

Sharing our Seas and Shores

Atlantic Flyway



The Atlantic coast offers a richness of habitats that birds depend on for food, nesting and survival. These same habitats also protect people from natural disasters. But the birds are in trouble. Nearly all coastal birds are declining, some by as much as 80 percent. The threats are many. Many are linked to the impacts people have imposed. Just as people are responsible for some of the challenges birds face, people are the solution. We have the opportunity to preserve the birds and their habitats, which are essential parts of a healthy natural world.



Why Audubon?

Audubon has been the leader of coastal bird conservation since bird feathers were prized as fashion accessories. Our state-of-the-art science, sound public policy, and our on-the-ground conservation programs protect birds from threats that include development and sea-level rise. Our network, the largest among U.S. chapter-based environmental organizations, is an army for on-the-ground conservation. And our seven state and international programs, 61 Chapters and eight Nature Centers along the Atlantic coast are already involved in protecting 150 sites.

Threats	Solutions
Loss of Habitat	Identify and protect the most important sites and expand Audubon Sanctuaries.
Human Disturbance	Engage the Audubon network of Chapters and volunteer beach stewards to protect and monitor key sites.
Lack of Awareness	Launch awareness campaigns using social marketing techniques to change behaviors.
Regulatory Protection and Public Lands Policy	Strengthen regulations to protect high quality habitats with the goal of achieving no net loss within 10 years.

MICHELLE AND KATHARINE'S STORY: We love the beach and have been coming here for years. When we realized that we could be beach stewards, we had to get involved. The birds face so many threats and they are so special to this area. Many people don't even know that some birds nest on the beach. Simple communication has made the difference. It is an honor being ambassadors for the birds.



Our 2018 Goals

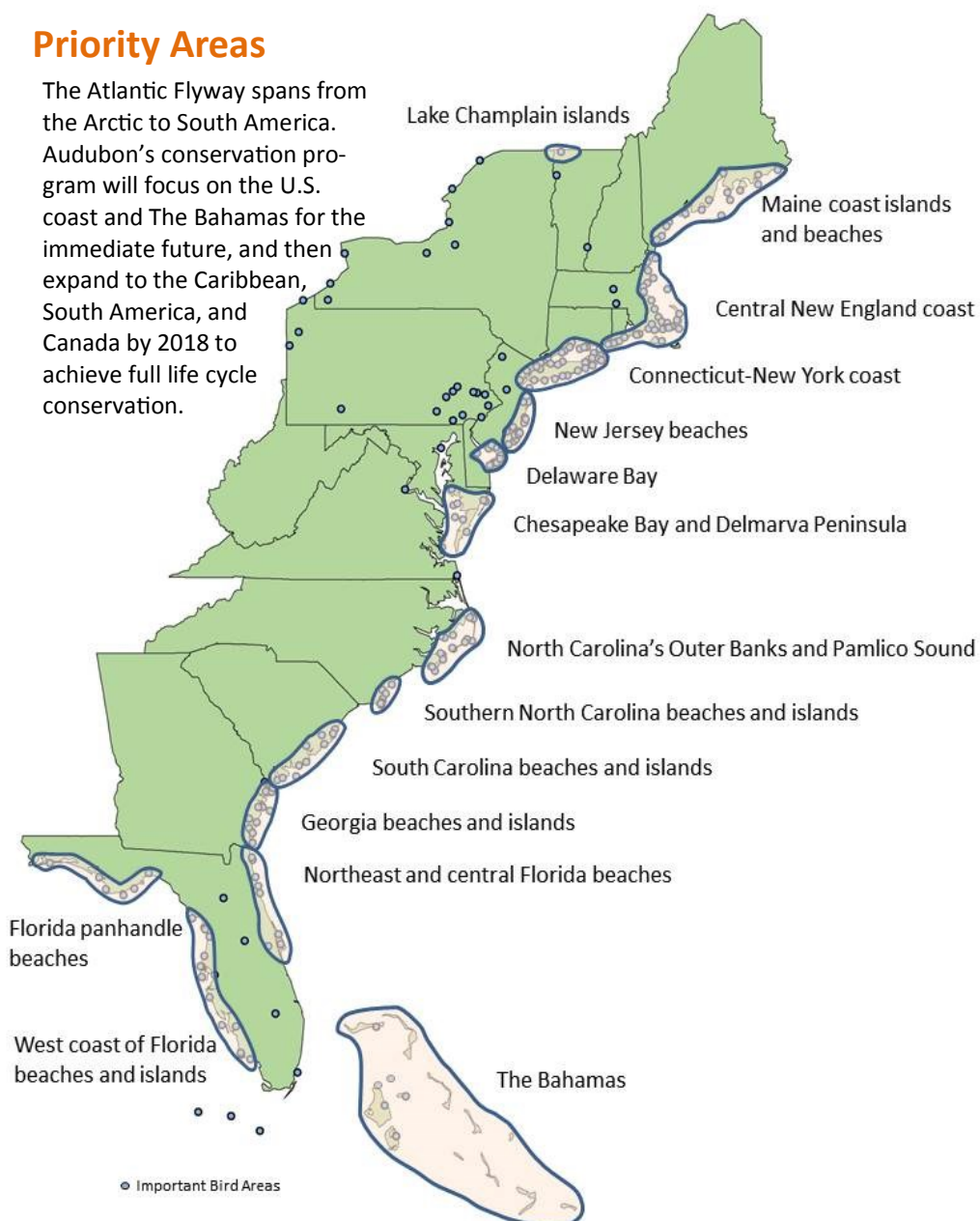
- Apply the best available science to identify and protect 250 of the important sites and 100,000 acres throughout the Atlantic Flyway.
- Reduce threats to coastal birds by engaging 3,000 volunteer beach stewards and increasing awareness through social marketing.
- Develop international partnerships to reduce threats and protect priority sites outside the U.S., focusing initially on The Bahamas
- Strengthen conservation regulations to achieve no net loss of habitat.

Project Scope and Investment Need

Audubon is investing \$2,500,000 annually in this project. We are currently working at 150 sites engaging 42 staff and hundreds of volunteers. In order to achieve our 2018 goals, we will need 70 staff to manage more than 3,000 volunteers at 250 sites. This will require an annual investment of \$7,000,000. Every dollar — combined with investment of volunteer time — will exponentially advance our ability to save species and protect the coastal habitats they depend on.

Priority Areas

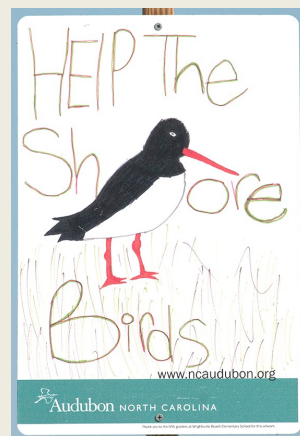
The Atlantic Flyway spans from the Arctic to South America. Audubon's conservation program will focus on the U.S. coast and The Bahamas for the immediate future, and then expand to the Caribbean, South America, and Canada by 2018 to achieve full life cycle conservation.



PROVEN STRATEGIES

Protection: Audubon is protecting important sites for coastal birds from Maine to Florida, which has proven to be effective and essential to sustaining bird populations.

Engagement: Volunteer beach stewards are Audubon leaders in engaging communities and protecting birds. With Audubon's long-standing and trusted brand, and our extensive network, we will raise awareness of the threats facing coastal birds and change threatening behaviors. Using signs made by kids from local schools is just one example of how we engage people of all ages in the effort to protect birds. These signs have proven effective at engaging communities and protecting nesting sites.



Success Story: With a focus on habitat protection and beach stewardship, the American Oystercatcher has begun to bounce back from a low of 10,200 birds in 2009 to 11,000 in 2012. Audubon is a leader among conservation groups, which include The Nature Conservancy and Manomet Center for Conservation Sciences, along with state and federal agencies, all of which are dedicated to increasing the Oystercatcher population by 30 percent.

Discovery: Most shorebirds spend up to most of the year away from nesting areas. Their survival during this time is essential to recovering populations. Audubon led the way to discover new wintering areas for shorebirds in The Bahamas and this discovery could be the missing link in their recovery.