

**Alberta Conservation Association**  
**2021/22 Project Summary Report**

**Project Name:** On-site Signage (formerly Conservation Site Signs)

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

**Project Leader:** Charmaine Brunet

**Primary ACA staff on project:** Charmaine Brunet

**Partnerships**

Not applicable

**Key Findings**

- Signage was developed and produced as required for each conservation site or project.
- Produced 13 conservation site signs, two landowner habitat signs, two riparian conservation site signs, one lake aeration site sign, two recreational opportunity enhancement signs, one habitat connectivity and access project sign, and various other signage.

**Abstract**

Each conservation site has branded signage to recognize our partners, provide wayfinding for users, and notify users of restrictions on site. Our Information, Education, and Communications Program works with our Land Management, Fisheries, Wildlife, and Report A Poacher programs to produce signs for conservation sites and their boundaries; to support participating landowners; for fisheries access sites; pheasant release sites; recreational opportunity enhancement sites; and lake aeration sites. Signs are also developed for thin ice areas (warnings), interpretive trails, and in support of stakeholder communications and the ACA Grants Program.

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## **Introduction**

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## **Methods**

Digital print files including illustrated aerial site maps and site-specific information are produced throughout the year as required by our Fisheries, Wildlife, and Land Management programs. All signage is coordinated for production and printing to ensure best price, “batch” sizing, and correct site sponsor recognition.

## **Results**

### *Land Management Program*

In 2021/22, signs were produced for 13 conservation sites: Boulder, East Reno, MacConnachie, Manyberries Creek, Milk River Badlands, Millicent, Musidora, Musidora 4, North Raven River, Stefaniuk Family, Tom Makowecki, Vilna, and Wild Rose.

Landowner Habitat Program signage was produced for the Mortland Family and numerous Parkland County sites.

Riparian Conservation Program signage was produced for Leask and for Weibe, including custom 11.875 x 15.875 signs for Wiebe.

Recreation Opportunity Enhancement Program signage was produced for OK Colony and Sunnysite.

Generic and custom Use Respect signs were produced, as well as assorted landowner signage.

### *Fisheries Program*

Lake Aeration project signage was developed and produced for Hasse Lake. Additionally, assorted aeration and thin ice signs were produced including a custom series for the County of Two Hills.

Signage was produced to support angler walleye surveys.

A grant acknowledgement sign was developed and produced for Jackfish Lake.

### *Wildlife Program*

Site and boundary signs were developed and produced for North East Reservoir (formerly CPR Lake) in support of the Connectivity Project.

Signage was developed and produced in support of MULTISAR for bat condos built by HUVAN Construction.

### *Other signs*

Assorted “No Dumping” signage was produced.

Muir Lake educational signage was developed in support of the stakeholder communications project for Trout Unlimited Canada.

Signage was developed for the Government of Alberta’s the Native Trout initiative.

## **Conclusions**

On-site signage is key to end-user Alberta Conservation Association (ACA) brand recognition, sponsor and landowner recognition, proper site use and restriction notification, and on-the-ground promotion of Report A Poacher and “Use Respect – Ask First” initiatives. All signs were printed in a timely manner to coincide with seasonal installations and on-demand needs.

## **Communications**

- Signage developed and produced as required.

Literature Cited

Not applicable

Photos



Photo 1. Various signs produced in 2021. Photo: ACA