



**Sightline**  
INSTITUTE

# Sustainability: What Will It Take?

Alan Durning, September 2008



# Sustainability

**We shape our buildings.  
Thereafter, they shape us.**

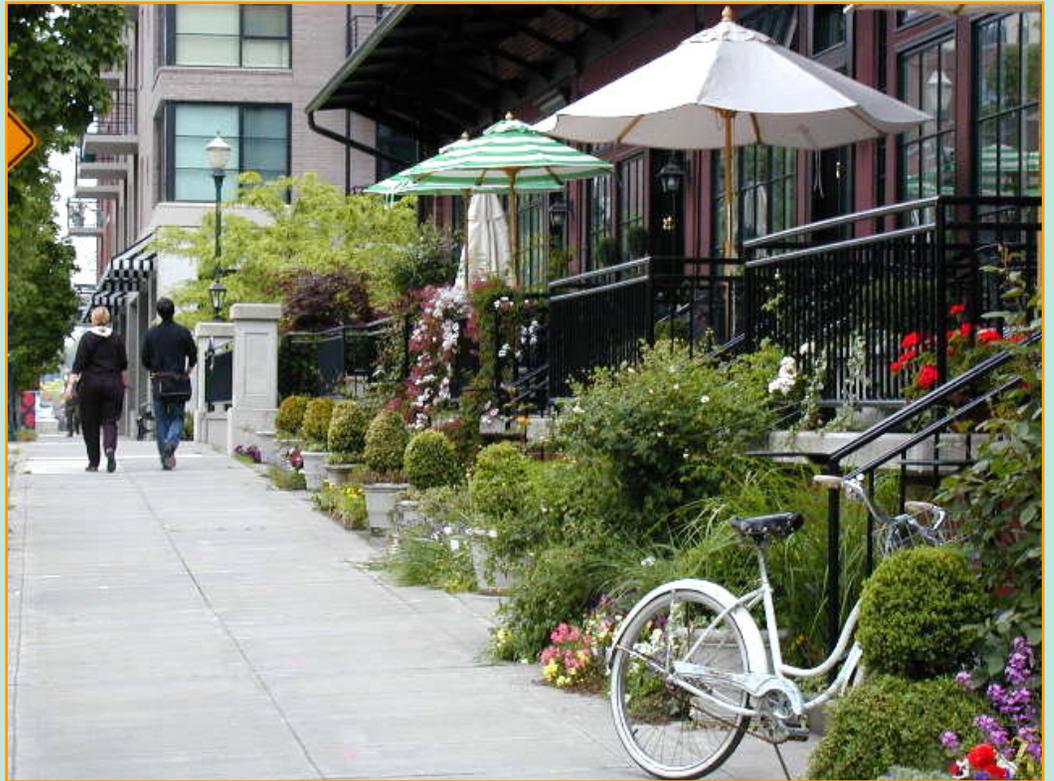


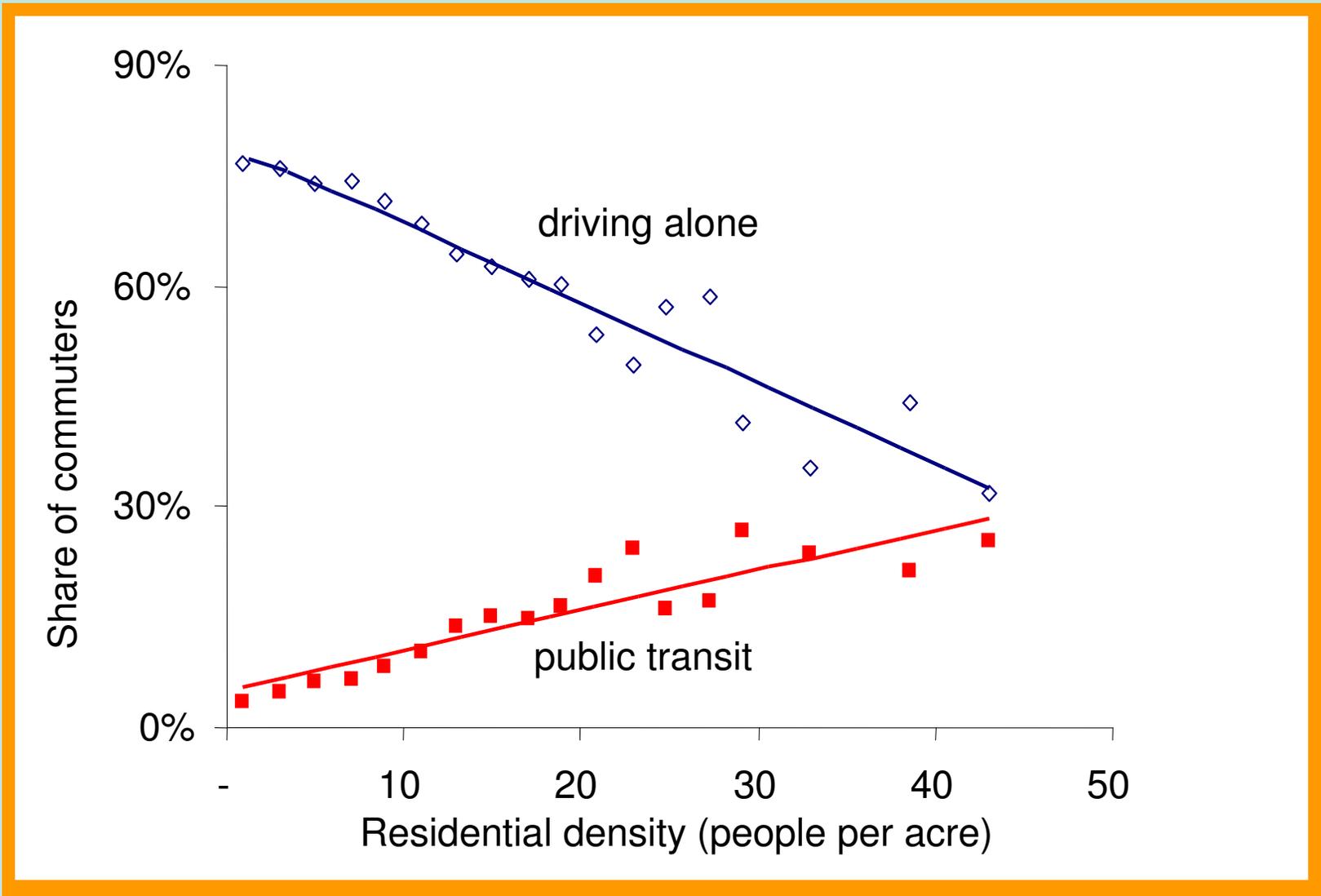
# What Will It Take?

# Principles

- Build Compact Communities
- Make Prices Tell the Truth

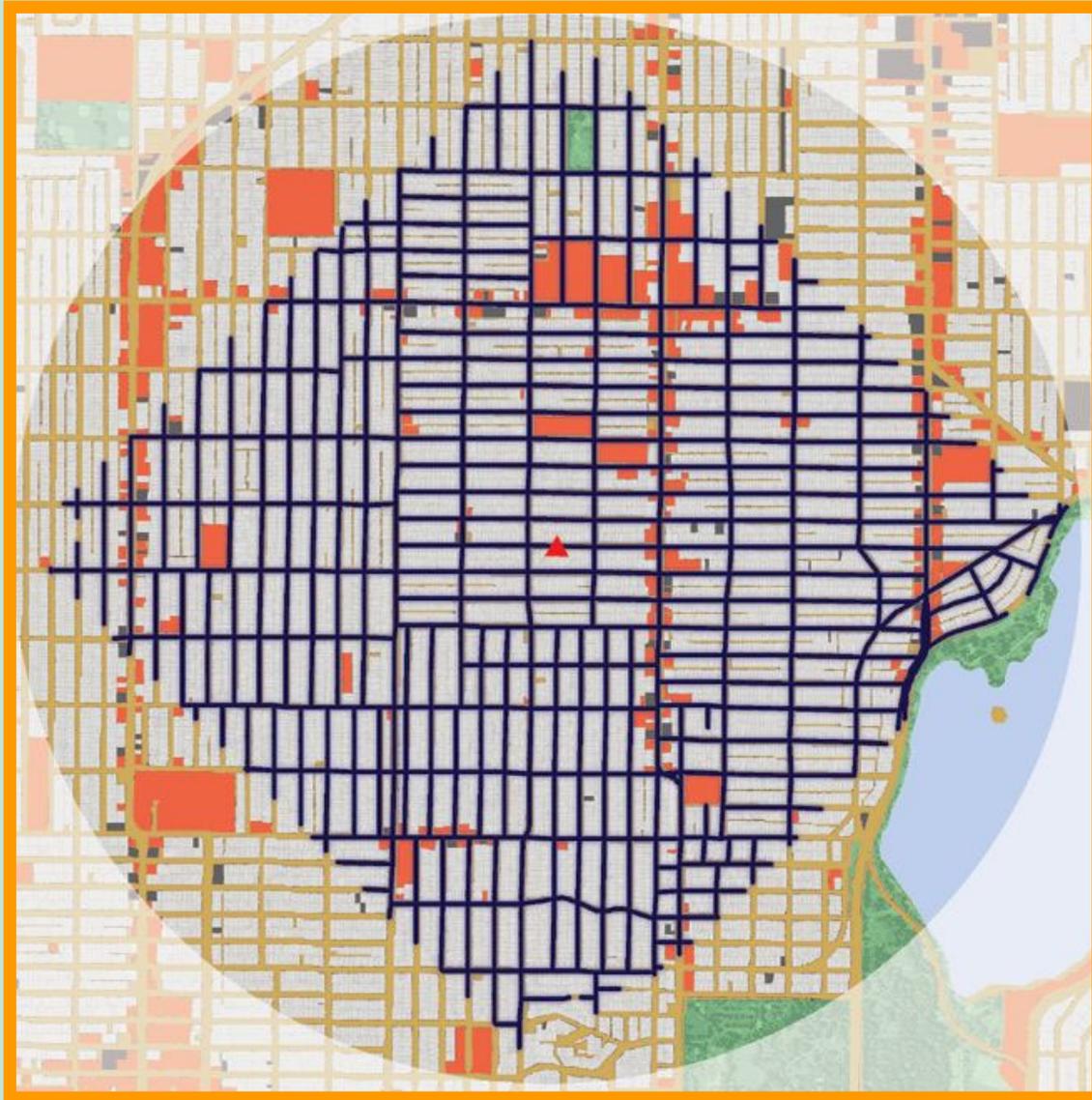
# Build Complete, Compact Communities







One mile from  
home.



One mile from  
home.

# Complete Communities

- Build Green
  - Economic case
    - Market failures:
      - Information gaps
      - Institutional barriers
      - Split incentives
        - Payback gap
        - Landlord-tenant
      - External Costs

# Complete Communities

- Market Corrections
  - Certification
  - Energy-efficient & location-efficient mortgages
  - Feebates & hook-up fees
  - Ascending block pricing
  - Loans
  - Capital-operating budgeting reforms

# Complete Communities

- Build Green
- Aim high

# Vancouver: False Creek West from Cambie St Bridge

## 1978-2003

Courtesy of City of Vancouver



# Complete Communities

- Aim high
- Fill in neighborhoods

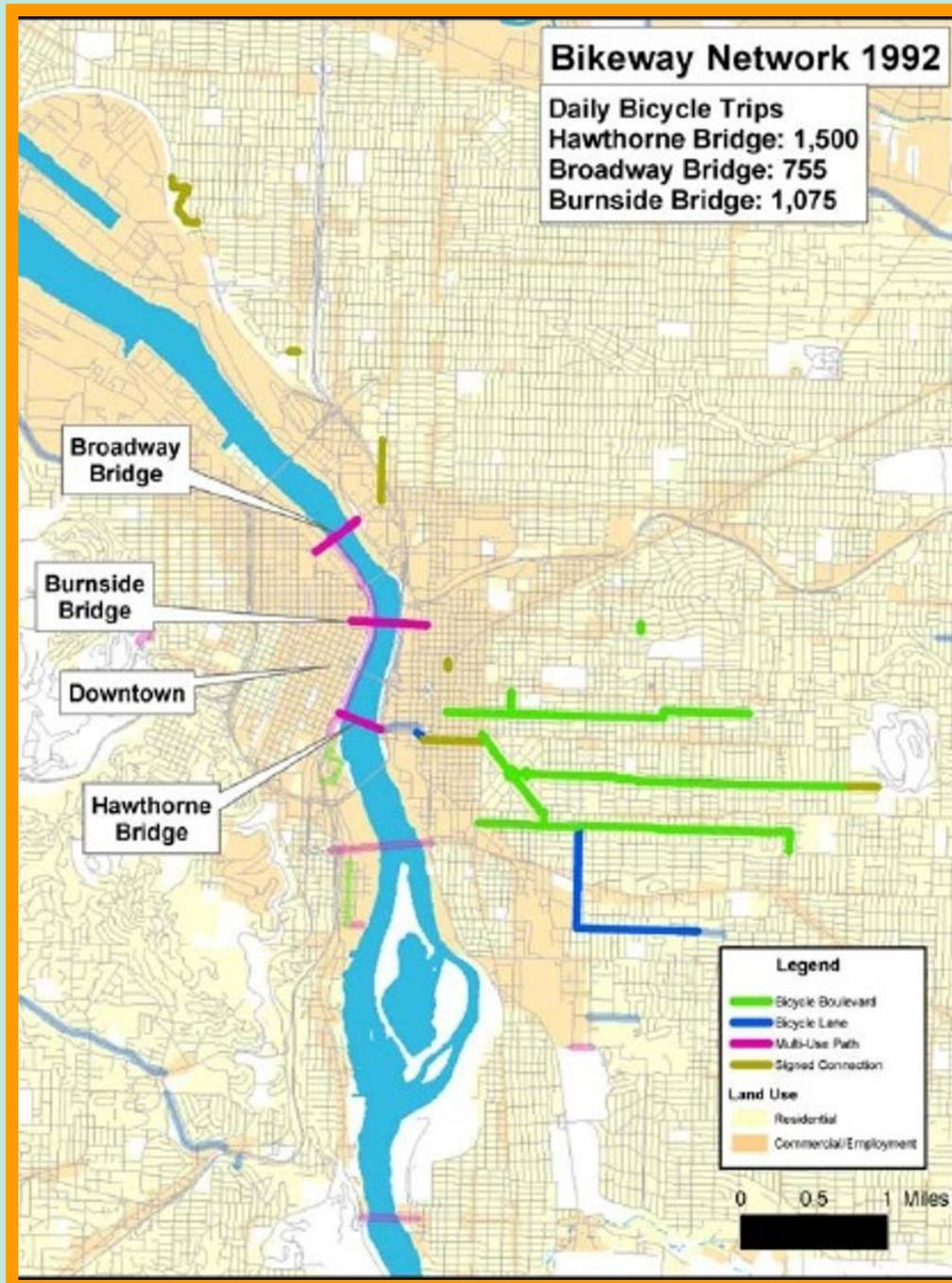
# Complete Communities

- Aim high
- Fill in neighborhoods
- De-highway

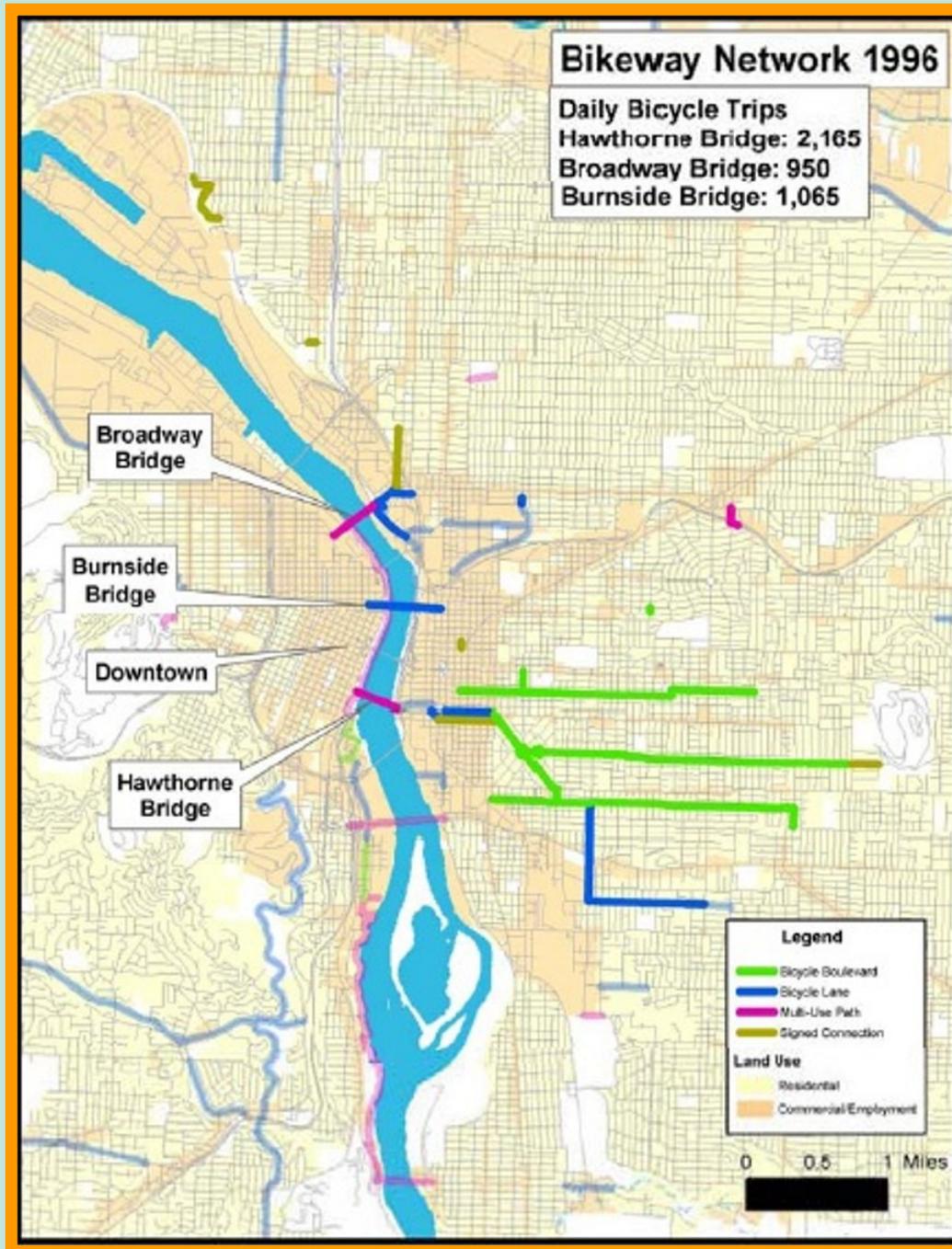


# Complete Communities

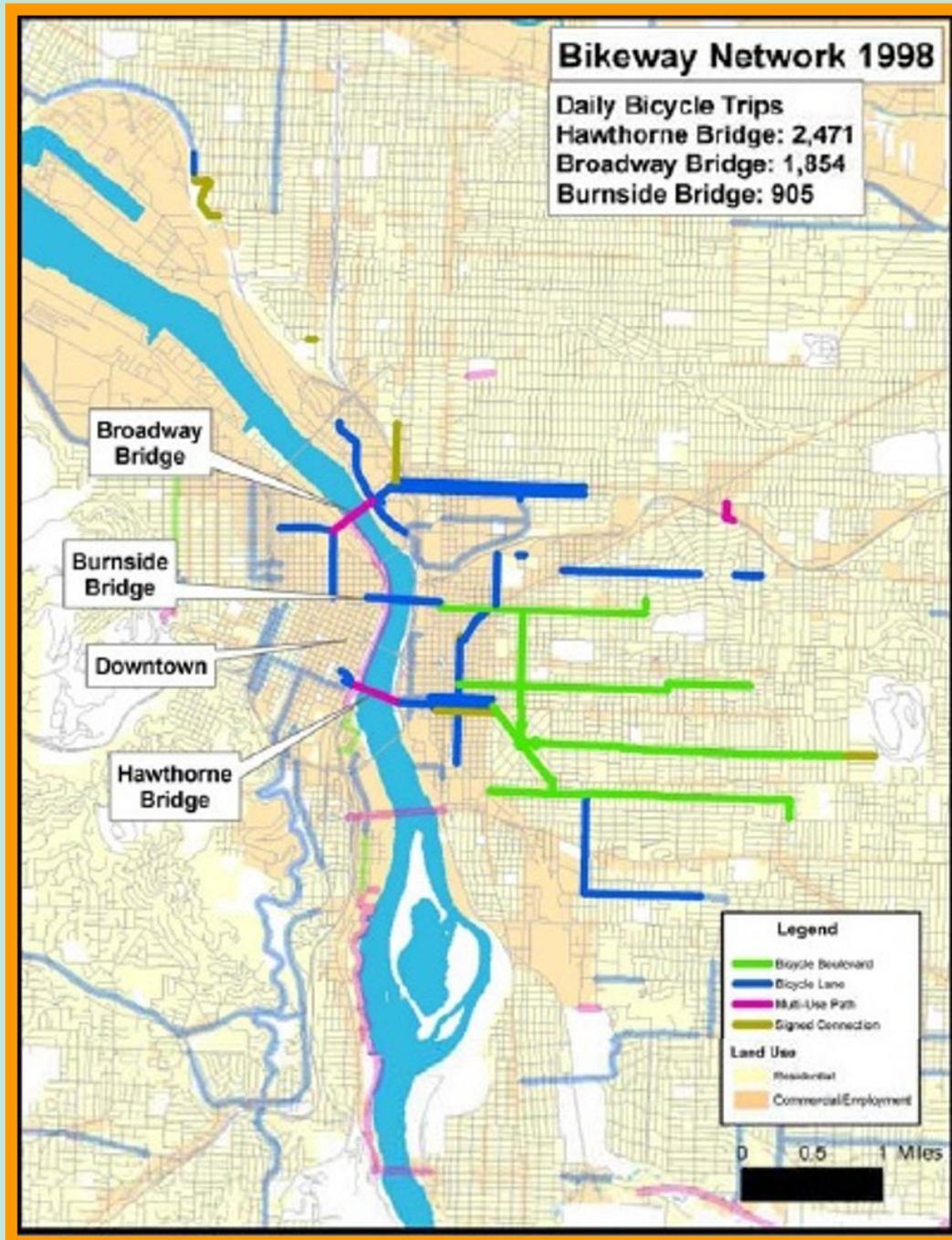
- Aim high
- Legalize accessory units
- De-highway
- Make bicycling safe enough for seniors



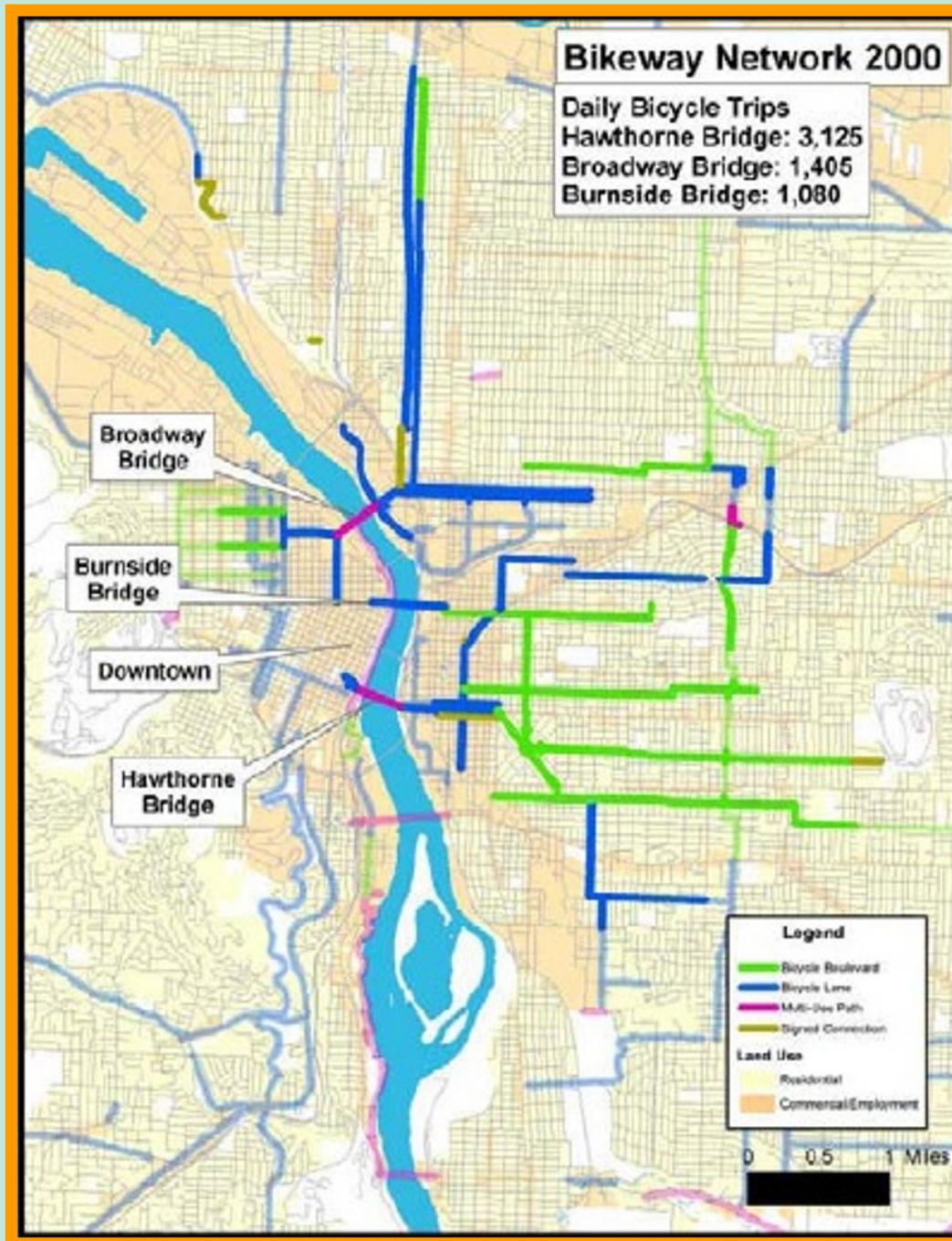
Courtesy of City of Portland, Office of Transportation



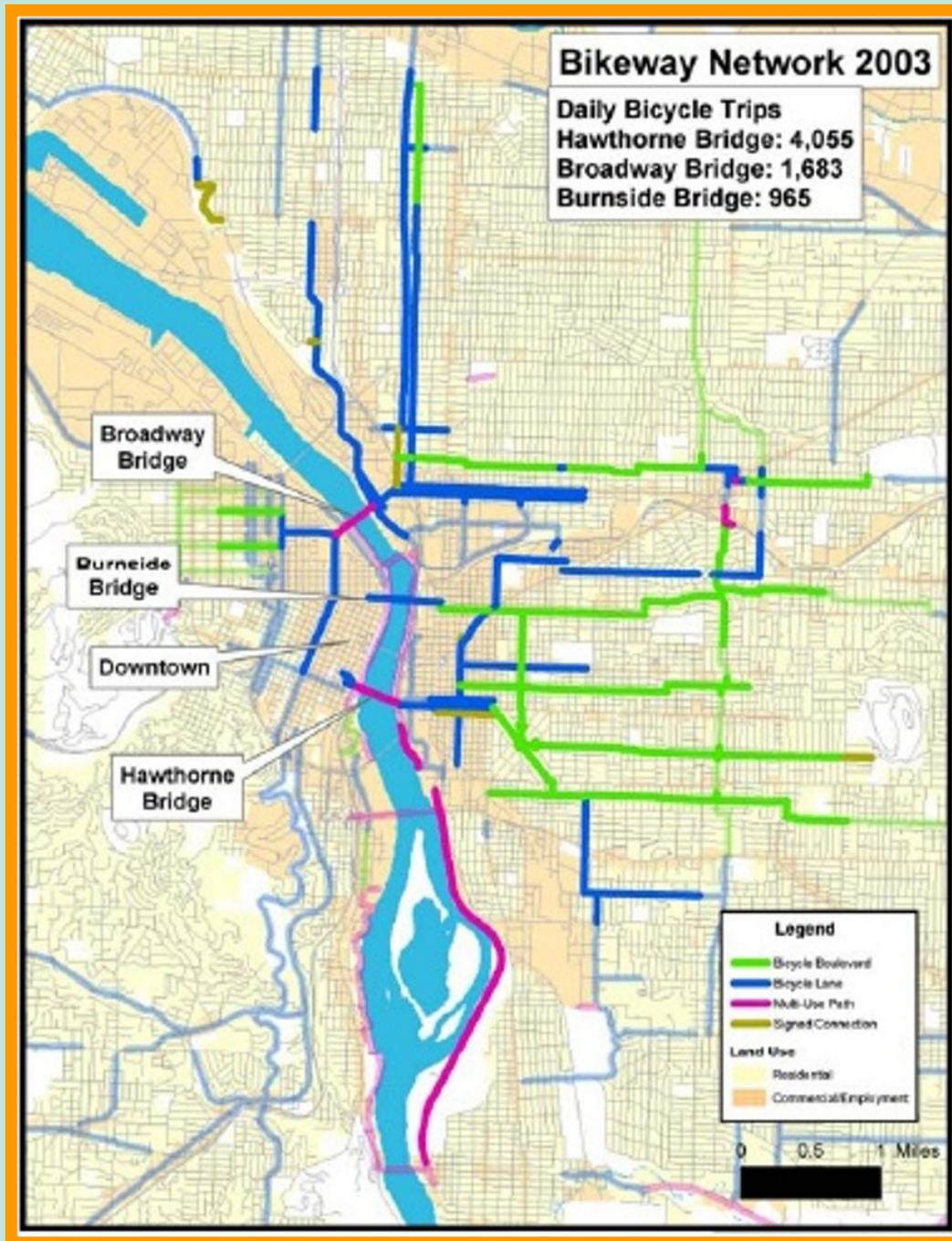
Courtesy of City of Portland, Office of Transportation



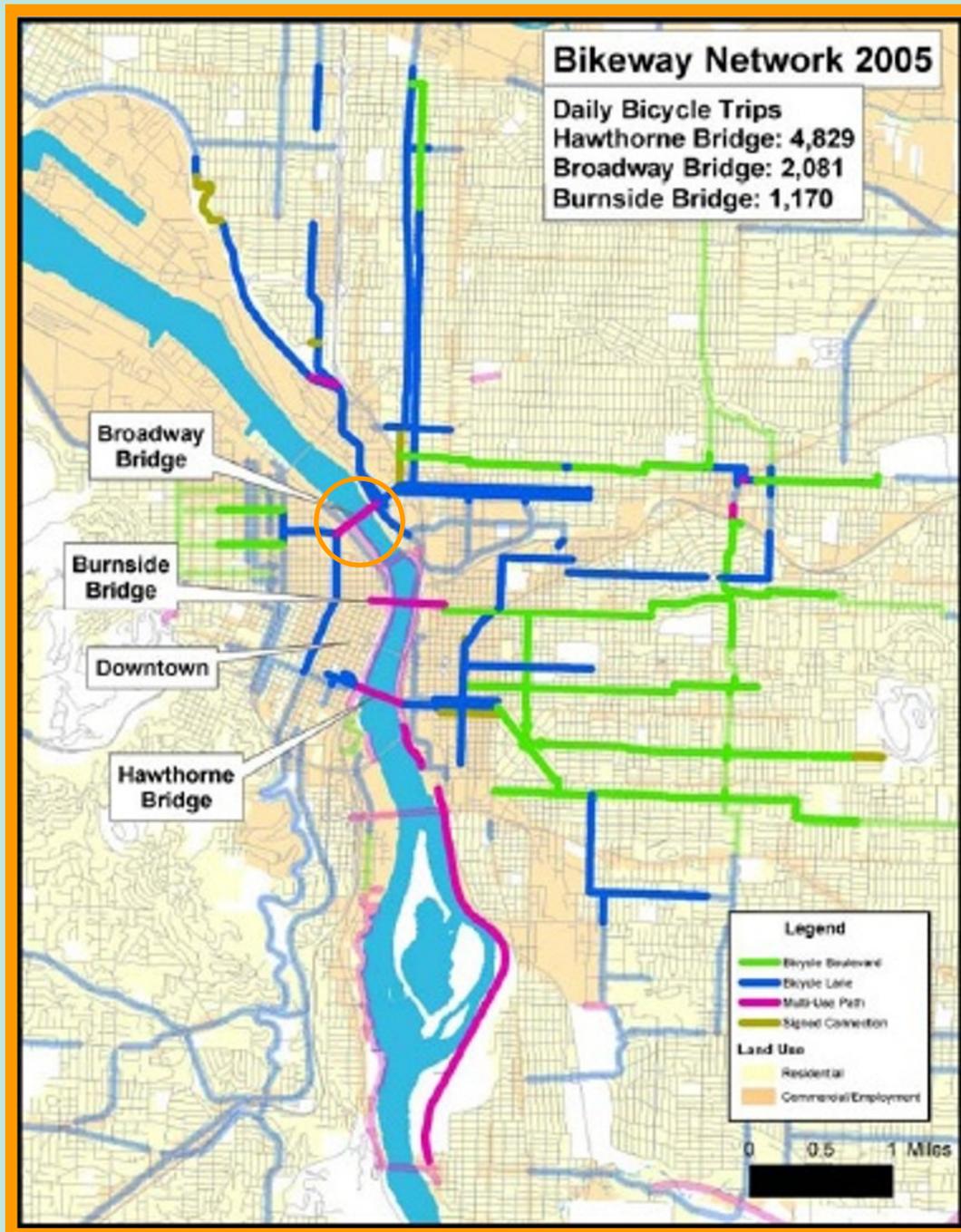
Courtesy of City of Portland, Office of Transportation



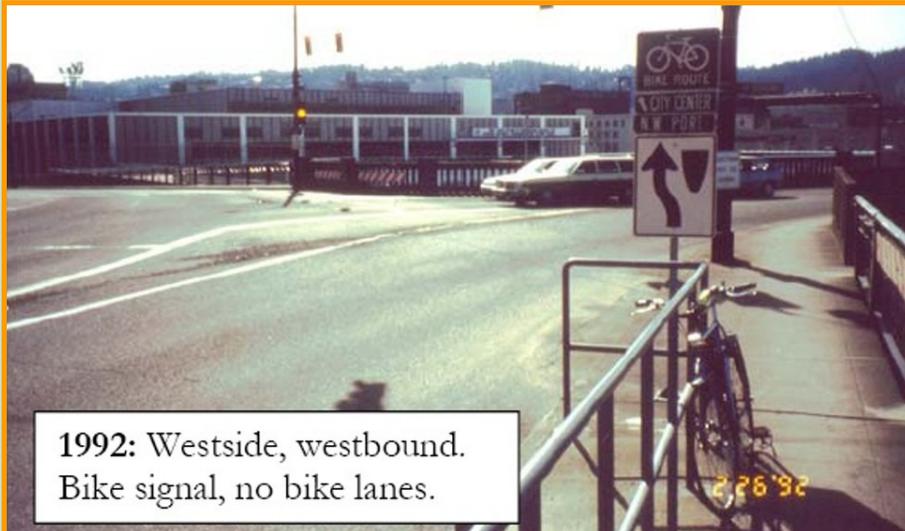
Courtesy of City of Portland, Office of Transportation



Courtesy of City of Portland, Office of Transportation



Courtesy of City of Portland, Office of Transportation



1992: Westside, westbound.  
Bike signal, no bike lanes.



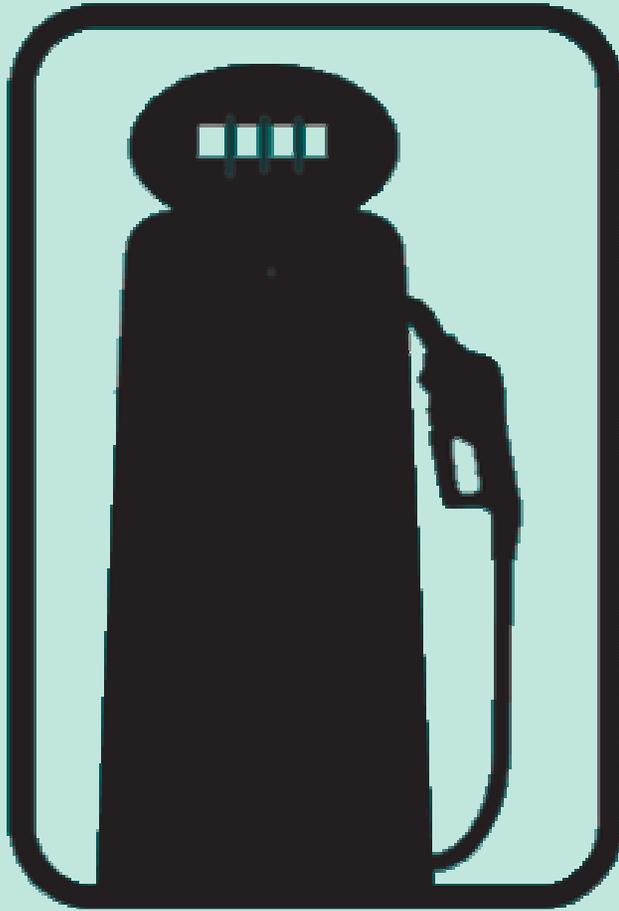
2002: Westside, westbound. New bike signal splits bike  
movements. Bike lanes on approaches and connecting streets.

Courtesy of City of  
Portland, Office of  
Transportation



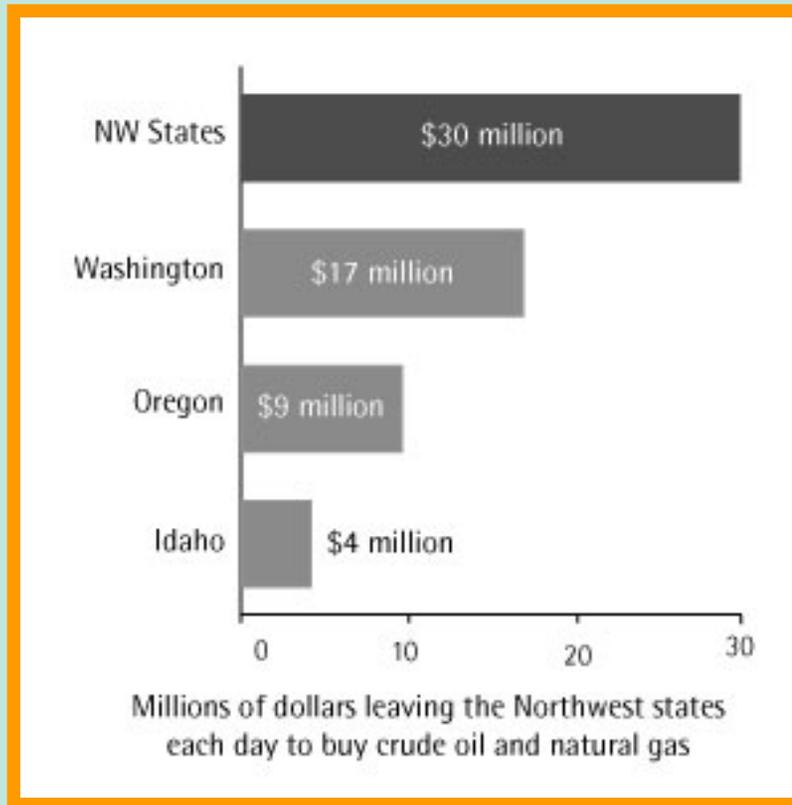
Photos courtesy of Jayson Antonof, International Sustainable Solutions

Make Prices  
Tell the Truth



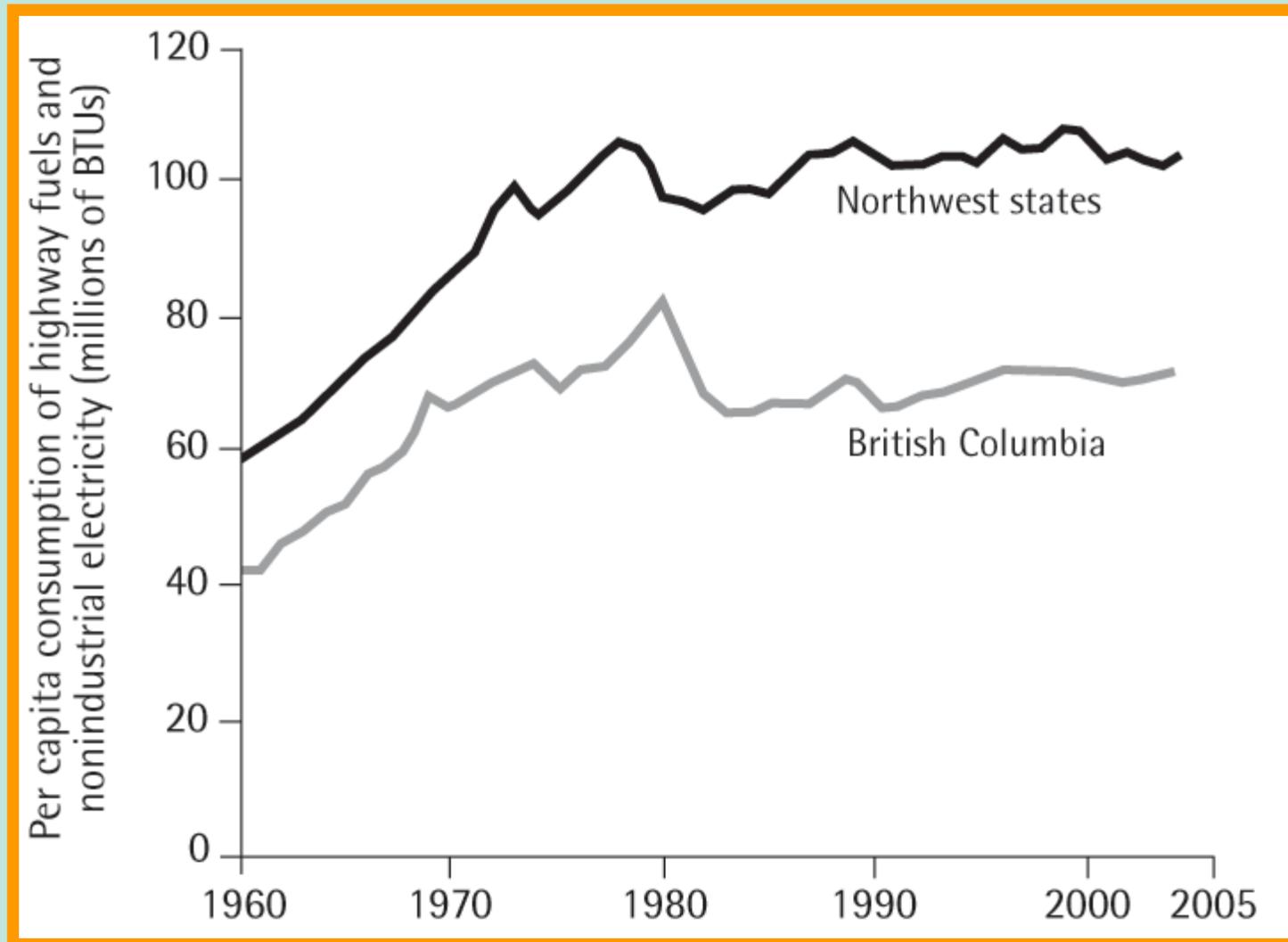
ENERGY

# Energy's Economic Toll



~~\$53~~  
~~\$30 million~~  
a day

# Energy efficiency: stagnant for decades



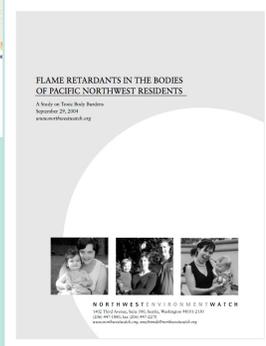
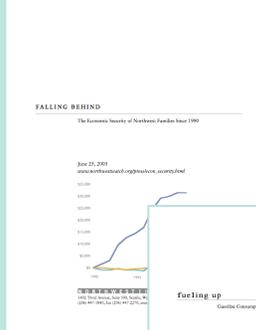
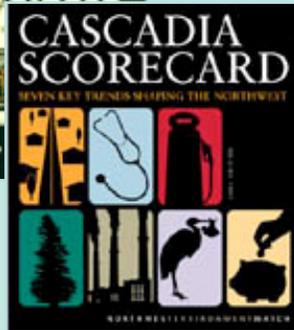
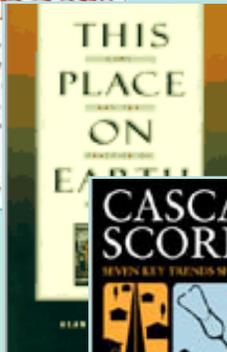
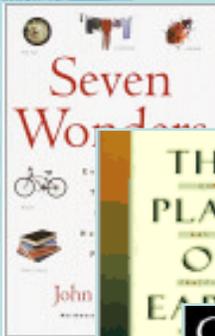
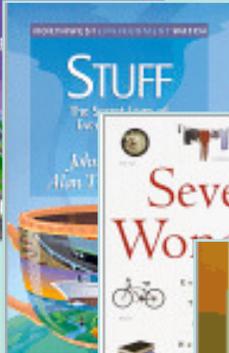
# Truth in Pricing

- Carbon Cap and Trade

# Books

# Reports

# Articles



**Commentary**  
Increasing orca population is a sign we can save the Sound  
By Eric De Place and Kathy Fletcher  
Robert G. Thompson

We are often besieged with bad news about the falling health of Puget Sound. Our inland waters are anoxic in winter, sea level populations are crashing and whole sections of Hood Canal become seasonal dead-zones.

With all the gloom and doom, it's easy to forget that, in many cases, we can repair the damage we've done to our ecosystems.

Think back to the early '70s. Only 67 orcas remained of Puget Sound's resident population that once numbered between 200 and 300 whales. Worse, despite their diminished numbers, it was still perfectly legal to capture them in aquaria—a practice that often results in injury or death.

Luckily for the orcas, future Secretary of State Ralph Munro witnessed Sea World collectors illegally using powerboats, planes and explosives to corner a group of whales on Horned Bluff Island. After a 1974 court case, the whales were protected.

**VOICES**  
The 2005 Anniversary That Matters  
Stories with NW Values Jump Lead & Get by

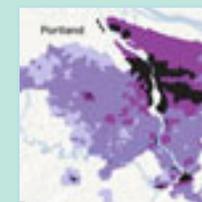
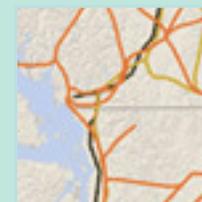
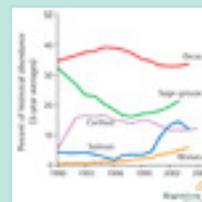
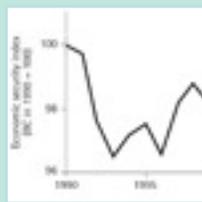
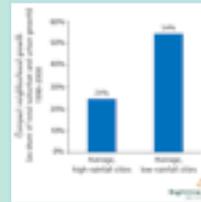
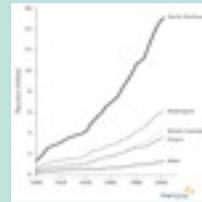
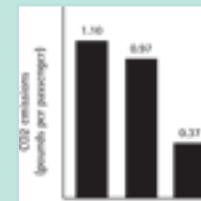
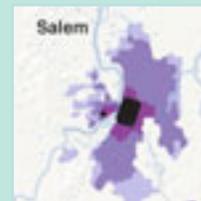
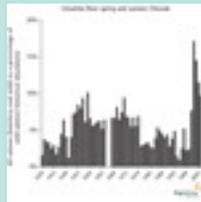
It's not just the anniversary of the 2005 election that matters, but the anniversary of the 2005 election that matters. It's the anniversary of the 2005 election that matters. It's the anniversary of the 2005 election that matters.

**TIDE POOL** News for Salmon Nation  
Accounting for the 2005 Election  
Providing voters and gear for working communities on the job

Accounting for the 2005 election that matters. It's the anniversary of the 2005 election that matters. It's the anniversary of the 2005 election that matters.

**THE EYE**  
Views  
The 'New PCB'  
Plans to replace PCBs with up to 100 million tons

# Maps, Charts, & Graphics



Sightline INSTITUTE Solutions for Cascadia

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## Maps & Graphics

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British Columbia  
Idaho  
Oregon  
Washington

**Maps & Graphics**

Clearcutting in the Central Cascades

Portland-Area Rural Sprawl

**Charts & Tables**

Pacific Northwest Gasoline Consumption

Year	2000 US Per-capita Gasoline Consumption
2000	82.3
2001	82.3
2002	82.3
2003	82.3
2004	82.3
2005	82.3
2006	82.3
2007	82.3
2008	82.3
2009	82.3
2010	82.3
2011	82.3
2012	82.3
2013	82.3
2014	82.3
2015	82.3
2016	82.3
2017	82.3
2018	82.3
2019	82.3
2020	82.3

Top Five Nations for Life Expectancy

**Animated Maps & Flash**

Rising Levels of the Toxic Flame

Victoria-Area Population Density

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**Chart**  
**The Increasing Otter Population** [82%], 06/10/2005  
The dramatic increase in the otter population since their reintroduction in 1970.

**Chart**  
**Gasoline Consumption Per Capita** [99%], 07/01/2005  
Washington's per-person gasoline consumption has increased 99 percent since its peak in 1978.

**Map**  
**Life Expectancy in Cascadia** [82%], 03/10/2004  
Average life expectancy in Cascadia is higher than in British Columbia, Idaho, Oregon, and Washington.

**Map**  
**Spokane-Area Population Density** [82%], 03/01/2004  
Spokane, Washington has the highest population density of any other Northwest cities.

**Map**  
**Clearcutting on the Olympic Peninsula** [82%], 03/10/2004  
Clearcutting felled 29 percent of all forests over a 30-year period in the Olympic Peninsula.

**Map**  
**Average Family Size Across the Northwest** [82%], 02/23/2005  
Different total fertility rates across the Cascadia region, including British Columbia, Idaho, Oregon, and Washington.

**Animated map**  
**Spokane-Area Population Density** [82%], 03/01/2004  
How Spokane, Washington, grew—and sprawled—from 1990-2000, compared to other cities in the Northwest.

**Chart**  
**Percentage of State-Owned Forests Clearcut in Central Cascades** [81%], 02/23/2005  
In the Central Cascades area studied in Sightline's forests indicator, Washington state has logged more heavily than Oregon.

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## Life Expectancy in Cascadia

Life expectancy (years)

- < 77
- 77-77.9
- 78-78.9
- 79-79.9
- ≥ 80

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**By topic**  
Cascadia Scorecard  
Sprawl & Transportation  
Energy & Climate  
Pollution & Toxics  
Forests & Wildlife  
Human Health  
Population  
Economy

**By region**  
Cascadia  
British Columbia  
Idaho  
Oregon  
Washington

Publication date: 2005 | Originally published in: Cascadia Scorecard 2005 | Topic(s): [Human Health](#) | Graphic type: Map

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# Sightline Daily

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### Sightline Daily

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News for 05.06.2008

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EDITOR'S TAKE: TOP STORY FOR MAY 06, 2008

#### Dreaming of an Independent Cascadia

Dreaming of an independent Cascadia? The **Vancouver Sun** looks at the economic, political and social viability of the Cascadia bioregion as its own entity. Breaking the border-boundary may be the first obstacle. Health care is another hot topic for the day, as Oregon struggles to keep **rural doctors** from leaving, and **Canada's poor** suffer most from health issues.



Sightline Institute

See also:

- » **Dream of Cohesive Cascadia Never Dies** VANCOUVER SUN 05/06/2008
- » **Getting Doctors to Rural Oregon a Tough Sell** THE WORLD 05/06/2008
- » **Views: Canada's Poor Dying for the Rich** THE TYEE 05/06/2008
- » **The Score: BC and the Northwest States** SIGHTLINE INSTITUTE
- » **Life Expectancy in Cascadia** SIGHTLINE INSTITUTE

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EDITOR'S TOP PICKS

Your editor today is **Christina Claassen** | View All Today's News | Expand All | Collapse All

- Dream of Cohesive Cascadia Never Dies**  
» VANCOUVER SUN 05/06/2008  
 Most advocates for Cascadia don't seriously think about creating a separate, free-standing nation. But they do talk a lot about what could come of closer political, cultural and economic ties. [Go to article.](#)  
Economy | Native Peoples | Population | Solutions | Cascadia | Email Story
- See also:
- » **Native Myths Used in Earthquake Preparedness** KPLU 04/29/2008
- » **Earthquake Risk Could Be Greater Than Thought** PORTLAND OREGONIAN 04/24/2008
- » **Cascadian Carbon Tax Shifts?** 04/24/2008
- Getting Doctors to Rural Oregon a Tough Sell**  
» COOS BAY WORLD 05/05/2008
- Views: Canada's Poor Dying for the Rich**  
» THE TYEE 05/06/2008
- The Gospel of Consumption**  
» ORION MAGAZINE 05/05/2008
- Hidden Taxes for Biodiesel Users**  
» LOS ANGELES TIMES 05/05/2008
- Views: 'A' for Alaska's Renewable Energy**  
» ANCHORAGE DAILY NEWS 05/06/2008
- Seattle Streetcar Plan Needs Cash**  
» SEATTLE POST-INTELLIGENCER 05/06/2008

Cascadia bioregion...healthcare woes

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**Sightline Daily**

NORTHWEST NEWS THAT MATTERS

TUESDAY 05.06.08

Your editor today is Christina Claassen.  
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• TODAY'S TOP NEWS PICKS •

1. Dream of Cohesive Cascadia Never Dies
2. Getting Doctors to Rural Oregon a Tough Sell
3. Views: Canada's Poor Dying for the Rich
4. The Gospel of Consumption
5. Hidden Taxes for Biodiesel Users
6. Views: 'A' for Alaska's Renewable Energy
7. Seattle Streetcar Plan Needs Cash
8. King County Approves Rail-Trail Deal
9. Ralph Nader Trying to Get on Oregon Ballot
10. Views: Armed to Kill in National Parks?

Full blurbs below ...

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• TODAY'S EXTENDED TOP NEWS PICKS •

1. Dream of Cohesive Cascadia Never Dies  
Most advocates for Cascadia don't seriously think about creating a separate, free-standing nation. But they do talk a lot about what could come of closer political, cultural and economic ties. Vancouver Sun 05/06/2008
2. Getting Doctors to Rural Oregon a Tough Sell  
Oregon has an uphill battle to train enough rural doctors to replace their retiring baby boomer predecessors and then to keep them from moving to the city, says the president of Oregon Health & Science University. Coos Bay World 05/05/2008
3. Views: Canada's Poor Dying for the Rich  
Statistics Canada confirmed last week the rich are getting richer, the poor are getting poorer, and the middle class has been treading water for a quarter-century. The Globe and Mail published a Second Coming headline about those findings. Pundits chimed in. Yet, despite all the chatter, we still seem unable to confront this fact: The wider the income gap in a country, the worse its life expectancy. The Tyee 05/06/2008
4. The Gospel of Consumption  
Today "work and more work" is the accepted way of doing things. With the advent of machinery, not only have we shaved off work time, but we've also created "higher productivity" and an avidness toward consumption. Orion Magazine 05/05/2008
5. Hidden Taxes for Biodiesel Users  
Drivers who use cooking grease to run their diesel vehicles often don't realize they're supposed to obtain permits and pay a California state tax on each gallon. Even the governor has to comply. Los Angeles Times 05/06/2008
6. Views: 'A' for Alaska's Renewable Energy

Promote  
Transform  
Connect  
Strengthen

Give today



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EDITOR'S TAKE:  
TODAY'S TOP STORY




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**Dreaming of an Independent Cascadia**  
 Dreaming of an independent Cascadia? The Vancouver Sun looks at the economic, political and social viability of the Cascadia bioregion as its own entity. Breaking the border-boundary may be the first obstacle. Health care is another hot topic for the day, as Oregon struggles to keep rural doctors from leaving, and Canada's poor suffer most from health issues.

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**FROM SIGHTLINE'S BLOG: THE DAILY SCORE**  
 Conventional Wisdom Watch, Gasoline Edition  
 Finally, the press sees the link between gas prices & driving. CLARK WILLIAMS-DERRY  
**Gas Prices Up, Sprawl Down**  
 Walkable neighborhoods hold value best. ALAN DURNING  
**Grandfathering and Windfalls**  
 New report shows big windfall profits if major utilities get carbon permits for free.

# The Daily Score

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### THE DAILY SCORE

#### Conventional Wisdom Watch, Gasoline Edition

POSTED BY CLARK WILLIAMS-DERRY  
05/02/2008 01:22 PM

Finally, the press sees the link between gas prices & driving.

The nifty image to the right, taken from today's issue of *The New York Times*, says a lot: gas prices, coupled with recession jitters, have ushered in a sea change in the vehicle market. Fuel efficient cars are flying off the lot, while cars and trucks with big tanks are, well, tanking.

**BIGGEST GAINER**  
+33.8%

**TOYOTA Prius**

**CHEVROLET SILVERADO**  
-30.5%

**BIGGEST LOSER**

Hybrids aren't the only winner in this auto race. High-mileage compacts -- the Honda Fit, Toyota Yaris, and Ford Focus among them -- are experiencing a substantial sales boost too.

But to me, the most fascinating part of this article is this: recent trends have completely upended the "conventional wisdom" about how consumers respond to high gas prices.

You see, it used to be pretty common to read press stories that implied that drivers had no ability, or perhaps no willingness, to adjust their transportation habits in the face of higher prices. As gas prices rose, the stories went, consumers were doing almost nothing in response, other than tightening their belts in other areas.

In the Northwest at least, this has been false for a while. **Gas consumption, measured per capita, has been going down** for the better part of a decade. Still, the idea that gas prices were having no effect on driving seemed to be pretty much ubiquitous.

But now, look at what the *Times* says:

How the downsizing of America's vehicle fleet will affect fuel consumption is still largely unknown. *When gas prices rise, as they are now, many drivers simply drive less to save money.* [Emphasis added]

That's right -- the article takes the link between rising prices and driving for granted. They don't even bother to source it -- meaning that by the *Times*' standards, it's basically self-evident.

I think it's another sign that we've reached something of a tipping point: people are starting to understand that many families do, in fact, have some flexibility in how much they drive, and how much gas they use. And as gas prices near \$4 per gallon, people are figuring out ways of cutting back.

Of course, "price elasticity" (as this effect is called) has been the conventional wisdom among economists since the days of Adam Smith. So it's nice to see the idea finally getting a little ink for a change.

Energy | Sprawl & Transportation | Femalinx (2)

#### Gas Prices Up, Sprawl Down

POSTED BY ALAN DURNING  
05/02/2008 12:00 PM

Walkable neighborhoods hold value best.

**BUYER'S OR SELLER'S MARKET?**

Most areas of King County have turned from seller's to buyer's markets in recent months. A buyer's market is one where it would take at least six months to sell all the homes listed at the current sales pace.

4 to 6 months

6 to 8 months

8 months or more

Years ago, I heard from an economist friend about research showing that urban rents rose with oil prices in the 1970s, while suburban ones fell. Ultimately, land values reflect the shifts in the values of many things. So rising fuel prices would be expected to have the effect of

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**RECENT COMMENTS**

- [Chris Bradshaw on The Future Ain't What It Used to Be](#)
- [Orson on The Slow Car Movement](#)
- [Barry on Conventional Wisdom Watch, Gasoline Edition](#)
- [Alex Wilson on The Slow Car Movement](#)
- [Bryn Davidson on The Future Ain't What It Used to Be](#)

**RECENT POSTS**

- [Conventional Wisdom Watch, Gasoline Edition](#) (2)
- [Gas Prices Up, Sprawl Down](#) (1)
- [Grandfather in and Windfalls](#)

# The Weekly Score

gas prices up, sprawl down ... salmon rationing

## THE WEEKLY SCORE

THE BEST OF THE DAILY SCORE BLOG.

### WEEK OF MAY 2, 2008

The Weekly Score is a product of Sightline Daily.  
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• TOP WEEKLY POSTS •



#### The Slow Car Movement

Easing off on the gas eases gas consumption.  
ERIC DE PLACE

#### Brain Drain

If willpower is limited, shouldn't we focus on the important choices?  
CLARK WILLIAMS-DERRY

#### Grandfathering and Windfalls

New report shows big windfall profits if major utilities get carbon permits for free.  
CLARK WILLIAMS-DERRY

#### Gas Prices Up, Sprawl Down

Walkable neighborhoods hold value best.  
ALAN DURNING

#### Vehicle Miles Re-Traveled

More on Washington new VMT law.  
ERIC DE PLACE

#### Join the Sightline Team!

We're looking for a Senior Communications Associate  
CHRISTINE WINCKLER

#### Conventional Wisdom Watch, Gasoline Edition

Finally, the press sees the link between gas prices & driving.  
CLARK WILLIAMS-DERRY

#### Lead Defend Change Sustain

Give today



• TOP WEEKLY NEWS •

#### Spending the Stimulus

04/28/2008  
LIVING ON EARTH

#### Small-town America's Green Lifeline

04/28/2008  
MOTHER JONES MAGAZINE

#### Wild Salmon Rationing in BC

04/30/2008  
CBC BC

#### A Long Haul to Seattle Grocery Stores

05/01/2008  
SEATTLE POST-INTELLIGENCER

#### Victoria Puts Housing First

05/02/2008  
CBC BC

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# Cascadia Scorecard News

## CASCADIA SCORECARD *news*

Sightline Institute (FORMERLY NORTHWEST ENVIRONMENT WATCH)

02/14/2006



**Tidepool is now a project of Sightline!**

We're pleased to announce

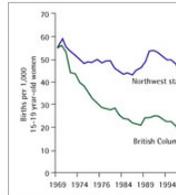
that in mid-January, [Tidepool](#), the daily Pacific Northwest news service, became a project of Sightline! Founded in 1997, Tidepool hand-picks the best environmental, community, and economic news stories for you from more than 40 regional news sources and brings them to you every weekday by 9 am. A natural fit with Sightline, Tidepool is also dedicated to providing you with trustworthy, intelligent information that enables us all to help build a healthy, lasting prosperity grounded in place. Read more about Sightline & [Tidepool](#).

Check out [Tidepool.org](#).

[Sign up for here](#) to get the top ten stories delivered to your inbox daily.

### Rising Hope: Teen birth rate at record lows

One of Cascadia's great successes in recent decades has been a steep but little-heralded decline in teen births—heartening progress toward a future in which all children are born wanted. Recent changes in teens' use of contraception do not match the statistical magnitude of plunging teen pregnancy and birth rates. Something else must be at work. That something else is most likely a rise in motivation among teens to avoid pregnancy, and that's profoundly encouraging news. [Read more.](#)



### My Backyard Bog: Smart landscaping for days

After 27 consecutive rainy days, Sightline resident Eric de Place is hatching plans for the lake in his backyard. Instead of stocking it with fish, he's going to landscape his way out of the problem. Landscaping for rain water minimizes environmental impacts, keeps your home dry, and can create a backyard haven out of your saturated soils. Find ideas and resources for landscaping for storm-water

### More From Tidepool:

[Tidepool Voices:](#)

Guest commentary from around the region

[Today's top news](#)

[Book reviews](#)

[Take action on PBDEs in Washington](#)

## CASCADIA SCORECARD

Sightline Institute (FORMERLY NORTHWEST ENVIRONMENT WATCH)

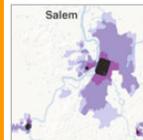
12/12/2005

**Slow-motion revolution:** What makes the impossible become inevitable? In this year-end essay, Sightline executive director Alan Durning sets the campaign for a sustainable economy and way of life beside similarly ambitious causes of the past, such as emancipation and suffrage, and finds reasons for optimism. History shows that an unarguable principle and a small corps of dedicated people can slowly but surely change the course of the future. [Read Alan Durning's essay.](#)

No social advance rolls in on the wheels of inevitability. It comes through the tireless efforts and persistent work of dedicated individuals.

*Martin Luther King, Jr.*

**Mapping a century of growth in three Oregon cities:** Oregon is often held up as a model for its land-use policies, established in the 1970s. But have such policies really made a difference in how the state's cities have grown? Our new series of animated maps, which show settlement in select Oregon cities since 1900, suggests the answer is yes. See the difference in the spread of development since 1980, when Oregon's land-use policies began to take effect.



[Go to Portland map.](#)  
[Go to Salem map.](#)  
[Go to Corvallis map.](#)

**The season of giving back:** Sightline staff would adore holidays for the sugar cookies alone, but it's the enhanced sense of connection among people, and to nature, that defines the season for us. We've come up with a list of gifts to encourage community involvement and connection—instead of consumption. [Read more.](#)

### Sightline Profile: Peter and Pam Hayes connect Northwest communities to forests

Does your wood furniture and flooring come from a Northwest forest that is managed for long-term health? Most of us probably don't know. Longtime Sightline friends Peter and Pam Hayes, who manage 800 acres of sustainably managed forests in Oregon, aim to change that with a strategy called community-connected forestry. [Read more.](#)

**Thanks to our fall fund drive supporters!** Of course, it's never too late to pitch in and support Sightline's analysis, research, and outreach. Get your 2005 tax deduction by making a year-end gift today. [You can donate online here.](#)



## CASCADIA SCORECARD *news*

Sightline Institute (FORMERLY NORTHWEST ENVIRONMENT WATCH)

07/01/2005

### Scorecard Update: Sightline introduces Northwest wildlife index

For much of the last century, the southern resident orcas that inhabited the inland seas of Washington and British Columbia were under siege. Now, although the orcas are still in jeopardy, conservation efforts have paid off, and whale-watchers have a chance to see one of some 90 resident orcas in the San Juan Islands.



Orcas are one of five key species that Sightline Institute is monitoring as part of its new wildlife index, along with gray wolves, mountain caribou, greater sage-grouse, and Chinook salmon. The index—which will be released in complete form in *Cascadia Scorecard 2006*—will help us gauge not only the health of these five iconic species, but also the status of the ecosystems that sustain them.

It will also tell us something about ourselves. Can the Northwest's wildlife thrive in a region of 16 million of people? [Read more about how our wildlife are doing.](#)

### Scorecard in Action: Positive change for the climate

Although the US federal government has opposed taking strong action to curb carbon dioxide emissions, governments and individuals in the Northwest are taking matters into their own hands. [Read about regional success stories](#) and tips on curbing greenhouse gas pollution and improving our energy score.



### Personal Scorecard: Sea-worthy seafood

During summer, many of us enjoy eating fresh salmon and grilling up trout. But with fish stocks and marine habitats around the world in danger, how do we make seafood choices that won't harm our oceans? Here are [resources that can help.](#)

### Simplify, and support Sightline

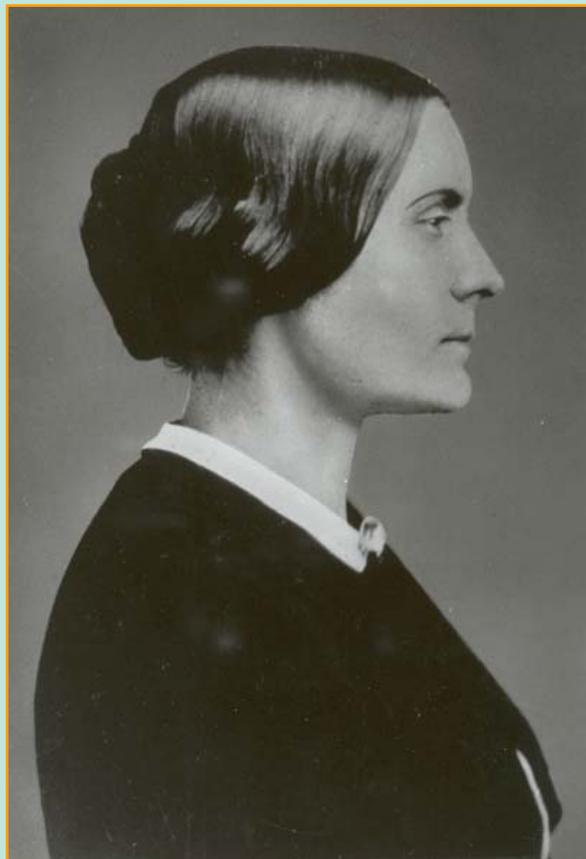
Want a creative and eco-friendly way to support us? Donate your used books, CDs, DVDs, videos, and software to [EcoEncore](#)—a nonprofit that will relieve you of your tired tales and tunes, sell them online, and contribute the proceeds to environmental nonprofits, including Sightline. So, clear out those closets and make a gift today—[go here for a donation form and more information.](#)

[Legalizing granny flats](#)

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# The Lesson of 1848





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Us.

