

Alberta Conservation Association 2015/16 Project Summary Report

Project Name: Conservation Site Signs

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Don Myhre

Primary ACA staff on this project: Stefanie Fenson and Don Myhre

Partnerships: N/A

Key Findings

- Large format signs were redesigned for better legibility and sponsor recognition.

Introduction

Each Conservation Site has branded signage to recognize our partners, provide wayfinding for users and notify users of restrictions on the site. Our Information, Education and Communications program works with our Land Management, Fisheries and Wildlife programs to produce signs for Conservation Sites and their boundaries, fisheries access sites, pheasant release sites, thin-ice areas (warnings) and interpretive trails.

Methods

Digital print files including illustrated aerial site maps and site-specific information are produced throughout the year as required by our Fisheries, Wildlife and Land Management programs. All signage is coordinated for production and printing to ensure best price, “batch” sizing and correct site sponsor recognition.

Results

In 2015/16, we produced signs for eight Conservation Sites: Silver Sage, Reiner, Larches, North Kamisak Lake, Burmis Lake, McVinnie, Frayn and Escape Coulee. In addition, thin-ice warning signs were produced for all aeration sites to adhere to Alberta Environment and Parks policy.

Conclusions

Onsite signage is key to end-user ACA brand recognition, sponsor and landowner recognition, proper site use and restriction notification, and on-the-ground promotion of Report A Poacher and *Use Respect – Ask First* initiatives. Conservation Site signs were printed in a timely manner to coincide with seasonal installations and also on-demand needs.

Communications

- Site signs