

**“Urban areas a blind spot
in DOC’s data collection.”**

SciSpace

**“Good data drives
better conservation.”**

DOC



CHALLENGE

How can we make it easy for time-strapped Kiwis to do their bit for Predator Free NZ?

INSIGHT

Cars are almost always outside, but they don't engage with nature in a positive way.

IDEA

Let's turn idle cars into undercover bird watchers.

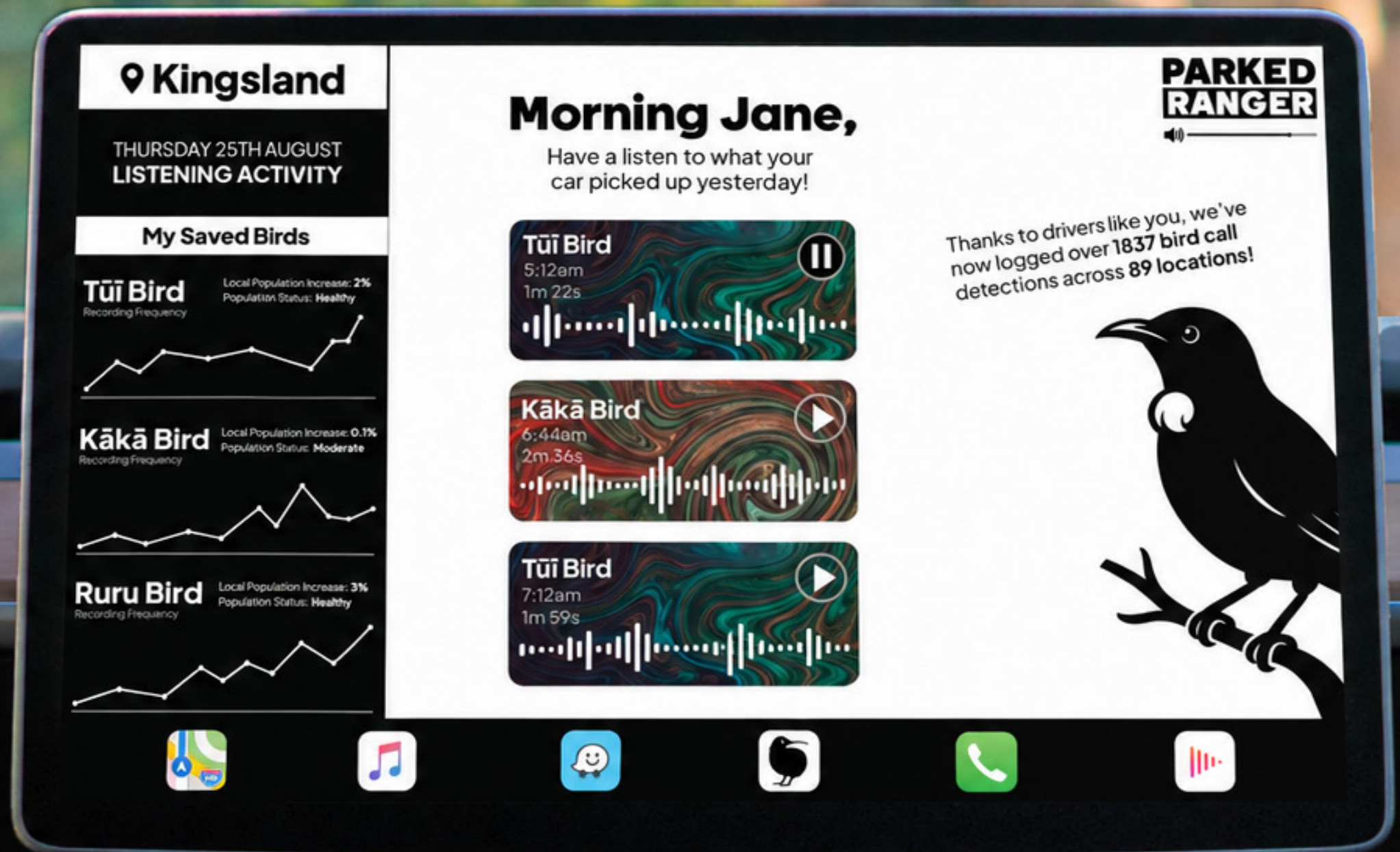
PARKED RANGERS

LET YOUR IDLE CAR TRACK NATIVE BIRD NUMBERS

Unfortunately, tracking bird populations and predator impact is currently **almost impossible** in our cities and urban areas.

Parked Rangers is an app for your car that turns your **vehicle** into a bird tracker. By using the car's microphone to listen out for their song, we can accurately count them.

Predator Free NZ's brand platform is all about **taking a positive approach** to inspire community participation in helping our native species thrive.

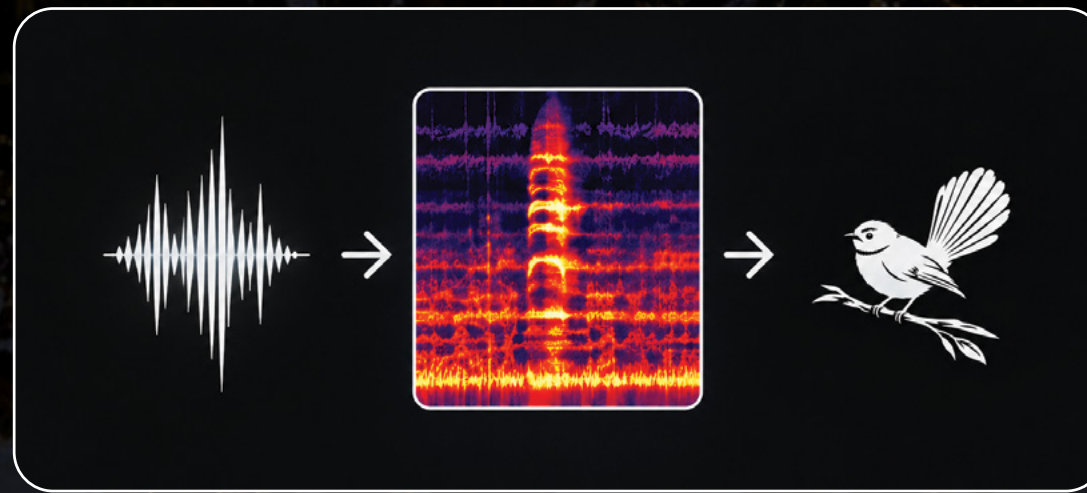




Car is parked.



The car's microphone listens for nearby bird calls.



BirdNET turns the sound into a spectrogram and identifies the species.



Each detection is logged and the data is sent off to Predator Free NZ.

DOC is already using bird song to track native bird numbers.

BirdNET, a deep-learning model trained on sound waves to recognise bird species based on their song, has been deployed across thousands of audio devices in NZ's deep bush.

So why don't we take this same tech and put it in our cars?

There are **420,000 vehicles on NZ roads newer than 2020**. Modern cars can now download apps directly onto the vehicle's tech ecosystem, letting you install and run **Parked Ranger** whenever the car isn't in use.



With Parked Ranger's data feeding into **DOOH**, people can see their efforts paying off, all of which puts **long-term community involvement on steroids**.



• LIVE

KĀKĀ NUMBERS ARE UP 15% IN 9 PT CHEV

(sorry about all the extra bird poo...)

PARKED RANGERS

LUMO

When bird numbers in an area start to decline, that data is passed onto **DOC**, so they can immediately step in with extra traps and resources.



A Parked Ranger sticker encourages people to do more for the birds of Aotearoa by **turning off their ignition and letting Parked Rangers run**.