

# KAMLOOPS ANNUAL REPORT 2024



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***Keeping Wildlife Wild and  
Communities Safe***



Canada's Tournament Capital



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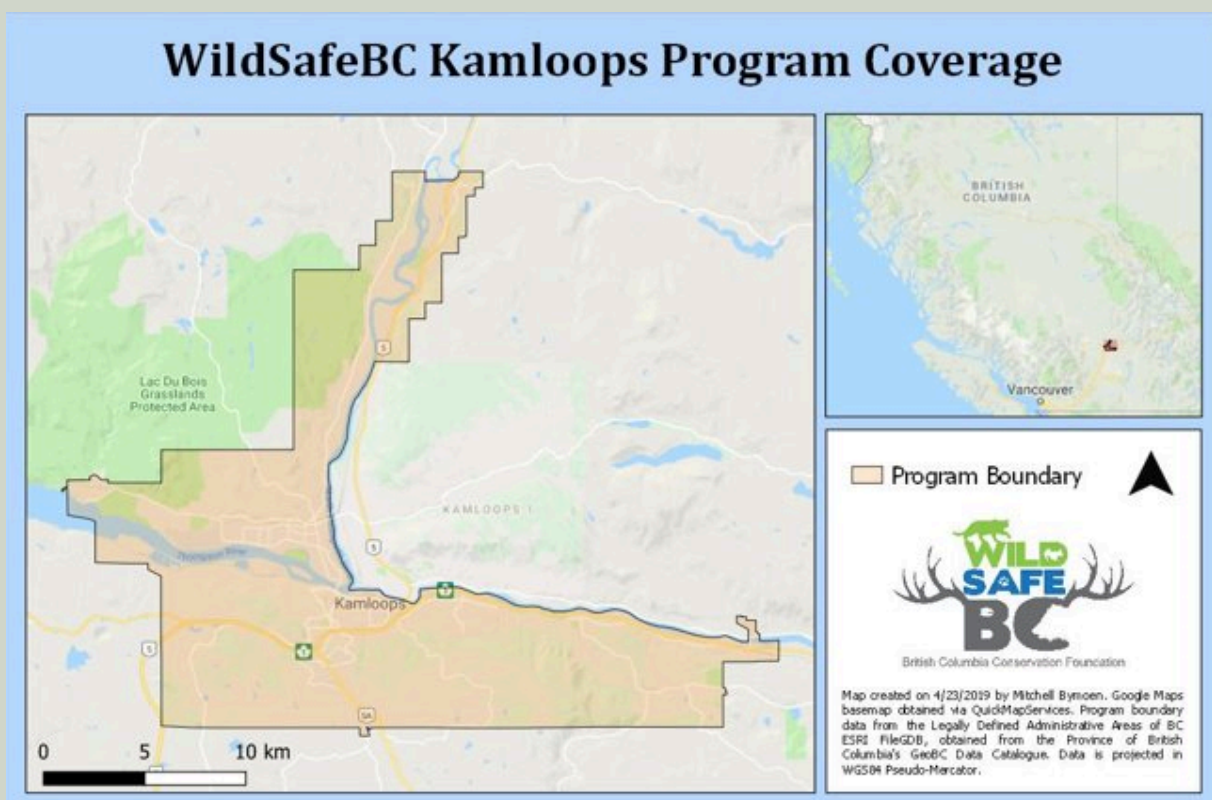
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# Executive Summary

This report describes the activities of the WildSafeBC Kamloops program for the 2024 season between the middle of May and the beginning of November. The main goal of the WildSafeBC Community Coordinator (WCC) is to assist communities in preventing human-wildlife conflicts through educational programs, collaboration, and community solutions. The following report summarizes key program deliverables over the course of the 2024 season, and will help shape the delivery of the program for the 2025 based on coordinator, community, and sponsor needs.

## Program Coverage Area

The WildSafeBC Kamloops program covers approximately 300 square kilometers. Kamloops is located within the Thompson-Nicola Regional District in British Columbia. Kamloops was the first city in BC to earn a "Bear Smart Community" certification in 2009. WildSafeBC acknowledges that the program takes place on the unceded traditional territory of the Secwépemc People.



## 2024 Highlights

**694**

**Students Educated**

**820**

**Community Members Reached**

**5**

**Community Event Booths**

**72**

**Bins Tagged**

**3.9k**

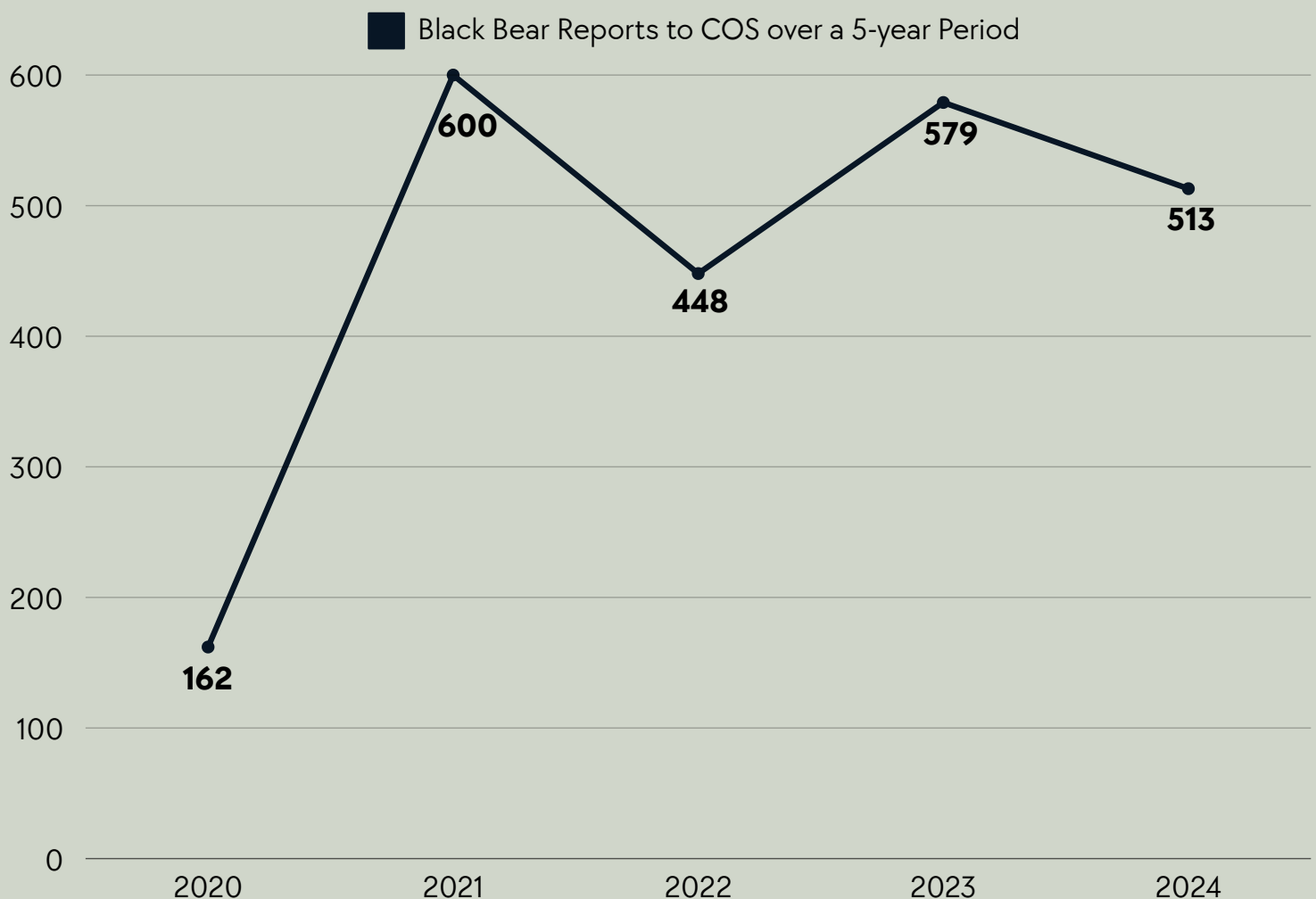
**Facebook Users Reached**



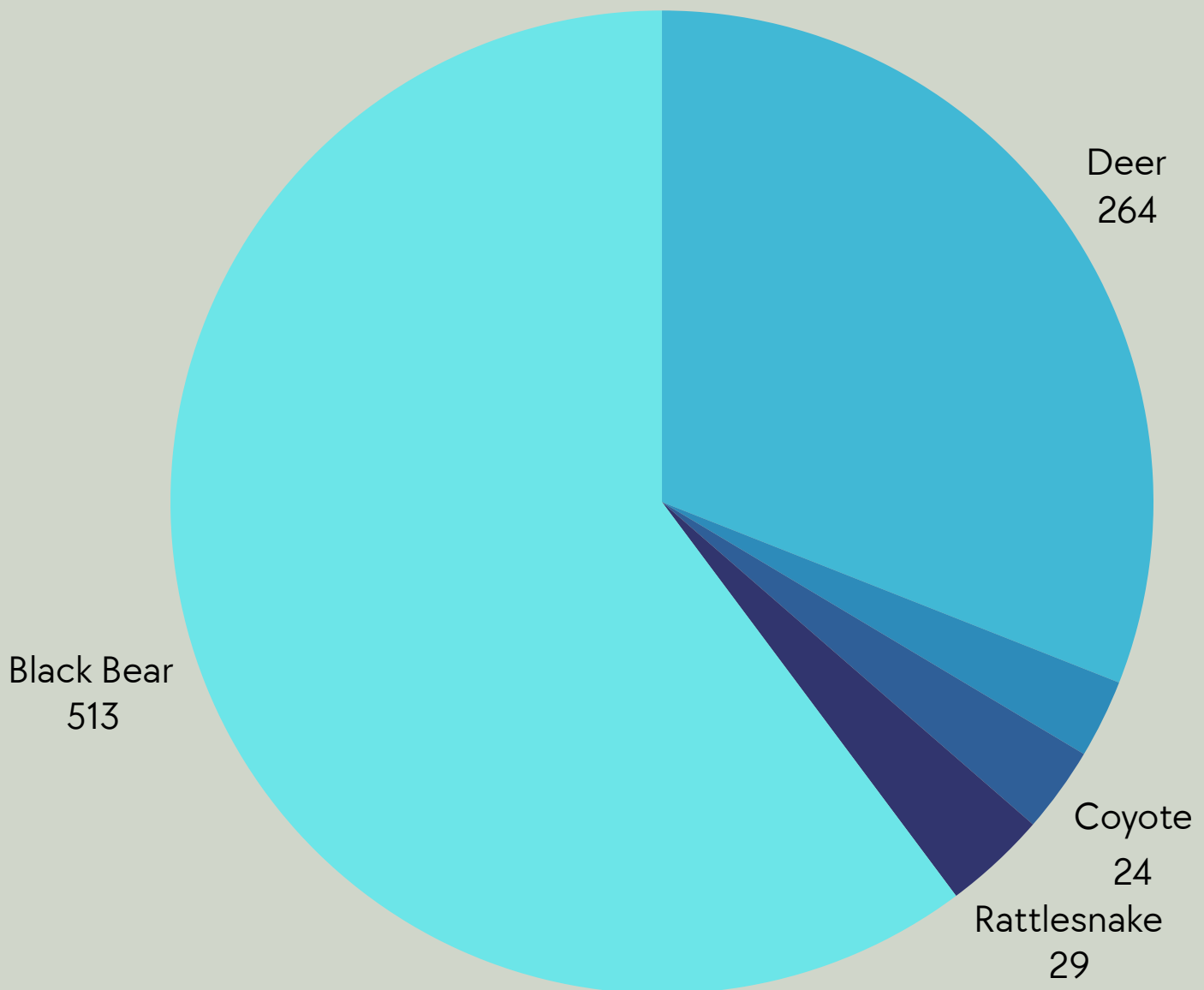
# Conservation Officer Service Reports

From January 1st to October 30th 2024, a total of 852 wildlife reports regarding black bears, deer, coyotes, cougars, and rattlesnakes were made to the Conservation Officer Service through the Report All Poachers and Polluters (RAPP) line (1-877-952-7277) or the online form (<https://forms.gov.bc.ca/environment/rapp/>).

Similar to previous years, black bears were the species most often reported to the COS in 2024, followed by deer. From January 1st to October 30th 2024, there were 513 black bear reports, which is slightly lower than the number of reports made in 2023. This decrease in reports may be due to the fact that Kamloops residents hesitate making reports to COS of black bears due to the belief that “If you call COS they’ll just come and kill the bear”. This attitude can be seen being spread on social media and within neighborhood groups.



# Conservation Officer Service Reports



# WildSafe Ranger Program

The WildSafe Ranger Program introduces students to the concept of human-wildlife conflict and encourages them to take an active role in reducing human-wildlife conflict at home by helping their families identify backyard wildlife attractants. Students are also educated on safety basics when encountering local wildlife species. The WCC delivered 21 WildSafe Ranger presentations across 3 elementary schools, 1 high school, and 1 disability specialty program within the Kamloops-Thompson School District No. 73. As well as 3 summer camps, and 1 daycare.

A total of 694 children throughout Kamloops and the surrounding area became WildSafe Rangers this year and received a WildSafe Ranger kit (activity booklet, bookmark/ruler, sticker, ranger oath card, and animal brooch) to take home with them.



*Photo of the WildSafe Ranger Presentation set-up at the TRU EUREKA! summer camp for 7-13 yr olds*

# WildSafe Ranger Program

School/Group	Grade	# Reached	Date
Kamloops School of the Arts	1-7	274	June 14, Oct 16
Heffley Creek Elementary	K-1	21	June 19th
EUREKA! Summer Camp	3-7	173	July 3, Aug 13
Kiddies Korner Daycare	K-3	24	July 8
SPCA Summer Camp	3-5	48	July 16, 23, Aug 6
Merritt Wilderness Camp*	1-6	15	July 24
Valleyview Secondary	8	59	Sep 16, Nov 7
Insight Education	5-8	22	Oct 2
Arthur Hatton Elementary	K	58	Oct 28, 29

*\*Merritt is outside of the program coverage area and was therefore was provided with provincial funds*



## Community Groups

Three general wildlife safety presentations were given, one to the residents of Kamloops Senior Village on June 10th with 8 attendees, and two to the Grade 11/12 class at Valleyview Secondary on June 3rd and September 16th. An outdoor wildlife safety and conservation presentation was also given in collaboration with BCCF at a Lac Du Bois grasslands event.

The demand for WildSafeBC's Wildlife Awareness and Bear Spray Workshops was the same as last year, with one workshop taking place as requested by the BC Wildlife Park. This bear spray training workshop took place on June 25th and 14 staff members participated and learned the theory and safety with using bear spray on the job. A bear spray demonstration was conducted after the presentation and participants practiced using inert training bear spray.

The WCC also participated in River's Day organized by Bert Edwards Science & Tech School with a special bear-themed station. The WCC spoke about the relationship between the salmon run and bears in hyperphagia, and created a DIY ball-maze game for students where the objective was to get the salmon with it's eggs (glass marble) past the hungry bears (the holes) in order to make it to the spawning grounds (the finish).



*Photos of the River's Day station*



# Display Booths

Display booths allow the public to view and interact with our educational materials, learn about wildlife safety, discuss wildlife attractant management, and network our program offerings to various groups of residents. In 2024, more than 820 people visited the WildSafeBC display booth at 5 community events across the community. The WCC had a display booth at the following events:

- NSBIA's Overlander's Day (July 21st)
- Kamloops Immigrant Services Potluck (August 29th)
- TRU Back-To School BBQ (September 6th)
- Valleyview Block Party (September 7th)
- City of Kamloops Pumpkin Smash (November 2nd)



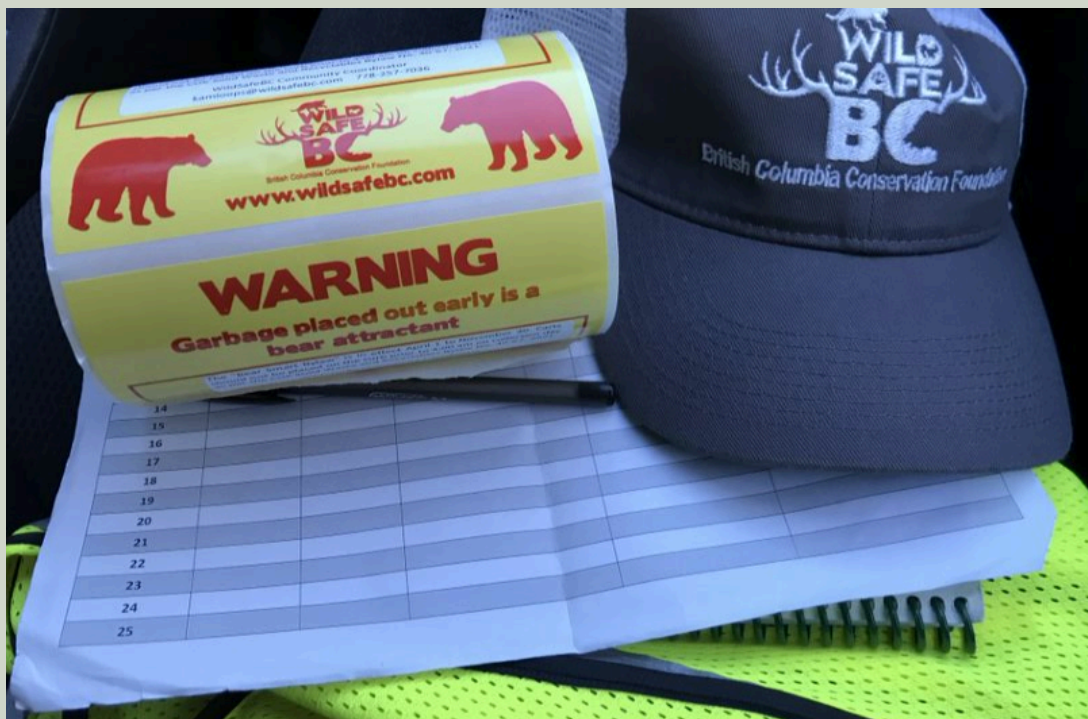
*Photo of the WCC at the display booth set-up at the annual Valleyview Block Party*

## Bin Tagging and Door-to-Door

Garbage bin tagging consists of placing a highly visible and removable warning sticker on top of curbside containers the evening before collection day. During four outings, a total of 72 bins were tagged across 3 garbage collection zones. 27 and 18 bins were tagged in Aberdeen (completed over two weeks to reach all of the neighborhood), 22 were tagged in Valleyview, and 5 bins were tagged in Juniper. 2 perturbed residents spoke to the WCC and Eco-Student at the time expressing their anger at what was occurring, explaining that they felt the bylaw was unjust, or that they felt their bin was being unfairly targeted. 1 resident also called the following day after a bin tagging outing to convey similar feelings.

The WCC was not able to complete 2nd rounds of bin tagging in the fall due to the Eco-Students departing, and no other volunteers being available.

Door-to-door education reached 246 people with door hangers. These door hangers were delivered to all Juniper Ridge residents who partook in the 2023 Bear-Resistant Cart Pilot Program. The WildSafe Kamloops Coordinator also knocked on every door and engaged with residents who were home in conversations about bears and the need to manage their attractants. Many residents seemed open to keeping their bear-resistant cart, undeterred by the extra fee.





## Social Media

The WildSafeBC Kamloops Facebook page came out of hibernation on May 29th with an introductory post from the WildSafe Kamloops Coordinator. Over the season, the page has had 16 new Facebook followers, and now has 1.2k followers. As well, the page has received 1063 Facebook Page likes during this same time period. Throughout the season, the WCC engaged with posts relating to wildlife activity and provided education and information to residents in community Facebook Page groups. This approach was an effective method to bring people in to explore our page and our content while continuing to provide engaging education. Many Facebook posts created were also shared by Facebook users into other groups or on their own personal timeline, which helped promote the WildSafeBC Kamloops Facebook page. In total, the WCC created 49 Facebook posts that reached 3.9k people. The most impactful post created was one advertising a free WildSafeBC webinar on electric fencing, which reached 1.9k users and was reposted 5 times.

### Performance

Daily

Cumulative



#### Reach ⓘ

3.9K ↑ 132.9%

#### Content interactions ⓘ

226 ↑ 769.2%

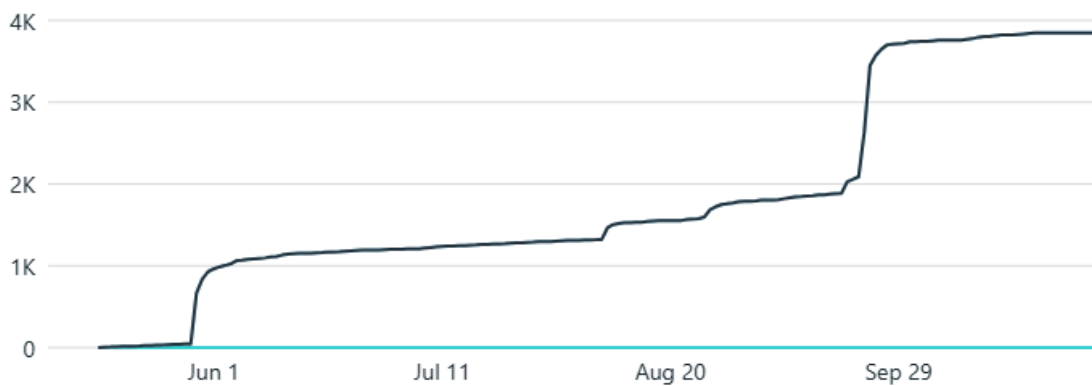
#### Followers ⓘ

Lifetime

1.2K

#### Link clicks ⓘ

11 ↑ 266.7%



#### Reach breakdown

##### Total

3,854 ↑ 132.9%

##### From organic

3,854 ↑ 136.7%

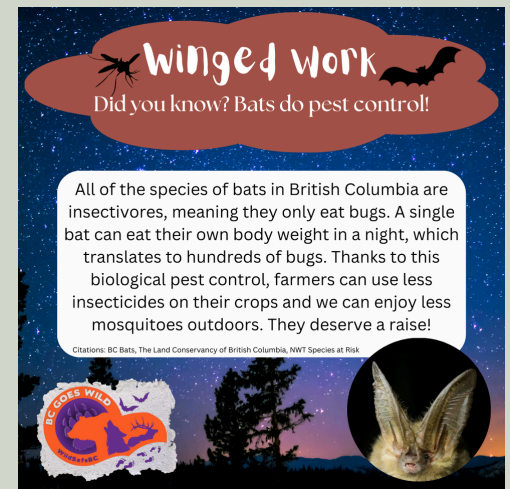
##### From ads

0 0%

# BC Goes Wild

Throughout September when human-bear conflicts are at their highest in BC, WildSafeBC celebrates its annual BC Goes Wild campaign to acknowledge the spectacular diversity of wildlife in the Province. For the 9th Annual BC Goes Wild Event, the WCC created a special weekly educational social media campaign for the Facebook page highlighting four species of animal in BC/Kamloops and their greater importance to the ecosystem. Bears and their relationship with inland tree growth, beavers and their relationship with flooding and droughts, bats and their relationship with pest reduction, and turkey vultures and their relationship with disease prevention.

The WCC also promoted the WildSafe Rangers Coloring Contest that ran from September 1st to September 30th, where the winner would receive WildSafeBC swag and a \$50 cheque in the mail as a prize.



## Challenges and Future Goals

Improperly managed garbage, fruit trees, bird feeders, and urban livestock continue to be a source of human-wildlife conflict in Kamloops. While some residents are familiar with conflict and how to prevent it, others are less aware of the risks of human-wildlife conflict. Continued outreach is needed to provide people with knowledge and skills on how to manage wildlife attractants and how to stay safe when in wildlife country. The WildSafe Kamloops Coordinator recommends the following activities for 2025:

- Continue to educate children in Kamloops on human-wildlife conflict and wildlife safety through delivery of the WildSafe Ranger program at schools and summer camps
- Continued participation in the Human-Bear Conflict Management Committee
- Continue educating residents on the City of Kamloops Solid Waste “Bear Smart” Bylaw through the WildSafeBC bin-tagging program (next season have a concrete plan for how to go about bin-tagging in the fall after the summer Eco-Students have left, as bin-tagging is not feasible or safe to do as a solo activity)
- Continue to support the City of Kamloops as they explore further ways to help residents secure their solid waste with the recent introduction of their by-request bear-resistant organic and garbage carts
- Continue to work with the Conservation Officer Service and strengthen working relationships with the Wildlife Safety Response Officer (if there is one present)
- Continue to develop relationships with Indigenous groups and other Kamloops community and neighborhood association groups
- Continue to promote the Gleaning Abundance Program for fruit tree owners
- Continue to promote electric fencing as a solution for wildlife conflict, and host workshops if groups or residents show interest
- Continue to promote the use and importance of bear spray when recreating – this could be done by reaching out to recreation/hiking clubs next year to train new members
- Continue to increase the followers of the WildSafeBC Kamloops Facebook page and share more posts on community neighborhood pages, and create a special social media campaign for the Facebook page during “BC Goes Wild” month in September

## Acknowledgements

The WildSafeBC Kamloops Coordinator would like to thank the City of Kamloops, the Province of British Columbia, and the BC Conservation Foundation for funding the WildSafeBC Kamloops project. A special thanks goes out to City of Kamloops representatives for their assistance and support throughout the season, including Danielle Sparks and Krista Morden, as well as the Eco-Smart summer students (Morgan, Luke, Reid and Hayden) for their efforts in the bin-tagging program. A huge thank you to the WildSafeBC Program Manager Lisa Lopez, for her endless knowledge and guidance. Thank you to the Conservation Officer Service for their direction and support of the program, including Sergeant Mike Sanderson, and Wildlife Safety Response Officers Ethan Porrier and Lubomir Magdolen. Lastly, the WildSafeBC Kamloops Coordinator would like to send an enormous thank you to all the British Columbia Conservation Foundation staff and fellow provincial WildSafeBC Community Coordinators for their encouragement and support. This program would not be able to succeed without the collaboration of all those mentioned.

*Thank You!*



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