

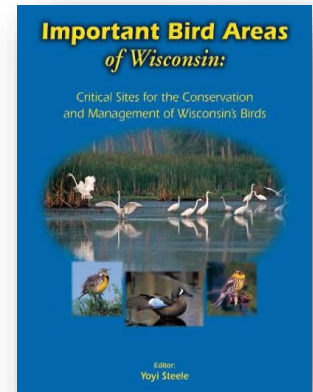


## MAJOR ACCOMPLISHMENTS OF THE WISCONSIN BIRD CONSERVATION INITIATIVE: 2002–2017

**Evaluating and Increasing Awareness of Risk to Birds:** WBCI has helped the public understand risks to birds and how they can be reduced, including publication of [issue papers](#) on cats, climate change, deer herbivory, window collisions, wind power, birding ethics, pesticides, and lead poisoning. WBCI also organized evaluations of special topics, such as urban gull management for communities on Lake Michigan.

**Important Bird Areas:** WBCI launched the Wisconsin Important Bird Areas (IBA) program, that led to establishment of 92 IBAs. Information about the specific sites can be found on the [WBCI website](#) and in a 240-page book, “Important Bird Areas of Wisconsin,” published in 2007.

**All-Bird Plan:** The [Wisconsin All Bird Conservation Plan](#), a major undertaking, synthesizes the conservation needs and issues for 116 priority bird species and provides recommendations for habitat protection, restoration, and management that will have the greatest impact on state bird populations. The Plan gives WBCI partners, private landowners, and others information on how their local actions can best address regional bird conservation needs.



**Bird City:** [Bird City Wisconsin](#), which is modeled on The Arbor Day Foundation’s Tree City USA, was created by a coalition of Wisconsin conservation and birding organizations, including WBCI, to ensure all of Wisconsin’s communities and residents maintain healthy populations of birds and grow an appreciation for them. More than 100 communities in Wisconsin have achieved “Bird City” recognition.

**Bird Research:** WBCI partners helped develop a comprehensive statewide plan to address bird research and monitoring needs. The initial step was a “Survey of Surveys” to summarize the state of knowledge when WBCI formed, followed by a series of statewide monitoring meetings to identify information gaps and set priorities to address those gaps. WBCI launched (and continues to coordinate) [citizen-science surveys](#) for owls, nightjars, secretive marsh birds, and earlier, Red-shouldered Hawks. WBCI also assisted creation of a Birder Certification Program for Wisconsin, aided in establishing a Wisconsin eBird portal, and helped guide efforts of the Midwest Coordinated Bird Monitoring Network.

**Bird-based Recreation:** WBCI was instrumental in developing the [Great Wisconsin Birding and Nature Trail](#), a set of birding guides for five regions of the state, and an accompanying bird checklist booklet. The trail guides direct users to the state’s best wildlife-watching sites and nearby attractions. Hard copy and online versions of the guides are available.



**Outreach:** WBCI developed a comprehensive communication plan to work with media and the public and hosted [annual statewide meetings](#) to highlight bird conservation issues. Meeting topics included “Wisconsin Urban Bird Workshop”, “Neotropical Migrants: Insuring Their Return”, “Power of Partnerships”, “Wisconsin Bird Education Summit”, and "Making Our Private Lands Count for Birds.”



**Education:** WBCI surveyed educators to identify how to best deliver bird education and identified key bird education materials and programs. In addition, a [Bird Monitoring Kit](#), including binoculars, field guides, and related materials, was developed and provided to schools and nature centers. WBCI has also played a vital role facilitating provision of the Council on Environmental Education’s Flying Wild Program to hundreds of educators.

**Wisconsin Stopover Initiative:** Protection and management of important stopover sites is a fundamental component of full life cycle conservation for migratory birds. The [Wisconsin Stopover Initiative](#) originated with WBCI support and is now a DNR-housed program that provides technical and educational information to advance stopover site conservation in our state.



**International:** Conservation of wintering grounds is an important component of full life cycle conservation for migratory birds. WBCI has supported habitat conservation projects in Latin America and facilitated citizen-involvement in [international bird conservation efforts](#).