

FEDERATED GARDEN CLUBS OF OREGON
PORTLAND GARDEN CLUB
ROADSIDE COUNCIL
CITY CLUB OF PORTLAND, OREGON
COMMITTEE FOR A LIVEABLE OREGON
OREGON COAST ASSOCIATION
OREGON WILDLIFE FEDERATION
AMERICAN INSTITUTE OF ARCHITECTS
OREGON STATE MOTOR ASSOCIATION
ASTORIA CHAMBER OF COMMERCE
MIRACLE MILES AD CLUB
CITY CLUB OF SALEM, OREGON
FLORENCE CHAMBER OF COMMERCE
OREGON ENVIRONMENTAL COUNCIL

19 JANUARY 69

RE : OREGON'S ENVIRONMENT, AND ONE THING THAT MIGHT BE ACCOMPLISHED
IN THIS 1969 LEGISLATURE TO BETTER THIS ENVIRONMENT

THERE WILL BE SUBMITTED IN THE HOUSE OF REPRESENTATIVES HOPPER THIS
LEGISLATURE A BILL THAT WILL MAKE IT ILLEGAL TO SELL SOFT DRINKS OR
BEER IN BOTTLES WHICH ARE NON-RETURNABLE.

THIS IS NOT A COMPREHENSIVE ANSWER TO THE PROBLEM OF NON-DESTRUCTIBLE
GARBAGE IN OREGON, BUT IT IS SURELY A STEP IN THE RIGHT DIRECTION, AND
IF PASSED AND MADE EFFECTIVE WOULD SURELY HAVE A GOOD EFFECT ON THE
ROADSIDES, TRAILS, PARKS AND NATURAL SWIMMING PLACES IN THIS STATE.
IF THERE ARE BOTTLES THERE WILL ALWAYS BE BROKEN BOTTLES, OF COURSE,
BUT RETURNABLE BOTTLES ARE STRONGER, AND SOMEHOW SEEM TO GET BROKEN
LESS OFTEN IF THEY HAVE A PRICE TAG.

THE LEGISLATION IS NOT BEING SUBMITTED BY REQUEST, NOR IS IT TO BE
TRADING STOCK OR A PUBLICITY GIMMICK. RATHER, IT IS TO BE A LEGISLATIVE
CORNERSTONE OF THE SESSION FOR REPRESENTATIVE PAUL HANNEMAN, TILLAMOOK
COUNTY, THIRD TERM LEGISLATOR WHO IS CHAIRMAN OF THE HOUSE COMMITTEE
ON NATURAL RESOURCES. REPRESENTATIVE HANNEMAN IS A VERY ACTIVE OCEAN
FISHING GUIDE, LIVES WITHIN LESS THAN A MILE OF ONE OF OREGON'S FINEST
BEACHES, AND HAS SEEN THE DETERIORATION OF THIS AND OTHER POPULAR
RECREATIONAL AREAS, STATE, FEDERAL, COUNTY AND PRIVATE. THE PROBLEM IS
PERHAPS GREATEST ON BEACHES, BECAUSE CANS RUST AND RETURNABLE BOTTLES
ARE SOON ACCOUNTED FOR BY LOCAL TADS, BUT NON-RETURNABLES, BROKEN BY
DRIFTWOOD, ROCKS OR AUTOMOBILE TRAFFIC ARE "FOREVER".

THE WRITER OF THIS LETTER IS A CONCERNED OUTDOORSMAN WHO WOULD LIKE
VERY MUCH TO SEE OREGON'S ENVIRONMENT BETTERED. IN CONNECTION WITH
THIS NON-RETURNABLE BOTTLE BILL, I AM ACTING AS UNOFFICIAL LIASON
MAN, PREPARED TO OFFER COPIES OF THE PROPOSED LEGISLATION, CORRESPOND
WITH LIKE-THINKING PERSONS OR ORGANIZATIONS AND, ABOVE ALL, MAKE
CERTAIN THAT INTERESTED PERSONS, WHETHER AS INDIVIDUALS SPEAKING FOR
THEMSELVES ALONE OR ACCREDITED REPRESENTATIVES OF AN ORGANIZATION,
WILL ATTEND THE ALL-IMPORTANT HEARINGS ON THE PROPOSED LEGISLATION.

PLEASE CONTACT THE WRITER, OR REPRESENTATIVE HANNEMAN, IF INFORMATION
OF ANY KIND IS NEEDED.

RICH CHAMBERS
R3 - B754B
SALEM, OREGON 97302
SALEM 362-5815



14
J. Pierre Kolisch
1004 Standard Plaza
Portland 4, Oregon

March 7, 1969

The Honorable Tom McCall
Governor of Oregon
208 State Capitol
Salem, Oregon 97310

Dear Governor McCall:

It was heartening to your Livable Oregon Committee to learn from news reports of your recent trip to California that you had not gone to that State, hat-in-hand, begging for industry.

Oregon can and will get all the business it wants, but it must be on terms that are compatible to our environment. There is a quality to our way of life which we not only want, but to which our descendants are entitled. California is certainly a much less desirable place to live than it was prior to its tremendous success in attracting industry and population. Major portions of that once beautiful state have been smothered by smog, scarred by bulldozers, corroded by mass subdivisions and overrun by population.

Oregon does not want a California type success, and we know that you are wise and farseeing enough to realize that for the sake of possible temporary economic gain we should not proceed to deter, deface or destroy that beautiful natural environment which we all enjoy as Oregonians.

We appreciate your endorsement of the Livable Oregon Committee guidelines recommended to you last January. Your committee will continue to strive towards maintaining in Oregon a healthy, sensible balance between man and his environment, and today this means curbing and controlling the activities of man which are destructive and out of tune with his natural surroundings.

Respectfully,

J. Pierre Kolisch
J. Pierre Kolisch
Chairman, Committee
for Livable Oregon

JPK:sp

cc: Mr. Kessler R. Cannon

March 7, 1969

Mr. A. A. Heckman
Executive Director
Louis W. and Maude Hill Family Foundation
W-975 First National Bank Building
St. Paul, Minnesota 55101

Dear Mr. Heckman:

I regret the delay in answering your letter of January 17, 1969 with respect to the grant solicited on behalf of the Governor's Livable Oregon Committee, but my absence and Mr. Mason's absence from Portland at different times made it difficult for us to get together. We have, however, now had the benefit of Mr. Mason's wise counsel.

Responding to the points raised in your letter:

1. The Governor's Committee for a Livable Oregon will continue to function as such, but is sponsoring the new organization for which funds are being solicited. Steps are being taken to incorporate the new organization as a private nonprofit corporation. We will, of course, provide you with all relative formal documents pertaining to this organization as they become available.

2. We expect that the new organization will work closely with and coordinate its activities with Keep Oregon Green, as well as with other such organizations which share its goal. A combination or merger with KOG will be explored, but this may take a period of time because there is some resistance to such a combination. Many of the financial supporters and board members of KOG believe that it should remain an organization solely devoted to forest fire prevention.

3. From the start, it is our intention that representatives of KOG be on the Board of the new organization and vice versa. The two organizations will be mutually supportive, with KOG's principal responsibility being promotion of forest fire prevention and the new organization taking the lead in

developing and promoting solutions to other outdoor conduct problems, particularly litter. While it is expected that the Board of the new organization will be large and made up of representatives of groups interested in its goals, the actual operation of the organization is expected to be in the hands of a strong, executive committee and full-time payed executive director.

4. With respect to the qualifications of the executive director, we recognize that perhaps the single, most important ingredient in the success of the new organization will be the manner in which the executive director carries out his duties. We would hope to find a man having an educational background in public relations, resource management and recreation. He should have several years business experience in public relations, journalism, advertising and recreation management. The personal characteristics of greatest importance in the man will be his individual drive, dynamism and dedication to the goals of the new organization. Regardless of the man's paper qualifications, and to put it concisely, what we are looking for is another Albert Weisendanger, who has so successfully managed Keep Oregon Green.

5. The new organization will carry out its objectives by continuing education and public relations programs, coupled with pressure on all responsible public officials, from the Governor on down, to enforce existing litter and vandalism laws, and where necessary, strengthen such laws. For instance, an initial step of the new organization will be to see to it that in at least selected areas of the state someone provides litter collection facilities, and that collection and disposal of such litter be carried out by local government.

6. With respect to funds for the new organization, we have had indication from local sources that they would be interested in contributing. It would be helpful to us in raising funds to be able to state that we have the support of the Hill Foundation, and in this connection, we suggest that the Hill Foundation commit itself to the extent of at least half of the funds necessary for the first year's operation as outlined in our letter of January 2, 1969.

7. We know of the urgent need for someone to do the work proposed by our organization, and we believe the

March 7, 1969

time is propitious for launching such an effort, In Governor McCall Oregon has a strong executive, dedicated to the proposition of maintaining the excellent natural environment with which this State is blessed. Under his auspices the new organization will lead the way in seeing to it that some definite steps are taken in stopping man's desecration of his natural surroundings. We hope the Hill Family Foundation will materially assist us in this endeavor.

Very truly yours,

JPK:sp

J. Pierre Kolisch
Chairman, Committee
for Livable Oregon

cc: The Honorable Tom McCall
Mr. David T. Mason
Mr. Irvin H. Luiten
Mr. Charles S. Collins

January 2, 1969

Mr. A. A. Rogman
Executive Director
Hill Family Foundation
1000 First National Bank Building
St. Paul, Minnesota 55102

Dear Mr. Rogman:

The Governor's Committee for a Livable Oregon respectfully requests a Hill Family Foundation grant to establish in the state of Oregon a voluntary, non-profit, educational association to improve the conduct of those who use the Out-of-Doors. In attacking outdoor behavior problems, it is proposed that this voluntary organization will place priority on correction of such problems as littering, vandalism, and disrespect for property, rights and the law and regulation governing outdoor behavior.

THE PROPOSAL

1. The Committee for a Livable Oregon requests a one-time, "seed-money" grant of \$45,000 to organize and operate for one year the proposed voluntary, non-profit, educational association. The proposed annual budget for such an association is:

Salaries

Executive Director	\$15,000	
Secretary-Stenographer	<u>5,000</u>	\$20,000

Operational

Office rent	1,500	
Travel	4,800	
Office expense	3,000	
Program promotion and expenses not otherwise classified (posters, film clips, exhibits, etc.)	<u>15,300</u>	<u>285000</u>
Annual budget		\$45,000

2. It is proposed that the subject association be self-supporting following its organizational and initial operating year. Funding of the association's activities after the initial year would be through membership fees and contributions derived from interested individuals, organizations, private and public corporations, and agencies and municipalities with a vested interest in reducing the social and monetary costs of litter, vandalism, and other undesirable outdoor behavior.
3. This private, charitable, tax-exempt association would be established, not only to correct outdoor behavior problems in Oregon, but also as a pilot project to stimulate, through demonstration, the founding of similar associations in other states.

OBJECTIVES OF THE PROPOSED ASSOCIATION

The objectives of the proposed voluntary association are:

1. To develop, execute, and stimulate on a continuing basis public educational programs which will---
 - (a) Reduce, and control when possible, littering on highways and city streets, in recreational areas, parks, and private and public forests;
 - (b) Reduce, and control when possible, vandalism on public and private property and prevent defacement of monuments, statues, natural areas, and natural wonders;
 - (c) Generate among youth and adults a citizen conscience and pride directed toward the maintenance of a quality environment, building respect for an observance of law and regulation relating to littering, vandalism, fish and game, and trespass on private property;
 - (d) Seek involvement by the users of our recreational and travel facilities in both the educational and law enforcement effort to maintain a quality environment;
 - (e) Initiate community action to eliminate the ugly and unsightly;
2. To stimulate in the Oregon education system programs to develop, particularly among elementary students, attitudes which will bend adult behavior toward responsible

conduct in the use of the out-of-doors;

3. To cooperate with other organizations concerned with improving outdoor conduct; for example, Keep America Beautiful, Izaak Walton League, National Wildlife Federation, and Federation of Garden Clubs.
4. To stimulate a greater research effort on human behavior in the out-of-doors to the end that research results may be used to shape programs to reduce littering, vandalism and other behavior with heavy social and monetary costs.

EXPECTED RESULTS OF THIS PROJECT

The Governor's Committee for a Livable Oregon expects the following results from the founding of an association to attack the problems of outdoor conduct and the maintenance of a quality environment:

1. Reduction of the social and monetary costs of littering and vandalism through development and execution of a hard-hitting, coordinated statewide campaign to combat undesirable outdoor behavior and build a citizen conscience which will brand such behavior as anti-social in nature;
2. New and improved programs in the elementary schools to shape the attitudes of the young and thereby improve adult behavior among out-of-door users;
3. More aggressive and better coordinated statewide and community action to control and improve outdoor conduct;
4. More research by private and public agencies to secure knowledge needed to (a) publicize the social and economic costs of undesirable outdoor conduct, and (b) gain new insight into the causes of undesirable behavior and the preventive and curative measures required to reduce or prevent it.
5. Strengthening of legal and enforcement measures required to prevent deliberate rather than careless or thoughtless undesirable conduct such as vandalism and defacement of public and private property.
6. State leadership in combating the problems of outdoor conduct, a leadership which will produce similar effective action by other states.
7. Effective and early preventive action on developing and anticipated outdoor conduct problems.

8. Strengthening of the Keep Green Association effort to prevent forest fires. (Improvement in general outdoor behavior will improve public attitude toward forest fire prevention. The voluntary association proposed here will work closely and cooperatively with Keep Oregon Green.)

PROGRESS REPORTS

It is proposed that the Committee for a Livable Oregon will report periodically, as suggested by the Hill Family Foundation, on progress being made in the founding of the voluntary educational association, its operations and activities, results achieved, and the future objectives, goals, and prospects of achieving specific results.

THE PROJECT SPONSOR

The Governor's Committee for a Livable Oregon, appointed by Governor Tom McCall, is the sponsor of this project. This committee has been assigned the responsibility for recommending to the Governor programs, activities, and action to preserve and enhance the quality of the Oregon environment. A copy of the Governor's Executive Order creating the committee and the committee membership are attached.

TIMETABLE

Upon receipt of a grant, the Committee for a Livable Oregon proposes to proceed at once with the founding of the association and commencing its operations. It is the committee's goal to found such an organization and make it operational in 1969.

Among the goals and objectives of the Committee for a Livable Oregon, the founding of this association has been given top priority. Governor McCall, in reviewing the committee's goals and objectives, also gave this project top priority.

HISTORY OF THE PROPOSAL

During the early 1950's, the Oregon Division of the Izaak Walton League of America organized a Red Hat Days program statewide in an attempt to improve the conduct of hunters, principally during the deer and upland bird seasons. The results of this effort were good, producing improvement in sportsmen-landowner relations and the general conduct of hunters. This program, however, was conducted entirely by volunteers. Problems of finance and organization were difficult to solve because volunteer leadership could not provide the year-round momentum needed to maintain an effective program. During Governor Hatfield's administration, a conservation conference called by the Governor recommended the founding of an

association with paid staff to work the year round on outdoor behavior problems. The Red Hat Days program was then phased out in anticipation of founding such an association.

A conference of major conservation groups in Portland in 1967 again recommended the founding of such an association. The organization was not formed, however, because funds were not available to finance the association during its first year of operation. Volunteer leadership to raise the funds could not be obtained.

The Committee for a Livable Oregon is now assuming the leadership to raise the funds required for organization of the association and to finance its first year of operation. The committee firmly believes that such an association must have paid staff to function effectively; it cannot be effective with just volunteer staffing.

THE NEED

The burgeoning use of the out-of-doors by recreationists is well known; it has been widely publicized in the reports issued by the Outdoor Recreational Resources Review Commission of the Eisenhower Administration. This burgeoning use of the out-of-doors brings with it acute problems associated with littering, vandalism, and other damaging and discourteous outdoor behavior. This undesirable behavior threatens the quality of outdoor experience and even the future of recreational resources and unique natural wonders. The social and economic costs of undesirable conduct are high. It now costs the Oregon State Highway Commission more than \$600,000 annually just to retrieve litter from the public highways of the state. The total costs of litter and vandalism to all units of local government and public and private agencies in Oregon is not known. But it is certain that these costs, when computed, would be startling indeed. The U. S. Forest Service has estimated that the national costs of cleaning up the national forests after recreationists may exceed \$23,000,000 annually.

Such economic costs, as well as social costs, attributable to poor behavior in the out-of-doors can only grow in magnitude unless effective action is taken.

The Governor's Committee for a Livable Oregon proposes to take effective action by founding the association for which this grant is requested.

Respectfully yours,

Pierre Kolisch
Chairman
Governor's Livable Oregon Committee

HOLO FILE

Weyerhaeuser Company

Portland, Oregon 97204

January 27, 1969

Jim Orey

January 27, 1969

Mr. J. Pierre Kolisch
Chairman, Committee on a Livable Oregon
1004 Standard Plaza
Portland, Oregon 97204

Dear Pierre:

I'll do my best to answer the questions asked you by Mr. Heckman of the Hill Family Foundation.

As I view it, the organization formed to work on improvement of outdoor conduct would coordinate its activities closely with those of Keep Oregon Green. The educational and promotional work done by the new association would be supportive to the Keep Green effort. You will recall the Forest Service research report I sent you. This indicates that those people in our society who do not feel a strong responsibility toward our natural resources are most likely to be careless with fire, fail to report a forest fire or threat of forest fire when they see it, etc. Thus, insofar as our new organization can improve the public feeling of responsibility toward resources and others in the use of the out-of-doors, we should also improve the public awareness of the need to prevent fire.

When we have the new organization formed and financed, it would be my suggestion that we have the executive director of Keep Oregon Green serve on the board of this new organization. The executive director of the new organization should, reciprocally, serve on the board of Keep Oregon Green. I suspect that at least some of the directors of Keep Oregon Green would be selected to serve on the board of the new organization, because of their high interest in the improvement of outdoor conduct. One could also provide for some reciprocal service on committees of Keep Oregon Green and committees of the new organization at the county level. I would anticipate that the new organization would want to establish county committees to get local people involved in the activities.

In short, the two organizations could be mutually supportive, with Keep Oregon Green taking the lead in promoting forest fire prevention and the new organization taking the lead in developing and promoting solutions to other outdoor conduct problems. It would be neither desirable nor practical in my view to merge Keep Oregon Green with the new organization. I would oppose it. The direct thrust at forest fire prevention by Keep Oregon Green is needed, particularly during those periods of high fire hazard. During these periods, the new

organization could play a supportive role to Keep Oregon Green. It will have financial and moral support from groups and individuals who do not actively participate now in Keep Oregon Green. I think particularly of many sportsmen and conservation groups which are interested in fire prevention but which have a deeper and more continuing interest in preventing such acts as littering, vandalism, and other unsportsmanlike conduct that endangers landowner-sportsmen relations. Through the new organization, I believe, we can also obtain financial contribution from business interests which have a large stake in the outdoor recreation market. Manufacturers of fishing and hunting equipment, ski equipment, trail bikes, camping supplies, skimobiles---just to name a few---all have a stake in improving outdoor conduct because ease of access to public and private lands is important to the outdoor recreation market. Because the Keep Oregon Green relationship to these interests is far less direct, KOG does not tap these sources of financial support. When our new organization does, and as it plays a supportive role to Keep Oregon Green, these business interests will be assisting in the prevention of forest fires as they have not done before.

It is my view that we should move at once to incorporate our new organization as a non-profit, educational, tax exempt corporation. I would suggest that Hill Family Foundation be informed that we are doing this, that the outdoor conduct improvement program will be operated by such a corporation rather than a committee.

Qualifications I would suggest for the executive director are:

1. Educational---college graduate with major field in public relations, journalism, or advertising. Preferably a minor related to natural resource management, such as recreation, wildlife management, forestry. Or, major in recreation, with minor field of study in public relations, journalism, or advertising.
2. Experience---at least four years of experience and solid achievement in public relations, journalism, advertising, or recreation management. Should have demonstrated ability to plan, initiate, and implement programs to educate general or specific publics on important issues and stimulate desired action.
3. Job knowledge---should have thorough knowledge of public relations principles and techniques, communications principles and techniques, and press relations.
4. Personal qualities---leadership ability, self-starter willing to use initiative, public speaking ability, imaginative, creative in planning, organizing, and implementing programs to be carried out by others.

If it should appear that we will have difficulty finding someone with such qualifications for \$15,000 annually, I would recommend that we go as high as \$18,000 to get this kind of person. We will need a man with real ability to coordinate and stimulate action through many existing organizations ready and willing to work on problems of outdoor conduct when given programs, program materials, sense of direction, and guidance.

Mr. Heckman asks for some comment on methods to be used by the new organization to accomplish its objectives. These would be research and fact-gathering, education, promotion. As I see it, one of the first tasks for the executive director, after developing a membership and financing program for the organization, would be to develop data on the damage now being done by improper outdoor conduct in Oregon. This data would include: statewide and community costs of collecting litter; statewide and community costs of vandalism; effect of unsportsmanlike conduct on access to private lands; effect of improper conduct on quality of outdoor experience (case histories in fields of hunting, fishing, hiking, boating, etc.).

All available communications techniques would then be used to bring home to the general public and to specific publics the damaging character of improper outdoor conduct. Existing conservation organizations and sportsmen's clubs would be enlisted to aid in educating their memberships and the general public. Codes of conduct in the use of the out-of-doors would be developed and highly publicized for adoption by interest groups and individual citizens. Individual citizen action would be recommended to reduce the incidents of improper behavior.

The collection of data and case histories and examples of damaging behavior would be a continuing function. News media in their public service role would welcome such data and examples to build public awareness of the serious character of undesirable conduct and the need to curb it.

A major function of the new organization would be to stimulate outdoor conduct education in elementary and secondary school systems, all of which have conservation education programs which could be enriched through inclusion of teacher aids on outdoor conduct.

Educational methods would include the production and distribution of appropriate TV clips, radio spot announcements, movies, posters, etc.

I would suggest that our new organization, as soon as possible after it is incorporated, begin to formulate a set of objectives and goals and programs to implement the goals. Perhaps this could be done in time to give Hill Family Foundation at least some preliminary programs before it makes a decision on the proposed grant.

Mr. Heckman raises the question of other foundations participating in the organizational and first-year operational grant. Charles Collins and I discussed this with Dave Mason. It was Dave's suggestion that the Hill Family Foundation might want to provide the entire first-year financing. Further discussions with Dave on this subject would

Mr. J. Pierre Kolisch

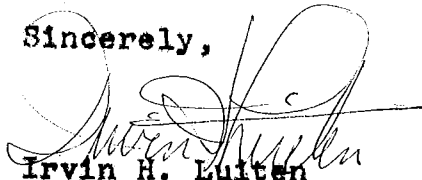
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seem desirable.

Because I am at Salem full time during the legislative session, it may be difficult for me to discuss this soon with Dave. Perhaps you and Charles Collins may wish to set up a luncheon date with Dave to discuss the contents of this letter.

Sincerely,



Irvin H. Luiten
Oregon Manager, Public Affairs

IHL:kb

cc: Charles Collins
Kessler Cannon

LO FILE

LOUIS W. AND MAUD HILL FAMILY FOUNDATION

W-975 FIRST NATIONAL BANK BUILDING

SAINT PAUL, MINNESOTA 55101

January 17, 1969

The Honorable Tom McCall, Governor
State of Oregon
State Capitol
Salem, Oregon 97310

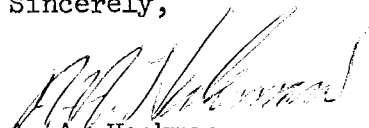
Dear Governor McCall:

Mr. David T. Mason of Portland, Oregon, forwarded to us your letter of January 3, 1969, and the proposal of your Livable Oregon Committee, signed by Mr. Pierre Kolisch, Chairman.

We will give this request very careful study and present it to Hill Family Foundation's Board of Directors for final action.

We appreciate your letter endorsing the proposal and your complimentary remarks on the work of Hill Family Foundation.

Sincerely,



A. A. Heckman
Executive Director

AAH:S

Copy to David T. Mason

Mr. J. Pierre Kolisch