

BACKYARD BIRDS OUTCOME WORKPLAN

JULY 2027 – JUNE 2030

CREATED: MARCH 10, 2026

UPDATED: MARCH 30, 2026

MANAGEMENT APPROACH 1.4.1: IDENTIFY BARRIERS AND INCREASE HOMEOWNER WILLINGNESS TO INSTALL HABITATS FOR BACKYARD BIRDS AND POLLINATORS

Narrative Summary: A sample of 50 homeowners will be interviewed by staff from Wonderland National Birding Service and the Shire to identify barriers to bird-friendly habitat installation and homeowner-preferred methods for information and support delivery. Subsequently, the Backyard Birds Workgroup will develop and launch stamp and rebate programs to help homeowners identify, select and purchase native species that provide food and habitat for birds and pollinators. The Backyard Birds Workgroup will use survey results to develop program materials that seek to address top-identified barriers to bird-friendly habitat installation, ultimately improving homeowner capacity for habitat installation through preferred engagement channels.

Expected Impact on Outcome and Target Attainment: An estimated 1,000 acres of bird-friendly habitat will be created on residential lands by year 3. If successful, this work could be scaled up in 2030 – 2033 to increase acreage.

DESCRIPTION OF ACTIVITIES

| Activity Number | Lead Signatory and Participating Partners | Actions | Resource Needed, Committed, and Potential Sources to Fill Gaps | Target Date | Performance Targets and Deliverables | Status Activity Completion |
|---|---|--|--|--------------------------|--|----------------------------|
| 1.0.1.1 1.4.1.1 (this example cross-lists this activity with a goal-level mgmt approach & action) | Lead: Wendy Darling, Commonwealth of Neverland. Goal Team 1 Co-Chair Cat Cheshire, Wonderland National Birding Service Signatories: Wonderland National Birding Service and the Shire | A survey of homeowners will be coordinated by the Goal Team to address a challenge faced by multiple Outcomes. A sample of 50 homeowners in each jurisdiction will be interviewed. Through GT interviews, identify barriers to bird-friendly habitat installation, as well as how best to deliver information and materials that would reduce barriers to installation of bird-friendly habitats. | Staff time at Goal Team meetings is Needed and Committed to coordinate survey preparation and discussion of results. Staff time to conduct and analyze results of homeowner surveys – Needed and Committed by Wonderland National Birding Service and Shire No additional resource needs | July 2027 – January 2028 | 50 homeowners interviewed One report on findings produced 5 greatest barriers identified | |

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| 1.4.1.2 | <p>Lead: Cat Cheshire, Wonderland National Birding Service</p> <p>Ent Treebeard, Shire, Pollinators Workgroup coordinator</p> <p>Signatories: Neverland, Narnia, the Shire, the U.S. Ministry of Magic and the Wonderland National Birding Service.</p> <p>Other Partners: University of Zootopia, Mid-Atlantic Birders, Chesapeake Birding Society, Hobbiton Government, Old Forest Nurseries</p> | <p>Develop and launch a backyard bird-friendly stamp program to help homeowners identify native species that provide food and habitat for birds and pollinators, and establish a rebate program to incentivize initial plant purchase and installation</p> | <p>Needed: \$50,000 needed to pilot a native plant rebate program</p> <p>Committed: No resources currently committed.</p> <p>Filling Gaps: Neverland, Narnia, and the Shire have expressed initial interest in providing financial support to pilot a rebate program, pending year 2 & 3 appropriations</p> | January 2028 - June 2030 | <p>25,000 homeowners submit rebate forms for native plants</p> <p>25,000 native plants planted on residential properties</p> | |
| 1.4.1.3 | <p>Lead: Cat Cheshire, Wonderland National Birding Service</p> <p>Signatories: Neverland, Narnia, the Shire, the U.S. Ministry of Magic and the Wonderland National Birding Service.</p> <p>Other Partners: University of Zootopia, Mid-Atlantic Birders, Chesapeake Birding Society, Hobbiton Government, Old Forest Nurseries</p> | <p>Pending survey results, address identified barriers to bird-friendly habitat installation and improve homeowner capacity for habitat installation and maintenance through preferred engagement channels. For example, if native plant selection and garden design are identified as barriers and flyers made available at nurseries are preferred, the workgroup will develop several garden templates to make available for distribution at nurseries.</p> | <p>Needed: \$25,000 needed to produce materials in support of addressing TBD barriers</p> <p>Committed: No resources currently committed.</p> <p>Filling Gaps: Wonderland National Birding Service, Neverland, Narnia, and the Shire have expressed interest in providing financial support to produce materials, pending years 2 & 3 appropriations</p> <p>Staff time from Wonderland National</p> | January 2028 - June 2030 | <p>Estimated 1,000 new acres of habitat</p> <p>TBD number and type of products developed to address barriers</p> <p>TBD number and type of engagements delivered</p> <p>Ex: 50,000 flyers distributed at 50 nurseries to help</p> | |

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| | | | Birding Service, Neverland, Narnia, and the Shire, University of Zootopia, Mid-Atlantic Birders, Chesapeake Birding Society, Hobbiton Government, Old Forest Nurseries | | homeowners with native plant selection | |
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MANAGEMENT APPROACH 1.4.2: DECREASE WINDOW COLLISIONS AS A SOURCE OF BIRD MORTALITY

Narrative Summary: To reduce bird-window collisions, signatory and academic partners from the Backyard Birds Workgroup will convene establish recommendations for the installation or retrofitting of bird-safe window treatments. Signatory partners will discuss and, where possible, align regulations to support bird-safe window treatments or retrofits. The Backyard Birds Workgroup will then provide technical assistance to help local governments incorporate recommendations and retrofit activities into existing programs and grants, targeting those associated with housing or building weatherization assistance, energy conservation, and community development. Workgroup members will host regional capacity building workshops to expand workforce knowledge, skills and abilities for installing or retrofitting bird-safe window treatments. Through partnership efforts, bird-safe decals will be installed on the windows of 1,000 public buildings and 4,000 private residences to model bird-friendly retrofits and facilitate adoption by others.

Impact on Outcome and Target Attainment: By year 3, fatal bird collisions with windows will be reduced by an anticipated 5%. This results in a 1.5% overall reduction to human-related causes of bird mortality in support of the Target of reducing human-related causes of bird mortality by 15% by 2040.

DESCRIPTION OF ACTIVITIES

| Activity Number | Lead Signatory and Participating Partners | Actions | Resource Needed, Committed, and Potential Sources to Fill Gaps | Target Date | Performance Targets and Deliverables | Status Activity Completion |
|-----------------|--|--|--|-----------------------|---|----------------------------|
| 1.4.2.1 | Lead: Susan Pevensie, Narnia Birding Department, and Dorothy Gale, Oz Wildlife Division Signatories: Narnia, Oz, Shire and the U.S. Ministry of Magic | Establish recommendations and seek to align state regulations for bird-safe window treatments and retrofits (e.g., threat factor ≤30 products or 2x2/2x4 exterior patterning). | Needed & Committed: Narnia, Oz, Shire and the U.S. Ministry of Magic have identified staff to collaborate on recommendation development and policy alignment discussions. | July 2027 - July 2028 | One report on bird-safe window treatment recommendations Number of signatory partners adopting | |

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| | Other Partners: Narnia State University, University of Zootopia | | Filling Gaps: N/A | | recommendations /aligning policies | |
| 1.4.2.2 | <p>Lead: Susan Pevensie, Narnia Birding Department</p> <p>Samwise Gamgee, the Shire, Local Government Leadership Workgroup coordinator</p> <p>Signatories: Narnia, Oz, Shire, and the U.S. Ministry of Magic</p> <p>Other Partners: Tumnus Foundation, Lollipop Guild Birders, Chesapeake Conservers, Emerald City Planning and Zoning Department, and District 12</p> | <p>Provide technical assistance to local governments on bird-safe window regulations, prioritizing the integration of decals, exterior films, screens, or patterned glazing in retrofits associated with existing energy conservation programs, weatherization assistance, and community development grants. Partners will provide local governments with bird-safe window decals for 1,000 public buildings that will model bird-friendly retrofits.</p> <p>This activity will provide tools and technical assistance to empower local governments and facilitate their participation in achieving the Outcome.</p> | <p>Needed: \$450,000 for bulk purchase of window decals</p> <p>Committed: N/A</p> <p>Filling Gaps: Pending available appropriations, the U.S. Ministry of Magic's Regulation of Magical Creatures Department has expressed interest in offering a \$450,000 grant for decals</p> | July 2028 – July 2029 | <p>100 local governments receive technical assistance</p> <p>Number of local governments that incorporate recommendations and promote the installation of bird-safe window treatments</p> <p>1,000 public buildings install & model window treatments to reduce bird casualties</p> | |
| 1.4.2.3 | <p>Lead: Dorothy Gale, Oz Wildlife Division</p> <p>Hermione Granger, U.S. Ministry of Magic, Workforce Workgroup coordinator</p> <p>Signatories: Narnia, Oz, Shire, and the U.S. Ministry of Magic</p> <p>Other Partners: Tumnus Foundation, Lollipop Guild Birders,</p> | <p>Build a workforce with the knowledge, skills and abilities to retrofit windows with bird-safe treatments by hosting regional capacity building workshops and providing trainees with decals necessary for installation on 4,000 private residences.</p> | <p>Needed: \$450,000 for bulk purchase of window decals. Staff time and facilities space for hosting capacity building workshops</p> <p>Committed: The Emerald City Planning and Zoning Department and District 12 will pilot capacity building workshops in their jurisdictions in year 2.</p> | July 2028 – July 2030 | <p>100 members of the workforce trained in the installation of bird-safe window treatments</p> <p>Windows of 4,000 private residences are retrofitted with bird-safe decals</p> | |

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| | Chesapeake Conservers, Emerald City Planning and Zoning Department, and District 12 | | Filling Gaps: Narnia, Oz, and Shire have each expressed interest in hosting three capacity building workshops in their jurisdictions in years 2 and 3 and may be able to cover material costs of decals. Public-private partnerships may also be explored to fund decal purchasing. | | | |
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MANAGEMENT APPROACH 1.4.3:

Narrative Summary:

Impact on Outcome and Target Attainment

DESCRIPTION OF ACTIVITIES

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|-----------------|---|---------|--|-------------|--------------------------------------|----------------------------|
| 1.4.3.1 | Lead: Signatories: Other Partners: | | Needed: Committed: Filling Gaps: | | | |

MANAGEMENT APPROACH 1.4.4:

Narrative Summary:

Impact on Outcome and Target Attainment

DESCRIPTION OF ACTIVITIES

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|------------------------|---|----------------|---|--------------------|---|-----------------------------------|
| 1.4.4.1 | Lead: Signatories: Other Partners: | | Needed: Committed: Filling Gaps: | | | |