

# CASCADE UPDATE

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## Advancing civil society

### *Cascade's reach and influence grows*

Seven years of growth, seven years of achievement, seven years of results. Cascade's growing recognition and influence in the Northwest and across the country point to the continued success of Oregon's premier public policy think tank.

### Measuring success

One way to measure Cascade's success is to track our media appearances. During its first year, Cascade had 60 media hits — that's press citations, published commentaries, and radio and television interviews of staff and policy analysts. This year, over 400 media hits are projected, a six-fold increase.

Our analysts and academic advisors are routinely featured on Oregon television and radio, from KATU's *Town Hall* to Lars Larson's number one ranked talk radio program on KXL to OPB's *Morning Edition*. Cascade staff and board members have been quoted and published in newspapers across the country, advancing alternatives to government mass transit, urban growth controls, and Social Security.



**Robert Woodson, founder and president of the National Center for Neighborhood Enterprise is interviewed by KXL talk show host, Lars Larson. Cascade brought Woodson to Portland as part of the *Charity that Works!* speaker series.**

The Institute's constant media presence ensures the ideas you support are heard and discussed by a wide Oregon audience. Cascade's high profile has positioned it as a resource bank for journalists and community leaders looking for innovative analysis and credible policy experts. These experts continue to shape the debate, and help the Institute gain additional recognition.

### How do you get such crowds?

Our numerous public events are another barometer of success. All have been well-attended by leading members of Oregon's business, political and media communities. Recent highlights include Indianapolis Mayor Stephen Goldsmith's March luncheon, which drew 300; the 1994 and 1996 *Better Government Com-*

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*"There's no question about it: Cascade is the premier think tank in Oregon."*

— Lars Larson,  
radio host with KXL Newsradio  
and news anchor for KATU-12

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*petition* awards luncheons, attended by 400; and the 1996 breakfast featuring Dr. José Piñera that brought together 150 to hear the architect of Chile's privatized Social Security system.

More than 500 community activists attended the 1996 *Charity that Works!* speakers series and another 500 gathered in 1994 to hear noted economist and author Dr. Walter E. Williams define "The Role of Government in a Free Society." Most recently, Robert L. Woodson, Sr., founder and president of the Washington, DC-based National Center for Neighborhood Enterprise, was featured on two top-ranked radio programs and spoke be-



**Leon Smith, president of Albina Community Bank, and Doug Stamm, director of public affairs at Nike, attend a recent Cascade event.**

fore 200 individuals at three events.

These successes have prompted plaudits from sister think tanks in larger markets such as Los Angeles and Boston who ask, "How do you get such crowds?"

### Outreach programs produce recognition

One reason Cascade has received tremendous recognition is attributed to its mix of outreach programs. The Independence Essay Competition for Oregon high school students has presented over \$13,000 in awards for the best essays on the foundations of freedom. The 1997 Outrageous Law Contest sought examples of laws, ordinances, and regulations that should be taken off the books. This project alone garnered over 30 radio interviews, and 150 total media hits, including *USA Today*.

Cascade's decision to refrain from political activism has not prevented our education, research, and outreach efforts from affecting change. The *Better Gov-*

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# Kicking the education tires

*Choice is the answer,  
not a nicer showroom*

New cars seem expensive. Adjusted for inflation, however, automobiles actually cost about 17 percent *less* than they did in 1955. In contrast, public education costs some *400 percent more* per student. Refer to the chart below to see how much the cost of Oregon's K-12 education has risen over and above inflation just since 1971.

What do cars and education have in common? Well, former Portland Public School District Superintendent Jack Bierworth tried to assure taxpayers they were getting their

money's worth by comparing public schools to car showrooms. Rest easy, he promised, the district will tell you what kind of tires you'll get, the engine size, color and so forth.

This analogy falls flat. When buying a car, we determine what options we want, how much we'll pay, and whether to buy or not. We can shop at many dealerships, or deal with private sellers. We have choices. In the real world, the consumer is king.

The public education system is different. In the government showroom we may see the tires, engine and color, but the comparison stops there. We can't easily walk out, or dicker over price and options. The salesman already has our money; he has little incentive to give us

what we want. If we're really dissatisfied, we must pay for two cars; the one we don't want and the one we do. In public education the producer is king; we are his subjects.

We wouldn't stand for such treatment when buying an automobile. Why do we stand for it when our children's education is at stake? Parents, students and taxpayers deserve more choice in education.

— Steve Buckstein  
*President*

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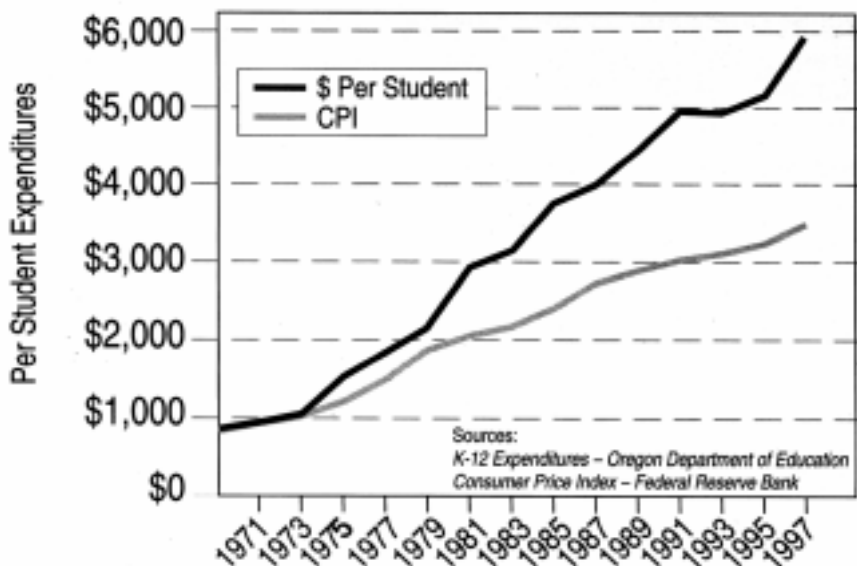
## Education spending goes up

*Facts run contrary to  
public perception*

Real spending per Oregon K-12 student has increased dramatically for more than 20 years. Even after adjusting for inflation, it's about 62 percent higher on a per student basis today than in 1971. Associated Oregon Industries executive vice president Gary Carlson notes, "[T]he latest U.S. Bureau of Cen-

sus data available indicates that Oregon is the 14<sup>th</sup> highest per capita spending state on elementary and secondary education." In analyst Martin L. Buchanan's April 1997 Cascade report, *Oregon K-12 Education Spending: Stable After Measure 5*, he concluded, "real statewide spending per student has grown slightly" since voters passed property tax limitation Measure 5. For Buchanan's report call Cascade, or refer to [www.CascadePolicy.org](http://www.CascadePolicy.org).

### Oregon K-12 Per Student Expenditures vs. Consumer Price Index



Graph reprinted from AOI *Business Viewpoint*, Vol 38 No. 3, May/June 1998.

## Stock gifts pack punch

Friends of Cascade help advance a free society through their generous support. Some give in a way that packs added punch: they contribute appreciated assets, such as stock.

When stock is donated to Cascade, the donor can deduct the current market value — and skip any tax liability on the capital gain.

For example, Mrs. Jones bought 1,000 shares of stock in The ACME Company for a \$1 each. Today, that stock is selling for \$20 a share.

If she donated her appreciated stock to Cascade, her effective tax deductible contribution would be \$20,000. Cascade could sell the stock and use the proceeds to support its research and educational efforts. Mrs. Jones pays no tax on her \$19,000 capital gain, because she donated the stock. As a non-profit, Cascade has no tax liability on the gain either.

Contributing appreciated assets greatly leverages your support. Call Steve Buckstein at (503) 242-0900 to learn more about this opportunity.

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## Office equipment needed

Cascade's continued success and expanding intern program has prompted additional organizational needs.

Listed below are some of the items Cascade could put to good use. Please contact Patrick Stephens at (503) 242-0900 or Patrick@CascadePolicy.org if you would like to donate a listed item.

Should you prefer making a financial contribution, estimated purchase prices are provided.

- Computers (Pentium, \$1,000 each)
- Laptop computers (Pentium, \$2,000)
- Laser printers (\$1,000)
- Computer network server (\$2,500)
- Plain paper fax machine (\$300)
- Bookshelves (\$300)
- File cabinets (\$25 each)
- Desk (\$200)
- Small TV (\$200)
- VCR (\$200)

## Charles in demand!

### *A growing market for market ideas*

Rave reviews are being received for environmental policy director John Charles' presentations. One symposium organizer wrote, "We keep getting great feedback about your session...we really appreciate your expertise and the time you spent to help us educate people." Charles' calendar is booking up.

Recent engagements include a pollution prevention conference in Seattle ("The Role of Government in Pollution Prevention") and the Economic Roundtable in Portland ("Why Sprawl is Inevitable and Why We Shouldn't Care"). He has testified before the Sen-

ate Interim Committee on Land-Use (zoning reform), appeared on the Mary Starrett show on KPDQ, 93.7 FM (light rail), and addressed the Oregon Mayor's Conference in Coos Bay ("Making Government More Effective").

By invitation, Charles will speak at conferences hosted by the Association of Oregon Recyclers, Edison Electric Institute, Association of Mobile Home Park Owners, Oregon Building Industry Association, and Associated Oregon Industries.

Charles is available for talks and slide presentations on growth management, land-use, transportation, and other environmental topics. Contact Cascade today to book John Charles for your group.

## Seven super summer interns

### *Students' interests captured by the power of ideas*

A record seven interns are providing assistance to Cascade staff and *Better Government Competition* finalists this summer. Also, each is developing an individual research project, and engaged in a monthly discussion program based on four Cascade selected readings.

Angela Eckhardt, a recent Reed College graduate with a degree in religion, is studying the costs and effects of the Portland ban on styrofoam. Mike Li, a Reed senior majoring in economics and mathematics, is analyzing the economic mobility of Oregonians. Willamette University junior Joelle Cowan, a politics major, is researching the private management of prisons and ports.

Interns not listed here will be highlighted in the next *Cascade Update*.



**Angela Eckhardt**



**Mike Li**



**Joelle Cowan**

**Cascade internships are available year-round. Students wishing to apply should contact Cascade's program director, Kurt Weber, at (503) 242-0900 or e-mail Kurt@CascadePolicy.org.**

# Doing more, and better — with less

## *Cascade praises a success story*

Tualatin Valley Fire & Rescue faced approximately \$6 million in budget cuts and related staff reductions after voters passed property tax limitation Measure 50. TVF&R accepted the challenge, reviewed its operations, and now does more, and better — with less.

For starters, the state's largest Fire District found the greatest demand for its emergency services fell between 7 am and 7 pm. To improve productivity, TVF&R began to operate fire engines with crews — referred to as Peak Activity Units (PAUs) — on 8 or 12 hour shifts, instead of traditional 24-hour shifts. TVF&R is the first in Oregon to do this. Firefighters and management worked together to de-



velop the PAU.

In a business where seconds save lives, they've shaved an average 9 seconds off response times. PAU implementation has enabled TVF&R to accommodate budget and staff cuts without harming service delivery. Further, the crews are able to complete more projects and meet the growing demand for training and community interaction.

## In memory

Cascade Policy Institute lost a good libertarian friend when Thomas P. Dennehy died on August 6<sup>th</sup> at age 70. Tom co-authored Oregon's first successful property tax limitation, Measure 5, and fought tirelessly on behalf of taxpayers. He taught math at Reed College before retiring in 1979 on a medical disability. Tom will be missed, but not forgotten.

## Success

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*ernment Competitions* are exemplar. Prominent public figures have endorsed the *Competitions*, including Governor John Kitzhaber; this support has helped the projects achieve positive results.

Through the *Better Government Competition*, Cascade has received hundreds of ideas on how to reduce the cost of government, or improve service delivery. To date, 13 of the 20 winning proposals selected have been written up in legislation, five have passed into law. Another winning proposal has helped reduce regulatory burdens and open Portland's taxi market to more competition — to the benefit of consumers, cab drivers, and entrepreneurs. Two new cab companies were recently approved. Further successes are anticipated, especially after the 1998 *Competition's* winners are announced this fall.

Dr. Pinera's Portland presentation on privatizing Social Security spurred action in seven states. With input from Cascade, the Oregon legislature passed a resolution asking the federal government to let states opt out of the federal system and create their own. Colorado passed a similar reso-

lution, as did key legislative committees in Arizona. Cascade was highlighted in editorials, and staff members interviewed on radio and by the press, from Texas to Minneapolis to Washington, DC.

## More tax money is not the solution

The Institute's efforts often serve as a beacon, identifying problems and illuminating solutions. For example, Cascade published Lon Peters' study, *Spending More Money Cannot Protect Endangered Salmon* in 1992. Five years later, newspaper headlines told of the billions wasted trying to save the fish. Once again, Cascade showed that spending more of your tax money was not the solution.

Cascade is an independent, educational and research organization grounded in the principles of free minds and free markets. Cascade's keystone is liberty, not opinion polls or vote-getting sound-bites. The Institute neither seeks nor accepts government funding; rather, true to its mission, Cascade is supported by voluntary contributions. Your support has helped make our successes possible; your continued support will ensure the successes to come.

## Liberty Link

### *Reason magazine*

*Reason*, America's monthly magazine of "free minds and free markets," is a premier commentary publication that covers politics, technology, culture, and ideas from a forward-looking, free-market perspective.

*Reason* offers a refreshing alternative to the tired old partisan commentary that passes for political insight. *Reason* looks beyond the latest scandals to show how government actions affect individual liberty and personal responsibility and examines why these principles are essential elements of a free society.

*Reason* is about ideas. The idea that change can be good. The idea that the future cannot and should not be planned. The idea that people thrive in an environment that fosters free choice and competition.

*Reason's* perspective consistently puts it ahead of the curve. For example, in 1981, *Reason* presented the case for deregulating the electric utility industry, a policy which is finally being implemented 17 years later.

To learn more about *Reason* magazine, or its parent organization, the Reason Foundation, visit its website at [www.reason.org](http://www.reason.org). To subscribe, call 1-888-REASON-8. Annual subscriptions are \$19.95.

## Congratulations!



**Tracie Sharp, Cascade's Executive Director at home with her sons Cooper and newborn Colton, who was born July 9<sup>th</sup>.**