

Alberta Conservation Association 2016/17 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
TeraGo
TransAlta
University of Alberta
WiBand

Key Findings

- Views of peregrine pages on our website accounted for 34% of web traffic in 2016/17.

Introduction

The peregrine cameras provide a bird's-eye view into the daily lives of peregrine falcons as they fight for mates and territory, catch food and raise their young. We have cameras at five locations in Edmonton—the Bell Tower, the University of Alberta, Genesee Power Plant, Agrium Redwater, 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-stream 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. Views of peregrine pages on our website accounted for 34% of web traffic in 2016/17.

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/wildlife-cameras/peregrine/
- *Alberta Discover Guide*
- *Conservation Magazine*
- Social media
- *Constant Contact* e-newsletter