

PUBLIC INFORMATION, EDUCATION AND OUTREACH

AUGUST 28, 2019



MOJAVEMAX.COM



desert conservation
PROGRAM

PURPOSE



Public Information and Education is one of the conservation actions identified in the Multiple Species Habitat Conservation Plan

- Share messages about desert tortoises, native species, and responsible desert use
- Encourage people 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



Mascot for the Clark County Desert Conservation Program and its partners.

- Mojave Max has been our mascot since 1995.
- Max has been sharing messages about desert tortoises, native species, and responsible desert use



ADMINISTRATION



Contract with a consultant who helps us administer the Mojave Max Education Program.

- Mojave Max Education Program
 - Conduct assemblies at various Clark County schools during the Fall and Winter months
 - Tortoise Talks
 - Annual Mojave Max Emergence Contest
- Production and distribution of printed materials and videos
- Through the Mojave Max website and other social media forums
- Participation in community outreach events

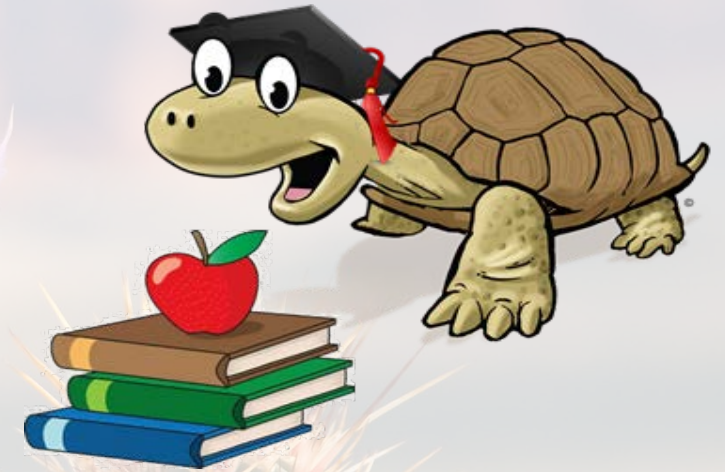


EDUCATION PROGRAM



Mojave Max Education Program

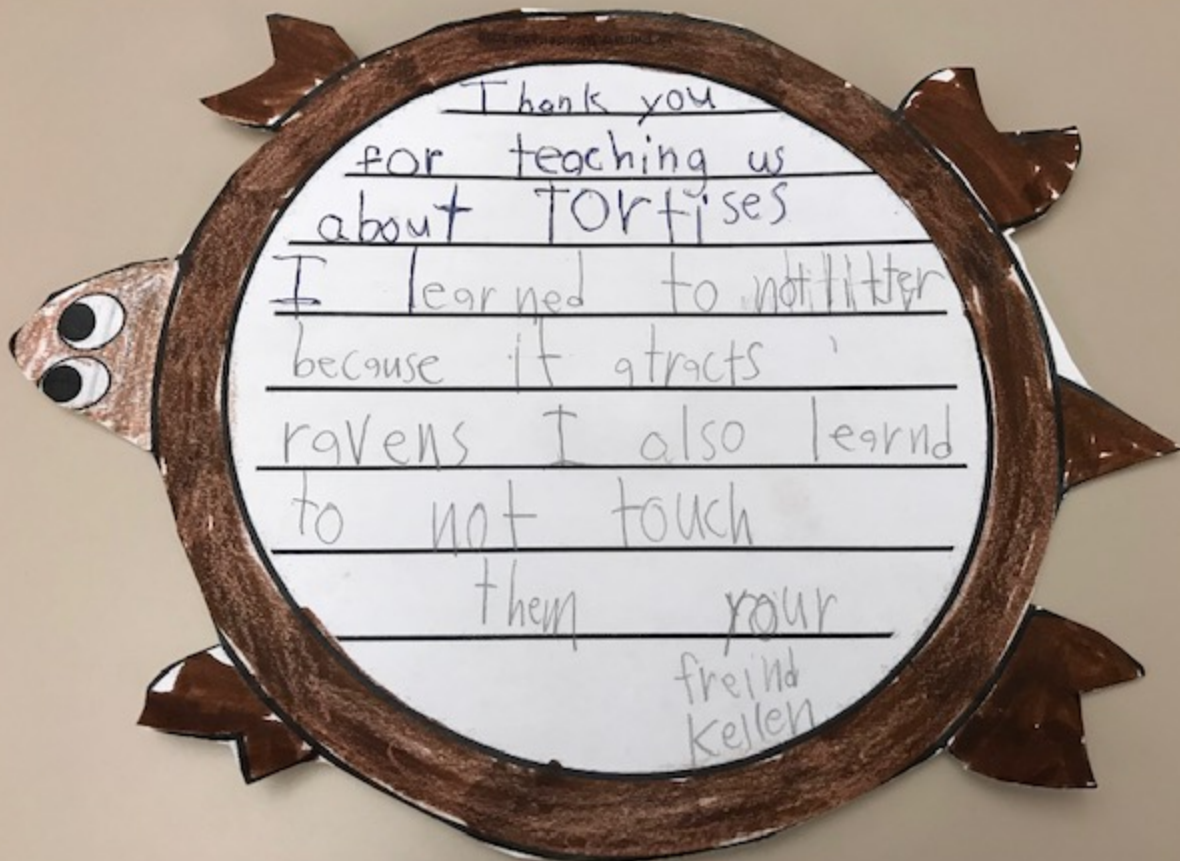
- Started in 2000
- Receive requests through the Mojave Max website for Mojave Max assemblies, individual Tortoise Talks, and outreach events
- Annual Mojave Max Emergence Contest



EDUCATION PROGRAM



Thank You Notes from Divich Elementary School 1st - 3rd Grade Students



Thank you for teaching us about tortoises. I learned to not litter because it attracts ravens. I also learned to not touch them.

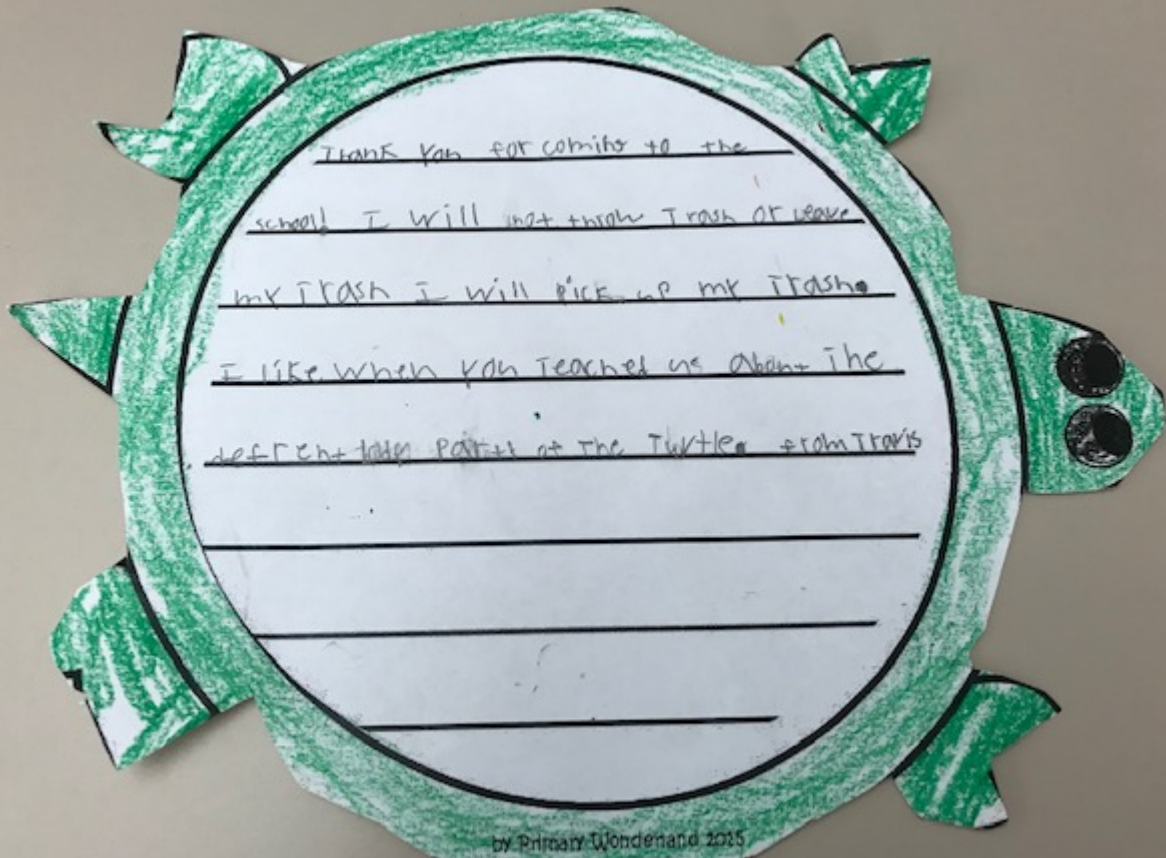
Your friend,
Kellen



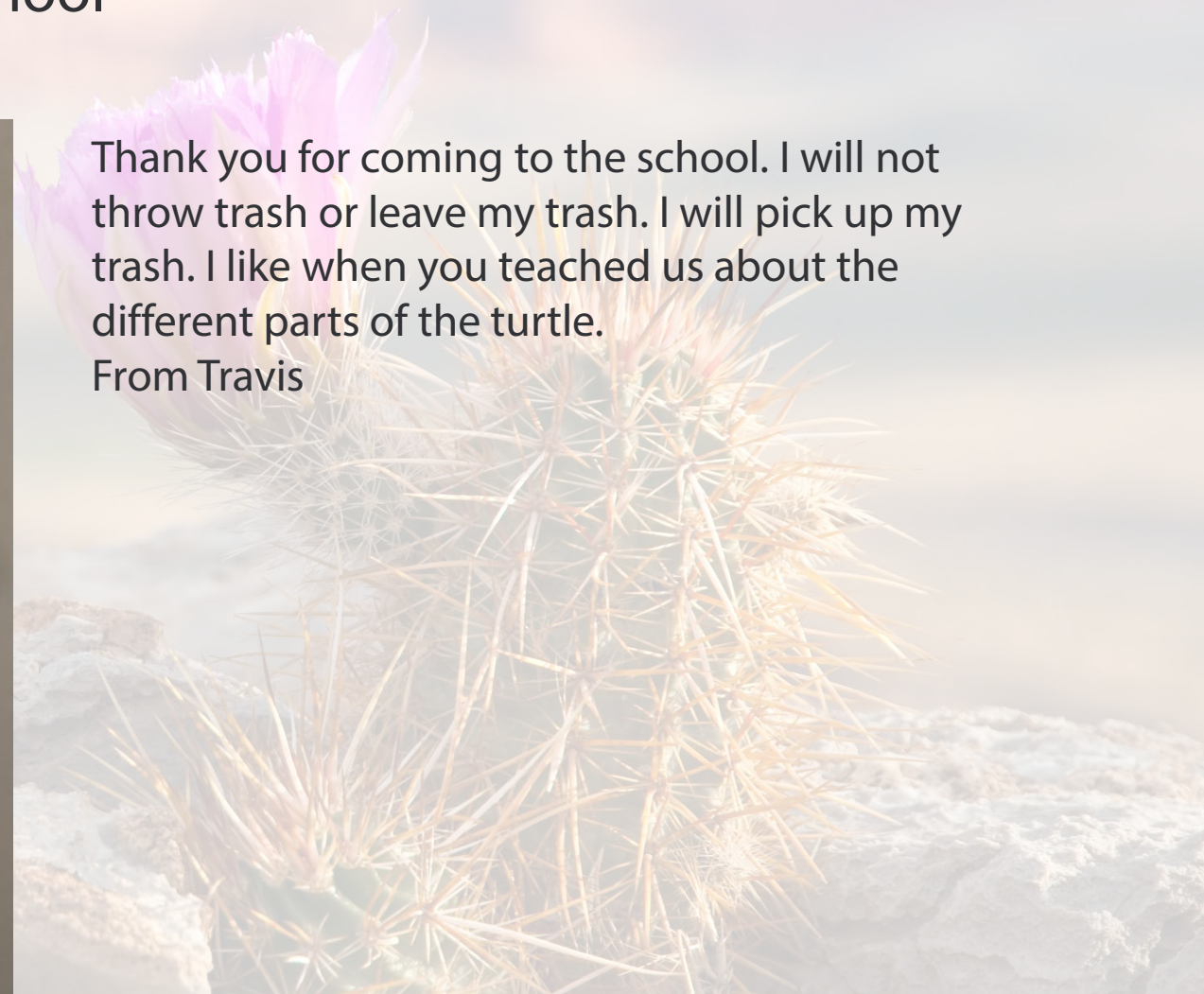
EDUCATION PROGRAM



Thank You Notes from Divich Elementary School 1st - 3rd Grade Students



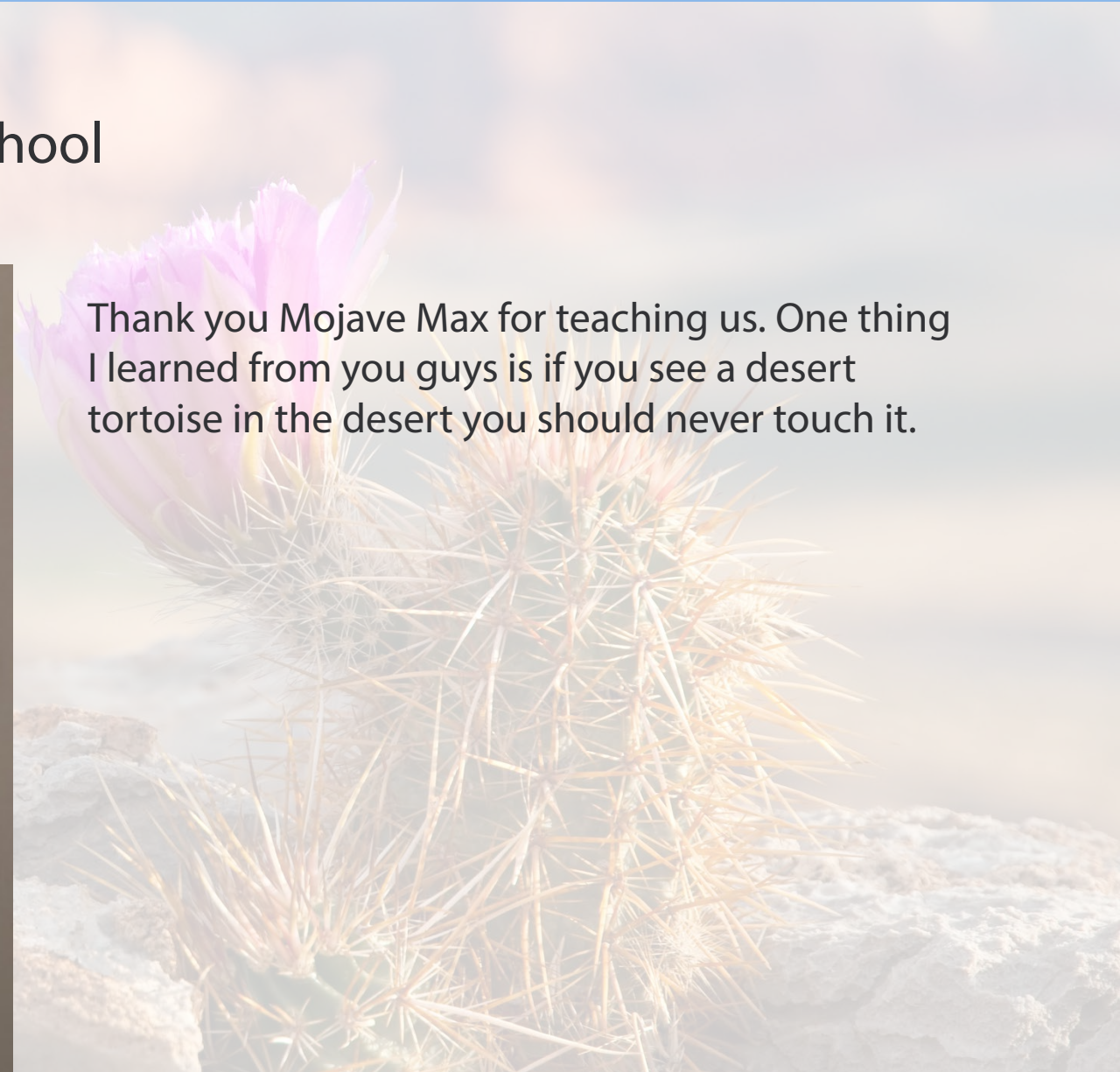
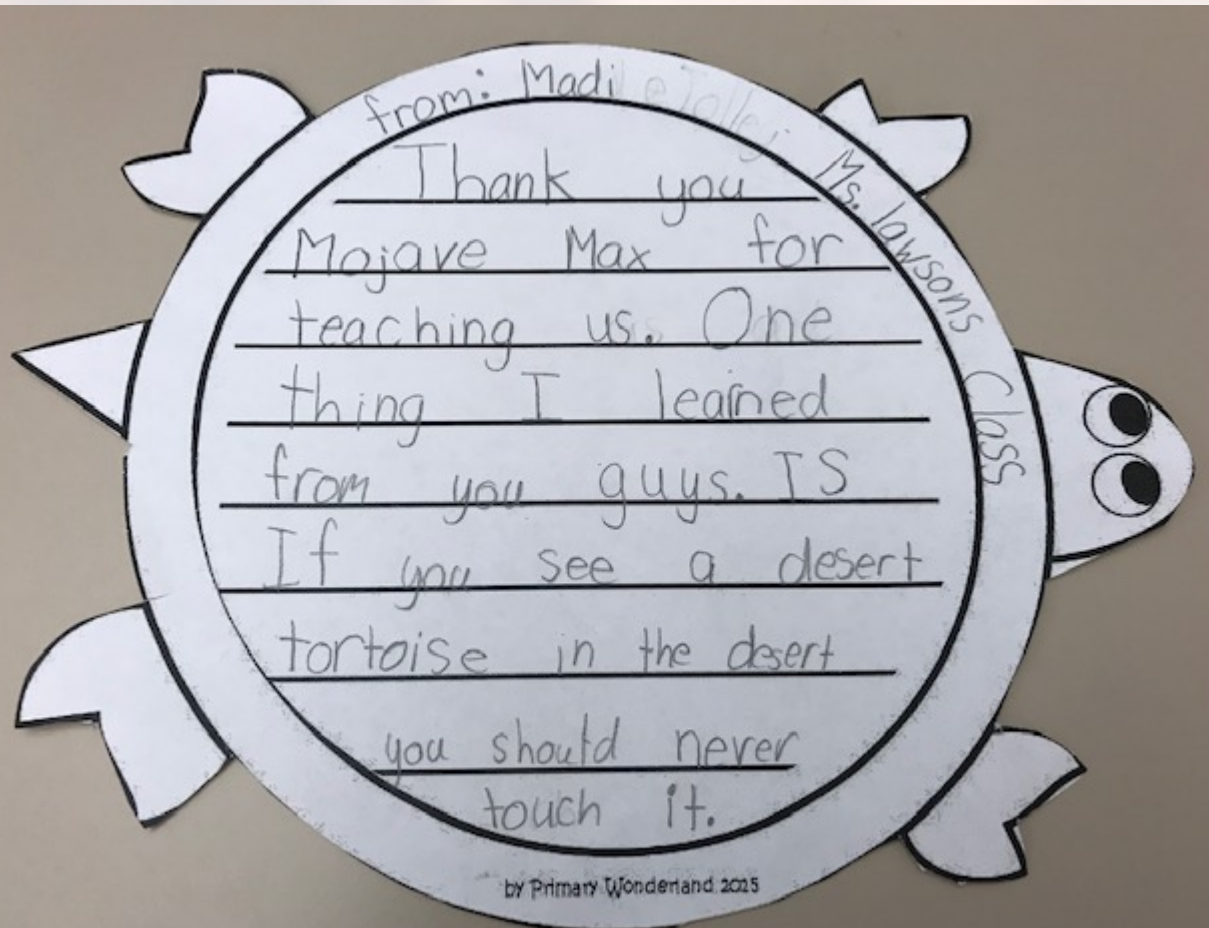
Thank you for coming to the school. I will not throw trash or leave my trash. I will pick up my trash. I like when you taught us about the different parts of the turtle.
From Travis



EDUCATION PROGRAM



Thank You Notes from Divich Elementary School 1st - 3rd Grade Students

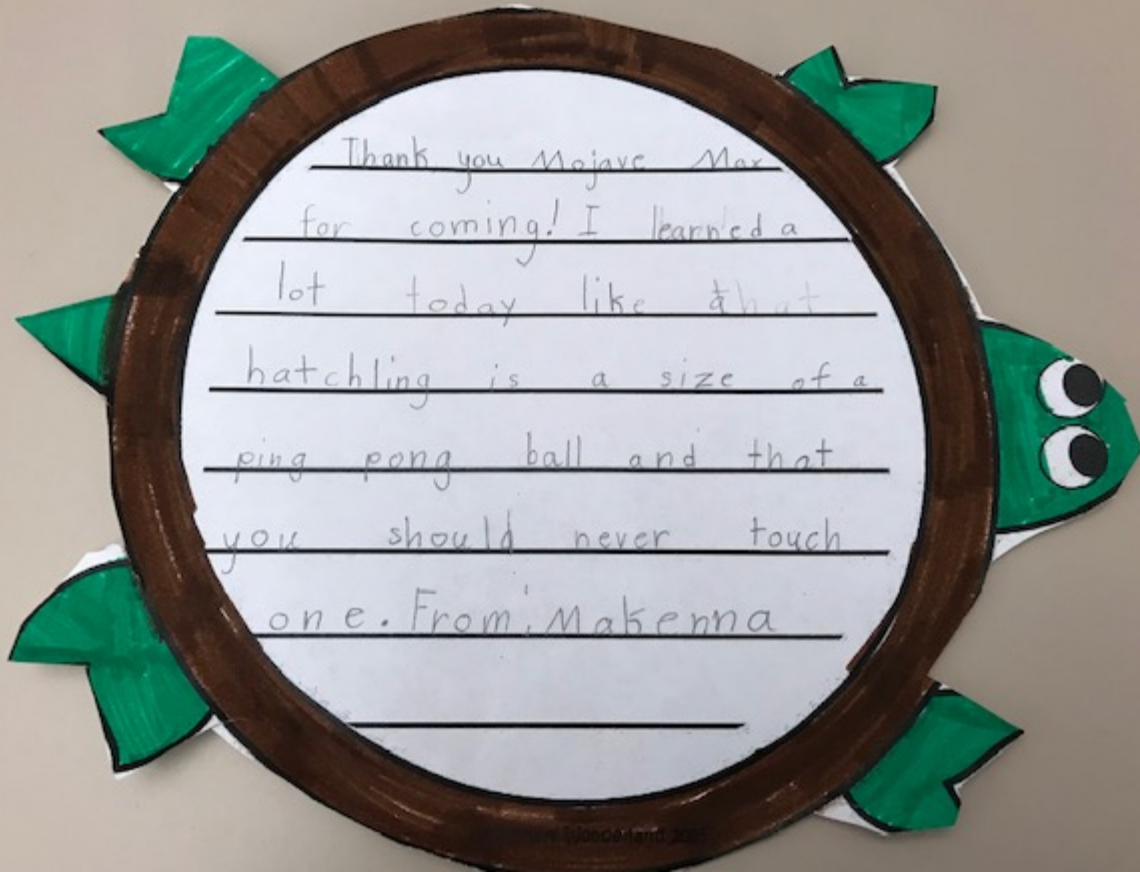


Thank you Mojave Max for teaching us. One thing I learned from you guys is if you see a desert tortoise in the desert you should never touch it.

EDUCATION PROGRAM

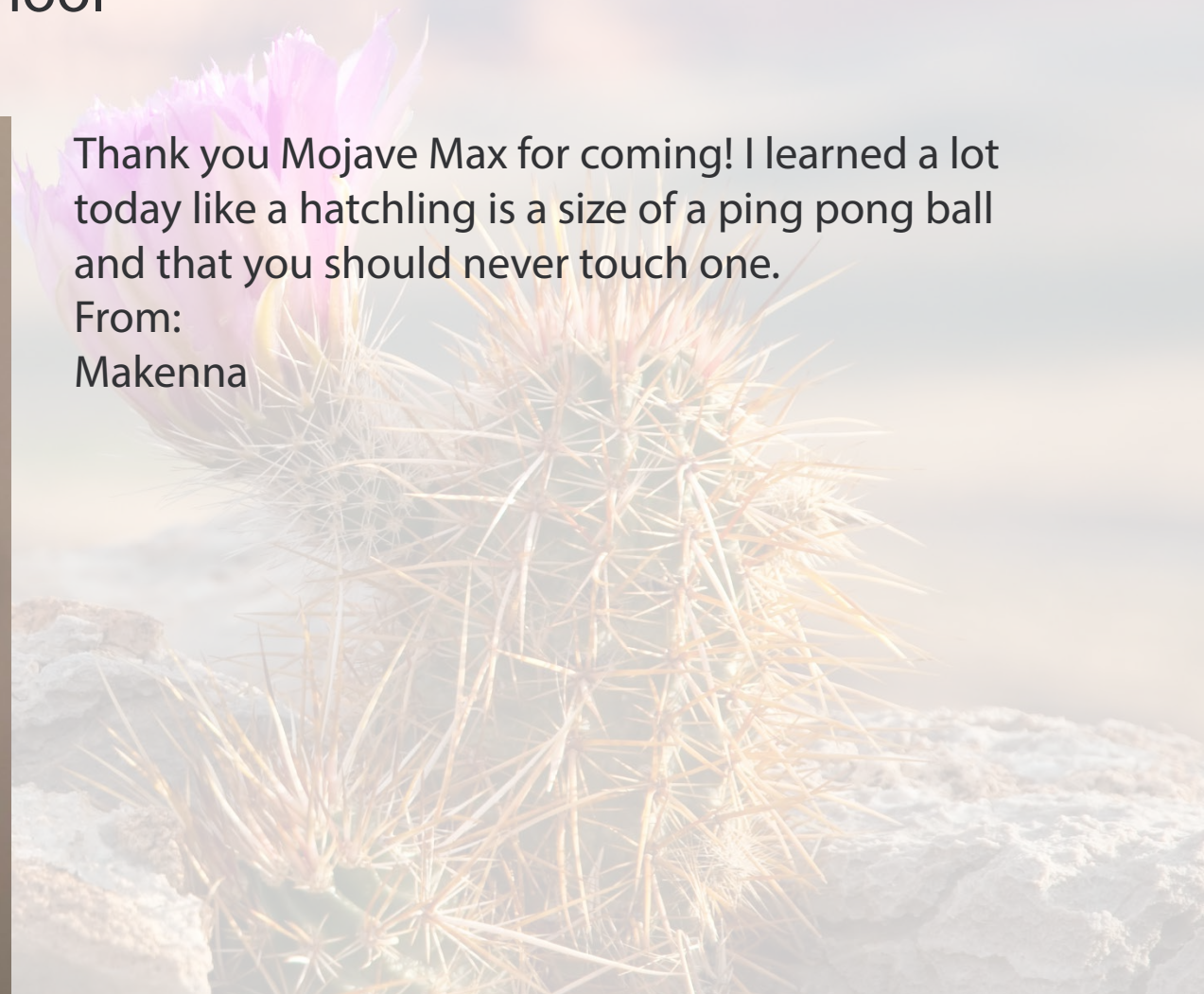


Thank You Notes from Divich Elementary School 1st - 3rd Grade Students



Thank you Mojave Max for coming! I learned a lot today like a hatchling is a size of a ping pong ball and that you should never touch one.

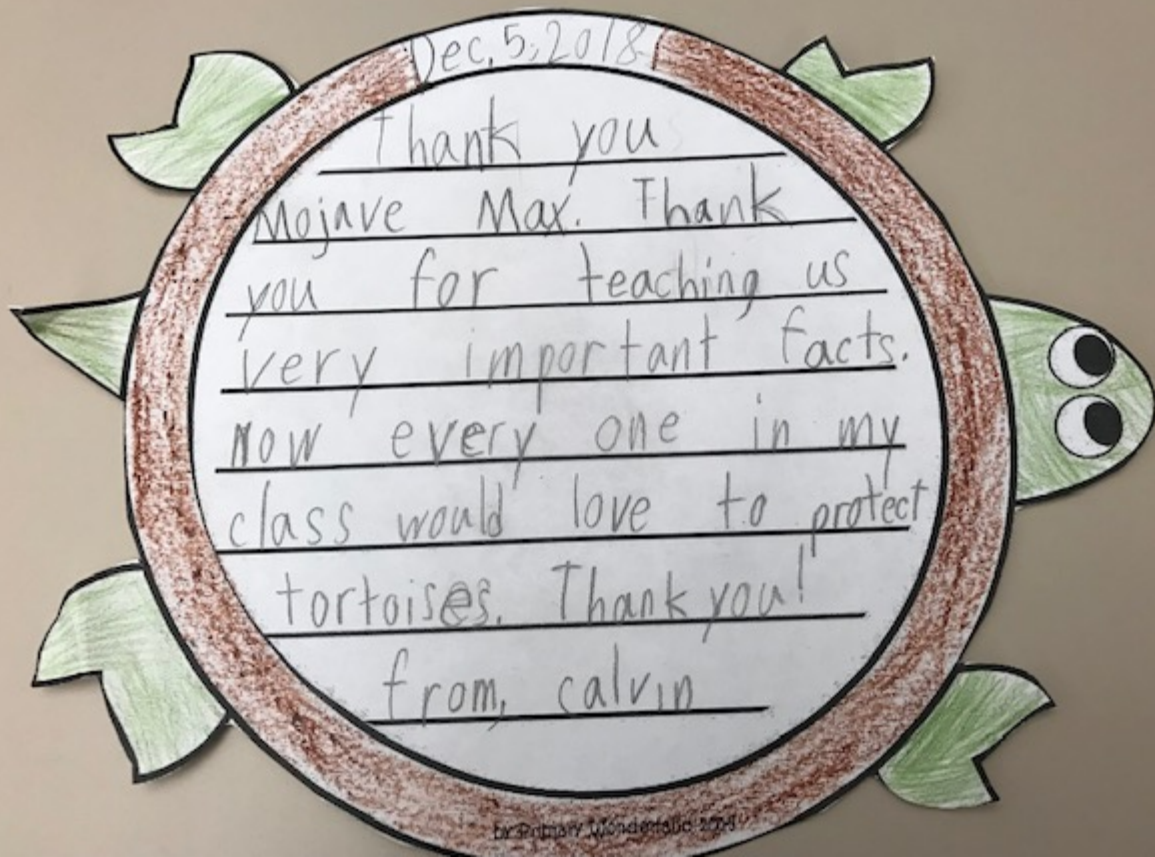
From:
Makenna



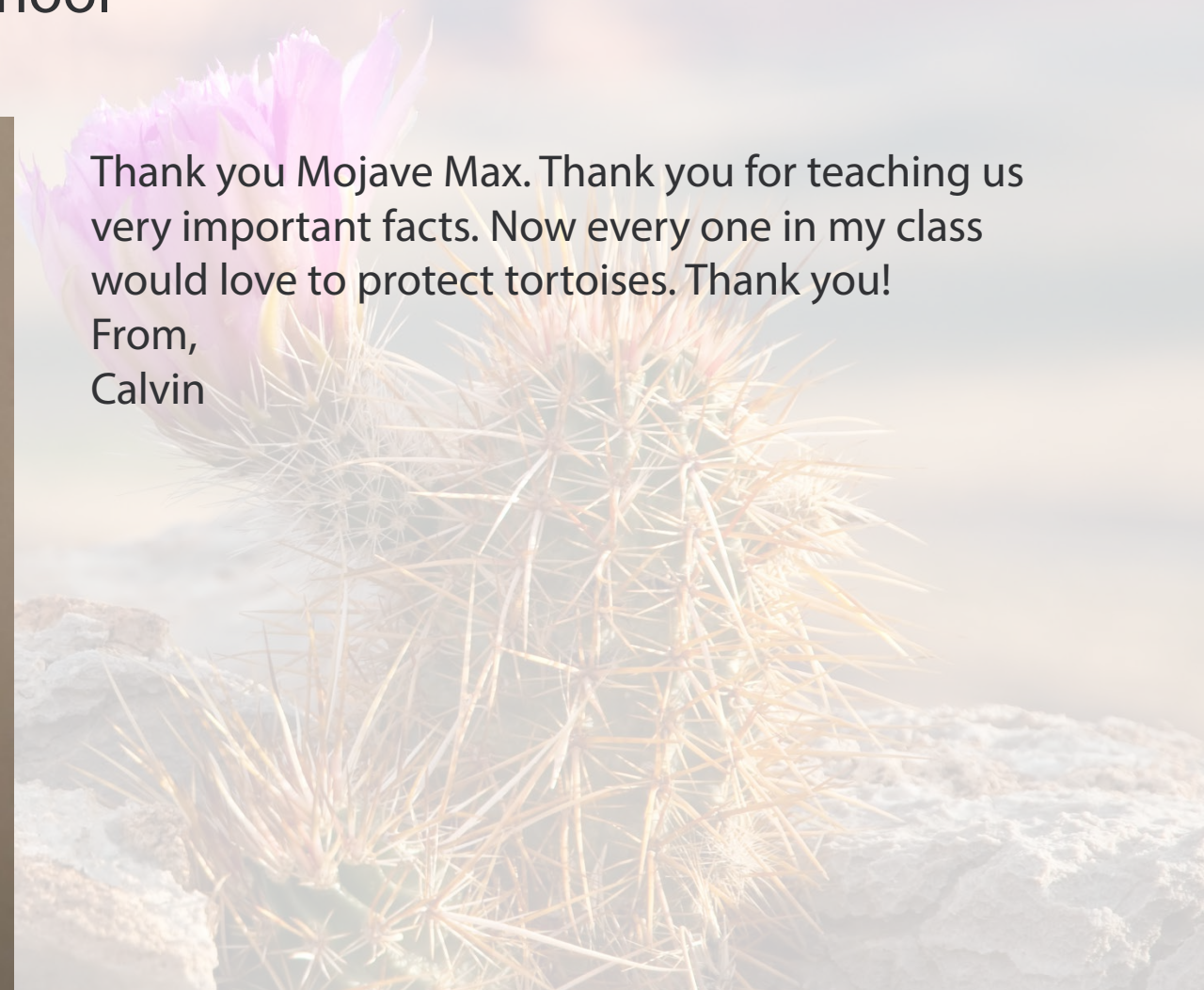
EDUCATION PROGRAM



Thank You Notes from Divich Elementary School 1st - 3rd Grade Students



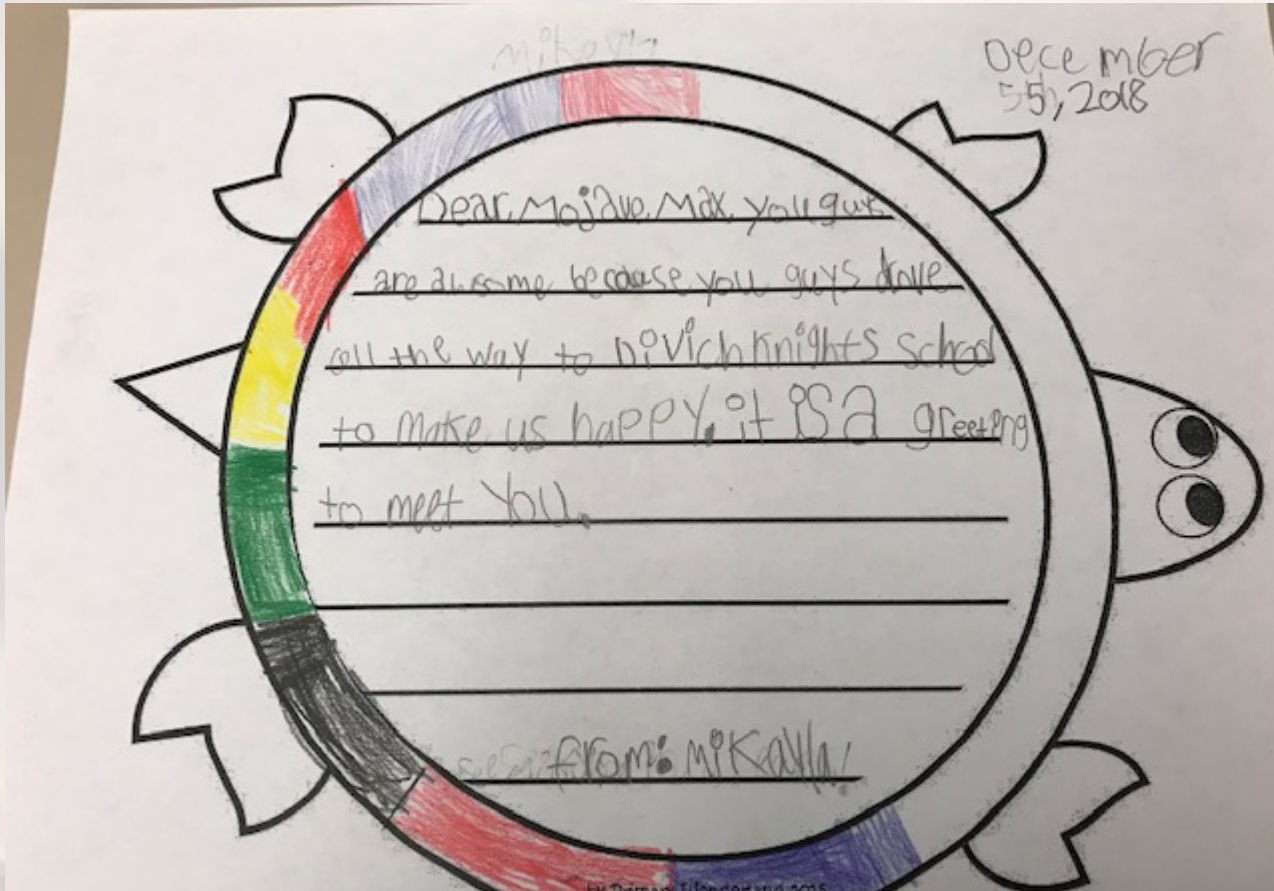
Thank you Mojave Max. Thank you for teaching us very important facts. Now every one in my class would love to protect tortoises. Thank you!
From,
Calvin



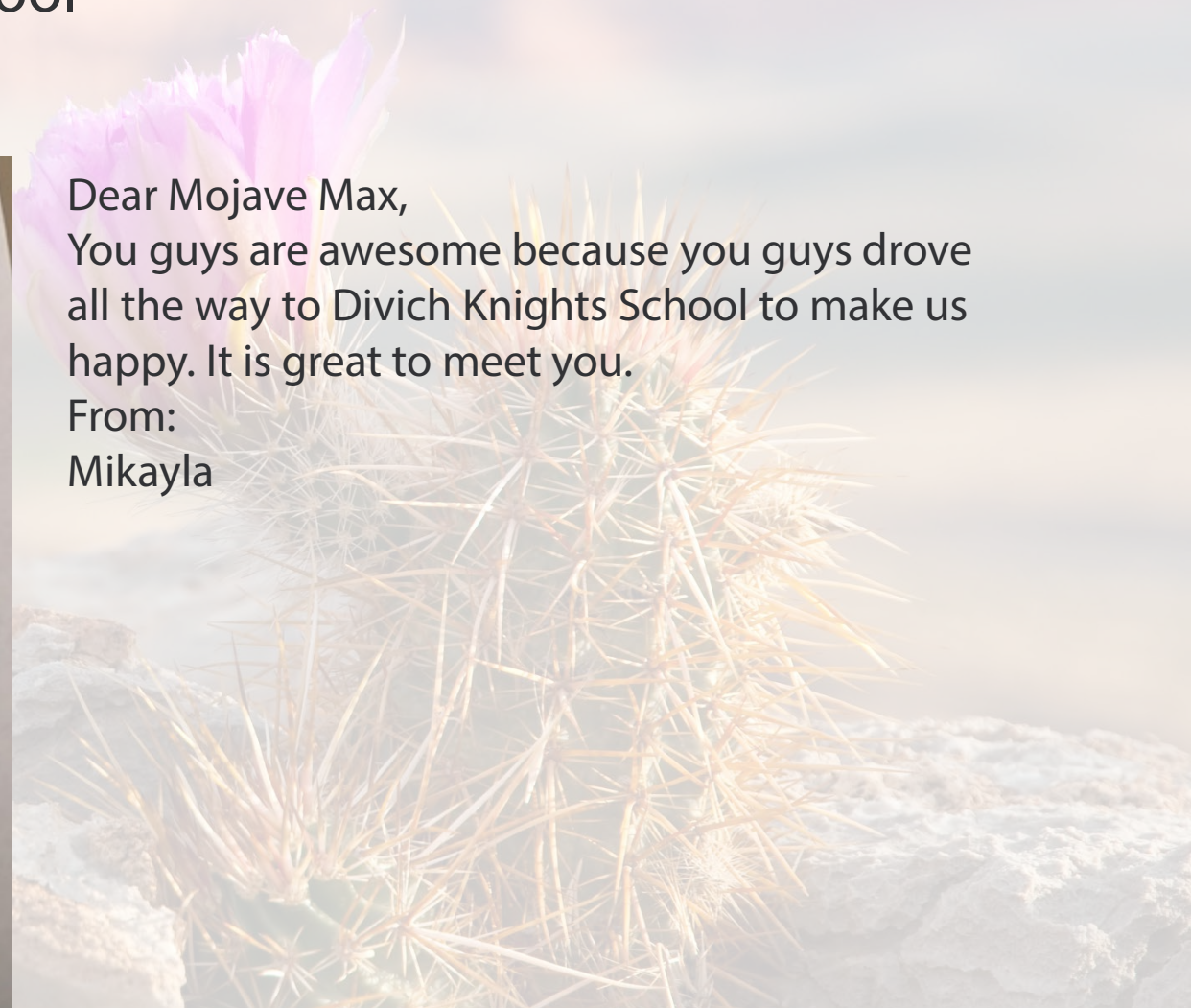
EDUCATION PROGRAM



Thank You Notes from Divich Elementary School 1st - 3rd Grade Students



Dear Mojave Max,
You guys are awesome because you guys drove
all the way to Divich Knights School to make us
happy. It is great to meet you.
From:
Mikayla



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 2019: 4,651

364% Increase since we started

Mojave Max Twitter

2015: 335 2019: 2,515

750% Increase since we started

Mojave Max Instagram

2015: 294 2019: 1,332

453% Increase since we started



ACCOMPLISHMENTS



In **2018**, the Clark County Desert Conservation Program conducted 41 outreach events reaching over **45,000** people!



Received more than **7,000** contest entries for the **Mojave Max Emergence Contest**



Conducted **14** Mojave Max assemblies at various Clark County school reaching over **3,000** students!



Mojave Max



Participated in the 2019 NV Reading Week program at three different schools, reading to **185** students!



129 Tortoise Talks WERE CONDUCTED AT 34 DIFFERENT SCHOOLS, REACHING OVER **3,000** STUDENTS



Mojave Max has **2,515** Twitter followers, **1,332** Instagram followers and over **4,651** followers on **facebook**.

ACCOMPLISHMENTS



- Completed OHV Registration Program Marketing project
 - Created new website
 - Developed media assets: ads, and brochures
 - Ran print ads
 - Ran PSA ads on radio and television
 - Secured billboard advertisements
 - Held four Public Outreach Events
 - Held 14 OHV Registration events – garnered 221 new registrations

Active Registrations by County	Aug-16	Sep-17	Dec-18	Change
Carson City	1,325	1,368	1,464	139
Churchill	1,417	1,410	1,485	68
Clark	13,498	13,910	14,863	1,365
Douglas	2,556	2,857	3,148	592
Elko	4,053	3,979	3,967	-86
Esmerelda	67	67	74	7
Eureka	147	150	145	-2
Humboldt	1,224	1,253	1,349	125
Lander	482	477	452	-30
Lincoln	442	448	405	-37
Lyon	2,875	2,943	3,033	158
Mineral	253	247	237	-16
Nye	1,902	2,033	2,245	343
Pershing	326	314	305	-21
Storey	318	303	328	10
Washoe	10,386	10,555	10,836	450
White Pine	995	979	934	-61
Other	32	97	100	68
Total Active Registrations	42,298	43,390	45,370	3,072

NEW DEVELOPMENTS



- Started conducting Construction Worker Tortoise Training during the DAQ dust classes.
 - Giveaways
 - Watch a video explaining what to do if a tortoise is found on a construction site



ATTENTION ALL DEVELOPERS AND CONSTRUCTION PERSONNEL

Desert Tortoises are protected under Federal Law

Desert Tortoises are protected under the federal Endangered Species Act as a Threatened species. Under the Endangered Species Act it is illegal to "Take" desert tortoises.

Take means to harass, harm, pursue, hunt, shoot, wound, kill, trap, capture or collect, or attempt to engage in any such conduct.

The U.S. Fish and Wildlife Service has issued Clark County an incidental take permit for the desert tortoise under Section 10 of the Endangered Species Act. This permit allows for the incidental take of desert tortoises on non-federal (private land) project sites after the developer has paid the mitigation fee and secured all other permits necessary for development.

Incidental Take is take which occurs in the process of performing otherwise lawful activities and which is not the purpose of that activity.

Developer Obligations under the County's Section 10 Permit

If you see a desert tortoise on your construction site you should collect the desert tortoise and place it in a clean box with a ventilated lid. To prevent death by overheating, immediately take it to a cool, shaded place. Call the Wild Desert Tortoise Assistance Line at 702-593-9027. All calls will be answered within 24 hours. Someone will be scheduled to pick up the tortoise from the construction site and find a suitable site to relocate the tortoise. There is no charge to you for this service.

Under no circumstances may a desert tortoise be taken from the wild (or from a construction site) for private use. It is illegal to remove wild desert tortoises for private use. Please do not handle or otherwise disturb wild tortoises unless they are in harm's way on a private land construction site.

**WILD DESERT TORTOISE ASSISTANCE LINE
702-593-9027**



ATENCIÓN A TODOS LOS PROMOTORES Y PERSONAL DE CONSTRUCCIÓN

Las Tortugas del Desierto están protegidas por la Ley Federal

Las tortugas del desierto están protegidas por la Ley federal de especies en peligro de extinción como una especie amenazada. Bajo la ley de Especies en Peligro de Extinción, es ilegal "Tomar" tortugas del desierto.

Tomar significa hostigar, dañar, perseguir, cazar, disparar, herir, matar, atrapar, capturar o coleccionar, o intentar participar en alguna de estas conductas.

El Servicio de Pesca y Vida Silvestre de USA ha emitido al Condado de Clark un permiso de toma incidental para la Tortuga del desierto bajo la Sección 10 De la ley De Especies En Peligro. Este permiso permite la toma incidental de tortugas del desierto en sitios de proyectos no federales (tierras privadas) una vez que el promotor haya pagado la tarifa de mitigación y haya obtenido todos los demás permisos necesarios para el desarrollo.

Toma Incidental es toma que se produce en el proceso de realizar actividades que de otro modo serían legales, lo cual no es el propósito de tal actividad.

Obligaciones del Promotor bajo el Permiso de la Sección 10 del Condado

Si ve una tortuga del desierto en su sitio de construcción, debe recoger la tortuga del desierto y colocarla en una caja limpia con una tapa ventilada. Para prevenir la muerte por sobrecalentamiento, inmediatamente llevela a un lugar fresco y sombreado. Llamar a la Línea de Asistencia de la Tortuga Salvaje del Desierto al 702-593-9027. Todas las llamadas Serán contestadas dentro del siguiente día hábil. Alguien será enviado a recoger la tortuga del sitio de construcción y encontrar un sitio adecuado para reubicar a la Tortuga. No existe ningún cargo para usted por este servicio.

Por ninguna circunstancia se puede sacar a una Tortuga del desierto de su habitat natural (o de un sitio de construcción) para uso privado; esto es ilegal. Por favor, no manipule ni moleste a las tortugas salvajes a menos que se encuentren en peligro en algun sitio de obra en terrenos privados.

**LÍNEA DE ASISTENCIA DE TORTUGA DE DESIERTO SALVAJE
702-593-9027**

NEW DEVELOPMENTS



- New contract for Tortoise Awareness and Invasive Species Education for OHV Community
 - Developed marketing materials,
 - Ads for Facebook and other social media platforms,
 - Ads for radio, magazine and newspaper
 - Outreach events and giveaways



QUESTIONS?



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desert conservation
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