



CONNECT.



Funded by people like you, the Salmon Superhwy Project is an unprecedented effort to restore access for fish to almost 180 miles of blocked habitat throughout six major salmon & steelhead rivers of Oregon's North Coast. Using a strategic approach which maximizes benefits and minimizes costs, our unique community partnership will repair or replace the 90+ barrier culverts, small dams and tidegates that provide the highest conservation return on each dollar invested. Their completion will reconnect historic habitat, reduce chronic flooding, improve recreation opportunities and stimulate the local economy, both now and for the future.

It's not about people OR fish; it's BOTH.



More than 270 barriers throughout the Tillamook-Nestucca landscape create major problems for fish and people, and can prevent the cumulative benefits from decades of habitat investments from being fully realized. Most of these barriers are undersized, outdated or failing culverts at road crossings, along with a few small dams and tidegates.



THE PROBLEM

Salmon, steelhead and other ocean-going fish need to access a wide range of different types of habitat throughout their lives in fresh water. More than 270 barriers throughout the Tillamook-Nestucca landscape collectively block these fish from using hundreds of miles of habitat, prevent healthy flow of water and material, and contribute to chronic flooding, harmful erosion and other economic and safety problems for people. To fix them all could take nearly 70 years and \$140 million at current spending levels.

Decades of local habitat stewardship – even in the face of limited funding – has led to a tremendous amount of important work getting done, particularly on the North Oregon Coast. What’s needed now is a comprehensive, collaborative plan for building on this success and reaching unprecedented levels of connection and community benefit.

Your very meaningful gift today will further our legacy of investing in our natural resources.

THE SOLUTION

The six-river subbasin feeding Tillamook and Nestucca bays represents some of the richest potential for salmon and steelhead recovery anywhere in the lower 48. By focusing on the 90+ projects that provide the highest conservation return on investment and maximizing both public and private funding, we can restore access for six species of ocean-going fish to at least 95% of their historic habitat. Additionally, this work will reduce the chronic flooding, accessibility, infrastructure and economic problems obstructing the way of life for people throughout the region.

Success will require a collective funding effort – federal, state and local funding, foundation support and individual gifts from people like you. With an average of \$2 million being invested annually, (mostly state and federal grants), our goal is to raise an additional \$1.34 million on average each year for the next 10 years from new funding sources.

A comprehensive strategy to maximize the benefits to Oregon's economy, people and fish by reconnecting habitat across the entire Tillamook-Nestucca watershed – in the shortest time and at the lowest cost.



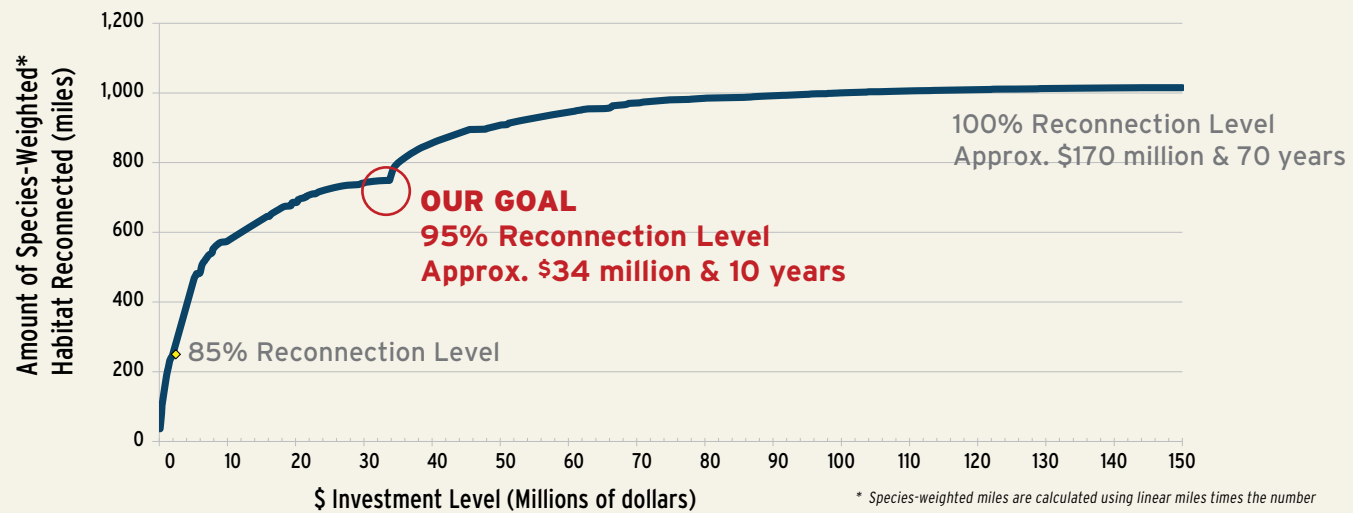
ABOVE: George Creek in the Nestucca River drainage was blocked at this road crossing by an undersized, outdated culvert before Alex Sifford and the Nestucca-Neskowin Watershed Council led the effort to replace it with this bridge in 2014. The wild coho in the foreground likely spawned in quality habitat upstream of the bridge that could not have been accessed prior to bridge construction. Its progeny will have a far better chance at survival too, and nearby landowners will see far less flooding.



THE SALMON SUPERHWY PROJECT

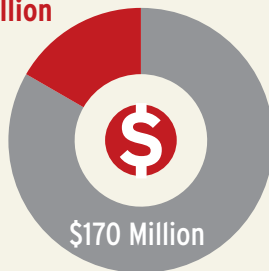
THE SALMON SUPERHWY PROJECT BRINGS TOGETHER ALL KINDS OF OREGONIANS – FARMERS, LOGGERS, ANGLERS, SCIENTISTS, CONSERVATIONISTS – IN AN UNPRECEDENTED PARTNERSHIP. WE'RE NOT JUST RECONNECTING RIVERS, WE'RE RECONNECTING COMMUNITIES AND REINVESTING IN OREGON'S COASTAL NATURAL RESOURCE LEGACY.

Conservation Return on Investment

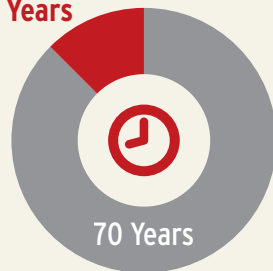


95%
vs.
100%

\$34 Million



10 Years



- Salmon SuperHwy Targeted Approach
- 100% Reconnection

6
rivers

6
species

1
reconnection
common goal



THE BENEFITS

The Salmon SuperHwy project will provide widespread and very real long-term benefits for both people and fish. These benefits will be realized through the collective efforts of residents, businesses, community interests, public agencies, conservation groups and many others, all working together toward a common goal.

Farmers benefit when culverts work properly and fields, facilities and roads don't flood. Foresters benefit when forest roads stay open and don't flood or wash out. Local residents and businesses don't have flooded roads and properties, and fishermen of all types benefit when habitat is healthy, with less sediment in the rivers and better access for fish and people alike.

The following pages provide a deeper understanding of how the project will benefit the region's economy, infrastructure, and businesses such as fishing, tourism, forestry, dairy, and agriculture.

The Salmon SuperHwy Project will affect our communities across a variety of categories, including:

- *Infrastructure*
- *Economy & Jobs*
- *Dairy & Agriculture*
- *Fishing*
- *Forestry*



“Major segments of our county’s economy depend on the connections provided by our roads and rivers, and keeping those connections open. Whether it’s trucks carrying products, cars getting people to work or recreate, or salmon needing to get out to the ocean and back to spawn, our county’s economy needs those connections kept open, all day, every day, all year round. Reinvesting in our roads and rivers puts people and equipment to work too. Bringing all the folks together who benefit when our

rivers and roads work well together to get this job done just makes economic sense for Tillamook County. The Salmon SuperHwy project represents a true collaboration between private property owners, the county, cities, state and federal agencies and the public – and that’s nice to see.”

– *Mark Labhart, Tillamook County Commissioner*





INFRASTRUCTURE

Roads are the backbone of any thriving community. In Tillamook County we get an average of 90 inches of rain every year, and depend heavily on smooth movement of traffic along our rivers and roads. This makes the road/river interface even more critical. **Between 1996 and 2000, we suffered more than \$60 million in losses from flooding in Tillamook County alone.** Despite substantial losses, our county's road fund revenues and staffing were cut by 50 percent between 2009 and 2013. **Currently a third of our culverts are rated in "poor" condition and that number is expected to rise to 50 percent by 2023.**

Tillamook County's economy today is built on a foundation of agriculture, forest products, fishing and tourism. Visitors to Tillamook County in **2014 spent about \$221 million – an increase of about 4% over 2013 – supporting some 2,160 local jobs.** A balance of increased tourism along with continued reliance on forest products, agriculture and fishing will continue to drive our economy forward.

The Salmon SuperHwy project's planned investment of \$34 million between 2015 and 2025 is projected to **create or support an additional 400 jobs and provide a \$53-million boost to Tillamook County's economy.**

**Oregon Travel Impacts 1991-2012, Dean Runyan Associates*

ECONOMY & JOBS





“Everybody wins when our roads and rivers work well together, especially in a place so dependent on both. Right now in Tillamook County we estimate about a third of our culverts are in need of repair or replacement... meanwhile our road revenues and staff continue to shrink. Working with our partners we can make a difference for our community.”

– *Liane Welch, Director,
Tillamook County Public Works*

“The diversity of rivers and the range of scenery to be found in our county inspire our guests to return each year to fish for the steelhead that inhabit those reaches. Meanwhile, we get to call it home. We love Salmon SuperHwy’s concept of opening new conversations and working together to find solutions that help create positive change for our watersheds, the fish and the communities here in Tillamook County.”

– *Justin Crump and Kate Taylor
Frigate Adventure Travel, Rockaway Beach*



FISHING

Without fish, there is no fishing. And if salmon, steelhead, and cutthroat trout can’t access the diverse of habitat types they need, fishing will suffer.

Ensuring the highest level of “connectivity” possible for fish and people throughout the region is one of the most basic necessities for ensuring healthy fish populations and recreation, now and in the future. Access to habitat alone will not recover fish runs, but it is a necessary step and without it, conservation efforts in other areas may be compromised.





DAIRY & AGRICULTURE

Interruptions to production and supply chains caused by flooded or failed culverts can stall growth of agriculture economies cold. **Failing culverts can lead to flooded fields, lost access to key forage or livestock areas, damaged equipment or injured livestock, and can cause animal waste to enter streams.** They can cause harm to our families, our businesses and to our agricultural traditions.

Reducing these problems will allow us to continue our way of life and keep our communities thriving and productive.

Road maintenance ranks among forest landowners highest costs each year. Flooded, collapsed or failed culverts at road crossings interrupt operations, and lead to increased operating and maintenance costs and damage from sedimentation of salmon streams, slides or erosion.

Outdoor recreationists like hunters, hikers, anglers, and others rely on forest roads to reach their destinations, and keeping forest roads in good condition is one way to ensure those areas and the streams within them stay healthy, safe, accessible and full of fish.

FORESTRY



become a SALMON SUPERHERO



	\$100,000+	\$25,000 to \$99,999	\$10,000 to \$24,999	\$5,000 to \$9,999	\$1,000 to \$4,999
<i>Gift acknowledgement on website, social media and print materials</i>	•	•	•	•	•
<i>Notes from the field updates and sneak peeks at project progress</i>	•	•	•	•	•
<i>Invitation to all Salmon Superhero events with key elected officials</i>	•	•	•	•	•
<i>Framed commemorative photo of the Tillamook-Nestucca area by Russ Schnitzer</i>	•	•	•	•	
<i>Permanent naming rights to project of your choosing</i>	•	•	•		
<i>Private dinner at Pelican Brewery in Tillamook County</i>	•	•			
<i>Opportunity for private field tour with Commissioner Labhart and other key leaders</i>	•				

THIS CHART OUTLINES THE BENEFITS AVAILABLE TO SALMON SUPERHEROES AT EACH GIVING LEVEL BUT EACH LEVEL CAN BE CUSTOM TAILORED AT YOUR REQUEST.

With your gift, we can connect our communities one fish at a time. Make a gift today and become a Salmon Superhero.





“I fish for a living, and I’m lucky to be able to do that in a place like this. I want my kids to have that same experience. These rivers and these fish have given me and my family a lot. Without them, I have no business, but it’s bigger than that. When we invest in the health of these rivers and these fish runs, we’re investing in all the good that comes from them, both now and for the future. That’s about as good an investment as we can make in my book.”

– *Ted Teufel, Pro Fish Guide Service, Tillamook*

“If feed can’t get in and cows don’t get fed, milk can’t get from farm to the cheese factory and cheese can’t get out. Highway 6 and Highway 22 and all the feeder roads are very important to all the farms in Tillamook County. If they fail or water is backed up, then we have problems.”

– *Mike Trent, Shel-Mi Dairy, Cloverdale*





“Investing in our forest road infrastructure is critically important to restoring natural stream processes and life paths for salmon and other aquatic species. Modern stream crossing designs allow for the passage of all life stages of salmon, are able to handle extreme storm flows, and hydrologically disconnect road drainage. Upgrading this forest road infrastructure keeps forest roads open for recreation, commerce and fire protection.”

– *Scott Bushnell, Tillamook District Forest Roads Supervisor, Oregon Dept. of Forestry*



“The Tillamook/Nestucca drainage was historically some of the most diverse and productive salmon habitat on the West Coast. The aging system of undersized or failing road culverts is still limiting these watersheds from reaching their full potential, and are in desperate need of an upgrade. I see the approach of the Salmon SuperHwy Project as a step in the right direction toward recovery of the species and places I hold dear.”

– *Chris Vertopoulos, guide and owner NW Angling Experience, Tillamook*

OREGONIANS INVESTING IN OREGON

Being in Oregon comes with a sense of pride, and strong ties to the land. The spectacular beauty of our natural surroundings and our rich history of protecting it define our Oregon identity. People here have always taken pride in being stewardship leaders. Our public beaches, wonderful parks, home-grown conservation laws and outdoor traditions all are testaments to that ethic. Our communities are rooted in it. We give back to what makes Oregon great so that it continues to be great.

The Salmon SuperHwy project is about bringing people together to reinvest in a major part of that Oregon identity, legacy and tradition of stewardship.

Restoring and maintaining one of Oregon's great Salmon Superhighways is an opportunity to participate in, and continue the tradition of, what makes Oregon great.

Join us. Donate today.

www.salmonsuperhwy.org/donate

*1319 SE Martin Luther King Jr. Blvd.
Suite 204
Portland, OR 97214*



Funding the Salmon Superhighway doesn't just help fish, it is an investment in the quality of life of all Oregonians who visit the area or who live here.

How you can help:

The Salmon Superhighway is a special partnership because it's a public and private venture. We all own this land together. It's going to take all of us to make it better. Become a Salmon Superhero by making a gift of just \$1,000 or more and receive some very special benefits. We are counting on you to step up and join us!

www.salmonsuperhwy.org/donate



connect.



THE SALMON SUPERHWY PROJECT IS A CONTINUING, COORDINATED EFFORT OF MULTIPLE LOCAL, STATE, FEDERAL, PRIVATE AND OTHER ORGANIZATIONS, INDIVIDUALS AND INTERESTS WORKING TOWARD A COMMON GOAL. WE ACKNOWLEDGE AND CELEBRATE THE DECADES OF WORK THAT HAVE ALREADY BEEN DONE, AND - WITH YOUR HELP - LOOK FORWARD TO AN EVEN BRIGHTER FUTURE FOR OREGON'S COMMUNITIES, ECONOMY AND FISH.

FOR A COMPLETE LIST OF PARTNERS, PLEASE VISIT WWW.SALMONSUPERHWY.ORG

With Special Thanks to the Meyer Memorial Trust and The Oregon Community Foundation