Proposal: The Willamette Valley—Choices for the Future Revisited

A Proposal to Collect, Evaluate, and Project Indicators of Livability for the Willamette Valley

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August 5, 1994
PROPOSAL TO REVISIT
THE WILLAMETTE VALLEY—CHOICES
FOR THE FUTURE

Prepared for:
The Oregon Progress Board

Prepared by:
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1209 University of Oregon
Eugene, Oregon 97403

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The Institute for a Sustainable Environment
University of Oregon
Eugene, OR 97403

August 5, 1994
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I. Background

According to the U.S. Census, approximately 70 percent of Oregon's population lived within the Willamette Valley in 1990. The number of people living in the Valley increased nearly 10 percent between 1980 and 1990 from 1.8 million persons to just over 2 million. According to the Oregon Department of Transportation, Oregon's population is expected to increase 18 percent by the year 2000, resulting in more than 500,000 additional people living in the state.1 According to ODOT projections, the Willamette Valley can expect another 470,000 persons by the year 2000, an increase of over 23 percent.

At the same time, a large portion of the state's best agricultural land is found within the Valley and much of Oregon's economy is driven by activities that take place in the counties that make up the Valley. Because of the importance of the Willamette Valley to Oregon, great care must be taken in planning for the future. Changes that take place in the Valley will effect lives of nearly three-fourths of the state's population and will ultimately impact all of Oregon. Such planning requires gaining an understanding of past trends and current conditions.

In 1972, Lawrence Halprin and Associates and the Executive Department of the State of Oregon realized the need to consider the impacts of humans on the livability of the Willamette Valley and published Willamette Valley—Choices for the Future (hereafter referred to as Willamette Valley Choices). Described as an "environmental primer" for the residents of the Willamette Valley2, Willamette Valley Choices begins with a brief history of development in the Valley, followed by a discussion of several indicators of livability.

This description of life in the Valley, as defined through the indicators, contains two scenarios which describe the potential impacts human actions may have on the livability of the Valley. These scenarios attempted to predict what changes development in the Willamette Valley would produce (1) if it were to continue as it had up until the time the book was published (i.e., if no new development controls were introduced or implemented); and (2) if valley residents were to develop "new attitudes on how people can live together in the Valley," and if they "developed the desire to maintain the quality of the environment."

Twenty-two years have passed since Halprin's work was published and development within the Willamette Valley has continued. In some cases, as Halprin had forecast, in other cases, not. The Oregon Progress Board, which has produced the Oregon Benchmarks, measures of livability in the state, would like to establish baseline measures for indicators of livability in the Willamette Valley and track changes in these indicators over time.

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3 Ibid., p. 114.
Community Planning Workshop (CPW) and the Institute for a Sustainable Environment (ISE) at the University of Oregon are proposing to bring Willamette Valley Choices into the present by studying relevant indicators of livability and developing forecasts of what those indicators may mean for the Valley in the future. CPW and the ISE will (1) evaluate the livability indicators established by Halprin in 1972, (2) collect baseline data for Willamette Valley Oregon Benchmark indicators, (3) show expected values for the year 2010, and (4) provide maps and visual characterizations of present and possible future conditions in the Willamette Valley. In so doing, CPW and the ISE offer the Progress Board and others a valuable tool to be used in planning and assessing proposed changes throughout the valley.

II. Purpose of Proposal

The purpose of this proposal is to describe how CPW and the ISE will work with the Oregon Progress Board to investigate and describe trends in indicators of livability in the Willamette Valley over the past 20 years with the intention of tracking the projections contained within Halprin’s Willamette Valley—Choices for the Future. Using data from 1980-1990, CPW will provide text descriptions and commentary on the Willamette Valley in terms of livability. In much the same way as Halprin did, the ISE will provide appropriate maps and graphics which will help visually characterize changes that may take place in the Valley in the next 20 years.

Our study will follow up on Halprin’s original work, but will do so in the context of today. To test the Halprin projections, we will collect data which demonstrate trends since 1970 for each indicator Halprin examined. However, we will also collect data from additional variables which give a more complete picture of current conditions and trends in the Willamette Valley. These additional data sets will reflect several indicators of livability found in the Oregon Benchmarks including:

- General Development Indicators;
- Air and Water Quality;
- Infrastructure Adequacy, Plans, and Cost;
- Congestion and Mobility;
- Parks and Open Space;
- Housing Affordability;
- Farm and Forest Lands;
- The Economy; and
- Public Safety.

Twenty years ago the Halprin report provided an approach to creating sustainable communities and regions. Data were collected to evaluate the impact of population, land use, energy consumption, and other variables on maintaining a high quality natural and man-made environment. Our study will compare Halprin projections with actual outcomes. Using data gathered primarily from the U.S. Census and from state agencies, we will describe and evaluate changes that have occurred in the Valley since 1970, as well as into the future.
III. Scope of Work

David Povey will act as Principal-in-Charge for this project. CPW researchers will work under the direction of Matt Malone, CPW Operations Director. The mapping and visual characterizations of existing and projected conditions in the Valley will be conducted through the ISE, directed by Professor David Hulse.

Task 1 - Refine the Work Program

As an initial step in the analysis process, CPW and ISE staff will work with representatives from the Oregon Progress Board and other interested parties to clarify project goals and objectives, and the proposed methodology. In response to these discussions, CPW and the ISE will adjust the project approach, schedule, and budget as necessary.

An additional objective to be reached during these initial conversations is the clarification of specific data sets to be compiled and analyzed. Because of the abundance of variables that could be investigated, we will work directly with the Progress Board to select data that will be most helpful to them in the future.

Task 2 - Collect and Analyze Relevant Data

CPW and the ISE will work in conjunction with other institutions in collecting and analyzing data concerning indicators of livability in the Willamette Valley (as listed above). Data will primarily be gathered from information available through state agency directors, staff, and their regional offices, as well as from the U.S. Census. Examples of agencies that may be asked to provide data and insights into change in the Valley include the State Forestry Department, the Oregon Health Division, the Department of Environmental Quality, and the Department of Transportation.

Federal agencies, in addition to the U.S. Bureau of Census, will be consulted when appropriate. For example, while data concerning air and water quality will largely be obtained from state and regional air quality agencies, data concerning lands in the national forests will be obtained from the U.S. Forest Service.

Contact with additional sources such as COGs, county administrations, and Metro will be pursued as time and state references dictate. Sources such as universities and city administrations will only be used if the available data will significantly contribute to our understanding.

Many of the sources to be reviewed are currently available in the CPW and ISE libraries, or can be obtained through the University of Oregon library system. However, because of our desire to construct the most current and comprehensive picture of the Valley possible, we will also seek out additional or updated materials whenever these are available and appropriate to the task.
Task 3 - Develop Summary Tables Describing Indicator Data and Trends

CPW will assemble a series of tables which summarize the data we have gathered for each of the livability benchmarks. Each indicator will be treated independently and will be described in detail through the tables. Further, we will construct tables which describe existing conditions and trends within the Valley. We will provide selected projections for the livability benchmarks and the Halprin environmental indicators.

The data contained in these tables will form the basis of the report and will also serve as input to the geographic analysis described in Task 4.

Task 4 - Develop Relevant Geographic Analysis and Data Visualization

Researchers at the ISE will work with CPW staff to conduct an analysis and prepare visualizations resulting from this analysis using GIS data and tools. This will provide spatially-explicit quantitative analyses and comparisons of (1) past conditions; (2) past projections for present conditions; and (3) actual current conditions using GIS technology to map and visualize the location and qualities of critical Valley resources. These visualizations will also provide an illustration of how tools unavailable in 1972 can broaden citizen involvement in articulating visions for what the Valley can be.

The ISE proposes to develop Valley-wide visual characterizations of two livability indicators showing potential changes between 1990 and 2010. Refer to the Appendix for an example of the type of characterizations the ISE will produce for this project.

Task 5 - Produce Draft Report

CPW will prepare and distribute a Draft version of the report to the Progress Board. The report will include research narrative, supporting graphics, and the summary tables which describe the data gathered in Task 3. The purpose of this step is to provide the client with an opportunity to offer comments or raise questions about the findings and forecasts. Refer to the Proposed Report Outline in the Appendix. This draft outline presents the proposed report structure, as well as some of the data sets we will collect and analyze.

Task 6 - Write Final Report

After the client reviews the Draft report, we will incorporate comments and suggestions into a final report. CPW will issue five (5) bound copies and one unbound, camera-ready copy of the Final report to the client. Additional copies can be printed at additional cost to the client. A copy of IBM-compatible computer disks containing the Final report and the summary data will also be made available to the client.
IV. Project Schedule

Table 1 presents our proposed project schedule. Assuming we begin work the second week of August of this year, we propose to provide the Progress Board with a Draft report by October 1, 1994. Assuming no major changes are requested, we will deliver a Final report one (1) week after receiving comment on the Draft report.

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<td>1. Refine Work Program</td>
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<tr>
<td>2. Gather and Analyze Relevant Data</td>
<td>Week 2 - Week 4</td>
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<tr>
<td>3. Develop Summary Tables Describing Indicator Data and Trends</td>
<td>Week 3 - Week 6</td>
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<td>4. Develop Relevant Graphic Materials</td>
<td>Week 3 - Week 7</td>
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<td>5. Develop Draft Report</td>
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<tr>
<td>6. Prepare Final Report</td>
<td>One to two weeks after receiving client comments</td>
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V. Project Budget

Table 2 shows a cost breakdown for the research portion of the project while Table 3 presents the cost associated with providing the maps and graphics. The client costs for this project total $39,215. This amount includes the overhead charges totaling 15 percent of all direct and labor costs required by the University of Oregon.

Of the $39,215, a total of $19,895 goes towards the cost of researching and producing the narrative for the report. An additional $19,215 will be used by ISE for the production of maps and visual materials to be used in the report. When broken down further, research labor costs total $8,500 while direct research costs total $8,800. Graphics production costs can be broken down to $9,800 for labor and $7,000 for direct costs.
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<th>Task</th>
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VI. Research Team

Community Planning Workshop is an applied planning, public policy, and economic development research program located in the University of Oregon Department of Planning, Public Policy, and Management. CPW provides graduate and undergraduate students with experience working with Oregon communities, organizations, agencies, and individuals assisting to improve economic, environmental, and social conditions in Oregon.

The Institute for a Sustainable Environment was established to address the issue of long-term sustainability of the Earth’s major environmental systems. The ISE’s programs encompass environmental themes in the natural sciences, the social sciences, policy studies, humanities, and the professional fields. The Institute encourages cross-disciplinary environmental research, education, and public service.

David Povey is the Director of Community Planning Workshop and the Director of the University of Oregon’s Urban and Regional Planning Department. He has over 25 years experience in conducting planning research projects. Most of the projects managed by Povey have included a survey component. He recently received a $200,000 Americorp grant to provide economic and environmental assistance to rural areas in Oregon. Povey will serve as Principal-In-Charge for this project.

David Hulse is an Associate Professor in Landscape Architecture at the University of Oregon and a member of the University’s Institute for a Sustainable environment. His expertise is in the area of geographic information systems and the use of computer-based tools for facilitating land use planning and natural resource decision making. He has worked extensively as a landscape planner in the U.S. and abroad; most recently as the Principal Investigator of the Chernobyl Project, a joint Russian/American project aimed at helping reduce human health risks from radiation exposure. The project was supported in part by the John D. and Catherine T. MacArthur Foundation and Apple Computer, Inc. Current efforts include work with the U.S. E.P.A. in developing spatial decision support systems for creating and evaluating possible land use futures in the Mid-Willamette Valley. Hulse will direct all mapping and visual characterizations for this project.

Matt Malone is Operations Director for Community Planning Workshop. Malone specializes in land-use planning and market analysis. Malone is an instructor at the U of O. Malone has conducted research for numerous market and feasibility studies including (1) outdoor recreation facilities, (2) fairground master plans, (3) transportation stations, and (4) retail and office facilities. Recently completed market analyses include projects for the Lane County Fairgrounds, a mixed-use development transit station in downtown Eugene, and outdoor recreation development in the Sisters Ranger District. Malone will serve as project manager for this project.

Robert Parker is a research coordinator with Community Planning Workshop. Parker specializes in demand analysis, forecasting, transportation planning, and computer modeling. Recent projects completed by Parker include a transportation systems plan for Sutherlin, an
analysis of housing demand in Linn and Benton Counties, and a recreation demand analysis for the Delta Showcase area of the Willamette National Forest. Parker is also an instructor at the U of O. Parker teaches courses in computer applications in planning at the University. He has extensive expertise in designing and maintaining computer storage and retrieval systems. Parker will serve as a technical advisor and research coordinator for this project.

Mark Fancey is a research coordinator with Community Planning Workshop. Fancey has expertise in land-use planning, transportation analysis, and historic preservation. Fancey is an adjunct instructor at the University, teaching economic development. Recent projects completed by Fancey include an in-depth analysis of maximum buildout scenarios in 53 of western Oregon’s rural and smaller urban communities and an urban growth boundary expansion study for the City of Winston. Fancey will serve as a technical advisor and research coordinator for this project.

Mark Leedom is a project coordinator with Community Planning Workshop and specializes in community analysis, recreation and tourism planning, and survey analysis. Recent projects completed by Leedom include a program evaluation of the Oregon Tourism Division Welcome Centers, a market analysis for recreation activities in the Suttle Lake basin, and a community evaluation for the City of Florence. Leedom will serve as a research assistant on this project.
VII. Experience and Qualifications

This section presents the experience and qualifications of our research team. In this section we present short descriptions of selected CPW projects, along with the resumes of key personnel.

Working under the direction of faculty from the University of Oregon Urban and Regional Planning program, CPW has completed over 150 projects in the past 15 years. Since 1987, CPW has accepted an average of twenty contracts per year. Contract costs, including support for student researchers, have ranged from $2,000 to $80,000. Below we present brief descriptions of relevant projects completed by CPW.

COMMUNITY AND ECONOMIC DEVELOPMENT

1993 Silverton Community Survey - CPW conducted this community-wide survey to assist the City of Silverton in identifying citizen attitudes towards a wide range of service and funding issues. The survey was administered in 1991, 1992, and 1993 in order to track citizen satisfaction with changes the City made over time.

1992 South Umpqua Valley Economic Development Marketing Plan - CPW assisted the South Umpqua Valley Economic Development Committee in the development of an economic development marketing plan.

1991 City of Lowell Needs Assessment - Community Planning Workshop worked with the City of Lowell to identify preferred services in the community. This project includes a needs assessment survey mailed to Lowell residents.

1991 Veneta Economic Development Opportunities - CPW assisted the City of Veneta with the identification of various economic development opportunities.

1990 Siletz Tribe Master Plan - CPW helped the Siletz Tribe to identify economic development options consistent with the comprehensive tribal goal to acquire, develop, and conserve resources to achieve economic and social self sufficiency.

1989 Government Camp Development-Phase 4 - This was the final phase of an economic improvement project for Government Camp. CPW identified, analyzed, and made recommendations on four elements: (1) community design guidelines, (2) need for destination resort facilities, (3) development costs, and (4) funding sources.

1988 Coos Bay Retail Development Market - CPW helped the Bay Area Development Association analyze (1) the amount of retail sales potential in the Coos Bay downtown business district, (2) the existing retail space present within the market
area and (3) the amount of sales leakage from Coos Bay to other business
districts.

1988 Government Camp Development-Phase 3 - CPW identified transportation-
related issues in Government Camp and develop possible solutions to these
problems.

1988 Government Camp Development-Phase 2 - CPW evaluated current and potential
demand for various developments in Government Camp.

1987 Government Camp Development-Phase 1 - CPW reviewed existing plans and
studies that impacted potential economic development in Government Camp.

1985 Eugene Small Business Incubators - CPW analyzed the concept of small
business incubators as a way to provide services for starting entrepreneurial
efforts.

ECONOMIC IMPACT ANALYSIS

1993 Oregon Welcome Center Program Evaluation - CPW conducted an evaluation
of the nine border Welcome Centers operated by the Oregon Tourism Division.
The evaluation included an estimate of expenditures in Oregon directly attributable
to the Welcome Centers.

1992 Crater Lake Market Assessment - Working for the national Park Service, CPW
evaluated the demand for additional winter recreation services and activities at
Crater Lake National Park.

1992 Oregon Ski Economics 1990-92 - CPW conducted this study, the fourth in a
biennial series, to document the economic impacts of the ski industry in Oregon.

1991 Lincoln County Salmon Sports Fishing - CPW evaluated the economic impacts
resulting from the salmon sports fishing industry in Lincoln County, Oregon.

1991 Columbia Gorge Sailboard Economics 1991 - CPW evaluated the economic
impacts of boardsailing in the Columbia River Gorge.

1990 Oregon Ski Economics 1988-89 - CPW conducted this study, the third in a
biennial series, to document the economic impacts of the ski industry in Oregon.

1989 Oregon Skier Profile - CPW evaluated the skiing and expenditure patterns of
visitors to Oregon’s ski areas during the 1988-89 ski season.

1988 Economic Development on Tribal Land - CPW identified and evaluated
economic development opportunities on tribal land in Southwestern Oregon.

1987 Oregon Ski Economics 1987-88 - CPW conducted this study, the third in a biennial series, to document the economic impacts of the ski industry in Oregon.

TRANSPORTATION

1993 Resident Attitudes Toward Oregon Highways — CPW, working for the Oregon Department of Transportation, conducted a statewide survey of motorists to determine their opinions regarding a variety of highway characteristics.

1993 Potential Development Impact Analysis — CPW, working for the Oregon Department of Transportation, evaluated the potential impacts, in terms of trip generation, of maximum development within six Oregon counties.

1993 Sutherlin Transportation System Plan — CPW, working for the Umpqua Regional Council of Governments, ODOT, and the City of Sutherlin, developed baseline data for a transportation system plan.

1992 Rogue Valley Special Transportation Needs — CPW evaluated the special transportation needs of mobility—limited residents in the Rogue Valley Region.

1992 Klamath County Special Transportation Needs — CPW evaluated the special transportation needs of mobility—limited residents in Klamath County, Oregon.

1991 Clatsop County Transportation Needs — CPW analyzed the feasibility of implementing a county-wide transit system in Clatsop County, Oregon.

1990 Autzen-University of Oregon Transit Demand — CPW evaluated the demand for a transit connection between Autzen Stadium and the University of Oregon.

1989 Highway 101 Access — CPW described a data collection and planning process that assured the continued convenient and safe use of Highway 101 by both residents and visitors to the Oregon coast.

1988 Valley River Center Bus Ridership — CPW assessed the demographic, market, and travel characteristics of bus patrons to and from the Valley River Center shopping mall in Eugene, Oregon.

1988 19th and Agate Parking Study — CPW assisted local businesses in Eugene, Oregon by collecting, analyzing, and presenting information necessary for the creation of a special parking district as well as identified areas best suited for off-street, off-premise parking to service business customers.
DAVID POVEY

EDUCATION AND CERTIFICATIONS

1972 Ph.D., City and Regional Planning, Cornell University
1969 M.R.P., Regional Planning, Cornell University
1963 B.S., Business Administration and Political Science, Lewis and Clark College

EMPLOYMENT

1990- Co-director, Sustainable Development Group, University of Oregon
1983- Director, Urban and Regional Planning Program, University of Oregon
1979- President, UniPlan Associates, Eugene, Oregon
1978- Director, Community Planning Workshop, University of Oregon
1985- Vice Chairperson, Oregon Winter Recreation Advisory Committee
1973-82 Head, University of Oregon Department of Urban and Regional Planning
1970-73 Assistant Director, Pacific Urban Studies and Planning Program, U of Hawaii
1966-67 Project Manager, American-Yugoslav Project in Regional Planning Studies

SELECTED PROFESSIONAL CONSULTING PROJECTS

1993 Established program for research support to develop sustainable rural communities.
1993 Conducted a market analysis of rural use and future demand for electronic communication.
1993 Prepared and implemented a survey of residents to determine community values.
1993 Directed work on the development of a strategic plan for Oregon ski industry.
1993 Helped develop process to resolve agriculture/aggregate extraction conflicts.
1992 Prepared working papers on Windsurfing and Eco-tourism in the Columbia River Gorge.
1992 Directed research of alternative uses for historic hotel in The Dalles, Oregon.
1991 Analyzed the economic impacts of windsurfing in the Columbia River Gorge.
1991 Analyzed the economic feasibility expansion of visitor facilities for Crescent City, California.
1990 Directed a design competition for the City of Government Camp, Oregon.
1989 Conducted a parkway access study for portions of Highway 101 in Coos County.
1988 Analyzed the economic impacts of the Oregon ski industry for the 1986-87 season.
1987 Feasibility assessment for classified research at the Riverfront Research Park.
1987 Analyzed the economic impacts of sailboating in the Columbia River Gorge.
1986 Market analysis for the proposed Riverfront Research Park at the U of Oregon.
1986 Analyzed the feasibility of public/private recreation marketing for the US Forest Service.
1986 Analyzed the economic impacts of the Oregon ski industry for the 1986-87 season.
DAVID HULSE

EDUCATION AND CERTIFICATIONS

1984    M.L.A. (Distinction) Harvard University Graduate School of Design, Cambridge, Massachusetts
1981    B.S.L.A. Colorado State University, College of Forestry and Natural Resources, Ft. Collins, Colorado
1989    Young Researcher Award of Distinction, Council of Educators in Landscape Architecture
1985    Fulbright Scholar

EMPLOYMENT

1990-present    Associate Professor, University of Oregon
1985-1990        Assistant Professor, University of Oregon
1984-1985        Visiting Assistant Professor, Universita' di Firenze, Florence, Italy

SELECTED PROFESSIONAL CONSULTING PROJECTS/PUBLICATIONS/SUPPORT

1994-present    Biodiversity Research Consortium, U.S. EPA
1994-95          State of Oregon Watershed Health Forum, State Watershed Management Group
1993-present    Board of Directors, Institute of Sustainable Development
1993-94          U.S. Environmental Protection Agency., "Analysis of Past, Present and Future Stresses on the Ecological Resources of The Mid-Willamette Valley" $125,000
1993-94          U.S. Environmental Protection Agency., "The Willamette River Basin Project: Methods for Landscape Classification" $25,000
1993-94          U.S. Bureau of Land Management, Eugene District., "Information Needs for Ecosystem-Based Management of the Central Cascades Adaptive Management Area" $20,000
1987-88          Apple Computer, Inc., "SYNTHESIS--Software for Environmental Research and Design" $48,000

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MATT MALONE

EDUCATION AND CERTIFICATIONS

1989  M.U.P., Urban and Regional Planning, University of Oregon
1982  B.S., Secondary Education (Geography, Political Science), Western Oregon State College

EMPLOYMENT

1991- Operations Director, University of Oregon Community Planning Workshop
1990- Adjunct Instructor, Department of Planning, Public Policy, and Management, University of Oregon
1990- Research Coordinator, Community Planning Workshop, University of Oregon
1989  Associate Planner, Shapiro & Associates, Seattle, Washington
1988-89 Research Associate, ECO Northwest, Eugene, Oregon
1987-89 Project Manager, Community Planning Workshop, University of Oregon
1982-86 Instructor, North Bend School District, North Bend, Oregon

SELECTED PROFESSIONAL CONSULTING PROJECTS

1993  Assisted the Oregon Department of Transportation describe land use and traffic patterns in rural communities across Oregon.
1993  Developed a marketing plan for the Museum at Warm Springs.
1993  Revised the comprehensive plan for the City of Lakeside.
1993  Conducted a market analysis for potential facility improvements at the Lane County Fairground.
1993  Developed a park and recreation facilities master plan for the City of Toledo.
1993  Analyzed the socioeconomic and land use impacts of proposed improvements to the Ferry Street Bridge in Eugene.
1992  Conducted a market analysis and economic feasibility study of winter recreation at Crater Lake National Park, Oregon.
1991  Analyzed the socioeconomic impacts of the Sunrise Corridor Project in Portland, Oregon.
1991  Developed an economic development marketing plan for Myrtle Creek, Canyonville, and Riddle, Oregon.
1991  Conducted an evaluation of city provided public safety support near the University of Oregon.
1990  Conducted a service needs assessment of senior citizens living in Coos and Curry Counties.
1990  Evaluated the economic impacts of the Oregon ski industry on Oregon's economy during the 1988-89 ski season.
1989  Analyzed environmental impacts for an Environmental Assessment Naval Sonobuoy testing in Southeast Alaska.
ROBERT PARKER

EDUCATION AND CERTIFICATIONS

1989 M.U.P., Urban and Regional Planning, University of Oregon
1986 B.S., Natural Resource Management, Colorado State University

EMPLOYMENT

1990- Adjunct Instructor, University of Oregon, Department of Planning, Public Policy, and Management
1990- Research Coordinator, University of Oregon Community Planning Workshop
1989 Associate Planner, Shapiro & Associates, Seattle, Washington
1988-89 Research Assistant, City of Eugene, Oregon, Planning and Development Department
1987- Project Manager, Community Planning Workshop, University of Oregon

SELECTED PROFESSIONAL CONSULTING PROJECTS

1994 Conducted an analysis of demand for housing in Linn and Benton Counties.
1993 Conducted an analysis of housing needs of low and moderate income residents in Jackson County, Oregon.
1993 Conducted a visitor profile for The Museum at Warm Springs and Kah-Nee-Ta Resort for the Confederated Tribes of the Warm Springs Reservation.
1993 Updated the municipal zoning ordinance for the City of Lakeside, Oregon.
1993 Analyzed transportation needs for the City of Sutherlin, Oregon.
1993 Developed a street and park tree plan for the City of Sweet Home, Oregon.
1993 Conducted a market analysis for potential facility improvements at the Lane County Fairground.
1992 Designed and implemented a public involvement program for the Delta Showcase area of the Blue River Ranger District in the Willamette National Forest.
1992 Analyzed Demand for recreational activities in the Delta Showcase area of the Blue River Ranger District in the Willamette National Forest.
1992 Analyzed the socioeconomic impacts of the Hillsboro Extension of the Westside Light Rail in Portland, Oregon.
1992 Analyzed land-use planning issues for the City of Florence, Oregon.
1992 Analyzed urban and community forestry programs in Oregon for the Oregon Department of Forestry.
1992 Conducted a market analysis and economic feasibility study of winter recreation at Crater Lake National Park, Oregon.
1992 Developed a socioeconomic profile of Bandon, Oregon.
1991 Analyzed the socioeconomic impacts of the proposed Sunrise Corridor highway in Portland, Oregon.
1991 Evaluated the feasibility of landowner incentive programs to preserve Wild and Scenic Rivers in the Pacific Northwest.
1991 Assessed the feasibility of winter operations at Crater Lake National Park.
MARK FANCEY

EDUCATION AND CERTIFICATIONS

1992  M.U.P., Urban and Regional Planning, University of Oregon
1990  B.S., Geography, Southern Oregon State College

EMPLOYMENT

1991-  Research Coordinator, Community Planning Workshop, University of Oregon
1991-  Research Associate, MLP Associates, Eugene, Oregon
1991-92 Research Associate, Planning and Development Department, City of Eugene, Oregon
1991-92 Project Manager, Community Planning Workshop, University of Oregon

SELECTED PROFESSIONAL CONSULTING PROJECTS

1993  Inventoried existing land uses and describe potential development impacts along major state highway corridors for the Oregon Department of Transportation.
1993  Identified zones suitable for extraction of aggregate resources in Marion County while minimizing impacts on natural and cultural resources.
1993  Served as project manager on a project designed to add 1300 acres, including Wildlife Safari and more than 700 acres of open space, to the Winston urban growth boundary.
1992  Served as project manager to determine demand for a panelized housing manufacturing facility in Roseburg, Oregon.
1992  Analyzed the economic impacts of the ski industry on Oregon economy for the 1991-92 ski season.
1992  Provided analysis of demographic data for a community needs assessment for the city of Florence, Oregon.
1992  Served as project manager to develop an economic development marketing and implementation plan for the communities of Myrtle Creek, Tri-City, Canyonville, and Riddle, Oregon.
1992  Provided research assistance for a preliminary market analysis of the need for a golf course expansion at Crooked River Ranch, Oregon.
1992  Provided research assistance for a manufactured housing needs analysis for the city of Central Point, Oregon.
1992  Served as project manager and conducted a community-wide needs assessment survey for the City of Lowell, Oregon.
1991  Provided research assistance for a community needs assessment for the city of Silverton, Oregon.
1991  Inventoried and described the behavioral science research industry in Eugene, Oregon.
1991  Evaluated the special transportation needs of senior and mobility-limited residents in Klamath County, Oregon.
1991  Provided research and technical assistance for a downtown historic resources survey for the city of Eugene, Oregon.
MARK LEEDOM

EDUCATION AND CERTIFICATIONS

1993  M.U.P., Urban and Regional Planning, University of Oregon
1990  B.S., Geography, Southern Oregon State College

EMPLOYMENT

1993  Research Coordinator, Community Planning Workshop, University of Oregon
1992- Project Manager, Community Planning Workshop, University of Oregon
1992- Research Associate, MLP Associates, Eugene, Oregon
1990  Research Assistant, City of Eagle Point, Eagle Point, Oregon

SELECTED PROFESSIONAL CONSULTING PROJECTS

1994  Acted as project advisor for a program evaluation of Lane Transit District’s Park &
      Ride system.
1994  Conducted an evaluation of Oregon Sno-Park system.
1993  Conducted a program evaluation of the Welcome Centers operated by the
      Oregon Tourism Division.
1993  Conducted a project to estimate supply and demand for outdoor recreation
      activities and facilities at Suttle Lake Resort, Oregon.
1993  Provided research assistance in surveying and identifying land uses and
      cultural, environmental, and transportation features on Oregon highways for
      the Oregon Department of Transportation.
1993  Provided research assistance for a preliminary market analysis of ice skating facilities
      in the Northwest.
1992  Provided research assistance for a preliminary market analysis of horse show facilities
      at Lane County Fairgrounds, Eugene, Oregon.
1992  Served as project manager for a community needs assessment survey for the city of
      Silverton, Oregon.
1992  Provided analysis of demographic and survey data for a community needs assessment
      for the city of Florence, Oregon.
1992  Provided research assistance and analysis of supply and demand for outdoor recreation
      activities and facilities at the Delta Showcase, Willamette National Forest.
1992  Provided research assistance for an economic development marketing and
      implementation plan for the communities of Myrtle Creek, Tri-City, Canyonville,
      and Riddle, Oregon.
1992  Provided research assistance for a parks and recreation needs analysis for the city of
      Toledo, Oregon.
VIII. References

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Division of State Lands
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(503) 373-1270

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City of Florence
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Willamette National Forest
(503) 822-3317
IX. Appendix

This Appendix contains an example of the type of visual characterizations the ISE will provide for this project. The ISE proposes including two such characterizations both of which will include maps for depicting conditions in 1990, as well as projections of possible conditions in the year 2010.

The map is followed by a proposed Report Outline. CPW proposes creating a document containing eleven short chapters. In general, the report will be an overview of Halprin's original findings, a discussion of current trends for each livability indicator, and a summary of factors which will influence livability in the Willamette Valley in the future.

The first chapter will be an overview of the 1972 report; Chapter Two will contain a description of general livability indicators such as population and land use patterns; Chapters Three through Ten will present an evaluation of each livability indicator we examine (the exact number of chapters will be determined one CPW, the ISE, and the Progress Board decide which indicators are to be examined); and Chapter Eleven will present a summary of indicators, predictions of what may occur in the future regarding those indicators, and our recommendations concerning the best response to potential changes in the Willamette Valley.

The outline also presents a few of the types of variables we will examine when researching each indicator. Several of these variables are drawn from Halprin’s work and will allow some comparison, if desired. We have also used the Oregon Benchmarks as a guide for selecting variables which will allow the Progress Board to make comparisons between the Valley and the state as a whole. This list is not intended to be exhaustive; rather, it is provided to give an idea of the types of data that may be contained in the report.
McKenzie Study Area Terrain Model with Cohen et al Vegetation Data

Classification of 1988 Landsat TM Scene by Warren Cohen
Vertical Exaggeration 2X, Each Raster equivalent to 10,000 square meters, Grid Overlay 300 meters on a side

Institute for a Sustainable Environment
Landscape Planning/GIS Lab
March 31, 1994
Proposed Report Outline

Chapter One—Introduction

A. Introduction to *The Willamette Valley—Choices for the Future.*
B. Discussion of Halprin’s findings and scenarios.

Chapter Two—General Development Indicators

A. Definition of Geographic Area
B. Presentation of General Indicators By County *(Each chapter will include a discussion of the data sources used and how the findings may have been affected by more complete or up-to-date data.)*
   1. Population
   2. General Land Use Patterns
   3. Location of Development by UGBs
   4. Number of Building Permits per Thousand
C. Summary and Implications of General Indicators

Chapter Three—Air and Water Quality

A. Presentation of Indicators
   1. Percentage of Residents Living in Areas Over Govt Ambient Air Quality Standards
   2. Carbon Monoxide Emission Levels
   3. Nitrogen Particulate Levels
   4. Stream and Lake Levels of Dissolved Oxygen
   5. Number of Persons Living in Areas With Poor Drinking Water
B. Summary and Implications of Air and Water Quality Indicators

Chapter Four—Infrastructure Adequacy, Plans, and Cost

A. Presentation of Indicators
   1. Miles of Highway By Type
   2. Fuel Consumption
   3. Projected Highway Expenditures
   4. Percentage of Households on Septic Systems
   5. Number of Persons On Municipal Water Supply
   6. Communities With Adequate Sewage Treatment and Water Delivery Systems
B. Summary and Implications of Infrastructure Indicators
Chapter Five—Congestion and Mobility

A. Presentation of Indicators
   1. VMTs Per Capita By Metro and Rural Areas
   2. Existence of Mass Transit Systems and Ridership By Metro and Rural Areas
   3. Average Commute Times

B. Summary and Implications of Congestion and Mobility Indicators

Chapter Six—Parks and Open Space

A. Presentation of Indicators
   1. Acres of Recreation Lands By Type (Park, Open Space, Wilderness Area, Etc.)
   2. Number of Developed Parks
   3. Activity Participation by Activity

B. Summary and Implications of Parks and Open Space Indicators

Chapter Seven—Housing Affordability

A. Presentation of Indicators
   1. Percentage of Households Spending Less Than 30 Percent of Income on Housing
   2. Home Ownership in Households With Children
   3. Percentage of Households That Can Afford A Median Priced Home

B. Summary and Implications of Housing Affordability Indicators

Chapter Eight—Farm and Forest Lands

A. Presentation of Indicators
   1. Acres of Land Zoned Agricultural or Forest
   2. Percentage of 1970 Forest and Agricultural Lands Still Preserved
   3. Percentage of 1990 Wetlands Still Preserved
   4. Agriculture and Forest Production Levels

B. Summary and Implications of Farm and Forest Indicators

Chapter Nine—The Economy

A. Presentation of Indicators
   1. Employment By Sector
   2. Job Growth By Sector
3. Income
4. Percentage of Households Below the Poverty Line
5. Tax Revenues By Metro and Rural Jurisdictions

B. Summary and Implications of Economic Indicators

Chapter Ten—Public Safety

A. Presentation of Indicators
   1. Number of Police, Fire, Emergency Medical Providers Per Capita
   2. Percentage of Households Located Outside of Acceptable Emergency Response Times
   3. Number of Crimes By Type (Violent, Non-Violent, Etc.) Per Thousand By Metro and Rural Areas

B. Summary and Implications of Public Safety Indicators

Chapter Eleven—Summary, Projections, and Recommendations

A. Summary and Implications of Indicators
B. Discussion of Factors Affecting Livability in the Willamette Valley
C. Visual and Text Projections of Selected Indicators of Livability
D. Recommendations of Possible Actions to Take In Response to Livability Indicators