



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.

BUILD:MAX SHRED:MAX EXPLORE:MAX LEARN:MAX

STREAMLINING DEVELOPMENT • PROTECTING SPECIES • PRESERVING OUR FUTURE

4701 W Russell Road, Suite 200, Las Vegas, NV 89118 • Phone 702.455.3536 • FAX 702.366.8580

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

BUILD^{MAX} SHRED^{MAX} EXPLORE^{MAX} LEARN^{MAX}

STREAMLINING DEVELOPMENT • PROTECTING SPECIES • PRESERVING OUR FUTURE

4701 W Russell Road, Suite 200, Las Vegas, NV 89118 • Phone 702.455.3536 • FAX 702.366.8580