

Water Resources and Planning ECONorthwest: The Team

Our team of planners, economists, and policy analysts spans several disciplines and practice areas. Each of our project managers brings a diverse range of skills and knowledge to our team, which inform our project work with a strong background of intellectual diversity and interdisciplinary study.

ECONorthwest's staff have served on a variety of local, regional, and national policy committees and worked on numerous water and sustainability-related projects for local, state, and federal agencies. Throughout our involvement, we are routinely singled out for our ability to communicate concisely and clearly to administrators, legislators, and lay audiences, even when the substance of the testimony involves complex economic principles and analytical findings.

Our team includes:

Terry Moore, Planning Director (FAICP), who specializes in land use and transportation planning.

Ed MacMullan, Senior Economist, who specializes in environmental economics and litigation support.

Dr. Abe Farkas, Development Services Director, who specializes in urban development and strategic planning.

Dr. Mark Buckley, Senior Economist, who specializes in modeling and economics of natural resources.

Lorelei Juntunen, Senior Planner, who specializes in land use and redevelopment policy, planning, and finance.

Sarah Reich, Policy Analyst, who specializes in natural resource economics and public policy decisions.

ECONorthwest

ECONOMICS • FINANCE • PLANNING

ECONorthwest - Portland
The KOIN Tower
222 SW Columbia Street
Suite 1600
Portland, OR 97201
503.222.6060

Eugene, OR
541.687.0051
Boise, ID
208.918.0617

econw.com



Terry Moore, Planning Director



As vice president and project manager since 1979, Terry has managed over 500 projects in transportation and land-use planning, economic development, growth management, policy analysis, and market analysis. Moore's current work focuses on integrated

regional planning for land use, transportation, and economic development; the economic evaluation of growth management policies; and market analysis for private development.

Ed MacMullan, Senior Economist



Ed specializes in assessing the economic effects of public policies, especially those that affect natural resource management. He is a nationally-recognized expert on stormwater issues, including the economics of low impact development (LID) methods. In his work,

Ed describes the economic consequences on values of ecosystem services of developing areas prone to landslides and other hazards. He also studies the economic factors associated with avoiding and complying with regional water quality regulations and county permitting processes.

Water Resources and Planning ECONorthwest: Areas of Expertise

Urban & Regional Planning

Our training in economic and statistical methods often makes us the independent evaluators and facilitators in controversial debates about land use policy. Our work includes economic opportunities analysis, forecasting (employment and housing), analysis of development scenarios, and action plans to implement economic development strategies.

Stormwater & Green Infrastructure

At ECONorthwest, we help regulators, decisionmakers, and stakeholders at the local, state and national level understand the economic aspects of stormwater management and green infrastructure. We often work with civil and environmental engineers and architects to merge economic principles with design considerations.

Innovative & Sustainable Development

We develop targeted implementation strategies that identify specific steps and financial tools to fund infrastructure needs. Our work is based on objective and economic-based analysis of sustainable practices, complex redevelopment, green building certification systems, and implementation strategies. We craft prototypes and real world pro-formas that bring development visions and economic realities together.

Economic Analyses of Water Resources

ECONorthwest addresses the economic dimensions of water and riparian resources. We have evaluated water-allocation decisions in complex socio-political and ecosystem settings, and have analyzed the economic tradeoffs associated with water quality and water supply challenges in both urban and rural settings.

Natural Hazard Mitigation

We recognize that well-considered transportation and land use planning—in combination with solid fiscal decisions around investments in public infrastructure—can create the best defense against disasters of all types and reduce risk for the entire population. We have experience with the complex regulations that guide hazard planning at the state and national level.

At ECONorthwest, we understand that businesses and governments face difficult decisions about how to make the best use of limited resources. We help our clients make thoughtful, data-driven decisions using tools and methods that meet the highest standards of best practice. At the core of everything we do is applied microeconomics. This perspective allows us to fully understand—and effectively communicate—the benefits, costs, and tradeoffs associated with any decision.

Our approach begins from an economic perspective: one that incorporates market analysis, economic forecasting, fiscal impact analysis, and financing to produce realistic, implementation-oriented work products.

ECONorthwest is the Northwest's most comprehensive independently-owned economics consulting firm. We have a staff of 50 in offices in Portland and Eugene, Oregon and Boise, Idaho.

ECONorthwest

ECONOMICS • FINANCE • PLANNING

www.econw.com



We assist governments, businesses and non-profits with planning and policy issues, including long-range regional planning, economic analysis of policy decisions, policy implementation, and site development. Much of our project work focuses on describing the consequences of policy decisions on water quality and supply, as well as other natural resource assets.

Urban & Regional Planning

The Transportation-Land Use Connection

For the American Planning Association, Terry Moore was the lead author of a 400-page book with an economic perspective of urban transportation problems and policy. The book explains how cities and transportation systems grow and interact, how to evaluate transportation projects in the context of land use change, how and how well different types of transportation policies work, and how to integrate transportation and land-use policy at the regional level.

Metro 2040 Growth Concept

For Portland Metro, ECONorthwest worked on several projects for the 2040 Growth Concept, a 50-year look at land-use and transportation systems for the Portland, Oregon metropolitan area. The study included the design and implementation of an extensive program for public involvement, long-run simulations of population and employment growth, and the development and preliminary evaluation of alternative urban forms of the region.

Envision Utah

ECONorthwest assisted with developing a 20-year housing forecast for Envision Utah, a regional growth management strategy for the Salt Lake City metropolitan area. The housing forecast was based on projections of demographic and economic conditions by the State of Utah and the relationship between demographic and economic conditions and housing choice.

Community Visioning in Tulsa

As subconsultants to Fregonese Associates, ECONorthwest assisted the City of Tulsa, Oklahoma, with PLANiTULSA, a community visioning effort that updated the City's Comprehensive Plan. The team engaged the community with questions about how neighborhoods will grow in the future, helping create a more diverse, vibrant, and livable city. ECONorthwest's involvement in PLANiTulsa included working with neighborhoods in North Tulsa, an area suffering from high crime, extreme poverty, and a history of racial tension and disinvestment.

Innovative & Sustainable Development

LEED Building Cash Flow Analysis

As part of a multidisciplinary team, ECONorthwest analyzed the financial impact of LEED certification on five case study developments in the City of Portland. The study aimed to help developers make informed decisions about green development. Using quantitative data, ECONorthwest composed 10-year operating pro-formas for the LEED elements of each building. By isolating these elements, ECONorthwest showed the incentives received, timing of various cost premiums, and the value of energy savings. We summarized the results by calculating the Net Present Value (NPV) and Return on Investment (ROI) for the LEED portion of each project.

Economic Benefits of Ecosystem Services in SITES Credits

For the Sustainable Sites Initiative (SITES), an interdisciplinary effort to create voluntary national guidelines and performance benchmarks for sustainable land design, construction, and maintenance practices, ECONorthwest created a framework to address the economic and ecosystem service benefits of SITES prerequisites and credits. The framework lays out a inclusive, yet clear, basis for understanding the complex relationship between natural capital, ecosystem goods and services, and human well-being.

Stormwater & Green Infrastructure

Economic Benefits of Green Infrastructure

With funding from American Rivers, U.S. EPA, Natural Resources Defense Council, the Joyce Foundation, and the Campbell Foundation, ECONorthwest has developed a series of reports on the economic benefits and costs of green infrastructure strategies for stormwater management. These reports include case studies from the Great Lakes region and the Chesapeake Bay region, as well as a review of the cost-effectiveness of green infrastructure projects in communities across the country.

Water Resources

Impacts of Urban Water Management Policies

For the City of Portland, ECONorthwest analyzed the economic benefits and costs of projects and policy options that would affect water quantity and quality in the Johnson Creek Watershed, which drains to the Willamette River. ECONorthwest quantified changes to ecosystem services resulting from the implementation of selected projects or programs and assigned economic values to those changes. Policy options analyzed included water purification, precipitation interception and storage, flood mitigation, biodiversity maintenance, recreation services, and amenity benefits.

Analysis of Actions to Restore Puget Sound

For the Puget Sound Partnership, ECONorthwest estimated and compared the costs and benefits of different proposed actions to protect water quality in Puget Sound. ECONorthwest also evaluated alternatives for making greater use of market forces to provide incentives for businesses, households, landowners, and governmental entities to adopt behaviors that are more beneficial to the environment. The analysis described how and when the costs and benefits of each action would materialize, identified who would bear the costs or realize the benefits, and accounted for both intended and unintended responses to implementation of the action.

Integrated Water Management Analysis

For the Washington Department of Ecology, ECONorthwest provided analytical support to help implement the Columbia River Basin Water Supply Development Program. ECONorthwest supported: the framework of the Program, revised rules for water storage in Lake Roosevelt behind Grand Coulee Dam, a joint planning report/EIS, and a new Integrated Water Resource Management Alternative for the Yakima Basin. The analysis considered major industrial uses of water, such as irrigation, hydropower, and navigation, as well as environmental concerns associated with salmon and other sensitive natural resources.

