

# Bird Town Pennsylvania

Creating Livable  
Communities  
Through the Lives  
of Birds



**BIRD TOWN**  
**PENNSYLVANIA<sup>®</sup>**



## **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 45 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.**

**45 Bird  
Towns in 9  
Counties  
and  
Growing!**

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

# Pennsylvania Audubon Council (PAAC)

- PAAC members are the 21 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?

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- **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!



# 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



GRASSLAND BIRDS  
HAVE SUFFERED A

**-53%**  
POPULATION LOSS  
SINCE 1970



**Eastern Meadowlark**  
*Sturnella magna*

**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 Joana 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



MIGRATORY BIRDS  
HAVE SUFFERED A

**-28%**  
POPULATION LOSS  
SINCE 1970

**Baltimore Oriole**  
*Icterus galbula*

**2 IN 5**  
BALTIMORE ORIOLES GONE



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

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

# Woodpeckers

## POPULATION GAINS SINCE 1970

Woodpeckers are a resilient group of birds that demonstrates some species can adapt to humans and urban areas, if only some habitat (such as forested backyards) can be left available for them.

# 14

MILLION  
WOODPECKERS  
GAINED SINCE 1970

POPULATION GAIN



## Hairy Woodpecker *Dryobates villosus*



# Success stories too!



# Major Threats to Bird Populations

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- **Cats** (feral and outdoor)
  - > 2.4 billion birds killed per year
- **Window Collisions**
  - > 1 billion birds die per year
- **Loss of Habitat**
  - > 10 million acres developed from '82-97
  - > 40 million acres of lawns
- **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





# Actions to help Birds

- Address outdoor and feral cats
- Make windows safer, day and night
- Reduce lawn and plant natives
- Avoid pesticides
- Reduce use of plastics
- Watch birds, share what you see through bird walks and participating in Community Science Programs

<https://www.3billionbirds.org/>

# 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, community science projects and more.
- training and workshops for your Bird Town leaders and
- more opportunities and success in obtaining funding.



# 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")
- 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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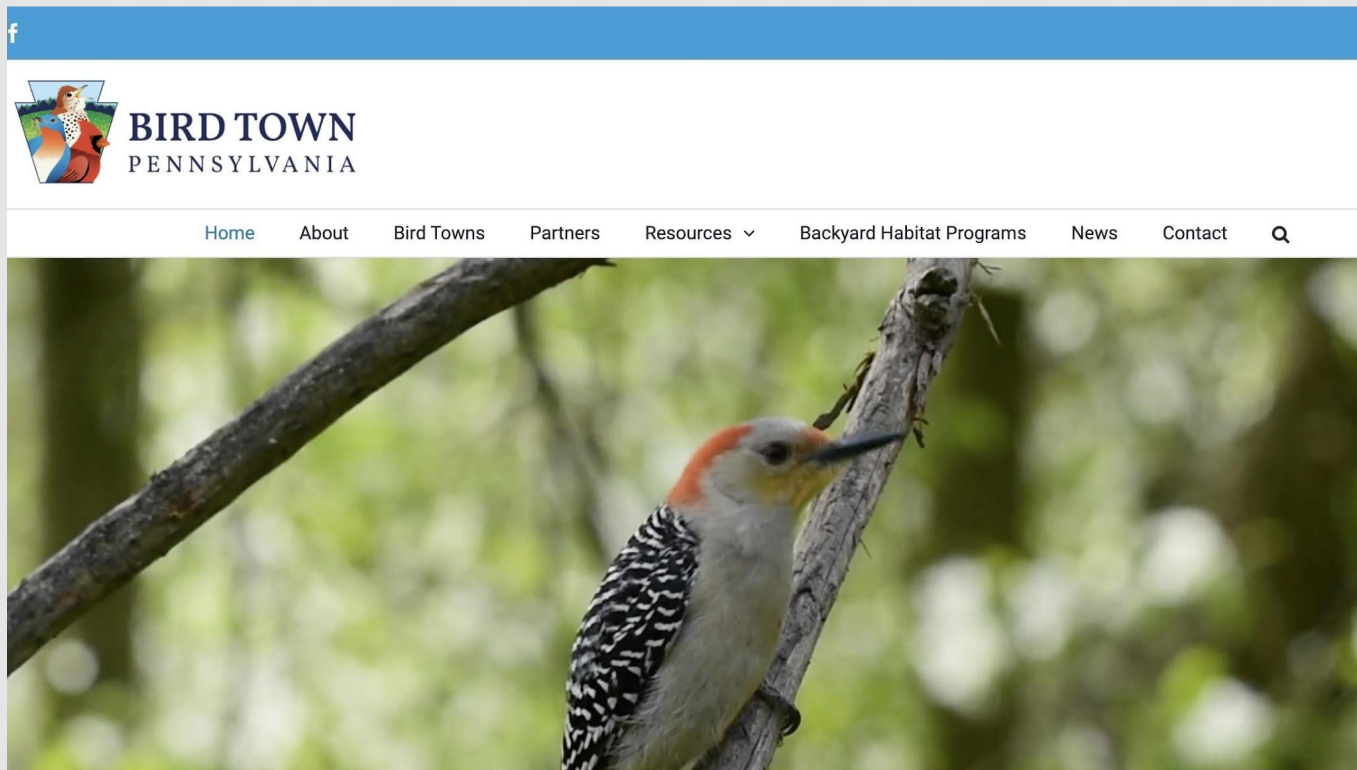


[birdtownpa.org](http://birdtownpa.org)



# Engages – Educates – Encourages - Supports

- 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 community 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 giveaways



Please visit and use our  
website: [birdtownpa.org](http://birdtownpa.org)

- Includes a rich array of resources
- List of Conservation Partners
- 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 templates

# Additional Networking Opportunities

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- ***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 195 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

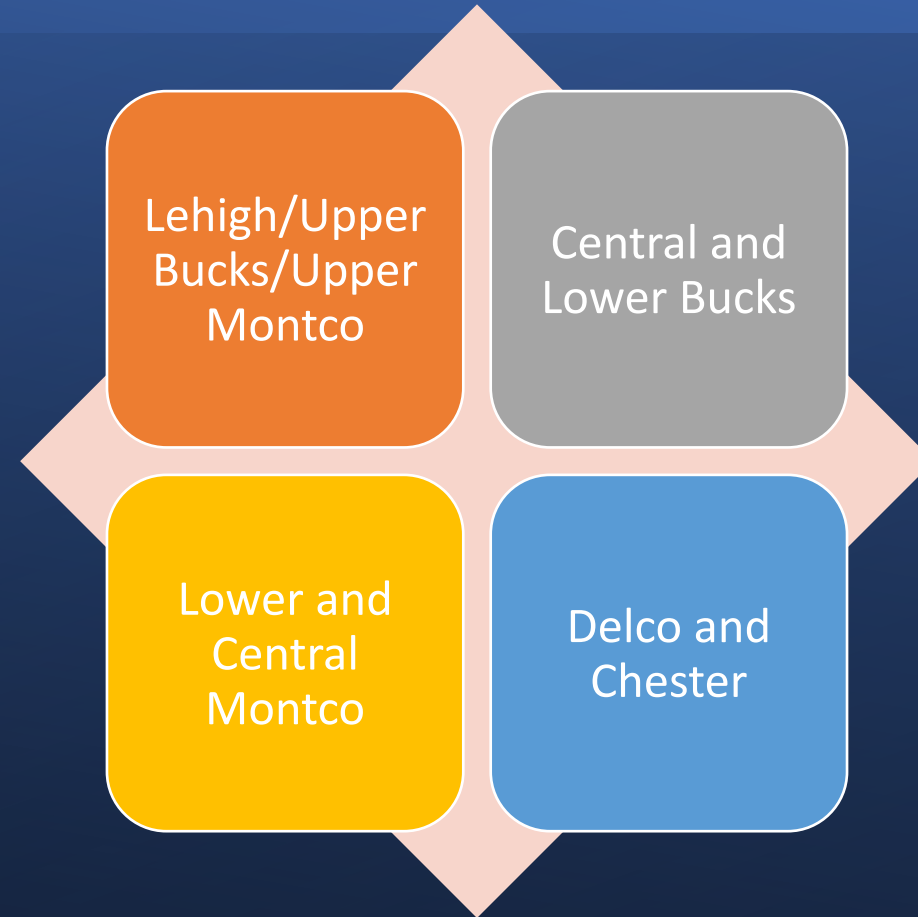


# **Bird Town Leader Workshop Series 2022-2023**

- **Invigorate and Strengthen your Bird Town Program**
- **Understanding the Different Backyard Habitat Recognition Programs**
- **How to Organize a Native Plant Pop-up Garden**
- **Advocating for Bird Friendly Proclamations and Resolutions (partnered with NAS and WeConservePA)**
- **Preventing Bird Window Collisions**
- **How to Engage with Municipal Leaders (partnered with WeConservePA)**
- **How to Run a Tree Giveaway**
- **Working with Children through Bird Town**
- **Ordinances with WeConservePA – October 5 @ 7 PM**



# Regional Networking: Bird Town Clutches



# 2023 Bird Town Pennsylvania Updates

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- **Our 2022 Annual Report Results:** Our Bird Towns' work and activities benefitted their local populations of 547,715 including 201,064 households. They led 762 different activities logging in 6,263 volunteer hours and directly engaged with 5,016 participants.
- Our name "Bird Town Pennsylvania" and logo is now a **Federal "trademark"** with all the rights and privileges that go along with this registration.
- Joined the **Bird City Network** led by the American Bird Conservancy and the Environment for the Americas
- **New Reporting Documents:** Volunteer Logging Excel Sheet and Strategy and Goals Document:  
[https://drive.google.com/drive/folders/16oFJRrwf1YExaXgDK2P\\_2AANO37Z3iqB?usp=sharing](https://drive.google.com/drive/folders/16oFJRrwf1YExaXgDK2P_2AANO37Z3iqB?usp=sharing)
- Received a **\$10,000 donation from Penn Community Bank**. With these funds, we're offering 10 \$500 mini-grants to our Bird Towns.



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# Bird Town's Six Strategy Areas

MUNICIPAL  
ACTIONS

SCHOOLS AND  
SCHOOL DISTRICT  
ACTIONS

COMMUNITY  
ENGAGEMENT

HABITAT  
ENHANCEMENT

COLLABORATIONS

ADVOCACY

A group of swans in a field at sunset, with two swans in flight in the foreground.

## Four-Tiered Program Certification Level Requirements

- **Green:** All new Bird Towns start here!
- **Bronze:** Complete **one** task in 4 of the 6 strategies
- **Silver :** Complete **two** tasks in 5 of the 6 strategies
- **Gold:** Complete **three** tasks in all 6 strategies



**CONGRATULATIONS  
LOWER FREDERICK TOWNSHIP!**

**#44**

**We look forward to working  
with you!**