

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 14 years with 76 programs across 14 counties.

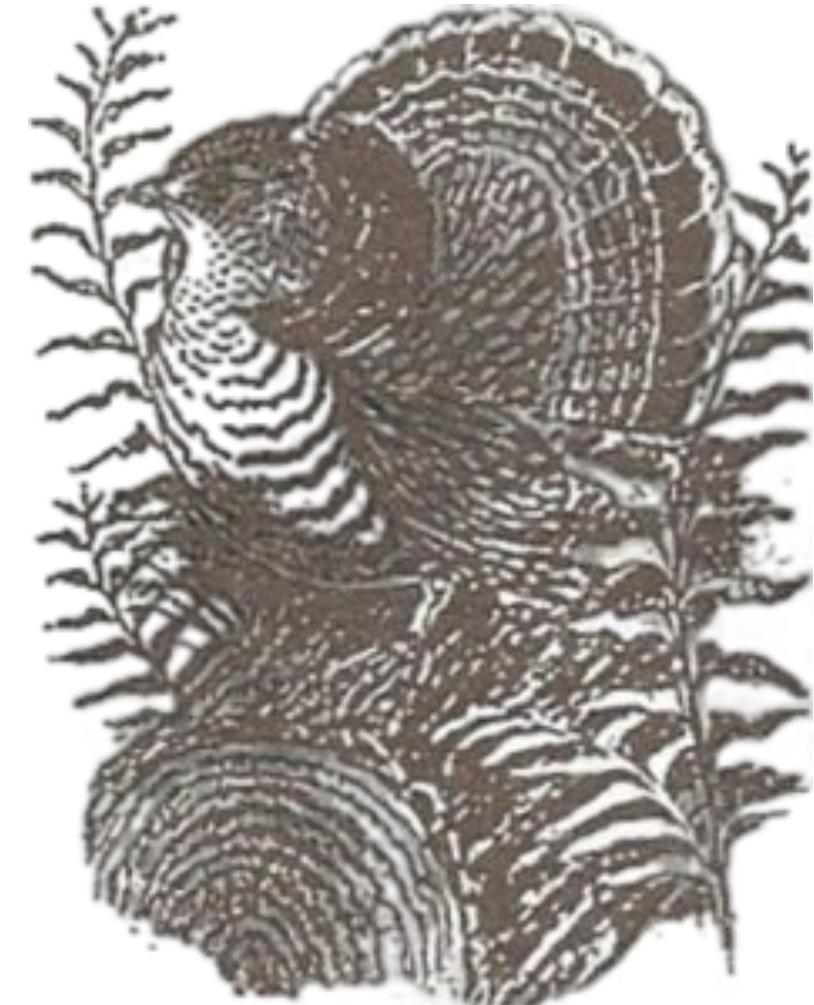
Under the umbrella of the **Pennsylvania Audubon Council** and partnering with various conservation groups, including **WeConservePA, Audubon Chapters, and the Bird City Network.**

76 Bird
Towns in 14
Counties
and
Growing!

County/Municipalities	
Allegheny	Avalon Borough, Bellevue Borough, Dormont Borough, Fox Chapel Borough, Millvale Borough, Pine Township, Swissvale Borough, Tarentum Borough, Wilkinsburg Borough
Armstrong	Freeport Borough
Berks	Longswamp Township
Bucks	Bristol Township, Chalfont Borough, Doylestown Borough, Doylestown Township, Falls Township, Lower Makefield Township, Morrisville Borough, New Britain Borough, Newtown Township, Richland Township, Solebury Township, Springfield Township, Warminster Township, Warrington Township, Yardley Borough
Butler	Clinton Township
Centre	State College Borough
Chester	Charlestown Township, Easttown Township, Kennett Township, Malvern Borough, Phoenixville Borough, Schuylkill Township, Tredyffrin Township, Westtown Township, West Vincent Township
Cumberland	Camp Hill Borough, Carlisle Borough, Mechanicsburg Borough, South Middleton Township, Upper Allen Township
Delaware	Bethel Township, Concord Township, Lansdowne Borough, Media Borough, Middletown Township, Nether Providence Township, Newtown Township, Radnor Township, Springfield Township, Swarthmore Borough, Upper Providence Township
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, Perkiomen 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





- They are dedicated to preserving birds, other wildlife, and their habitats by promoting appreciation and stewardship of the local natural environment through education and active participation
- Their chapter territory covers over 1,200 square miles and includes:
 - All of Chester County
 - All of Delaware County
 - Half of Montgomery County
 - Parts of Philadelphia County

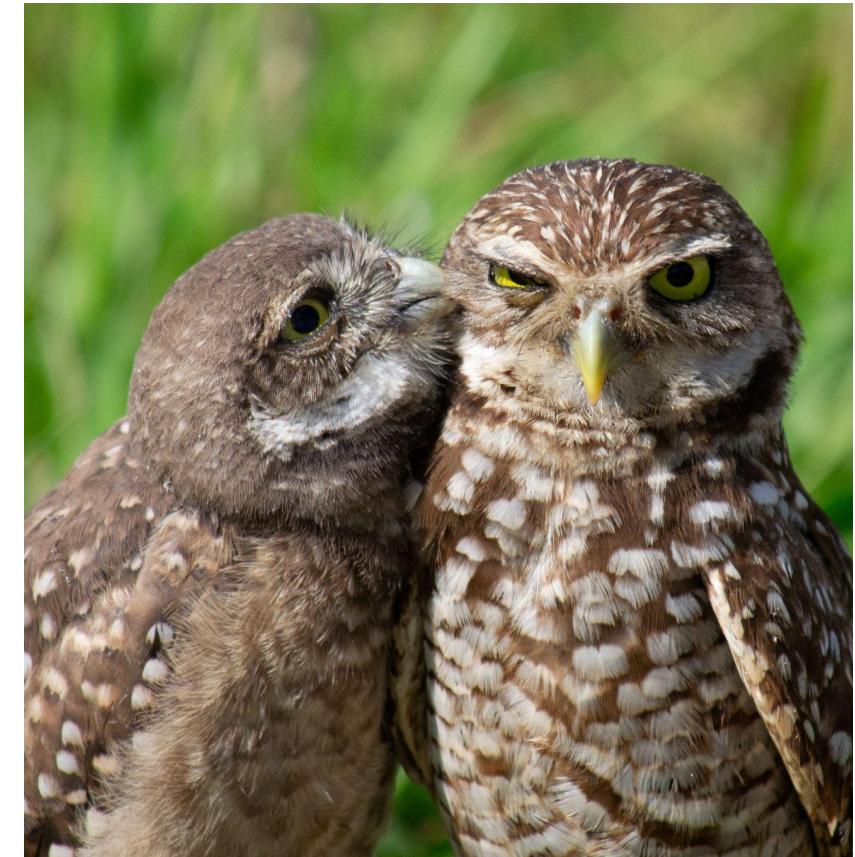


What They Do:

- They connect with all ages from 1st graders to senior citizens through programs at libraries, YMCAs, senior living communities, and community centers.
- They have a robust social media presence including Facebook and Instagram
- They connect with individuals and groups throughout their chapter territory through programs such as birding field trips, hikes, photography outings, boating events, webinars, citizen science initiatives, accessible outings, classes, and clubs for both young adults and for youth.
- Last year, they held 144 programs serving 3,174 attendees.
 - That is an average of one program held every 2.5 days – all done by volunteers.

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**
 - 90+ 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!

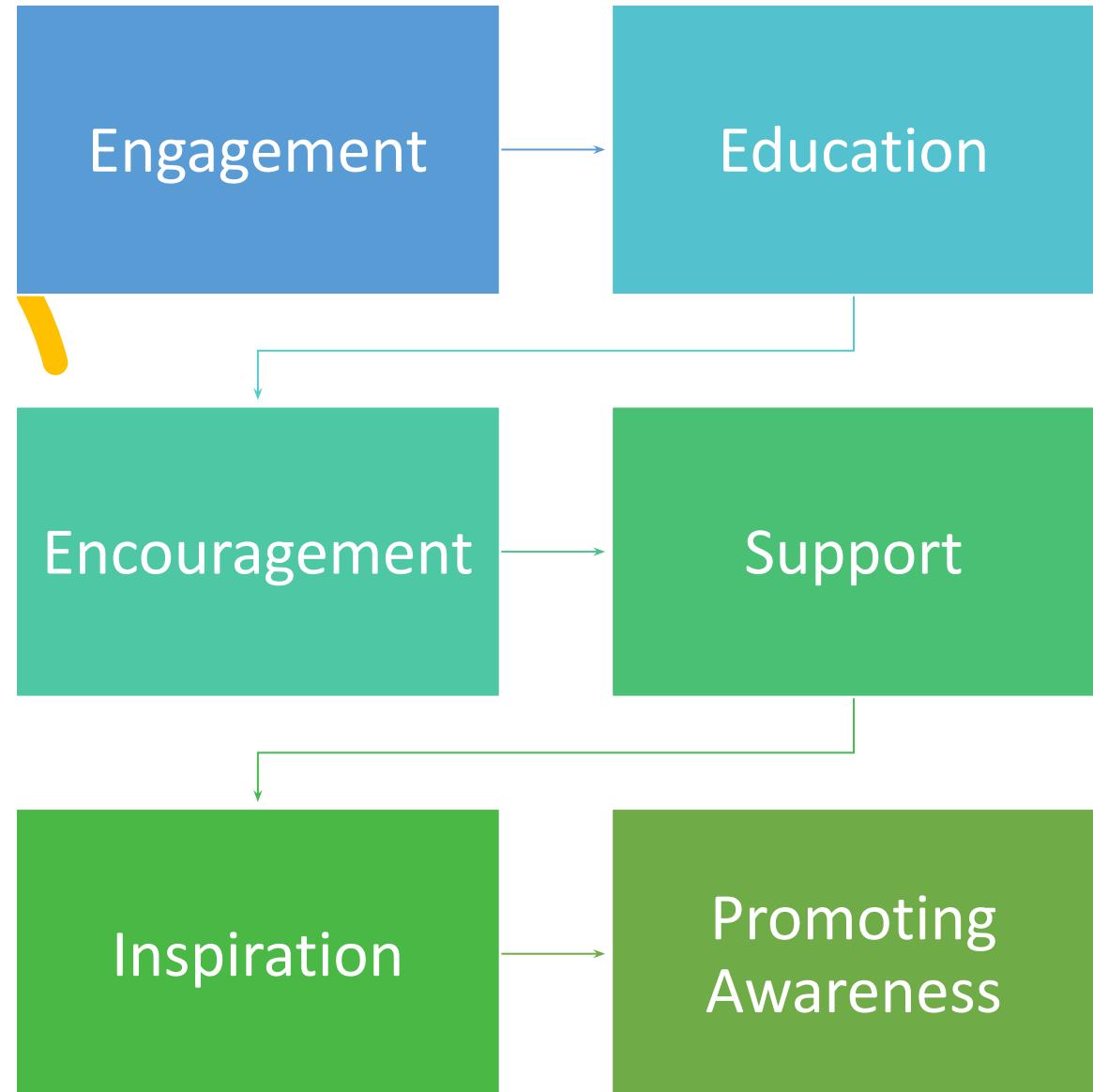


Major Threats to Bird Populations

- **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 Addresses these Issues





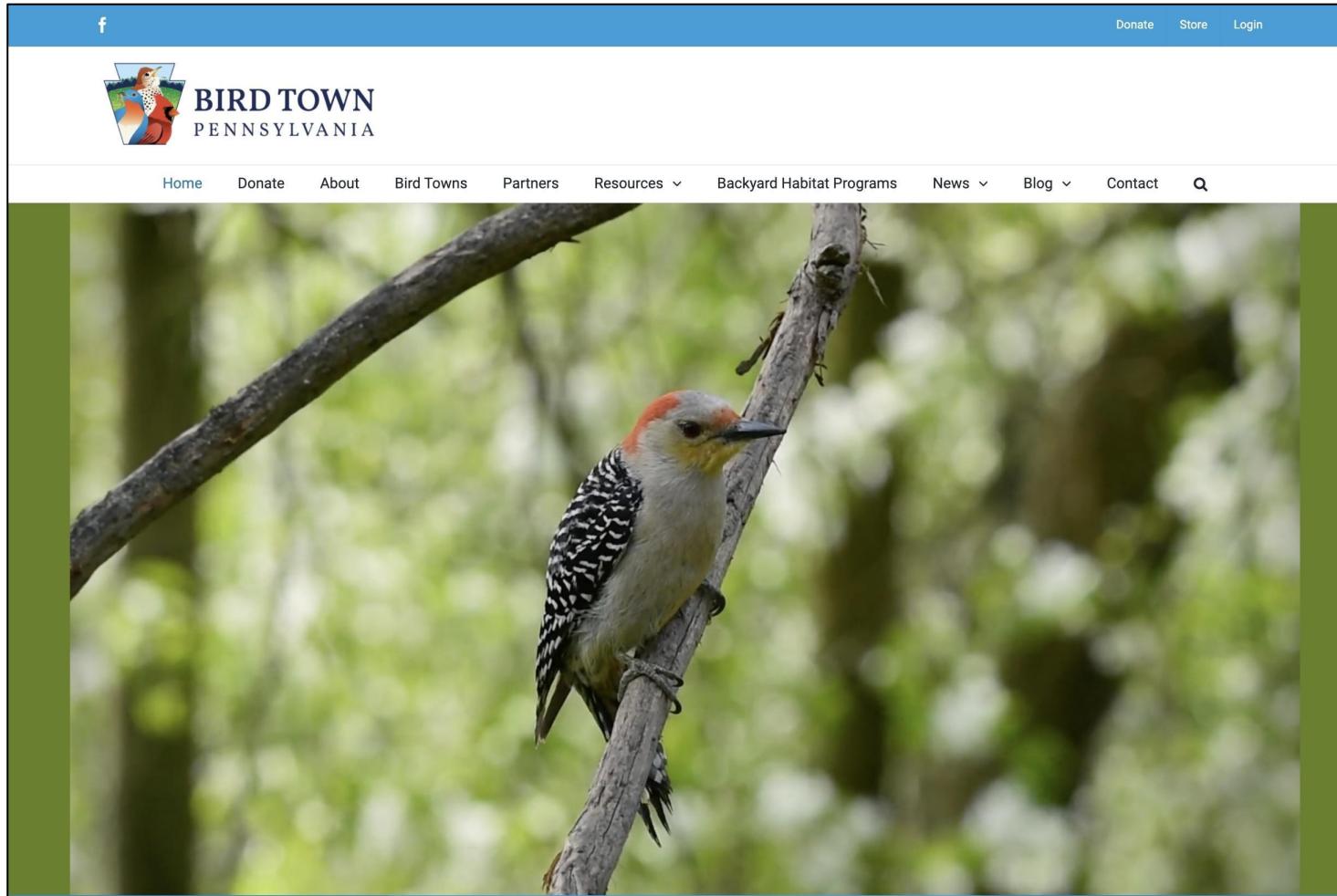
- holding native plant pop-up gardens, sales and swaps
- installing demonstration native plant, pollinator and rain gardens
- developing proclamations, resolutions and ordinances to address invasives, native plants, pesticides, clean water, etc. to support healthier ecosystems
- supporting and running 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 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.





Please visit and use our website: birdtownpa.org

- 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

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 250 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

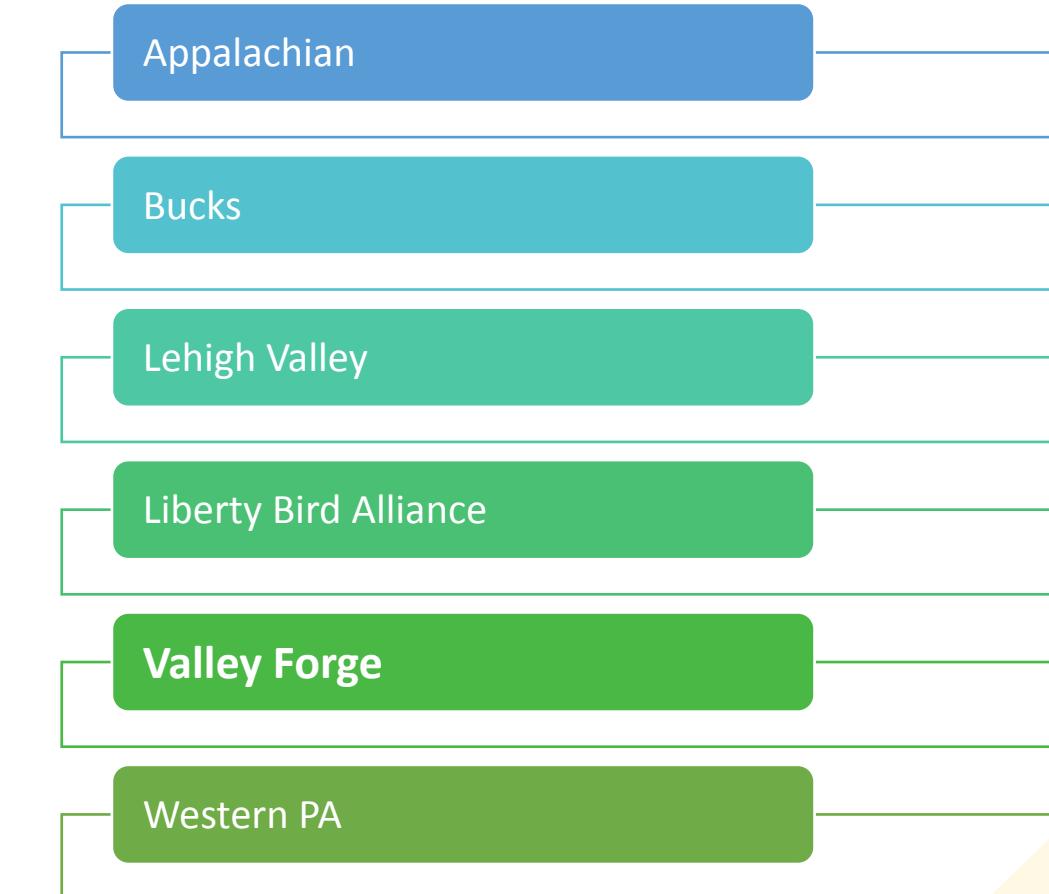
There are several ways for Bird Town leaders to stay connected with each other and Bird Town Pennsylvania through social media and on-line resources.

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!



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 order. 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.



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 Reducing indoor/outdoor lighting during migration or installing motion-activating lights	1	3
2 Managing species having a negative impact on habitat or wildlife (e.g., cats or deer)	1	3
3 Prohibiting off-leash dogs in natural areas to protect nesting birds and reduce dog waste		2
4 Educating residents about the impact of cats on birds and wildlife and promoting initiatives to keep cats indoors	1	1
5 Implementing bird safe initiatives such as Lights Out	1	2
6 Fighting and lobbying for the reduction or elimination of fertilizers, herbicides, and		1

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

BIRD TOWN
PENNSYLVANIA®



birdtownpa.org

**Congratulations to
Upper Providence
Township
73**

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

**Contact us anytime at
pabirdtown@gmail.com**

