night. To say that quality of life would suffer is an understatement.

As Oregonians, we have a responsibility to each other and our environment that such situations don’t play out as greater challenges for our region. As our region’s population grows, so do our challenges managing that growth. Do we grow up, or out? With increasing disparities between rich and poor, how do we ensure everyone has the opportunity to access jobs and our region’s amenities like parks, schools, safe streetscapes and more? How do we protect our air, water, and address climate change? And what can we do about all this darn traffic?!?! Metro’s Transit-Oriented Development program (TOD) is one tool moving our region in the right direction on all these fronts.

Recently, residents from Los Angeles shared their experiences living in a region with a history of minimal growth management. One woman visiting Portland from Southern California noted that she could only find affordable housing in San Bernardino, a town 60 miles from her work in L.A. Another mentioned that his commute home to Ventura from his Santa Monica office is getting longer, and that’s a 130 mile drive round-trip. Others had 40 mile and even 80 mile one-way commutes! There are many reasons a transit oriented approach to development is crucial for
expensive public infrastructure like water lines, sewer service, and road networks. They provide critical housing affordability for all income levels, and contribute to building thriving, accessible neighborhoods. The need for homes that are affordable with access to jobs, schools, healthcare, community and natural areas is growing. A study recently found that the Portland region needs more than 36,000 new homes for people making less than 30 percent of the area’s median income – $22,400 for a family of four. For those making less than 50% of the median income, another 11,055 homes are needed. We’re more than 80,000 homes short of what we need for people making between 0 to 120 percent of the median income.

Because we want to protect our region’s farms and forests, and not send people driving 80 miles each way to work, we need creative solutions to ensure that we continue to build welcoming and livable communities. Through the TOD program, there are currently 729 affordable residential units completed, with an additional 825 units in the pipeline. The TOD program has also increased transit trips, with over one million additional trips generated between current and expected developments.

Projects like Cornelius Place illustrate the value of TOD projects by incorporating affordable senior housing with a library and community center, bringing new life into Cornelius’ downtown. The Woodie Guthrie project, and others under construction now in Lents, are helping change the landscape of a long-neglected Portland neighborhood, revitalizing a forgotten space and creating a vibrant mixed-income community. The JADE project at Division and 82nd will mix the Asian Pacific American Network of Oregon’s community offices with affordable housing, and Central City Concern’s TOD project in East Portland will serve as their eastern headquarters, with 151 affordable residential units.

There are dozens of TOD examples, each bringing their own unique local benefits to the communities where they are built. While income disparities, environmental challenges, traffic congestion and much more are far from solved alone by TOD, it is a critical and effective tool that has set the Portland area on a promising course to address our most urgent issues and create opportunities for all our region’s residents to thrive and succeed in life. Metro is working on other strategies to increase housing options, and we look forward to sharing the details of those plans as they are developed in the coming year. We eagerly await the success that can be found when we all work towards solutions together.

Woodie Guthrie
Affordable Units – 21 at 80% AMI or lower, 16 at 30% AMI or lower.

Other Lents-area projects
Oliver Station – 126 affordable units
54 Foster – 16 affordable units

About the author: Sam Chase is Metro Councilor for District 5, representing North and Northeast Portland. He has spearheaded Metro’s Equitable Housing Initiative and is leading the efforts to expand Metro’s contribution to the affordable housing needs of the greater Portland region.
This past August, with the help of a 1000 Friends’ Cooperating Attorney, residents of Polk and Marion counties successfully appealed the City of Salem’s decision to approve a third bridge over the Willamette River. At first blush, one might think – bridges are good, they connect people, they help people get to where they are going. And that is generally true. But as with all large transportation infrastructure, appropriate locations are critical, and the Salem third bridge, which would have cost millions, was not the appropriate solution to Salem’s traffic issues.

The Willamette River flows through the city of Salem, with two existing bridges that provide crossings in the area. The city of Salem began considering a third bridge back in 2012 as a way to alleviate traffic and access issues. The city adopted a decision that added 35 acres into their urban growth boundary (UGB), changed the city’s transportation plan, and took an exception to Statewide Planning Goal 15 (Willamette River Greenway).

Some of the land proposed to be included in the UGB was rural land zoned exclusively for farm use. And the land on the other side of the new bridge is prime farmland, including the highly productive orchards and vineyard areas of Eola Hills and the West Valley.

Adding a new bridge would create pressure for commercial and residential development in this prime farming area. This kind of urban development creates land fragmentation that disrupts our farming communities with little to no benefit. “Instead of reducing single-vehicle use a third bridge would encourage more driving,” said Sarah Deumling, one of the petitioners in the appeal.

In transportation planning there is a theory known as “induced demand.” It finds that when there is more capacity for vehicles, people drive more, thereby soon producing the same amount of congestion as before. Petitioner Bob Cortright points out that city studies find congestion in the Salem area will almost triple in the next 20 years - increasing 262% without the new bridge, or 250% with it. “That’s an imperceptible difference and certainly not worth a half-billion-dollar investment.”

The Land Use Board of Appeals remanded the City’s decision, finding that the City used the incorrect population forecast to determine the need for the bridge, and that the City failed to demonstrate compliance with policies relating to the Willamette Greenway. “Overall, we’re pleased with the LUBA decision because it sends it back to the city for further consideration. We’re optimistic that the new city council will understand that the bridge is unworkable and will be open to pursuing affordable ways to reduce congestion and make the bridges safer and work better,” says Cortright.

It remains to be seen whether the City will agree to seek other, more sustainable solutions to traffic issues, but in the interim, the Third Bridge appears to be “dead over the water.”

About the author: Meriel Darzen is the Circuit Rider Attorney for 1000 Friends of Oregon. In the past year, she has worked in 16 counties, commented on 8 legislative bills, and engaged over 50 local groups with land use legal expertise.
Oregon’s rich agricultural lands and heritage have been precious to her people, from the earliest inhabitants of our region. These lands are the cornerstone of the state’s rural communities and provide myriad benefits to the natural environment. More than one quarter of Oregon’s 63 million acres are private working lands that create agricultural production valued at $5.4 billion—the state’s second-largest economic driver. At the same time, well managed agricultural lands support valuable fish and wildlife habitat as well as enhancing other natural resources.

For forty years, Oregon’s unique land use system has helped protect working landscapes. Even with a strong economic position and state protections, farms and ranch productivity is increasingly challenged by rising production costs, loss of processing facilities, fragmentation through new land uses, conversion to non-farm uses, complex regulations, and planning for generational transfers.

Over the next 20 years, an estimated 64% of Oregon’s farm and ranchland will change hands. That’s over 10 million acres up for grabs. Most of our farmers and ranchers might not have a succession plan for their lands. This leads to higher fees, pressure to sell, and ultimately development and fragmentation of our agricultural lands. Without assistance to landowners, we might lose those lands to other uses permanently.

That’s why the Oregon Agricultural Heritage Program (OAHP) is such an important ingredient to protecting our lands. This year the Oregon Legislature passed the OAHP with strong bipartisan support. The OAHP creates a suite of tools to help farmers and ranchers pass their legacies to the next generation. Fully implemented, the OAHP provides opt-in conservation programs for agricultural land owners, such as working lands conservation easements, conservation management plans, and succession planning workshops. It would study the effects of state tax burdens on farm and ranch businesses, house a commission to develop rules and oversee state investments, and it would have a permanent funding source to ensure all program components can be delivered, which opens up federal matching dollars.

What passed this year is a framework - meager funding was attached to establish rules for the program, a commission, and future permanent resources for the OAHP Fund. In order for the most valuable parts of OAHP to be delivered to our farmers and ranchers, the program needs full, permanent funding. The Coalition of Oregon Land Trusts was a leading proponent of this collaborative effort to pass a timely, forward-thinking, and robust program. Like 1000 Friends, we are committed to seeing this program receive full funding.

Agriculture is a major economic driver for Oregon. But it’s also the heart and soul of rural communities, and it provides migratory corridors, riparian areas, forest edge and other values that are essential to fish and wildlife habitat. It is imperative that we preserve this natural and cultural resource for generations to come. If we drop the ball now, we can never un-develop the land critical for our local food system, open spaces, and habitat.

About the author: Kelley Beamer is the Executive Director at the Coalition of Oregon Land Trusts, and has spent her career advancing land conservation. She was recognized as one of 1000 Friends ’35 under 35’ conservation leaders. More at oregonlandtrusts.org
Leaving a Legacy

Recognizing Jerry Jones

An Oregon Legacy

Portland homebuilder. International philanthropist. Meditation teacher. Jerry Jones, one of Portland’s native sons and a longtime supporter of 1000 Friends of Oregon, is remembered today for his success across all three.

Born and raised in the City of Roses, Jerry graduated from the University of Oregon in 1958, and spent his early career working alongside his father as a carpenter and homebuilder, eventually inheriting the family business, J & J Construction. By the early 1980s, Jerry had sold the family business and founded J. G. Jones Company, a real estate development firm that restored the historic New Market Theater building, which had long been used as a parking structure. Now home to Portland’s Saturday Market, Home Forward, and a number of small businesses, this thoughtful, mixed-use, urban project typified Jerry’s work.

An active citizen, Jerry gave his time and talent to numerous local organizations, from the Portland Development Commission to the Portland Art Museum. Jerry balanced his love of his city with a love of the Oregon outdoors. He could often be found hiking, skiing, and backpacking throughout Oregon.

Jerry was also a global citizen. He held a lifelong love of India, where learned the meditation techniques he would spend the rest of his life teaching others, free of charge. India is also what inspired him to form his own charitable organization, the So-Hum Foundation.

Jerry joined 1000 Friends of Oregon in 1995, immediately entering the ranks of our esteemed McCall Society—a designation reserved for those donors who contribute $1,000 or more per year in support of responsible land use throughout Oregon. He maintained his membership for nearly 22 years, until his peaceful passing last December at the age of 81.

1000 Friends of Oregon was honored to be the recipient of one final and unexpected token of Jerry’s generosity this past summer, when we learned he had named us as the beneficiary of a significant bequest. And so, in keeping with Jerry’s wishes, we celebrate his life and the legacy he built for Portland, for Oregon, and for the world.

Your Gift to Oregon, Now and Forever

The Legacy Club is a group of 1000 Friends supporters who have made a lasting commitment to Oregon by naming 1000 Friends of Oregon as a beneficiary in their estate plans. We thank our Legacy Club members for their dedication to enhancing the quality of life for all Oregonians for generations to come.

For further information, please contact Hilliary Giglio at hilliary@friends.org
Fiscal Year 2017

Financial Report

We are committed to responsible use of our resources, which is why we are pleased to present this year’s audited financial report.

11 Staff

40 Volunteers

$950,000 Annual Budget

Thank you for your generosity and commitment to a livable Oregon for all. Because of you, we...

- Helped pass the 2017 Transportation Package
- Worked with over 50 rural community groups, providing support and guidance on their land use challenges through our Circuit Rider Program.
- Trained 20 more young leaders who will advocate for effective land use policy in their communities.
- Secured commitments from the City of Portland to further advance a missing middle housing strategy.

Total Revenue

$1,281,010

Total Expenses

$941,925
I was raised on a dairy farm in New Jersey and am a fifth generation farmer. I am still not sure if having farming in my blood for that long is a blessing or a congenital affliction. My dad died when I was young and the farm eventually changed hands. I moved to Oregon and started farming outside of Springfield along the McKenzie River about 45 years ago. At that time the subdivisions were reasonably distant and my neighbors and I raised a variety of crops for the canneries. As the city started to expand to the river and into the floodplain, things changed. As your land becomes encroached upon further and further, it becomes more difficult to farm. Management becomes more and more challenging.

The canneries are gone now, as are those crops. Adjacent fields where I once raised row crops are now a swimming center and a dog park. The filbert orchard I managed is now gone – a victim of blight from untended filbert trees remaining in the yards of new subdivisions. Our well has been fouled by the municipal well fields now surrounding us. The field I leased for our main strawberry operation where thousands of young people learned to work, is now an urban park. It becomes increasingly difficult to imagine a future for our farm. The urban pressure we feel is about more than subdivisions.

Protecting the land base is important, but at some point it becomes impossible to continue to farm successfully if you cannot make long term decisions. Farming requires infrastructure, crop selection and rotation, and market development. It is a hard job. There are intangible things you need, such as a sense of community and a feeling of support. People don’t make money farming every year. It’s hard on you and it’s hard on your family. By and large, people don’t continue to farm for economic reasons.

Farming because, in spite of the work and the hardships, it gives something back that is hard to describe. For me it is a spiritual connection with the land. If it weren’t for that, I can guarantee you me and many, many other farmers would walk away. With greater urbanization, we’re losing our community.

Let me share something that epitomizes the struggle farmers have in bridging the communication gap we have with our urban neighbors.

We live well off the road, down a private drive. One day, I was coming home and parked in the middle of our drive was an SUV pulling a trailer with 3 plastic garbage cans on it. Beside it was a fellow calmly shoveling Newberg sandy loam out of our field into the garbage cans. I enquired what the hell he thought he was doing. Without missing a beat in his shoveling, he said “Getting some dirt for my roses.” I stated that this was my “dirt” and he was not welcome to it. He deadpanned, “You’ve got...
lots of dirt. What difference does it make?”

When there is this large a gap in respect and understanding, we have a problem. Our agricultural lands and our farming communities are not some endless resource that can continue to be dripped on and everything will be fine.

The UGB is a concept. It’s the backbone of our land use planning. But it’s a construct. It doesn’t work without people who invest in the idea, who can talk about it and make it function. Some people prefer to see it as something dynamic, temporary and porous. Farmers would prefer it to be static, and free of the urban amenities that bring ongoing conflicts. They would like it to convey “farming starts here” instead of “city ends here.” It’s imperative that we have someone to broker the complicated conversation we must have to protect both sides of the UGB.

A fellow that worked for me when he was a teen has returned to our neighborhood. He and his sons are reassembling the parcels of his family’s Century Farm and starting to plant new blight-tolerant hazelnut orchards. With good fortune maybe our farm will follow this path. But there will always be places where urban and rural meet. This is the cornerstone of our land use experiment. We all have a chance to ensure that it is not just a line on a map, but that it’s an idea worth investing in.

### About the author:
George Grier has been farming in the floodplain of the McKenzie River in Springfield for over 40 years. He has raised small grains, seed crops, filberts, and commercial row crops. Currently, he and his wife Cynthia Pappas raise grass-fed beef and hay. This is an abridged version of his speech for 1000 Friends 2017 McCall Gala.

1000 Friends of Oregon is a non-profit public service organization working with Oregonians to enhance our quality of life by building livable urban and rural communities, protecting family farms and forests, and conserving natural areas.

Landmark welcomes varied points of view to stimulate the exchange of ideas. Submit photos or written material to landmark@friends.org, or call (503) 497-1000 for more information. Not all submissions will be published, and we reserve the right to edit material. Opinions expressed in Landmark are those of the authors and do not necessarily reflect those of 1000 Friends of Oregon.

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1000 Friends of Oregon is a proud member of EarthShare Oregon. For information on giving through your workplace, contact Meghan Humphreys at (503) 223-9015 or visit www.earthshare-oregon.org.
We depend on your generous financial contributions. Our members make all the difference for our ability to continue working for a beautiful, healthy Oregon. Please use the envelope in this issue to make a special tax-deductible donation today. You can also contribute online at friends.org/support. Thank you for standing with us for the Oregon we love and share.

Important Dates

Holiday Happy Hour
Party with our staff and board at our annual Holiday Happy Hour at the 1000 Friends offices in Portland.
   December 4, 2017
   5:30 - 8pm

Give!Guide Party with OPAL and Opal Creek
A Give!Guide fundraising night celebrating Oregon’s natural and built environments. Guest speaker, arts, wine, food, and raffle prizes!
   December 14, 2017
   5:30 - 8:30pm
   Portland City Hall

2018 McCall Gala
Our biggest party of the year! Enjoy dinner, awards, and a Golden Raffle when you celebrate with us at our 2018 McCall Gala.
   McCall Gala 2018
   Saturday, March 17, 2018
   Oregon Zoo Cascade Crest Ballroom, Portland

Please visit www.friends.org for even more information. You can also keep up on events around Oregon throughout 2017 and 2018.