

Bird Town Pennsylvania

Creating Livable
Communities
Through the Lives
of Birds



BIRD TOWN
PENNSYLVANIA[®]



Mission

Bird Town Pennsylvania works in partnership with local municipalities and like-minded organizations to promote community-based conservation actions to create a healthier, more sustainable environment for birds, wildlife and people.



Bird Town Pennsylvania has been actively engaging municipalities in the state for more than 12 years with 50 programs across 9 counties.

Owned by the **Pennsylvania Audubon Council** and building partnerships with various conservation groups, including **WeConservePA, Audubon Chapters, and the Bird City Network.**

50 Bird
Towns in 9
Counties and
Growing!

County/Municipalities	
Berks	Longswamp Township
Bucks	Chalfont Borough, Doylestown Borough, Doylestown Township, Falls Township, Lower Makefield Township, Morrisville Borough, New Britain Borough, Newtown Township, Richland Township, Solebury Township, Springfield Township
Chester	Charlestown Township, Easttown Township, Kennett Township, Malvern Borough, Schuylkill Township, Tredyffrin Township, West Vincent Township
Delaware	Bethel Township , Concord Township, Lansdowne Borough, Media Borough, Nether Providence Township, Newtown Township, Radnor Township, Springfield Township, Swarthmore Borough
Lancaster	Manheim Township
Lehigh	Allentown, Lower Macungie Township, Salisbury Township, Whitehall Township
Montgomery	Abington Township, Jenkintown Borough, Cheltenham Township, Hatfield Township, Horsham Township, Lower Frederick Township, Lower Gwynedd Township, Lower Providence Township, Marlborough Township, Red Hill Borough, Springfield Township, Upper Dublin Township, Upper Moreland Township, Upper Salford Township, West Norriton Township
Northampton	Bethlehem City
Tioga	Wellsboro Borough

Pennsylvania Audubon Council (PAAC)

- PAAC members are the 20 Audubon chapters in Pennsylvania
- Purpose: to serve the chapters and advocate for the conservation and preservation of birds, other wildlife and the environment on which they depend; through the sharing of resources and ideas among and between the chapters and in collaboration with other conservation partners.
- Bird Town Pennsylvania, LLC is under corporate umbrella of PAAC
- PAAC is an IRS 501 (c) 3, a state registered charitable organization, and exempt from paying state sales tax
- PAAC with the Audubon chapter network is helping establish Bird Towns across Pennsylvania



Why focus on Birds?

- **Birds keep our ecosystems running smoothly**
 - Birds eat 400-500 tons of insects per year
 - Birds like crows and vultures scavenge carcasses reducing diseases such as rabies, distemper and plague
 - Birds disperse seeds and provide pollination services
 - Birds like hawks and owls help keep mice and rat populations in check
- **Birds bring us joy and beauty!**
- **Birds help us know if the environment is healthy**
 - Birds are sensitive to toxins and pollutants and can serve as an early warning system that something is wrong in the environment.
- **Birds are everywhere**
 - 45 million birdwatchers in US, spending \$41 Billion
- **Birds need our help!**
 - Breeding bird surveys show population declines ranging from 30 to 77 percent since 1970 — and the numbers are still falling!



1 in 4 Birds Gone Since 1970



Courtesy of the Cornell Lab of Ornithology. Source: Science, 2019

Graphic by Jillian Dittner/Cornell Lab of Ornithology

Grassland Birds

MAJOR DECLINES SINCE 1970

There are very few remaining native grasslands in North America. Grassy livestock pastures can help fill the void if managed properly, but crop agriculture and development continue to eat away at grasslands.

720
MILLION
GRASSLAND BIRDS
LOST SINCE 1970

POPULATION LOSS



Eastern Meadowlark
Sturnella magna

GRASSLAND BIRDS
HAVE SUFFERED A
-53%
POPULATION LOSS
SINCE 1970

3 IN 4
EASTERN MEADOWLARKS GONE



Courtesy of the Cornell Lab of Ornithology. Source: Science, 2019

Eastern Meadowlark by S. Queen Macaulay Library, Prairie Grasslands by Joshua Meyer Creative Commons

Migratory Birds

MAJOR DECLINES SINCE 1970

Many of these species are birds of two worlds. They may visit your backyard one day, then show up at a shade-coffee farm in Colombia just a few weeks later. Habitat loss plagues them in both hemispheres.

2.5
BILLION
MIGRATORY BIRDS
LOST SINCE 1970

POPULATION LOSS



Baltimore Oriole
Icterus galbula

2 IN 5
BALTIMORE ORIOLES GONE



MIGRATORY BIRDS
HAVE SUFFERED A
-28%
POPULATION LOSS
SINCE 1970



Courtesy of the Cornell Lab of Ornithology. Source: Science, 2019

Baltimore Oriole by Gary Mueller Macaulay Library, Forest by Nicholas Tonelli Creative Commons

Major Threats to Bird Populations

- **Loss of Habitat**
 - > 40 million acres of lawns in US with 2 million in PA
- **Cats** (feral and outdoor)
 - > 2.4 billion birds killed per year
- **Window Collisions**
 - > 1 billion birds die per year
- **Pesticides**
 - >1 billion pounds applied in US
- **Climate Change**
 - > Migration out of sync with food sources
- **Invasive Species**
 - > replace native plantings needed for food, shelter and nesting
- **Plastics**
 - > 4,900 million metric tons in our environment worldwide;
400 years to degrade; 91% not recycled

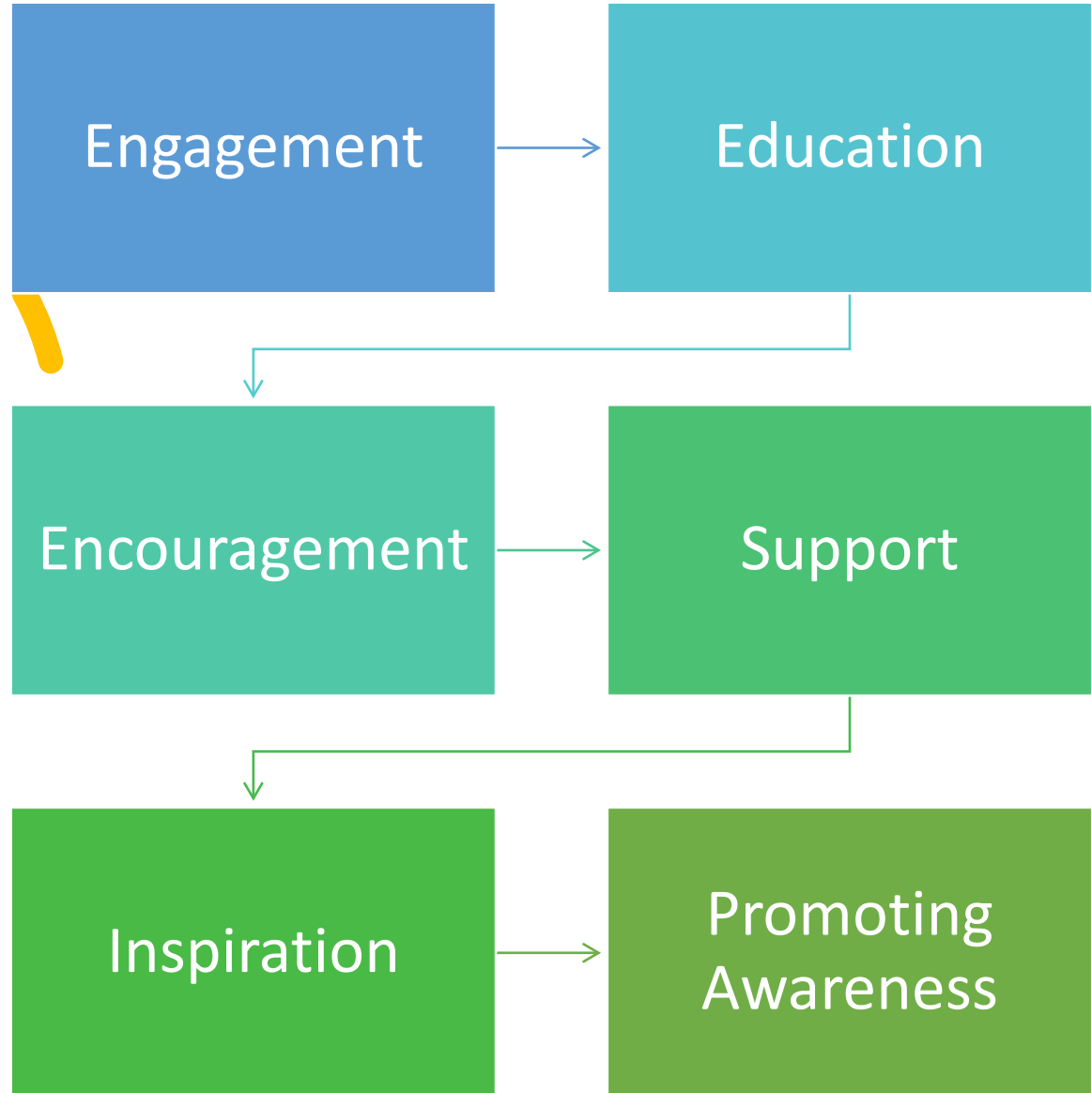


Bird Town Pennsylvania provides for your municipality:

- a state-wide structured program with congruous goals
- concrete resources and achievable actions
- a framework for community networking with other Bird Towns and Conservation Partners that includes avenues of communication, events, volunteer opportunities, citizen science projects and more
- training and workshops for your Bird Town leaders and
- more opportunities and success in obtaining funding.



Bird Town
Pennsylvania
Addresses
these Issues

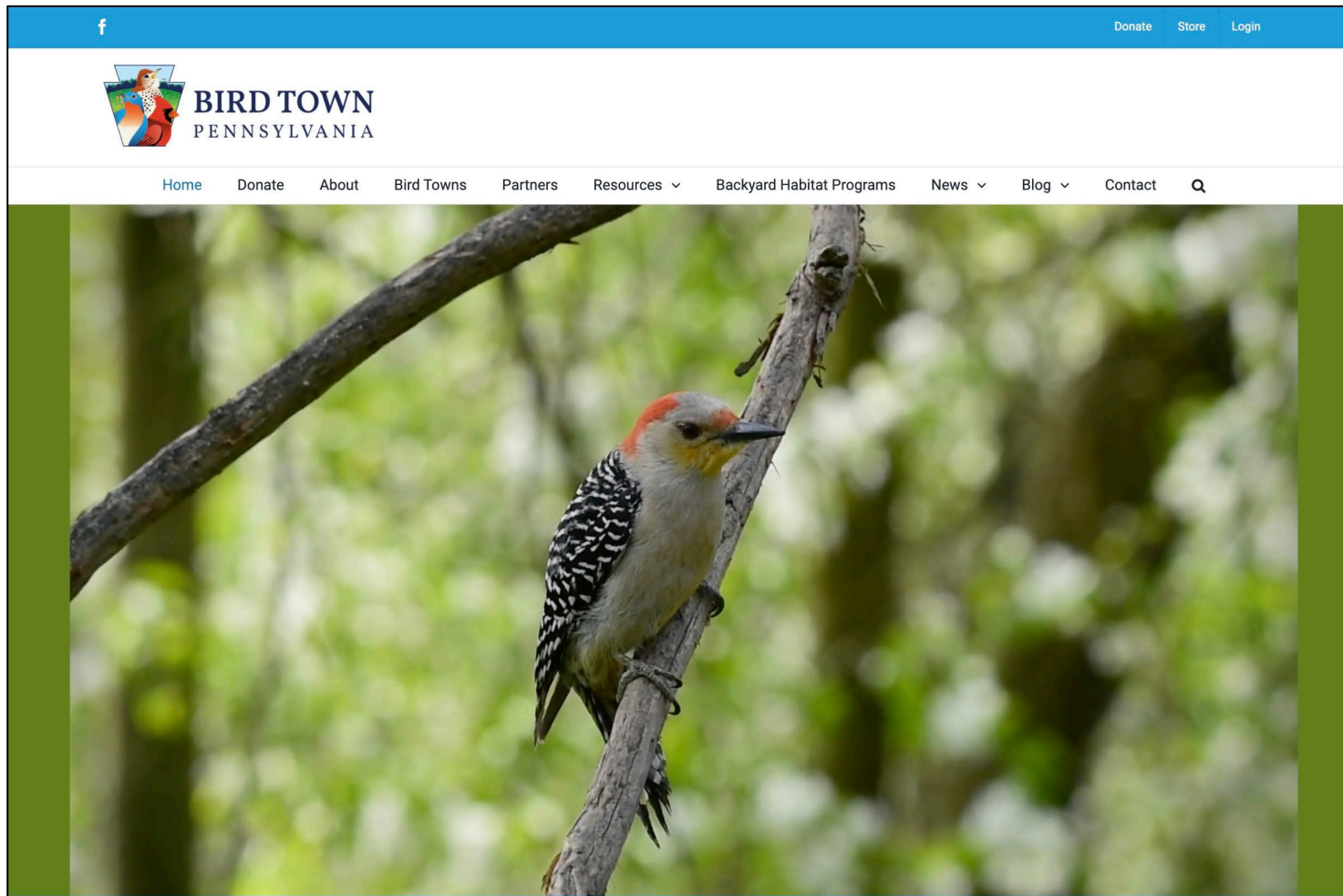




- holding native plant pop-up gardens, sales and swaps
- installing demonstration native plant, pollinator and rain gardens
- developing proclamations, resolutions and ordinances to address invasives, native plants, pesticides, clean water, etc. to support healthier ecosystems
- supporting and running citizen science programs
- educating about invasive plants and running workshops for their removal
- reducing bird window strikes and pesticide use
- planting trees and shrubs to create green corridors and reduce runoff and build up riparian buffer zones
- working with schools to engage and educate about these issues
- educating about storm water management with rain barrel workshops and native planting giveaways



Bird Towns in Action!



- Includes a rich array of resources
- List of Conservation Partners and Bird Town Programs
- A special Backpage for Bird Town PA Leaders Only which includes:
 - Contact Lists for the program and other programs
 - Workshop and Meeting Recordings and Supplementary documents
 - Sample PROs and other

Please visit and use our website: birdtownpa.org

Backyard Habitat Recognition Programs

1. Audubon: Plants for Birds
2. Homegrown National Park
3. Monarch Watch: Monarch Waystation
4. National Wildlife Federation
5. National Pollinator Garden Network
6. North American Butterfly Association
7. Penn State Extension Master Watershed Stewards Program: Watershed Friendly Certification Program
8. Penn State Master Gardener Pollinator Garden Certification
9. Pollinator Pathways
10. Xerces Society's Pledge to Protect Pollinators

<https://birdtownpa.org/backyard-habitat-programs/>





The **Cornell** Lab  of Ornithology



Project FeederWatch

eBird



The **Cornell** Lab 

 Audubon



The Great Backyard
Bird Count

Articles on our blog to be shared broadly!

- *Importance of Birds as Insect Predators*
- *Native Trees that Support our Birds*
- *Monarchs and More*
- *I found a Baby Bird! Now What?*
- *Planting for Hummingbirds*
- *Protecting Birds from Cats*
- *Bird Collisions – Practical Steps*
- *Bird Collisions – The Numbers*



Bird Town Leader Workshop Series 2024

- January 22 @ 7 PM
*Utility Scale Solar Guidelines for Solar Development
for Municipalities Webinar*
- February 8 @ 7 PM
*Saving Birds through Coffee, Banding and Land
Conservation*
- April 11 @ 7 PM
Protecting Birds from Pesticides
- May 23 @ 7 PM
Impact of Lights on Birds, Wildlife and People
- June 13 @ 7 PM
*Deep Dive with Backyard Habitat Recognition
Programs with Watershed Friendly Properties and National
Wildlife Federation Program*
- September 12 @ 7 PM
How to create a Native Plant Seed Library
- October 17 @ 7 PM
Ornithotherapy



Communication and Networking Opportunities

- ***The Bird Town Flyer***: bimonthly eNewsletter for Bird Town Leaders
- ***Bird Beat***: a Community eNewsletter to inspire and inform residents about actions they can take and provides seasonal tips.
- ***The Bird Town Forum***: a private Facebook page group with over 200 members and growing where Bird Town Leaders share upcoming events and inspiration material



BIRD TOWN FLYER

*A Publication of the Bird Town
Pennsylvania Working Group*



January 17, 2022

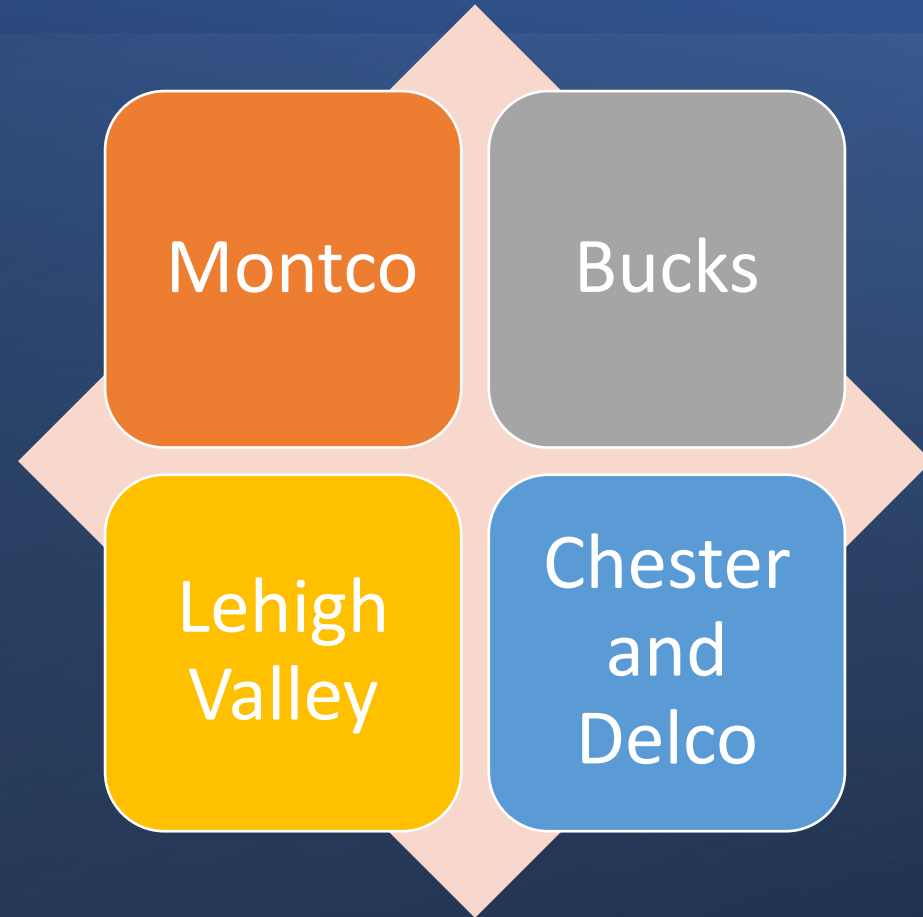
CONNECT WITH BIRD TOWN PENNSYLVANIA

There are several ways for Bird Town leaders to stay connected with each other and Bird Town Pennsylvania through social media and on-line resources.

Bird Town Flyer:

The Bird Town Flyer is the bimonthly digital newsletter of Bird Town Pennsylvania. The “publication” schedule is the 15th of January, March, May, July, September, and November. It is distributed to the Bird Town leaders in our database and intended to provide Bird Town updates, promote upcoming workshops, and spotlight or profile an outstanding Bird Town event or project that has taken place. We encourage the submission of contact information of the leaders in their respective Bird Towns. This could include members of their

Regional Networking: Bird Town Clutches



Bird Town's Five Strategy Areas

MUNICIPAL
ACTIONS

SCHOOL DISTRICT
AND YOUTH
RELATED ACTIONS

COMMUNITY AND
INDIVIDUAL
ENGAGEMENT

ORGANIZATION,
COLLABORATION
AND PARTNERSHIPS

ADVOCACY

Four-Tiered Program Certification Level Requirements

- **Green:** Entry Level Only!
- **Bronze:** Complete goals in 3 of the 5 strategies and achieve 6-15 points!
- **Silver :** Complete goals in 4 of the 5 strategies and achieve 16-24 points!
- **Gold:** Complete goals in all 5 strategies and achieve 25 or more points!



Bird Town Pennsylvania Certification Levels

Our Bird Towns and their communities vary by financial and human capital.

The tiered structure allows communities to start small and work their way up to superstar.

New Bird Towns Programs begin with a Green Level Certification with minimal requirements.

Bronze, Silver and Gold levels have increasing expectations


Bird Towns work at their own pace without time restrictions.

Strategies, Goals and Activities Worksheet

- Provides inspiration and guidance in planning for your Bird Town Committee
- Numbered and color coded for easy tracking
- Two threads:
 - Habitat Enhancement
 - Addressing Threats to Birds

Bird Town Pennsylvania Annual Report Goal and Activity Worksheet

For each of the five strategies are listed on the tables below, along with the points that can be earned by either making progress on, or completing, the suggested activities for each goal in any year. Use this worksheet to record your achievements and points earned before transferring that information to the Annual Report Spreadsheet by circling the points your Bird Town has earned for any listed activities. For each goal, you can also add "Other" activities that may not be listed. For "Other" activities, please contact pabirdtown@gmail.com to determine the point value.



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birdtownpa.org

Strategy 1: Municipal Actions		
Actions directly taken by a municipality's elected officials, administrative staff, boards, commissions, or committees.		
Goal 1: Habitat Enhancement: Manage municipal-owned land to restore and create diverse bird and wildlife habitat and promoting the same management practices on privately owned land in the community and creating green corridors when possible		
Suggested Activities	Progress Points	Completion Points
1.1 Creating a public bird garden, a pollinator garden, or a native plant demonstration garden	1	3
1.2 Maintaining a demonstration garden	1	3
1.3 Using native plants for foundation plantings at municipal-owned buildings	1	3
1.4 Certifying municipal properties in habitat certification programs	1	3
1.5 Planting native trees, shrubs, and other native plants	1	3
1.6 Removing invasive species	1	3
1.7 Establishing a native meadow	1	3
1.8 Reducing the amount of mowed lawn, road ditches, storm water basins, and other grasslands on municipal property to allow grassland nesting bird species to complete nesting	1	3
1.9 Limiting the removal of healthy trees and leaving snags for habitat, food, and nesting	1	3
1.10 Reducing or eliminating the use of fertilizers, herbicides, or insecticides	1	3
1.11 Installing and monitoring nest boxes or chimney swift towers	1	3
1.12 Installing educational signage promoting native plants	1	2
1.13 Planting a native tree on municipal property to celebrate Arbor Day	1	2
1.14 Protecting native plantings from deer	1	2
1.15 Other...		

Goal 2: Addressing Threats to Birds: Protect bird populations on municipal property and encourage residents to do the same.		
Suggested Activities	Progress Points	Completion Points
1.1 Reducing indoor/outdoor lighting during migration or installing motion-activating lights	1	3
1.2 Managing species having a negative impact on habitat or wildlife (e.g., cats or deer)	1	3
1.3 Prohibiting off-leash dogs in natural areas to protect nesting birds and reduce dog waste		2
1.4 Educating residents about the impact of cats on birds and wildlife and promoting initiatives that keep cats indoors	1	2
1.5 Promoting bird safe initiatives such as Lights Out	1	2
1.6 Educating and lobbying for the reduction or elimination of fertilizers, herbicides, and insecticides		1

*Bird Town
Pennsylvania
on your
Municipal
Website*

Bird Town Pennsylvania works in partnership with local municipalities and like-minded organizations to promote community-based conservation actions to create a healthier, more sustainable environment for birds, wildlife, and people.



Since 2011, the program provides tools for municipalities to engage, educate and empower their residents, schools and businesses to make more ecologically friendly decisions and promotes a culture of conservation where everyone is a potential steward of nature in their own backyard and beyond.

Restoration of natural systems and native plant communities for birds, butterflies and other wildlife, on both private and public lands, has positive impacts on our communities including creating a healthier environment, reducing stormwater runoff, greenhouse gases and maintenance time, increasing property values and building community pride.

Visit the website to learn more: birdtownpa.org

Bird Town Pennsylvania Welcome Packet

We are delighted to have you join the program and have included these items for you to use to share the news in your community and to support your Bird Town Committee and Program:

- Bird Town Pennsylvania Framed **Certificate and Presentation**
- Two Free Bird Town Pennsylvania **Reflective Street Signs** (18 x 24")
- Bird Town **Window Clings** (2+)
- Access to the ***Bird Town Flyer*** bi-monthly eNewsletter for Bird Town and Municipal Leaders
- Information to join and share the quarterly ***Bird Beat Community eNewsletter***
- Invitation to participate in all Bird Town **Leader Workshops**
- **Listing of your municipality** on our Bird Town Pennsylvania website
- Access information to the Bird Town Pennsylvania website ***Leader Only Backpage***
- Access to the Bird Town Pennsylvania **Network Contact Lists**
- Guidance for **adding Bird Town Pennsylvania information to your municipal website**
- Media Announcement/**Press Release** Template

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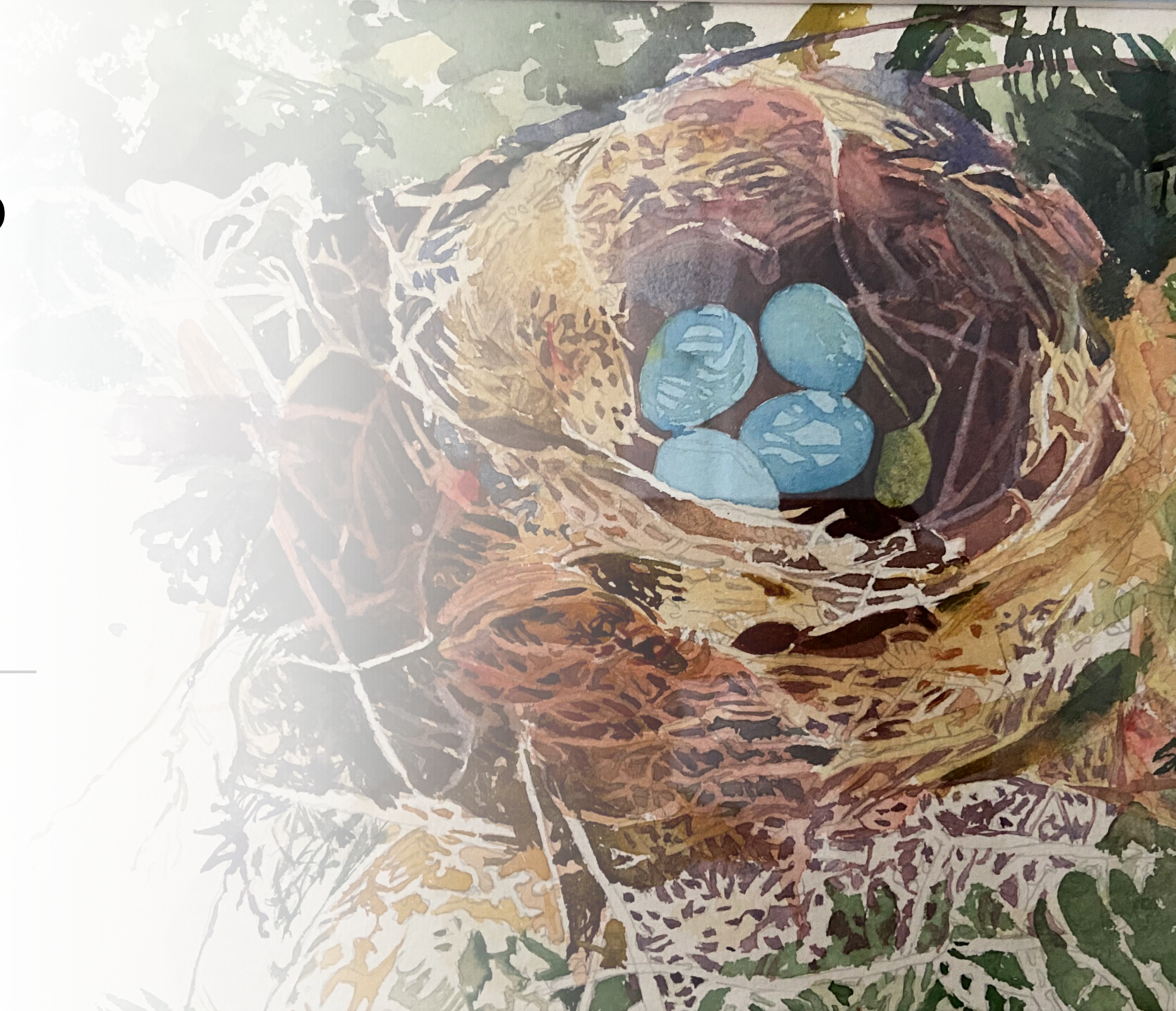
birdtownpa.org



Congratulations to Bethel Township! #49!

We're here to help and
support you and your Bird
Town Committee!

Contact us anytime at
pabirdtown@gmail.com





Thank you
for your interest in
Bird Town Pennsylvania!

Please contact us at
pabirdtown@gmail.com