

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

Project Name: Wildlife Cameras

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Colin Eyo

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Partnerships

AltaLink

Aspen Properties

Capital Power

Nutrien

TeraGo

TransAlta

University of Alberta

Xplornet Enterprise Solutions

Key Findings

- About 116,022 page views of our website between April 1, 2022, and March 31, 2023.
- In all, 519 people were reached and 51,169 participants in the species at risk contest quizzes.

Abstract

The peregrine falcon and ferruginous hawk cameras provide a bird's-eye view into the daily lives of each species as they fight for mates and territory, catch food, and raise their young. In 2022/23, ACA ran four peregrine falcon cameras in locations throughout Edmonton—Bell Tower, Genesee Power Plant, Nutrien, and University of Alberta—and livestreamed the video on our website. The project also includes three ferruginous hawk nests monitored by trail cameras.

The still images were reviewed and posted on our website. Also, three online species at risk contest quizzes were promoted alongside the ferruginous hawk media. Both the peregrine falcon and ferruginous hawk cameras highlight these species at risk, other species at risk initiatives, and resources available from Alberta Environment and Parks. In 2022/23, views of the wildlife camera section of our website accounted for 20% of website traffic, and the species at risk contest quizzes reached 519 people and had 51,169 participants.

Introduction

The peregrine falcon and ferruginous hawk cameras provide a bird's-eye view into the daily lives of each species as they fight for mates and territory, catch food, and raise their young. In 2022/23, Alberta Conservation Association (ACA) ran four peregrine cameras in locations throughout Edmonton—Bell Tower, Genesee Power Plant, Nutrien, and University of Alberta—and livestreamed the video on our website. The project also includes three ferruginous hawk nests monitored by trail cameras. The still images were reviewed and posted on our website. Also, three online species at risk contest quizzes were promoted alongside the ferruginous hawk media. Both the peregrine falcon and ferruginous hawk cameras highlight these species at risk, other species at risk initiatives, and resources available from Alberta Environment and Parks (AEP).

Methods

We livestream the peregrine falcon video, post image stills of ferruginous hawk nests 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 and ferruginous hawk cameras increase traffic to ACA's website, giving us the opportunity to enhance the public's knowledge about the peregrine falcons' behaviour, biology, and *Threatened* status in Alberta. We also provide web links to AEP resources that enhance awareness about species at risk.

Results

The public is interested in learning more about peregrine falcons and ferruginous hawks proven by the views on our website and contest participation. Views of the wildlife camera section of

our website accounted for 20% of website traffic, and the species at risk contest quizzes reached 519 people and had 51,169 participants.

Conclusions

The peregrine falcon and ferruginous hawk cameras are important conservation work because they provide a connection between people and the natural world. They also introduce our website visitors to ACA and our stakeholders.

Communications

- Peregrine camera website: www.ab-conservation.com/wildlife-cameras/peregrine/
- Ferruginous hawk camera website: www.ab-conservation.com/wildlife-cameras/ferruginous-hawk/
- *Alberta Discover Guide* articles
- *Conservation Magazine* articles
- Social media posts
- Species at risk contest quiz
- Constant Contact e-newsletter

Literature Cited

Not applicable

Photos

Not applicable