

## **Alberta Conservation Association 2017/18 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:** Charmaine Brunes, Budd Erickson, Colin Eyo, and Kelley Stark

### **Partnerships**

Aspen Properties  
Capital Power  
TeraGo  
TransAlta  
University of Alberta  
WiBand

### **Key Findings**

- Views of peregrine pages on our website accounted for 34 percent of web traffic in 2017/18.

### **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 views on our website. Views of peregrine pages on our website accounted for 34 percent of web traffic in 2017/18.

## **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/](http://www.ab-conservation.com/wildlife-cameras/peregrine/)
- *Alberta Discover Guide*
- *Conservation Magazine*
- Social media
- *Constant Contact* e-newsletter