Abstract: *Erigeron decumbens* var. *decumbens* (the Willamette daisy) is a threatened species endemic to remnant prairies in the Willamette Valley. Understanding regeneration characteristics of this rare taxon is essential for maintaining or augmenting the remaining populations. Despite abundant maturation of achenes in 1994, less than 11 percent were filled, and of these, about 65 percent possessed viable seed. Germination under laboratory conditions required seed coat scarification. Outdoors, seed germination occurred in April and May. Seeds collected in 1993 and stored had similar rates of viability and germination as seeds collected in 1994. Thirty-three percent of individuals propagated from rhizome cuttings survived after six months under greenhouse conditions, suggesting that vegetative propagation is a potential technique for regenerating *E. decumbens*. If low seed viability is a consistent pattern in this taxon, efforts to establish or augment populations from seed is unlikely to be successful.