



PUBLIC INFORMATION, EDUCATION AND OUTREACH

AUGUST 28, 2017



MOJAVEMAX.COM



desert conservation
PROGRAM

PURPOSE



Public Information and Education is 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

PURPOSE



Some of the ways that we do this:

- Mojave Max Education Program
- Participation in community outreach events
- Production and distribution of printed materials and videos
- Through the Mojave Max website and other social media forums



EDUCATION PROGRAM



Mojave Max Education Program

- Started in 2000
- Receive requests through the Mojave Max website for assemblies, individual classroom programs, and outreach events
- Contract with a consultant who administers the Mojave Max assemblies, outreach events and individual classroom programs
- Annual Mojave Max Emergence Contest



EDUCATION PROGRAM



2017 Mojave Max Education Program Accomplishments

- Over 7,700 students were reached through assemblies and individual classroom programs
- Classroom programs were conducted at 52 different schools and 179 classroom presentations were completed
- More than 6,400 emergence contest entries were received



SOCIAL MEDIA



Websites and Social Media

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

FOLLOW MOJAVE MAX

Get information about Mojave Max, who he is and why he's an important mascot for The Desert Conservation Program. Also check out his website at MojaveMax.com.



Follow him on social media too!



Mojave Max



Mojave_Max



@MojaveMax

SOCIAL MEDIA

Comparisons

Mojave Max Facebook

2015: 1,276 2016: 1,835 2017: 2,261

77% Increase

Mojave Max Twitter

2015: 335 2016: 1,069 2017: 1,526

355% Increase

Mojave Max Instagram

2015: 294 2016: 571 2017: 831

182% Increase



OUTREACH EVENTS



Community Outreach Events

Presence at over 20 events, reaching over 6,200 people

Giveaways

Desert tortoise stress balls

Mojave Max backpacks

Learn to the Max iron on patches

Learn to the Max flashlights



OUTREACH EVENTS



Outreach Events

Pigs for the Kids (Charity BBQ Event) – Craig Ranch Regional Park

Healthy Kids Festival – Whitney Recreation Center

Step Up for Kids – Springs Preserve

Summerlin Festival – Downtown Summerlin

Girl Scout Cookie Kick-off – Girl Scouts of Southern Nevada

Eggstravaganza – Lewis Family Park

Spring Fling – Cambridge Recreation Center

Junior Ranger Day – Lake Mead NRA



EDUCATION PROGRAM



New Developments

- August 1st of this year we started a new contract with Outside Las Vegas Foundation
- We'll be moving the Mojave Max program to the Springs Preserve
 - Named "Best Place to Take the Kids in Southern Nevada"
 - Dedication to youth education
 - Inspires environmental stewardship
- We developed a new Mojave Max [website](#) which launched May 8th



QUESTIONS



THE END