

# Lights Out Texas 2021 Summary Report

PREPARED BY:



[Lights Out Texas](#) is a campaign of education, awareness, and action that focuses on turning out lights at night during the Spring and Fall migrations to help protect the billions of migratory birds that fly over Texas annually.

The goals of Lights Out Texas are to:

- Increase statewide participation in Lights Out Texas at the business, local official, municipal, and community levels
- Reduce migratory bird mortality
- Coordinate local volunteer efforts to collect and report data

In 2021, Texan by Nature (TxN) facilitated Lights Out Texas on a statewide scale building off of local efforts in Houston and Dallas. Through this statewide facilitation, TxN collaborated with organizations across Texas to create a standardized approach to messaging, communication, and volunteer efforts across all Texas organizations.

*The purpose of this report is to provide a high level summary of data and results from Lights Out Texas efforts in 2021. Read the full [Spring 2021 Report](#) and [Fall 2021](#) report for more information and detail.*

## 2021 Earned Media Placements and Impressions\*:

	Placements	Impressions
Spring 2021	62	195,581,331
Fall 2021	60	33,568,591
<b>Overall 2021 Totals</b>	<b>122</b>	<b>229,149,922</b>

*\*There was media support in Spring 2021 and this was reduced in Fall 2021. Results from Fall were all local/organic.*

## 2021 Earned Social Media Post Count and Impressions\*:

	# of Posts	Follower Reach	Likes & Reactions	Shares
Spring 2021 Totals	501	7,557,405	112,552	38,786
Fall 2021 Totals	630	7,770,902	57,855	22,237
<b>Overall 2021 Totals</b>	<b>1,131</b>	<b>15,328,307</b>	<b>170,407</b>	<b>61,023</b>

*\*Please note that the below data is almost solely representative of posts that used the hashtag #LightsOutTexas. Posts that did not include the hashtag #LightsOutTexas in their copy were not tracked due to limited capacity.*

## 2021 Pledges:

	Texas Conservation Alliance Pledges	Cornell Lab of Ornithology Pledges	Total # of Pledges
Spring 2021	216	301	517
Fall 2021	237	405	642
<b>Overall 2021 Totals</b>	<b>453</b>	<b>706</b>	<b>1,159</b>

## Businesses Confirming Support & Participation in Lights Out Texas (portion or full migratory period):

- Spring 2021: 111
- Fall 2021: 92

## City & County Proclamations and Resolutions To Date:

- [City of Arlington](#) – Lights Out Proclamation: [Spring 2021](#)
- [City of Cedar Hill](#) – Lights Out Proclamation: [Spring 2021](#)
- [City of Dallas, Mayor's Office](#) – Lights Out Proclamations: [Fall 2021](#), [Spring 2021](#), and [Fall 2020](#)
- [City of Dripping Springs](#) – [Lights Out Dripping Springs](#) (Perpetually)
- [City of Fort Worth](#) and [Downtown Fort Worth](#) – [Fall 2021](#) and [Spring 2021](#)
- [City of Galveston](#) – Lights Out Proclamation: [Spring 2021](#)
- [City of Houston](#) – Lights Out Proclamation: [Spring 2021](#)
- [Travis County](#) – [Lights Out Resolution](#) (Perpetually)

## Bird-Building Collision Volunteer Monitoring Efforts:

	Organization	Location (TX)	Volunteer Hours Contributed	People Involved	Bird Casualties Documented
Spring 2021	Travis Audubon	Austin	51	12	18
	Texas Conservation Alliance	Dallas	657	37	233
	Trinity River Audubon Center	Dallas	50	6	3
	University of Texas at El Paso	El Paso	40	9	5
	Houston Audubon	Houston	200	19	98
	Bexar Audubon Society	San Antonio	145	85	25
	Spring Totals	---	1,203	173	382
Fall 2021	Travis Audubon	Austin	39	6	0
	Texas Conservation Alliance	Dallas	555	30	397
	Houston Audubon	Houston	250	20	59
	Bexar Audubon Society	San Antonio	378	75	41
	Fall Totals	---	971	131	497
<b>Overall 2021 Totals</b>		---	<b>2,174</b>	<b>304</b>	<b>879</b>

## Future and Vision for Lights Out Texas

Moving forward the mission for Lights Out Texas remains the same and the vision is for all Texans, homeowners and businesses alike, to participate in Light Out Texas all year long and for it to become a standard and widely accepted best practice. Texan by Nature will be co-facilitating Lights Out Texas in Spring of 2022, with Audubon Texas. Given the mission, vision, and growth of Audubon Texas, Lights Out Texas will reach new levels of success with their leadership. After the Spring 2022 season, Lights Out Texas will fully transition from Texan by Nature to Audubon Texas for statewide facilitation. The leadership transition will be seamless and the Lights Out Texas initiative to grow and thrive under Audubon Texas' vision.

Visit <https://texanbynature.org/projects/lights-out-texas/> for the latest information on Lights Out Texas.