



desert conservation
PROGRAM
respect, protect and enjoy our desert!

Public Information, Education and Outreach

Heather Green

August 23, 2016





One of the conservation actions in the Multiple Species Habitat Conservation Plan

- Spread messages of conservation and responsible desert use
- Encourage the public to respect, and protect our desert ecosystem

Clark County MSHCP/EIS

2. Multiple Species Habitat Conservation Plan

2.8 Measures to Minimize, Mitigate, and Monitor Impacts of Take

The following sections delineate, by responsible agency, measures proposed to minimize, mitigate, and monitor the impacts of take of species covered by the MSHCP. The measures have been derived primarily from the existing and proposed additional conservation measures identified in Appendix A that address the potential threats to each ecosystem and in Appendix B that address the potential threats to each species. Existing conservation measures are identified in italics in the text.

The following are recommended conservation actions to be undertaken by each local, state, and Federal agency participating in the MSHCP. **The conservation actions include public information and education, adaptive management, and land use policies and actions.** For adaptive management, the conservation actions include research, monitoring for trends, and inventories to assess the status of habitats and species. The land use policies and actions include habitat restoration and enhancement measures, protective measures which may include regulatory prescriptions, use restrictions, or other land



Ways that we do this:



- Mojave Max Education Program
- Participation in community outreach events
- Production and distribution of informative videos:
 - “Stay on the Trail”
 - Information about the BCCE
 - Desert tortoise facts
- Mojave Max website and other social media forums



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Mojave Max Education Program

Mojave Max Education Program

- Started in 2000
- Contract with RRCIA
- Receive requests for assemblies from CCSD
- Individual classroom programs
- Teacher workshops
- Annual emergence contest





2016 Mojave Max Education Program Accomplishments

- Over 8,000 students were reached through assemblies and individual classroom programs
- Classroom programs were conducted at 39 different schools and 198 individual classroom presentations were completed
- More than 4,470 Emergence Contest entries were received



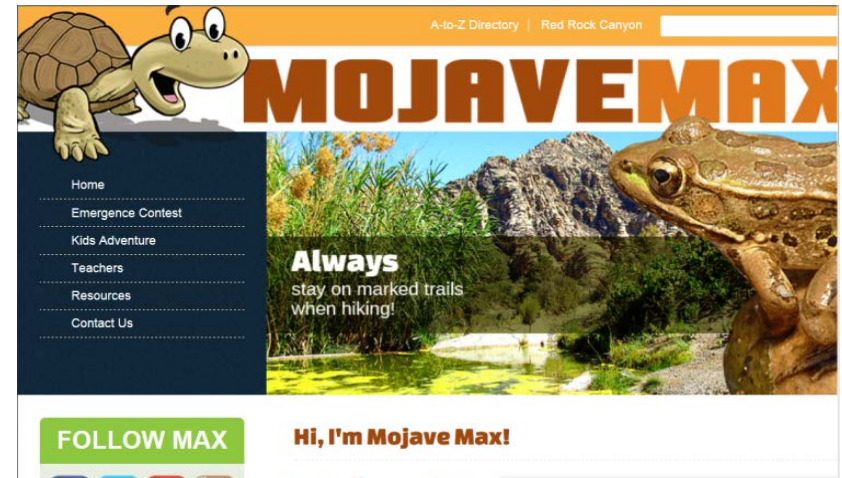
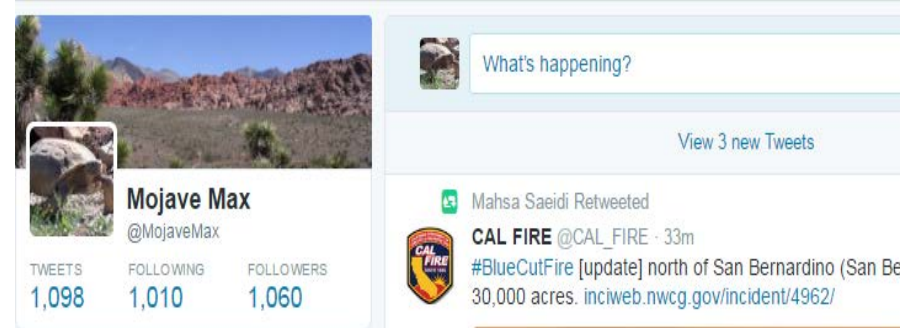


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Public Information, Education and Outreach Websites & Social Media

Websites and Social Media

- Clark County DCP website
- Mojave Max Website
- Mojave Max Facebook
- Mojave Max Twitter
- Mojave Max Instagram



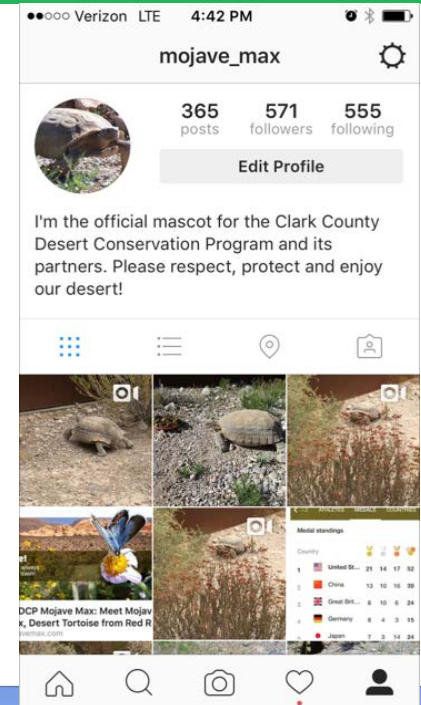
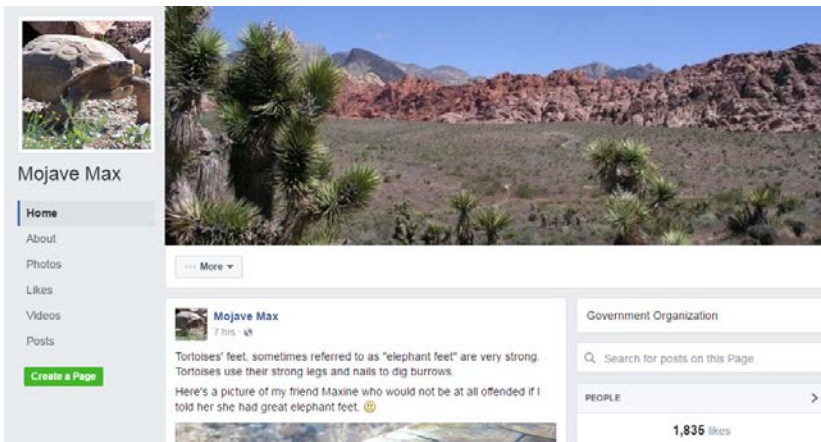


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Public Information, Education and Outreach Social Media

Comparisons

- Mojave Max Facebook
2015: 1,276 2016: 1,835
- Mojave Max Twitter
2015: 335 2016: 1,069
- Mojave Max Instagram
2015: 294 2016: 571





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Community Outreach

Community Outreach Events

- Presence at over 29 events, reaching over 15,000 people



BioBlitz at Death Valley NPS

- Giveaways
 - Desert Tortoise Stress Balls
 - Mojave Max Backpacks
 - Coloring Books



Fat Boy 5K Race



Nat'l. Reading Week



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Community Outreach

Outreach Events

- **Public Health Fair** - St. Rose Hospital, Siena Campus
- **Metro's Nat'l Night Out** - Town Square
- **Candlelighters Childhood Cancer 5K** – Mtns Edge
- **Step Up for Kids** – Springs Preserve
- **Festival** - Downtown Summerlin
- **GREENFest** - Downtown Summerlin
- **Susan G. Komen Race for the Cure** - Fremont Street
- **Fall Festival at Mt. Charleston** – Kyle Canyon
- **National Reading Week** – Harmon Elementary School



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Mojave Max Camera

NEW DEVELOPMENTS

- Mojave Max live streaming video camera was installed at Red Rock Canyon National Conservation Area





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Mojave Max Camera

<https://mojavemax.com/live-stream>





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Public Information, Education
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To the Max



NEW DEVELOPMENTS

- “To the Max” reimagining campaign
 - Showcase purpose and benefits of the DCP
 - Effectively spread various messages of the DCP
 - Speak to a variety of audiences

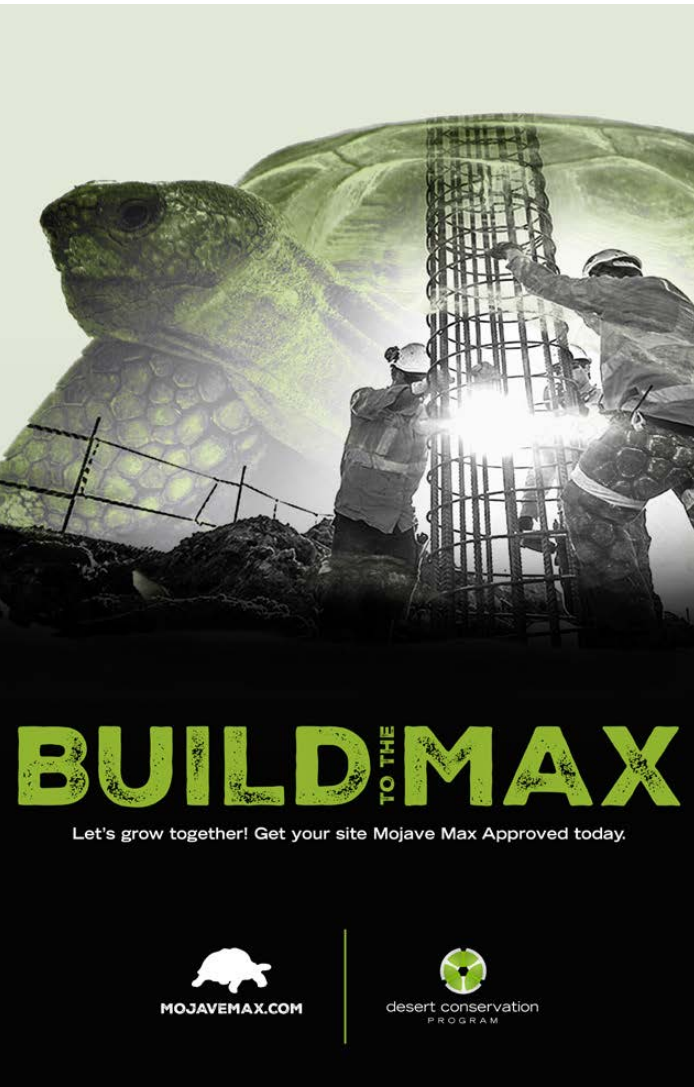


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To the Max

Messaging to the builder/developer community:

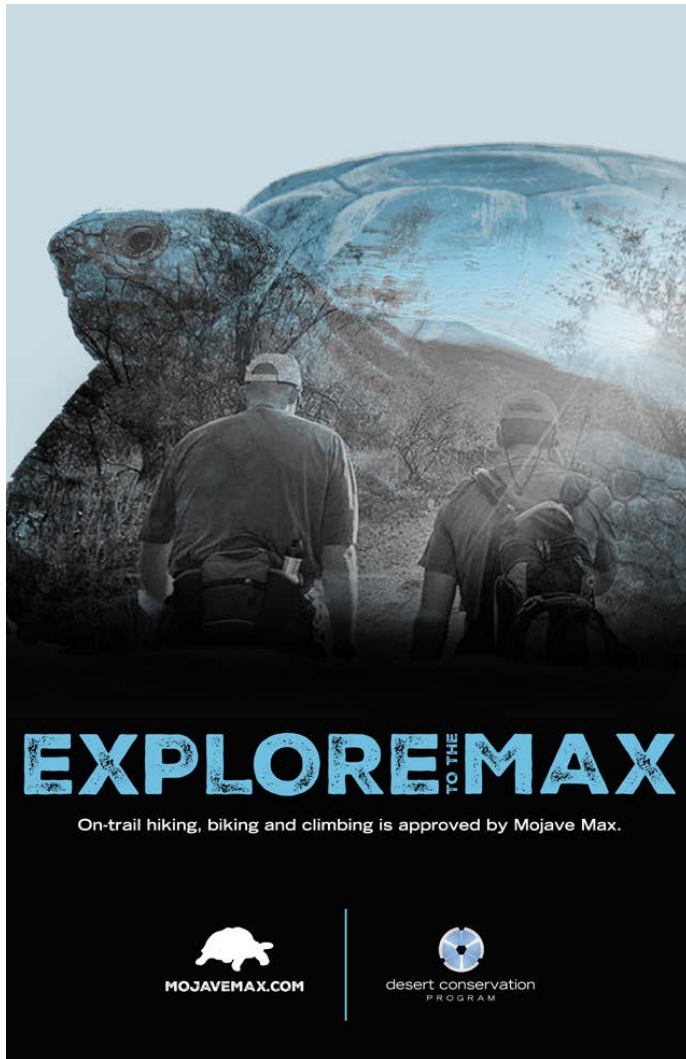
- We're here to help
- Your fees, allow participation in a streamlined permitting process without the need for individual project-by-project consultations with the USFWS to comply with the Endangered Species Act





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To the Max



Messaging to the outdoor enthusiast:

- Hike, bike, climb and explore the wonders of our incredible Southern Nevada desert
- Protect your playground

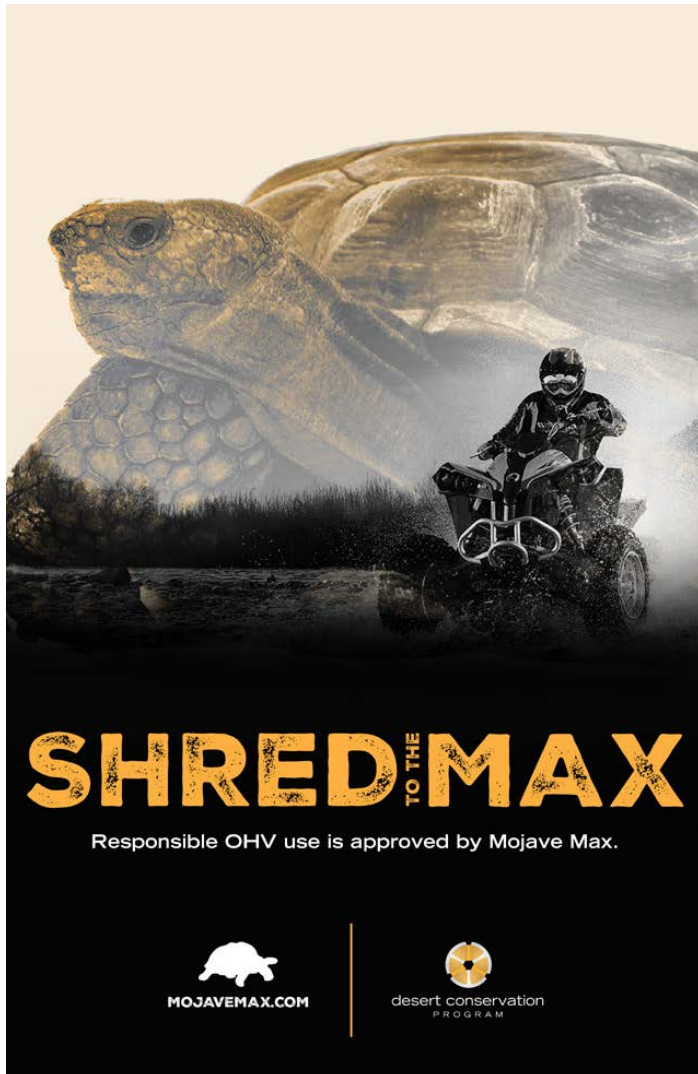


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Messaging to the OHV Enthusiast:

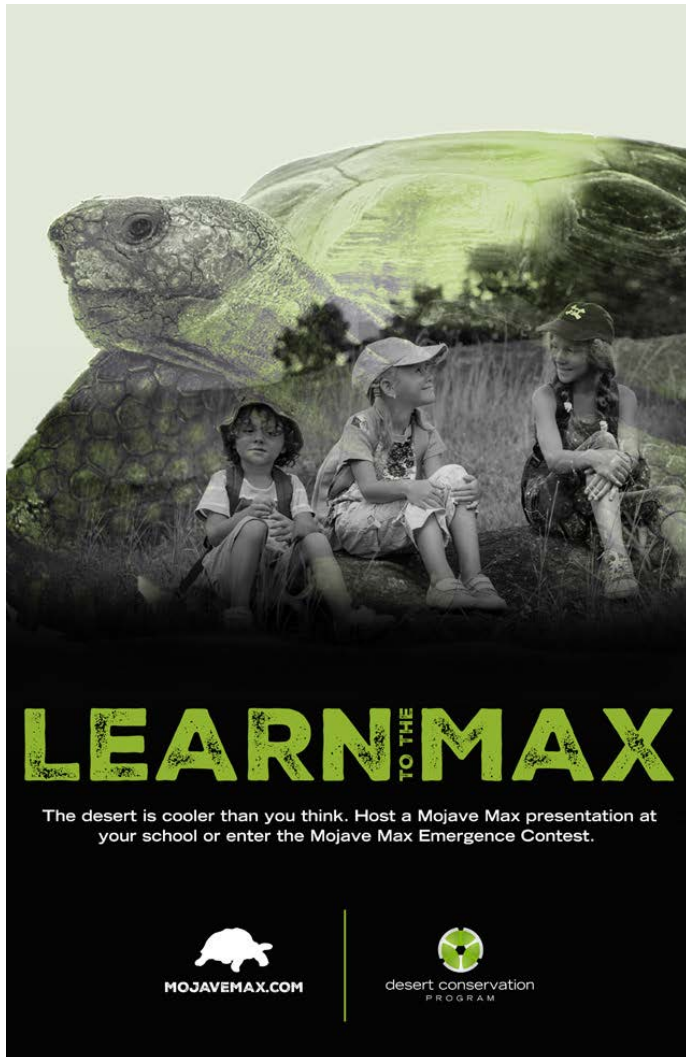
- Enjoy your passion on approved and marked trails, the desert is more delicate than it appears
- Partnering with NV Commission on OHVs to help raise awareness about registering OHVs
- Currently only about 10% of riders register their OHVs





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To the Max



Messaging to CCSD students and the youth of Southern Nevada:

- The desert tortoise and desert ecosystem are fascinating and exciting things to explore and protect



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Questions?

