



Date: November 21, 2019

TO: DISTRIBUTION

RE: DESERT CONSERVATION PROGRAM PROJECT COMPLETION NOTIFICATION:
**TORTOISE AWARENESS & INVASIVE SPECIES EDUCATION FOR OHV COMMUNITY
2009-MXT-807H**

The work for the above referenced project has been completed. Please see the attached for all project related information.

The purpose of the above referenced project was:

The purpose of this project to develop a targeted, cohesive marketing plan that would more effectively spread the messages of the program and specifically to promote program awareness within the Off-Highway Vehicle (OHV) community to increase their awareness and understanding of both the desert tortoise and ways the OHV community can help deter the spread of invasive species

The major accomplishment or findings of this project include:

Draft and final marketing plans were developed to identify ways of increasing the awareness of desert tortoise in the wild and also ways the Off-Highway (OHV) community could help deter the spread of invasive species. The marketing plan identified campaign messages and taglines.

Five different rack cards with a variety of messages were developed for handouts at public outreach events.

Ads were placed on local radio stations, in local newspapers and magazines and on social media to help bring awareness to the OHV community.

A new webpage highlighting Invasive Species & Tortoise Awareness was added to the NV Off-Highway Vehicle Commission Website.

Four public outreach events were held.

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For more information about this project and/or for other Project Reports or Symposium Reports, please visit our website at: <http://www.clarkcountynv.gov/airquality/dcp/Pages/default.aspx>

If you have any questions, please contact Heather Green at (702) 455-1605.

Sincerely,



Marci D. Henson
Director, Air Quality
Administrator, MSHCP

cc:

- US Fish and Wildlife Service
- Board of County Commissioners (7)
- Permittees' Executive Committee
- Permittees' Process Management Group
- Thomas Boldt, Purchasing
- Catherine Jorgenson, District Attorney – Civil Division
- Desert Conservation Program Community Advisory Committee
- Desert Conservation Program Interested Parties List
- Multiple Species Habitat Conservation Plan Implementing Agencies
- Science Advisor
- SNPLMA Office (for SNPLMA projects)
- Congressional Office
- DCP Staff

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DESERT CONSERVATION PROGRAM PROJECT COMPLETION NOTICE

Date of Issuance: 11/14/2019

General Project Information

Project Category	Conservation
Compliance Category	9b-Roads/OHV
Project Level	Level 2
Project Title	DT Awareness & Invasive Species Education for OHV Community
Project Number	2009-MXT-807H
Contractor	MXT Media
Contractor Person of Contact	Lora Hendrickson
Contractor Project Manager	Lora Hendrickson
DCP Project Manager	Heather Green
DCP Person of Contact/Contract Manager	Heather Green
Competitive Award or Sole Source	Competitive Award
Contract Start Date	10/22/2018
Purchase Order Number	4800009008-012
Contract End Date	01/31/2020
Commissioner & District	A Michael Naft B Marilyn Kirkpatrick C Larry Brown D Lawrence Weekly E Tick Segerblom F Justin Jones G James B. Gibson
Congressional Rep & District	1 Dina Titus 3 Susie Lee 4 Steven Horsford

Financial Breakdown

Funding Source	S10 09-11
Original Contract Amount	\$ 50,000.00
Total Change Request Amount	0.00
Revised Contract Amount <small>(Original Award plus Change Requests)</small>	\$ 50,000.00
Funds Not Used in Contract	1,893.85
Final Payout Amount	\$ 48,106.15

Performance Information

Total Number of Change Requests	0
Number of Change Requests by Contractor	0
Number of Change Requests by DCP	0
Total Number of Deliverables	10
Number of Deliverables Accepted	10
Number of Deliverables Rejected	0
Number of Delinquent Deliverables	1
Total Number of Milestones	20
Number of Delinquent Milestones	0
Number of Milestones Met on Time	20
Total Number of Invoices Submitted	22
Number of Rejected Invoices	0