

PUBLIC INFORMATION, EDUCATION AND OUTREACH

AUGUST 15, 2018



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

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
- Through the Mojave Max website and other social media forums

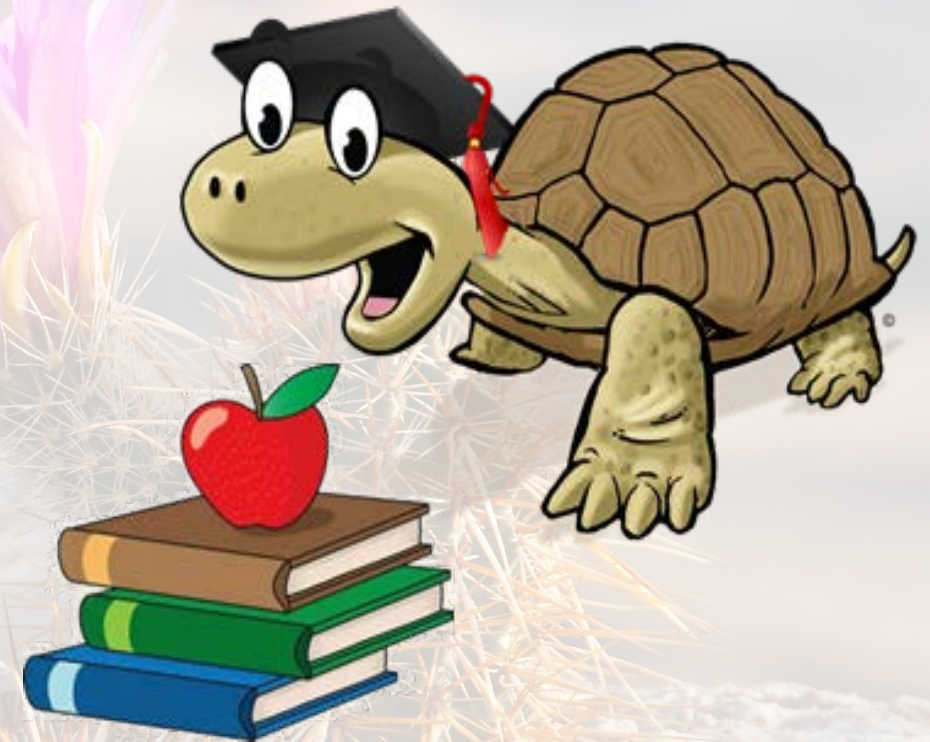


EDUCATION PROGRAM



Mojave Max Education Program

- Started in 2000
- Receive requests through the Mojave Max website for 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
- Annual Mojave Max Emergence Contest



EDUCATION PROGRAM



2018 Mojave Max Education Program Accomplishments

- Over 6,390 students were reached through assemblies and individual Tortoise Talks
- 129 Tortoise Talks were conducted at 34 different schools reaching 3, 151 students
- More than 4,700 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 2018: 3,488

273% Increase since we started

Mojave Max Twitter

2015: 335 2016: 1,069 2017: 1,526 2018: 1,931

576% Increase since we started

Mojave Max Instagram

2015: 294 2016: 571 2017: 831 2018: 1,022

347% Increase since we started



~~Up up and away...~~

OUTREACH EVENTS



Presence at over 26 outreach events,
reaching an estimated 41,900 people

Giveaways

- Learn to the Max Tote Bags
- Learn to the Max Flower Highlighters
- Learn to the Max Crayon Sets
- Tortoise Erasers
- Learn to the Max Mood Rulers



OUTREACH EVENTS



Candlelighters Superhero 5K– Exploration Park

Get Outdoors NV Day– Cornerstone Park

Green Fair– Circus Circus Hotel and Casino

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

Trunk or Treat– Whitney Recreation Center

Wetlands Park Discovery Day – Wetlands Park

Junior Ranger Day – Lake Mead NRA

Pinwheels for Prevention – Galleria Mall

Pigs for the Kids Charity BBQ



Cmmsr. Gibson w/ Max at Trunk or Treat

ACCOMPLISHMENTS



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

The Mojave Max program moved to the Springs
Preserve on September 26, 2018

- Mojave Max's Debut at Springs Preserve
- Held our first Mojave Max Emergence Contest winner's field trip there on April 17th



PUBLIC INFORMATION



NEW DEVELOPMENTS



- Launched the sale of the Desert Tortoise License Plate on July 16th



Mark Basmajian About time !!!! 🐢
Like · Reply · Message · 1w

Tank Walter Nicole Rosee I'm about to get one
Like · Reply · Message · 1w

Sandy Rodriguez Omgoooosh!!!!
Like · Reply · Message · 1w

Lucas Jones That's coolest looking license plate
Like · Reply · Message · 1w

Chris Gabriel That's a really cool looking plate!!
Like · Reply · Message · 2w

- Started conducting Construction Worker Tortoise Training



Like · Reply · Message · 36m

PUBLIC INFORMATION



Future Developments

- Tortoise Awareness and Invasive Species Education for OHV Community
- More Education for Construction Personnel



QUESTIONS?



THE END