

CLEAN WATER FOR SALMON

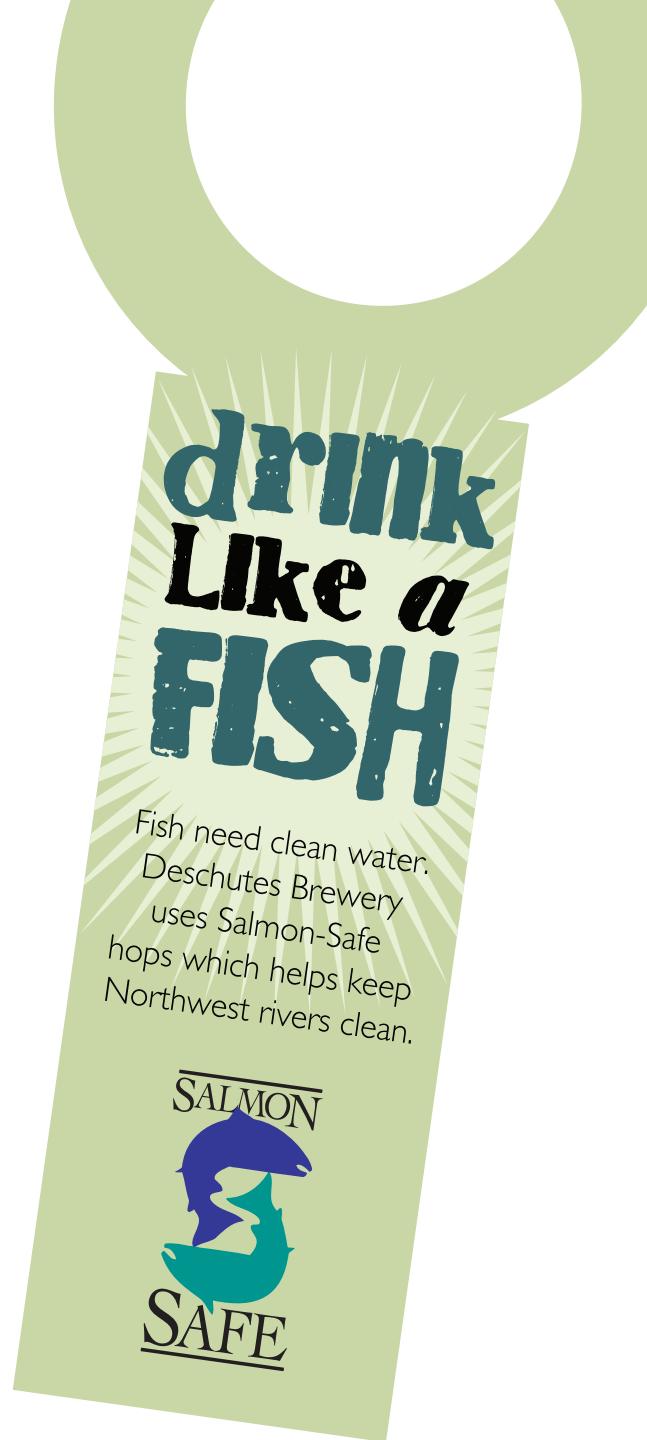
SALMON-SAFE
CERTIFICATION AND THE
WILLAMETTE RIVER

SALMON-SAFE WILLAMETTE

▪

About Salmon-Safe

- **Science-based standards**
- **Urban development focus**
- **Mayor's Challenge with City of Portland**
- **Public education**



SALMON-SAFE

- **Founded by environmental NGO Pacific Rivers**
- **Independent Northwest-based nonprofit**
- **A leading West Coast eco-label**
- **Expanding on West Coast through Partner Network**

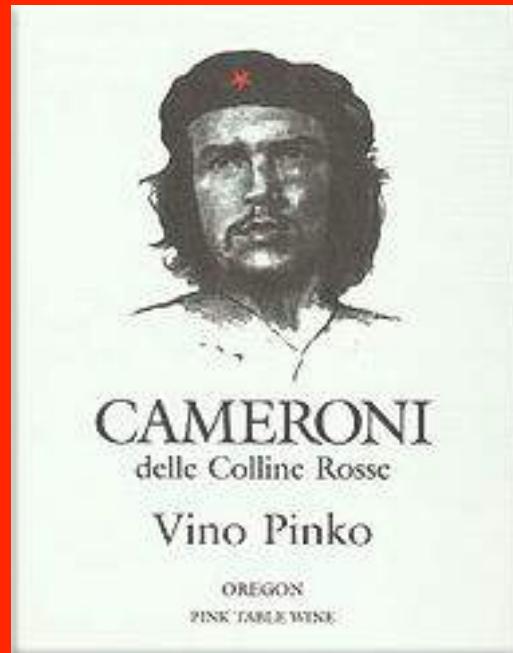




CERTIFYING TO INSPIRE RESTORATION

- **Urban/commercial development**
- **Corporate & university campuses**
- **Municipal operations & park systems**
- **Airports, light industrial/infrastructure**
- **Farms/vineyards**







SIP. SAVE.

WILLAMETTE VALLEY
VINEYARDS



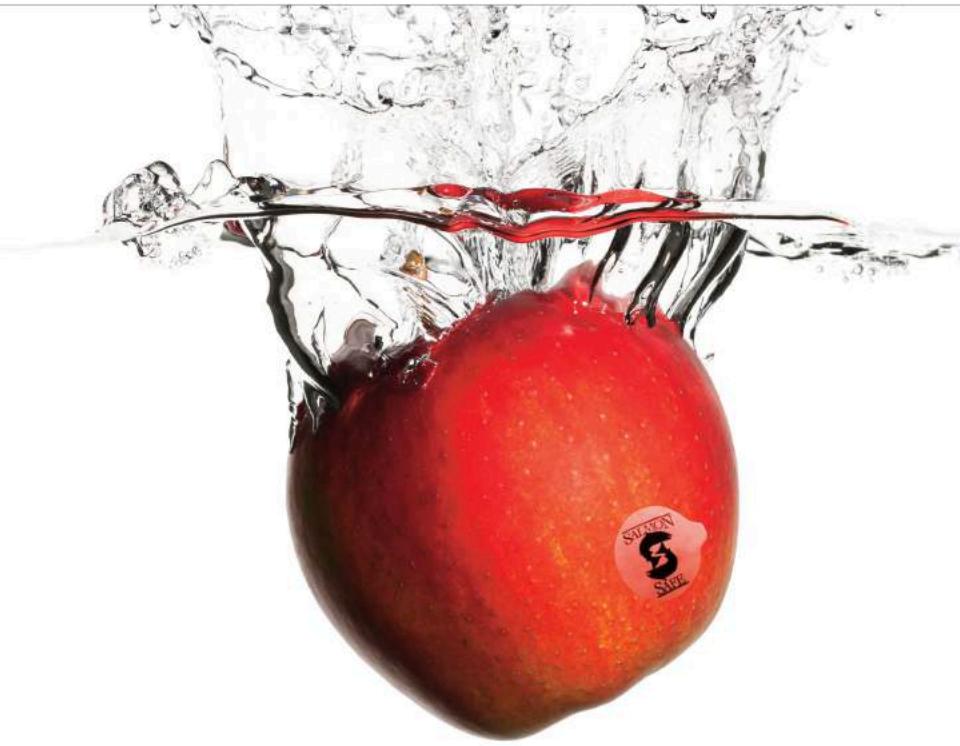
WILLAMETTE VALLEY • ORIGIN
PINOT NOIR

BACCHUS



Look for Salmon-Safe certified wine
from Willamette Valley Vineyards.
SalmonSafe.org





An apple a day keeps the salmon at play.

Salmon-Safe certified apple growers help keep our rivers clean for native salmon to thrive. By restoring riparian habitat, returning clean water to streams and finding natural alternatives to pesticides, they are helping salmon return to the Columbia River watershed.



www.salmonsafe.org





GROW.



SAVE.



Get Salmon-Safe certified by Oregon Tilth | salmonsafe.org



GROW.



SAVE.



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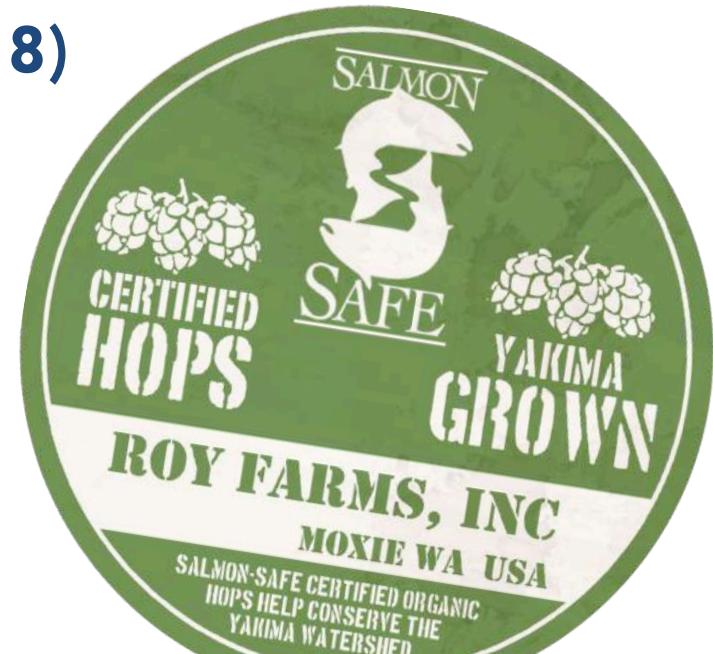
BENEFITS OF CERTIFICATION

- Price premium
- Market access
- Operational efficiencies
- Risk mitigation/ regulatory



SECTOR-BASED WATERSHED PROTECTION STANDARDS

- Farm (1999)
- Park systems (2004)
- Urban campus (2005)
- Golf (2012)
- Large-construction accreditation (2014)
- Urban Development (2015)
- Infrastructure (2016)
- Developer accreditation (2016)
- Designer accreditation (2018)



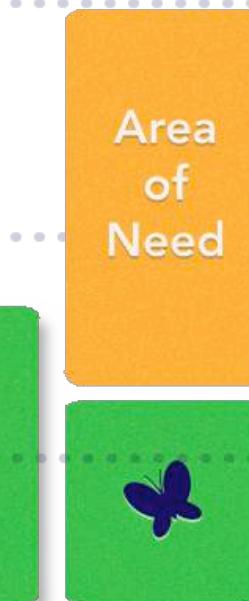
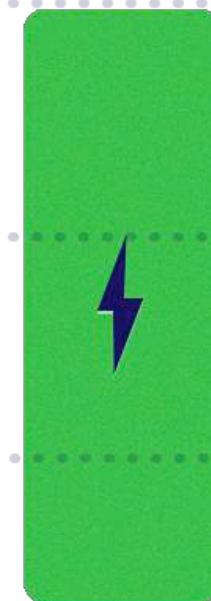
WHY SALMON-SAFE: ELEVATING ECOLOGY IN SUSTAINABILITY

Regenerative Design

Sustainable Design

Low Input Design

Environmental Knowledge



Energy

Water

Community

Materials

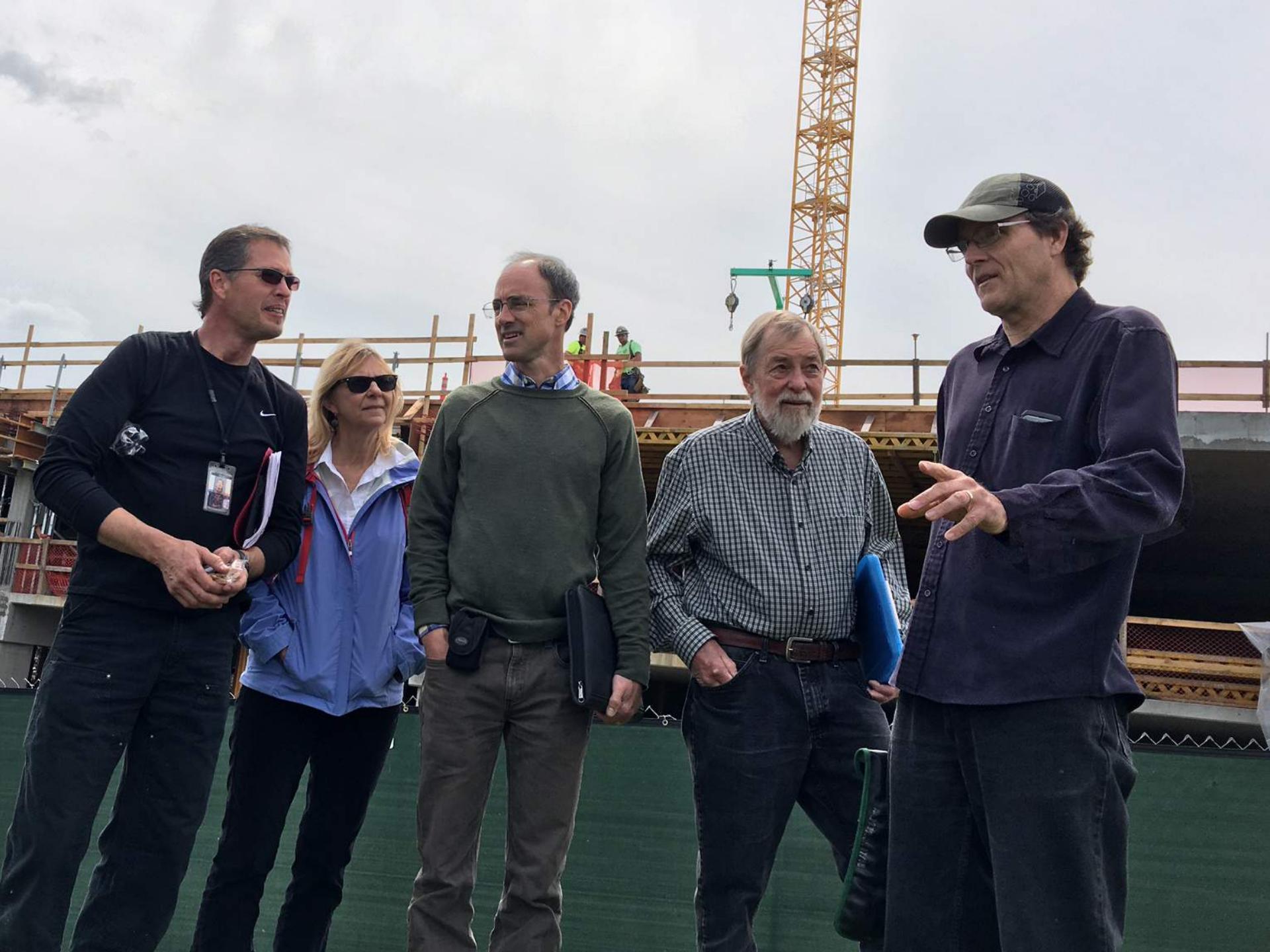
Ecology

From Building an Arc: Architecture, Biodiversity, and the City (Muller, Cerra and McGinley, 2015)



GOAL: INSPIRE TRANSITION TO NET ZERO WATERSHED IMPACT







Thanks to Nike, they'll run a clean race.



VULCAN

A Paul G. Allen Company



Illustration by Urban Design Associates

ARBOR BLOCKS



This habitat
is helping



This building is by Vulcan,
the world's first Salmon-Safe
accredited developer.

protect
this habitat



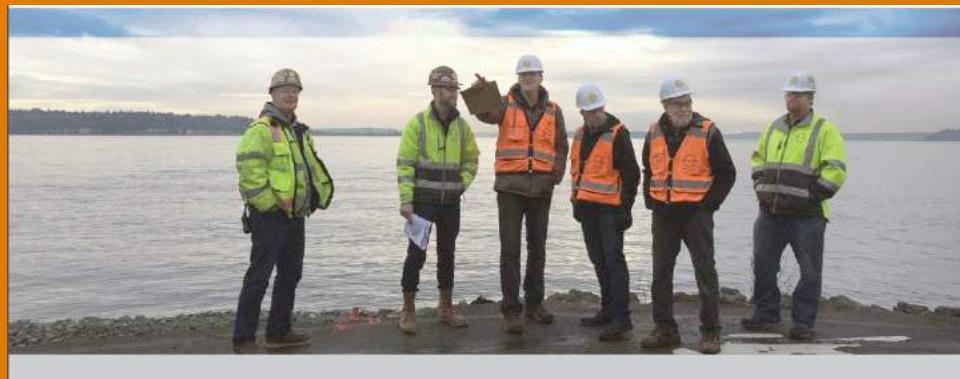
Learn more at
vulcan.com/salmonsafe



SEATTLE CHILDREN'S HOSPITAL

First Salmon-Safe health care campus







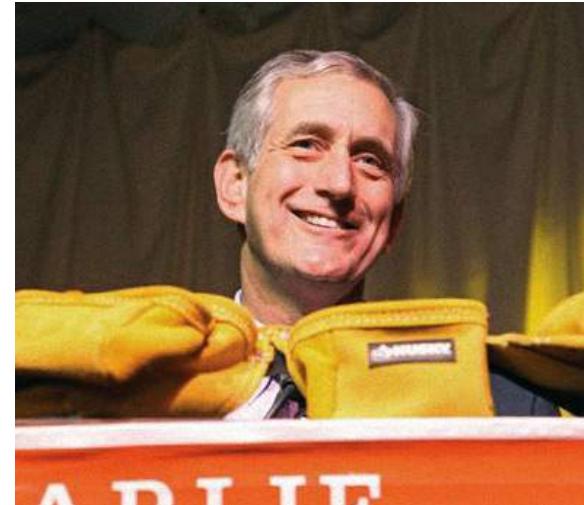


TOYOTA LOGISTICAL SERVICES: PORT OF PORTLAND TERMINAL 4





THE MAYOR'S SALMON-SAFE CHALLENGE



I have asked that each service-delivery bureau in the city seek and achieve Salmon-Safe certification.

**- Mayor Charlie Hales, June 5, 2013
World Environment Day**

CHALLENGE INSPIRED BY 12+ YEARS LEADERSHIP FROM PORTLAND PARKS



SALMON ARE RETURNING

TO PORTLAND PARKS

ARE YOU READY? WWW.SALMONSAFE.ORG

A chrome water fountain spout is spraying water into a pond. Several salmon are jumping out of the water in the background, creating splashes. The water is clear and reflects the surrounding green trees.

SALMON ARE RETURNING TO PORTLAND PARKS.

congratulations to



sponsored by



www.
ARE YOU READY? **Salmon
Nation**
.com

TRANSFORMING A CITY: BUREAU BY BUREAU

- **City-wide reach**
- **Policy and planning focus**
- **Bureau-by-bureau engagement**
- **5-year implementation**



PF&R | FIRE STATION



Portland. The First



Salmon-Safe City.

salmonsafe.org

Portland. The First



Salmon-Safe City.

salmonsafe.org

Portland. The First Salmon-Safe City.





HELPING PORTLAND'S OLDEST CONVENTION CONTINUE

Oregon Convention Center certified Salmon-Safe by improving water quality www.salmonsafe.org



LIVE.EAT.SHOP.SPAWN

South Waterfront is certified Salmon-Safe. salmonsafe.org





Spawning new ideas
Lewis & Clark's campus is now certified Salmon-Safe.



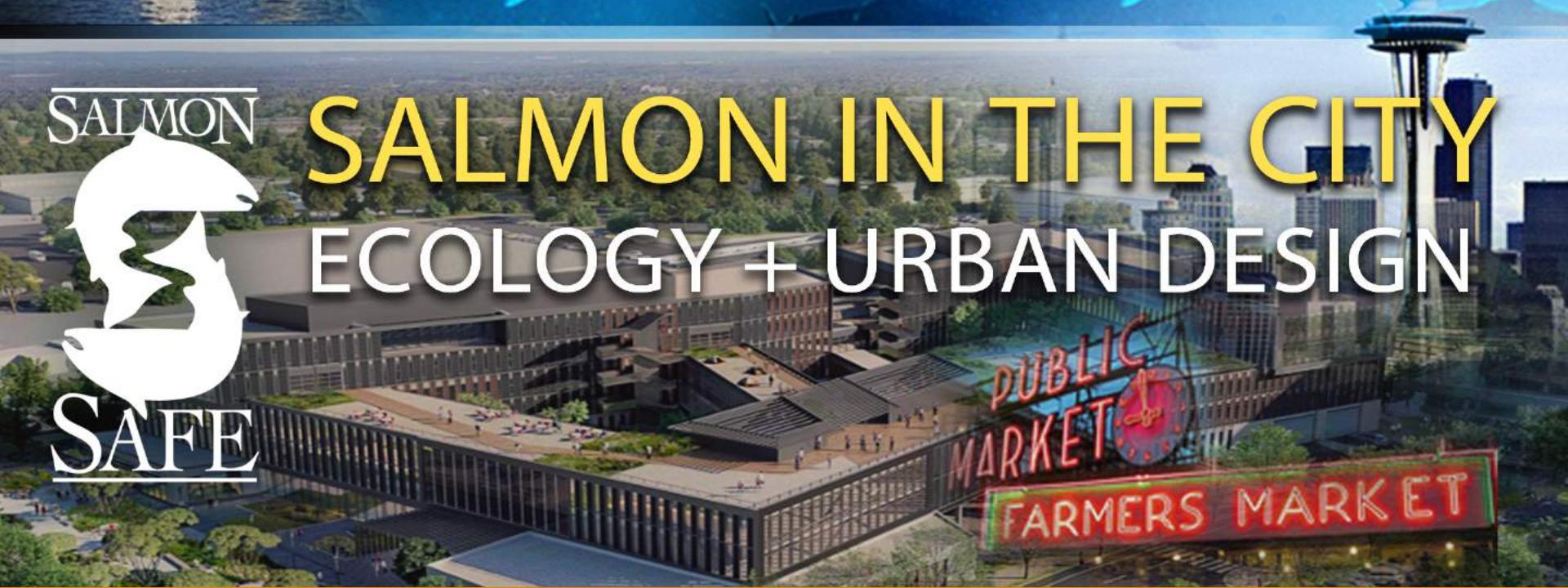
AN INVITATION

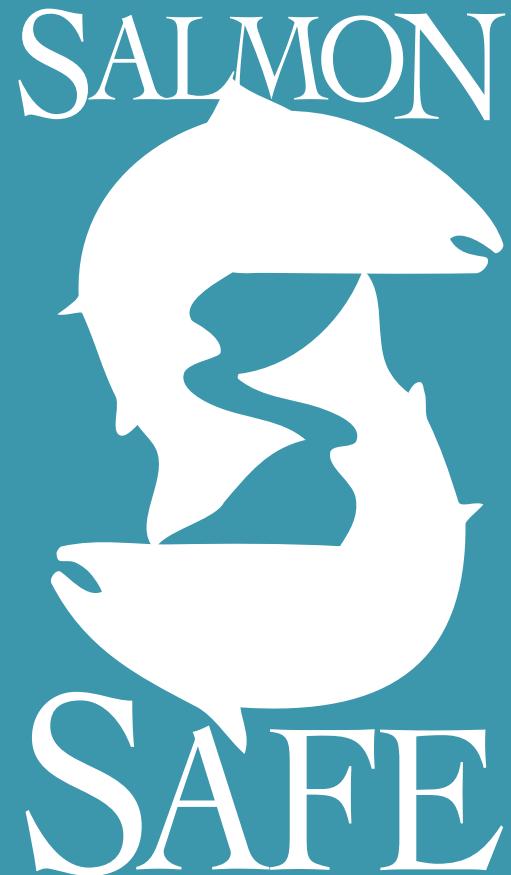


Coming 01.24.19 to REI Seattle



SALMON IN THE CITY ECOLOGY + URBAN DESIGN





www.salmonsafe.org