A Better World is Possible: 
The Climate Crisis Requires One!

Once again, the Coast Range Association is emerging as a leading voice in the quest for a just and sustainable Oregon. Today, the climate crisis demands our attention. Young people everywhere see their future threatened by species loss, economic uncertainty and now—a rapidly warming planet.

Several weeks ago, 11,000 scientists issued a letter warning of “unimaginable human suffering” if climate and species loss is not addressed immediately. I don’t know how much the warning made the nightly news, but young people are learning about their uncertain prospects on social media. A powerful youth-led movement is growing in Oregon, nationally and globally in response to multiple but connected crises.

Many of us sense an irresistible force pressing against a seemingly unmoving object. Something has to change. The question is this: Will the profound coming change result in a better world or not? A better world is possible. But the future isn’t guaranteed. As the scientists warn, things could lead to an outcome with “unimaginable human suffering.”

I write to provide a year-end Coast Range Association (CRA) report, describe visionary future work and ask for your help. It’s time for everyone to get involved. 2020 is going to be a wild ride. Hold on to your hat! Here’s my report!

The Problem

The facts matter on climate and are well established and beyond dispute. Twenty feet of sea level rise is currently baked into the atmospheric cake—three to five feet by 2100. Drought and fire is the new normal for places like California and Australia. The fossil fuel basis of modern civilization will end long before the fuels run out. The end will come either through a planned transition to solar and wind energy or the end of the civilized world. This isn’t my opinion—it’s the belief of thousands of scientists looking at alarming data.

Sure, the good-old-boy coffee shop discussions across Oregon remain ridiculously in
denial. The US phenomena of believing crazy stuff, like climate denial, is almost unique to our country. Why? Because cultures that believe crazy things experience catastrophes. The Germans were fed a crazy story in 1930s, which many believed, and it led to the destruction of their country. So far, politically important sectors of the US population have avoided severe consequence for their goofy beliefs.

We’ll have to go forward accepting that about 30% of US voters are not operating on real world data but on childish beliefs. At its worst, political scapegoating takes advantage of sloppy thinking. Inevitably, people of color and the weak and powerless are blamed for perceived problems. So, we ended up with Trump.

**Personal Sacrifice & Going Without Will Not Solve the Climate Crisis!**

Uniquely American is the belief that individual behavior determines the world. In fact, absent explicit protection, planned social systems like our current energy, transportation, and manufacturing sectors determine whether ecosystems flourish or decline, whether species live or die and whether our drinking water is poisoned or not. Why then do so many speakers at climate rallies issue calls for personal change—don’t eat this or that, don’t fly, don’t drive, ride your bike?

At the CRA we see things differently. For example, the reason Oregon is plagued with millions of acres of river-destroying corporate forest plantations is not because people chose to live in wood homes. Weyerhaeuser and the other timber giants grow sterile plantations because of public subsidies, tax laws, the non-enforcement of anti-monopoly law and their unrelenting quest for profit. And in 1930s timber and emerging plastics industries politically engineered the outlawing of industrial hemp—a previous fiber mainstay in the US economy. And they used a crazy story about marijuana to get hemp fiber off the market.

In other words, our personal choices for building, eating and travel are limited and shaped by powerful corporate interests that mutually plan the range of our choices. This goes double for the US transportation system. Following WWI, the auto industry engineered the destruction of urban electric light rail and rigged social investments into highways. Don’t climate activists know this?

**The Way Forward in 2020**

Powerful timber and fossil fuel interests and crazy stories go hand in hand. Our experience in forest protection has much to share. Almost everyone I’ve known in
the Northwest forest protection movement, literally hundreds of frontline activists, are extremely good at one thing: knocking down a bs story when they hear one. Looking back over thirty years, there were many Greta Thunbergs in the forest protection movement.

It just so happens that the climate future we need is the forest future we need. Forest activists, climate activists, food system reformers, urban sustainability advocates: we are now in the same boat. Sure, we’re on a rough ocean but our port of call is the same, a livable carbon neutral planet for everyone.

Here is what we are planning for 2020, and it involves you.

**A Green New Deal for Oregon’s Rural Communities and Forests**

In the US, there is only one national proposal addressing the climate crisis – House Resolution 109 otherwise known as the *Green New Deal* (GND). The Coast Range Association has a goal of educating thousands of Oregonians about how HR-109 applies to Oregon. We are sharing good news about how a GND will revitalize rural areas and transform our agriculture and forest lands for carbon sequestration.

The future we need is one of electric vehicles complimented with an efficient electric rail system. The future we need is one of regenerative land use that stores carbon while...
providing people both abundant food and fiber. It’s a future where we quit wasting resources on endless war and a broken health care system and devote freed economic capacity into rebuilding the economic foundations of society.

For example, energy efficient homes are needed all across Oregon, especially in rural areas. This will require replacing many run down homes with new, energy efficient dwellings. Of course, the less well-off can’t afford a big fix to their home. Yet, society and the climate can’t afford for anyone to not have an energy efficient home. The GND and our education work is not about going without. It’s about having a better home, better food, and clean, efficient choices for travel.

At the Coast Range Association we aren’t just speaking about energy; we are speaking about equity. That’s why we argue for transitioning forest ownership away from Wall Street and to local communities. And that is why we believe people across Oregon will be inspired and then involved in our compelling climate and forest work. I believe many who are skeptical about climate solutions will think differently when they see how concrete benefits will flow to their local community.

**Scale of Thinking Equal to the Challenge**

Here are two facts that signal the scale of required thinking: (1) Oregon’s state leaders proposed a cap & trade program to generated $500 million per year to get the state 60% of the way to net carbon neutrality by 2050. This past summer the Oregon Legislature failed to pass the bill (HB-2020). On the other hand: (2) A number of economic assessments of spending required to achieve national carbon neutrality estimate as much as $1.7 trillion per year is required. That is an investment number in line with the GND.

After reviewing the spending estimates, we are using $1.3 trillion in yearly spending or 6% of estimated 2020 GDP. On a US per capita basis, this scales to $15 billion per year for Oregon. In other words, doing our state’s part to solve the climate crisis requires 30 times more spending per year then what state leaders proposed. The fact is a state government **cannot** pay for an energy transition due to the powers solely invested in the federal government and its monetary system.

50% of Oregon’s rural septic systems are failing. Homelessness is a chronic problem in rural counties and Oregon’s cities. An equitable GND for Oregon’s housing stock is an opportunity to end homelessness and provide abundant jobs for everyone. Oregon
needs bold thinking in support of a national GND—just as occurred during the Great Depression of the 1930s.

But the gap between crisis and solutions exists not just at the state capital. Oregon’s climate activists and NGO community are coming up short in their education efforts. A GND systems thinking has not been adequately addressed. As I mentioned, the call to arms is often about personal change not systems rebuilding.

**An Oregon Vision**

Our 2020 work will expand our effort to map the GND’s stated goals into a visually understandable view of a carbon neutral Oregon. We have completed months of research. During 2020 we will describe how a dramatic Oregon rebuilding provides an enjoyable, safe and bountiful life for all citizens. What could be more important than this work?

The climate crisis may appear daunting. However, an economy wide energy transition is not only possible—it must occur. There is an old business adage: Handle a problem or the problem will handle you. The CRA’s role is to ensure that a GND solution will involve building carbon dense forests. Based on our decades of research, this will likely require new forest ownership. We’ve done our homework: We understand Wall Street owners grow dollars, not forests. It’s baked into their business DNA.

Through our successful work, people, many of whom now oppose climate solutions, will learn that a better home, a better vehicle and a nicer community are required to get us out of crisis. We believe this is the best way to make the case for climate solutions. And who is better prepared to debunk the corporate timber & fossil fuel nonsense than the Coast Range Association?

2020 is going to be politically crazy. Nonsensical stories will fill Oregon’s airways and social media. That’s why we have to expand our emerging media presence on radio, social media and video platforms. Your contribution will help create a greatly expanded CRA program of outreach and communications.

A better world is possible but not guaranteed. Your investment in CRA’s programs increases the odds that real climate and forest solution are heard in Oregon. Twenty-five years ago we didn’t realize how prophetic our mission statement would be: *To build just and sustainable communities that provide for people and the natural world.*
Without **people** in the equation, solutions are politically doomed. Without **nature** in the equation, solutions miss the freight train heading toward us. We can’t stop today’s train of climate events but we can change the future direction of its tracks. Please make a generous donation in support of our visionary work.

Sincerely,

Chuck Willer  
Director

PS. Please go to the CRA’s website: [www.coastrange.org](http://www.coastrange.org) and visit the Green New Deal page. Learn how you can become involved. Or, use the secure link to make a year-end donation.

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