

PUBLIC INFORMATION EDUCATION AND OUTREACH

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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 the desert tortoise, native species, and responsible desert use
- Encourage people to RESPECT, PROTECT, and ENJOY our desert ecosystem

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

ADMINISTRATION

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
- Mojave Max and DCP websites and various social media platforms
- Educating construction site personnel about reporting and collecting wild desert tortoises for pick-up by DCP staff

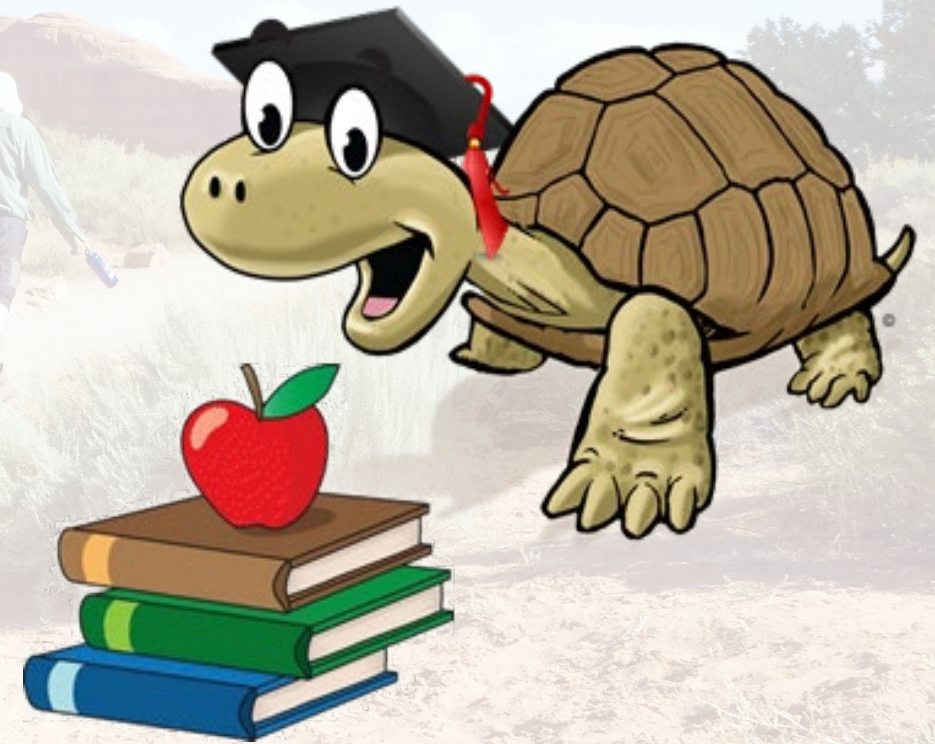


EDUCATION PROGRAM



Mojave Max Education Program

- Started in 2000
- Receive requests through the Mojave Max website for Mojave Max assemblies, individual Tortoise Talks, and outreach events
- Partner with a consultant who helps administer the Mojave Max assemblies, Tortoise Talks and outreach events (Get Outdoors Nevada)
 - Pandemic protocols caused some of these to be done virtually during the last two years, but we expect all aspects of the program to return to in-person
- Annual Mojave Max Emergence Contest



EDUCATION PROGRAM



2021-2022 Mojave Max Education Program Accomplishments

- In response to the pandemic, new content was created to reach CCSD students who were learning virtually, including the Mojave Max “Ask-a-Ranger” Q & A sessions, which reached nearly 1,000 students.
- In the 2021-2022 school year, nearly 4,000 students were reached through assemblies and virtual Tortoise Talks.
- 2,727 students submitted their guesses for the emergence contest.



MOJAVE MAX EMERGENCE



DESERT TORTOISE HABITAT

SURVIVING in the desert

With nearly 15 acres and native plants for food, this habitat provides a home to a small number of threatened desert tortoises. Each tortoise wears a transmitter so scientists can track their movements and better understand their day-to-day lives. For more information, contact the Mojave Contact Tortoise Group, a local volunteer organization. Visit www.mojavetortoise.org to learn how.

MOJAVE MAX EMERGENCE



Mojave Max emerged from his burrow at Springs Preserve on March 26, 2022 at 12:21p.m.

The winner of the Emergence Contest, and her entire class from Edna Hinman Elementary School, were surprised with a visit from the Mojave Max Mascot for the announcement of their contest win!

Later, the class was treated to a field trip at Springs Preserve, where they met the REAL LIVE Mojave Max. None of the students in this class had never been to Springs Preserve.

OUTREACH EVENTS



Presence at 20 outreach events, reaching an estimated 25,000 people

Candlighters Super Hero 5K

Healthy Kids Festival

Public Lands Day

National Night Out

Pleistocene Palooza

Trunk or Treat

Spring Festival

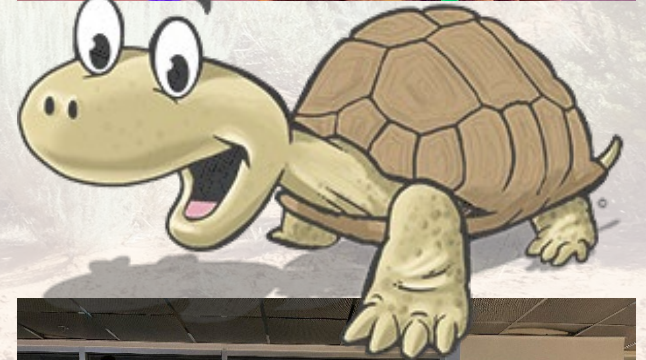
Summerlin Festival of Arts

Earth Day-Springs Preserve

Bunny Hop-Pearson Community Center

Whitney's Bunny Trail-Whitney Rec. Cntr.

And more...

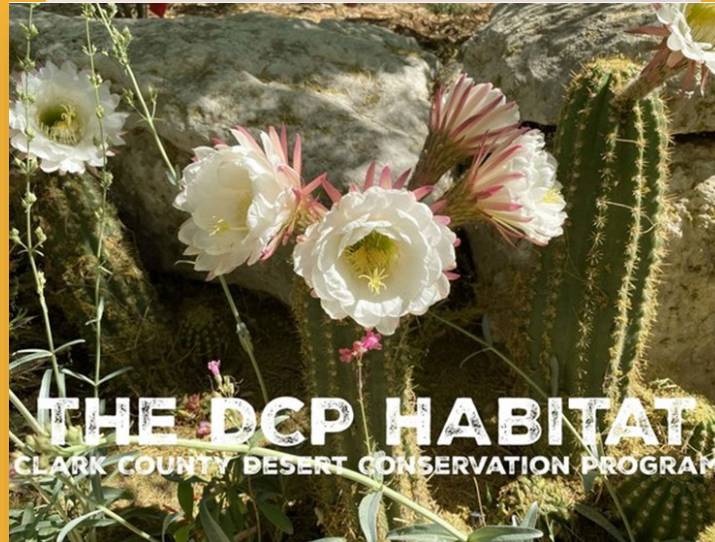


PUBLIC COMMUNICATION



The DCP HABITAT Newsletter launches this week. The public can subscribe through the Clark County website, and a subscription link will be on the DCP web page as well.

Content will include regular updates on MSHCP projects, species highlights, DCP Team Member Spotlights, and fun facts about desert conservation.



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!



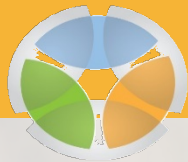
Mojave Max



Mojave_Max



@MojaveMax



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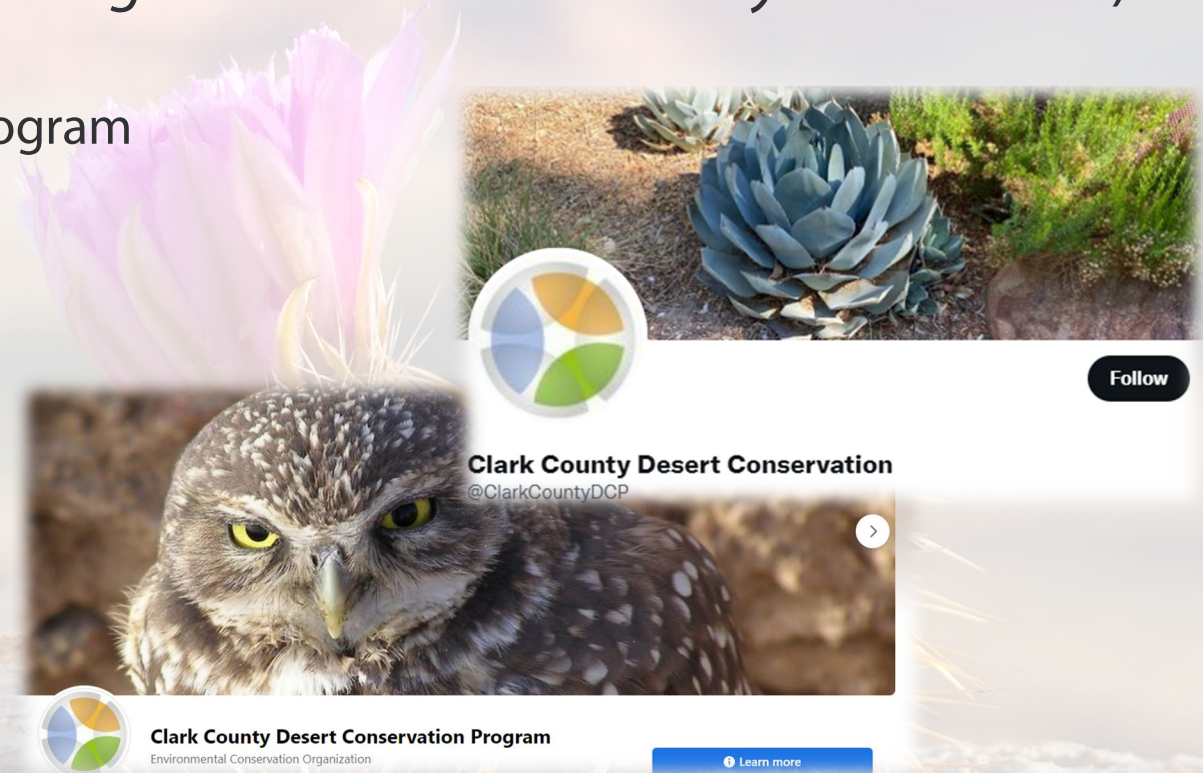


SOCIAL MEDIA-DCP



DCP recently created separate social media accounts, so you should all start following us...and tell your friends (*this isn't Fight Club—we want everyone to know!*)

- Facebook: Clark County Desert Conservation Program
- Instagram: DCP_ClarkCounty
- Twitter: @ClarkCountyDCP
- YouTube: Clark County Desert Conservation
- TikTok: ClarkCountyDCP



We appreciate any content you may want to provide for us to share—or tag us in your agencies' relevant posts.

ACCOMPLISHMENTS



Completed our fifth year with Get Outdoors NV (formerly Outside Las Vegas Foundation)

Managed to continue educating students through a pandemic which caused a shift to exclusively virtual learning for a while, and then a hybrid of virtual and in-person experiences.

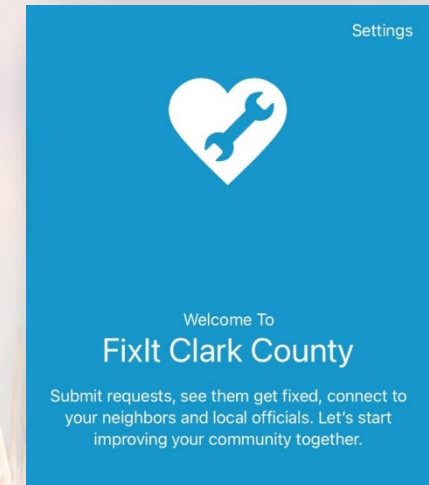
SHOUT OUT to Get Outdoors Nevada for pivoting during that challenging time, and creating new ways to bring Mojave Max and desert conservation messaging to elementary schools throughout Clark County



FUTURE DEVELOPMENTS



- Construction personnel will soon be able to report wild tortoises on construction sites via the FixIt Clark County app
- Tortoise Awareness and Invasive Species Education for OHV Community will increase through attendance and participation in events (including Hump 'n' Bump in Logandale, NV in October)
- Mylar balloon danger education and collection competition campaign (launching in September, in conjunction with the BCPD officers who patrol the BCCE)
- Expanding desert conservation education to students in Junior and Senior high school.
- Creation of the DCP Ambassador Outreach program
- Creation of additional resources for teachers to utilize for teaching Desert Conservation to all grade levels (i.e. creation of additional Google Classroom content, and 'travel trunks')



Supervisor: Do you have any special skills?
Me: Look, a turtle!





QUESTIONS?