

MAKING WINDOWS “BIRD SAFE”

Every year, more than 1 billion birds die from window collisions in the United States alone, making this one of the leading human-caused threats to bird populations. Creating bird-safe windows is a simple, effective way for individuals to make a meaningful difference in bird conservation efforts right from their own homes.

This FAQ document provides practical guidance on why birds hit windows, how to identify problem areas in your home, and the most effective solutions for preventing these tragic and unnecessary collisions.

WHY ARE BIRDS IMPORTANT?

Birds are more than just beautiful creatures – they’re important to keeping our ecosystems healthy! They are pollinators, seed dispersers, and natural pest controllers. They also serve as sensitive bioindicators, meaning that changes in their populations can alert us to potential threats to our shared habitats. Since 1970, North America has lost more than 25% of its total population due to habitat loss, climate change, and human activities.

WHY DO BIRDS HIT WINDOWS?

Birds often mistake reflections on windows for open sky or habitat like trees and bushes, and can fly right into the glass at high speed. With so much glass being used today in our communities, from clear glass railings to high-rise buildings to residential homes, this presents a big problem.

WHAT TYPE OF WINDOWS ARE THE MOST HIGH-RISK FOR BIRD STRIKES?

- Reflective Glass: Windows that reflect vegetation or sky
- Fly-through Glass: Windows that show habitat on the other side (like glass railings or bus shelters)
- Glass walkways
- Corner windows
- Windows that are illuminated at night (especially during migration seasons)

HOW DOES WINDOW TAPE WORK?

Small birds perceive gaps larger than 2 inches as navigable space they can fly through. Bird-safe window tape creates visible patterns that are no more than 2 inches apart that birds can detect, preventing collisions.

HOW DO YOU APPLY THE *FEATHER FRIENDLY*[®] WINDOW COLLISION TAPE?

featherfriendly.com/collections

The tape must be applied to the outside of the window using the following steps:

- Clean windows thoroughly before application.
- Attach the provided measuring tapes to the top & bottom edges of tall glass, or to the left & right sides of wide glass.
- Apply the tape (vertically for tall windows; horizontally for wide windows). Use the measuring tapes as guides to ensure that each row of tape is placed no more than 2 inches apart from the previous row.
- Flatten the tape using the provided squeegee.
- Carefully peel off the carrier tape at a 45 degree angle, leaving the markers on the glass.
- Repeat until the entire surface of the window is covered.

HOW LONG DOES THE *FEATHER FRIENDLY*[®] WINDOW COLLISION TAPE LAST?

The *Feather Friendly*[®] Window Collision Tape has a lifespan of 10 years in a variety of weather conditions.

WILL THE WINDOW TAPE CAUSE DAMAGE TO WINDOWS?

The markers from the *Feather Friendly*[®] Window Collision Tape will adhere to glass without causing damage. Removal of the markers will also not cause any permanent damage to the glass.

WHAT ARE ALTERNATIVES TO WINDOW TAPE?

- Window Paint/Markers and Window Decals: Temporary solution using washable markers (just remember the 2" rule!)
- UV Liquid Applications: Invisible to humans but visible to birds
- External Screens/Netting: Physical barriers that prevent collisions
- Architectural Solutions: Angled glass, fritted glass, or UV-reflective glass
- Strategic Plantings: Place trees and shrubs either very close (less than 3 feet) or far away (more than 30 feet) from windows

WHAT ELSE CAN WE DO TO PREVENT BIRD STRIKES ON WINDOWS?

- Turn off unnecessary indoor and outdoor lighting during peak migration seasons (typically March-May and August – October), as artificial light can disorient migrating birds and draw them towards buildings.

THIS WINDOW IS BIRD-SAFE!

OVER 1 BILLION BIRDS DIE
ANNUALLY IN NORTH AMERICA
DUE TO GLASS COLLISIONS.

HOW IS THIS WINDOW DIFFERENT FROM OTHERS?

The glass has markers that are spaced 2 inches apart.
This helps birds recognize it as a solid surface so they
won't fly into it!



Learn more about how this library is helping build a
safer world for birds as a *Flight Path* Partner Library:
sparkofscience.org