National Wildlife Federation Community Wildlife Habitat

Empowering communities to create healthy, sustainable, and wildlife-friendly places

June 9, 2021

ENVIRONMENTAL FINANCE CENTER

UNIVERSITY OF MARYLAND 18 56

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Presenters

Emily Preziotti

Community Wildlife Manager

National Wildlife Federation

Agenda

- Why is the **Community Wildlife Habitat** Program Important?
- Taking Action/Getting Started/Getting It Done
- Submission Requirements
- Community Spotlight
- Resources and Tools

Why is the Community Wildlife Habitat Program Important?

The program empowers communities to take action for wildlife in their own communities by providing a framework to restore wildlife habitat and educate and engage community members while working to attain the esteemed certification as a wildlife-friendly community.

Why is the Community Wildlife Habitat Program Important?

This action aims to support municipalities in their efforts to protect and enhance wildlife habitat that will ultimately yield

- **Environmental**

- **Economic**

- **Social equity**

benefits for entire communities.

Ann Litrel

Taking Action/Getting Started/Getting It Done

Steps to Certify:

1. Register online at www.nwf.org/community

2. Set up your community's online profile

3. Earn points! (Certification Points & Education and Outreach Points)

4. Apply for and receive Community Wildlife Habitat certification.

5. Continue to educate and engage the community and certify habitats by meeting modest annual re-certification goals.

Catherine Zimmerman

Making Your Team:

✓ A team leader (municipal staff, green team members, or other community representatives)

✓ Additional 2-5 team members

Engage with residents throughout your community through the project!

Mary Langenau

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Taking Action/Getting Started/Getting It Done

Timeframe, Project Costs, and Resource Needs:

- On average, it takes roughly 2 years to certify

- One-time program fee ($99)

- Property certification fee (usually paid for by individual property owners - $20)

- Other initial project costs may include:
  - Staff and committee time to conduct outreach to residents and property owners.
  - Hiring a consultant for grant writing and planning
  - Construction and maintenance of wildlife

Gerry Moll

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Taking Action/Getting Started/Getting It Done

Additional Guidance/Tips:

- Ensure you have a supportive team

- Engage with partner or like-minded organizations (e.g., garden groups, master naturalists, schools and clubs)

- Utilize well-visited places and popular media to get your message out

- Garner support from city officials

Submission Requirements - STEPS

- ✓ Register in the Community Wildlife Habitat program
- ✓ Take action to earn certification and track progress on NWF website
- ✓ Certify and maintain your certification each year
- ✓ Clearly demonstrate how the municipality is actively supporting these efforts. Municipalities can actively support this action by doing one or more of the following:
  - Designate a budget or on-going funding
  - Coordinate events
  - Promote events and program
  - Provide office or meeting space
  - Implement a wildlife habitat project on municipal property

Submission Requirements - DOCUMENTATION

1. Description of implementation: In the text box, please provide a short narrative (300 word max) that describes the action. You should include the following information: a brief history of how and when the project was started and implemented, key actors and partners, the benefits and challenges, and what direct support the municipality provided.

Paul Krashefski

Submission Requirements - DOCUMENTATION

2. Supporting documentation: Upload the following documents:

- Community Wildlife Habitat Application

- A copy of your certification certificate

- Photos of municipal habitat projects

- A link to your town's Community Wildlife Habitat customized home page.

- **At least TWO** of any of the following promotional materials:
  - Newspaper articles and municipal newsletters that promote the program
  - Website or social media screenshots
  - Outreach materials
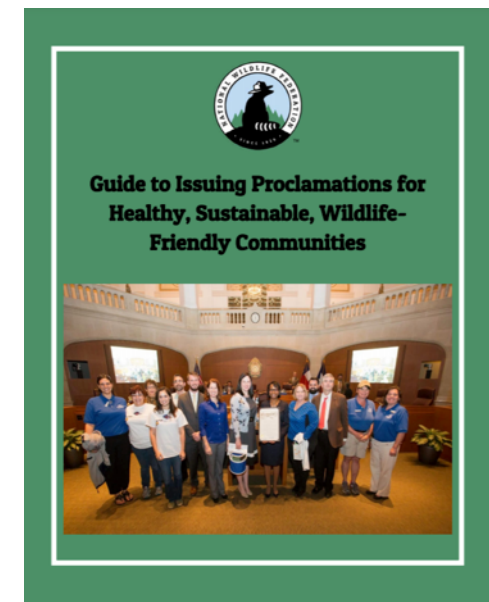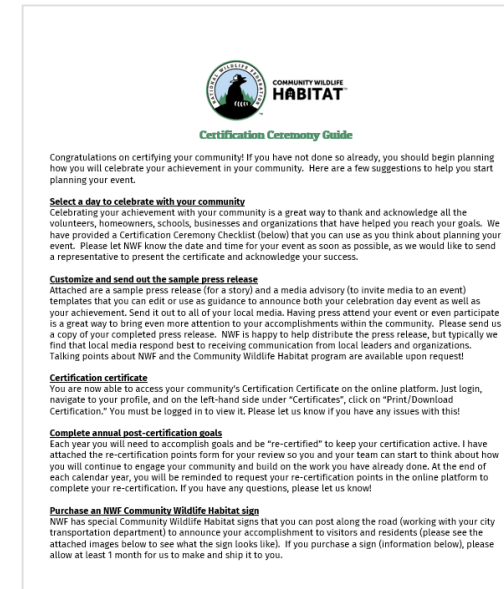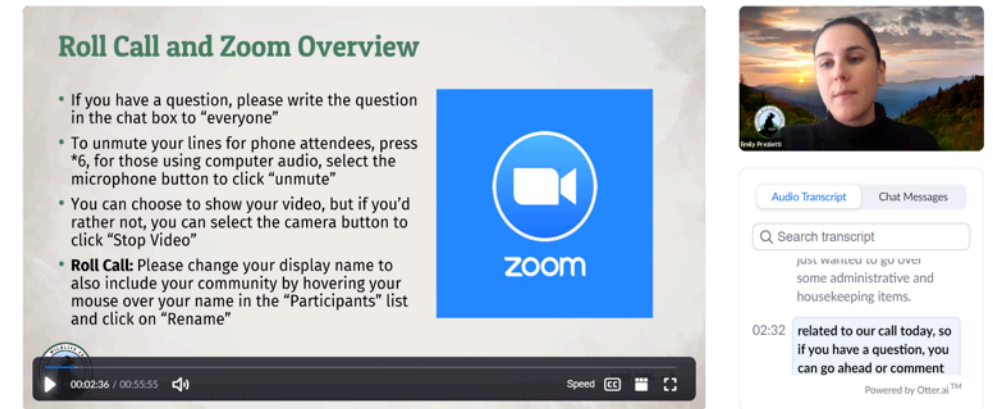 - Educational program materials

Community Spotlights

PDLA Interiors

NWF

Bowie, MD
Certified since 2017

Baltimore, MD
Certified since 2018

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Resources and Tools

- Visit our website!
  https://www.nwf.org/CommunityWildlifeHabitat/

- Once registered, NWF provides support by:
  - Hosting and facilitating network-wide webinars to share tips and best practices
  - Providing access to useful resources (e.g., case studies, templates, how-to guides)
  - Supplying communities with tip sheets and educational materials
  - Connecting your community with resources, technical experts, and other communities

Questions?

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