

Alberta Conservation Association (ACA)

Date: 2014-2015

Project name: Peregrine Cameras

Information, Education and Communications Program Manager: Ken Kranrod

Project Leader: Colin Eyo

Primary ACA staff on this project: Colin Eyo

Partnerships: Aspen Properties, TeraGo, University of Alberta, WiBand

Key Findings

The peregrine camera webpages are the most popular pages on our website and accounted for half of all web traffic in 2014/15.

They help us educate people about the peregrine falcon and its *Threatened* status in Alberta.

Introduction

The peregrine cameras provide a birds' eye view into the daily lives of peregrines as they fight for mates and territory, catch food, and raise their young. The cameras are hugely popular, and are the pages on our website that receive the most visitor traffic. These visits are important as they provide a connection between people and the natural world as well as introducing visitors to ACA and our stakeholders.

Methods

The cameras are set up at three locations in Edmonton: the Bell Tower, the University of Alberta, and the Weber Centre.

We provide the highest quality feed we can with the resources we have. We raised funds through a campaign specific to the peregrines in 2013/14 and used it to help cover 2014/15 expenditures. In the past year, we upgraded all cameras to HD night vision for 24 hour viewing. We also added an additional camera at the Weber Centre. The intent is to make the viewer experience even better.

Results

The peregrine webpages received 480,000 page views with an average viewing time of 1:38 on ACA's website. We also upgraded remote access to computers, which allows us to respond faster when any of the nest sites experience streaming issues.

We also added one new partner, TeraGo, who is our internet provider at the Weber Centre.

Conclusions

The peregrine cameras are a great way to raise awareness about the importance of Alberta's wildlife—it connects people to some of the work ACA does, and also raises awareness of ACA in general. This year's cameras were very successful, and we look forward to repeating the experience for viewers in the coming year.

Communications

www.ab-conservation.com/peregrinecam

Discover Alberta's Wild Side: Annual Outdoor Adventure Guide. 1-page ad, p. 51.

Conservation Magazine. 1-page ad, p. 3

Various Facebook posts

Constant Contact: received 5 mentions in our monthly e-newsletter (from April –August 2014)