BIRD FRIENDLY
CITY
VILLE AMIE
DES OISEAUX

Protecting Birds

in your Community Through Municipal Support



Inside this short guide you will find templates to help your municipality publicly commit to becoming a Bird Friendly City or Town, including:

- **A Proclamation to celebrate birds in your community**
- **A Motion to formally recognize your community as Bird Friendly**
- **A Resolution to apply for Bird Friendly City or Town status**

Becoming a Bird Friendly City or Town is a powerful way to take local action for nature. In the face of biodiversity loss and the climate crisis, it's easy to feel overwhelmed. But local change led by everyday people is one of the most effective ways we have to make a difference. That's why Nature Canada's Urban Nature Organizer created this guide: to help you take key steps toward gaining municipal support for protecting birds, restoring habitat, and building a healthier, more vibrant community.

You don't need to be an expert to make an impact. Bird Teams are made up of community members who care and are ready to act.

There are many ways you can engage with local government and influence municipal decision-makers to promote bird-friendly actions where you live. Nature Canada's Bird Friendly City program encourages municipalities to show leadership by passing public commitments like Proclamations, Motions, and Resolutions that help birds to thrive in our built environments.

TIPS FOR GATHERING MUNICIPAL SUPPORT

FINDING YOUR ALLIES:

- ☐ Find a councillor who cares about nature / biodiversity / bird protection
- ☐ Meet with them to introduce yourself and get to know each other, ideally, invite them to a nature event or meeting
- ☐ Share your vision for Bird Friendly City or Town certification
- ☐ Ask for their support with your proclamations, motion drafts, resolution drafts and implementation
- ☐ Stay in contact and celebrate wins any time your municipality supports birds!

Making a Proclamation for Celebrating Birds in Your Community

A proclamation is an official announcement issued by the local government to recognize a specific occasion or event (eg: World Migratory Bird Day, Global Bird Rescue Week, City Bird Winner etc.)

Public proclamations and/or municipal endorsements in support of World Migratory Bird Day and annual events help to bolster and build municipal support for your Bird Friendly City or Town certification.

HOW CAN A BIRD TEAM ENCOURAGE THEIR MUNICIPALITY TO MAKE AN OFFICIAL PROCLAMATION?

- Some municipalities have an online form or email contact (most likely the City or Town Clerk) that you can submit a request for a proclamation to, including a draft copy.
- To have the greatest chance of success, build a connection with a council member who cares about nature, biodiversity and bird protection.
  - This can take time so try to meet with them to gather their support in person as much as you can

Please note: not all municipalities accept or announce proclamations, check out your municipalities website to confirm.

TEMPLATE PROCLAMATION FOR WMBD:

PROCLAMATION TITLE:

_____

NAME OF MUNICIPALITY:

_____

DATE:

_____

WHEREAS, Birds and biodiversity are in trouble due to various threats present in built environments such [your location]. Grassland birds, aerial insectivores, and shorebirds [or local bird species of significance] have all experienced alarming population declines due to these threats.

WHEREAS, Migratory birds and the ecosystems they belong to provide services such as pollination, seed dispersal and pest control that are essential for climate change mitigation and halting and reversing biodiversity loss.

WHEREAS, World Migratory Bird Day (WMBD) is a time to acknowledge birds returning to our region each spring and is a day to celebrate the significance of birds throughout their international migratory ranges.

WHEREAS, this second Saturday in May, [date] brings awareness to the importance of [annual WMBD conservation theme] to advance migratory bird conservation.

NOW, THEREFORE, [name of municipality] do hereby proclaim [date] as "WORLD MIGRATORY BIRD DAY" in [municipality], and commend its observances to all community members and residents of [municipality].

Some examples of Canadian municipalities who have proclaimed World Migratory Bird Day:

The City of Ottawa (2013)

Town of Devon (2025)

District of North Saanich (2025)

The City of Vaughan (2025)

The City of Halifax (2023)

Strathcona County (2023)

Making a Motion to Officially Recognize Your Community as Bird Friendly

A motion is a proposal or suggestion from a member of the meeting (from local government council meetings, eg: a councillor) to the rest of council to gain support behind it.

Municipal council motions directly support the Mandatory Criteria for section M3 in both the Bird Friendly City and Town Application. Additionally, municipal motions can be brought forward for a variety of reasons and issues including in regards to Bird Friendly Design, tree protection on public and private land, naturalization in parks and trails as well as native pollinator gardens.



HOW CAN A BIRD TEAM ENCOURAGE THEIR MUNICIPALITY TO MAKE A COUNCIL MOTION IN SUPPORT OF BECOMING A BIRD FRIENDLY CITY?

- Relationship building with a local allied Councillor, please visit the above section in this guide *"TIPS FOR GATHERING MUNICIPAL SUPPORT - FINDING YOUR ALLIES."*
- Attend public consultation and council meetings on applicable subjects.
- Get involved and connect with your community's Environmental Advisory Committee if there is one.
- Provide a written or in-person deputation on environmental plan and development updates as applicable.

EXAMPLE MOTION TO BECOME A BIRD FRIENDLY CITY / TOWN:

EXAMPLE TITLE:
MEMBER MOTION - OFFICIALLY RECOGNIZING [LOCATION] AS A BIRD FRIENDLY [CITY / TOWN]

BY:
[NAME] [SECONDER NAME]

NAME OF MUNICIPALITY

DATE

WHEREAS, Nature Canada's Bird Friendly [City/or/Town] Certification program provides municipalities with an action plan of best practices to make their communities safer places for birds and biodiversity.

WHEREAS, [Municipality] is committed to the priorities and goals laid out in the program to reduce the impact of human-related threats to migratory birds and species at risk populations by reducing threats to birds in the built environment.

WHEREAS, Whereas through Bird Friendly [City/or/Town] certification, the [name of municipality] and its residents have the opportunity to reduce human-related threats to birds through education and supporting bird-friendly initiatives that foster environmental stewardship, increase interactions and engagement for habitat protection, restoration, and climate change resiliency;

WHEREAS, by becoming a Bird Friendly [City/or/Town] the [location] can highlight existing municipal programs and policies and further engage local communities with them;

WHEREAS, Bird Friendly initiatives related to certification criteria are to be undertaken and led by the Bird Friendly Team with Councillor and/or committee, staff support.

NOW, THEREFORE IT BE RESOLVED: That the Bird Friendly Team is authorized to submit the certification application to Nature Canada to designate [location] as a Bird Friendly City/Town; and That the [location] accepts the designation and commits to the standards of the Bird Friendly City/or/Town program.

Making a Resolution to Officially Recognize Your Community as Bird Friendly

A resolution is the official step for a council to get a motion carried/passed with actionable items associated with them to be followed up/reported back on a specific date.

Municipal council resolutions to submit a Bird Friendly City / Town application directly supports section M3 in both the Bird Friendly City and Town Application.

HOW CAN A BIRD TEAM ENCOURAGE THEIR MUNICIPALITY TO MAKE A COUNCIL MOTION IN SUPPORT OF BECOMING A BIRD FRIENDLY CITY?

- Please see the above section as well as section “TIPS FOR GATHERING MUNICIPAL SUPPORT - FINDING YOUR ALLIES.”



EXAMPLE RESOLUTION TO SUBMIT A BIRD FRIENDLY CITY / TOWN APPLICATION:

EXAMPLE TITLE:
RESOLUTION CALLING FOR A SUBMISSION TO NATURE CANADA FOR CERTIFICATION AS A BIRD FRIENDLY [CITY / TOWN]

BY
[NAME] [SECONDER NAME]

NAME OF MUNICIPALITY

DATE

WHEREAS the goal of Bird Friendly City certification is to provide local partners with a clear standard to measure the impact and progress needed to make [location] safe for birds;

AND WHEREAS the certification standard is a tool that allows for an independent assessment of key issues by establishing benchmarks and allowing for measurement of progress over time and comparison with other cities;

WHEREAS bird populations in Canada and North America have experienced dramatic declines due to human-related factors including habitat loss, collisions with buildings, cat predation, climate change, and the spread of diseases and invasive species, with serious implications for the health of ecosystems throughout the continent;

WHEREAS through certification as a Bird Friendly City, [location] and its residents have the opportunity to reduce human-related threats to birds;

WHEREAS supporting bird-friendly initiatives fosters environmental awareness and sustainability and increases interactions and engagement for habitat protection, restoration, and climate change resiliency;

WHEREAS by becoming a Bird Friendly [city or town], [location] can highlight initiatives already in place and further engage local communities in education and awareness of successful coexistence strategies with birds;

AND WHEREAS community bird friendly initiatives are to be undertaken and led by the Bird Friendly Team; and

NOW, THEREFORE IT BE RESOLVED: that the Bird Friendly Team be authorized to submit the certification application to Nature Canada to designate the [location] as a Bird Friendly City.

Some examples of Canadian municipalities who have resolved motions to become a Bird Friendly City or Town:

City of Toronto (2021)
City of Burlington (2022)
City of Regina (2023)
District of Saanich (2024)
City of Kawartha Lakes (2024)
Town of Hudson (2024)