

All numbers and information included below are imaginary. This document aims to illustrate how a revised CBP Management Strategy could look using a fake Outcome.

Management Strategy for Goal 1: Community Habitats and Wildlife

Goal

Protect, restore and sustain wildlife, as well as the network of land and water habitats they depend on, to promote a balanced and resilient ecosystem.

Situation Analysis for Goal 1: Community Habitats and Wildlife

In the table below, the Community Habitats and Wildlife Goal Team has summarized the most critical challenges facing each of its Outcomes that are within CBP's ability to impact or influence. The Goal Team has identified those challenges show in bold as top priorities for workgroups to begin addressing within the next six years via the development and completion of Implementation Initiatives. Challenges associated with Changing Environmental Conditions are denoted with an asterisk (*).

Challenges	Outcomes					
	Vernal Ponds	Salamanders	Pollinators	Backyard Birds	Fields & Pastures	Woodlands
Habitat conversion, fragmentation and loss	X	X	X	X	X	X
Property owner willingness to adopt practices	X	X	X	X	X	X
Workforce knowledge and capacity for conservation	X	X	X	X	X	X
Herbicide and pesticide use	X	X	X	X	X	
CBP capacity to sustain long-term monitoring	X	X	X	X		
Land use changes and development pressure	X	X			X	X
Mortality associated with the spread of diseases		X	X	X		X
Changing environmental conditions-related decrease in availability suitable habitat*	X	X		X		
Increasing pressure from invasive species			X	X		X
Increasing timber harvest rates		X				X
Fire and fuel management*					X	X
Mortality associated with windows/building glass				X		
Nutrient management					X	

Backyard Birds Outcome Sub-Chapter

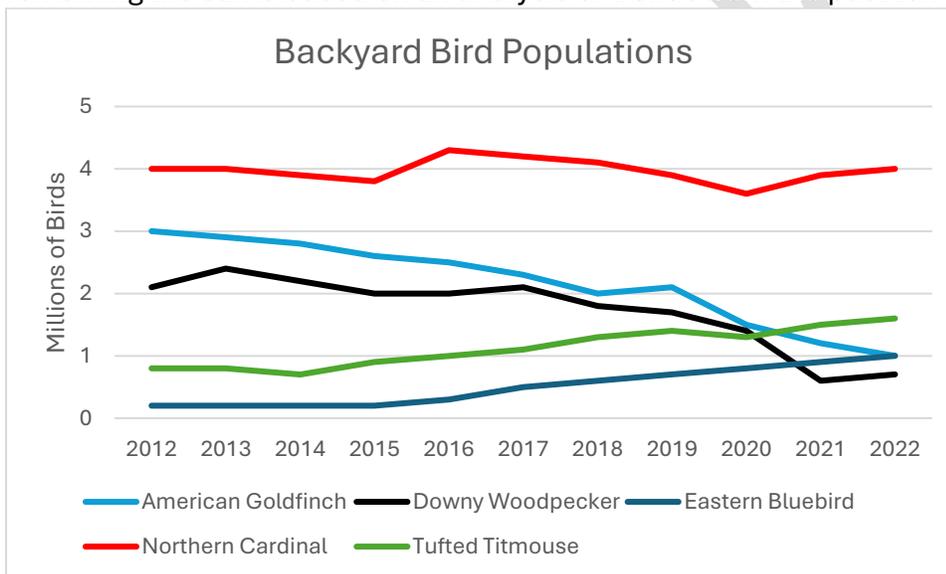
Backyard Birds Outcome: Maintain healthy populations of common backyard bird species across the Chesapeake Bay watershed.

- By 2040, maintain or increase populations of five focal backyard bird species (Northern Cardinal, Eastern Bluebird, American Goldfinch, Downy Woodpecker, and Tufted Titmouse)
- Create 1,000 new acres of bird-friendly habitat on residential and community lands each year.
- By 2040, reduce human-related causes of bird mortality by 15%

Baseline and Current Condition

Backyard bird populations

Estimates of breeding-season adult bird populations in the Chesapeake Bay Watershed are provided below by species based on data collected and analyzed for the [Imaginary Chesapeake Bird Survey](#) [add hyperlink to Chesapeake Progress]. Baselines for each species are derived from the average population size between 2012 and 2022. These baselines will be used to assess progress towards the Backyard Bird Outcome on an annual basis. The current condition of each species is listed as decreasing, increasing or remaining the same based on an analysis of trends from the past ten years.



Note: Hyperlinks below would go to Chesapeake Progress Indicator pages

- [Northern Cardinal](#)
 - Baseline population: 4 million breeding adults
 - 10-year trend: remaining the same
- [Eastern Bluebird](#)
 - Baseline population: 0.5 million breeding adults
 - 10-year trend: increasing
- [American Goldfinch](#)
 - Baseline population: 2.2 million breeding adults

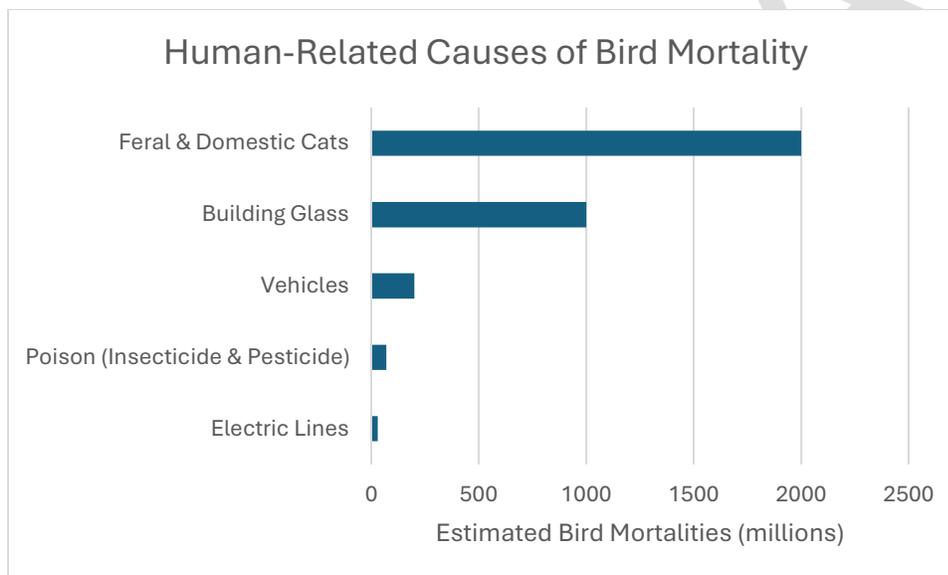
- 10-year trend: decreasing
- [Downy Woodpecker](#)
 - Baseline population: 1.7 million breeding adults
 - 10-year trend: decreasing
- [Tufted Titmouse](#)
 - Baseline population: 1.1 million breeding adults
 - 10-year trend: increasing

Acres of bird-friendly habitat

The creation of new acres of bird-friendly habitat will be assessed from a baseline of 0 acres in 2027.

Human-related causes of bird mortality

The baseline for bird mortality from human-related causes is estimated to be 3.3 billion birds per year. This calculation is based on 2017 Imaginary Chesapeake Bird Mortality data, which uses monitoring and modeling data described in the [Analysis and Methods](#).



Monitoring Progress and Indicators

Indicator: [Chesapeake Bird Survey](#) [hyperlink text to Chesapeake Progress Indicator]

The Chesapeake Bird Survey was established in 2012 to monitor the abundance of common species of breeding adult birds that can frequently be observed in backyard habitats across the region. Data will be collected, analyzed and reported on an annual basis using the [Analysis and Methods described here](#) [hyperlink text to Chesapeake Progress Indicator Analysis and Methods].

Monitoring: [Creation of bird-friendly habitat \(hyperlink to Chesapeake Progress\)](#)

A formal Indicator will not be used for this target. The creation of new bird-friendly habitats will be assessed by calculating the acreage of restoration projects after installation is completed. Bird-friendly habitat monitored for this effort will meet the definition and

parameters established in the [Backyard Bird Workgroup’s Welcoming Birds to our Shared Spaces document](#). Federal, state, and participating NGO partners will report acreage of bird-friendly habitat created through direct restoration activities and as a result of grant funding to the Workgroup. At the conclusion of each calendar year, the target will be reported as Complete or Incomplete in Bay Barometer.

Indicator: Human-related causes of bird mortality

The Human-Related Causes of Bird Mortality Indicator estimates Chesapeake Bay watershed-wide bird deaths attributable to key anthropogenic sources – electric lines, poisons, vehicles, building glass, and feral and domestic cats – via a hazard-weighted proxy during sampling years (occurring every three years, starting in 2023). It integrates locally parameterized models with regional data (e.g., bird-safe retrofit counts, shelter/TNR records, roadkill and rehabilitation/salvage reports, building inventories and lighting policies, and pesticide sales/use) to report total birds per year and a rate per square mile, normalized to the 2023 baseline year. Indicator [Analysis and Methods documentation](#) provides detailed methodology [hyperlink text to Chesapeake Progress Indicator Analysis and Methods].

Backyard Birds Outcome Situation Analysis

The following table identifies challenges that will impact progress towards attaining the Backyard Birds Outcome and its targets. This analysis considers scientific, environmental, fiscal or policy-related developments that have already or may influence work during the upcoming six-year Management Strategy cycle. Consideration is given to which challenges are within and outside of CBP’s ability to influence. Challenges associated with Changing Environmental Conditions are denoted with an asterisk (*). Challenges listed in bold font have been identified by the Community Habitats and Wildlife Goal Team as being priorities for the Backyard Birds Workgroup to seek to address or make progress against through the development of Workplan projects.

Challenges	Within CBP sphere of influence	Outside of CBP sphere of influence
CBP capacity to sustain long-term monitoring	X	
Cost, supply chain, & availability of materials (native seeds, window decals, native saplings)		X
Household income/ability to pay for bird-friendly projects		X
Property owner willingness to adopt practices	X	

Workforce knowledge and capacity for conservation – window retrofits and native landscaping for wildlife	X	
Homeowner attitudes toward native landscaping	X	
Public awareness of bird-window collisions and solutions	X	
Potential for AI bird identification with birdfeeder cameras	X	
Emerging use of remote sensing for bird abundance est.	X	
Partnership development of social networks for birding	X	
Mortality associated with windows/building glass	X	
Mortality associated with the spread of diseases	X	
Mortality from feral and domestic cats	X	
Increasing pressure from invasive species	X	
Herbicide and pesticide use rates	X	
Habitat fragmentation and loss	X	
Disrupted phenology* - changes to seasonal timing (Ex: flowers blooming earlier/changes to food availability)		X
Increased drought and changes in rainfall patterns*		X
Changing environmental conditions-related decrease in availability suitable habitat*	X	
Federal & state regulations on bird-safe designs	X	
Building codes and permit for bird-friendly window retrofits		X
Homeowners Association property & home regulations		X
Data-sharing agreements and privacy-compliant legal frameworks for social science data collection		X

Snapshot of Signatory Resources [hyperlink text below to relevant programs]

Commonwealth of Neverland

- [Indoor Cats Program](#) (\$100K in FY 25) helps owners transition roaming cats to safe indoor lives through lending libraries and quick-build catio pop-up events.

Commonwealth of Oz

- [Cats Safe at Home Program](#) (\$160K in FY 25) partners with veterinarians, shelters, and neighborhood groups to education, spay/neuter vouchers and a voluntary pledge that helps owners keep cats indoors, while protecting backyard birds.
- [Feathered Neighbors Grant Program](#) (\$400K) supports community efforts to turn lawns, balconies and shared green spaces into connected bird habitat through easements, native plant vouchers and seed- and fruit-rich garden templates.

State of Narnia

- [Keeping Cats Indoor Program](#) (\$180K in FY 25) helps families shift to indoor-only cats, protecting pets and local birds alike through how-to workshops, enrichment starter kits and DIY catio plans.
- [Songbird Sanctuaries Program](#) (\$300K in FY 25) protects and restores shrubland, forests, and meadows across public and residential lands, creating connected corridors and engaging communities in stewardship and songbird monitoring.

- [Building for Birds](#) (\$190K in FY 25) offers a tax credit to Narnia small businesses and community organizations for the installation of treated windows or the retrofit of permanent decals on existing windows to reduce bird collisions.

State of the Shire

- [BirdYard](#) (\$100K in FY 25) helps residents turn lawns into thriving bird habitat by offering free workshops to share lists of nurseries carrying native plants and simple maintenance guides and through “seed grants” to help residents start gardens.
- [Buffers for Birds Mini Grants](#) (\$150K) is a cost-share program that helps the land-owners install and maintain native vegetated buffers adjacent to working lands to create connected bird habitat while improving water quality and reducing erosion.

U.S. Ministry of Magic

- [Backyard Bird Blocks](#) (\$100K in FY 25) helps developed neighbors convert concrete into connected native plant corridors with water sources and nest sites through the provision of bird houses and information about drought resistant native plants.
- [Native Plants for Bird Habitats in the Chesapeake Bay Watershed](#) (\$500K in FY 25) accelerates installation and maintenance of native trees, shrubs, and wildflowers on school and community lands to create high-quality bird habitats.

Wonderland National Birding Service

- [Songbird Conservation Grant Program](#) (\$100K in FY 25) through technical assistance and partnerships with local governments this program reduces pesticide reliance, expands native-plant supply, and promotes birdwatching.

Workplan Summary

Timeline	Project
Years 1-3	Spearhead a campaign to identify barriers and increase homeowner willingness to install backyard bird habitats and pollinator-friendly gardens
Years 1-3	Decrease bird–window collision mortality by retrofitting at least 5,000 homes and public buildings with bird-safe treatments
Years 1-3	Assess the feasibility, efficacy and ethics of using AI and bird feeder cameras to collect data for five focal bird species population assessments
Years 1-6	Develop, launch and maintain a citizen science program to monitor backyard bird population changes and encourage bird-related stewardship
Year 4	Share best practices for existing indoor cat programs among workgroup members to help partners reduce prey-related backyard bird mortality
Year 4-6	Build workforce capacity for on-the-ground habitat creation and the installation by offering trainings.
Year 4-6	Promote bird habitat conservation and creation through indirect restoration and protection activities such as policy alignment and grant making
Year 4-6	Through policy coordination, grantmaking, and birdbox building workshops install bluebird nest boxes with predator guards to exclude invasive species

NOTE: Year 1 represents July 1, 2027 – June 30, 2028

Participating Partners

The following partners participated in the creation of this Management Strategy:

- **Signatory Partners**

- Commonwealth of Neverland
- Commonwealth of Oz
- State of Camelot
- State of Narnia
- State of the Shire
- State of the Zootopia
- U.S. Ministry of Magic
- Wonderland National Birding Service

- **At Large Members of the Backyard Birds Workgroup**

- University of Zootopia
 - Mid-Atlantic Birders
 - the Chesapeake Birding Society
 - Tumnus Foundation
 - Lollipop Guild Birders
 - Chesapeake Conservers
 - Old Forest Nurseries
 - Hobbiton
 - Emerald City Planning and Zoning Department
 - District 12
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Appendix 1. Signatory Statutory Authorities Driving Outcome Attainment

Chesapeake Bay Program partners acknowledge that the Chesapeake Bay Watershed Agreement is voluntary and subject to the availability of appropriated funds. The Watershed Agreement does not preempt, supersede or override any other law or regulation applicable to each signatory. However, the law and regulation of signatory partners may support, justify or motivate their participation in the collaborative work of the Chesapeake Bay Program related to the attainment of specific Outcomes and Targets of the Watershed Agreement.

The following documentation identifies the main statutory authorities that provide an impetus for the attainment of Chesapeake Bay Watershed Agreement Outcomes and their related Targets. The table below is not an exhaustive list of all relevant laws and regulations. Rather, this appendix identifies the main driving motivators that can bring about signatory partner engagement in efforts described in in this Strategic Plan, associated Management Strategies, and the Workplan.

Goal 1: Community Habitats and Wildlife

Outcome: Backyard Birds	
Signatory	Statutory Authority (Note: include hyperlinks)
Commonwealth of Neverland	4 Neverland Administrative Code (NAC)-400-120-Bird-Friendly Building Features
	4NAC-123-456-Neighborhood Habitat Corridors
Commonwealth of Oz	58 OZ Code § 147.815 Community Bird Habitat Program
	58 OZ Code § 137.55 Feeder Disease Prevention
State of Camelot	7 CAM Admin. Code 3900-13.0 Bird-Friendly Community Greenspaces
	7 CAM Admin. Code 3900-14.0 Residential Bird Collision Reduction
State of Narnia	Code of Narnia Regulation (CONAR) 05.02.20.05 Residential Bird-Safe Construction
	CONAR 08.03.20.01 Backyard Birds
	CONAR 08.03.21.15 Songbird Sanctuaries
State of the Shire	Shire (Sh.) Code R. § 58-66-3 Backyard Bird Conservation Grants
	Sh. Code R. § 58-67-2 Migration-Friendly Electric Lines
State of the Zootopia	6 Zootopia Codes, Rules and Regulations (ZCRR) Part 196 Songbird Sanctuaries
	6 ZCRR Part 197 Bird-Friendly Building Design
U.S. Ministry of Magic	Backyard Birds Act § 404, 33 MOMC § 1399
	Bird Conservation and Restoration Act, 54 MOMC § 100101

Wonderland National Birding Service	Northern Cardinal Preservation Exec. Order No. 13,676, 3 C.F.R. 294 (2010)
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Workplan (separate document)

The following two pages would be contained in a Workplan that will exist as a separate document outside of the Strategic Plan and Management Strategies. Workplans will describe the projects that will be pursued by the partnership over the next three years (between July 2027 – June 2030). For the purposes of this imaginary example, only two projects are built out in the proposed Workplan template)