

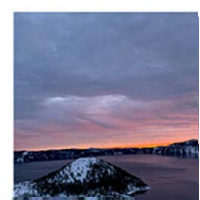
2020



Annual



Report



OUR TEAM

As of October 15, 2020

BOARD OF DIRECTORS

Eloise Grout Koehler, Chair
Christian Richmond, Vice Chair
Andrew Haden, Secretary & Treasurer

John Allcott • Lucy Brehm • Jackie Dingfelder • Steve Gutmann
• MJ Harris • Ken Hayes • Jason Lett • Nolan Lienhart • Elisabeth
Lyon • Greg Macpherson • John Paul • Christine Rontal • Issei
Saida • Jim Wood

STAFF

Russ Hoefflich, Executive Director
Mary Kyle McCurdy, Deputy Director
Kate Bemesderfer, Director of Development & Communications
Lily Burnett, Director of Operations
Ben Asher, Office Project Assistant
Alexis Biddle, Urban Lands Advocate
Sean Carpenter, Communications & Media Relations Manager
Haley Dallas, 2020 Gerhardt Intern
Greg Holmes, Food Systems Program Director & Southern
Oregon Advocate
Nicole Johnson, Community Engagement Manager
Emily Mercer, Database & Information Manager
Brett Morgan, Metro Regional Advocacy Manager
Andrew Mulkey, Rural Lands Attorney
Lou Ocampo, Executive Coordinator
Sandy Wright, Chief Philanthropy Officer
Jasmine Zimmer-Stucky, Working Lands Engagement
Coordinator



@1000Oregon



@1000Oregon



Linkedin.com/1000FriendsofOregon



Facebook.com/1000FriendsofOregon

Main Office: 133 SW 2nd Ave, Ste 201 | Portland, OR 97204

Mid-Willamette Office: 454 Willamette St, Ste 213 | Eugene, OR 97401

Southern Oregon Office: PO Box 2442 | Grants Pass, OR 97528



LETTER FROM OUR BOARD PRESIDENT

Nearly ten years ago, I was invited to an event for 1000 Friends. I vividly remember someone saying that Oregon is not an accident, it's intentional. Everything suddenly fell into place: Oregon is beautiful, livable and lovable because it was designed that way by our Statewide Land Use Planning System. As a 6th-generation Oregonian, my roots here are incredibly deep; they stayed firmly planted even as I lived in other places. Oregon is special, and that's why I've built my life here.

2020 has been rough for everyone. I also believe it's a time when — all of us working together — can unify to protect what we love; Oregon.

Land use planning strengthens the resiliency of our farms, forests and communities and it mitigates sprawl, forest fires, and the impacts of climate change. Land use planning is a unifying force, and there is enormous potential to enhance the quality of life for our entire community. Our work is more important now than ever.

Our nearly 50 years of continued preservation and protection of Oregon's Statewide Land Use Planning System has yielded amazing results, but we're not done yet. The next 5 years alone will present much challenge, but also much opportunity. I believe in 1000 Friends (the organization) and I believe in the (now more than) 1000 friends that have supported us and make our work possible.

Eloise Koehler



LETTER FROM OUR EXECUTIVE DIRECTOR

DEAR FRIENDS,

What a year this has been!

Last autumn, 1000 Friends of Oregon was wrapping up a series of exciting successes: the nationally-acclaimed passage of housing legislation HB 2001 and 2003, the Metro Parks and Nature bond renewal, our revamped Affiliates & Allies Conference, the initial drafting of our farmland report and 10-point protection plan, my own time as chair of the Land Use Subcommittee of the Governor's Wildfire Response Council, our McCall Gala, a new graduating class of our Portland-area Land Use Leadership Initiative, and more. As with caring for the land use planning system itself, much more activity was meant to follow these initial victories, with follow-up, implementation, and various kinds of ongoing support. That's the work we had set out to do in 2020, before words like coronavirus and social distancing were in our vocabularies, and before face masks and Zoom accounts were part of everyday life.

Then came COVID. Literally overnight, 1000 Friends of Oregon made the transition to working 100% remotely. Without missing a beat, our team regrouped and reimagined the whole year's work, finding new ways to stay connected and get things done safely and effectively from afar. We took all of our meetings, our advocacy work, and our programs online. So far, it's been a success. We've received an Ivory Prize for our housing work, published our farmland report and protection plan, held webinars with American Farmland Trust, spoken at virtual conferences across America, passed Portland's Residential Infill

Project, convened and graduated a Southern Oregon Land Use Leadership Initiative, grown our Farmer Advisory Committee...the list goes on.

When the wildfires started, for the first time since the initial shutdown, we ventured back out into the field. Since September, we've been on the ground in Phoenix and Talent, Otis and Opal Creek, and we are doing everything in our power to support all of the communities affected as we approach the winter months and the rebuilding process gets underway.

Our hearts and minds are heavy with the devastation of this year, yet I can't help feeling a real glimmer of hope. Every day, I see a special kind of resiliency running through Oregon, and it seems to grow even stronger in times like these. Perhaps I'm biased, but I think it's got a lot to do with the 19 goals of Oregon's land use planning program. Wildfire, housing, agriculture, transportation, forests, economy, even public participation and representation--they're all in there, along with a dozen more. For nearly 50 years, 1000 Friends of Oregon has used this unique toolkit to build a better quality of life with and for every Oregonian. In the face of a global pandemic, of climate change, of natural disasters, of social inequity, Oregon's land use planning program and the promise of Senate Bill 100 shine like a beacon in a storm.

We will get through this together, and with land use planning to guide us, we will arrive at an even better Oregon. I hope you will join me, this year and always, in celebrating today's accomplishments and looking forward to tomorrow's, all of them made possible by people like you. In this year like none other, I am so grateful for the tireless dedication of my staff and board, and especially for the incredible, generous support of our members and supporters. Thank you for all you do, and thank you for being a Friend!

For Oregon,

PROGRAM WORK

Protecting working lands • Improving transportation systems • Keeping housing affordable • Ensuring public participation • Reducing wildfire risk • Training new leaders • Managing urban growth • Maintaining rural economies • Creating healthy communities • Supporting clean energy • Mitigating climate change

On any given day, we do it all with our program work. Here's a little bit of what we did in the past year.

WILDFIRE

**BLAZES TORE THROUGH
900,000 ACRES OF OREGON
IN JUST THREE DAYS IN
SEPTEMBER, NEARLY DOUBLE
THE AVERAGE ANNUAL
ACREAGE BURNED.**

As if 2020 didn't already have enough crises, this year's wildfire season quickly became one of the most devastating on record. Phoenix and Talent — near our office in Grants Pass, and home to more than a few of our members, program partners, and Southern Oregon LULI participants — were obliterated.

Wildfire has been a growing priority for 1000 Friends of Oregon. Last year, we published "A New Vision for Wildfire Planning," a detailed report and suite of legislative recommendations that became a cornerstone for the Governor's Council on Wildfire Response.

Our **Executive Director, Russ Hoeflich** served on the council as the chair of its Land Use Subcommittee.

1000 Friends of Oregon staff have been on the ground in the affected areas since September working locally as the recovery and rebuilding efforts get underway. As we head into the 2021 legislative session, 1000 Friends is focusing on three land use priorities shared by both our wildfire report and the council's:

- ▶ **Wildfire Risk Mapping** - State agencies must create a wildfire risk map informed by information that can

be used at the property level and be equipped to handle extreme demands as potentially hundreds of thousands of individuals attempt to use it at once.

- ▶ **Rulemaking for Goal 7** - The Land Conservation and Development Commission (LCDC) must undertake land use planning Goal 7 | Natural Hazards rulemaking to adopt minimum standards for local governments to plan for wildfire risk.
- ▶ **Statewide Funding** - State agencies need to have the funding to provide technical assistance resources to counties and cities to implement wildfire risk planning, zoning, or development of mitigation standards.

Wildfire is an issue that affects every Oregonian, and it's going to take every one of us to mitigate the risk.

1000 Friends of Oregon promises to lead on the land use solutions, and to continue to collaborate with the agencies, officials, organizations, and communities working toward a safer, healthier future for everyone.

HOUSING

In summer of 2019, we celebrated the passage of HB 2001, a revolutionary piece of bi-partisan legislation that gives Oregon the most progressive housing policy in the nation, reverses decades of racist and exclusionary zoning practices that have contributed to Oregon's 155,000-home housing shortage, and helps meet land use planning Goal 10 | Housing. Essentially, HB 2001 requires every Oregon town or city of 10,000 people or more to allow not just single-family homes, but duplexes, triplexes, quadplexes and ADUs — "missing middle" housing types that were common a hundred years ago, but were zoned out of existence by the middle of the last century.

Even with HB 2001 in place, rebuilding an affordable housing market is no small task. Each community may require a unique implementation strategy for HB 2001 — which is why we've been on the ground in communities around the state helping to craft implementation plans.

Our Deputy Director, Mary Kyle McCurdy, sits on the LCDC Rules Advisory Committee for HB 2001, helping to develop the model code that will help make the process as easy as possible.

Urban Lands Advocate, Alexis Biddle, spends much of

his time on the ground with community leaders, agency heads, and elected officials in towns and cities across Oregon, helping to make sure local voices continue to be heard throughout the implementation process.

Part of our housing work in late 2019 and early 2020 revolved around civic involvement, to ensure the public and government agencies were all informed about the policies before them. Here are some of the highlights:

- ▶ Advocated for and secured \$800M in public investments in partnership with other community organizations in the Portland Metro Area:
 - Fixing Our Streets #2 | \$75M
 - Metro Parks bond #2 | \$475M
 - Supportive Housing Bond | \$250M
- ▶ Engaged in over 370 advocacy meetings
- ▶ Attended 50 in-person and virtual community events
- ▶ Participated in 10 coalitions
- ▶ Won the 2020 Ivory Prize for Housing Affordability



PORTLAND FOR EVERYONE

What began as an idea sparked between a group of land use professionals, housing advocates, affordable housing developers and concerned citizens transformed into what would become one of our most well-known programs: Portland for Everyone (P4E).

While it was originally supposed to be active for under a year — until Portland’s Residential Infill Project (RIP) passed — the program thrived for nearly four years as the vote for RIP was rescheduled multiple times, culminating on August 12, 2020 when Portland City Council voted 3-1 to pass RIP.

Over the course of four years, we built a coalition of 40+ community organizations and nonprofits, turned out hundreds of Portlanders to testify, reached tens of thousands of individuals with our RIP action alerts and social media, hosted events, created lawn signs, wrote op-eds and blogged about every aspect of RIP. Our work was featured in nearly every local news outlet, as well as national outlets like Bloomberg, CityLab and the L.A. Times.

Thankfully, the work of the community and advocates paid dividends, with the final version of RIP doing much

more than anyone imagined it could in 2016. The wait also brought us an additional housing policy, Better Housing by Design (BHBD), that will improve some areas not touched on by RIP.

RIP and BHBD will benefit all Oregonians: more housing in the Portland area means less pressure on housing markets around the state, and less pressure on Metro-area urban growth boundaries. Inside Portland, both policies advance equity to help reverse the racist and exclusionary housing policies of the past that still affect Oregon to this day.

Portland for Everyone was all about turning out and engaging the public, here's how we did it:

- ▶ 100K+ views on Portland for Everyone blogs and web pages
- ▶ Met in-person with over 2,000 Portlanders
- ▶ Collected 150 housing stories, 52 in Spanish
- ▶ Prepared 82 Portlanders to submit written testimony to City Council
- ▶ Published 8 op-eds in local and national publications



**SAY HELLO TO OUR
2020 GERHARDT
INTERN, HALEY
DALLAS**

ABOUT OUR GERHARDT INTERNSHIP

For 35 years, the Paul J. Gerhardt, Jr. Internship Fund has provided prospective land use planning professionals with the opportunity to gain first-hand experience with 1000 Friends of Oregon. Keep an eye out this December as we open the application window for our 2021 Gerhardt Internship.

ABOUT HALEY

Haley is a recent Portland transplant and a graduate from Colorado State University's Environmental and Natural Resource Economics program.

They came to 1000 Friends because of their interest in work which explores the intersections between agricultural conservation, community-based food systems, and environmental justice. Their research identified the economic and cultural challenges to ranching in Eastern Oregon and develop policy solutions to strengthen food systems and prevent rangeland conversion.

THIS YEAR'S RESEARCH AND REPORTING ABOUT THE LAND USE PLANNING SYSTEM

FOSTERING SUSTAINABLE RANCHING IN EASTERN OREGON

Ranching is an essential part of Eastern Oregon's economic activity, and economically viable operations require large, contiguous tracts of high-quality rangeland.

Oregon's land use planning program preserves the resource land for the ranching economy, and provides the framework for regional food systems resilience.

Both a literature review and stakeholder interview series with 28 ranchers, Farmer Advisory Committee members, state officials and subject matter experts produced metaphorical mountains of quantitative data that will inform our ranchland policy recommendations. Watch for the publication of our full report in early 2021.

DEATH BY 1000 CUTS

Oregon's unique statewide land use planning system continues to protect Oregon, including our state's 16 million acres of exclusive farm use (EFU) zoned land. Since implementation began almost 50 years ago, the system has slowed the annual loss of agricultural and range land by 60%.

Urban expansion, rural rezoning, and nonfarm uses on farmland continue to take land out of farm use despite Oregon's land use protections. Our report, published in Spring 2020, outlines the problems and creates a 10-point action plan that offers realistic policy recommendations.



AFFILIATES & ALLIES

After a nearly decade-long hiatus, 1000 Friends of Oregon reinstated our semi-annual gathering of land use advocates throughout the state. Historically known as the Affiliates Retreat, the 2019 Land Use Planning Affiliates & Allies conference was held last November at Oregon State University. Over 50 people attended the retreat, representing 19 different organizations.

The conference began with a keynote address from Robert Liberty, a former Executive Director of 1000 Friends of Oregon. Robert provided his insider view of how Oregonians used the land use planning program to improve their communities.

These are the kinds of heroes Tom McCall referred to when he said: **"Heroes are not giant statues framed against a red sky. They are people who say: This is my community, and it is my responsibility to make it better."**

The truth of McCall's words were exemplified in the presentations from representatives of each organization about the land use planning work they are doing in their communities. With visions of farmlands protected from threats of conversion and affordable communities

inside urban growth boundaries, each group shared their contribution to Oregon's land use planning program.

After the inspiring keynote address, the conference split into two tracks. One track focused on coalition-building and urban land use planning, including the recent legislative victory to legalize "missing middle" housing in cities throughout the state. The second track focused on sharpening the more technical aspects of land use planning advocacy: comment writing, Oregon Administrative Rules, Oregon Revised Statutes, case law, and the mis-allocation of non-farm housing on resource land.

If any of this sounds interesting to you, consider it a pre-invitation to the 2021 Land Use Planning Affiliates & Allies Conference. Things may look a little different depending on COVID-19, but the networking, trainings, and sharing of land use planning achievements will still prevail. In the meantime, get involved with your local affiliate group.



LAND USE LEADERSHIP INITIATIVE (LULI)

Since 2012, our LULI program has trained over 125 emerging land use leaders. Each LULI cohort is based around a specific geographic area — like the Portland Metro or southern Oregon — and encompasses a customized six-month curriculum designed to turn participants into the land use planning system's best and most vocal advocates.

LULI graduates have been current and past mayors, city council members and other Oregon officials — members of the community with a direct hand in shaping, promoting and protecting Oregon's land use system and its application within our communities.

With nearly 150 LULI graduates spread out across Oregon, past and present LULIs are making a difference each and every day.

Our interactive learning model teaches LULIs the fundamentals of Oregon's land use planning system and demonstrates the value and application in real-time through site visits and field trips, guest speakers and hands-on projects.

The COVID-19 pandemic struck right before the start of our Southern Oregon LULI cohort, presenting the tremendous challenge of translating an in-person program into one that is 100% online.

We're pleased to say that our first-ever online LULI has been a huge success. Although we only had a moment's notice to redesign the curriculum and the interface, our digital LULI has proven to be just as engaging as our in-person cohorts. We're excited about the possibility of being able to offer more online learning opportunities, LULI and otherwise, in the future. Stay tuned in 2021 for both a Willamette Valley LULI and our next Portland Metro LULI!

“All elected officials in Oregon should be required to take a course like this. I learned more in a few weeks than I did in four years as a Medford City Council member.”

- John Statler, LULI graduate



TRANSPORTATION

Oregon's largest carbon-emitting sector by far is transportation, accounting for around 25% of all emissions — with much of it being related to heavy usage of personal vehicles.

While responsible land use planning inherently reduces emissions by reducing sprawl, in order to protect Oregon's working and natural lands and the health of our communities, we must cut greenhouse gas emissions to mitigate climate change.

A vital piece of smart land use planning is advocating for transportation investments designed to both improve a community and encourage fewer vehicle miles travelled per person by making it much easier to take public transportation, bike, or walk.

We're proud to say that our coalition work and advocacy has made significant impacts: The first half of 2020 saw the second Fixing Our Streets bond measure pass, allotting \$75 million to transportation equity by creating safer routes to school, adding more sidewalks, increasing the number of traffic lights and building more bike lanes.

As we write this, voters in Bend and the Portland Metro area have the opportunity to approve two more transportation bonds that 1000 Friends has united with local coalitions and organizations to get on the ballot.

If passed, the bonds will create over \$2.2 billion of transportation investments: advancing racial equity, creating tens of thousands of jobs and realizing a better transportation future sooner rather than later.

Oregon's land use planning Goal 12 | Transportation requires cities, counties and the state to create a transportation system plan that takes into account all relevant modes of transportation: mass transit, air, water, rail, highway, bicycle and pedestrian.

LAND USE

POLICY IS

CLIMATE

CHANGE

POLICY.



Foraging for wild berries



A day at the beach

Make no mistake: climate change is real, it's here, and it's one of the most pressing threats Oregon faces. Our work is about protecting the things that make Oregon what it is, and we know climate change will irreparably damage the Oregon we know and love if nothing — or not enough — is done.

Fortunately, Oregon's statewide land use planning system has been quietly mitigating climate change from the start. By encouraging housing and transportation patterns that limit sprawl, we've also limited our carbon footprint. By preserving farms and forests, we've created vast carbon sequestration systems. In fact, most of the work 1000 Friends has ever done has had the impact of making Oregon more resilient in the face of climate change. However, that doesn't mean we are invulnerable.

Here are just a few of the reasons why climate change is a land use issue for Oregon:

- ▶ Climate change is a wildfire issue. 2020 was another record year in Oregon for wildfire catastrophe. For the past ten years, 500,000 acres have burned per year on average. In just 3 days in 2020, more than 900,000 acres were ablaze.
- ▶ Climate change is a water issue. According to the Union of Concerned Scientists, "Since 1955, parts of Oregon have experienced a decrease in average snowpack on April 1 of more than 70 percent. Snowpack decline is projected to continue as more winter precipitation falls as rain rather than snow throughout much of the Pacific Northwest."
- ▶ Climate change is an agriculture issue. The Capital Press writes, "A 2019 survey of more than 1,700



n sunset



Cattle grazing



Evergreen forest



regon Coast



Wallowa Mountains



Festival of Balloons

wine industry members showed that half of those represented expect climate change will have a strong or very strong effect on their businesses.”

- Climate change is an equity issue. The American Public Health Association states that: “Two critical components of climate vulnerability are pre-existing health status and living conditions...low-income communities and communities of color are disproportionately affected by the health impacts of climate change.”

For nearly 50 years, Oregon's land use planning program has helped keep Oregon ahead of the curve when it comes to climate change. While the effects of climate change are felt less in Oregon than in many other parts of the country, we will have to be proactive in order to make sure it stays that way.

The Governor has done her part with her 2019 Executive Order. The Land Conservation and Development Commission (LCDC) has done its part by adopting climate change as a key lens for its work. Our Deputy Director Mary Kyle McCurdy sits on LCDC's Climate-Friendly and Equitable Communities Rules Advisory Committee. Now, we must go further, by doing our part to make it clear that land use policy IS climate change policy.

Does Oregon need a Goal 20 | Climate? We aren't opposed to the idea. In the meantime, we also think that the 19 land use planning goals we've already got, when fully realized, just happen to be one of the most powerful climate solutions on the planet.



Land Use Legacies | 1000 Friends' board member Greg Macpherson took this photograph in 1982 at a rally of farmers near Portland's City Hall to oppose Measure 6, which would have destroyed Oregon's land use system. Pictured here is Governor Tom McCall (on the left, in what would turn out to be one of his final public appearances), champion of the land use system and co-founder of 1000 Friends of Oregon.

Also pictured are three generations of the Macpherson family, including Hector Macpherson (on the right), who was Greg's father as well as the author of Senate Bill 100 (which established the land use system in 1973). Just out of sight is 1000 Friends' founding Executive Director Henry Richmond — that's him holding the umbrella for everyone else.

"Every day, the laws protecting Oregon's public spaces and working lands are threatened by relentless pressure from those who would profit from bad development. I support 1000 Friends of Oregon because they are the only statewide organization helping Oregonians to fight these special interests at every turn, and I am including 1000 Friends in my estate plans so that they—and the Oregon I love—will continue long after I've departed."
- Greg Macpherson, Board Member, McCall Society Member and Legacy Club Member

LAND USE LEGAL DEFENSE FUND

Over the years, the enemies of Oregon's land use planning laws have tried every trick in the book to dismantle the system. We have already had to fight these battles at the ballot box six times in less than 50 years, and while we have ultimately always prevailed, it gets harder and more expensive every time. Make no mistake: the day will come when we lose everything. Unless we act now. That's why we've established the Land Use Legal Defense Fund. With an ultimate goal of \$10 million, this special fund, created in partnership with The Oregon Community Foundation, is designed to allow us to immediately confront any major threat to the land use system, while signalling to those who would dare make such a challenge that we are ready for the fight. In the meantime, the interest from the fund helps to support our staff attorneys and our ongoing land use legal assistance activities.

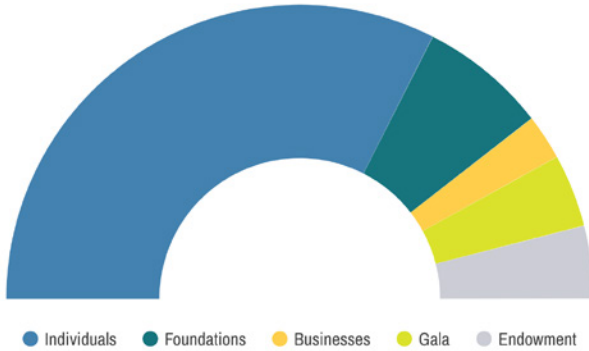
FOUNDERS CIRCLE

This year, in anticipation of the 50th Anniversary celebrations just a couple of years away, we launched a new donor recognition program for our earliest members. Our Founders Circle honors everyone who made their first contribution sometime in our first ten years, from our inception as the Oregon Land Use Project in 1974 through our official name change to 1000 Friends of Oregon in 1985. While we have done our best to piece together this very special piece of 1000 Friends of Oregon's history, the process is ongoing. Our records from those early days are incomplete, and we need your help to reach all of our Founders Circle members. If you were there in the beginning, or know someone who was, we want to hear from you.

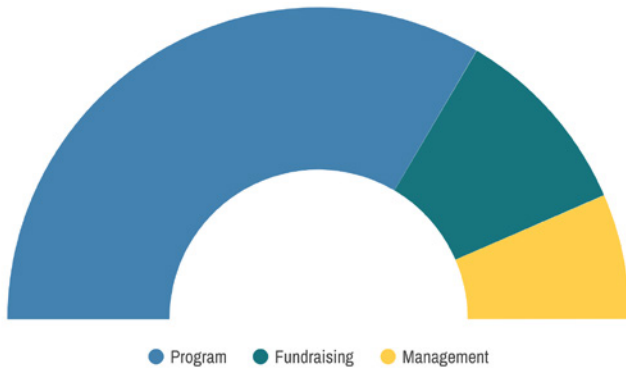
FINANCIALS

For fiscal year ended March 31, 2020

REVENUES: \$1,329,382



EXPENSES: \$1,551,984



Net assets totalled \$3,966,190. 1000 Friends of Oregon is a 501(c)(3) nonprofit organization. Our EIN is 93-0642086.

FINANCIAL NOTE | Our fiscal year ended on March 31st, just as COVID was taking hold. Because of the economic downturn at the time, we recorded substantial end-of-year investment losses which account for nearly all of the deficit you see here. We are pleased to report that our investments have since recovered. To see our 990 and audited financials, please visit [friends.org/financials](https://www.friends.org/financials)



MISSION

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.

CALENDAR

- ▶ December 15, 2020 - Gerhardt Internship application window begins
- ▶ December 31, 2020 - Last day to make a tax-deductible donation for 2020
- ▶ January 19, 2021 - First day of 2021 Oregon Legislative Session
- ▶ February 14, 2021 - Oregon's 162nd Birthday; Donor Recognition Valentine published
- ▶ April 1, 2021 - Kick-off date for 1000 Friends' new Strategic Plan
- ▶ May 4, 2021 - 1000 Friends Virtual Lobby Day
- ▶ May 29, 2021 - 48th Anniversary of SB 100
- ▶ June 28, 2021 - Last day of 2021 Oregon Legislative Session
- ▶ October 11, 2021 - 47th Anniversary of 1000 Friends of Oregon

SAVE THE DATE!

May 20, 2023 - 50th Anniversary celebration



NON PROFIT
US POSTAGE
PAID
PORTLAND OR
PERMIT NO 63

133 SW 2ND AVE, STE 201 | PORTLAND, OR 97204

FRIENDS.ORG | (503) 497-1000



**"THE INTERESTS OF OREGON FOR TODAY AND
IN THE FUTURE MUST BE PROTECTED FROM THE
GRASPING WASTRELS OF THE LAND. WE MUST
RESPECT ANOTHER TRUISM - THAT UNLIMITED AND
UNREGULATED GROWTH, LEADS INEXORABLY TO A
LOWERED QUALITY OF LIFE."**

- GOV. TOM MCCALL, CO-FOUNDER OF 1000 FRIENDS OF OREGON