

# BIRD FRIENDLY

## APPLICATION FOR CONSIDERATION

Scoring and Evaluation Rubric Version 2.0 June, 2023



BIRD FRIENDLY  
CITY

**CITY REPRESENTED:**

**DATE OF SUBMISSION:**

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# MANDATORY CRITERIA

Who can apply? The Bird Friendly City Canada Standard generally applies to cities with populations over 30,000. Cities (municipalities) that have populations between 15,000 and 30,000 have the option of applying for this standard or for the small municipality standard. The applicant municipality must have its own elected Council with typical municipal powers.

To obtain Bird Friendly status, a certain number of points must be obtained in each category of criteria. The level that an applicant is awarded is equivalent to the lowest level achieved in each of the three categories of criteria (threat reduction, habitat protection, restoration and climate resilience, and community outreach/education). Many of the criteria include evidence of a policy and evidence of implementation of the policy. In many cases, actions to meet a criterion are community-based (not government). It is a good exercise for Bird Teams during the application process to identify those actions that can be implemented by community members and those that require implementation by the municipality or some other level of government.

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.

# MANDATORY CRITERIA

## M-1 – ESTABLISHMENT OF BIRD TEAM

DESCRIPTION

Establish a Bird City Team (standing committee) to drive the project forward. Try to ensure that your team represents different perspectives and has a liaison with the municipality.

SCORING INDICATORS

Provide a list of the bird team members, affiliations and contact information.

## HOW CRITERIA IS MET

Criteria Complete or Undertaken to Complete?	
Confirmed by Scoring Committee as having met Standard?	

# MANDATORY CRITERIA

## M-2: INDIGENOUS PEOPLES, LAND AND INCLUSION

DESCRIPTION

We recognize that all of Canada is still within the traditional territory or unceded territory of Indigenous Peoples. Through respect of this fact, and the inherent rights of Indigenous Peoples, an Indigenous perspective should be included in this program if possible. We encourage prospective applicant bird teams to seek this perspective as is possible. Bird teams must identify the Indigenous traditional territory (ies) of the municipality and invite it/them to participate in the initiative.

SCORING INDICATORS

Provide the name of the relevant Indigenous Nation(s) and report on the outcome of an invitation to participate in the initiative. Reporting on progress of having an Indigenous perspective on the Bird Team is an annual requirement.

### HOW CRITERIA IS MET

Criteria Complete or Undertaken to Complete?	
Confirmed by Scoring Committee as having met Standard?	

# MANDATORY CRITERIA

## M-3: FORMAL MUNICIPAL SUPPORT

DESCRIPTION

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 (latter only applies to entry level).

SCORING INDICATORS

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.). Intermediate and High status require a Council resolution.

## HOW CRITERIA IS MET

Criteria Complete or Undertaken to Complete?	
Confirmed by Scoring Committee as having met Standard?	

# MANDATORY CRITERIA

## M-4: ANNUAL REPORT

DESCRIPTION

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. Download Report cards from the Bird Friendly City website or request from Nature Canada staff.

SCORING INDICATORS

Provide an Annual Report card by your municipality’s one-year certification anniversary.

## HOW CRITERIA IS MET

Criteria Complete or Undertaken to Complete?	
Confirmed by Scoring Committee as having met Standard?	

# MANDATORY CRITERIA

## M-5: WORLD MIGRATORY BIRD DAY

DESCRIPTION

Hold a World Migratory Bird Day event annually to celebrate birds in your municipality. Municipalities applying for the first time must hold a Bird Day within the year of application and continue the event to maintain status.

SCORING INDICATORS

Provide proof of the event and Mayor’s or Council proclamation in support of Bird Day.

Criteria Complete or Undertaken to Complete?	
Confirmed by Scoring Committee as having met Standard?	



# MANDATORY CRITERIA

## M-6: PROGRAM VISIBILITY

DESCRIPTION

Include information about Bird Friendly City on the City website where it can be easily found, once certification is accorded.

SCORING INDICATORS

Provide a link and proof of posting. This is expected to happen during the annual report or when as city re-applies for certification.

## HOW CRITERIA IS MET

Criteria Complete or Undertaken to Complete?	
Confirmed by Scoring Committee as having met Standard?	

# MANDATORY CRITERIA

## M-7: RENEWAL

### DESCRIPTION

Bird Friendly City status will last two years, after which you must reapply. Each application can use and build-on past applications, but must show some evidence of progress over time. No evidence of progress will result in rejecting the application or dropping a certification level.

### SCORING INDICATORS

Submit an application for renewal. Applications for renewal are due by the September or February application window that follows the two-year anniversary of their most recent application's acceptance and their recognition as a bird friendly city.

## HOW CRITERIA IS MET

Criteria Complete or Undertaken to Complete?	
Confirmed by Scoring Committee as having met Standard?	

# SECTION 1: THREAT REDUCTION

# THREAT REDUCTION

## 1.1 (A) OWNED CATS

DESCRIPTION

Regulatory and educational measures taken to help control and reduce populations of cats roaming at large:

(A) Coordinated efforts directed at cat owners to reduce the number of owned cats outside such as educational campaigns, licensing and no-roam bylaws.

SCORING INDICATORS

One point for a no-roam bylaw (i.e. owned cats not allowed to roam at large), one point for evidence of enforcement of the bylaw, and one point for an educational campaign targeting residents to make them aware of the bylaw. High-level certification requires proof of a no-roam bylaw all three indicators.

## HOW CRITERIA IS MET

Points Awarded (for completion by Nature Canada)	
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# THREAT REDUCTION

## 1.1 (B) UNOWNED CATS

### DESCRIPTION

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);

### SCORING INDICATORS

One point for evidence of active, municipal-wide strategies and actions that demonstrate progress on reducing the population of unowned cats. A second point for proof of efforts to remove feral cats from important bird habitats where they present increased risk to birds. An example would include relocating feral cats to areas such as a cat sanctuary, where they do not pose risks to wildlife.

## HOW CRITERIA IS MET

Points Awarded (for completion by Nature Canada)	
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# THREAT REDUCTION

## 1.1 (C) MONITORING OF ROAMING CATS

### DESCRIPTION

(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.

### SCORING INDICATORS

One point for proof of implementation of a cat counting / estimating protocol to establish baseline numbers or to compare with baseline numbers. Data collected from shelters that demonstrate trends showing fewer cats over time is acceptable.

\*\*\* Note that this criterion does not apply to municipalities in Nunavut, the Northwest Territories or the Yukon.

## HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)

# THREAT REDUCTION

## 1.2 (A) WINDOW COLLISIONS – NEW CONSTRUCTION

### DESCRIPTION

Demonstrate that your municipality is taking measures to reduce window collisions by:  
(A) Developing and implementing bird friendly design standards/CSA Bird Friendly Building Design standard for new construction

### SCORING INDICATORS

Proof of each action required.

(A) One point if a municipality has a bird-friendly building design standard that is a guideline, and two points if the standard is a requirement. \*Note High-level status requires that a municipality have, at least, a guideline.

## HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)

# THREAT REDUCTION

## 1.2 (B) WINDOW COLLISIONS – EXISTING AND PROPOSED MUNICIPAL BUILDINGS

DESCRIPTION

(B) Assessing and mitigating risk to birds from existing and proposed municipal buildings.

SCORING INDICATORS

One point if individuals or a group monitors window collisions, and/or assess risk by using [BirdSafe](#), or a similar program.

### HOW CRITERIA IS MET

Points Awarded (for completion by Nature Canada)	
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# THREAT REDUCTION

## 1.2 (C) WINDOW COLLISIONS - EDUCATION OF PROPERTY OWNERS

DESCRIPTION

(C) Informing and educating property owners and tenants of existing buildings (including home owners) of measures they can take to mitigate bird collision risk.

SCORING INDICATORS

One point for evidence of educational campaigns focused on the broad public or specific neighbourhoods.

### HOW CRITERIA IS MET

Points Awarded (for completion by Nature Canada)	
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# THREAT REDUCTION

## 1.2 (D) TREATED WINDOWS - BASELINE DATA

### DESCRIPTION

(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.

### SCORING INDICATORS

Provide evidence of an active database on treated windows.

## HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)

# THREAT REDUCTION

## 1.3 (A) LIGHT POLLUTION – REDUCTION STRATEGY (MIGRATION)

DESCRIPTION

(A) Municipality has a light pollution reduction strategy for existing and planned neighbourhoods.

SCORING INDICATORS

One point upon evidence of a municipal strategy or policy (including guidance or standards) to reduce light pollution.

### HOW CRITERIA IS MET

Points Awarded (for completion by Nature Canada)	
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# THREAT REDUCTION

## 1.3 (B) LIGHT POLLUTION – NEW DEVELOPMENTS / RETROFIT

### DESCRIPTION

(B) Municipality actively implements light pollution reduction strategy from point sources, such as retrofitting standard streetlights with downward directional, wildlife-friendly LED lighting that is 3000K or less, or make communication tower lighting and other facility lighting wildlife-friendly.

### SCORING INDICATORS

One point for proof of implementation of a program to reduce light pollution from point sources

## HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)

# THREAT REDUCTION

## 1.3 (C) LIGHT POLLUTION - OUTREACH CAMPAIGN

### DESCRIPTION

(C) Outreach campaign for residents and businesses to reduce external lighting that attracts nocturnal migrants such as “Lights out Toronto.”

### SCORING INDICATORS

One point for proof of educational and outreach campaigns to reduce light attraction during migration periods.

## HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)

# THREAT REDUCTION

## 1.4 (A) PESTICIDE USE - COSMETIC PESTICIDES

### DESCRIPTION

Municipality has a policy and bylaw to reduce or eliminate use of pesticides known to directly or indirectly harm birds on public and private lands including:

(A) Restricting or banning use of cosmetic pesticides (e.g. broad-leaved plant control);

### SCORING INDICATORS

One point with proof of a municipal policy and bylaw that bans cosmetic use of pesticides (including herbicides), and evidence of its enforcement.

### HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)

# THREAT REDUCTION

## 1.4 (B) PESTICIDE USE - INSECT PESTICIDES

### DESCRIPTION

(B) Restricting or banning use pesticides to control insects or rodents that are important food sources for birds (e.g. neonicotinoids, Bti for mosquito or midge control, rodenticides).

### SCORING INDICATORS

One point with proof of a policy and bylaw that specifically bans or severely restricts uses of neonicotinoids, Bti and rodenticides.

### HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)

# THREAT REDUCTION

## 1.5 PLASTICS

### DESCRIPTION

Municipality has effective regulatory or non-regulatory measures that result in a reduction of plastic waste generated and the elimination of plastic pollution in local ecosystems such as shorelines and riversides.

### SCORING INDICATORS

Provide proof of regulatory (e.g. a municipal bylaw) and voluntary measures such as banning single use plastics, shopping bags, plastic straws, or actions to remove plastic pollution from local ecosystems.

## HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)



# THREAT REDUCTION

## 1.6 COLLISIONS WITH VEHICLES

### DESCRIPTION

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).

### SCORING INDICATORS

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.

## HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)

# THREAT REDUCTION

## 1.7 HABITAT DISTURBANCE

### DESCRIPTION

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).

### SCORING INDICATORS

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.

## HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)

# THREAT REDUCTION

## SCORING

### ENTRY

10 points from at least 3 categories.

### INTERMEDIATE

13 points from at least 5 categories including at least 2 categories worth 3 or more.

### HIGH

16 points or more. Must include at least 3 points in categories 1 and 2.

Must have no roam bylaw (cats), and bird friendly building guidelines for high level.

Points Awarded  
(for completion by Nature Canada)

# SECTION 2: HABITAT PROTECTION, RESTORATION, AND CLIMATE RESILIENCY

## 2.1 NATURAL AREAS PROTECTION

### DESCRIPTION

Natural areas within the municipal boundaries are protected within the Municipal Official 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.

### SCORING INDICATORS

Provide proof of the policy. To maintain this criterion, the municipality 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:

- a) evidence of implementation, and
- b), whether there are ambitious targets to increase the number and size of the protected areas.

One point is deducted if there are current or recent (within last year) examples of large-scale habitat destruction, or clear examples of “urban sprawl.” “Urban sprawl” in this sense is when natural areas on the city’s periphery are converted to urban uses such as residential, institutional or commercial areas.

### HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)

2.2 BIOLOGICAL DIVERSITY

DESCRIPTION

Municipality has an official strategy to protect and restore the biological diversity in its parks and natural areas. The strategy can include measures such as promoting connectivity between natural areas, buffering core biodiversity hotspots from harmful human activities, increasing the number of protected areas, and bird monitoring within municipal limits to assess the success of the strategy.

SCORING INDICATORS

Provide proof of the strategy and its implementation. The strategy to protect and restore biological diversity can be part of the protected areas plan, or vice versa, but must specifically identify protection of biological diversity as a goal. One point for having an official biodiversity conservation strategy or goal (adopted by Council). Two points if the strategy or goal has targets and metrics for success and evidence of implementation. Three points for municipalities 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). One point is deducted upon evidence of current or very recent (within one year) activities that damage biodiversity such as loss or degradation of important habitat for wildlife, or contamination of wildlife habitat by toxic chemicals.

HOW CRITERIA IS MET

Points Awarded (for completion by Nature Canada)	
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2.3 CLIMATE CHANGE RESILIENCE

DESCRIPTION

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 floodwater, or planting trees to create shade and lower the surface air temperature.

SCORING INDICATORS

Provide proof of the strategy and its implementation. One point if the City has an official strategy to address the impacts of climate change and reduce the municipality’s climate impact. A second point if nature-based climate solutions are an important part of the strategy. A third point if there are active examples of wetland restoration projects and/ or large-scale projects to mitigate the urban heat island through planting of trees and other vegetation that favour use by birds.

HOW CRITERIA IS MET

Points Awarded (for completion by Nature Canada)	
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# HABITAT PROTECTION, RESTORATION, AND CLIMATE RESILIENCY

## 2.4 (A) HABITAT MANAGEMENT STRATEGY

### DESCRIPTION

Municipality has a habitat management strategy based on ecological and climate considerations. These include: (A) increasing the number of trees and area of the urban forest canopy.

### SCORING INDICATORS

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 their numbers.

## HOW CRITERIA IS MET

Points Awarded (for completion by Nature Canada)	
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# HABITAT PROTECTION, RESTORATION, AND CLIMATE RESILIENCY

## 2.4 (B) SNAG PROTECTION

### DESCRIPTION

Leaving snags standing in cases where public safety is not jeopardized;

### SCORING INDICATORS

One point for snag retention based on evidence such as policy statements or evidence within management plans for natural areas.

## HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)

2.4 (C) PROTECTION OF TREES

DESCRIPTION

(C) Protecting trees on private and public lands;

SCORING INDICATORS

Refers to a tree bylaw that protects trees as a public value from private landowners cutting them down without permits.

HOW CRITERIA IS MET

Points Awarded (for completion by Nature Canada)	
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2.4 (D) RESPONSIBLE VEGETATION MANAGEMENT

DESCRIPTION

(D) Prohibiting active vegetation management during breeding season on municipal lands, including forests, storm-water management facilities, and easements.

SCORING INDICATORS

A point by demonstrating that municipal employees involved in active habitat management do not harm breeding birds or their habitat.

HOW CRITERIA IS MET

Points Awarded (for completion by Nature Canada)	
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2.5 IMPORTANT BIRD AREA NEARBY (IBA)

DESCRIPTION

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.

SCORING INDICATORS

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.

HOW CRITERIA IS MET

Points Awarded (for completion by Nature Canada)	
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## 2.6 NATIVE FLORA - MUNICIPAL LANDS

DESCRIPTION

Municipality promotes the importance of planting native flora appropriate for the ecoregion 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.

SCORING INDICATORS

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.

### HOW CRITERIA IS MET

Points Awarded (for completion by Nature Canada)	
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2.7 NATIVE FLORA – PRIVATE PROPERTY

DESCRIPTION

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.

SCORING INDICATORS

One point if you provide evidence supporting “wide-spread community participation” in at least one initiative or program that encourages increasing wildlife habitat on private land. This could include membership in a program like Bee City for example.

HOW CRITERIA IS MET

Points Awarded (for completion by Nature Canada)	
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# HABITAT PROTECTION, RESTORATION, AND CLIMATE RESILIENCY

## 2.8 STOPOVER & NESTING HABITAT

### DESCRIPTION

Implementation of stewardship projects to increase or improve breeding or stopover habitat for bird species that are of high 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, shorebirds, and birds requiring old growth forest conditions. Example actions include providing housing (e.g., maintained Purple Martin housing), and maintaining bird-friendly hay production, and managing municipal forests to promote old growth conditions.

### SCORING INDICATORS

A point is awarded if there are active stewardship recovery projects (can be led by individuals or groups in the community) such as those suggested in the criterion description. Two points if there are more than two active projects for different species or groups of species. For information on Bird Conservation Regions and their priority species, visit: <https://www.canada.ca/en/environment-climate-change/services/migratory-bird-conservation/regions-strategies.html>

## HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)

# HABITAT PROTECTION, RESTORATION, AND CLIMATE RESILIENCY

## SCORING

### ENTRY

9 points from at least 3 categories.

### INTERMEDIATE

12 points from at least 4 categories.

### HIGH

15 points from at least 6 categories including at least 1 point from categories 2.1, 2.2, 2.3 and 2.4.

Points Awarded  
(for completion by Nature Canada)



# **SECTION 3:** COMMUNITY OUTREACH/ EDUCATION

# COMMUNITY OUTREACH/ EDUCATION

## 3.1(A) CHILDREN AND YOUTH EDUCATION

DESCRIPTION

There are educational programs and activities for children and youth about birds and nature in the municipality.

(A) 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

SCORING INDICATORS

Provide a description of the programs and the names of the organizations or institutions that offer them.

One point if there are local education facilities and institutions that offer children or youth programming on nature appreciation and bird observation.

### HOW CRITERIA IS MET

Points Awarded (for completion by Nature Canada)	
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# COMMUNITY OUTREACH/ EDUCATION

## 3.1 (B) CHILDREN AND YOUTH EDUCATION

### DESCRIPTION

Educational programs include specific elements designed to engage children and youth who could be considered underprivileged, racialized or recent arrivals to Canada.

### SCORING INDICATORS

One point if there are specific bird-related nature programs for recent arrivals to Canada, underprivileged, marginalized or racialized children, youth or families.

## HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)

# COMMUNITY OUTREACH/ EDUCATION

## 3.1 (C) CHILDREN AND YOUTH EDUCATION

### DESCRIPTION

At least one school does a specific bird-related program such as [Christmas bird count for kids](#), [School Yard Bird Blitz](#), [Global Bird Rescue](#), or curriculum from [Keep cats safe and save bird lives](#).

### SCORING INDICATORS

One point if at least one school or organization does a specific bird-related programs for children and youth, such as [Christmas bird count for kids](#), [Global Bird Rescue](#), or curriculum from [Keep cats safe and save bird lives](#).

## HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)

# COMMUNITY OUTREACH/ EDUCATION

## 3.2 COLLEGE AND UNIVERSITY CAMPUSES

### DESCRIPTION

College, CEGEP, 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.

### SCORING INDICATORS

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.

## HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)

# COMMUNITY OUTREACH/ EDUCATION

## 3.3 COMMUNICATING BEST PRACTICES TO HELP BIRD

DESCRIPTION

Bird Team partners (including Municipality) provide public access to resources (web links, brochures etc.) that encourage and inform the public of ways to help birds. For example: 1) 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), 2) best practices in feeding birds that mitigate risks from feeding (e.g. predation at feeder, contamination from pathogens, etc).

SCORING INDICATORS

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).

### HOW CRITERIA IS MET

Points Awarded (for completion by Nature Canada)	
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# COMMUNITY OUTREACH/ EDUCATION

## 3.4 PUBLIC INSTALLATIONS FOR EDUCATION

### DESCRIPTION

Municipality and Bird 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.)

### SCORING INDICATORS

One point based on proof of installations (e.g. photographic evidence, or news stories.)

## HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)

# COMMUNITY OUTREACH/ EDUCATION

## 3.5 ACCESSIBLE BIRD-WATCHING LOCATION(S)

### DESCRIPTION

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 (serviced by public transit and/or bicycle and pedestrian trails) and is accessible to people with disabilities or who are mobility impaired. Information on birding areas should be easily available.

### SCORING INDICATORS

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 or with disabilities.

## HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)



# COMMUNITY OUTREACH/ EDUCATION

## 3.6 LOCAL BIRD FRIENDLY BUSINESSES

### DESCRIPTION

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.), and reflect these values in their supply chains. These businesses are recognized on partner websites.

### SCORING INDICATORS

To receive a point, you must name the businesses and describe what bird-friendly practices they have. These practices must include the sale of bird-friendly products, and demonstrated bird-friendly business practices (e.g. window treatments, low carbon footprint, plastic bag policy, etc.). For one point, for cities under 100,000 residents, there must be at least 2 businesses. For cities from 100,000 to 500,000 there must be at least 3 businesses. For cities between 500,000 and 1,000,000, there must be at least 4 businesses. For cities over 1 million, there must be 5 or more businesses. For two points there needs to be double the previous numbers of bird-friendly businesses, based on population size.

## HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)

# COMMUNITY OUTREACH/ EDUCATION

## 3.7 CITY BIRD

DESCRIPTION

You have a “City Bird” species that was selected through a public engagement process.

SCORING INDICATORS

You must provide proof that a campaign to select a “City Bird” is underway or has been successfully completed, evidence of community engagement, the name of the “City Bird” species, and proof that it is officially the “City Bird” through Council support/recognition.

## HOW CRITERIA IS MET

Points Awarded (for completion by Nature Canada)	
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# COMMUNITY OUTREACH/ EDUCATION

## 3.8 PARTICIPATORY SCIENCE TO MONITOR BIRDS

### DESCRIPTION

There are active participatory science programs to monitor birds in your municipality including [Christmas Bird Count](#), [Great Backyard Bird Count](#), [Project Feederwatch](#), [Marsh Monitoring](#), [Swiftwatch](#), or [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.

### SCORING INDICATORS

To receive one point, provide a list of bird-related participatory science programs in your city and describe the level of public interest and engagement of target audiences. A second point for communities in which more than three of these programs are practiced. You must demonstrate widespread community involvement.

### HOW CRITERIA IS MET

Points Awarded  
(for completion by Nature Canada)

# COMMUNITY OUTREACH/ EDUCATION

## SCORING

ALL LEVELS MUST DO 3.1

### ENTRY

7 points from at least 3 categories.

### INTERMEDIATE

9 points from at least 5 categories.

### HIGH

11 points from at least 7 categories.

Points Awarded (for completion by Nature Canada)	
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# BIRD FRIENDLY TEAM LIST OF MEMBERS, AFFILIATION AND CONTACT INFORMATION (M-1)

CURRENT AS OF:



BIRD FRIENDLY  
**CITY**