A challenge to Willamette Valley residents: find spots, between now and 2050, to put brakes on sprawl and is indeed the only desirable way to the maintenance of 40 or 50 acres—an area equivalent to 106,000 acres—an area equivalent to about 160 downtown Portlands.

Travel time from Salem to Portland during congested conditions could more than double by 2050. Steam trains may run by in August and September, particularly in the north Willamette Basin, in years with lower-than-average rain and snow. Willamette Valley residents will dig in their pockets for more than $27 billion for new roads, storm and sanitary sewers, and septic well systems.

The burgeoning population projected for the 21st century is in keeping with the Valley’s history of gaining population, with increasing swiftness in each passing decade—by 300,000 in the 1990s alone.

“It’s not too-hum growth,” says Peter Walt, Manager of the Willamette Valley Livability Forum. “We’re all concerned about the impact of that growth on our quality of life and the future livability of the Valley.”

Matt Farmer, a junior at Sprague High School in south Salem, looks ahead and sees red flags. “He’s concerned about the truth he passes while kayaking the Willamette, the thickening traffic in Salem, the prospect of summers spent in the heat, and news reports of fish mutated by chemicals in the Willamette River. “It’s a wonderful place to live,” says 17-year-old Farmer, who moved to the Valley at age 2. “But if you didn’t have trees everywhere, and the parks and open spaces, it wouldn’t be the same Willamette Valley.”

Indeed, the Valley of 2050 will not be the same one that Farmer’s generation has enjoyed. Until now, the Valley has done a fairly good job of gracefully handling the extra people and employers. But because of sheer numbers and dwindling elbowroom, the coming growth spurt will hit in ways far more dramatic and difficult than before.

An Interconnected Valley

Governor Kitzhaber created the Willamette Valley Livability Forum in 1996. He asked its 88 varied members to find common threads related to growth issues in the Valley’s ten counties.

Now the Forum is probing communities along the Willamette Valley—including Portland—to look at themselves with new eyes: a regional community sharing air, water, and an economy and threaded together by rivers, railroads, and highways.

The broader perspective requires a big psychological jump for many. Today’s growth management was not enough. Quality of life, the future livability of the Valley, as Governor Tom McCall who worked the Land Use Act of 1973 (SB 100). The act led to adoption of 19 state goals, including preserving agricultural land.

The Oregonian—or those who choose to—can restore the Willamette River basin’s fish and wildlife ecology to much of the robustness of the mid-19th century—event as the Valley’s 1990 population doubles over the next 50 years. That’s one of a continuing stream of conclusions arising from a massive undertaking led by the Pacific Northwest Ecosystem Research Consortium (PNW-ERC). The group is in the final stages of a project focused on the Willamette River. The Willamette River is Oregon's only river that is designated as anadromous.

Oregon does look different, as the 1990s state tourism campaign put it. Anyone who’s visited Houston, a city without zoning, can see that the contrast goes beyond the geography of the coast and Cascades.

The Oregon difference is no accident. As population, pollution, and sprawl began to squeeze the state in the 1990s, citizens and politicians of various stripes came together to shape Oregon’s course:

In 1986, Oregonians elected Governor Tom McCall who worked passionately to strengthen environmental protection and clean up the Willamette River. McCall initiated Project Forecast to encourage Oregonians to think about a desired future for the Willamette Valley. The project report, published in October 1972, set the stage for important decisions.

The following year, a collaborative effort among Governor McCall, state legislators, and the Legislature enacted a revolutionary land-use planning bill, the Land Use Act of 1973 (SB 100). The act led to adoption of 19 state goals, including preserving agricultural land.

The future is in our hands.

The Willamette Chronicle

April 2001

Paid Supplement Sponsored by the Willamette Valley Livability Forum

The Willamette Valley Livability Forum and others are hosting a conference on April 26 at Oregon State University. See box below for details.

Our choices make a difference

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The Valley accounts for 50 percent of Oregon’s agricultural sales. By 2050, about 1.7 million additional acres in Barlow to more than 229,000 in urban areas and the amount of development outside urban areas increased substantially.

**Historical Trend Alternative, 2050**

Southern Portion of Portland Urban Growth Boundary

Legend

- 1990 Urban Growth Boundary
- 1990 Exception Areas
- 2050 Urban Growth Boundary Expansion
- New Houses in Rural Areas, 1990-2050

Portland Area

Legend

- Urban Density 1990
- Urban Density 2050
- Semi-Urban Density, 2050
- New Rural Density 2050

History

- Portland Area 1990
- Portland Area 1990
- Portland Area 1990

**Land-Conserving Alternative, 2050**

Southern Portion of Portland Urban Growth Boundary

Legend

- 1990 Urban Growth Boundary
- 1990 Exception Areas
- 2050 Urban Growth Boundary Expansion
- New Houses in Rural Areas, 1990-2050

Portland Area

Legend

- Urban Density 1990
- Urban Density 2050
- Semi-Urban Density, 2050
- New Rural Density 2050

History

- Portland Area 1990
- Portland Area 1990
- Portland Area 1990

**Fast Facts**

- The Willamette Valley covers about 12 percent of the state. It includes the Willamette River, its 13 major tributaries and the land that drains to them. About 20 percent of the Valley’s nearly 12,000 square miles are in farmland.
- The number of hobby farms is growing. Between 1982 and 1990, the number of hobby farms decreased by 10 percent of Valley farms generated $3.1 billion in revenue.
- The Willamette Valley is home to 69 of Oregon’s 100 largest cities, and 1,278 communities, which account for 30 percent of Oregon’s population.
- The Valley accounts for 50 percent of Oregon’s agricultural land.

Rural, urban sprawl pose twin threats to Valley farm land

Large losses of commercial farm land, production, and sales expected by 2050 if current trends continue

"Farming in the Willamette Valley offers its challenges," says Marion County farmer Tom Brawley. "Each new home site in farming areas brings with it a new set of problems. The loss of land for farming, increased nonfarm traffic, increased use of limited ground water, and complaints about accepted farming practices." Barb Iverson, a Clackamas County farmer who participates in the Land-Conserving Alternative, said the new urban growth boundaries in the Willamette Valley continue to save land.

"We've just got to stop treating our Willamette Valley farm land like surplus land, waiting for low-density development," Barb Iverson, Clackamas County farmer

The research considered many possible futures: estimates of acreage moved out of commercial production by 2050 varied from 200,000 to 500,000, but the consensus of technical advisors was that 322,000 acres was where current trends could lead. The acreage is far greater than Multnomah County and is nearly as much as the 322,000 acres now owned by Exclusive Farm Unit zoning in Marion County.

Farmers the original crusaders against sprawl

The research results are valuable, but they do not address how to stop sprawl, says Liberty, Executive Director of 1000 Friends of Oregon. He says sprawl makes choices clearer, but it doesn’t make the choices.

"Oregonians hate two things: sprawl and density," says Clackamas County Commissioner Mike Jordan and a member of the project’s technical advisory committee.

"But they hate taxes, too," Jordan continues. "This study shows that limiting sprawl is a more financially efficient way for communities to go."

Mike Houck, Urban Naturalist with the Audubon Society of Portland and an advisory committee member, sees advantages on several levels. "Protecting and restoring urban green space is crucial to helping the recovery of endangered species, to avoiding future listings of endangered species, and to maintaining livability at all scale urban growth boundaries."
Good news on forests outweighs bad
Development will gobble up acres, but barely dent long-term timber production

Dr. Jeffrey Kline, Research Forester with the USDA Forest Service’s Pacific Northwest Research Station in Oregon State University, has some bad news and good news for the Willamette Valley's future.

The bad news: "Tens of thousands of acres of Willamette Valley farm land could be lost to development of 10,000 homes in the next 50 years if trends continue.

The good news: While the increase in the number of homes carries a variety of consequences, the level of timber production will not change much.

"If current trends continue, 43,000 to 68,000 acres of the Valley’s 2 million acres of privately owned forest land could be lost to rural and urban development by 2050," says Kline.

But most of the new homes, Kline says, would be built in parts of the Valley that generally are not being managed intensively for growing commercial wood anyway, such as mixed hardwood stands and small private tracts.

The results of Kline’s modeling and analysis correspond with the land development scenarios for the Willamette Valley land and industry and the Oregon Legislature sought in statutory changes that hammered out their 1993 session, says Doug Brodie, Forest Economist with OSU’s Coastal Research Center.

"We need to be more efficient in how we use our forests, provide habitats for wildlife, and conserve the jobs-related advantage of doing an even better job of protecting forest land."

Andy Anderson, executive vice president of the Farm Bureau Federation.

The alternative population grows by 90%; farmland decreases by 25%
Researchers found that projected growth of farm land from commercial farming fell below the two growth scenarios.

But the Willamette Valley would have already lost far more land if trends that pre-date Oregon’s land use planning laws had continued.

In the 25 years before Oregon passed its comprehensive land use laws in 1974, the Willamette Valley lost one-third of its farmland or population in the Valley’s counties grew by 570,000.

If that trend had continued, the last farm land in the Valley would have disappeared by 2010 or earlier.

"You realize Oregon once its land-use planning to farmers and the farm movement," says Hector Macpherson Jr., a Linn County farmer who authored SB 180 and is considered the father of land-use planning to the state. "The preservation of farm land was almost in my mind when I got into it.

To estimate the agricultural landscape of 2050, researchers looked at past patterns of farm land use and the likelihood of various crops surviving on the parcel sizes projected to be developed under the two growth scenarios.

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Andy Anderson, executive vice president of the Farm Bureau Federation.

"Hector Macpherson and other leaders in the farm community and elected officials made a lot of progress in the 1970’s," Anderson says. "We should do the same for the next generation of farmers."
The value we have in Oregon is we still have the option to make choices," Risser says. "And in order to make choices, and do that in a thoughtful manner, we need the basis for comparison."

How to compare? The chart on page 5 offers a 50-year snapshot of the three It-Could-Happen scenarios devised by the working group. Analyses are ongoing.

More-detailed effects of the scenarios will follow later this year and will be posted on the consortium web site at http://www.orst.edu/dept/pnw-erc/.

URBAN GROWTH BOUNDARY AND RURAL RESIDENTIAL EXPANSION

Varying assumptions about how the future will unfold (past chart on facing page) lead to significant differences in the future urban and rural areas of the basin.

The Pacific Northwest Ecosystem Research Consortium
Willamette Valley Alternative Futures Analysis
Funders
U.S. Ecosystem Protection Agency
Oregon State University
University of Oregon
Possible Futures Working Group
Willamette Restoration Initiative
Willamette Valley Livability Forum
Oregon Dept. of Transportation
Steve Gordon
Oregon Dept. of Natural Resources
Steve Gordon
Lane Council of Governments
Rob Hallyburton
Oregon Dept. of Land Conservation & Development
Development
Mike Hocka
Audubon Society
John Miller
Wildwood, Inc.
Steve Smith
Oregon Dept. of Fish & Wildlife
Emale Platt
West Milw. Development
Matt Rea
U.S. Army Corps of Engineers
Fred Sexson
U.S. Forest Service Research
Sara Vickerman
Defenders of Wildlife
Peter Wall
Willamette Valley Livability Forum
Tom Kline
Oregon Water Resources Department
Beverly Wemple
Oregon State University
Technical Advisors
Scott Ferguson
Consulting Foresters
Steve Griffith
USDA Ag. Research Service
Jim Johnson
Oregon Dept. of Agriculture
Norm Johnson
Oregon State University
Gary Lutman
Oregon Dept. of Forestry
Terry Moore
ECC/Churinch
Dave Nelson
Oregon Seed Council
Mitch Roffes
Oregon Dept. of Land Conservation & Development
John Stevens
Oregon State University
Research Team
Over 30 research scientists at EPA, OSU, UI, USDA, and ECONorthwest.
See PNW-ERC web site for complete listing.

RESTORING from page 1

unprecedented in Oregon, which combines intensive scientific research with the voices of real people from the Willamette Valley.

The consortium's findings offer the public eye-opening sneak previews of the environmental effects of three possible approaches to handling the Willamette River basin's current population boom. The balance between short-term private gain and long-term public good is at the center of the differences among the three scenarios.

“The value we have in Oregon is we still have the option to make choices and in order to make choices, and do that in a thoughtful manner, we need the basis for comparison,” Paul Risser, Ph.D., President of Oregon State University, has said. (…)

Restoring lost ecosystems

The scenarios can be a beam into the future, pointing out trouble spots needing extra thought and attention. They are designed to help Oregonians see how today’s decisions will impact land, water, and native species. And they can serve as a compass for voters, pointing them toward the policies and politicians that will lead to the future they want for the valley.

Rejuvenating the basin’s ecology to 30 to 60 percent of its former self is possible, but it would require a series of specific steps, says David Buche, a Professor in Landscape Architecture at the University of Oregon and principal investigator of the UO’s portion of the consortium.

The steps include restoring streamside vegetation, changing the management of dams and other flood control measures, restoring the balance brought by natural fire, allowing native plants to flourish, and letting fallen trees remain at rest in streams. The prescription ranges from the “relatively easy and painless,” Buche says, to more challenging—such as finding innovative ways to compensate landowners in order to regain property currently used for short-term economic gain.

“Anything would be a partially restored Willamette basin offer,” he says. “We’ll reduce the likelihood of having to go through the wrenching socioeconomic changes that future endangered species listings would create,” says Buche. “Others also see ethical and moral dimensions to restoration.”

Research plus reality check

The Pacific Northwest Ecosystem Research Consortium is a group of scientists from the U.S. Environmental Protection Agency, Oregon State University, University of Oregon, University of Washington, and the U.S. Forest Service.

The EPA funded the group as part of its follow-up to President Clinton’s Northwest Forest Plan. The consortium began its work by gathering an immense amount of data.

Then, more than three years ago, these university and government researchers pulled together 20 people, designated them the Possible Futures Working Group, and asked them to serve as a reality check. Their backgrounds cut across the spectrum of Oregon viewpoints: a real estate developer, a farmer, urban planners, state transportation experts, city managers, representatives of industry and environmental groups, and more.

The researchers asked the working group—with its many hats and biases—to come up with three plausible and distinct ways for Oregon to treat the Willamette watershed over the next 50 years.

Then, in consultation with the 20 citizens, the researchers filled in the blanks and dialed representing changeable elements of each scenario: the spacing of homes within cities, for example, the percentage of the population living in rural areas, and the age of a tree before it’s harvested.

Making thoughtful choices

The researchers did not pick favorites. Their goal was toometrically illustrate distinct differences between scenarios, such as changes in stream conditions and acres of farm and forest lands converted to development.

Based on their numbers and the working group’s assumptions, the Conservation Scenarios is the only scenario in which ecological health is regained, and not eroded.

The project offers the public and policy makers the gift of time and space. If people like—or don’t like—the scenarios project, they can adjust the valley’s course before the changes have rolled out on the ground.

Oregon is different from many places he has traveled and lived, says Paul Risser. Ph.D., President of Oregon State University, an internationally recognized biologist, and chair of the Willamette Restoration Initiative Board. In those states, land is not dedicated to different urban and rural uses, and sprawl reigns.

“The value we have in Oregon is we still have the option to make choices,” Risser says. “And in order to make choices, and do that in a thoughtful manner, we need the basis for comparison.”

How to compare? The chart on page 5 offers a 50-year snapshot of the three It-Could-Happen scenarios devised by the working group. Analyses are ongoing.
Short-term gain vs. long-term good

Development, conservation must be weighed when planning restoration strategy.

The ever-flowing Willamette carries with it our mistreatments from Cottage Grove—and all points in between—to Portland Harbor. EroSION from land that lacks soil-gripping ground cover. Sun that beats down, warming the water where no trees offer shade. Rainwater that washes over roofs, pavement, lawns, and fields created with contaminants such as oil and pesticides. Suds from washed cars that sweep into city storm sewers and empty into streams that flow into the Willamette. Because the river is subject to so many influences, Willamette Valley residents have the chance to turn this mark, one way or another, over the next 50 years. The Pacific Northwest Ecosystem Research Consortium asked a committee of 20 citizens to be a variety of backgrounds to create a vision for the river basin. The Possible Futures Working Group offered the following:

• A Continue with Oregon’s current laws and implement current plans called Plan Trend 2050.
• B Let private property rights and short-term market forces call the shots, called Development 2050.
• C Spend the next half-century placing a highest premium on saving the habitat of native fish and animals, even if it means some economic losses, called Conservation 2050.

Willamette Valley residents looking at these three possible paths might make a quick pick based on their politics, their age, their children in their lives, their line of work, or property they own. Portions of each are on the accompanying pages, with an analysis of short-term impacts on urban, agriculture, and native habitats.

The point of the Pacific Northwest Ecosystem Research Consortium is to draw forward-looking science—screened for common sense—to this mix of personal experience and bias. As a result, the consortium project offers Oregonians a valuable opportunity to look across the whole region and develop a strategy, says Paul Risser, Ph.D., President of Oregon State University and chair of the Willamette Restoration Initiative Board. “And though decisions can be made locally,” Risser says, “with this work, they can be made within the context of a regional analysis.”

As urban and rural residential uses of land expand at different rates, the locations and amounts of converted agricultural land vary in the future alternatives.

Can the Willamette River basin be home to more people, more salmon, and more native wildlife?

The Willamette Restoration Initiative (WRI) believes the answer is a resounding yes—if we choose to make it so.

In 1993, the Governor charged WRI with creating a new, integrated strategy to restore the Willamette’s watershed. Until then, no one had the job of promoting actions across the landscape to help the Willamette basin. Through its 28-member citizen board, WRI has worked with agencies, local governments, farmers, foresters, businesses, watershed groups, non-profit organizations, and citizens to draw up a comprehensive, 25-year restoration strategy.

WRI is recommending an approach that first recognizes the critical work already underway—wetlands groups and local governments working on farm water quality plans, property owners continuing their land and water stewardship, local governments stepping up the challenges of the Endangered Species Act, and government agencies implementing pollution control programs and bringing new incentives to landowners. The board sees a pressing need, however, to strengthen these efforts.

But at first five of WRI’s 27 recommendations deal with activities that suffer a critical lack of attention and which must be immediately addressed—especially if basin communities are to locally manage implementation of the federal Endangered Species Act.

- Establish and apply clearer protection guidelines for this diverse landscape.
- Ensure a coordinated, cross-jurisdictional effort to inventory and protect priority habitats throughout the watershed.
- Cut the paperwork and improve the feasibility and delivery of conservation incentives for landowners.
- Form a community council to sort through the extremely complicated and far-reaching requirements of the Endangered Species Act relating to salmon recovery; and
- Work with local communities to figure out the complexities, uncertainties, and costs of complying with both the Endangered Species and Clean Water Acts.

These activities involve a new vision for the basin—and hard work to bring the vision to life. Using scientific tools, the Pacific Northwest Ecosystem Research Consortium has developed the Conservation and Restoration Opportunities map at left. It represents a great leap in understanding what the Willamette basin could be in 50 years—if we deliberately choose new ways to share our lands and water with each other and with the plants and animals that preceded us.

The Consortium’s work shows there is room for natural habitat as well as for working farms, productive forests, and growing towns. WRI’s Willamette Restoration Strategy includes the map to guide a community conversation about how to create such a future.

For more information, go to www.oregonwri.org or call 1-888-854-8377.
Getting people to think in a unified Valley is going to be tough,” says Randall Franke, a Marion County Commissioner for 22 years. “They’re focused on their local community, their local economy, their local elected officials. And that’s understandable.”

But without question, Franke says, “the future quality of life in the Valley depends on our ability to start thinking regionally about growth issues that we traditionally have. And the sooner we start the process, the better.”

“The only way we’re ever going to hold our society together and keep the livability near the condition we have now is with unification,” said Hector MacPherson Jr., former State Senator.

The project sponsors hope the resulting information will prompt Valley residents to think about the kind of Willamette Valley they desired—and give them something to work with for coming generations.

“Such a way is we’re ever going to hold our society together and keep the livability near the condition we have now is with unification.”

The Valley’s population is expected to hit 4 million in 2010. Along with those come their vehicles. The congestion will affect much of everyday life: commuting, businesses recovering delays on time, parents picking up kids, anyone running errands or heading out of town,” says Marcia Kelley, member of Salem Area Transit Board.

The study shows Oregon cannot build enough roads to vanquish the coming congestion,” says Chris Haggeberauer, Oregon Transportation Reform Advocate Network.

The project sponsors hope the resulting information will prompt Valley residents to think about the kind of Willamette Valley they desired—and give them something to work with for coming generations.

Hopes and Worries

Livability

What's on Willamette Valley residents’ minds?

A list.

While there are overpopulation, loss of open space and natural areas, traffic, and the quality of public education.

Values of clean air and water, preservation of open spaces and natural resources, and retaining livable communities.

Those dominating concerns came through loud and clear in a series of phone surveys that looked at valley residents’ feelings about growth, what they want, and what they expect for the Valley. Some highlights:

A bit of breaking news: Please from Portland to Cottage Grove, Valley residents are generally idealistically slighly towards slower growth. Interviewers asked people to rate, on a scale of 0 to 10, how much more growth they wanted. Zero meant no growth in their county whatsoever, 10 meant as much growth as possible.

Average score? 4.4—both for down-Valley residents and those in the Portland area. In each survey, a strong no-growth wing outstripped a strong pro-growth sentiment, with the documentary scores of 4 to 6 capturing the most votes.

Growth worries: What are people fretting about? From a list of 16 issues, survey respondents identified their top five concerns:

1. Quality of public education.
2. Crime.
3. Traffic congestion.
4. Preservation of open spaces and natural areas.
5. Preservation of fish and wildlife.

Hopes for the future: When interviewers asked Valley residents to rank the desirability of a list of 10 future outcomes, they chose the following as most desirable:

1. Good air and water quality;
2. Sufficient supplies of water to support communities;
3. Industry, fish, and wildlife; and
4. Maintaining the unique character and livability of communities.

Source: Davis & Associates, Inc. 1998

The Valley...
Researchers also looked at spin-off effects of transportation and land-use policies. They found that keeping a lid on urban growth boundaries will push some population and employment growth away from major urban centers to smaller cities and out of the Willamette Valley. An expansion of public transit will concentrate jobs in major urban centers (Portland, Salem-Springfield) while pulling population away from smaller, outlying cities. Highway expansion will tend to draw both people and employers to outlying areas.

A Scrapped-Upon Slate

Whatever we choose, we won’t be starting from scratch. “Addressing the Willamette Valley’s transportation challenge will require tough choices, patience, coordination among numerous groups—and working within today’s constraints,” says Bob Russell, Oregon Highway Users Alliance.

So Oregonians must face other important questions: How will we pay for improving, caring for, and operating a transportation system? Will we subscribe behind a long-range vision for a transportation plan? How do we balance the practical need for mobility—and its costs—against other elements of livability? Meanwhile, we need patience because the rewards of good planning, public policy, and construction investment often take a generation to unfold.

We are interested in hearing your reactions and comments. For more information and to respond to an online project questionnaire, visit www.wvlf.org.

The Transportation Futures Project examined seven scenarios for handling private and public travel in the Willamette Valley. Their impact on factors such as traffic congestion and use of public transit varies greatly. Here is a summary of two of the seven scenarios with extremely different targets—and vastly different effects.

No Action Scenario

What it presumes: Urban expansion at historical rates. No major highway or transit expansion.

Combined Approach Scenario

What it presumes: Compact urban development that achieves density targets in comprehensive plans. Adding lanes to major rural state highways. Imposing a 10-cents-per-mile tax on autos and trucks, beginning in 2005, for travel anywhere within the Willamette Valley; increasing the tax to 20 cents per mile in 2025. Making major improvements to transit service, including frequent city-to-city rail and bus service; expansion of Portland’s light-rail system, including an addition to Clark County; bus rapid transit in Eugene-Springfield; and Portland’s light-rail system, including transit in Eugene-Springfield; and bus rapid transit in Eugene-Springfield; and Portland’s light-rail system, including bus rapid transit in Eugene-Springfield; and Portland’s light-rail system, including commuter rail between selected cities.

Uphold

There is no silver bullet. Whatever we do, we’ll have to address the Willamette Valley’s transportation challenge. Addressing the Willamette Valley’s transportation challenge will require tough choices, patience, coordination among numerous groups—and working within today’s constraints.”

Transportation

- Valley residents drove twice as many miles in 1995 as they did in 1975, according to an Oregon Department of Transportation (ODOT) report conducted in May 1998 about commuting in the Willamette Valley.
- More cars and trucks leave Oregon than people.
- If major transportation improvements occur in the valley and current development trends continue, traffic congestion on highways and major thoroughfares will increase by 81 percent by 2050.
- How big of a problem do people think traffic congestion is? According to the May 1998 ODOT report, 7 percent of Willamette Valley residents see congestion as a critical problem, 31 percent see it as a small problem, and 42 percent say they do not have a problem.
- Oregon Department of Transportation (ODOT) report conducted in May 1998 about commuting in the Willamette Valley.

More cars and trucks leave Oregon than people.

A Tale of Two Travel Scenarios

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<thead>
<tr>
<th>What Happens in 2050 Compared to 2000</th>
<th>No Action</th>
<th>Combined Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic Congestion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average Auto Travel Speed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average Truck Travel Time</td>
<td></td>
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<tr>
<td>% Change From 2000 Level</td>
<td></td>
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</tr>
</tbody>
</table>

Here is a summary of two of the seven scenarios with extremely different targets—and vastly different effects.

The research showed that the choices we make can have a big effect on just how crowded highways will become in years ahead.
Another recent document, The Oregon State of the Environment Report 2009, makes it clear that the Willamette Basin will be one of Oregon’s most environmental challenges in coming years. The tools and approaches described in the previous pages allow us, if we choose, to envision the environments we want our children’s and grandchildren’s children to have in 50 years, and then set about achieving them. Oregonians have done it before. It is time to do it again.

Dr. Paul G. Risser
President, Oregon State University

RESPONSE FORM
Please return this form to WVLF, 99 East Broadway, Suite 400, Eugene, OR 97401-3111. You can also respond by accessing this form at www.wvlf.org.

1. My biggest concern about the future of the Valley is: (check one)
   Population growth
   Sprawl
   Traffic congestion
   Loss of species and habitat
   Other (please specify)

2. I think the most important step for decision makers in the Valley to take is to ensure a better future is: (check one)
   Land Use Issues
   Willamette Restoration Strategy
   Livability Valley LIvability Forum
   Other (please specify)

3. I need to know more about: (check all that interest you; based on your response, we will connect you with more resources)
   Land Use Issues
   Willamette Restoration Strategy
   Environmental Issues
   Transportation Issues
   Other (please specify)

Name:
Mailing Address:
City
State Zip
Phone Number:
E-mail:

If you are interested in attending the April 26th Conference Choices for the Future, please call (541) 682-6559 or visit http://www.wvlf.org.

What is the Willamette Valley Livability Forum?

The Forum is a gathering of people seeking to clarify choices about the future of the Willamette Valley. Created by Governor John Kitzhaber in December 1996, the Forum’s charge is to:

- Help residents understand the development of the valley.
- Create and promote a 20-year vision for enhancing the livability of the valley.
- Advise local and state officials on issues relating to the economic development and physical environment of the Valley; and
- Build partnerships to promote and improve livability.

The Forum has approximately 90 members representing the business community, private citizens, educational institutions, non-profit organizations, and local, state, and federal government. For more information about the Forum, please visit the web site at www.wvlf.org, call (541) 682-6429 or write to 99 East Broadway, Suite 400, Eugene, OR 97401-3111.