

## **“American Heritage River Initiative, January 2002.” American Heritage River Initiative.**

(Reviewed by Sarah A. Koski)

In July 1998, the Willamette River became an American Heritage River (1 of 14 in the United States). The Heritage Initiative attempts to revitalize the economy of the river's surrounding cities, protect the river's natural resources, and preserve the historical value of the Willamette River. The initiative is based on local sponsorship for revenue. The Willamette Restoration Initiative is the primary partner for the American Heritage River (AHR) Initiative.

The mission statement of the initiative focuses on three major aspects: “funding, partnership building, and education.” In the Willamette AHR Highlight section of the document, the author describes the increase in grants and financial sustainability due to the efforts of the AHR team. Volunteer and community efforts are also outlined in the “Outreach” section.

### **Critique**

The river's “Navigator,” or head of the American Heritage River Initiative is also on the Bureau of Land Management payroll. It seems as if the AHR is a public service organization committed to uniting the current Willamette restoration projects and writing grants for research and development. However, I do not see the initiative taking any substantive position through lobbying or scientific development.

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