

**Priorities Committee Meeting\_Oct18\_2022****STRATEGIC INITIATIVE AND UPDATE**

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**Bird Friendly City Certification for Strathcona County****Report Purpose**

To acknowledge Strathcona County's certification as a Bird Friendly City by Nature Canada.

**Our Prioritized Strategic Goals**

Goal 3 - Responsible Development

Goal 3 Priority - Environmental stewardship that addresses climate change and demonstrates responsible use of land and natural resources

**Report**

Strathcona County was the 12<sup>th</sup> municipality in Canada to earn the Bird Friendly City designation from Nature Canada. Strathcona County has collaborated in partnership with the Nature Conservancy of Canada and the Beaver Hills Biosphere Reserve Association to make the community a safe haven for wild birds. Strathcona County has implemented bird friendly policies and actions to help birds thrive by addressing climate change impacts, protecting natural features, biodiversity and key habitat; as well as by creating educational campaigns to raise awareness of the threats birds currently face and to provide information on how to mitigate them to protect bird biodiversity.

The Bird Friendly City designation has been developed by Nature Canada to encourage Canadian cities and municipalities to become safer and better places for birds as they play an essential role in maintaining healthy and resilient ecosystems in our communities. There are three billion fewer birds in North America today compared to 50 years ago and much of these losses are caused by everyday human activities. As urban expansion continues, cities must act quickly to ensure that North America's bird populations are protected and supported by reducing the number of human-related threats to birds. Nature Canada's Bird Friendly City program encourages communities to reduce threats such as the use of pesticides and window treatments; create safe environments for birds by promoting stewardship and ensuring that natural habitats are protected and restored; and furthermore, to engage and educate citizens about the benefits of Bird Friendly Cities and celebrating birds in our communities.

**Council and Committee History**

March 8, 2022      Priorities Committee received an update on the Environmental Framework (June to December 2021).

June 29, 2021      Council approved the Environmental Framework

**Other Impacts**

**Policy:** Conservation of Biological Diversity Policy SER-009-041

**Financial/Budget:** N/A

**Legislative/Legal:** N/A

**Interdepartmental:** Environmental Framework Integration Team

**Master Plan/Framework:** Environmental Framework

**Communication Plan**

Media release

**Enclosure**

1      Bird Friendly City certificate