

## Report to Corporate Services Committee

**To:** Chair and Members  
Corporate Services Committee  
**From:** Cathy Saunders, City Clerk  
**Subject:** Application – Issuance of Proclamation – World  
Migratory Bird Day  
**Date:** April 19, 2021

## Recommendation

That, the Civic Administration BE ADVISED as to how Municipal Council wishes to proceed with the attached (Appendix “A”) Proclamation request.

## Previous Reports Pertinent to this Matter

Corporate Services Committee – December 3, 2019  
Corporate Services Committee – January 6, 2020

## Background

The Issuance of Proclamations Policy is attached as Schedule “A” for information purposes.

## Conclusion


The Civic Administration is seeking direction from the Municipal Council as to how they wish to proceed with the attached (Appendix “A”) proclamation request received March 30, 2021 from London’s Bird Friendly City Team requesting May 8, 2021 be proclaimed World Migratory Bird Day.

**Submitted by:** Cathy Saunders, City Clerk

**Proclamation Request Form**

Requests for the issuance of proclamations are governed by Council Policy (excerpted below). Requests must be received at least six (6) weeks in advance of the requested issuance date and may be emailed to the City Clerk at [ClerksApprovalRequests@london.ca](mailto:ClerksApprovalRequests@london.ca) or mailed to City Hall, P.O. Box 5035 LONDON, ON, N6A 4L9.

**Request details**

Name of Organization London's Bird Friendly City Team
Date Proclamation Required Saturday May 8 2021 (or prior)
Proclamation Name World Migratory Bird Day
Proclamation Type (day, week or month) Day
Category (public awareness campaigns), (charitable fundraising campaigns), (arts and cultural celebrations) Public awareness campaign
Requester Name Brendon Samuels
Requester Telephone Number
Requester Email Address
Requester Address Victoria Street, London, ON, N5Y4C9
Provide details of your Organization's Connection to London London's Bird Friendly City Team works closely with City of London staff, as well as representatives from the Upper Thames River Conservation Authority, Nature London, Western University, Nature Canada and various other stakeholders to improve public education about birds and programs for supporting bird conservation in the Forest City.
Required Supporting Documents <ul style="list-style-type: none"> <li>• Detail information on the Organization</li> <li>• Detail information on the Event</li> <li>• Confirmation of authorization from the Organization to submit the request</li> </ul>
The undersigned confirms that I am the Official Representative of the Organization requesting the Proclamation and that by signing this Application, I acknowledge and agree that my organization complies with all City of London's Policies and By-laws  Signature  Date March 30, 2021
NOTICE OF COLLECTION OF PERSONAL INFORMATION  Personal information collected on this form is collected under the authority of the <i>Municipal Act, 2001</i> , S.O. 2001, c. 25 and may also be used for purposes related to the Issuance of Proclamations Policy and Proclamation Request Form. Questions about this collection should be addressed to the City Clerk, 3rd floor, City Hall, 300 Dufferin Ave., London, ON N6A 4L9. Tel: 519-661-2489, ext. 4937, email: <a href="mailto:csaunder@london.ca">csaunder@london.ca</a>

## Appendix "A"

Tuesday March 30, 2021

Dear City of London, City Clerk Office,

London's Bird Friendly City Team is a local grassroots group that aims to promote enjoyment of birds and to raise awareness of bird conservation efforts in London, under the Bird Friendly Cities program led by Nature Canada.

World Migratory Bird Day (WMBD) is an annual awareness-raising campaign highlighting the need for the conservation of migratory birds and their habitats. It has a global outreach and is an effective tool to help raise global awareness of the threats faced by migratory birds, their ecological importance, and the need for international cooperation to conserve them.

Every year people around the world take action and organize public events such as bird festivals, education programmes, exhibitions and bird-watching excursions to celebrate WMBD. All of these activities can be undertaken at any time of the year because of countries or regions observing the peak of migrations at different times, but the main days for the international celebrations are on the second Saturday in May and in October.

London's Bird Friendly City Team is writing this letter to authorize Brendon Samuels, the Team Coordinator, to fill out the Proclamation Request Form and to contact City Hall on behalf of the Team. We are looking forward to promoting World Migratory Bird Day outreach events in the Forest City and hope we can count on the City of London for support through this Proclamation.

Sincerely,

London's Bird Friendly City Team

Brendon Samuels, Western University (Bird Friendly City Team Coordinator)  
Linda McDougall, City of London  
Skylar Franke, London Environmental Network  
Dr. Andrea Boyer, Fanshawe College & Western University  
Rebecca Smythe, Friends of Kilally Meadows ESA  
Stacey Jaczko, Nature London  
Brian Salt, Salthaven Wildlife Rescue & Rehabilitation Centre  
Linda Smith, Upper Thames River Conservation Authority  
Julie Read, Upper Thames River Conservation Authority

March 30, 2021

### **Information about the organization: London's Bird Friendly City Team**

According to a 2019 assessment conducted by the Cornell Lab of Ornithology, the population of birds in Canada and the United States has declined by 2.9 billion breeding individuals in the last 50 years, representing a cumulative loss of nearly 30 percent.

Many of the threats to birds are anthropogenic and caused by human behaviours, such as allowing cats to roam outside or building with reflective glass windows. Other indirect threats to birds include habitat loss and climate change. In order to conserve migratory birds and sustain their fundamental cultural, ecological and economic value, actions are needed at multiple levels of government and within communities.

London's Bird Friendly City Team is a new organization founded under Nature Canada's Bird Friendly Cities program that brings together stakeholders from across London who work on various aspects of bird conservation, including academic researchers, conservation authorities, municipal staff, wildlife rehabilitators, and environmental educators. The Team aims to improve local awareness of birds in the Forest City through public education and engagement, including where and how birds can be safely enjoyed, and actions that individuals and businesses can take to help conserve birds.

The Team is developing initiatives that will span throughout the calendar year, including events, citizen science projects and collaborations with schools and local businesses. In particular, many of these initiatives concentrate on outreach around the timing of bird migration in Spring and Fall.

### **Information about the event: World Migratory Bird Day 2021**

## Appendix "A"

This year, London's Bird Friendly City Team is organizing multiple events to coincide with World Migratory Bird Day on Saturday May 8, 2021. Due to pandemic restrictions, the events will be offered mostly virtually. These events include virtual seminars about bird conservation topics by researchers from Western University and Salthaven, and virtual presentations on guided nature activities for youths led by the Upper Thames River Conservation Authority. We will use these presentations to help raise awareness of bird conservation efforts underway in London, such as the Bird Friendly Skies program and London's Environmentally Significant Areas.

Some in-person activities including socially distanced birding hikes are tentatively planned for World Migratory Bird Day, but their ability to be executed safely will be decided closer to the date based on recommendations from the Middlesex-London Health Unit.

As part of the World Migratory Bird Day event, we will be consulting the London community about designating an official bird species for London, which will become the mascot for London's Bird Friendly City Team.



## **Issuance of Proclamations Policy**

**Policy Name:** Issuance of Proclamations Policy

**Legislative History:** Adopted September 19, 2017 (By-law No. CPOL.-115-367); Amended July 24, 2018 (By-law No. CPOL.-115(a)-418)

**Last Review Date:** January 6, 2020

**Service Area Lead:** City Clerk

### **1. Policy Statement**

1.1 This policy sets out the requirements for the issuance of proclamations.

### **2. Definitions**

2.1 Not applicable.

### **3. Applicability**

3.1 This policy shall apply to any request for the issuance of proclamations on behalf of the City of London.

### **4. The Policy**

4.1. Proclamations are ceremonial documents issued and signed by the Mayor on behalf of City of London Council that officially recognizes public awareness campaigns; charitable fundraising campaigns; and arts and cultural celebrations of organizations that reside/operate within the City of London. The requester must clearly identify the significance and connection of the proclamation to the mandate and goals as set out in the City of London's Strategic Plan. A proclamation does not constitute a personal or civic endorsement.

#### Application Process

- a) Proclamations requests are to be submitted on the City of London Application form to the City Clerk's Office at least six (6) weeks in advance of the requested issuance date.
- b) The Application must provide sufficient background information about the organization, cause or event being proclaimed and the proposed text for inclusion in the proclamation. The proposed text is subject to approval by the City of London to ensure compliance with City of London's policies and by-laws.
- c) Upon receipt of the Application, the City Clerk's Office will review the Application in accordance with this Policy and if the Application appears to be in compliance with the Policy, the Application will be placed on the next available Corporate Services Committee meeting for consideration.
- d) The Corporate Services Committee will review the Application and provide a recommendation to the Municipal Council for consideration with respect to the disposition of the Applications.

## SCHEDULE "A"

### Administration of Policy:

- e) The cause or event must contribute to the economic, social and cultural fabric of the City of London.
- f) Repeat requests must be submitted on an annual basis.
- g) An organization may request one proclamation per calendar year.
- h) Organization do not have exclusive rights to the day, week, or month being proclaimed.
- i) Proclamations of a similar topic will be issued on a first come first served basis.
- j) The City of London will not incur any expenses relating to the advertising or promotion of a proclamation. Recipients are responsible for the promotion of the proclamation, organization of related activities and for all associated costs.
- k) Proclamations will not be issued for:
  - Matters of political controversy, ideological or religious beliefs or individual conviction.
  - Events or organizations with no direct connection to the City of London.
  - Campaigns or events contrary to City of London policies or by-laws.
  - National, Independence or Republic Days.
  - Campaign or events intended for profit-making purposes.
  - Recognition of individuals.
  - Recognition of events or organizations that espouse discrimination, hatred, violence or racism.
  - Matters attempting to influence government policy.
  - Matters designed to incite hatred or disorder.
- l) The City of London reserves the right to refuse to issue a proclamation.