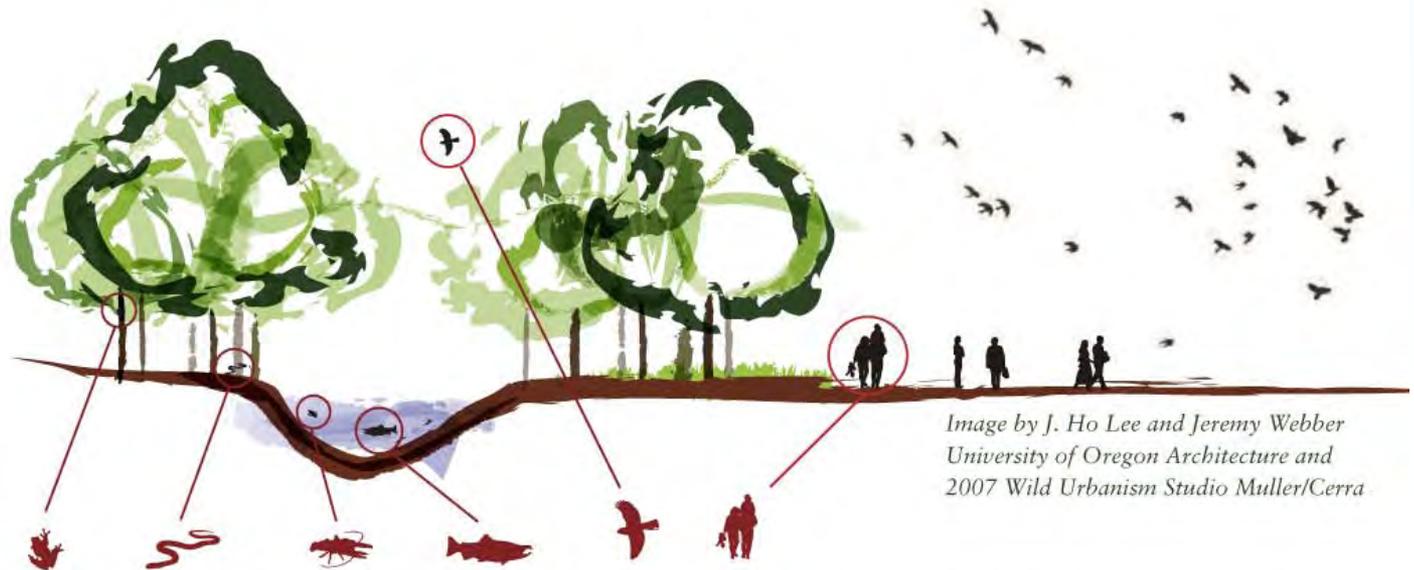


Salmon-Safe Certification

Building the marketplace for a new habitat-focused approach to large-scale residential development

Ellen Southard
for Salmon-Safe Inc.



*Image by J. Ho Lee and Jeremy Webber
University of Oregon Architecture and
2007 Wild Urbanism Studio Muller/Cerra*

Washington State implementation partners



STEWARDSHIP PARTNERS



Helping Landowners Preserve the Environment



- Stewardship Partners
 - Agriculture
 - Golf Courses
 - Residential Developments
- Network for Business Innovation & Sustainability
 - Campuses
 - Urban Environments
 - Municipalities

Washington State implementation partners

- Managing Puget Sound expansion
- Partnering in development of residential & golf projects
- Outreach Coordinator Grant made possible by Boeing
- Designed 3 projects with Salmon Safe

STEWARDSHIP PARTNERS



Helping Landowners Preserve the Environment



PCC Edmonds

Little Squalicum Park, Bellingham, WA

Brookville Gardens, Fife, WA

About Salmon-Safe

- Founded by Pacific Rivers Council
- Independent 501(c)3 nonprofit
- Expanding on West Coast through a network of place-based partners



Salmon-Safe: certifying land management that protects watersheds

- Vineyards, farms, dairies
- Municipal park systems
- Corporate & university campuses
- Industrial & manufacturing sites
- Residential Communities
- Golf Courses



Puget Sound: A growing Salmon-Safe presence

- 60+ farms certified in key Puget Sound tributaries
- Urban momentum



STEWARDSHIP PARTNERS



Helping Landowners Preserve the Environment

Urban Salmon-Safe Gaining Momentum Across the Northwest



STEWARDSHIP PARTNERS



Helping Landowners Preserve the Environment



- Portland Parks
- Nike
- PSU
- Toyota
- OMSI
- Epson
- Port of Seattle Parks
- Oregon Convention Center
- Washington State Dept. of Ecology HQ
- University of Washington
- Seattle Art Museum
- Olympic Sculpture Park
- South Waterfront
- REI all properties
- Others

Building Brand Recognition

- Public Relations Campaigns
- Print Collateral
- Events
- Education Workshops
- Media Advertising
- Municipalities in discussions with us now:



City of Bellingham

City of Issaquah

City of Kirkland

City of Union



BUY. SAVE.



Look for the Salmon Safe label at PCC Natural Markets. | salmonsafe.org



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Salmon-Safe urban initiative launched in 2004 with certification of Portland's 10,000-acre park system



Urban project
expanded with
certification of
corporate &
university
campuses



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



Salmon are the real super-athletes, swimming 2000 miles from our rivers to the Pacific Ocean and back. And like any athlete, one thing they need is clean water. That's why Nike took steps to certify their World Headquarters Salmon-Safe. Harmful chemicals were eliminated from groundskeeping, water for landscaping was reduced, and Nike's streams and wetlands are being restored. All this is to ensure that the water Nike contributes to our rivers is clean enough for wild salmon to spawn and thrive. For more info visit www.salmonsafe.org



THE NIKE WORLD HEADQUARTERS IS NOW CERTIFIED SALMON SAFE



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





SIP. SAVE.

In 2004 Stewardship Partners joined Salmon-Safe in working with Washington vineyards to reduce their impact on the water quality of nearby streams. The number of fine Washington wines that are now Salmon-Safe certified has grown to the point that there is always a certified choice available for your table. By selecting these wines you are helping to keep our rivers clean enough for salmon to spawn and thrive. Make sure to always look for Salmon-Safe certified Washington wines at your grocer. For more information or a complete list of Salmon-Safe Washington wine go to **stewardshippartners.org**.

STEWARDSHIP PARTNERS



Helping Landowners Preserve the Environment



New print ad for Washington wine month



Wine found beneficial to salmon.

These are just a few of the many Washington wines that are certified salmon-safe, which means the vineyard's growing practices protect streams and rivers. Erosion and run-off from vineyards can bring silt into streams, reducing the ability of migrating salmon to survive. Salmon-Safe vineyards restore salmon habitat by planting trees on streams, growing cover crops to reduce run off, and applying natural methods to control weeds and pests. Look for the Salmon-Safe label when you shop. To learn more about these fine wines check out their websites:

abeja.net, hedgesfamilyestate.com, lecole.com, lopezislandvineyards.com, noveltyhillwines.com, sevenhillswinery.com, terrablanca.com, watermillwinery.com, woodwardcanyon.com





HOW TO DRINK LIKE A FISH

Fish need cool clean water. So do you. That's why we sourced Salmon-Safe certified Sterling hops for our first organic beer. The way these flavorful, rich hops are grown makes sure that streams are shaded and there is not runoff to nearby waterways. That way the rivers stay cool and clean for migrating salmon. Not only is our Green Lakes beer organic, it helps protect our rivers as well.



Please Recycle.



Salmon-Safe certifies agricultural products ranging from Skagit Valley pears and Willamette Valley hazelnuts to Rogue Valley goat cheese and Walla Walla wine. And now we've certified the Sterling hops grown on a family farm near Silverton used to brew Green Lakes Organic Ale. Salmon-Safe growers protect biodiversity on their farms, reduce irrigation water use, apply natural methods to control weeds and farm pests, and restore streamside buffers. These important practices help ensure clean and healthy rivers so salmon can spawn and thrive.

www.salmonsafe.org

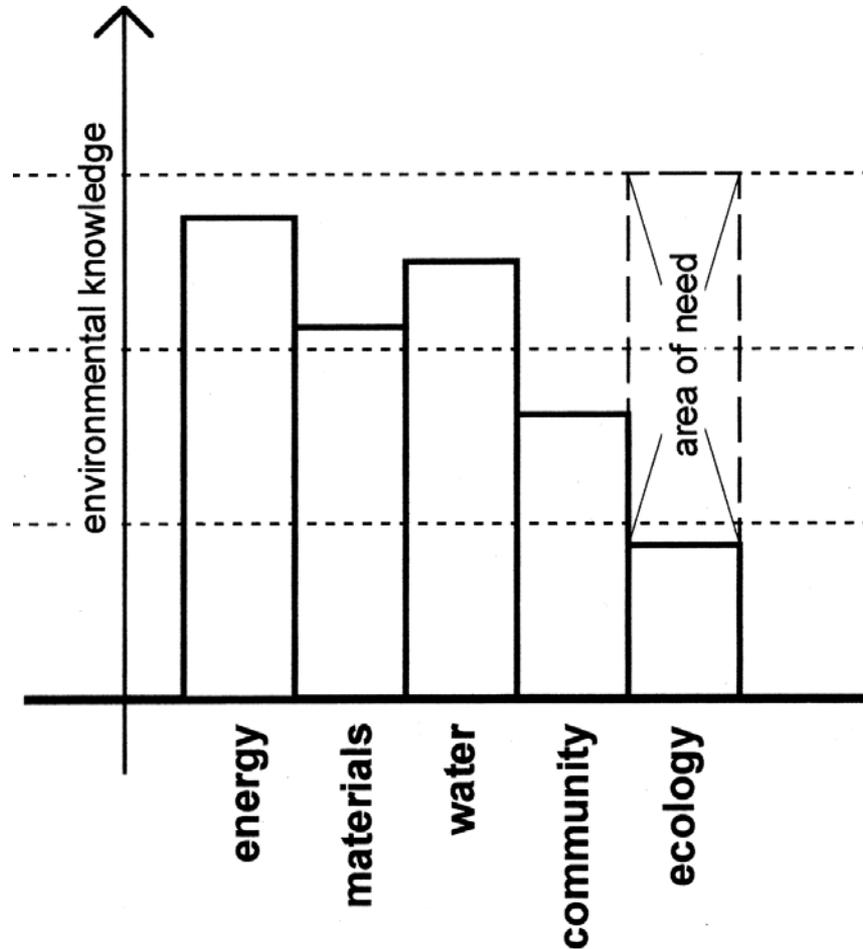


Salmon-Safe standards for large-scale residential development

- Focus on site selection, site design & site development
- Peer-reviewed & ready for additional pilot assessments



Placing ecosystem health in the context of sustainable development



Adapted from Building an Arc: Architecture, Biodiversity, and the City (Muller, Cerra and McGinley, 2008)

Scope of certification: water quality & watershed impact

- Stormwater management
- In stream habitat
- Riparian & wetland areas
- Landscape level biodiversity
- Water management
- Integrated pest management (IPM)



Salmon-Safe certification is phased along with a project

- Stage 1: inventory & assessment
- Stage 2: site planning
- Stage 3: site design
- Stage 4: site construction
- Stage 5: site management & monitoring



Salmon-Safe standards are designed to integrate with other green building standards

- Stand-alone certification
- Or contribute to point systems in existing programs

Built Green Four & Five Star

LEED



Pringle Creek is first Residential Community



Core Principals

- Build Efficiencies by Building Green
- Celebrate the Natural Environment
- Encourage Social Diversity
- Activate the Local Economy
- Conserve and Reuse Natural Materials
- Smart Transportation & Movement
- DRC and CCRs planned for fish habitat (salmon & trout)
- Located outside Salem, OR



Pringle Creek

- 32 acres
- 150 units
- 20 zero net energy
- Community Learning Center
- Biodiesel Center
- Community Gardens
- Schools
- Developer – Sustainable Communities Inc.
- Architect - Opsis



Benefits of Certification

- Independent validation of environmental performance
- Early Assessment can be used to inform EIS process
- On-call expert guidance
- Position as environmental leader
- Cost Effective
- Measurable Performance Standards



People Planet Profit



- Chinook, WA
- Chinook Pass
- Salmon River
- Salmon, ID
- White Salmon River
- Salmon Bay in Ballard
- Siskiyou County California:
 - Salmon Creek
 - Salmon Falls
 - Salmon Cove
 - Salmon River
 - Salmon “Alps”



People Planet Profit

- Embrace Northwest Culture

Respect tribal fishing heritage

Preserve the history of our European family
fishing traditions

Protect our tourism

“The people were friendlyafter a breakfast of Salmon we traveled
on.....” Lewis & Clark Journals

Oct. 29, 1805



Thank You

