



May 6, 2025

To Whom It May Concern:

On behalf of Backyard Bird Shop, a locally owned and operated business serving communities throughout the Portland metro area for over 30 years, we are proud to offer our support for the “1% for Wildlife” initiative (HB 2977).

Wild birds are a vital part of both urban and rural ecosystems in Oregon. From chickadees in neighborhood backyards to meadowlarks in open fields, birds enrich our lives, connect people to nature, and serve as indicators of environmental health. However, habitat loss, climate change, invasive species, and other threats are taking a devastating toll on Oregon’s bird populations, along with many other species.

Backyard Bird Shop has long been committed to helping people create bird- and wildlife-friendly spaces right in their own communities. But broader conservation efforts are crucial. The Oregon Department of Fish and Wildlife’s State Wildlife Action Plan offers a science-based roadmap for protecting our state’s most vulnerable species and habitats. Unfortunately, chronic underfunding has hampered these efforts.

The “1% for Wildlife” solution represents a proactive, cost-effective investment in Oregon’s future. By dedicating a portion of the Transient Lodging Tax—largely paid by out-of-state visitors—to wildlife conservation, Oregon can take meaningful steps toward restoring ecosystems, protecting biodiversity, and safeguarding the outdoor recreation economy that contributes over \$15 billion annually to our state.

Healthy, abundant wildlife benefits everyone: it supports clean water, food security, jobs, and quality of life for all Oregonians. It ensures that future generations can experience the joy of seeing hummingbirds at their feeders, warblers in their parks, and owls in their neighborhoods.

We urge Oregon legislators to support HB 2977 and the establishment of the Recovering Oregon’s Wildlife Fund. Protecting the incredible diversity of birds and wildlife that call Oregon home is not only an environmental imperative—it’s an investment in the future of our communities, our economy, and our shared natural heritage.

Thank you for your consideration.

Sincerely,

Amanda Jordan Brainard

Amanda Jordan Brainard
Owner, Backyard Bird Shop

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Beaverton – Lake Oswego – Portland – West Linn – Happy Valley - Vancouver