



MEASURE: SB 1511  
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SUBMITTED BY: Wayne White

Memo to: Oregon Legislators  
From: Wayne White, Director of Business Development, Wildlands, Inc.  
Re: Please Support SB 1511 and HB 4126  
Date: January 31, 2012

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The reality we face today is that sustainable economic development must be both economically and ecologically sound. Development of a fully functional "ecosystem services marketplace" will constitute a significant milestone toward meeting these twin drivers. With that in mind, I would like to lend our support to SB 1511 and HB 4126.

Wildlands, Inc. is a full-service provider of ecological solutions, delivered in an economically viable manner, to a wide variety of business and development interests. Our corporate headquarters are in California but our interest in Oregon is reflected through our office in Portland. From that office with corporate support we seek to find mitigation solutions throughout the Northwest. Wildlands also had the honor to participate in the SB 513 work group, offering an important business perspective to the discussion.

Our mitigation solutions range from the mitigation of traditional wetland impacts, to proactive conservation programs for endangered species, though the establishment of wetland and conservation banks. Under current rules, it is often difficult to establish these banks, especially those with multiple values. The proposed legislation should lead to more regulatory certainty, flexibility, and more cost-effective and efficient programs with improved ecological outcomes and reduced transaction costs. In the end, these approaches must be profitable and ecologically sound or they will not be embraced by investors, landowners, or the regulated community.

These banks provide a variety of ecosystem services including clean water, reduced water temperature to benefit salmon and other critically important resources, to sequestration of carbon and other greenhouse gasses. Similarly, a wide variety of Oregon's landscapes including farms, ranchers, and timber lands also provide a wealth of previously undervalued ecosystem services that may be sold to generate revenue for landowners.

The passage of this legislation will encourage the establishment of a market for these critically important resources and ecosystem services, thereby lending economic value to the resources and contributing significantly to their conservation. Thank you for your consideration of these bills.