

## Snapshot Wisconsin

Snapshot Wisconsin is a partnership to monitor wildlife year-round, using a statewide network of volunteer-managed trail cameras. The project provides data needed for wildlife management decision support and involves the public in the data collection process. We post photos online for crowd-sourced classification at [www.snapshotwisconsin.org](http://www.snapshotwisconsin.org).

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### TIMELINE

Launch: April 2016  
Funded Through: June 2022

### DNR PARTNER BUREAU

Wildlife Management

### FUNDING

Pittman-Robertson

### EXTERNAL STAKEHOLDERS

General public  
Species advisory committees  
Educators and students

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We designed the Snapshot Wisconsin program to incorporate four main directives that arose from the Deer Trustee Report: 1) assess statewide distribution and abundance of carnivores, 2) develop new methods to monitor deer populations, 3) increase citizen involvement in wildlife monitoring, and 4) foster better relationships and trust between WDNR and the people of Wisconsin. Our initial launch included close partnerships with UW-Madison, UW-Extension and Alder Planetarium through a NASA grant.

Our staff recruit, train and manage volunteer trail camera hosts and interact with online Zooniverse volunteers. We share project results with volunteers and the public through a monthly newsletter, and photos from the project are also used by the Department for outreach purposes.

Snapshot Wisconsin acts as a goodwill ambassador to all corners of the state on behalf of WDNR. To date, there have been 80+ news stories about Snapshot, all of which have been positive. Our social media posts also garner positive attention for WDNR.



### KEY POINTS

- » Data are used to support wildlife management decision making.
- » Data collected by the project are already improving fawn-to-doe ratio studies, wolf-tracking efforts, and providing data about the reintroduced elk herds.
- » Citizens, including educators, students and tribal members, are becoming increasingly involved in wildlife monitoring.
- » Snapshot Wisconsin works daily to improve the relationships between the WDNR and the people of Wisconsin.
- » Snapshot Wisconsin provides a way to monitor potentially all of Wisconsin's wildlife species using a consistent methodology, which leads to efficiencies and cost savings.
- » We are grateful to the many volunteers who make this work possible.

### SPOKESPERSONS

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