

Bird Friendly City

CERTIFICATION

Nature Canada has developed a certification standard to certify eligible cities as Bird Friendly Cities, to recognize and celebrate the contributions they have made to save bird lives in their municipalities. We are looking towards World Migratory Bird Day 2022 as a timeline to certify at least thirty eligible Canadian cities as a Bird Friendly City.

THE GOALS OF CERTIFICATION

The goal of certification is to provide local partners with a clear standard that reflects what a city needs to do to make it safe for birds. In this sense, it can be considered a bird conservation strategy framework for a city.

The standard is also a tool that allows for an independent assessment of how bird friendly a particular city is at any moment in time, assessing performance on key issues, establishing benchmarks and allowing for measurement of progress over time and comparison with other cities.

WHAT IS THE STANDARD?

The standard consists of a series of criteria or actions; each assigned a weighted score based on our assessment of the relative importance of each criterion within the three major categories of criteria that reflect what we believe to be the most important elements of a Bird Friendly City:

- Reducing human-related threats to birds,
- Habitat protection, restoration, and climate resiliency,
- Community outreach/education.

There are three levels of Bird Friendly City status: entry, intermediate and high. The minimum standard to achieve "Entry status" is approximately 50% of the possible points within each category. "Intermediate status" is attained by achieving from 65% to 80% of possible points, and "High status" is above 80%.

All cities and towns that meet the standards would have some common elements, such as holding a World Migratory Bird Day event in their community, having a Bird Team, and promoting their status on the Municipal website.

Bird Friendly City

WHY CERTIFICATION?

- Certification is a badge of honor and a source of community pride. It tells the world that your city or town does things to help birds and reverse their declines in your own backyard. Your city will be issued a Bird Friendly City Certificate for the appropriate level, to recognize the contribution it has made to reverse bird population declines.
- Certification provides a rigorous standard to measure impact and progress of your work, while providing flexibility. The program design allows cities and towns to choose what issues they want to work on, yet provides a pathway to do more to help birds.
- As a Bird Friendly City, you will have access to a network of other cities and a community of people who believe in the same things that you do.
- Ecotourism- people spend money on birds. Certified bird cities could use their status to attract visitors and promote bird- based ecotourism.
- Your city gets advantages – Feather friendly products and discounts, potential access to small grants, potential to infuse biodiversity considerations into green infrastructure projects, and tools to address key issues.

HOW CERTIFICATION WILL WORK

What applicants have to do to apply?

1. Complete the questionnaire "[Do we have what it takes to be a Bird Friendly City?](#)"
2. Contact Nature Canada to arrange a phone meeting with a Nature Canada Bird Team representative to discuss the results of the questionnaire and your interest for certification.
3. If you "have what it takes" (i.e. a Bird Team, and a strong desire to become bird-friendly certified), you will need to attend one of Nature Canada's Bird Friendly City webinars (approximately one hour).
4. Once you have attended the webinar, download the [Bird Friendly City Application](#) from the Nature Canada website.
5. Applications can be submitted any time of the year. Nature Canada staff will be happy to help answer questions about how to put an application together.
6. Once you have completed and submitted the application and provided Nature Canada with supporting evidence and information, Nature Canada staff will review the application and inform you of the decision.
7. If you qualify as a Bird Friendly City, you will receive a certificate from Nature Canada and information for a press release to announce your new status. There is no cost for Bird Friendly City certification in Canada.
8. You will need to provide a one-paragraph description about your city for our Bird Friendly City website.

CERTIFICATION APPLICATION REVIEW:

Nature Canada staff and partners will review all applications in a timely manner. During this process, the evidence provided by the applicants will be vetted and verified to ensure the proper status is awarded to each applicable city. In the event that a particular city is not eligible for any Bird Friendly levels, Nature Canada will inform the applicants of this decision, and discuss strategies on the steps they can take to attain a Bird Friendly City level.

Bird Friendly City

DO WE HAVE WHAT IT TAKES TO BECOME A BIRD FRIENDLY CITY?

Please complete this survey if you are interested in applying to be a bird friendly city in Canada

CONTACT AND IDENTIFICATION

NAME:	
EMAIL ADDRESS:	
CITY/TOWN:	

ASSESSMENT QUESTIONS:

Do you have a bird team/committee?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
Do you celebrate World Migratory Bird Day?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
Do you have a municipal councilor who would support this initiative?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
Do you know in which traditional Indigenous territory your city is	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure

IS THERE AN EFFORT AT THE MUNICIPAL OR PUBLIC LEVEL TO ADDRESS THE FOLLOWING ISSUES?

Cats roaming at large	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
Bird window collisions	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
Bird collisions with vehicles	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
Light Pollution	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
Pesticide use on private or public lands	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
Plastic pollution	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
Disturbance of birds at natural areas or important bird habitat	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure

<p>What are the issues that are the most important for you to address?</p>	
----------------------------------------------------------------------------	--

Bird Friendly City

CHECK WHICH ISSUES YOU WOULD PERSONALLY CONSIDER HELPING WITH

Cats roaming at large	<input type="checkbox"/>
Bird window collisions	<input type="checkbox"/>
Bird collisions with vehicles	<input type="checkbox"/>
Light pollution	<input type="checkbox"/>
Pesticide use on private or public lands	<input type="checkbox"/>
Plastic pollution	<input type="checkbox"/>
Disturbance of birds at nature areas or important bird habitat	<input type="checkbox"/>

DOES YOUR MUNICIPALITY HAVE THE FOLLOWING TO PROTECT BIRDS AND THEIR HABITAT?

A protected areas policy	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
A biodiversity strategy	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
A strategy and policies to address climate change challenges	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
An ecological approach to managing its trees and forests	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
Policies that promote the use of native species	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure

<p>Which of the municipal policies is most important to you?</p>	
------------------------------------------------------------------	--

CHECK WHICH ISSUES YOU WOULD PERSONALLY CONSIDER HELPING WITH

A protected areas policy	<input type="checkbox"/>
A biodiversity strategy	<input type="checkbox"/>
A strategy and policies to address climate change challenges	<input type="checkbox"/>
An ecological approach to managing its trees and forests	<input type="checkbox"/>
Policies that promote the use of native species	<input type="checkbox"/>

Bird Friendly City

DO YOU HAVE THE FOLLOWING IN YOUR CITY OR TOWN TO CONNECT BIRDS WITH PEOPLE?

Publicly visible information and infrastructure that supports birds	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
Organizations that provide children and youth with bird education	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
Post-secondary institutions that practice bird-friendly activities	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
Public resources to promote individual practices that help birds	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
A local, publically accessible birding location	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
Businesses that have bird-friendly practices and products	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
Active citizen science programs for birds in your community	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>	Not Sure
What outreach or education actions are the most important for you?						

CHECK WHICH ISSUES YOU WOULD PERSONALLY CONSIDER HELPING WITH

Publicly visible information and infrastructure that supports birds	<input type="checkbox"/>
Organizations that provide children and youth with bird education	<input type="checkbox"/>
Post-secondary institutions that practice bird-friendly activities	<input type="checkbox"/>
Public resources to promote individual practices that help birds	<input type="checkbox"/>
A local, publically accessible birding location	<input type="checkbox"/>
Businesses that have bird-friendly practices and products	<input type="checkbox"/>
Active citizen science programs for birds in your community	<input type="checkbox"/>



Bird Friendly City

**WHY DO YOU WANT YOUR CITY TO BE RECOGNIZED
AS A BIRD FRIENDLY CITY?** (max 50 words)

A large, empty rectangular box with a light gray background, intended for the user to write their response to the question above.

CRITERIA	DESCRIPTION	INDICATORS/EVIDENCE	SCORING
MANDATORY	Establish a Bird Team (standing committee) to drive the project forward. Try to ensure that your team represents different perspectives and has a liaison with the municipality.	Provide a list of the Bird Team members, affiliations and contact information.	
MANDATORY	Provide evidence you have determined in which indigenous traditional territory (ies) your municipality occurs and that you are encouraging the participation and perspective of the local Indigenous community in the initiative.	Provide the name of the relevant Indigenous Nation (s) and report on the outcome of an invitation to participate in the initiative.	
MANDATORY	Pass a council resolution nominating or supporting your municipality's efforts to be a Bird Friendly City OR a letter of support from a high-ranking city official.	Willingness to pass council resolution within the first year of certification OR a letter of support for the certification program from a high-ranking city official (mayor, CEO, etc).	
MANDATORY	Once your municipality has been accorded Bird Friendly City status, the Bird Team must provide an annual report card on activities related to your Bird Friendly City status.	Provide Annual Report card by (calendar year) by February 1.	
MANDATORY	Include information about Bird Friendly City on the City website somewhere it can be easily found.	Provide link and proof of posting.	
		Generally, all of the points are awarded contingent on evidence in support of the action. However, points can be rewarded even if the action has not been completed, as long as there is strong evidence that a process to implement or complete the action is underway.	
1.1 THREAT REDUCTION	<p>Regulatory and educational measures taken to help control and reduce populations of cats roaming at large:</p> <ul style="list-style-type: none"> a. Coordinated efforts directed at cat owners to reduce the number of owned cats outside such as educational campaigns, licensing and no-roam bylaws. (2) b. Within the municipality there is an active strategy to reduce populations of unowned (feral) cats and mitigate their threat to birds (e.g. removing feral colonies from areas of high bird importance). (2) c. The Bird Team and/ municipality either has, or is a partner in programs/ projects to estimate the number and/or distribution of cats outdoors so that progress on reducing the populations of outdoor cats can be tracked over time. (2) 	Proof of each action required. Two points per action. Generally if you can demonstrate some level of progress for each action, you will be awarded one point. Two points will be limited to comprehensive efforts to address that one issue. For example, for a. To get 2 points, you need to have a no-roam bylaw AND demonstrate both enforcement of the bylaw and an educational campaign to make cat owners aware of the bylaw. For b, evidence of an active program to humanely reduce the number of unowned outdoor cats. 2 points will be awarded for broad, municipal-wide strategies and actions that can demonstrate progress on the goal. For c. proof of implementation of a cat counting/ estimating protocol to establish baseline numbers or to compare with baseline numbers will be awarded 2 points. Proof of intent to implement such a protocol gets one point.	6 points

<p>1.2 THREAT REDUCTION</p>	<p>Demonstrate that your municipality is taking measures to reduce window collisions by:</p> <ul style="list-style-type: none"> a) Developing and implementing bird friendly design standards/CSA Bird Friendly Building Design standard for new construction (2) b) Assessing and mitigating risk to birds from existing and proposed municipal buildings (1) c) Informing and educating property owners and tenants of existing buildings (including home owners) of measures they can take to mitigate bird collision risk (1) d) Establishing a baseline and maintaining a database of the number of residences or buildings with treated windows in the city to demonstrate progress over time. (1) 	<p>Proof of each action required. Two points for a and one for b,c and d.</p> <ul style="list-style-type: none"> a) Refers to the municipality developing or adopting bird friendly or bird safe standards for new construction. One point is awarded if the standard is a guideline, two points if the standard is a requirement. b) One point if individuals or a group monitors window collisions, and/or assess risk by using BirdSafe, or a similar program. c) One point is awarded with evidence of educational campaigns focused on the broad public or specific neighbourhoods. d) Evidence of the database is provided. 	<p>5 points</p>
<p>1.3 THREAT REDUCTION</p>	<ul style="list-style-type: none"> a) Municipality has a light pollution reduction strategy and supports actions to reduce light pollution, particularly during migratory seasons. b) Light pollution mitigation standards for all new developments and/or retrofit program to replace street lamps with energy-efficient shielded fixtures c) Outreach campaign for residents and businesses to promote responsible light control practices within the municipality. 	<ul style="list-style-type: none"> a) One point is given upon evidence of a strategy to reduce light pollution. b) One point given for either proof of mitigation standards (e.g. bylaw or guidance), and/or proof of a retrofit program (e.g. retrofitting standard street lights with downward directional street lighting). To attain "high level" certification, there must be evidence of both standards for new development and a retrofit program. c) One point for educational and outreach campaigns to reduce light attraction during migration periods such as the "lights out Toronto" campaigns of the past. 	<p>3 points</p>
<p>1.4 THREAT REDUCTION</p>	<p>Municipality has a policy to reduce or eliminate non-essential pesticide use that directly or indirectly harms birds, on public and private land that is implemented through local bylaws. This policy should include restrictions on pesticides used to control nuisance insects such as mosquitos (such as Bti) unless there is a demonstrated health risk (such as proof of West Nile in larvae).</p>	<p>Proof of the policy is provided. Examples of such policies would include a ban on cosmetic use of pesticides or the use of rodenticides when harm to bird populations has been demonstrated. The use of BTI to control mosquitoes and blackflies is controversial, in that it is increasingly used by municipalities to kill mosquitoes and fly larva in wetlands in response to neighbourhood pressure. There is strong evidence that this reduces the available food for aerial insectivores like swallows and has a negative impact on their populations.</p>	<p>1 point</p>
<p>1.5 THREAT REDUCTION</p>	<p>Municipality takes regulatory measures and encourages voluntary measures to reduce the amount of plastic waste generated (e.g. banning of single use plastics).</p>	<p>Provide proof of regulatory (e.g. a municipal bylaw) and voluntary measures (e.g. a local business) such as a ban on single use plastics, shopping bags, plastic straws, etc.</p>	<p>1 point</p>
<p>1.6 THREAT REDUCTION</p>	<p>Measures in place to reduce bird collisions with vehicles such as lower speed limits when passing through important bird habitat, and measures to reduce the number of vehicles on the roads (such as a good public transit system and cycling infrastructure).</p>	<p>Provide proof of measures to protect birds from vehicle collisions. For example, at locations where a busy road cuts through a wildlife corridor, evidence of mitigation would include lower speed limits, signage about wildlife crossing, or proof of engineered solutions such as wildlife underpasses or overpasses.</p>	<p>1 point</p>

<p>1.7 THREAT REDUCTION</p>	<p>Municipality has policy and practices to prohibit or mitigate disturbance of birds from humans or their pets at natural areas or important bird habitat (e.g., leash bylaw, no-go zones certain times of year).</p>	<p>Provide proof of policy and examples of implementation such as signage at important bird habitat (e.g. a natural area, wetland or known migratory stopover site) or evidence of a bylaw in place. Provide evidence that important bird habitats/ biodiversity hotspots are recognized within an official policy document.</p>	<p>1 point</p>
<p>SCORING</p>		<p>Entry – 9 points from at least 3 categories Intermediate – 12 points from at least 5 categories including at least 1 category worth 2 or more. High – 14 points or more. Must include at least 2 points in categories 1 and 2.</p>	<p>18 points</p>
<p>2.1 HABITAT PROTECTION, RESTORATION, AND CLIMATE RESILIENCY</p>	<p>Natural areas within the municipal boundaries are protected within the Municipal Plan and there is a commitment to increase this area. Plan distinguishes between natural areas and other types of municipal space such as recreational parks.</p>	<p>Provide proof of the policy. To maintain this criterion, the city must document the size of the area protected, and demonstrate a commitment to increase in this area over time. Any municipal plan that includes protection of natural area spaces will receive one point. Additional points are based on the evidence of implementation and whether there are ambitious targets to increase the number and size of the protected areas.</p>	<p>3 points</p>
<p>2.2 HABITAT PROTECTION, RESTORATION, AND CLIMATE RESILIENCY</p>	<p>Municipality has an official strategy to protect the biological diversity in its parks and natural areas. The strategy includes measures such as promoting connectivity between natural areas, buffering core biodiversity hotspots from harmful human activities, increasing the number of protected areas, and periodically monitoring birds on some city parks to assess the success of the strategy.</p>	<p>Provide proof of the strategy and its implementation. The strategy to protect biological diversity can be part of the protected areas plan, or <i>vice versa</i>, but must specifically identify protection of biological diversity as a goal. One point is awarded for having an official strategy (adopted by Council). Two points if the strategy has targets and metrics for success and there is evidence of implementation. Three points for cities that meet the previous two tests as well as using monitoring to track changes to biodiversity and use results for adaptive management (e.g. bird monitoring in city owned natural areas).</p>	<p>3 points</p>
<p>2.3 HABITAT PROTECTION, RESTORATION, AND CLIMATE RESILIENCY</p>	<p>Municipality has a climate change adaptation strategy that includes specific measures including nature-based climate solutions. Examples of this include wetland creation to absorb and retain flood water, or planting trees to create shade and lower the surface air temperature.</p>	<p>Provide proof of the strategy and its implementation. One point if the City has an official strategy. Additional points are awarded based evidence of ongoing measures and actions.</p>	<p>3 points</p>

<p>2.4 HABITAT PROTECTION, RESTORATION, AND CLIMATE RESILIENCY</p>	<p>Municipality has a habitat management strategy based on ecological and climate considerations. These include:</p> <ul style="list-style-type: none"> a) increasing the number of trees and area of the urban forest canopy; b) leaving snags standing in cases where public safety is not jeopardized; c) protecting trees on private and public lands; and d) prohibiting active vegetation management during breeding season on municipal lands, including forests, storm-water management facilities, and easements. 	<p>Provide proof of implementation of the strategy and each action. One point per action. Evidence for a. includes inventories of trees and plans for increasing the numbers. For b. One point is based on evidence such as policy statements or evidence within management plans for natural areas. C. refers to a tree bylaw that protects trees as a public value from private landowners cutting them down without permits. For d. a point is accorded if a city can demonstrate that its employees involved in active habitat management do not harm breeding birds or their habitat.</p>	<p>4 points</p>
<p>2.5 HABITAT PROTECTION, RESTORATION, AND CLIMATE RESILIENCY</p>	<p>Municipality has an Important Bird and Biodiversity Area (IBA) within or adjacent to its boundaries. A local partnership promotes the protection and stewardship of this area.</p>	<p>One point if there is one or more nearby IBAs and the Bird Team can provide the names of the IBAs and at least one IBA caretaker group or individual.</p>	<p>1 point</p>
<p>2.6 HABITAT PROTECTION, RESTORATION, AND CLIMATE RESILIENCY</p>	<p>Municipality promotes the importance of planting native local flora on municipal lands, especially where new development is occurring through development and landscaping guidelines and standards in areas near natural features. Subdivision permits should include conditions protecting existing natural habitat and promote use of native vegetation and include measures to discourage illegal disposal of yard waste (a source of invasive exotic plants) in natural areas.</p>	<p>One point for evidence that the municipality promotes the use of site-appropriate native flora in landscaping for its own properties and for development landscaping standards for subdivision permits.</p>	<p>1 point</p>
<p>2.7 HABITAT PROTECTION, RESTORATION, AND CLIMATE RESILIENCY</p>	<p>Demonstrate widespread community participation in initiatives to encourage native plant habitat that supports native birds and pollinators on private property, to increase the urban tree canopy on private land, and to support other "green infrastructure" initiatives to address climate change.</p>	<p>One point if you provide evidence supporting "widespread community participation" in at least one national or international initiative or local program that encourages increasing wildlife habitat on private land. This could include membership in a program like Bee City for example.</p>	<p>1 point</p>
<p>2.8 HABITAT PROTECTION, RESTORATION, AND CLIMATE RESILIENCY</p>	<p>Bird Friendly City partner groups implement stewardship to increase or improve breeding or stopover habitat for bird conservation priority species from your Bird Conservation Region Plan. Example species include Species at Risk (e.g. Chimney Swift) and other aerial insectivores, Eastern Meadowlark and other grassland birds and shorebirds. Example actions including providing housing (e.g., maintained Purple Martin condos), and maintaining bird-friendly hay production.</p>	<p>A point is awarded to cities in which there are active stewardship recovery projects such as those suggested in the criterion description.</p>	<p>1 point</p>

SCORING		<p>Entry - 8 points from at least 3 categories</p> <p>Intermediate - 11 points from at least 4 categories</p> <p>High - 14 points from at least 6 categories including at least 1 point from categories 2.1, 2.2, 2.3 and 2.4.</p>	17 points
<p>3.1 COMMUNITY OUTREACH/ EDUCATION</p>	<p>Hold (and officially proclaim) a World Migratory Bird Day event annually to celebrate birds in your municipality.</p>	<p>This is a mandatory action for this program. Cities must hold a Bird Day event to apply. To receive all 4 points, you must provide proof of the event and Mayor's or Council proclamation in support of Bird Day.</p>	<p>4 points</p>
<p>3.2 COMMUNITY OUTREACH/ EDUCATION</p>	<p>A significant percentage of local schools and other educational organizations (e.g. Scouts Canada, Earth Rangers, 4-H) provide students with opportunities to connect with nature, enjoy birds and learn how to help them. Local school boards, conservation authority, or municipality, has facilities/staffing to support outdoor/environmental education, including opportunities to observe birds. At least one school does a specific bird-related program such as Christmas bird count for kids or curriculum from Keep cats safe and save bird lives. Educational programs must include specific elements designed to engage members of the public who could be considered underprivileged families and groups, racialized youth and recent arrivals to Canada.</p>	<p>Provide evidence in support of this level of outreach and engagement of children, youth and other target audiences</p> <p>One point is awarded if there are local education facilities and institutions that include activities for children to observe and appreciate birds both in school and outside through an educational organization that offers nature programming to the public. Two points if there are specific bird-related nature programs for recent arrivals to Canada, underprivileged or racialized families. Three points if there is at least one school or organization that offers programming from the <i>Keep cats safe and save bird lives</i> curriculum.</p>	<p>3 points</p>
<p>3.3 COMMUNITY OUTREACH/ EDUCATION</p>	<p>College and University campuses have adopted practices that actively reduce threats to birds or establish habitat that benefits birds. Implementation of practices should include or be driven by student committees or groups.</p>	<p>One point is awarded based on evidence that institutions that have policies and practices to benefit birds including names of institutions, the programs that they participate in (e.g BirdSafe, Bee City), as well as an example of a recent action and evidence of student involvement.</p>	<p>1 point</p>
<p>3.4 COMMUNITY OUTREACH/ EDUCATION</p>	<p>Bird Team partners (including Municipality) provide public access to resources (web links, brochures etc.) that encourage and inform the public of the benefit to birds from native plant gardening or establishment of natural habitat patches on their property in support of birds and/or pollinators (e.g. backyard habitat program).</p>	<p>One point if you can provide evidence of the digital or paper resources, as well as evidence of public interest and knowledge of them (e.g. social media activity).</p>	<p>1 point</p>
<p>3.5 COMMUNITY OUTREACH/ EDUCATION</p>	<p>Municipality and Bird Friendly City partners install demonstrations or displays in public areas that educate citizens on the benefits of bird friendly actions and encourage engagement (benefits of dark sky lighting, window modifications etc.)</p>	<p>One point based on proof of installations (e.g. photographic evidence, or news stories.)</p>	<p>1 point</p>
<p>3.6 COMMUNITY OUTREACH/ EDUCATION</p>	<p>There is at least one birding location within your city or town that has infrastructure to facilitate the observation and appreciation of birds (e.g. signs, panels, observation tower, and trails). This facility is publicly accessible for people without a car (served by public transit and/or bicycle and pedestrian trails. Digital information on birding areas should be easily available.</p>	<p>One point based on evidence of a local birding area that is publicly accessible, a brief description of the infrastructures (e.g. trails, observation tower), and how the area can be accessed by someone without a car.</p>	<p>1 point</p>

Bird Friendly City

SCORING AND EVALUATION RUBRIC FOR BIRD FRIENDLY CITY CANADA

3.7 COMMUNITY OUTREACH/ EDUCATION	<p>A Bird Team partner periodically publishes a "Bird checklist" for your city or town. This checklist should be easily available in digital form on the Internet. Alternatively, there are eBird hotspots in your City.</p>	<p>One point based on proof that a local bird checklist exists in a published form or there are eBird hotspots in your city.</p>	1 point
3.8 COMMUNITY OUTREACH/ EDUCATION	<p>Businesses in your area promote bird friendly practices (e.g. sell or offer bird friendly coffee, no single use plastics, treat their windows with feather-friendly markers, etc.). These businesses should be recognized on partner websites.</p>	<p>To receive a point, you must provide proof that at least two businesses in your area have bird friendly practices. You must name the businesses and describe what bird-friendly practices they have.</p>	1 point
3.9 COMMUNITY OUTREACH/ EDUCATION	<p>You have a "City Bird" species that was selected through a public engagement process.</p>	<p>To receive a point for this criterion, you must provide the name of the "City Bird" species, proof of its status, and evidence of the process to select it.</p>	1 point
3.10 COMMUNITY OUTREACH/ EDUCATION	<p>There are active citizen science programs to monitor birds in your municipality including Christmas Bird Count, Swift Night Out, and Marsh Monitoring, and Global Bird Rescue, which monitor birds on areas that include public land. Public participation in these programs is promoted on local media. Demonstrate efforts to engage members of the public could be considered underprivileged, racialized or recent arrivals to Canada.</p>	<p>To receive one point, provide a list of bird-related citizen science programs in your city and describe the level of public interest and engagement of target audiences.</p>	1 point.

SCORING		<p>All levels must do 3.1 Entry - 7 points from at least 3 categories Intermediate - 9 points from at least 5 categories. High - 12 points from at least 7 categories.</p>	15 points						
GRAND TOTAL		<p>Minimum scores to attain different levels</p> <table data-bbox="878 1553 1138 1647"> <tr> <td>Entry</td> <td>24 (48%)</td> </tr> <tr> <td>Intermediate</td> <td>32 (64%)</td> </tr> <tr> <td>High</td> <td>40 (80%)</td> </tr> </table>	Entry	24 (48%)	Intermediate	32 (64%)	High	40 (80%)	Total possible points = 50
Entry	24 (48%)								
Intermediate	32 (64%)								
High	40 (80%)								