

**Alberta Conservation Association
2018/19 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 Brunet, Budd Erickson, Colin Eyo, and Kelley Stark

Partnerships

Aspen Properties

Capital Power

Nutrien

TeraGo

TransAlta

University of Alberta

WiBand

Key Findings

- Views of peregrine pages on our website accounted for 47% of web traffic in 2018/19.
- The project was expanded to include two ferruginous hawk nests that are monitored by trail cameras.

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 six locations in Edmonton—the Bell Tower, the University of Alberta, Genesee Power Plant, the Misericordia Hospital, Nutrien, 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 47% of web traffic in 2018/19.

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
- 'It's like a soap opera!': Webcams reveal dramatic lives of Alberta's peregrine falcons. CBC. May 7, 2018
- Cameras are providing a glimpse into the secret life of birds. Global News. May 11, 2018