

## **Alberta Conservation Association 2015/16 Project Summary Report**

**Project Name:** Peregrine Cameras

**Information, Education and Communications Program Manager:** Don Myhre

**Project Leader:** Colin Eyo

**Primary ACA staff on this project:** Colin Eyo

### **Partnerships**

Aspen Properties  
Capital Power  
GreenVOLT  
TeraGo  
TransAlta  
University of Alberta  
WiBand

### **Key Findings**

- Views of peregrine pages on our website accounted for half of all our web traffic in 2015/16.

### **Introduction**

The peregrine cameras provide a bird's-eye view into the daily lives of peregrines as they fight for mates and territory, catch food and raise their young. We set up cameras at four locations in Edmonton—the Bell Tower, the University of Alberta, Genesee Power Plant and the Weber Centre—and we live-stream the video to our website. The cameras draw attention to this species and to other species at risk initiatives and resources available from Alberta Environment and Parks.

### **Methods**

We live-streams the peregrine video 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 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, as evidenced by the doubling of views of our website.

## **Conclusions**

The peregrine 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**

- Website: [www.ab-conservation.com/peregrinecam](http://www.ab-conservation.com/peregrinecam)
- *Alberta Discover Guide*
- *Conservation Magazine*
- Social media
- *Constant Contact* e-newsletter