Bird City Texas Detailed Application Instructions

- The application process consists of completing the online web application at birdcitytexas.com.
- Your community must have fulfilled each of the requirements in the "Required Actions for All Communities" section by December of the current calendar year.
- To attain the Basic Bird City Certification, your community must fulfill the Required Actions plus a minimum of 17 other criteria from the "Basic Criteria Options"; five from Category 1, eight from Category 2, and four from Category 3. Communities are allowed, and encouraged, to do as many activities under each category as they can successfully complete.
- To attain the High Flyer Bird City Certification, your community must meet all requirements of the Basic Bird City Certification, all High Flyer Required Action criteria, plus 6 from the criteria options: one criterion from HF Category 1, three criteria from HF Category 2, and two criteria from HF Category 3.

Web Portal Registration:

To register your community, visit birdcitytexas.com.

- o Click the **Request to Join or Start a Community Team** button on the right side of the screen and follow the directions.
- o Once you submit your registration information, you will receive an email from the server with a verification link. Follow instructions in the email. Save the email for your records; it will contain your username and password.

Web Portal Application:

Once you have registered your community, you can sign in and start to fill out the application. Below are summaries of what each tab will contain and what you are required to do for each tab.

Community Data:
- o All 8 sections on this tab must be filled out. Communities may or may not follow delineated town/city. Use this section to clearly define your applicant community with the data in each section.

Team:
- o Under this tab, you can build out the members of your team who will have access to work on your web application.
- o Only the Team Contact can add Team members. Use the **Add a Team Member** button at the bottom of the page to do so. Follow prompts.
  - o Note: The minimum information required to add a team member is their first and last name, plus their email. You may add or skip the remaining information; it is at your discretion.
- o Each team member added to the community will receive an email from the server to verify their status. They must follow the link in the email to complete their registration and will not be able to work on the application until this is complete.

Additional Community Info:
- There are 3 sections to this tab; only the bottom 2 are required. All questions help the review committee understand if you are allocating appropriate resources to the program.
  - Clearly defining your community's planning authority, long-term goals, and budget help define realistic standards for conservation within your community.
  - Remember, Bird City Texas is built upon a rigorous standard that communities will demonstrate significant levels of investment to bird conservation.

Application Info:
- All sections required.
- While Bird City Texas certification is designed to be possible as a grass-roots effort, communities will need support of municipalities in order to accomplish some of the larger required criteria. All applicants must upload the letter of support from a municipality.
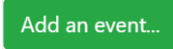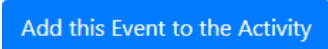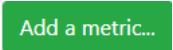
Application Activities:
- First, use the Detailed Application Criteria PDF to select all the criteria your community will fulfill. Then, go down the entire list on this section, using the **⊕ Add Activity** button to select each of your community's activities.
- Use the 'Hide activities that are not included in application' link at the top, right-side of the application. This will simplify the Application Activities tab, making it easier to navigate.
- Whether applying for Basic or High Flyer status, each Required Action and selected activities from each Category will require additional information.
  - Use the 🖊 button to fill in required information.
  - Use the 👁 button to see what information you've already added for a criteria
  - Use the 🗑 button if you've accidentally selected a criteria or your communities has decided to use a different criteria.
- **For R1 Collaborative Body**:
  - This form is where you will list every person who is on your collaborative body. Use the **Add a member...** button on the right side. You will be prompted to add the following details on each person:
    - First and Last Name
    - Email Address
    - Organization and Title
    - Phone number
    - Street address, city, state, and zip
  - Select the **Add Member to Collaborative Body** button after each entry.
    - If you need to update any contact information for a collaborative body member, select the 🖊 button next to their name.
    - If someone leaves your collaborative body before the application is submitted, you can deleted them by selecting the 🗑 next to their name.

- Under Primary Contact Person, select a team member from the dropdown list who will help BCT administrators with any questions regarding your collaborative body.
- Next, under the 'Activities Timeframe', applicants will layout the calendar for collaborative body engagements. Use the [Add an event...] button to enter the first event.
  - ❖ First select your event type; for collaborative body meetings, select 'Recurring event' from the dropdown list.
  - ❖ Second, select how often the event will occur from the dropdown menu (BCT collaborative bodies are strongly encouraged to meet, at a minimum, quarterly, but ideally at least once a month.)
  - ❖ Use the description box to explain how the activity will support your certification, when your activities will occur in the application period (July 2019 through December 2020), **AND** you must explain what activities will occur throughout the certification period (January 2021 through December 2023).
    - Be as clear and concise as possible!
  - ❖ Select the [Add this Event to the Activity] button when you've entered all information.
  - ❖ If you need to edit how often the collaborative body meets, select the [✏] button next to your activity.
- Under the 'Desired outcomes' section, define what are the goals of achieving accreditation for this criteria.
- Under evaluative metrics, list the types of measureable goals you have laid out for your collaborative body.
  - ❖ Some metrics could be: 'Attendance of 90% of members for all meetings, successful application for the current BCT certification period as well as maintaining certification through 2032, economic and racial representation that reflects the make-up of our community'
  - ❖ If the community is certified, it will be expected to report the evaluative metrics in the annual report.
  - ❖ All metrics are on a per/year basis
- **IMPORTANT**: you must select the [Save Edited Activity] before leaving the form! Otherwise all the information you've entered will be lost!
- You may to choose supplemental information if it will clarify any information you've shared in this form. Example: if you want to upload a list for all the calendared collaborative body meetings from July 2019 - through December 2023.
- **For criteria where Audubon Texas has specific requests for Metrics (R3., R8., R9.,1a., 1f., 1g., 2a., 2b., 2c., 2e., 2f., 2p., HF.2a., and HF2c.)**
  - Under Primary Contact Person, select a team member from the dropdown list who will help BCT administrators with any questions regarding the activities for the criteria.
  - Under Partners, use the [Add a partner...] button to add people, schools, organizations, etc. that are helping create, run, or administer a specific criteria.

- Next, under the 'Activities Timeline', applicants will layout the calendar for activities related to the specific criteria. Use the Add an event... button to enter the first event.
  - ❖ First select your event type; a description of each type is described on the form.
    - If you do not see a type that aligns with your plan, email the birdcitytexas@audubon.org for help.
  - ❖ Depending on your event type, you may be prompted to enter a specific date, a date range, or an event recurrence.
  - ❖ Use the description box to explain how the activity will support your certification, when your activities will occur in the application period (July 2019 through December 2020), **AND** you must explain what activities will occur throughout the certification period (January 2021 through December 2023).
    - The activity description should provide sufficient information to the review committee to justify that the action, and resulting conservation benefit, is appropriate to warrant statewide recognition.
    - Actions should match the expected size, partners, and resources of your community.
    - Be as clear and concise as possible!
  - ❖ Select the Add this Event to the Activity button when you've entered all information.
  - ❖ You may enter more than one event per criteria if they are truly separate items.
    - Example 1: quarterly newsletters do not need multiple events added; just select that it is a recurring event, select how often it will occur.
    - Example 2: If the activity will be hosted at multiple schools on specific dates and does not reoccur at the same time, enter a new activity timeframe for each one.
  - ❖ If you need to edit any part of the 'Activity Timeframe' section, select the ✏️ button next to your activity.
- Under the 'Desired outcomes' section, define the goals of achieving accreditation for this criterion.
- Under evaluative metrics, Audubon Texas is asking communities to track as many of the specific metrics as possible. To add a metric, select the Add a metric... button. Select the appropriate metric from the dropdown menu.
  - ❖ Use the description box if you need to modify the definition of the metric. For instance, you many not track each individual invasive species removed; instead, the community may measure invasives in metric pounds. Modify the unit as needed.
  - ❖ Not every metric will be fitting for each of the possible 14 criteria. For example, R8 is asking about newsletters: number of native plants planted would not be appropriate; how many people engaged with the newsletter would be appropriate.
  - ❖ If the community is certified, it will be expected to report the evaluative metrics per criteria in the annual report.

- ❖ All metrics are on a per/year basis
    - ▪ **<u>IMPORTANT</u>**: you must select the `Save Edited Activity` before leaving the form! Otherwise, all the information you've entered will be lost!
    - ▪ Supplemental materials should only be uploaded if it will help provide important support to the completion of your activity. Provide no more than one 8.5x11 page of supporting materials demonstrating that you completed the actions for which you're requesting credit. Documentation may consist of any materials that demonstrate to the review committee the program's success. This will typically include photographs, but may also include flyers, brochures, press releases, media attention, social media insights, management plans, meeting agendas, sign in sheets, etc.
- o **For all other criteria:**
    - ▪ Under Primary Contact Person, select a team member from the dropdown list who will help BCT administrators with any questions regarding the activities for each criteria.
    - ▪ Under Partners, use the `Add a partner...` button to add people, schools, organizations, etc. that are helping create, run, or administer a specific criteria.
    - ▪ Next, under the 'Activities Timeline' section, applicants will layout the calendar for activities related to the specific criteria. Use the `Add an event...` button to enter the first event.
        - ❖ First, select your event type; a description of each type is described on the form.
            - • If you do not see a type that aligns with your plan, email birdcitytexas@audubon.org for help.
        - ❖ Depending on your event type, you may be prompted to enter a specific date, a date range, or an event recurrence.
        - ❖ Use the description box to explain how the activity will support your certification, when your activities will occur in the application period (July 2019 through December 2020), **AND** you must explain what activities will occur throughout the certification period (January 2021 through December 2023).
            - • The activity description should provide sufficient information to the review committee to justify that the action, and resulting conservation benefit, is appropriate to warrant statewide recognition.
            - • Actions should match the expected size, partners, and resources of your community.
            - • Be as clear and concise as possible!
        - ❖ Select the `Add this Event to the Activity` button when you've entered all information.
        - ❖ You may enter more than one event per criterion, if they are truly separate items.
            - • Example 1: Quarterly newsletters do not need multiple events added; select that it is a recurring event, select how often it will occur.
            - • Example 2: If the activity will be hosted at multiple schools on specific dates and do not reoccur at the same time, enter a new activity timeframe for each one.

❖ If you need to edit any part of the 'Activity Timeframe' section, select the ✎ button next to your activity.
- Under the 'Desired outcomes' section, define the goals of achieving accreditation for this criterion.
- Under 'Evaluative metrics', for all criteria that have not already been addressed, applicant communities may create their own metrics for the criterion. BCT is *not* prescriptive; each community has freedom to select metrics that are realistic for your community to track. A brief description of what qualifies as a metric is on this portion of the portal.
  - ❖ If the community is certified, it will be expected to report the evaluative metrics per criteria in the annual report.
  - ❖ All metrics are on a per/year basis
  - ❖ If you have questions on evaluative metrics, please email birdcitytexas@audubon.org.

Note 1 – 'Activity Timeframe': When applying for certification, most activities must have been completed within the application period - July of the previous year through December of the current calendar year may be used. Some activities are so difficult that communities can receive credit for activities conducted in the past. These criteria are denoted on the Detailed Criteria List with the † symbol.

Note 2 – Possible Evaluative Metrics a community could use:
For activities that may deal with public engagement:
- # of people attending
- # of workshops held
- # of presentations given
- # of dollars raised
- Amount received/given away in grants
- # of community organizations represented
- # of unique visitors to a website
- # of shares on social media, # of views, # of likes, etc.
- % of parks that have bird watching amenities
- # of new parking spaces for birders
- Yes/No: Were we able to recruit the chamber of commerce to join effort X?

For activities that may deal with habitat stewardship:
- # of acres managed/treated
- # of acres purchased/protected
- # of parcels acquired/conserved
- # of invasive plants/animals removed
- # of native plants planted
- # of Brown-headed Cowbirds removed
- # of trap nights in operation
- Dollars raised for habitat management
- Success or failure of getting an ordinance passed to accomplish X
- Percent increase of city owned properties that are managed as natural area

- o   Yes/No: Did we develop/implement/use a bird-centric wildlife management plan for all properties in the community?
- o   # of gallons of water conserved

For activities that may deal with removing threats to birds
- o   # of birds impacted by window collisions
- o   % reduction of bird/building collisions at municipal sites
- o   # of citations issued for domestic pet violations
- o   # of trainings provided to staff
- o   % increase in the # of bike lanes available in the community
- o   # of citations issued

Instances may arise in which activities are proposed, Bird City Texas status is conferred based on that commitment, and some commitments cannot be met. For instance, a prescribed fire is proposed to improve bird habitat for Black-capped vireos, but poor weather prevented the burn from being conducted. Bird City communities may adjust their plans as warranted. In most cases, communities may simply replace that activity with another activity in the same category and report the change in their annual report. Communities may consult with Bird City staff if the need arises. In rare cases, Bird City Texas may request a formal review. We recommend that applicants accomplish more than the minimum requirements in the event that an intended commitment is not fulfilled.

If you are submitting an application and have questions, please contact birdcitytexas@audubon.org