



February 3, 2025

Wauwatosa City Common Council  
7725 W. North Avenue  
Wauwatosa, WI 53213

Dear members of the Common Council,

On behalf of the Great Waters Group of the Sierra Club, we write to express our strong support for the proposed Bird-friendly Building Ordinance in Wauwatosa. Bird collisions with glass are a significant environmental issue, contributing to the deaths of up to a billion birds annually. Implementing this ordinance will position Wauwatosa as a leader in bird conservation, joining other forward-thinking Midwestern cities like Chicago and Minneapolis that have enacted similar measures to protect migrating birds.

Birds offer substantial economic benefits to our region. They play a crucial role in pest control, reducing the need for chemical pesticides that can harm our environment. Additionally, birdwatchers contribute significantly to the local economy, spending on travel, accommodations, and equipment. According to the U.S. Fish and Wildlife Service, birdwatching generates billions of dollars in revenue nationwide, supporting local businesses and creating jobs. Protecting our avian population not only preserves our natural heritage but also fosters economic growth.

Enacting this ordinance is an essential conservation measure to preserve and protect biodiversity. Birds are an integral part of our ecosystems, acting as pollinators, seed dispersers, and predators of pest species. Their decline can have far-reaching effects on the health of our environment. By adopting bird-friendly building practices, we are safeguarding the delicate balance of nature and ensuring that future generations can enjoy the beauty and benefits of a diverse bird population.

The Sierra Club is dedicated to the preservation and protection of our natural world, and the proposed Bird-friendly Building Ordinance aligns perfectly with our mission. This ordinance will help mitigate the devastating impact of glass collisions on bird populations, promote sustainable building practices, and highlight Wauwatosa's commitment to environmental stewardship. We urge the City Council to pass this ordinance and set a precedent for other communities to follow.

Sincerely,

A handwritten signature in dark ink, appearing to read "Jenny Abel". The signature is written in a cursive, flowing style.

Jenny Abel, Chair  
Great Waters Group Executive Committee