



# THEORY OF CHANGE

## Issue

Lack of citizen awareness of beaver benefits on landscape, and the obstacles to recolonization. Most citizens want more beaver on landscape but are unaware that current policies and management don't support population growth.

## Issue

Landowners lack the tools for coexistence when beavers cause problems. Landowners who *want beaver*, seek expertise on necessary habitat.

## Issue

Severe stream degradation limits beaver ability to successfully colonize. Need a jump start on vegetation and habitat for beaver survival.

## Issue

Human predation is high, trapping and "Predator" status, beaver are unable to get a foothold and colonize.

## Strategy 1

Build aspirational beaver narrative to majority of Oregonians

Message: "Fulfill the 'Beaver State'"

Activate citizens to support Strategy 3 and then 4 (when opps present)

## Strategy 2

Provide co-existence tools to those actually living on the land and sharing place with beaver.

## Strategy 3

Help to create the conditions for beaver to be successful by promoting restoration activities so that beaver can be successful on precarious landscapes

## Strategy 4

Support policy changes statewide to support beaver, diminish predation, and recognize formally benefit of beaver to watersheds

## Outcome A

Oregonians inspired to ask for change in beaver management from state legislatures and agencies.

## Outcome B

Beaver allowed to survive and populate, as human infrastructure is sustained, not compromised, by beaver activity

## Outcome C

Jumpstart beaver habitat sufficient for long term beaver success, not population sinks.

## Outcome D

Beaver friendly state policy and management

## Outcome E

Less human predation

## OPPORTUNITY

More beaver on the landscape will increase:

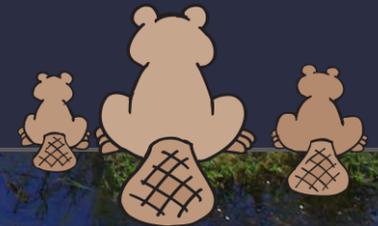
- 1) wildlife populations and bio-diversity,
- 2) ESA species habitat and
- 3) watershed health/resilience.

## VISION 5x

Beaver on the landscape by 2040

For Improved:

- Wildlife habitat
- Water availability
- Water quality
- Watershed resiliency



Synergies are achieved by pursuing strategies in parallel, they feed each other.