BIRD CONSERVATION GUIDE

ADVOCACY FOR CHANGE

Bird death from window collision is a serious conservation issue in Canada. The good news is, there are immediate and effective options to stop it.

As we learn, share and act, the better Canada will be for wild birds and their habitats.

This guide is meant to serve as a basic outline for anyone to use and encourage change. This guide will show you how to:

- Obtain information on the subject
- Select a building near you with a high bird-collision rate (if you do not already have one in mind)
- Gather necessary research and data
- Connect with decision-makers, opening up positive dialogue

LEARN

It's best to start with familiarizing yourself on both the issue and the prevention products available. Here are our top five resource suggestions for beginners.

GOVERNMENT OF CANADA BIRD-WINDOW STRIKES

CHATELAINE ARTICLE

CITY OF TORONTO BIRD-FRIENDLY BEST PRACTICES

WALKER GLASS COMPANY LTD. VIDEO

SAFE WINGS OTTAWA PREVENTION OPTIONS

VISIT OUR WEBSITE

Visit our RESOURCES page for more!
nevercollide.com/resources

FIND

Next, select a location. If you do not already have a building in mind, here are two ways to narrow down an option:

CANDIDATE CRITERIA

How to determine if a building is un-safe for birds:

Is the building highly reflective or does it have areas of transparent glass?

Are the first 12-16m of the building surrounded by greenery?

Have you found any dead or injured birds at that location?

GLOBAL BIRD COLLISION MAPPER (GCBM)

An app for reporting and viewing the locations of bird collisions with buildings across the globe.

DATA

Now, you will need to gather data.

Your building may already have data logged in the GBCM. It is a great place to start, but doing your own on-site monitoring is best.

ON-SITE MONITORING

Visit the location at different times of the day and walk the outside perimeter to look for dead or injured birds. Keep in mind, birds are most active around dawn/twilight and during spring/fall migration.

If you find an injured bird contact your local wildlife rehabilitation centre immediately.

Try speaking to tenants, cleaning staff or security personnel to see if they have observed bird-collisions or dead birds.

CONTACT

You are now ready to reach out with your call to action!

Email is usually best for initial correspondence, but where possible, phone or web meetings are also great.

BE KIND!

Always reach out in kindness and with an intent to inform. Most people are not aware of the issue before they hear from you. Keeping open and positive dialogue could mean the difference between next-steps and no-steps.

1.
RESEARCH THE PROPERTY ONLINE

2.
LOOK FOR THE DECISION MAKER CONTACT INFO - OWNER OR PROPERTY MANAGER.

3.
USE OUR LETTER TEMPLATES (NEXT PAGE) FOR YOUR INTRODUCTORY EMAIL

4.
ASK THEM TO GET A PROFESSIONAL ASSESSMENT OF THE BUILDING

5.
GIVE THEM A FEW TREATMENT OPTIONS

6.
FOLLOW UP, EVEN IF YOU DON'T GET A RESPONSE

If you would like more details for any of the information provided in this guideline or to speak to a helpful BSBC volunteer,
please do not hesitate to contact us!

nevercollideorg@gmail.com

SAMPLE LETTER 1

Corporation Name
Attention: *CEO or Director of Company*
Address

Dear *Mr. or Ms. Name,*

Re: Bird-window collisions at *property location*

Every year millions of birds are killed in North America by colliding with reflective or transparent glass. Deaths from these collisions are preventable. *Add a statement about yourself or your group's concern or mission.*

If you have data on collisions:
We have reviewed the bird collision data for your property at *property location.* These buildings have a significant rate of bird mortality.

If you have observations:
We have heard from employees at this building that they know about continuing bird fatalities due to window collisions. Particular facades can be extremely deadly to birds. Action is necessary to mitigate this preventable issue of bird-window collisions.

Building owners across Canada and the USA are making changes to their windows so birds can see them. There are numerous articles regarding the work carried out by responsible companies and organizations to eliminate bird collisions.

The information provided below will be helpful to you. The documents will provide expert advice on this issue and why corrective action is required:

Government of Canada – FAQ on bird-window collisions

3 Billion Birds Gone

The City of Toronto Guidelines

Interestingly, the City of Toronto was the first city in the world to require bird-friendly window designs on new construction.

From a legislative standpoint, you may refer to the court case ***Podolsky v. Cadillac Fairview.*** Under the Environmental Protection Act and the Species at Risk Act, bird collision mitigation measures are necessary for locations where many birds are dying due to reflective or transparent glass structures.

We have reviewed your website and are encouraged by your statement on sustainability:

Put Corporation's ESG or statement on the environment or sustainability here.

As a result, we encourage you to consult with a technical expert on bird collision mitigation measures to carry out a bird strike assessment. It will determine the windows requiring mitigation measures, such as bird deterrent markers. Not all windows require treatment, the majority of birds collide with windows from ground level to 12 m above grade or to the top of the tree canopy.

Please tell us how we can assist you in moving forward with a bird strike assessment to determine which facades require mitigation measures.

We look forward to hearing back from you. We are optimistic that you will find our request reasonable and appropriate.

Thank you for your time.

Respectfully,

your name and contact info

SAMPLE LETTER 2

Good morning *Name,*

I am reaching out to you on an important environmental issue: the ongoing bird-window collisions at *property location*. I see that this building is LEED-certified with ecological initiatives. I congratulate you on these accomplishments, as well as your ESG platform.

I visit *property location* regularly, and during those visits, I have found dead and injured birds that have collided with your windows. I have researched *property location* in the Global Bird Collision Mapper and discovered many recorded bird deaths for this location. Bird collisions are a significant source of species decline worldwide.

I can see that *insert specific danger observations. Ex., the lobby windows reflect the surrounding vegetation and sky. The greenery inside the building is close to the windows, compounding the problem. The birds see the foliage but not the glass. Speaking with others who work in the building, I also understand that birds are regularly found dead on the property.*

Migratory birds are facing many threats, with window strikes being among the top three deadliest causes. Thankfully, bird collisions are preventable.

Several products are available, often referred to as bird deterrent markers, applied to the outside surface of the glass.

If applicable:
I believe that *property owners or parent company* have applied bird-deterrent markers to other properties they own. Thank you for your positive actions to save migratory birds. They are a vital part of our ecosystem and our health. Birds contribute to a healthy planet through seed dispersal, pollinating plants, controlling insect populations and helping to stop the

spread of diseases, to name but a few!

If this building were built by today's standards, it would be a legal requirement under the City of Toronto Green Building Standard to have bird-safe glass covering the first 12-16 m of the building or to the top of the tree canopy.

if applicable:
I would be happy to provide you with more information or the recorded bird-strike data for *property location* as found in the Global Bird Collision Mapper website.

Please get in touch with me to let me know your thoughts and to discuss next steps.

Thank you for your time and consideration,

your name and contact info

BirdSafe Collision Assessment
City of Toronto Green Standard Requirements
American Bird Conservancy: Facts About Bird-Window Collisions
EcoJustice Case: *Podolsky v. Cadillac Fairview*
Government of Canada

SAMPLE LETTER 3

Dear *name and title. Ex., Chief Executive Officer of property location,*

My name is *your name*, and I am writing to you today because of my involvement in bird conservation activities. I *or a property tenant* have observed dead birds at *property location*. The cause of these deaths is due to bird-window collisions.

If applicable:
As a result, I have checked the Global Bird Collision Mapper website and confirmed that many birds are dying at *property location*. From my preliminary review of the data, the *direction facing* façade has the most bird strikes.

Windows can create a serious hazard for wild birds due to the transparent or reflective nature of the surface. As a result, birds cannot see the glass and only see the reflection of the surrounding environment.

I am not sure if you are aware, but bird-window collisions constitute a significant threat to birds and are among the top three reasons for species' decline worldwide. In Canada, scientists estimate that **16 to 42 million** birds die each year due to window collisions.

As the property owner of *property location*, I respectfully encourage you to arrange for a professional bird strike assessment to determine which façades require mitigation measures to reduce bird collision deaths at your building.

If the building is in the GTA or Markham area:
Had your building been constructed after 2010, a requirement to comply with the City of Toronto Green Standard Building Code would be in effect. This law requires that the first 12 to 16m of commercial building façades

be bird-friendly.

I am happy to provide you with the bird collision data for *property location* and provide a list of companies that can assist you in mitigating the collisions at your building.

If applicable:
Include the company's statement on the environment – usually found on their website.

If applicable:
Below are two pictures of birds recently found at *property location*

bird type found *date* at *property location.*

bird type found *date* at *property location*.

I look forward to hearing from you and assisting in solving this ongoing environmental issue.

Kind regards,

your name and contact info

BirdSafe Collision Assessment
City of Toronto Green Standard Requirements
American Bird Conservancy: Facts about Bird-Window Collisions

SAMPLE LETTER 4

I understand that bird-window collisions at *property location* are significant, resulting in a great number of birds dying each year. Therefore, these windows should have treatments applied so that the birds can see them.

Please tell me what you will do to ensure that the necessary bird-friendly window treatments will be installed at *property location*? These treatments will save the lives of countless of birds, including species-at-risk.

I look forward to your response,

your name and contact info

SAMPLE RESPONSE: POSITIVE ACTION

Dear *name*,

Thank you for your email on *date*. I am so pleased by your commitment to address the bird-window collisions at *property location*. I look forward to *action: Ex., the installation of bird deterrent markers/the re-arranging of the indoor vegetation away from lobby windows.*

Thank you for making a positive commitment to save wildlife.

It makes me feel good to know that parent company truly cares. Bird numbers are quickly declining, and this is one big way we can effectively help them.

Your action is greatly appreciated,

your name and contact info

SAMPLE RESPONSE: REPEATED REFUSAL

Dear *name*,

We have received your response to our letter dated, *date*, advising us that you consider the matter of preventing bird deaths at *property location* as closed.

We are well aware of *their excuse*. However, we were hoping you would take a moral stance and use your power to encourage positive change.

Birds continuing to die for as long as the building will stand, is closed for *parent company*; message received loud and clear!

However, the matter is not closed for *you/the group you represent.*

It is not closed for the hundreds of birds that will die needlessly every year, as they have for the last *age of property* at your property. We have enclosed only a few pictures of the birds that have died at *property location.*

Parent company has closed the issue of birds dying at your property because you have closed your hearts to doing the right thing. You have indicated through your lack of cooperation on this matter that the dollar is above all else.

We, however, will continue to raise awareness about the bird-window collisions happening at your location.

We hope that you and your team will see the need to take action and end these preventable bird deaths.

With respect,

your name and contact info

FULL LINK REFERENCES

GOVERNMENT OF CANADA BIRD-WINDOW STRIKES

https://www.canada.ca/en/environment-climate-change/services/avoiding-harm-migratory-birds/faq-bird-collisions-glass-windows.html

CHATELAINE ARTICLE

https://www.chatelaine.com/living/keep-birds-from-hitting-windows-faq/?utm_source=nl&utm_medium=em&utm_campaign=che_daily&sfi=bc2e4135204eca70cced238c7527fcc1&fbclid=IwAR0plVD3s-CYzbAO57-fwAjPt9O2eoLocOCb51hopUQnm_mW0gBWK1Uxqfc

CITY OF TORONTO BIRD-FRIENDLY BEST PRACTICES

https://www.toronto.ca/wp-content/uploads/2017/08/8d1c-Bird-Friendly-Best-Practices-Glass.pdf

WALKER GLASS COMPANY LTD. VIDEO

https://www.youtube.com/watch?v=AHNWS9fxLuQ

SAFE WINGS OTTAWA PREVENTION OPTIONS

https://safewings.ca/strategies/best-practices/

GLOBAL BIRD COLLISION MAPPER

https://birdmapper.org/app/

3 BILLION BIRDS GONE

https://www.3billionbirds.org

ECOJUSTICE CASE: PODOLSKY V. CADILLAC FAIRVIEW

https://ecojustice.ca/case/migratory-birds-building-collision/

BIRDSAFE COLLISION ASSESSMENT

https://birdsafe.ca/business-self-assessment/

CITY OF TORONTO GREEN STANDARD REQUIREMENTS

https://www.toronto.ca/wp-content/uploads/2018/08/901c-City-Planning-Toronto-Green-Standard-2017_Mid-HiRise_Standard.pdf

AMERICAN BIRD CONSERVANCY: FACTS ABOUT BIRD-WINDOW COLLISIONS

https://abcbirds.org/blog/truth-about-birds-and-glass-collisions/