

**Alberta Conservation Association
2019/20 Project Summary Report**

Project Name: Peregrine Cameras

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Colin Eyo

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Partnerships

Aspen Properties

Capital Power

Nutrien

TeraGo

TransAlta

University of Alberta

WiBand

AltaLink

Key Findings

- About 164,220 page views of our website between April 1, 2019, and March 31, 2020.
- 28,031 people reached and 933 participants in the species at risk contest quiz.

Abstract

The peregrine and ferruginous hawk cameras provide a bird's-eye view into the daily lives of each species as they fight for mates and territory, catch food, and raise their young. In 2019/20 ACA ran five peregrine cameras in locations throughout Edmonton—the Bell Tower, the University of Alberta, Genesee Power Plant, the Misericordia Hospital, and Nutrien—and we live-streamed the video to our website. The project also includes two ferruginous hawk nests monitored by trail cameras. The still images were reviewed and posted on our website. Also, an online species at risk contest quiz was promoted alongside the ferruginous hawk media. Both the peregrine and ferruginous hawk cameras draw attention to these species, other species at risk initiatives, and resources available from Alberta Environment and Parks. In 2019/20, views of the wildlife camera section of our website accounted for 29% of web traffic and the species at risk contest quiz reached 28,031 people and had 933 participants.

Introduction

The peregrine and ferruginous hawk cameras provide a bird's-eye view into the daily lives of each species as they fight for mates and territory, catch food, and raise their young. In 2019/20 Alberta Conservation Association (ACA) ran five peregrine cameras in locations throughout Edmonton—the Bell Tower, the University of Alberta, Genesee Power Plant, the Misericordia Hospital, and Nutrien—and we live-streamed the video to our website. The project also includes two ferruginous hawk nests monitored by trail cameras. The still images were reviewed and posted on our website. Also, an online species at risk contest quiz was promoted alongside the ferruginous hawk media. Both the peregrine and ferruginous hawk cameras draw attention to these species, other species at risk initiatives, and resources available from Alberta Environment and Parks.

Methods

We live-stream the peregrine video, post image stills of ferruginous hawk nests on our website, and promote the cameras primarily through social media. We maintain remote camera

infrastructure at existing sites while exploring opportunities for similar remote camera coverage of other species. The peregrine and ferruginous hawk cameras increase traffic to ACA's website, giving us the opportunity to enhance the public's knowledge about the falcons' behaviour, biology, and *Threatened* status in Alberta. We also provide web links to Alberta Environment and Parks resources that enhance awareness about species at risk.

Results

The public is interested in learning more about peregrine falcons and ferruginous hawks, as evidenced by the views on our website and contest participation. Views of the wildlife camera section of our website accounted for 29% of web traffic and the species at risk contest quiz reached 28,031 people and had 933 participants.

Conclusions

The peregrine and ferruginous hawk cameras are important because they provide a connection between people and the natural world. They also introduce our website visitors to ACA and our stakeholders.

Communications

- Peregrine camera website: www.ab-conservation.com/wildlife-cameras/peregrine/
- Ferruginous hawk camera website: www.ab-conservation.com/wildlife-cameras/ferruginous-hawk/
- *Alberta Discover Guide*
- *Conservation Magazine*
- Social media
- Species at risk contest quiz
- Constant Contact e-newsletter