

# Willamette Partnership

**Bold new tools that deliver greater environmental benefits  
while reducing the cost of regulatory compliance**



**David Primozich**  
**Sara Vickerman**



# The Willamette Partnership

A coalition of leaders promoting conservation effectiveness and efficiency

- Broad representation
- Experienced and knowledgeable
- Capable of delivering results







COMPREHENSIVE WILDLIFE

# Conservation Strategy for Oregon



One of the most studied  
places in the universe



Oregon  
Department of  
Fish and Wildlife



After a decade of research and planning...

We know a lot about this place

- Natural systems aren't working as well as they could
- We know what we need to do
- Current tools unlikely to yield desired results
- Need cooperation/ cooperative investment to do it





1995





1850

# Rates of Change

## Geomorphic Features 1939 - 2004

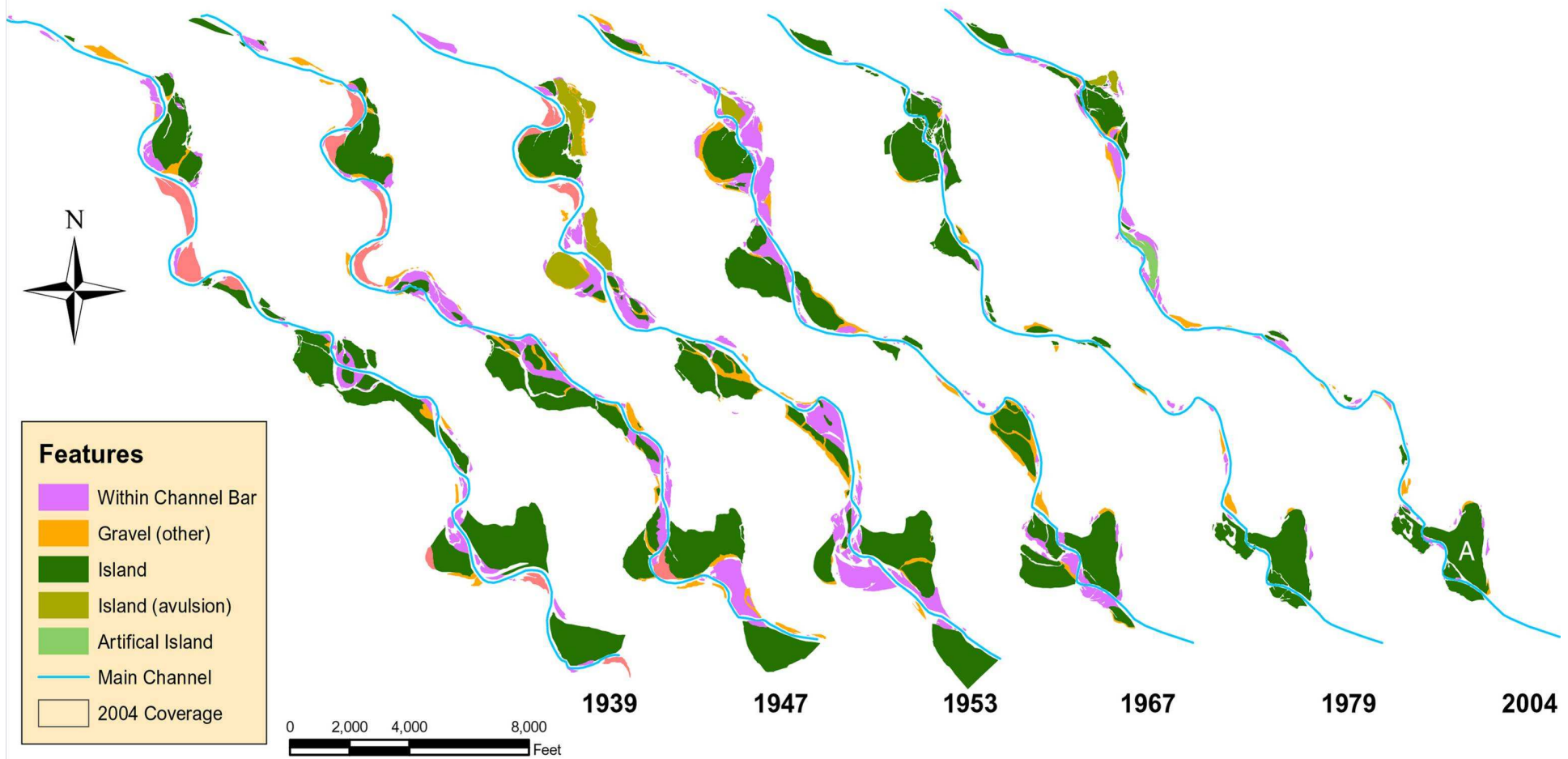


Figure 6.1: Comparison of geomorphic feature maps from 1939 to 2004 on the Middle Fork Willamette River study reach.





## Innovative Tools

### Willamette Ecosystem Marketplace

- Conservation credits created and traded
- Facilitates investments:
  - **From multiple sources**
  - **In priority areas**
  - **At a meaningful scale**

# Quantifiable Negative Output





# Quantifiable Positive Outputs



# Quantifiable Negative Output









# Quantifiable Positive Outputs







# Why a Marketplace

- Rates of change exceed our ability to keep up
- Services we need are expensive, difficult, or impossible to replicate
- We need practical new approaches that focus on the ecosystem not its individual parts
- The immediate expense and institutional discomfort will be eclipsed by the long term costs of inaction.