

**Alberta Conservation Association
2022/23 Project Summary Report**

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

Information, Education, and Communications Program Manager: Don Myhre

Project Leader: Charmaine Brunes

Primary ACA staff on project: Charmaine Brunes

Partnerships

Not applicable

Key Findings

- Signage was developed and produced as required for each conservation site or project:
 - nine conservation site signs
 - one landowner habitat sign
 - eight riparian conservation site signs
 - 11 lake aeration site signs
 - two fisheries access site signs
 - one enhanced fish stocking sign
 - various other signs

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/leaseholders; 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.

In 2022/23, we produced nine conservation site signs, one landowner habitat sign, eight riparian conservation site signs, 11 lake aeration site signs, two fisheries access site signs, one enhanced fish stocking sign, and various other signs.

Introduction

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Methods

Digital print files sometimes including illustrated aerial site maps, bathymetric 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

- Conservation Site signage: Benoit, East Reno, Gouin, Holden, Kotowich, Leavitt, North Raven River, Vern Potiuk Memorial, and West Neerlandia
- Riparian Conservation Program (RCP) signage: Austin, Bexson, Daewest Holdings, Diamond, Hammond, Janzen, Kennedy, and Nelson
- Fisheries Access Site signage: Nuggent Pond, and Windsor Lake
- Landowner Habitat Program signage: Weber-Johnson
- Use Respect – Ask First signage: Bexson, Godbersen, Kennedy, and Krawchuk.
- Directional signage: West Neerlandia

- Assorted decals/stickers (maps, partner logos, restriction updates): Kennedy Riparian Conservation Program site, MacConnachie Conservation Site, South Plain Lake Conservation Site, etc.

In addition, the “Use Respect – Ask First” template signage was updated to include updated logos and member groups. A new larger format for the Use Respect – Ask First” sign was developed and produced. “Foot Access Only” signage was adapted and produced to include “Ecologically Sensitive Area” notifications. Specialty “Private Property/No Hunting/No Trespassing” signs and “Adjacent Lands are Privately Owned” signs were developed and produced.

Fisheries Program

- Enhanced Fish Stocking signage: Innisfree Trout Pond

In addition, angler survey signage was produced and new 4’x4’ Lake Aeration Site signage including bathometric maps was developed and produced for Beaver Lake, Birch Lake, Coleman Fish and Game Pond, Fiesta Lake, Hansens Reservoir, Ironside Pond, Millers Lake, Mitchell Lake, Muir Lake, Spring Lake, and Winchell Lake.

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

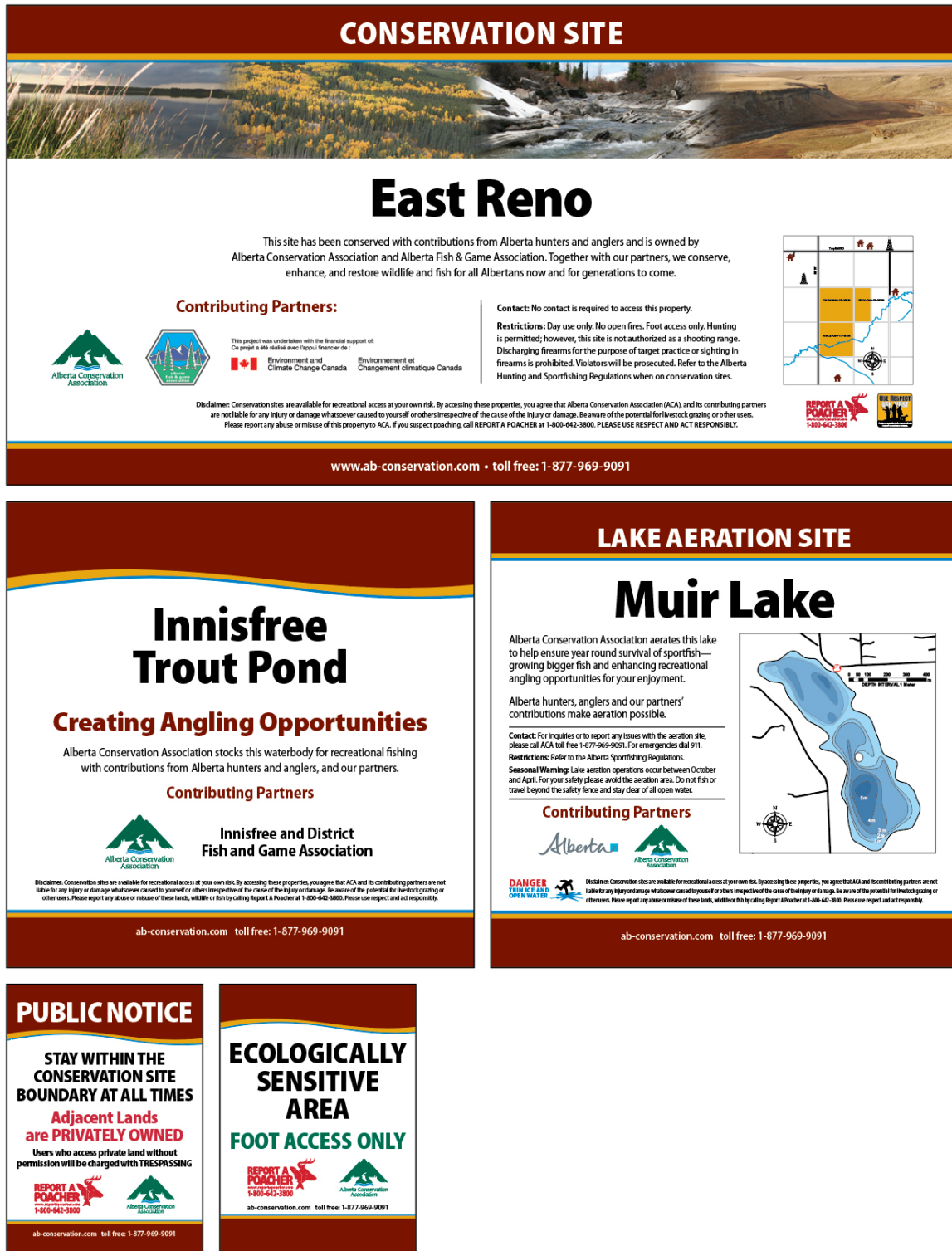


Photo 1. Various signs produced in 2022. Photo: ACA