

# Bay Area Puma Project

Making a difference for the California pumas

## Why protect pumas?

California's Central Coast and Southern puma populations are Candidate Endangered species under the CA Endangered Species Act (CESA). This means that pumas in these areas are at risk of extinction due to habitat isolation, fragmentation and human-wildlife conflict.

Pumas are a keystone species. As apex predators, they keep prey populations in check and also prevent the spread of disease carried by deer. If absent, herbivore populations (e.g. mule deer) could increase to unsustainable levels, affecting plant survival and diversity.

## Our approach

### Research

- Collect data about puma presence and activity across the Bay Area, and quantify responses towards increasing urbanization
- Share results with the public, project partners, and other biologists

### Education

- Inform local residents by providing evidence-based information and tools to promote coexistence
- Engage with people across the Bay Area and directly involve residents in research and outreach activities

### Conservation

- Identify critical linkages and priority habitats for pumas
- Prevent human-wildlife conflict and address misinformation through improved public awareness

## The need for BAPP

Launched in 2007, the Bay Area Puma Project (BAPP) uses research and community engagement to maintain the long-term persistence of pumas in the Bay Area and Orange County. Impacted by widespread human development, pumas must navigate human-dominated spaces to reach wildlife habitat. This can lead to more puma sightings, and unfortunately, to misinformation.

People might assume that sightings correspond to puma population numbers. Felidae continues collecting data about pumas, using research to improve public awareness about the species in the Bay Area and dispel misconceptions like "increased sightings correlate to a growing population".



## The impact of research

Felidae uses non-invasive research tools to study pumas. We maintain a camera trap network across the greater Bay Area and Orange County to map their presence and study animal behavior. Felidae also surveys the region to collect puma fecal and hair samples to assess how growing human encroachment affects various health metrics and overall population health.

Our research provides critical information that deepens our understanding of pumas in the area. As we continue to answer key questions like “How are pumas navigating an increasingly fragmented habitat?”, we can provide key insights that help promote coexistence and improve management strategies.

## You can help

By supporting the Bay Area Puma Project, you help protect pumas, bobcats, and the ecosystems we all rely on. Your gift fuels groundbreaking research that safeguards wildlife, biodiversity, and public health. 100% of your donation goes directly to this critical work—every dollar makes a difference.

Scan the QR Code or visit [felidaefund.org](https://felidaefund.org) to donate!



## Get involved

As a non-profit organization, our volunteer base is invaluable. We need all sorts of skills- from tech-savvy folks to outdoor enthusiasts, we welcome all those interested in making a difference!

Scan the QR Code or visit [felidaefund.org](https://felidaefund.org) to volunteer!



Living with Lions



FELIDAE CONSERVATION FUND



Bay Area Puma Project

## Our partners

California Department of Fish and Wildlife • University of South Dakota • Oregon State University  
University of Texas at Austin • Fresno Chaffee Zoo • Conservation Society of California