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Most bird strike reduction efforts are conducted in the airfield environment and have been successful at reducing such hazards. These efforts must continue. However, many strikes and a disproportionate amount of damage are also recorded in the off-airfield environment where much work is needed. Off-airfield mishaps include several recent fatal accidents and the US Airways crash in the Hudson River earlier this year. Further research, development, implementation of new regulations, procedures, and training are needed. Integrated remote detection, warning, and communications systems must address these hazards. Efforts began in 2005 to integrate widely disparate systems under one overarching umbrella for the United States and Canada. Mr. Bruce MacKinnon of Transport Canada sponsored the effort that was joined by the FAA, USAF, and some international partners to develop a North American Bird Strike Advisory System Strategic Plan. The planning document was prepared, but support to institute the recommendations and implement the plan never materialized. Mr. MacKinnon always intended to resurrect the effort when the opportunity was presented. The New York mishap has presented that opportunity and it is now time to re-examine the plan. A central tenet was the establishment of a Bird Strike Advisory Center that fits the proposal now initiated by Embry-Riddle Aeronautical University. This paper revisits the earlier efforts and summarizes the framework already established under the strategic planning document that should now be part of an integrated system of bird hazard advisories at all levels across North America and beyond.