

# Strategic Plan Update



## U.S. Fish & Wildlife Service Migratory Bird Program

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Brian W. Smith, USFWS Region 6



U.S. Fish and Wildlife Service  
Migratory Bird Program  
*Conserving America's Birds*



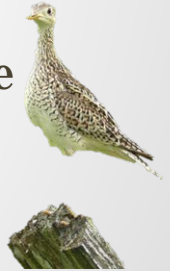


# Our Partners told us...

*What we learned from stakeholders and partners*

Partners suggested the Migratory Bird Program consider the following actions:

1. Coordinate national and regional actions and investments in migratory bird priorities
2. Work through priority partnerships to achieve measurable conservation outcomes
3. Develop & Communicate KEY national and regional migratory bird messages
4. Measure progress toward defined conservation outcomes & refine efforts based on learning
5. Create and manage the decision framework that supports MB decisions





# Our Partners told us...

*Operational improvements suggested:*

## **Create Decision Support Models**

(to address birds of management concern)

- Replicate waterfowl model
- Include habitat factors
- Life-cycle management
- Multi-species emphasis

## **Coordinate Data Acquisition and Management**

(for mutually identified priorities and needs)

- Define priority data needs
- Determine management risk
- Identify data sources and providers
- Provide data to partners

## **Streamline permitting and regulatory functions**

(for mutually identified priorities and needs)

- Consistency of approach
- Outsource, where possible
- Speed up process
- Develop BMPs
- Automate
- Reduce compliance burden & cost





# What We Do & Why We Do It

## *Our Vision & Mission*

- **Our vision:**
  - *Healthy bird populations valued by the American public*
- **Our mission:**
  - *Leadership in migratory bird conservation and management through effective partnerships, applied science, and innovative strategies*





# Guiding Principles

*What Drives Our Work*

**We...**

- Support engaging in effective partnerships to conserve & manage migratory birds
- Evaluate the effectiveness of our work & partnerships
- Focus on benefits to multiple species & their habitats
- Work with migratory birds at scales appropriate to their management
- Use our strategic priorities to focus our efforts & resources



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# Goals and Strategies

## **1. Provide Leadership in Migratory Bird Conservation**

- 1.1. Identify significant issues related to Birds of Management Concern and provide leadership to address them at flyway scales
- 1.2 Work with partners to increase appreciation and support for bird conservation
- 1.3 Facilitate migratory bird conservation with other Federal partner agencies

## **2. Conserve and Manage Sustainable Populations of Birds of Management Concern**

- 2.1 Provide for recreational hunting and subsistence use of migratory birds
- 2.2. Work with stakeholders and partners on managing conflict species to balance societal needs with our obligation to maintain sustainable migratory bird populations
- 2.3 Implement an efficient permitting program that has a strong biological foundation
- 2.4 Work with partners to develop and implement voluntary approaches to reduce bird mortality



# Goals and Strategies

## **3. Conserve Habitat for Migratory Birds of Management Concern**

- 3.1. Initiate and develop collaborative projects and approaches that advance specific strategic objectives of bird conservation plans
- 3.2. Collaborate with States and other partners to conserve and restore habitat for birds of management concern through Joint Venture Partnerships
- 3.3. Collaborate with other Service programs and Federal partners to conserve and restore habitat for birds of management concern
- 3.4. Collaborate with international partners to conserve habitats of the birds of management concern across their ranges and political boundaries

## **4. Manage Bird Data and Information for Use in Decision Making**

- 4.1 Modernize bird data management including collection, storage, analysis, reporting, maintenance, and access to partners and the public
- 4.2 Provide analytical support to inform management decisions
- 4.3 Coordinate with partners to improve access to quality information for bird conservation and management decisions



# Crosswalk with NABCI Themes

*Third level strategies...*

## **1. Provide Leadership in Migratory Bird Conservation**

1.1.....

1.2 Work with partners to increase appreciation and support for bird conservation.

- 1.2.1 Develop and deliver strategic messages and materials with partners that will result in increased awareness, understanding and support for migratory bird conservation.
- 1.2.2 Determine how the public values and connects with birds.
- 1.2.3 Work through new, innovative Fish and Wildlife Service communications processes to maximize outreach and education about migratory bird conservation to the American public.





# Crosswalk with NABCI Themes

*Third level strategies...*

## **NABCI Theme 1: Land and Water Conservation**

3.1.2 Collaborate with partners to identify objectives and prioritize habitat actions that alleviate threats to and enhance habitats of birds of management concern.

3.2.1 Using partner delivery networks, prioritize, communicate, achieve, and track Joint Venture habitat goals to impact desired results in migratory bird populations.

3.2.2 Coordinate partner participation in state, regional, and national habitat conservation and grant programs.

3.2.3 Support state efforts to provide increased public access and bird-related recreation.



# Crosswalk with NABCI Themes

*Third level strategies...*

## **NABCI Theme 2: Research and Evaluation**

1.1.3 Engage partners within existing structures, such as AFWA, Flyways, Bird Initiatives, and Joint Ventures, to identify: significant factors affecting Birds of Management Concern; achievable solutions; and partners and partnerships that can provide leadership to best address those factors. Create a summary document within 1 year.

2.1.4 Design, conduct, and evaluate migratory bird monitoring programs to collect population data needed to establish annual migratory bird hunting regulations, evaluate impact of harvest on hunted species, and improve the management of harvested species.

2.2.2 Work with Flyway Councils to design, maintain, and conduct migratory bird monitoring programs to collect population data needed to establish take levels for species conflicts.

3.4.1. Participate in or replicate regional monitoring networks/projects to establish connectivity between core breeding populations and large concentrations of non-breeding populations.



# Crosswalk with NABCI Themes

*Third level strategies...*

## **NABCI Theme 2: Research and Evaluation (continued)**

- 4.1.3 Adopt new and innovative approaches to data collection, maintenance, and storage that improve data quality and the efficiency of information management.
- 4.2.1 Enhance the technical skills and quality of the analytical work produced by Migratory Bird staff.
- 4.2.2 Develop models, visualizations, and maps to support Migratory Bird management decisions.
- 4.2.3 Support decision analytical approaches to guide Migratory Bird technical work, project scoping, and project review.
- 4.3.2 Work with partners to ensure data access, sharing, availability and participate in cooperative data management and sharing systems (e.g., Avian Knowledge Network, DataOne, data.gov).



# Crosswalk with NABCI Themes

*Third level strategies...*

## **NABCI Theme 3: Engagement and Partnerships**

1.2.1 Develop and deliver strategic messages and materials with partners that will result in increased awareness, understanding and support for migratory bird conservation.

1.2.2 Determine how the public values and connects with birds.

1.2.3 Work through new, innovative Fish and Wildlife Service communications processes to maximize outreach and education about migratory bird conservation to the American public.

1.3.1 Seek efficiencies by working collaboratively with other Federal partners to minimize duplication of effort in respective work plans, reduce threats, and to maximize communication about emerging issues that affect migratory birds.



# Crosswalk with NABCI Themes

*Third level strategies...*

## **NABCI Theme 3: Engagement and Partnerships (continued)**

- 3.1.2 Collaborate with partners to identify objectives and prioritize habitat actions that alleviate threats to and enhance habitats of birds of management concern.
- 3.2.1 Using partner delivery networks, prioritize, communicate, achieve, and track Joint Venture habitat goals to impact desired results in migratory bird populations.
- 3.2.2 Coordinate partner participation in state, regional, and national habitat conservation and grant programs.
- 3.2.3 Support state efforts to provide increased public access and bird-related recreation.
- 3.2.4 Work closely with states during state wildlife action plan updates to integrate and align Migratory Bird goals.



# Crosswalk with NABCI Themes

*Third level strategies...*

## **NABCI Theme 3: Engagement and Partnerships (continued)**

3.4.1. Participate in or replicate regional monitoring networks/projects to establish connectivity between core breeding populations and large concentrations of non-breeding populations.

3.4.2 Support the activities of major bird initiatives (e.g. Partners in Flight, North American Waterfowl Management Plan, U.S. Shorebird Conservation Plan, North American Waterbird Conservation Plan) in establishing and refining the context for approaching bird conservation within hemispheric, continental, national and other “large geographic” scales.

3.4.3 Participate in the development of conservation business plans or strategies that address threats across the annual cycle of migratory birds and facilitate collaboration among international partners on achieving common goals for these species.



# Crosswalk with NABCI Themes

*Third level strategies...*

## **NABCI Theme 4: Addressing Threats**

1.3.1 Seek efficiencies by working collaboratively with other Federal partners to minimize duplication of effort in respective work plans, reduce threats, and to maximize communication about emerging issues that affect migratory birds.

2.4.1 Provide comprehensive technical assistance and support to federal agencies and partners, emphasizing compatible use and alleviation of human-bird conflicts in the context of population sustainability.

3.1.2 Collaborate with partners to identify objectives and prioritize habitat actions that alleviate threats to and enhance habitats of birds of management concern.



# Crosswalk with NABCI Themes

*Third level strategies...*

## **NABCI Theme 5: Policy and Funding**

3.1.1. Develop, adopt, and implement a results-oriented conservation business planning approach for how we work with new and existing partners.

3.2.2 Coordinate partner participation in state, regional, and national habitat conservation and grant programs.

3.2.4 Work closely with states during state wildlife action plan updates to integrate and align Migratory Bird goals.

3.4.3 Participate in the development of conservation business plans or strategies that address threats across the annual cycle of migratory birds and facilitate collaboration among international partners on achieving common goals for these species.

3.4.4 For a specifically prioritized list of neotropical birds, annually fund Neotropical Migratory Bird Conservation Act projects that will improve the species population status. Proposals must include how to achieve measurable biological outcomes, indicate how progress will be monitored and data collected, and clearly outline how and when results reported.

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# Information

*Ongoing support and communication*

- Plan -- pdf posted to FWS Program website
  - <https://www.fws.gov/birds/get-involved/strategicplan.php>
- Ask a question -- [MigBirdsStrategicPlan@fws.gov](mailto:MigBirdsStrategicPlan@fws.gov)



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# Thank you!

*How to find out more information*

Division of Migratory Bird Management -- [Ken\\_Richkus@fws.gov](mailto:Ken_Richkus@fws.gov)

Division of Bird Habitat Conservation -- [David\\_Gordon@fws.gov](mailto:David_Gordon@fws.gov)

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Region 4 Southeast -- [Laurel\\_Barnhill@fws.gov](mailto:Laurel_Barnhill@fws.gov)

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Region 6 Mountain-Prairie -- [Brian\\_W\\_Smith@fws.gov](mailto:Brian_W_Smith@fws.gov)

Region 7 Alaska -- [Eric\\_Taylor@fws.gov](mailto:Eric_Taylor@fws.gov)

Region 8 Pacific Southwest -- [Amedee\\_Brickey@fws.gov](mailto:Amedee_Brickey@fws.gov)

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